

Analysis and Implementation of Information Architecture of a university website, Technological University of Panama's case

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Abstract– In this work the actions taken by an investigation involving the redesign of the website of the Technological University of Panama using as a basis the user-centric and emphasizing the use of information architecture design is presented, using a 7-step methodology systematically and continuously. The project purpose is to project the University website as a tool for communication and dissemination of related students, teachers and researchers contents in turn create a nice website, structured and simple where there is not only information but can be found . This project started in June 2013 of the concerns of users and analyzing statistical evidence that the website was not built with usability in mind but in the organization. In this project 3 directions related to research, technology and strategic communication are involved. Here are the steps used and the results obtained so far the project.

Keywords— Information architecture, wireframe, card sorting, user experience, user research.

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