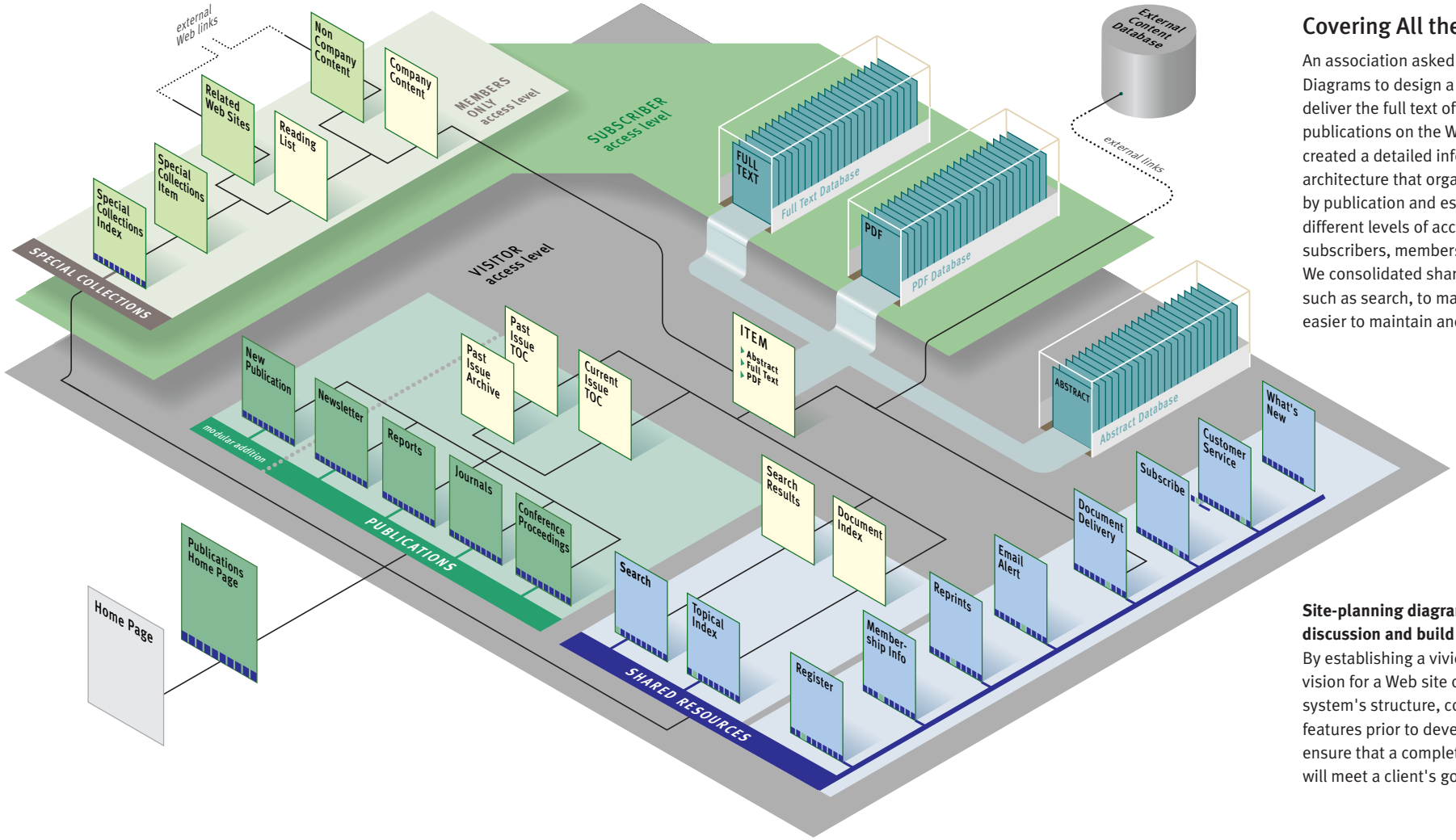
Dynamic Diagrams, inc. *consultants in visual logic*



Covering All the Bases

An association asked Dynamic Diagrams to design a Web site to deliver the full text of its publications on the Web. We created a detailed information architecture that organized content by publication and established different levels of access for subscribers, members, and visitors. We consolidated shared resources, such as search, to make the site easier to maintain and expand.

Site-planning diagrams stimulate discussion and build consensus. By establishing a vivid, shared vision for a Web site or other system's structure, content, and features prior to development, we ensure that a completed project will meet a client's goals.

Information Architecture Makes Sense

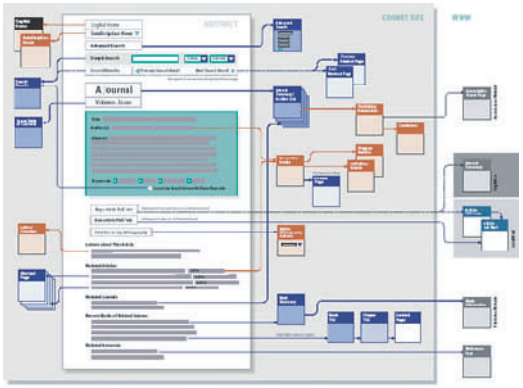
All organizations need good information for planning, communication, and positioning themselves. For many organizations, information is their actual product and source of revenue.

But to compete in today's electronic environment, good information isn't good enough. How information is organized and presented makes all the difference. How do people find it? How do people use it? Could they use it better?

Dynamic Diagrams knows how to answer these questions. Our information architecture process will:

- Make your users more efficient
- Showcase your content
- Give your Web sites and other systems a longer lifespan
- Control the risk of information-based projects

We help organizations plan and execute successful information-based projects.



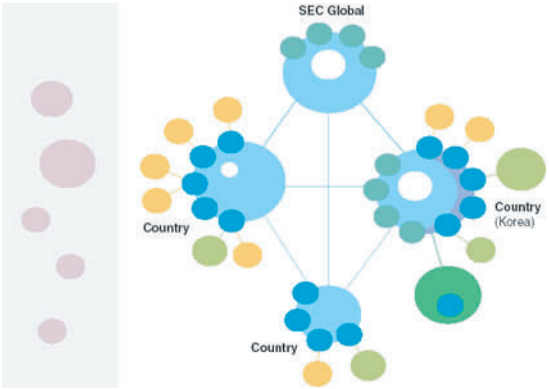
MIT Press CogNet

MIT Press, the publishing arm of the Massachusetts Institute of Technology, offers CogNet, an online community of scholarly research in the cognitive and brain sciences.

MIT Press asked us to design an information architecture that would extend the site's community features such as discussion forums, conference listings and a job bank, and make them more usable. We drew up a plan that included examining the current site, interviewing users, and analyzing other successful online communities.

The user and stakeholder interviews, conducted over one intensive week, brought many common concerns and creative ideas to light. Two key points were the need to integrate the community features with MIT Press's core publications and to organize content by sub-discipline.

To present our findings, we developed a high-level structure for the expanded site and specific scenarios for content navigation and cross-linking. Our final report gave MIT Press a strategic vision for the CogNet site that would offer more and better services to its constituents.



Samsung Electronics Corporation

Samsung Electronics Corporation (SEC) has more than 70 different Web sites, from Korea to Canada, Russia to Chile. By the spring of 2000, these sites diverged widely in the way they presented SEC brands and products.

To solve this problem, SEC enlisted us to redesign its entire Web presence. Our task was to create an architecture and set of design guidelines that would provide a consistent navigational "look and feel" while strengthening the company's identity worldwide.

Based on a detailed analysis of existing SEC sites, we created an architecture that tightly integrated product information at the global and country level. We joined this architecture with interface designs that addressed all of SEC's concerns for branding and navigation.

By anticipating ways in which the designs might be customized, including testing designs with both Latin and non-Latin alphabets, we ensured that SEC divisions around the world could successfully rebuild their sites on their own. This made rollout of the new designs extremely efficient around the world.

Oxford Scholarship Online

Oxford Scholarship Online is a publications Web site created by Oxford University Press (OUP). Organized by discipline and fully searchable, the site includes the complete text of of more than 700 monographs with hundreds more added each year.

Before committing to this endeavor, OUP asked us to help determine its feasibility. Working from OUP's initial concept, we created a click-through prototype that OUP could show to the scholarly community.

The success of the prototype lead to a more intensive information architecture phase. To show user paths through the site, we created a "wire frame" model that we tested with students and professors. We used their feedback to refine the site's organization, search, and browse processes, and other features. At the same time, we helped analyze the site's subscription models to define an efficient access-control system for the site.

Throughout the implementation phase of the project we consulted regularly with Oxford's technical vendor to ensure a successful launch of the site.

Our information architecture clients have included:

American College of Physicians
American Medical Association
Association for Investment Management and Research
McGraw-Hill Professional Publishing Group
Nature Publishing Group
Samsung Electronics Corporation
Schlumberger Ltd.
Sentara Healthcare

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