

MODELLING INTELLIGENT CONTENT

Know the touchpoints of your customers' journey with your technical content. Use methods from your information architecture toolkit to research and plan for intelligent content.

Magda Caloian, FCT AG | Information Energy 2016, Utrecht

INTELLIGENT CONTENT

- Semantic markup, metadata, links
- Separated from layout
- Integration- and future-ready
- Human- and robot-readable, findable, reusable
- Context-aware

USER-ORIENTED

Focused on user goals

USER PERSONA



MY STORY
I need to be able to access information on a patient's record which is available to other care providers to help them act on it. I need to be able to see 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

PLATFORMS:
Desktop PC, Laptop, PC, Tablet, PC

UTILIZATION:
Desktop @ Office, Laptop @ Remote Locations (Home, Travel), Tablet @ Patient Bedside (Hospital, Clinic, Home)

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



Research and Analytics

USE CASES

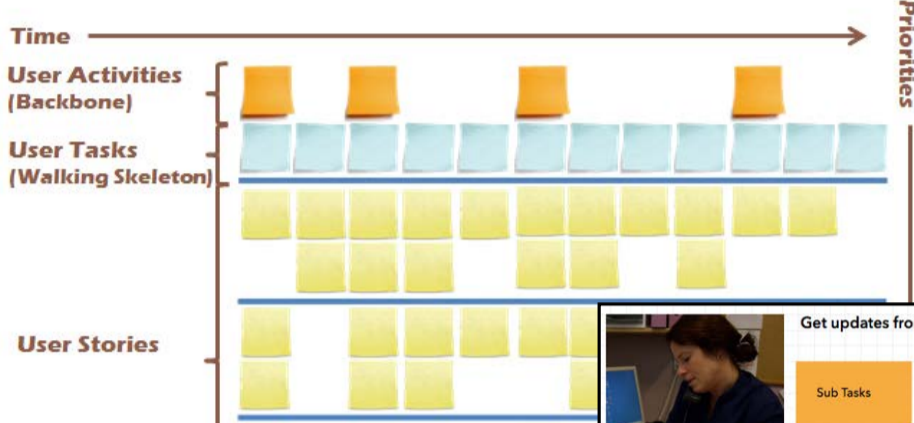


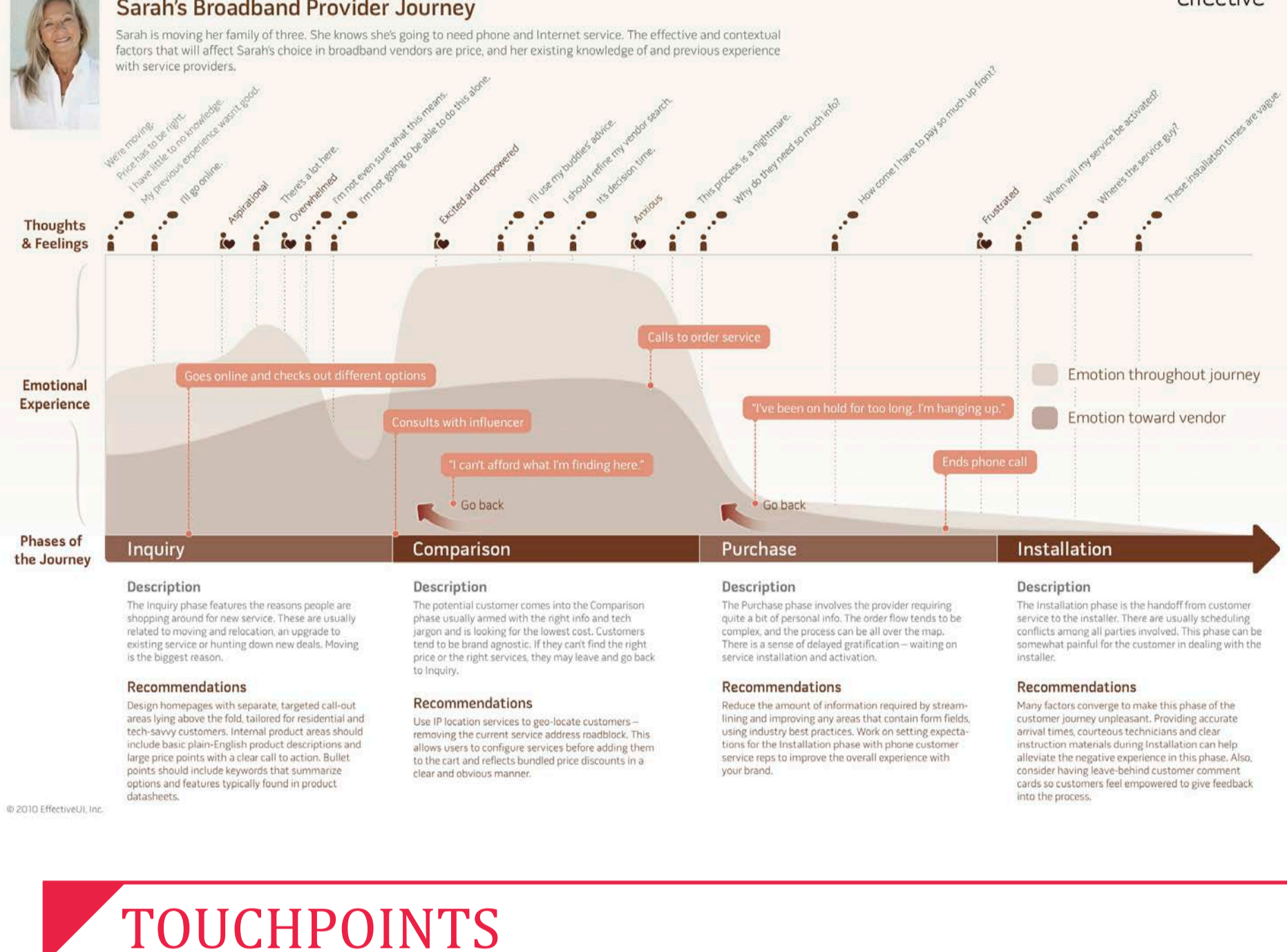
Image created by Steve Rogalsky <http://www.stevemogalsky.com/>
Terms by Jeff Patton <http://jtpattern.com/>

Get updates from the previous shift - Task analysis

Sub Tasks	Fix errors to work in the morning	Fix bugs to the last night shift staff to get updates	Fix checks in the computer for the night	Fix checks the document that the elderly readers	Fix goes to check on the elderly readers
Scenario	The person is called in the morning, calls in to the office, gets the morning report.	The person is called in the morning, calls in to the office, gets the morning report. The person is called in the morning, calls in to the office, gets the morning report.	The person is called in the morning, calls in to the office, gets the morning report. The person is called in the morning, calls in to the office, gets the morning report.	The person is called in the morning, calls in to the office, gets the morning report. The person is called in the morning, calls in to the office, gets the morning report.	The person is called in the morning, calls in to the office, gets the morning report. The person is called in the morning, calls in to the office, gets the morning report.
Considerations and Influencers	There are any new orders that need to be added to the system.	Can the modified data be used in the system?	Can the modified data be used in the system?	Can the modified data be used in the system?	Can the modified data be used in the system?
Pain Points	Working for multiple systems, switching between systems, but everything is different.	There is a lot of data that is not needed, making them a bit of a pain.	Going through all the data that is not needed, making them a bit of a pain.	Going through all the data that is not needed, making them a bit of a pain.	Going through all the data that is not needed, making them a bit of a pain.

<http://zhangyangchen.com/portfolio/unet-system/>

CUSTOMER JOURNEY MAP



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 Case studies Press Newsletter Webinar WOM Conferences Assets Outbound	Product tour Testimonials Case studies Feature lists Pricing sheets Product demos	Sales calls Sales meetings Ex. Implementations Contract details Pricing specifics Implementation steps Rules of engagement	Contract specifics Supporting documents Kick off steps Technical assistance Design assistance Expert strategic counsel	Strategy docs Performance reports SLA Client check ins In person meetings Technical support Design support Expert support

<http://gibbon.co/c/63b86c01-83e0-4688-9133-8bf1006d746d/a-quick-guide-to-customer-journey-mapping>

CONTENT MODEL

Matrix of information needs

Example: Technical Documentation for a chainsaw

WHO? Which target group?	Private user	Retailer	Service staff	DIY shop seller	Licensing officer	Prof. tree feller	Which means of information?
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	M	M	Repair manual
Disposing			M			M	

Three categories of information:
M = "must" C = "can" F = "forbidden", excluded

Translation of version from 14.03.11. Creative Commons copyright (<http://creativecommons.org/>)
Original: http://trabant.tr.fh-hannover.de/Schwarzes_Brett/Schwermer/Prozesse_TR_2Sem/5_Schritte_Informationsplanung.pdf

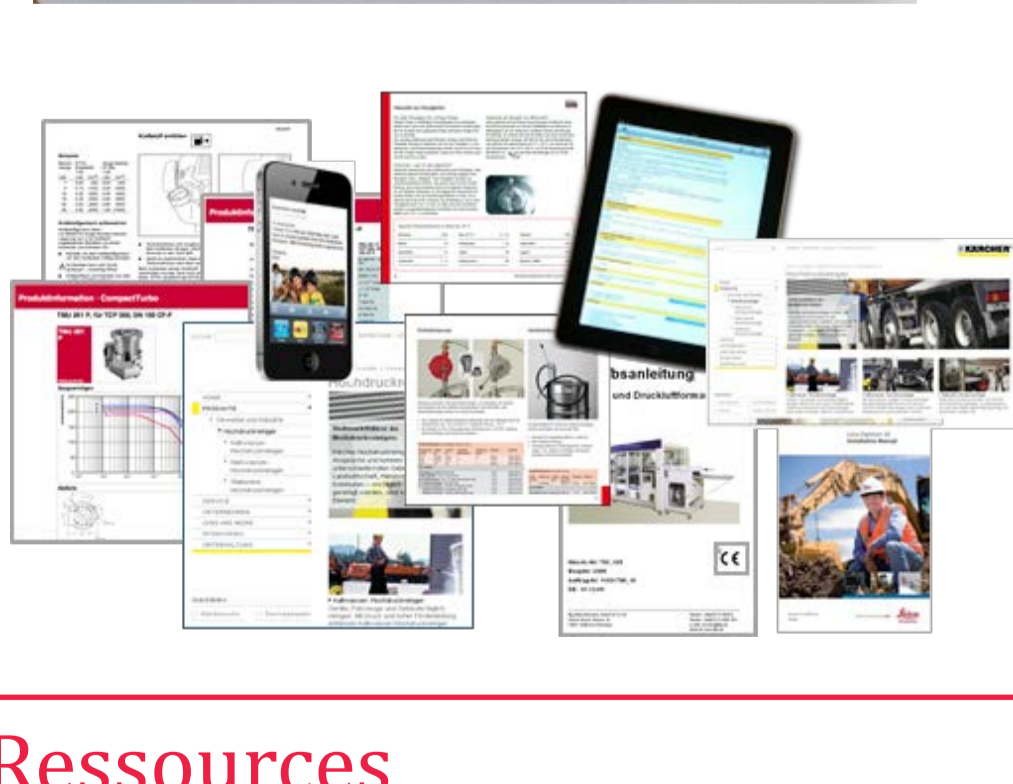
XML-Project

DITA-Pilot?

WIREFRAMES



Multi-channel publishing



Ressources

- The Essential Persona Lifecycle, Tamara Adlin & John Pruitt, MK 2010
- <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.designthinkersacademy.com/freedownload_customerjourneycanva/
- <http://wireframes.linowski.ca/2011/09/responsive-layout-wireframe/>

Magda Caloian (@thinkDITA)

Fischer Computertechnik **FCT AG**
Hauptstraße 30
78315 Radolfzell (Lake Constance)
Germany

+49 (0) 77 38 / 92 94 - 0
Fax +49 (0) 77 38 / 92 94 - 92
Email info@fct.de
Web www.fct.de

