

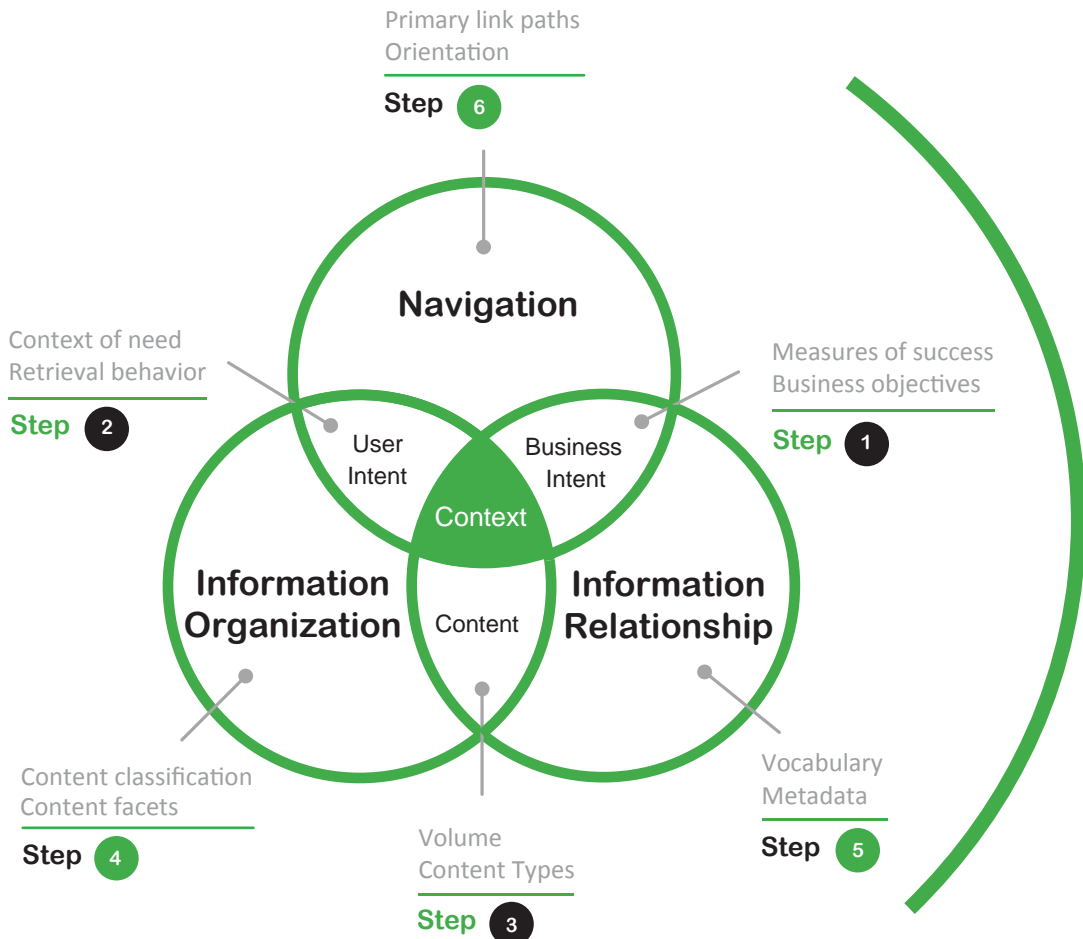
Basic steps and principles can be used to foster an effective information architecture.

The items within the venn diagram makeup what the DSIA Research Initiative calls a *common set*.

A common set consists of *probes* ● and *constructs* ● that are informed by context. Examples of each are presented in a stepped order that proves to be useful in practice.

It's important to note that this diagram only represents baseline considerations for comprehensive IA design, strategy, management and research.

To review a case study that leverages this common set, read the article, *Creating a Web-Site Information Architecture in Six Steps*, by Nathaniel Davis.



Six steps. Six principles. Go!

1

Assess Business Intent

Accountable information requires accountable business strategy.

3

Assess Content

If there is no meaning to your content, it will mean nothing to your users.

5

Relate Information

Information is meant to be used. Make it usable.

2

Assess User Intent

A site that understands nothing about its users will have users that understand nothing about the site.

4

Organize Information

Failure to organize is to organize for failure.

6

Navigate

Information architecture must offer a constant beacon in an ocean of information.