

Empower Business Users through Better Information Architecture and Taxonomy



Presented by:
Peter Iuvara

- Business Value
- Why Optimize
- How People Seek Information
- Information Architecture for Browsing
- Architecting Taxonomy for Search



Source: Classic Media Distribution Ltd.

Why Optimize – Business Value

- Economy is information-based; reliable, timely information is KING
- Information Worker's time is valuable
- Increased Productivity = Increased Profits

Why Optimize – Business Value

- A recent survey of 600 companies – and the results:
 - *Searching For Information* = 9.5 average hours per week
 - *Analyzing Information* = 9.6 average hours per week
 - This represents **24%** of an Information Worker's time.
 - *Not Finding Information* = 3.5 average hours per week

- Financial Impact
 - *Based on an average information worker salary of \$60k + benefits*
 - *Searching For Information* = \$14,251.90 annually
 - *Analyzing Information* = \$14,401.90 annually
 - ***Not Finding Information* = \$5,251.00 annually**

Source: IDC survey

How People Seek Information

- People Seek Information two general ways:
 - **Browse** from Broad down to Specific
 - **Search** for Exact Matches

- *Browsing* for Information
 - Usually performed when end result is not yet known
 - Often accompanied when seeking similar results (cross selling)
 - Browsing requires a well structured Information Architecture

- *Searching* for information
 - Usually performed when exact result is expected
 - A quick, high degree of relevance is important with searching
 - Searching for Information requires a properly architected Taxonomy

- Browsing (*The eCommerce Model*)
 - Example: Amazon.com

The screenshot shows the Amazon.com homepage. At the top, the Amazon logo is on the left, and a personalized greeting "Hello, Peter Iuvara. We have recommendations for you. (Not Peter?)" is on the right. Below the greeting are links for "Peter's Amazon.com", "Today's Deals", "Gifts & Wish Lists", and "Gift Cards". A search bar is positioned in the center, with "All Departments" selected. On the left, a vertical navigation menu lists various departments. The "Movies, Music & Games" department is highlighted with an orange box and a circled "1". The "Music" sub-option is further highlighted with an orange box and a circled "2". To the right of the navigation menu is a large advertisement for the Kindle, featuring a white Kindle device displaying a book page. The ad text reads "Kindle Now Only \$299" and "3G wireless means books in less than 60 seconds. No monthly fees, service plans, or hunting for Wi-Fi hotspots. Over 350,000 of the most popular books, newspapers, magazines and blogs available." A yellow button with a play icon says "Get your Kindle today". The Amazon Kindle logo is at the bottom right of the ad.

amazon.com

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Shop All Departments

Search Music

Music | [Advanced Search](#) | [Browse Genres](#) | [New Releases](#) | [Top Sellers](#)

Visit The Beatles Store

Browse

Events & Features

- [The Beatles: Remastered](#)
- [Artist Stores](#)
- [2009 Americana Music](#)
- [Amazon Music Exclusives](#)
- [Buy Any CD, Get \\$1 Off MP3s](#)

Dynamite Deals

- [All Genres](#)
- [Classical Music Deals](#)

3

Music

Browse [bestsellers](#), [editors' picks](#), [MP3 downloads](#), and [new releases](#)

This Month's Spotlight Artists



[Mark Knopfler](#)



[Harry Connick Jr.](#)

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Shop All Departments [v] Search Music

Music | Advanced Search | Browse Genres | New Releases | Bestsellers | Music Deals | Music You Sh

Music Essentials: Greats from the Greatest [Shop now](#)

Browse

By Price

- \$5.99 and Under
- \$7.99 and Under
- \$8.99 and Under
- \$9.99 and Under
- Box Sets at Least 30% Off
- More Titles at Least 25% Off

Browse

- Alternative Rock
- Blues
- Broadway & Vocalists
- Classic Rock
- Classical

Music Deals

2 CDs for \$16



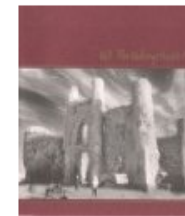
[Slippery When Wet](#) ~ Bon Jovi
List Price: ~~\$9.98~~
Our Price: **\$7.99**
You Save: \$1.99 (20%)



[Footsteps in the Dark: Greatest Hits, Vol. 2](#) ~ Cat Stevens
List Price: ~~\$9.98~~
Our Price: **\$8.99**
You Save: \$0.99 (10%)



[Diamonds & Rust](#) ~ Joan Baez
List Price: ~~\$41.98~~
Our Price: **\$7.99**
You Save: \$3.99 (33%)



[The Unforgettable Fire](#) ~ U2
List Price: ~~\$9.98~~
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You Save: \$1.99 (20%)

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Search

Music

[Advanced Search](#)

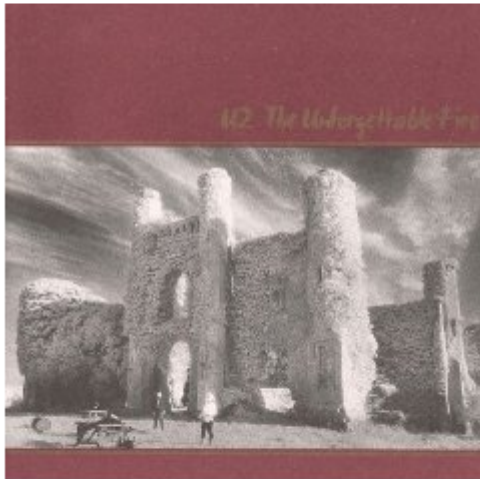
[Browse Genres](#)

[New Releases](#)

[Bestsellers](#)

[Music Deals](#)

[Music](#)



The Unforgettable Fire 5

[U2](#)

★★★★☆ (195 customer reviews) | [More about this product](#)

List Price: ~~\$9.98~~

Price: **\$7.99** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

You Save: **\$1.99 (20%)**

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Start by analyzing the content, and look for patterns to determine elements like CONTENT OBJECTS, META DATA, and CONTENT RELATIONSHIPS.



- Understand patterns in the content
- Define content objects (Books, Music, Electronics, etc)
- Group content items
- Define Meta Data for content items
- Determine content relationships
- ✓ Nav menu driven from IA
- ✓ Related content driven from Meta Data and relationships

With content objects, meta data and relationships defined, place yourself in the users shoes, and determine the most frequent use cases.



- Create enough Meta Data attributes to be able to render content according to use cases.
- Design pages to tackle the most frequent use cases first – then optimize as needed.
- Taxonomy comes into play
- ✓ Some page/menu renderings are driven from IA, some from Taxonomy.
 - ✓ All Genres vs. Classical Music Deals
 - ✓ Show on menu

Information Architecture can help drive how pages like this are listed; however, Taxonomy can also play a significant role in rendering rules.

Browse

By Price

- \$5.99 and Under
- \$7.99 and Under
- \$8.99 and Under
- \$9.99 and Under
- Box Sets at Least 30% Off
- More Titles at Least 25% Off

Music Deals

2 CDs for \$16



[Slippery When Wet](#) ~ Bon Jovi
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[Diamonds & Rust](#) ~ Joan Baez
List Price: ~~\$11.98~~
Our Price: **\$7.99**
You Save: \$3.99 (33%)

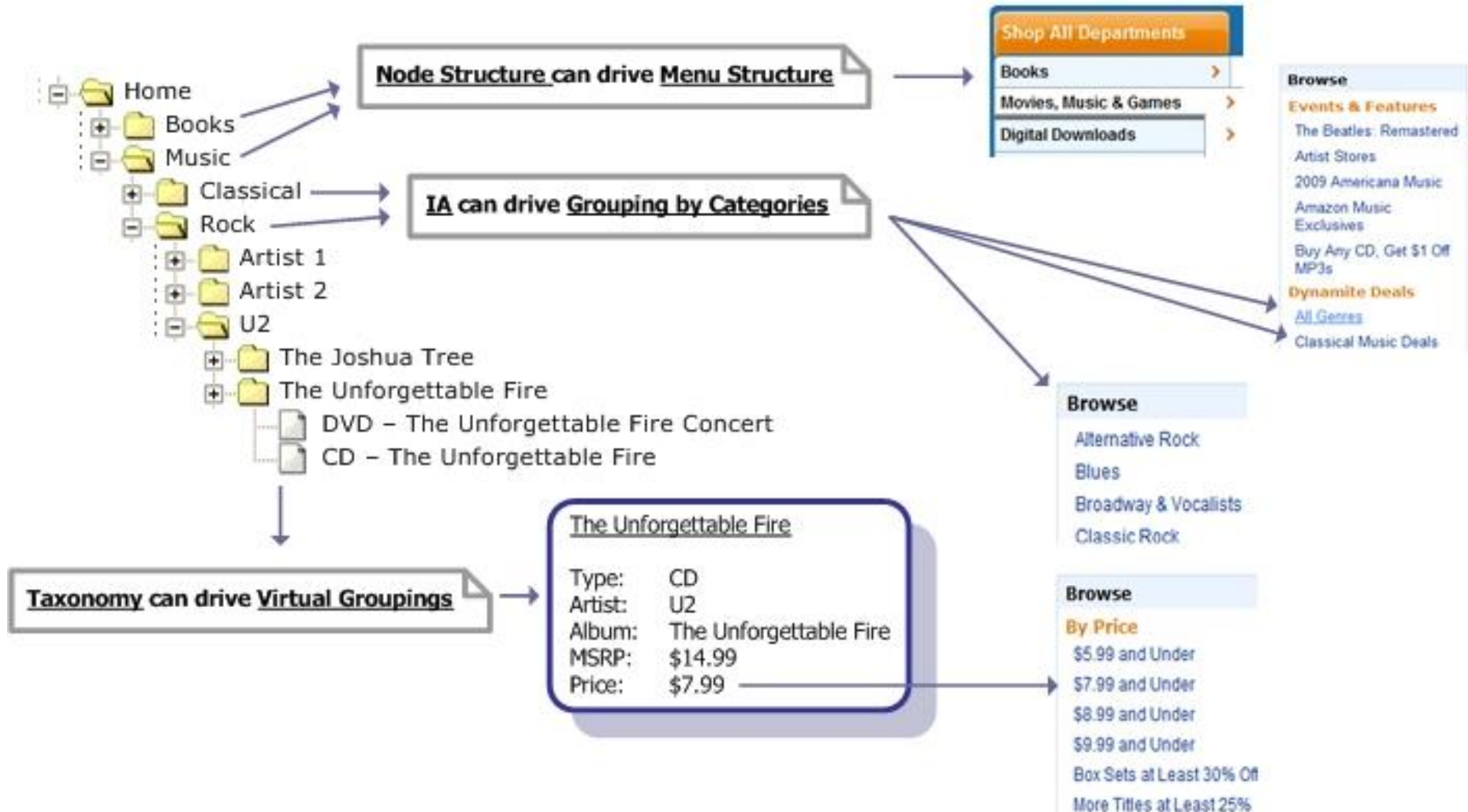


[The Unforgettable Fire](#) ~ U2
List Price: ~~\$9.98~~
Our Price: **\$7.99**
You Save: \$1.99 (20%)

Browse

- Alternative Rock
- Blues
- Broadway & Vocalists
- Classic Rock

- These categories (All Genre, \$5.99 and Under, etc) may not necessary equate to actual nodes within a CMS, they may be derived from Taxonomy.



- IA Tips
 - Think browsing, think eCommerce
 - Determine patterns in content objects
 - Group based on patterns
 - Create relationships based on patterns
 - Create a content type worksheet
 - Define unique
 - Create attributes list
 - Determine unique rendering (pages per content type)
 - Try to reuse renderings to the greatest degree possible
 - Conduct focused user experience testing based on finding information through browsing – analyze – refine

Searching and Taxonomy

Searching – Taxonomy

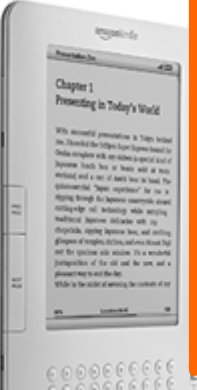
Search All Departments

The|

Search suggestions

- the hangover
- the lost symbol
- the office
- the beatles
- the proposal
- the help
- the gathering storm
- thermos
- the shack
- the secret

GO



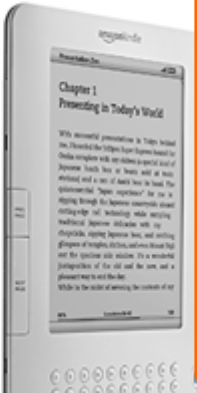
Search All Departments

The Unforgettable|

Search suggestions

- the unforgettable fire
- the unforgettable fire remastered
- the unforgettable fire deluxe
- the unforgettable fire super deluxe edition
- the unforgettable fire u2**
- the unforgettable nat king cole
- the unforgettable fire remastered - super deluxe edition
- the unforgettable fire super deluxe edition 2cd+dvd
- the unforgettable glenn miller
- the unforgettable sea of cortez

GO



Search

"the unforgettable fire u2"

Select Results from All Departments

Choose a Department

1.



The Unforgettable Fire by U2 (**Audio CD** - Jun 15, 1990)

2

Buy new: ~~\$9.98~~ **\$7.99**

64 used from \$0.01

Get it by **Tuesday, Nov 10** if you order in the next **8 hours** and choose one-day shipping.

Eligible for **FREE** Super Saver Shipping.

★★★★☆ (195)

Music: See all 41 items

2.



The Unforgettable Fire (Super Deluxe Edition 2CD+DVD) by U2 (**Audio CD** - Oct 26, 2009) - **Box set**

Buy new: ~~\$69.98~~ **\$54.99**

1 used from \$110.47

Get it by **Tuesday, Nov 10** if you order in the next **9 hours** and choose one-day shipping.

Eligible for **FREE** Super Saver Shipping.

★★★★☆ (14)

Music: See all 41 items

3.



The Unforgettable Fire by U2 (**Audio CD** - Oct 26, 2009) - **Deluxe Edition**

Buy new: ~~\$34.99~~ **\$24.99**

2 used from \$23.98

amazon.com

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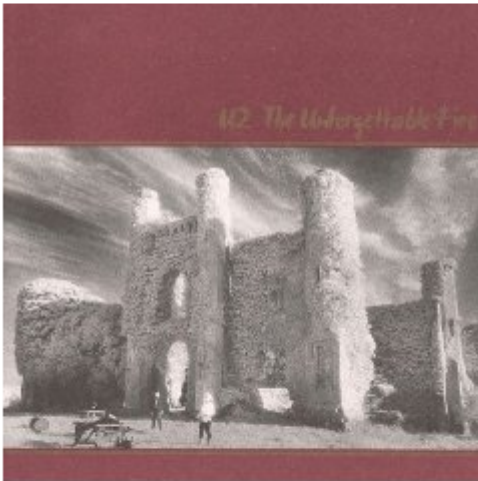
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The Unforgettable Fire 3

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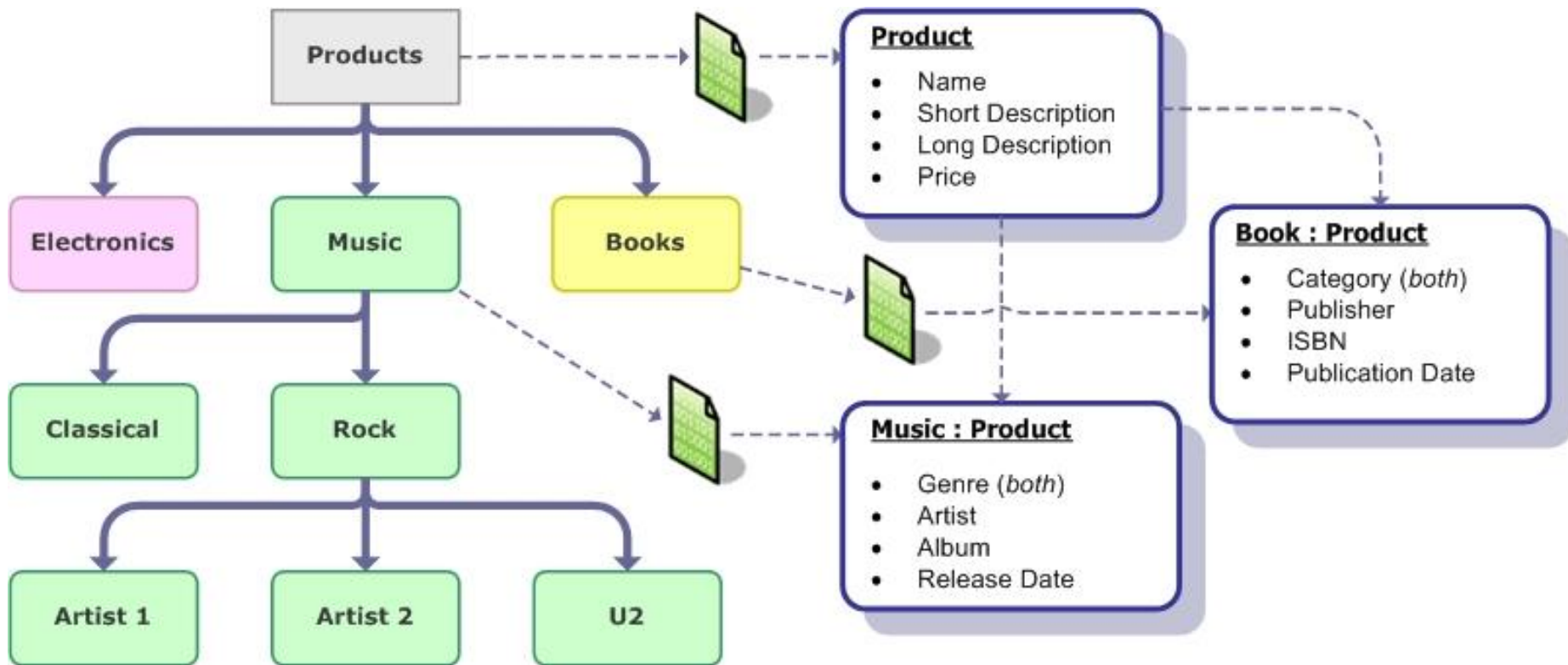
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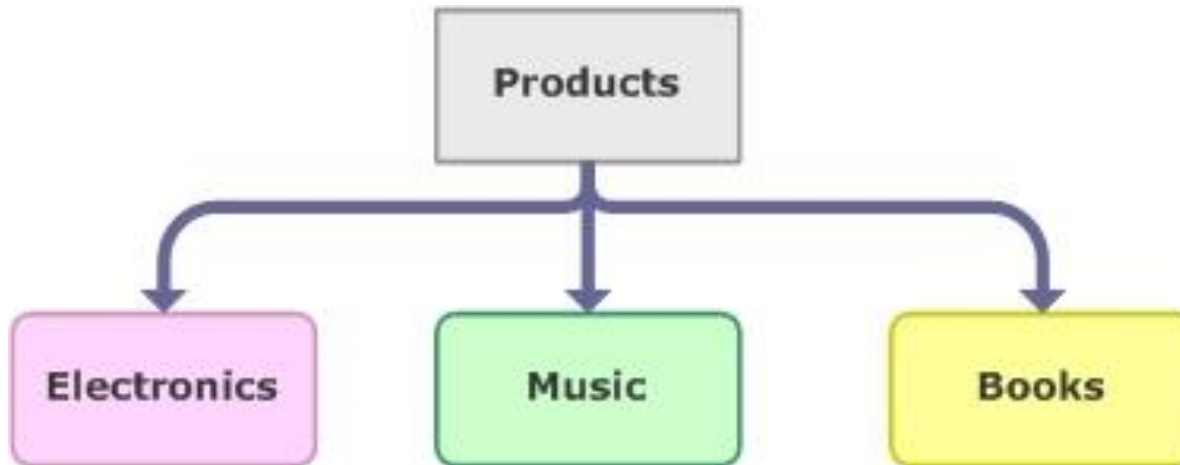
- Taxonomy:
 - Forrester researchers note: *taxonomies "represent agreed-upon terms and relationships between ideas or things and serve as a glossary or knowledge map helping to define how the business thinks about itself and represents itself, its products and services to the outside world."*
- Match these terms and relationships to the CMS through Meta Data and tagging.
- A lot of similar steps to defining and optimizing IA
- Tools
- Tips

Searching – Taxonomy

- **Step 1** – Start with surveying the environment to determine what information is needed by the organization.



- **Step 2** – determine the major categories of content



- **Step 3** – identified common attributes across the content types, and factor them out into higher level content objects. Creating a Meta Data table can help with this process.

Product

- Name
- Short Description
- Long Description
- Price

Attribute Name	Attribute Description	Data Type	Lookup
Name	Product Name	Text	No
Short Description	Product Description	Text	No
Price	Product Price	Money	No

- **Step 4** – for each attribute, determine if controlled vocabularies are required. This is, determine if the possible values for this attribute are somewhat fixed in nature, or defined in another system. Some examples of these are as follows:
 - States, Product ID, Line of Business, etc
- These values are typically delivered in the form of drop down lists or similar controls, and driven from lookup tables or other systems.
- Using this approach helps to guarantee the referential integrity of content, and accuracy of browsing and searching.

- **Step 5** – test use cases to confirm each content has been accounted for.

- Taxonomy Tips
 - Know the application's needs, think classification that will deliver content in the most commonly requested ways. Think performance.
 - Categorize content to help determine unique attributes. Use Meta Data table(s) to help with this exercise.
 - Carefully plan your controlled libraries. This is a critical step to ensure content can be delivered accurately:
 - Search
 - Browsing
 - Content Relationships
 - Don't be afraid to revisit your Taxonomy structure periodically.

- Generally, search is quicker, if the taxonomy is correct (3 steps vs. 5 in this previous examples). It also helps if the user is informed!
- Search is more efficient when auto-complete is enabled.
- Organization Questions:
 - How does you organization search most often
 - What is the system experience of your users
- Browsing can also rely on Taxonomy (faceted search)

- Amazon.com
 - <http://www.amazon.com>

- Internet Research
 - IDC Survey
 - Gartner Research
 - <http://www.boxesandarrows.com>



Source: Classic Media
Distribution Ltd.

Thank You

Questions

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