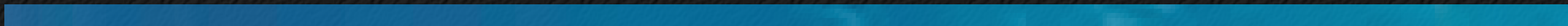


Erfolgsfaktor Informationsarchitektur ein Überblick über Konzepte und Methoden

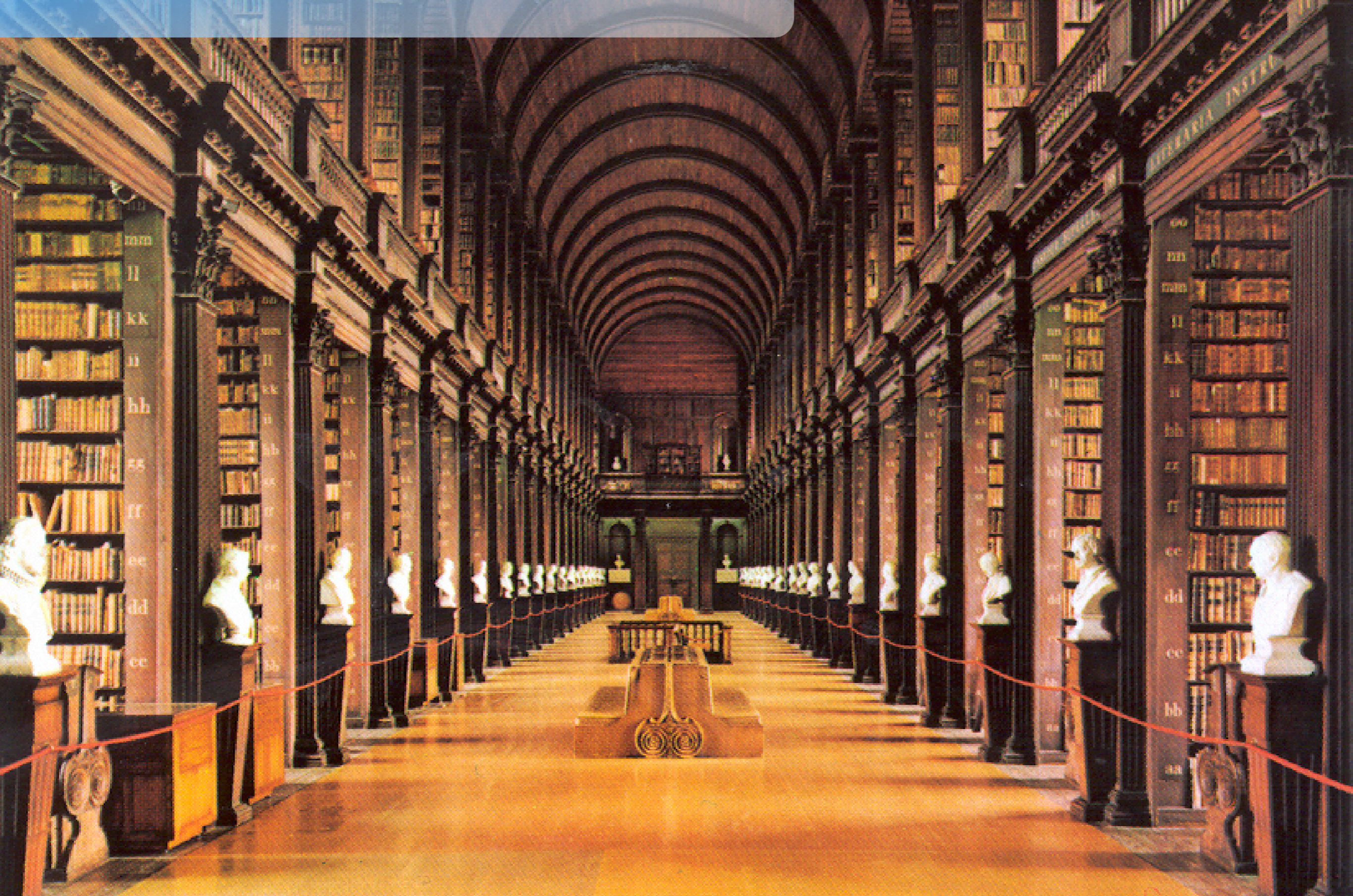
Matthias Müller-Prove
Dipl.-Inform.

CeBIT Content-Management Arena
7. März 2008

Informationsarchitektur ?



Bibliothekswissenschaft



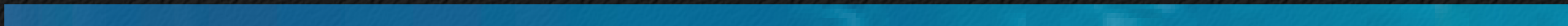
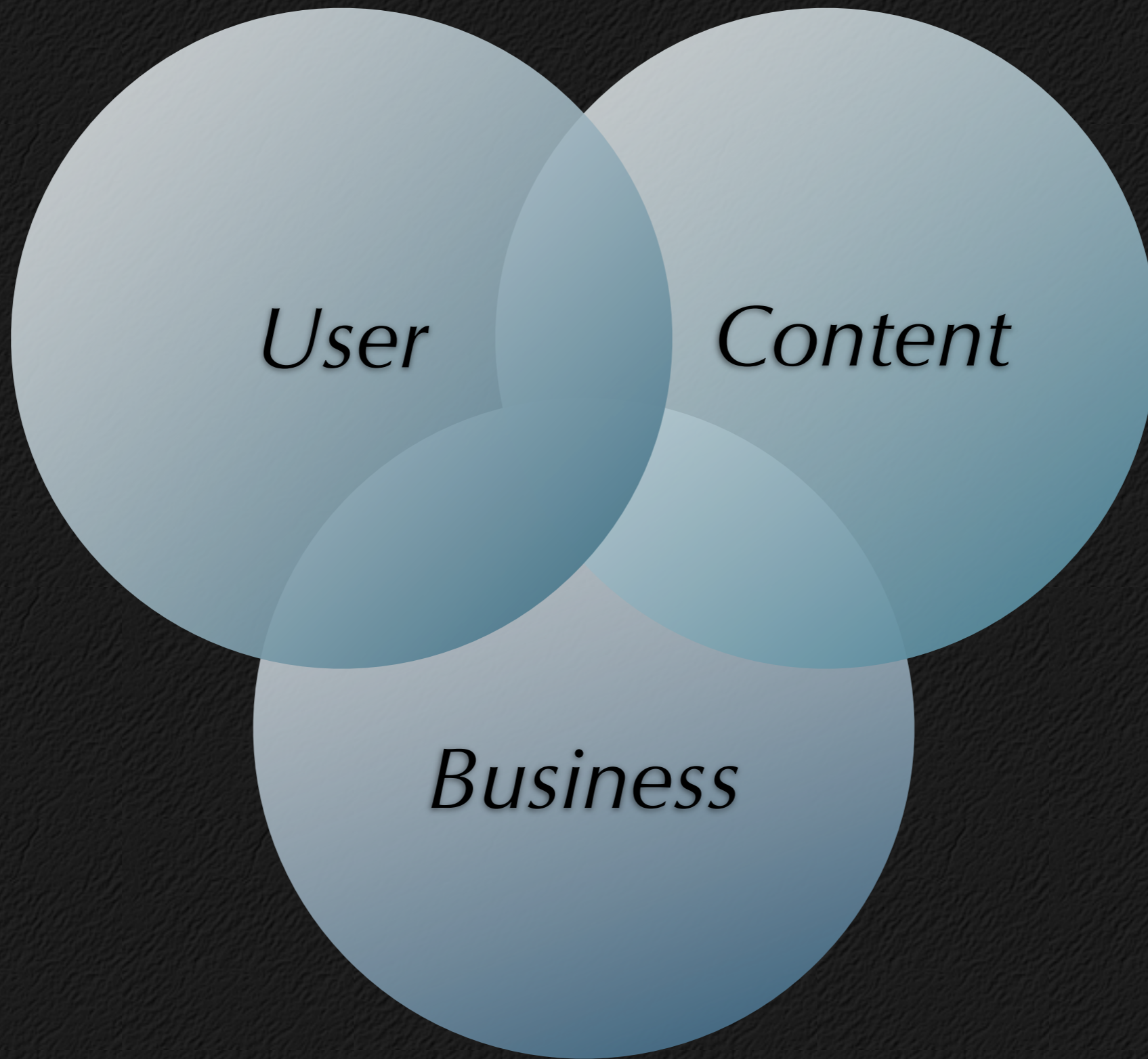
Mensch-Maschine Kommunikation

No, this is not my
boyfriend's computer.

JINR.COM

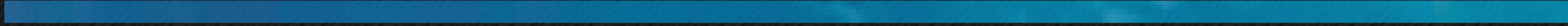
Management & Prozesse





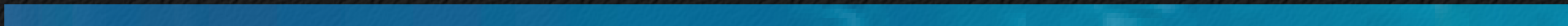
Methoden der Informationsarchitektur

1. User-Centered Design



User Research

Personas & Scenarios



Personas

New User: Mary



Existing User: Ana



- what's new?
- get support / user guide
- get update

New Community Member: Pravin



- what's the OOo project?
- what is going on?
- how can I join?

Existing Community Member: Miguel



- work with IssueTracker
- get weekly builds
- what is going on?

- has account on ooo
- read/write-access to xyz.ooo.org
- contributes code, I10n, specs, ...



OOo Website User Groups

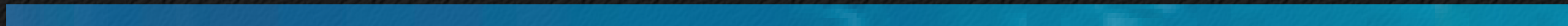
Matthias Müller-Prove
Sun Microsystems
July-26 – Aug 13, 2007

User Research

Personas & Scenarios

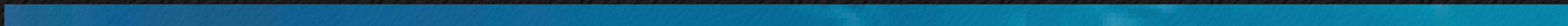
Concept & Prototype

Usability Tests

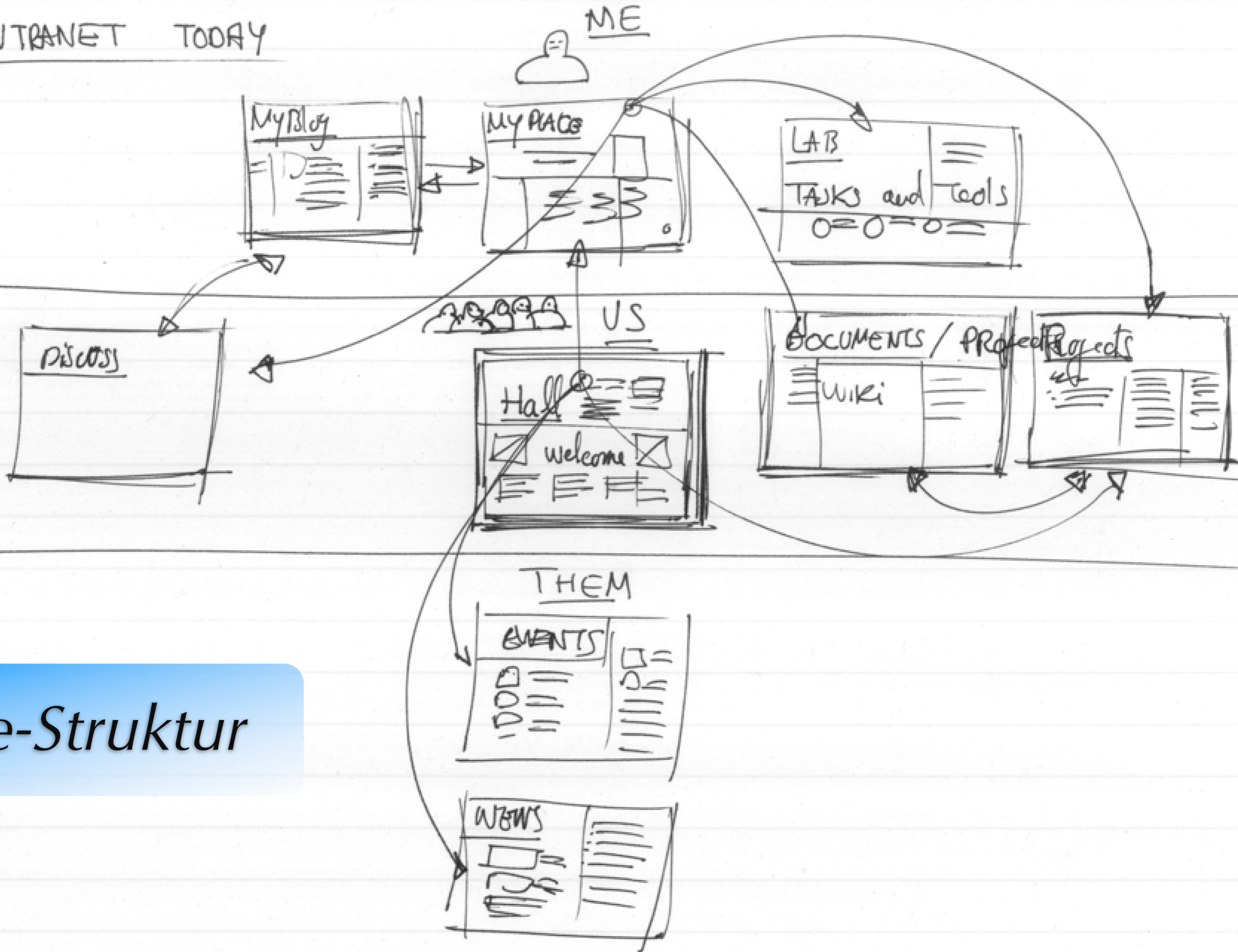


Methoden der Informationsarchitektur

1. User-Centered Design
2. Ordnen des Inhalts



INTRANET TODAY



Site-Struktur

Logo

Search

Go

[Contact us](#) | [Site map](#) | [Glossary](#) | [A-Z index](#)

Home

News & Events

About Us

Topic

Publications

Wireframes

About the organisation

1

Internal promotion

2

Internal promotion

3

News & events

4

Quick links to topics

Logo

Navigation

Search

Suche

Go

Contact us | Site map | Glossary | A-Z index

Home

News & Events

About Us

Topic

Publications

About the organisation

1

Content

Internal promotion

2

Banner- werbung

Internal promotion

3

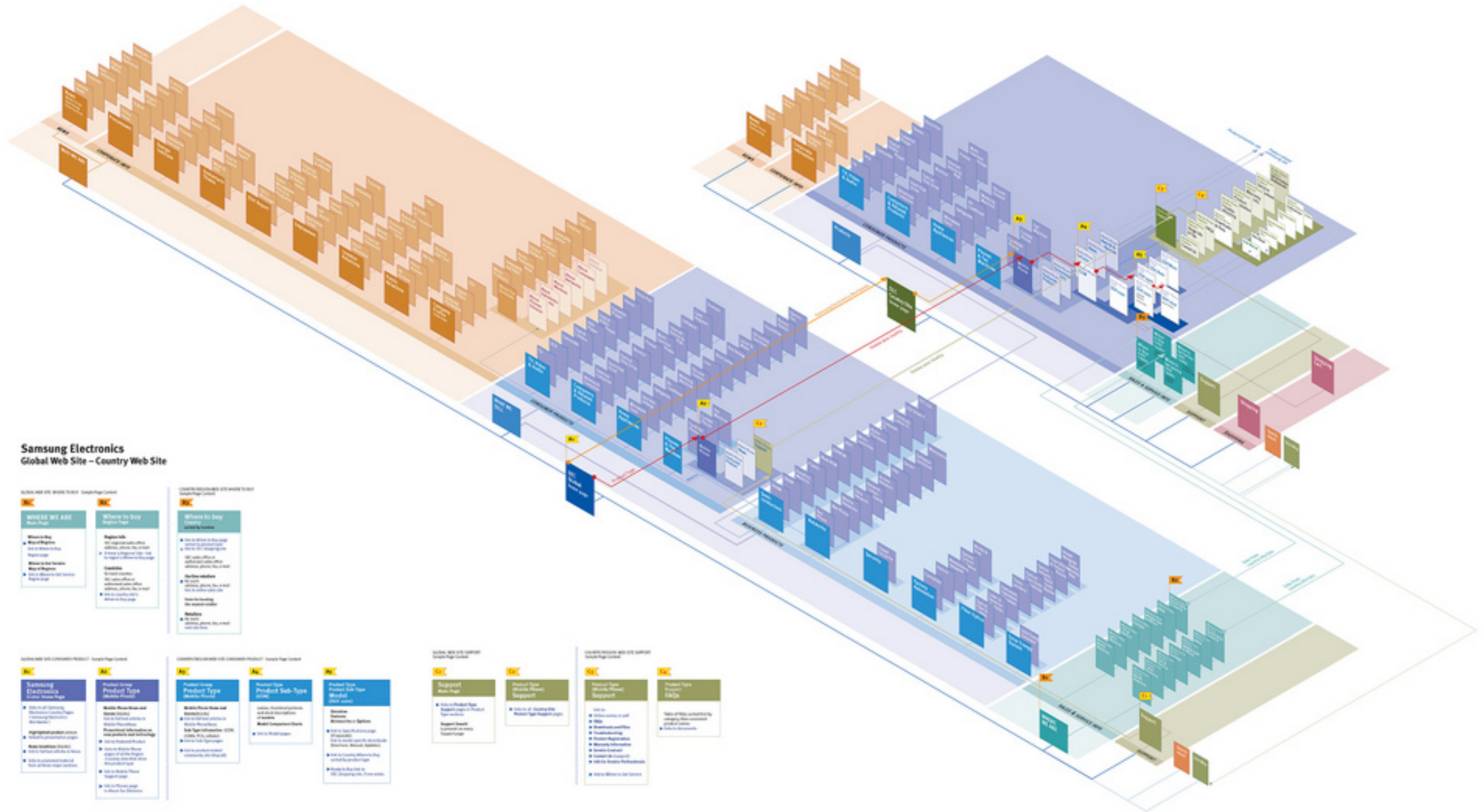
News & events

4

Quick links to
pages

Navigation

Samsung Website



Samsung Electronics Global Web Site - Country Web Site

WHERE WE ARE
Country Page Content

- Where We Are
Country Page
- Where to Buy
Country Page
- Product Type
Country Page
- Support
Country Page
- Product Type Support
Country Page

WHERE TO BUY
Country Page Content

- Where to Buy
Country Page
- Product Type
Country Page
- Support
Country Page
- Product Type Support
Country Page

PRODUCT TYPE
Country Page Content

- Product Type
Country Page
- Support
Country Page
- Product Type Support
Country Page

SUPPORT
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- Support
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- Product Type Support
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PRODUCT TYPE SUPPORT
Country Page Content

- Product Type Support
Country Page

WHERE WE ARE
Country Page Content

- Where We Are
Country Page
- Where to Buy
Country Page
- Product Type
Country Page
- Support
Country Page
- Product Type Support
Country Page

WHERE TO BUY
Country Page Content

- Where to Buy
Country Page
- Product Type
Country Page
- Support
Country Page
- Product Type Support
Country Page

PRODUCT TYPE
Country Page Content

- Product Type
Country Page
- Support
Country Page
- Product Type Support
Country Page

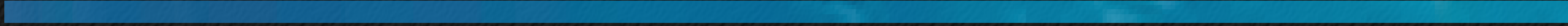
SUPPORT
Country Page Content

- Support
Country Page
- Product Type Support
Country Page

PRODUCT TYPE SUPPORT
Country Page Content

- Product Type Support
Country Page

Kurze Zusammenfassung



Ohne Informationsarchitektur





Mit Informationsarchitektur

Vielen Dank!

Matthias Müller-Prove
i.mprove.net

Credits

Folie 3 – Bibliothek des Trinity College in Dublin: <http://flickr.com/photos/kielbryant/494206204/>

Folie 4 – Rezeption der reboot9: <http://flickr.com/photos/andjohan/159436290/>

Folie 5 – Boardroom: http://www.tsawwasseninn.com/images/boardroom%201_640.jpg

Folie 9 – OOo Website User Groups: <http://ux.openoffice.org/reports/2007/website/usergroups.odp>

Folie 12 – Site-Struktur: <http://flickr.com/photos/activeside/2184823461/>

Folie 13,14 – D. Maurer, Wireframes: <http://www.slideshare.net/donnam/information-architecture-introduction>

Folie 15 – Dynamic Diagrams, Samsung Website: <http://flickr.com/photos/marcwathieu/2197368418/>

Folie 17, 18: Shaun the Sheep: <http://shaunthesheep.com/fankit/>