

# Information Design



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# Documen Information Design



Documentation Acumen = Documen

# Objectives



- What is information?
- Why do we need to “design” information?
- How do we do analysis for information design?
- How can we apply these principles to Web design?

# The Hierarchy of Intelligence



Intelligence is the capacity to acquire and use:

- Data
- Information
- Knowledge
- Wisdom

# What is Data?



## **Data:**

Unstructured facts out of context.

For example:

010101

# What is Information?



## **Information:**

Facts in context – data “in formation”

For example:

January 1, 2001

# What is Knowledge?



## **Knowledge:**

Information that is useful, that has use value –  
information that can be applied

For example:

Our wedding anniversary is January 1, 2001

# What is Wisdom?



## **Wisdom:**

The capacity to apply knowledge.

For example:

Our wedding anniversary is January 1, 2001 –  
and I've already purchased a thoughtful  
present I know my wife will love!

# What is Wisdom?



## **Knowledge:**

I know regular exercise is healthy and good for me

## **Wisdom:**

That's why I work out at the gym four days a week!

# What is Wisdom?



## **Wisdom:**

The capacity to apply knowledge.

Wisdom is sometimes referred to in instructional design as:

**Mastery**

# What is knowledge for?



## **Basic principle of epistemology:**

Human beings are active creatures who *do* stuff.

There's only one reason we *know* stuff, and that's so we can *do* stuff.

Knowledge is a tool we use to do stuff with.

## **Doing stuff is called “Performance”**

Performance is:

The act of performing a procedure, task, duty, job, or other activity.

## **Knowledge Work:**

It's all about improving people's ability to do stuff.

It's all about improving performance.

Effective knowledge work is *performance-oriented*.

# Information is a Tool



## **Information Design:**

The design of information to make it more usable in the performance of a job, task, or duty.

The transformation of information into knowledge.

## **Factors that Impact Performance**

# Performance Orientation



# Factors Impacting Performance



## Business Driver

<b>External</b>	<b>Information</b>	<b>Tools</b>	<b>Incentives</b>	<b>Environment</b>
<b>Internal</b>	<b>Knowledge</b>	<b>Capacity</b>	<b>Motivation</b>	<b>Attitude</b>

## **Analysis for Information Design:**

Analysis of the factors impacting performance

Analysis of the effectiveness of a proposed performance intervention

## **Forms of analysis for information design:**

1. Audience analysis
2. Task analysis
3. Needs analysis
4. Information Delivery Systems analysis.

# Audience Analysis



Analyze your audience to find out:

1. What are the audience factors impacting performance.
2. What audience factors will impact the effectiveness of a proposed performance intervention.

# Factors Impacting Performance



## Business Driver

<b>External</b>	<b>Information</b>	<b>Tools</b>	<b>Incentives</b>	<b>Environment</b>
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# Needs Analysis



## **Needs analysis:**

1. Identify the business driver
2. Define current performance
3. Define optimal performance
4. Define the Gap
5. Propose an intervention to close the Gap.

# Task Analysis



## **Perform Task Analysis:**

1. To define current performance
2. To define optimal performance

## **Defining Optimal Performance**

- Leads to performance objectives.

## **Performance Objective:**

- A statement of what should be performed in order to achieve a given set of results.
- Not just an objective, but an objective for performance.

## **Perform Information Delivery Systems Analysis:**

To determine the most effective method of delivering information to your audience.

Sometimes, that means a Web site.

## **Information Design for Websites**

Let's apply the method to Web development

Case Study: Braintech site

Start with **Audience Analysis** to find out:

1. Who the audience is.
2. What are the factors impacting audience performance.
3. What audience factors will impact the effectiveness of a proposed performance intervention.

# Information Delivery Systems



Two key audiences:

1. Potential customers
2. Investors

# Information Delivery Systems



Identify performance objectives:

**Potential customers:**

Call the sales department

**Investors:**

Buy stock or at least do not sell stock.

# Information Delivery Systems



Build site to serve those performance objectives:

Potential customers:

Call the sales department

Investors:

Buy stock or do not sell stock.

# Factors Impacting Performance



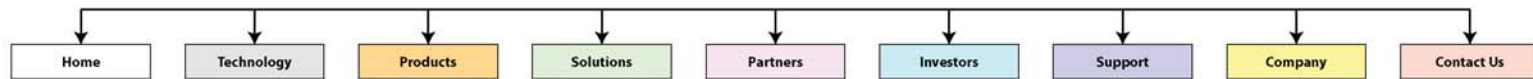
## Business Driver

<b>External</b>	<b>Information</b>	<b>Tools</b>	<b>Incentives</b>	<b>Environment</b>
<b>Internal</b>	<b>Knowledge</b>	<b>Capacity</b>	<b>Motivation</b>	<b>Attitude</b>

# Task Analysis



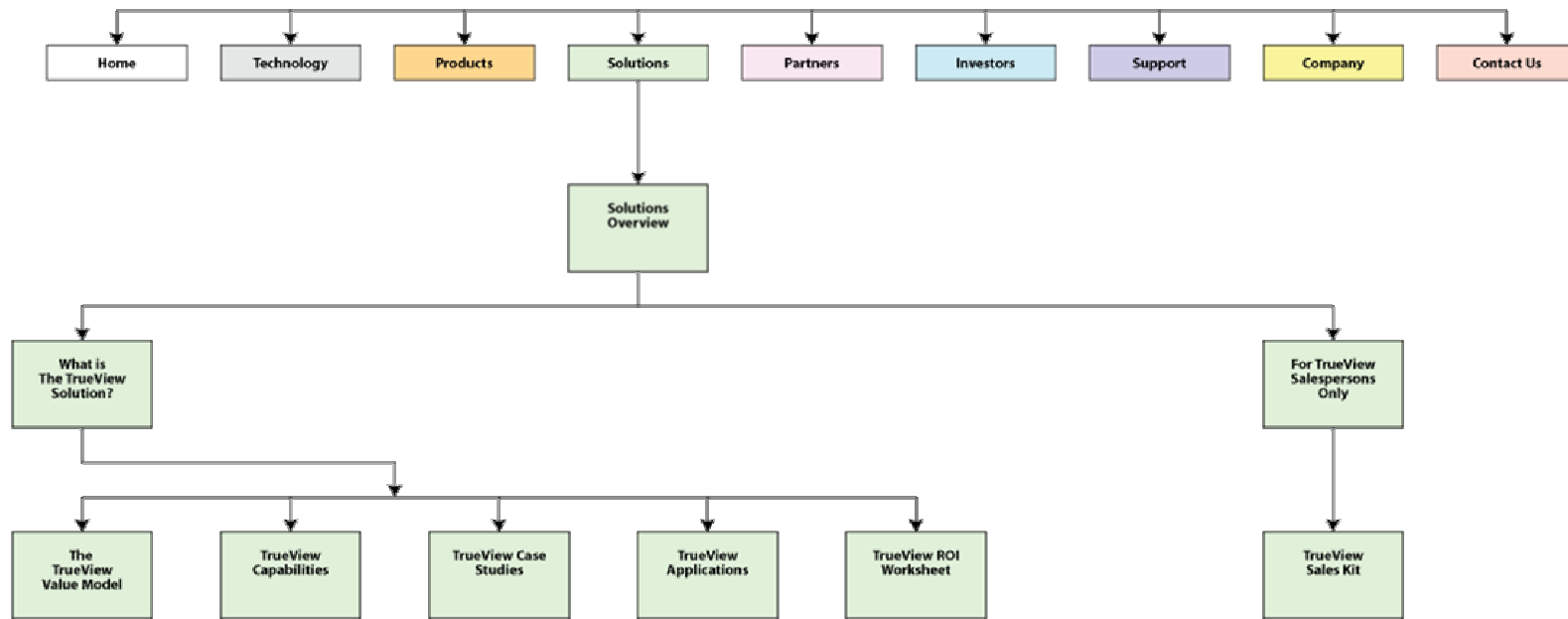
## Navigation Menu Bar



# Task Analysis



## Solutions Section

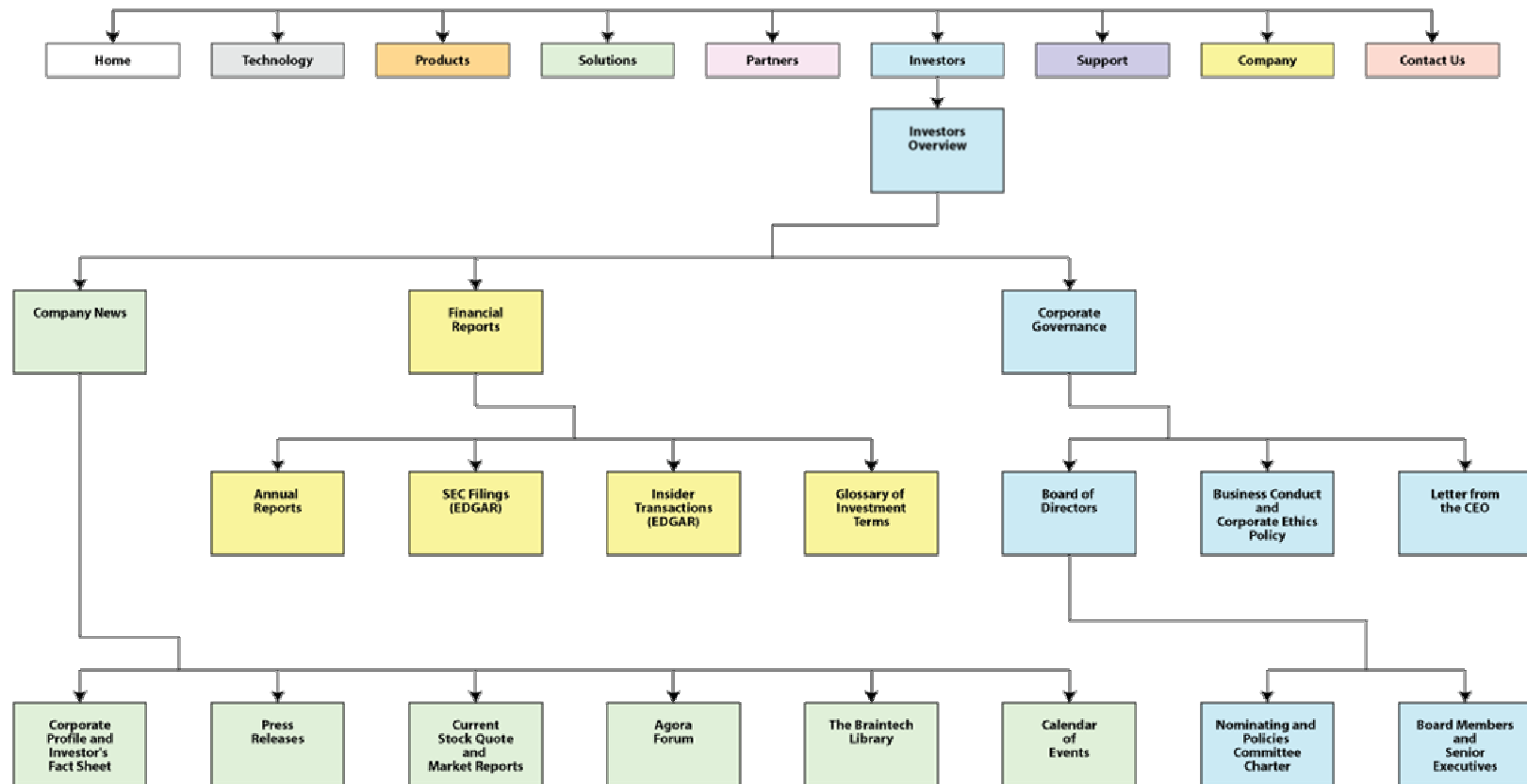


**Braintech Site Map: Release Version**

# Business Process Analysis



## Investors Section



**Braintech Site Map: Release Version**

**Guiding principle of information design:**

Just in time and just enough!

Thank you!