Taxonomy for App Makers:
Movie Monsters & Medical Insurance

UX London

30 May 2014

Presented by Andy Fitzgerald, PhD

Deloitte. Digital


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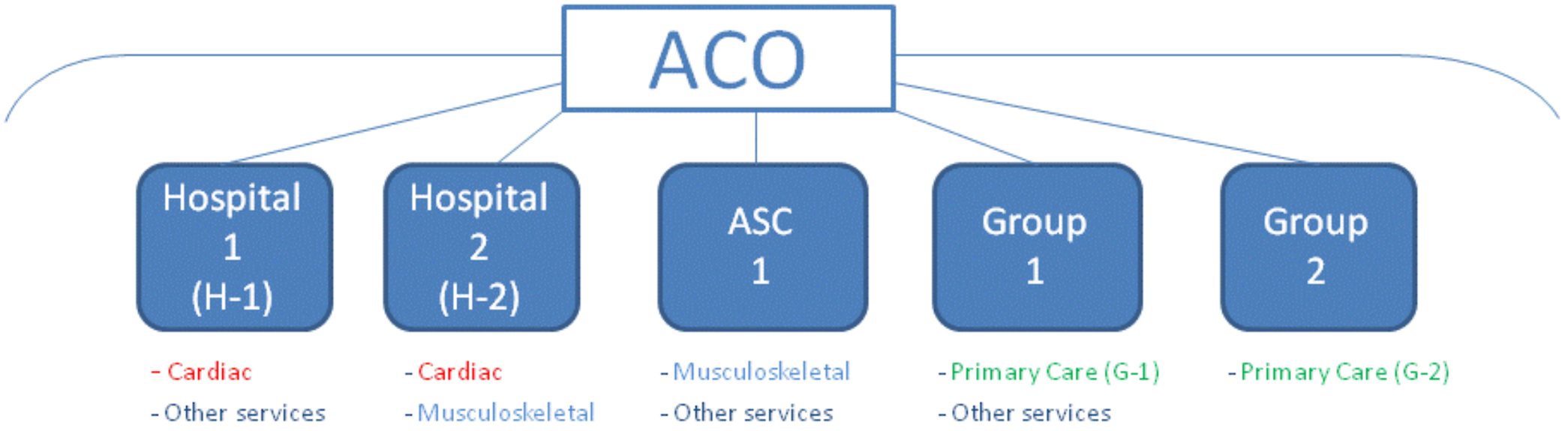

Primary Care PSA Calculation:

(Primary G-1 PSA = PSA 1; Primary Care G-2 PSA = PSA 2)

Physician Group, Primary Care (MSC-01)

G-1

PSA-1 → Does G-2 provide primary care to residents in PSA-1 → Yes → Calculate % of primary care services in PSA-1 attributable to G-1 & G-2 using Medicare FFS allowable charges metric → Excluded from safety zone? Mandatory review?

G-2

PSA-2 → Does G-1 provide primary care to residents in PSA-2 → No → Calculate % of primary care services in PSA-2 attributable to G-2 using Medicare FFS allowable charges metric → Dominant provider for primary care?

http://bradfrostweb.com/blog/post/device-fatigue/

Overview

Part I: Taxonomy

- Categories & meaning making
- Movie monster categorization
- Taxonomy & navigation
- HealthMed: building flexible taxonomies

Overview

Part II: App Making

- From IA to UI
- Mapping navigation
- Beyond textuality
- Interface futures

Overview

Resources

- http://andyfitzgerald.org/apptaxonomy
- #apptaxonomy
- @andybywire

Categories & meaning-making.

"There are no natural concepts or categories which are simply reflected in language. Language plays a crucial role in constructing reality."

- Daniel Chandler. *Semiotics*

"Creative organization of information creates new information"

- Richard Saul Wurman. *Hats*

taxos-

“arrangement”

+

-nomia

“method”

Rhetoric

The means by which we inform, persuade, or motivate particular audiences in specific situations.

Phenetics

Classification of organisms based on overall similarity

Cladistics

Classification of organisms based on derivative ancestral characteristics

"The objectivist criteria for being in the same category is having common properties. But there is no objectivist criterion for *which properties* are to count."

- George Lakoff. *Women, Fire, and Dangerous Things*

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lithium 3 Li 6.941	beryllium 4 Be 9.0122											boron 5 B 10.811	carbon 6 C 12.011	nitrogen 7 N 14.007	oxygen 8 O 15.999	fluorine 9 F 18.998	neon 10 Ne 20.180
sodium 11 Na 22.990	magnesium 12 Mg 24.305											aluminium 13 Al 26.982	silicon 14 Si 28.086	phosphorus 15 P 30.974	sulfur 16 S 32.065	chlorine 17 Cl 35.453	argon 18 Ar 39.948
potassium 19 K 39.098	calcium 20 Ca 40.078		scandium 21 Sc 44.956	titanium 22 Ti 47.867	vanadium 23 V 50.942	chromium 24 Cr 51.996	manganese 25 Mn 54.938	iron 26 Fe 55.845	cobalt 27 Co 58.933	nickel 28 Ni 58.693	copper 29 Cu 63.546	zinc 30 Zn 65.39	gallium 31 Ga 69.723	germanium 32 Ge 72.61	arsenic 33 As 74.922	selenium 34 Se 78.96	bromine 35 Br 79.904	krypton 36 Kr 83.80
rubidium 37 Rb 85.468	strontium 38 Sr 87.62		yttrium 39 Y 88.906	zirconium 40 Zr 91.224	niobium 41 Nb 92.906	molybdenum 42 Mo 95.94	technetium 43 Tc [98]	ruthenium 44 Ru 101.07	rhodium 45 Rh 102.91	palladium 46 Pd 106.42	silver 47 Ag 107.87	cadmium 48 Cd 112.41	indium 49 In 114.82	tin 50 Sn 118.71	antimony 51 Sb 121.76	tellurium 52 Te 127.60	iodine 53 I 126.90	xenon 54 Xe 131.29
caesium 55 Cs 132.91	barium 56 Ba 137.33	57-70 ✶	lutetium 71 Lu 174.97	hafnium 72 Hf 178.49	tantalum 73 Ta 180.95	tungsten 74 W 183.84	rhenium 75 Re 186.21	osmium 76 Os 190.23	iridium 77 Ir 192.22	platinum 78 Pt 195.08	gold 79 Au 196.97	mercury 80 Hg 200.59	thallium 81 Tl 204.38	lead 82 Pb 207.2	bismuth 83 Bi 208.98	polonium 84 Po [209]	astatine 85 At [210]	radon 86 Rn [222]
francium 87 Fr [223]	radium 88 Ra [226]	89-102 ✶ ✶	lawrencium 103 Lr [262]	rutherfordium 104 Rf [261]	dubnium 105 Db [262]	seaborgium 106 Sg [266]	bohrium 107 Bh [264]	hassium 108 Hs [269]	meitnerium 109 Mt [268]	ununnilium 110 Uun [271]	unununium 111 Uuu [272]	ununbium 112 Uub [277]		ununquadium 114 Uuq [289]			

*Lanthanide series	lanthanum 57 La 138.91	cerium 58 Ce 140.12	praseodymium 59 Pr 140.91	neodymium 60 Nd 144.24	promethium 61 Pm [145]	samarium 62 Sm 150.36	europium 63 Eu 151.96	gadolinium 64 Gd 157.25	terbium 65 Tb 158.93	dysprosium 66 Dy 162.50	holmium 67 Ho 164.93	erbium 68 Er 167.26	thulium 69 Tm 168.93	ytterbium 70 Yb 173.04
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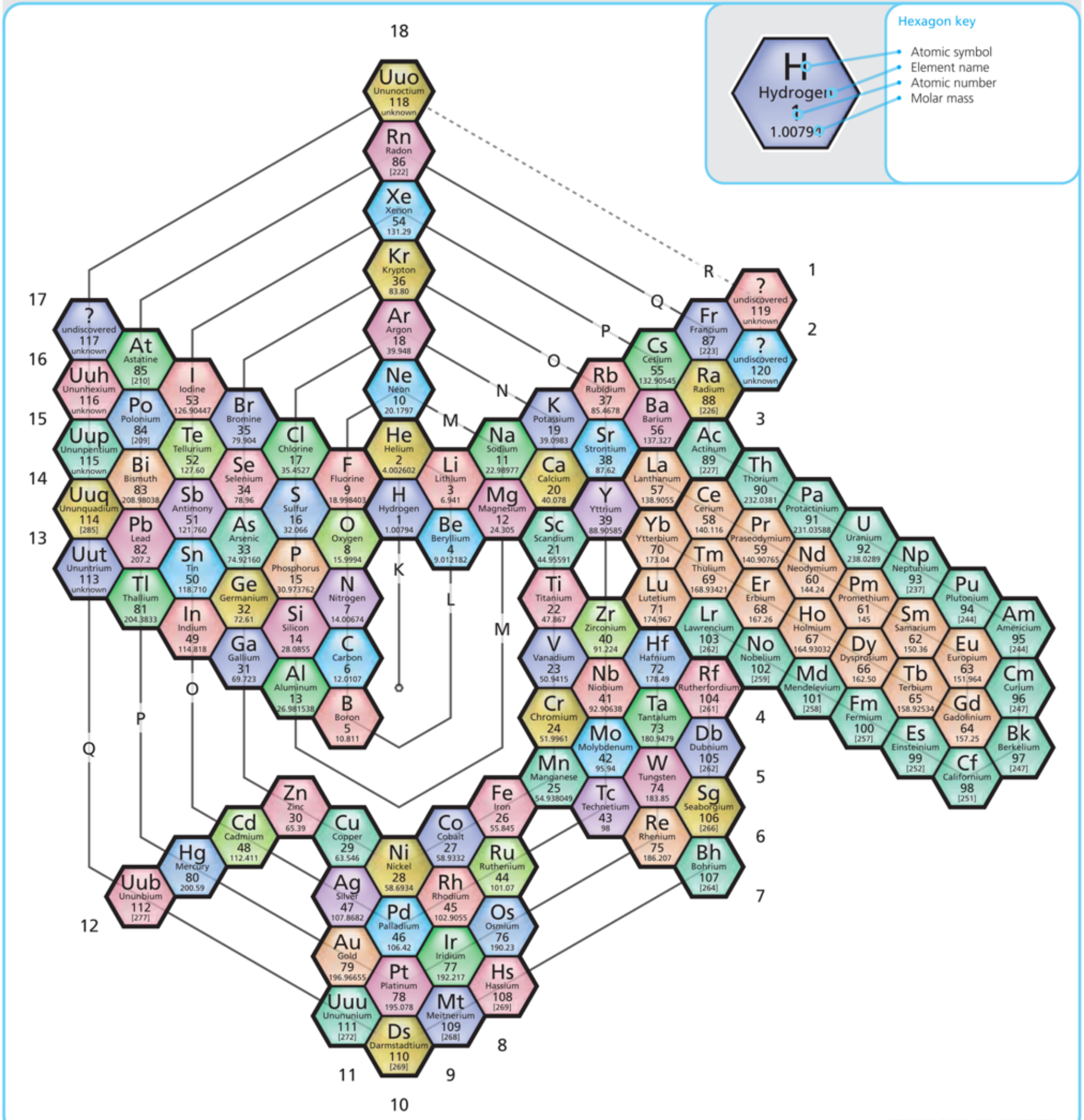

Architecture is rhetoric for spaces.


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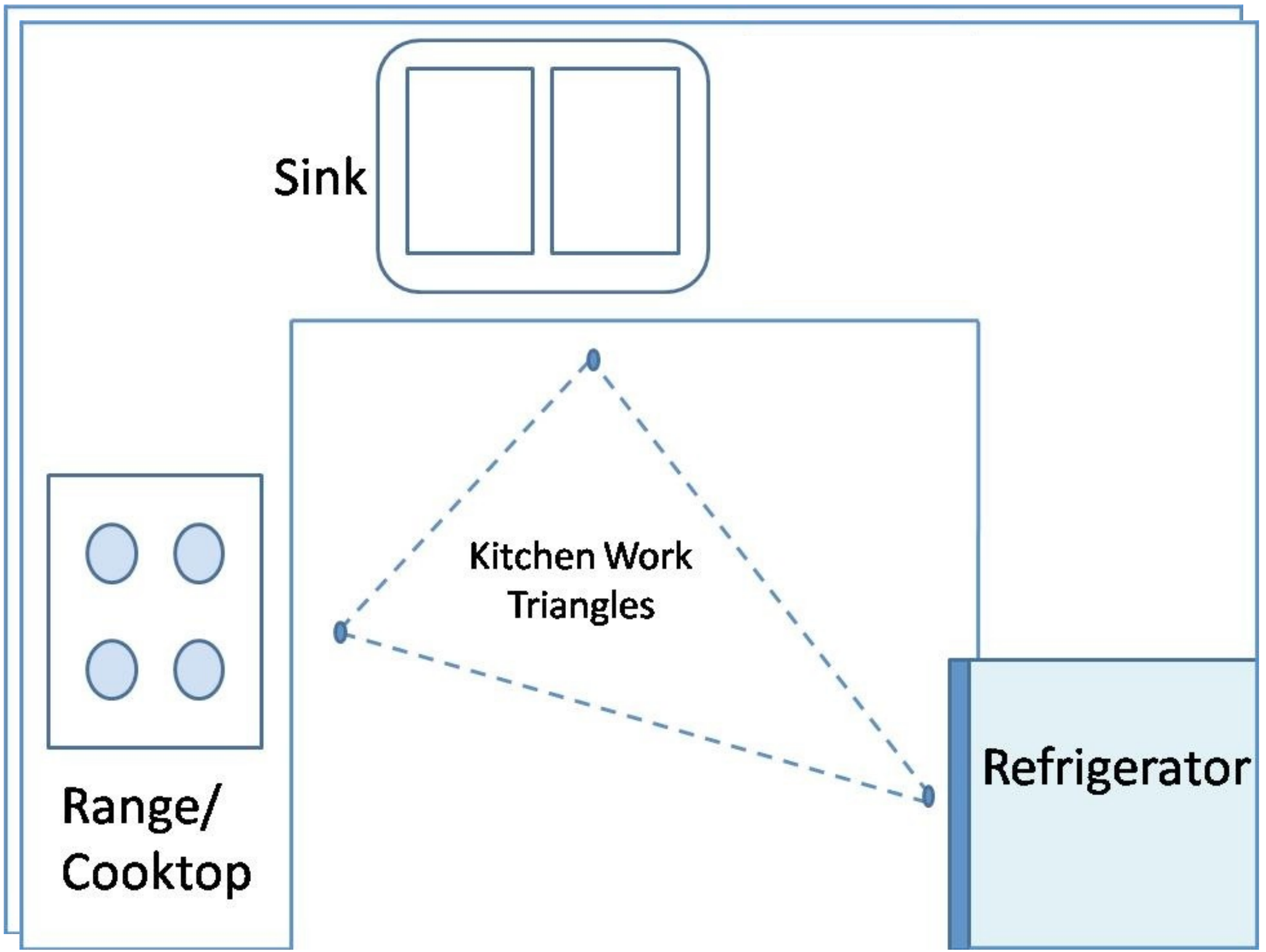
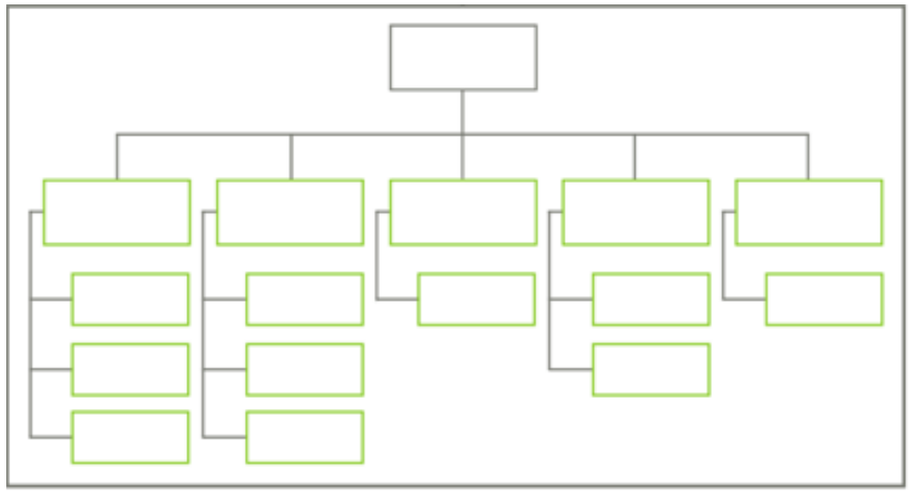
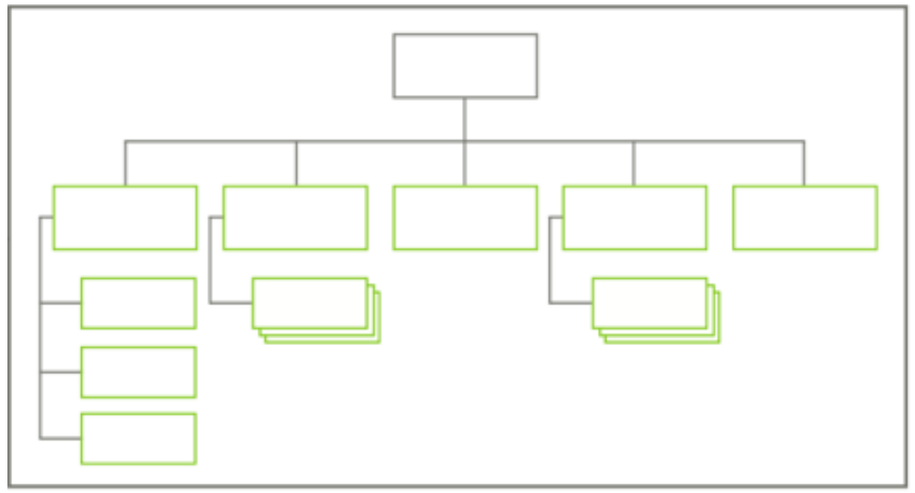
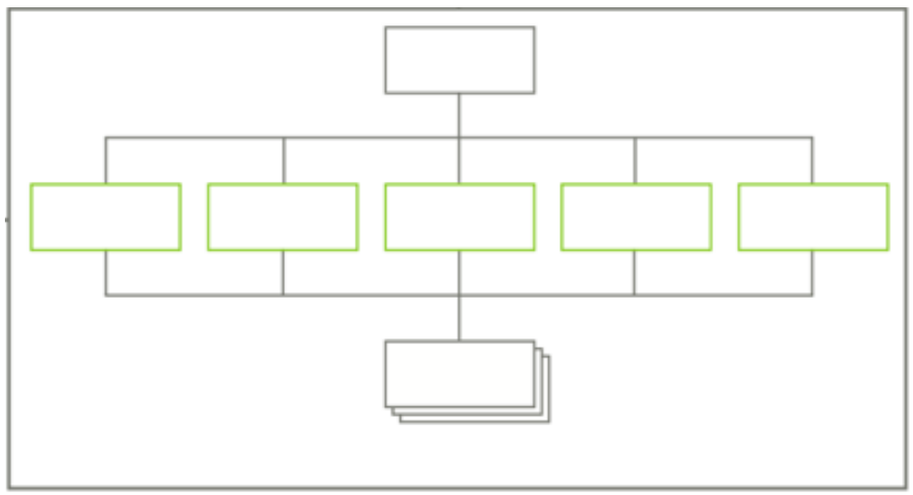

Sink
Kitchen Work
Triangles
Range/
Cooktop
Refrigerator

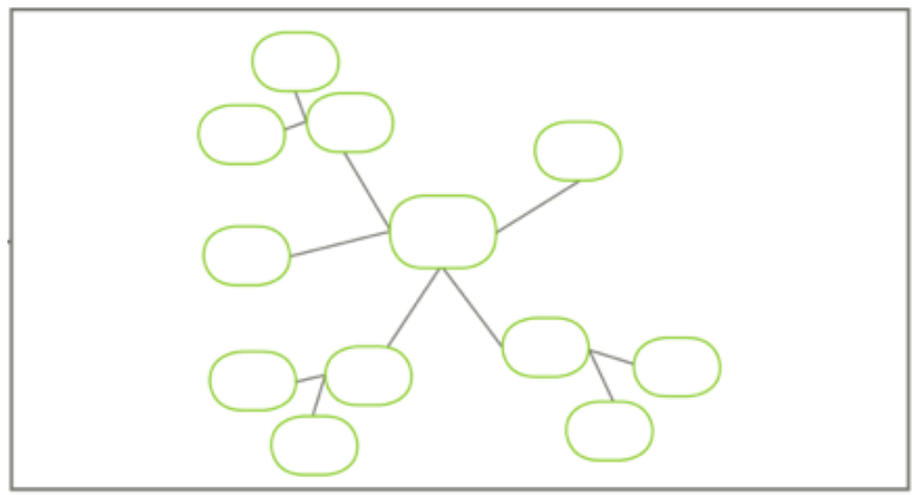
Taxonomy

A method of arrangement conceived to create a particular kind of understanding.







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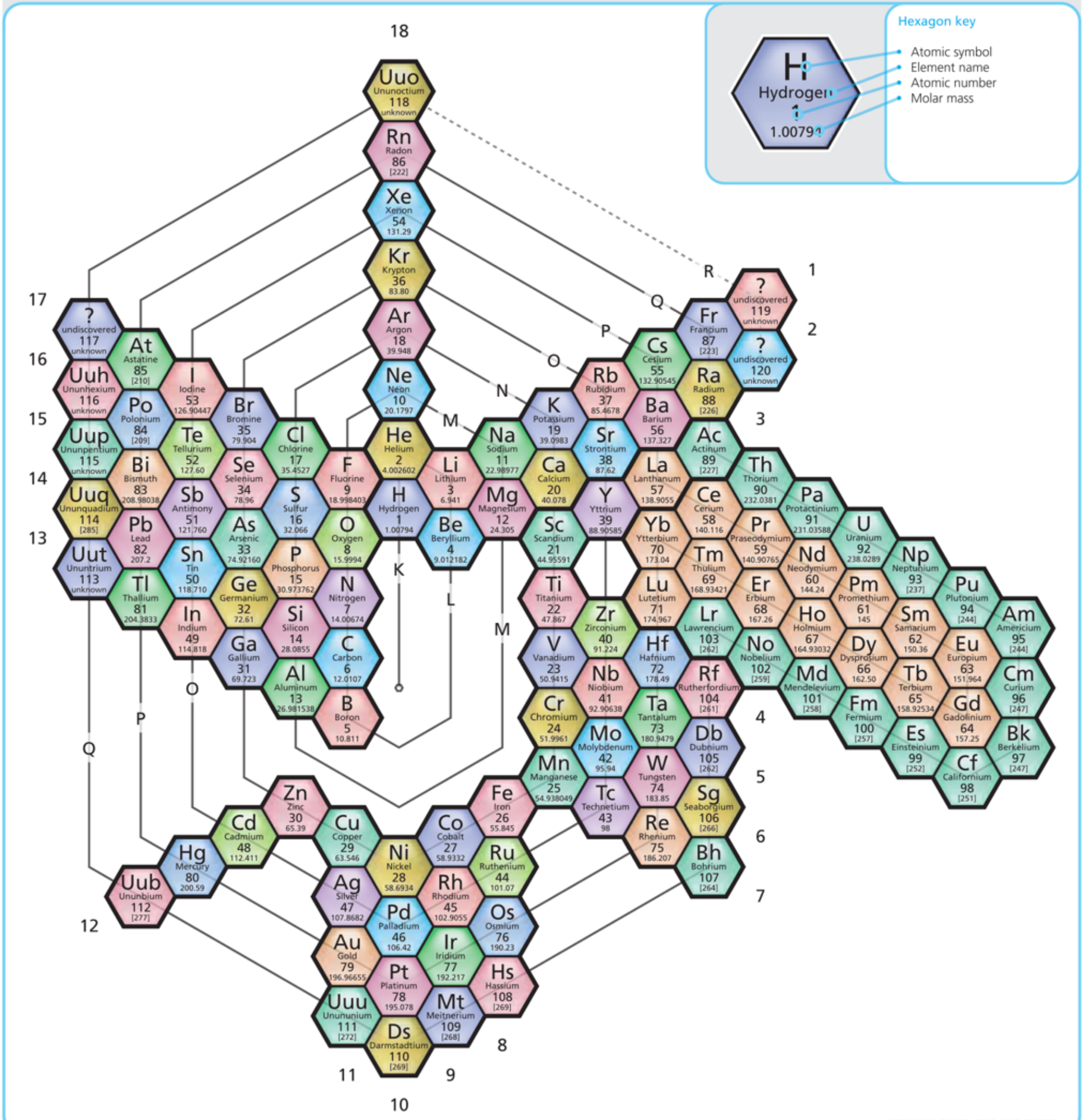


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Movie monsters & categories.

Movie Monsters & Categories

- Monster cards
- Brief brief
- Post-Its
- Drafting dots

Movie Monsters & Categories

15 minutes

- Identify a design concept based on your audience
- Based on your brief, group your monsters
  - in a way that makes sense to your audience
  - in the context of the argument specified in the brief
- Create category labels (blank cards)
- Note relevant attributes (Post-It notes)

Movie Monsters & Categories

10 minutes

- What is your design concept?
- What fell right into place?
- Where did you have to make compromises?
- Which are the outliers?

Taxonomy & navigation.

THE NATURE OF *INFORMATION ARCHITECTURE*

ontology

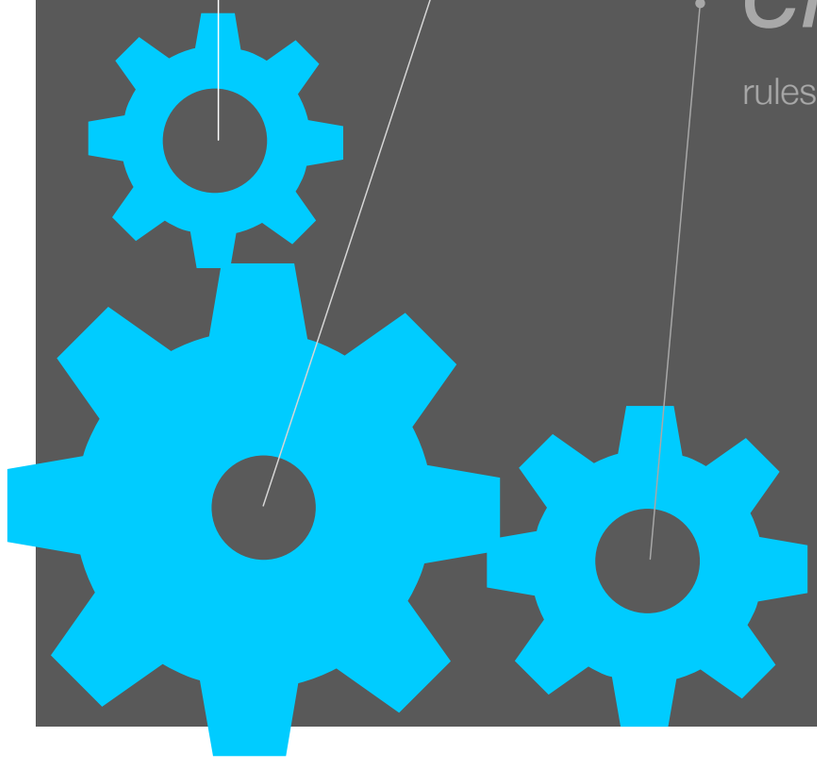
particular meaning

taxonomy

arrangement of the parts

choreography

rules for interaction among the parts



TUG The Understanding Group

Ontology

- “Particular meaning”
- “What we mean when we say what we say”
- *The argument*: how we encourage users to think about the content or functionality we are offering

Taxonomy

- “Arrangement of the parts”
- “Arrangement of meaning in and across contexts”
- How the pieces of the argument fit together – a method of arrangement conceived to create a particular kind of understanding.

Choreography

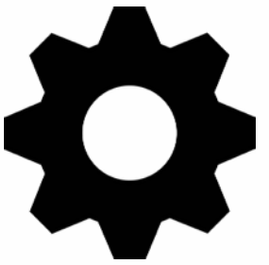
- “Rules for interaction among the parts”
- “The appropriate unfolding”
- Must respond to context in order to be effective

ONTOLOGY

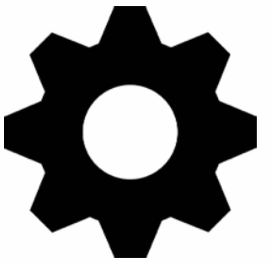
TAXONOMY

CHOREOGRAPHY

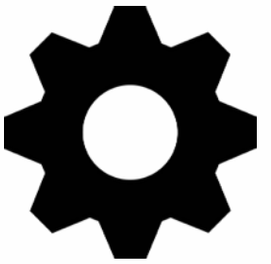
ONTOLOGY

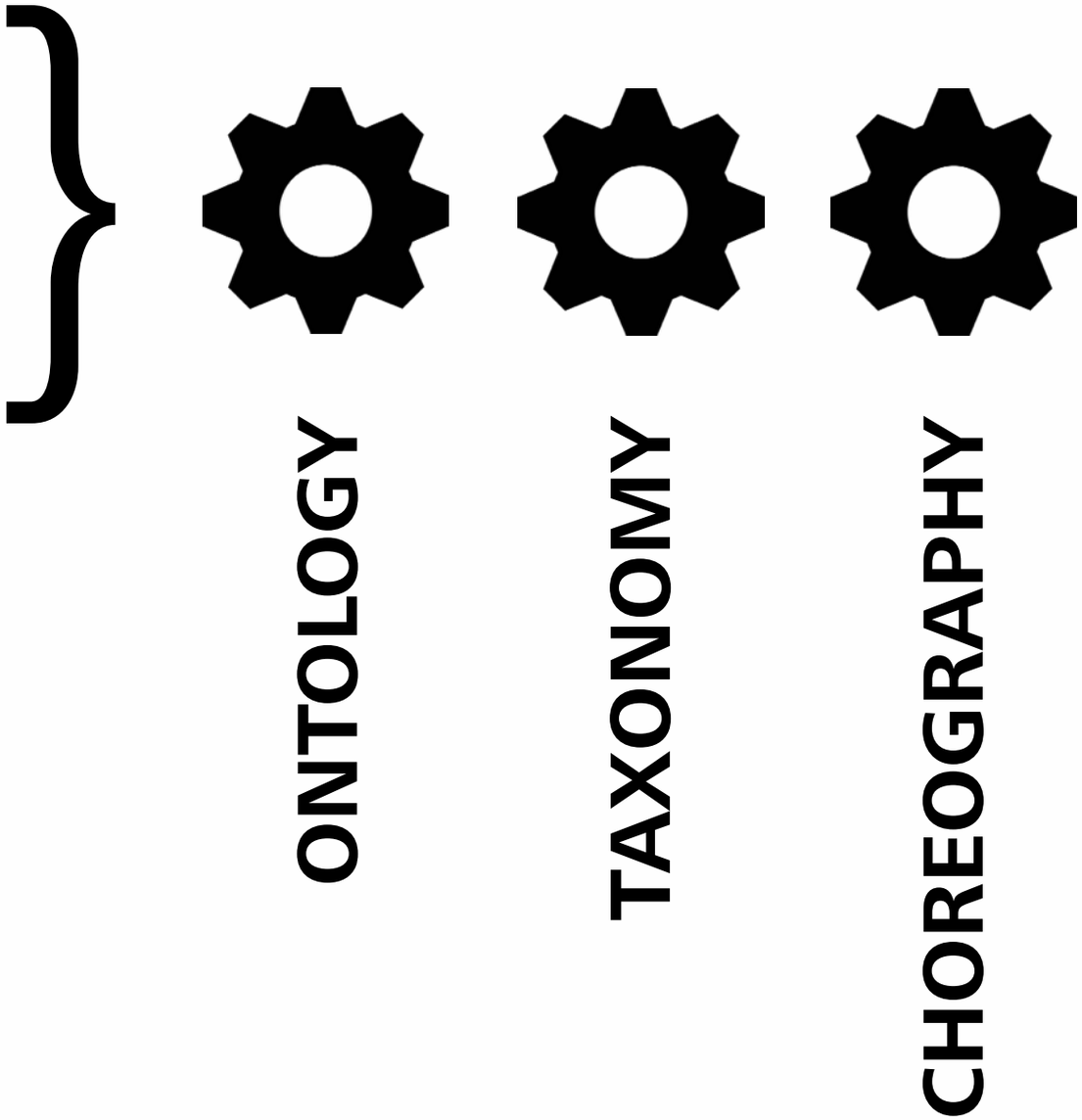


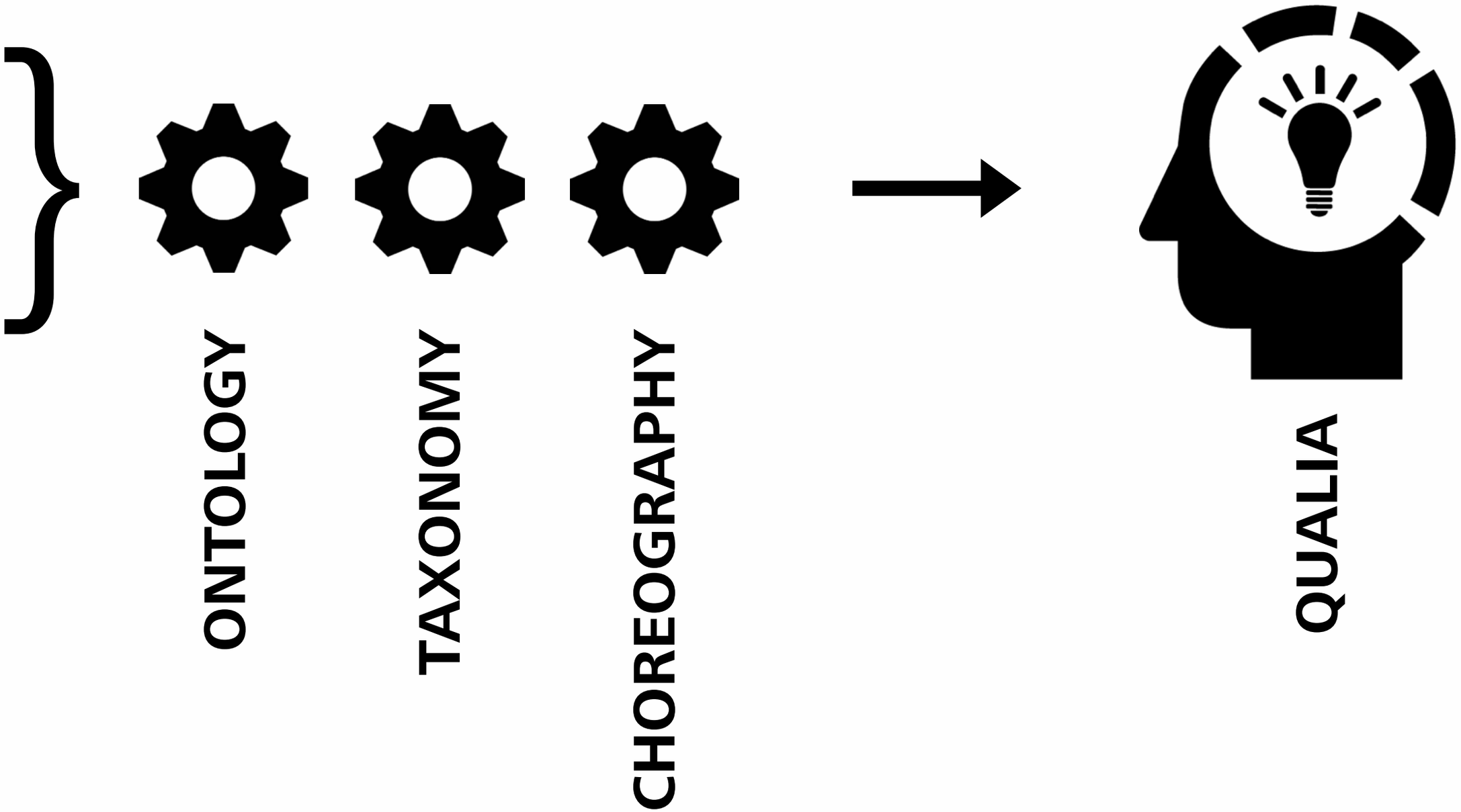
TAXONOMY



CHOREOGRAPHY




ONTOLOGY
TAXONOMY
CHOREOGRAPHY


ONTOLOGY
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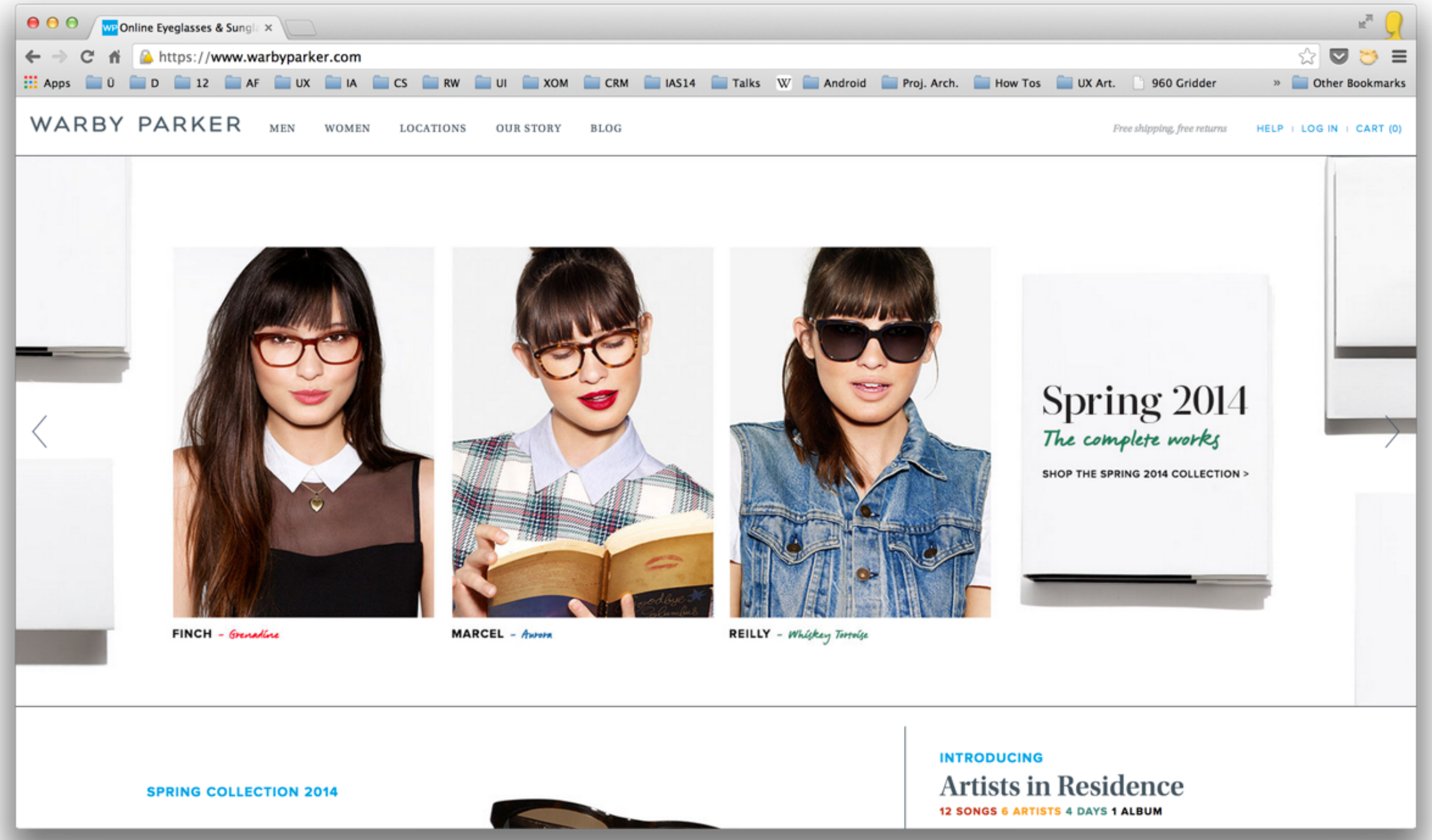
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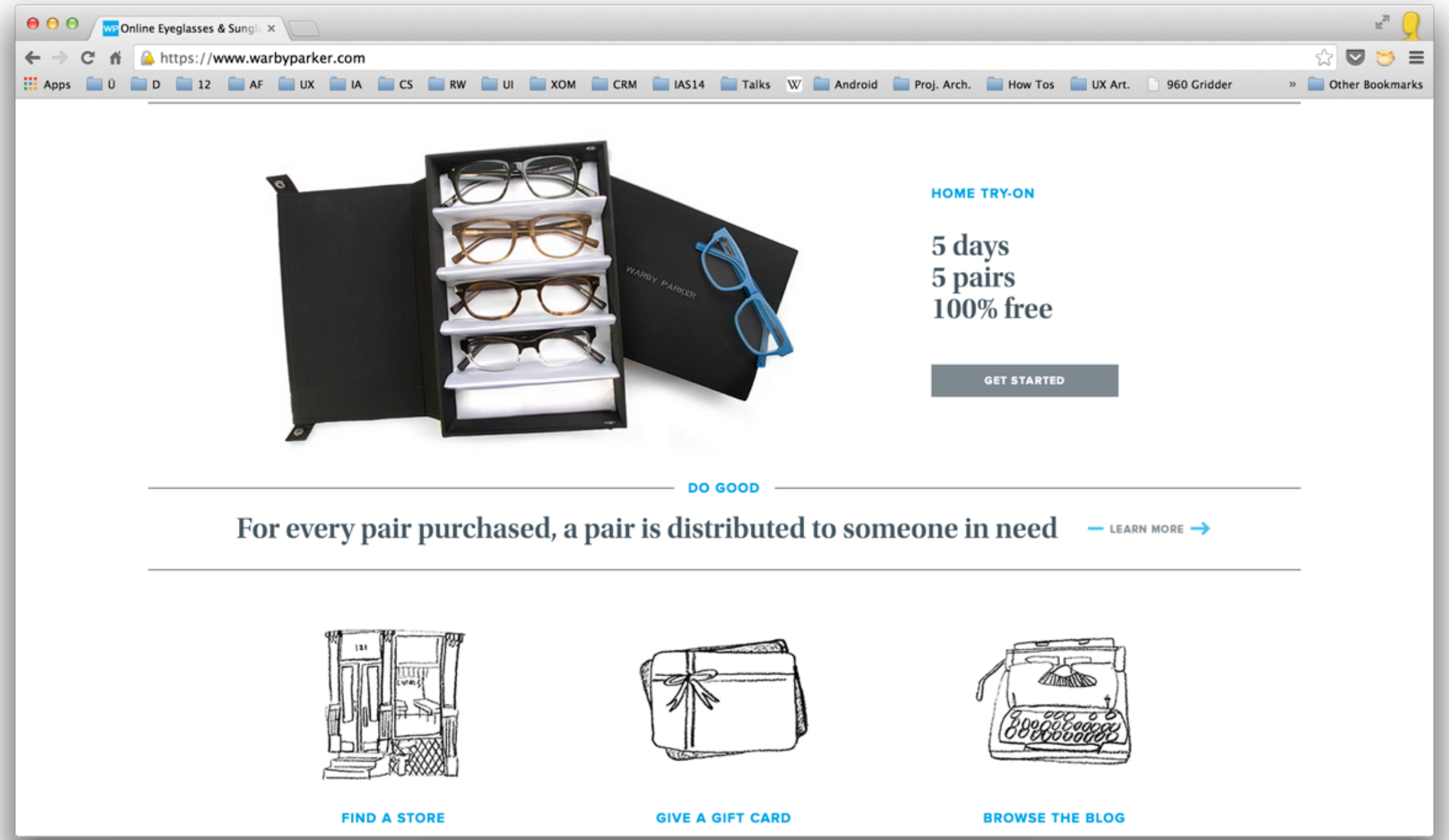
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For every pair purchased, a pair is distributed to someone in need
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WE'RE BUILDING A COMPANY TO DO GOOD IN THE WORLD

See how we're working to make a positive impact.

BUY A PAIR, GIVE A PAIR

For every pair of glasses we sell, we distribute a pair to someone in need. We partner with non-profits that train low-income entrepreneurs to sell affordable glasses.

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GOOD COMPANY

We're trying to build a company where we're excited and proud to come to work every day.

LEARN MORE >

WP STORIES

Learn about how we're trying to create change through stories about ourselves and our partners.

LEARN MORE >

OUR STAKEHOLDERS

We consider our stakeholders in every decision we make.

CUSTOMERS

We try to treat our customers the way we

EMPLOYEES

We work hard to create an environment where our

COMMUNITY

We believe we're part of a larger community and

ENVIRONMENT

We actively work to reduce our environmental

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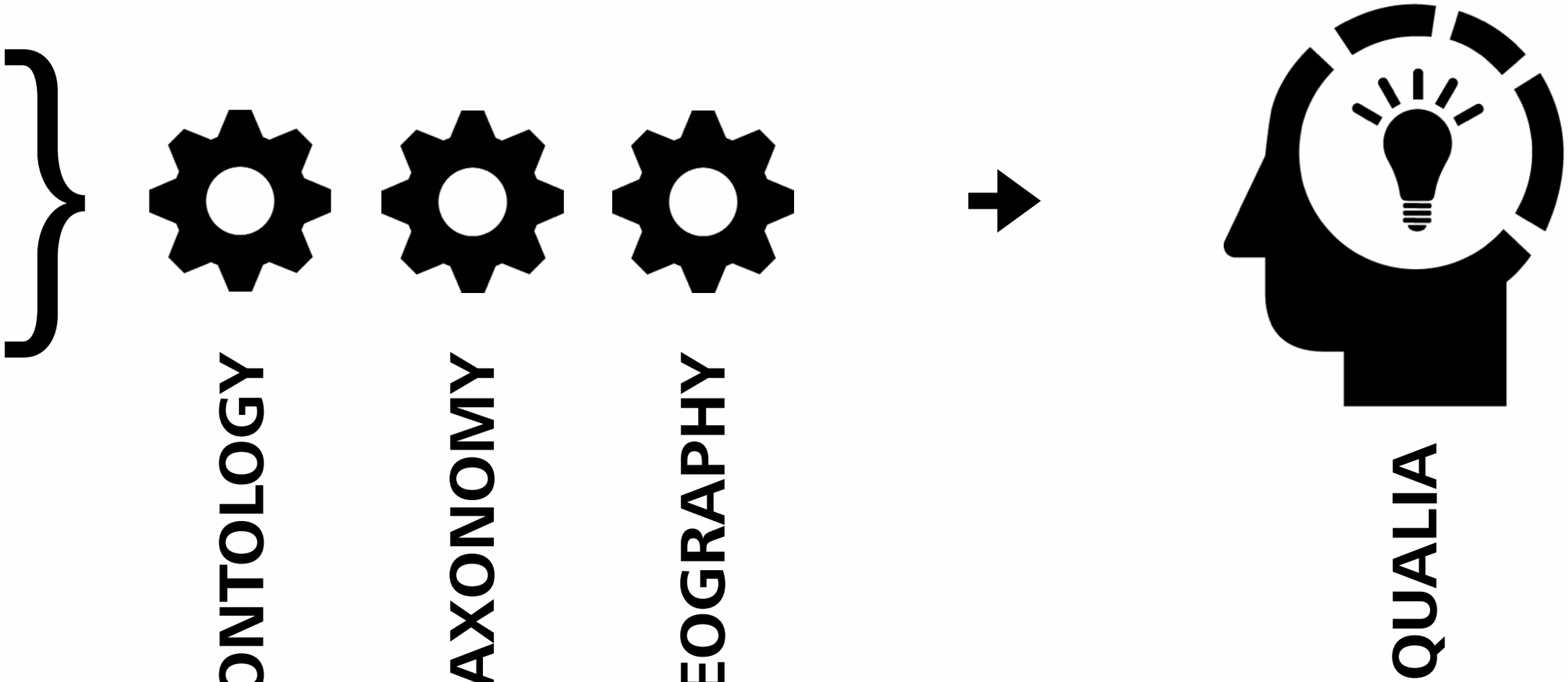

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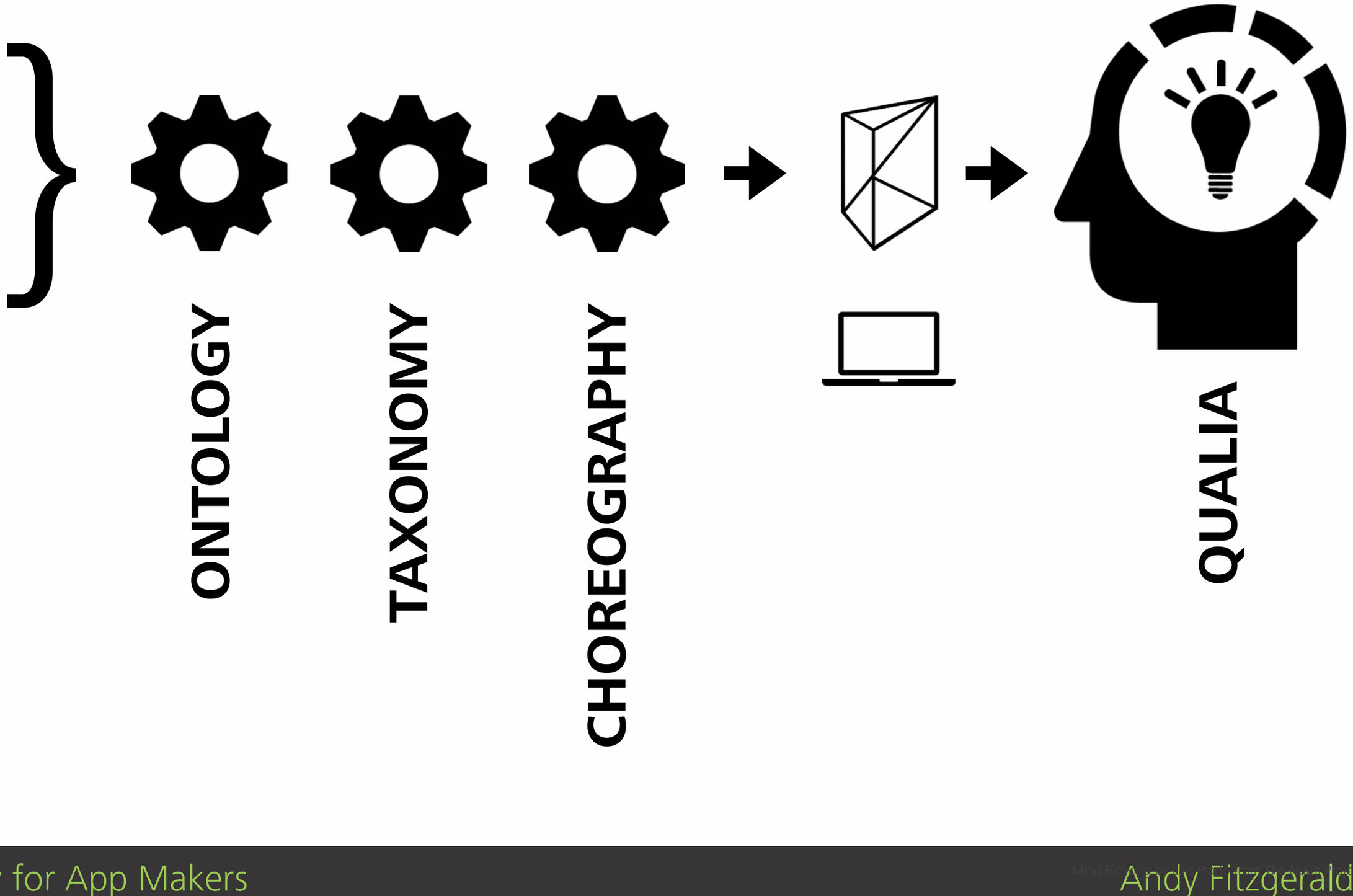

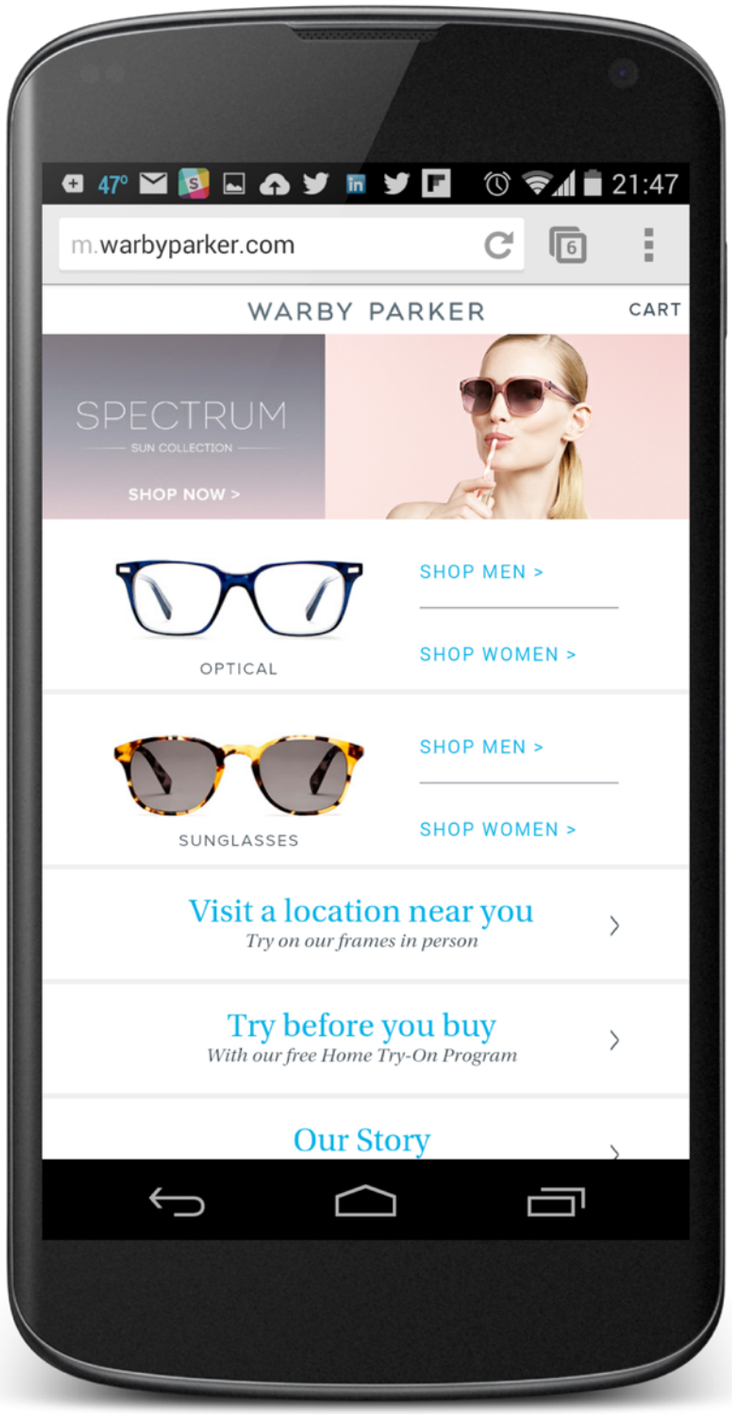
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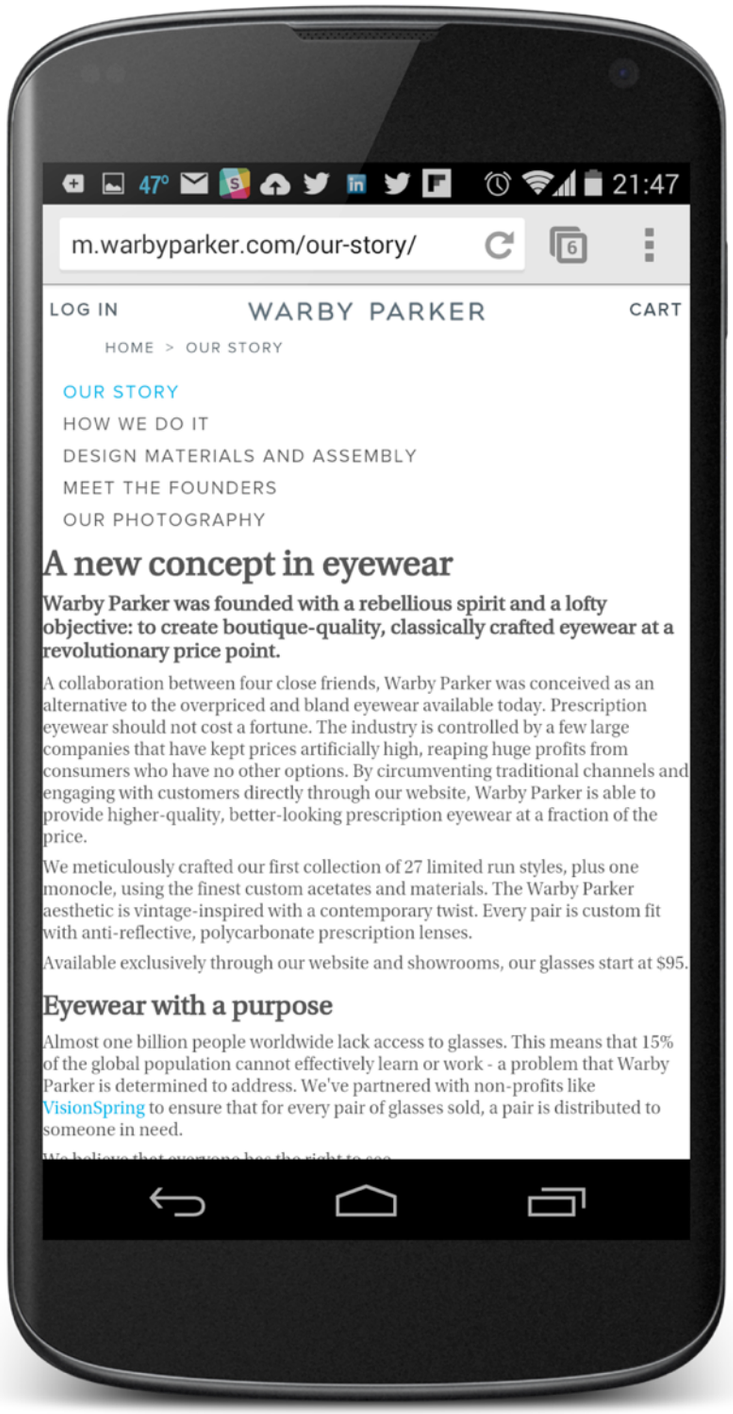
Our Story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LOG IN
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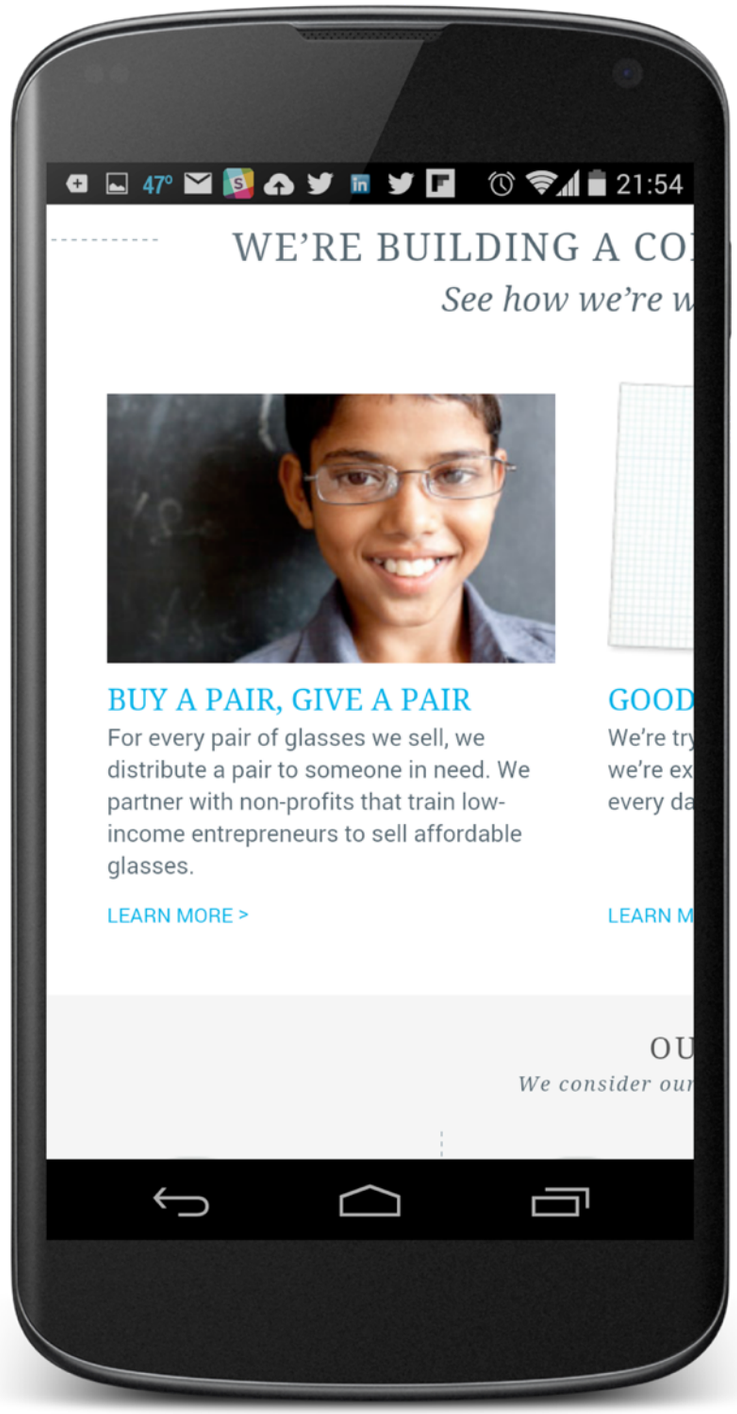
CART
HOME > OUR STORY
OUR STORY
HOW WE DO IT
DESIGN MATERIALS AND ASSEMBLY
MEET THE FOUNDERS
OUR PHOTOGRAPHY
A new concept in eyewear
Warby Parker was founded with a rebellious spirit and a lofty objective: to create boutique-quality, classically crafted eyewear at a revolutionary price point.
A collaboration between four close friends, Warby Parker was conceived as an alternative to the overpriced and bland eyewear available today. Prescription eyewear should not cost a fortune. The industry is controlled by a few large companies that have kept prices artificially high, reaping huge profits from consumers who have no other options. By circumventing traditional channels and engaging with customers directly through our website, Warby Parker is able to provide higher-quality, better-looking prescription eyewear at a fraction of the price.
We meticulously crafted our first collection of 27 limited run styles, plus one monocle, using the finest custom acetates and materials. The Warby Parker aesthetic is vintage-inspired with a contemporary twist. Every pair is custom fit with anti-reflective, polycarbonate prescription lenses.
Available exclusively through our website and showrooms, our glasses start at $95.
Eyewear with a purpose
Almost one billion people worldwide lack access to glasses. This means that 15% of the global population cannot effectively learn or work - a problem that Warby Parker is determined to address. We've partnered with non-profits like VisionSpring to ensure that for every pair of glasses sold, a pair is distributed to someone in need.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BUY A PAIR, GIVE A PAIR
For every pair of glasses we sell, we distribute a pair to someone in need. We partner with non-profits that train low-income entrepreneurs to sell affordable glasses.
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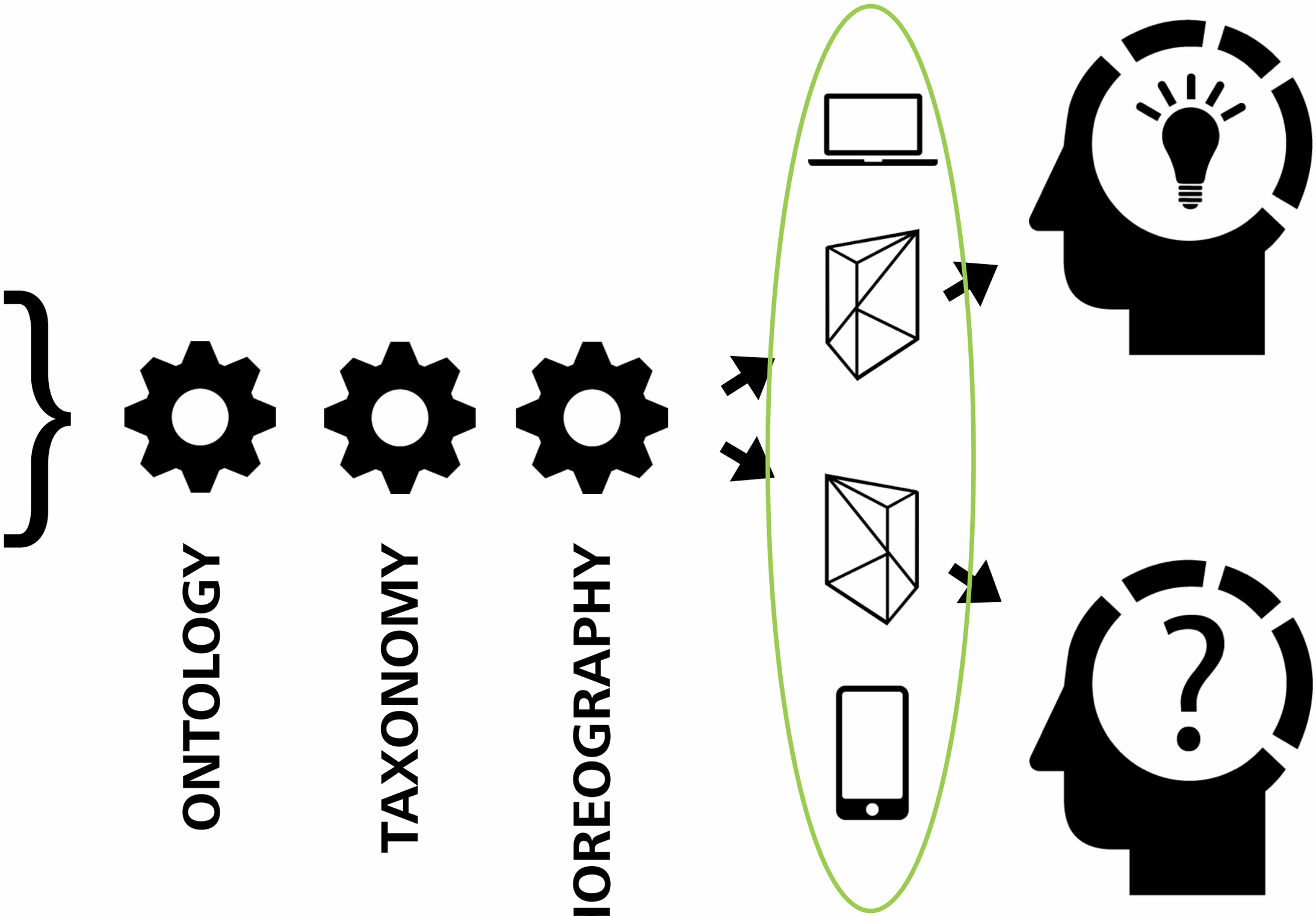

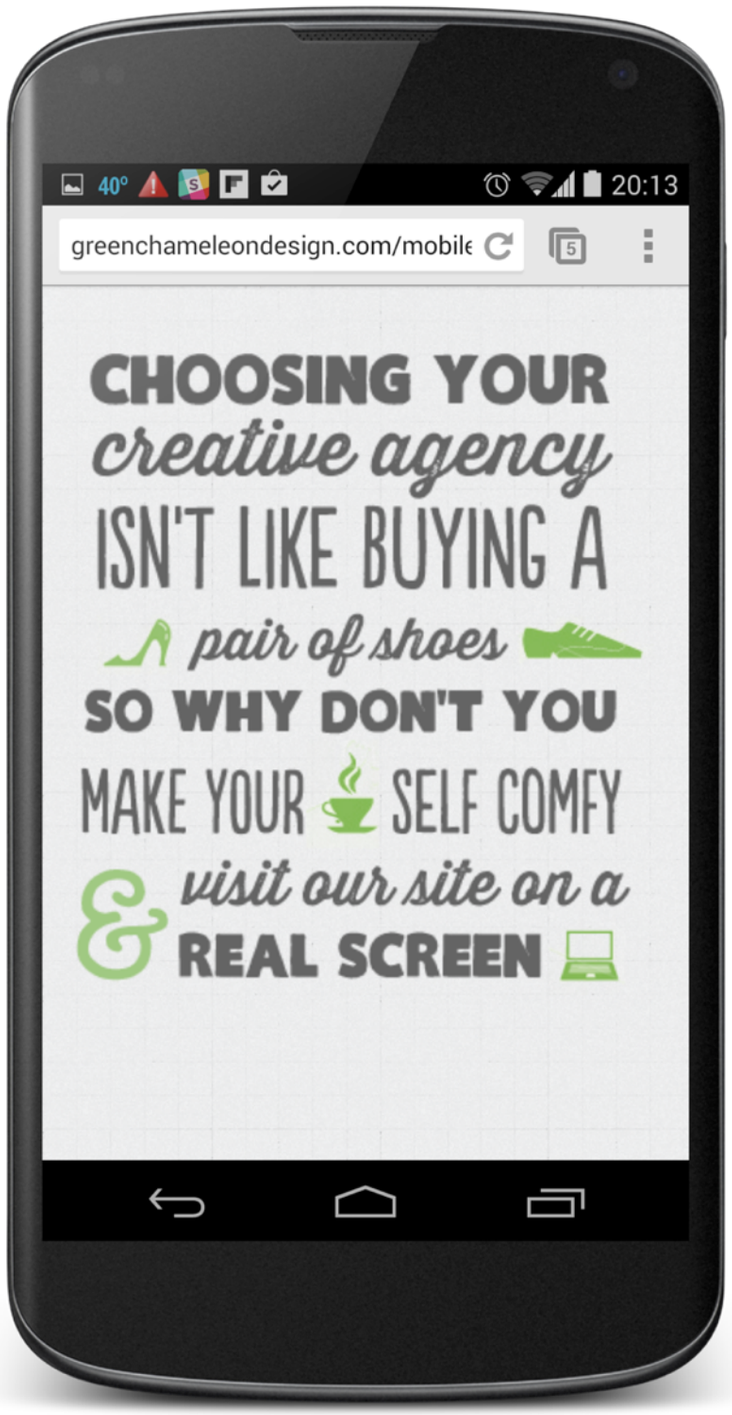
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"This makes me want to murder things."

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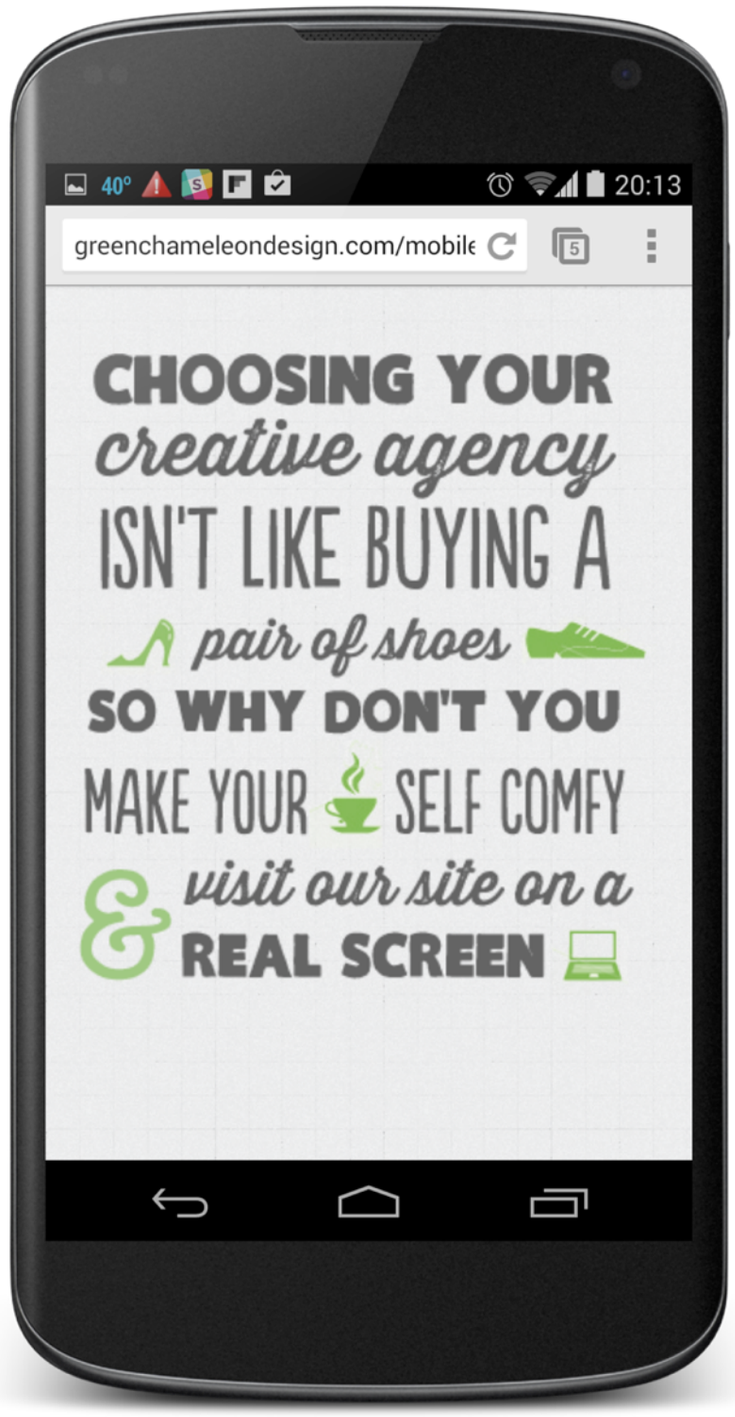
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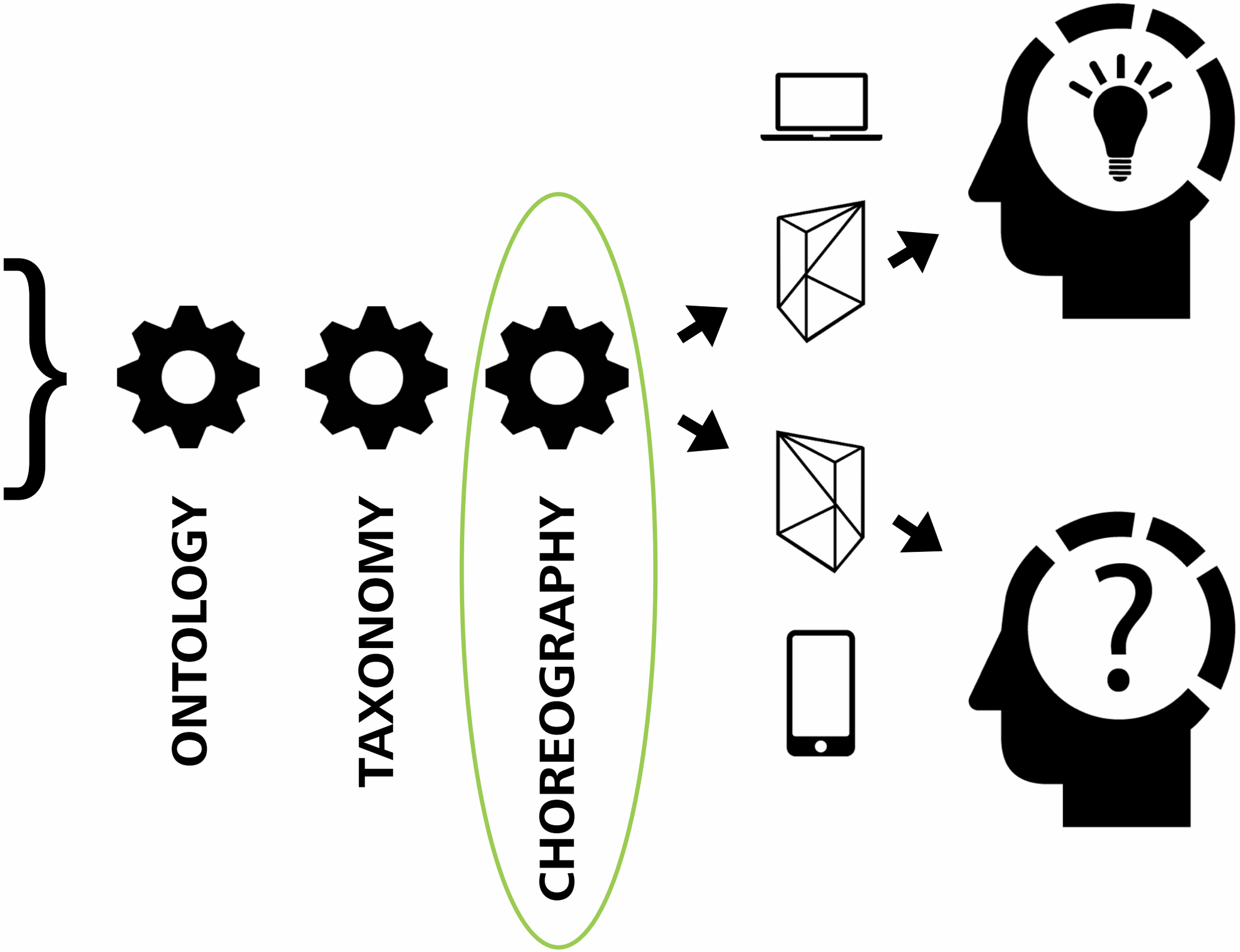

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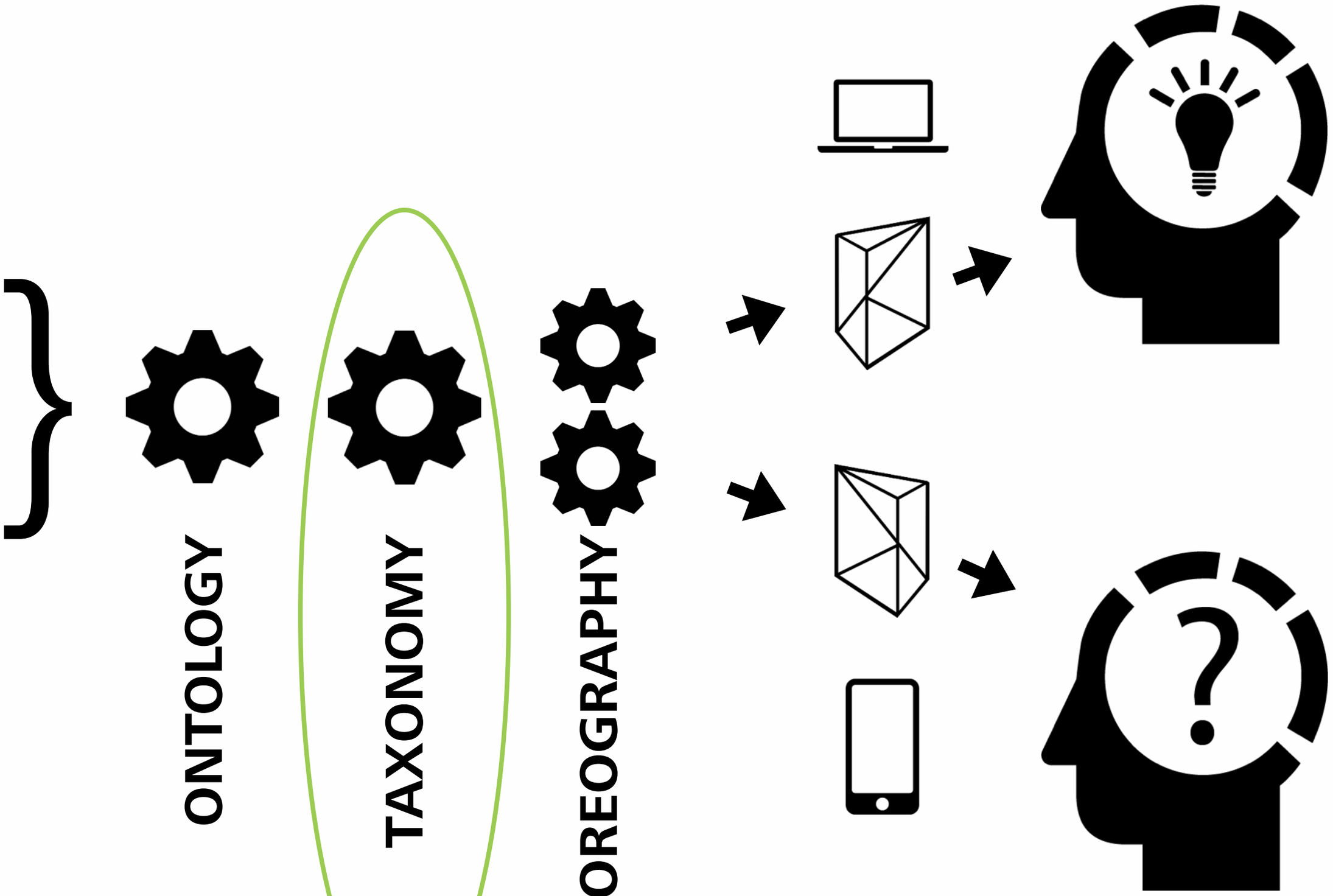

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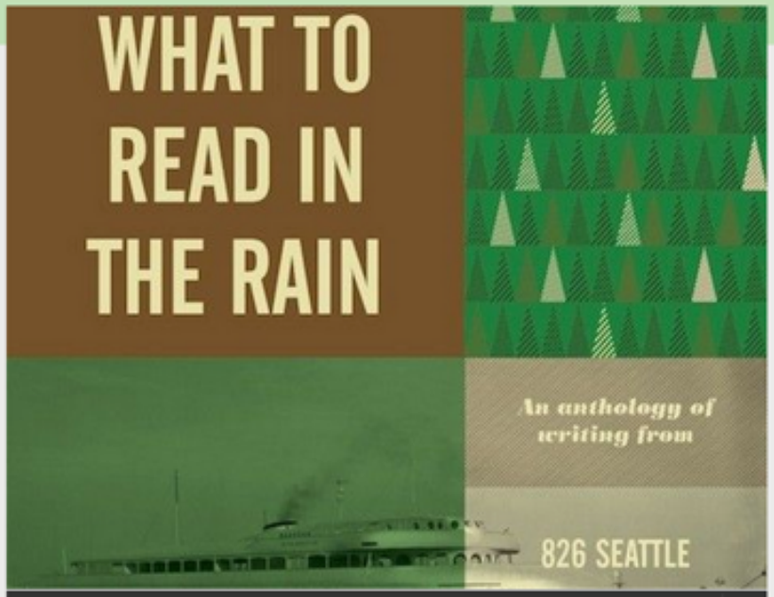

What to Read in the Rain

The new edition of our annual anthology, *What to Read in the Rain*, is full of stories, poems, and essays from well-known authors and authors-to-be. Order your very own copy from the Greenwood

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AFTER-SCHOOL TUTORING

After-school tutoring, homework help and writing enrichment clubs are available throughout the school year. //DETAILS

WORKSHOPS

Our workshops inspire imaginations and teach fundamentals, appealing to reluctant writers and aspiring authors. //DETAILS

FIELD TRIPS

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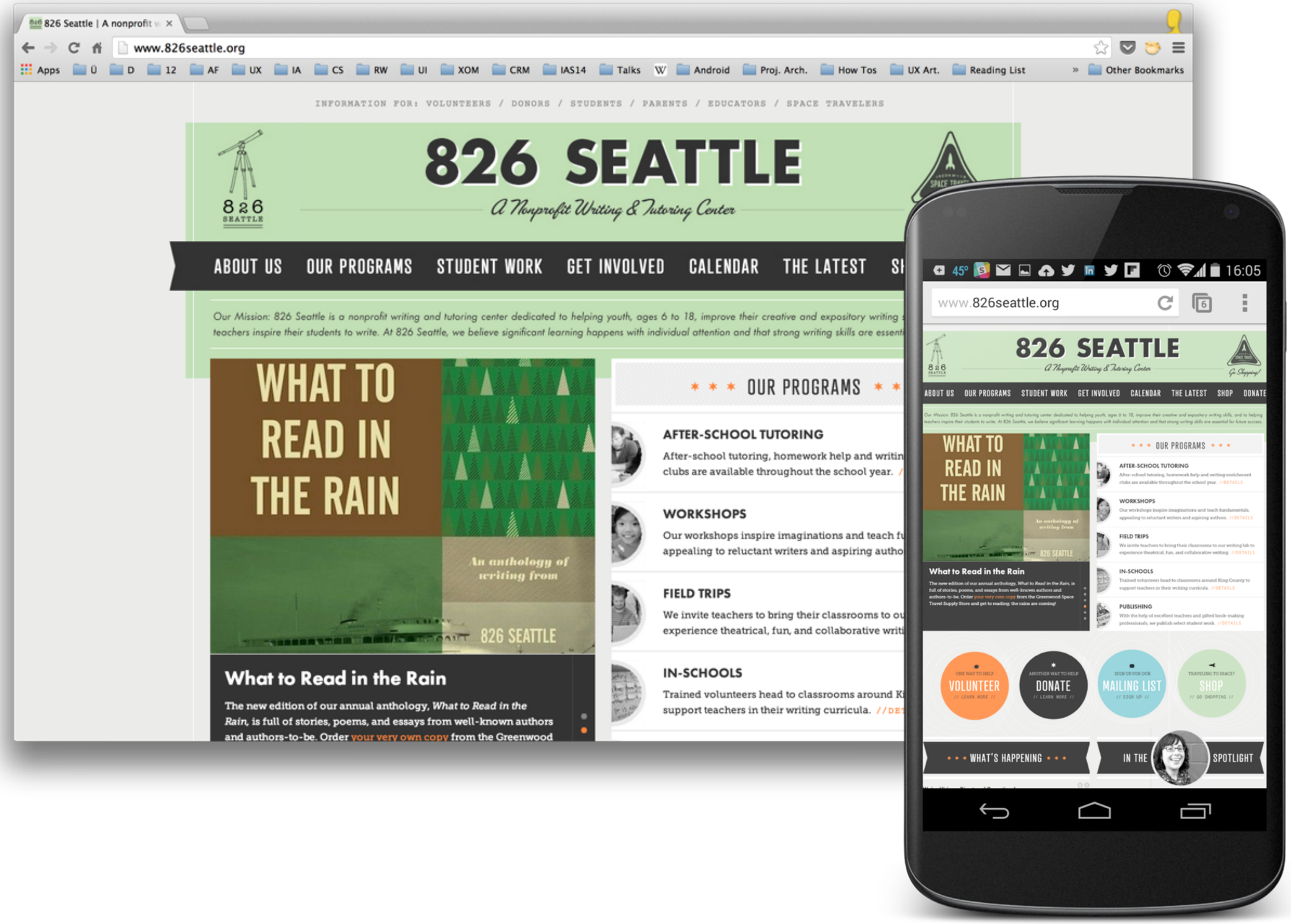
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MAILING LIST
SHOP
WHAT'S HAPPENING
IN THE
SPOTLIGHT

Building Flexible Taxonomies

1. Determine the **narrative**
2. Gather **concepts** & **candidate terms** from content audits, stakeholder interviews, and other research.
3. Identify and build out **single dimensions**
4. Articulate **compound taxonomies** to meet project goals
5. Present top-level **“straw-man”** taxonomy to stakeholders
6. Fully build out the revised taxonomy to **lower levels**
7. **Implement**, conduct **user testing** & **revise** as needed

Adapted from *The Accidental Taxonomist*
by Heather Hedden

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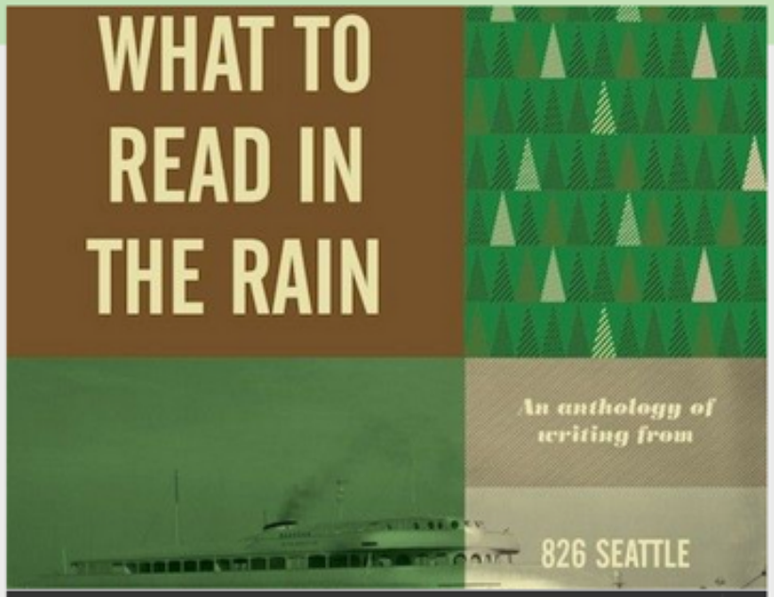

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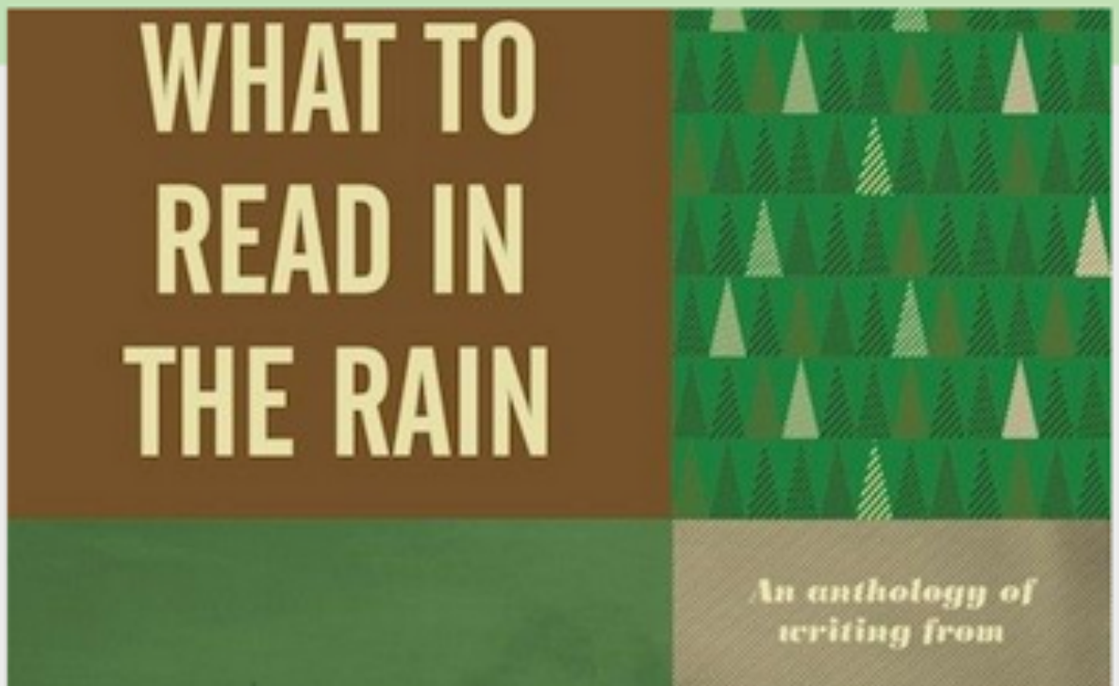

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A1 | 826 Seattle Content Audit // 3.1.14 // Andy Fizgerald

826 Seattle Content Audit // 3.1.14 // Andy Fizgerald

ID	Page Name	URL	Content Type	Topic	Goal	Content Elements	Notes
0	home	http://www.826seattle.or	homepage	overview of mission, programs, goals, site content	provide point of entry to site and quick overview of content	hero/feature, programs, CTAs, news, "spotlight"	
1	about us	http://www.826seattle.or	overview page	about 826	provide overview and navigation to about content	"about content" excerpts and links to full articles	
1.1	about 826	http://www.826seattle.or	article	history, mission, affiliation	provide high level information about 826 Seatle	text blocks, headings, pull quote	
1.2	internship & work study	http://www.826seattle.or	article	internship overview, how to become an intern	provide access to forms for interns	text, headings, PDFs	
1.3	staff & leadership	http://www.826seattle.or	article	brief bios & email of staff, board, advisory council, youth advisory board	list and details of people at 826	short bio paragraphs, headings, email addresses	
1.4	in the media	http://www.826seattle.or	overview page	826 on other sites, media	provide info/links to external articles about 826	teaser blurb, off-site link, media type icon	paginated, social media links
1.5	contact	http://www.826seattle.or	contact information	directions, location, email, phone	allow site visitors to visit or contact 826	headings, links, addresses, phone numbers, maps, directions	
1.6	store	http://www.826seattle.or	overview page	brief description of 826 store	provide time & location info about the store and access to the store sub-site	text, map, link, headings, address, hours of operation	linked to in top level nav
2	our programs	http://www.826seattle.or	overview page	blurbs to program detail content	provide overview and access to program content	headings, excerpts, links, pull quote	
2.1	after-school tutoring	http://www.826seattle.or	detail page	information about drop-in tutoring program	do's and don'ts of tutoring	registration, overview, hours, rules,registration PDF	related asset: regisration pdf
2.2	in schools	http://www.826seattle.or	detail page	information about in school programs	overview of in-school program, access to registration form	text, link to form, pull quote	
2.2.1	in-school request form	http://www.826seattle.or	form	information request for in-school program	collect in-school requests	form fields, labels	
2.3	publishing projects	http://www.826seattle.or	multiple detail page	information on 826 publications	provide info and, where applicable, purcahase information about 826 publications	images, titles, blurbs, links	paginated, buy links -> store sub-site
2.4	workshops	http://www.826seattle.or	multiple detail page	workshop descriptions & registration	details and registration link for workshops	titles, date & time, details, links	non-paginated, sortable by grade, page level ordering unclear, link to FAQ in "the latest," link to parent mailing list (off brand/off site)
2.4.1	workshop registration fo	http://www.826seattle.or	form	workshop registration	collect registration details and complete registration	headings, fields	
2.5	field trips	http://www.826seattle.or	detail page	filed trip details, faq, policy, deposit information	provide information and access to educators seeking field trip services	paragraphs, links, form access, policy detail	multiple content types: PDF, FAQ, policy
2.5.1	field trip interest form	http://www.826seattle.or	form	information request for field trips	collecting information for field trip requests	labels, fields	
3	student work	http://www.826seattle.or	overview page	student work blurb, excerpts	provide access to student work	excerpts, links to detail pages, links to current publishing projects	paginated, "//more" links navigate, versus expanding in page (as they do elsewher),
3.1-60	[work titles]	http://www.826seattle.or	articles	individual student & clasroom work	show creative content made by 826 participants	text	
4	get involved	http://www.826seattle.or	overview page	excerpts from articles on different	provide points of entry for	excerpts, headings, links, pullquote	

Audit | Normal View | Ready | Sum=0

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Home | Layout | Tables | Charts | SmartArt | Formulas | Data | Review

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H1

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Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Notes
About 826						
	history, mission					
	staff					
	leadership					
	<Internship>					
	media					
	-> store					
	contact					
Programs						Currently arranged by locaton (826, school, field trip) and time (after school, Sat
	after school tutoring					
	in school events					
	publications					
	workshops					
	field trips					
Student work						
	(work titles)					
Getting Involved						
	volunteer					
	donate					
	employer matching					
	supporters					
	students					
	parents					
	educators					
Calendar						
	(date entries)					events, in-school, after school, field trips, workshops, volunteering, miscellaneo
News						

Audit | Rev 1 | People | Activities | Location | Time

Normal View | Ready | Sum = 0


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TRAVELING TO SPACE?
SHOP
// GO SHOPPING //
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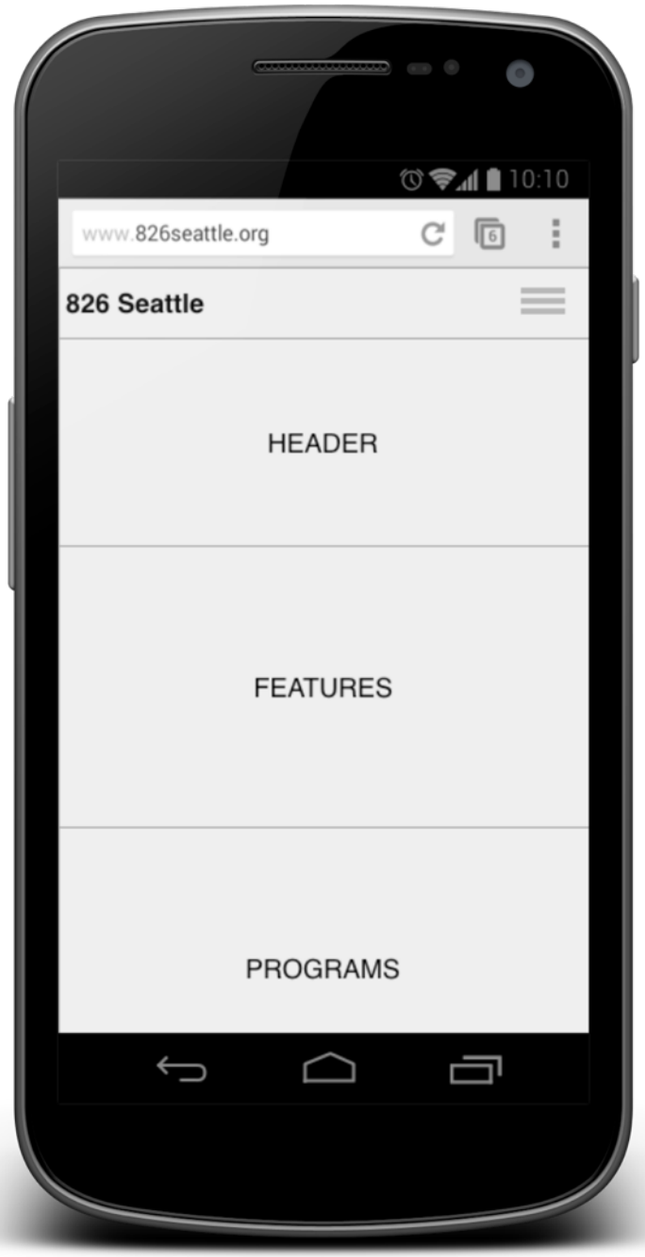
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	(date entries)					events, in-school, after school, field trips, workshops, volunteering, miscellaneo
News						

Audit | Rev 1 | People | Activities | Location | Time

Normal View | Ready | Sum = 0

826 Seattle Taxonomy Audit.xlsx

Home | Layout | Tables | Charts | SmartArt | Formulas | Data | Review

Activity | Alphabet | Audience | Category | Hierarchy | Location

826 Seattle Taxonomy Audit // 3.1.14 // Andy Fizgerald

Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Notes
About 826						
	Organization					
		history, mission				
		media				
		contact				
		store				
	People					
		staff				
		leadership				
		<Internship>				
Programs						Currently arranged by locaton (826, school, field trip) and time (after school, Satur
	at 826					
		after school tutoring				
		workshops				
	in the community					
		in school events				
		field trips				
	publications					
Student work						
		(work titles)				
Getting Involved						
	support					
		volunteer				
		donate				
			employer matching			
			supporters			
	programs by role					
		students				

Audit | Rev 1 | People | Activities | Location | Time

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Building Flexible Taxonomies

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2. Gather **concepts** & **candidate terms** from content audits, stakeholder interviews, and other research.
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Audit | Rev 1 | People | Activities | Location | Time

Normal View | Ready | Sum = 0

826 Seattle Taxonomy Audit.xlsx

	A	B	C	D	E	F	G	H
1	**826 Seattle Taxonomy Audit** // 3.1.14 // Andy Fizgerald							
2	**Level 1**	**Level 2**	**Level 3**	**Level 4**	**Level 5**	**Level 6**	**Notes**	
3	826 Seattle							
4		community						
5			consume services					
6				students				
7				parents				
8				educators				
9			provide services					
10				volunteers				
11		826 Organization						
12			provide services					
13				staff				
14			direct services					
15				826 Seattle leadership				
16				National advisory board				
17				student advisory board				
18			support organization					
19				donors				
20				volunteers				
21								
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30								
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33								
34								
35								

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	A	B	C	D	E
1	**826 Seattle Taxonomy Audit // 3.1.14 // Andy Fizgerald**				
2	**Level 1**	**Level 2**	**Level 3**	**Level 4**	**Level 5**
3	826 Seattle				
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6				students	
7				parents	
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12			provide services		
13				staff	
14			direct services		
15				826 Seattle leadership	
16				National advisory board	
17				student advisory board	
18			support organization		
19				donors	
20				volunteers	
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22					
23					
24					
25					
26					
27					
28					

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2	**Level 1**	**Level 2**	**Level 3**	**Level 4**	**Level 5**	**Level 6**	**Notes**	
3	**Information**							
4		**About 826**						
5			**history, mission**					
6			**media**					
7			**contact**					
8			**store**					
9		**Programs**						
10			at 826					
11				after school tutoring				
12				workshops				
13								
14			in the community					
15				in school events				
16				field trips				
17		**Activities**						
18			Publications					
19			Support					
20				Volunteer				
21				Donate				
22	**Involvement**							
23		Learn						
24			students					
25			parents					
26			educators					
27								
28		Volunteer						
29								
30								
31								
32		Donate						
33		Calendar						
34				(date entries)			events, in-school, after school, field trips, workshops, volunteering, miscellaneous	

Paste | Clear | B I U | Merge | % | H1 | fx

826 Seattle Taxonomy Audit // 3.1.14 // Andy Fizgerald

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Information				
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		store		
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			workshops	
		in the community		
			in school events	
			field trips	
	Activities			
		Publications		
		Support		
			Volunteer	
			Donate	
Involvement				
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		parents		
		educators		
	Volunteer			

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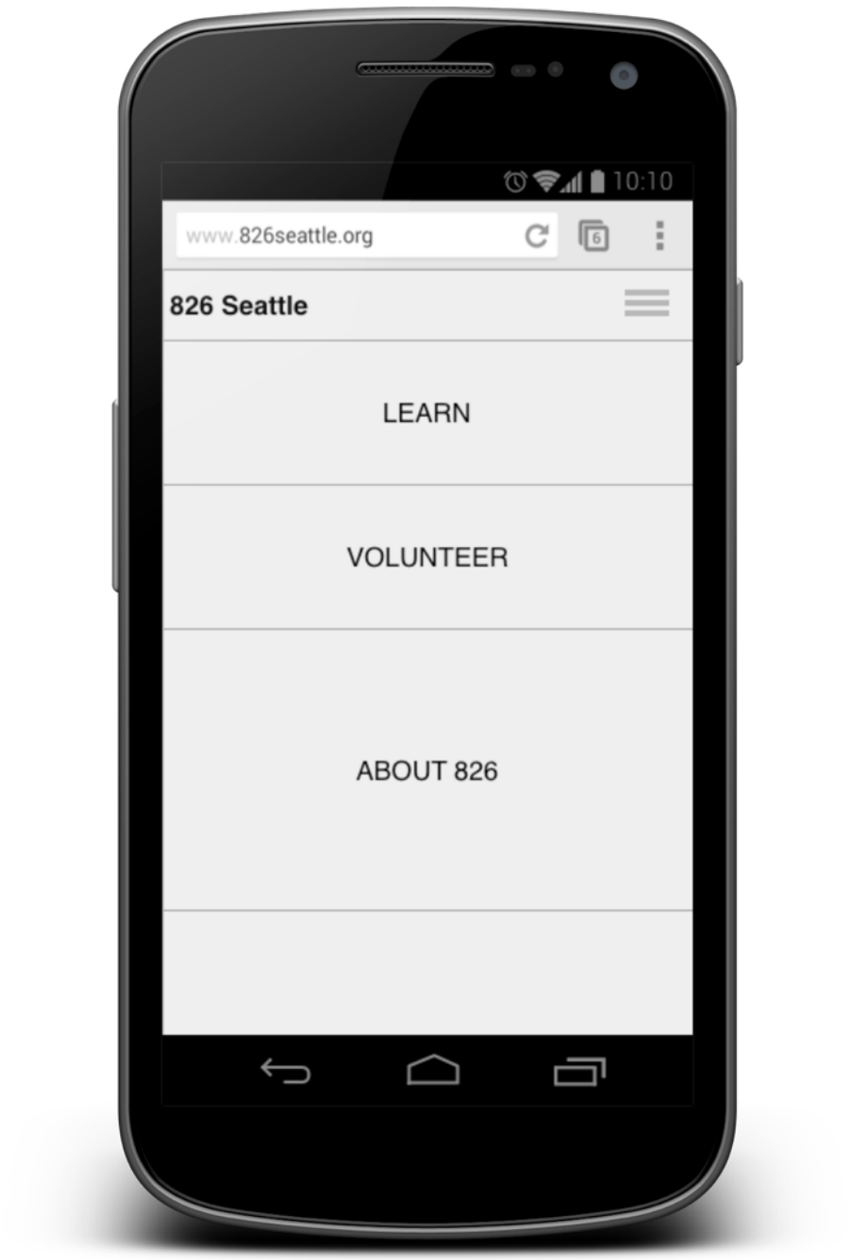
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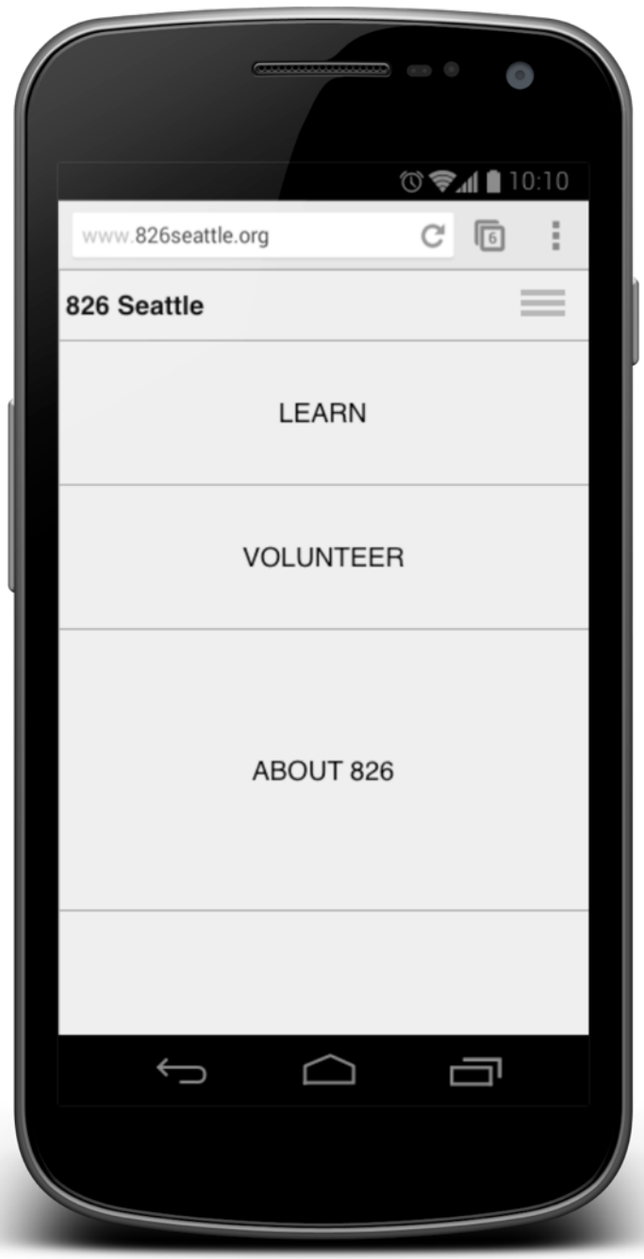
www.826seattle.org
826 Seattle
LEARN
VOLUNTEER
ABOUT 826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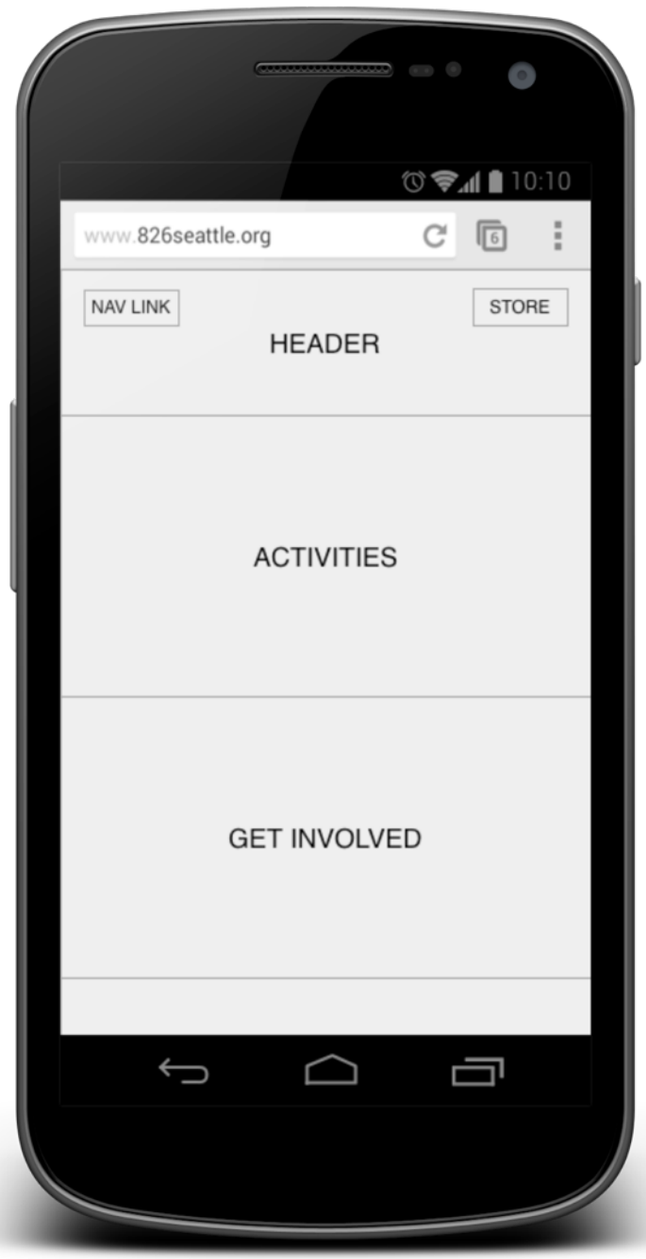

10:10
www.826seattle.org
NAV LINK
STORE
HEADER
ACTIVITIES
GET INVOLVED

"Embracing ambiguity — embracing the possibility of not understanding exactly how the pieces fit together — means designing systems that surpass our expectations of them."

- Luca Rosati. *Embracing ambiguity: Ambiguity as an emerging design pattern*

http://pervasiveia.com/blog/embracing-ambiguity

HealthMed:
building flexible taxonomies.

Composite Taxonomies

- HealthMed term cards
- Concept map
- Brief brief
- Post-Its
- Drafting dots

Composite Taxonomies

20 minutes

- Identify a design concept based on your audience
- Based on your brief, group your terms
  - Create category labels (blank cards)
  - Note any relevant attributes (Post-It notes)
- Identify and elaborate salient dimensions
  - Can be Post-Its or sketched
- Call out flexible taxonomic elements
  - Where does your taxonomy bend?

Composite Taxonomies

10 minutes

- What is your design concept?
- What are your salient dimensions?
- Where are the points of articulation in your taxonomy?

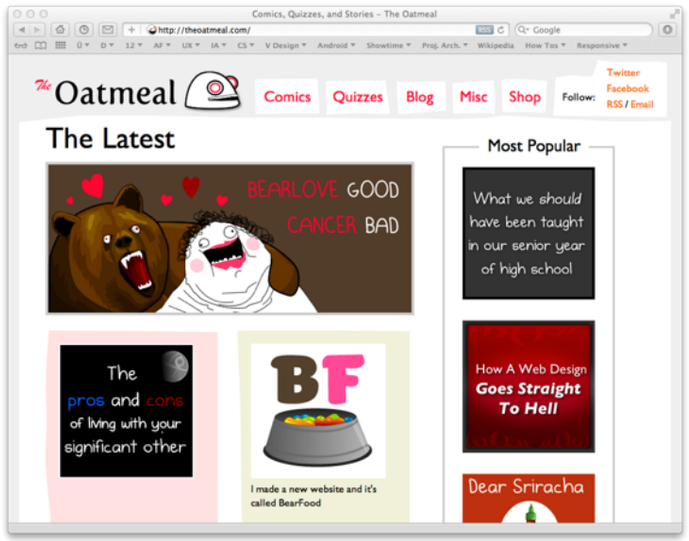
Break

http://andyfitzgerald.org/apptaxonomy

#apptaxonomy

@andybywire

From IA to UI.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CANCER BAD
The pros and cons of living with your significant other
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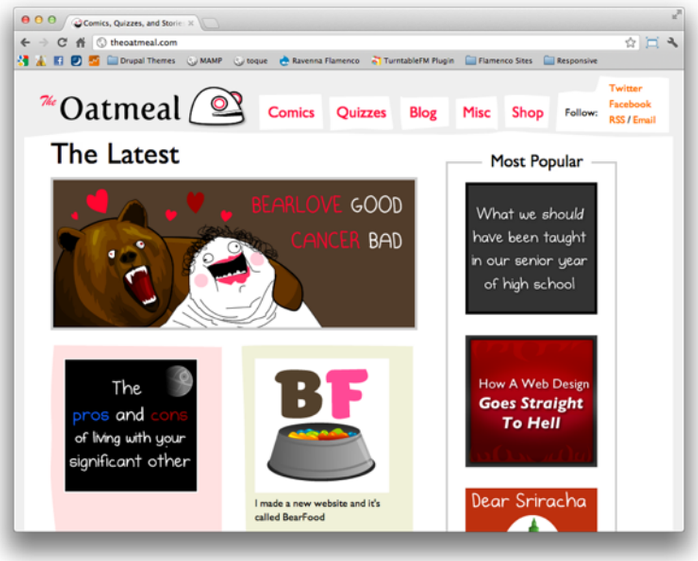
Most Popular
What we should have been taught in our senior year of high school
How A Web Design Goes Straight To Hell
Dear Sriracha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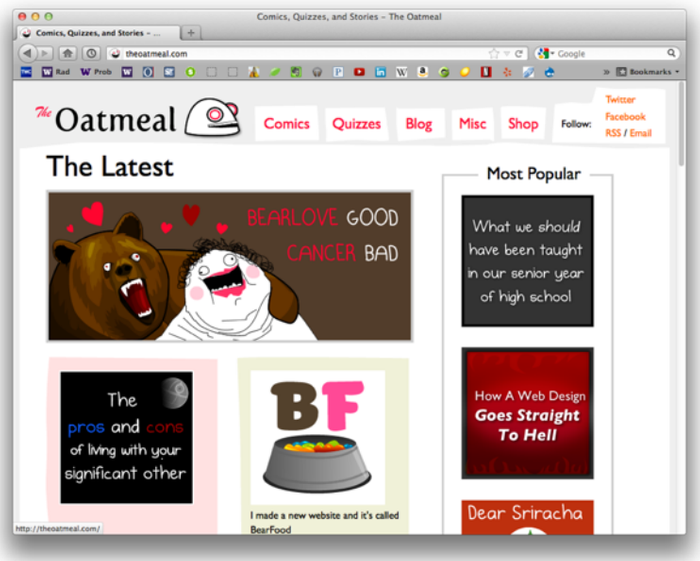
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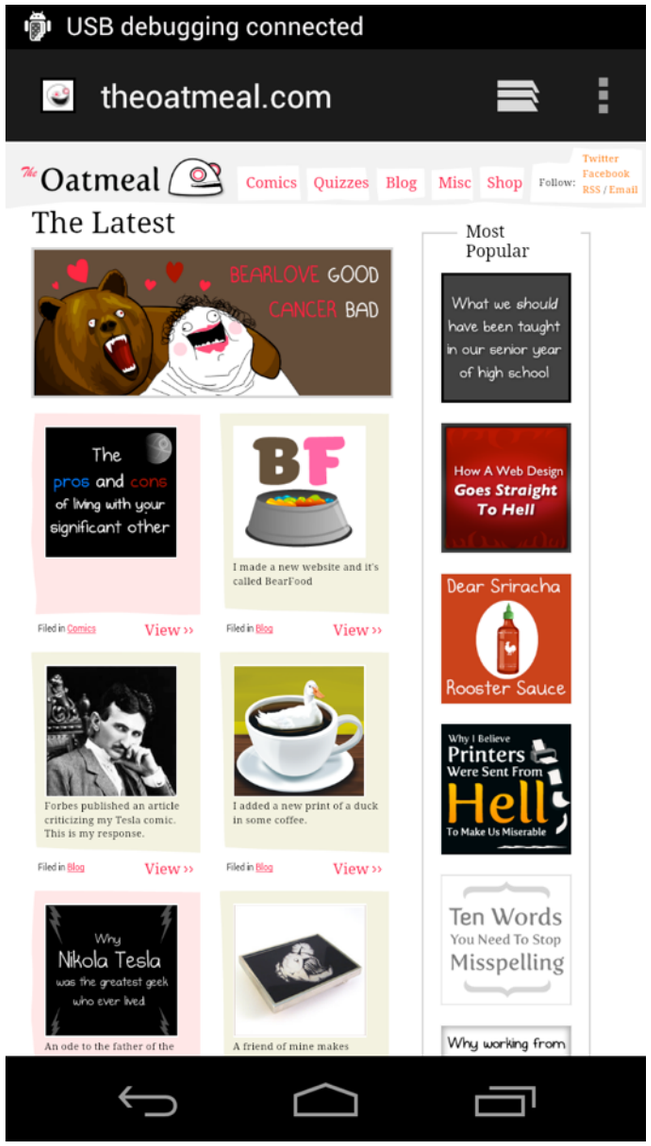
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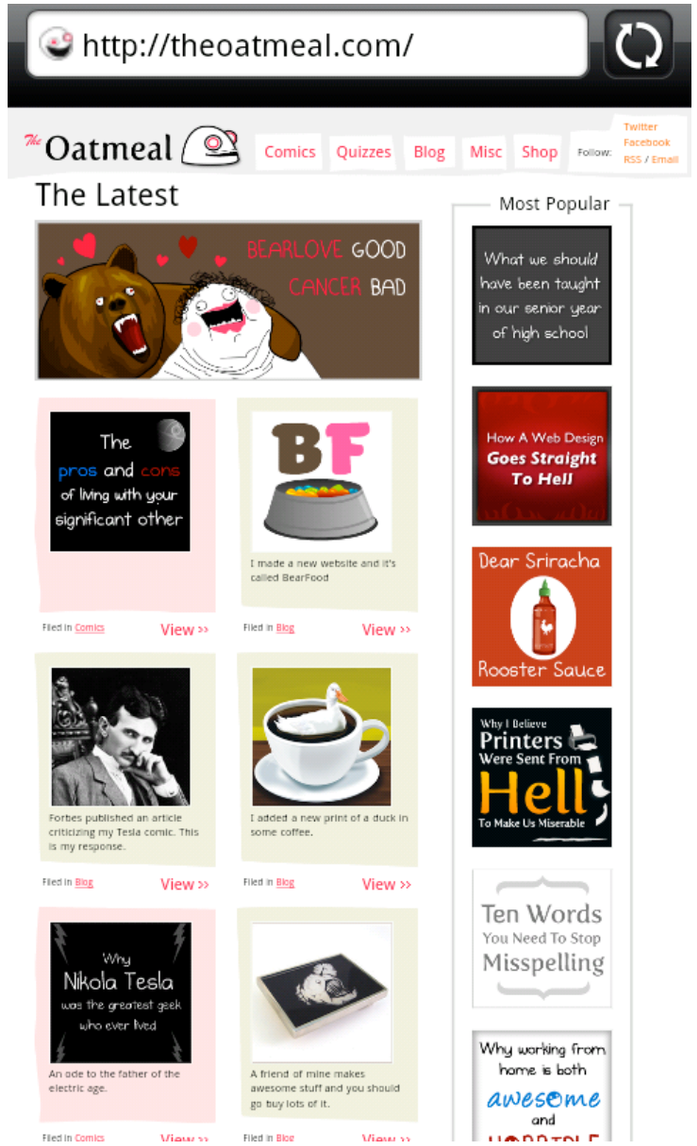
Why Nikola Tesla was the greatest geek who ever lived
Ten Words You Need To Stop Misspelling
Filed in Comics View ››
Filed in Blog View ››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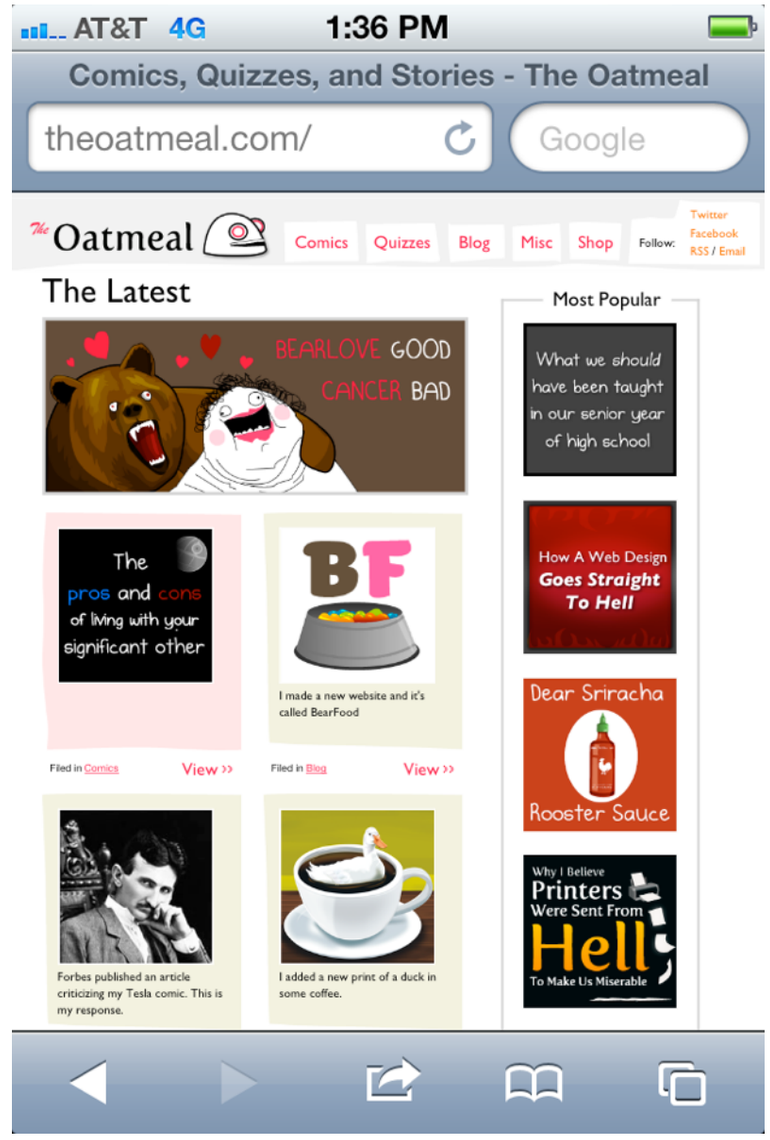
An ode to the father of the electric age.
A friend of mine makes awesome stuff and you should go buy lots of it.
Why working from home is both awesome and
Filed in Comics View ››
Filed in Blog View ››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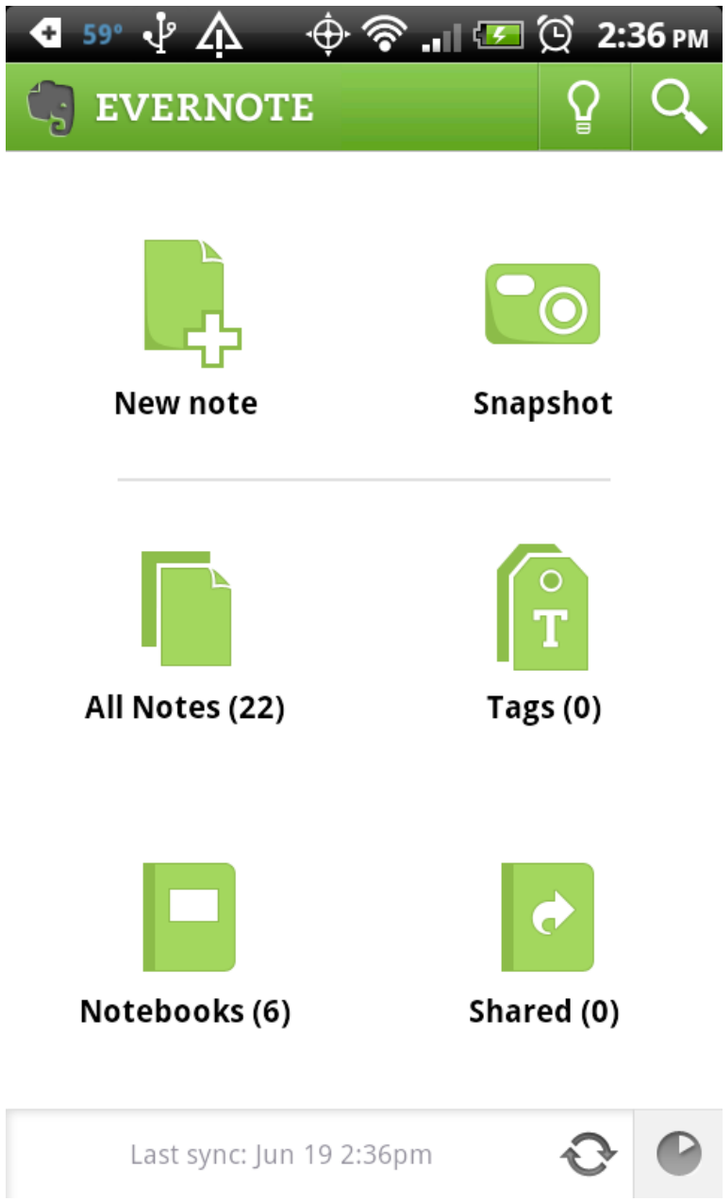
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2:36 PM
EVERNOTE
New note
Snapshot
All Notes (22)
Tags (0)
Notebooks (6)
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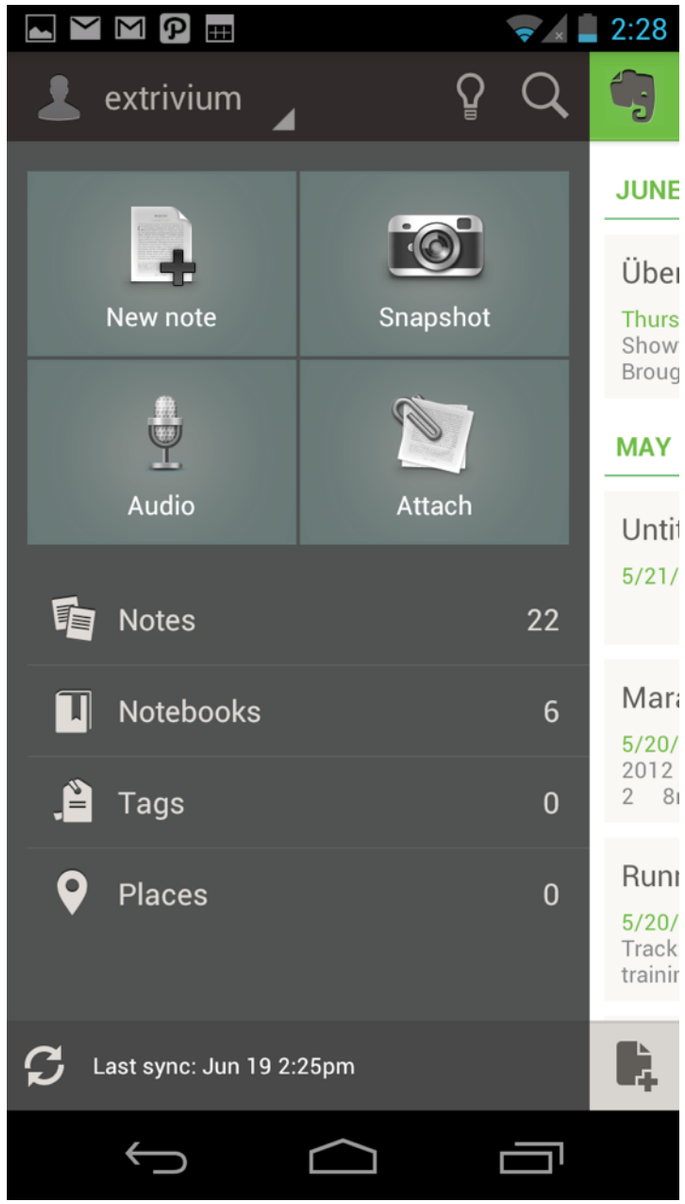
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Attach
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Notebooks 6
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Places 0
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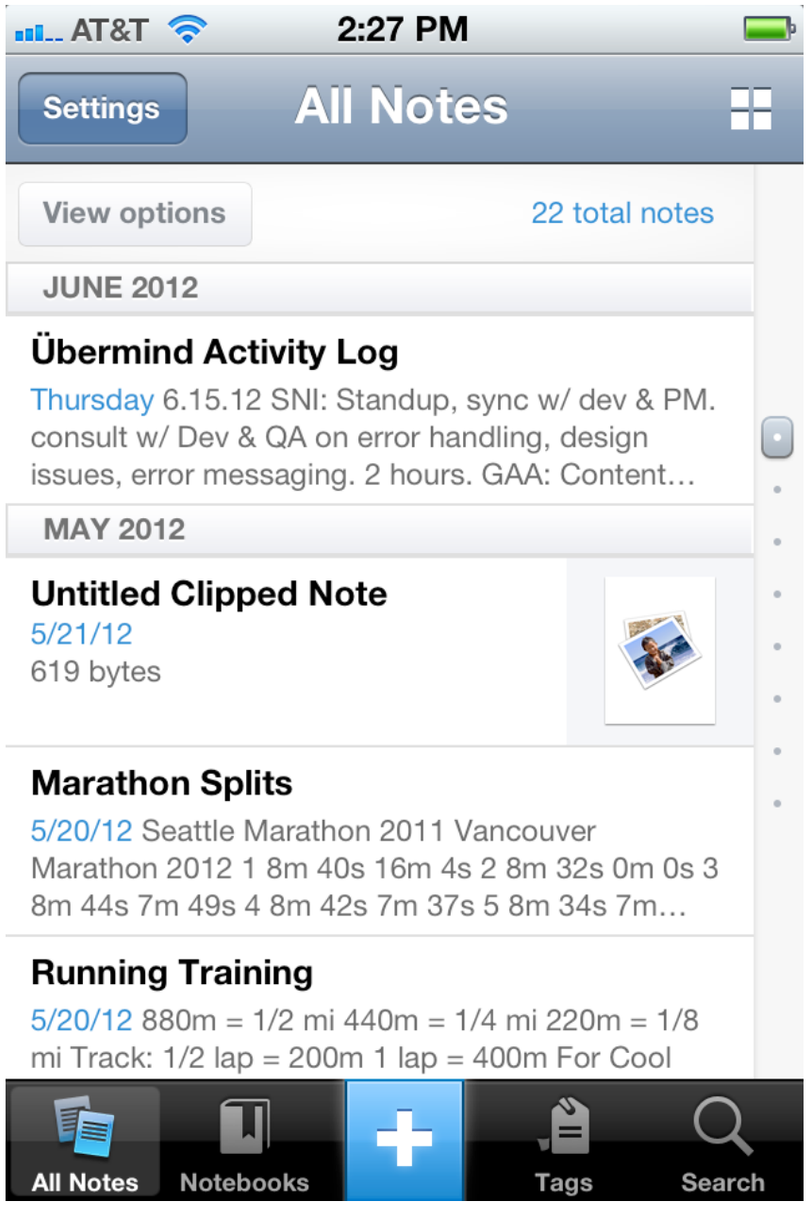
MAY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Settings
All Notes
View options
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JUNE 2012
Übermind Activity Log
Thursday 6.15.12 SNI: Standup, sync w/ dev & PM. consult w/ Dev & QA on error handling, design issues, error messaging. 2 hours. GAA: Content…
MAY 2012
Untitled Clipped Note
5/21/12
619 bytes
Marathon Splits
5/20/12 Seattle Marathon 2011 Vancouver Marathon 2012 1 8m 40s 16m 4s 2 8m 32s 0m 0s 3 8m 44s 7m 49s 4 8m 42s 7m 37s 5 8m 34s 7m…
Running Training
5/20/12 880m = 1/2 mi 440m = 1/4 mi 220m = 1/8 mi Track: 1/2 lap = 200m 1 lap = 400m For Cool
All Notes
Notebooks
Tags
Search


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7:30 AM
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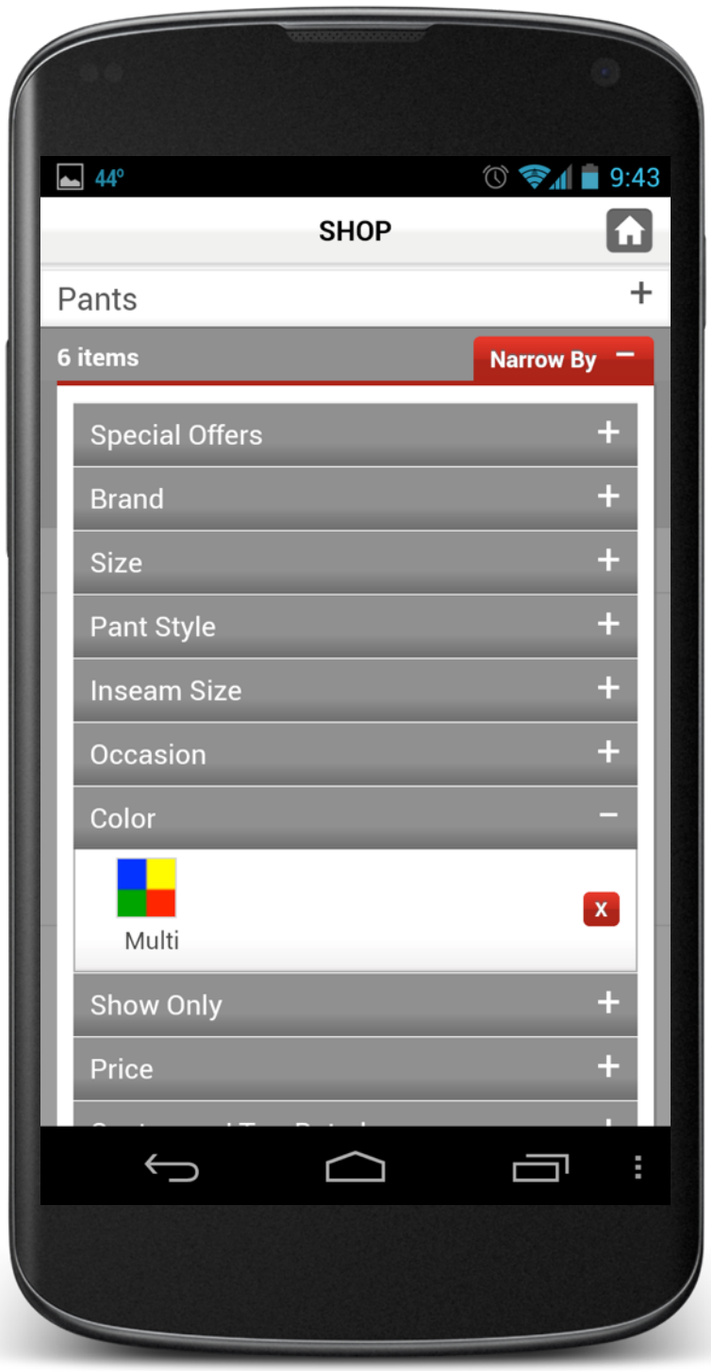
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Narrow By
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Brand
Size
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Inseam Size
Occasion
Color
Multi
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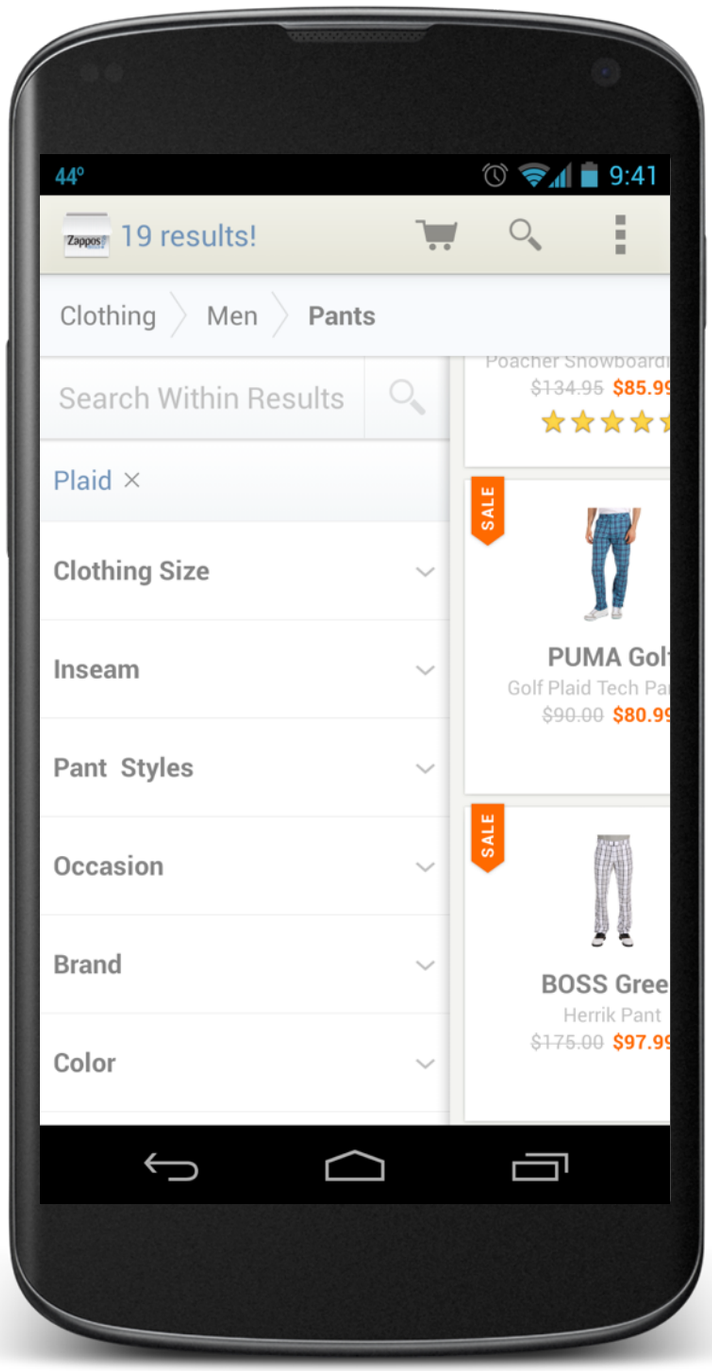
Price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Clothing
Men
Pants
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SALE
BOSS Gree
Herrik Pant
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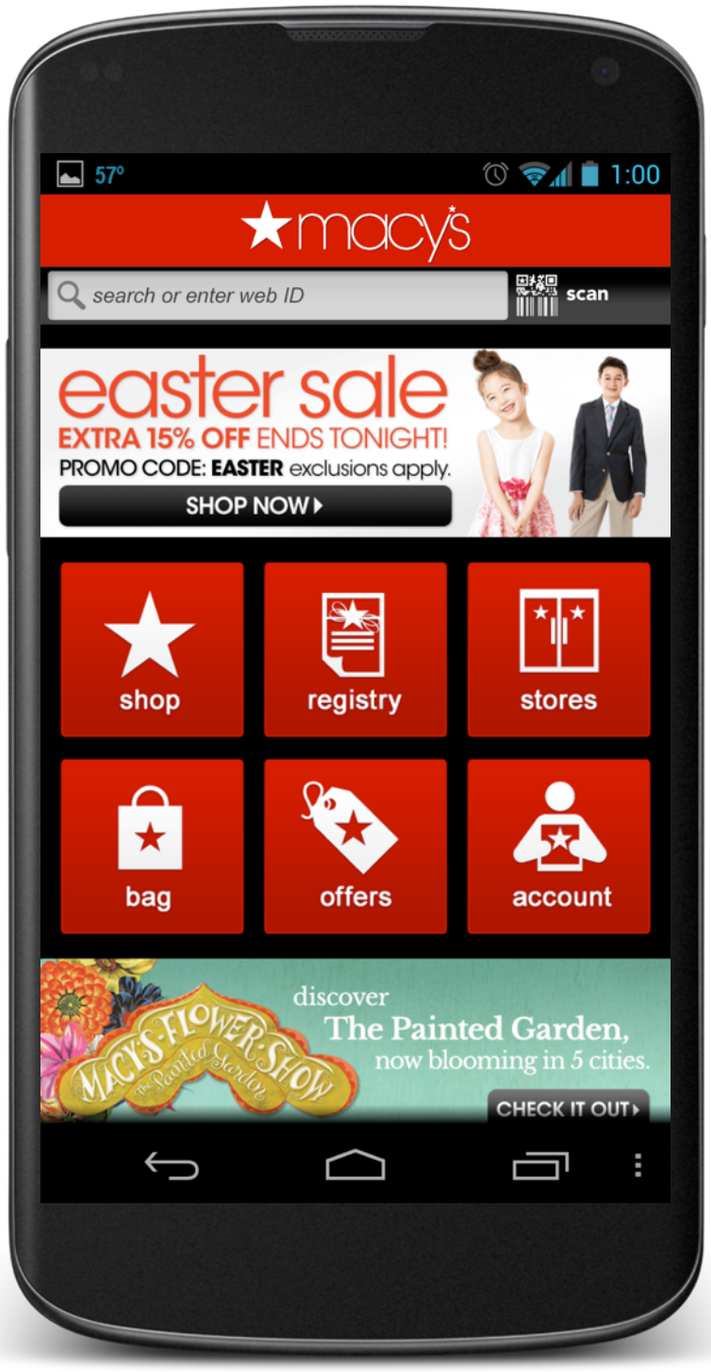
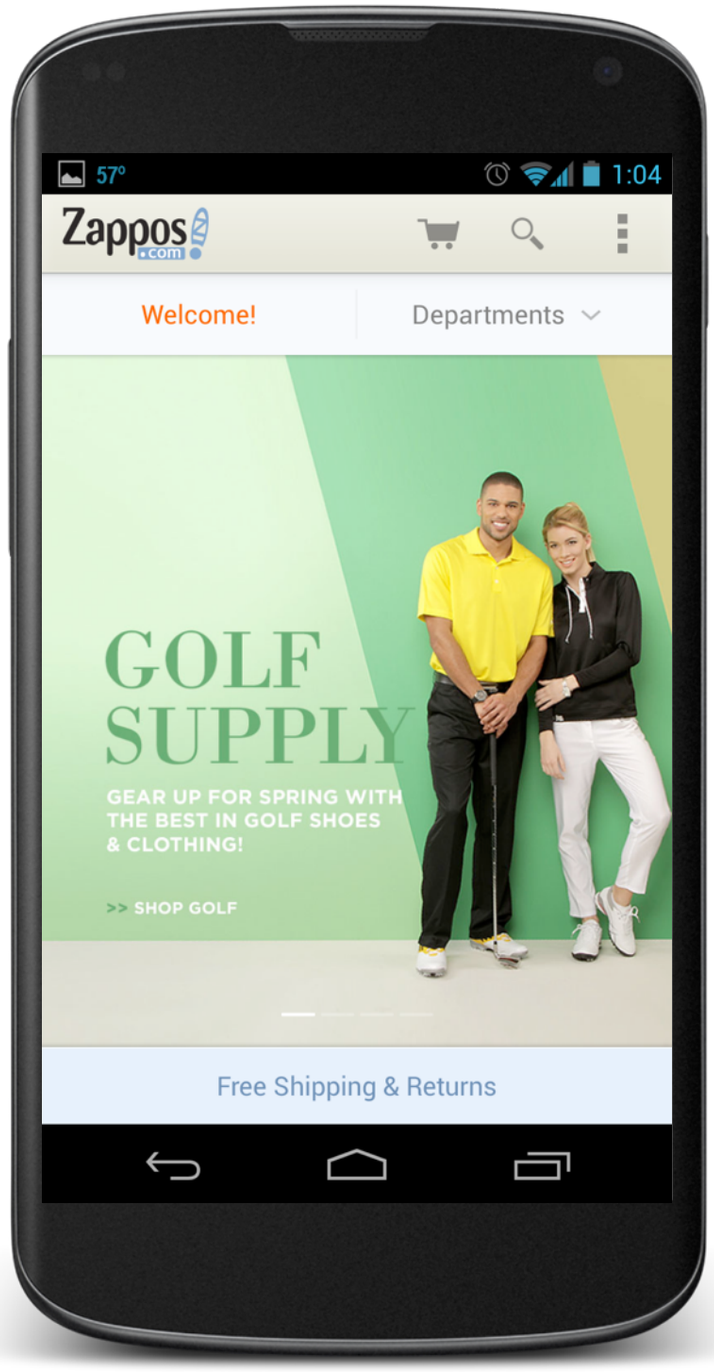
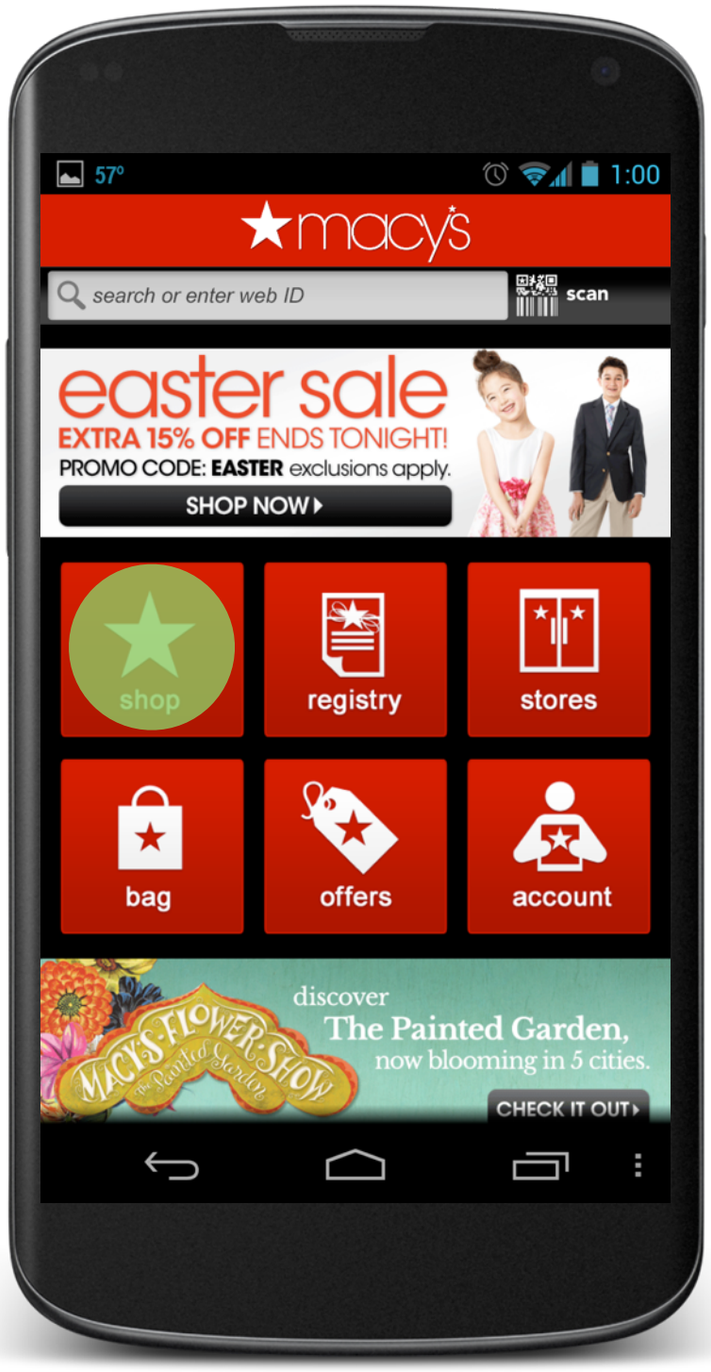

57°
1:00
macy's
search or enter web ID
scan
easter sale
EXTRA 15% OFF ENDS TONIGHT!
PROMO CODE: EASTER exclusions apply.
SHOP NOW
shop
registry
stores
bag
offers
account
discover
The Painted Garden,
now blooming in 5 cities.
MACY'S FLOWER SHOW
the Painted Garden
CHECK IT OUT


57°
1:04
Zappos .com
Welcome!
Departments
GOLF
SUPPLY
GEAR UP FOR SPRING WITH
THE BEST IN GOLF SHOES
& CLOTHING!
>> SHOP GOLF
Free Shipping & Returns


57°
1:00
macy's
search or enter web ID
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easter sale
EXTRA 15% OFF ENDS TONIGHT!
PROMO CODE: EASTER exclusions apply.
SHOP NOW
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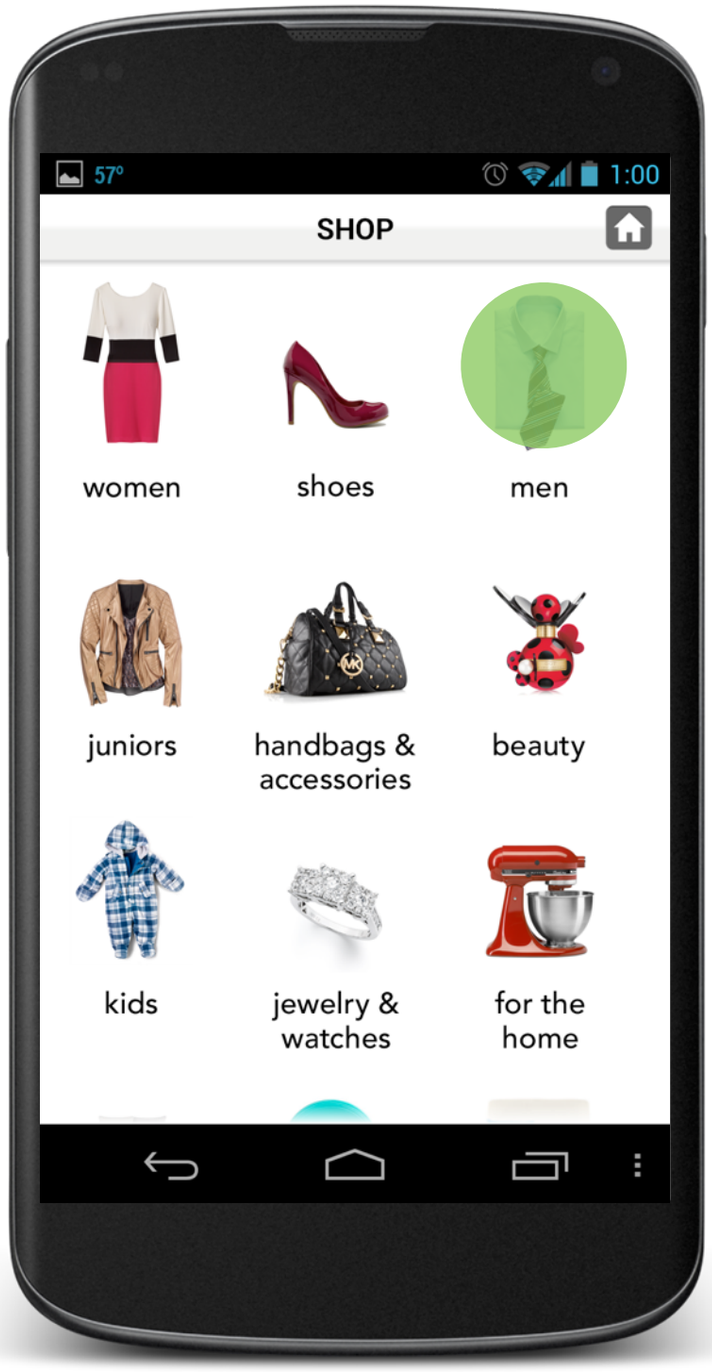
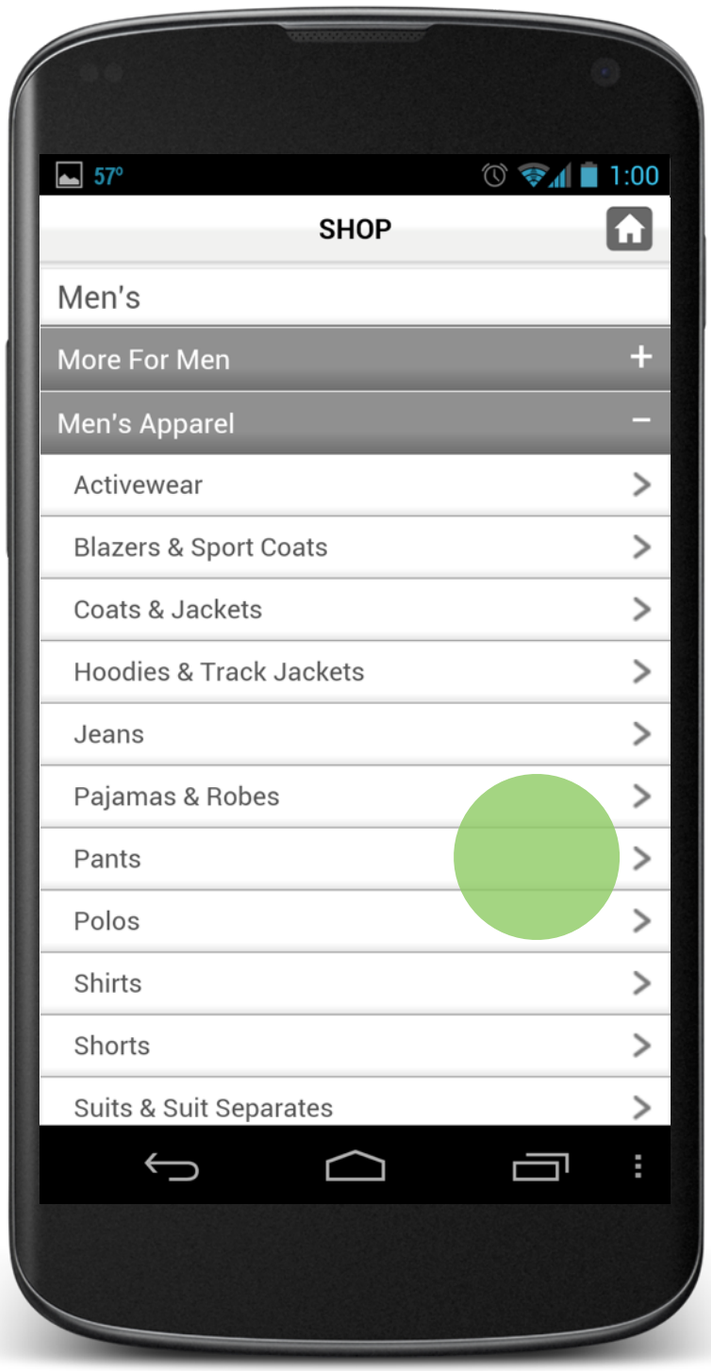
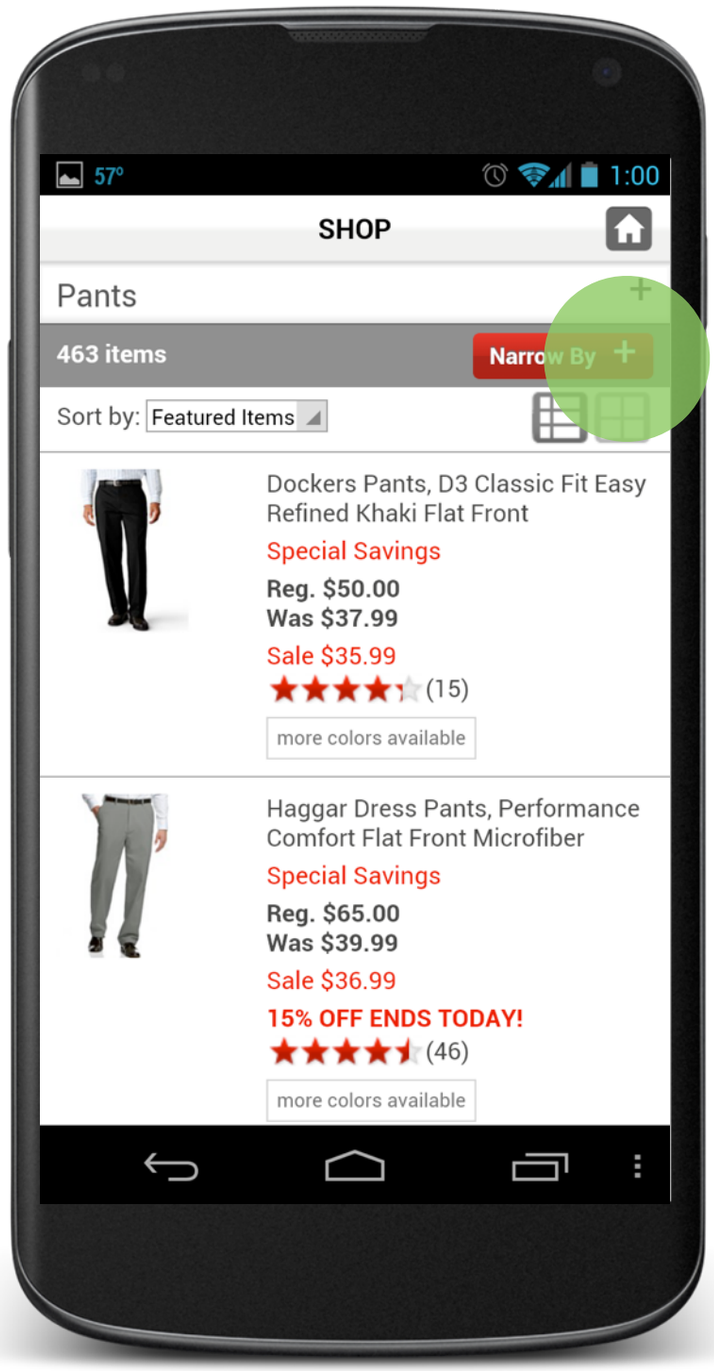
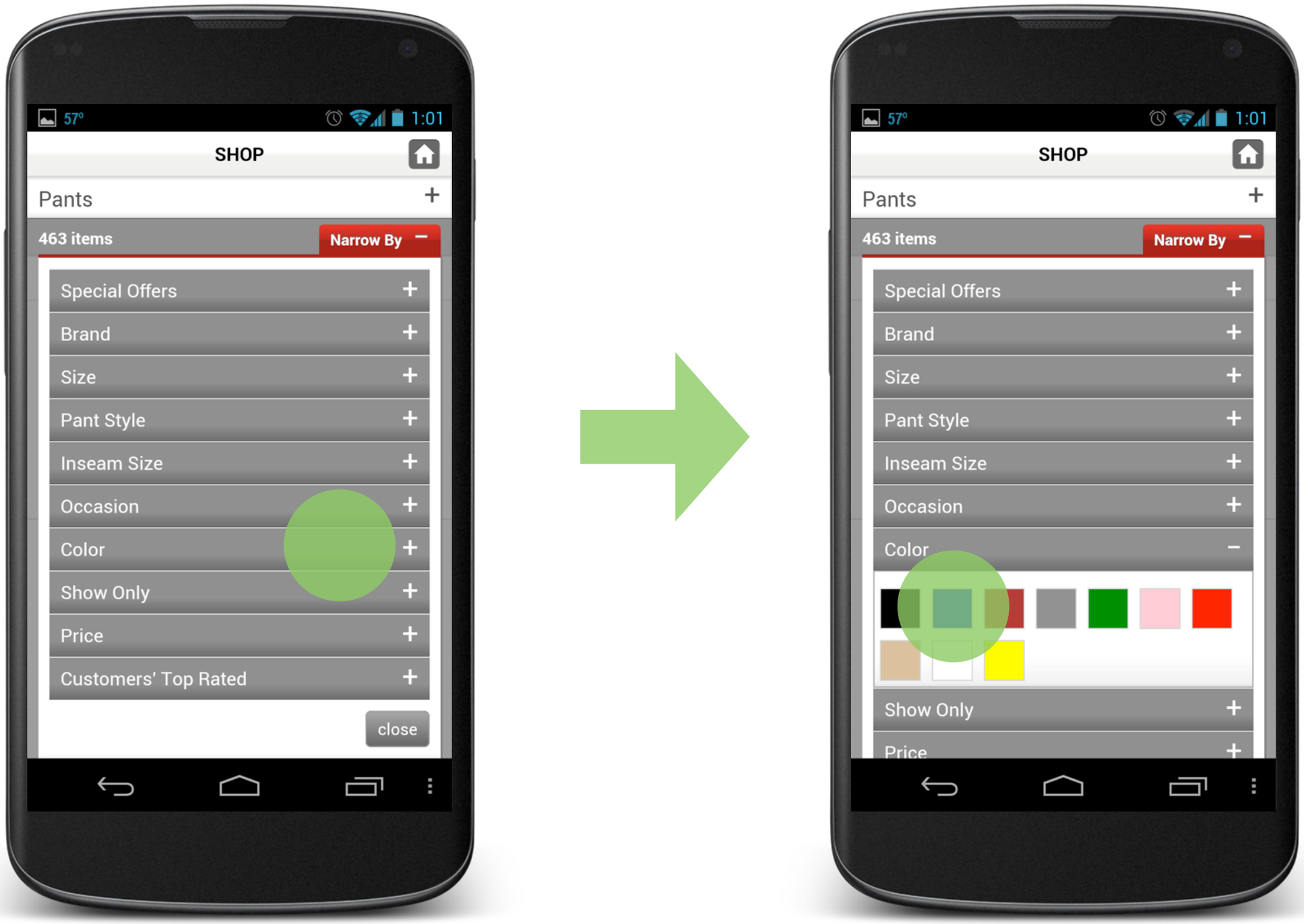
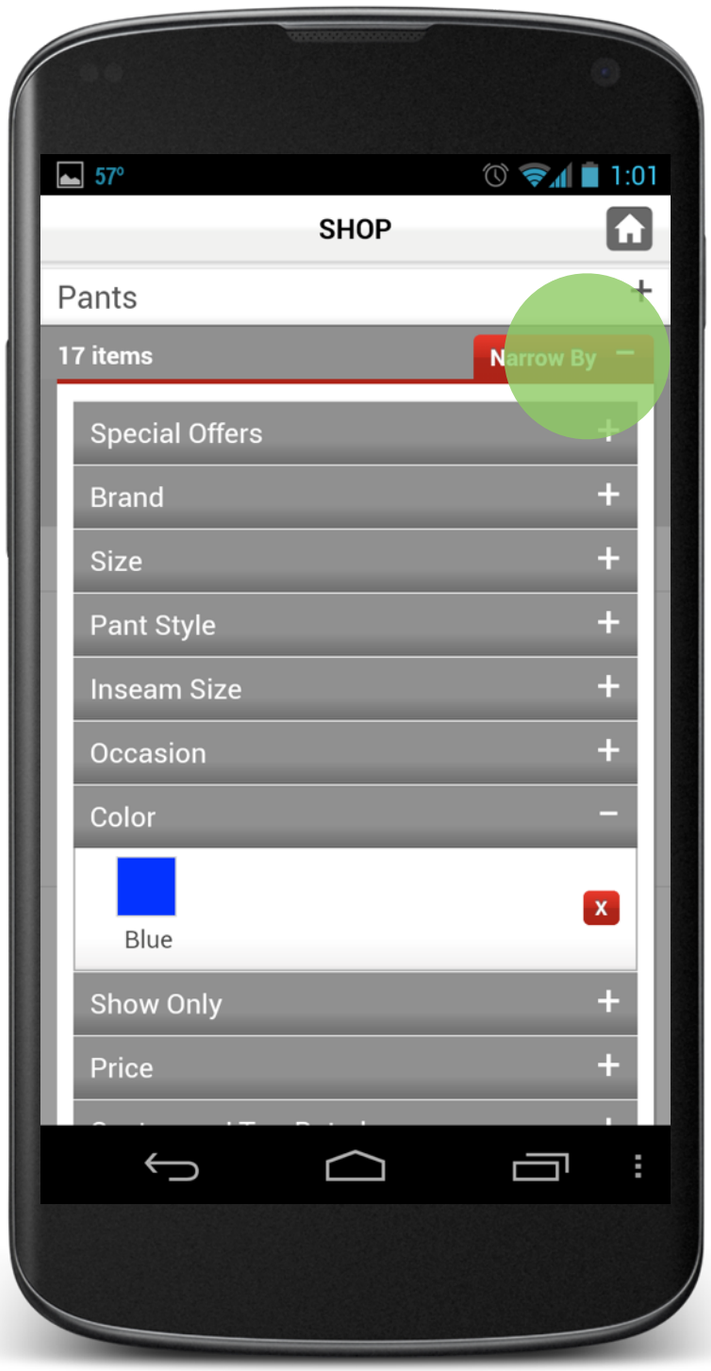
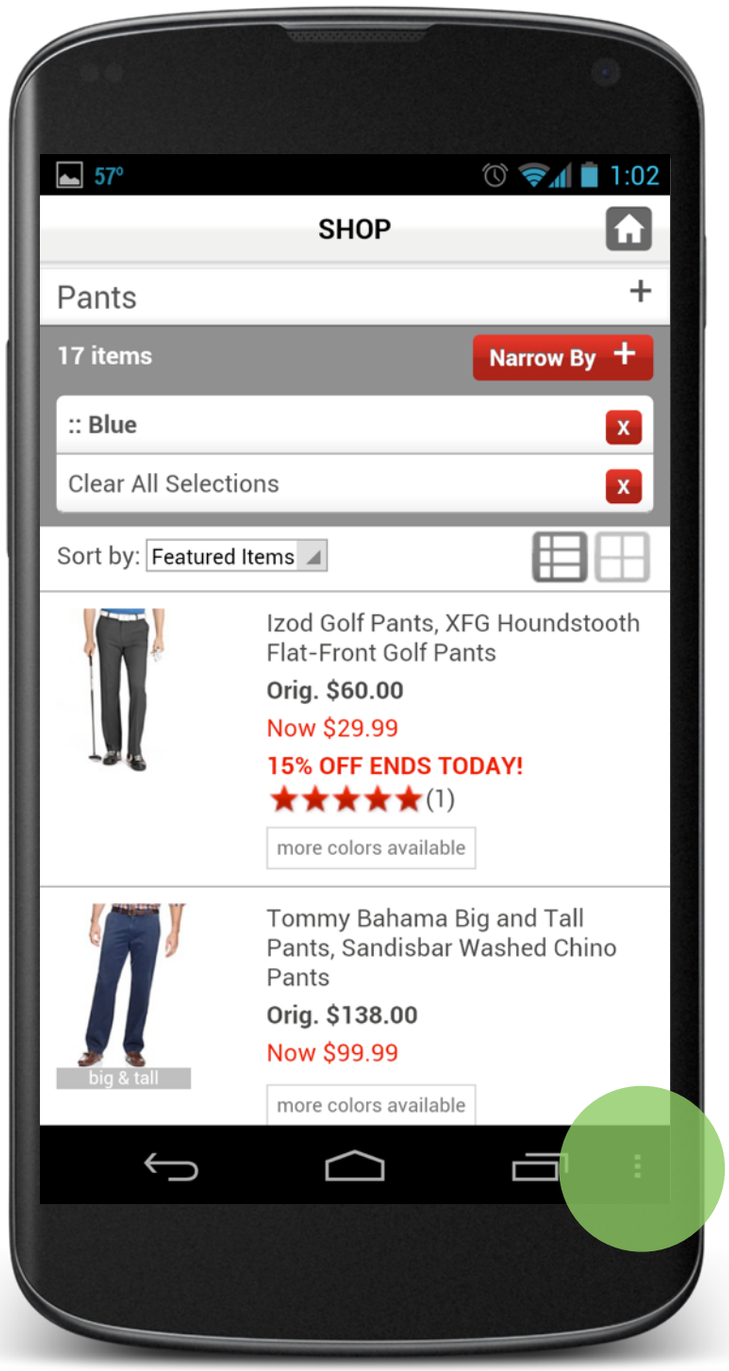

57°
1:00
SHOP
women
shoes
men
juniors
handbags & accessories
beauty
kids
jewelry & watches
for the home

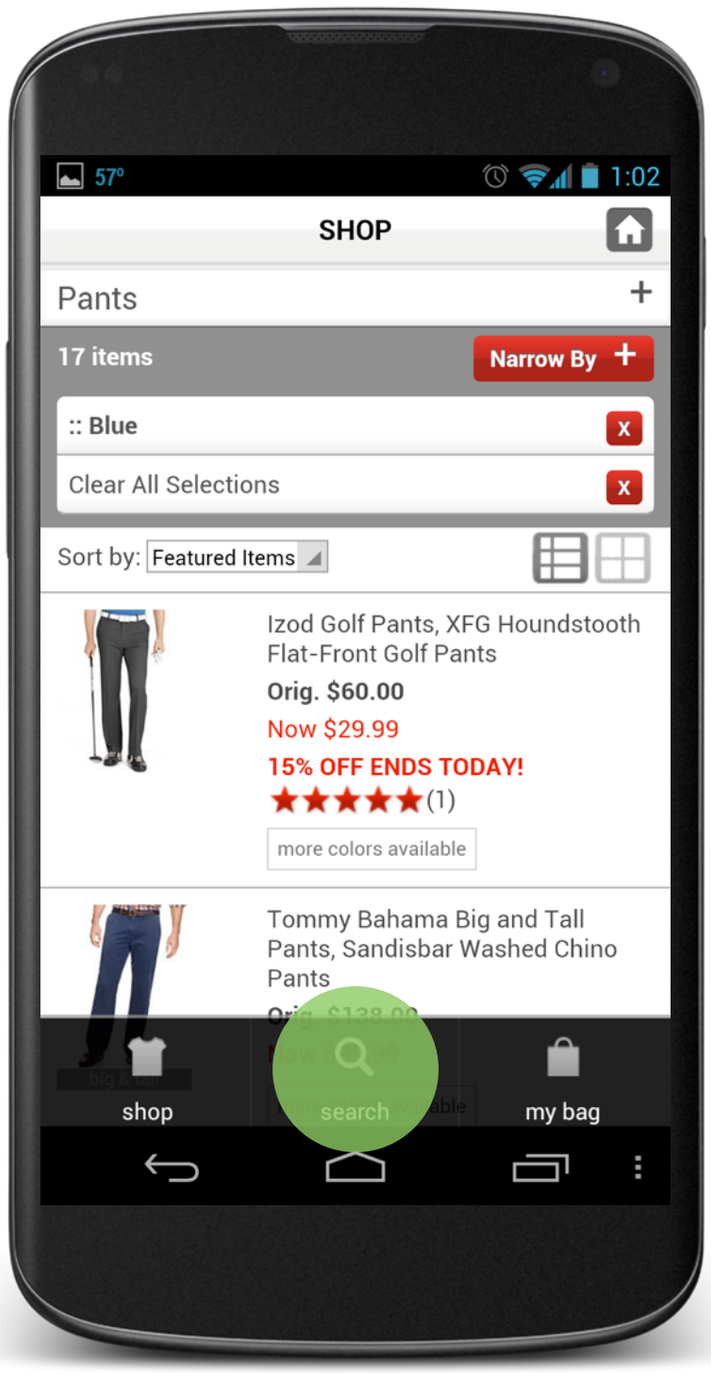

57°
1:00
SHOP
Men's
More For Men
Men's Apparel
Activewear
Blazers & Sport Coats
Coats & Jackets
Hoodies & Track Jackets
Jeans
Pajamas & Robes
Pants
Polos
Shirts
Shorts
Suits & Suit Separates

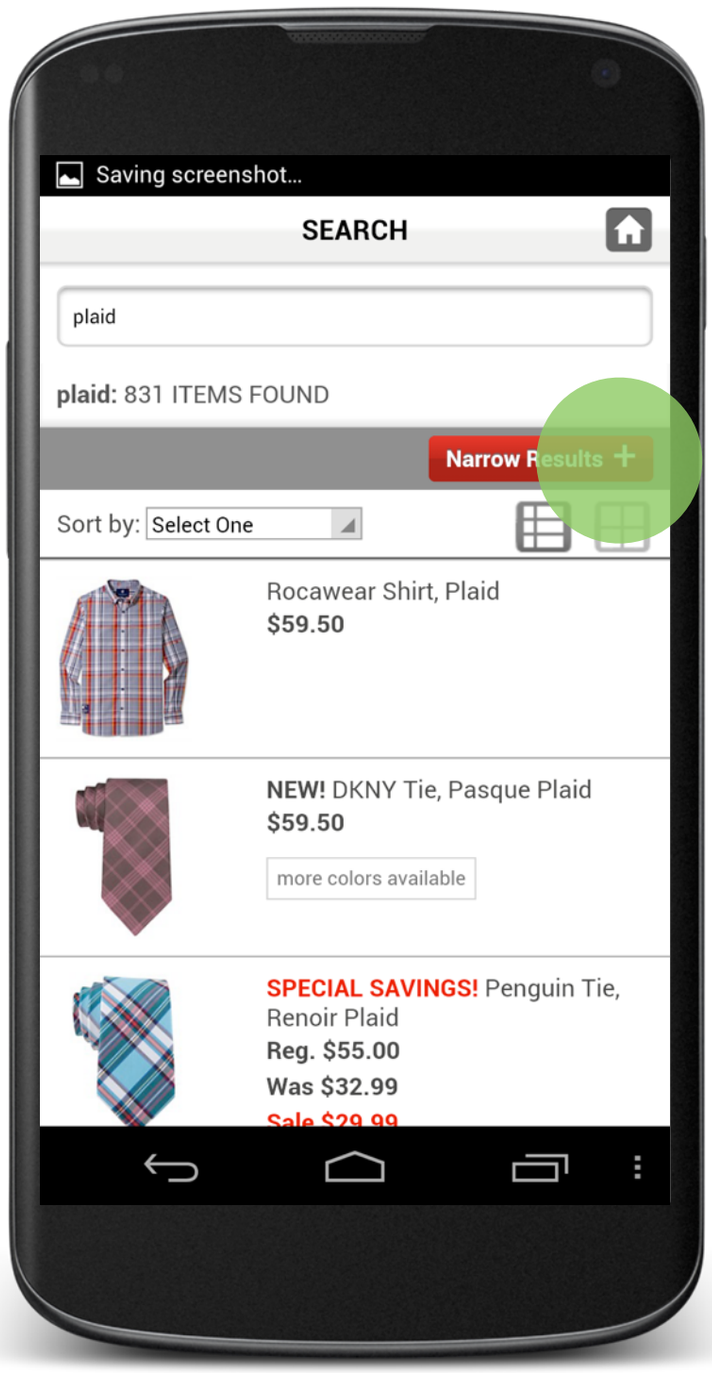

57°
1:00
SHOP
Pants
463 items
Narrow By
Sort by: Featured Items
Dockers Pants, D3 Classic Fit Easy Refined Khaki Flat Front
Special Savings
Reg. $50.00
Was $37.99
Sale $35.99
(15)
more colors available
Haggar Dress Pants, Performance Comfort Flat Front Microfiber
Special Savings
Reg. $65.00
Was $39.99
Sale $36.99
15% OFF ENDS TODAY!
(46)
more colors available

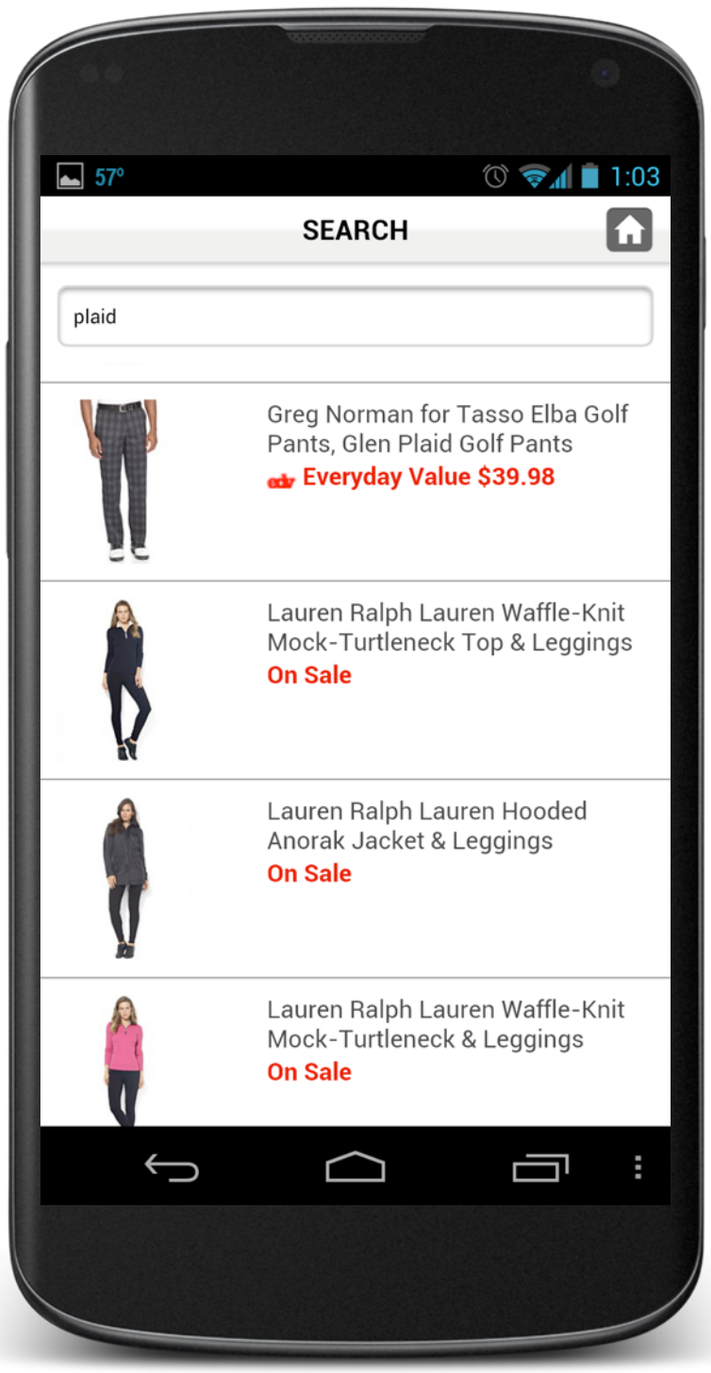

57°
1:01
SHOP
Pants
463 items
Narrow By
Special Offers
Brand
Size
Pant Style
Inseam Size
Occasion
Color
Show Only
Price
Customers' Top Rated
close
57°
1:01
SHOP
Pants
463 items
Narrow By
Special Offers
Brand
Size
Pant Style
Inseam Size
Occasion
Color
Show Only
Price

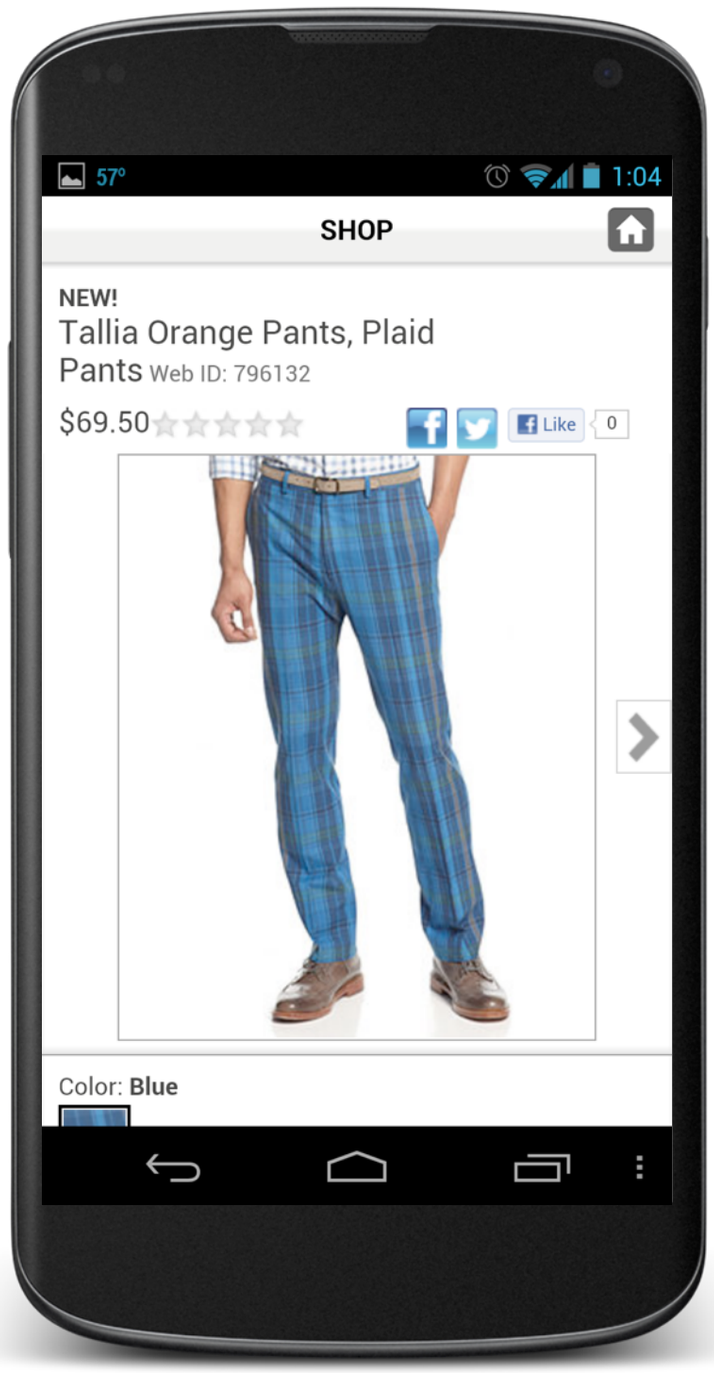

57°
1:01
SHOP
Pants
17 items
Narrow By
Special Offers
Brand
Size
Pant Style
Inseam Size
Occasion
Color
Blue
Show Only
Price

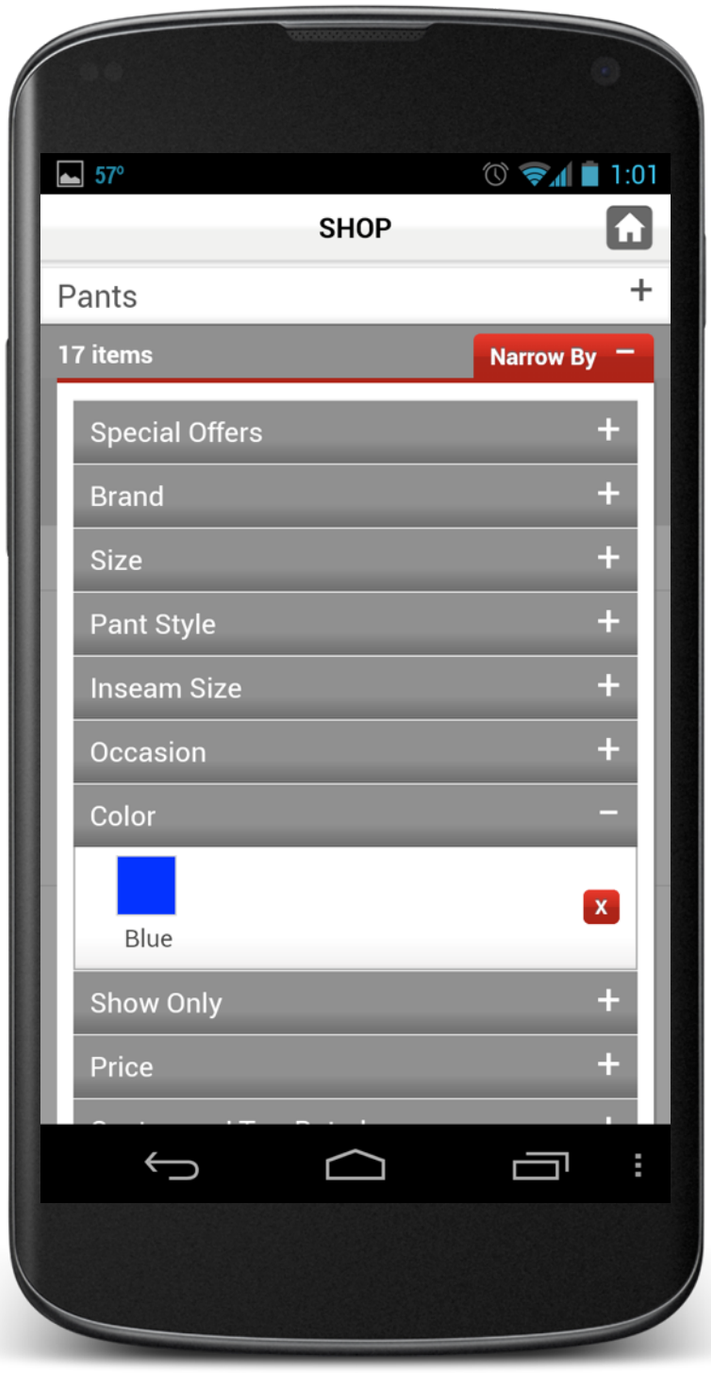

57°
1:02
SHOP
Pants
17 items
Narrow By
:: Blue
Clear All Selections
Sort by: Featured Items
Izod Golf Pants, XFG Houndstooth Flat-Front Golf Pants
Orig. $60.00
Now $29.99
15% OFF ENDS TODAY!
(1)
more colors available
Tommy Bahama Big and Tall Pants, Sandisbar Washed Chino Pants
Orig. $138.00
Now $99.99
big & tall
more colors available


57°
1:02
SHOP
Pants
17 items
Narrow By
:: Blue
Clear All Selections
Sort by: Featured Items
Izod Golf Pants, XFG Houndstooth Flat-Front Golf Pants
Orig. $60.00
Now $29.99
15% OFF ENDS TODAY!
(1)
more colors available
Tommy Bahama Big and Tall Pants, Sandisbar Washed Chino Pants
shop
search
my bag

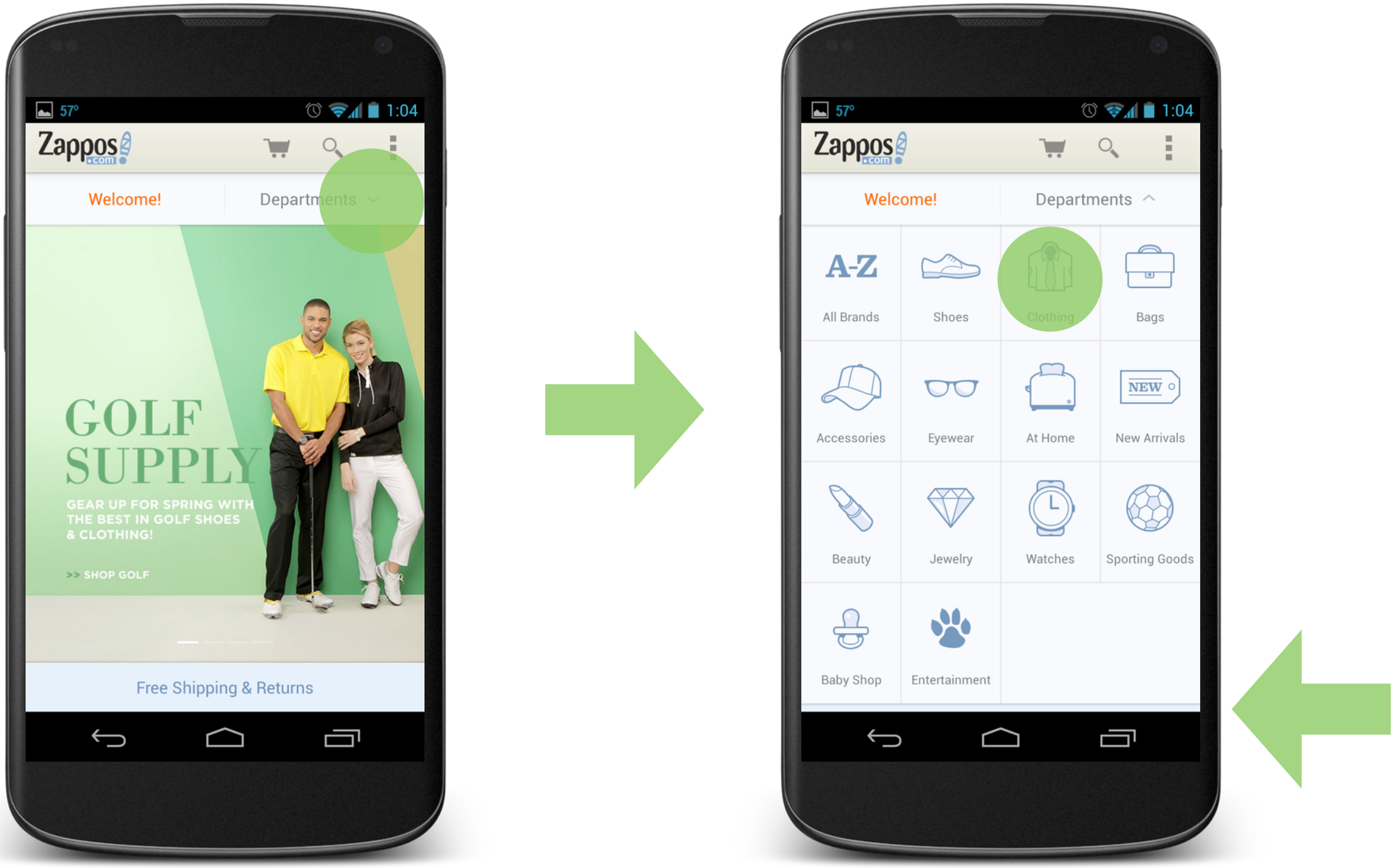

Saving screenshot...
SEARCH
plaid
plaid: 831 ITEMS FOUND
Narrow Results
Sort by: Select One
Rocawear Shirt, Plaid
$59.50
NEW! DKNY Tie, Pasque Plaid
$59.50
more colors available
SPECIAL SAVINGS! Penguin Tie, Renoir Plaid
Reg. $55.00
Was $32.99

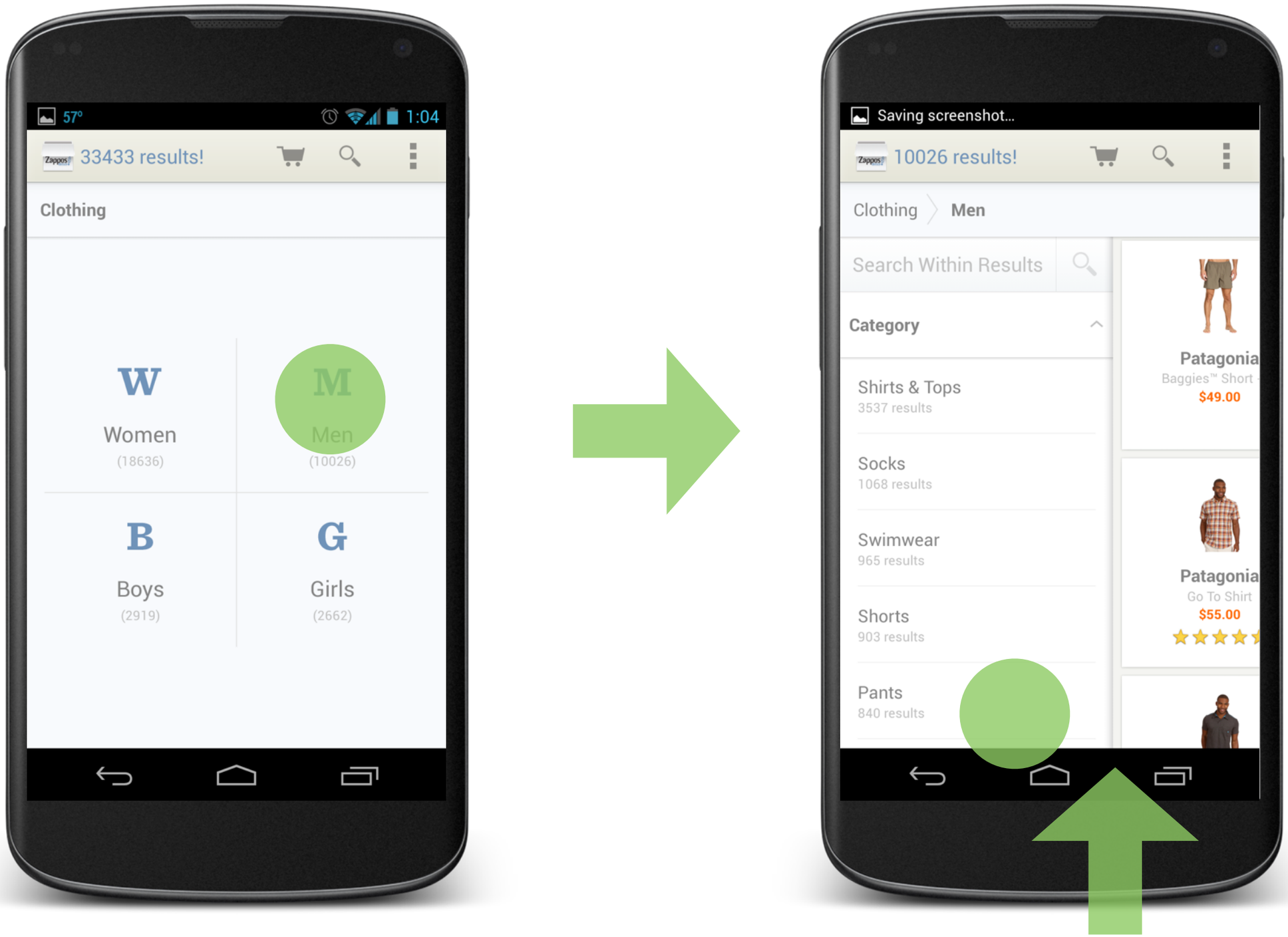

57°
1:03
SEARCH
plaid
Greg Norman for Tasso Elba Golf Pants, Glen Plaid Golf Pants
Everyday Value $39.98
Lauren Ralph Lauren Waffle-Knit Mock-Turtleneck Top & Leggings
On Sale
Lauren Ralph Lauren Hooded Anorak Jacket & Leggings
On Sale
Lauren Ralph Lauren Waffle-Knit Mock-Turtleneck & Leggings
On Sale

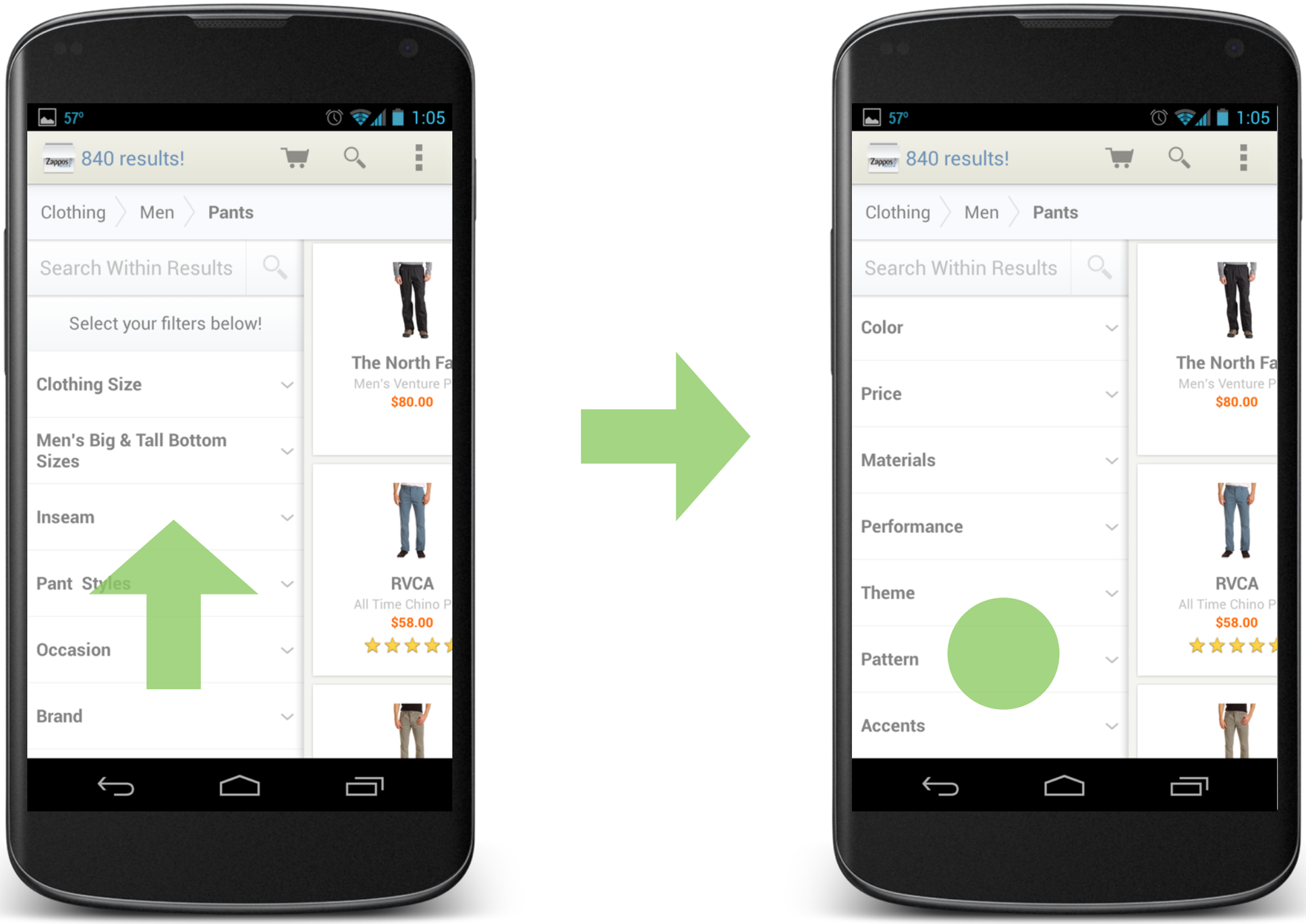

57°
1:04
SHOP
NEW!
Tallia Orange Pants, Plaid Pants Web ID: 796132
$69.50
Like
0
Color: Blue

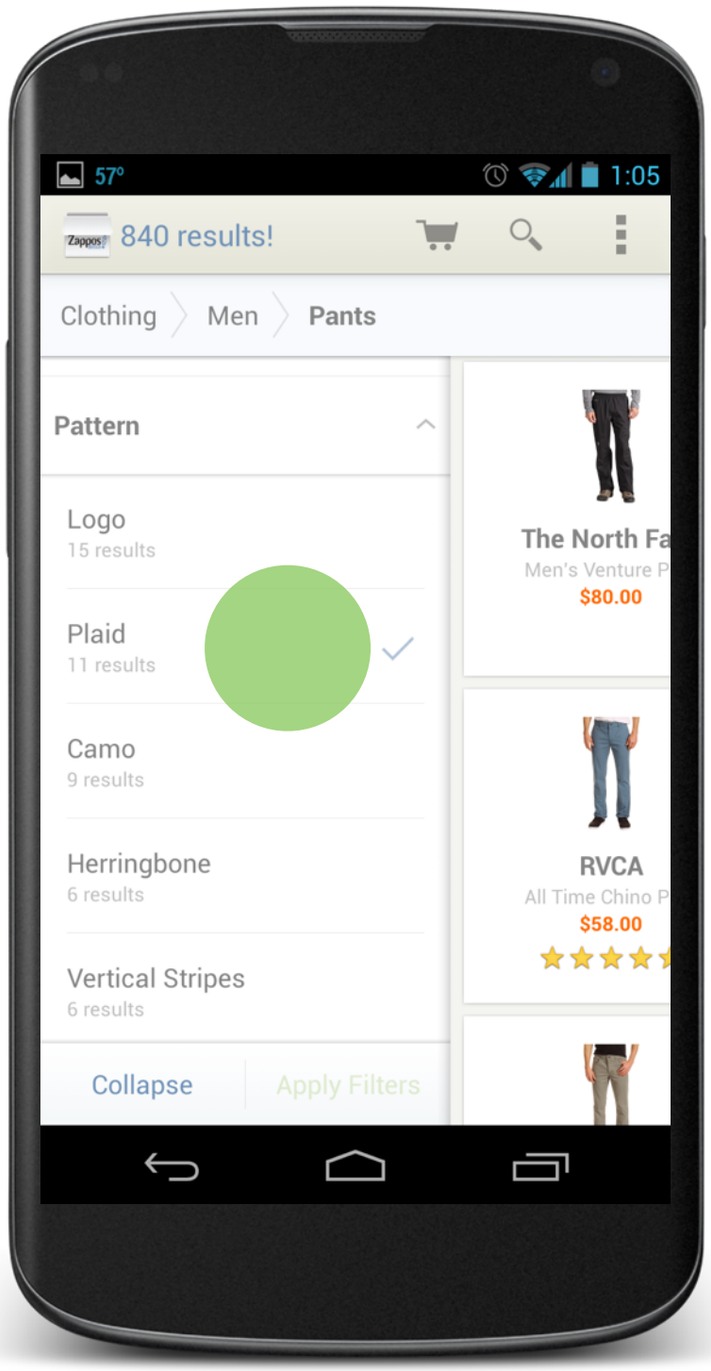

57°
1:01
SHOP
Pants
17 items
Narrow By
Special Offers
Brand
Size
Pant Style
Inseam Size
Occasion
Color
Blue
Show Only
Price

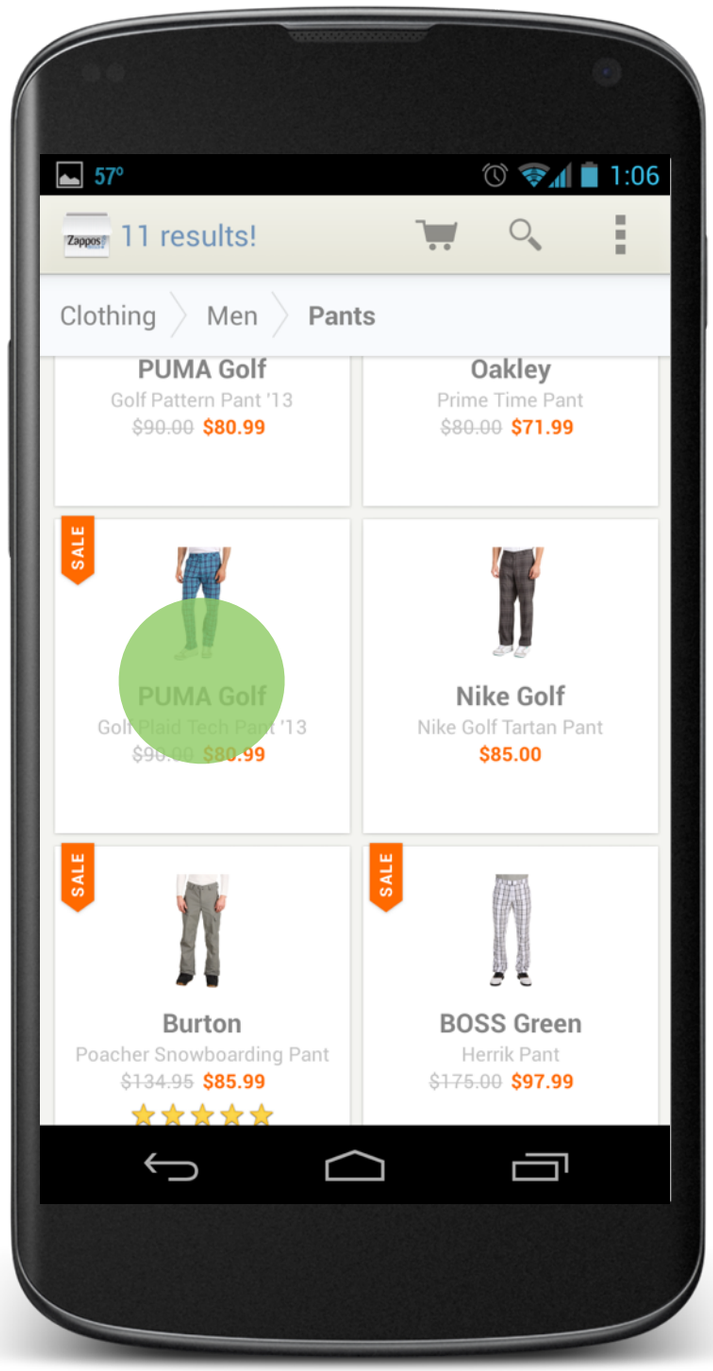
50%


57°
1:04
Zappos .com
Welcome!
Departments
GOLF SUPPLY
GEAR UP FOR SPRING WITH THE BEST IN GOLF SHOES & CLOTHING!
>> SHOP GOLF
Free Shipping & Returns
A-Z
All Brands
Shoes
Clothing
Bags
Accessories
Eyewear
At Home
NEW
New Arrivals
Beauty
Jewelry
Watches
Sporting Goods
Baby Shop
Entertainment


57°
1:04
33433 results!
Clothing
W
Women
(18636)
M
Men
(10026)
B
Boys
(2919)
G
Girls
(2662)
Saving screenshot...
10026 results!
Clothing
Men
Search Within Results
Category
Shirts & Tops
3537 results
Socks
1068 results
Swimwear
965 results
Shorts
903 results
Pants
840 results
Patagonia
Baggies™ Short
$49.00
Patagonia
Go To Shirt
$55.00


57°
1:05
840 results!
Clothing
Men
Pants
Search Within Results
Select your filters below!
Clothing Size
Men's Big & Tall Bottom Sizes
Inseam
Pant Styles
Occasion
Brand
The North Fa
Men's Venture P
$80.00
RVCA
All Time Chino P
$58.00
Color
Price
Materials
Performance
Theme
Pattern
Accents


57°
1:05
840 results!
Clothing
Men
Pants
Pattern
Logo
15 results
Plaid
11 results
Camo
9 results
Herringbone
6 results
Vertical Stripes
6 results
Collapse
Apply Filters
The North Fa
Men's Venture P
$80.00
RVCA
All Time Chino P
$58.00


57°
1:06
11 results!
Clothing
Men
Pants
PUMA Golf
Golf Pattern Pant '13
$90.00 $80.99
Oakley
Prime Time Pant
$80.00 $71.99
SALE
PUMA Golf
Golf Plaid Tech Pant '13
$90.00 $80.99
Nike Golf
Nike Golf Tartan Pant
$85.00
SALE
Burton
Poacher Snowboarding Pant
$134.95 $85.99
SALE
BOSS Green
Herrik Pant
$175.00 $97.99


57°
1:06
Enhance!

- Huge navigation targets
- Metaphors grounded in the physical world
- Embodied patterns

“The human sense of presence, of being at a certain place in space, is fully determined by our ability to enter into closed-loop interactions ”

- Andy Clark.

Supersizing the Mind

Mapping navigation.

Mapping Navigation

- Your composite taxonomy
- Brief brief
- Device cards
- Easel paper
- UI guidelines

Mapping Navigation

25 minutes

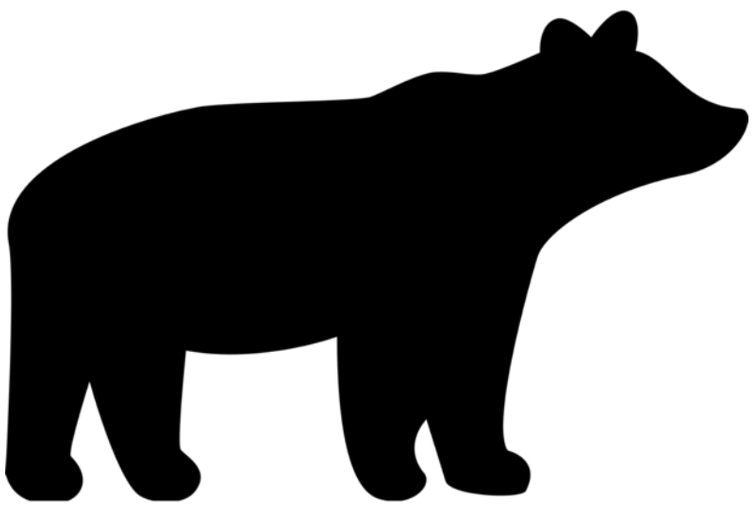
- Identify UI opportunities & limitations
- Formulate a design concept
- Map taxonomy to device
  - use native UI patterns when appropriate
  - account for transitions and place
  - define view-level structure
- Adjust composite taxonomy as necessary

Mapping Navigation

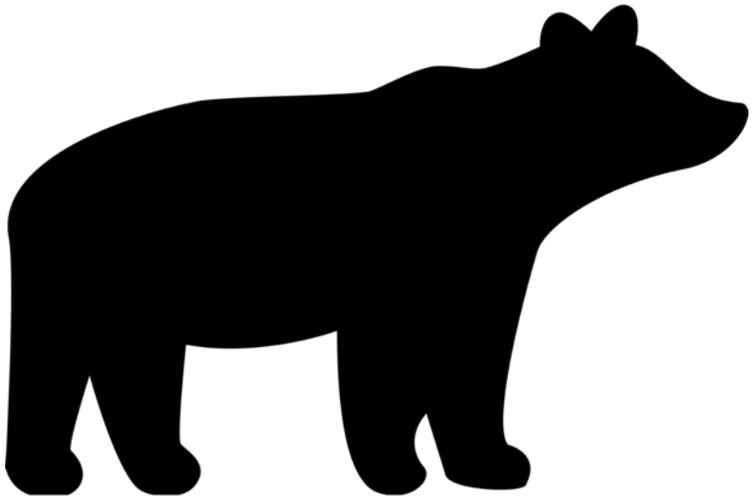
10 minutes

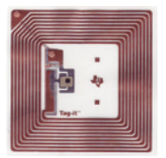
- What is your interaction design concept for each device?
- What opportunities did the device context lend?
- What constraints had to be accommodated?

Beyond textuality.



http://jenson.org/of-bears-bats-and-bees-making-sense-of-the-internet-of-things/





http://jenson.org/of-bears-bats-and-bees-making-sense-of-the-internet-of-things/

"You can only understand something relative to something you already understand."

- Richard Saul Wurman. *Hats*

Modes of Signification

Symbolic

the signifier does not resemble the signified; it is arbitrary and conventional

Text

(signified)

= Tree

(signifier)

Modes of Signification

Symbolic

the signifier does not represent the signified; it is arbitrary and conventional

Indexical

the signifier is directly connected to the signified

- Smoke signifies fire
- Fever signifies infection
- A knock signifies a visitor
- Handwriting signifies the writer

Modes of Signification

Symbolic

the signifier does not represent the signified; it is arbitrary and conventional

Indexical

the signifier is directly connected to the signified

Iconic

the signifier is perceived as resembling or imitating the signified

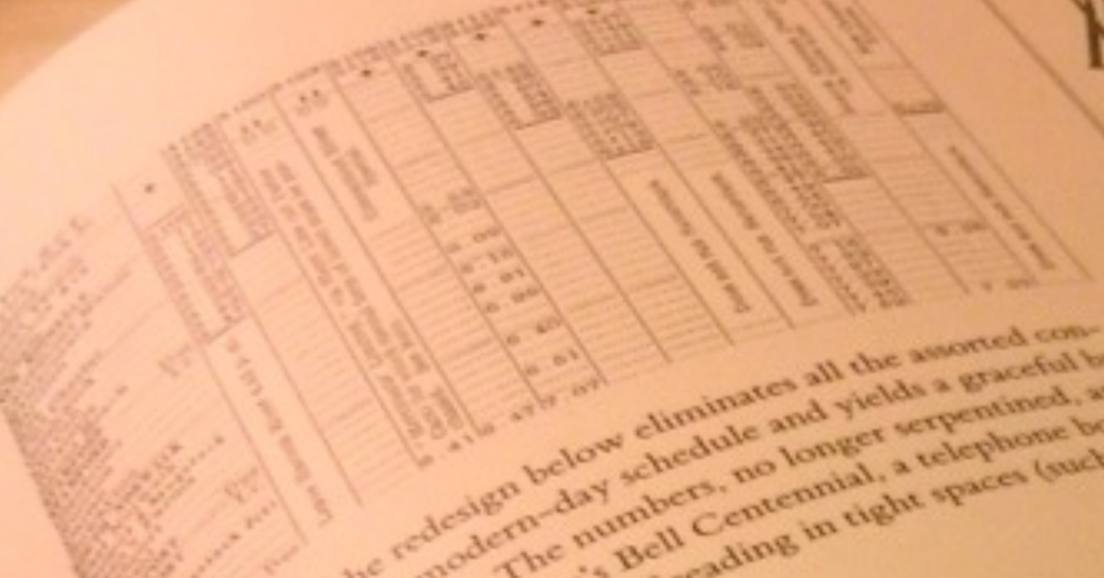
“Iconic signifiers seem to present reality more directly than symbolic signs.”

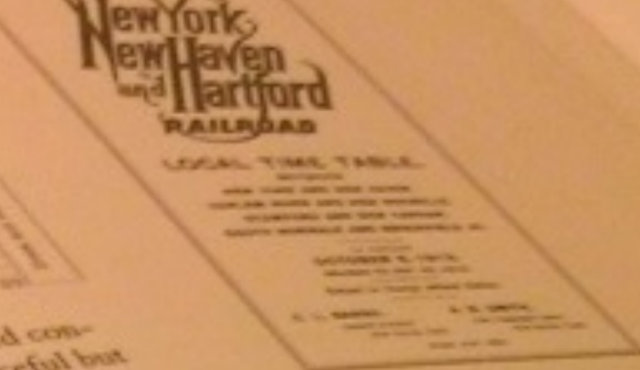
- Daniel Chandler. *Semiotics*


GFCI OUTLET

“This innate bias may not be for faces as such, but for the particular kind of geometric configuration that faces present.”

- Louise Barrett. *Beyond the Brain*





At any rate, the redesign below eliminates all the assorted convolutions from the modern-day schedule and yields a graceful but unceremonious layout. The numbers, no longer serpentined, are now set in Matthew Carter's Bell Centennial, a telephone book typeface designed for clarity of reading in tight spaces (such as the convenient pocket schedule).[8]

8 Center for Design and Typography, Cooper Union, "Matthew Carter: Bell Centennial," Type & Technology Monograph, 1 (1982). Ann Stern did the initial redesign of the New Haven schedule as a student project, Yale University, 1983.

NEW YORK Grand Central Station → **NEW HAVEN**

Monday to Friday, except holidays: Leaves New York	Arrives New Haven
12.35 am	2.18
5.40 am	7.44 am
7.05	8.45
8.05	9.45
9.05	10.45
10.05	11.45
11.05	12.45 pm
12.05 pm	1.45
1.05	2.45
2.05	3.45
3.05	4.45
4.01	5.45
4.41	6.25
4.59	6.53
x 5.02	• 6.33
5.20	• 7.08
5.42	• 7.26
x 6.07	• 7.46
6.25	8.19
7.05	8.56
8.05	9.45
9.05	10.50
10.05	11.45
11.20	1.05 am
12.35 am	2.18

Saturday, Sunday, and holidays: Leaves New York	Arrives New Haven
12.35 am	2.18
5.40 am	7.37 am
8.05	9.45
10.05	11.47
12.05 pm	1.45 pm
2.05	3.45
3.05 Saturday only	4.45
4.05	5.45
5.05	6.48
6.05	7.48
7.05	8.45
8.05 Sunday only	9.45
9.05	10.45
11.20	1.00 am
12.35 am	2.18

x Express
• Does not stop at 125th Street
Holidays: New Year's Day, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas

NEW YORK Grand Central Station → **NEW HAVEN**

Monday to Friday, except holidays: Leaves New York	Arrives New Haven
12.35 am	2.18
5.40 am	7.44 am
7.05	8.45
8.05	9.45
9.05	10.45
10.05	11.45
11.05	12.45 pm
12.05 pm	1.45
1.05	2.45
2.05	3.45
3.05	4.45
4.01	5.45
4.41	6.25
4.59	6.53
x 5.02	• 6.33
5.20	• 7.08
5.42	• 7.26
x 6.07	• 7.46
6.25	8.19
7.05	8.56
8.05	9.45
9.05	10.50
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12.35 am	2.18
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8.05	9.45
10.05	11.47
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3.05 Saturday only	4.45
4.05	5.45
5.05	6.48
6.05	7.48
7.05	8.45
8.05 Sunday only	9.45
9.05	10.45
11.20	1.00 am
12.35 am	2.18

x Express
• Does not stop at 125th Street
Holidays: New Year's Day, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas

umn.

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d symbols.

04 cm) of

"The best we can all do is focus our limited stock of human care and attention toward **designing systems** [...] not obsessing over individual pages for individual platforms."

- Sara Wachter-Boettcher.
Content Everywhere

Responsive Information Architecture

An information design strategy that allows for the expression of **specific meaning** across multiple and independent **contexts**.

Responsive Information Architecture

- Rich understanding of the information ecology
- Content-driven guidelines for interaction design choices
- Embrace ambiguity as a strategy for negotiating the connected environment
- Articulated information structures based on multiple modes of meaning making

Interface futures.

Interface Futures

Imagine a future interface for:

- a watch
- a connected refrigerator
- a TV
- a car
- a connected home
- augmented reality (like Glass, but ready for prime time)

Interface Futures

20 minutes

- Imagine UI opportunities & limitations
- Formulate a design concept
- Map your taxonomy to the device
  - how will you leverage multiple modes?
  - how will the device interact with connected environments?
  - what UI patterns are likely?
- Adjust the composite taxonomy as necessary

Interface Futures

10 minutes

- What future interface did you choose?
- What are its opportunities and limitations?
- What is your interaction design concept?
- How did you map your taxonomy?
  - what changed?
  - what remained the same?

Wrapping up.

Taxonomy

A method of arrangement conceived to create a particular kind of understanding.

Building Flexible Taxonomies

1. Gather **concepts** & **candidate terms** from content audits, stakeholder interviews, and other research.
2. Determine the **narrative**
3. Identify and build out **single dimensions**
4. Articulate **compound taxonomies** to meet project goals
5. Present top-level **“straw-man”** taxonomy to stakeholders
6. Fully build out the revised taxonomy to **lower levels**
7. **Implement**, conduct **user testing** & **revise** as needed

Mapping Navigation

1. Review device specific **opportunities** & **constraints**
2. Draft an **interaction design concept** based on your taxonomic narrative
3. **Articulate** organizational structures to wayfinding elements
    - use native UI patterns when appropriate
    - account for transitions and place
    - define view-level structure
4. Flex taxonomy across individual **dimensions** as necessary

Responsive Information Architecture

- Rich understanding of the information ecology
- Content-driven guidelines for interaction design choices
- Embrace ambiguity as a strategy for negotiating the connected environment
- Articulated information structures based on multiple modes of meaning making

Books

Card Sorting: Designing Usable Categories. Donna Spencer, Rosenfeld Media 2009

The Accidental Taxonomist. Heather Hedden. Information Today, Inc 2010

Organising Knowledge: Taxonomies, Knowledge and Organizational Effectiveness. Patrick Lambe, Chandos Publishing 2007

Building Enterprise Taxonomies. Darin Stewart, Mokita Press 2011

Semiotics. Daniel Chandler, Routledge 2007

Supersizing the Mind. Andy Clark, Oxford University Press 2011

Beyond the Brain. Louise Barrett, Princeton University Press 2011

Content Everywhere. Sara Wachter-Boettcher, Rosenfeld Media 2012

Women, Fire, and Dangerous Things. George Lakoff. University of Chicago Press 1987

Online

The Magical Short-Form Creative Brief. Jared Spool, 2012
http://www.uie.com/articles/short_form_creative_brief/

The Nature of Information Architecture. Dan Klyn, 2013
http://wildlyappropriate.com/2013/04/06/poster-for-information-architecture-summit-2013/

Ambiguity as an emerging design pattern. Luca Rosati, 2014
http://pervasiveia.com/blog/embracing-ambiguity

Of Bears, Bats, and Bees: Making Sense of the Internet of Things. Scott Jenson, 2012
http://jenson.org/of-bears-bats-and-bees-making-sense-of-the-internet-of-things/

Hats. *Design Quarterly No. 145.* Richard Saul Wurman,1989
http://www.jstor.org/stable/i386312

Information Architecture and the Connected Environment. Andy Fitzgerald, 2014
http://radar.oreilly.com/tag/ia-series

Thank you.

Taxonomy for App Makers

http://www.slideshare.net/andybywire

www.andyfitzgerald.org

#AppTaxonomy

@andybywire

Deloitte. Digital