Information Architecture and Design Strategy: The Importance of Synthesis during the Design Process

Synthesis In Design
- **Role of Synthesis**
  - Gathering Data
  - Finding Connections
  - Crucial for Innovative Design
- **Visualization Tools**
  - Understand Large Amounts of Data
  - Uncover Hidden Relationships
  - Inform Design Decisions

Information Architecture and Design Strategy
- **Information Architecture (IA)**
  - Structuring Software
  - Enhancing Interaction
- **Design Strategy**
  - Integrating Design Methods with Business/Marketing
  - Innovative Product Positioning in the Market

Understanding Design
- **Design as Dialogue**
  - Create Interactions Between People
  - Implemented into everyday Life
- **The Design Process** — Formal, Iterative, Adaptable Approach that includes...
  - Research
  - Synthesis
  - Creation
  - Reflection

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Detailed Look at Design Synthesis
- **Importance of Organization**
  - Sorting Qualitative Data
  - Establishing Design Constraints
  - Defining the Problem
- **Tools and Techniques**
  - Spatialization, Reframing
  - Various Visualization Techniques

The Three Chasms in Synthesis
- **Chasm 1: Data to Information**
  - Externalizing Data
  - Visual Cleanup
  - Semantic Relationships
- **Chasm 2: Experience Scaffolding**
  - Storytelling
  - Changing Scale
  - Shifting Placements
- **Chasm 3: Empathy**
  - The Need for Empathy
  - Beyond Ethnography

Other Points
- Synthesis vital in understanding human experiences
- Synthesis integral to developing informational architecture
- Emphasizing Human-centered Approach
- Synthesis thus forming the foundation for effective design