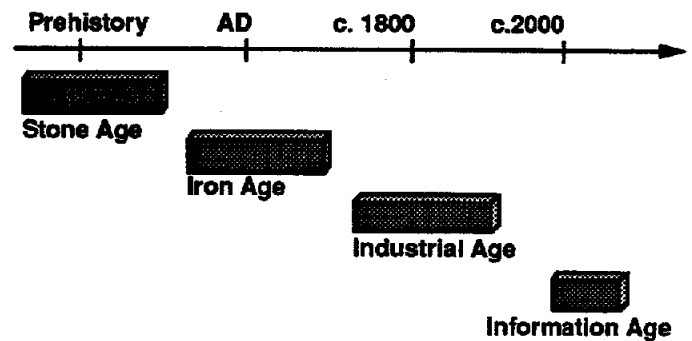


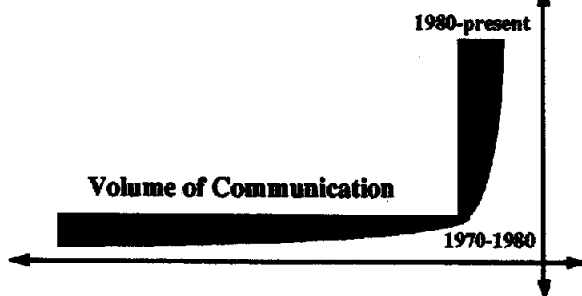
Value-Added Information: Conquering the Information Avalanche

Presented by Gail Davison

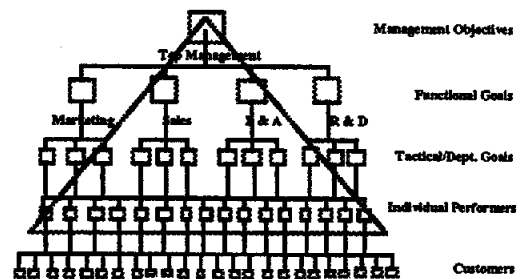
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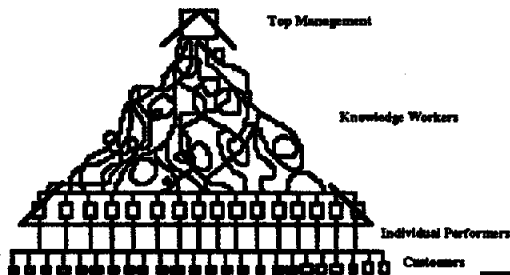
Communication Time Line



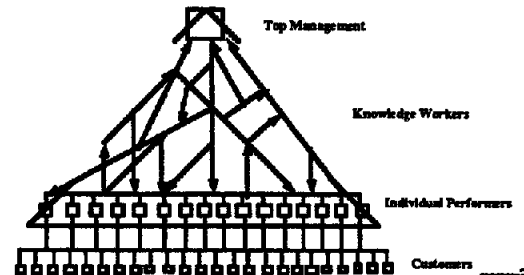
Typical Communication



The Information Dis-Organization



The Information Organization



Major Organizational Activities

- What you do
- What you do to get it done

Issue: How can we get people to implement our organizational goals quickly, efficiently and effectively?

Problems with Paper Documentation



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Solution: Paperless Office



Benefits of a Paperless Office

- Lower storage, printing, and shipping costs
- Reduced time and cost to update
- More efficient updating
- Rapid distribution
- Centralized control of information/standardization

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Potential Risks of a Paperless Office

- Lack of reader/author/corporate experience
- Some information is best suited/must remain on paper
- Paper does not always translate easily to an online environment

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Reality of the Paperless Office

- Financial Risk
- MIS and users have differing needs
- Most vendors do not offer a complete solution

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Fact Ignored by Automation

- Most organizations have poor quality documentation



Conclusions:

- #1: Technology alone will not solve the problem
- #2: In the short term, "paperless office" means "less paper office"

Question:

How do we begin approaching even the less paper office successfully?



Fact:

Research in electronic distribution of information is moving faster every day



4 Premises:

- Most current paper documentation is not effective
- Paper does not always translate easily online
- The medium affects information and how readers access it
- Authors need a structured design and writing approach



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Challenge:

Organizations need a way to translate research and technology into workable, widely-applicable process that produce positive results



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Goal for the next decade

We need to understand the nature of our information in our organizations, and manage it effectively, as we move into the next century.



The Challenge

To get the right information...

...to the right people...

...at the right time..

...in the right way.



Key Differences Between Paper and Online Information

- **Readability**
 - Implication: Transmit most content with least text.
- **Physical Presence**
 - Implication: Orienting devices must substitute.
- **User Experience**
 - Implication: Design must be as intuitive as possible.

Key Differences Between Paper and Online Information,

Continued

- **Mode Switching**
 - Implication: Design must support an application, not distract from it.
- **Support for Scanning**
 - Implication: Access routes must be quick, sure, and consistent.

Impact on Authors:

- Authors need an implementation methodology that
 - addresses reader and author issues
 - addresses the requirements of the medium
 - is system-independent, and
 - takes advantage of the capabilities of any specific system.

Information Mapping Method

Built from. . .

- Cognitive sciences
- Human factors engineering
- Task analysis
- Functionality of information types
- Display technology
- Effective writing techniques

The Information Mapping Method

An Integrated Set of Principles, Techniques, and Standards for

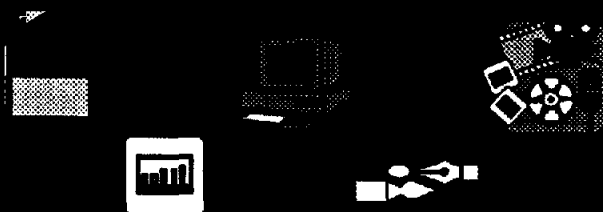
- analyzing your audience and your information
- organizing the information based on the analysis
- visually presenting the information to guarantee optimal communication

Guidelines for Implementation Methodology

- Highly readable
- Uniform approach to analysis of information
- Guidelines for navigation and orientation
- Address requirements of the medium
- System-Independent

Goal of an Implementation Methodology:

Provide design and development tools for authors.



Example: Mapped Page

Introduction: Most business documents contain all three types of information structures at the application level. At the same time, any single piece of information may also contain more than one structure.

Maps as multiple structures: Information Maps are designed to be either sequential or hierarchical structures, based on the readers' needs.

- For the novice reader, Maps are sequential when they are read in their entirety.
- For the sophisticated reader, the Block Labels within Maps offer a hierarchy of choices from which one or more Blocks may be chosen to be read in detail.

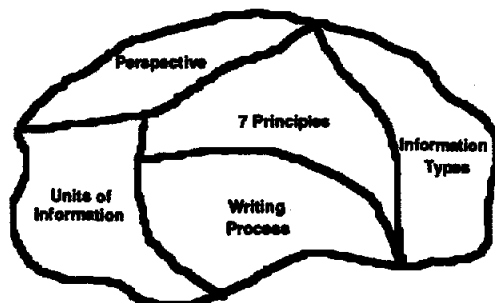
Example: multiple structures: The remainder of this Map provides an example of how one part of a document requires three separate structures.

Multiple structures: hierarchical: Description: A software user manual contains a section on completing a screen. The Overview Map (A) describes three possible procedures, given certain conditions. Three Procedure Maps (B,C,D) follow, one for each procedure.

In our multiple structure example, most readers will need to read the Overview Map (A), make a decision as to which procedure to complete, and then follow that procedure (B,C or D). Therefore, the author creates a hierarchical structure.



A Mapper's Brain



Information Mapping is software for the brain

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The Communication Gap

Reader's Needs

- Accessibility
- Organization
- Identify content quickly
- Accuracy
- Complete information
- Determining priorities
- Clarity

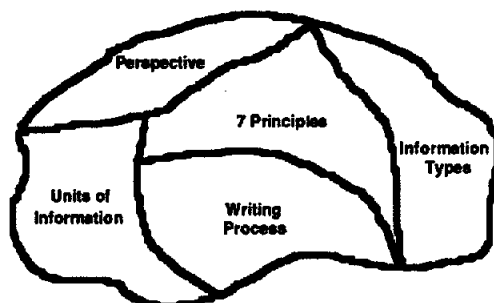
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Audience Focus

The content of your communication should be driven by what you want the audience to do and what they need to know to do it.

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The Seven Information Types

- Procedure
- Process
- Structure
- Concept
- Principle
- Fact
- Classification

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Definition: Procedure

A procedure is a set of sequential steps that one person performs to obtain a specified outcome.

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Definition: Process

A process is a series of events or phases that takes place over time and has an identifiable purpose or result.

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Definition: Structure

A structure is a physical object or something that can be divided into parts and has boundaries.

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Definition: Concept

A concept is a group or class of objects, events, ideas, responses, or relationships that

- all have one or more attributes in common
- are different from one another in some other respect, and
- are all designated by a common name.

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What is a Principle?

A principle is a statement that tells the reader

- what should or should not be done, or
- what is true in light of the evidence.

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What is a Fact?

A fact is a statement that

- is assumed to be true, and
- can be presented with or without supporting evidence.

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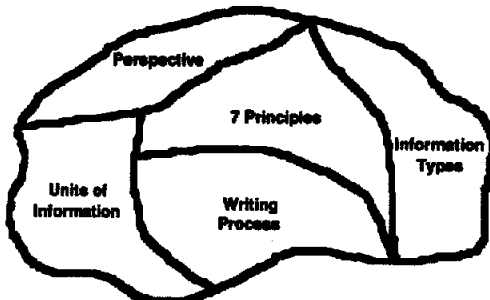
Definition: Classification

Classification is the grouping of items into categories based on some sorting attribute.

A sorting factor is the attribute of the items used as the basis for categorization.

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Before Chunking

implementation keyboard feasibility study
hard disk external design magnetic disk
mouse cassette tape data analysis
magnetic tape testing monitor internal
design data gathering modem floppy disk
mouse pad specification writing magnetic
drum printer

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The Seven Basic Principles

- Chunking
- Relevance
- Labeling
- Consistency
- Integrated Graphics
- Hierarchy of Chunking and Labeling
- Accessible Detail



After Chunking

implementation	cassette tape	modem
keyboard	data analysis	floppy disk
feasibility study	magnetic tape	mouse pad
hard disk	testing	specification
external disk	monitor	writing
magnetic disk	internal design	magnetic drum
mouse	data gathering	printer

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After Relevance

cassette tape	feasibility study	keyboard
hard disk	data gathering	mouse
floppy disk	data analysis	mouse pad
magnetic disk	external design	monitor
magnetic drum	specification	modem
magnetic tape	writing	printer
	internal design	
	testing	
	implementation	

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After Labeling

Computer Mass Storage Devices	System Life Cycle Stages	PC Peripherals
cassette tape	feasibility study	keyboard
hard disk	data gathering	mouse
floppy disk	data analysis	mouse pad
magnetic disk	external design	monitor
magnetic drum	specification	modem
magnetic tape	writing	printer
	internal design	
	testing	
	implementation	

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The Chunking Principle

Group information into small, manageable modules of text.

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The Relevance Principle

- Place "like things" together
- Exclude unrelated items from each module

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The Labeling Principle

Provide the reader with a name for each chunk of information



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The Consistency Principle

Use similar terms, labels, formats and organizations



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The Accessible Detail Principle

Write at a level of detail that will make the document usable for all readers



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The Integrated Graphics Principle

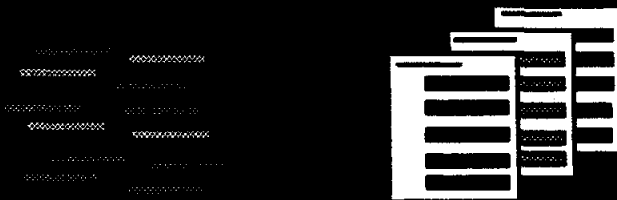
Use tables, illustrations and diagrams as an integral part of your writing



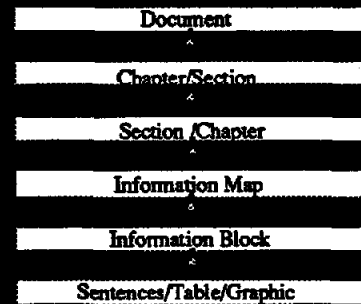
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Hierarchy of Chunking and Labeling

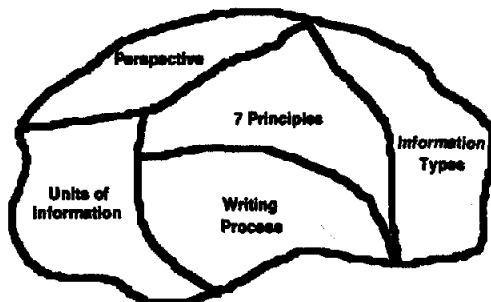
Apply the Chunking and Labeling principles to all levels of the document to keep it modular and relevant.



Hierarchy of Chunking and Labeling Applied



A Mapper's Brain



Information Mapping is software for the brain.

New Units of Information

- **Information Block:** A container of chunked, relevant information
- **Information Map:** A collection of Information Blocks about a limited topic

Description: Information Block

- Up to 5 ± 2 sentences, tables or diagrams
- A label that describes the Block's purpose, function or content
- Visually discernible from other Blocks
- Not limited by arbitrary system organizational units
- Independent and Interdependent

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Block Independence

Each Information Block stands alone and makes sense to the reader as a distinct unit of information



What is a Key Block?

A Key Block is an Information Block that

- helps the writer capture and analyze critical content, and
- presents the content in the best way for reader comprehension.

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Description: Information Map

- Up to 5 ± 1 relevant Information Blocks
- A title that reflects the Map's purpose and subject matter
- Not limited by arbitrary system units of information

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Block Interdependence:

Within a Map, Blocks follow in a clear, sequential structure created by logical sequencing and Advance Organizers.



Conclusions

1. The current business environment places enormous emphasis on information



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Conclusions, Continued

4. Too often, organizations rely too heavily on technology.



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Conclusions, Continued

3. We need to integrate the appropriate information with technology.



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