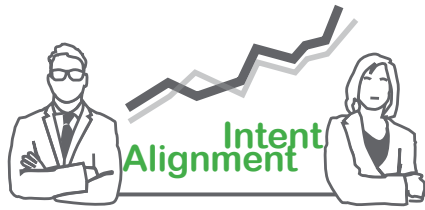


Information Architecture Value Chain

A reference guide for identifying the value and scope of information architecture to key audiences

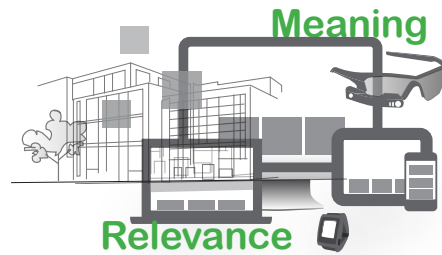
Strategic Value

Information architecture contributes systems thinking that improves synthesis, strategic alignment, and solutions framing



Design Value

Information architecture improves the relevance and expectation of information by probing content, context and users



User Value

Information architecture simplifies how people navigate and use information that connects to the Web



Technology Value

Information architecture improves the resilience of database structures through sound conceptual modeling



The practice of information architecture offers value throughout the entire lifecycle for creating Web interfaces*. While the subject domain of information architecture is extensive, it is centered around information and our human interaction with it. Listed below are key areas of interest within the practice of information architecture that are still evolving.

Areas of Interest	Tactical	Planning Performance Context mapping	Content modeling Information interaction Sense-making	Navigation Organization Relationship	Concept modeling Ontology Semantics
	Strategic	Visioning Synthesis Understanding	Placemaking Information environment Experience	Web Structure Segmentation Information	Communication Information modeling Information theory

*A Web interface can be representational or transactional and can be instantiated in physical and digital spaces.