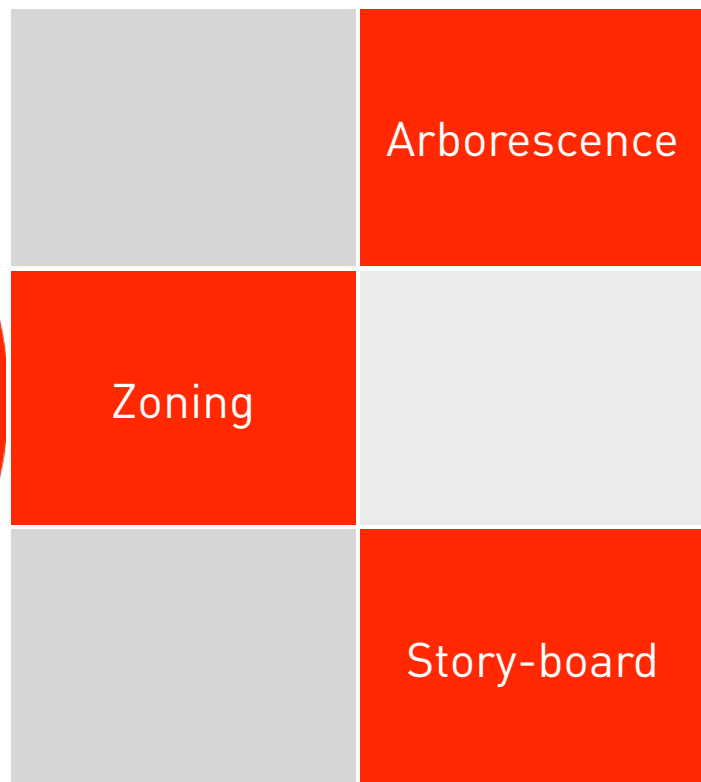
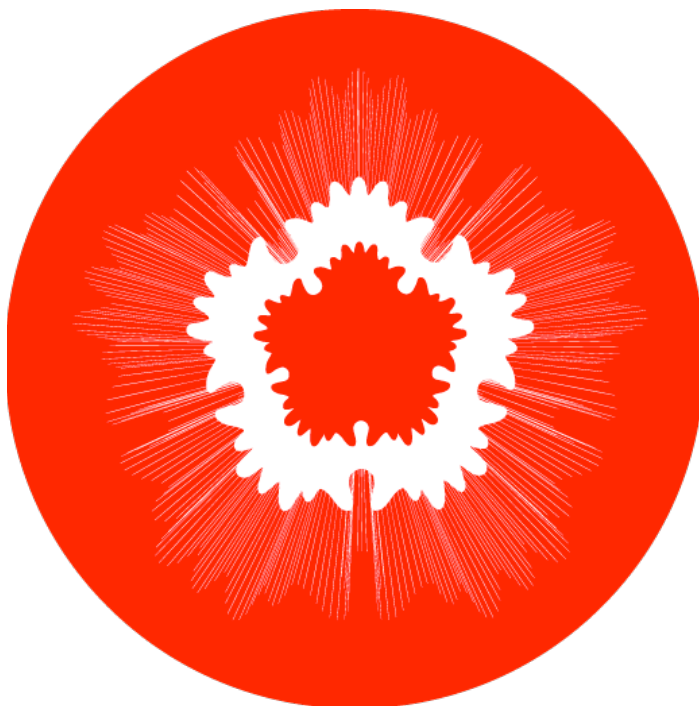


# Architecture d'information

Exemples de livrables



BENOÎT DROUILLAT

**D.A. WEB / ARCHITECTE D'INFORMATION FREELANCE**

**6 ANS** D'EXPÉRIENCE

La formalisation d'arborescence permet de structurer et de hiérarchiser les messages-clés d'un site. Formaliser les grandes zones d'interactions, sous la forme de story-board ou de zoning, sur les principaux gabarits permet d'accroître la pertinence et de maîtriser les coûts de production d'un site web.

**Références annonceurs :**

Société Générale, Total (créations confidentielles)

**Références agences :** Business Interactif, Wcube, Euro RSCG C&O, Euro RSCG 4D, Churchill

**Vous avez un projet ? Contactez-moi**

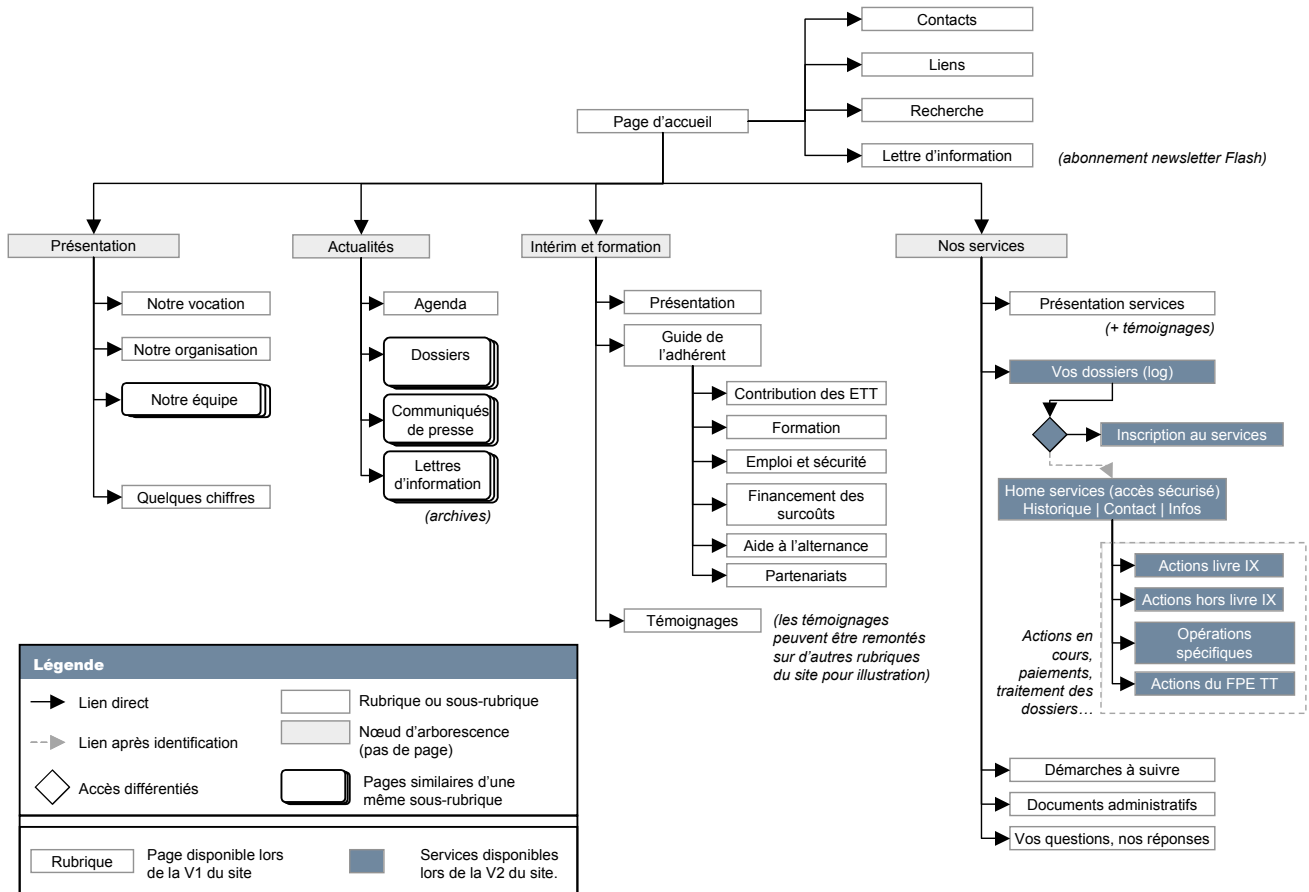
[benoit.drouillat@directeurartistique.net](mailto:benoit.drouillat@directeurartistique.net)

06 98 95 13 37

01 42 29 19 87

# Architecture d'information

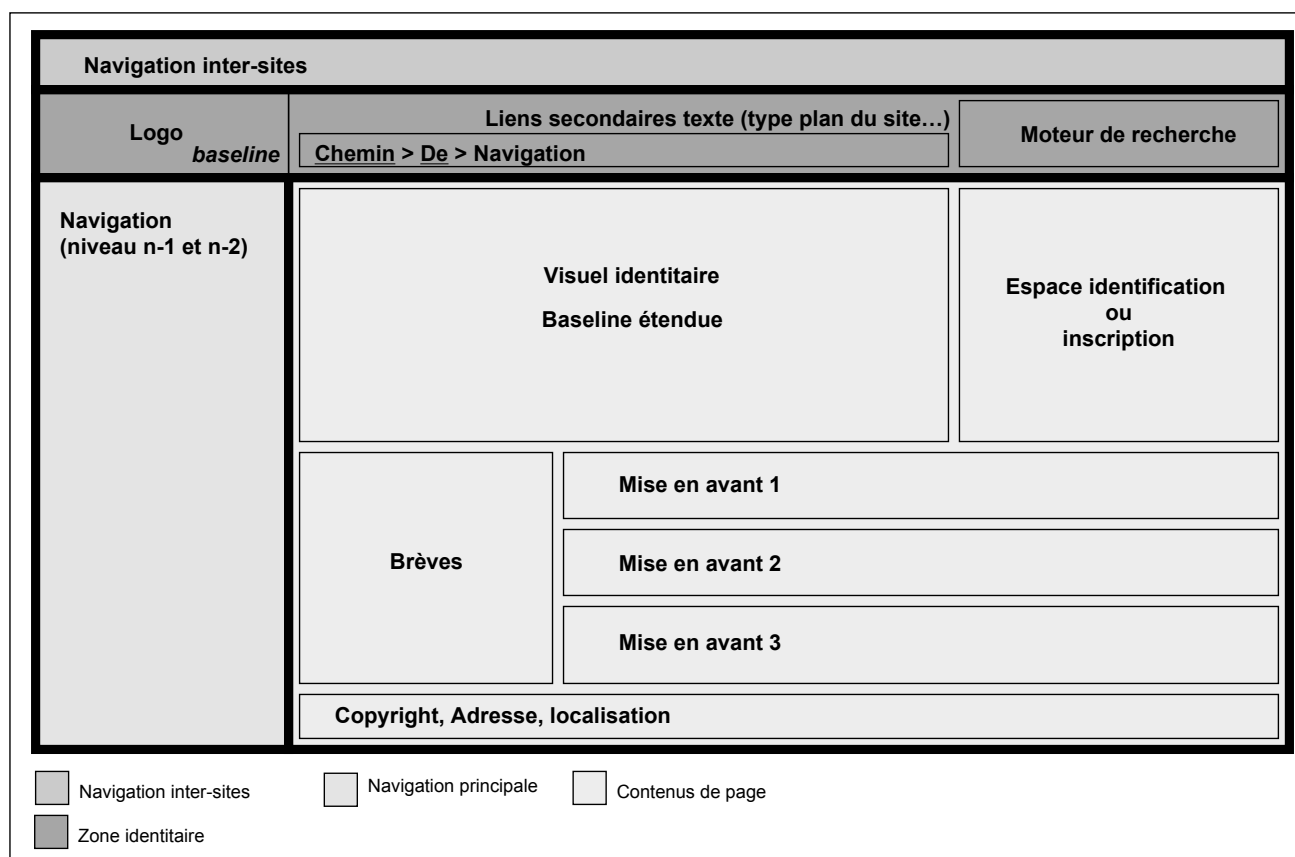
Exemple de livrables



## ARBORESCENCE

# Architecture d'information

Exemple de livrables



## ZONING

# Architecture d'information

Exemple de livrables

The screenshot displays the Prima Solutions website with the following structure:

- Header:** Prima Solutions logo and a dropdown menu for "Please choose your country".
- Navigation:** A horizontal menu with categories: Solutions, Software offer, Services & Support, Costumers, News & Events, and About Prima Solutions.
- Main Content Area:**
  - Left Column:** A text block describing Prima Solutions as Europe's leading developer of insurance-specific software platforms, followed by a "Flash animation" placeholder.
  - Right Column:** A "Join our Newsletter" form with a "SUBMIT" button and a "Latest News" section listing three news items from May 2004, April 2004, and April 2004.
- Secondary Content Area:** Three columns of content:
  - 7-8 July 2004:** Announcement for "IT for Insurances" organized by Euroforum & Handelsblatt, with a call to meet IT insurance experts.
  - Clients:** Section for "Erisa IARD", a joint subsidiary of Swiss Life Group and HSBC Group, with a "More clients" link.
  - Solutions:** Section for "Prima Insurance Business Components Suite™ 4 New Version", with a "More Info" link.
- Footer:** A blue bar containing links for Copyright, Credits, Contact us, Legal, Site Map, and Order Information.

## STORY-BOARD