Detailed Content Strategy & Information Architecture aka The Blueprint

Detailed content strategy and information architecture define and communicate the organization of content and interactive behavior of the product at the page level.

OWNERS:

USER EXPERIENCE ARCHITECT

CONTENT STRATEGIST

CONTRIBUTORS:

PRODUCTION LEAD

ACCOUNT STRATEGIST
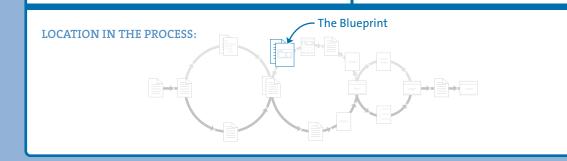
CREATIVE LEAD

TECH LEAD

DESCRIPTION:

Detailed content strategy and IA deliverables create a robust blueprint referenced by all expertise areas. They pick up where high level deliverables left off and outline exact content and user interactions that make up the final product. Together they show the design and front-end development teams what's needed to create a productive user experience.

The team finishes the content audit started in planning, and completes a content matrix and content guidelines. These ensure that current and future content align with project goals. Detailed IA thoroughly accounts for all features and functionality in wireframes and verifies that all user interactions have been accounted for and given appropriate emphasis and consideration.

SPECIAL CONSIDERATIONS:

• The user experience architect must align specific content and interactions with the overall strategic goals and specific features.

• Because IA is visual in nature, it can be useful for gathering early usability feedback before features are built.

• Several iterations are typically needed before everything is approved.

• Remember to cross-reference these docs with the RD.

LOCATION IN THE PROCESS:

The Blueprint

clockwork

CLOCKWORK ACTIVE MEDIA SYSTEMS