MODELLING INTELLIGENT CONTENT

Workshop

Information Energy 2016, Utrecht
Magda Caloian | FCT AG

30 Years fct

Modelling intelligent content
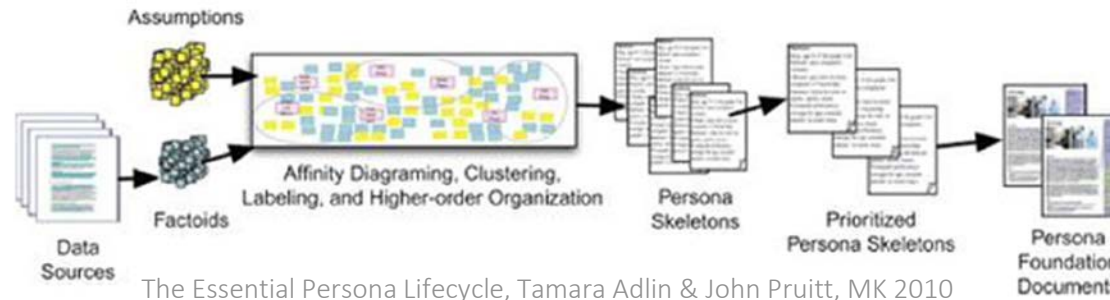## What is intelligent content?

- Semantic markup, metadata, links

- Content separated from layout

- Integration- and future-ready

- Human- and robot-readable, findable, reusable

- Context-aware

USER-ORIENTED

Focused on user goals

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Why „unfolding the techcomm box"?

SERVICE DESIGN TOOLS

http://www.servicedesigntools.org/

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User Persona

The Essential Persona Lifecycle, Tamara Adlin & John Pruitt, MK 2010

Han Solo

Gender:
Male

Age:
29

Job Title:
Smuggler

Piloting skills
★★★★☆

Money management
★☆☆☆☆

"She may not look like much, but she's got it where it counts, kid. I've made a lot of special modifications myself."

"Never tell me the odds."

http://designshack.net/articles/business-articles/design-for-people-not-interfaces/

MY STORY:
"I want to be able to enter information into a patient's record while on rounds and make it available to other care-givers in real-time, so I can be sure that data is consistent wherever the patient goes."

OLIVIA PEREZ, M.D.
Oncologist, Surgeon – Springfield Community Health

APPLICATION: Patient Info Tracker (PIT)
Secure Patient Data Aggregator
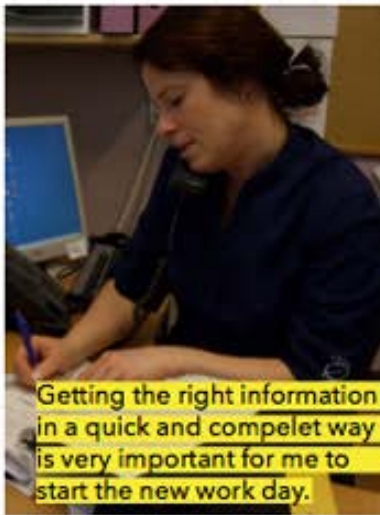
PLATFORM(S):
Desktop PC, Laptop PC, tablet PC

UTILIZATION:
Desktop @ Office, Laptop @ Remote Locations (Home, Travel), Tablet @ Patient Bedside (Hospitals, Clinics, Homes)

https://www.pinterest.com/cristinavigano/ux-personas/

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Goals and task analysis

Get updates from the previous shift - Task analysis

Getting the right information in a quick and compelet way is very important for me to start the new work day.

Sub Tasks	Pia arrives to work in the morning	Pia talks to the last nisght shift staff to get updates	Pia checks in the computer for the reports	Pia checks the document files for the weekly schedule	Pia goes to check on the elderly residents
Scenario	Pia arrives to work in the morning, walks in to the office, greets her colleagues.	Pia talks to the last night shift staff to get updates, they exchange the info oraly, she asks questoins to make sure she's got all	Pia goes behind her desk and logs in to the system to chekc the last night report to see the notable events	Pia sits behind the desk and gets the file and open the relevant page to check and compelet the daily work schedule	Pia goes out of the office to check on the elderly residents and help them start the day
Considerations and Influencers	Is there any new incident that I need to be aware of? Is there any way that I can get the update? How trustable is it?	Can I be notified if there has been some more importatnt incidents? Could I get them first? Can I trust it?	Can I quickly get an overview of the previous events? Is there a way I can see them sorted by their importance? Are they detailed?	How can I quickly get the day's schedule? Is there a way that I can see my own schedule first?	How do I know how urgent is it to check on a specific person first?
Pain Pionts	Looking for updates is time consuming but extremely essential	I have to listen to different people to get all what I need to know, the possibility of not seeing them all is high	Going through all the reports of the whole elderly residents is very time consuming, and inefficient	Going to the files and flipping through the pages is taking my time, and I have to look to find my name	Checking on all of them takes time and if I don't know which one is more urgent I can't help them first

http://zhangyangchen.com/potfolio/unet-system/

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Use Cases

Image created by Steve Rogalsky
http://winnipegagilist.blogspot.com

Terms by Jeff Patton
http://agileproductdesign.com

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Customer Journey Maps

Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.

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Touchpoints

What touch-points are available for you to move customer through the phases?

Discover	Compare	Consider	Commit	Retain
GOAL: Finding the best options to consider for their engagement & loyalty needs	**GOAL:** Exhaustively compare the options and select a few front runners.	**GOAL:** Identify the company or solution they want to work with to foster loyalty.	**GOAL:** To enter the best partnership agreement and peace of mind in decision.	**GOAL:** To prove program's worth and continue to grow with partner.
Make the case.	**Stand out.**	**Win out.**	**Contract signed.**	**Partner happy.**
Blog	Product tour	Sales calls	Contract specifics	Strategy docs
Case studies		Sales meetings		Performance reports
Press	Testimonials		Supporting documents	
Newsletter		Ex. Implementations		SLA
Webinar	Case studies	Contract details	Kick off steps	Client check ins
WOM	Feature lists	Pricing specifics	Technical assistance	In person meetings
Conferences	Pricing sheets	Implementation steps	Design assistance	Technical support
Assets				Design support
Outbound	Product demos	Rules of engagement	Expert strategic counsel	Expert support

http://blog.bigdoor.com/wp-content/uploads/sites/4/2013/10/touchpoints.jpg

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Customer Journey Map

INTERNAL DISCUSSION | FOUND VIA GOOGLE | ONLINE FORM SUBMITTED | SEQUENCE CHECKED | SAMPLES SUBMITTED | DATA SENT | ANALYSIS

INITIAL CONTACT (SALES)

CLIENT MEETING (SALES)

TELCON (SALES & TECHNICAL)

CLIENT CONTACT KEEPING INFORMED OF PROCESS (SALES)

PRE ENGAGEMENT | COMMERCIAL | CONSULTATION | INITIATION | COORDINATION | COMPLETION

http://www.add3.com/wp-content/uploads/2011/11/customer-journey-map.png

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Channels and semantic layers

http://www.uxmatters.com/mt/archives/2015/03/images/Fig5_OrgLayers_w474.png

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Information model for technical content

Matrix of information needs							
		Example: Technical Documentation for a chainsaw					
	WHO? Which target group?						**Which means of information?**
WHAT? Which info?	Private user	Retailer	Service staff	DIY shop seller	Licensing officer	Prof. tree feller	
Consulting		M		M			Flyer with technical data and prices
Buying	M					M	
Transportation	C	M	M	C		C	Bill of transport
Setting up	M	M	M	C	M	M	
Sawing	M	M	M	M	M	M	
Felling trees	M	C	C	C	…	C	
Maintaining	…	…	…	…	…	…	
Cleaning	…	…	…	…	…	…	
Storing	…	…	…	…	…	…	
Troubleshooting	…	…	…	…	…	…	Operating manual
Mending	M	…	…	…	…	M	
Repairing	F		M			M	
Disposing			M			M	Repair manual
Three categories of information:							
M = "must"	C = "can"		F = "forbidden", excluded				

Add content for more channels

XML project
DITA pilot?
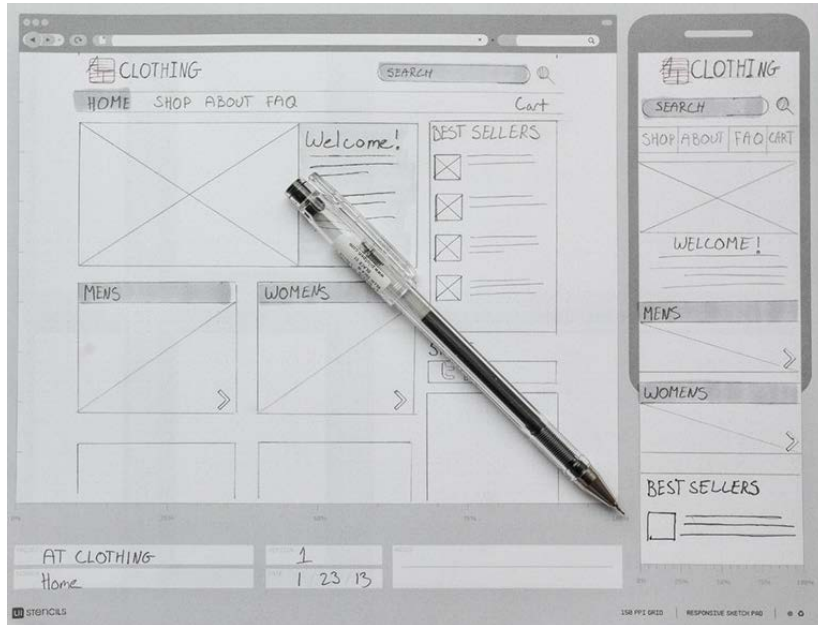
Original: ftp://trabant.tr.fh-hannover.de/Schwarzes_Brett/Schwermer/Prozesse_TR_2Sem/5_Schritte_Informationsplanung.pdf

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Wireframes

Multi-channel publishing

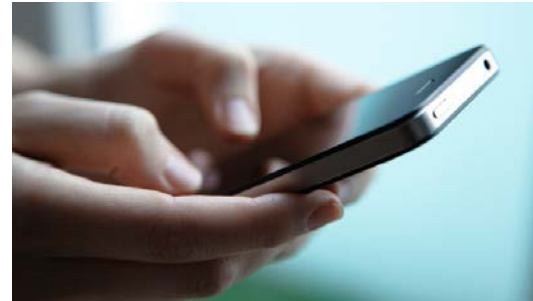# Modelling intelligent content

Workshop products

Exercises:
1. Persona
2. Tasks break-down
3. Journey map
4. Information model
5. Wireframes

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Ressources

- The Essential Persona Lifecycle, Tamara Adlin & John Pruitt, MK 2010
- http://www.servicedesigntoolkit.org/assets2013/posters/EN/P3-persona-A3.pdf
- http://customerthink.com/how-to-build-a-customer-journey-map-that-works/
- http://gibbon.co/c/63b86c01-83e0-4688-9133-8bf1006d746d/a-quick-guide-to-customer-journey-mapping
- http://sixrevisions.com/user-experience-ux/customer-journey-maps/
- http://www.uxmatters.com/mt/archives/2015/03/understanding-context-environment-language-and-information-architecture.php
- http://www.designthinkersacademy.com/freedownload_customerjourneycanvas/
- http://wireframes.linowski.ca/2011/09/responsive-layout-wireframe/

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