High-level Content Strategy & Information Architecture aka The Framework

High level content strategy and information architecture (IA) provide schematics that structure the design and development of the product.

OWNERS:

USER EXPERIENCE ARCHITECT

CONTENT STRATEGIST

CONTRIBUTORS:

CREATIVE LEAD

DESIGNER

ACCOUNT STRATEGIST

CLIENT

DESCRIPTION:

High-level content strategy is the assessing of and planning for content that meets project goals and intended messaging. High-level IA translates business objectives and user goals into diagrams and schematics that recommend an overall structure to the end product.

Commonly, content inventories and audits are started at this point to assess how much content will be needed and to establish a messaging strategy. IA begins with stakeholder interviews, user interviews, and surveys, and is delivered in a set of documents including sitemaps and wireframes.

Deliverables for high-level content strategy and IA fluctuate with each project. At this stage, the goal is to understand how much work needs to be done to build the recommended digital solution.

SPECIAL CONSIDERATIONS:

• Complete all IA in parallel with developers as they create the requirements definition.

• All team members must reference these deliverables often throughout the evolution of your project.

• Make sure design and functionality align with IA and content strategy.

LOCATION IN THE PROCESS:

The Framework

CLOCKWORK ACTIVE MEDIA SYSTEMS