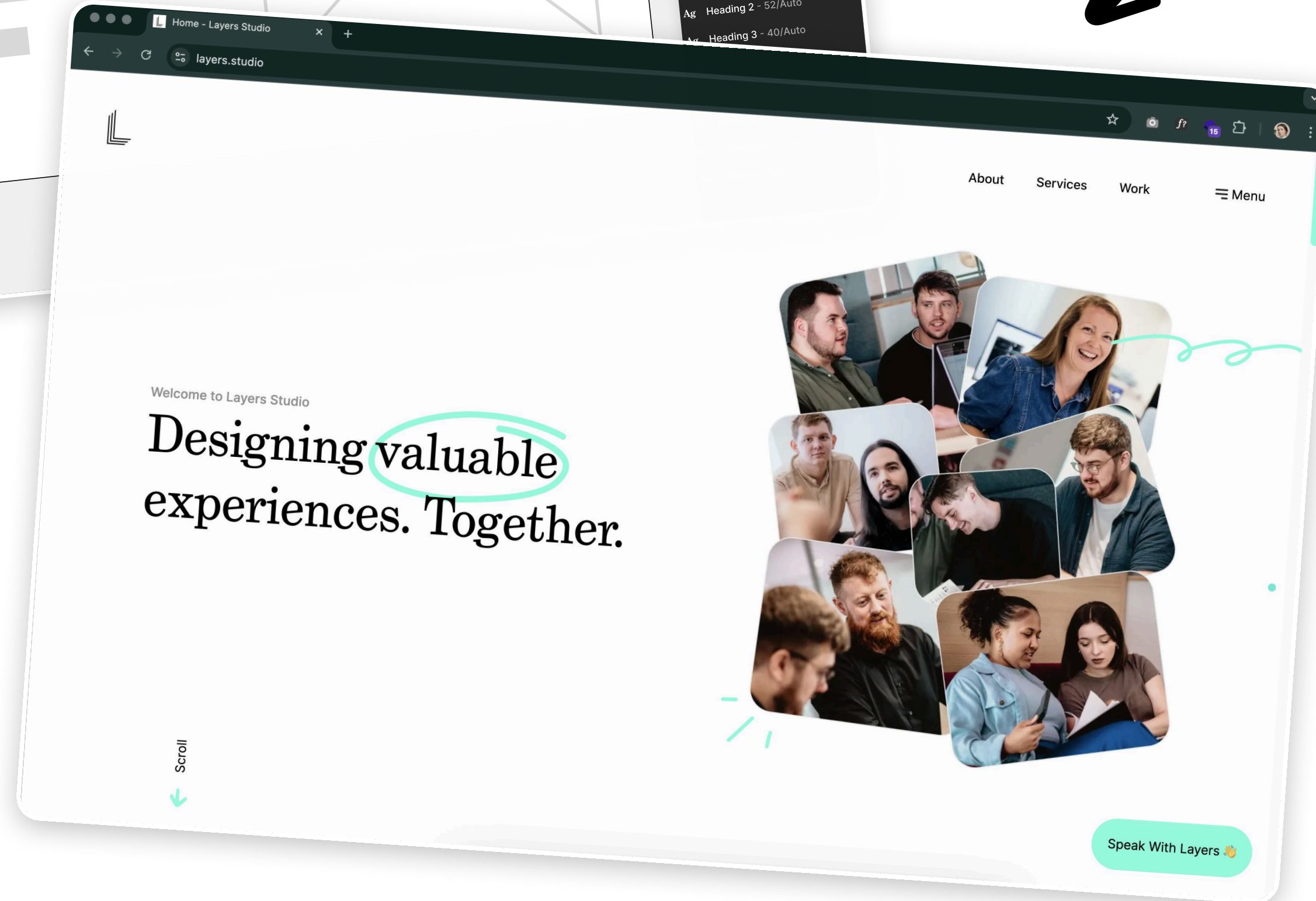
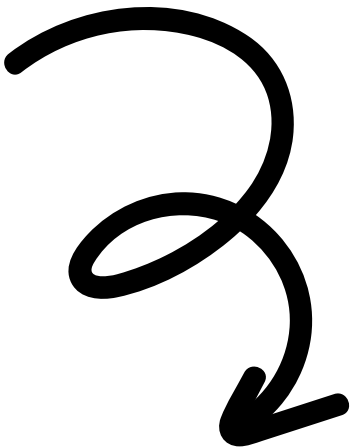
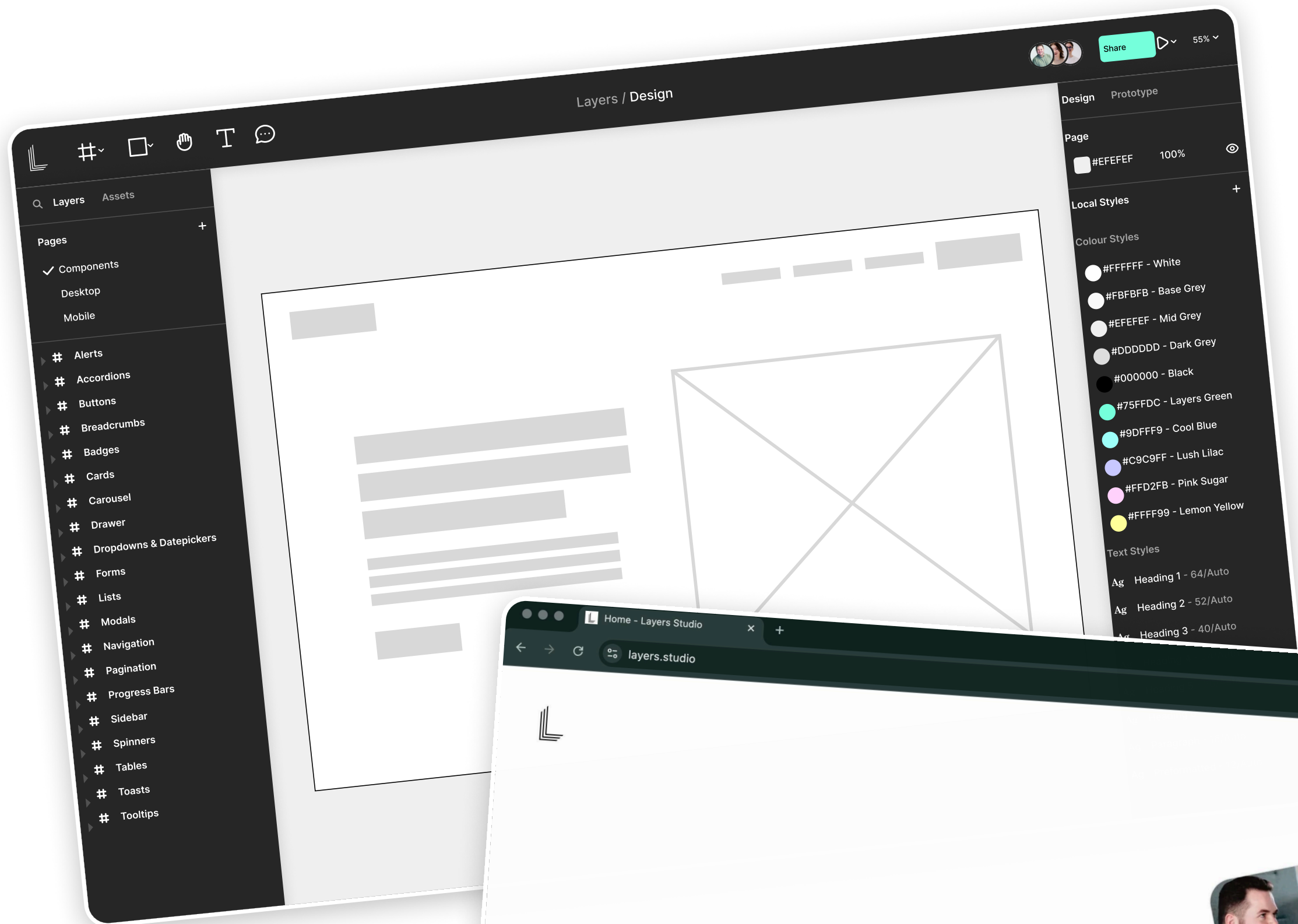




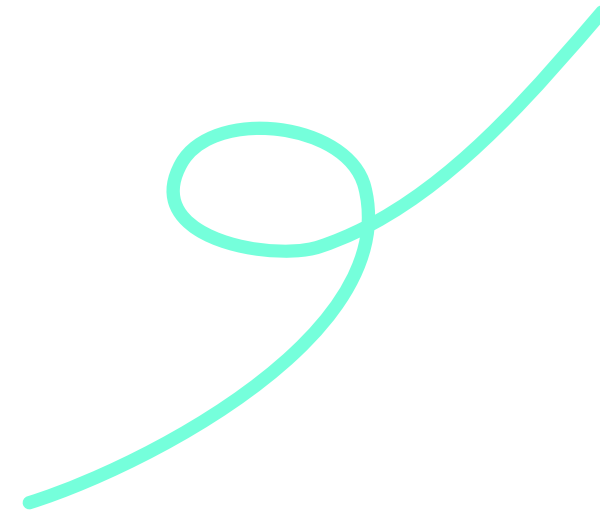
Layers.Studio

UX / UI Bootcamp

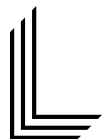
Information Architecture & Copywriting



Today's Agenda



- 01 Introduction to Information Architecture (IA)**
- 02 Creating Sitemaps and Wireframes**
- 03 Basics of Copywriting for UX**
- 04 Wrap-Up and Preview Next Session**

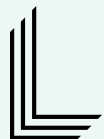


Introduction to Information Architecture (IA)

01



What is **Information Architecture (IA)**?



Information Architecture (IA)?

Information Architecture (IA) is the art and science of **structuring and organising information to improve usability and findability** in digital products.

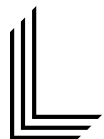


Don Norman



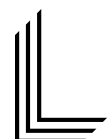
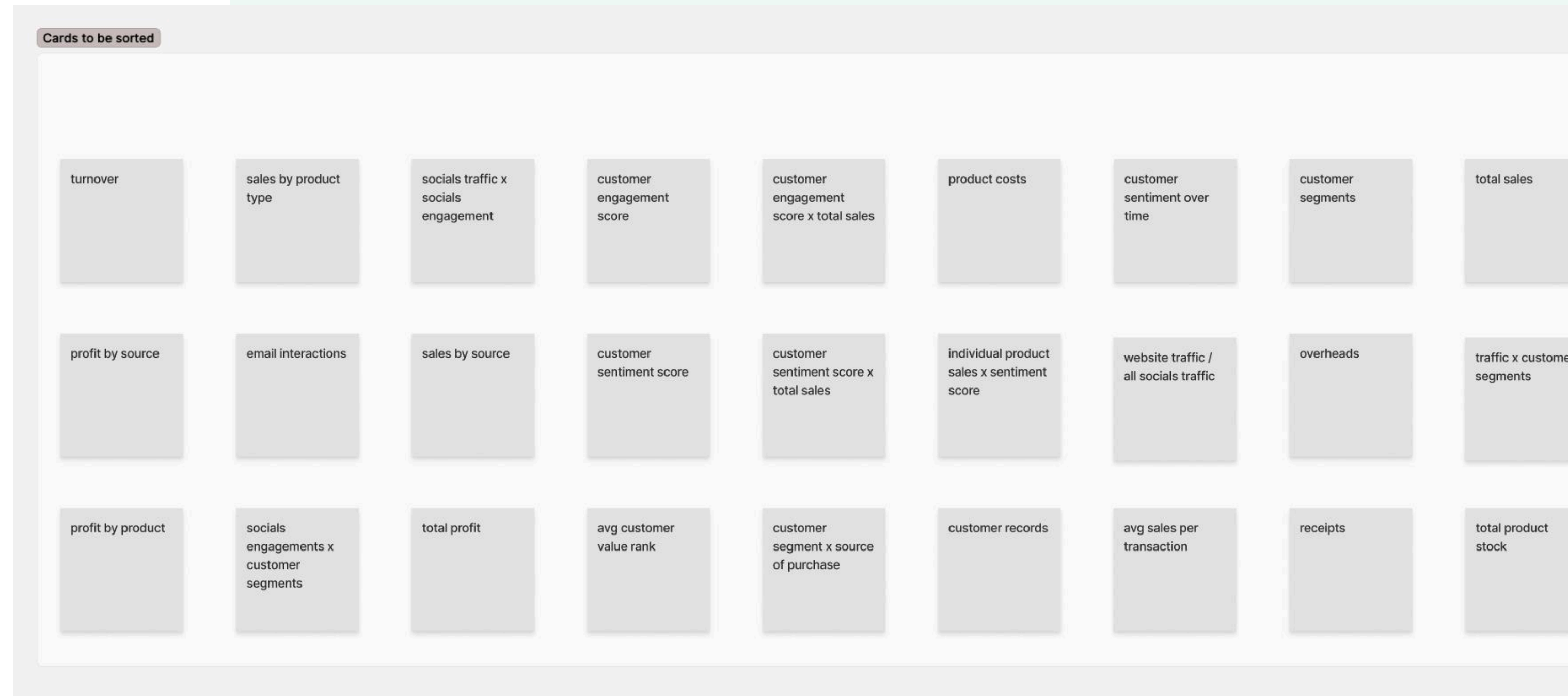
IA Fundamentals

- > Capturing **requirements** from users (and business)
- > **Structuring, organising and labelling**
 - Categorising and labelling categories
 - Finding appropriate levels of granularity for categories and items within them
- > Supporting **navigation**
- > Supporting **findability** (e.g. searching, browsing)
- > Balancing **user needs and business goals**



IA Fundamentals

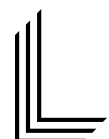
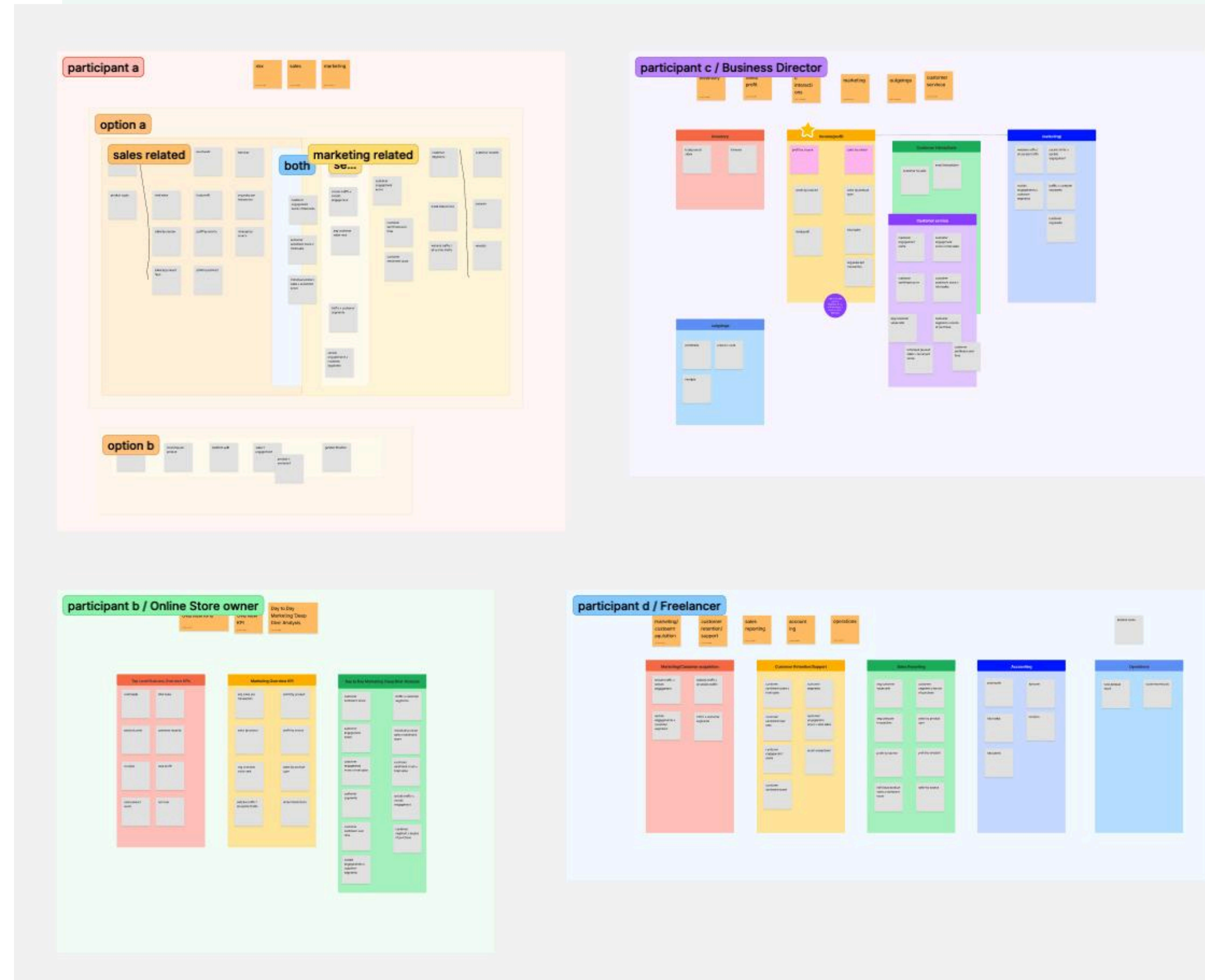
> Capturing requirements from users (and business)



IA Fundamentals

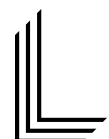
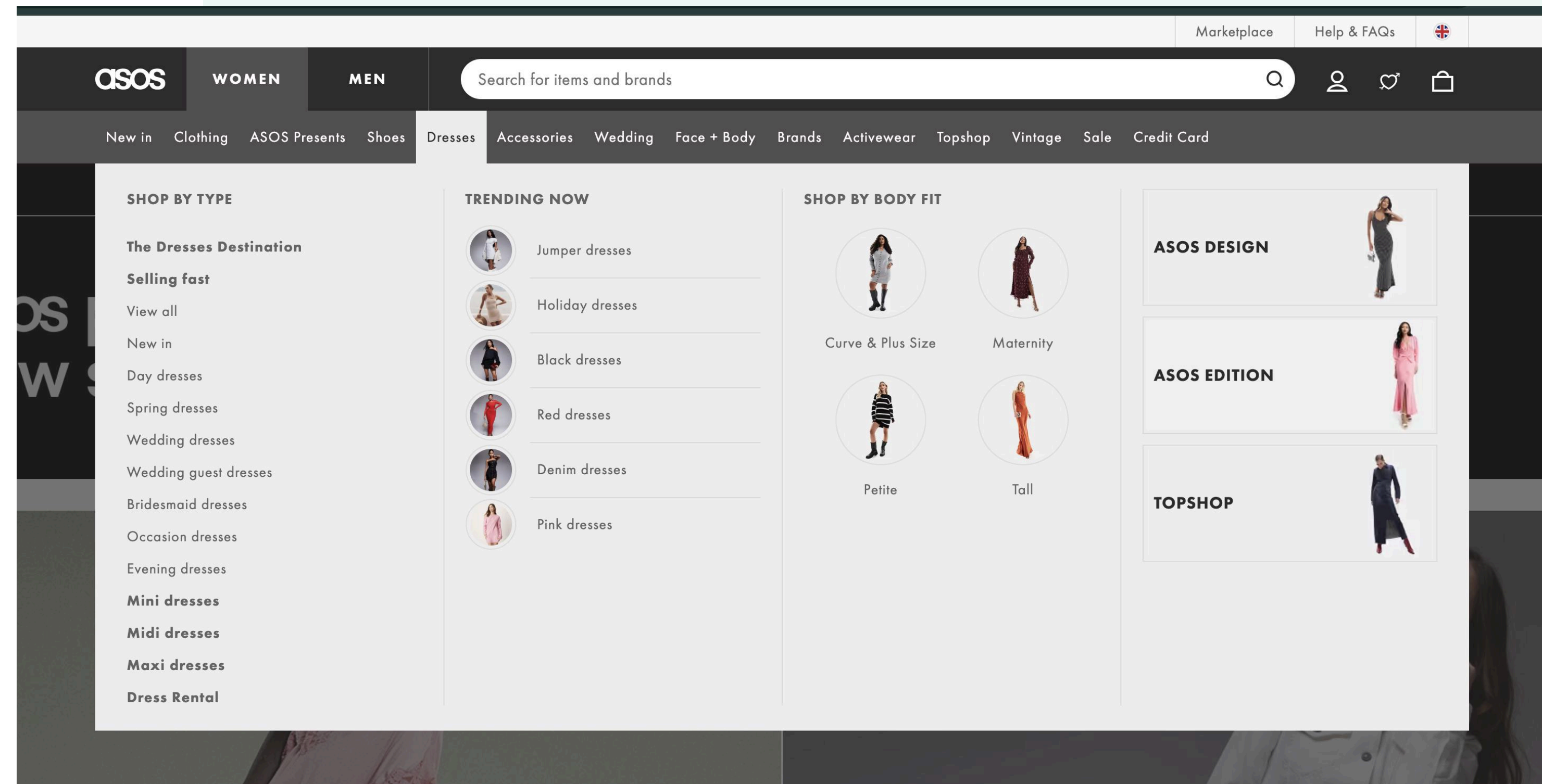
> Structuring, organising and labelling

- Categorising and labelling categories
- Finding appropriate levels of granularity for categories and items within them



IA Fundamentals

- > Supporting navigation
- > Supporting findability
(e.g. searching, browsing)

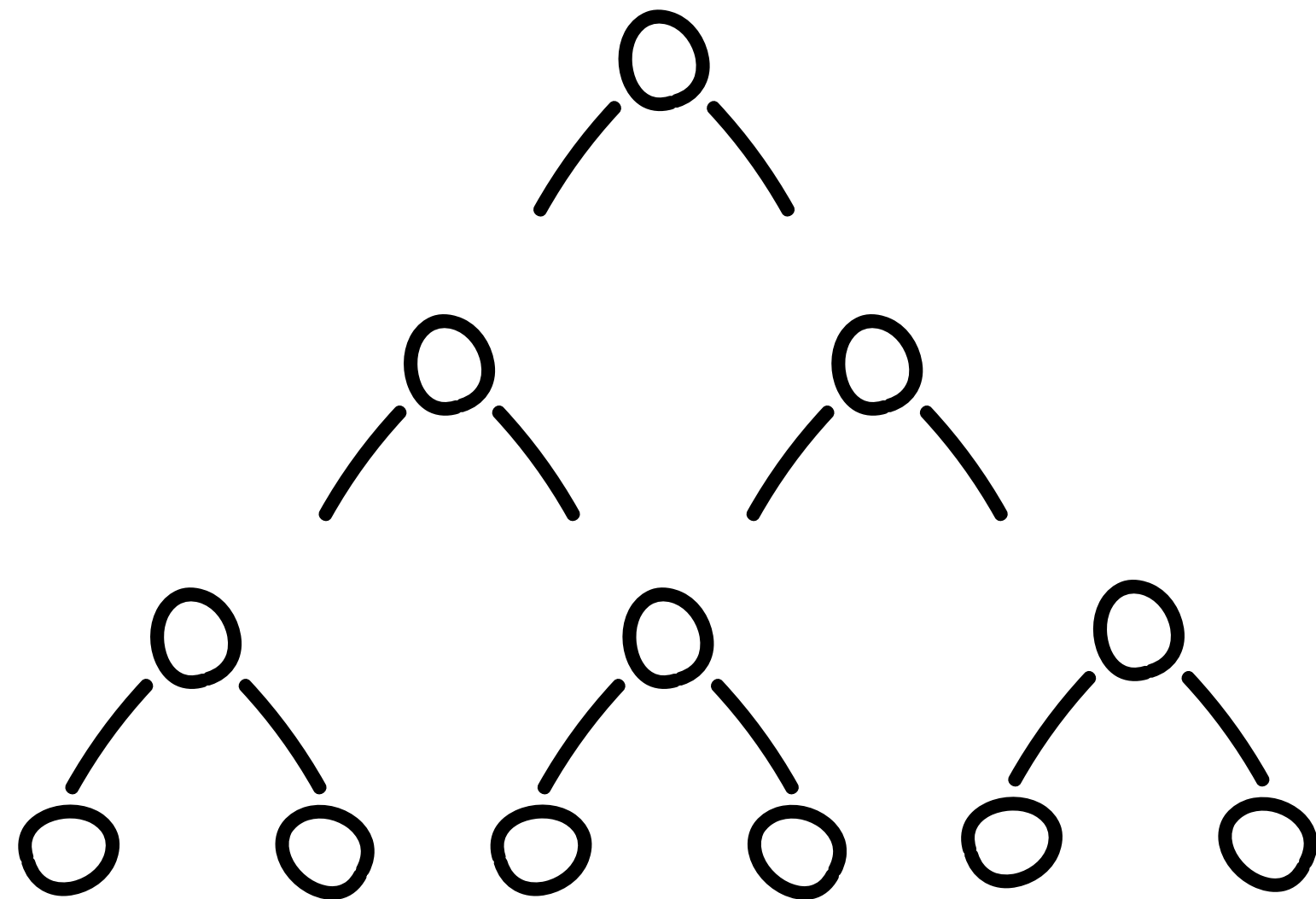


Creating Sitemaps and Wireframes



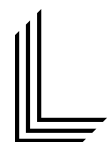
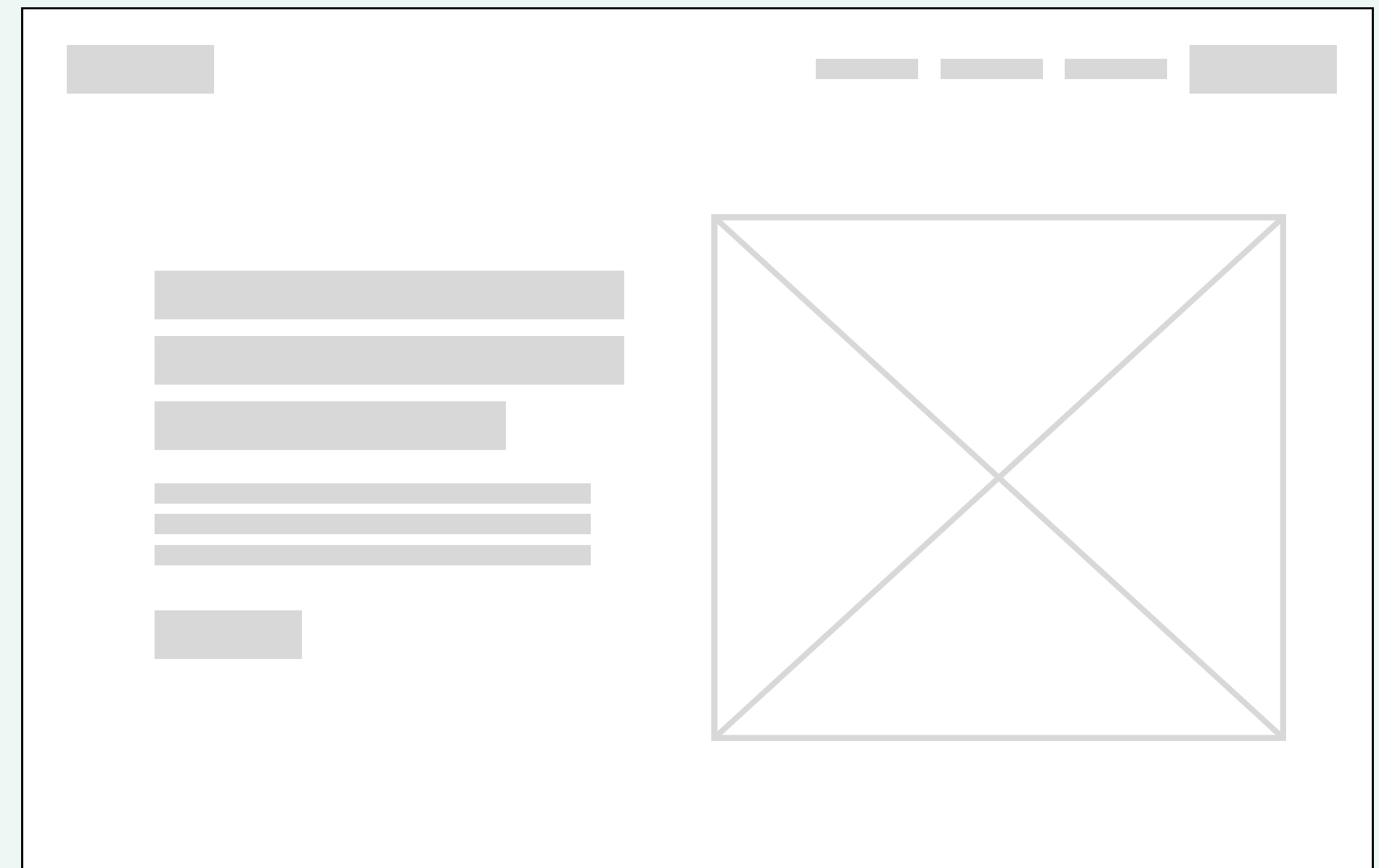
Sitemaps

Provide a high-level view of a site's content structure and are crucial for planning the information hierarchy.



Wireframes

Schematic blueprints that represent the skeletal framework of digital products, focusing on space allocation and prioritisation of content.



Sitemap Types

> Hierarchical Sitemaps

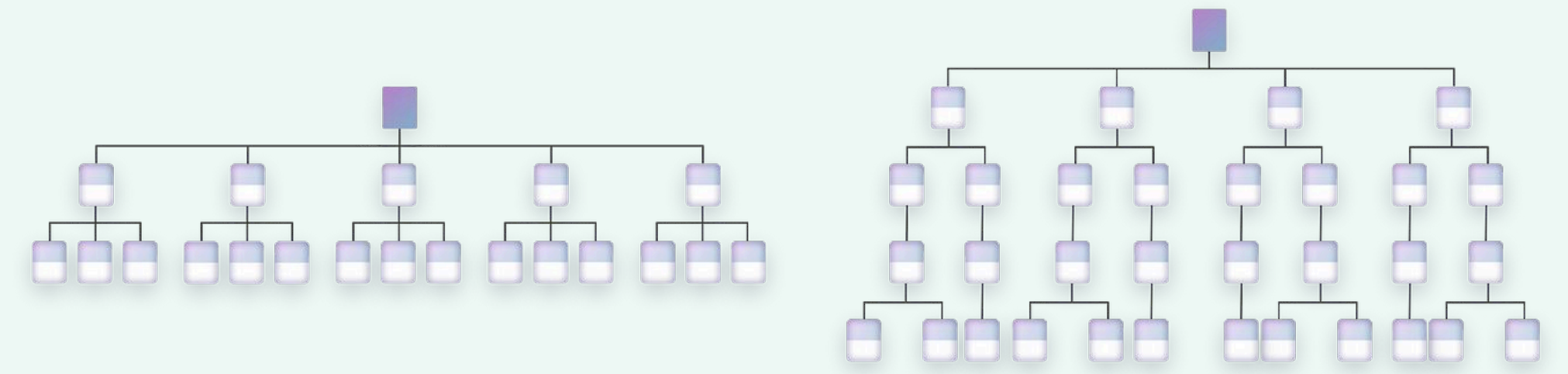
These are **traditional sitemaps** that show a tree-like structure of pages, reflecting the main navigation and sub-navigation based on the homepage. They are useful for outlining the website's overall structure. These can be **deep** or **shallow (flat)**.

> Content Inventory Sitemaps

These detail every piece of content that will appear on the site and are often used in the initial stages of website development to organise and classify content elements before design begins.

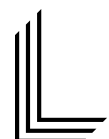
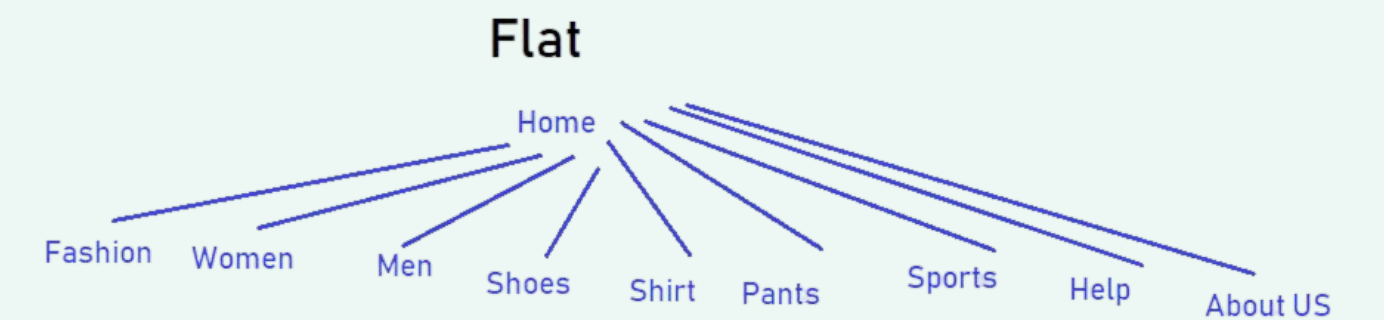
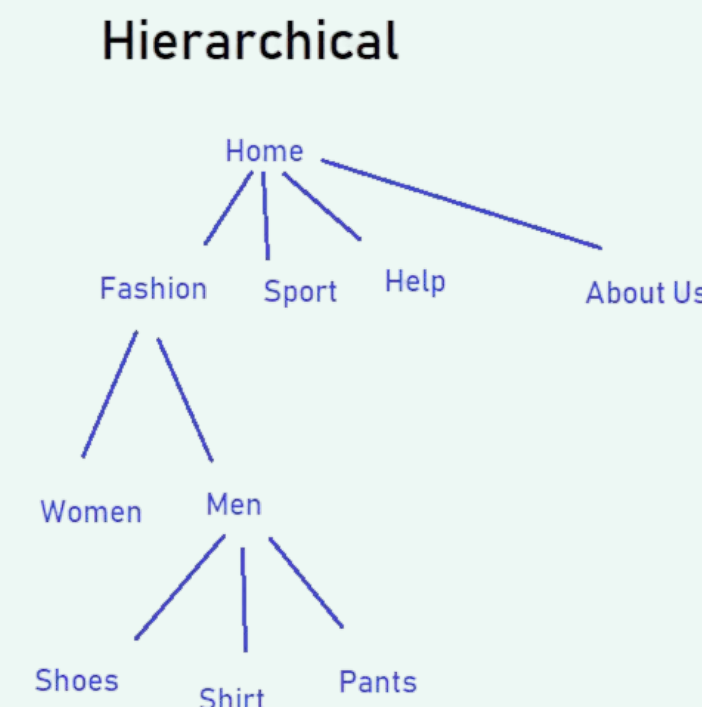
> XML Sitemaps

Primarily used for SEO purposes, these are created to help search engines find and index all the pages on a website.



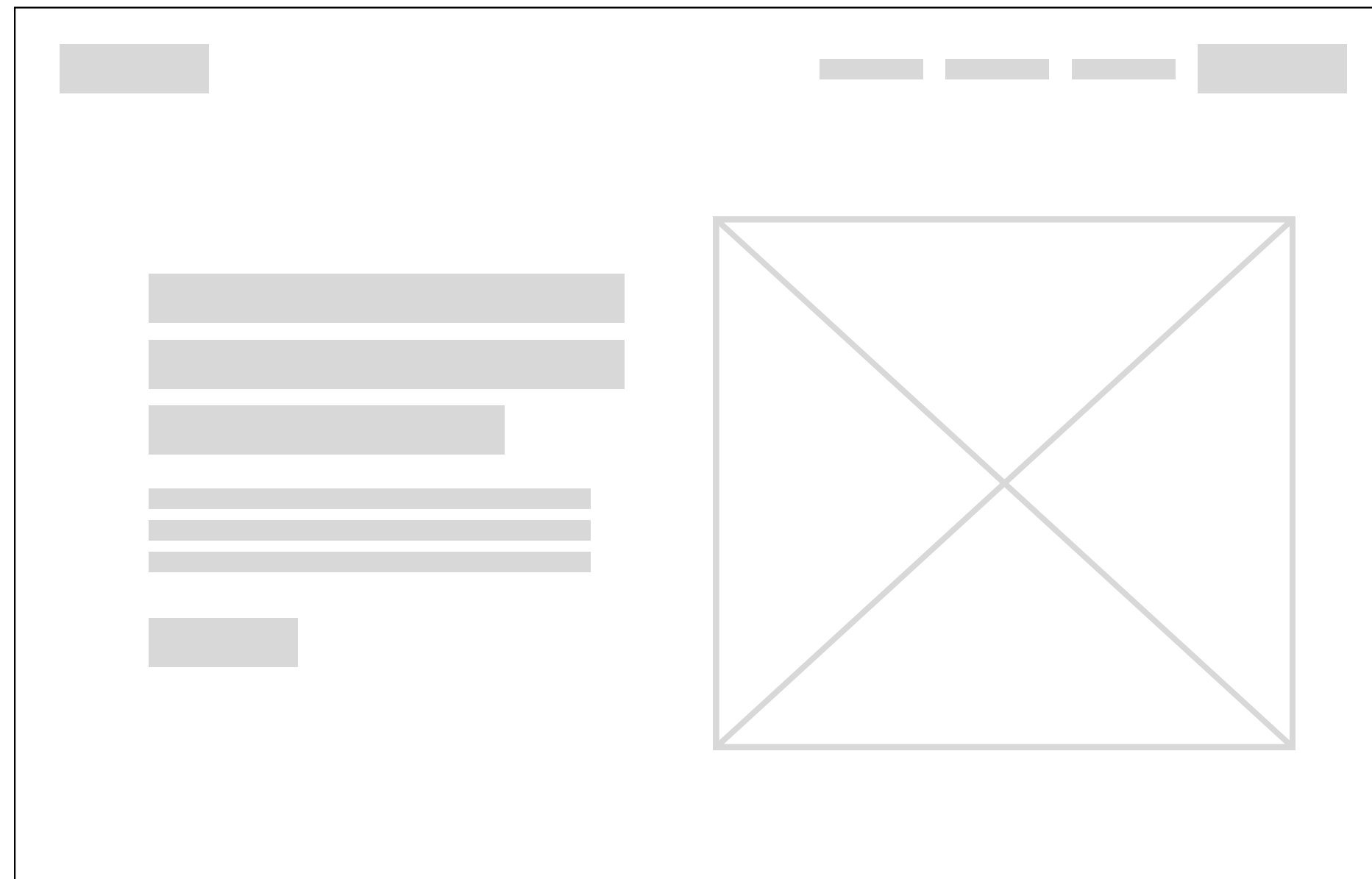
Flat

Deep

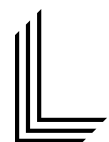
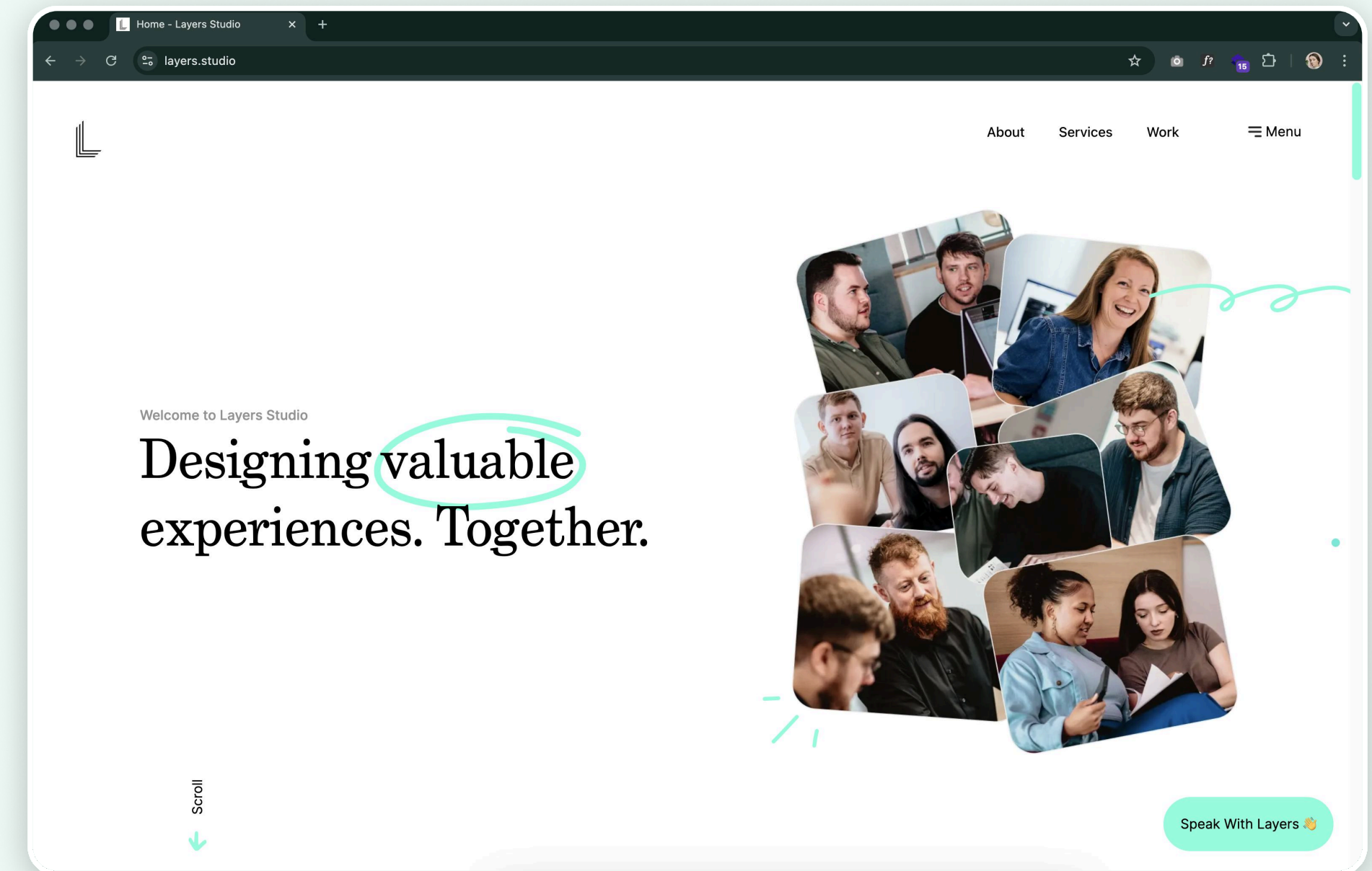


Wireframe Types

Low Fidelity



High Fidelity

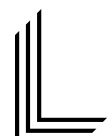
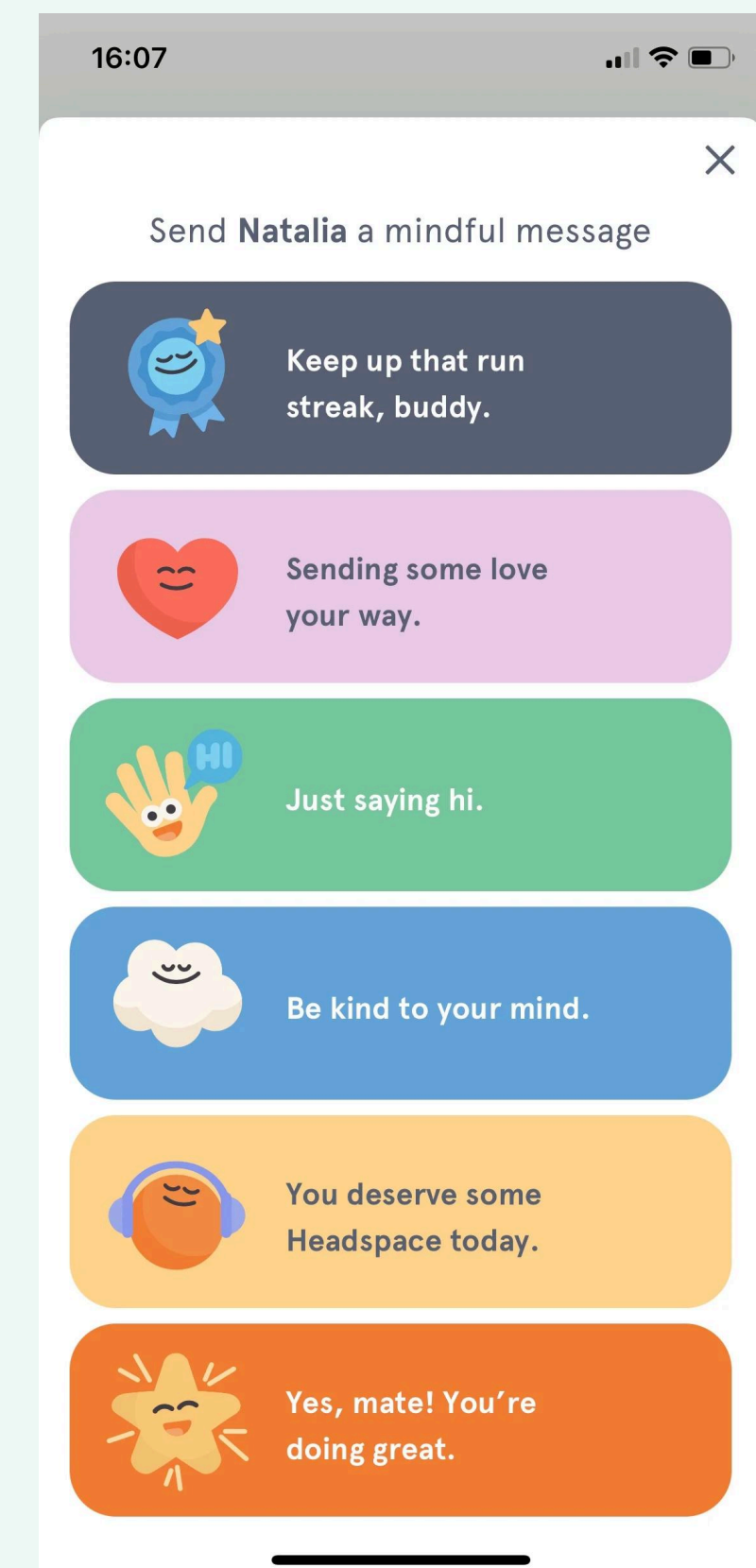
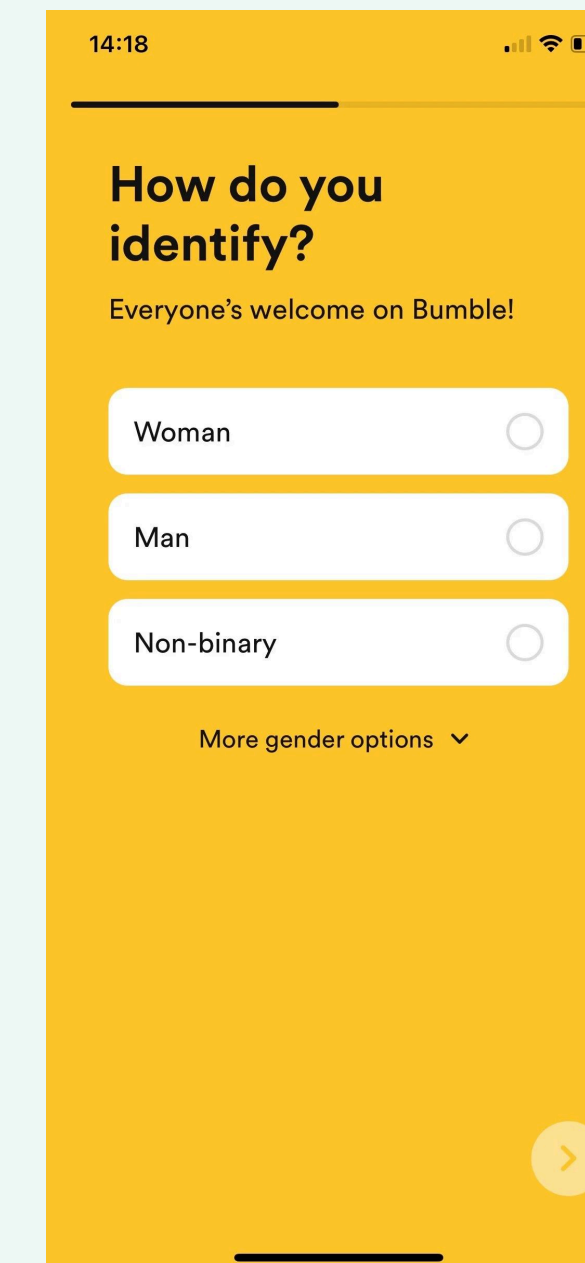
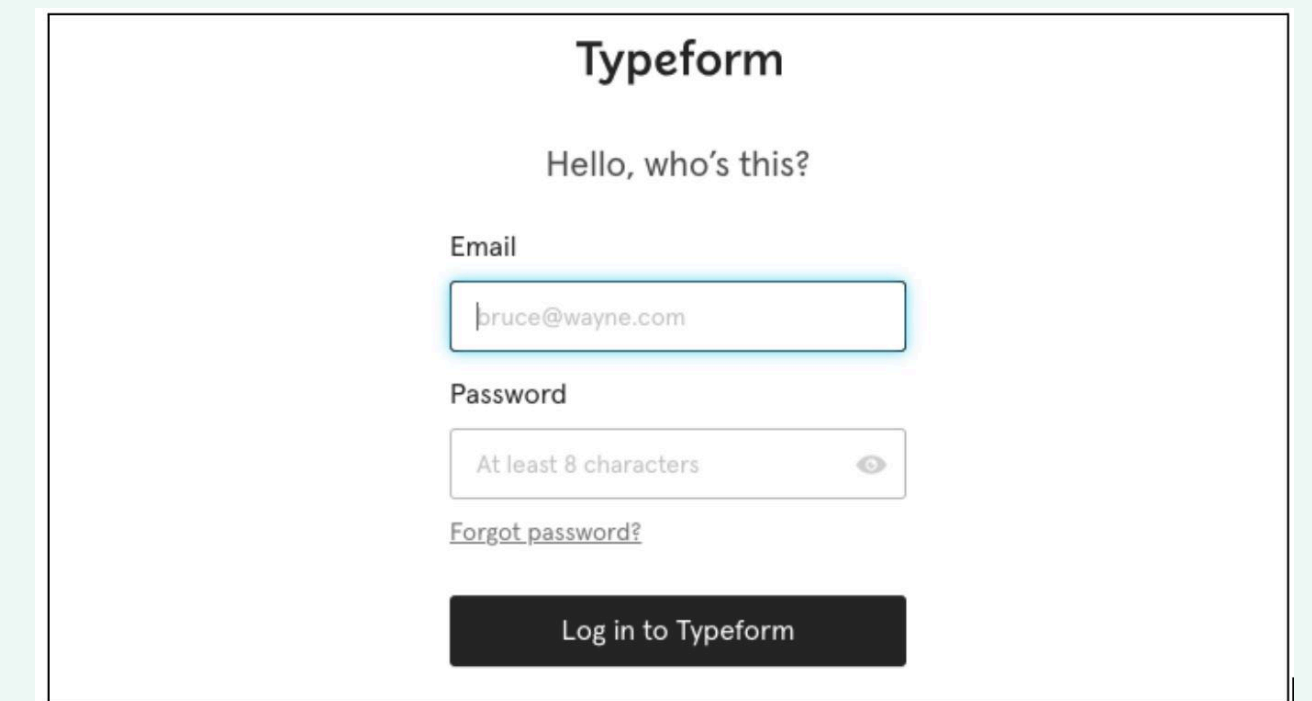
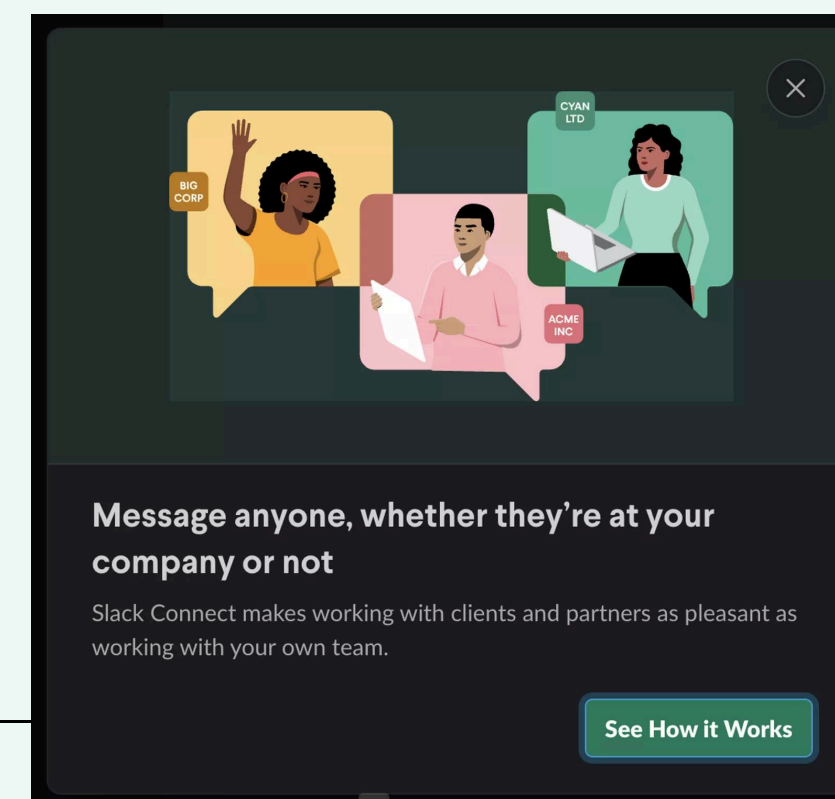
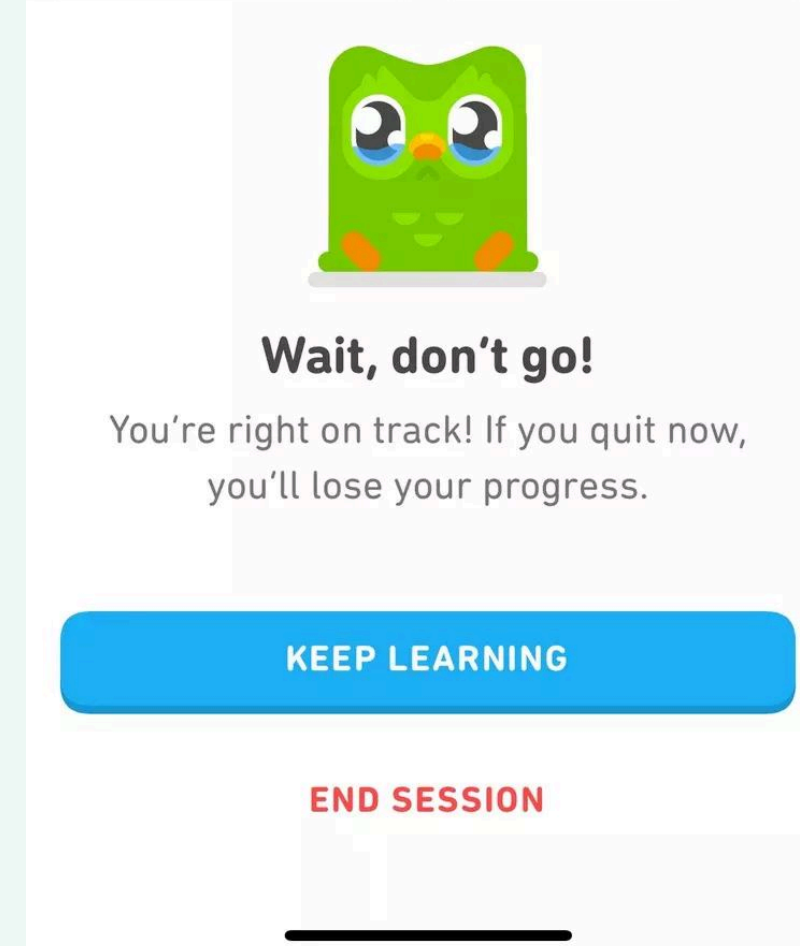
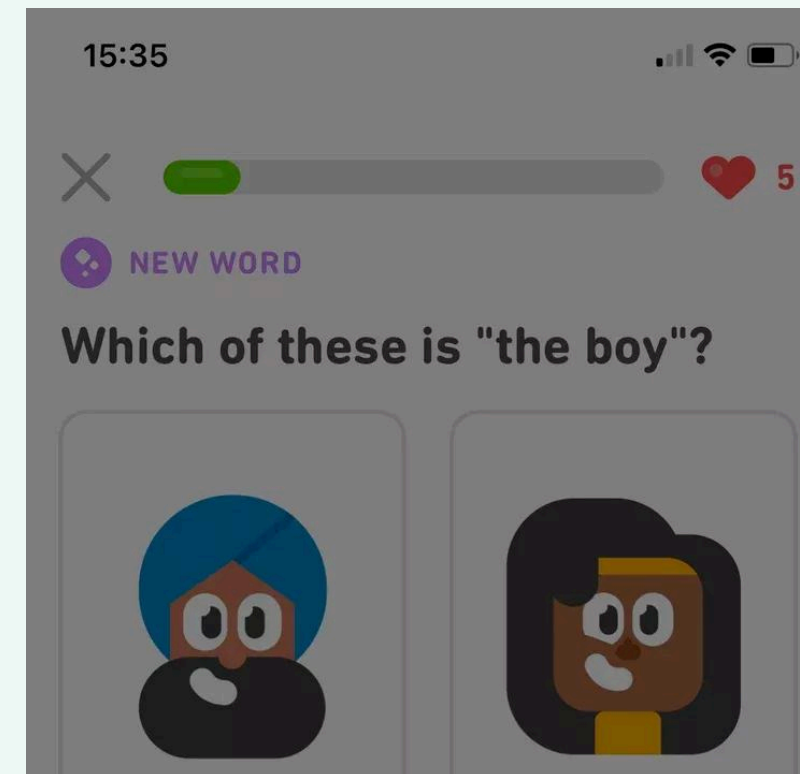


Basics of Copywriting for UX



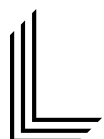
Copywriting for UX/UI Design

UX copywriting involves **creating text that users see when interacting with a digital product.** It's not just about crafting messages but also about **enhancing the user experience through text.** **The right words can guide users, help them solve problems, and encourage them to engage more deeply with the product.**



Key Elements of Effective UX Copywriting

- > Clarity and Simplicity
- > Consistency
- > Conciseness
- > User-focused
- > Call to Action



Key Elements of Effective UX Copywriting

> Clarity and Simplicity

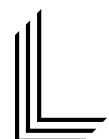
Use **clear and simple language** that is **easily understandable** by the **target audience**. Avoid jargon unless it is common knowledge for the intended users.

Good

At Layers Studio, we design intuitive user experiences across websites, software and apps that people not only enjoy but love.

Better

Digital Experiences
Your Users Will Love.



Key Elements of Effective UX Copywriting

> Consistency

Maintain a **consistent tone and style that aligns with the brand's personality** across all pages and platforms. Consistency helps reinforce user learning and brand recognition.

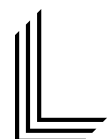
At Layers Studio, we design intuitive user experiences across websites, software and apps that people not only enjoy but love.

Slightly formal CTA copy...

To chat to us about your next project get in touch through the following channels below:

Better, on brand copy...

Say Hello 🙋



Key Elements of Effective UX Copywriting

> Conciseness

Keep the **copy brief and to the point**. UX environments favour minimalism, as too much text can overwhelm users or dilute the message.

Good

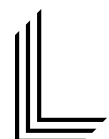
Go to Payment

Better

Pay Now

Better Still?

Pay £5.99



Key Elements of Effective UX Copywriting

> User-focused

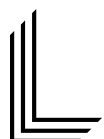
Write from the user's perspective, often using an **active voice**. Focus on what the user can do with the application, not just describing what it is.

Bad: generic, passive, and feature-focused

Our app provides real-time budget tracking and expense categorisation.

Good: user-focused, active, and action-oriented

Stay on top of your spending—
track your budget in real time and
categorize expenses with a tap.



Key Elements of Effective UX Copywriting

> Call to Action

Strong, clear calls to action are crucial. Every piece of copy should lead the user naturally to the next step, whether it's signing up, entering information, or moving to another screen.

Bad: generic, passive, and feature-focused

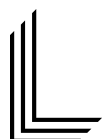
Our app provides real-time budget tracking and expense categorisation.

Download Our App

Good: user-focused, active, and action-oriented

Stay on top of your spending—track your budget in real time and categorize expenses with a tap.

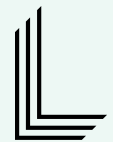
Get Started



Wrap-Up and Preview Next Session

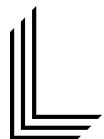


How Do We Know **What Elements** They Should Have?



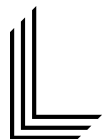
Helping You Decide

- > **Goals:** Clearly outline what the website aims to achieve. Goals could be increasing brand awareness, generating leads, selling products, etc.
- > **Audience:** Identify who the website is for. Understand the audience's needs, preferences, and web usage behaviours.
- > **Structure a Plan:** Create a list of all pages and types of content that will be needed. Common pages include Home, About Us, Contact Us, etc
- > **Content Types:** Decide on various types of content such as text, images, videos, infographics, blogs, testimonials, product descriptions, and more.



Helping You Decide

- > **Writing Content:** Begin with the most important pages. Write content that is engaging, appropriately styled for the web, and optimised for search engines (SEO).
- > **Calls to Action:** Each page should guide users towards a goal, with clear calls to action.
- > **Consistency Check:** Ensure all content is consistent in voice, style, and aligns with brand guidelines.

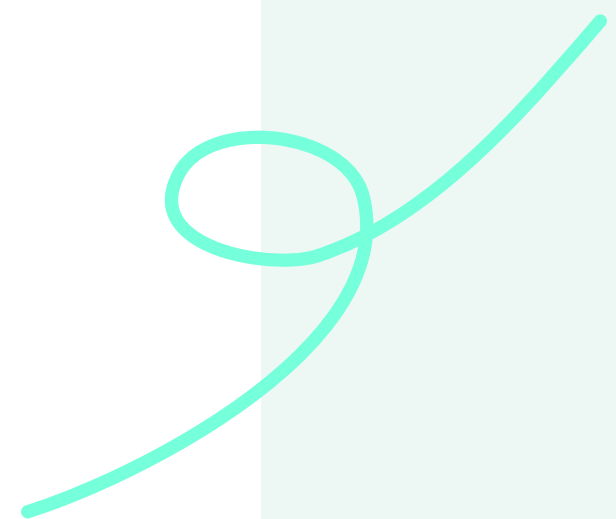


Action Items & Next Steps

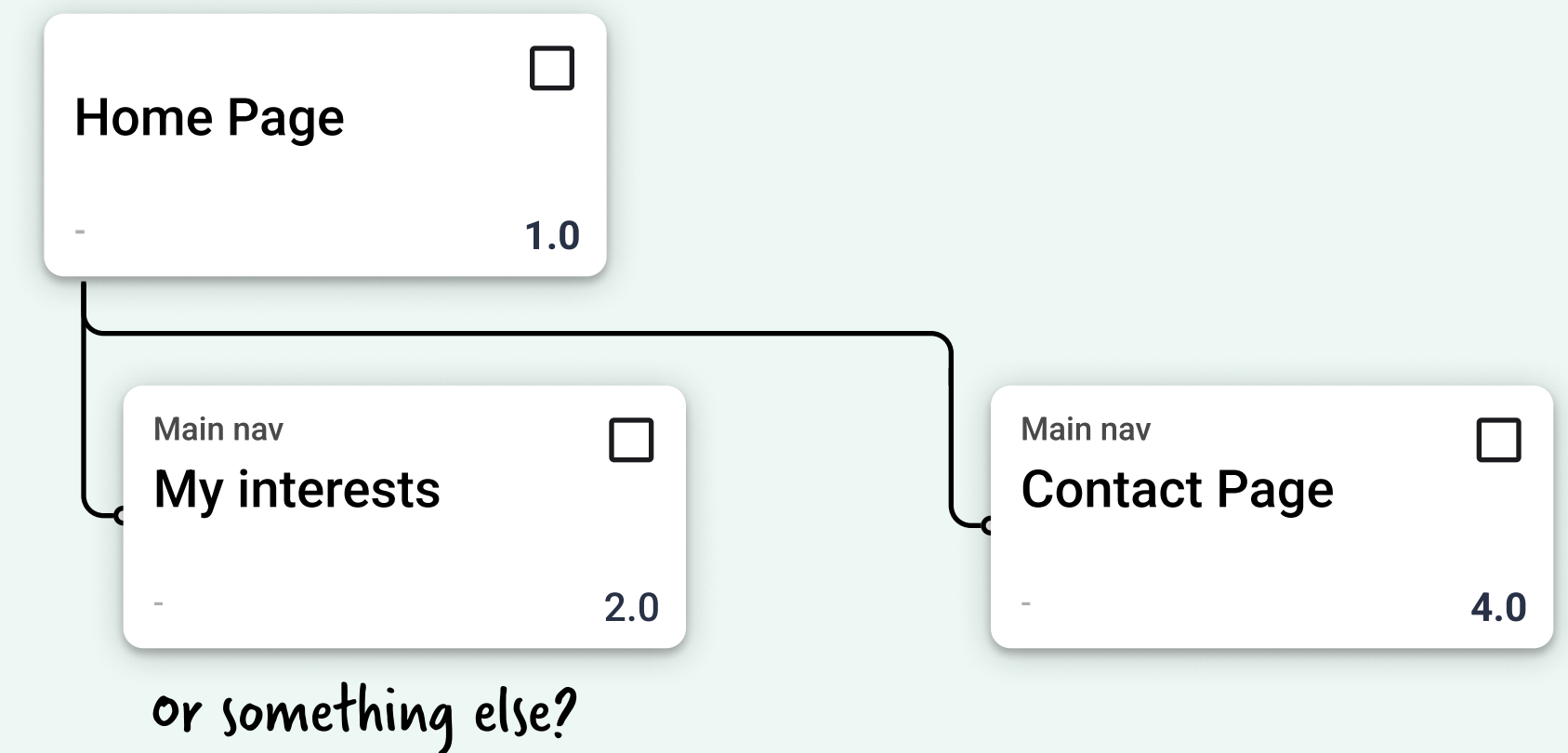
Recap: Effectively structuring information and crafting precise copy are essential to align your content strategy with your user goals and business objectives.

> Activity:

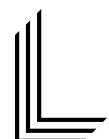
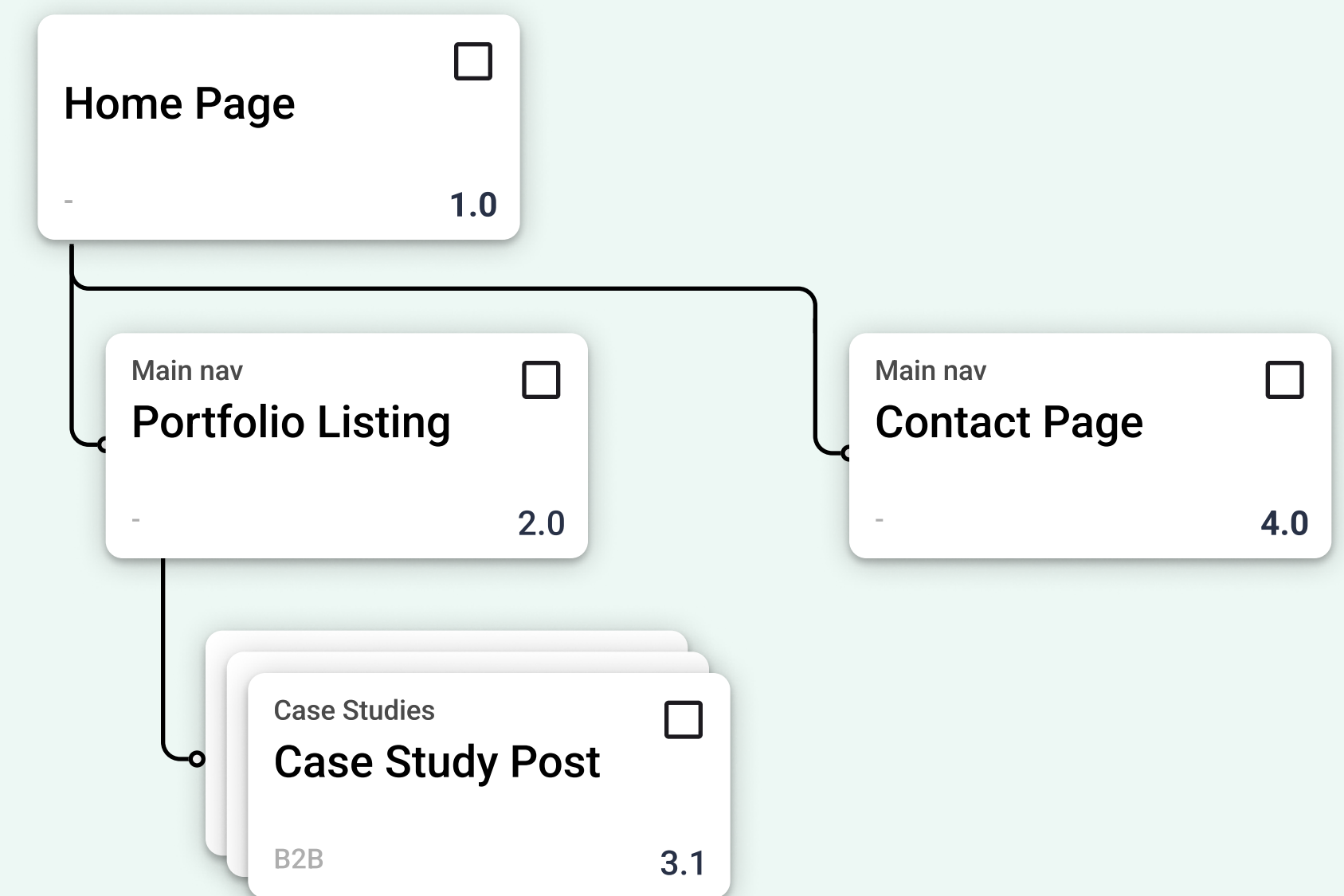
- List out the content you want / your user personas would want for each page
- Start writing your copy for each page
 - Try refining that copy
- What Action do you want your user persona to perform on each page?



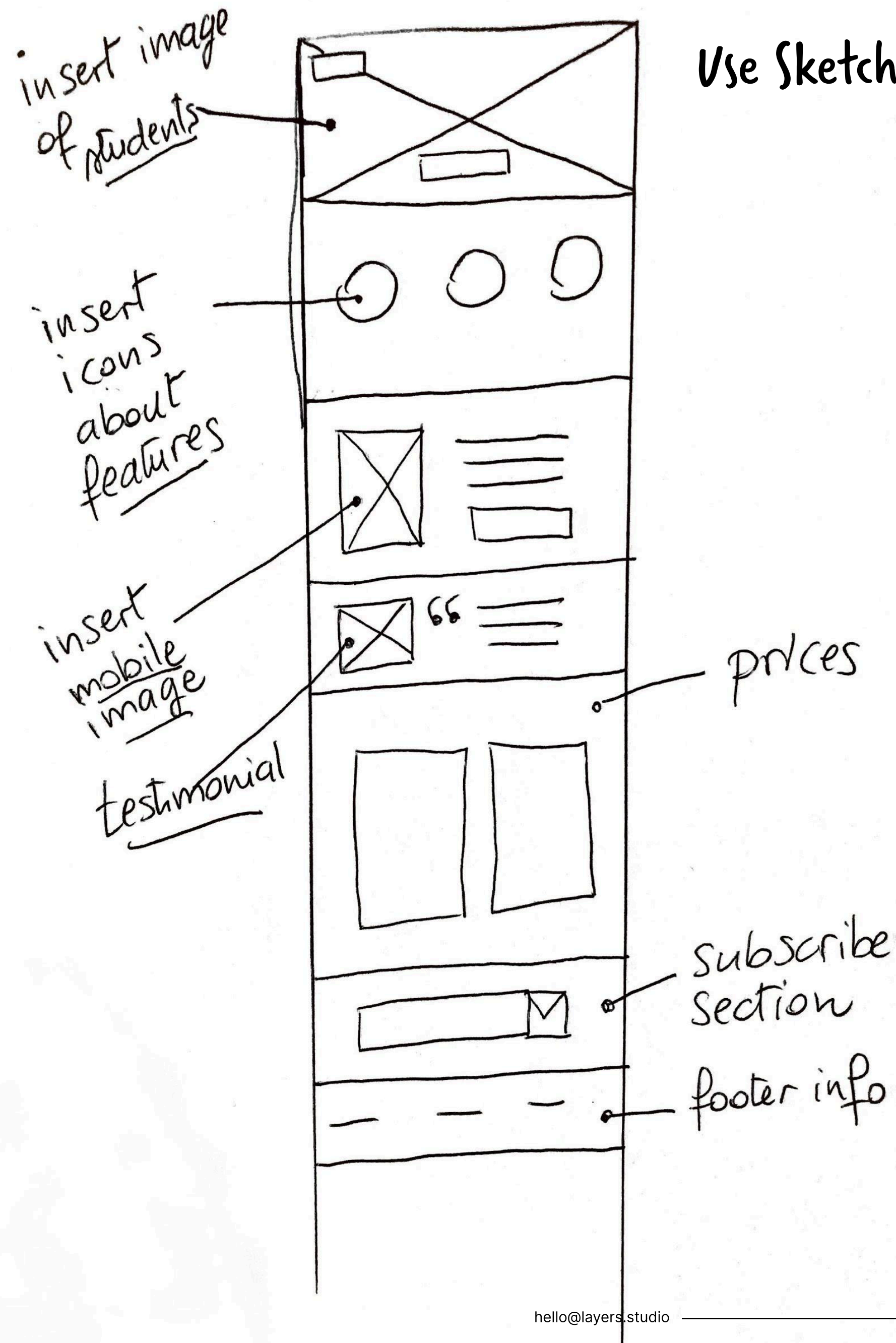
Option 1



Option 2



Use Sketchbooks



Use Google Docs

Highlighting Unique Aspects of Layers Studio's UX Solutions

- "Tailoring UX Solutions for Unique Startup Needs" – Showcase Layers' approach to customised UX strategies.
- "Layers' End-to-End UX Solution" – Explain how Layers manages the UX process from concept to delivery.
- "5 Ways Layers Studio Bridges UX and Development for Seamless Products" – Illustrate Layers' integration with development teams.
- "How Layers Studio Empowers Startups with Flexible UX Solutions" – Show how Layers adapts UX for startups at different growth stages.

Education on UX Best Practices

- "Why Iterative Design is Essential for Great UX" – Explain how ongoing design iterations lead to user satisfaction.
- "The Power of Prototyping in UX" – Demonstrate how prototyping can validate ideas and prevent costly errors.
- "5 UX Principles Every Product Should Follow" – Share key principles like simplicity, consistency, usability...
- "Why UX Testing Matters for Every Product Stage" – Discuss the benefits of UX testing at each product lifecycle phase.
- "Understanding UX Personas: A Guide to Targeted Design" – Describe the importance of personas in creating user-focused products.

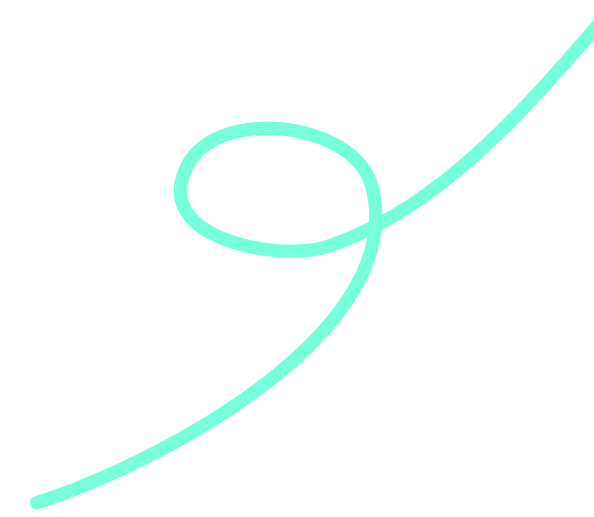
Problem-Solving Through UX

- "How to Solve User Frustrations with Better UX Design" – Address common frustrations and how Layers Studio approaches them.
- "Using UX to Address Accessibility Challenges" – Highlight Layers' commitment to inclusive design.
- "Reducing User Drop-Off Rates with Smart UX Choices" – Explain how UX design keeps users engaged and prevents churn.
- "How UX Reduces Cognitive Load for Users" – Discuss strategies for making complex tasks easier for users.
- "Building Trust Through UX" – Explain how user trust and brand reputation grow through reliable UX.

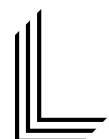
Explaining the Strategic Role of UX

- "How UX and Brand Strategy Work Hand-in-Hand" – Describe how UX design

Extra Resources



- > [What is Information Architecture \(IA\)?](#)
- > [Information Architecture vs. Sitemaps: What's the Difference?](#)
- > [Information Architecture: 3 Key Models](#)
- > [Findability vs. Discoverability](#)
- > [Information Scent: How Users Decide Where to Go Next](#)
- > [Search Box vs. Navigation](#)
- > [How Many Items in a Navigation Menu?](#)
- > [Flat vs. Deep Website Hierarchies](#)



Any Questions?





Layers.Studio

Thanks for listening, you can
reach out to **Layers Studio** below!

Mail

hello@layers.studio

Web

www.layers.studio