



## Information Architecture at Sapient: Human-centered Experience Design

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## Information Architecture Definition

- An information architecture is the underlying organizational structure for a system of content and interactions (e.g., Web, broadband, wireless, and speech).



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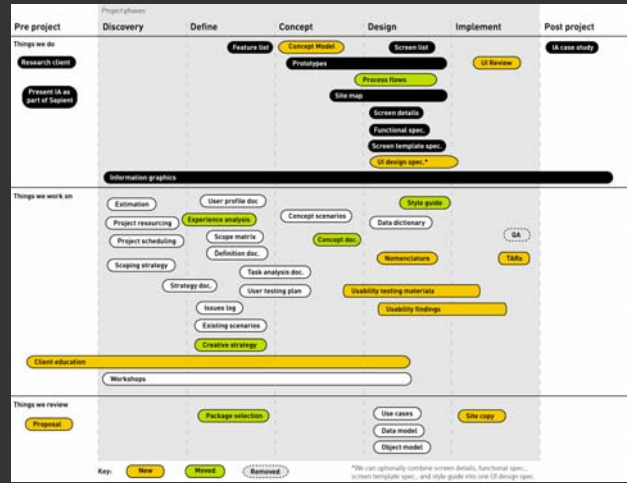


## Role of an Information Architect

- Sapient Information Architects are human-centered designers that create plans for how an interactive experience works.
- Balancing the needs of the **business** and the **users** with the capabilities of **technology**, we design comprehensive systems that include the organization, navigation, and interaction of the final solution.
- Our resulting plans become the foundation to create and implement content, experience, and technology solutions.



# Mapping deliverables to phases



# The Professions of Experience Design

[GAIN Figure from Clement to be Inserted Here]



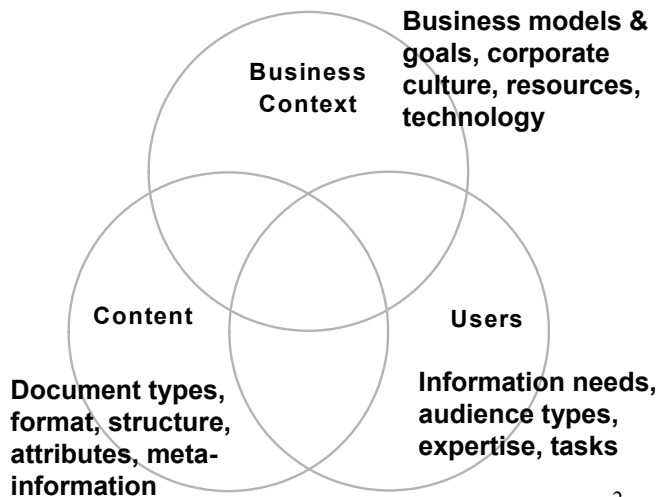
Vision: Reinvent the way people work together ...to design and build compelling and effective user experiences that satisfy business goals and meet user needs.

## *What is Information Architecture?*

- The art and science of structuring and organizing information systems to help people achieve their goals.
- Art and science
- Structuring and organizing
- Users' goal: finding information
- Owners' goal: managing information

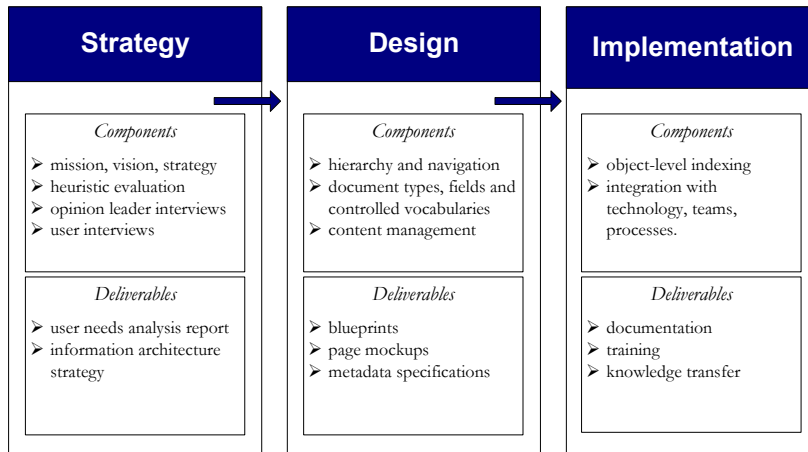
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## *Model*



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# Methodology



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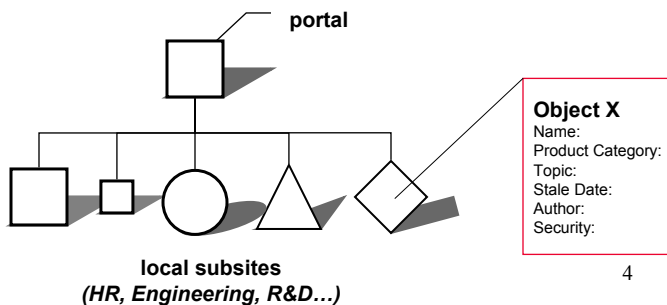
# Approaches

## Top-Down

portal  
strategy  
hierarchy  
primary path

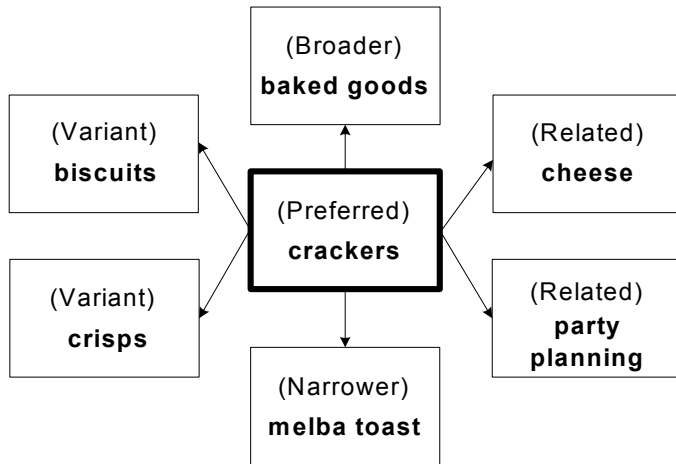
## Bottom-Up

sub-site  
objects  
metadata  
multiple paths

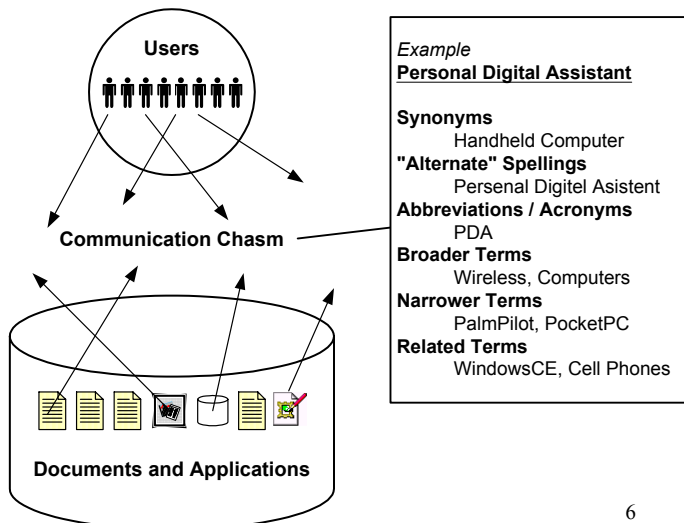


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# Thesauri



# Thesaurus as Enabler



## User Research

- Interviews
  - Q&A
- Observations
  - Environment, work in context
- Activities
  - Fun, think out of the box
- Participation
  - Group problem solving

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## Card Sorting

- Homogenous vs. Heterogeneous content
- Level of detail of the card: labels vs. actual content
- Open (user derived) vs. Closed (for evaluation) groups

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***Practicing Information Architecture at  
Capital One: An Agency Approach***

***Fran Arble  
User Experience Architect***

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**Definition: Information Architecture**

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- Information architecture is the process of organizing and labeling information, and designing navigation and searching systems so that people can find and manage information more successfully.

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## Organization

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### Brand Marketing

- Centralized management/production of customer communications
  - Television
  - Direct Mail
  - Internet

### Product Marketing

- Market Strategy for various product LOBs
  - General credit population
  - "Risk" credit population
  - Student card
  - "Miles One"

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## Organization

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### Internet Creative Development

- Focus on developing "the right message" to our customers for our internal LOB clients
- Team
  - Producers
  - Creative Directors
  - Visual Designer
  - Copywriters
  - HTML (and other) Developers
  - Information Architecture and Usability

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**Process/Deliverables -- Folks:** this will be some - more simplistic than these - chart that shows the major IA deliverables, and the integration w/ interdisciplinary team

## Internet Creative Development

### Overview—Planning/Information Phase

Task	Key Performer
Customer-performer concept meeting with customer, producer, designer, developer, copywriter, and brand manager initiated. (If necessary include vendor, IT, MIS.)	Brand Manager
Creative Brief written.	Brand Manager
Customer Information Sheet completed.	Producer
Project documents accepted (Scope, Timeline, etc.).	Customer
Project documents posted online.	Producer
Outsourcing decisions made.	Group Manager
IA, Creative, development, and QA resources negotiated.	Producer
Scope document written.	Producer
Detailed Site Strategy meeting - "Business Problem Session" Identify mission and goals, "client's vision", site objectives, etc. Information Architecture question session. Identify Best practice and competition analysis	Brand Manager/IA/Producer
Identify and collect IA content requirements and User needs documents (Definition of content elements required in the site in order to meet the user needs)	IA/Producer
IA Information sheet completed	Brand Manager/IA
Identify and collect information about the technical environment.	IA/application developer
Content inventory/site map/ page schematics/Wire-frames created	IA
Architecture discussed, reviewed, "problem spots pointed", awareness raised, fixes discussed	IA/Customer
final architecture with fixes created	IA
Architecture (deliverables) discussed, reviewed, selected	IA/Customer/Producer
IA Sign-off	Customer/Producer/IA

### Site Design Production Process

	# of Days	Steps in the COOL Redesign Process	Deliverable(s)	Key Performer
Initiation	x day	Initial kickoff meeting held. Attendees: Producer, creative director, web editor, M&A, senior developer, information architect, brand manager	Meeting	M&A
	x day	Request for BRD	BRD	Producer
	x day	BRD Review Meeting Attendees: Producer, creative director, web editor, senior developer, information architect, brand manager	BRD signoff	Web.Com, Brand manager
	x day	BRD confirmed with customer signature.		
	x day	Creative Brief developed.	Creative Brief	Brand manager
Planning and Design	x day	Scope document developed	Scope	Producer
	x day	Timeline developed.	Timeline document	Producer
	x day	Creative kickoff held. Attendees: Producer, creative director, web editor, copywriter, information architect, brand manager	Meeting	Brand manager
	x day	Information architecture begins.	Wireframe Sitemap	IA
	x day	Content and page count defined IA and web editor	Content map	Producer
	x day	Architecture/content map touch point (internal). Attendees: IA, producer, creative director	Preliminary site map Preliminary content map	Producer
	x day	Architecture touch point (external). Attendees: IA, producer, creative director, web editor, customer	Critical site map Critical content map	Producer
	x day	Edits incorporated into architecture.	Edited site map Edited content map	Producer IA

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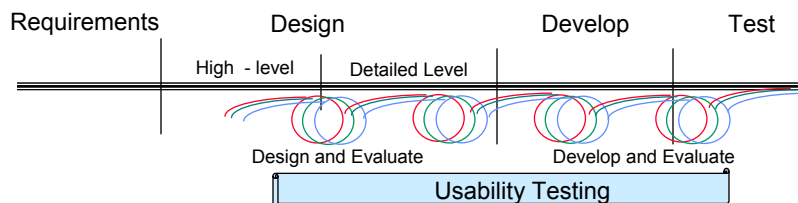
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## User - Centered Design

### Incorporating UCD into the Process

- Started w/ Usability Testing- 4 Tests
  - from early paper prototypes (wireframes) w/ internal users
  - to HTML pages w/ external, recruited users



(from Ginny Redish, 2001)

- User Profile
- User Behavior/ Tasks
- Info Arch
- Navigation
- Content
- Wireframes
- User Interactions
- Labels

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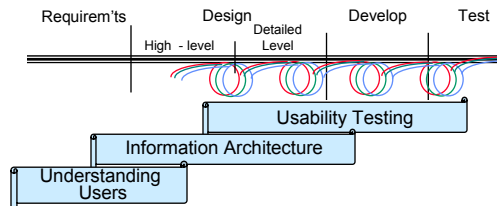
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## User - Centered Design

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### Integrating Earlier in the Process

- Information Architecture
  - Content Structure and Organization
  - Navigation Schemes
- Interaction Design
- Team w/ Visual Designers



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## User - Centered Design

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### Integrating Earlier in the Process

- Understanding Users - Customer Research w/ Brand Marketing
  - Understanding online behavior and customer profiles
  - Behavioral segmentation, similar to that of McKinsey and Media Metrix (April, 2000)

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## Understanding Users

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### Behavioral Segmentation

- McKinsey and Media Metrix segment chart
- inserted here (April, 2000)