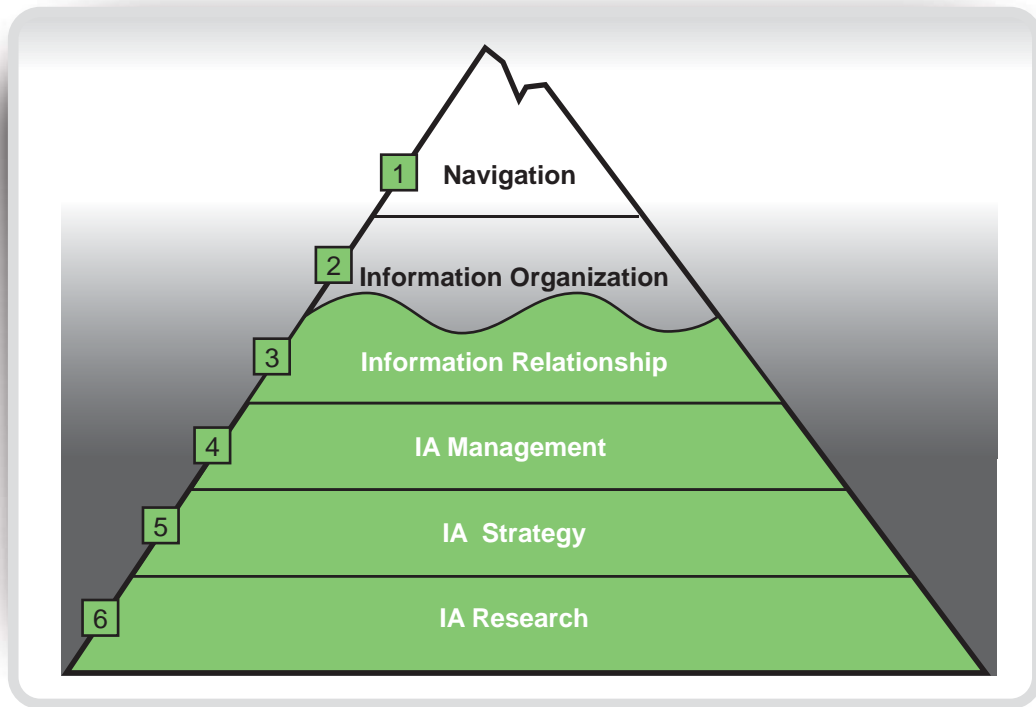# How to Frame the Practice of Information Architecture

The practice of information architecture brings value to business organizations by way of the following areas of interests:

1 **Navigation**

2 **Information Organization**

3 **Information Relationship**

4 **IA Management**

5 **IA Strategy**

6 **IA Research**

IA Practice Defined: The effort of organizing and relating information in a way that simplifies how people navigate and use content on the Web.

An iceberg is a useful metaphor for framing the scope of information architecture. *Navigation* and *information organization* represent the "surface" of the IA iceberg that users, clients and UX designers easily recognize. However, it's important to observe the impact of "deeper" layers of IA practice. For example, when layers 3-6 are routinely explored, businesses are better positioned to address their growing domain of information with a holistic outlook that acknowledges the creation, management, strategy and various states of information attributes and behavior.

Ultimately, final IA recommendations should consider the tactical interests shown in layers 1-3 and future domain complexity that can be addressed by taking interest in layers 4-6.

Basic questions to ask:*	Basic methods to use:*
1 What information retrieval methods will people need to find a targeted set of information?	- Search - Hierarchal Menu - User Recommendation
2 How should the information be formally grouped?	- Taxonomy - Content Matrix - Thesaurus
3 How should the targeted information be defined to offer flexibility and extensibility?	- Content Modeling - Metadata - Domain Modeling
4 What processes and rules are needed to enforce and preserve the effectiveness of an information architecture?	- Metadata Guidelines - Page Intention - Practice Model
5 What strategic category does the designed information architecture fall into?	- Single-domain IA Strategy - Multi-domain IA Strategy - Cross-domain IA Strategy
6 What methods should be used to build assumptions and create and assess the performance of a recommended information architecture?	- Quantitative Research—such as Path Analysis or Search Analytics - Qualitative Research—such as Observing User Behavior, Contextual Inquiry, or Content Analysis

* But not limited to the following list

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