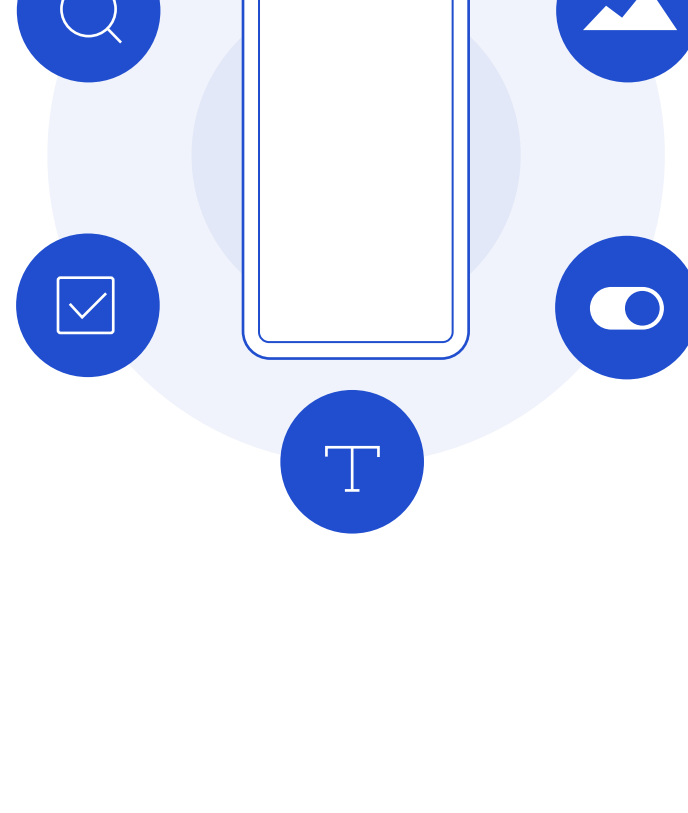


Information Architecture Principles for Mobile

Adapted from Dan Brown's *Eight Principles of Information Architecture*

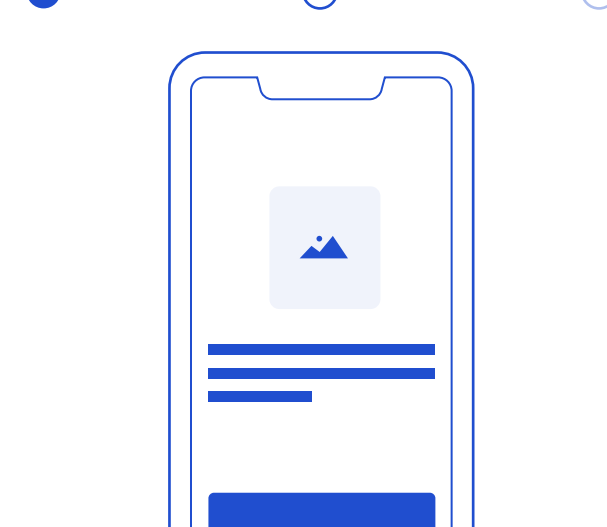
The Principle of Objects

Treat mobile content as a living entity. Different content types have their own properties, interactions, and behaviors that must be considered.



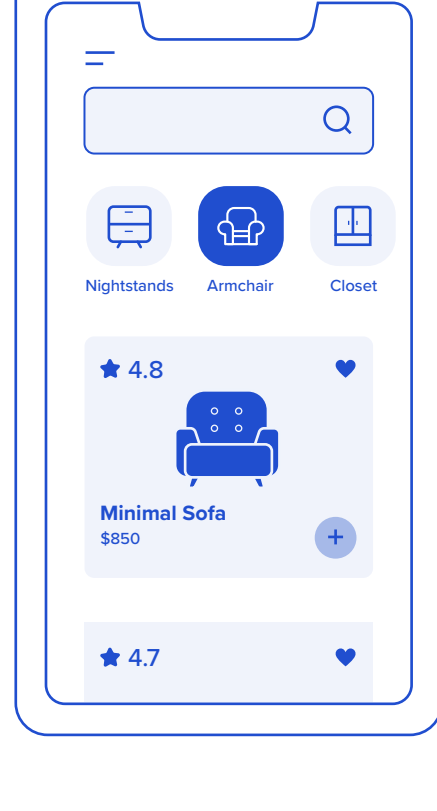
The Principle of Choices

Design screens that present users with choices that help them advance toward their goals. The more choices, the more effort users must exert.



The Principle of Disclosure

Humans aren't good at digesting huge chunks of information all at once. Present content to users in layers, revealing information gradually.

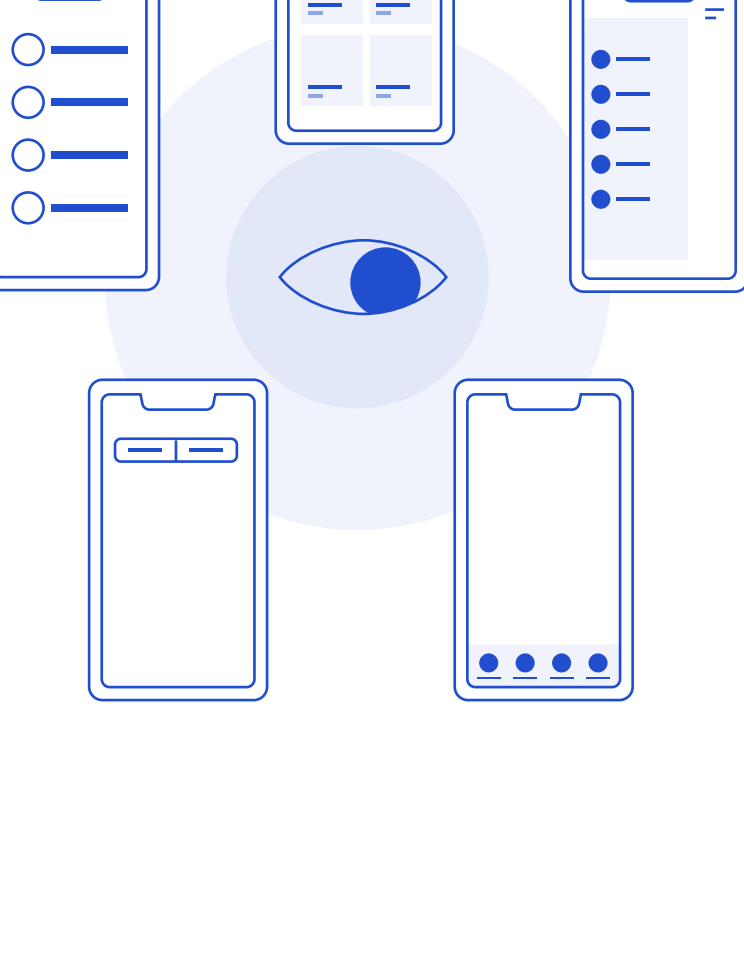
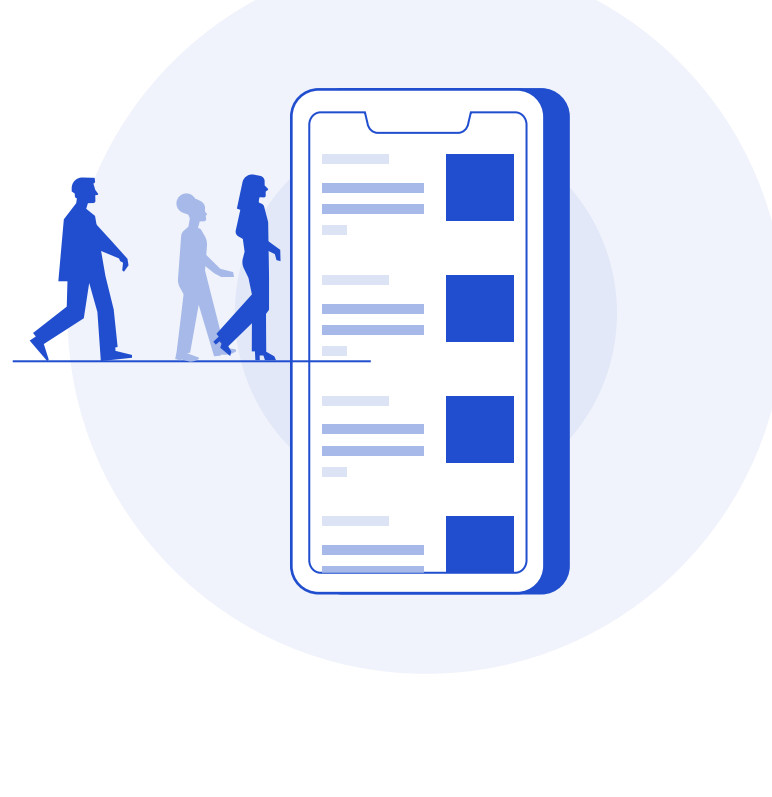


The Principle of Exemplars

Provide examples (images, lists, icons) that illustrate the content contained within different categories. Show and tell.

The Principle of Front Doors

For mobile sites (not native apps), expect nearly half of all traffic to arrive at a screen that isn't the home screen.

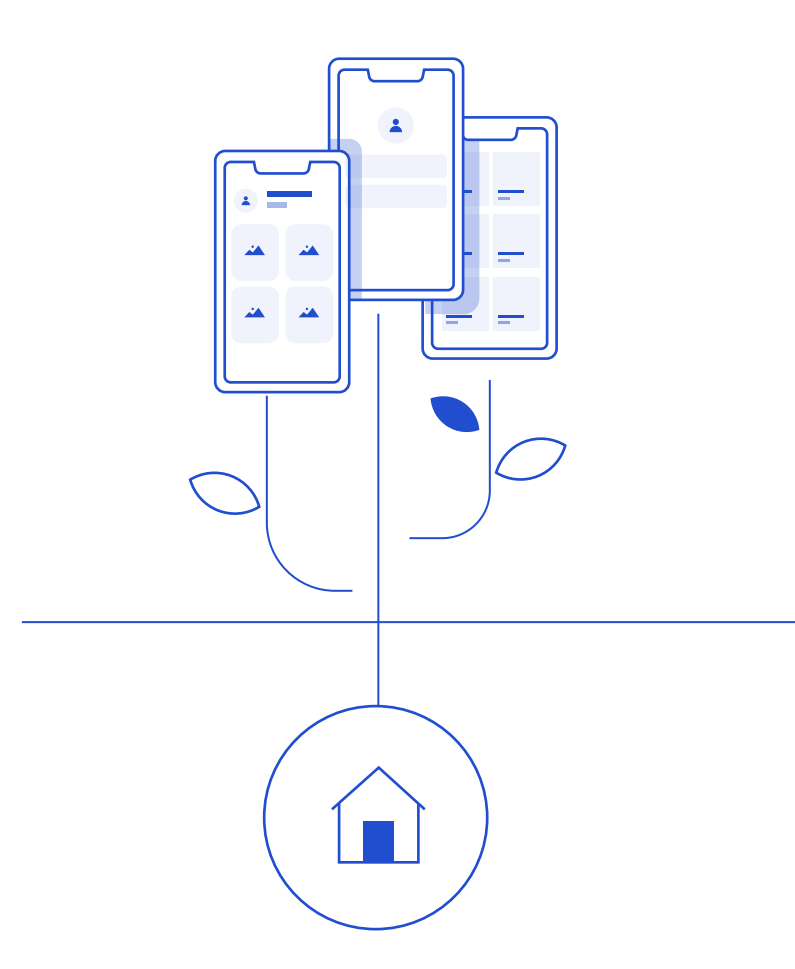


The Principle of Multiple Classification

Provide multiple ways to navigate through content because individual users have different motives and look for information in varied ways.

The Principle of Focused Navigation

Define navigation mechanisms by their functionality, not their location. For example, switch from Sidebar Navigation to Topic Navigation.



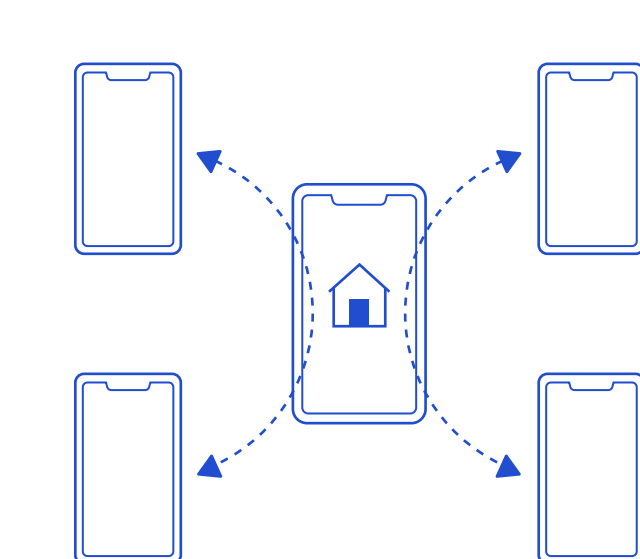
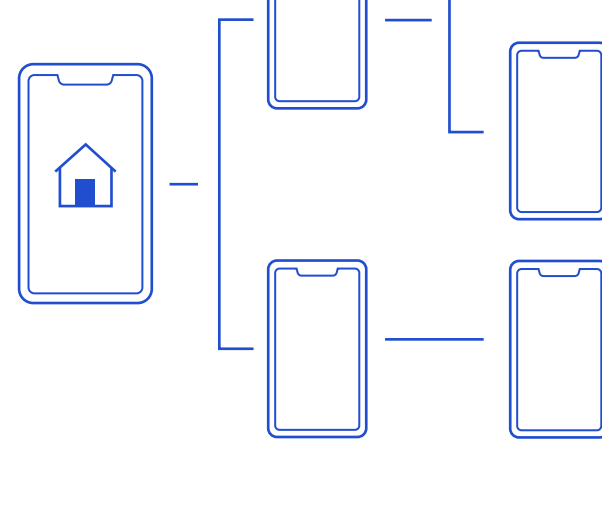
The Principle of Growth

Plan for scale. Remember that digital content is alive. It grows with time and has the potential to cause issues—like not knowing where to add new content or categories.

Mobile Navigation Patterns

Hierarchy

Hierarchy mimics the structure of desktop sites. It's built on a home screen that links to other screens—which have their own links to even more screens. It works for relatively simple sites, but it's not a mobile-first approach, nor is it optimized for scale as content grows.

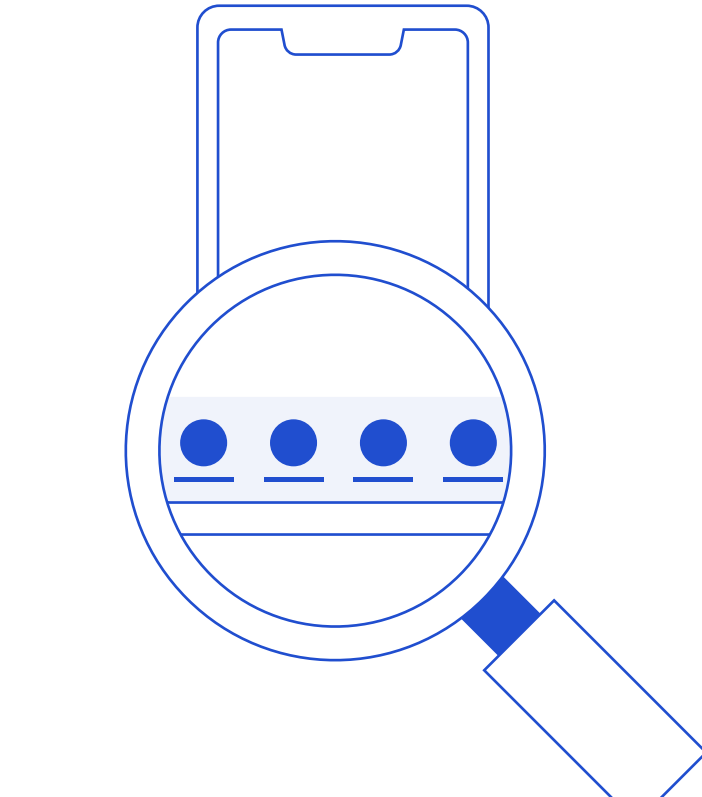
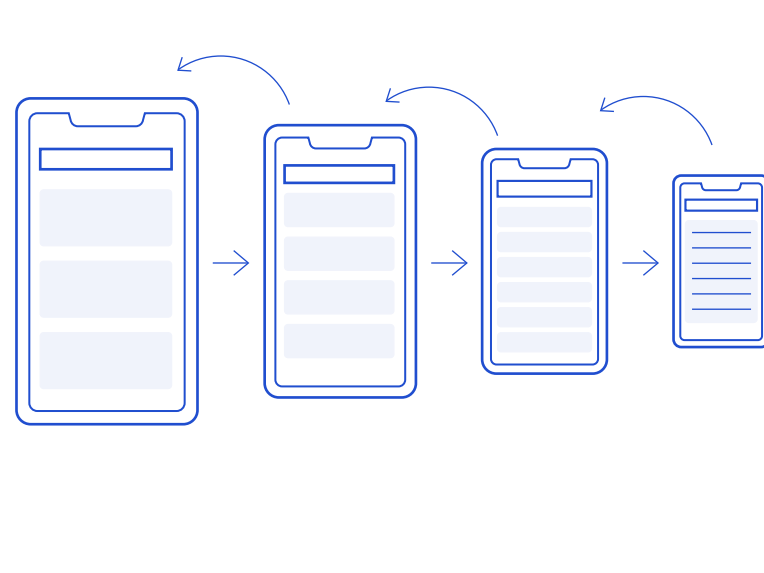


Hub & Spoke

Hub & Spoke is the standard pattern used in iPhone apps. From the home screen (the hub), users can navigate to other screens (spokes) as they perform tasks. To get from spoke to spoke, users must navigate back to the hub. It's effective when users want to accomplish one task at a time, but it's not ideal for multitasking.

Nested Doll

From the home screen, *Nested Doll* provides users with an overview of the content on additional screens. It's useful on mobile sites and apps with a narrow focus but not those covering a wide array of topics.

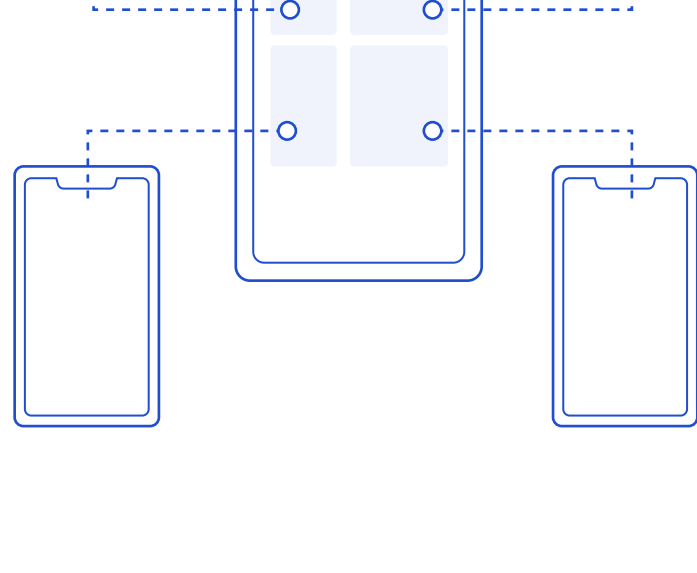


Tabbed View

In *Tabbed View*, content is divided into tabs (like desktop devices). Users navigate between the tabs from a toolbar that's accessible on any screen. It's great when users need to multitask, but it can make navigation needlessly complex.

Dashboard

Dashboard displays summary views of different informational elements on its home screen. Each summary view can be used to navigate to more detailed screens. It's a potent method for providing users with quick overviews, but it falters when home screens are packed with too much information.



Filtered View

Filtered View lets users narrow content by applying filters. It works well with large amounts of content, but too many filters make navigation slow.