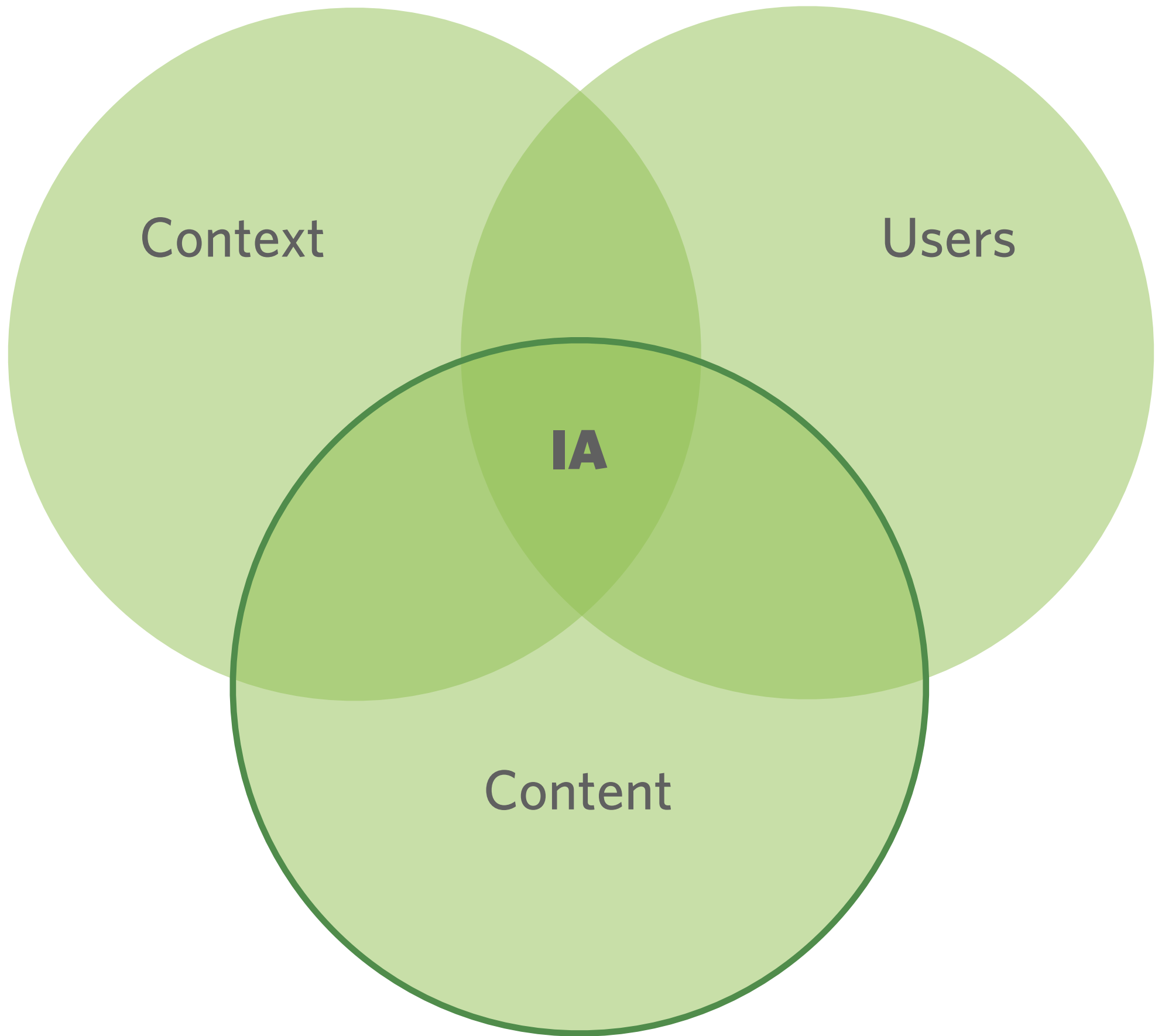


Content Analysis: The Hows & Whys to Understanding Your Content

Chiara Fox

EuroIA

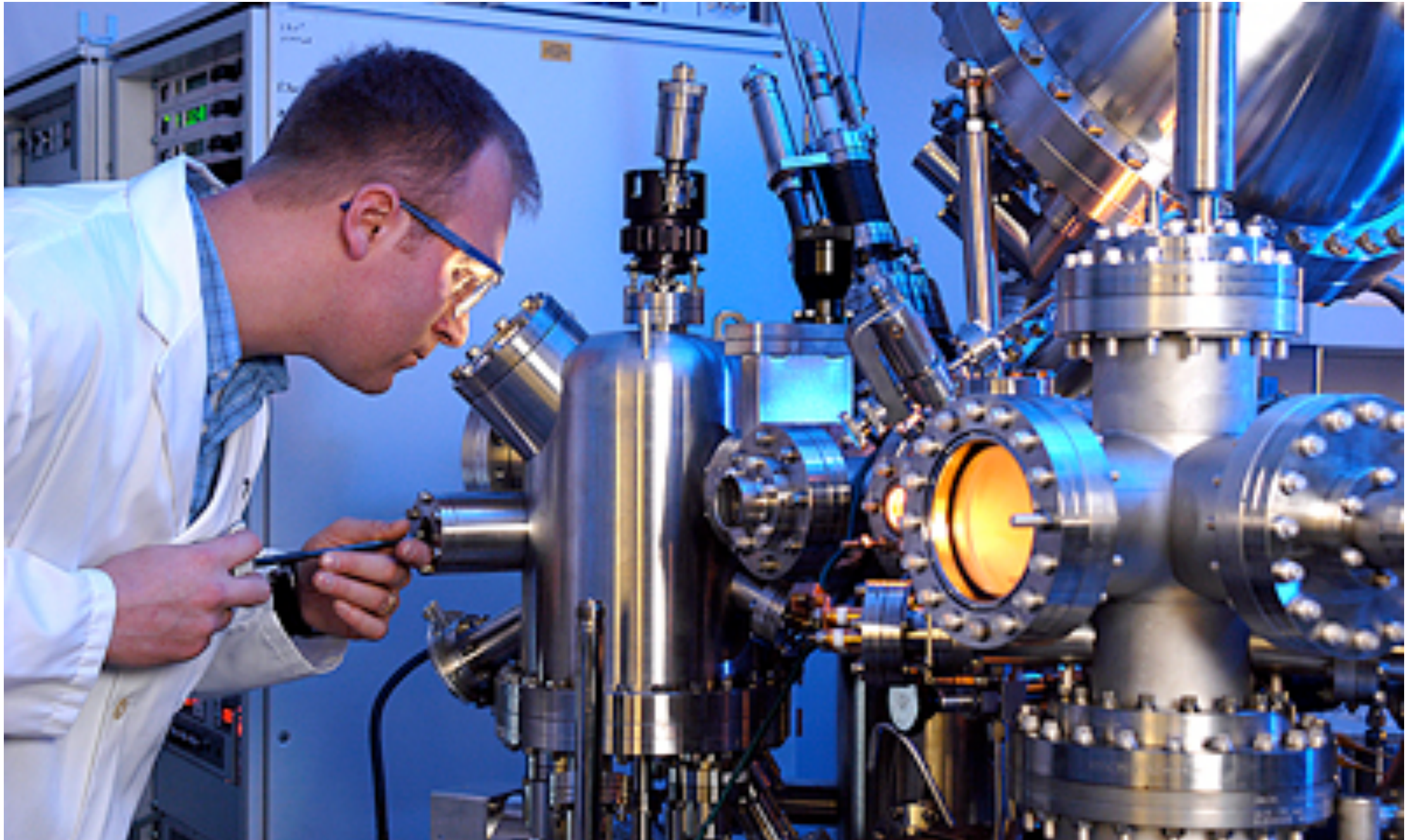
26 September 2008



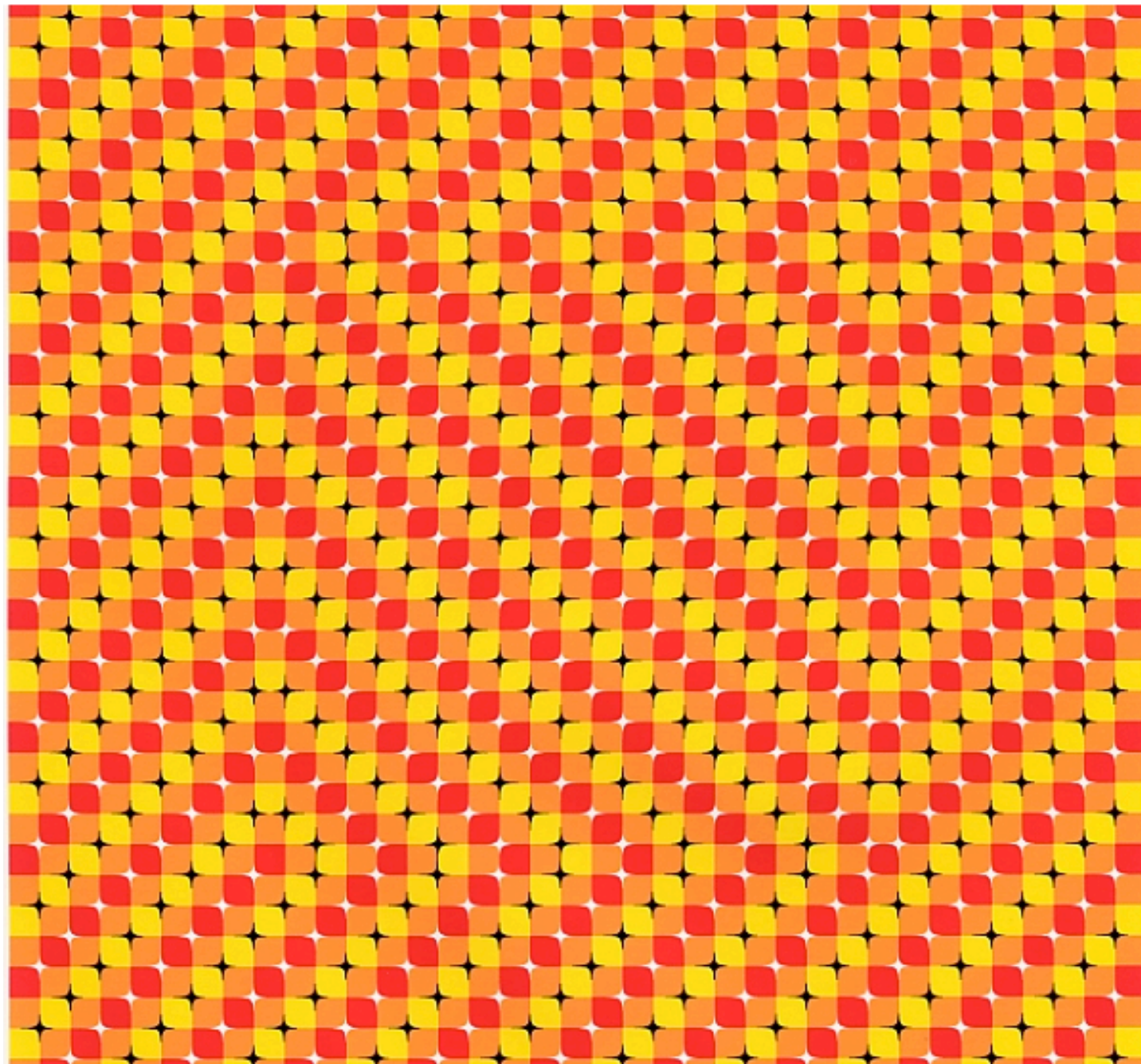
What Is Content?

Anything that can be structured or described.

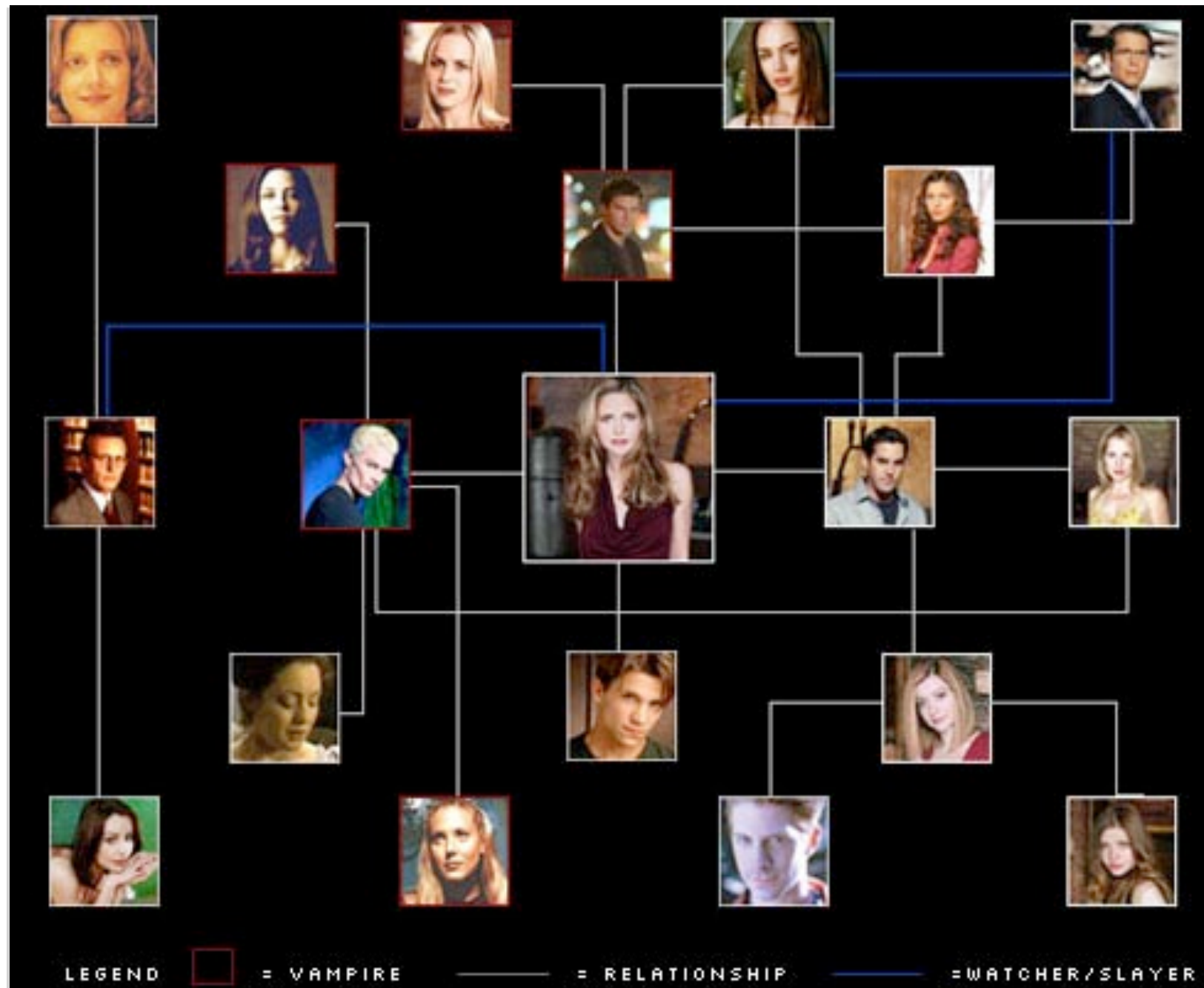
- ▶ Words
- ▶ Images
- ▶ Video
- ▶ Tools or applications
- ▶ Features
- ▶ Services
- ▶ Physical items
- ▶ Signage



What Is “Content Analysis”?



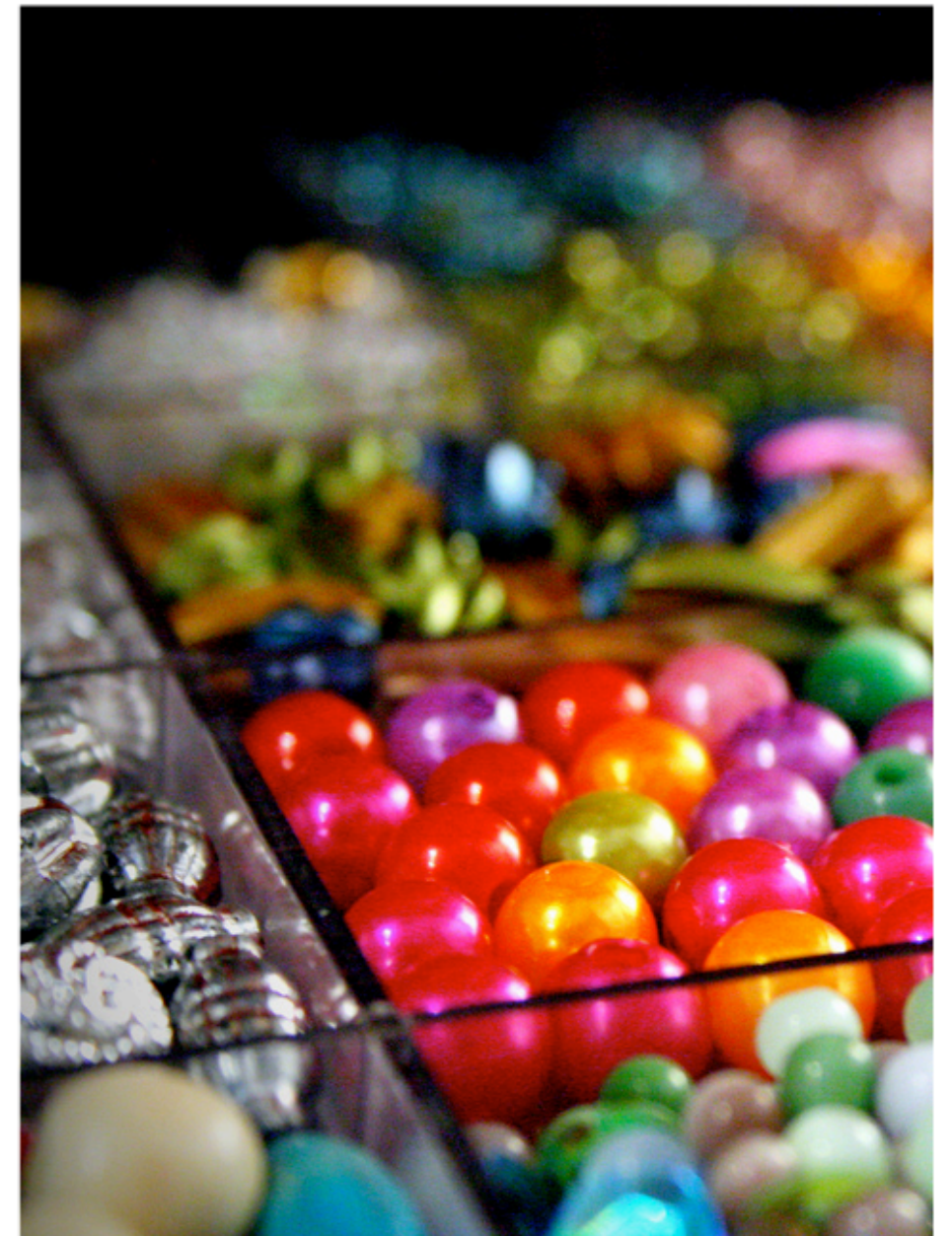
It's About Patterns



And Relationships

Why Do a Content Analysis?

- ▶ You have to know what you have before you start doing something with it.
- ▶ To better serve your customers.



What Are the Parts?

- ▶ Content analysis involves a series of deliverables.
 - ▶ Content Inventory
 - ▶ Content Audit
 - ▶ Content Map



The Content Inventory



The Content Inventory

- ▶ A content inventory is a detailed, meticulous accounting of all items on the site.



Data to Capture in a Content Inventory

- ▶ Content owner
- ▶ Person responsible for migration/updating page
- ▶ Freeze status
- ▶ ROT status
- ▶ Current location in site
- ▶ New location in site
- ▶ New file names/URL changes

New Architecture Link ID	New Architecture Link Name	URL	Current site content object title	Current Site	Content Approver	Freeze Phase
D5.0	Support & Training					
D5.1.0	Customer Service Guide		customer service guide	ec	Carrie Koch	
D5.1.1	eCenter Customer Support Description					
D5.1.2	Global Support Center Ts & Cs					
D5.1.3	MarketPlace Support Description					
D5.2.0	PeopleSoft Customer Services		customer services	s.com	karen	
D5.2.1	Platinum Customer Support	http://www.peoplesoft.c	Platinum Customer Support	s.com	karen	1
D5.2.2	Premium Customer Support	http://www.peoplesoft.c	Premium Customer Support	s.com	karen	1
D5.2.3	Standard Customer Support	http://www.peoplesoft.c	Standard Customer Support	s.com	karen	1
D5.3.0	Training		education and training	s.com	sandi	
D5.3.0.1	Training Needs Roadmap	http://www.peoplesoft.c	Training Needs Roadmap (also in Asse	s.com	sandi	Phase 2
D5.3.1.0	Overviews			s.com	sandi	Phase 2
D5.3.1.1	Why PSU?	content to come	Why PSU?	s.com	sandi	Phase 2
D5.3.1.2	Frequently Asked Questions	http://www.peoplesoft.c	Frequently Asked Questions	s.com	sandi	Phase 2
D5.3.2.0	Solutions		Solutions	s.com	sandi	Phase 2
D5.3.2.1	Implementation Training	http://www.peoplesoft.c	Implementation Training	s.com	sandi	Phase 2
D5.3.2.2	Optimization Training	content to come	Optimization Training	s.com	sandi	Phase 2
D5.3.2.3	Upgrade Training	http://www.peoplesoft.c	Upgrade Training	s.com	sandi	Phase 2

Example of a Content Inventory

What About Huge Sites?

- ▶ Rely on your databases
- ▶ Use search engine spiders and other crawlers
- ▶ Use a database, not spreadsheets

Content Inventory Purpose

- ▶ Used during a site migration.
- ▶ To estimate time and bodies needed for migration.
- ▶ To keep track of each and every little bit of content.



The Content Audit

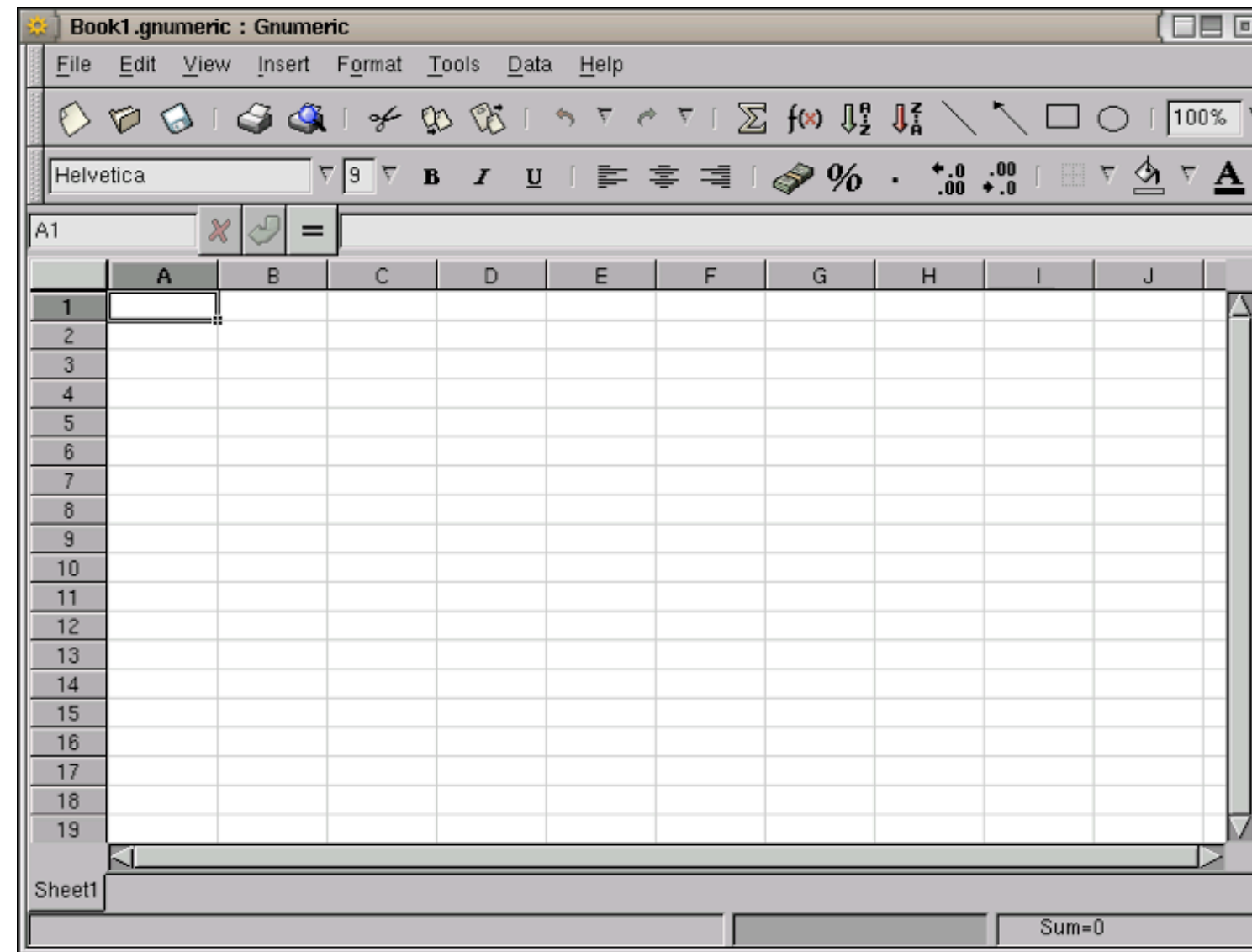




How Big of a Sample To Take?

- ▶ Determine amount of time for audit
 - ▶ Spend about 3 minutes per item
 - ▶ Plan on 2 passes over each item
 - ▶ Divide that by the number of items on the site
 - ▶ Gives you the number of items to look at.
-
- ▶ It doesn't take a lot of content to get a good feel for what is on the site.

How to Record Sampled Items





Follow
the
Yellow Brick Road...



[ORDER TRACKING](#)[MY ACCOUNT](#)[ASSISTANCE](#)[CART](#)[SHOP ▾](#)[GIFT REGISTRY ▾](#)[GIFT IDEAS](#)[WHAT'S NEW](#)[CATALOGUE ▾](#)[STORES](#)[GIFT CARDS ▾](#)

800-967-6696

Crate & Barrel



punch

Vases. \$9.95-\$21.95.**Drinkware.** \$6.95-\$10.95.[View More Vases >](#)[View More Drinkware >](#)

Blush

Pales beyond comparison. These edgier [new pinks](#) are a lot less about yesterday's innocence and a lot more about today's soft modern.



Move Outdoors

Don't lose a day Outdoors. This season our [outdoor rooms](#) are ready to entertain with new full-fledged sofas and major dining.



Spring Catalogue

In [stores](#) now. [Flip page by page](#) through our new catalogue online. Save time with [Catalogue Quick Order](#).



Visit our other Web sites:



a new destination
from Crate and Barrel

[cb2.com](#)*The Land of Nod.*

Everything for your
kid's room from A to ZZZ.

[landofnod.com](#)[About Us](#) | [Careers](#) | [Our Ads](#) | [Corporate Sales](#) | [Customer Feedback](#) | [Site Index](#)[Privacy Policy](#) | [Guarantees](#) | [Terms of Use](#)

For Assistance, [contact us](#), or call 800-967-6696 24 hours a day. © Crate and Barrel 2006.

id	page title	page name (if different)	url	notes	location on page	redundant
0.0	Home Page		http://www.ci			
1.0	Shop	All Departments	http://www.ci		Global nav	
2.0	Gift Registry	Gift and Bridal Registry	http://www.ci		Global nav	
3.0	Gift Ideas		http://www.ci		Global nav	
4.0	What's New		http://www.ci		Global nav	
5.0	Catalogue		http://www.ci		Global nav	
6.0	Stores		http://www.ci		Global nav	
7.0	Gift Cards		http://www.ci		Global nav	
8.0	Order Tracking		http://www.ci		Utility Nav	
9.0	My Account		http://www.ci		Utility Nav	
10.0	Assistance		http://www.ci		Utility Nav	
11.0	Cart		http://www.ci		Utility Nav	
12.0	Search		http://www.ci		Utility Nav	
13.0	About Us		http://www.ci		Footer Nav	
14.0	Careers		http://www.ci		Footer Nav	
15.0	Our Ads		http://www.ci		Footer Nav	
16.0	Corporate Sales		http://www.ci	Part of the Assistance section	Footer Nav	
17.0	Customer Feedback		http://www.ci	Pop-up window	Footer Nav	
18.0	Site Index		http://www.ci		Footer Nav	
19.0	Privacy Policy		http://www.ci	Pop-up window	Footer Nav	
20.0	Guarantees		http://www.ci	Part of the Assistance section	Footer Nav	
21.0	Terms of Use		http://www.ci	Pop-up window	Footer Nav	

Example of a Content Audit

Welcome to the Crate and Barrel Gift Registry.

Create a Registry

Sign up and choose gifts.

Update a Registry

Check in, edit and add gifts.

Give a Gift

Locate a registry.



things you wish someone had told you
before you registered™

[Request 50 Things™ Registry Guide](#)

[Learn more about our Gift Registry](#) | [Registry Events](#) | [Request Shower Cards](#) | [Gift Registry Completion Program](#)

id	page title	page name (if different)	url	notes	location on page	redun
0.0	Home Page		http://www.ci			
1.0	Shop	All Departments	http://www.ci		Global nav	
2.0	Gift Registry	Gift and Bridal Registry	http://www.ci		Global nav	
2.1	Create a Registry		http://www.ci		2nd global nav	
2.2	Update a Registry	Edit Your Registry	http://www.ci		2rd global nav	
2.3	Give a Gift		http://www.ci		2th global nav	
3.0	Gift Ideas		http://www.ci		Global nav	
4.0	What's New		http://www.ci		Global nav	
5.0	Catalogue		http://www.ci		Global nav	
6.0	Stores		http://www.ci		Global nav	
7.0	Gift Cards		http://www.ci		Global nav	
8.0	Order Tracking		http://www.ci		Utility Nav	
9.0	My Account		http://www.ci		Utility Nav	
10.0	Assistance		http://www.ci		Utility Nav	
11.0	Cart		http://www.ci		Utility Nav	
12.0	Search		http://www.ci		Utility Nav	
13.0	About Us		http://www.ci		Footer Nav	
14.0	Careers		http://www.ci		Footer Nav	
15.0	Our Ads		http://www.ci		Footer Nav	
16.0	Corporate Sales		http://www.ci	Part of the Assistance section	Footer Nav	
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19.0	Privacy Policy		http://www.ci	Pop-up window	Footer Nav	
20.0	Guarantees		http://www.ci	Part of the Assistance section	Footer Nav	
21.0	Terms of Use		http://www.ci	Pop-up window	Footer Nav	

Example of a Content Audit, II

Feature Audit Example

Page Title

Function

Type

Page Name

Required for Payday

Location in Process

Required for Tax Payment

page title <i>what it says to the user</i>	page name <i>what you call it</i>	function <i>what does it help the user do</i>	location in process <i>does this page belong to a larger group?</i>	type <i>html, pdf, e-mail, RSS, etc</i>	Req for pay day	Req for tax pmt	url the spec ific loca	notes <i>anything broken? Anything we should know about this page?</i>
(shows offer text)	Signup	Collect basic user info (user id/password)	Signup	html				
Select Your Secret Question	Select Secret Question	For validating forgotten words	Signup	html				
(shows offer text)	Company Information	product (plus, basic, etc)	Signup	html				
Welcome, John doe		ss name and address, y contact info, special codes	Signup	html				
		the user a chance to learn more about our product. There are several educational options available plus a 'continue setting up' option.	Signup	html				Many users sign up to get more info. Set up is not a good that; they get lost in details. We added this page as a bet educational mechanism.
Getting Started With Paycycle	Getting Started With Paycycle	Asks some initial questions that help us customize the interview to their situation.	Initial Interview	html				
Preparing for Payroll Taxes	New Employer E status	Find out if they have a they need.						Only for new employers
Federal Filing Requirement	New Employer 941 vs 944	Determine if they are 9						
Preparing for Payroll Taxes	New Employer Rate Confirmation	We are assuming some that apply to them, but give the user a chance that our assumptions a (if they know this information).						iness
Prior Payrolls	Initial Interview Prior Payroll Method	Gathers basic information about payrolls they've already run during the year.	Initial Interview	html				ear.
PayCycle Start Date	Initial Interview Confirm Start	Inform the user that starting on a quarter boundary will be a lot easier.	Initial Interview	html				Only occurs in limited circumstances.
Startup Checklist	Startup Checklist	Tells the user what information they will need in order to set up for payroll.	Initial Interview	html				This list is customized somewhat (according to answers given preceding screens).
Employee and Contractor Overview	Employee and Contractor Overview	Allows users add employees and contractors and see a list of employees already added	Employee Setup	html				Has a wizard function. Uses same visual language for different actions (printing document is the same as a help document button next visually identical to other buttons on page).
Basic Employee Information: Name and Address	EE Basic Information	Collect employee name and address	Employee Setup	html	Y	Y		
Create Pay Schedule for John Doe, Pay Schedule Confirmation	EE Select Pay schedule	Employee pay schedule (weekly, semi-monthly, etc)	Employee Setup	html				These screens only appear for the first employee. Although presented at setting up John Doe's schedule, you are actually company schedule that can be applied to any other employee. Subsequent employees only see these screens if they indicate need a different schedule on the hiring info screen.

Content Audit Purpose

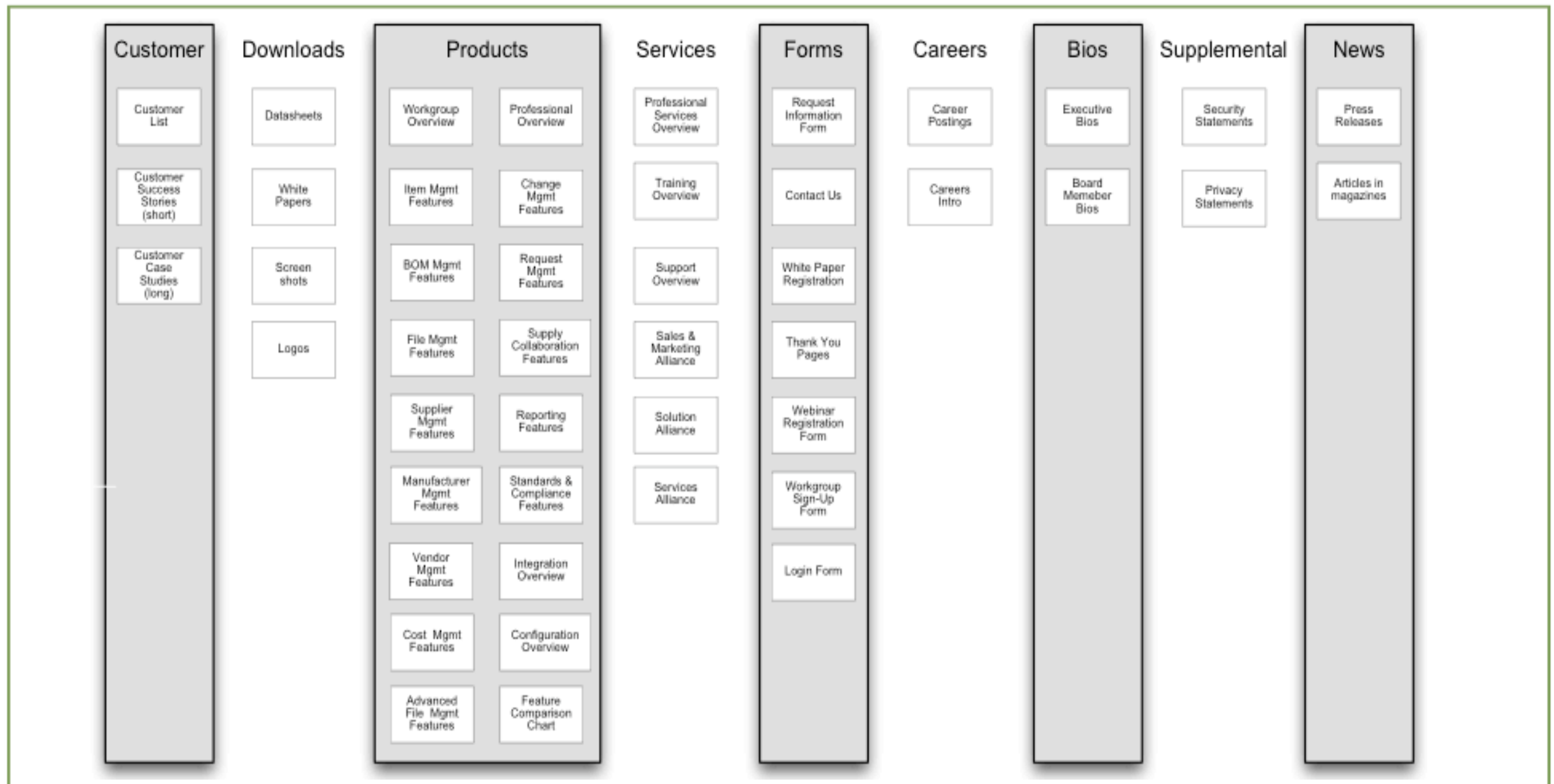
- ▶ Get a sampling or flavor of a site.
- ▶ Figure out what you have so you can reorganize it.
- ▶ Usually you don't need to do a full inventory.



The Content Map



Map Your Content Audit



So What Gets Mapped?

- ▶ Start with the spreadsheet
- ▶ Not formats (e.g., html, pdf, jpg)
- ▶ Generalize the pages by identifying the content types, objects or genres that you have

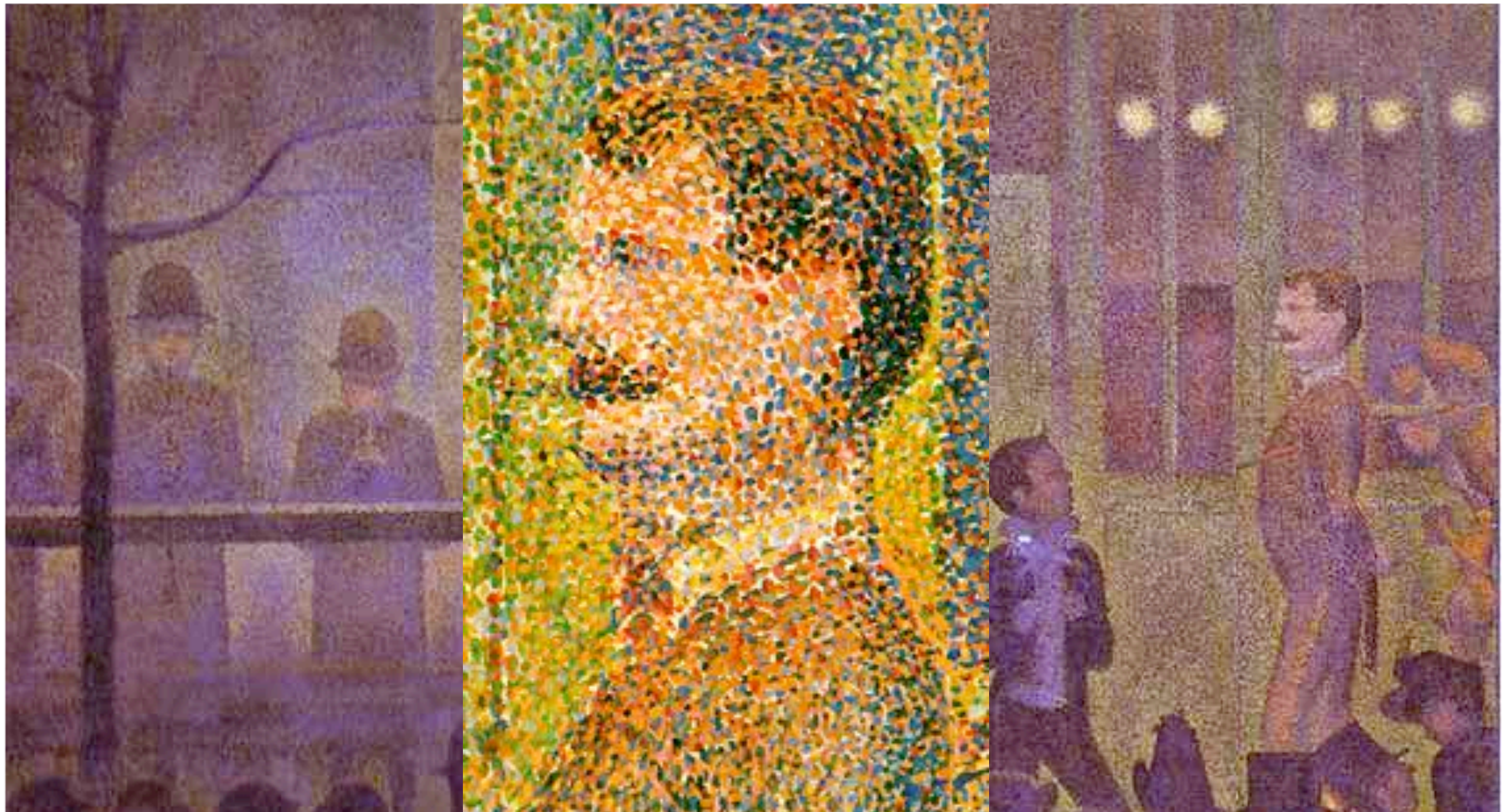
You Know What You'll Get When You Click...

- Press releases
- Product overview
- Contact info
- Video tutorial
- Case studies
- Shopping cart

The screenshot displays the Best Buy website interface. At the top, the navigation bar includes the Best Buy logo, a search bar, and links for 'Thousands of Possibilities | GET YOURS', 'WEEKLY AD', 'STORE LOCATOR', 'BEST BUY CREDIT CARD', 'GIFT CARDS WISH LIST', 'ORDER STATUS MY ACCOUNT CUSTOMER SERVICE', and 'CART 1 Items'. Below this is a category menu with links for Electronics, Cameras & Camcorders, Computers, Music, Movies Games & Toys, Home & Appliances, Phones & Communications, Office Products, and Gift Ideas. The main content area is titled 'Your Cart' and shows a single item: 'Hewlett-Packard - 42" Plasma HDTV PL4260N' with a quantity of 1. The item is priced at \$1,999.99. To the right of the item, there are links for 'SHIP or PICK UP?', 'Delivery', 'Check dates', 'Pick Up', and 'Select store'. Below the item, there are links for 'Update', 'Remove', 'Move to Wish List', and 'Add'. The cart summary shows a 'Product Total' of \$1,999.99, a 'Delivery Charge (Estimate)' of FREE, and a 'Subtotal' of \$1,999.99. There are also links for 'Get Great Financing with a Best Buy Card', 'Reward Zone Program', and 'Shopping Benefits'. At the bottom, there are links for 'Worry-Free Security', 'High-Performance Antivirus Security', 'NEW! SMTP Connector-Level', 'Recognition Windows IT Pro 2005 Readers', and 'Related Products' including 'Scan Engine', 'Updates', and 'Control Manager'.

Identifying a Content Genre

- ▶ Does it use a specific template?
- ▶ Are there lots of items like this, with just differences in subject matter?
- ▶ Can it stand alone, without context?
- ▶ Is there a specific purpose? Or use?
- ▶ What expectations will people bring to it?

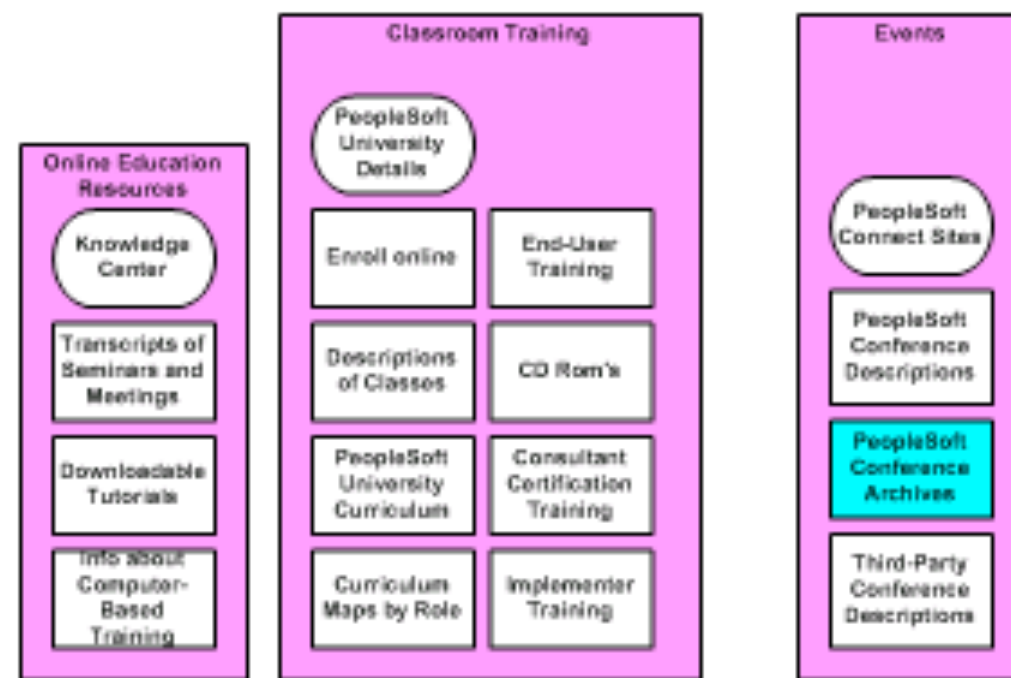


Genre? Or Instantiation?

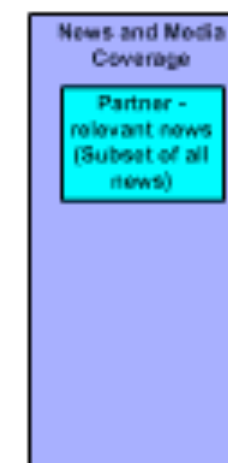
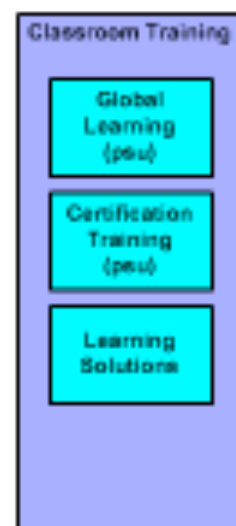
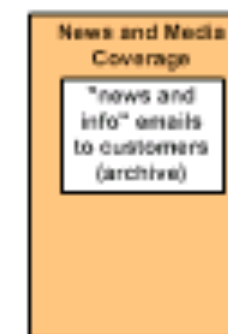
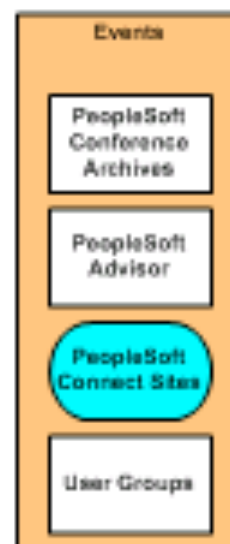
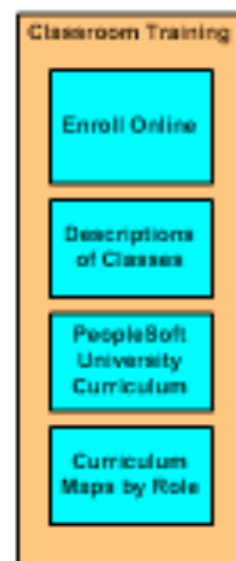
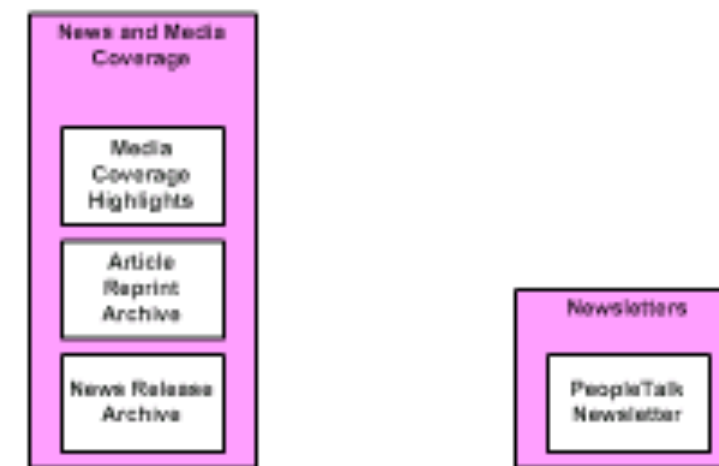
Intranet content map

[client] internal communications news items	Leadership key message	News release	FAQ	Purchased Industry Report	Training program overview page	Department-specific TM evaluation criteria	Emergency situation resource	Team member milestones and career changes information	Team lead and manager guidelines	Process overview	Physical item order form
Retail industry news item	Link to Outlook Web Access	Operating company or pyramid overview	MAGIC concierge request form	[client] proprietary retail research	Terms or acronyms glossary	Team member assessment/ review form	Link to 401K info site	Link to incident investigation site	Link to Request Center	Overall corporate policy	Email feedback link
[client] stock information	Training course/ module description	Store and DC search	MAGIC library catalog serch	Key guest segment overview	Merchandising job tools	Link to job-specific support application	Benefit management instruction guide	Support service overview	Technical troubleshooting guide	[client] brands and licensing overview	FFF information and ideas
[client] company store link	Competitor performance report	Geographic map of [client] information	Corporate policy implementation guidelines	Key competitor overview	Link to department-specific training	Link to Sharepoint	Link to eHR benefit management site	Hiring process guide	Remote access information	Time and meeting management tools	Key TM evaluation criteria information (Es, etc.)
[client].com link	[client] Key Performance Measure report	Geographic map of competitor information	Best Team Survey overview	Link to competitor ad tracking	Career development document example	Link to job application site	Time clock use information	Permanent staffing information	Equipment use guidelines	Course list for managers and team leads	Course list for all team members
Team member referral information	Feedback reporting form	New store/remodel application link	[client] community giving example	Division overview	Career development template	Job tools links page	Benefit change or initiation request form	Link to contractor procurement site	Link to expense reimbursement tool	Course list for specific departments/ pyramids	Course registration form
Service request submission form	Link to Team Directory	Communication guidelines	SIL information and ideas	Business and retail resource list	Career development activity overview	Link to technical training portal	Financial benefit overview (FSAs, tax stuff, mortgage)	Temporary staffing information	Travel service overview	Assessment/ review guidelines and tips	Manager of new TM resource
Newsletter subscription form	inside[client] search box	Department or team overview	Meeting minutes	Newsletter	Self-paced eLearning module	Technology course list	Health benefit overview	Healthcare resource list	Conference and meeting service overview	Benefit options detail page	Time off benefit overview
Weekly poll	Support service contact page	HQ corporate policy	Link to Corporate Policies website	Seasonal overview	Developmental activities list	Teambuilding resource	Link to tax form download site	Legal benefit overview	Printing, FAXing, and Shipping service overview	Product and service benefit overview	Childcare and adoption benefit overview
Great Team Card	Link to Let Us Know site	[client] vision information	Network overview	EBSCO business periodicals search	Self-paced training/ development guide	New team member resource	Link to site of external benefit provider	Retirement and resignation information	Phone service overview	Office supplies ordering overview	Food service overview

Education, Training, and Events



Outbound Communications Archives



Feature Map Example

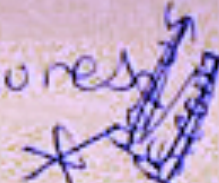
Sign Up	Prior Payrolls	EE Sick Policy	EE Withholding Info	ER Federal Tax Info	YTD ER Quarterly Detail	Billing Information	Payday Reports	Software Demo	Annual Forms
Sign up offer text	Set [client] Start Date	EE Vacation Policy	EE Tax Exemptions	ER State Tax Info	Payday Review	Free Trial confirmation	To Do List	[client]'s Contact Info	Employer Reports
Secret Security Question	Start Up Checklist	Employee pay method	EE Local Taxes	ER Local Tax Info	Creating Paycheck History	Printer Setup	Create Paycheck	Tell a Friend	Employee Reports
Company contact info	Employee & Contractor List	Verify EE Bank Info	Employee Overview	Paycheck History Overview	Payday Blockers	Printer Alignment Check	eServices promotion	Help FAQ	Contractor Reports
Get started w/ [client]	Add EE contact info	Set EE Deductions	Set Up contractor	EE History	Confirm Email Address	View & Print Paycheck	Electronic Options	How Do I? Toolkit	Privacy Statement
New Employer EIN Status	Create EE pay schedule	Set EE Contributions	Contractor Pay Method	Prior Payroll Summary	Customer Service Agreement	Paycheck file	Verify eService Options	Set Up Guides	Welcome Page
New Employer 941 or 944	EE Hiring Info	Set EE Garnishments	New ER Tax Info Review	Paycheck History Reconciliation	Approve Paycheck	Email Paystubs	Edit Billing Info	Search	
New Employer Rate Confirmation	EE Pay Types	EE deductions, contributions garnishment s overview	ER Company Contact Info	YTD ER Taxes	HTML Paycheck Preview	Enter check numbers	Help Index	Quarterly Forms	

Learn about
product -
non-technical?

Introduction
to product

Customer
Benefits


Upcoming
releases

Brochures
✱ 

Supported
Products

Current
Products

Delta
Info
Overviews

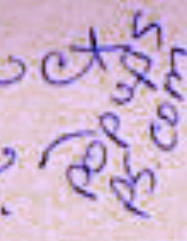
Demo


data sheets

White
Papers

Screen
shots

Release ✱
Roadmap
(future)

Products
✱ Too
Alt. 

Product
Applications
✱

Content Map Purpose

- ▶ Listing of all content genres on the site.
- ▶ For communicating with executives or other team members.
- ▶ Gain insights from graphical representation of the content.
- ▶ Needed to build mental model diagram.

Who Should Do the Content Analysis?



The Content Audit Personality

- ▶ Close attention to detail
- ▶ Deep understanding of & comfortable with the web
- ▶ Understanding of the project & how the content audit will be used
- ▶ Ability to think abstractly
- ▶ A member of the core web team



You Can Always Help Others



Successful Mentoring

- ▶ Location doesn't matter; touch points do
- ▶ Lots of examples
- ▶ Keep work in context
- ▶ Work together to “dial in” granularity

Be Prepared If Things Don't Go Well

- ▶ Close enough is often good enough.
- ▶ The map is often more important than the spreadsheet.
- ▶ This is hard work – be understanding and supportive.
- ▶ More than just clicking links.

So Remember...

- ▶ **Content Inventory**

- ▶ When you are doing a migration and have to account for every item

- ▶ **Content Audit**

- ▶ When you need a sampling in order to inform designs

- ▶ **Content Map**

- ▶ A visualization of the content genres

Thank You!

Chiara Fox

chiara@adaptivepath.com

Join me & others from Adaptive Path at

UX Intensive Copenhagen

October 13-16

Register with code "FOCF" to save 15%!

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