

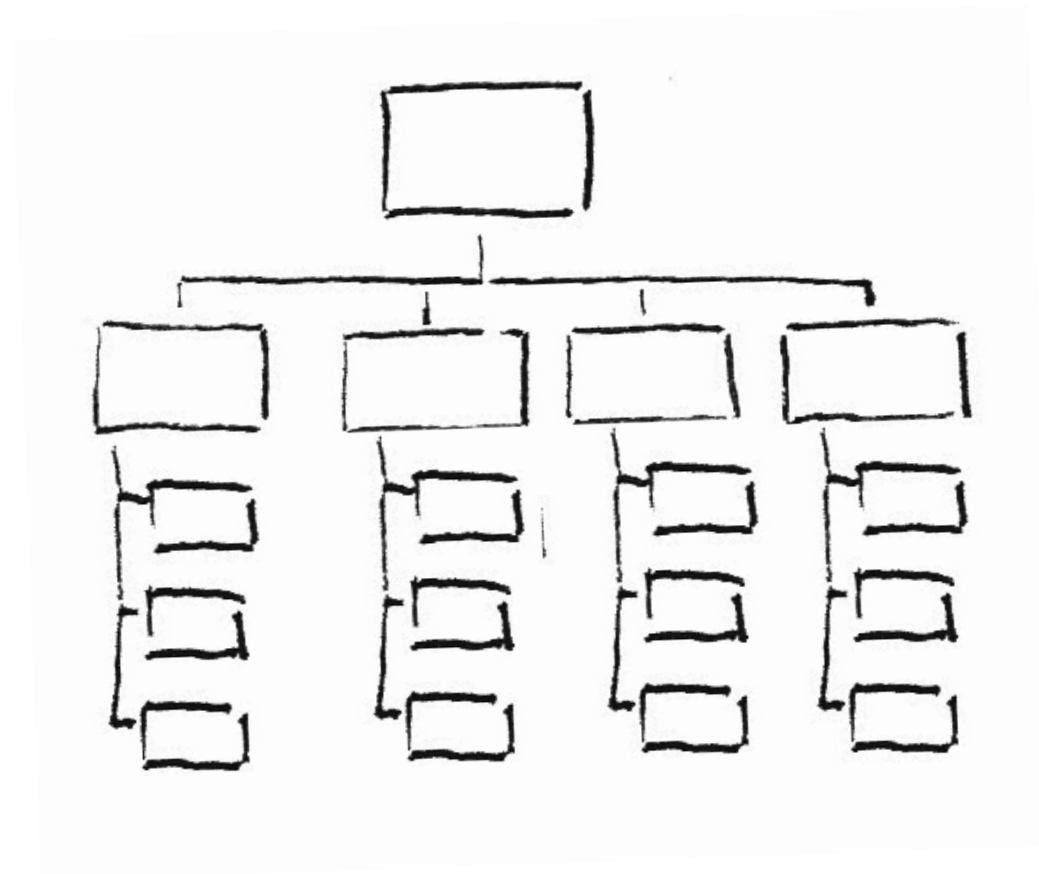
CLASS AGENDA

- **What did you learn last week?**
- **Establish Structures**
- **Structures Workshop**
- **Homework**

**WHAT DID YOU
LEARN DURING
THE LAST WEEK?**

**DID YOU SUBMIT
CONTRACTS FOR
ADVISORS?!**

(I.E. OH F*CK YOU NEED A W9 FROM THEM)



**ESTABLISH
STRUCTURES**

CRITICAL COMPONENTS OF IA*

Ontology:

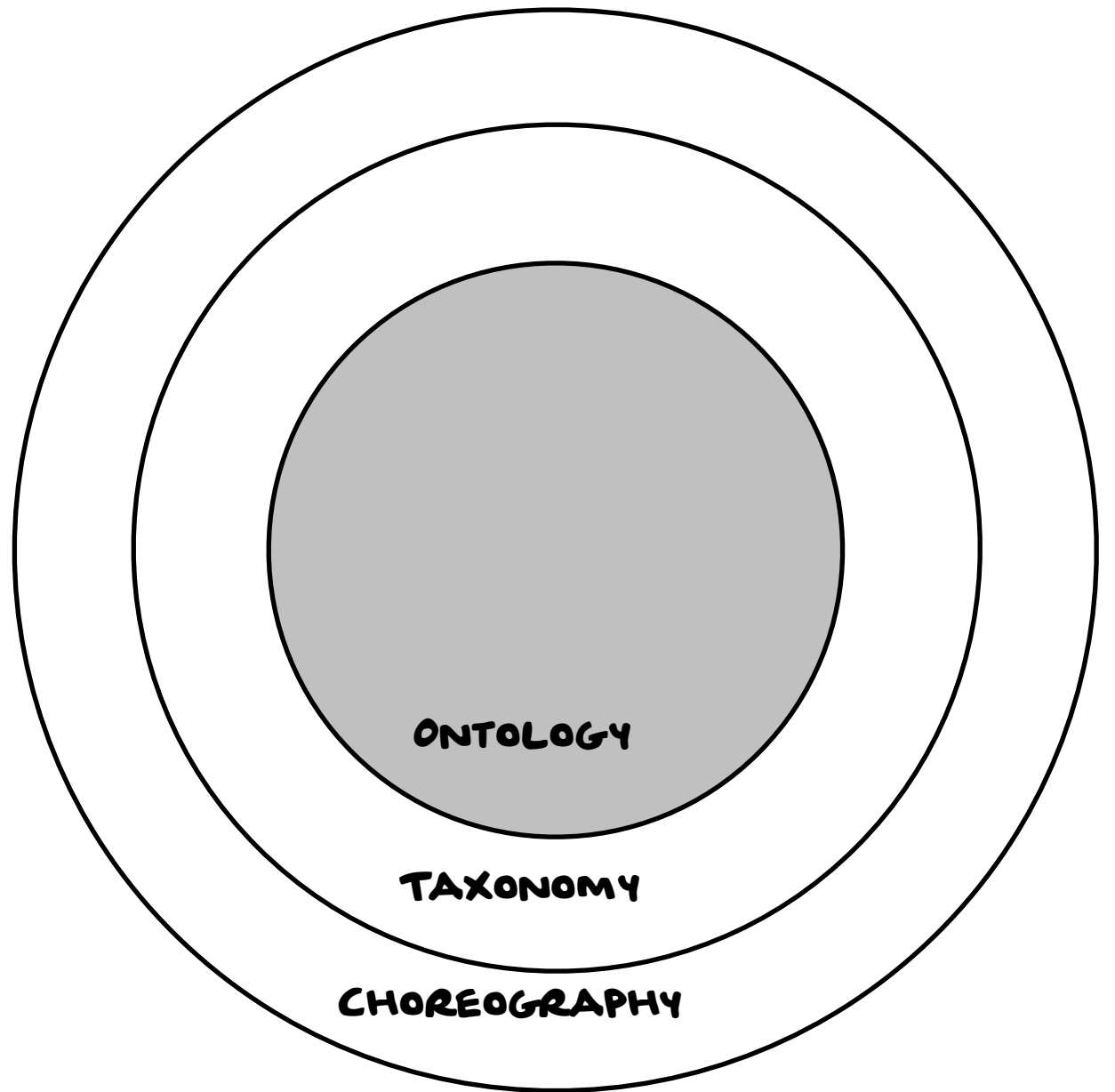
Do you know what you mean when you say what you say?

Taxonomy:

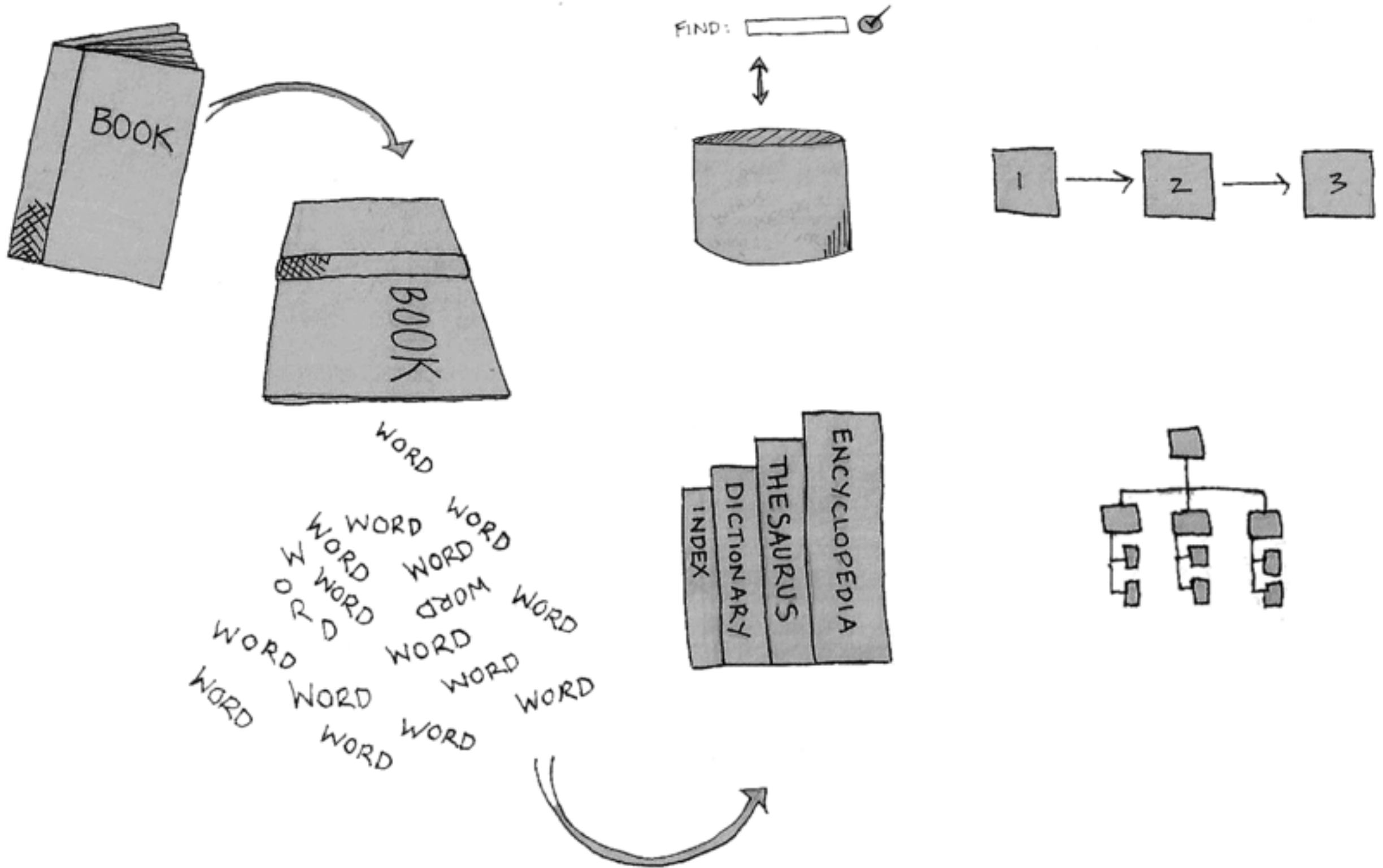
Have you provided logical structures that bring meaning to what you present?

Choreography:

How is meaning affected across various channels, over time and through usage?



TAXONOMY = STRUCTURE



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The Toxins That Threaten Our Brains

By James Hamblin



Making the Big Bang Seem Human

By Megan Garber



The Trains That Took Jews to Their Deaths

By Emma Green



SPONSOR CONTENT

The Power of Failing

The Engineering of the Chain Restaurant Menu

At IHOP and Applebee's, menus are sales documents. And

MEGAN GARBER | MAR 12 2014, 10:42 AM ET

808

Share

471

Tweet



"Perhaps the most important change from the previous menu, though, was a grouping system that categorized food items into neat culinary taxonomies: pancakes on this page, omelettes on this one, etc."



A taxonomy of waffles, color-coded and laminated (Megan Garber)



**ORGANIZING
INFORMATION IS NOT THE
HARD PART**

**BUILDING TRUE CONSENSUS ON THE
MEANING AND INTENT OF
INFORMATION IS THE HARD(ER) PART**

HOW TO MAKE A “STRUCTURE”

RULES OF THE ROAD:

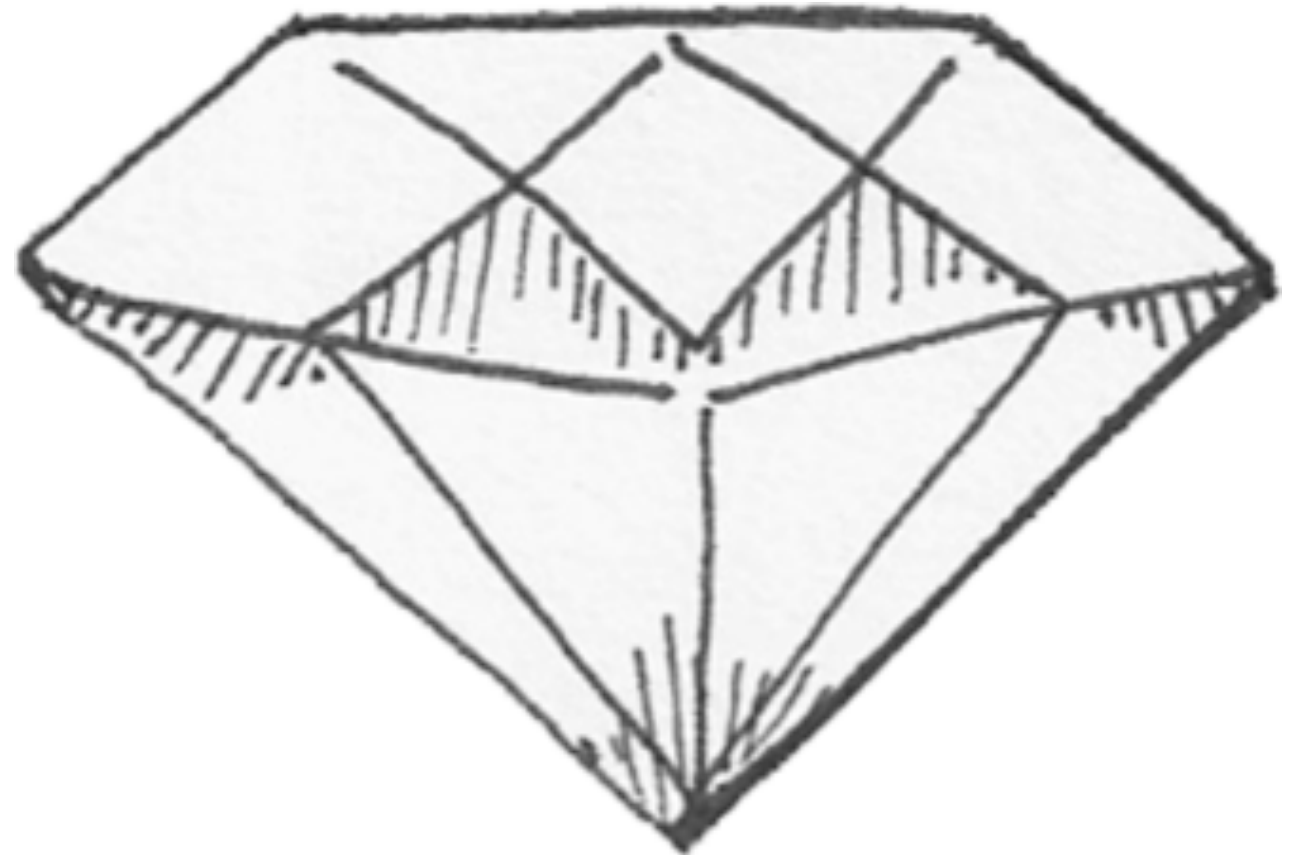
- There is no truth, only spin: Information is crafted, and therefore fallible.
- Every thing has information, even antelopes
- Information can be “made of” less obvious “material” (example: African tribal drums communicate in depth messages over miles)
- Information can be made out of the lack of information (example: an empty shelf where a product should be is information)

WHAT “INFORMATION” DO YOU HAVE?

- What “information” is important to your target user?
- In what medium and context is “information” found today?
- What “information” is important to your own objectives?
- What “nouns” are you providing to users?
- What “verbs” are users anticipating as relates to those “nouns”?

WHAT FACETS DO YOU HAVE?

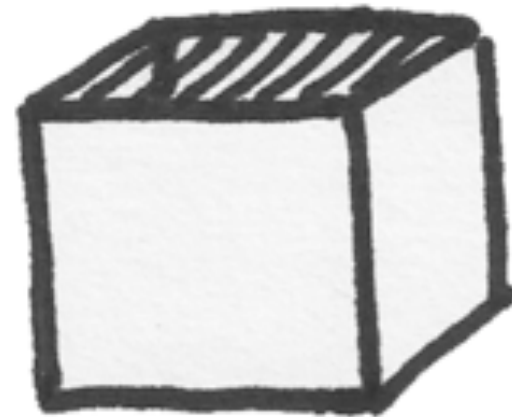
- A **facet** is a particular aspect or feature of something. The number of facets something has the more ways it can be organized against other things.
- **10 Facets of a Vegetable**
 1. Color
 2. Texture
 3. Taste
 4. Season Planted
 5. Season Harvested
 6. Soil Grown In
 7. Class
 8. Subclass
 9. Countries Consumed in
 10. Cost by Country



WILL YOU USE AMBIGUOUS VS. EXACT CLASSIFICATIONS?

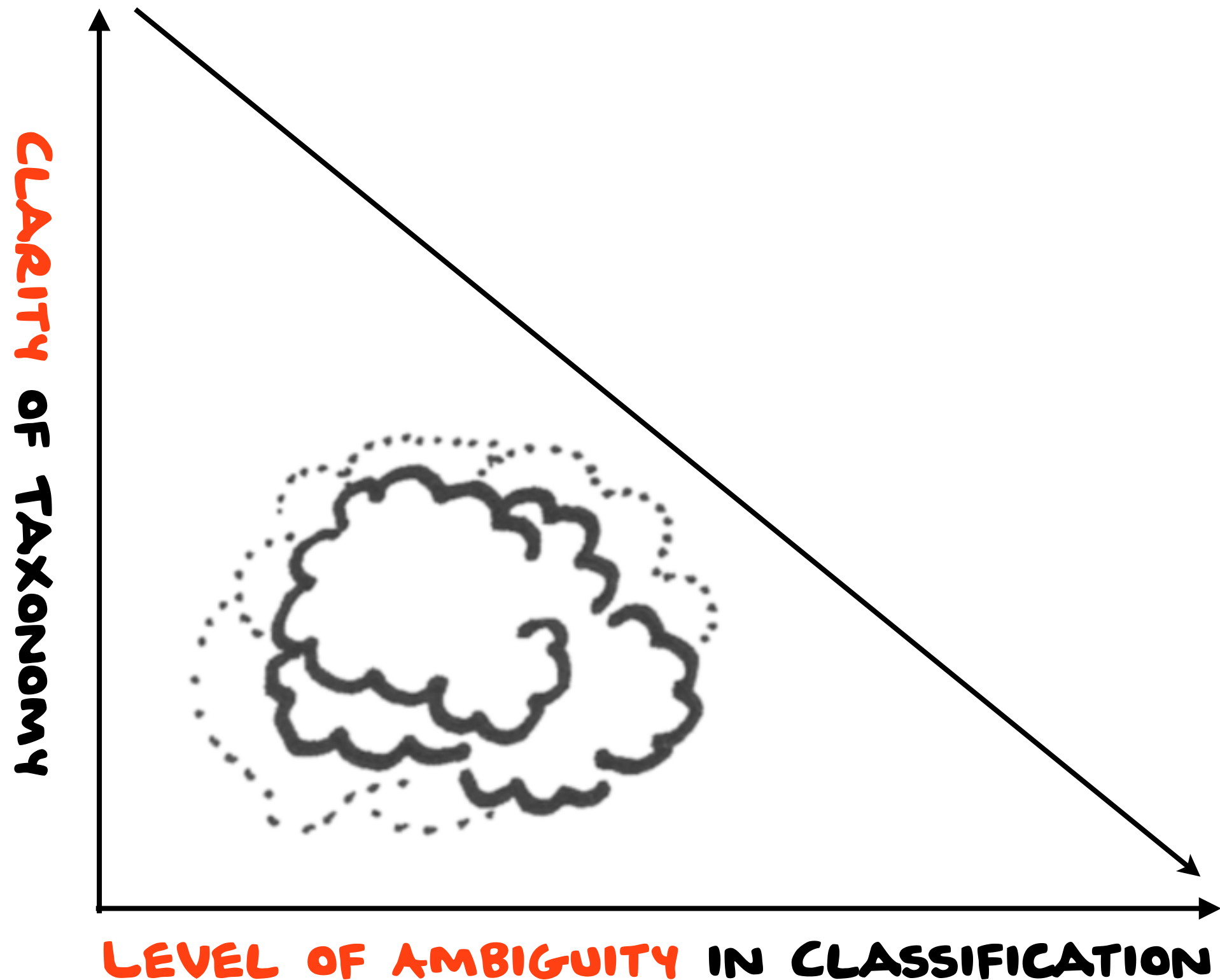


**MOVIE
GENRES**








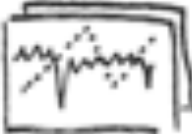
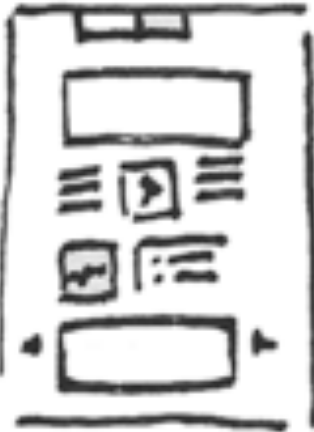



**ZIPCODES
IN NYC**


**THE MORE AMBIGUOUS CLASSIFICATIONS,
THE LESS EFFECTIVE THE TAXONOMY**



ARE YOU DESIGNING FOR HOMOGENOUS INFORMATION OR HETEROGENOUS INFORMATION?


HOMOGENEOUS GROUPINGS	HETEROGENEOUS GROUPINGS
 <p>VEGETABLES</p>	 <p>SOUP</p>
 <p>PANTRY ITEMS</p>	
 <p>LEGUMES</p>	
 <p>VIDEOS</p>	
 <p>ARTICLES</p>	
 <p>SLIDESHOWS</p>	
 <p>INFOGRAPHICS</p>	 <p>BREAKING NEWS</p>

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Ad related to meaning of life ⓘ


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 Learn about God's purpose for you.
 Mormon.org has 5,554 followers on Google+
 Life has a purpose God answers prayers
 Mormons believe in Christ Ask a Mormon


Meaning of life
 The meaning of life is a philosophical question concerning the significance of life or existence in general. It can also be expressed in different forms, such as "Why are we here?", "What is the purpose of existence?" Wikipedia

HETEROGENEOUS RESULTS →


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en.wikipedia.org/wiki/Monty_Python's_The_Meaning_of_Life 
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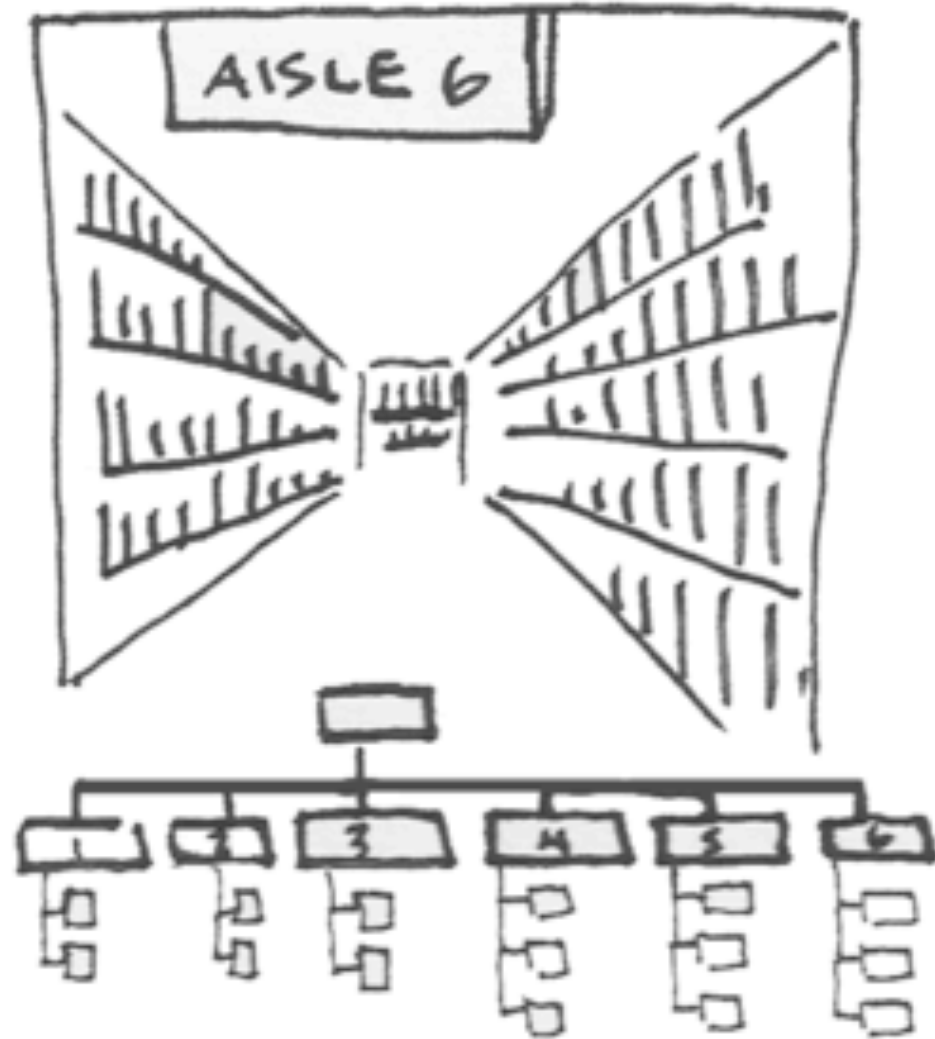
The Meaning of Life (1983) - IMDb
www.imdb.com/title/tt0085959/ 
 ★★☆☆☆ Rating: 7.5/10 - 57,559 votes
 Directed by Terry Jones, Terry Gilliam. With John Cleese, Terry Gilliam, Eric Idle, Terry Jones. The comedy team takes a look at life in all its stages in their own ...

Quotes About Meaning Of Life (174 quotes) - Goodreads
www.goodreads.com/quotes/tag/meaning-of-life 
 174 quotes have been tagged as meaning-of-life: Albert Camus: "You will never be happy if you continue to search for what happiness consists of. You will..."

Images for meaning of life - Report images

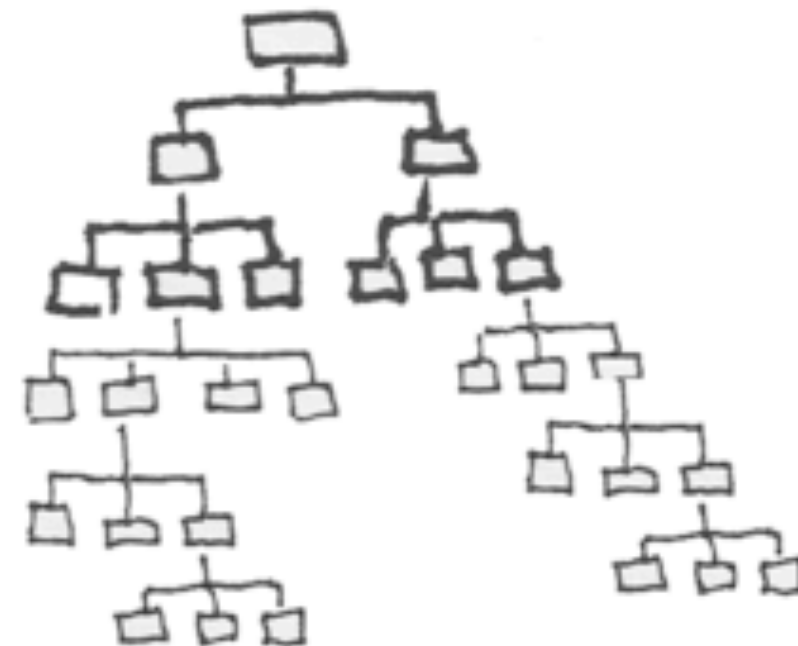
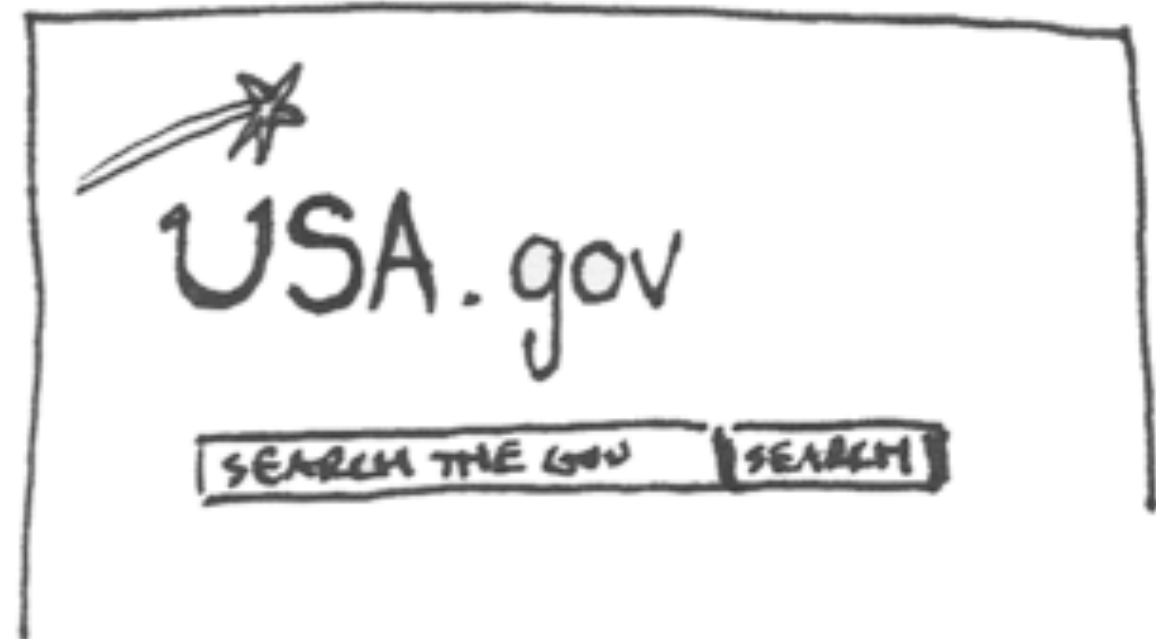


HOW MUCH INFORMATION IS APPROPRIATE AND AT WHAT RATE OF DISCOVERY?



BROAD & SHALLOW

NARROW & DEEP



STRUCTURAL CONSIDERATIONS

- How much are you organizing?
- How much choice can the user handle at each point in the process they are undertaking?
- What are the bounds of the medium you are working in?
- How does the mental model of you target user relate to the information you are dealing with?

LESSONS IN STRUCTURAL INTEGRITY

LESSON 1:

**WHEN UNRAVELING
COMPLEXITY, START WITH
LANGUAGE NOT
INTERFACES**



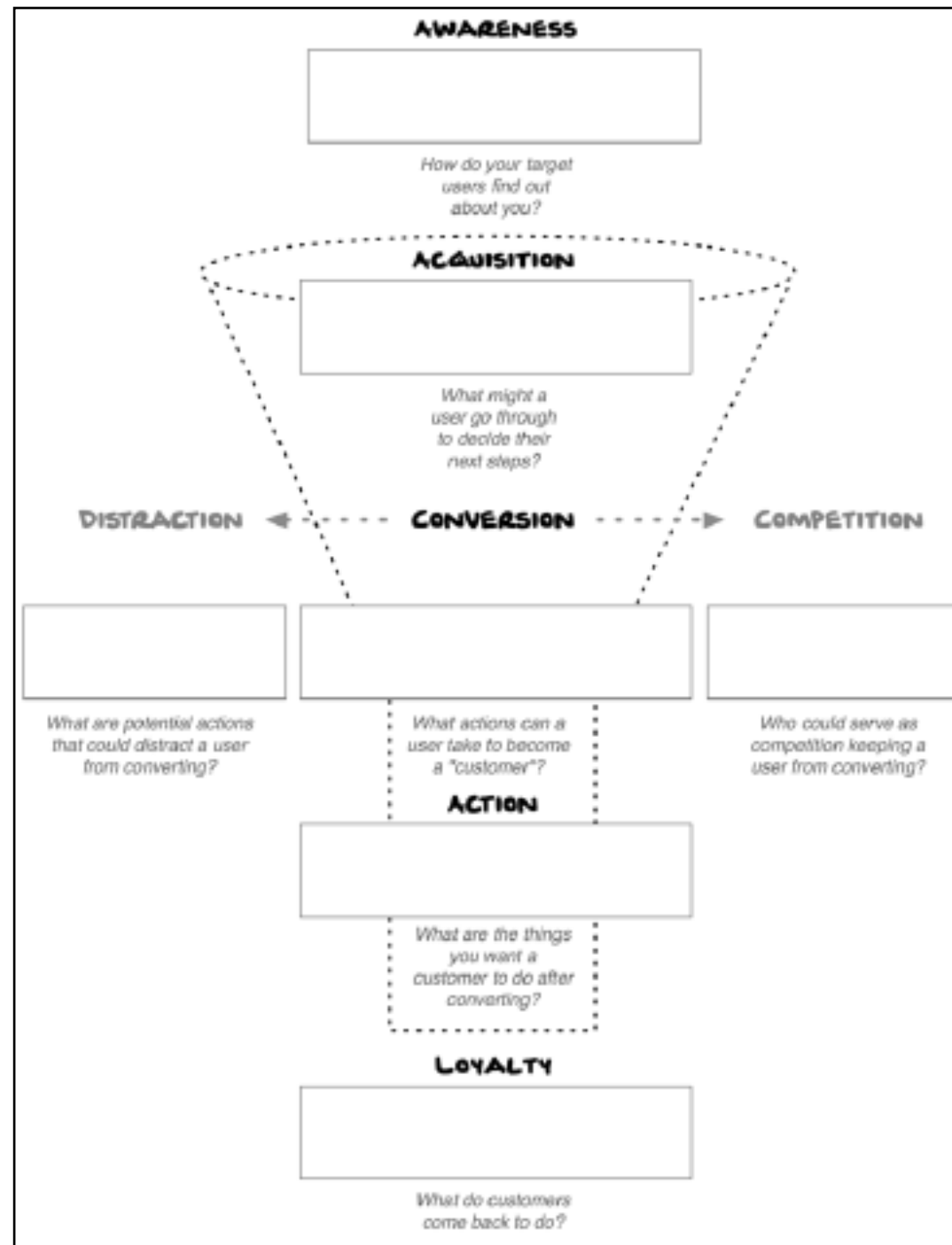
LESSON 2:

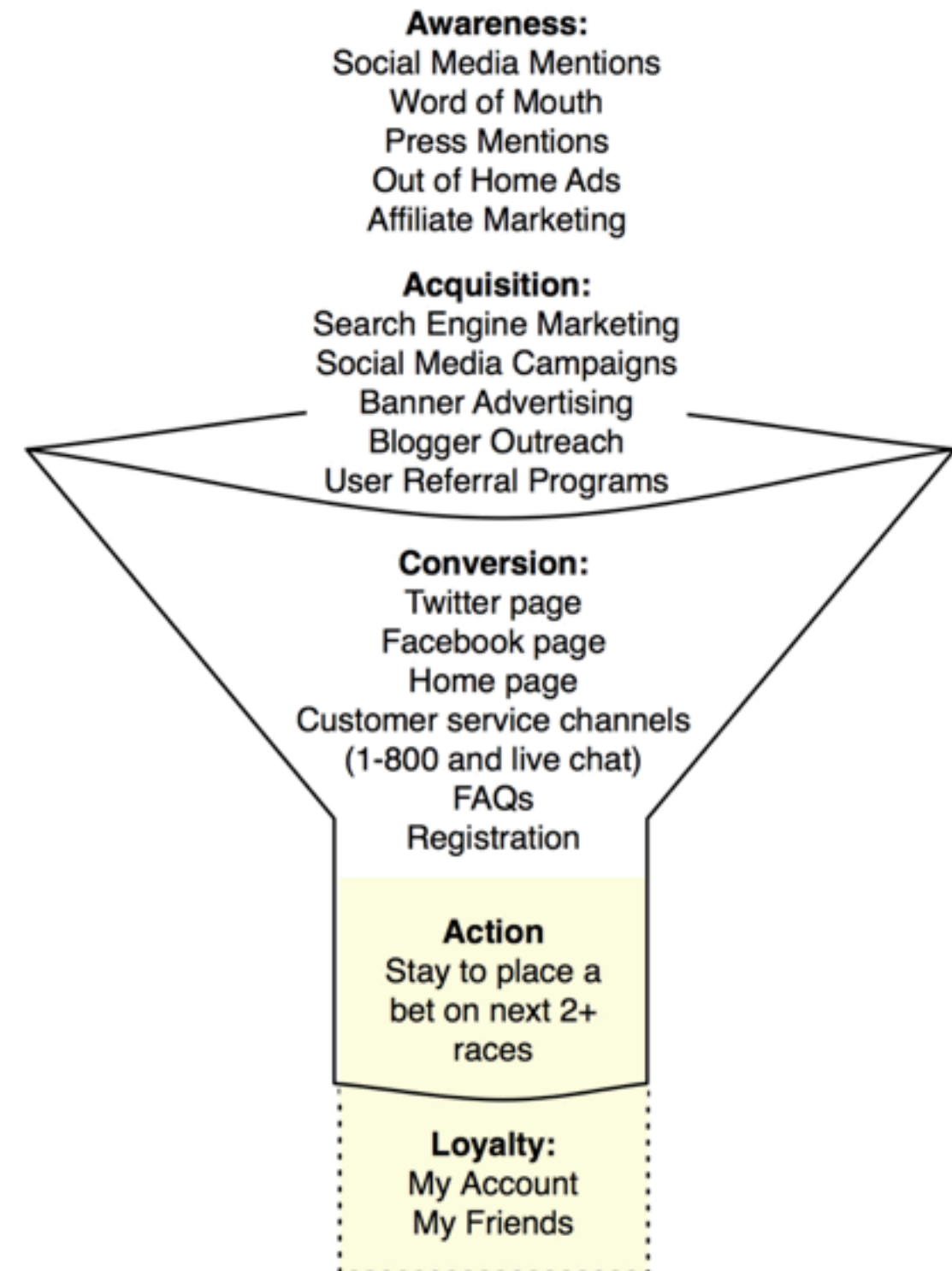
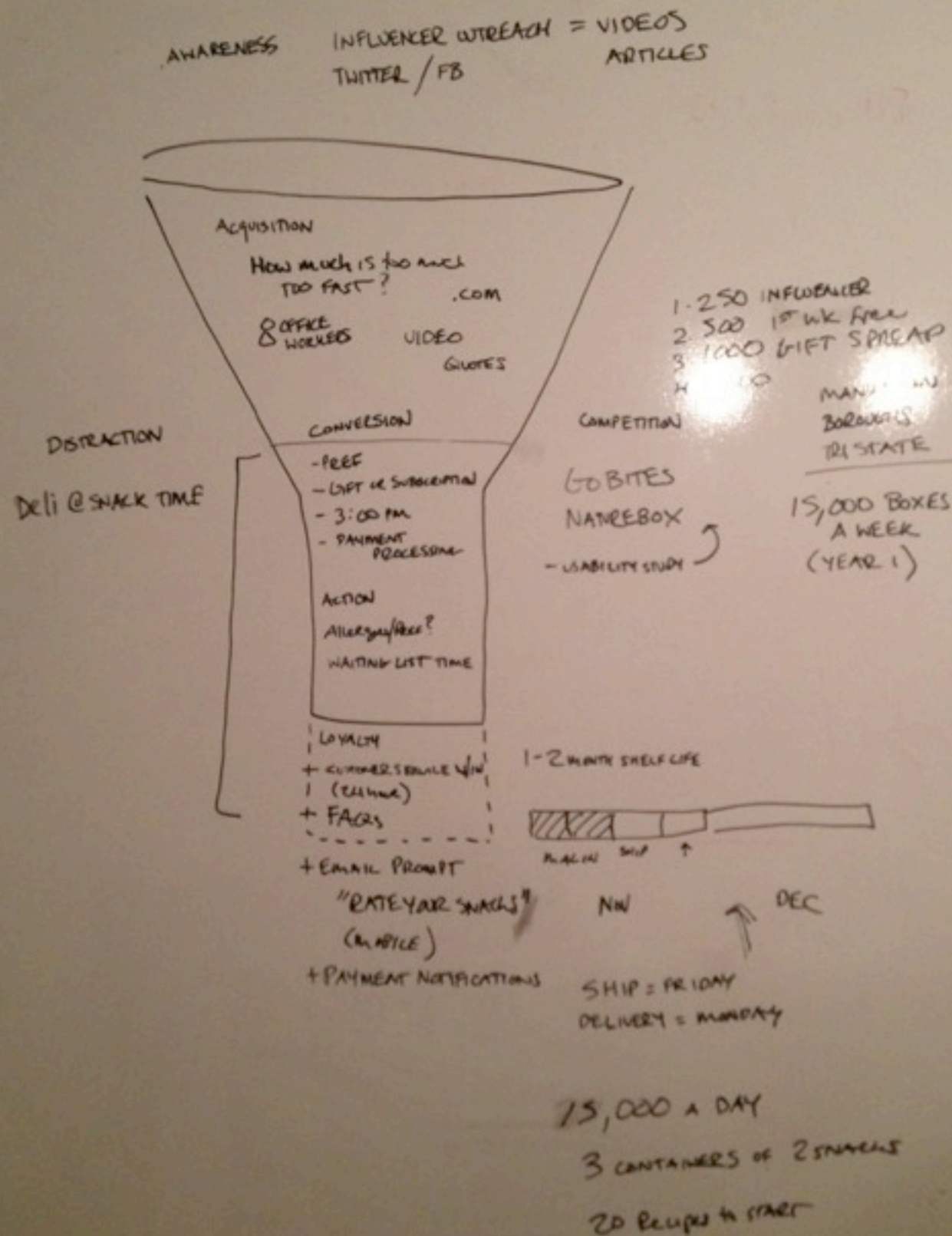
**DIAGRAM THE
DAMN THING**

DIAGRAMS AND MAPS
CAN BE “INVENTED” FOR
A CERTAIN CONTEXT

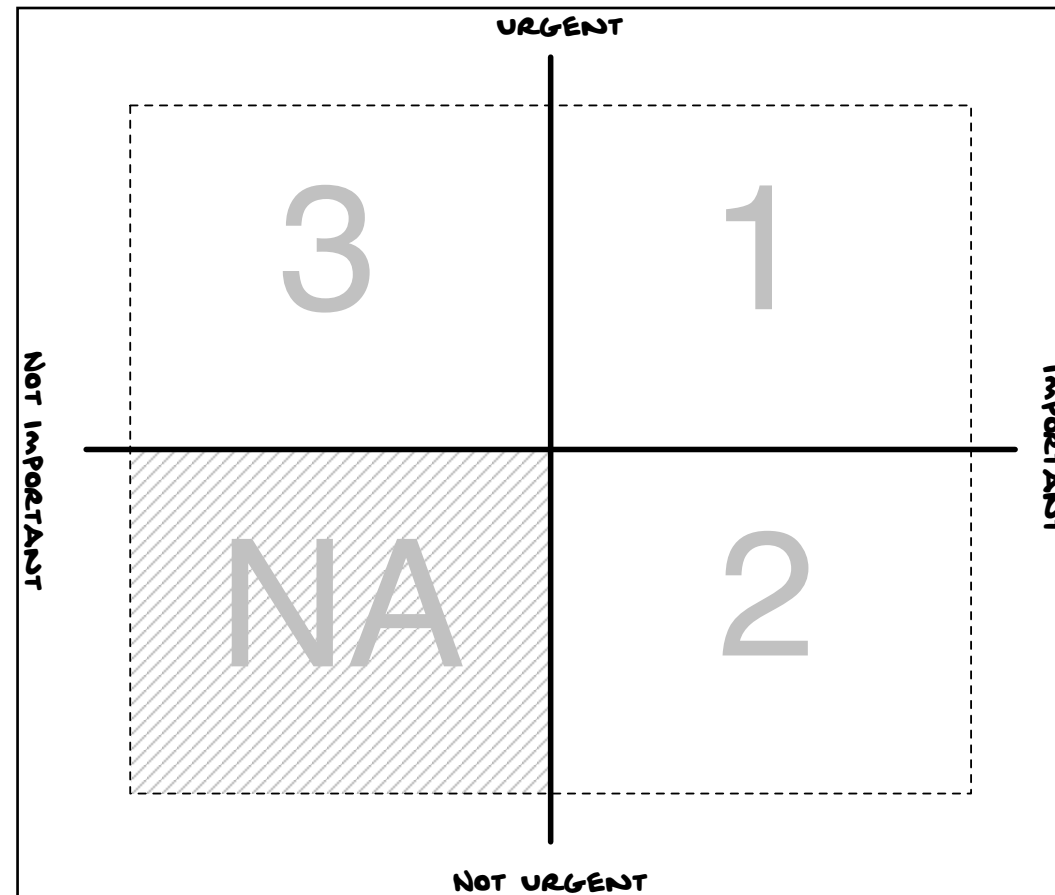
... BUT HERE ARE A BUNCH THAT I
KEEP GOING BACK TO

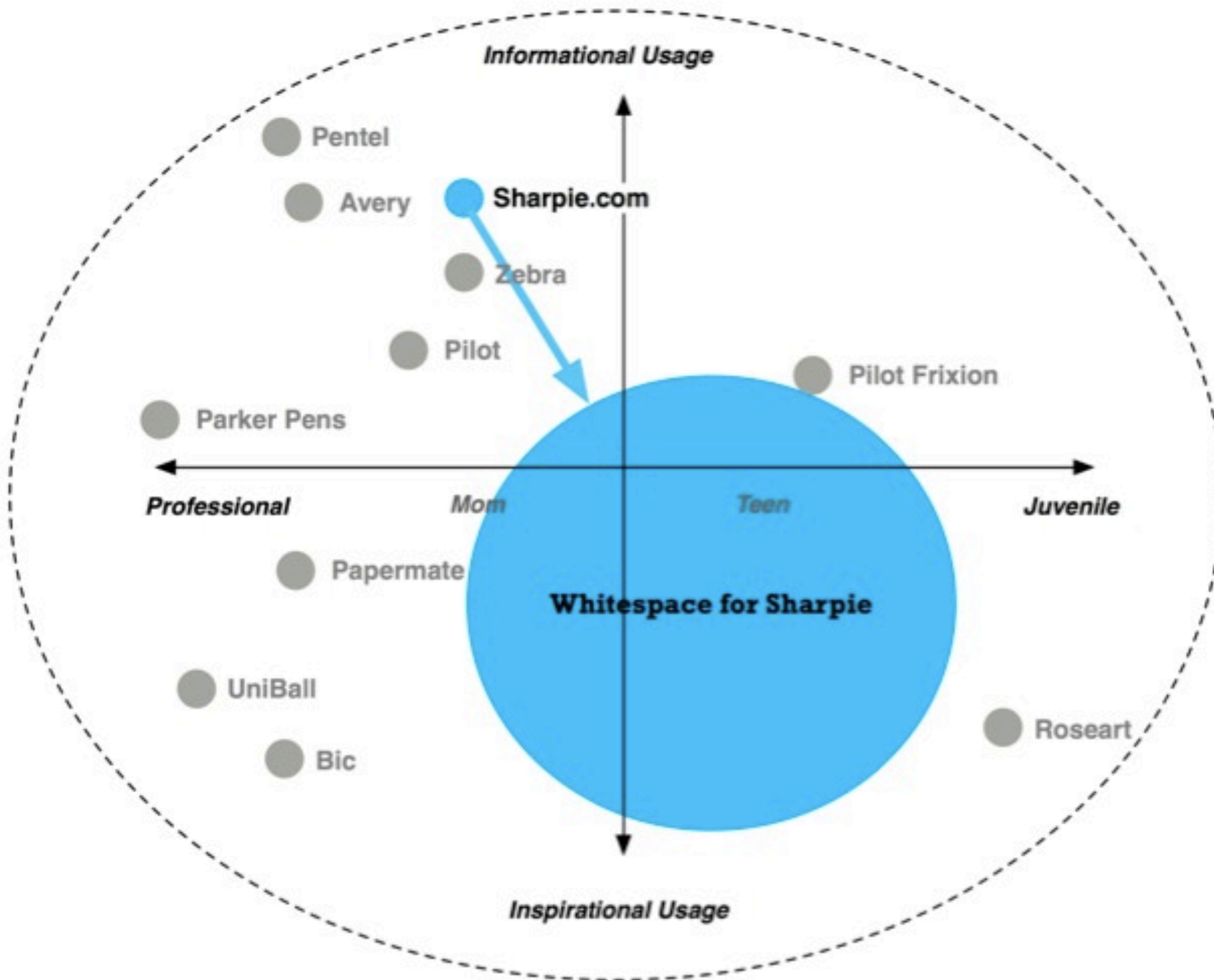
FUNNEL



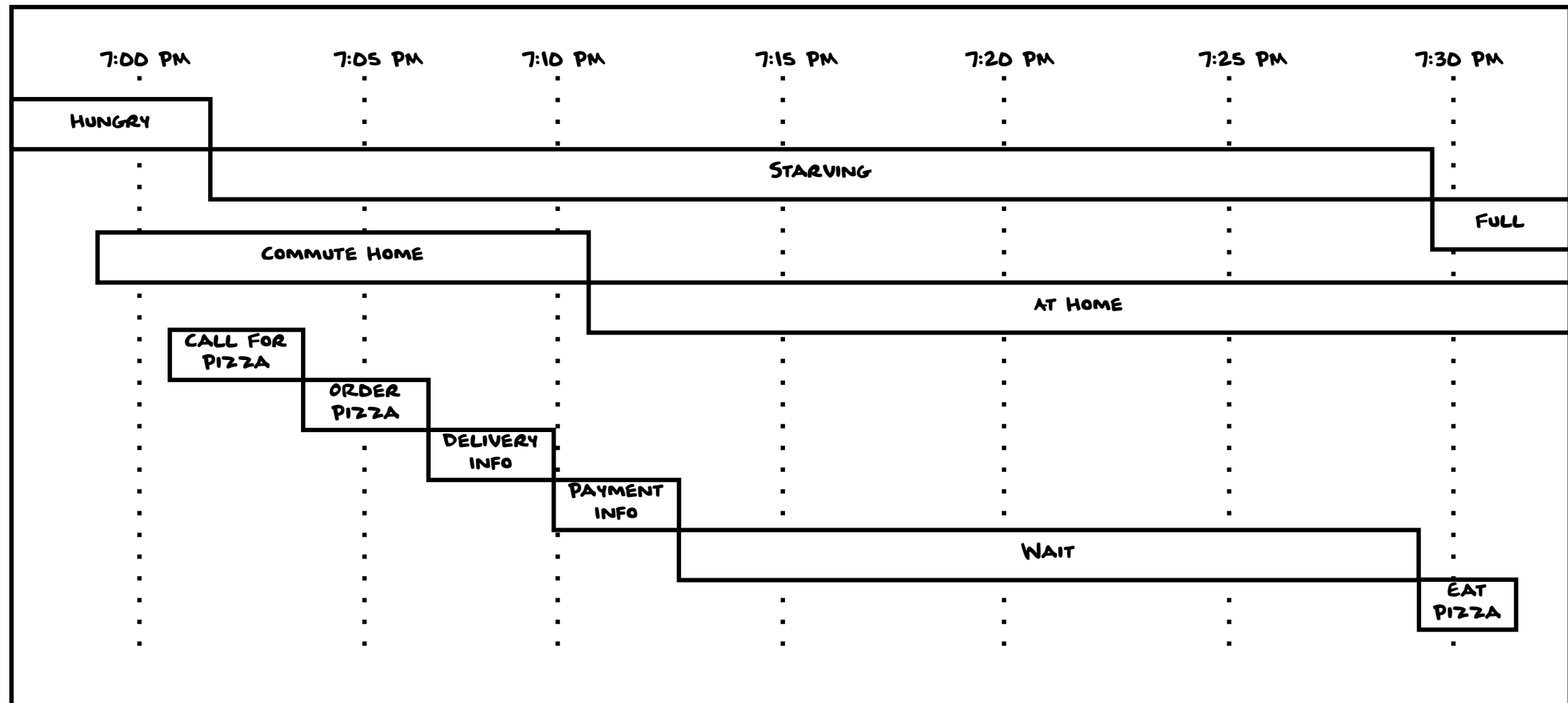


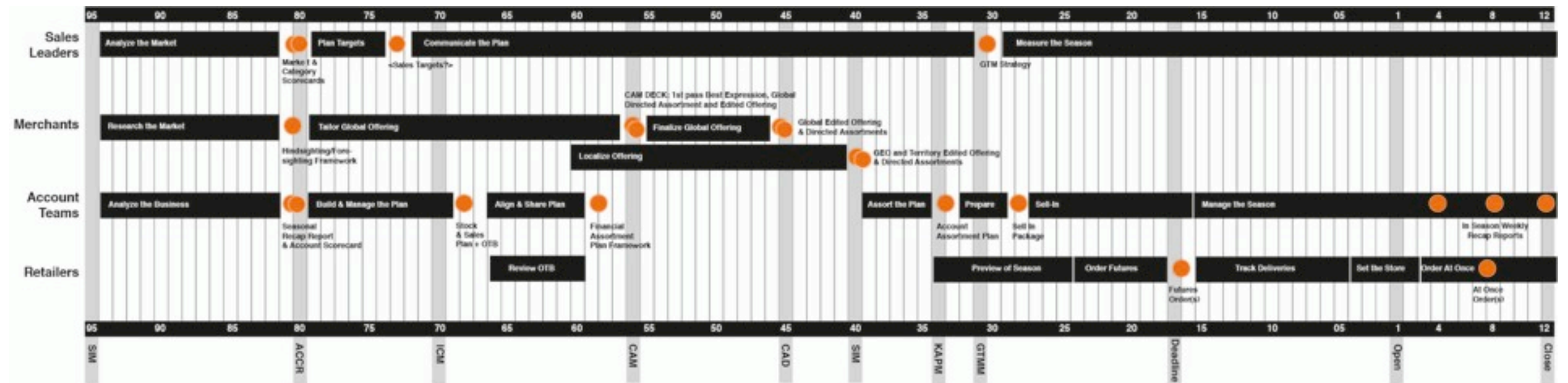
QUADRANTS

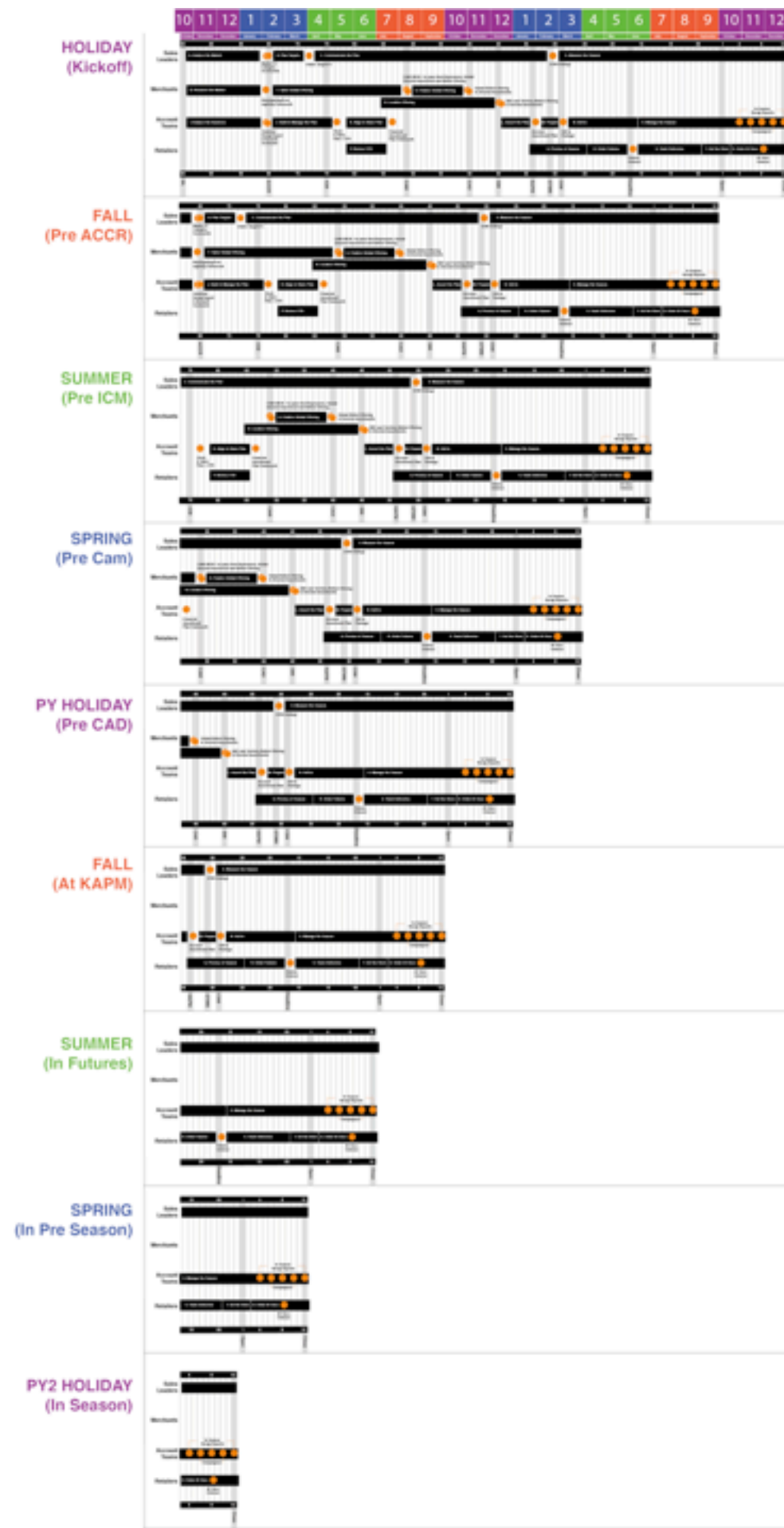




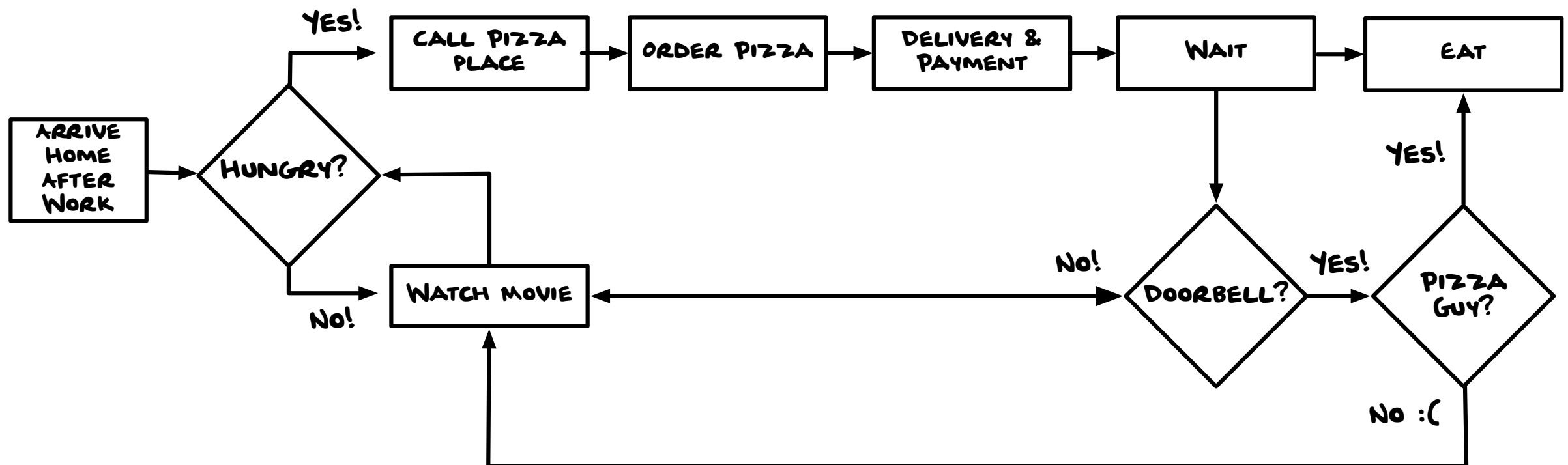
GANTT



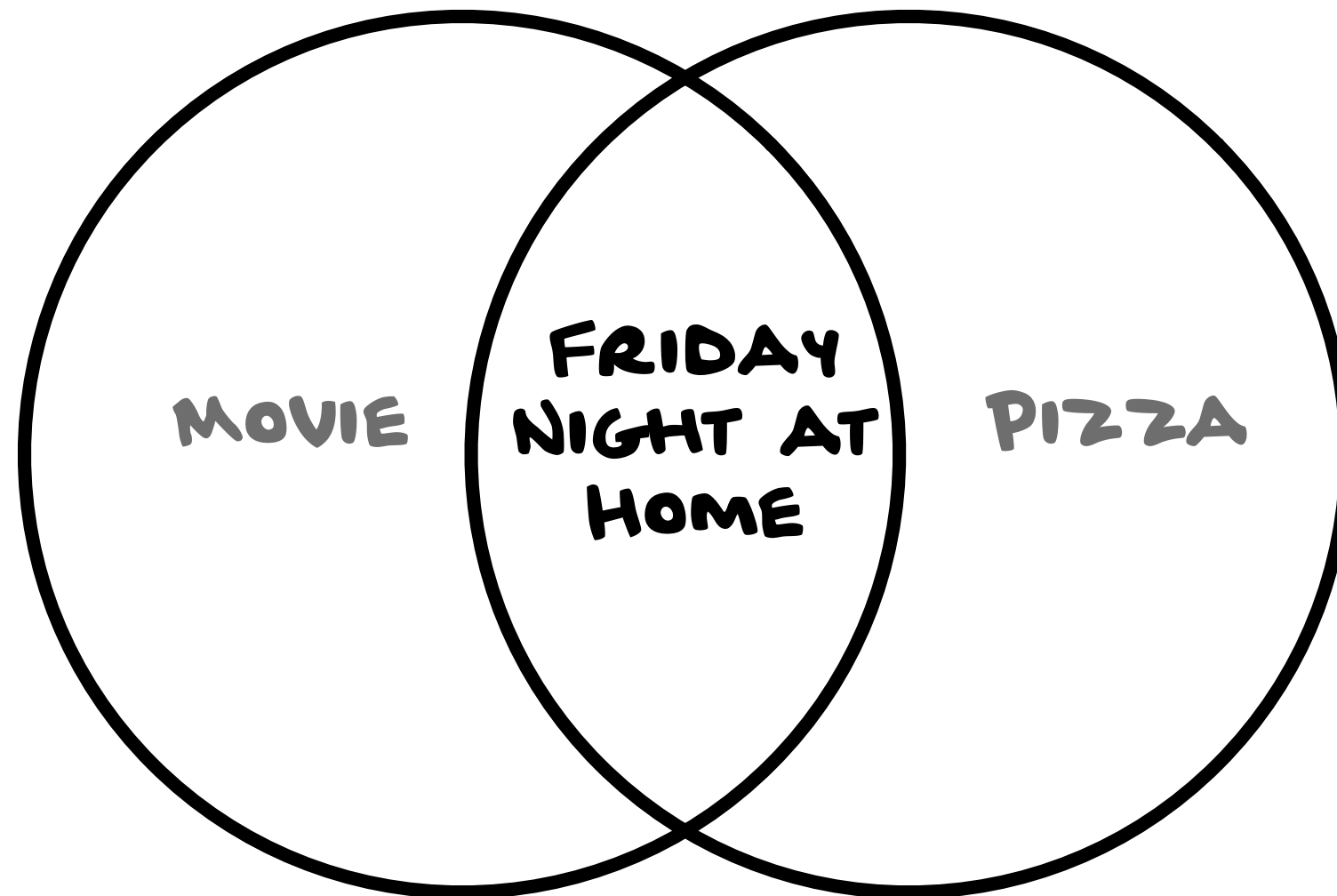




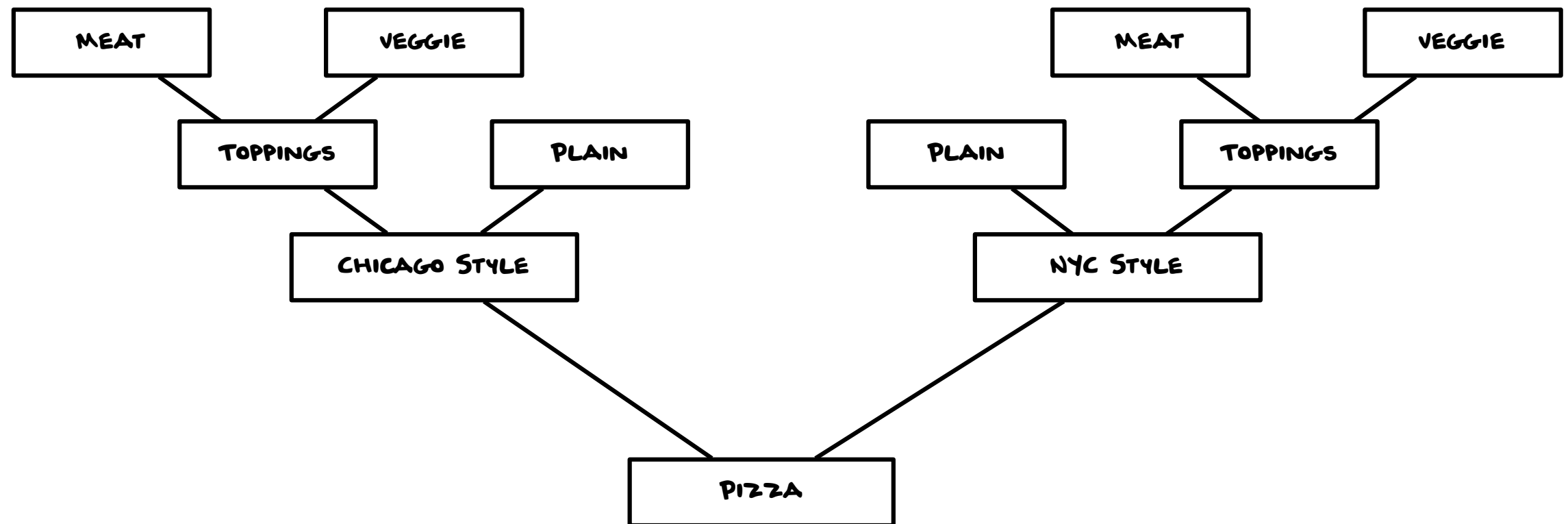
FLOW DIAGRAM



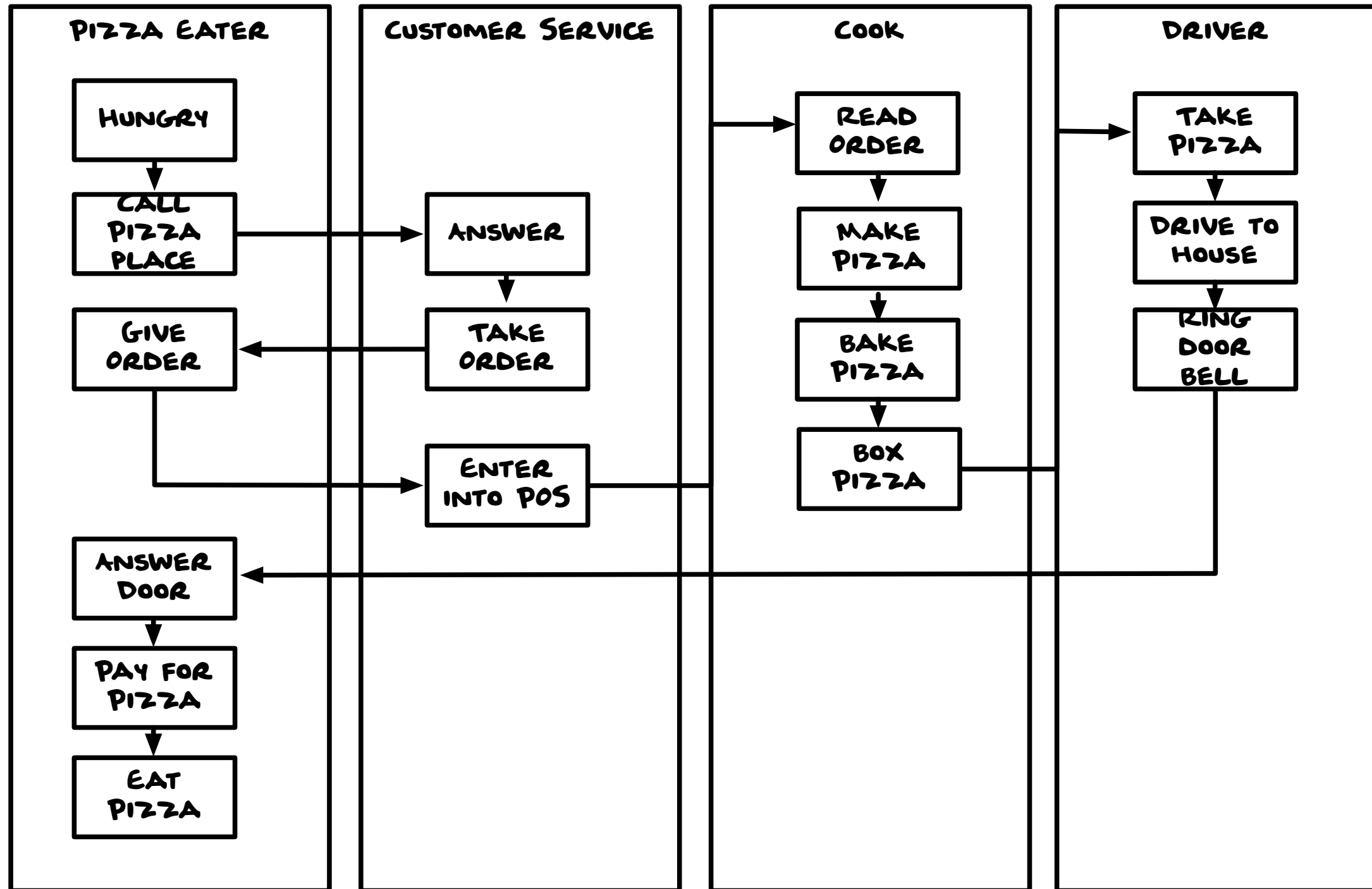
VENN DIAGRAM



TREE



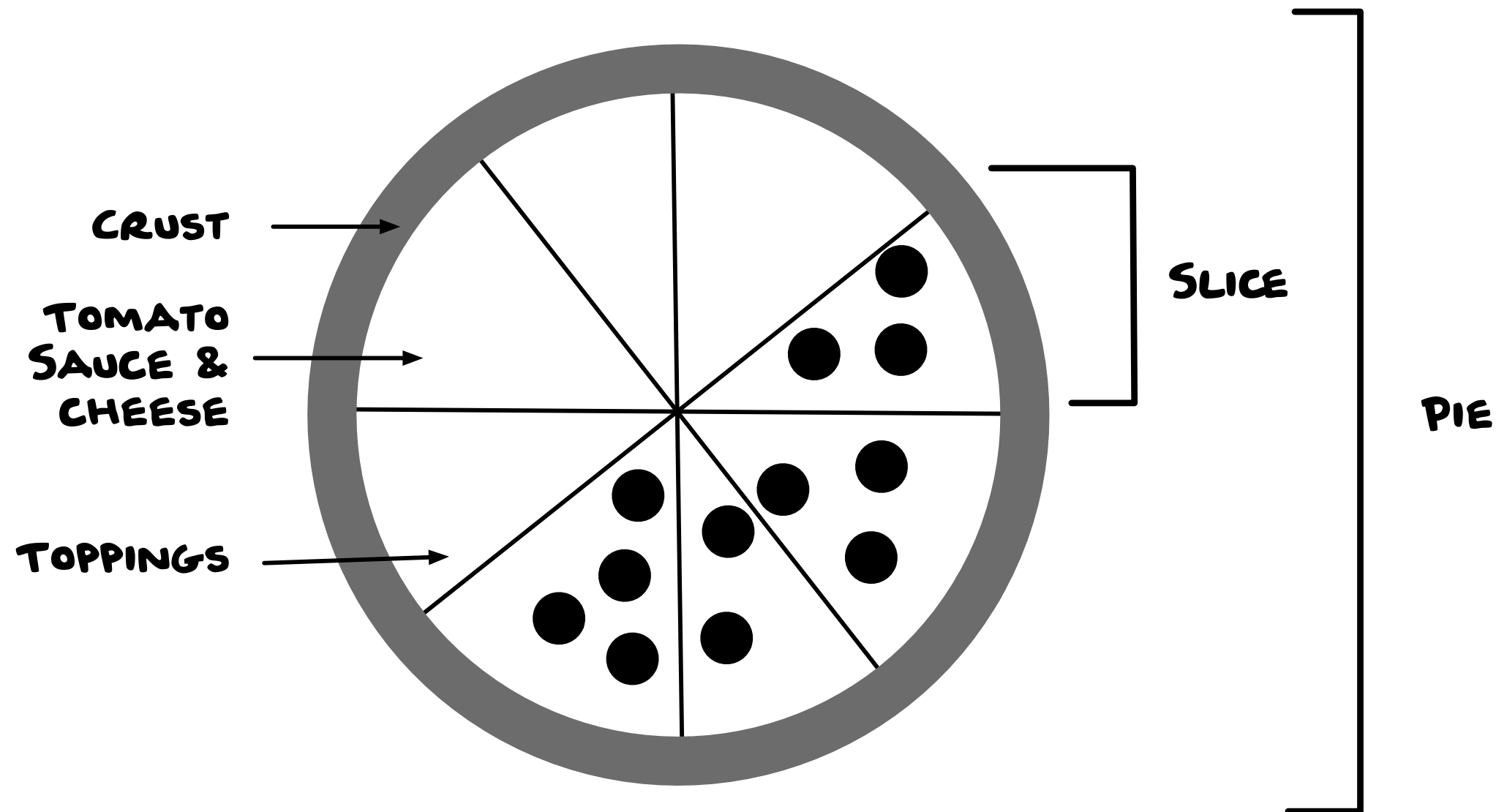
SWIM LANE



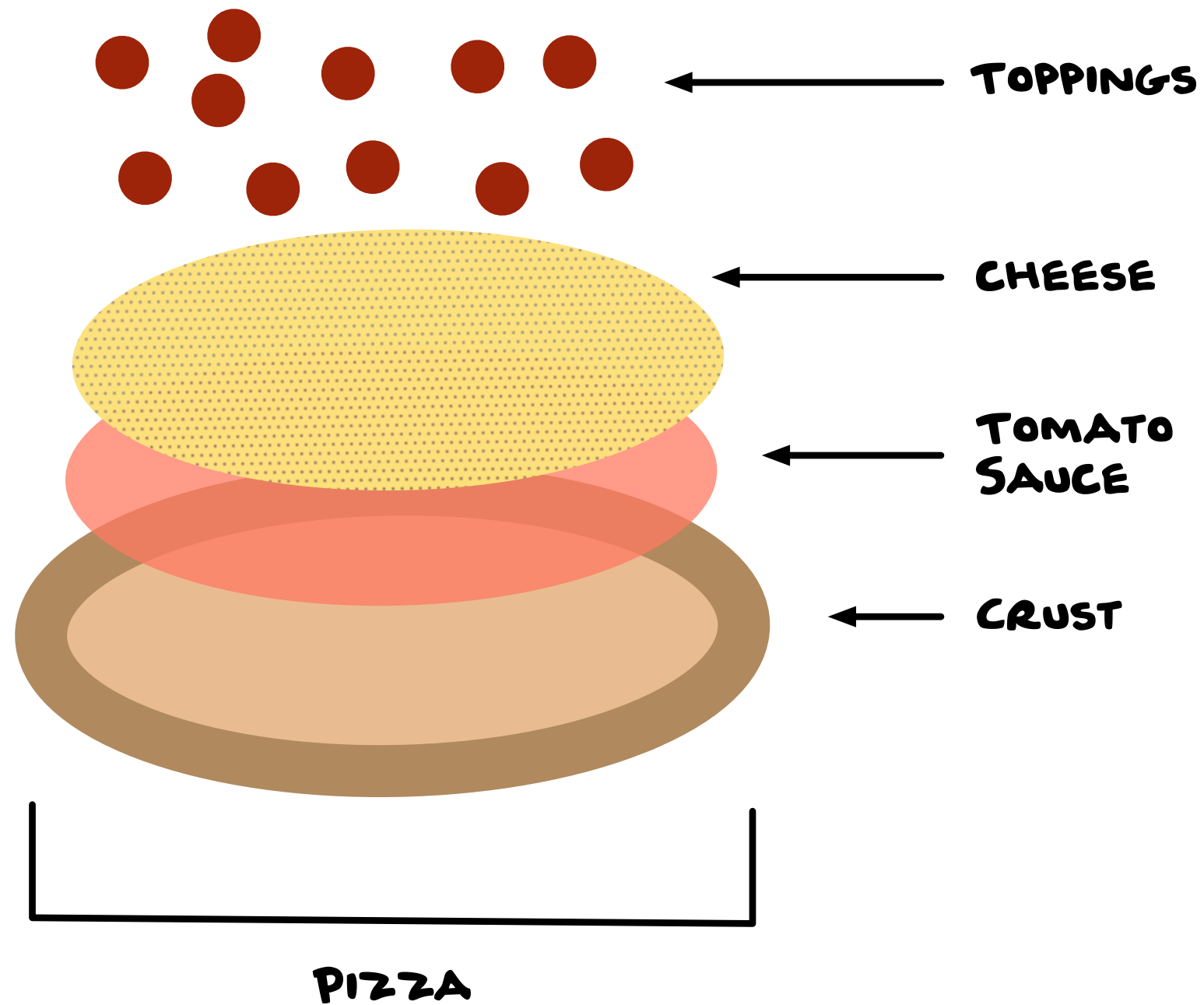
BLOCK

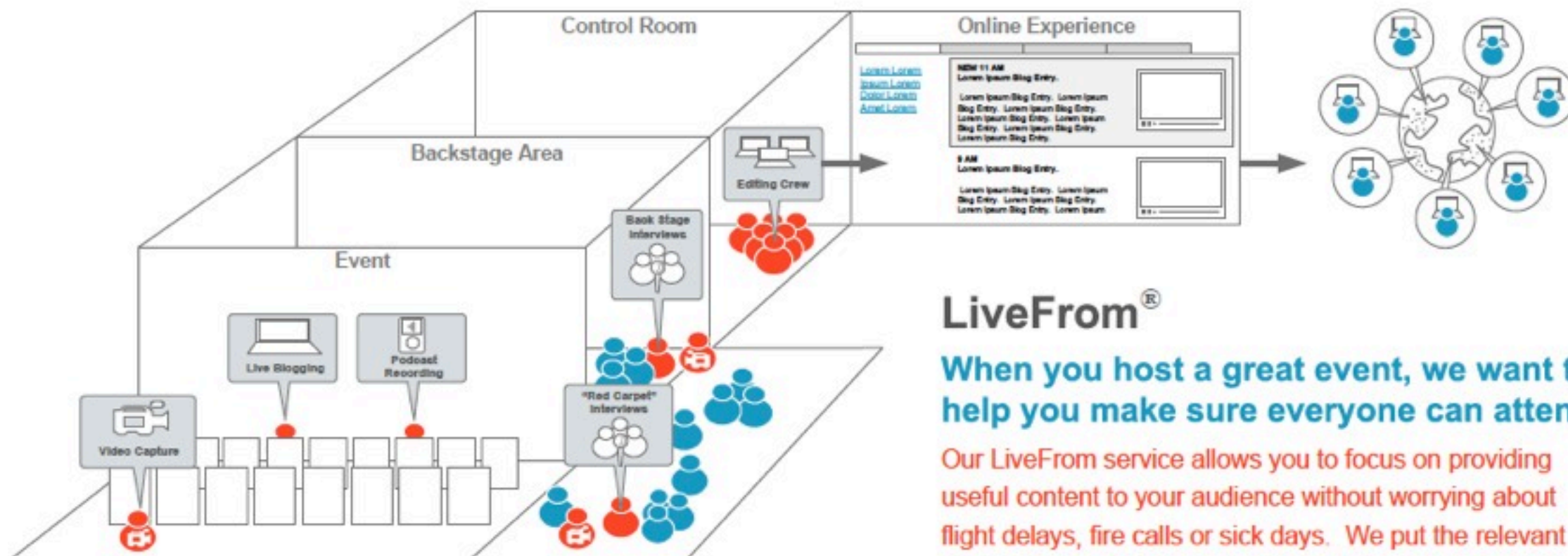
PIZZA						
CRUST						
THIN "NYC"			THICK "CHICAGO"			
TOPPINGS						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SERVICE						
DELIVERY		TO GO		TO STAY		

SCHEMATIC



EXPLODED SCHEMATIC





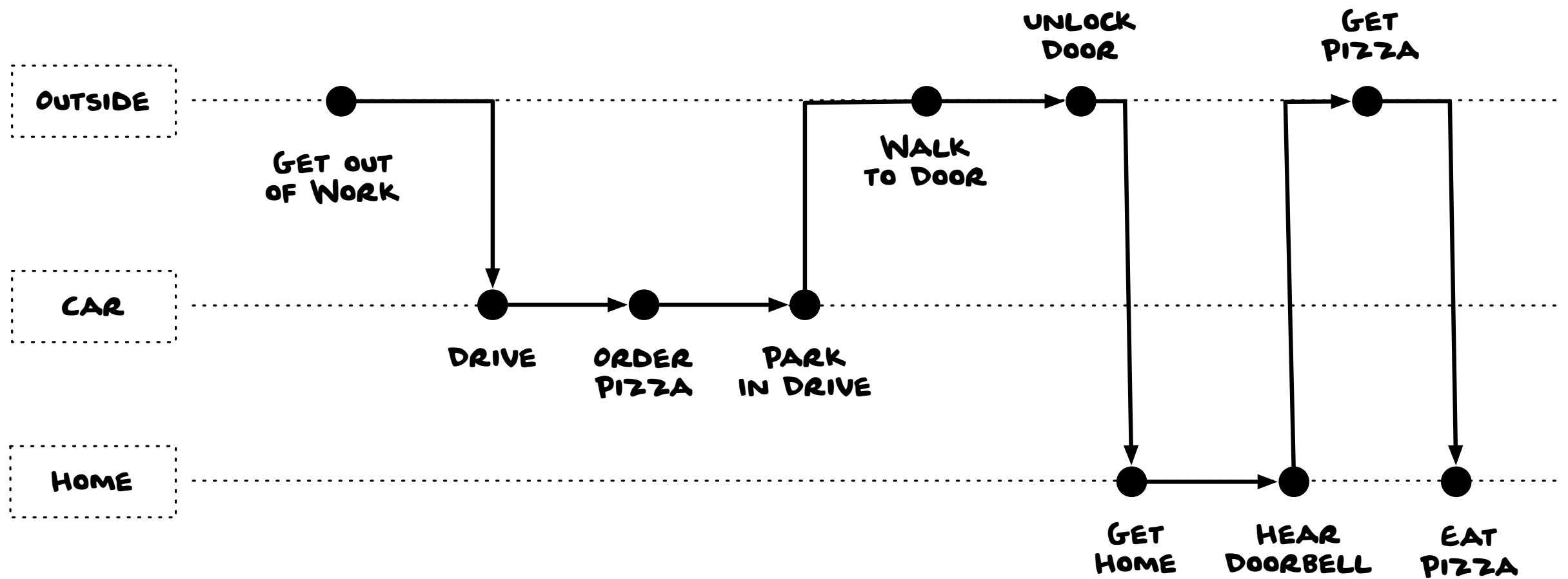
LiveFrom®

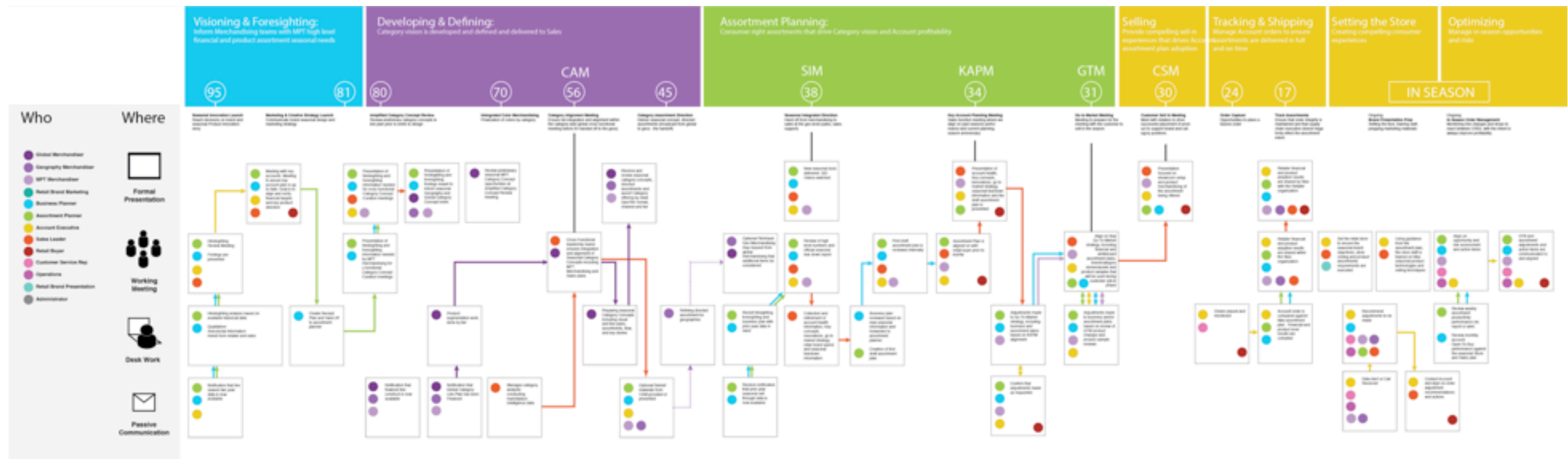
When you host a great event, we want to help you make sure everyone can attend.

Our LiveFrom service allows you to focus on providing useful content to your audience without worrying about flight delays, fire calls or sick days. We put the relevant content up in a near real time fashion so all your users can keep up with the event, even from the comforts of home.

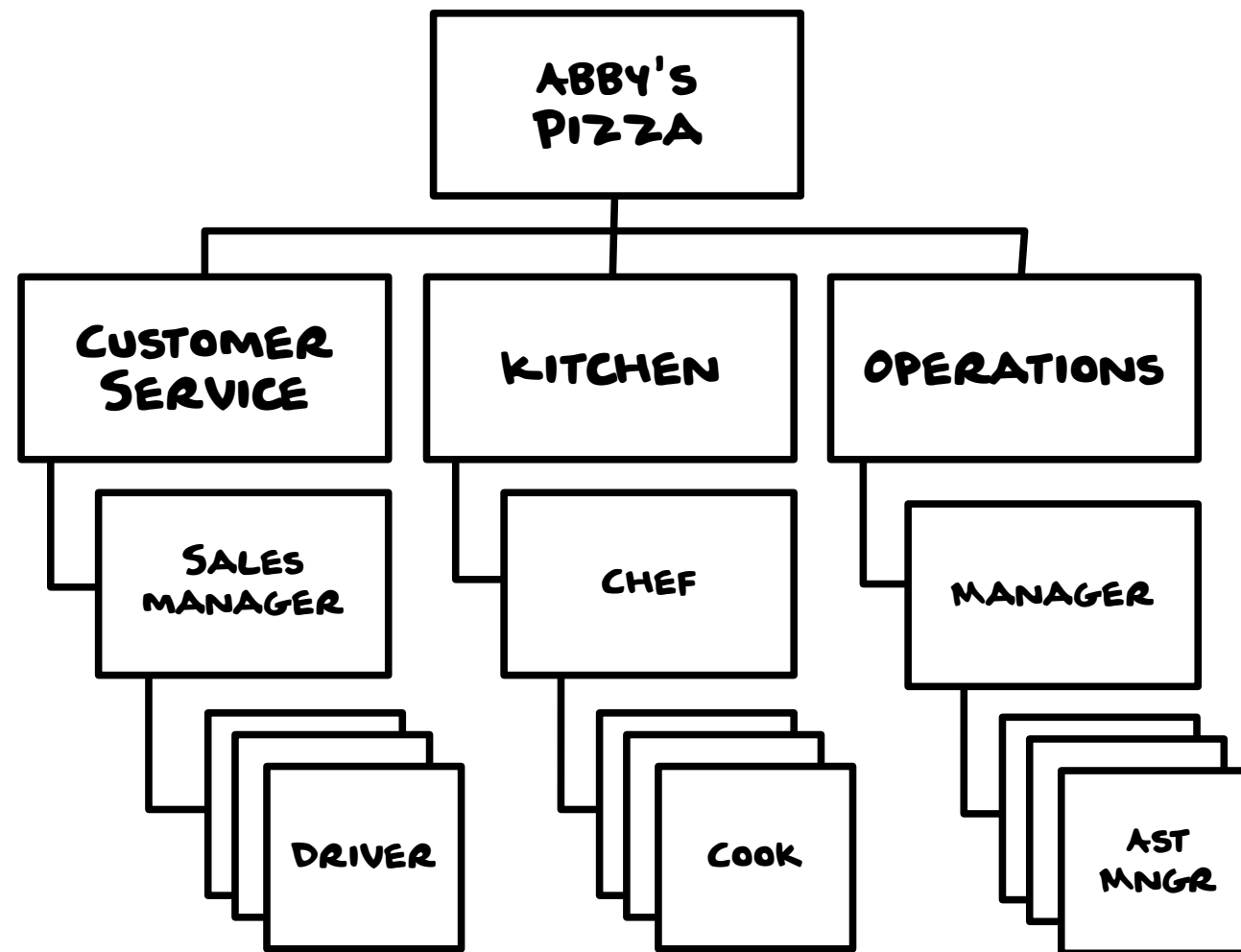
- Strategizing Important Content for Web Presentation
- Filming and Editing of event speakers
- Red Carpet & Backstage Interviews
- Live Blogging
- Podcasting

JOURNEY MAP

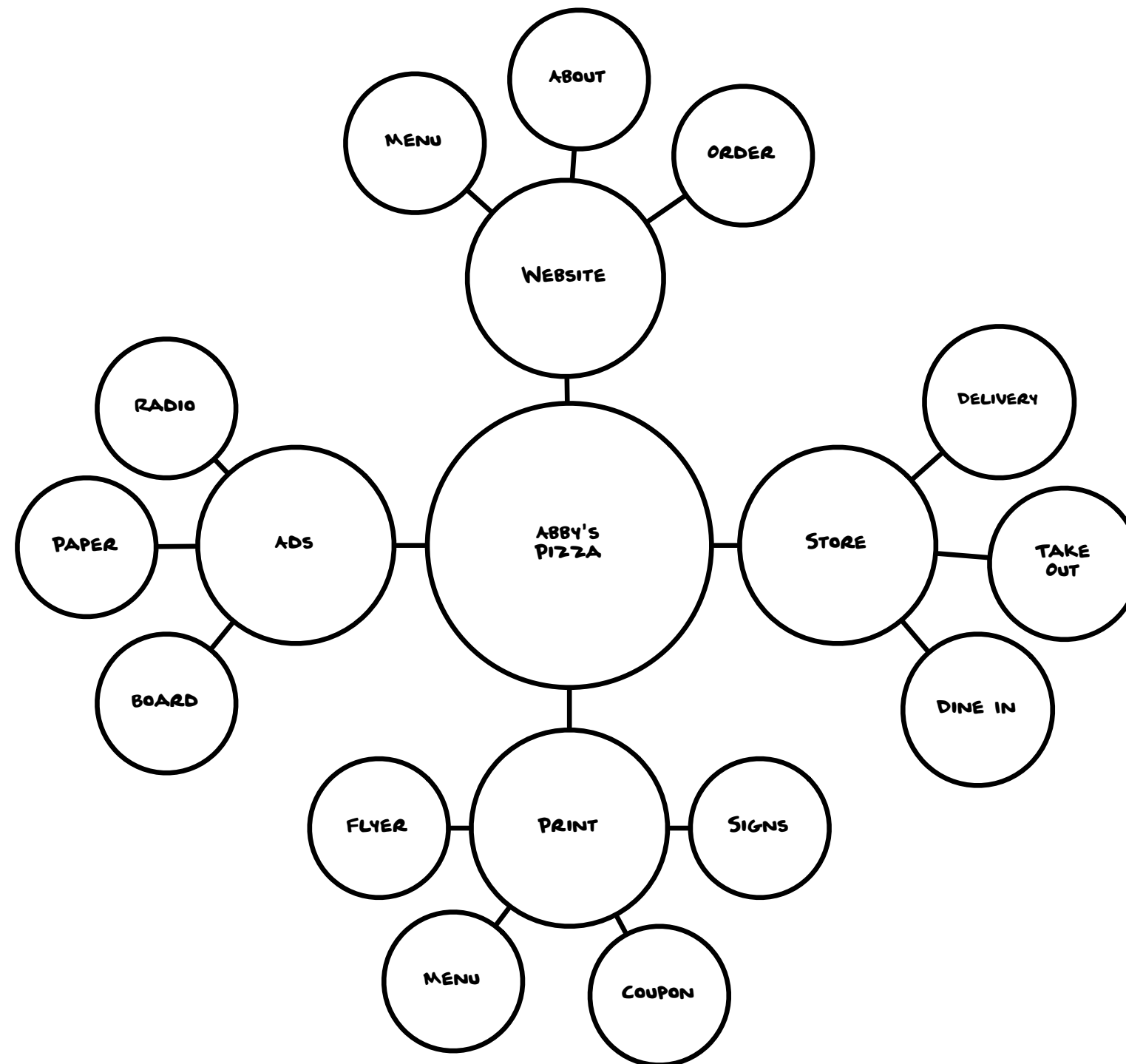


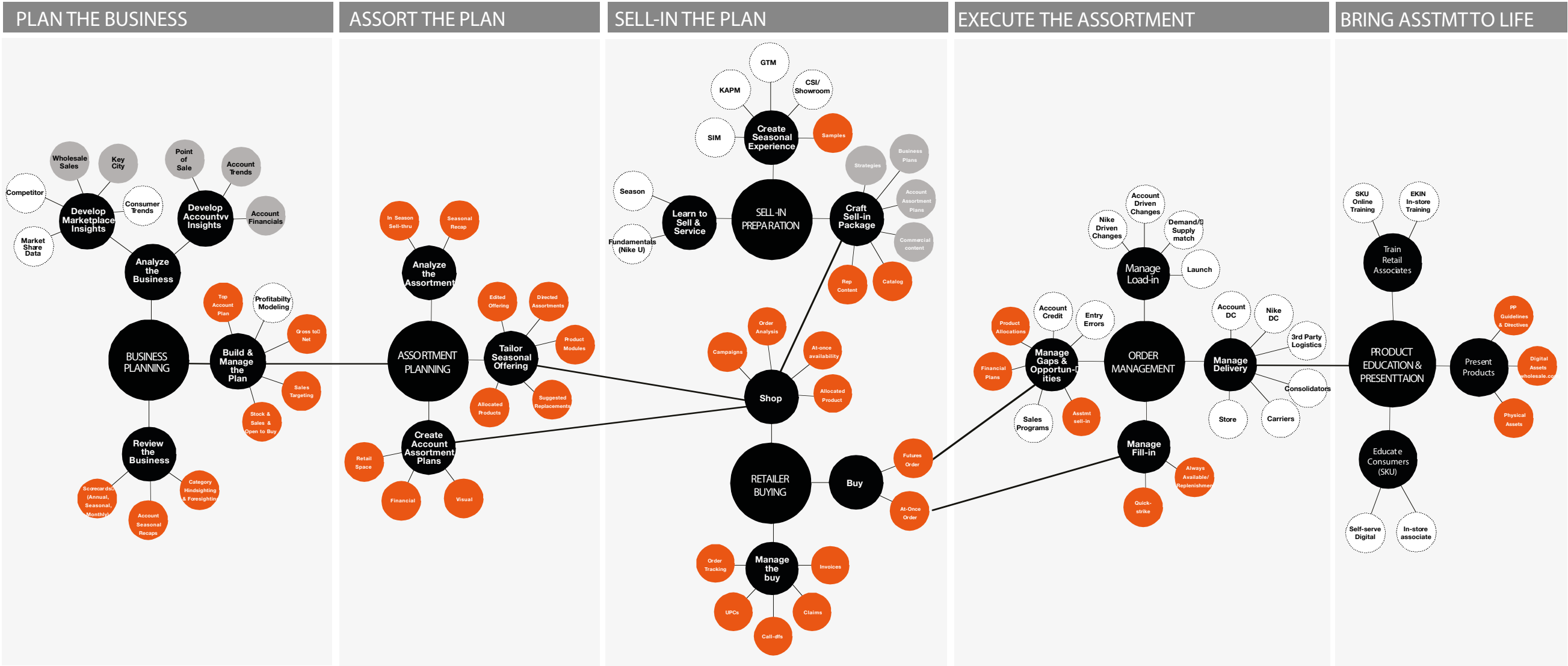


HIERARCHICAL MAP



ASSOCIATION MAP





SELL-IN THE PLAN

Learn to Sell & Service

Season

Fundamentals (Nike U)

SELL-IN PREPARATION

Create Seasonal Experience

GTM

KAPM

SIM

CSU/ Showroom

Samples

Craft Sell-in Package

Strategies

Business Plans

Account Assortment Plans

Commercial content

Rep Content

Catalog

Shop

Order Analysis

Campaigns

At-once availability

Allocated Product

RETAILER BUYING

Buy

Futures Order

At-Once Order

Manage the buy

Order Tracking

UPCs

Call-dts

Invoices

Claims

EXECUTE THE ASSORTMENT

Manage Gaps & Opportun-ities

Product Allocations

Financial Plans

Account Credit

Entry Errors

Sales Programs

Asstmt sell-in

ORDER MANAGEMENT

Manage Load-in

Nike Driven Changes

Account Driven Changes

Demand/ Supply match

Launch

Manage Delivery

Account DC

Nike DC

3rd Party Logistics

Consolidators

Store

Carriers

Manage Fill-in

Always Available/ Replenishment

Quick-strike

BRING ASSTMT TO LIFE

Train Retail Associates

SKU Online Training

EKIN In-store Training

PRODUCT EDUCATION & PRESENTAION

Present Products

PP Guidelines & Directives

Digital Assets wholesale.co

Physical Assets

Educate Consumers (SKU)

Self-serve Digital

In-store associate

IN CLASS CHALLENGE:

FOR HOMEWORK YOU WERE ASKED TO MAKE A TABLE OF CONTENTS FOR YOUR THESIS PROSPECTUS BOOK.

STEP 1: SPEND 15 MINUTES CREATING CARDS THAT REPRESENT EACH SECTION OF YOUR BOOK AS WELL AS THE MAIN POINTS AN AUDIENCE WOULD NEED TO KNOW FOR EACH SECTION.

STEP 2: IN GROUPS OF 3 PRESENT YOUR WORK THROUGH THIS FLOW OF CARDS (7 MIN EACH)

STEP 3: REPORT BACK ABOUT CHANGES YOU FEEL ARE IMPORTANT TO MAKE TO YOUR FLOW AS A RESULT OF THIS EXERCISE

STEP 4: BLOG!!!!

REVIEWING WHAT “PASS” MEANS FOR THESIS 2

FROM THE SYLLABUS DISTRIBUTED IN THE FIRST CLASS

- **A COMPLETE AND PROFESSIONALLY EDITED PROSPECTUS BOOK**
 - **TWO NEW DOSSIERS* OF WORK DONE THIS SEMESTER**
 - **A SHORT VIDEO PITCH**
 - **AN ONLINE RECORD OF YOUR THESIS WORK SHOWING WEEKLY PROGRESS**
-

****SVA POD Official Dossier Requirements:***

- *Project Description: 350 word minimum, written in the third person*
- *Five process images (1024px x 768px) in jpg and RAW format.*
- *Five final images (1024px x 768px) in jpg and RAW format.*
- *A video embed URL (YouTube or Vimeo) where applicable*
- *Any other applicable assets such as pdfs, slideshares, etc.*
- *Proper citation of all sources*

Two dossiers must be emailed to Abby, Allan and Gabrielle. The first by Feb 25th and the last by May 6th.

NOTE:

I AM

NOT IN
CLASS NEXT
WEEK!

HOMEWORK

ASSIGNMENTS

Blogging Assignment (due by noon tomorrow)

Publish the intended final structure of your book on your blog

Formal Writing Assignment (due next class)

Write about Authenticity vs. Bullshit

Making Assignment (due next class)

Prepare for your workshop at Google on faking it till you make it.

Housekeeping Assignment (LATE if not done yet)

- Turn in a dossier from this class/this semester if you did not yet, as it was due last week
- Turn in advisor contracts and w9s to Gabrielle
- Note your final thesis name in the google doc Cassy owns