

Dennis Schleicher's Section from "Making Connections with Techies"

a panel presentation by

Margaret Hanley

Kristen Truong

Dennis Schleicher

Jodi Bollaert

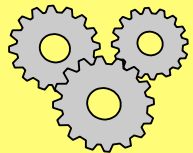
Simon Wistow

Chris Farnum

ASIS&T IA Summit 2003

Portland, OR

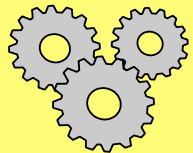
March 23, 2002



Dennis Schleicher

Background

- **Information Architect at J. Walter Thompson**
 - Marketing/Customer Facing Websites for Ford
 - interdisciplinary web teams
- **Degrees and research in business & industrial anthropology**
 - Ethnographic types of user research
 - Qualitative research and analysis



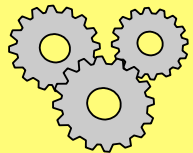
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Where does IA end and tech begin?

Who, what, and why?

It is not necessary for IA to know anything about programming, but IA better not design anything that can't be implemented.

It is not necessary for tech to know anything about IA, but tech better not implement anything that breaks business rules or is not user-friendly.



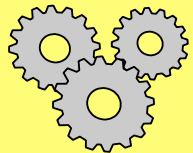
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Where does IA end and tech begin? Who, what, and why?

	IA	TECH
Key Questions	<ul style="list-style-type: none">• How does the user see it? How does it fit into a user scenario?	<ul style="list-style-type: none">• How do I build this data so that it's the appropriate structure to feed into this application
Representation	<ul style="list-style-type: none">• Information answers questions	<ul style="list-style-type: none">• Data: Food, fuel for application
Points of Pain	<ul style="list-style-type: none">• How do I highlight parts of the information overload?• How do I balance depth vs. breath?	<ul style="list-style-type: none">• How do I structure information for an application that the needs will change over time?• How do I deal with the exceptions?



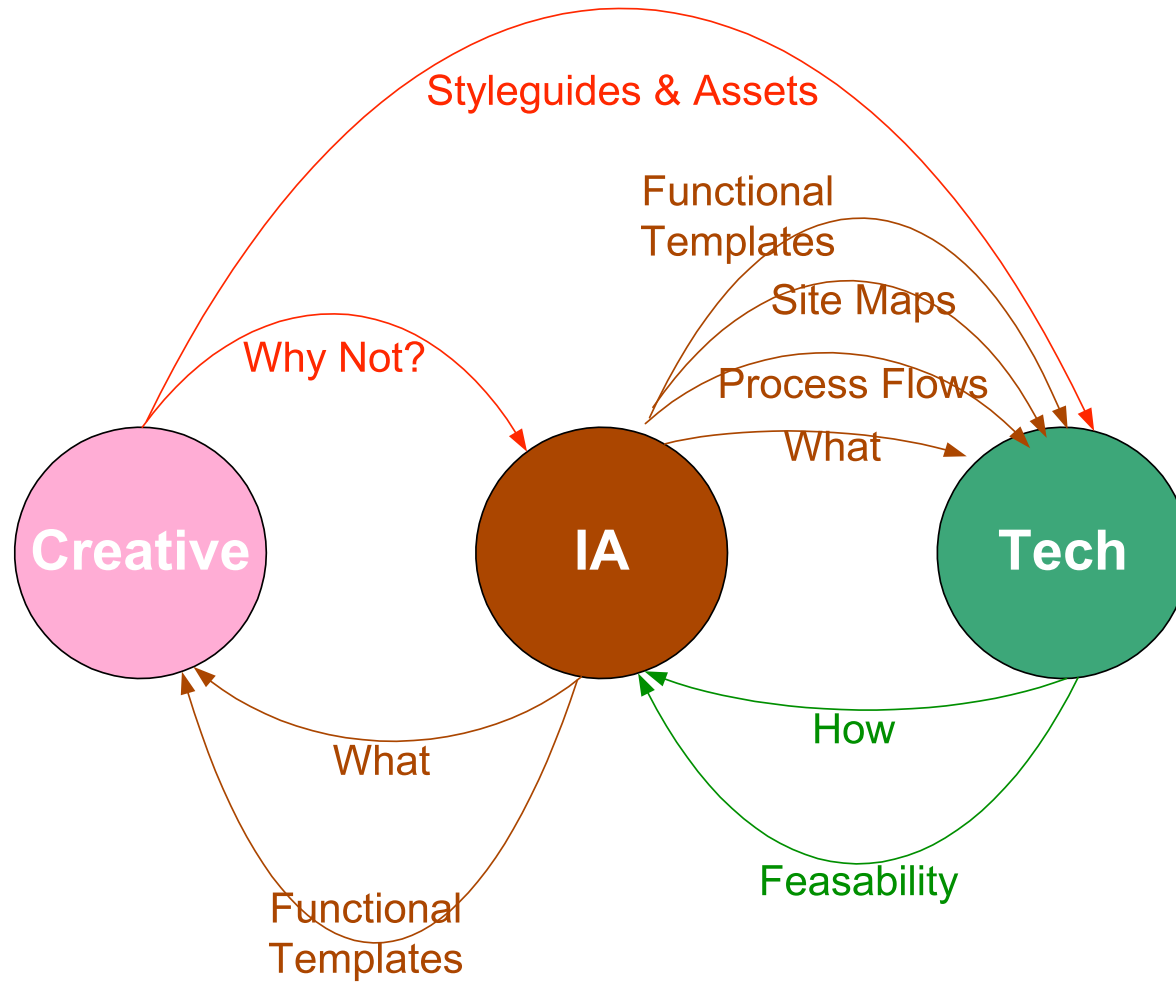
Connecting With Techies

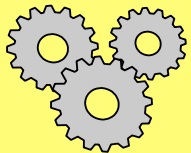


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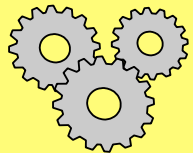
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4 ways to end up with a bad technical architecture & bad IA

- Never let tech talk with the user (let alone a client)
- Make a functional template for each and every possible view/page the user could see (show them with minutia)
- Don't distinguish between 1 of something or more
- Design the site without regard to it being a session-less medium



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Discussion Questions

- Should the roles of IA and tech (programmer, DBA, tech architect) be clear/distinct? How much so?
- To whom should the deliverables of IA be most directed to (tech, creative, or client)? Or what balance? If we start talking too much to tech do we lose client and creative?