

CHI, IA, UE/X: How does the alphabet soup taste so far in 2002?



[CHIFOO](#) Presentation



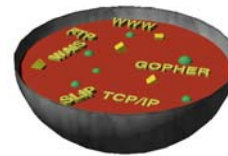
September 17, 2002

Keith Instone

keith@instone.org

<http://keith.instone.org/>

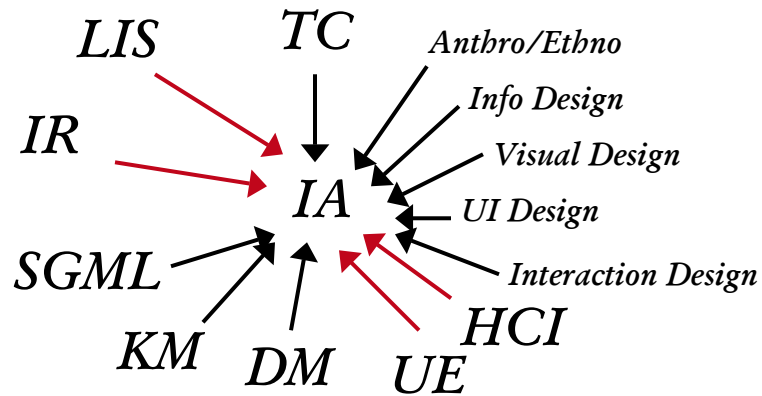
© 2002 Keith Instone



Why am I here?

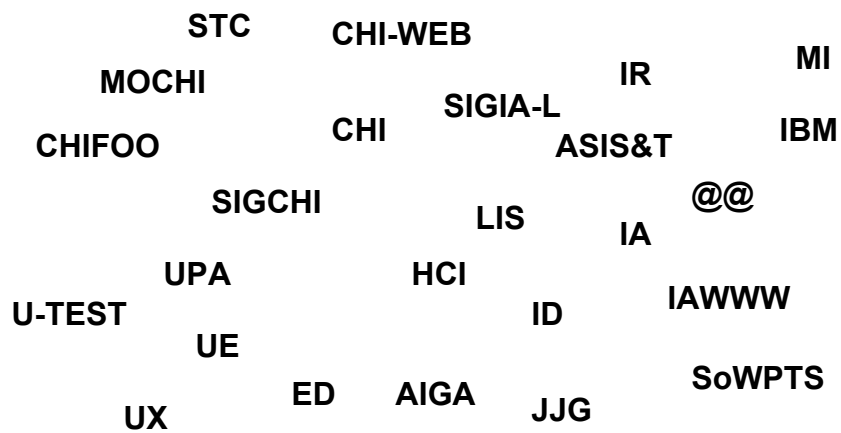
- HCI – IA guy
- Asked over a year ago (!) – and was **self-unemployed** at the time
- The program looked awesome, honored to be a book-end
- My sister lives in Portland
- 4th local CHI chapter presentation – a record? (probably not)
- “CHIFOO”

From "Defining IA – Alphabet Soup"



Intranets 2000 ■ February 26, 2000

Today's Soup Menu



Who am/was I?

- CHI-WEB moderator
- CHI conference reviewer liaison
- SIGCHI information director
- CHI 95-96-98 webmaster



What have I been working on – Large Web Sites

- Argus Associates, 1999-2001 (RIP)
- The usability guy amongst LIS/IAs, incorporating UCD into all projects
- Ernst & Young – squash country fiefdoms
- Pharmacia & Upjohn – drug delivery intranet
- E-greetings & RipShot – dot-com-ers
- LookSmart – pure LIS == make \$\$?
- Microsoft & IBM – back-to-back

Information Architecture Strategy (pp 257-267 in Polar Bear 2)

- Weather.com was #1 but feeling pain: organic growth, content management, keeping up with the business strategy (scaling)
- Stakeholder interviews, business analysis
- Content analysis
- Competitive reviews (experts, users)
- User research (card sorting, usability testing)
- Developed the IA strategy – how the organization of information supports / drives the business strategy

Weather.com – Information Architecture Strategy (1999)

- Local weather “home pages”, both weather data and life-style information
- Syndicate Weather Channel brand for “convenience” users
- Personalization to stay ahead of the competition (a model - http://argus-acia.com/white_papers/personalization.html)

Weather.com – Contextual Local Page

Home | Health | Travel | Sporting Events | Recreation | Home & Garden | Local | World | News | Maps | My Weather

Travel Forecast | Daily Traveler | Vacation Planner | Driving | Aviation Seasonal Spotlight: Golf

THE WEATHER CHANNEL live by it™

local forecast Want us to remember your location? (Use this for 1-click access to your local forecast)

Home > Travel > Travel Forecast for Maumee, OH (43537)

Current Conditions: Travel

scroll down for map and 10-day forecast

73°F

Fair Feels Like N/A°F

UV Index: 0 Minimal
Dew Point: 63°F
Humidity: 71%
Visibility: 4.0 miles
Pressure: 30.04 inches and falling
Wind: calm

As reported at Toledo, OH Last Updated Monday, September 9, 2002, at 10:52 PM Eastern Daylight Time.

Airport delays for:

Toledo Express: **0:00**

Today's vacation weather for:

Cancun **Scattered T-Storms**
N/A°F

Still Single?

I'm seeking

zip ***match!**

Weather.com – Contextual Local Page

Current Conditions: Sporting Events

scroll down for map and 10-day forecast

88°F

Fair Feels Like 89°F

UV Index: 5 Moderate
Dew Point: 62°F
Humidity: 42%
Visibility: Unlimited miles
Pressure: 29.93 inches and falling
Wind: From the West Northwest at 9 mph

As reported at Toledo, OH Last Updated Tuesday, September 10, 2002, at 11:52 AM Eastern Daylight Time.

Current Golf Tour Weather for:

Waynesborough Country Club **Partly Cloudy**
92°F

Current racing weather for:

New Hampshire Int'l Speedway **Partly Cloudy**
94°F

I am seeking

between and

Zip/Postal code

***match!**

Weather.com – My Weather

My Weather News Center Edit ?

News Center

Watching Gustav on the East Coast
Tropical Storm warnings remain in effect.
[More details](#)

Top Stories

- [Gustav grows off North Carolina coast](#)
- [Remnants of Fay still strong over Texas](#)
- [Utah tornado damages six homes](#)

Seasonal Links

- [Tropical Update](#)
- [Storm Watch](#)
- [Daily top 5 U.S. cities](#)

My Forecast and Current Conditions

Current Conditions

Maumee, OH (43537)
as reported at Toledo, OH. Last updated Last Updated Monday, Sept 9, 2002 at 6:22 PM Eastern

73°F
Fair
Feels Like N/A

Wind: calm
Dew Point: 63°F
Humidity: 71 %
Visibility: 4.00 miles
Barometer: 30.04 inches and falling

Temperature Converter - Enter a number and click outside the box:
F: C:

[Averages and Records](#) | [Detailed Local Forecast](#) | [Hour by Hour Details](#) | [Audio and Video Forecast](#)

10 Day Forecast

Maumee, OH (43537)
Last Updated Monday, September 9, 2002, at 6:22 PM Eastern
Daylight Time
[Printable Forecast](#) [Averages and Records](#)

	HI (°F)	LO (°F)
Tonight Sep 9	Clear	65°F
Tue Sep 10	Mostly Sunny	93°F / 57°F
Wed Sep 11	Sunny	UV Index: 7 High
Thu Sep 12	Mostly Sunny	UV Index: 7 High
Fri Sep 13	Partly Cloudy	UV Index: 6 Moderate
Sat Sep 14	Isolated T-Storms	UV Index: 7 High
Sun Sep 15	Showers	UV Index: 5 Moderate
Mon Sep 16	Mostly Cloudy	

Maps

Doppler Radar 600 Mile
Precipitation Intensity
Light Heavy

Local Linker

- Driving**
 - [Interstate Forecast](#)
 - [Scenic Drives](#)
- Health**
 - [Air Quality Reports](#)
 - [Pollen Reports](#)
 - [Local Sun Safety Advisor](#)
- Home & Garden**
 - [Weather Inside Your Home](#)
 - [Regional Garden Reports](#)
- Recreation**
 - [Golf Outlook](#)
- School**
 - [Bus Stop & Recess Forecast](#)
- Travel**
 - [Midwest U.S. Travel Weather](#)
 - [Northeast U.S. Travel Weather](#)
 - [Southeast U.S. Travel Weather](#)
 - [West U.S. Travel Weather](#)
 - [Daily Traveler](#)

Weather.com - Syndication

Citysearch **ZIVA SALON-STORE** *Your image is our reputation!*

City Guide | My Citysearch | Getaways | Autos | Careers | Personals | Real Estate | September 09, 2002

Arts | Hotels & Visitors | Movies | Music | Nightlife | Restaurants | Shops | Spa & Beauty | Sports | Yellow Pages

Search 5 miles around **Beaverton/Aloha Neighborhood in Portland** for: [Search Tips](#)
ex: plumber, bar, Thai restaurant

Browse the City Guide

- **City Events**
 - Events by Calendar
 - Events by Type
- **Arts**
 - Performing Arts Events by Type
 - Performing Arts Locations
 - Visual Arts Events by Type
 - Visual Arts Locations
- **Hotels & Visitors**
 - Hotels

Today in Portland

Need a hip style? 10 chic salons

- [9 unbeatable city bargains](#)
- [Uncle Otto's Oktoberfest](#)
- [10 spots for home cookin'](#)
- [Win dinner around the world](#)

Maps & Satellite Images

- National Map
- Local Doppler Radar
- Regional Doppler Radar
- Regional Satellite

Additional Weather Information

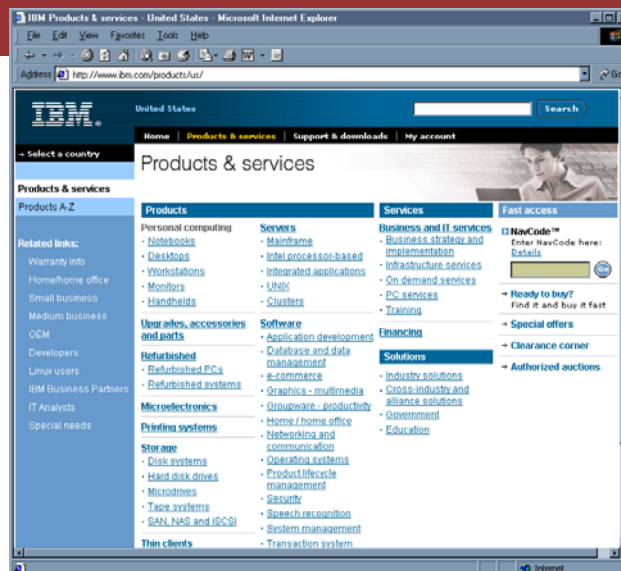
- [Weather Alerts](#)
- [Interstate Forecast](#)
- [Plan Your Vacation](#)
- [Allergy Reports](#)
- [Golfer's Forecast](#)
- [Daily Traveler](#)
- [Boat & Beach Reports](#)

Weather information provided by **THE WEATHER CHANNEL** **weather.com**

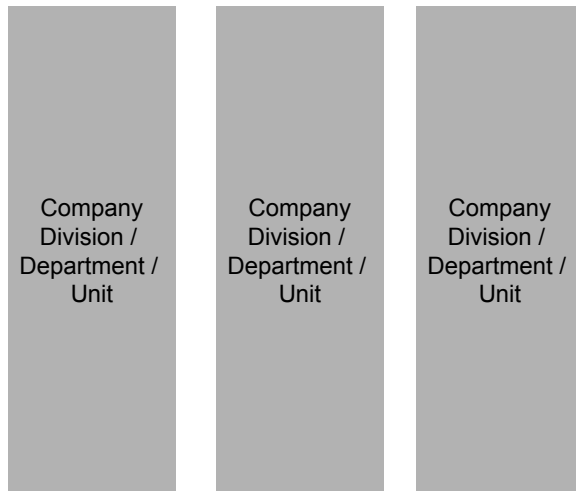
My REAL job at @@: Being one of the pains in the ass for Peter & Lou

- What is information architecture?
- Is usability > IA or IA > usability?
- Hey, you talked about card sorting in your book, so I am going to make us actually do it
- Your "Big IA / Little IA" debate is one-sided
- What HCI research is relevant to IA? What can we learn at UPA this year?
- Should we continue with short/strategic engagements or (return) to longer-term/maintenance projects?
- Can you buy root beer for the community fridge?

What have I been doing lately?

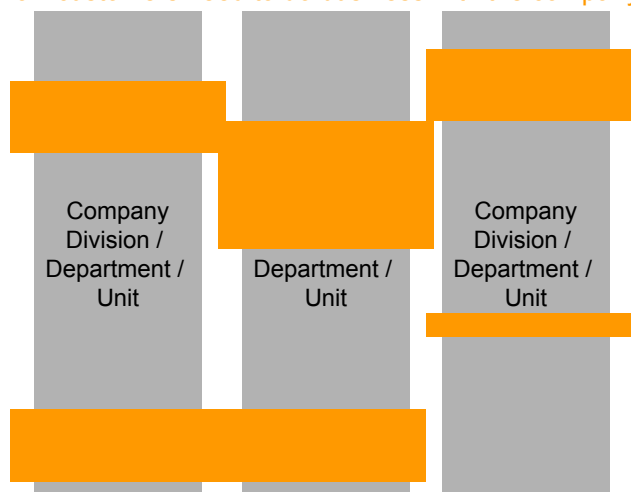


Why working for (any large company) is hard



Why working for (any large company) is hard

How customers need to do business with the company



Out of Touch – Discussion Lists

- CHI-WEB – affordances
- AIGA-ED - quiet
- SIG-IA - ??
- U-TEST - ??

Ouch! (March 26)

Breadcrumbs > Breadcrumbs > Breadcrumbs

[Keith Instone](#), previously thought to be hiding out in a cave in Afghanistan due to his silence, surfaces once again to provide the usual "Instone Insight". Keith recently made a few of the [goodies from his poster at IA Summit 2002](#) available. He does a good job of cataloging different types of breadcrumbs, what they're used for, and examples of each. Here are the 3 types he covers:

1. Location Breadcrumbs: show the position of the page in the site hierarchy. Tell the user "where" they are in the site.

About

This is a place for things I find interesting or have to say related to usability, web design, information architecture and user experience practices. I might also just ramble about a bunch of other stuff as well...

Lyle Kantroczik
User Experience Architect

[Email: lyle_kantroczik@digital-dot.com](#)

Usable Web: No time to keep it up, sorry

The screenshot shows the homepage of 'Usable Web', a directory of 1317 links about web usability. The page features a search bar, navigation links (Home, New, Popular, Books, About, Submit, Feedback), and several sections: 'What's New' with a list of recent articles, 'Top Destinations' with a list of popular sites, and 'Strategic' issues. An orange callout box is overlaid on the page, containing the text: 'So, where are you going for access to information you need to do your job?'.

Usable Web
1317 links about web usability

Search:

Home
[New](#) | [Popular](#)
[Books](#)
[About](#)
[Submit](#) | [Feedback](#)

Indexes: [Topics](#) | [Destinations](#) | [Authors](#) | [Site Index](#)

Last update: May 19, 2002. By [Keith Instone](#). Usable Web is a collection of links about information architecture, human factors, user interface issues, and usable design specific to the World Wide Web. **Value add:** descriptions, multiple organizational schemes (by date, topic, destination, author, popularity), search engine queries to even more resources.

What's New

- May 19. [Location, Path & Attribute Breadcrumbs](#)
- Dec 14. [Back to the User](#)
- Dec 14. [User-Centered Design](#)
- Oct 3. [Web ReDesign](#)
- Oct 3. [Business 2.0 Guide to Web Usability](#)
- Sep 20. [Rapid Web Development](#)
- [All 20 newest links](#)

Top Destinations

- [Books.usableweb.com](#) (120)
- [Alertbog](#) (101)
- [Web Review](#) (35)
- [ClickZ](#) (31)
- [WebWord](#) (27)
- [IBM](#) (26)
- [Industry Standard](#) (24)
- [CIO Web Business](#) (23)

Strategic (31 links) Issues of strategic importance to web usability.
[Accessibility](#) (38), [Content](#) (23), [Ecommerce](#) (46), [Elearning](#) (7), [Hypermedia](#) (23), [Information Architecture](#) (47), [Intercultural](#) (10), [Intranet](#) (12), [Usable](#) (14)

So, where are you going for access to information you need to do your job?

My Local SIGs

- **MOCHI**, September 18: Toward and Integrated Model of Information Seeking and Searching, Marcia Bates, UCLA
- **BuckCHI**, September 17, Developing the LeapFrog System, Dave Fullen, etal, Horizon Companies
- **NYC-CHI**, September 18: Scent of a Web Page: Getting them to what they want, Jared Spool, UIE

Too many new books to read (1)

- **Customer-Centered Design: A New Approach to Web Usability** by Kreta Chandler, Karen Hyatt
- **E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience** by David Travis
- **Site-Seeing: A Visual Approach to Web Usability** by Luke Wroblewski
- **Usability: The Site Speaks for Itself** by many

Too many new books to read (2)

- **Skip Intro: Flash Usability and Interface Design** by Duncan McAlester, Michelangelo Capraro
- **Flash 99% Good: A Guide to Macromedia Flash Usability** by Kevin Airgid, Stephanie Reindel
- **The Usability Business: Making the Web Work** (edited)
- **Web Usability for Dummies** by Richard Mander, Bud E. Smith
- **Shaping Web Usability: Interaction Design in Context** by Albert N. Badre

Too many new books to read (3)

- **Web Usability and Navigation: A Beginner's Guide** by Merlyn Holmes
- **Son of Web Pages That Suck: Learn Good Design by Looking at Bad Design** by Vincent Flanders, Dean Peters
- **The Flash Usability Guide: Interacting with Flash MX** by Chris MacGregor
- **Quality Web Systems: Performance, Security, and Usability** by Elfriede Dustin, Jeff Rashka, Douglas McDiarmid, Jakob Nielson

Too many new books to read (4)

- **The Design of Sites** by Douglas K. van Duyne, James A. Landay, Jason I. Hong
- **Content Critical: Gaining Competitive Advantage through High-Quality Web Content** by Gerry McGovern, Rob Norton
- **Content Management Bible** by Bob Boiko

More books on the way

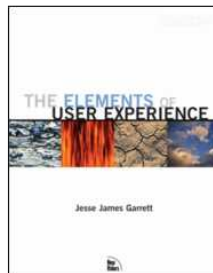


[Information Architecture: Blueprints for the Web](#)

by Christina Wodtke
Not yet published



Eligible for **FREE Super Saver Shipping** on orders over \$25. [See details.](#)



The Elements of User Experience

coming in September, 2002
from [New Riders Publishing](#)

pre-order from [UI WIZARDS, INC.](#)
PRODUCT USABILITY CONSULTING

What is the book .

The aim of the book is to provide a picture of Web use

Home
About Us
Portfolio
Services Offered
Classes Offered
Suggested Reading
Contact Us

Web Bloopers
Archive



Book Reviews

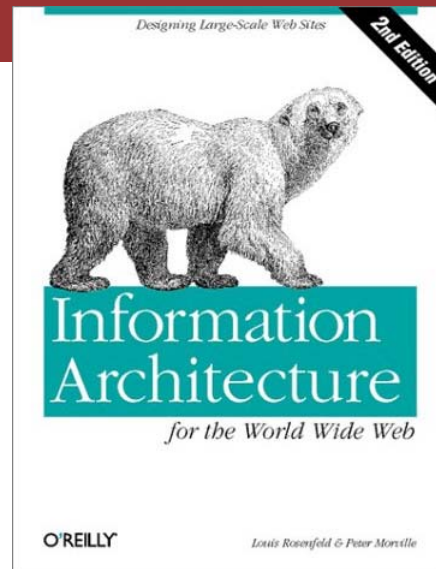
August 2002: [Unhelpful Content Description](#)

July 2002: [Active Link to Current Page](#)

June 2002: [Requiring More Data Than Needed](#)

May 2002: [Intolerant Text and Number Fields](#)

PB2



PB2 Table of Contents

- Intro: Defining IA, Practicing IA, User needs and behaviors
- Principles: Organization, Labeling, Navigation, Search, Thesauri/CV/Metadata
- Methodology: Research, Strategy, Design
- Practice: Education, Ethics, IA Team, Tools/Sw
- Organizational IA: ROI, Business strategy, Enterprise IA
- Case Studies: MSWeb, evolt

Too many conferences to attend

- CHIs & IA Summits (only) over the past **2 years** (The next IA summit is in Portland, March 21-23; CHI is April 5-10, BTW)
- Not attending: ED, UPA, STC, DIS, etc.
- Not meeting folks at: IW, ThunderLizard, etc.

Out of Touch - Summary

- Ironic that you are asking me to recap the year because I have never been more out of touch with my profession
- But I will try anyway – maybe I am noticing something important from my cave in Afghanistan

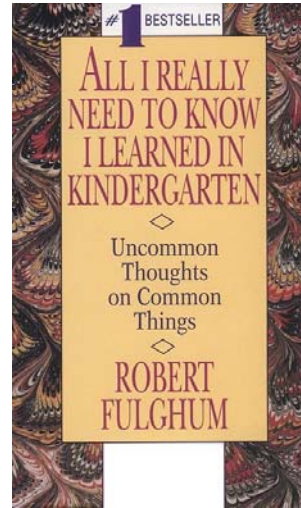


Sources of Inspiration



All I really need to know about building large web sites...

- Share
- Put things back where you found them
- Flush
- Take a nap
- Hold hands, watch out for traffic, stick together



What I do at IBM

- Sales & Distribution > ibm.com > Web Strategy & Design > Site Strategy & Standards > User Experience Strategy > Information Architect
- “User Experience guy” on my project
- UE & IA are (fully) integrated into the business strategy - unlike when I was a consultant

Crash Course in Catching Up

- Read boxesandarrows
- Scan the mailing lists
- Review the CHIFOO program (this is where YOU take charge)

Leo – A New Architecture? (September)

- We do not deserve the label “architecture” yet
- Déjà vu all over again – (software, usability) engineering?
- Other “soft” architects I have met – software, application, network, system, usability, ... (so get off our case)

A Magazine: Then it must be so

The screenshot shows the homepage of the 'new.architect' website. At the top left is the CMP logo with the tagline 'United Business Media'. The main header features the 'new.architect' logo and the subtitle 'Internet Strategies for Technology Leaders'. To the right, a green banner reads '1 between you and...' with a 'Roll over' button. Below the header is a navigation menu with links for 'MAGAZINE', 'RESOURCES', 'SUBSCRIBE', 'ABOUT', and 'ADVERTISING'. A search bar is also present. The main content area highlights the 'October 2002 issue' with the title 'Harness Your Content: A New Power Source' and a sub-headline 'Demystifying Document Management'. An illustration by Cathy Gendron shows people interacting with a globe of content. Below this, there are sections for 'Highlights from the October 2002 issue' listing 'critical decisions' (Scaling Agile Methods) and 'case studies' (Cancer's New Enemy). To the right, a 'webtechniques' section announces 'Web Techniques is now New Architect' and features a 'PostgreSQL vs. MySQL' spotlight.

October 2002 issue:
**Harness Your Content:
A New Power Source**
Demystifying Document Management
Navigating the CMS software marketplace
by Michael Bronder
You have more choices than ever when shopping for a content management system. Avoiding high prices and duplicated features, however, is still no easy task. The key is to understand the market.

Illustration by Cathy Gendron

Highlights from the October 2002 issue:

- critical decisions
Scaling Agile Methods
Can extreme programming work for large projects?
- case studies
Cancer's New Enemy

webtechniques
Web Techniques is now New Architect.
View the entire Web Techniques archives.

Archives spotlight:
PostgreSQL vs. MySQL
Brian Jepson shows you how to choose the best open-source database for your project.
May 2000

Lisa & Sabrina – IA Tools and Approaches (October)

- Ecology – the big picture, context
- Aesthetics – beauty affects use, doh!
- Experience planning - usable
- Grouping – structuring conveys information
- Edibility - interaction
- Structure - technology

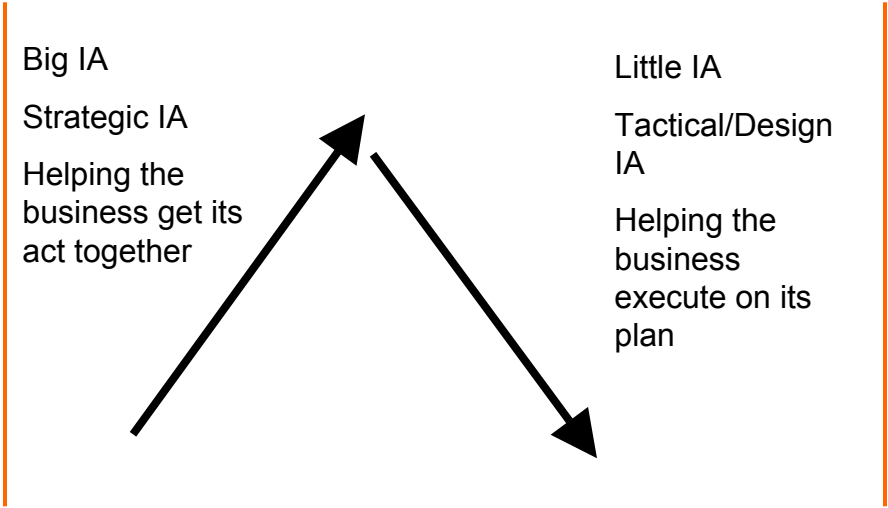
Deliverables as a way to bridge our professional gaps

- HCI & IA: Information, Interaction, Interface and Usability Architects Share Deliverables (CHI 2002 workshop)
- In terms of deliverables, we are more alike than different (Leo?)
- Laid out by process, tagged by skill, traced a "single" deliverable's life

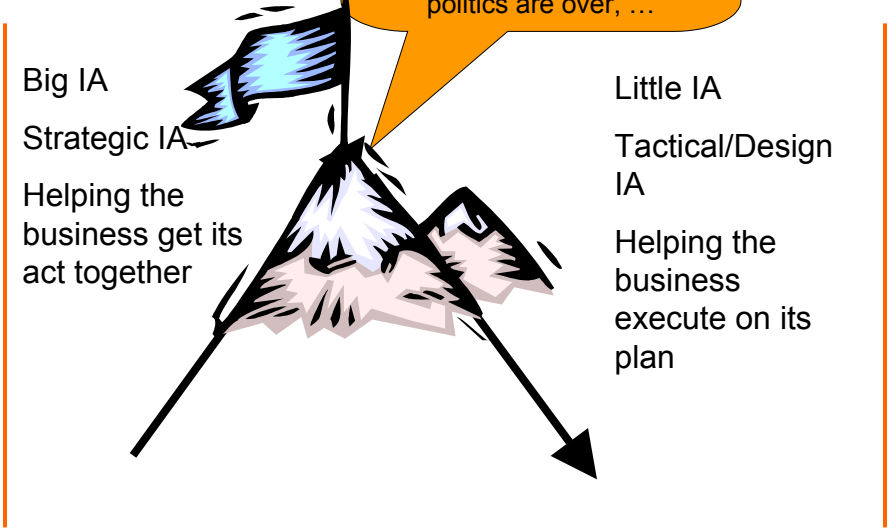




George & Christina – Big / Little IA (January)



George & Christina – Big / Little IA (January)



The Librarians – LIS & IA (February)

- “I am not a librarian, but I play one on the Internet”
- LIS has a lot of tools/knowledge/skills that are adaptable to today’s online world – but you have to be creative
- JJG – “If we do not do IA the Argus way, are we all going to go to hell?”

“When Librarians Attack”



Mary – Consulting & IA (March)

- War stories from consulting
- Consulting = jump-up-and-down-fun and relatively easy to do, but hard to sell
- In-house = a different kind of “fun” (satisfying) and a not nearly as easy

Marijke – User Research (May)

- User research as integral part of the project
- The better integrated, the more successful the project

Market Intelligence (@ IBM, not quite)

- MI – where is the money to be made? (focus groups, surveys, etc.)
- “CI” – more direct, like “our business partners need x-y-z”
- “UI” – in the context of use (of the web), “one-on-one focus groups”
- “DI” – just help me make a better design, aka let the designers observe

Fu-tien – Architecture, Urban design, IA

- UD (urban design) is another good metaphor, yes
- Where are the urban designers contributing to the field, tho?
- Need a book “urban design for the web” that translates their tools/ knowledge/skills to what I do every day

Panel – IA & Technical Communication (July)

- Many TC's get into usability to move up the business food chain
- I joined Argus and "did IA" to move up the same chain
- Still, "I am an IA slut" (I am sleeping with it to get what I want but I am not married to it)

Lynn – Teaching IA (August)

- Polar Bear book, plus Fleming/Navigation, Krug/DMMT, etc.
- Class project
- 8 weeks, omigosh
- Deliverables, navigation, usability, meta-data
- Typical for an IA course: PB2 + HCI + UE

End of the “Introduction” !!

- OK, here is what you have been waiting for...

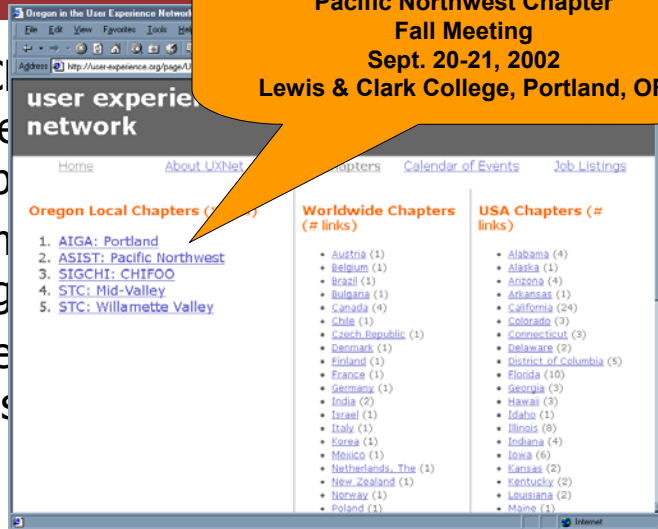
Trend #1 – Hey, can’t we all get along?

- SIGCHI, UPA, STC, AIGA, ASIS&T - Agreeing to cooperate instead of compete
- Example: CHI 2002 / AIGA Experience Design Forum
- UXNet – ongoing meetings, someday a web site

Trend #1 – He

The Value of Information
ASIS&T
Pacific Northwest Chapter
Fall Meeting
Sept. 20-21, 2002
Lewis & Clark College, Portland, OR

- SIGCHI
- Agree
- comp
- Exam
- Design
- UXNet
- web s



“Information Experience” Trade

- We are not a single profession, but we all have to work together
- “Construction Industry” – Architects, engineers, plumbers, etc. with specific roles and established relationships
- A BUSINESS relationship for the sake of our customers (and agree to disagree on the philosophy/religion)

"Information Experience" Trade

- We are all here because we all have
- "Construction" engineers, plumbers, etc. with specific roles and established relationships
- A BUSINESS for the sake of our customer and disagree on the philosophy

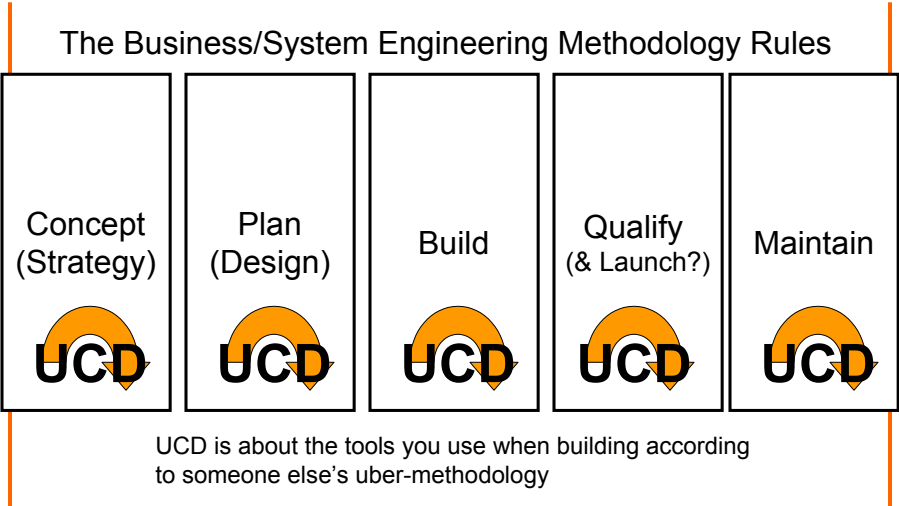
More politically correct than "user experience"??

This is NOT a community

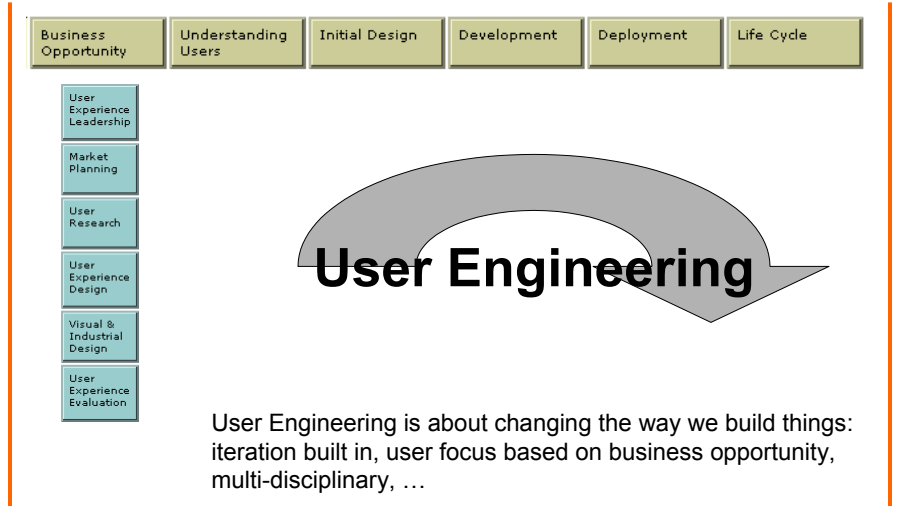
Trend #2 – Business Leadership

- "Be careful what you ask for, you just might get it"
- It was fun designing user interfaces (& being ignored) for a while, but now [for me] it is all about business value
- Combination – I have matured, so has the business community (thanks to all of you who fought to make this happen)

UCD vs User Engineering (IBM, sorta)



UCD vs User Engineering (IBM, sorta)



Variation – Requirements Analysis

- CHI 2002, A survey of user-centered design practice (IBM)

Table 6. Ranking of Importance and Frequency of Most Commonly Used UCD Methods

	Ranking					Average Ranking	Frequency
	1	2	3	4	5		
Field studies (include contextual inquiry)	12	6	5	2	1	2.00	28
User requirements analysis	3	3	0	0	1	2.00	7
Iterative design	17	21	9	5	2	2.15	65
Usability evaluation	12	8	10	7	1	2.39	43
Task analysis	6	8	6	7	1	2.61	34
Focus groups	5	2	2	1	4	2.79	16
Formal heuristic evaluation	3	2	5	2	2	2.86	15
User interviews	2	0	3	4	0	3.00	11
Prototype without user testing	1	3	5	4	1	3.07	15
Surveys	0	2	2	1	1	3.17	9
Informal expert review	4	6	3	10	6	3.28	31
Card sorting	0	1	1	0	1	3.33	5
Participatory design	1	0	1	2	1	3.40	7
No code/too sketchy to be categorized							64

Variation – Bridge Spanning

- HCI, usability background and doing actual user research
- On the “business team” – and contributing to business strategy
- Content – some level of fluency
- Technical – Not on the technical team, but can translate to/from business team
- Good job security!

The New Challenges because “user experience is everywhere”

- Providing input vs. taking ownership
- User experience as dictator/enforcer vs. user experience as advisor vs. user experience as teacher
- When do you tell the business to go straighten itself out first - before or after you lose all your hair?

Trend #3 – Information Architecture –
“He’s not quite dead yet”

- According to HR, an information architect is the “webmaster of the new millenium”
- This will change and IA will live on



Challenges are only going to get harder

- Information overload continues, expectations are growing
- Need for specialists will grow (in addition to skilled “amateurs”)
- Many skills and roles will be needed to tackle the problems
- Technology will create as many problems as it will solve
- (Help me out here)

IA within IBM – All flavors

- Innovation Centers
- Global Services
- ibm.com – cross-site (big)
- ibm.com – site-specific (little)
- Intranet
- Brands – Software Group
- Watson - None
- Big picture?

Beware people who are good at organizing



But the hard work is still ahead

- Having “us” & “business” co-driving
- Establishing our own “industry”
- More cross-fertilization (broadening) and more specialization (deepening) – but not as much money to sponsor it
- Fine-tuning how HCI, UE/X, IA all make each other better – let me know as you figure it out (I am working it inside IBM)