

BEHOLD THE POWER OF ANALOGIES!

Why Analogies?

What role do analogies play in IA?

IA concepts are abstract.

Clients and colleagues often do not understand these concepts.

Analogies provide a concrete and familiar concept to work with to help understand IA.

Benefits of Analogies

Why does this approach work well?

Ice-breaker
Analogies are a good segue into IA topics.

Empowerment
Analogies help stakeholders to participate comfortably in the discussion.

Common Vocabulary
Analogies let everyone speak the same language.

Challenges with Analogies

Using analogies can be tricky

Distracting
Analogies require mental flexibility. If your stakeholders think too rigidly, the analogy can be disruptive.

Perfection is the Enemy of Good
Analogies can be disruptive you're too interested in making the parallels fit perfectly.

More Than One Way to Skin a Cat
Your analogy may allow you to look at an IA concept in more than one way, which may be confusing.

Anatomy of a Good Analogy

What makes a useful analogy to help explain IA concepts

Keep It Simple...
Use the plainest form of the analogy to make your point.

...and Easy
Don't choose something esoteric or highly sophisticated.

Relate It to Your Audience
Use examples that your stakeholders have experience with in their everyday lives.

Don't Overthink It
Demo it. Test it. Refine it. Don't overthink it.

Cheese Please!

Analogies for understanding taxonomies and content strategy

Grocery Store Aisles

Analogies for understanding closed card sorts



Build Your Dream Home

Analogies for understanding sitemaps and wireframes



Your Turn!

Share your analogies with us!
Vote for your favorite!