



## Information Architecture

If users cannot find what they are looking for, your website, service, or application is unusable. While this sounds trivial, creating an information architecture where users can find what they need as quickly as possible certainly is not.

Learn how to research and structure content in a logical and meaningful way, and integrate valuable feedback from end users.

### COURSE OPTIONS



Live Virtual  
1-Day



In-person  
1-Day

### WHAT YOU WILL LEARN...

- Introduction to information architecture principles
- How user behaviour influences the design of an information architecture
- Overview of information architecture research methods
- How to test your information architecture to ensure findability
- Methods to integrate information architecture creation into your process
- Hands-on experience utilizing information architecture principles

### WHO SHOULD ATTEND?

We assume little awareness of the user experience or usability field. Our courses are appropriate for anyone working in the creation of digital products who wants to learn about the process, tools and techniques to create successful user experiences. The courses are not focussed on how to use specific software applications like Photoshop, XD, Figma or Axure.



## COURSE OUTLINE

### INTRODUCTION

- What is an Information Architecture (IA)
- Importance of an IA
- Necessary skills for developing an IA

### IA PRINCIPLES

- Information Structures
- Best practises in IA
- IA components
- Organizational principles
- IA frameworks

### IA RESEARCH AND TOOLS

- Top down vs. bottom up IAs
- Card sorting and reverse card sorting
- Faceted IA
- Validating an IA
- UX maturity in organizations

### IA ELEMENTS

- Controlled vocabularies
- Metadata
- Information design and structures
- Strategic IA

### KEY LEARNINGS

Use pragmatic information architecture techniques to understand your current content structure, understand your users and make intelligent changes to your info architecture.

60%  
Theory

40%  
Practical

## CERTIFICATION

**Information Architecture** is a course within the following certification streams if finished within two years of the initial course:



User Experience  
Designer

## COURSE DETAILS

### DELIVERY OPTIONS

#### In-person or Live Online

1-day, 9:00am – 4:30pm

Course includes a one-hour lunch break.

#### Self-paced

A self-guided course at your own speed.

### COURSE MATERIALS

#### In-person

Participants receive a printed course booklet

A laptop is not required for this course.

#### Live Online and Self-paced

Access to our Learning Management System

### REGISTRATION

Visit our website for our prices and registration  
[www.akendi.com/ux-training](http://www.akendi.com/ux-training).

Akendi reserves the right to cancel a scheduled training session up to five business days prior to the training if a minimum class size of four participants has not been attained.

### LOCATIONS

In-person training courses are delivered in Toronto, Ottawa, and Montreal, CAN, and in London, UK.

Check our website for an up-to-date schedule.

Custom training with flexible locations are available upon request. Ask us for more details!

# Register today!

[www.akendi.com/ux-training](http://www.akendi.com/ux-training)

### CUSTOM TRAINING AVAILABLE

Akendi offers customised training courses designed to fit your organization's specific needs.

Contact us at [training@akendi.com](mailto:training@akendi.com) for more information.