

Demystifying Information Modeling

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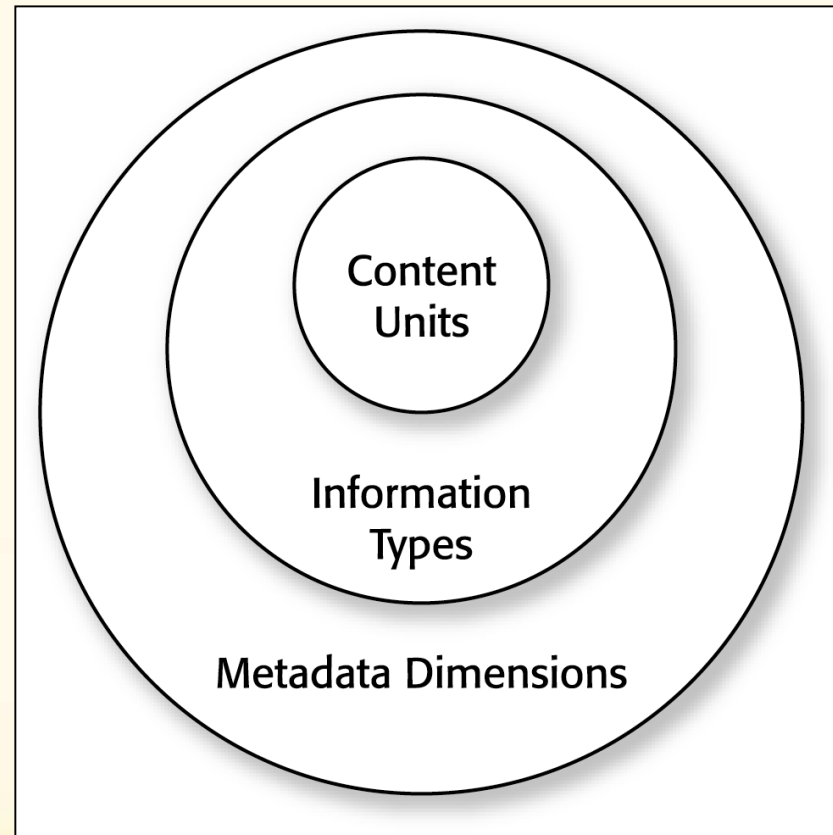
The Center for Information-Development Management
www.infomanagementcenter.com

The Information Model

- A framework for organizing all the information people need
 - To understand and use products and services effectively and efficiently
 - To get their jobs done
 - To reach their goals
 - To communicate among other members of their community

The Information Model

The three components of the Information Model



Metadata Dimensions

- The categories that you use to organize and label the content that you will manage in a content management system

Metadata Dimensions

Authoring dimensions

Author/Owner
Role
Department
Editor/Reviewer
Schedule dates
Source
Workflow

User dimensions

Goals
Tasks
Concepts
Stages of use
Learning style
Roles
Workflow
Language
Culture

Publishing dimensions

Product
Release
Subject area
Process area
Customer(s)
Information type

Metadata Dimensions

- Add values to the metadata dimensions

- Product name

- Model A
 - Through
 - Model Z

Release

x.01
Through
x.10

- Language

- English
 - German
 - Japanese
 - Urdu

Author

Tom
Dick
Harry

Information Types

- Information Types are the standard categories of content that you use to provide the structure and content guidelines needed to author individual topics
- An Information Type is generally supported by an authoring template

Information Types

- Typical Information Types
 - Policies
 - Concepts
 - Processes
 - Procedures
 - Reference types

Content Units

- The content units are the building blocks of your Information Types
- Content units, required and optional, guide the authors in writing topics that can be easily reused in a variety of contexts

How to get started

- First step
 - Analyze your users and identify their information needs
 - Analyze your information and identify the information types
 - Match users to information types
 - Add new and eliminate information types that no one needs

How to get started

- First step



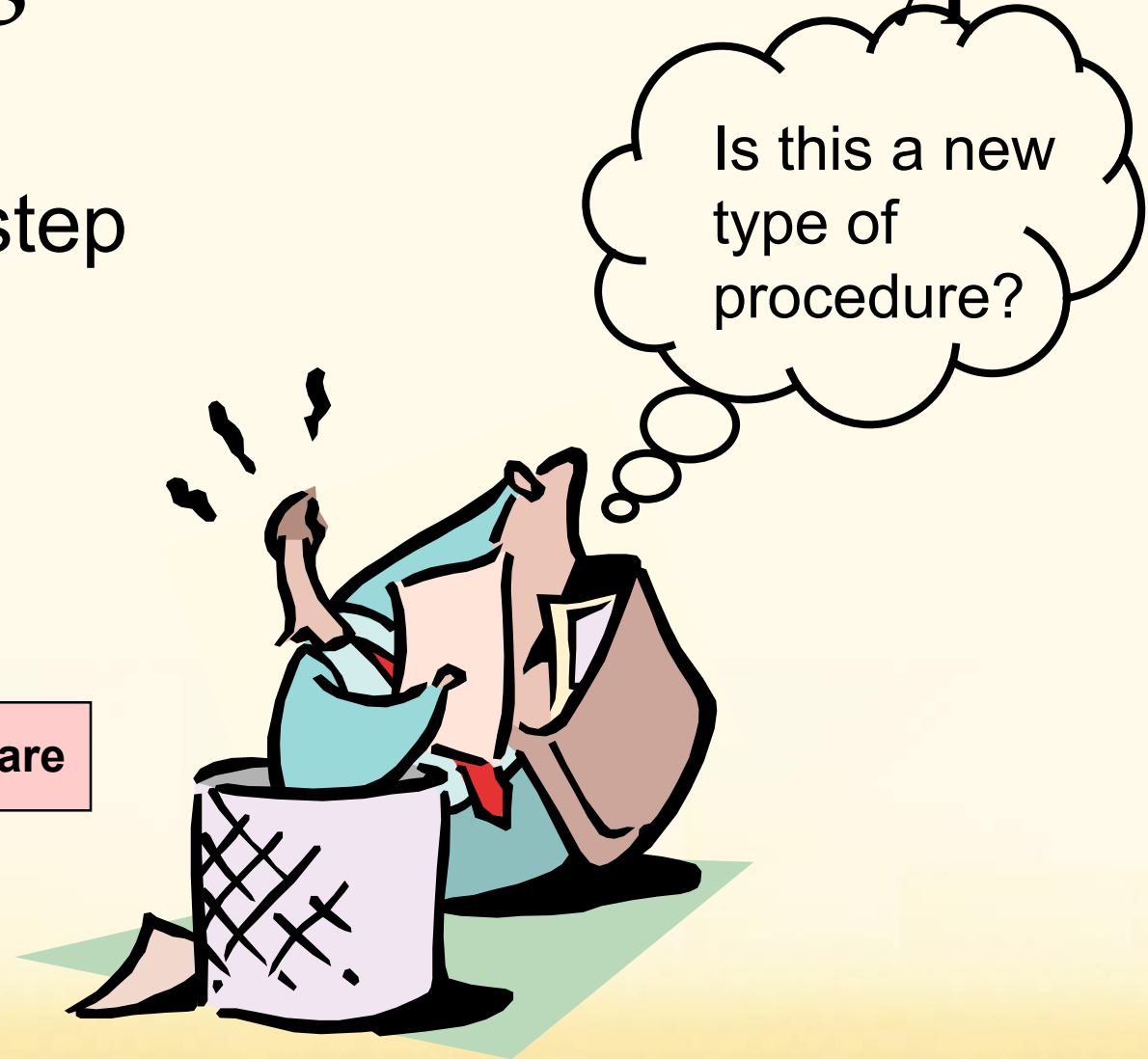
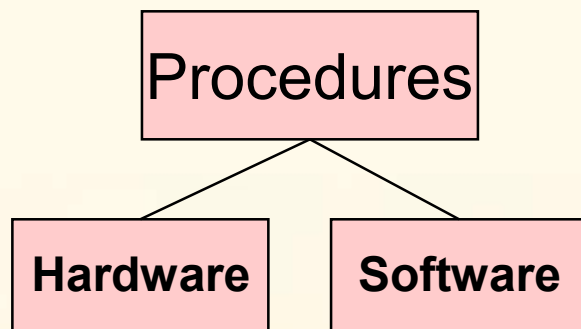
*The user needs command reference information.
You provide command reference information.*

Finding the Information Types

- Second step
 - Determine a minimal number of information types
 - Create a hierarchy of information types
 - Define how and when each information type will be written

Finding the Information Types

- Second step

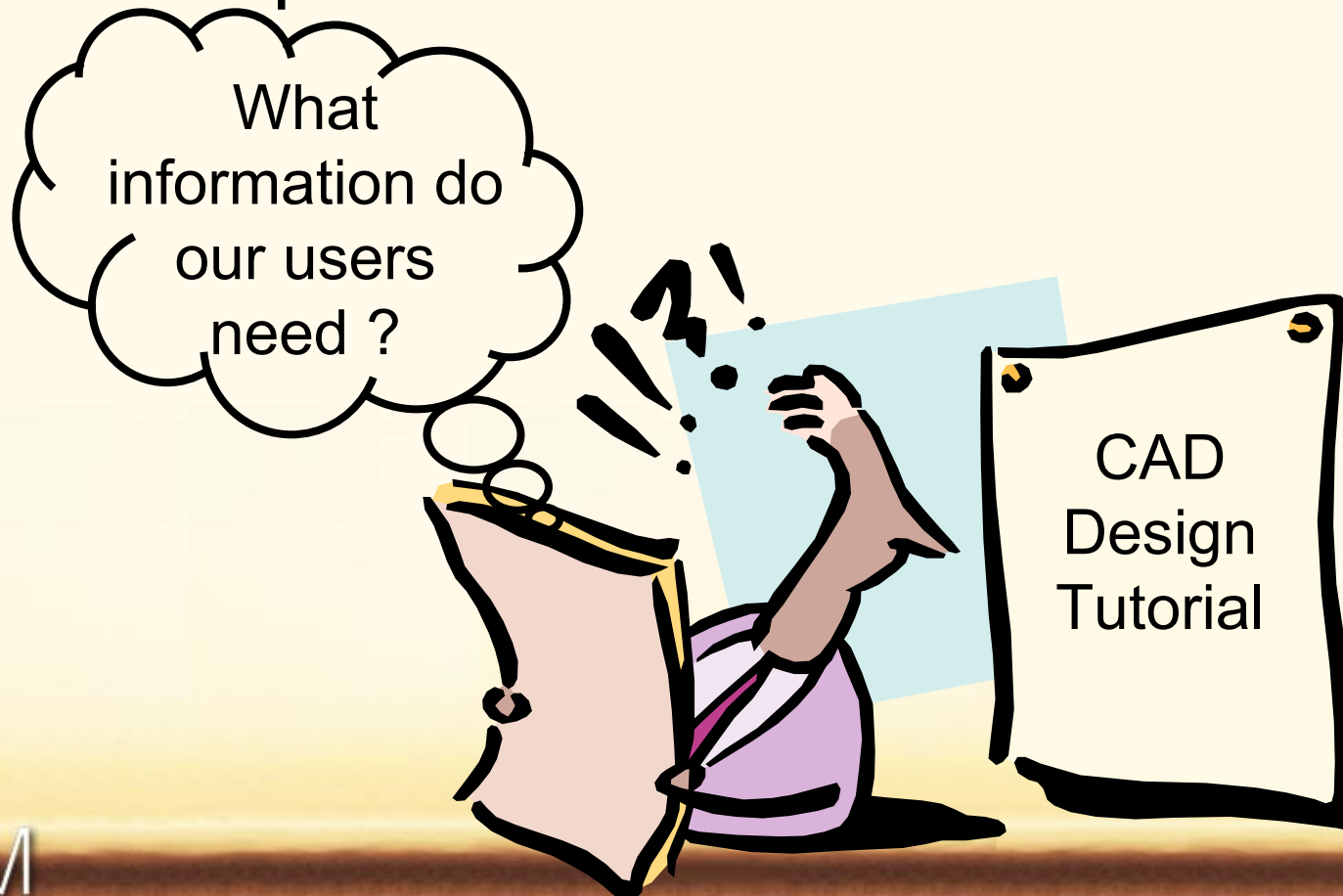


Mapping the Information Types

- Third step – Down to the content units
 - Dive into the information types
 - Identify the content units in each information type
 - Map the content units across information types to identify opportunities for reuse

Mapping the Information Types

- Third step – Down to the content units



Mapping the Information Types

- Third step – Down to the content units
 - CAD Design Tutorial
 - Lesson Title
 - Lesson purpose statement
 - Introductory phrase with hypertext links to modules
 - Optional tip
 - Module title
 - Module instructional steps
 - Module tip
- } Repeat as often as needed

Organizing the content units

- Fourth step
 - Chart each Information Type with all its content units
 - Determine where the content units appear to overlap
 - Make certain they have the same names everywhere they appear

Organizing the content units

Tutorial Lesson

Tutorial title

Purpose statement

Warnings and Cautions

Tutorial steps

Feedback statements

Options

Procedure

Procedure title

Purpose statement

Pre-requisites

Warnings and Cautions

Action steps

Feedback statements

Options

Some of the content units may be the same

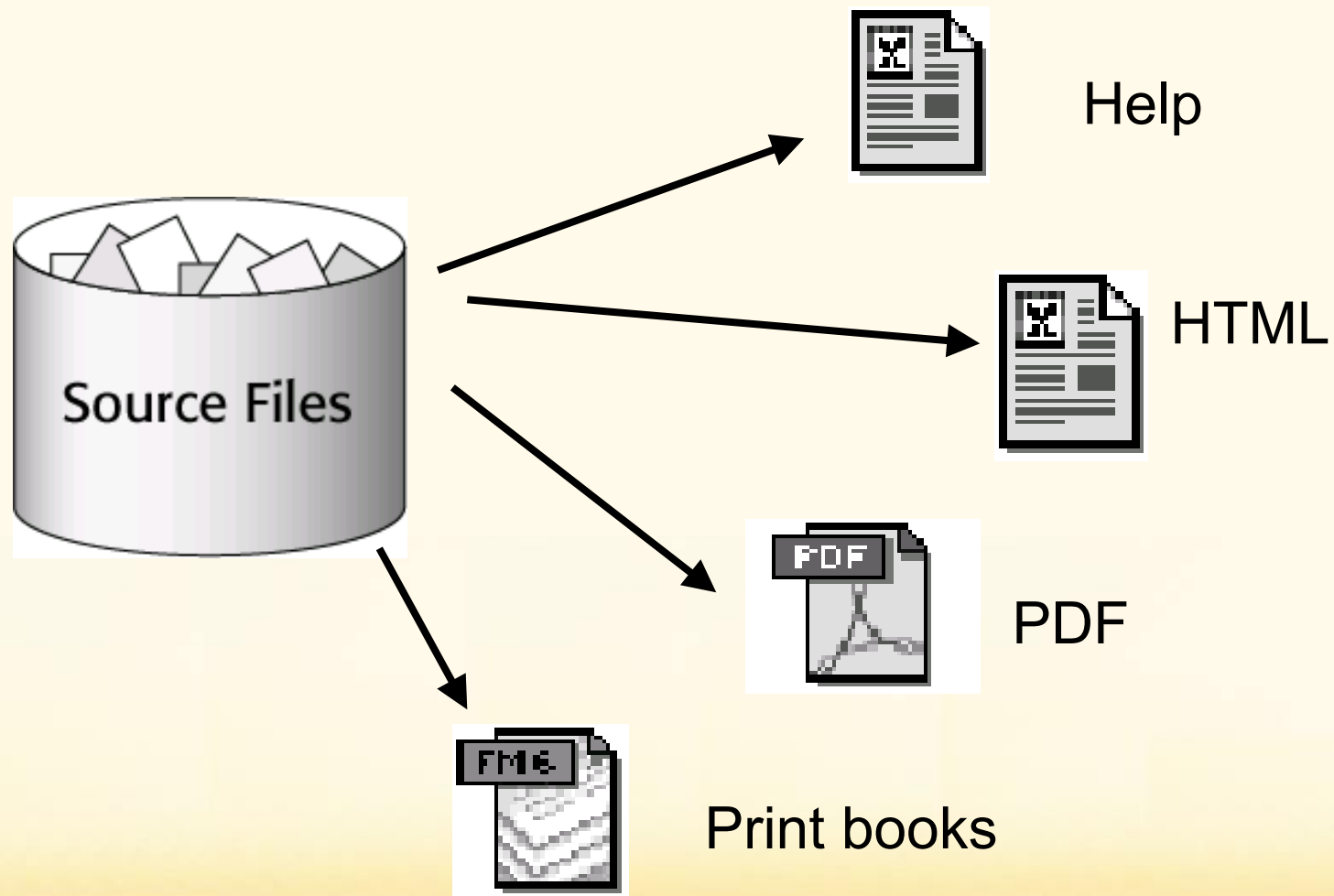
Developing the context

- Even though you create modular content, you need to provide context
- Develop a Content Plan to map your content to a variety of contexts, such as
 - a print publication
 - a help system
 - a Web site

Developing the context

- Use your Content Plan to develop the production templates for your output
- Use your Content Plan to provide a sequences of topics for virtual compound documents
- Use your Content Plan to develop the linking structures for help systems and Web sites

Developing the context



Project plan

- Develop a plan for the implementation of your content management solution
 - Assess the feasibility
 - Make a decision to proceed
 - Schedule activities
 - Develop your Information Model
 - Write a requirements document for technology
 - Select technology
 - Choose a pilot project
 - Deploy your project
 - Evaluate the results

Project plan

Project initiation

- Project goals
- Vision of the user experience
- Content management policy (archiving, ownership, data integrity)

Information Model

- Dimensions of use
- Metadata framework
- Information types
- Content units
- Granularity
- Workflow
- Content plan

Pilot Project

- Project plan
- Schedule
- Staffing
- Collaboration model
- Writing for reuse
- Publication deliverables

Project Rollout

- Project leadership
- Skills assessment
- Schedule
- Portal development
- Personalization model
- Evaluation

Contact Information

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