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
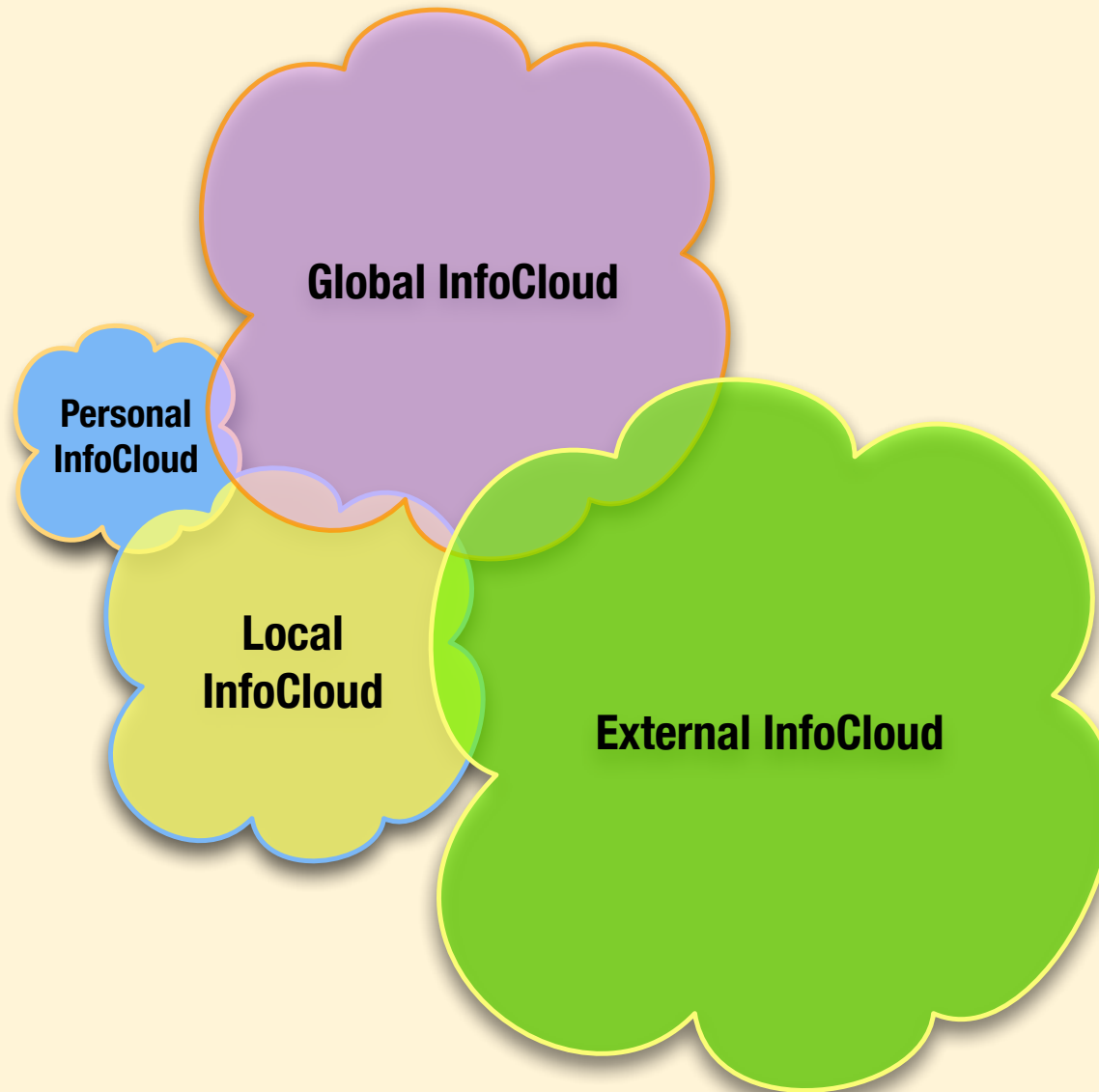- ❖ Findability focus
- ❖ Design metaphor was navigation

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
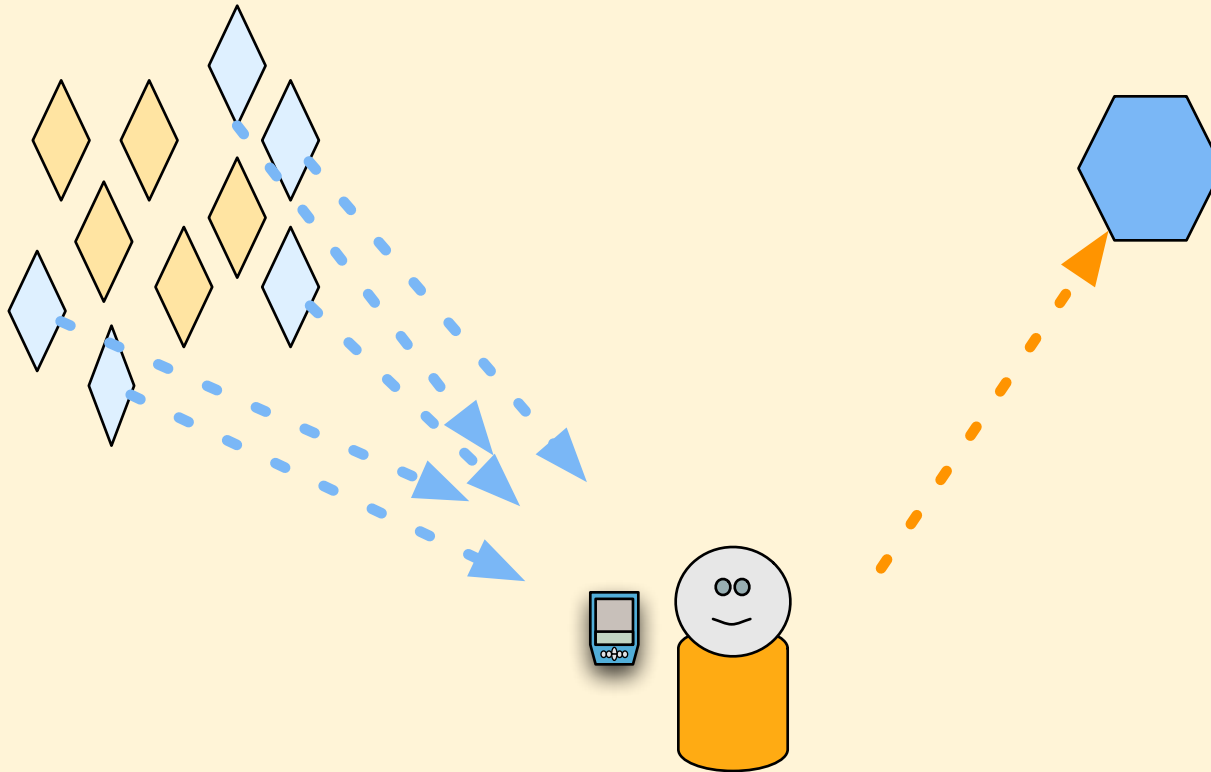- ❖ Design metaphor is attraction

Personal InfoCloud

InfoClouds

Global InfoCloud
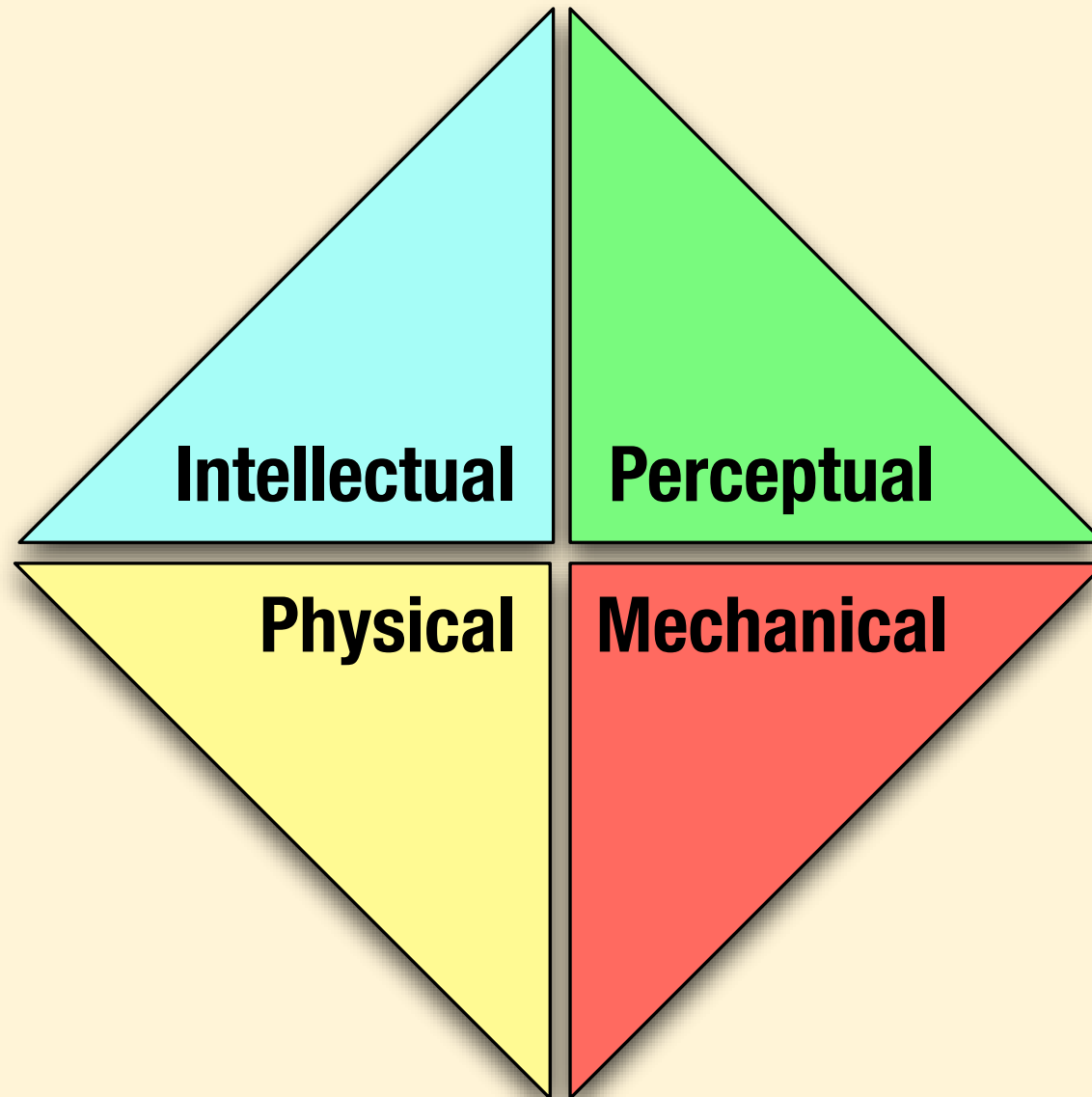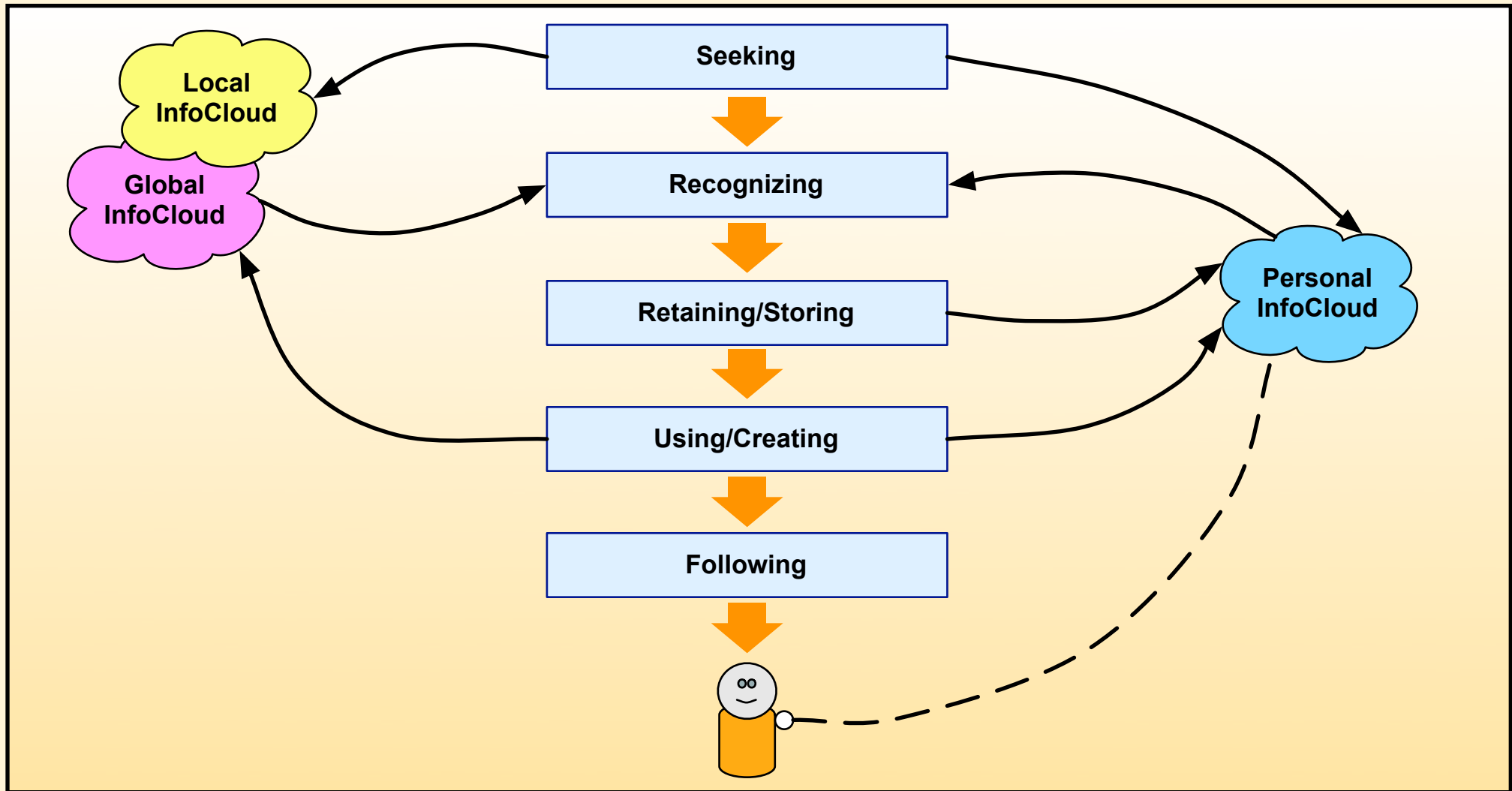
Personal InfoCloud

Local InfoCloud

External InfoCloud

Model of Attraction

MOA - Receptors

Personal Info Cycle
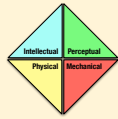
Work

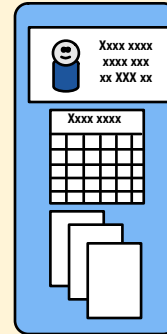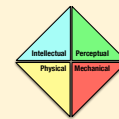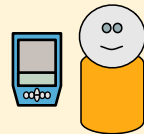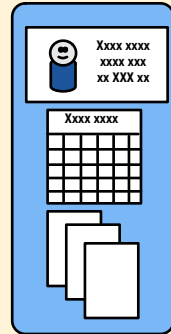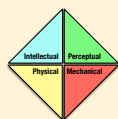## Desk
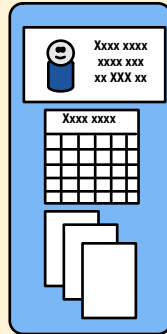
Mobile

Transit

Home

Living Room

Meetings
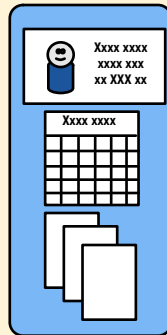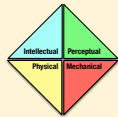
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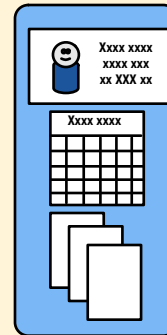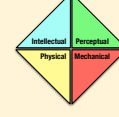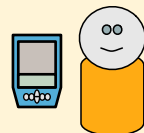
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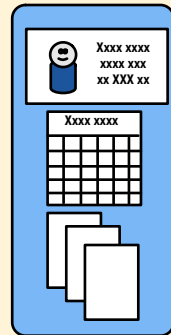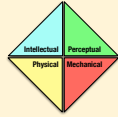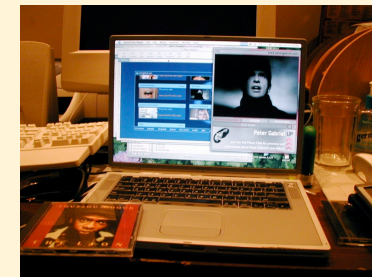
How to: PIC for IA

- ❖ 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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