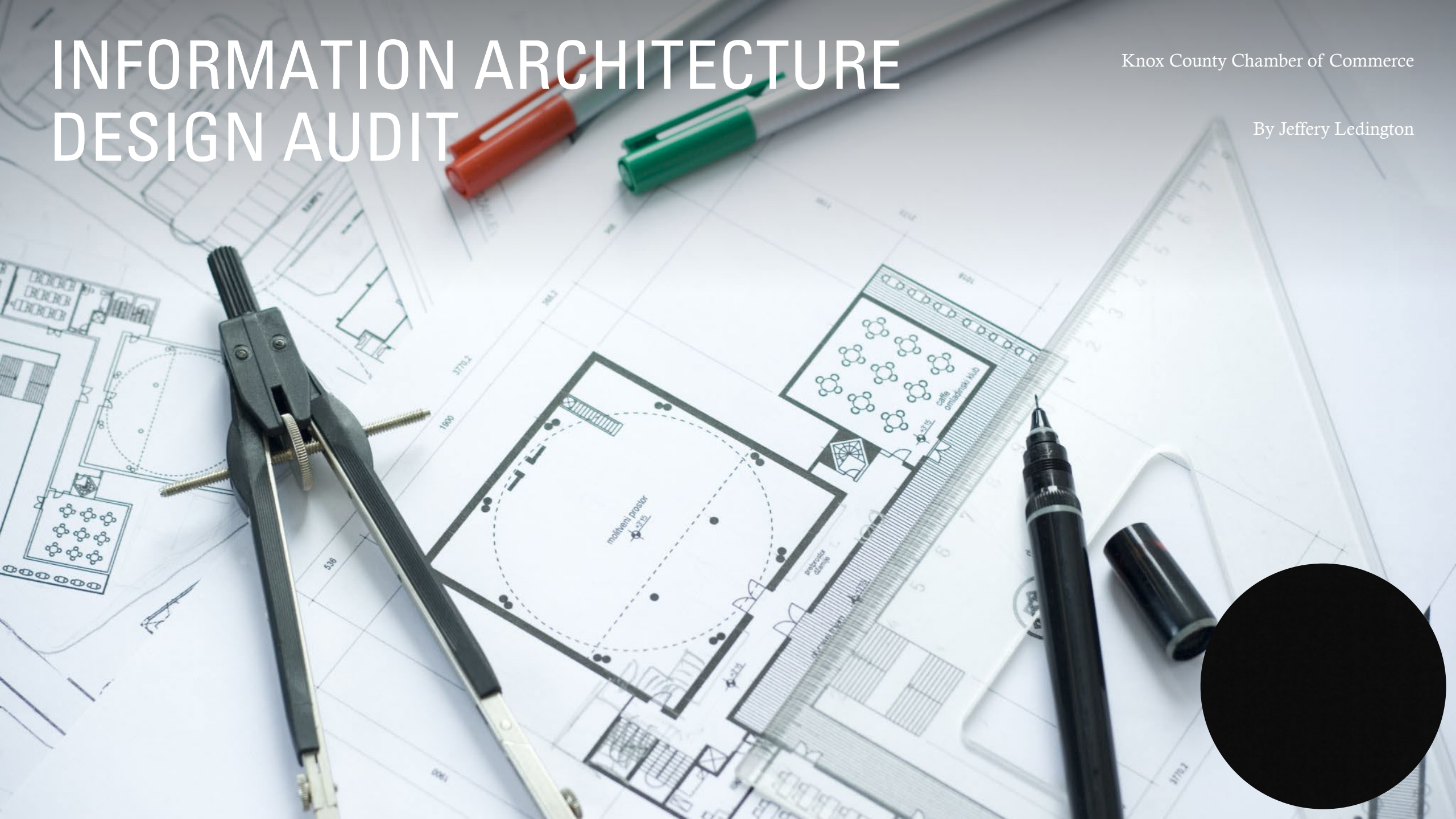


# INFORMATION ARCHITECTURE DESIGN AUDIT

Knox County Chamber of Commerce

By Jeffery Ledington

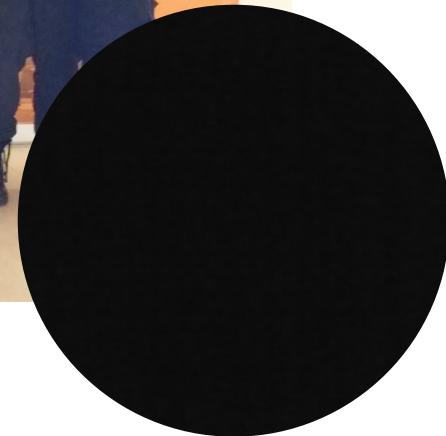


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# INTRO

JEFFERY LEDINGTON

Award Winning Journalist including for videography, data-based reporting, and writing. Experienced fundraiser and grant writer with millions of dollars in secured funding. External affairs specialist at FEMA and Media Rep. in AmeriCorps NCCC. Knox County native with a passion for service.





# INFORMATION ARCHITECTURE

A design discipline focused on  
information findability  
understandability

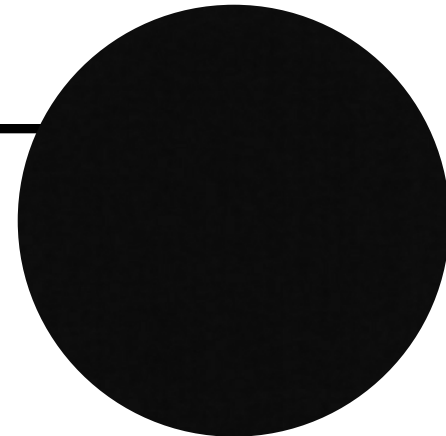
The Chamber of Commerce is a valuable resource for local business leaders, upstart entrepreneurs, consumers, non-profits, students, etc.

These users need accurate, organized, and up-to-date information.

Using the principles of Information Architecture will allow you to build a website designed for your users' needs.

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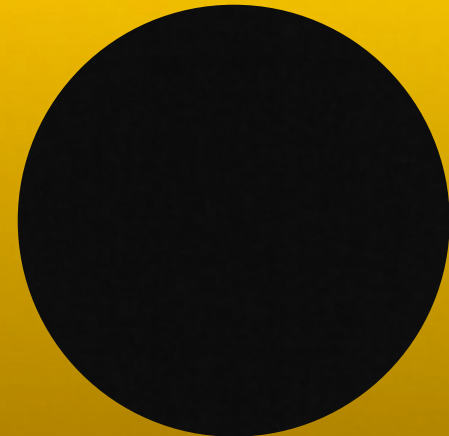
**WHY DOES IT MATTER TO YOU?**

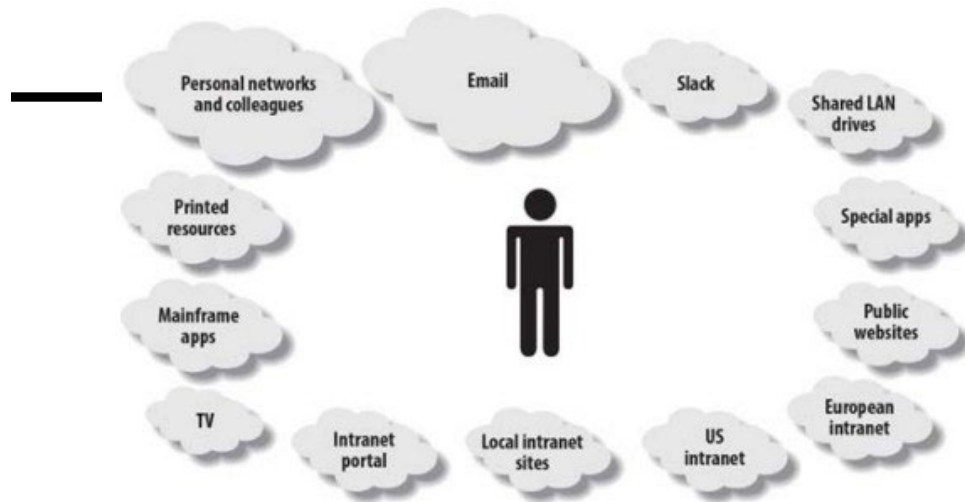




- Address Information Overload
- Maintain Consistency
- Improve legitimacy and value
- Understand user needs

WHAT CAN I DO  
FOR YOU?





T1 T2 T3 T4 T5 T6 T7 T8

Version A with codes

Microsoft

A-Z Index | Microsoft's Products & Subsidiaries | FAQs | Search

Microsoft.com Home

Platforms/Operating Systems

Windows 2000 Professional

Product Guide

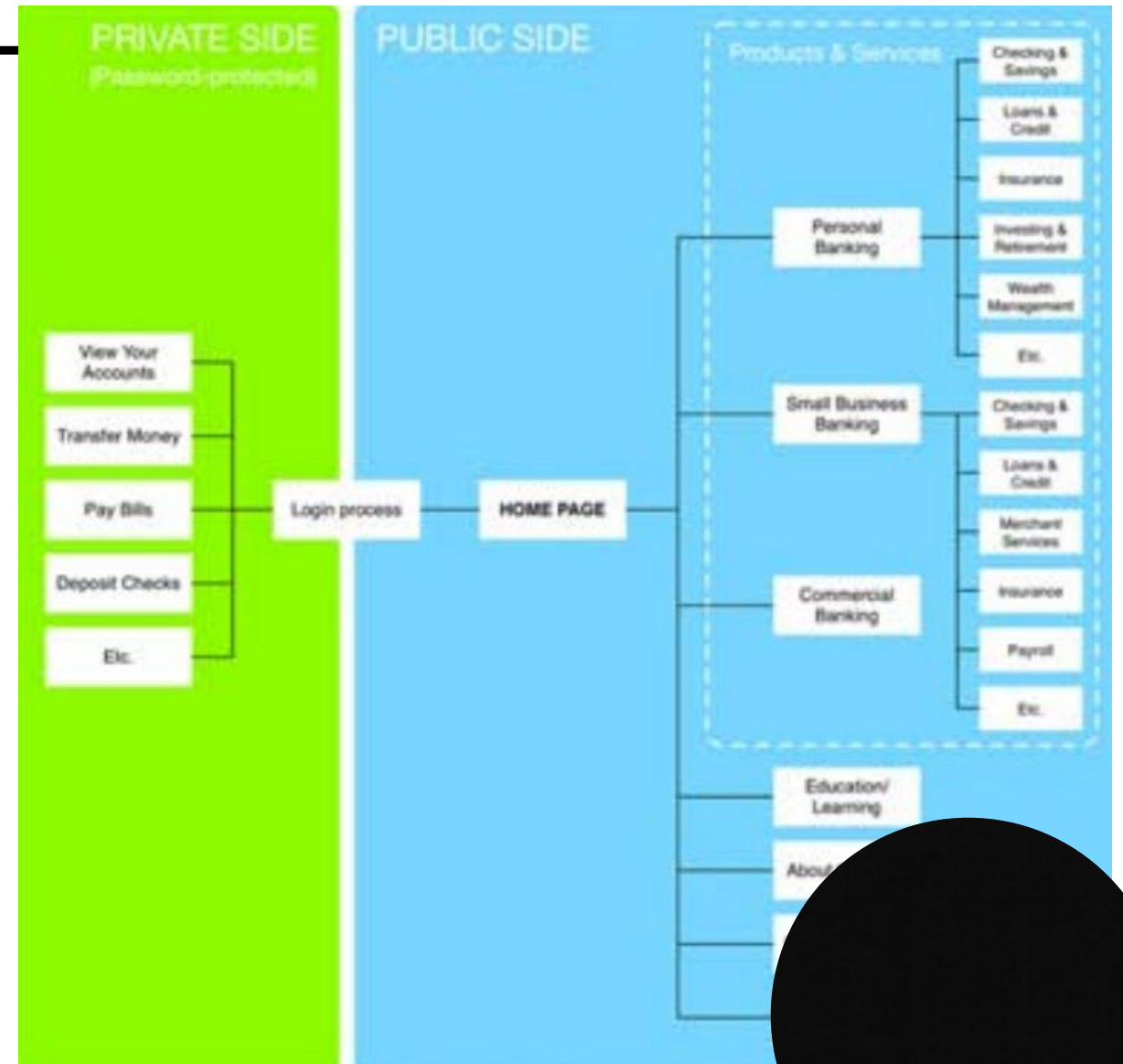
Windows 2000 Professional: Pricing & Licensing

Windows 2000

- Resources
- Product Guide
- Technical Library
- Upgrade to Win2000
- Download
- Support
- News

See Also

- A-Z Index for Windows Products
- Comparing Versions of Windows
- A-Z Index for Windows 2000 Professional
- Guide to Upgrading to Windows 2000
- Guide to Evaluating Windows 2000 Professional



Images from Rosenfeld, L., Morville, P., & Arango, J. (2015). *Information architecture: For the web and beyond* (4th ed.). O'Reilly.

# CONCLUSION

# #Content

