



# Information Architecture: For the Web and Beyond

By Louis Rosenfeld, Peter Morville, Jorge Arango

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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

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### Editorial Review

#### About the Author

Lou Rosenfeld is an independent information architecture consultant. He has been instrumental in helping establish the field of information architecture, and in articulating the role and value of librarianship within the field. Lou played a leading role in organizing and programming the first three information architecture conferences (both ASIS&T Summits and IA 2000). He also presents and moderates at such venues as CHI, COMDEX, Intranets, and the web design conferences produced by Miller Freeman, C|net and Thunder Lizard. He teaches tutorials as part of the Nielsen Norman Group User Experience Conference.

**Peter Morville** is president of Semantic Studios, an information architecture, user experience, and findability consultancy. Since 1994, he has advised such clients as AT&T, Harvard, IBM, the Library of Congress, Microsoft, the National Cancer Institute, Vodafone, and the Weather Channel. Peter is best known as a founding father of information architecture, having co-authored the field's best-selling book, *Information Architecture for the World Wide Web*. Peter has served on the faculty at the University of Michigan's School of Information and on the advisory board of the Information Architecture Institute. He delivers keynotes and seminars at international events, and his work has been featured in major publications including *Business Week*, *The Economist*, *Fortune*, and *The Wall Street Journal*. You can contact Peter Morville by email ([morville@semanticstudios.com](mailto:morville@semanticstudios.com)). You can also find him online at [semanticstudios.com](http://semanticstudios.com), [findability.org](http://findability.org), and [searchpatterns.org](http://searchpatterns.org).

Jorge is an information architect with 20 years of experience designing digital products and services. He is a partner in Futuredraft, a digital design consultancy based in Oakland, CA, and has served the global UX community as president and director of the Information Architecture Institute and as managing editor of Boxes and Arrows magazine.

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