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# Why IAs are needed in the kitchen

## Better content management through information architecture

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Informaat.nl

Sept 2008

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# What's happening?

- **Content management in the IA community**

| | | |
|---|---|---|
| Presentations: | Int'l IA Summit | < 7% |
| | EuroIA | < 2% |
| Mailing lists: | SIGIA-L | < 5% |
| | IxDA | < 2% |

- **Information architecture in the CM community**

| | | |
|---|---|---|
| Presentations: | CM forum | < 8% |
| Mailing list: | CMS list | < 11% |

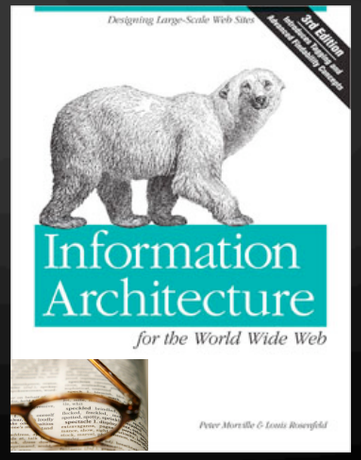
MIND THE GAP

BRIDGE THE GAP

# Front stage

- Available information
- Features and functions
- +/- User experience

- Structured content
- Search & find
- Navigation



# Back stage

- Content management *Systems*

- Content management *Organization*

- Content management *Processes*

# Statement

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**No front stage without a back stage**

No front stage UX without a backstage UX

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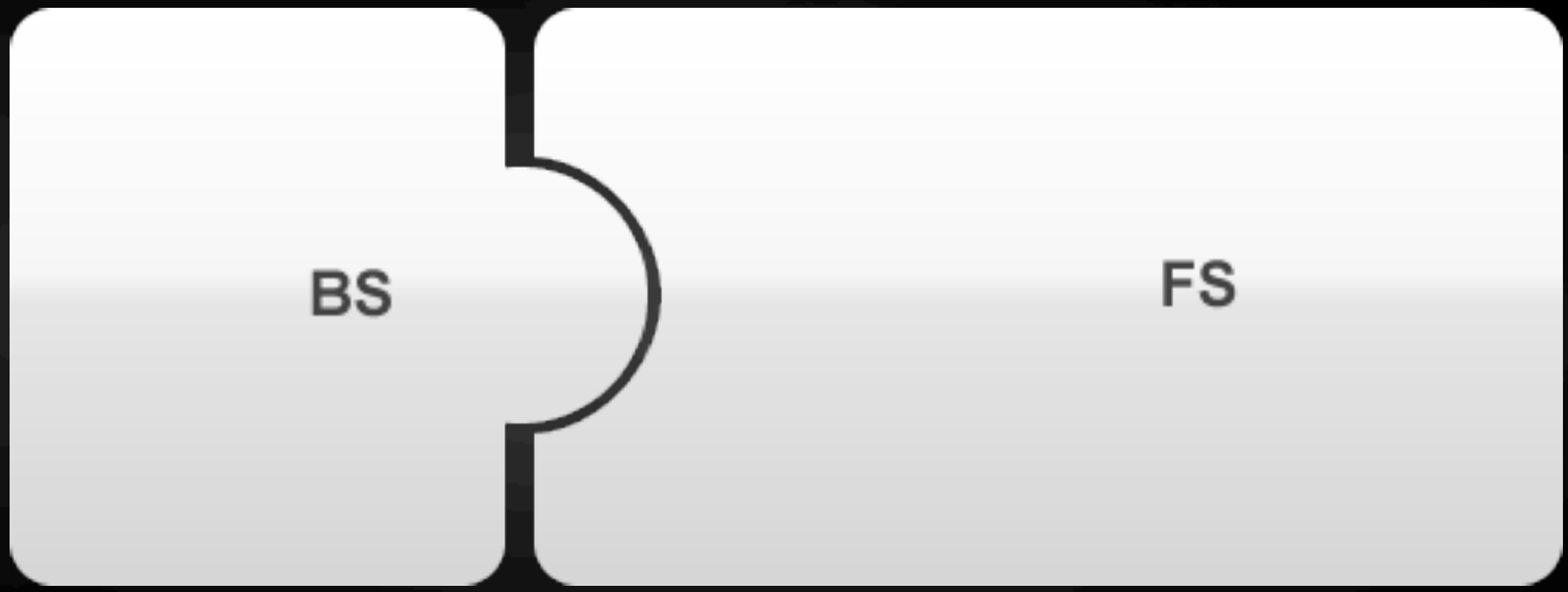
# An example



# Tuschinski

Abraham Icek Tuschinski
(1886-1942)

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# Front stage UX

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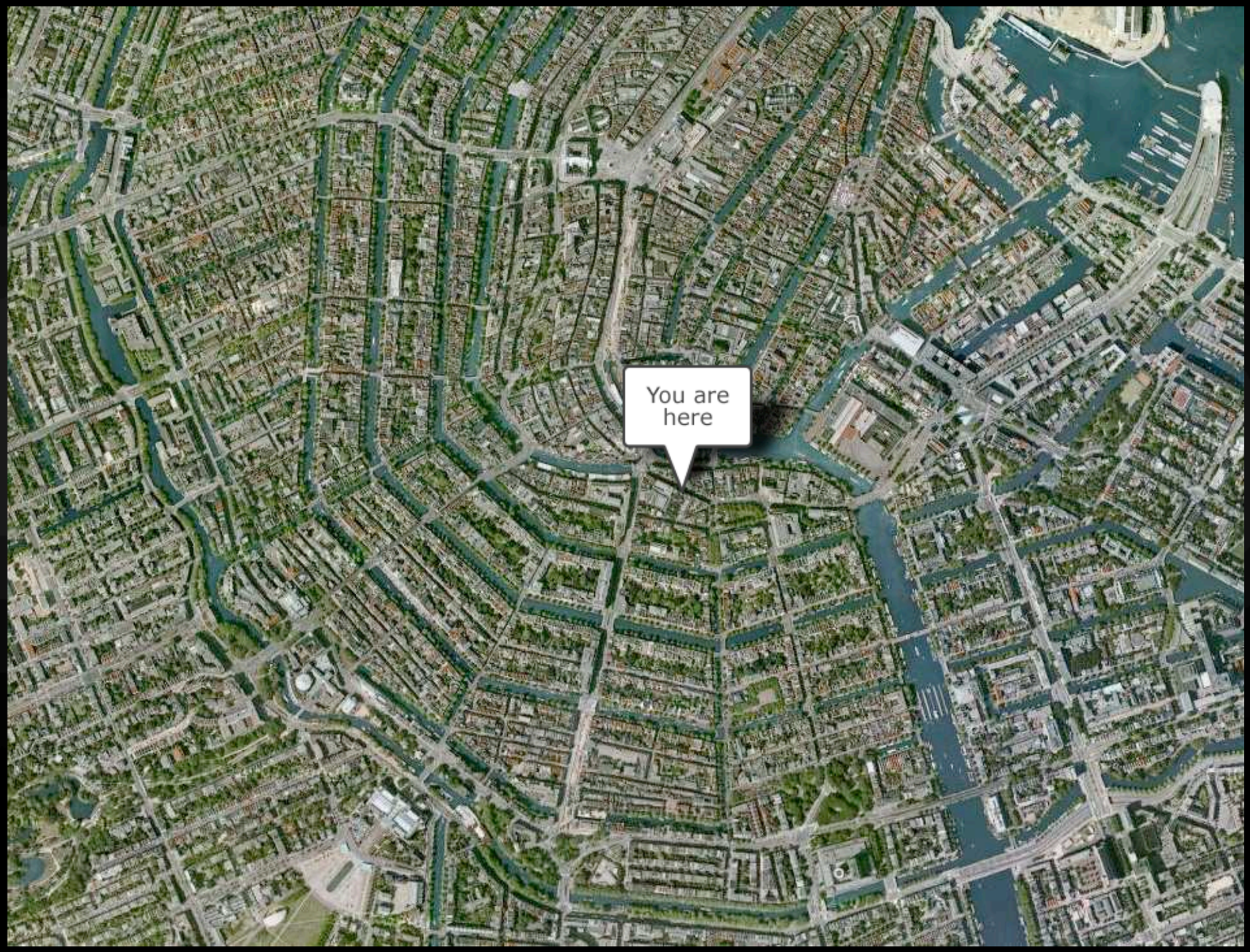
# Below the surface

# Below the surface

# Above the surface



# Back stage (past)

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# Back stage (present)

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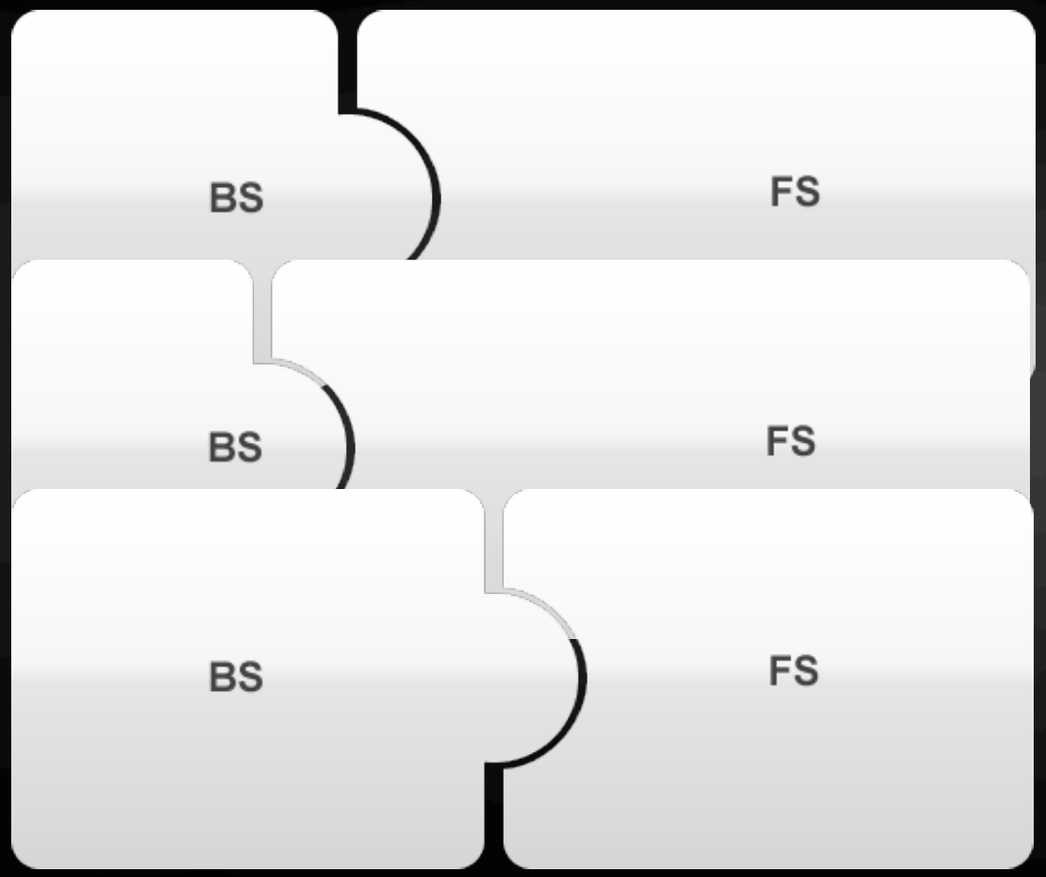
# Back stage (neglected)

# An example



# Elements of restaurant UX *

- Amount of choice on the menu
- Quality & price of food
- Quality and timing of service
- Hospitality and atmosphere
- Coordination between ‘black’ & ‘white’

- Efficiency
- Profitability
- Quality of products

* Courtesy of Ruth Ellison

# Gordon Ramsay

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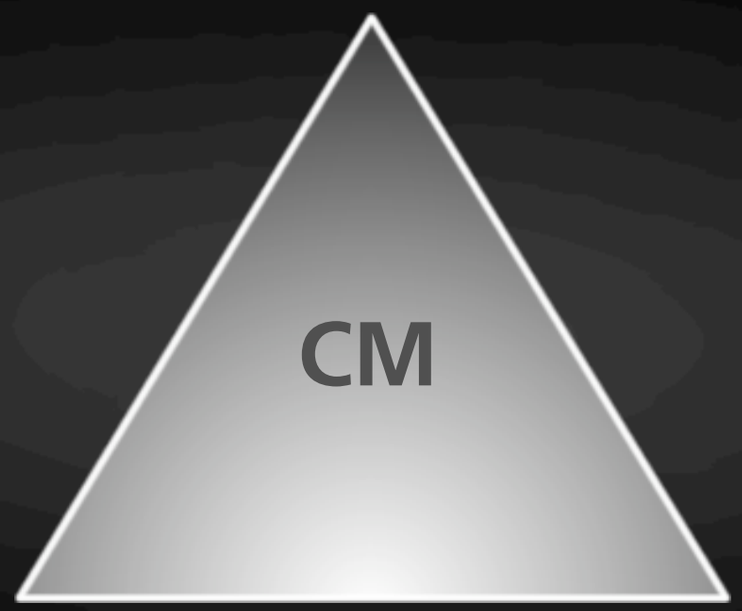
# Statement

**No front stage without a back stage**

No front stage UX without a back stage UX

# Current state of ‘our kitchen’

# Current CM practice

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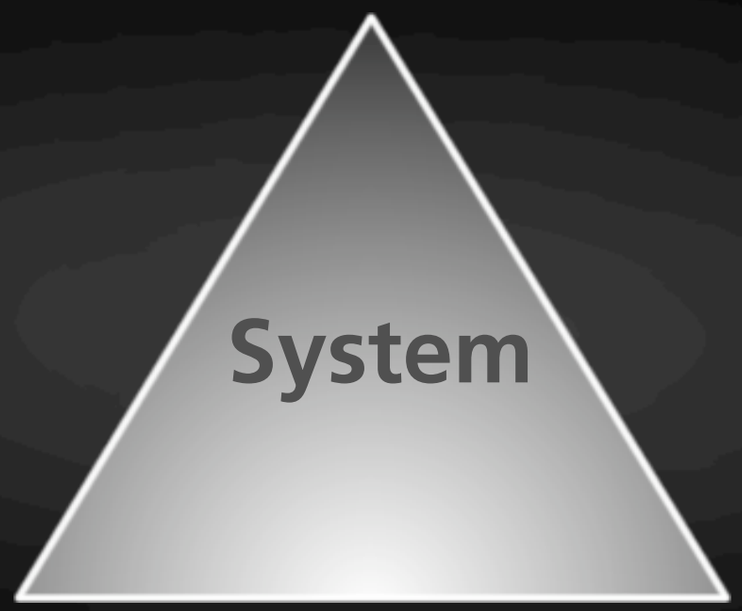
# Limited focus on systems

Experience (UX) & Expectations




Technology

Features

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# Corporate satisfaction with CMS implementations

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**37%**

Source: Sixapart

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# CM and IT

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# Some relevant statistics

- On budget 51%
- Meet expected ROI 59%
- On time delivery 38%

Source: CIO

# On time delivery: Europe

| | | | |
|---|---|---|---|
| Sweden | 44% | Israel | 8% |
| Switzerland | 24% | France | 6% |
| Czech Republic | 20% | Belgium | 4% |
| Germany | 19% | Italy | 4% |
| Denmark | 16% | Netherlands | 4% |
| UK | 11% | Russia | 4% |
| Finland | 8% | Spain | 4% |

Source: http://news.bbc.co.uk

# Why most IT projects go wrong?

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- Requirements: ambiguous, incomplete and contradictory
- Budgets:  insufficient, inflexible and poorly managed
- Stakeholders: too many, hidden agendas and changing

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# Why most CM projects go wrong?



- Often overlooked as an imperative
- Complexity is underestimated
- CM crew is neglected
- Lack of experience and expertise
- Out-of-the-box deployment of CMS

# Are the organizations to blame?

# Everybody can be a web designer!

CREATING WEBSITES THAT WO
HOW TO CONVERT YOUR ONLINE CONTENT INTO PROFITS
Make Your Website Work for You
COMPLETE IDIOT'S GUIDE
Creating a Website
Everything you need to set-up a stunning internet site
SITES
5 Simple Steps to Improve Your Website's Search Engine Ranking
MAX HITS
instant web pages!
The Ultimate Gu
To a Successf
Business Webs
Web Site Cookbook
O'REILLY
Creating Web Sites
Bible
Second Edition
how to build website
The Non-Designer's Web Book
Robin Williams & John Tollett
Balanced
The 21st Century ENTREPRENEUR
HOW TO START A BUSINESS WEBSITE
MIKE POWERS
Managing Web Projects FOR DUMMIES
A Reference for the Rest of Us!
Creating Web Sites Bible
Get hits! Get sales!
Make your website work for you!

# CM systems of the Dutch government

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Net Toolbox
.Net CMS Sitecore
Add-it
Ans
anyMeta
Ariadne
Basisschoolweb
Boardwalk CMS
Brein WebGen
C-Space
C2K-WCM
Carerix
CastManage
cBase
Changer
Cimple
CMS
CMS WebWork
CMS Enterprise platform
CMS Yentel
cmsNet
Coherence
Conclusion CMS
Container
Content Management Server 2002
Datavos
DigiLinks Content Engine
Digitaal Loket
Discovery Server
dotGEM Gemeente-Portaal
DPS
Dutchbrite Web-OS
e-Grip
e-Synergy
Easy Site / Communit-E (ECMS)
Ebiss Itemware
ECMsuite
Ektron
emagiC CMS
Eskion
Exedo CMS
Exolog Total Website Management
GridBuilder
GX WebManager
Hippo CMS
I-Park Platform
IBAS CMS
iBOLT Portal
Ibuildings E-business Platform
iCMS
Aspacts BV
iFocus Content Manager
Imbrium (Open Source)
Infodome
Intraxxion CMS
IPROX
ItemPublisher
IWES content management systeem
La Maquina
Livelink
Lynkx
Mambo
Mediasurface
Mercury
MMBase
MyAdmin
Nedloket
Nucontroller CMS
Octopussy
OMA21
One-to-One Content
OpenIMS - Content
Mangement Server (CMS)
ORCA CMS
Ovalon CMS
PageProcessor CMS
PASTRYcms
pH8.CMS
Phoundry
PostNuke
Prosite
PSHE
PublishHQ
RASter
Roxen CMS
Scrivo
SIMsite
SiteDirector
SiteFeeling
Sitemanager
Smartsite Content Management Server
Snelsite
Standaardsite.nl
Stellent Content Management Suite
Sydox Communicty Content Engine
T-site
Transiciel CMS
Tridion
triptic CMS
Troyce® Software Suite
TYPO3
VIP Content Manager
WAXTRAPP
WeB CMS
Web-tools CMS
Web3 PSHE
Web4all R2
WebGUI
WebHare Application Portal
Webworxx
WIS CMS
Xsites CMS
Xtive CMS
ZappEngine
®WebDirector

Source: Dutch government

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# Desired CM practice

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# Information architect in the kitchen

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- Knowledge
- Skills
- Methods

- Mindset
- Attitude
- Motivation

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# To do list

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1. Apply IA expertise to content management
2. Adopt a holistic approach
3. Advise the organization dealing with change (‘delta’)

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# Holistic approach

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## Back stage mindset

**Abstract actors**

**Efficiency**

**Reuse**

**Standardization**

**Productivity**

## Front stage mindset

**Human**

**Creative**

**Emotional**

**Enjoyable**

**Usability**

# Bridging the gap

# Advise the organization dealing with change

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# Rule #1: Know your clientele

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# Rule #2: Identify the actors

# Rule #3: Keep it F... simple

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## BUILD YOUR OWN BURGER™

OUR 100% NATURAL FRESHLY GROUND ANGUS BEEF IS RAISED ON A VEGETARIAN DIET WITHOUT HORMONES OR ANTIBIOTICS AND IS CERTIFIED HUMANLY RAISED AND HANDLED.

CERTIFIED HUMANE RAISED + HANDLED

THE COUNTER CUSTOM BUILT BURGERS

All Burger Weights are After Cooking.

### STEP #1 Choose a Burger
All Beef Burgers Cooked Medium Unless Requested Otherwise

☐ Beef ☐ Turkey ☐ Veggie ☐ Grilled Chicken

Choose a Size: ☐ 1/3 lb ☐ 2/3 lb ☐ 1 lb

**Burger in a Bowl** Build Your Burger without the Bun

☐ Beef ☐ Turkey ☐ Veggie ☐ Grilled Chicken

Choose a Size: ☐ 1/3 lb ☐ 2/3 lb ☐ 1 lb

Served on a Bed of: ☐ Lettuce Blend ☐ Mixed Baby Greens

### STEP #2 Choose a Cheese
1 Cheese Included

☐ Danish Blue Cheese ☐ Horseradish Cheddar ☐ Sharp Provolone
☐ Greek Feta ☐ Imported Swiss ☐ Tillamook Cheddar
☐ Gruyère ☐ Jalapeno Jack ☐ Yellow American
☐ Herb Goat Cheese Spread

### STEP #3 Choose Up to 4 Toppings
4 Toppings Included

☐ Bermuda Red Onion ☐ Grilled Pineapple ☐ Roasted Corn & Black Bean Salsa
☐ Black Olives ☐ Hard Boiled Eggs ☐ Roasted Red Peppers
☐ Carrot Strings ☐ Jalapenos ☐ Scallions
☐ Dill Pickle Chips ☐ Lettuce Blend ☐ Spicy Pepperoncinis
☐ Dried Cranberries ☐ Mixed Baby Greens ☐ Sprouts
☐ Grilled Onions ☐ Roasted Chiles ☐ Tomatoes

### STEP #3.5 Premium Toppings
1.00 Per Selection

☐ Topping of the Month ☐ Fried Egg ☐ Honey Cured Bacon
☐ Avocado ☐ Fried Onion Strings ☐ Sautéed Mushrooms
☐ Black Forest Ham ☐ Homemade Guacamole ☐ Sun Dried Tomatoes
☐ Chili

### STEP #4 Choose a Sauce
1 Sauce Included

☐ Sauce of the Month ☐ Honey Mustard ☐ Roasted Garlic Aioli
☐ Apricot Sauce ☐ Horseradish Mayo ☐ Russian Dressing
☐ Caramelized Onion Marmalade ☐ Mayonnaise ☐ Southwest Caesar
☐ Country Buttermilk Ranch ☐ Peanut Sauce ☐ Spicy Sour Cream
☐ Dijon Balsamic Dressing ☐ Peppercorn Steak Sauce ☐ Sun Dried Tomato Vinaigrette
☐ Ginger Soy Glaze ☐ Red Relish ☐ Sweet BBQ Sauce

### STEP #5 Choose a Bun
Burger in a Bowl, Skip Step #5

☐ English Muffin ☐ Hamburger Bun ☐ Honey Wheat Bun

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# Rule #3: Keep it F... simple

# Rule #4: Know your USP

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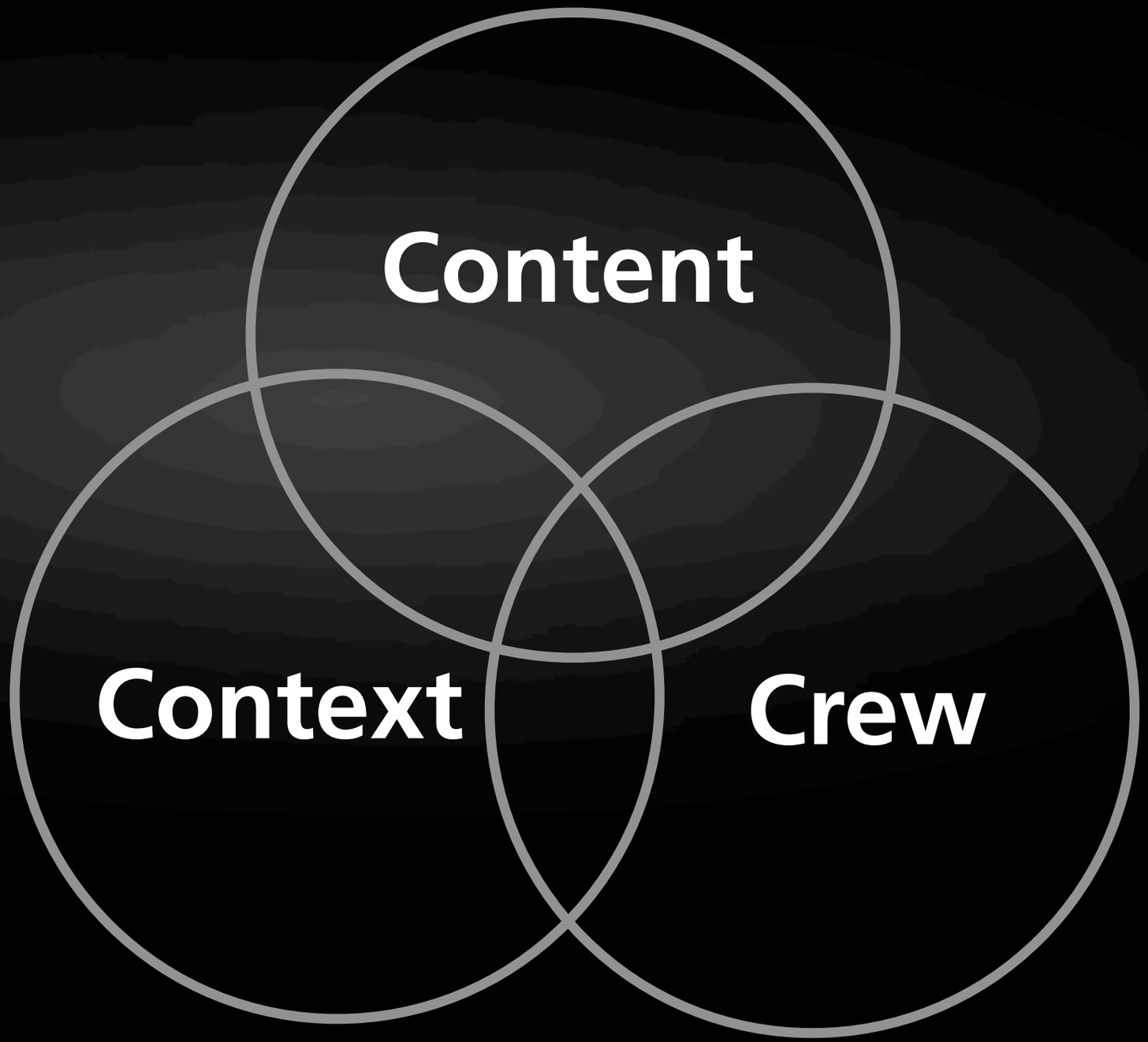
# Important approaches

APPROACH 1:

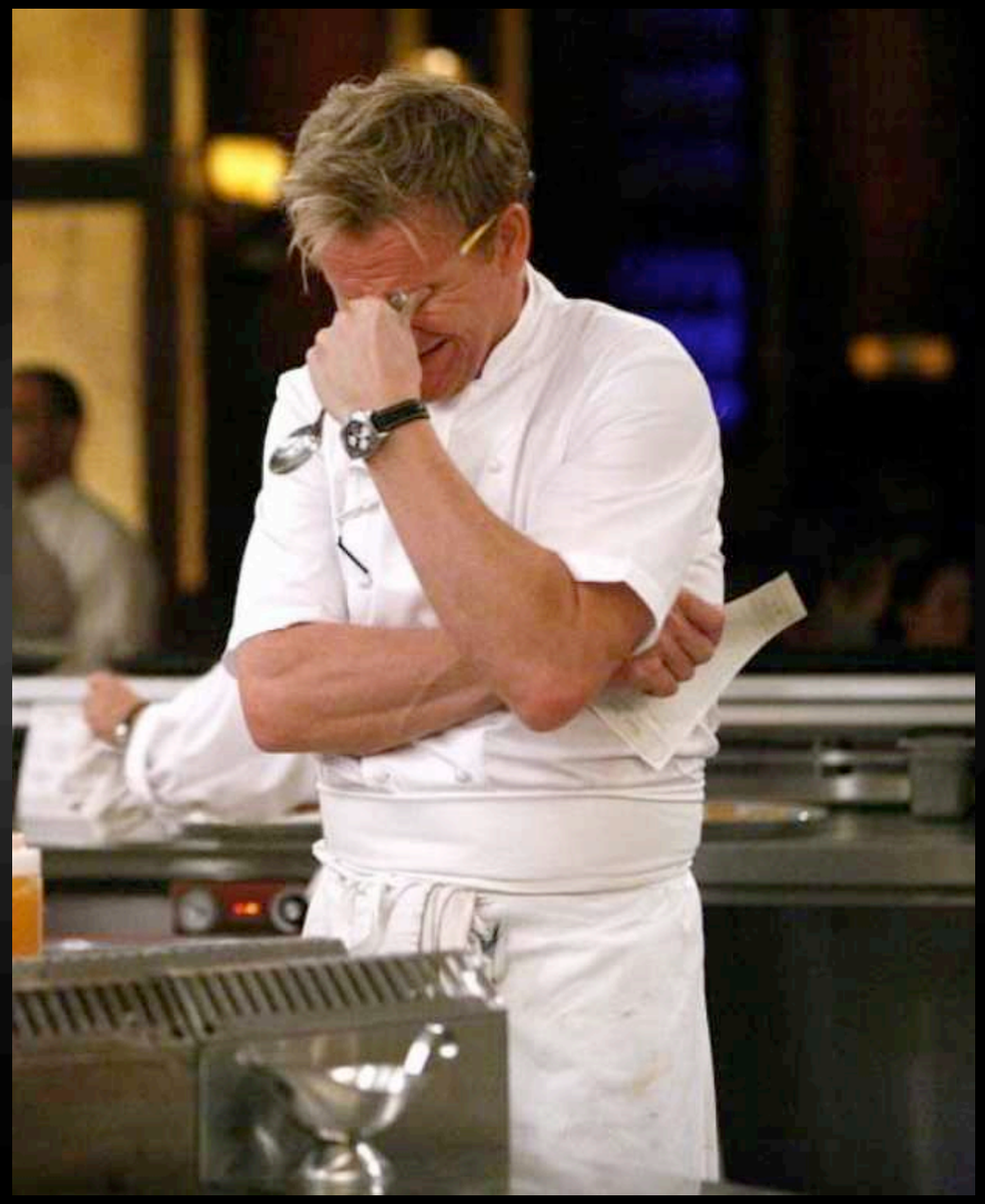
# Know the business



APPROACH 2:

# Design the makeable

Desired practice



Current practice

APPROACH 3:

# Orchestrate the change

Desired practice

Current practice

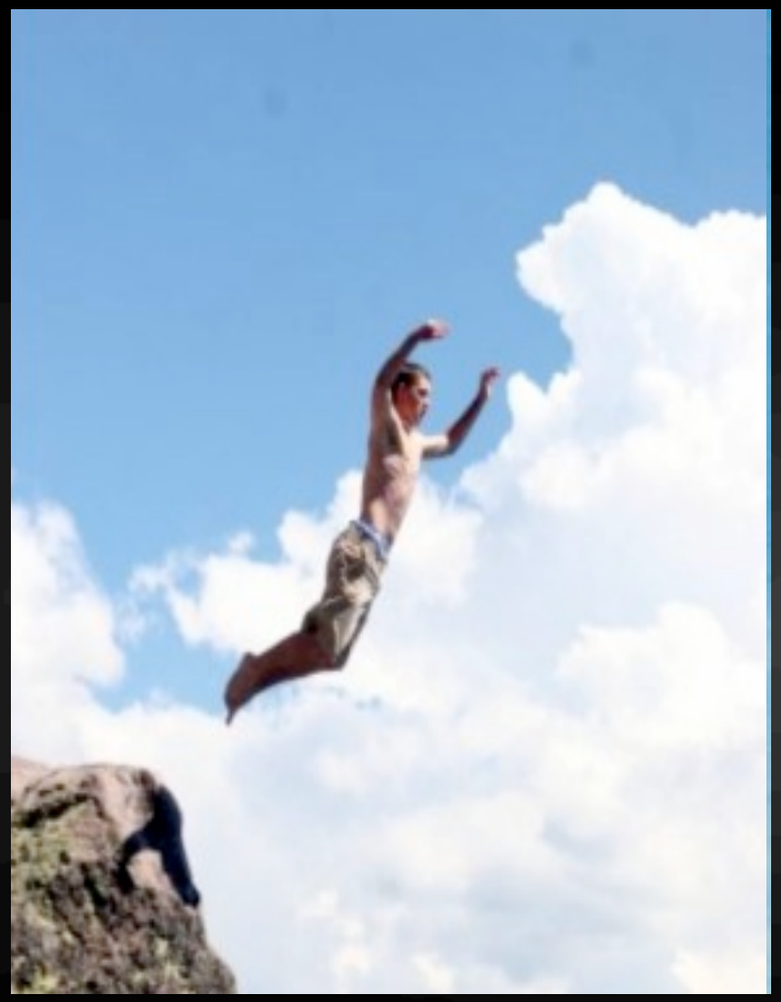
(‘delta’)

APPROACH 4:

# Communicate & cooperate

# And now…

# And now…



# Thanks!

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