



# Information Architecture: Blueprints for the Web

*Christina Wodtke*

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## **Information Architecture: Blueprints for the Web** Christina Wodtke

All web sites have an architecture, whether you design one or not—just as every building has an architecture, from the lowly shanty by the railroad track to Chicago's tallest skyscraper. Unfortunately, most web sites are shanties, not skyscrapers. Companies that hastily threw up a web site in the dot-com boom days were visited by building inspector Jakob Nielsen, who told them their site should be condemned. But now we are entering a time of rebuilding, and we've got a chance to get it right.

*Information Architecture: Blueprints for the Web* introduces the core concepts of information architecture: organizing web site content so that it can be found, designing web site interaction so that it's pleasant to use, and creating an interface that is easy to understand. This book will help designers, project managers, programmers, and other information architecture practitioners avoid the costly mistakes of the past by teaching the skills of information architecture swiftly and clearly. Use this book and you will pass the usability inspection with flying colors!

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