Identify the Mess

State Your Intent

Face Reality

Choose a Direction

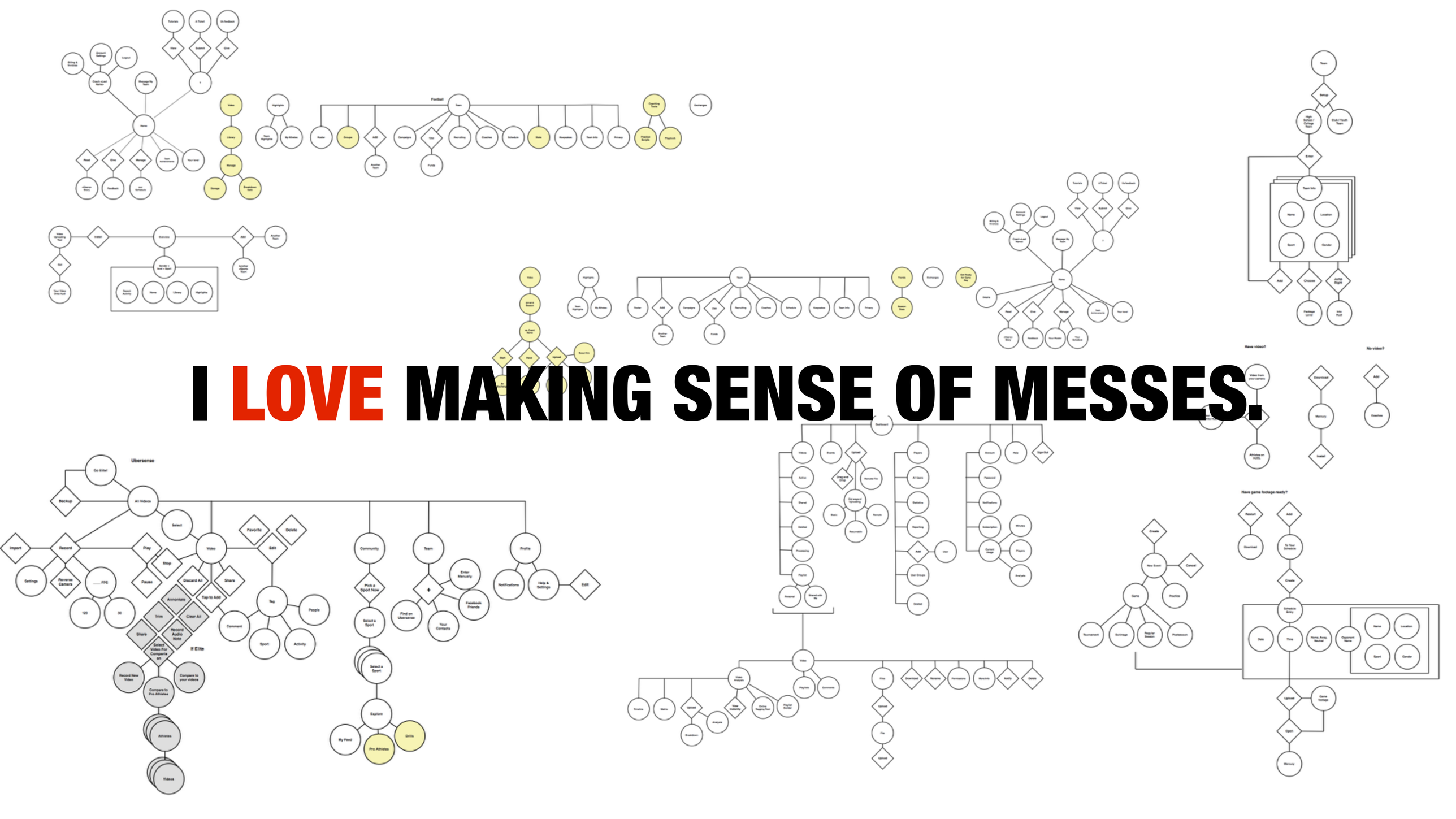
Measure the Distance

Play with Structure

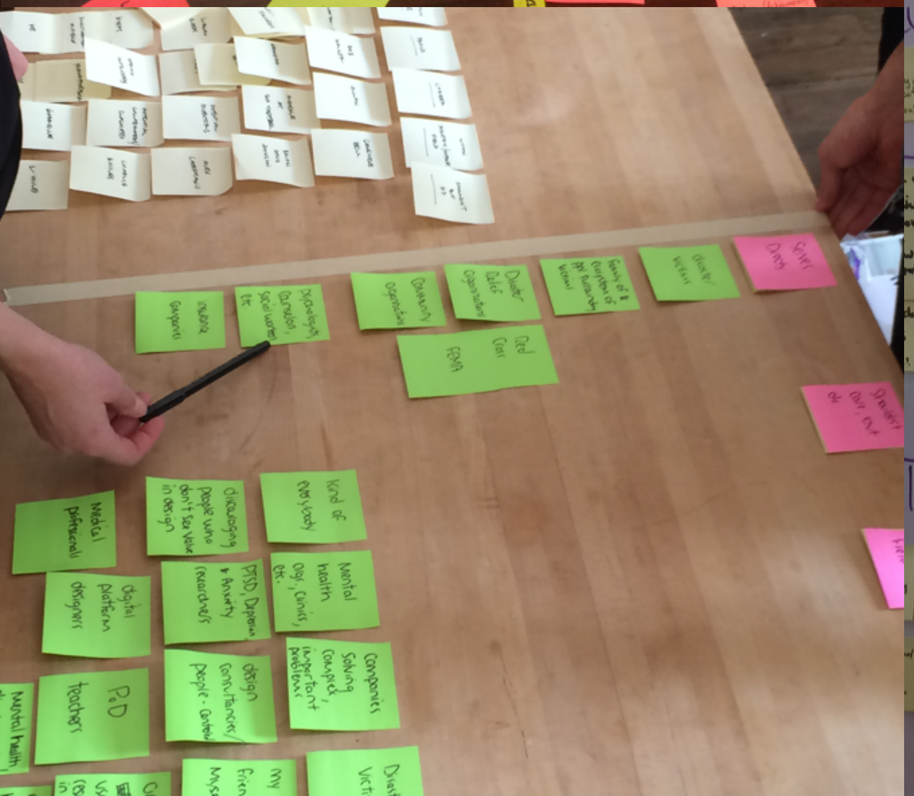
Prepare to Adjust

HOW TO MAKE SENSE OF ANY MESS

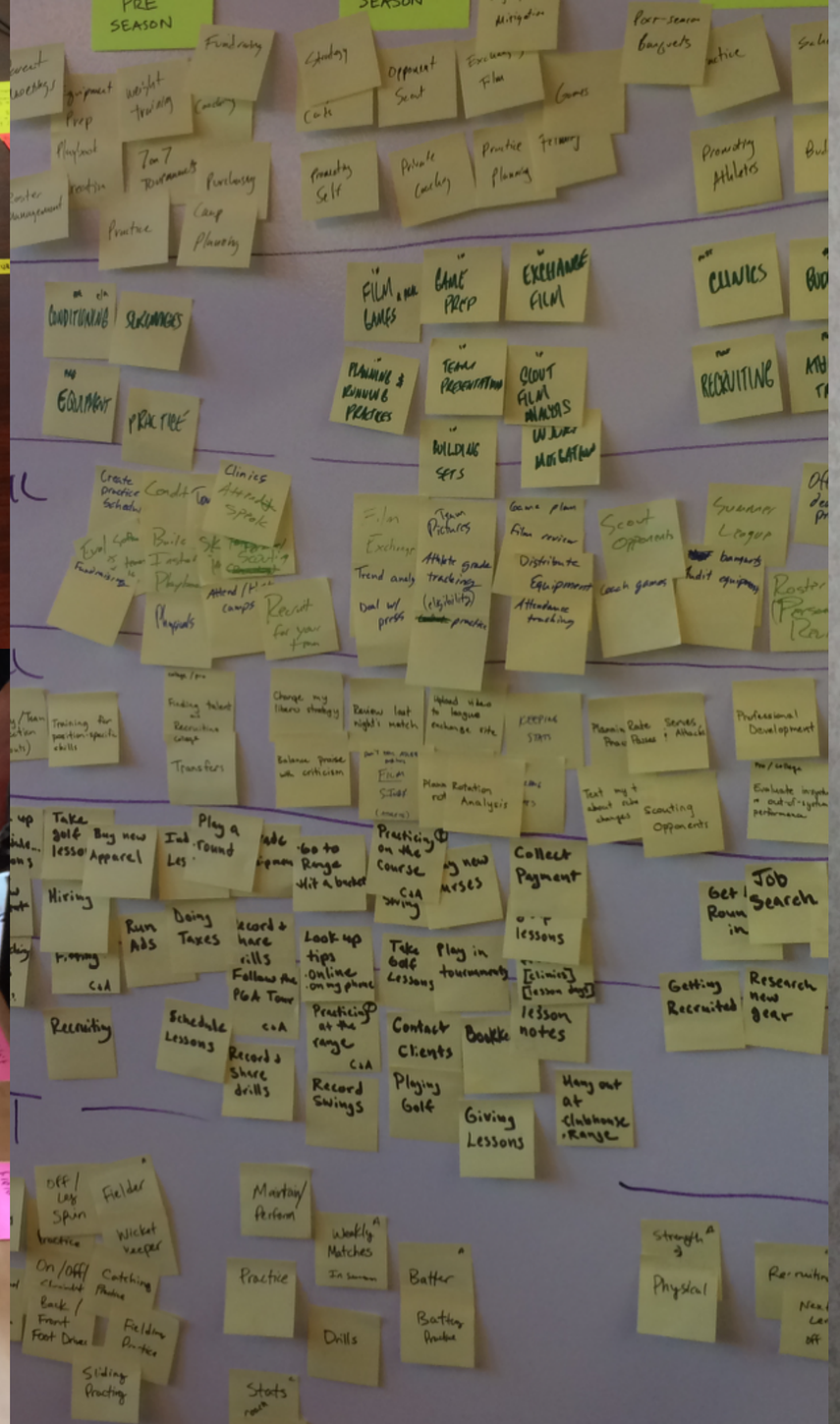
Abby Covert


I LOVE MAKING SENSE OF MESSES.

FOURTH RELEASE
5/20
2/19
1.0 LAUNCH
PARTNER PRODUCTS
CURATED CONTENT
FLY COLLECTIVE
INSTRUCTION

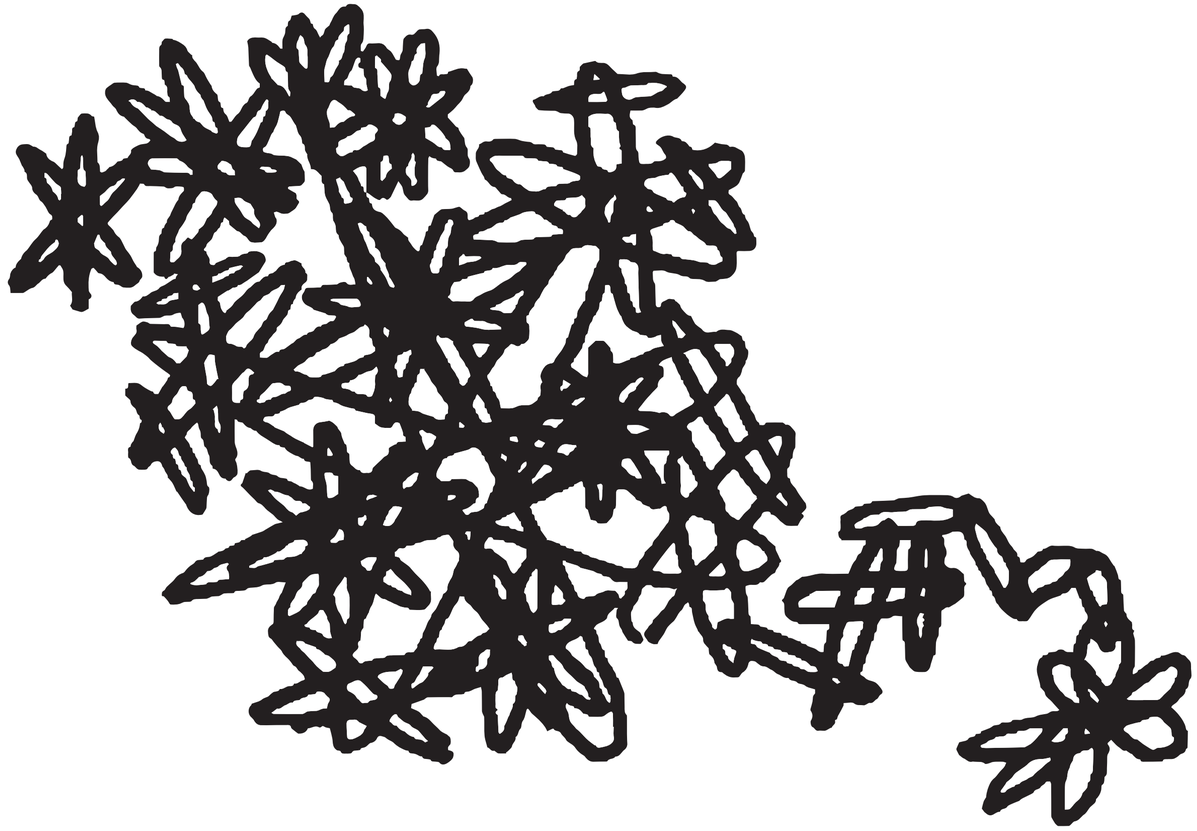


Medical Professionals
Mental health
Companies
P&D



PRE SEASON
SEASON
Fundraising
Opponent Scout
Promoting Athletes
CONDITIONING
SURCHARGES
EQUIPMENT
PRACTICE
FILM GAMES
GAME PREP
EXCHANGE FILM
CLINICS
RECRUITING
Scout Opponents
Summer League
Collect Payment
Job Search
Getting Recruited
Research new gear
Recruiting
Schedule Lessons
Record & Share drills
Record Swings
Contact Clients
Playing Golf
Giving Lessons
Hang out at Clubhouse Range
Practice
Drills
Batter
Physical

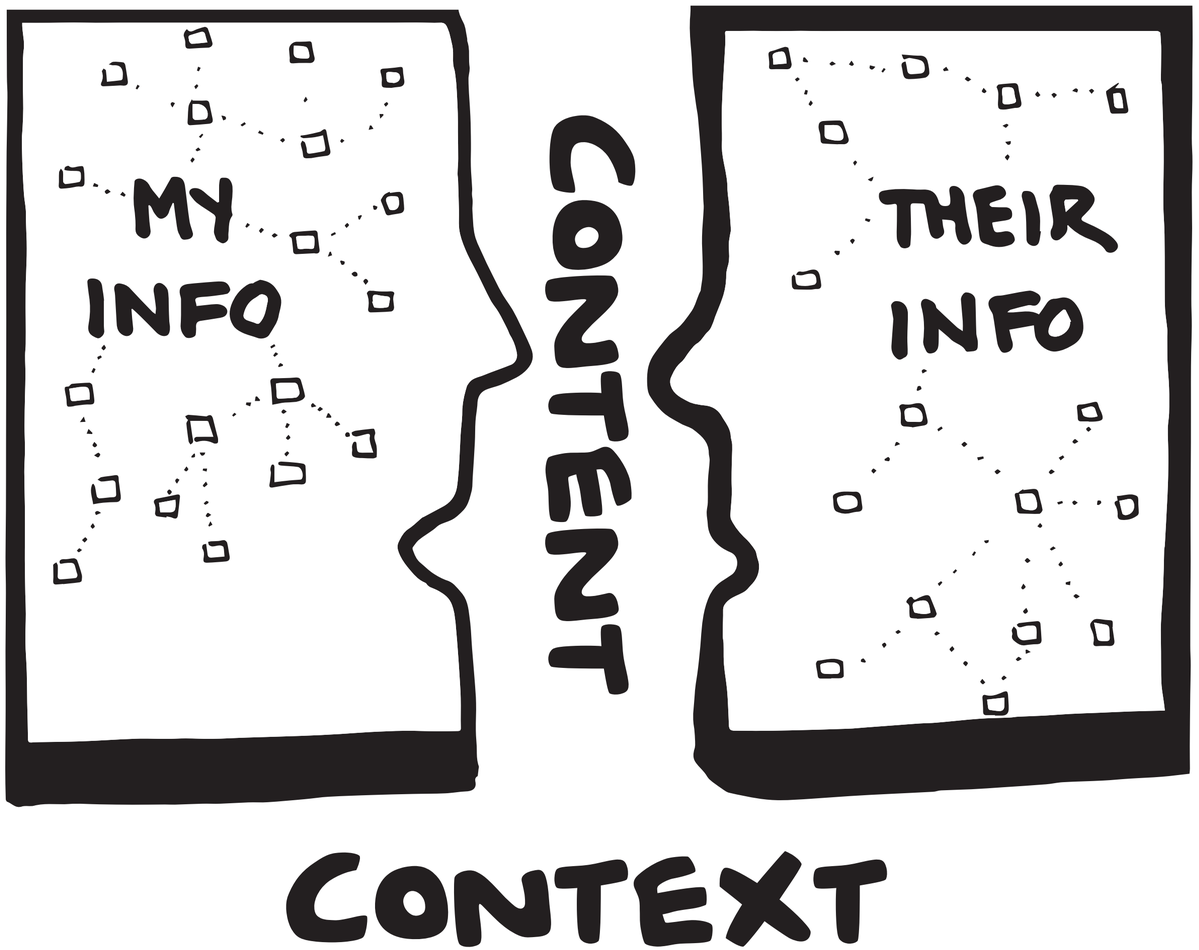
ANARENESS
ACQUISITION
CONVERSION
ACTION
LOYALTY
BETTER MERCH
MEDIA BUY
SEO
GO PANO TWITTER
360 FLY FACEBOOK
INVESTMENT PRESS
LAUNCH PRESS
INSTRUCTION VIDEOS
APP STORE
AMBASSADOR VIDEOS
PARTNER PRODUCTS
Shopify BUNDLES
FLY COLLECTIVE



Thinking about
INFORMATION
as a material is hard

Information can be made from the lack of physical material

Information ≠ Content



Information architecture

is how we arrange the parts to be understandable as a whole.

3 LESSONS

TO MAKE SENSE OF MESS

#1 LANGUAGE MATTERS

Pudding

From Wikipedia, the free encyclopedia

Not to be confused with Dessert.
For other uses, see Pudding (disambiguation).

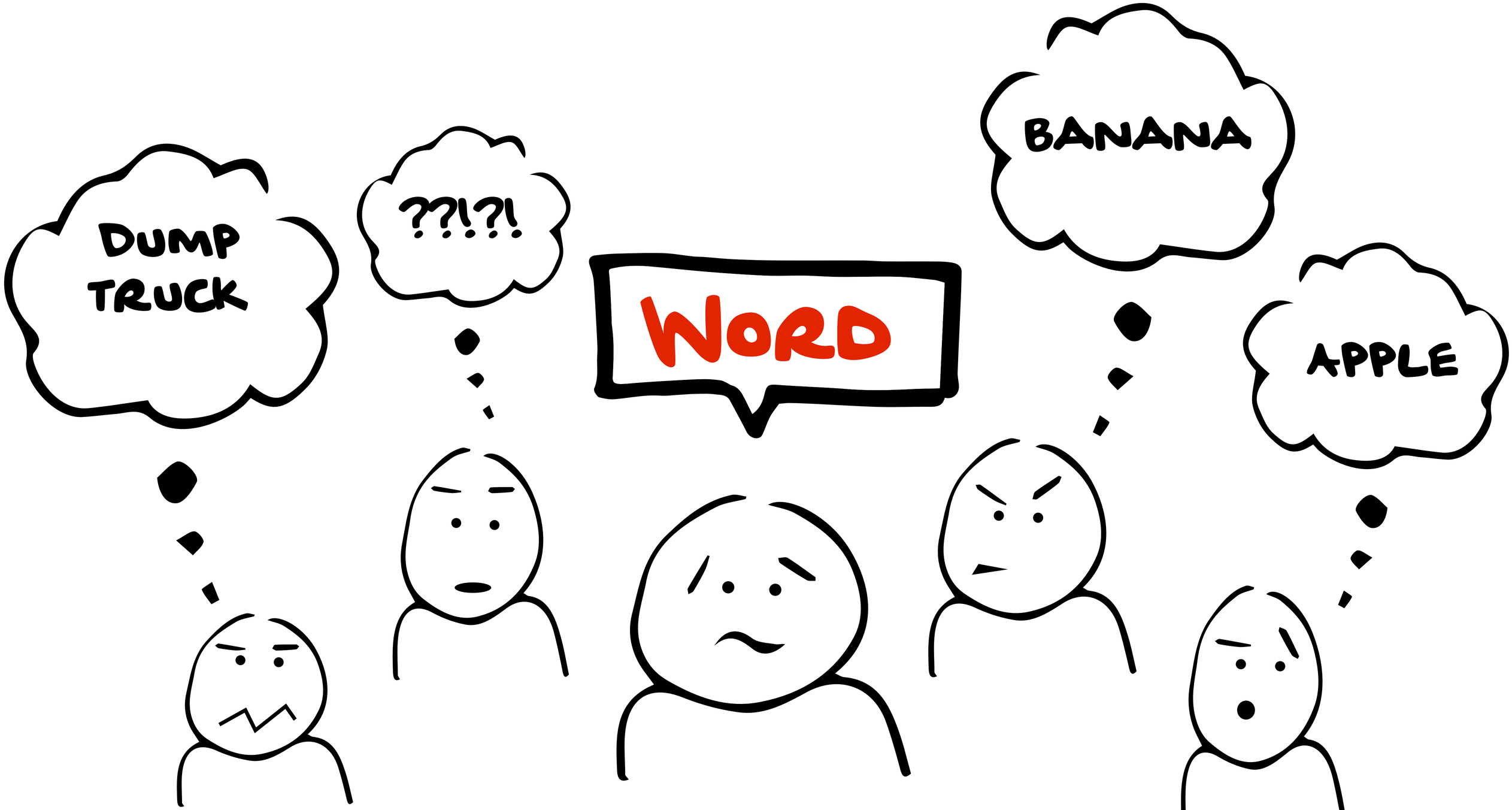
This article **needs additional citations for verification**. Please help improve this article by addir sources. Unsourced material may be challenged and removed. *(May 2011) (Learn how and when to ren*

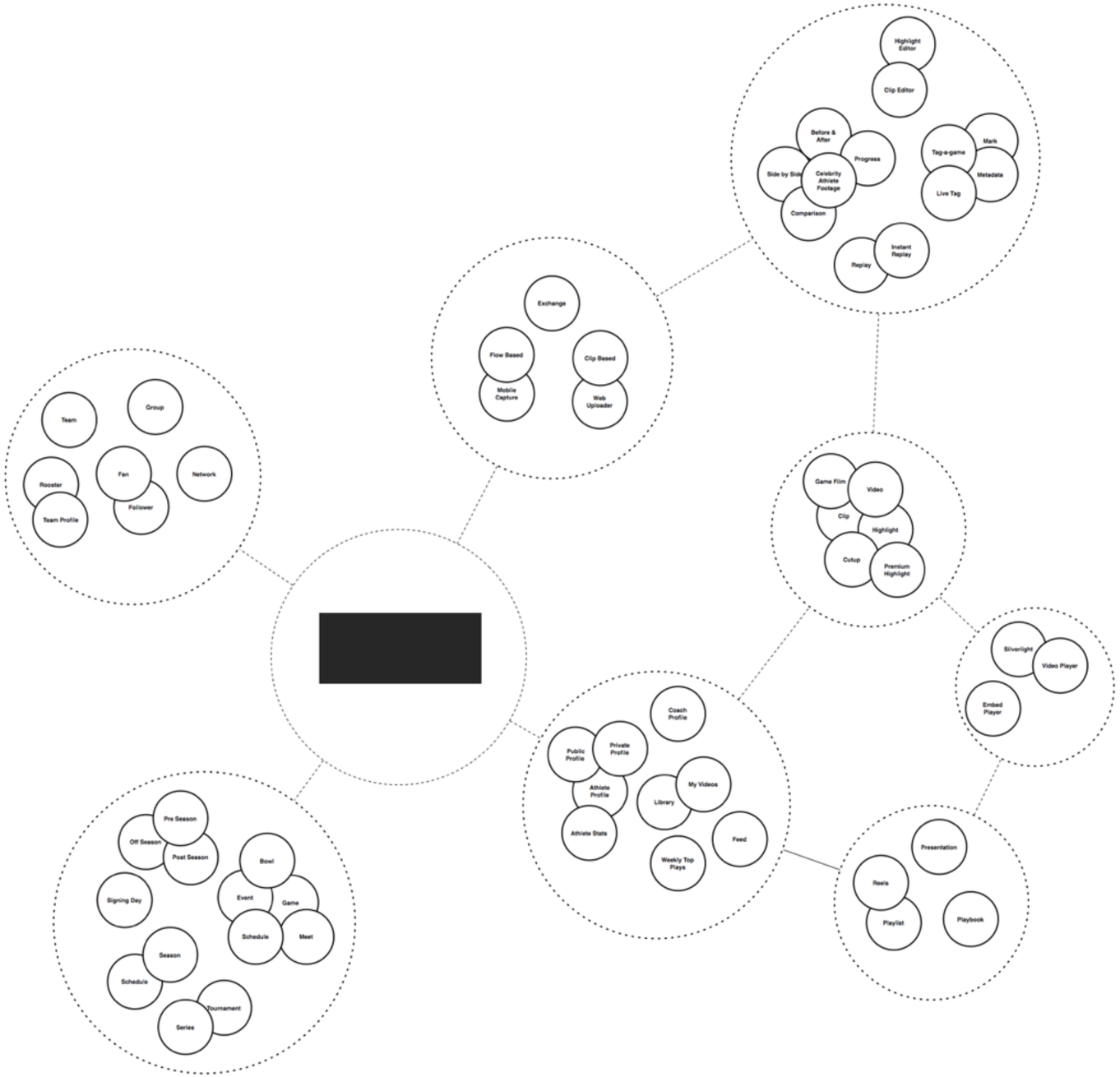
Pudding is a kind of food that can be either a dessert or a savory dish. The word *pudding* is believed to come from the French *boudin*, originally from the Latin *botellus,* meaning "small sausage", referring to encased meats used in Medieval European puddings.[1]

In the United Kingdom and the Commonwealth countries, *pudding* can be used to describe both sweet and savory dishes. Unless qualified, however, the term in everyday usage typically denotes a dessert; in the UK, "pudding" is used as a synonym for a dessert course.[2] Dessert puddings are rich, fairly homogeneous starch- or dairy-based desserts such as rice pudding, steamed cake mixtures such as Treacle sponge pudding with or without the addition of ingredients such as dried fruits as in a Christmas pudding.[2] Savory dishes include Yorkshire pudding, black pudding, suet pudding and steak and kidney pudding.

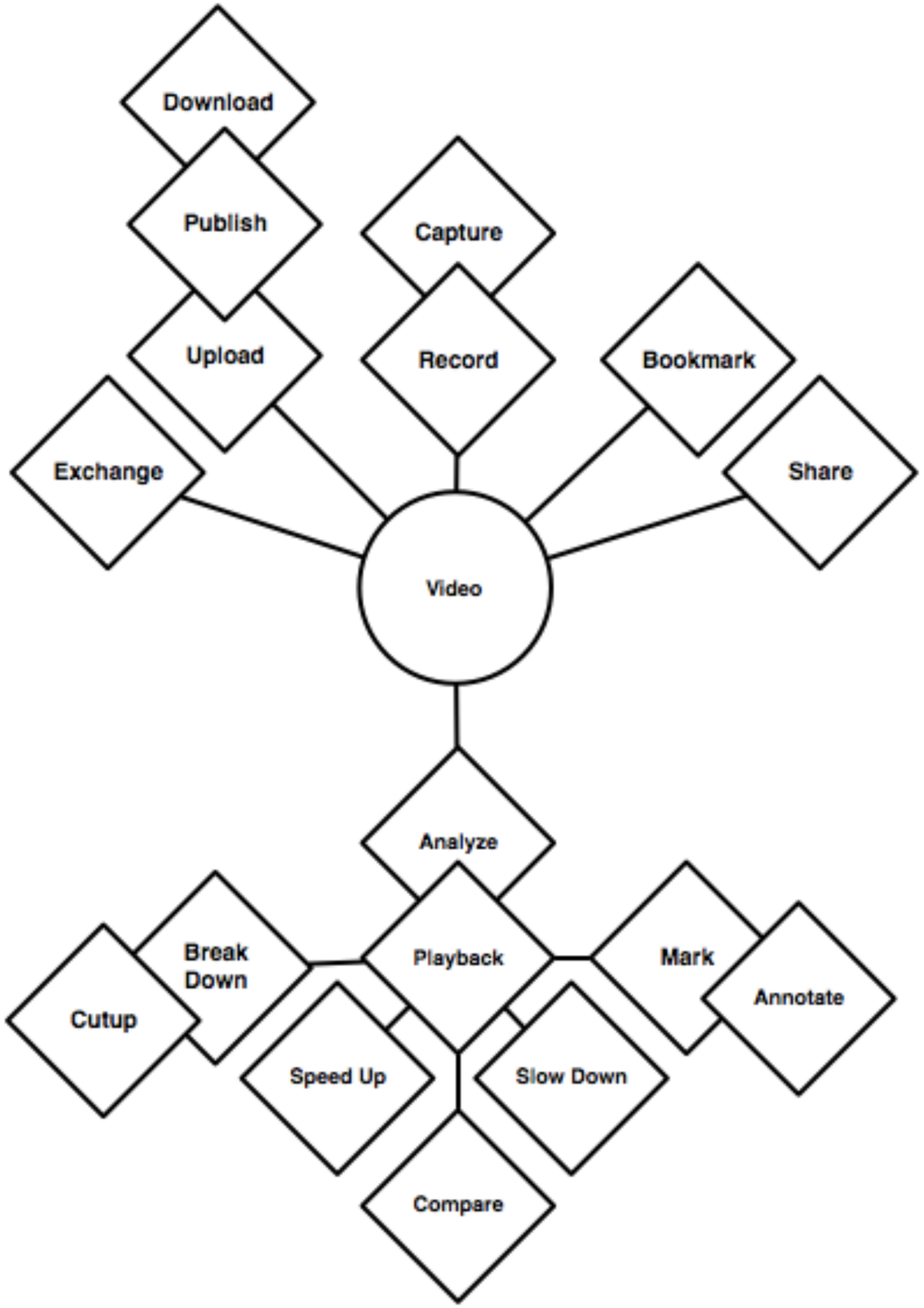
In the United States and some parts of Canada, *pudding* characteristically denotes a sweet milk-based dessert similar in consistency to egg-based custards, instant custards or a mousse, often commercially set using cornstarch, gelatin or similar collagen agent such as the Jell-O brand line of products.

In Commonwealth countries these puddings are called custards (or curds) if they are egg-thickened, blancmange if starch-thickened, and jelly if gelatin based. Pudding may also refer to other dishes such as bread pudding and rice pudding, although typically these names derive from the origin as British dishes.


DUMP TRUCK
?!?!?!
WORD
BANANA
APPLE

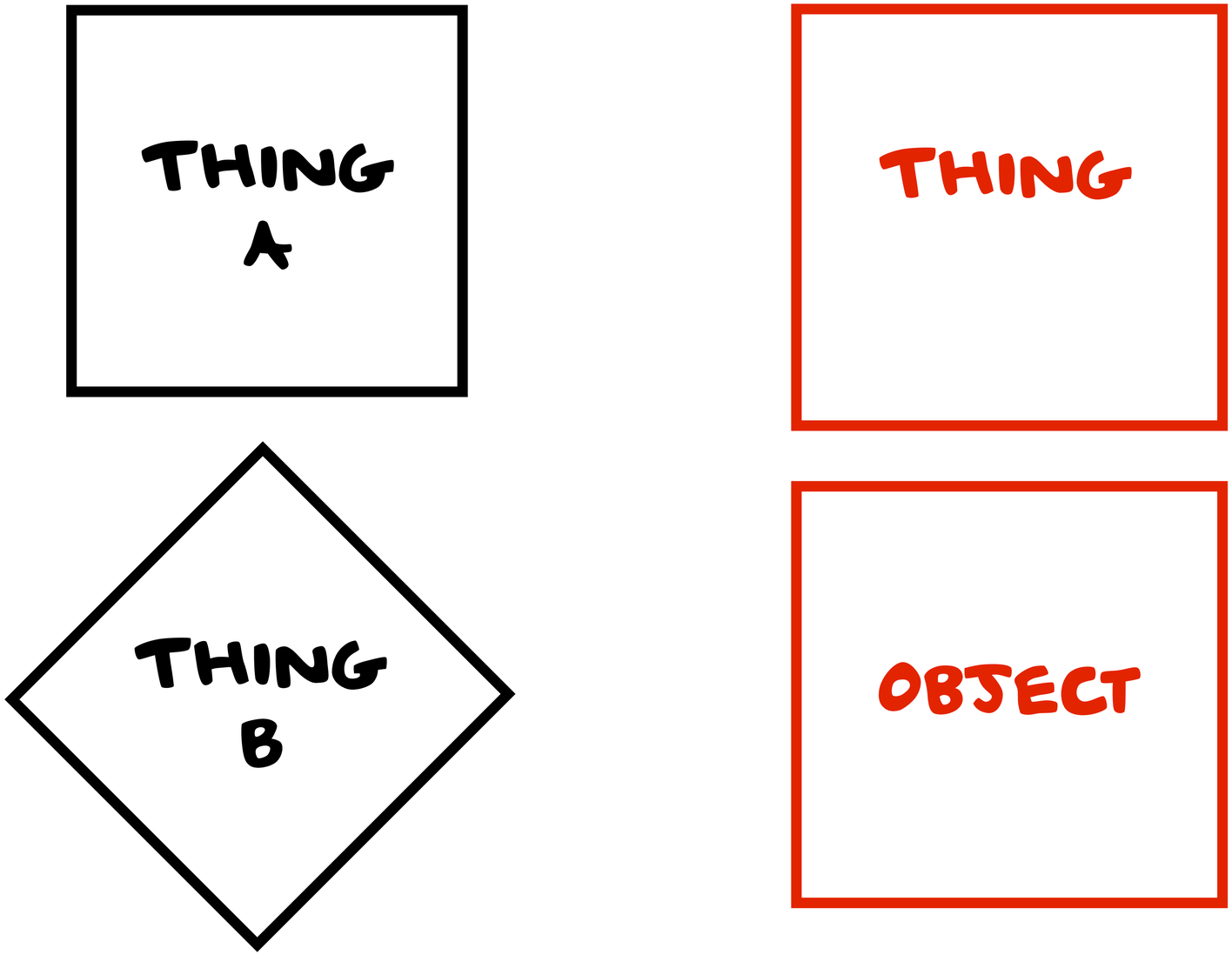


How many duplicative nouns does your team deal with?



How many **duplicative verbs** are related to those nouns?

Model Change vs. Label Change

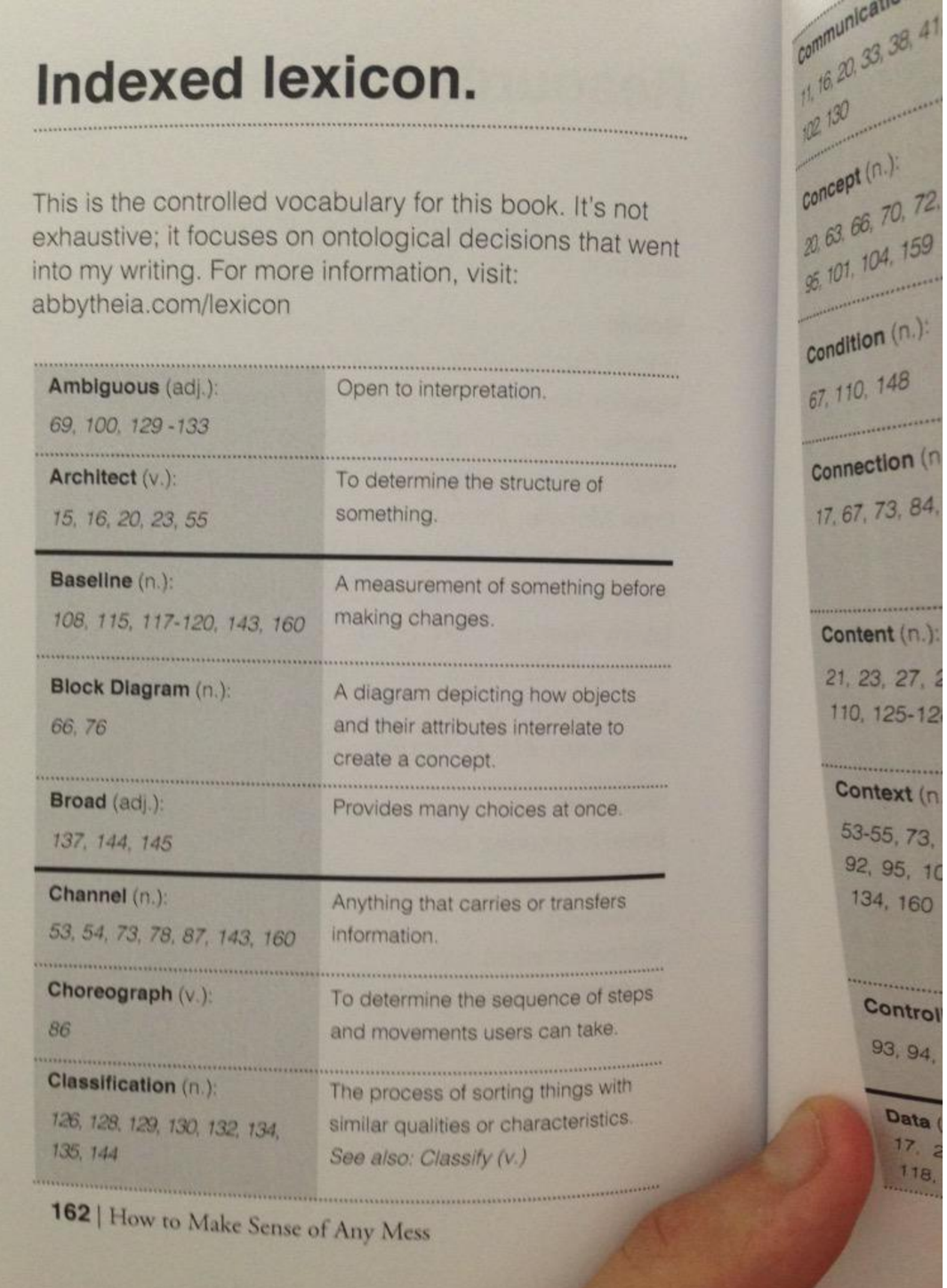


One label per noun or verb

is not always the best way to go

The goal is not simplifying

The goal is to know what you mean when you say what you say.



Indexed lexicon.

This is the controlled vocabulary for this book. It's not exhaustive; it focuses on ontological decisions that went into my writing. For more information, visit: abbytheia.com/lexicon

Ambiguous (adj.): *69, 100, 129 -133*	Open to interpretation.
Architect (v.): *15, 16, 20, 23, 55*	To determine the structure of something.
Baseline (n.): *108, 115, 117-120, 143, 160*	A measurement of something before making changes.
Block Diagram (n.): *66, 76*	A diagram depicting how objects and their attributes interrelate to create a concept.
Broad (adj.): *137, 144, 145*	Provides many choices at once.
Channel (n.): *53, 54, 73, 78, 87, 143, 160*	Anything that carries or transfers information.
Choreograph (v.): *86*	To determine the sequence of steps and movements users can take.
Classification (n.): *126, 128, 129, 130, 132, 134, 135, 144*	The process of sorting things with similar qualities or characteristics. *See also: Classify (v.)*

Communicati *11, 16, 20, 33, 38, 41, 102, 130*

Concept (n.): *20, 63, 66, 70, 72, 95, 101, 104, 159*

Condition (n.): *67, 110, 148*

Connection (n *17, 67, 73, 84,*

Content (n.): *21, 23, 27, 2 110, 125-12*

Context (n *53-55, 73, 92, 95, 1 134, 160*

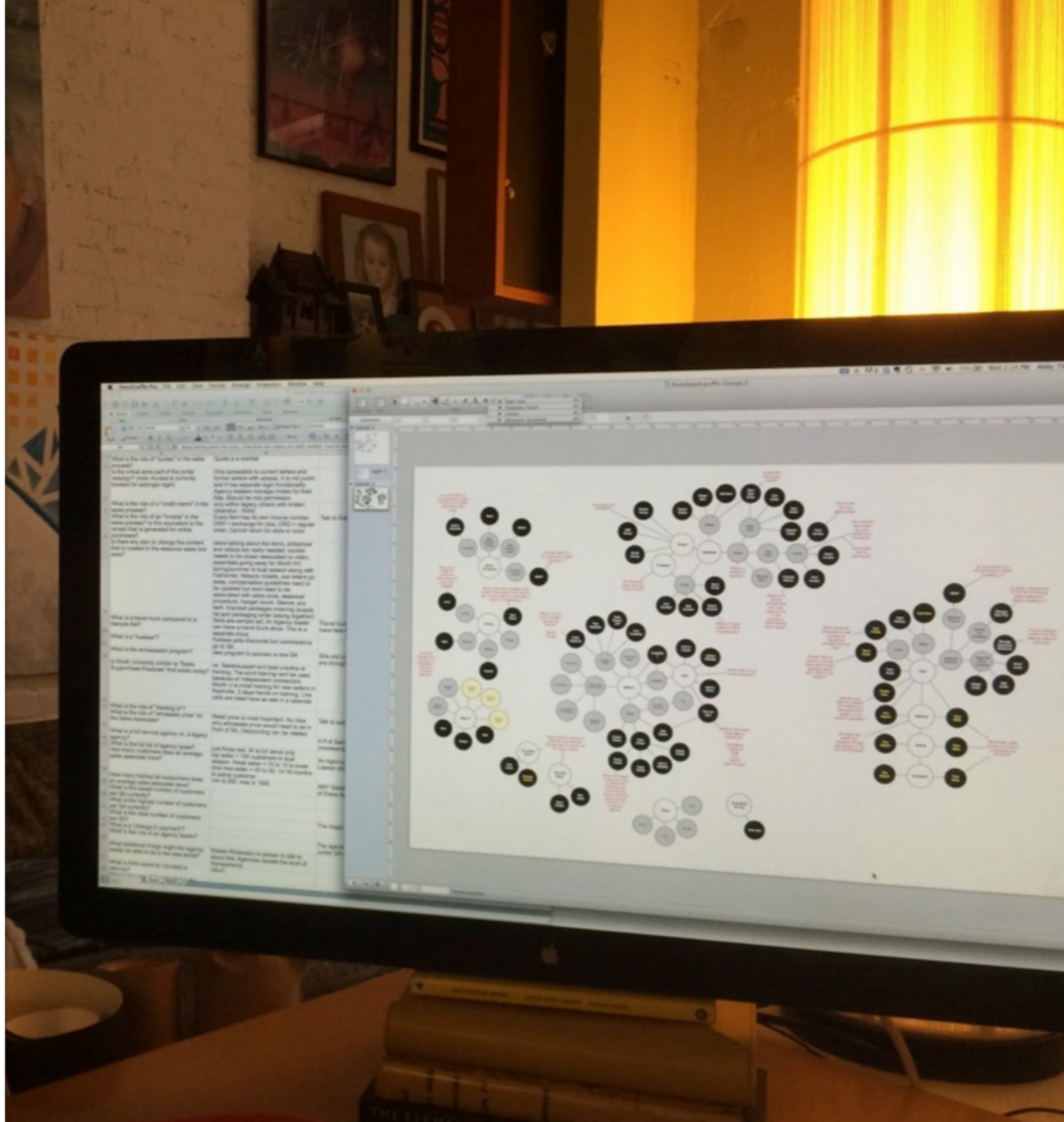
Control *93, 94,*

Data (*17, 2 118,*

Controlled vocabularies are the greatest thing since sliced bread or pockets.

@jcolman's thumb showing off my book's controlled vocabulary

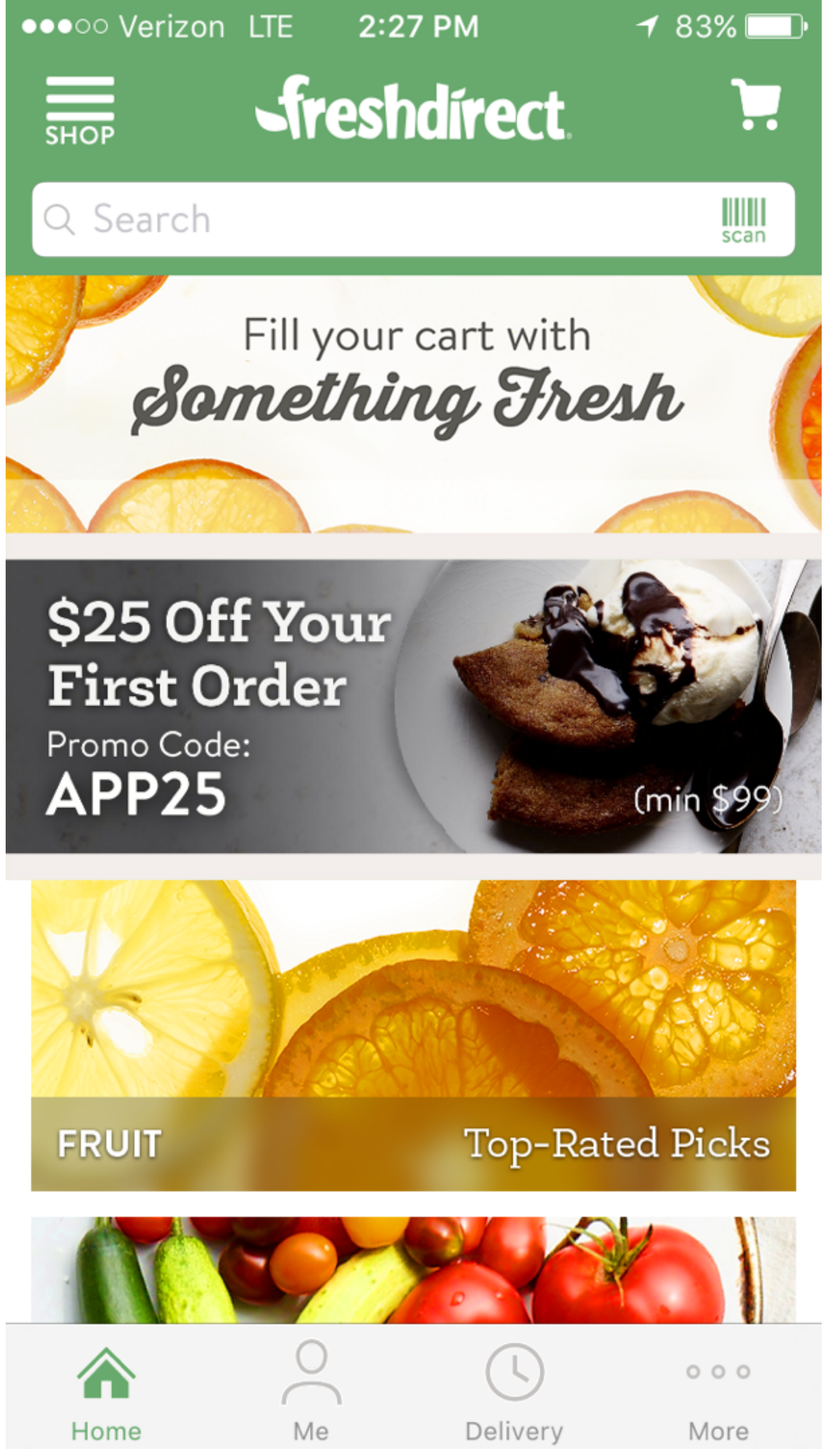
Experiences
are made of
language.

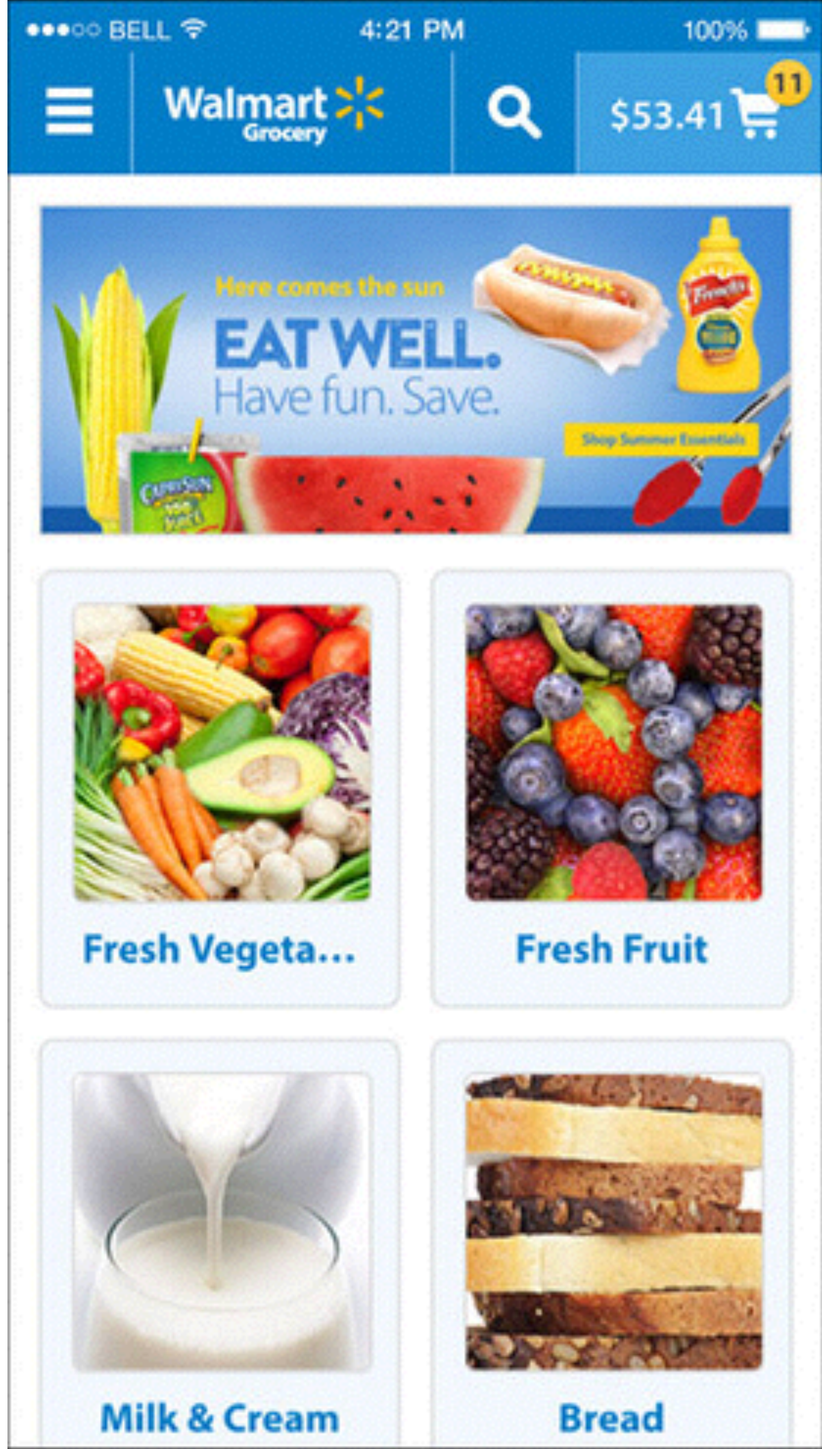


Simplify the language in your organisation.

#2 THERE IS NO RIGHT WAY

In most contexts, taxonomy is a tool of rhetoric not an exact science.





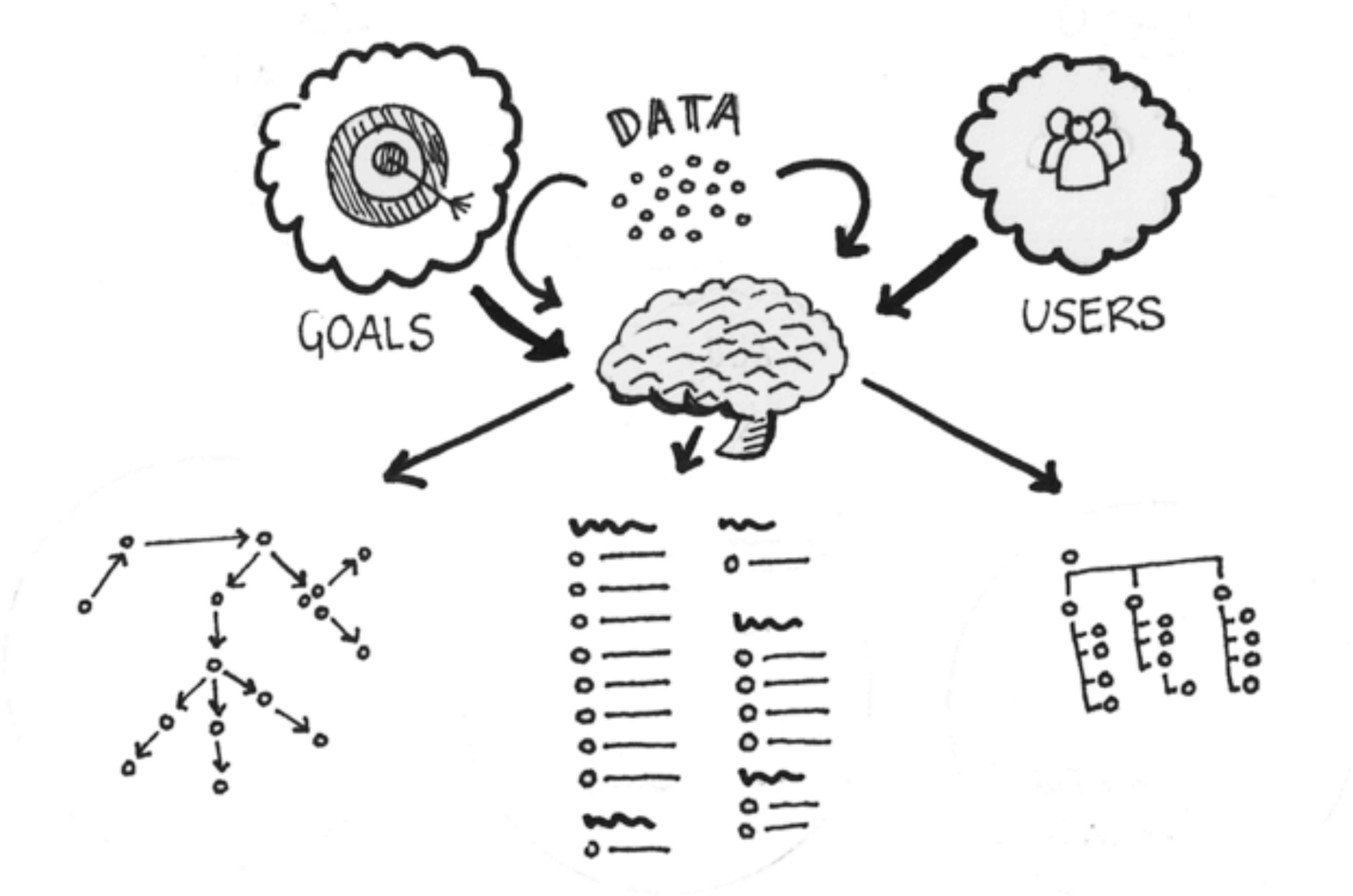
Vegetables

Fruit

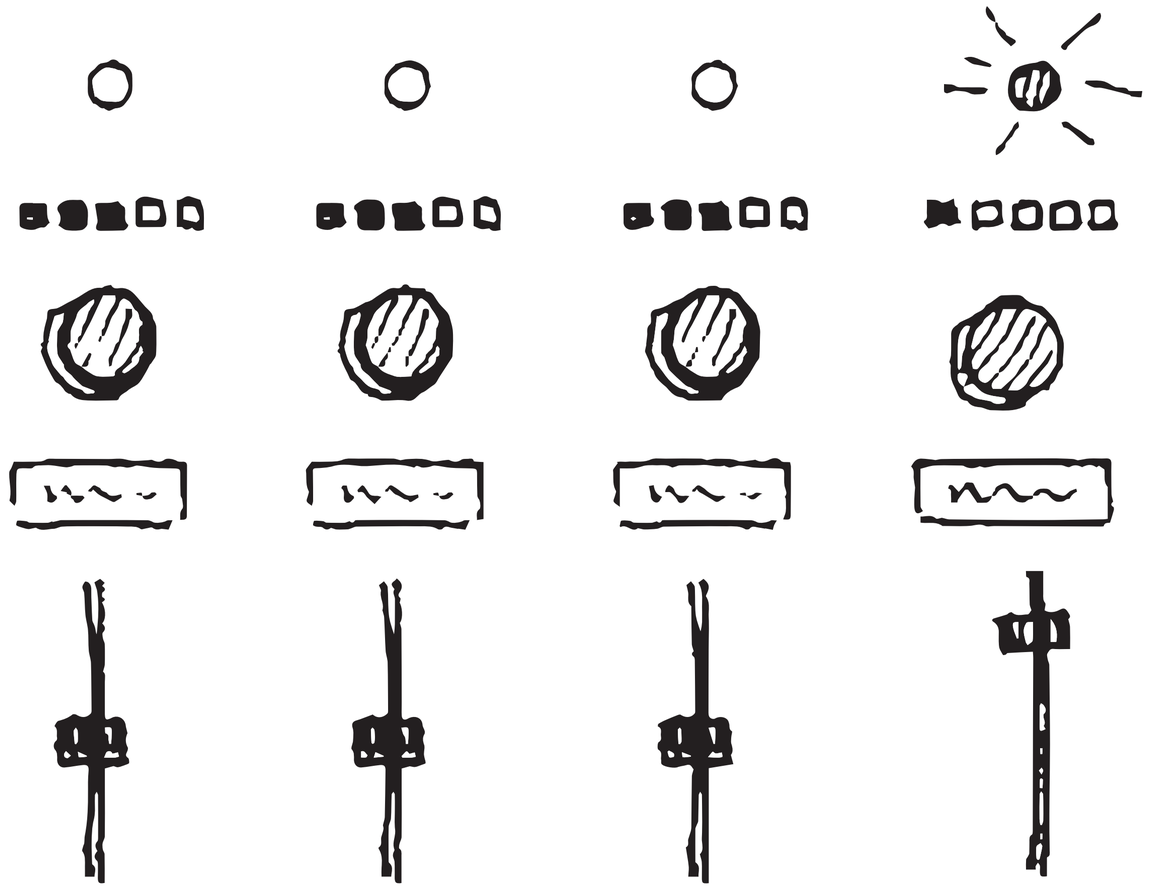
If Fresh Direct classified produce scientifically, no one would be able to find anything.

The way you choose to organise your produce says something about you.

There is no one right way to organise something.



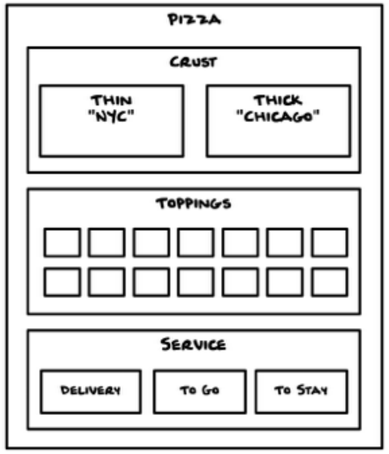
The only thing that matters is reaching your goals.

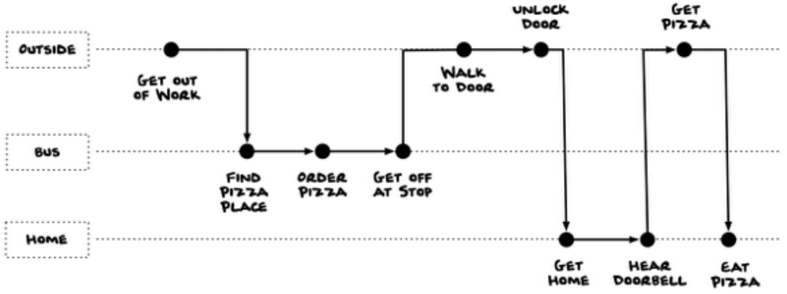


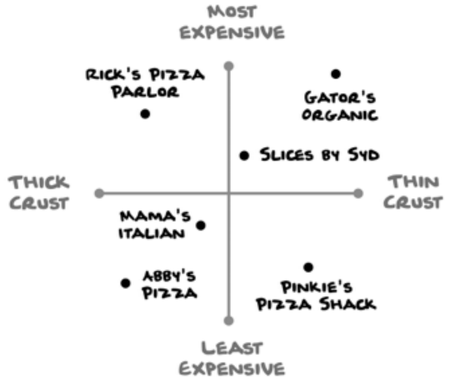
Show an alternative way of organising things.

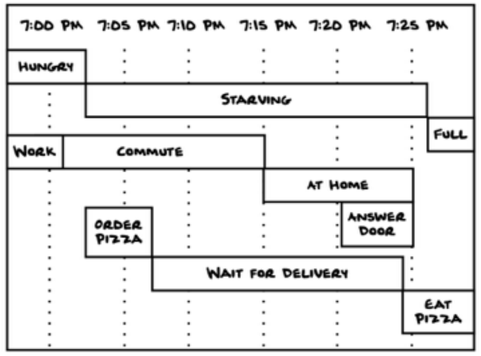
#3 WE NEED PICTURES

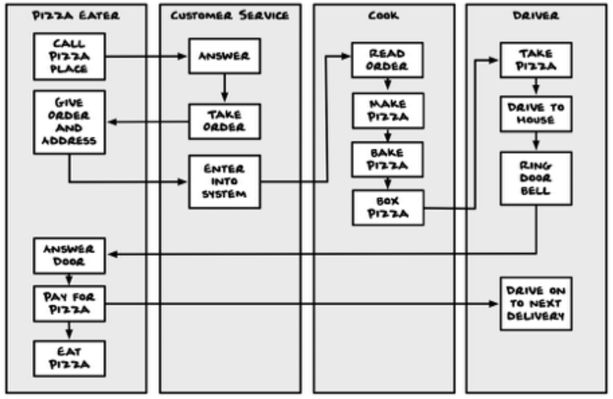
Pictures give us something in common to point to.

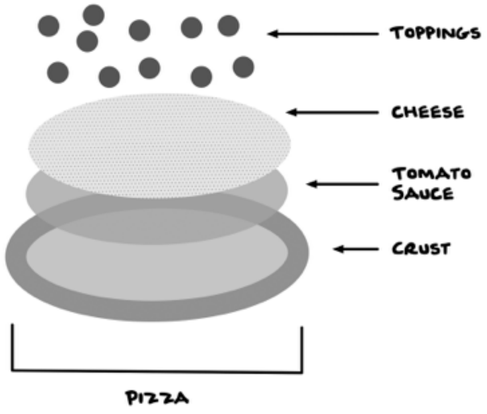


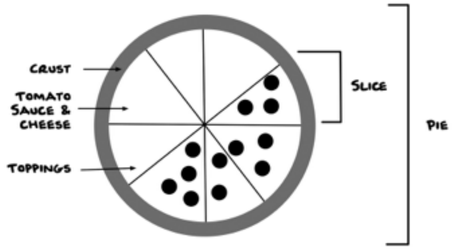


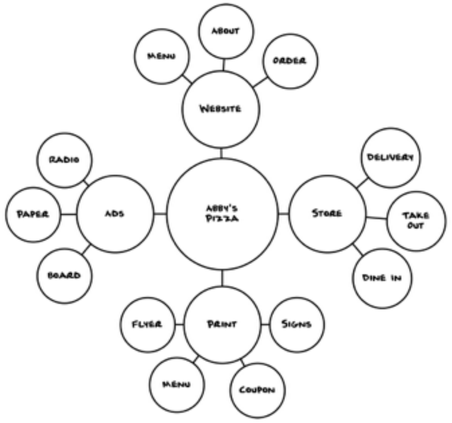






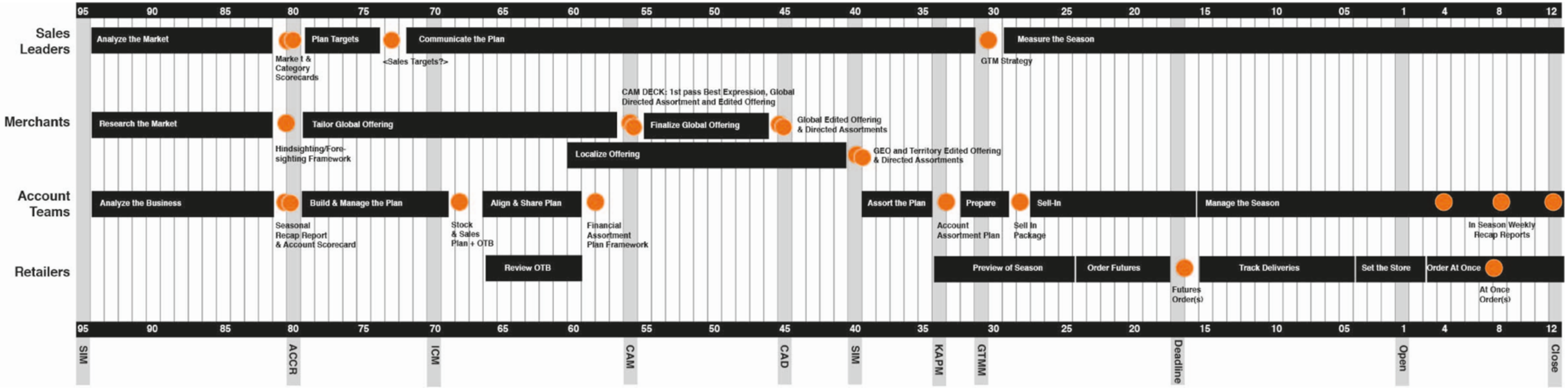


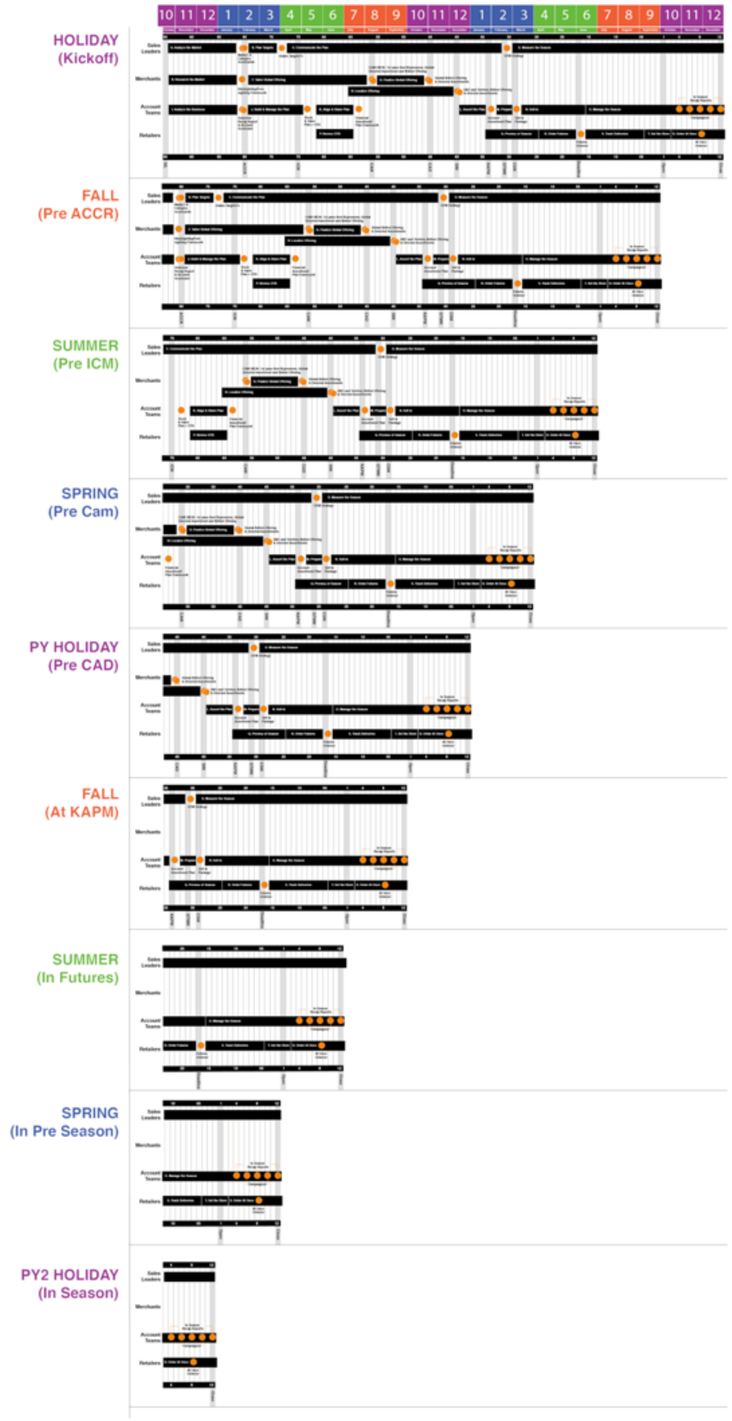




Take the time and space needed to collect and iterate.

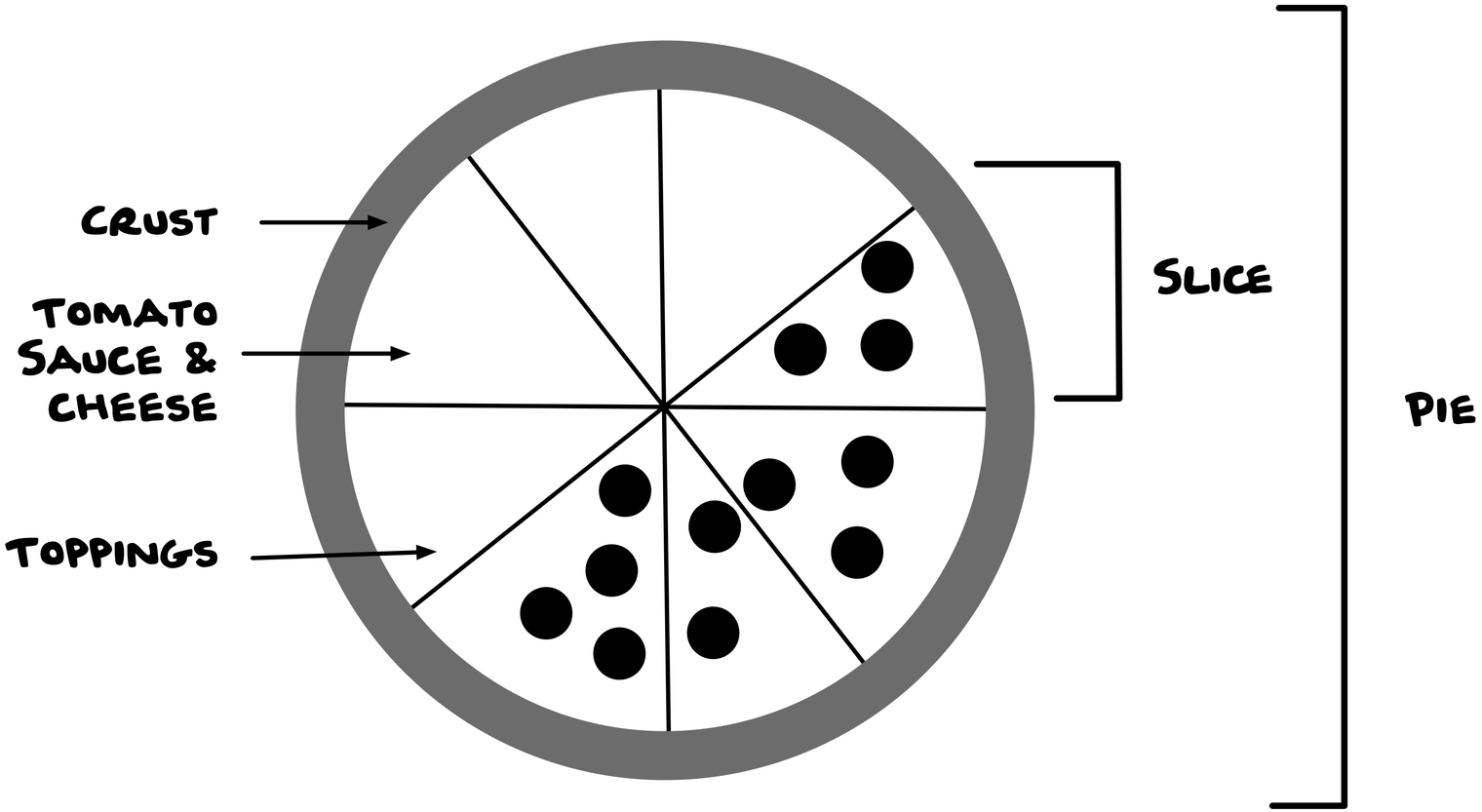
Visualise something hard to explain



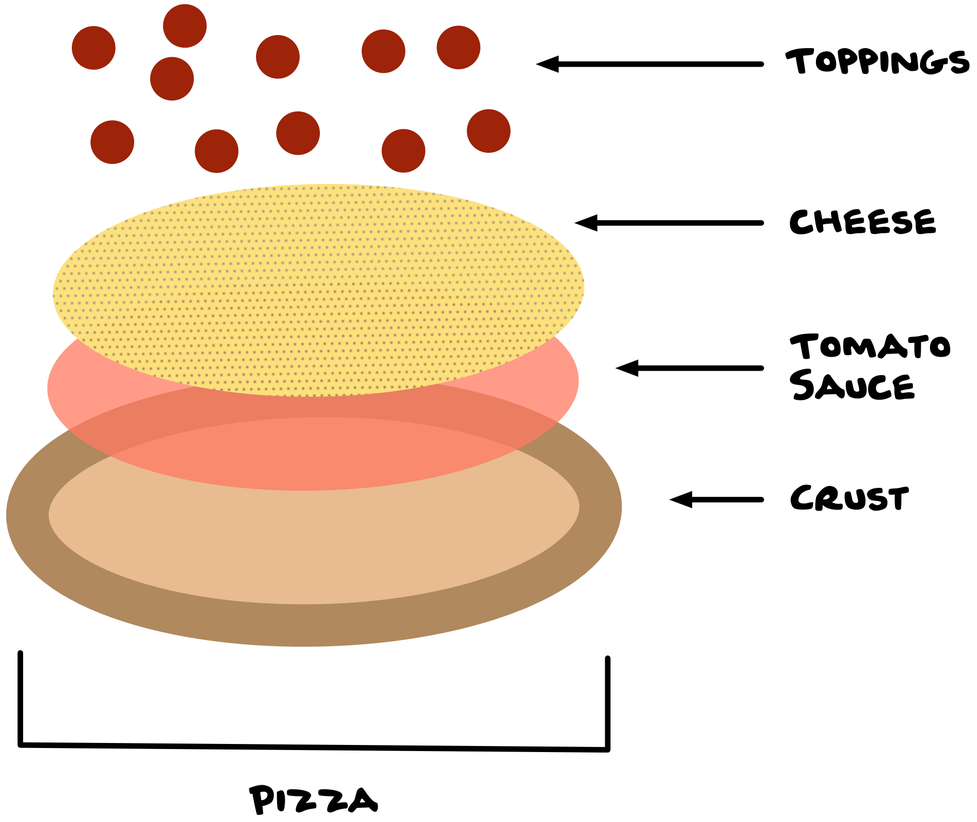


Inspire Realistic, Not Simplistic Thinking

Be Careful of Reductionism

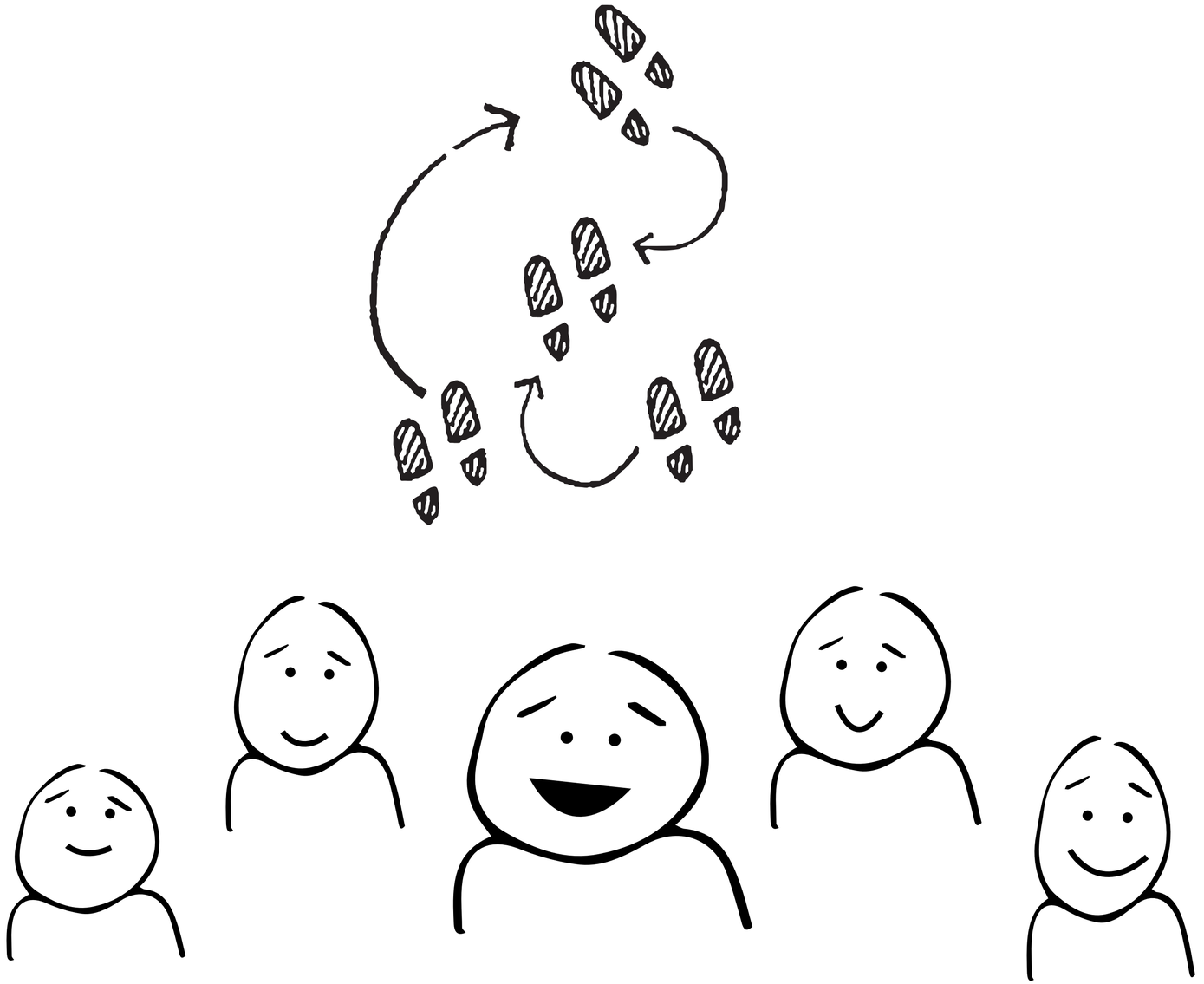


Show the process, not just results



ACKNOWLEDGE
COMPLEXITY

With agreement comes momentum.



Make a picture of the monster in everyone's head.

To start making sense of your mess:

- **Simplify the language used in your organisation**
- **Show an alternative way of organising things**
- **Make a picture of the monster in everyone's head**

IA is not just for information architects.

IA is practiced by everybody.

Cheers!

I wrote a book about information architecture for everybody!

http://abbytheia.com/makesense/