

With Our Powers Combined!

CONTENT STRATEGY

and **USER EXPERIENCE**

to Create a **SUPER-POWERED IA**

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CONTENT STRATEGY

Looking from the bottom up

USER EXPERIENCE (UX)




Looking from the top down

INFORMATION ARCHITECTURE (IA)




Where design and content meet

INFLUENCING DISCIPLINES

Content Strategy

-  Content Structure
-  Metadata
-  Inventories

User Experience (UX)

-  Users
-  Goals & Tasks
-  Mental Models

Information Architecture (IA)

-  Organization
-  Hierarchy
-  Labeling

STEP 1:

Establishing A Baseline

Content Inventories < *Influence* > Card Sorts < *Influence* > Draft IA

CONTENT INVENTORY

URL	DETAILS				Notes	Topic
	Level 2	Level 3	File Name	Title		
http://inside.niaid.nih.gov/topic/humanresources/eeo/pages/optionsresolve.aspx	EEO		optionsresolve.aspx	Options for Resolving Work-Related	If you have a work-related problem, grievance, or disagreement that you cannot resolve with	
http://inside.niaid.nih.gov/topic/humanresources/eeo/pages/workforcediversity.aspx	EEO		workforcediversity.aspx	NIAID Workforce Diversity	Management Directive-715 (MD-715) is the Equal Employment Opportunity Commission's (EEO	
http://inside.niaid.nih.gov/topic/humanresources/eeo/pages/announcements.aspx	EEO		announcements.aspx	Announcements and Newsletter A	EEO Announcements and Newsletter articles	Newsletters;
http://inside.niaid.nih.gov/topic/humanresources/eeo/pages/specialinterest.aspx	EEO		specialinterest.aspx	NIH Special Interest Groups	NIH Special Interest Groups	
http://inside.niaid.nih.gov/topic/humanresources/eeo/pages/accomplishments.aspx	EEO		accomplishments.aspx	NIAID Accomplishments in Respor	NIAID Accomplishments in Response to the 2013 MD-715 Focus Areas	Employee Relation
http://inside.niaid.nih.gov/topic/humanresources/eeo/pages/cooswddatacall.aspx	EEO		cooswddatacall.aspx	NIAID Response to COSWD Data C	NIAID Response to COSWD Data Call to NIH ICs	
http://inside.niaid.nih.gov/topic/humanresources/employment/pages/default.aspx	HR Actions/Employment Status		default.aspx	HR Actions and Employee Status	Links to information on HR actions and employee status for transfers, promotions, pay adjustm	ation
http://inside.niaid.nih.gov/topic/humanresources/employment/pages/announcements.aspx	HR Actions/Employment Status		announcements.aspx	Announcements and Newsletters	HR Actions and Employee Status Announcement and Newsletter Articles	ation
http://inside.niaid.nih.gov/topic/humanresources/employment/appointment/pages/default.aspx	HR Actions/Employment Status	Appointments and Conversions	default.aspx	Appointments and Conversions	Appointments and Conversions	
http://inside.niaid.nih.gov/topic/humanresources/employment/appointment/extraapptoconversion/pages/default.aspx	HR Actions/Employment Status	Appointments and Conversions	default.aspx	Extramural/Non-Intramural Title 42	Extramural/Non-Intramural Title 42 Appointment/Conversion	
http://inside.niaid.nih.gov/topic/humanresources/employment/appointment/genapptoconversion/pages/default.aspx	HR Actions/Employment Status	Appointments and Conversions	default.aspx	General Appointment/Conversion	General Appointment/Conversion Information	
http://inside.niaid.nih.gov/topic/humanresources/employment/appointment/intra42appt/pages/default.aspx	HR Actions/Employment Status	Appointments and Conversions	default.aspx	Intramural Title 42 Appointment/Con	Intramural Title 42 Appointment/Conversion	
http://inside.niaid.nih.gov/topic/humanresources/employment/appointment/intra42appt/glossary.aspx	HR Actions/Employment Status	Appointments and Conversions	glossary.aspx	Definitions and Guidelines for Capi	Definitions and Guidelines for Capital HR Processing for Research Fellow Title 42 (g) Appointm	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/default.aspx	HR Actions/Employment Status	Details	default.aspx	Details	Procedures, delegations of authority, and resources for administrative staff. Procedures and re	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/sop_eop_detail.aspx	HR Actions/Employment Status	Details	sop_eop_detail.aspx	Processing Details and Extensions	Processing Details and Extensions of Details to the Executive Office of the President, Interage	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/sop_terminating_detail.aspx	HR Actions/Employment Status	Details	sop_terminating_detail.aspx	Terminating a Detail	Terminating a Detail	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/sop_inside_detail.aspx	HR Actions/Employment Status	Details	sop_inside_detail.aspx	Processing Details and Extensions	Processing Details and Extensions of Details within NIH	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/sop_outside_detail.aspx	HR Actions/Employment Status	Details	sop_outside_detail.aspx	Processing Details and Extensions	Processing Details and Extensions of Details to Federal Agencies outside NIH	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/detailingemployee.aspx	HR Actions/Employment Status	Details	detailingemployee.aspx	Detailing an Employee	Lists background, procedure, contact, and related links for detailing an employee.	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/extendingdetail.aspx	HR Actions/Employment Status	Details	extendingdetail.aspx	Extending a Detail	Lists background, procedure, contact, and related links for extending a detail.	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/detailapprovoff.aspx	HR Actions/Employment Status	Details	detailapprovoff.aspx	Approving Officials--Detail of Title 5	Approving Officials--Detail of Title 5 (GS, SES, SBRS, ST/SL) and Title 42 Employees	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/pages/hrrouting.aspx	HR Actions/Employment Status	Details	hrrouting.aspx	HR Routing Slips for Details	HR Routing Slips	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/detailtermination/pages/default.aspx	HR Actions/Employment Status	Details	default.aspx	Termination of Details	Termination of Details	
http://inside.niaid.nih.gov/topic/humanresources/employment/details/initialdetail/pages/default.aspx	HR Actions/Employment Status	Details	default.aspx	Initial Detail and Extension of Detai	Initial Detail and Extension of Detail	
http://inside.niaid.nih.gov/topic/humanresources/employment/dutychange/pages/default.aspx	HR Actions/Employment Status	Change in Duty Station	default.aspx	Change in Duty Station	Documenting a change in the geographic location of the employee's work site.	
http://inside.niaid.nih.gov/topic/humanresources/employment/dutychange/pages/define.aspx	HR Actions/Employment Status	Change in Duty Station	define.aspx	What Is an Official Duty Station?	What Is an Official Duty Station?	
http://inside.niaid.nih.gov/topic/humanresources/employment/dutychange/pages/sop.aspx	HR Actions/Employment Status	Change in Duty Station	sop.aspx	Processing a Change in Duty Stati	Processing a Change in Duty Station	
http://inside.niaid.nih.gov/topic/humanresources/employment/extend/pages/default.aspx	HR Actions/Employment Status	Extensions & Renewals	default.aspx	Extensions and Renewals	Extensions and Renewals	
http://inside.niaid.nih.gov/topic/humanresources/employment/extend/42extramuralrenewal/pages/default.aspx	HR Actions/Employment Status	Extensions & Renewals	default.aspx	Title 42 Extramural/Non-Intramural	Title 42 Extramural/Non-Intramural Extension/Renewal	
http://inside.niaid.nih.gov/topic/humanresources/employment/extend/42extrarenewal/pages/default.aspx	HR Actions/Employment Status	Extensions & Renewals	default.aspx	General Title 42 Extension/Renew	General Title 42 Extension/Renewal Information	
http://inside.niaid.nih.gov/topic/humanresources/employment/extend/42intramuralrenewal/pages/default.aspx	HR Actions/Employment Status	Extensions & Renewals	default.aspx	Intramural Title 42 Extension/Rene	Intramural Title 42 Extension/Renewal	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/pages/default.aspx	HR Actions/Employment Status	Pay Incentives	default.aspx	Pay Incentives	Pay Incentives	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/default.aspx	HR Actions/Employment Status	Pay Incentives	default.aspx	Advanced Rate Based Upon Supe	Procedures, checklists, job aids, and resources for administrative staff and job aids for mana	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/mgrjobaidatmincentiv.aspx	HR Actions/Employment Status	Pay Incentives	mgrjobaidatmincentive.aspx	Based Upon Superior Qualificator	A job aid for managers describing the Above the Minimum (ATM) Incentive.	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratesopcore.aspx	HR Actions/Employment Status	Pay Incentives	advratesopcore.aspx	Processing Requests for Setting P	Processing Requests for Setting Pay At An Advanced Rate of Pay Based Upon Superior Quali	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratepkprepcore.aspx	HR Actions/Employment Status	Pay Incentives	advratepkprepcore.aspx	Preparing, Reviewing, and Approv	Preparing, Reviewing, and Approving An Advanced Rate Based Upon Superior Qualifications	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratepkprepretra.aspx	HR Actions/Employment Status	Pay Incentives	advratepkprepretra.aspx	Preparing, Reviewing, and Approv	Preparing, Reviewing, and Approving An Advanced Rate Based Upon Superior Qualifications	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratepkprepredr.aspx	HR Actions/Employment Status	Pay Incentives	advratepkprepredr.aspx	Preparing, Reviewing, and Approv	Preparing, Reviewing, and Approving An Advanced Rate Based Upon Superior Qualifications	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratepkprepredo.aspx	HR Actions/Employment Status	Pay Incentives	advratepkprepredo.aspx	Preparing, Reviewing, and Approv	Preparing, Reviewing, and Approving An Advanced Rate Based Upon Superior Qualifications	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratepkpreprevc.aspx	HR Actions/Employment Status	Pay Incentives	advratepkpreprevc.aspx	Preparing, Reviewing, and Approv	Preparing, Reviewing, and Approving An Advanced Rate Based Upon Superior Qualifications	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratejobaid.aspx	HR Actions/Employment Status	Pay Incentives	advratejobaid.aspx	Factors Used to Justify an Advanc	Factors Used to Justify An Advanced Rate and Acceptable Supporting Documentation	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratemgrjobaid.aspx	HR Actions/Employment Status	Pay Incentives	advratemgrjobaid.aspx	Manager's Job Aid--Setting Pay at	Manager's Job Aid - Setting Pay At An Advanced Rate Based Upon Superior Qualifications an	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/provrequiresjobaid.aspx	HR Actions/Employment Status	Pay Incentives	provrequiresjobaid.aspx	Provisions and Requirements for S	Provisions and Requirements for Setting Pay At An Advanced Rate Based Upon Superior Qua	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/advanced/pages/advratematrix.aspx	HR Actions/Employment Status	Pay Incentives	advratematrix.aspx	NIAID Delegations Matrix - Setting	NIAID Delegations Matrix - Setting Pay at an Advanced Rate Based Upon Superior Qualificati	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/credit/pages/default.aspx	HR Actions/Employment Status	Pay Incentives	default.aspx	Creditable Service To Determine A	Creditable Service To Determine Annual Leave Accrual Rate	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/credit/pages/creditable-service-processing.aspx	HR Actions/Employment Status	Pay Incentives	creditable-service-processing.aspx	Processing Requests for Creditabl	Processing Requests for Creditable Service To Determine Annual Leave Accrual Rate - Title 5	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/credit/pages/approving-credit-able-service.aspx	HR Actions/Employment Status	Pay Incentives	approving-credit-able-service.aspx	Preparing, Reviewing, and Approv	Preparing, Reviewing, and Approving Creditable Service To Determine Annual Leave Accrual	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/credit/pages/credit-able-dir.aspx	HR Actions/Employment Status	Pay Incentives	credit-able-dir.aspx	Preparing, Reviewing, and Approv	Preparing, Reviewing, and Approving Creditable Service To Determine Annual Leave Accrual	
http://inside.niaid.nih.gov/topic/humanresources/employment/incentive/credit/pages/credit-able-dir.aspx	HR Actions/Employment Status	Pay Incentives	credit-able-dir.aspx	Preparing, Reviewing, and Approv	Preparing, Reviewing, and Approving Creditable Service To Determine Annual Leave Accrual	

CARD SORT



In-person, moderated

The price of 3G Broadband data

How to transfer my home phone number to my new house

Internet connection speed test

Add-on services for my home phone

Reviews of new handsets

Career opportunities at BananaCom

Change my home internet plan online

International calling rates for my home phone

Contact Us

The email address to use for BananaCom help

BananaCom's contact phone number

My Account

The date that my next home phone and internet bill is due

Pay my bill online

How to set up my BananaCom email address

Remote, unmoderated

DRAFT IA MAP

Card Sort

- User Vocabulary
- Perceived Relationships

Content Inventory

- Site Vocabulary
- Site Hierarchy & Structure



LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Grants & Contracts			
		<i>Find a Funding Opportunity</i>	
		Opportunities & Announcements	
			Questions & Answers
		Types of Funding Opportunities	
			Research Grant Programs
			Training & Career Grant Programs
			Unsolicited, Investigator Initiated Research
			Solicited, NIAID Requested Research
			Contracts (<i>cross-link</i>)
		Understand NIAID's Research Priorities	
			Potential Topics of Interest to NIAID
		See Funded Projects using RePORTER	
		Timelines & Due Dates (<i>cross-link</i>)	
		<i>Apply for a Grant</i>	
		Grant Application Examples	
		Determine Eligibility for NIAID's Grants	
		Preparing Your Application	
			Draft Your Specific Aims
			Outline Your Experiments
			Know Your Audience
			Write Your Research Plan
		Plan Your Budget & Personnel	
			Salary Caps & Stipends
			Build Your Team
			Determine Availability of Staff & Equipment
			Create a Budget

STEP 2: *Maximizing Value*

Content Audit < *Influence* > Tree Tests < *Influence* > Navigation Maps

CONTENT AUDIT

Factor	Level 1 Unacceptable	Level 2 Poor	Level 3 Adequate	Level 4 Good	Level 5 Superb	Rank			Academic and Research Resources
							NIAID Fellows Orientation Page	What Is Onboarding in NIAID?	
NAVIGATION									
External Links & Integration with Related Systems	No mention of related systems.		External links are provided but purpose of related systems are not always clear. Navigation may not be intuitive.		Users can easily and seamlessly transition to other systems in the course of completing a task.		N/A - No external links	3 - External link to relevant SHRM content	4 - Good source of external resources
CONTENT									
Terminology & Labeling	Inconsistent, confusing, or inaccurate. Some terms do not adhere to common understanding of meaning. Overuse of jargon without regard to context.		Consistent, but not intuitive. Some unnecessary use of jargon or uncommon terms.		Intuitive and consistent. Jargon only used as necessary, in context, and with help references.		4 - Terminology is clear and direct. Could use more context	5 - Purpose of page is to explain onboarding, which may be the only jargon-like term present	4 - Terminology is consistent. All acronyms are spelled out upon first use. Light on jargon.
Readability	Font and/or use of white space makes pages difficult to read. Little to no content chunking, even on long pages.		Key pages follow readability best practices. Inconsistencies exist throughout the site.		Easy to scan. Headings are easy to understand and accurately reflect content. The appropriate level of information is presented.		4 - Very scannable. Terminology is clear. Could use more context	5 - Very scannable. Good use of headings, subheading, and graphics to explain the process	4 - Scannable and broken down into small chunks with good use of headings and sub-heads.
Editorial Standards	No consistency in writing style or editorial standards.		Major editorial standards are followed. Voice may be inconsistent from page-to-page or section-to-section.		Consistent voice and tone. Meets editorial standards.		N/A - List of links to other resources. No tone or voice necessary		4 - Good use of web best practices
Content Quality	Content is outdated, redundant, and/or irrelevant.		Only pages of extreme detail are outdated. All key pages relevant to the majority of users are up-to-date.		Content is relevant and up-to-date.		N/A - List of links to other resources.	3 - Page is valuable, but could be incorporated into related content	but content not updated/reviewed since 2011.
Images, Video, & Audio	Over- or under-use of media. Media not relevant to task or audience. Creates visual noise or content clutter.		Does not distract from overall user task. Optimal media type may not be used in all cases.		Meaningful and serves a clear purpose. Supports and enhances overall task.		N/A - No additional digital assets used	5 - Good use of infographic. Very clean.	N/A - No digital assets used
DESIGN									
Navigation (Interface)	Can't discern current location on site. Unclear how to use navigation to reach		At least one element that identifies the current location on the site. All		Easy to identify current location on site. Navigation		1.5 - Page is an island. Serves as a resource to link to other areas		

TREE TESTS

A participant sees...

Task 1 of 2

Check to see if you can access mobile broadband from your house.

BananaCom Homepage

Internet

3G Broadband

Coverage map

I'd find it here

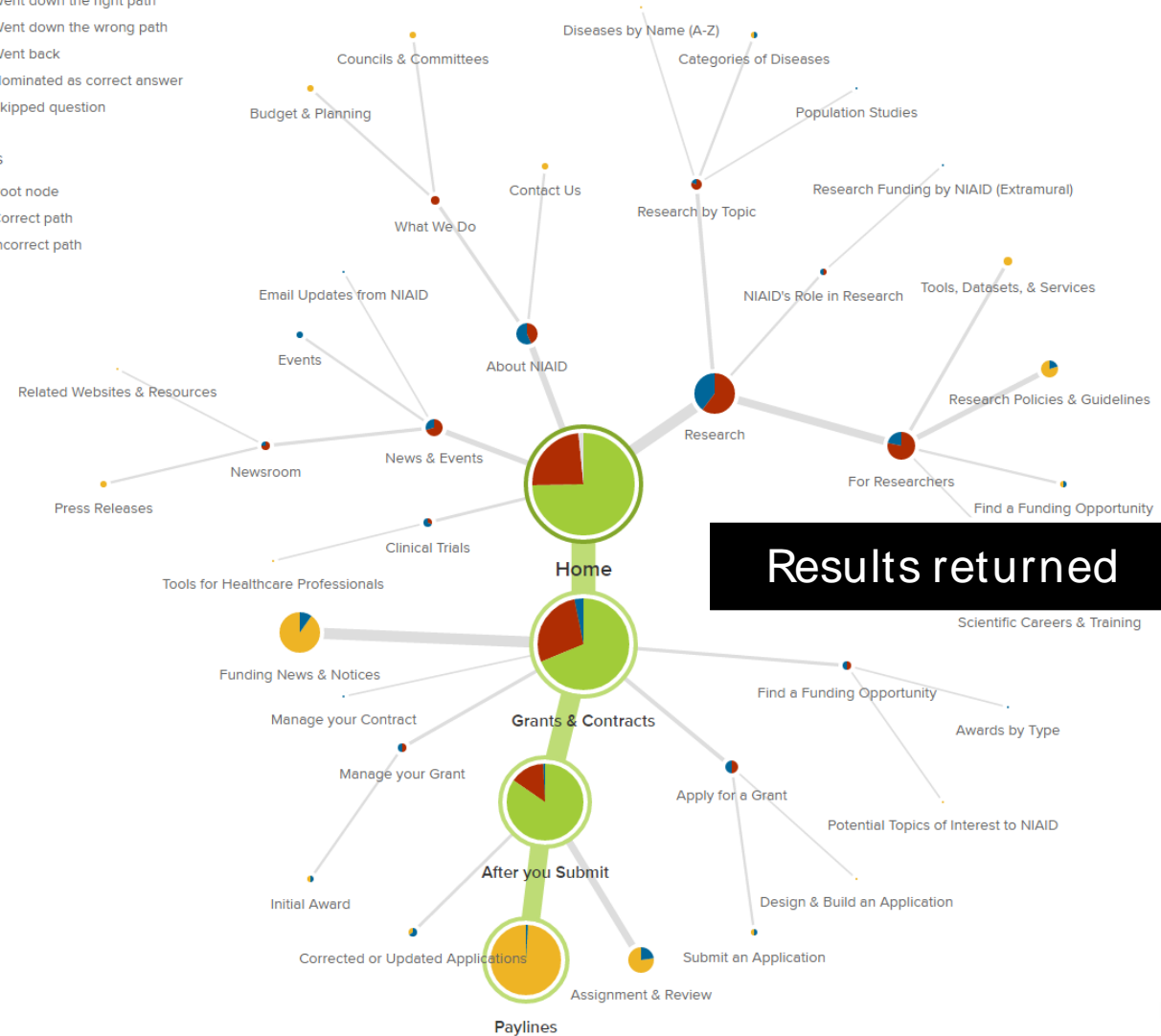


Pies

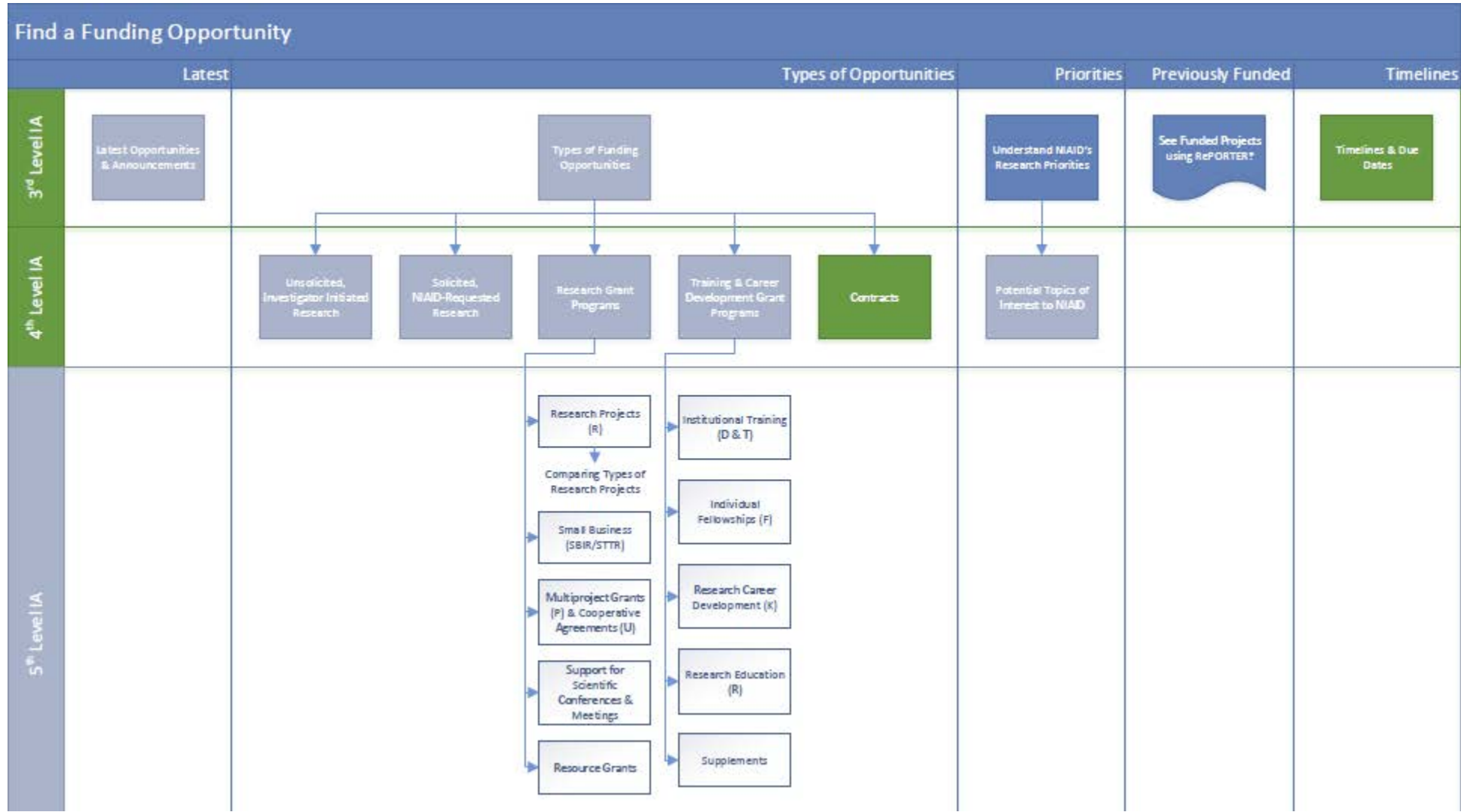
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path



NAVIGATION MAPS



Legend

Link in navigation.
Content is step in Process

Link in navigation
Content does not describe process

Not in navigation.
Link to content is contextual.

Cross-link to content from other section of site.

6th Level. Not in navigation.
Contextual link.

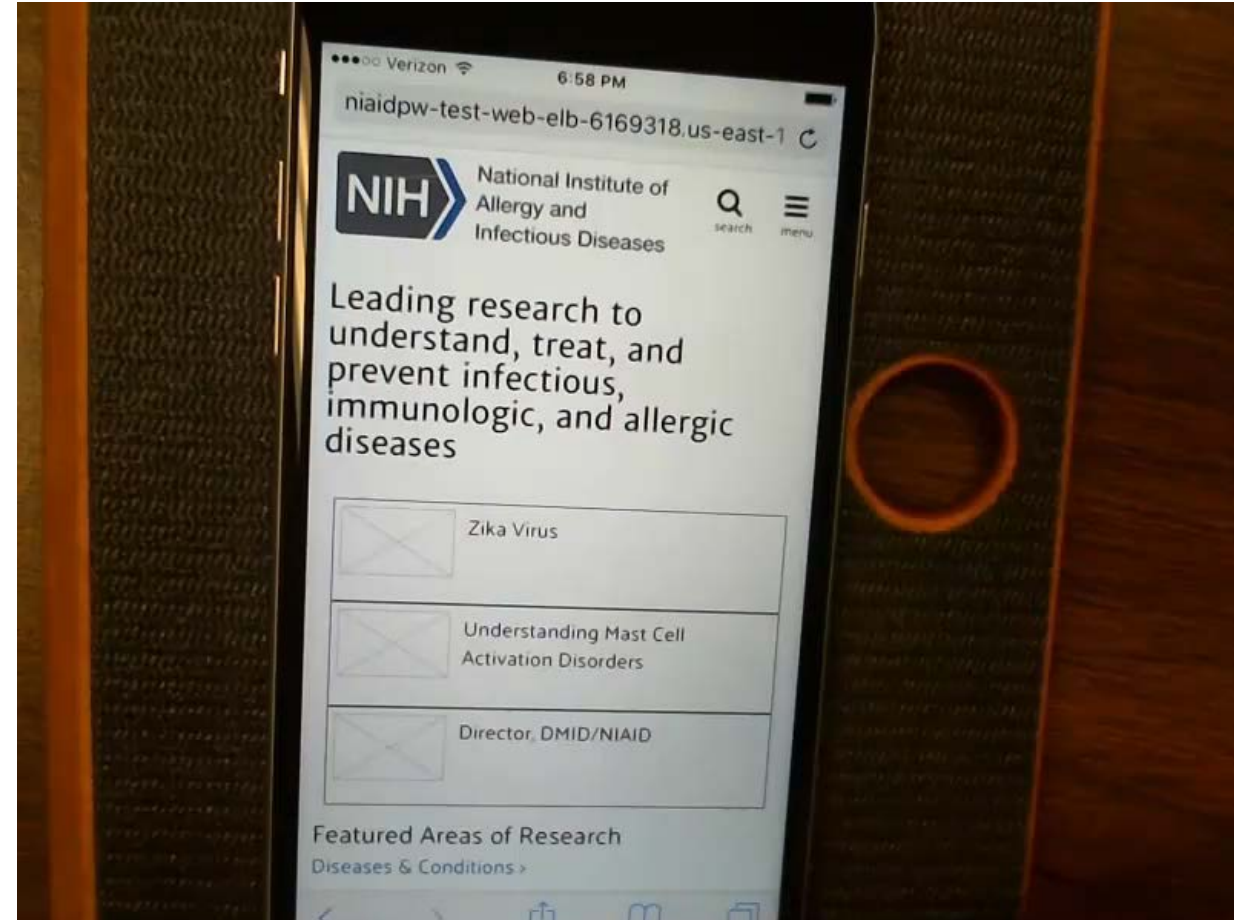
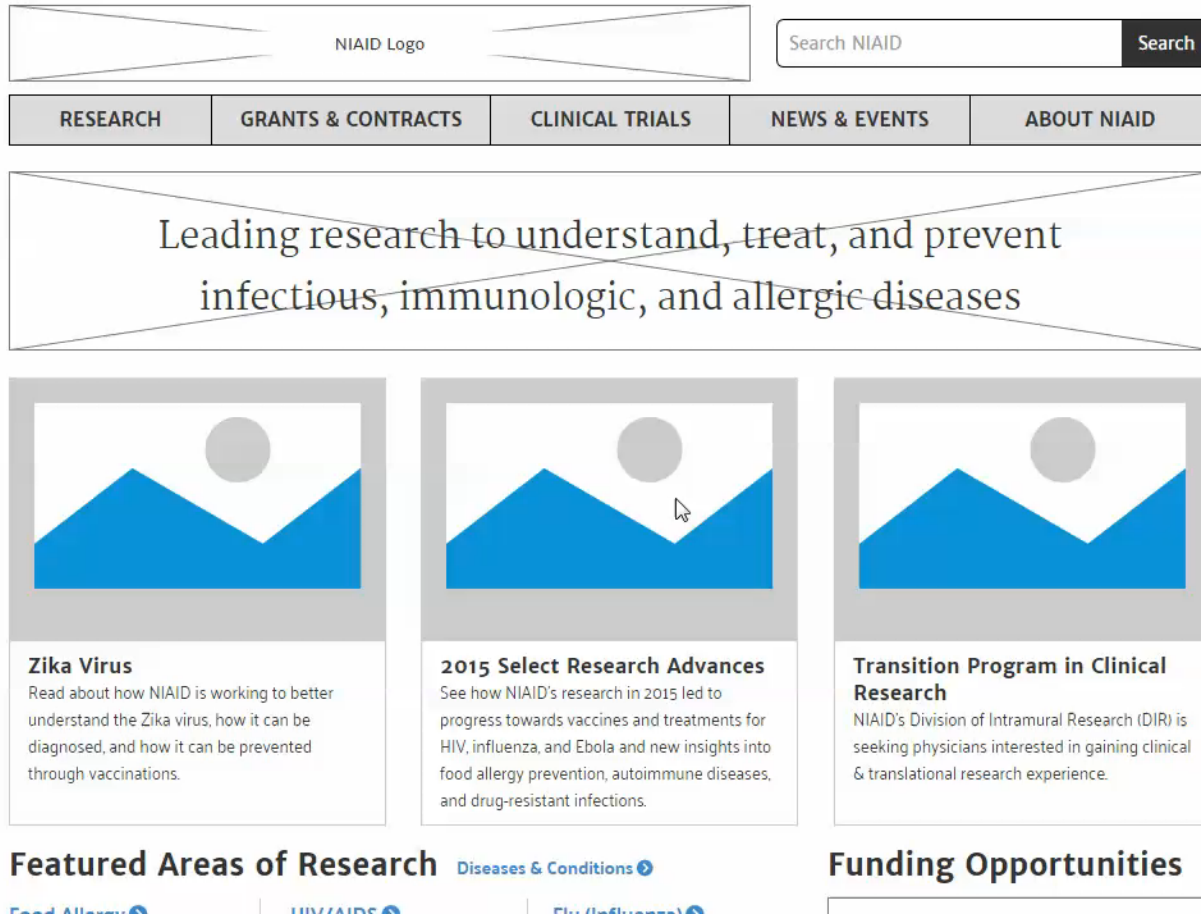
STEP 3: ***Building a Structure***

Content Types < *Influence* > Wireframes < *Influence* > Development

CONTENT TYPES

The following is a list of fields, whose attributes and behaviour are common across content types									
Field Name (common)	Label	Field Type	Length (Max)	Widget	Required ?	Default Value	Number of Values	Help Text	Usage/Comments
Meta Title	Meta Title	Text					1	Same as Title; can be changed.	Supports search.
Meta Description	Meta Description	Text					1	Same as Summary; can be changed.	Supports search.
Title	Title	Text	255	Text Field	Y		1		
Sub-Title	Sub-Title	Text	255	Text Field			1		
Short Title	Short Title	Text	60	Text Field			1		Supports friendly URLs, Bread crumbs, menu title.
Image	Featured Image	Image		Image			1	Upload an image if applicable.	Supports thumbnails used in automated views and lists.
Body	Description	Long Text with Summary		Text Area			1		
Date	Date	Date		Date picker		Today	1		
URL	URL Link	Text					1		
Attachment	Attachment	File	Max size 4 MB	File	Y		1	Browse and upload file of type: pdf, doc, docx, odt, ppt, pptx, pps, ppsx, xls, xlsx, etc.	We need to define a list of acceptable document types.

WIREFRAMES (+ USABILITY TESTING)



DEVELOPMENT



Functional Notes

Desktop Home Page

Wireframe: <http://uhcmx4.axshare.com>

- 1. Header**
Described in Navigation Annotated Wireframes.
- 2. Mission Banner**
Size and imagery TBD.
- 3. Featured Content**
3 curated pieces of content from anywhere on the site with an image, title, and short description. Each feature block is a link.
- 4. Featured Research**
3 curated topics from the Research section of the site. A Research Topic can be in Featured Content and/or here. More details next slide.
- 5. Seeking NIAID Funding**
2 sets of curated links: one for researchers looking for the latest information on high-level funding topics, another for most sought out guidance materials related to the grants process.
- 6. Director, Dr. Fauci**
Photo of Dr. Fauci, a link to the Director page and links to his latest Media Appearance (external link) and Congressional Testimony (PDF).
- 7. Newsroom**