

# St. Louis Web Developers' Conference

## Presentation Outline

Bill Miller

**Presentation Title:** Intranet Design: Avoiding the Knowledge Dump

**Summary:**

Without careful attention to the basic principles of design and development, corporate Intranets can quickly become an under utilization and disorganized collection of ill-conceived, inconsistent and tacky pages. In this presentation you will learn about creating high value intranets that can help corporate employees improve their efficiency and effectiveness.

**Outline:**

Garbage In – Garbage Out: Avoiding the Knowledge Dump

- Who is it for: Users or Subject Matter Experts
- Finding high value content
- Strategic role of the Intranet
- Boring is beautiful: The art of simplicity
- The competition: Intranet and telephones
- Communicating and Referencing
- Expectations and realities
- Tool driven or need driven development:

Navigating to Content

- Topic Index
- Frequency of Use
- Subject Index / Glossary / Controlled Vocabulary
- Searching
- What's New
- Universal navigation elements

Content is King:

- How
- What
- Why
- Who: do you want the calls
- Where
- When
- Layering – progressive disclosure

Layout

- Color
- Fonts
- Tables
- Bullet and Number Lists
- Information Mapping
- Link placement, labeling and use

Knowledge Representations: More Than Just Text

- Decision Guides & Troubleshooters
- Seeing is believing: Graphics, animation, and simulation

- Checklists and job aids
- e-Learning: Just another way of presenting knowledge

#### Not just content: Forms, Calculators and Applications

- Simple forms are not always simple
- Calculator risks
- Launching applications

#### Intranet Development

- Style Guides
- Templates: Keeping them inside the box.
- Library elements
- Don't just put manuals online

#### Evaluating effectiveness

- Mining your server logs
- Why did they call?
- Observations vs. surveys