

ONTOLOGY



Defining things
and their parts.

What is the “stuff” in your domain?
How do your audience describe it?
How might you break things up?
What are the properties of the stuff?

TAXONOMY



Organisation that
creates capability.

Where are the connections?
What points of separation exist?
Where are the patterns?

UTILITY



What is it for?

How will actors move through it?
Where and how will they interact?
How might the design evolve?
Can it respond to change?

EXPERTISE



Practice.

Plan IA into every project.
Engage with experts when needed.
Work hard to communicate clearly.
Work hard to understand faithfully.

Have a magical Christmas