IA and the Personal InfoCloud

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The Focus of the Web has Changed
Was
I Go Get

- We sought “their” information
- Focus on content provider
- One device
- One use
- Proprietary formats
- Findability focus
- Design metaphor was navigation
Is
Come To Me

- Our information we found or created
- Focus on person using
- Reuse
- Attracting and keeping attracted
- Across devices
- Open formats
- Refindability focus
- Design metaphor is attraction
Personal
InfoCloud
Model of Attraction
MOA - Receptors

- Intellectual
- Perceptual
- Physical
- Mechanical
Personal Info Cycle

Global InfoCloud

Local InfoCloud

Seeking

Recognizing

Retaining/Storing

Using/Creating

Following

Personal InfoCloud
How to: PIC for IA

- Build persona including:
  - MoA receptors
  - Location/environment
  - User tasks/context
- Design for adaptability
- People have their own perceptions, needs, and uses for the information
Granular Content Assessment

❖ Assess what you provide - get granular
❖ Content inventory
  ▶ Site structure
  ▶ Page types and document types
  ▶ Content object types on the pages
  ▶ Related objects
  ▶ Content volatility (frequency of change)
Assemble Information for Use

- Learn what people do with your information
  - Want to do
  - Could do
- Various use contexts
  - What triggers use
  - Many environments
  - Actions for reuse
- Usable formats for content object type
- What action follows information use?
Structuring Information

- Structure information and its container for
  - Deep linking
  - Externally stored usage
  - Externally structured
Focus: Person & Info Reuse

❖ Learn what people do with your information

❖ Understand various use contexts of the for the information and the context and actions for reuse

❖ Build scenarios
Design & Develop: Standards

- Information offerings:
  - Flexible
  - Open Standards
  - Proprietary or Application-based Standards
  - API Friendly
  - Offer more than one option
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