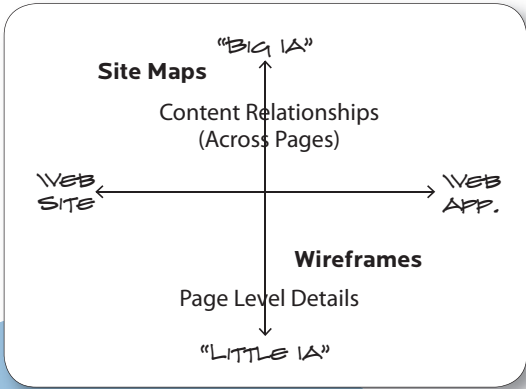


INTRODUCTION



A definition for this portion of the presentation:

“Organizing (and labeling) information so people can find it and use it.”

RANDOM OBSERVATIONS

- ✓ IA is not just for web apps and content sites
- ✓ IA is common sense (then why is it so uncommon?)
- ✓ Don't assume common sense is what's right for a specific audience
- ✓ Yes, IA has Fuzzy Borders with other disciplines within Experience Design

Findability and Understandability are the fundamental domains of expertise for IAs

The BIG 3 (Popular) Contenders:

HIERARCHIES VS FACETS VS TAGS



ON “ORGANIZING”

13

Top 10 Ways to Organize Information:

13. Alphabetically
12. Visually
11. Chronologically (timeline, archives)
10. Based on Popularity
9. On a continuum
8. By Business Goals
7. By audience
6. Contextually (related content)
5. By Function
4. By Faceted Navigation
3. Tasks / Activities / Situation
2. By Hierarchy / Taxonomy
1. By Tags / Folksonomy

*“The old way creates a tree.
The new way rakes leaves together.”*

DAVID WEINBERGER

A BIT ABOUT “LABELING”

- Consistent Schema
- “Controlled Vocabulary”
- Common Vocabulary
- Familiar Labeling
- Accurate Labeling
- Clearly Labeled Links
- Consistent Labelling, Please!
- Grammar
- Tone
- Verbs are good!
- Brand can Influence Labeling

HIERARCHIES / TAXONOMY

PROS: Familiar, mimics real worlds practices; content is prioritized by categories; categories generally makes sense (especially to creator)

CONS: Creating perfect categories is impossible (especially where multiple people access the information), information doesn't typically fall into discrete categories

FACETED NAVIGATION

PROS: Based on attributes of a thing, much more flexible than hierarchy, can access information by a variety of loose relationships

CONS: false appearance of an established hierarchy can be misleading; ability to define how information is accessed can suggest a priority where there is none, or worse, fail to establish relationship details that support understanding; often degrades into tagging

TAGS / FOLKSONOMY

PROS: Totally flexible; can tag information with any number of multiple, relevant keywords for lookup later; no concern for how various information pieces related to each other

CONS: Too open; lack of structure doesn't aid in the understanding the information; accumulates quickly; in social structures, usefulness of tags is dependent upon a common, shared vocabulary

These are notes for Stephen P. Anderson's portion of the “Boxes and Arrows (and Common Sense)” Presentation. Enjoy.

NOTES, LINKS, PRESENTATIONS AND MORE AVAILABLE AT WWW.POETPAINTER.COM