

Information Architecture Design Process

01. RESEARCH

- 1 Research + Data Gathering
- 1 Content Audit
- 1 Benchmarking
- 1 Goals or Strategy

How the content
relates to what
is in the process.
Structure how
things are
used, etc.

02. TESTING

- 1 Usability Studies
- 1 Usability Testing

03. MODELING

- 1 Identify user flows
- 1 User flow Diagram
- 1 Wireframes

Visualize the
content using
wireframes
and content

04. PROTOTYPING

- 1 Develop high-fidelity wireframes
- 1 Interactive Prototypes
- 1 Add functionality and content

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01 PLANNING

- 1 **Research and User Research:** Begin by gathering all available information about the website or app you're designing. This includes user surveys, content, and any other type of information the website will have.
- 2 **Content Audit:** Inventory and analyze all the existing content of the website to identify items that need updating, and what can be removed.
- 3 **User Testing:** Utilize user testing techniques with users early to understand how they perceive the structure of the website and categorize information.
- 4 **Create a Sitemap:** Based on your research, create a sitemap that details how the pages on the website are connected. This gives a high-level overview of the overall structure.

02 WIREFRAMING

- 1 **Identify User Goals:** Based on user research and personas, identify the main goals users have when visiting the site.
- 2 **User Flow Diagrams:** Create user flow diagrams that visually represent the paths users might take to achieve their goals.
- 3 **Wireframes:** Creating low-fidelity wireframes to provide a simplified visual guide of each page's structure.

03 PROTOTYPING

- 1 **Develop High-Fidelity Wireframes:** These wireframes should include more detail than the low-fidelity versions. They might include exact placement of buttons, images, and other elements.
- 2 **Interactive Prototypes:** Use a tool like Figma, Figma, or Adobe XD to create an interactive prototype. This allows stakeholders and users to navigate the website as if it were live.
- 3 **Accessibility and Usability:** Ensure the prototype includes all the necessary features and visual content to make the user interaction authentic during testing.

04 TESTING

- 1 **Usability Evaluation:** Conduct a heuristic evaluation to identify any usability issues based on established usability principles.
- 2 **Usability Testing:** Perform usability testing sessions with actual users. Observe how they interact with the prototype and note any areas where they encounter difficulties.