An Information Architecture for Frank Lloyd Wright

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Overview

For A Personal Copy of These Slides

- http://studentstuff.ligent.net/topicmaps_2008/architecture/

The Design Challenge

- Portals based on Topic Maps are a powerful vehicle for delivering content over the Web.

- The Topic Maps model can easily be translated into a simple Web site design.

- Yet, simple Web sites are often boring.

- The challenge:
  - Preserve the simple information architecture provided by topic maps, and
  - Provide an interaction design that keeps users engaged.

Only Wright (TM)

- ## What is Only Wright (TM)?
  - A Topic Maps-based Web portal about the life and work of the architect **Frank Lloyd Wright**

- ## Why Frank Lloyd Wright?
  - Many of his works are close to my home.
  - It presents a rich domain to be modeled.
  - I already know quite a bit about Wright and his work.
  - I want to **learn more**.

- ## Why do a demonstration project?
  - I wanted to add to the list of great demonstration topic maps like Steve Pepper's **Italian Opera Topic Map**.
  - I wanted to start the discussion about what makes a proper subject-centric portal.
  - I wanted to create a teaching aid.

The Simple Recipe

A Recipe for A Simple Topic Maps Portal

- The site consists of topic pages and index pages.

- Every topic has a page.

- Each topic type has its own page design.

- Each topic type has its own index page.

A Simple Topic Maps Portal Example

- http://simple.onlywright.com

Improving on the Basic Recipe

An Improved Topic Maps Portal Example

- http://www.onlywright.com

Make Your Home Page Attractive

- But, don't abandon your information architecture to create the page.

- The home page is a topic page.

- The subject is the portal itself.

- Offer the reader fresh content from the portal regularly.
  - Update a single article at frequent intervals.
  - Offer a random article.
  - Offer a list of recently added articles.
  - Offer a list of articles based upon the reader's past browsing behavior.

- Give the reader a good reason to want to visit your home page often.

Display Content on the Related Index Topic Page

- Even though a photo may be represented by a topic in the topic map, resist the urge to give the photo its own page.

- Instead, display the photo on the topic page under which it is indexed.

- Don't display pages for indexing topics without some article displayed on the page.

- Instead, always display some piece of content related to the topic:
  - Define a default article for the topic.
  - Offer a random article for the topic.
  - Offer an article for the topic based upon the reader's past browsing behavior.

Emphasize Links Back Into Your Portal

- Not all links in article content need be styled the same way.

- Distinguish links to content in your portal from links to other Web documents.

- Make links back into your portal easy to recognize and tempting to click on.

Entice the Reader to Explore the Portal

- The associations in your topic map allow you to make attractive suggestions to the reader about what other parts of the site to visit.

- Use these associations to generate **enticement links** to other topic pages.

- You can even vary the enticements offered on a particular topic page:
  - Randomly
  - Based on recently added topics
  - Based upon past browsing behavior

Provide Multiple Versions of Indexes

- You will normally have an index page for each significant topic type.

- Different subsets of this index may be of interest to the reader.

- Different sort orders of the same index may also be of interest.

- Allow all of these indexes to be selected easily from the same page.

Allow Some Topics to Be Special

- Some topics in your topic map are special.

- Instead of getting the standard page layout for the topic type, they can get a special page format.

- In onlywright.com, the normal person page will be adequate for nearly every person topic in the topic map.

- But, when the topic map is fully populated, the page for Frank Lloyd Wright will be way too long.

- Frank Lloyd Wright may eventually require a series of sub-pages rather than just one page.

- Readers don't like excessively long pages.

Allow Some Topics to Be Special (last)

- Readers don't like complicated hierarchical indexes.

- Special pages and sub-pages give the reader relief.

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