



Information Architectures

Presented by 



What is Information Architecture? Why is it important?

Information architecture is the creation of a structure for a website, application, or other project, that allows us to understand where we are as users, and where the information we want is in relation to our position. Every item in your site should have a single placement within the IA to represent the complete site organization and hierarchy of content. [Source](#)

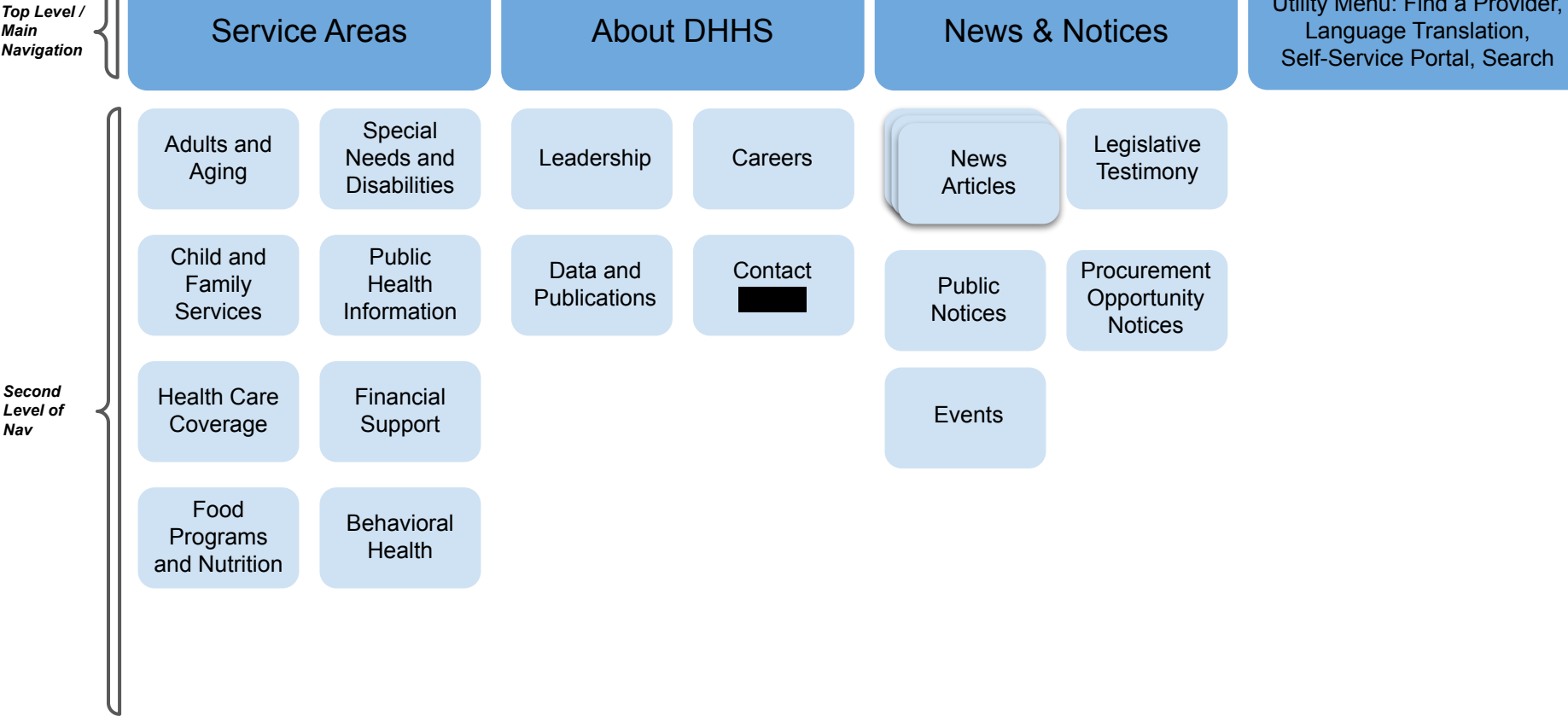
How does IA relate to design and presentation of content?

IA isn't necessarily visible to end users, but is the backbone for the design. It helps establish how different content areas relate to one another and how a user's position within a site relates to the content they encounter.

Often, the menu of a site closely adheres to the site's IA. However the menu does not need to follow the IA to a 't'; it may depart from the IA such as by offering additional paths, or by featuring or promoting content. There are also other aspects of design and strategy within pages including cross-linking to help a user navigate from one section of the IA to another. I.e, they may 'jump' from a service area to a licensing/regulatory topic if we recognize that is a common need. *IA is NOT the sole way a user accesses site content.* [Source](#)



Option #1: Service Area Focused



Option #1: What can you find in the *Service Area* sections?

*Second
Level of
Nav*

Adults and
Aging

Special
Needs and
Disabilities

Child and
Family
Services

Public
Health
Information

Health Care
Coverage

Financial
Support

Food
Programs
and Nutrition

Behavioral
Health

- Assisted living
- Basic Care Assistance
- Family Caregivers
- Home and community-based Care

- Basic Care Assistance
- Early Intervention
- Family Support Services
- Independent Living
- Residential Services
- Training and Employment Services

- Adoption
- Birth, Death, and Marriage Records
- Child Care Assistance
- Child Support
- Early Childhood
- Foster Care
- Kinship Care
- Refugee Services
- Teen Parenting

- COVID-19
- Diseases, Conditions, and Immun.
- Community Health
- Env. Health
- Infant & Young Adult Health
- Men's Health
- Sr Health
- Women's Health
- LGBTQIA Health

- Children's Health Insurance Program
- Medicaid

- Job Opp and Basic Training (JOBS)
- TANF
- Unemployment Support
- Rent and Utilities Relief
- Homelessness Assistance
- Homeowners Assurance Fund
- Home Energy Assistance
- Veterans Priority

- Supplemental Nutrition Assistance Program (SNAP)
- Women, Infants, and Children (WIC) Supplemental Nutrition Program

- Community-Based Services
- Mental Health Services
- Substance Use and Addiction Services

*Third Level
Nav (not
necessarily
visible in
menu)*



Option #1: What can you find in the *About* [REDACTED] sections?

*Second
Level of
Nav*

Leadership

Careers

Data &
Publications

Contact
[REDACTED]

- Mission,
Values, and
Purpose

- Apply Now

- Volunteer

- Health Data
and
Statistics

- Administrative
Contacts

- Executive
Director Bio

- Working in
[REDACTED]

- Reports and
Research

- Find a Service
Center

- Other Leaders

- Budgets

- Submit a
Report or Claim

- Organizational
Chart

- Policy Manuals

*Third Level
Nav (not
necessaril
y visible in
menu)*



Option #2: Audience Focused

Top Level /
Main
Navigation

For Individuals,
Families, and Children

For Community
Partners and Providers

About Us

Utility Menu: Contact, Find a Service
enter, Find a Provider, Language
Translation, Self-Service Portal,
Search, Submit a Report/Complaint

Child and
Family
Services

Financial
Assistance

Advisory
Members

Businesses
and
Employers

Join Our
Team

Our Team

Food
Assistance

Healthy Living
and Healthcare
Coverage

Children,
Family, and
Individual
Providers

Healthcare
Providers

News &
Events

Results &
Impact

Housing &
Energy

Disability
Services

Housing &
Utility
Providers

Services for
New
Americans

Adults and
Aging
Services

Second
Level of
Nav



Option #2: What can you find in the *Individual, Children, and Families* sections?

Second
Level of
Nav

Children and
Family
Services

Financial
Assistance

Food
Assistance

Healthy
Living and
Healthcare

Housing and
Energy

Disability
Services

Services for
New
Americans

Adults and
Aging
Services

Third Level
Nav (not
necessarily
visible in
menu)

- Adoption
- Birth, Marriage and Death Records
- Child Care Assistance
- Child Support
- Early Childhood
- Foster Care
- Kinship Care
- Teen Parenting

- Job Opp and Basic Training (JOBS)
- Temporary Assistance for Needy Families (TANF)
- Unemployment Support
- Veterans Priority

- Supplemental Nutrition Assistance Program (SNAP)
- Women, Infants, and Children (WIC)
- Supplemental Nutrition

- Children's Health Insurance
- COVID-19
- Diseases, Conditions, Imm
- Infant and Young Adult Health
- Men's Health
- Sr Health
- Women's Health
- LGBTQIA Health
- Medicaid
- Mental Health Services
- Substance Abuse and Addiction

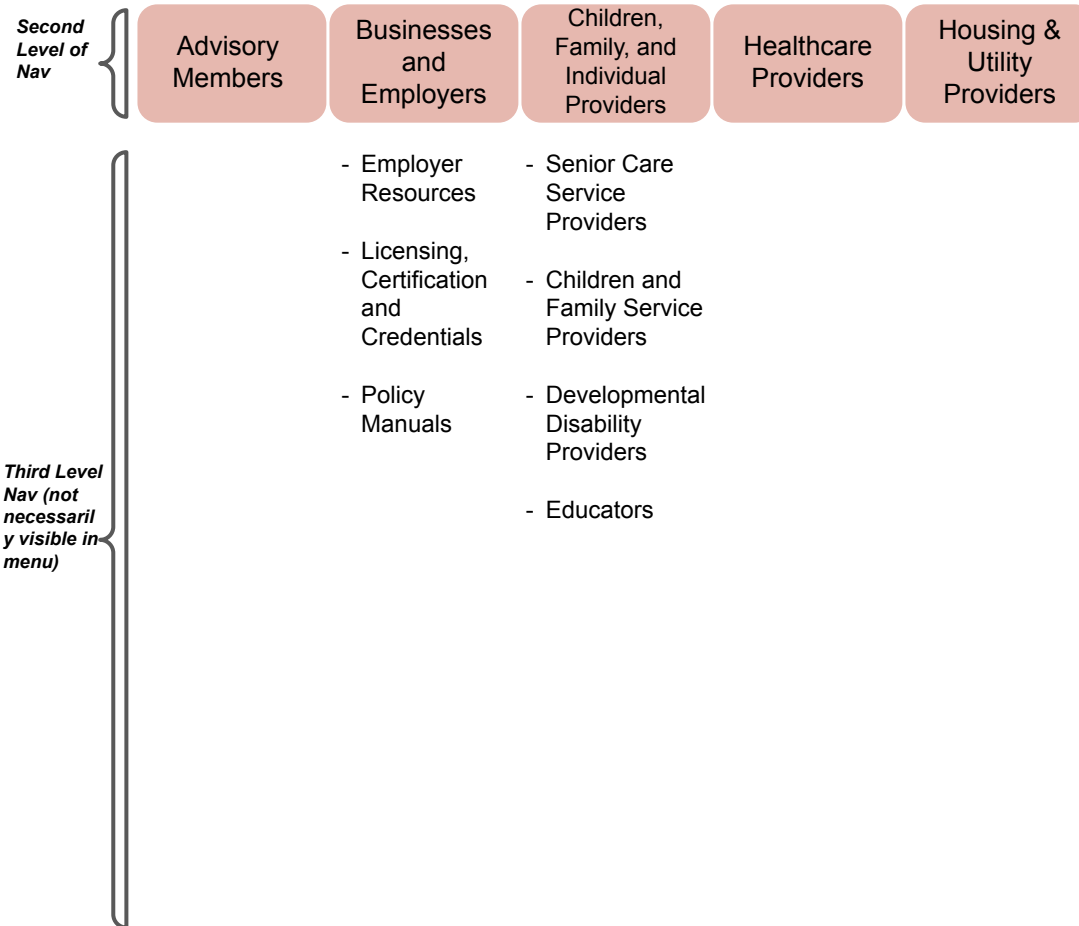
- Rent and Utility Assistance
- Homelessness Assistance
- Homeowner's Assistance
- Home Energy Assistance

- Basic Care Assistance
- Early Intervention Services
- Family Support Services
- Independent Living
- Residential Services
- Training and Employment Services

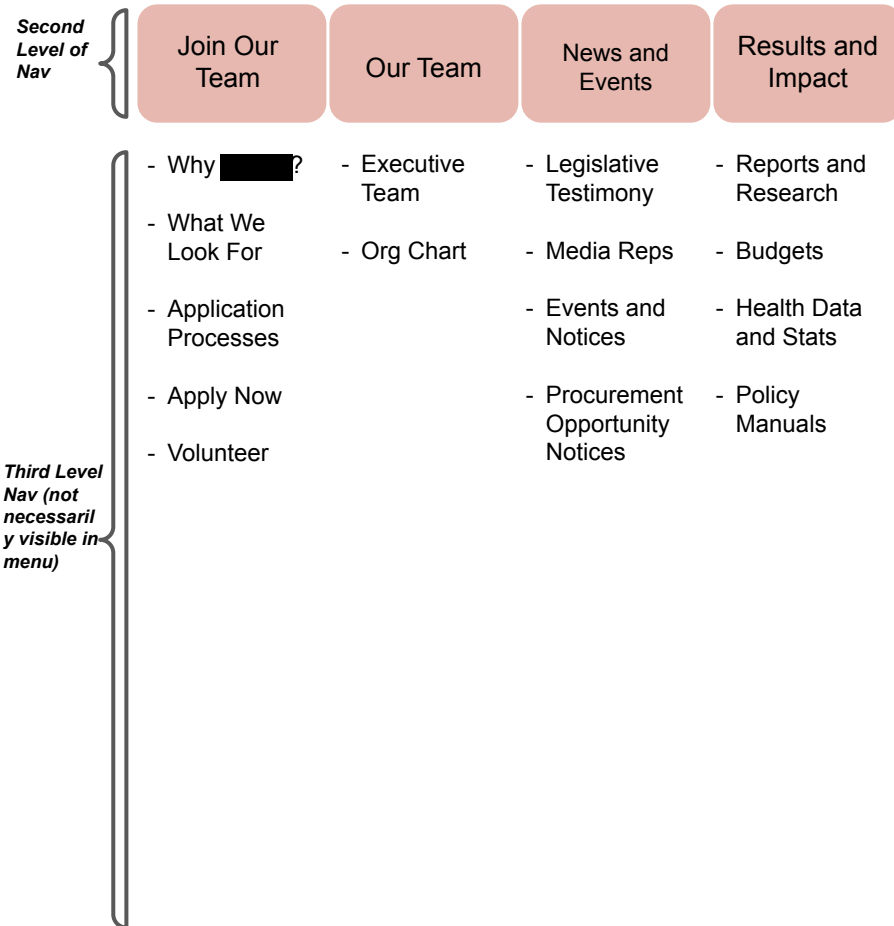
- Refugee Services

- Assisted Living
- Basic Care Assistance
- Home and Community Based Care
- Long-Term Care
- Resident/Tenants Rights

Option #2: What can you find in the *Community Providers and Partners* sections?



Option #2: What can you find in the *About Us* sections?



Option #3: Assumptive User Access

Administration and Careers

About Us

Contact Us

Careers

Forms and
Documents

Legislation and
Regulation

Service Areas

Adults & Aging

Special Needs
and Disabilities

Child and Family
Services

Public
Health

Healthcare
Coverage

Financial
Support

Food Programs

Behavioral
Health

Licensing and Regulations

Assisted Living

Basic Care

Dialysis

Food

Long Term
Care

Home Health
and Hospice

Nurse Aid &
CNA

Tanning, Tattooing
and Electrology

Vital Records

Birth Records

Death
Certificates

Divorce
Records

Marriage
Certificates

Utility Menu:
News, Language,
Search

Possible homepage features?

Assistance
Programs

Children,
Families,
Seniors

Topics A-Z



Option #3: What can you find in the *Service Areas* sections?

Second
Level of
Nav

Adults and
Aging

Special
Needs and
Disabilities

Child and
Family
Services

Public
Health
Information

Health Care
Coverage

Financial
Support

Food
Programs

Behavioral
Health

- Assisted living
- Basic Care Assistance
- Family Caregivers
- Home and community-based Care

- Basic Care Assistance
- Early Intervention
- Family Support Services
- Independent Living
- Residential Services
- Training and Employment Services

- Adoption
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- Child Support
- Early Childhood
- Foster Care
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- TANF
- Unemployment Support
- Rent and Utilities Relief
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- Homeowners Assurance Fund
- Home Energy Assistance
- Veterans Priority

- Supplemental Nutrition Assistance Program (SNAP)
- Women, Infants, and Children (WIC)
- Supplemental Nutrition Program

- Community-Based Services
- Mental Health Services
- Substance Use and Addiction Services

Third Level
Nav (not
necessarily
visible in
menu)

