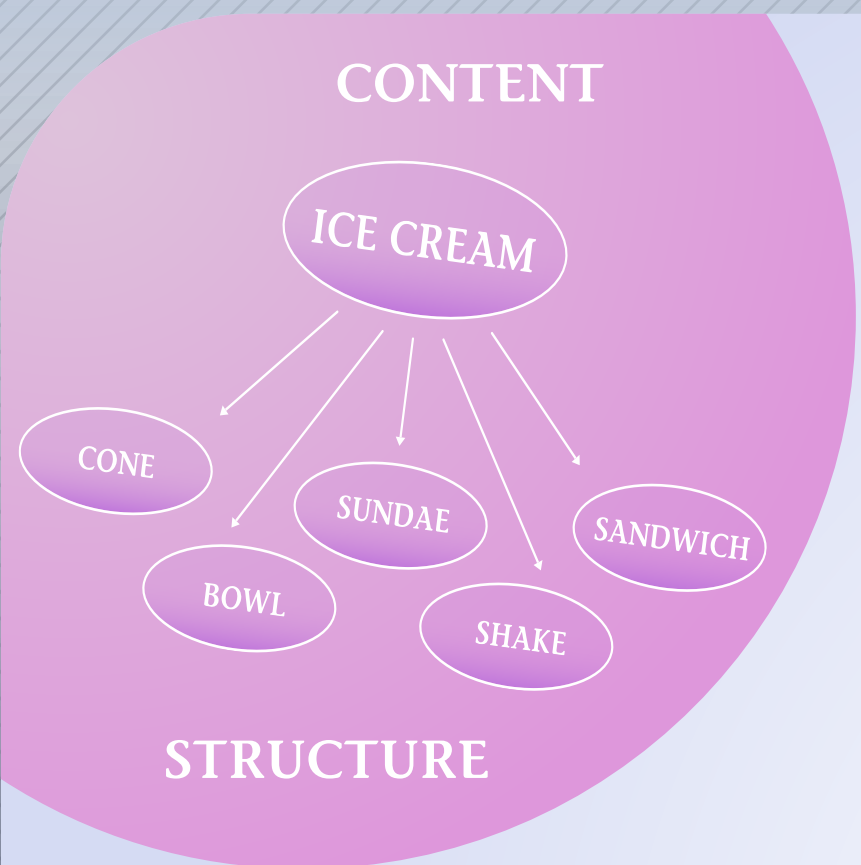
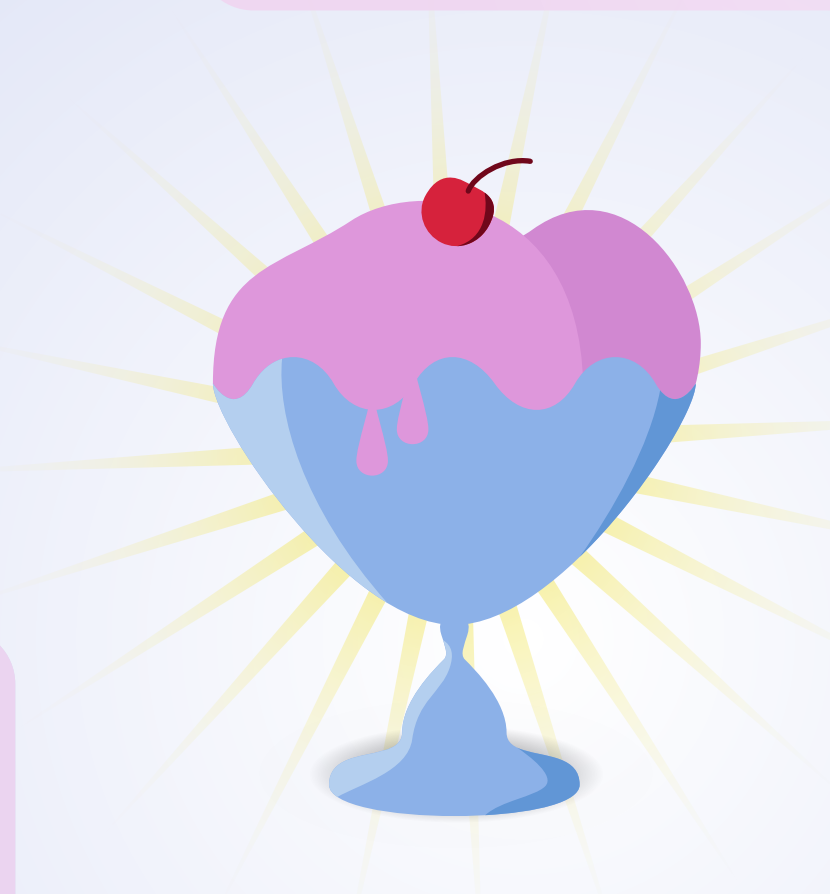


Information Architecture Is Like Ice Cream.



Personal & how-to pages begin by establishing the **content** that will be included. Later, the **structure** in which that content will be arranged is developed.



Ice cream works the same way. We call this the **Top-Down Approach.**

Use a top-down approach when developing sites in which content will be readily available, with less attention given to navigating the site.

Examples:
Galleries
Single-Page Showcases
Niche Sites

Top-down websites use this technique by deciding on the content, then breaking it down into **more specific possibilities.**

When we want ice cream, we've **already decided on the content** of our dessert. We walk into the ice cream parlor knowing we're going to have ice cream in some form or another. **The structure is chosen next.**

“Like building a house, you take it one step at a time. Gather your materials and tools. Build the infrastructure. Add the bricks and mortar. Curtains and chairs will come later.”

Christina Wodtke, Information Architecture, 2002

“A top-down approach to information architecture involves creating the architecture directly from an understanding of site objectives and user needs.”

Jesse James Garrett, Elements of User Experience, 2002

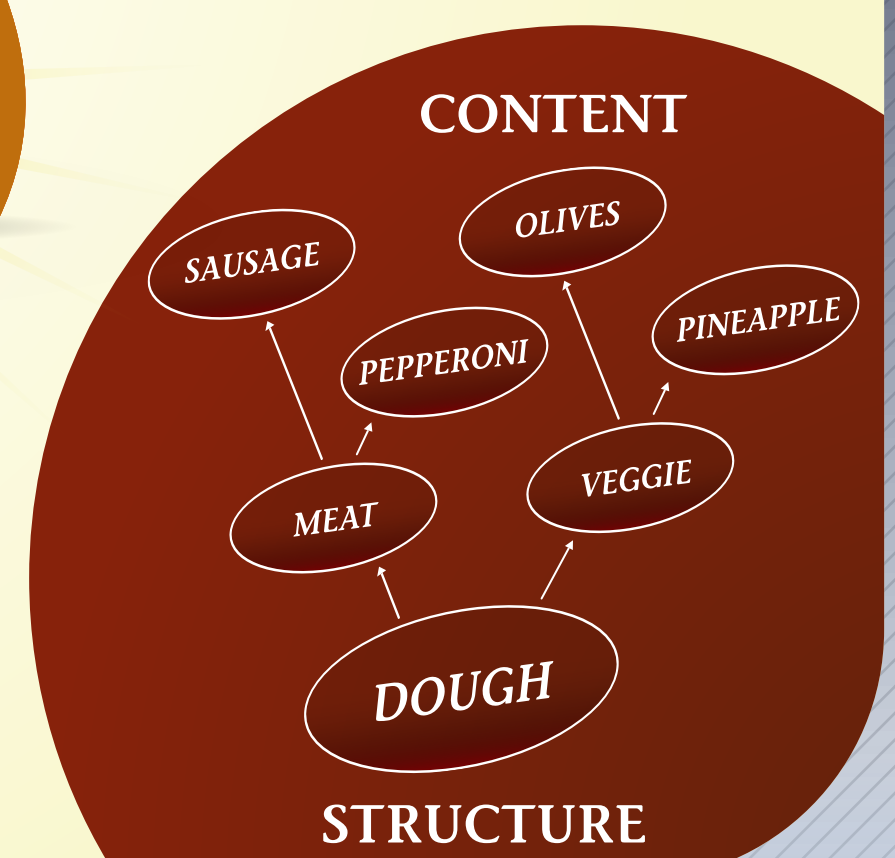
When we decide to eat pizza, we know for sure we're getting a round, flat **foundation** of dough and sauce. What goes on top is decided **after the initial structural decision is made.**

A bottom-up website will determine the **broadest categories** first, then split those into smaller categories, which are later filled with relevant content.

The bottom-up technique is great for sites with multiple pages that must look, feel and function similarly.

Examples:
E-commerce
Social Networking
News Sites & Blogs

This is the **Bottom-Up Approach.**
That's also how we make pizza.



Information Architecture Is Like Pizza.