

## Information Architect

The AltaVista Information Architect is responsible for designing the structure and user experience of the AltaVista Network. The IA translates business objectives, corporate strategy and Product Marketing requirements into highly usable web projects and client-side applications. Key responsibilities include contribution to the vision of a project, analyzing project scope, organizing project information, defining site functionality, defining and designing navigation and interaction models, analyzing user tasks and usage scenarios as well as creating the visual tools to help implement the project. These include diagrammatic site maps, user interaction, page schematics and information layout.

The role of the information architect is to organize information and to create a smooth path for the user to find what they are seeking. This is done at the macro level – how is the site organized, what is the way to navigate or find information in the site? This is also done at the micro level – what is the hierarchy of information on the page, how can a user find what they are looking for at the page level? In addition, the information architect defines site interaction. They are responsible for defining the user flow within a decision making process. This is extremely important in client side applications and the wireless experience.

The information architect is responsible for designing from the user's perspective. They work closely with the software engineers and content producers to create the best user experience, in the simplest amount of steps possible. They work closely with Design and Engineering to iterate and shape the product for the end user. They work hand in hand with Usability to discover what the user feels is most important to them and to discover methods for simplifying the product for the end user.

Skills that the team offers:

Information Design

Interaction Design

Information Hierarchy / Ontology

Information Retrieval skills

Information Relationships

Global perspective as keepers of the AV network