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Andrea and Luca have done something  
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into the streets. A lot of people talk about "pervasive" and "holistic" as ideals -- this book provides solid thought around cross-channel/multi-channel customer experience design.

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Andrea Resmini, Luca Rosati. p. cm.

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978-0-12-382094-5 (pbk.) 1. Ubiquitous computing. 2. User interfaces (Computer systems) 3. Information technology. 4. Information storage and retrieval systems – Architecture. 5. Cross-platform



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Andrea is an information architect with FatDUX, a UX firm with headquarters in Copenhagen, and a researcher at the University of Borås, Sweden. An ICT professional since 1989 and a practising

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Designing since 1999, Andrea holds a PhD in Legal Informatics and a MA in Architecture and Industrial Design, and he is currently President of the Information Architecture Institute. He pretends ...

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## Designing Cross Channel

I view Information Architecture (IA) as the organization of information around you. I picked up Pervasive Information Architecture: Designing Cross-Channel User Experiences because I wanted to see how others thought about the problem of keeping messages consistent. In what I ' m



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trying to do I was less concerned about  
eCommerce / brick-and-mortar mixtures  
of experiences – which the book spends a  
great deal of time on – rather I was more  
interested in how our experience on our  
desktop, on ...

Book Review-Pervasive Information

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Pervasive information architectures thrive on the balance of a horizontal and vertical axis, which provide a uniquely tension between local precision and global imprecision for building successful cross-channel user experiences. The chapter also summarizes the key concept behind the

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idea of pervasive information architecture.

## User Experiences

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information architecture becomes  
pervasive and starts to address the design  
of information spaces as a process, opening

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up a conversation with ubiquitous  
computing and service design, and where  
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Designing Information Architecture:  
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Experiences, 2011, 272 pages, Andrea  
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complexity of context creates opportunities beyond the borders of information architecture. Increasingly, I ' m asked by my clients to formulate a ...

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