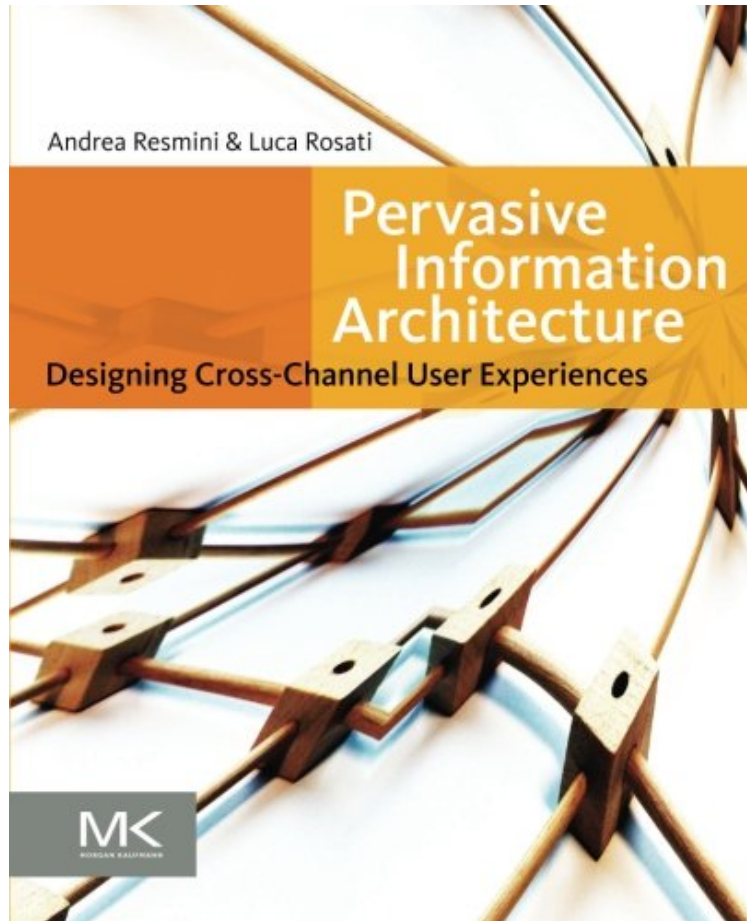


# Pervasive Information Architecture: Designing Cross-Channel User Experiences

Andrea Resmini, Luca Rosati

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**Andrea Resmini, Luca Rosati : Pervasive Information Architecture: Designing Cross-Channel User Experiences** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pervasive Information Architecture: Designing Cross-Channel User Experiences:

0 of 0 people found the following review helpful. A necessary, relevant, essential text on IABy Andrew HintonNow that it's been out for a couple of years, it's become more clear how essential, timely, and necessary this book is. The recent newfound interest in the new branding for ubiquitous computing -- the "Internet of Things" -- along with the rise in demand for coherent service design across many contexts -- means that designers have to understand many dimensions of the way meaning works, far outside the confines of individual websites, apps, or devices. Physical and digital information are stitched together through culture and language, and that reality is refreshingly apparent in Resmini's and Rosati's approach here, where they delightfully engage in stories, anecdotes, and touchstones to flesh out the body of their essential thesis. For some, these discursive tributaries may seem extraneous; but for readers like

me, they bring richness and personal meaning into what otherwise might be merely abstract concepts. The fact that they managed to get a solid set of heuristics, a concise history of the discipline, and a solid methodology for pervasive IA all into under 200 pages -- and still manage to tell engaging, relevant stories along the way -- is amazing. This sort of text brings the "humanities" perspective into the science of the discipline, much like Steve Jobs used to preach about doing. That's part of the merit of this book. This is an important text in the evolution of information architecture, written with equal parts rigor and humor. It's like a graduate school course in IA, building on earlier methods-based instructional texts in the discipline. I recommend it heartily and frequently. Get it. (Full disclosure: I do have a contributed passage in the book. Please don't hold that against it ;-)

5 of 5 people found the following review helpful.  
Excellent! Golden Gate to the IA realm  
By RaulI found this book really good. Eventhough I agree with previous comment in terms of length of verbiage, I felt this book provided an invaluable insight in lots of different aspects of information architecture. My background is not on web design or development, but I've come to this field based on the goal of increasing value of users, by enabling platforms in order to easier people to find what they're looking for and increase efficiency. This book cover such a wide topic in a very interesting and profound way. The books is mainly structured like this:  
Chapter 1. From Multichannel to Cross-channel  
Chapter 2. Toward a Pervasive Information Architecture  
Chapter 3. Heuristics for a Pervasive Information Architecture  
Chapter 4. Place-making  
Chapter 5. Consistency  
Chapter 6. Resilience  
Chapter 7. Reduction  
Chapter 8. Correlation  
Chapter 9. Designing Cross-channel User Experiences  
Authors take you to history, cases, and reference other books in such a way, that really get you immersed on the topic. I started from this book, and the extense amount of sources has lead me to start digging more and more into those sources (now, I'm getting familiar with more authors, books, research that I could imagine when I started the book). It's true that for today business world sometimes you just want to get to the meat, but the substantiation provided for the authors has been an important part to me in order to get a more complete view and better understanding. It's true at the begginig the book seemed to me somewhat though in terms of pure content and reference, but being so interested at the same time kept me going. Also, the kindle version with the Text-To-Speech, helps a lot (Thanks , the kindle reads the book aloud to me, while I'm driving, and I check and revise again on the kindle for PC version) ... Last but not least, interestingly enough, the Kindle version, with it's blackwhite approach did not communicate fully the pictures and images on the book (many of them with colored references for the topics covered) Above all ups and downs, in terms of redaction and verbiage, the book as played a role of Gate into the IA realm and has invited me to search for more. To me, that's enough for a 5.0

3 of 3 people found the following review helpful. Great deal!  
By Mariana CantisaniI received the item before the date, in perfect conditions, it was a great deal! I had the ebook, but really needed the print edition, it is awesome this readign about Pervasive Information Architecture, the only bibliography ever published about this topic! Thanks Resmini and Rosati for all your effort to bring this high quality information and thanks again for sharing your knowledge! Thanks!  
Mariana Cantisani Padua

Pervasive Information Architecture explains the why and how of pervasive information architecture (IA) through detailed examples and real-world stories. It offers insights about trade-offs that can be made and techniques for even the most unique design challenges. The book will help readers master agile information structures while meeting their unique needs on such devices as smart phones, GPS systems, and tablets. The book provides examples showing how to: model and shape information to adapt itself to users needs, goals, and seeking strategies; reduce disorientation and increase legibility and way-finding in digital and physical spaces; and alleviate the frustration associated with choosing from an ever-growing set of information, services, and goods. It also describes relevant connections between pieces of information, services and goods to help users achieve their goals. This book will be of value to practitioners, researchers, academics, and students in user experience design, usability, information architecture, interaction design, HCI, web interaction/interface designer, mobile application design/development, and information design. Architects and industrial designers moving into the digital realm will also find this book helpful. Master agile information structures while meeting the unique user needs on such devices as smart phones, GPS systems, and tablets Find out the why and how of pervasive information architecture (IA) through detailed examples and real-world stories Learn about trade-offs that can be made and techniques for even the most unique design challenges

"This book is required reading for all information architects and user experience designers. Its a brilliant guide to the design of products and experiences that bridge multiple platforms and channels The best book you'll find about the emerging practice of cross-channel user experience design." --Peter Morville, foreword author and author of Ambient Findability and co-author of Information Architecture for the World Wide Web "The rise of pervasive technology encourages information to roam free from the confines of the desktop into every aspect of our lives. To navigate this complex, cross-media environment, we need master architects. This book, from two of the fields foremost thinkers, is a shining landmark for this new world." --Cennydd Bowles, author, Undercover User Experience Design "It has been a long time since I've been excited about an Information Architecture book. Andrea and Luca have done something truly innovative in bringing Information Architecture out of the design studio and into the streets. A lot of people talk about "pervasive" and "holistic" as ideals -- this book provides solid thought around cross-channel/multi-channel customer

experience design. It effectively challenges the view that any one service delivery channel (such as web, or call center, or shopfront) can be considered in isolation. I will be actively recommending this book to colleagues and clients." -- Andrew Boyd, UX Community Lead, SMS Management and Technology (<http://smsmt.com>) "Resmini and Rosati have delivered a landmark volume in the evolution of information architecture, communicating relatively esoteric insights about our changing info-landscape in a humane and personable manner. If your work involves shaping how people experience digital and data-informed products and services, then you need to read this book."-Christian Crumlish, co-author of *Designing Social Interfaces* "This unique text offers an attractive, reader-friendly layout, demonstrating concepts creatively with thought-provoking color and bw photos, illustrations, and images, many from art history. The volume is designed so that readers can jump from image to image and find the core ideas of the chapter. Sidebars of key ideas also increase the book's browsability. Employing a multidisciplinary approach to information architecture and the design of the new pervasive information spaces, the book draws on insights in diverse disciplines from cognitive psychology to cinema. Each chapter begins with a short story and concludes with case studies and a list of articles, books, movies, and videos. Part 1 surveys information architecture as both a field of practice and a research discipline. Part 2 illustrates five design principles, and Part 3 shows how to apply these principles with a real-life case study. Parts 2 and 3 include boxed contributions from international authors, researchers, and practitioners. Readers can access a companion web site and a blog." --Reference and Research Book News

From the Back Cover

As physical and digital interactions intertwine, new challenges for digital product designers and developers - as well as industrial designers and architects - are materializing. While well versed in designing navigation, organization, and labelling of websites and software, professionals are faced with the crucial challenge of applying these techniques to information systems that link the digital world to the physical world. Pervasive Information Architecture provides examples showing why and how one would:

- Model and shape information to adapt itself to users needs, goals, and seeking strategies
- Reduce disorientation and increase legibility and way-finding in digital and physical spaces
- Alleviate the frustration associated with choosing from an ever-growing set of information, services, and goods
- Suggest relevant connections between pieces of information, services and goods to help users achieve their goals

About the Author

Andrea is an information architect with FatDUX, a UX firm with headquarters in Copenhagen, and a researcher at the University of Bors, Sweden. An ICT professional since 1989 and a practising information architect since 1999, Andrea holds a PhD in Legal Informatics and a MA in Architecture and Industrial Design, and he is currently President of the Information Architecture Institute. He pretends to play the piano, reads far too many books, chairs the Italian IA Summit, and co-founded the Journal of Information Architecture.

Luca is a freelance information architect. One of Italys pioneer, he has been a speaker at several international conferences - including EuroIA, the IA Summit, and HCI International. Luca is the co-author of the book *Organizing Knowledge: From Libraries to Information Architecture for the Web* (Tecniche Nuove, 2006) and the author of *Information Architecture: From Everyday things to the Web* (Apogeo, 2007). He is a member of the EuroIA Organizing Committee, sits on the Italian IA Summit Board, and is and editor for the Journal of Information Architecture.