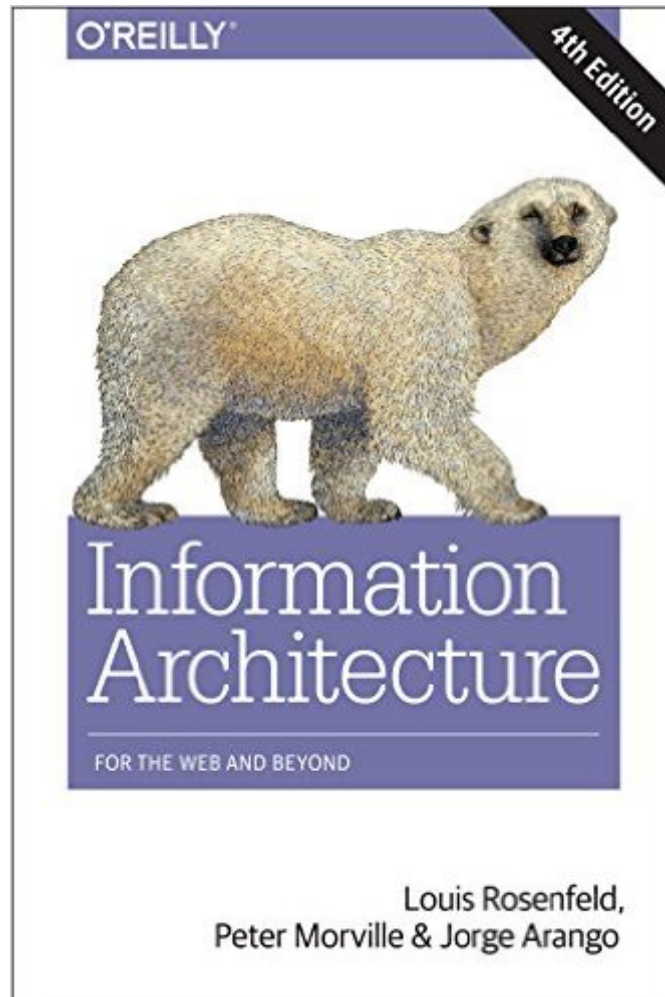


The book was found

# Information Architecture: For The Web And Beyond



## Synopsis

Information architecture (IA) is far more challenging and necessary than ever. With the glut of information available today, anything your organization wants to share should be easy to find, navigate, and understand. But the experience you provide has to be familiar and coherent across multiple interaction channels, from the Web to smartphones, smartwatches, and beyond. To guide you through this broad ecosystem, this popular guide now in its fourth edition provides essential concepts, methods, and techniques for digital design that have withstood the test of time. UX designers, product managers, developers, and anyone involved in digital design will learn how to create semantic structures that will help people engage with your message. This book includes: An overview of IA and the problems it solves for creating effective digital products and services A deep dive into IA components, including organization, labeling, navigation, search, and metadata Processes and methods that take you from research to strategy, design, and IA implementation

## Book Information

Paperback: 486 pages

Publisher: O'Reilly Media; 4 edition (October 11, 2015)

Language: English

ISBN-10: 1491911689

ISBN-13: 978-1491911686

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (6 customer reviews)

Best Sellers Rank: #45,369 in Books (See Top 100 in Books) #4 in Books > Computers & Technology > Web Development & Design > User Generated Content #7 in Books > Computers & Technology > Internet & Social Media > Web Browsers #9 in Books > Computers & Technology > Networking & Cloud Computing > Network Administration > Storage & Retrieval

## Customer Reviews

**Audience for This Book** Who do we hope to reach with this fourth edition of the polar bear book? Because we assume that any interactive product contains information, this book is for anyone who's responsible for defining how interactive products and services work: user experience designers, product managers, developers, and more. The job titles don't really matter; what matters is that your work results in products and services that are interactive, information dense,

and used by at least one person besides yourself. Previous editions of the book delved into the subject of information architecture as a career path. We have eschewed these discussions in the fourth edition in favor of treating information architecture as an area of practice. You do not need to have the words "information architect" on your business card in order to benefit from the ideas in this book.

**Organization of This Book** This book is divided into 3 parts and 13 chapters, progressing from abstract fundamental concepts to processes, tools, and techniques you can use to put them into practice. It breaks down as follows. Part I, *Introducing Information Architecture*, provides an overview of information architecture for those new to the field and experienced practitioners alike. Part II, *Getting Information Architecture Done*, covers the conceptual tools, techniques, and methods to take you from research to strategy and design to implementation of an information architecture.

[Download to continue reading...](#)

Information Architecture: For the Web and Beyond Python: Learn Web Scraping with Python In A DAY! - The Ultimate Crash Course to Learning the Basics of Web Scraping with Python In No Time (Web Scraping ... Python Books, Python for Beginners) Chinese Architecture and Metaphor: Song Culture in the Yingzao Fashi Building Manual (Spatial Habitus: Making and Meaning in Asia's Architecture) Rendering in SketchUp: From Modeling to Presentation for Architecture, Landscape Architecture, and Interior Design Computer Architecture, Fifth Edition: A Quantitative Approach (The Morgan Kaufmann Series in Computer Architecture and Design) Computer Architecture: A Quantitative Approach (The Morgan Kaufmann Series in Computer Architecture and Design) Mansilla Y Tunon: Recent Work (2G: International Architecture Review S.) (2G: International Architecture Review Series) (Spanish and English Edition) Material Strategies: Innovative Applications in Architecture (Architecture Briefs) The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise (2nd Edition) SPA Design and Architecture: Understanding Single Page Web Applications The Architecture of Computer Hardware, Systems Software, and Networking: An Information Technology Approach The Architecture of Computer Hardware and System Software: An Information Technology Approach, 5th Edition The Architecture of Computer Hardware, Systems Software, & Networking: An Information Technology Approach The Aubin Academy Revit Architecture: 2016 and beyond

Beyond Software Architecture: Creating and Sustaining Winning Solutions Extending Simple  
Network Management Protocol (SNMP) Beyond Network Management: A MIB Architecture for  
Network-Centric Services XML Programming: Web Applications and Web Services With JSP and  
ASP Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics  
Echo: The Ultimate Guide to Echo and Hacking for Dummies (by echo, Alexa Kit, Prime, users  
guide, web services, digital media, ... (Web services, internet, hacking) (Volume 2) Web  
Development with Go: Building Scalable Web Apps and RESTful Services

[Dmca](#)