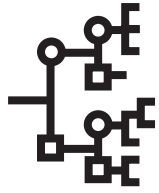
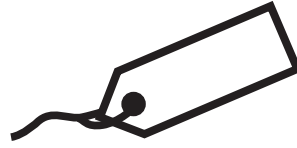


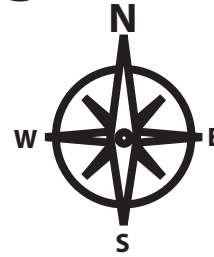
by sorting out things like this:



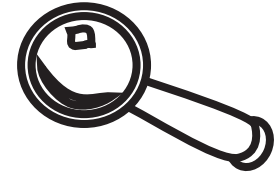
CLASSIFICATION
and HIERARCHY



LABELS and
TAGGING



NAVIGATION and
WAYFINDING



SEARCH

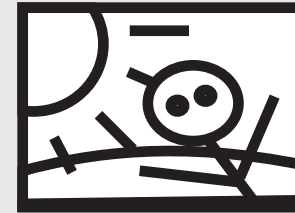
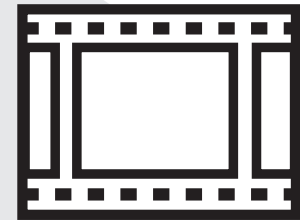
INFORMATION ARCHITECTURE

(IA for short)

connects

PEOPLE to the CONTENT
they're looking for

The 'content' people are looking for could be text, images, videos, whole documents....



...or even conversations...



...and other people.

IA also helps the people who create and maintain content do their job easier....

...and links content to other content to make it more usable and easy to find.

