Information Architecture

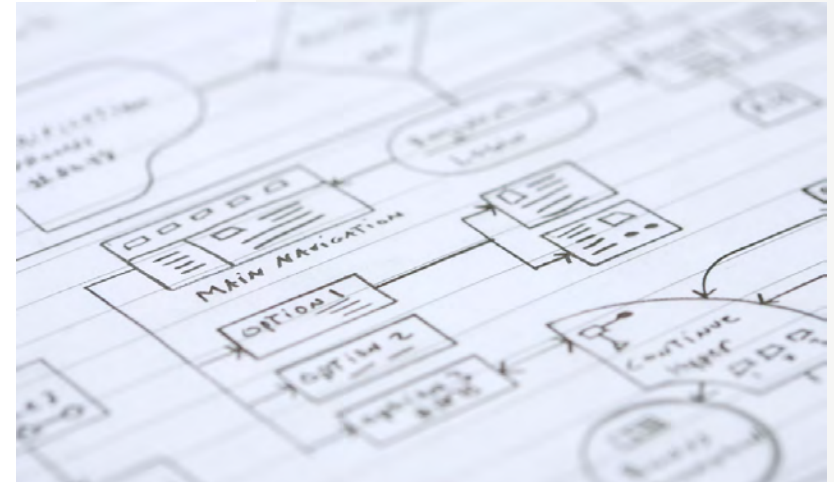## Help your users find the information they need, where they expect it

Websites and web applications are more successful when users can quickly and easily find the information that's relevant to them. Through information architecture (IA) development, we help ensure your site or app will satisfy users and help them successfully complete their tasks on any device.

THIS SERVICE HELPS TO...

Define pragmatic content organization and easy access to information for users

Create responsive information architectures for desktop & mobile experiences

Create a scalable IA that is easy to maintain as content changes

WHAT YOU GET

Our research-based, user-oriented approach to information architecture development means that you get:

- ✓ A collaborative design process that ensures customer and end-user input is integrated into the IA development

- ✓ A responsive and scalable information architecture for your website, portal, or web application

- ✓ Early buy-in from stakeholders on your information hierarchy as you go into the interaction design phase

Akendi

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HOW WE DO IT

1 We begin with user and customer research to understand users and their tasks. This research may include user personas, user experience journeys, card sorting, experience mapping and more.

2 We map out an IA that enhances access to your content and ensures relevancy and usefulness.

3 We test the IA through reverse card sorting with real users and iterate the IA as required.

4 We translate the IA for various formats and experiences, including desktop, tablet, and mobile.

Duration: on average, IA projects range from two to four weeks in duration.

About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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