



The 8 Principles of Information Architecture Checklist

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What is Information Architecture?

Information Architecture (IA) is the practice of organizing content in a way that the end user can easily navigate your application and accomplish their intended task intuitively. “Information architecture is the practice of designing structures,” states Dan Brown, founder of [EightShapes](#). He also defined eight principles of IA that are the foundation of this guide.

How is Information Architecture Related to UX Design?

UX design utilizes IA to create great user experiences. IA focuses on things like the sitemap, organization of content, labeling and navigation system, context and content, and the overall foundational structure of the application.

Information Architecture Checklist

☐ Principle 1: The Principle of Objects

Group related content in terms of each user group's behavior and attributes.

☐ Principle 2: The Principle of Choices

Provide the end user with the least amount of options as possible to reduce cognitive overload.

☐ Principle 3: The Principle of Disclosure

Show only enough information to help people understand what kinds

of information users need at the moment, keeping in mind that each layer of information is part of a bigger content story that the end user can understand, follow, and gain value from.

❑ **Principle 4: The Principle of Exemplars**

When grouping and creating categories, it is important to show the end user an example of content related to that main category.

❑ **Principle 5: The Principle of Front Doors**

Make sure that each page by itself gives your end user a sense of place (i.e. where they are and what they can do next).

❑ **Principle 6: The Principle of Multiple Classification**

Provide a few simple ways for users to find information on your website, keeping in mind that users classify information differently.

❑ **Principle 7: The Principle of Focused Navigation**

Defining a strategy for a navigation system is important. An effective strategy is to have different menus for different types of information when possible.

❑ **Principle 8: The Principle of Growth**

Design your application with the future in mind, giving it the flexibility to allow for new content, categories and ideas.

For practical examples, visit: [The 8 Principles of Information Architecture to Create a Great User Experience.](#)