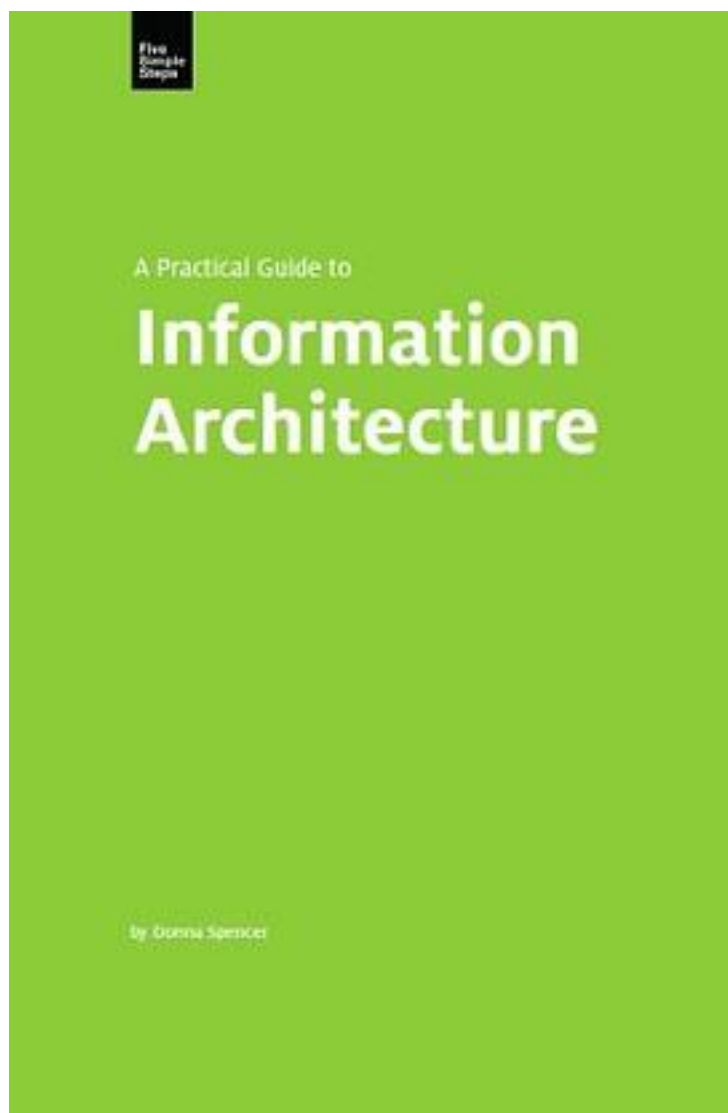


# A Practical Guide to Information Architecture



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If you're a website designer, intranet manager or someone without much Information Architecture experience, this book answers all those questions you were afraid to ask.

Drawing on her many years experience of practising and teaching Information Architecture, Donna Spencer guides you through some simple steps to better IA and leaves you feeling empowered and able to run your own IA projects. Whether it's organising content, providing clear descriptions or ways for people to get to them, this book is armed with practical advice and examples.

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Who should read this book?

If you need to know how to structure content on a website, then you need to know some basics of how to design an IA. So, that includes people like Project Managers, Copywriters, Developers, Designers, eMarketing people, Product Owners, Web App owners and editorial assistants.

## LOOK INSIDE

Each Five Simple Steps book is individually, and beautifully, designed around the content. A Practical Guide to Information Architecture is no different. Spanning over 300 pages, the book features supporting case studies, illustrations and examples.

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Official Site:

<http://www.fivesimplesteps.com/products/a-practical-guide-to-information-architecture>

作者介绍:

Donna's a freelance information architect, interaction designer and writer. That's a fancy way of saying she plans how to present the things you see on your computer screen, so that they're easy to understand, engaging and compelling. Things like the navigation, forms, categories and words on intranets, websites, web applications and business systems.

目录:

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标签

信息架构

用户体验

IA

设计

交互设计

webdesign

UX

英文

## 评论

做IA的人可以放在书架上，有什么问题的時候翻一翻，看看作者有没有提到过解决方案。但是真的说当案头reference么，又废话太多了……

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非常详尽，有原因有例子。

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这本书思路非常清晰，分为5部分：About information architecture、Understanding people、Understanding content、Designing an information architecture、Designing navigation；一开始就告诉读者在设计IA时，需要的三个非常重要的因素：People、Content、Context；Context相当于业务需求，这部分在书中没有做解释。书中提供了大量的解决问题的思路，IA设计入门的好书。

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和工作实践联系紧密的信息架构工作总结，这是一本较给你关于网站信息架构思维方法的书，而不是一本讲了很多“公理”，可以拿来生搬硬套的书

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书评