

Hallo    您好    नमस्ते    வணக்கம்  
Здравствуйте    Kumusta?    こんにちは  
Dobry den    Hello    Grüezi mittenand  
你好    Cześć    Hola    Ciao  
Bonjour    Olá    Goeie dag    السلام عليكم  
Здравейте    안녕하세요

**61 Locations. 26 Countries.  
5 Continents.**

**1 IA WORLD!**







THE IA ELEMENT

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# WORLD **IA** DAY 2020

LOCAL CONNECTIONS. GLOBAL IMPACT.

## DALLAS



# A NEW ORGANIZATION - A NEW BEGINNING



**WORLD IA DAY**  
LOCAL CONNECTIONS. GLOBAL IMPACT.

## Our Driving Principles

We Believe In Community Building

We Believe In Empowering Leaders

We Believe In Growing Together

We Believe In Grassroots Organizing

**World IA Day Inc., a Florida, USA nonprofit, 501(c)(3).**

Find out more at [worldiaday.org](https://worldiaday.org)

# WORLD IA DAY LEADERSHIP

## WORLD IA DAY GLOBAL TEAM 2020



**ANDREW JUNG**  
Global Executive Director  
Information Architecture (CUA)



**VANESSA (MYHO) MAKIYAMA**  
Marketing, Social Media & Public Relations Director  
UX Researcher

WORLD IA DAY 2020 — THE IA ELEMENT

## WORLD IA DAY BOARD OF DIRECTORS 2019-2020



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**COULD THIS BE YOU? [WWW.WORLADIADAY.ORG/ELECTIONS](http://WWW.WORLADIADAY.ORG/ELECTIONS)**



# WE ARE COMMITTED TO YOUR SAFETY

The Board of Directors for World IA Day have drafted a code of conduct to be agreed to and upheld by any member of the global and local volunteer teams. This code of conduct applies to all volunteers, all locations, all attendees, and all speakers of World IA Day.

**We do not tolerate harassment of participants, speakers or volunteers  
in *any* form.**

WE ARE LISTENING: [SAFETY@WORLDIADAY.ORG](mailto:SAFETY@WORLDIADAY.ORG)

**[worldiaday.org/code-of-conduct](https://worldiaday.org/code-of-conduct)**











# ORGANIZE

COLOR

SHAPE

CHARACTERISTIC

SIZE

???



**LABEL**

**PICTURES**

**SIGNS**

**NO LABELS**

**VERBAL**

**???**



# DISPLAY

A vibrant market stall display of fresh vegetables. In the foreground, there are large, ripe red tomatoes. Behind them, there are green cucumbers, yellow and green bell peppers, and purple eggplants. Some vegetables are in wooden crates, some are in woven baskets, and some are on a wooden table. In the background, blurred figures of people in a market setting are visible.

CRATES

BASKETS

BARRELS

TABLE

???



# EXTERNALITIES

WEATHER

SECURITY

STAFF

TRANSACTIONS

???







# INFORMATION ARCHITECTURE:

The process & product of designing shared information environment; labels, structure, navigation, search affordance.

- Andy Fitzgerald PhD

### CARD SORTING:

An exercise where participants organize topics into categories that make sense to them and they may also help you label these groups.

Cherubs

Mandarin

Fuji

Gala

Roma

Husky Red

Valencia

Heirloom

Granny

Smith

Navel

Red

Delicious

Beefsteak

Blood



Open Card Sort

Cherubs

Mandarin

Fuji

Gala

Roma

Husky Red

Valencia

Heirloom

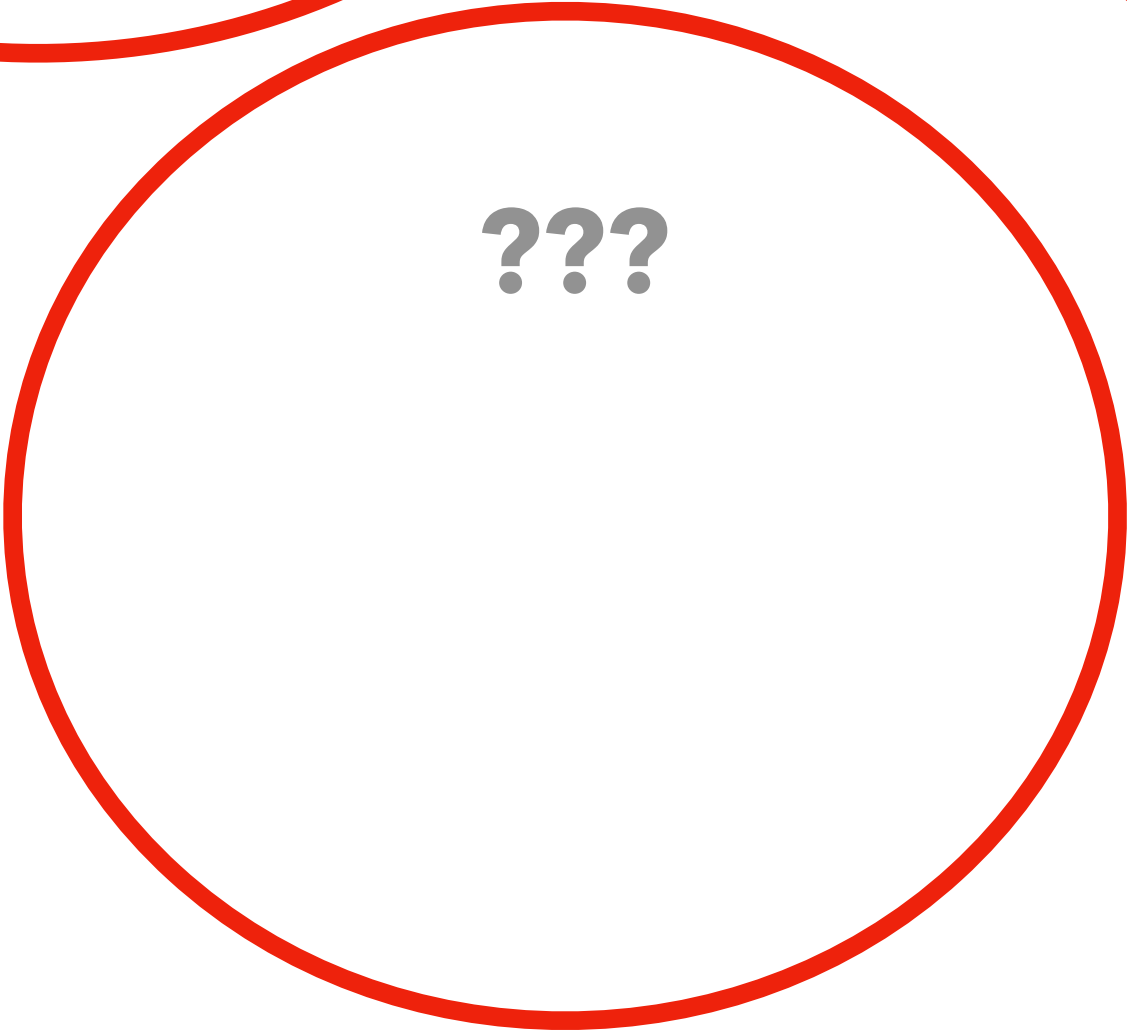
Granny  
Smith

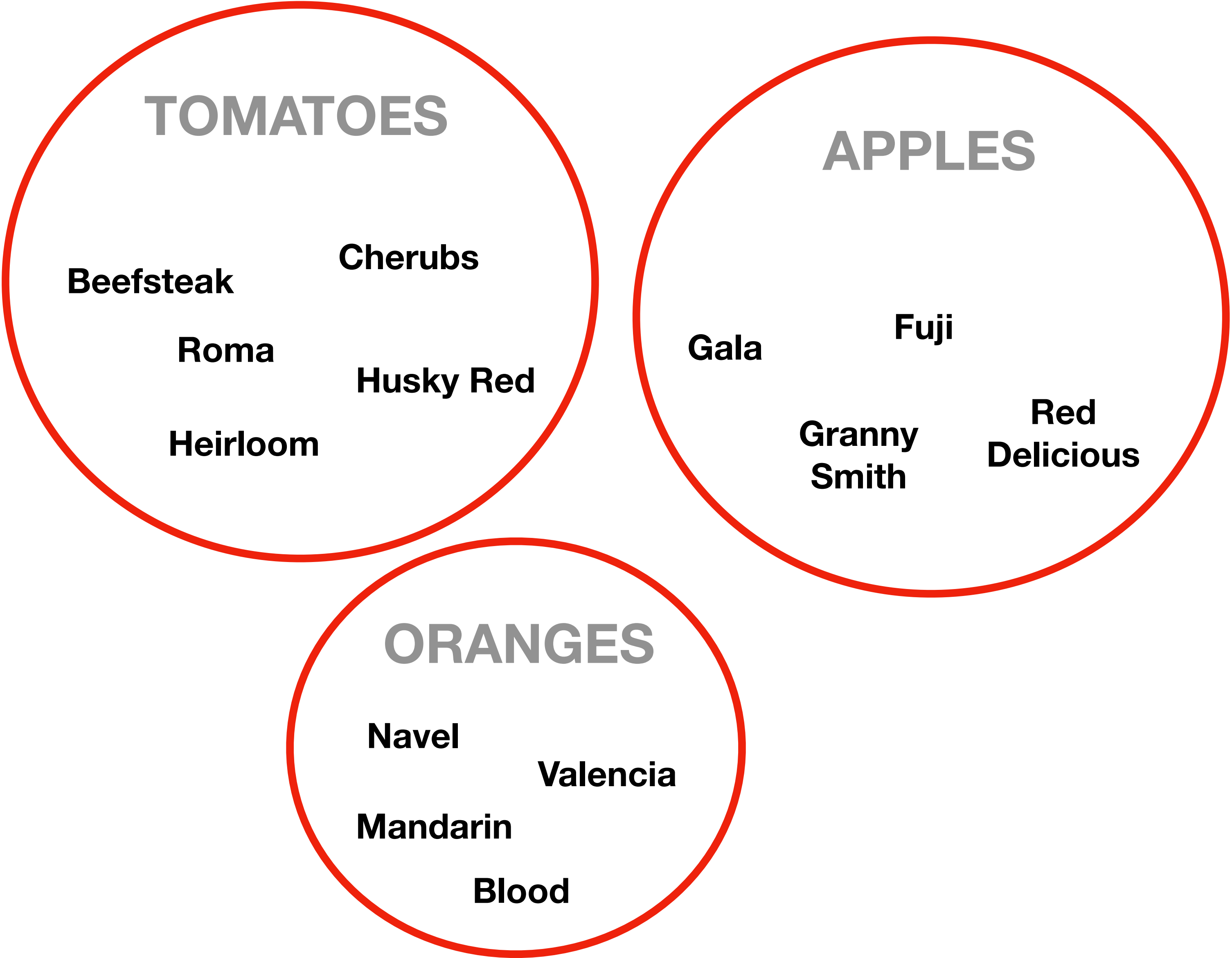
Navel

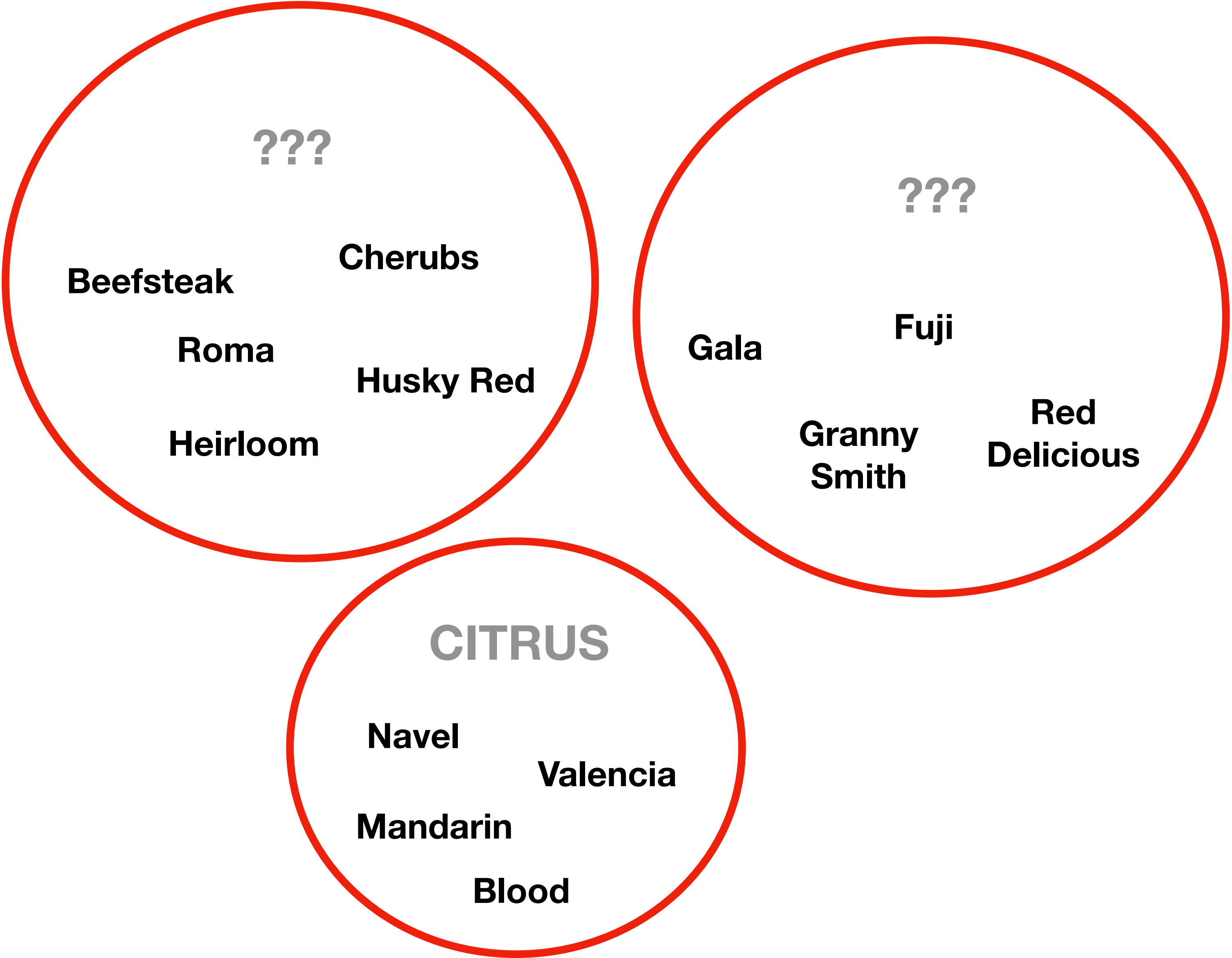
Red  
Delicious

Beefsteak

Blood









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# Card Sort Activity

with John Sarmiento

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# Card Sort Scenario

**Your Client:** The clothing retailer Clothing-R-Us

**Client's Challenge:** They are a traditional brick-and-mortar store, trying to update their website. Clothing-R-Us sells various clothing products. From customer interviews and reviews, they gathered that their website was confusing to navigate.

**Client's Ask:** They hired your company to rethink how their products could be better organized on their website.

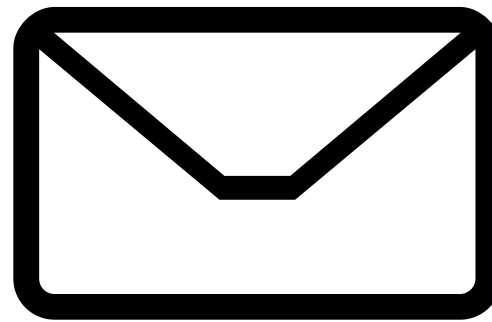
*Your team suggests doing **an open card sort** to have a preliminary suggestion for the client. Eventually, your team will want to test against your suggestions with real customers.*

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# Card Sort Instructions

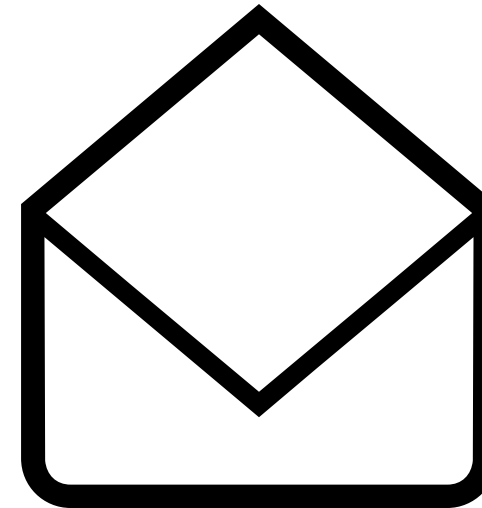
1

Each table should have  
a closed envelope.



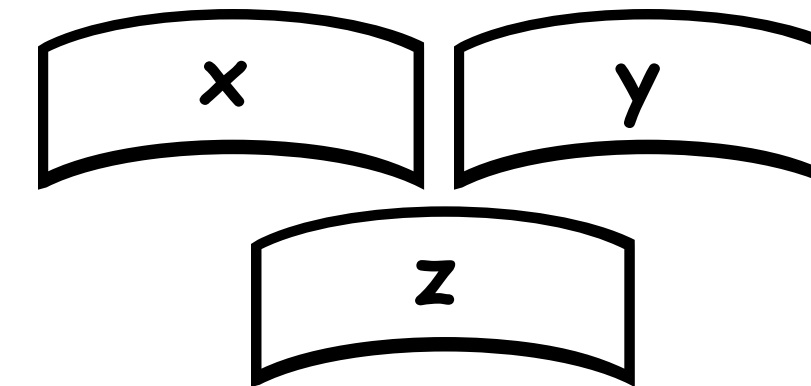
2

Open the envelope.



3

There will be a bunch of  
strips of paper with  
words.

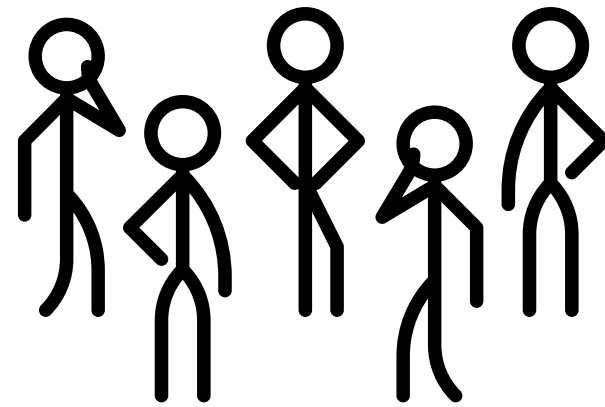


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# Card Sort Instructions

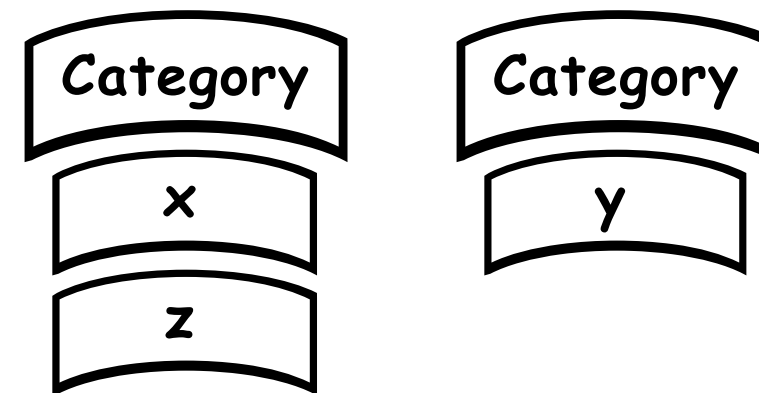
4

**Collectively discuss in your group.**



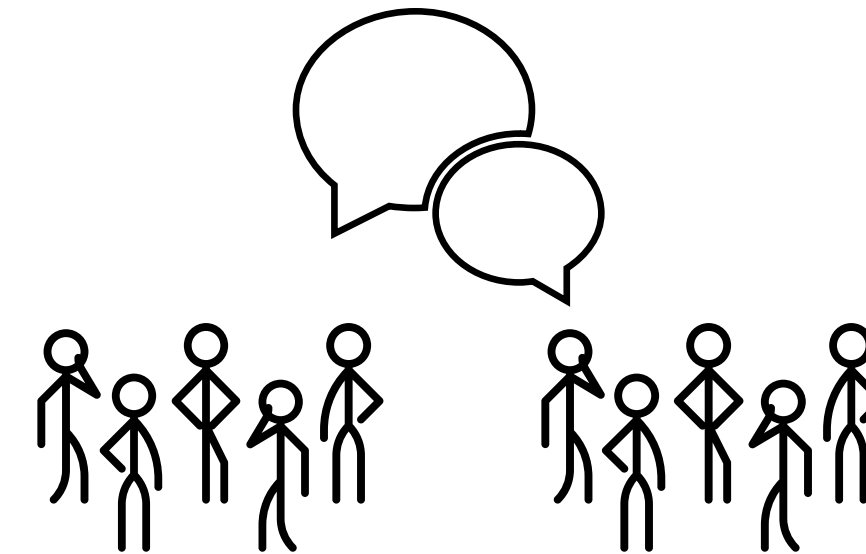
5

**Organize the strips, label your categories, and fill out your Analysis Sheet.**



6

**Share your group's card sort and reflections of the activity.**





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# Card Sort Analysis

Consider...

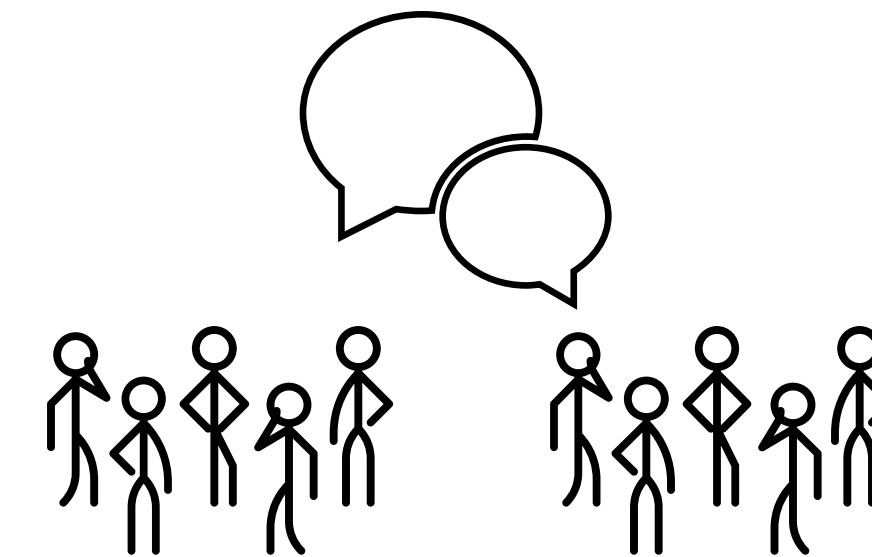
the decisions your team made about the characteristics used to group the items.

if there are any recognizable themes or patterns in the sort.

if compared with other team's sorts, will new patterns emerge?

6

**Share your group's card sort and reflections of the activity.**



# Reminders

- Activity will last 35 minutes.
- There are **no wrong answers**. If your group has multiple perspectives, take note of that. Explore where each perspective is coming from.
- Use a glue stick to attach your pieces of paper on the big sticky, in case we prop up your card sorting onto the wall.

# Moving Forward

- Can you think of a scenario where card sorting may be helpful for you in a current project?
- If you were to design an information architecture with your group's sort, how might you test this?
- **15 minute break**
  - Be back by 11:00am for our Q&A with **Donna Spencer**

# Card Sort Q & A

**with Donna Spencer**



# THANK YOU!



**WIAD 2020**

LOCAL CONNECTIONS. GLOBAL IMPACT.



THANKS TO OUR VENUE HOST

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 OPTIMAL  
WORKSHOP

 Rosenfeld

**TUG** The  
*Understanding*  
Group

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SEE YOU NEXT YEAR!

FEBRUARY 27, 2021

[WORLDIADAY.ORG](https://worldiaday.org)