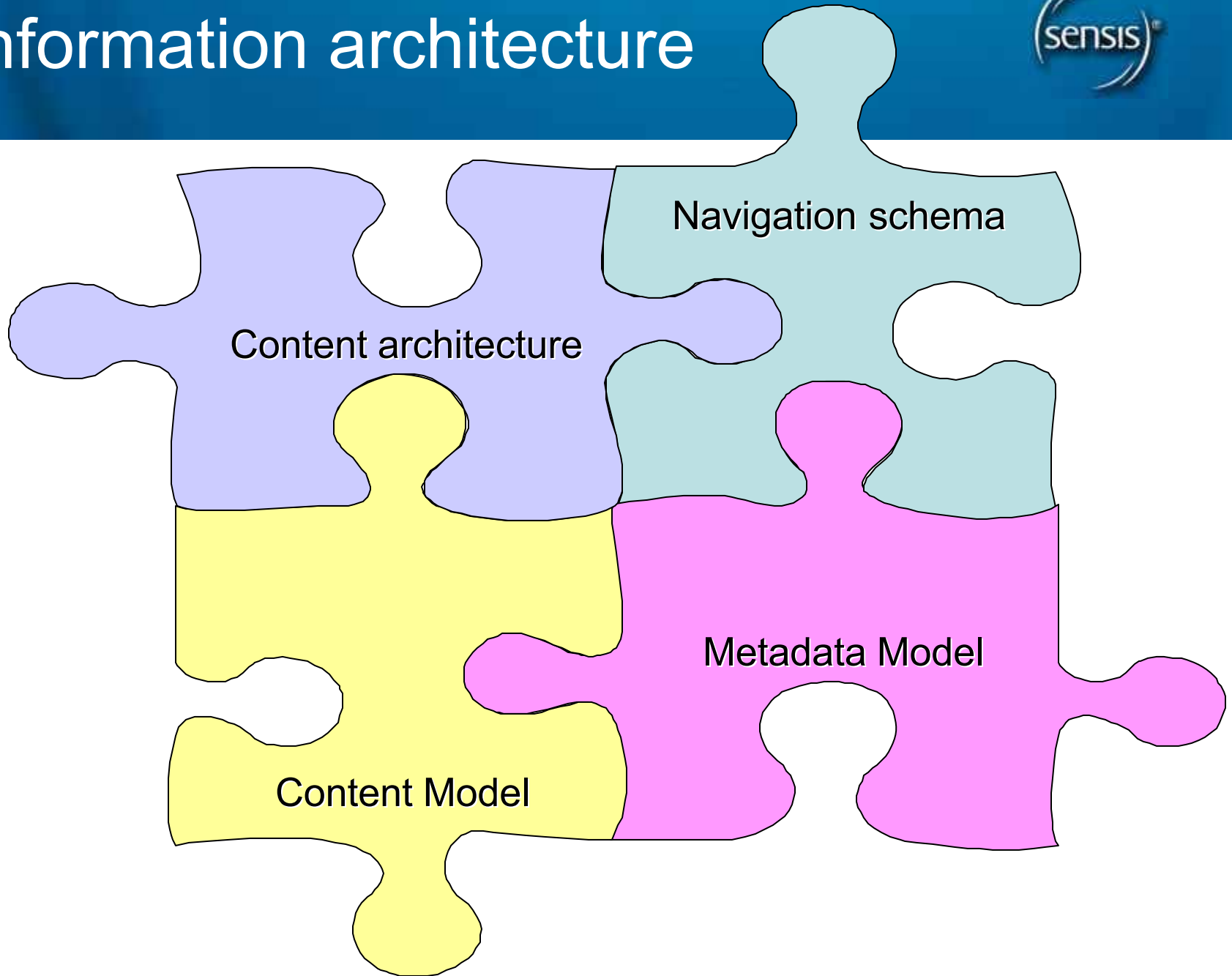


# Content Modelling

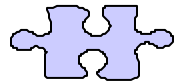
Its all about reuse

I have a dream

# Information architecture



# Information architecture



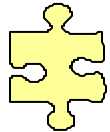
## Content architecture

What the content is about, concepts, topics and their relationships



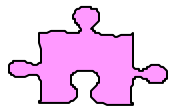
## Navigation schema

How you get there



## Content model

The elements that are used to create the content



## Metadata model

Invisible information used to associate and reticulate content to the screen

# The content environmentalist



## Reduce

Reduce the number of information sources

Reduce the amount of redundant, out of data and un-valued content

## Reuse

Reuse content across all channels and delivery methods – This will improve accuracy and enrich all content through the ability to associate similar content no matter which department created it

## Repair

Repair the processes and procedures that cause replication of content where content that is semantically identical is available

## Recycle

Recycle the knowledge gained from within the organisation to reduce cost, maintenance and time

# Benefits of content modelling



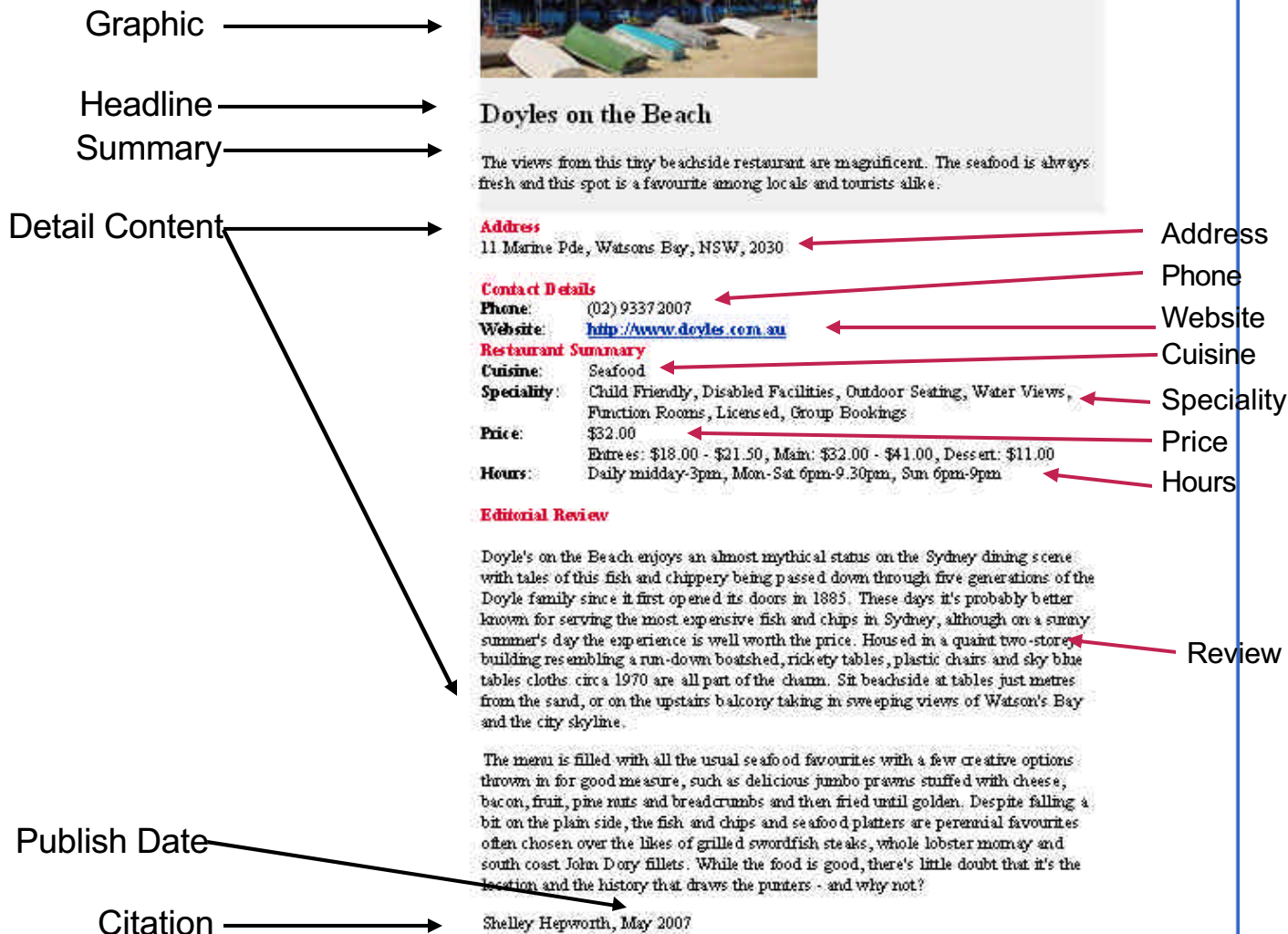
- segments content to maximise reuse
  - identify opportunities for content reuse
  - Controls information granularity
- creates “Single Point of Truth” for all content
  - consistent and accurate content
  - Improves content quality
- improves confidence in website as credible information source
- reduced creation, maintenance and production costs
- improve scalability
- assist in standards compliance
- provide a framework for the future

# Content modelling supports



- segmentation and aggregation of content throughout the entire web presence
- the contributors of information
- the content creation, editing, approval and publishing workflow
- topic based information architecture
- reuse of content developed by different business units using a variety of topics
- the CMS in delivering information to the reader in a structured manner
- the reuse of information with the ability to associate the individual elements of a content object with other content objects in a web page or website

# Content Segmentation



# The Citysearch restaurant listing



The screenshot shows a web browser window displaying the CitySearch.com.au website. The page title is "Sydney - Restaurants". The main heading is "Restaurants / Search Results". The search criteria is "RestaurantCafe". The results are sorted by "Alphabetical". Three restaurant listings are visible:

- Daniel's Restaurant & Bar**: Address: 1 Bert St, Sydney; Cuisine: Seafood; Specialty: Licensed; Mains from: \$30.00.
- Doyles at the Quay**: Address: Overseas Passenger Terminal Circular Quay, Sydney; Cuisine: Seafood; Specialty: Vegetarian, Child Friendly, Disabled Facilities, Outdoor Seating, Water Views, Licensed, Group Bookings; Mains from: \$34.00.
- Doyles on the Beach**: Address: 11 Marine Parade, Watsons Bay; Cuisine: Seafood; Specialty: Child Friendly, Disabled Facilities, Outdoor Seating, Water Views, Function Rooms, Licensed, Group Bookings; Mains from: \$30.00.

Annotations with arrows point to various elements:

- Website**: Points to the top navigation bar.
- Headline**: Points to the restaurant name "Daniel's Restaurant & Bar".
- Graphic**: Points to the restaurant's profile picture.
- Price**: Points to the "Mains from: \$30.00" text.
- Address**: Points to the "Address: 1 Bert St, Sydney" text.
- Cuisine**: Points to the "Cuisine: Seafood" text.
- Speciality**: Points to the "Specialty: Licensed" text.
- Related Links**: Points to the "Our Website" and "Map" links.
- Summary**: Points to the short description paragraph.

# The restaurant detail page

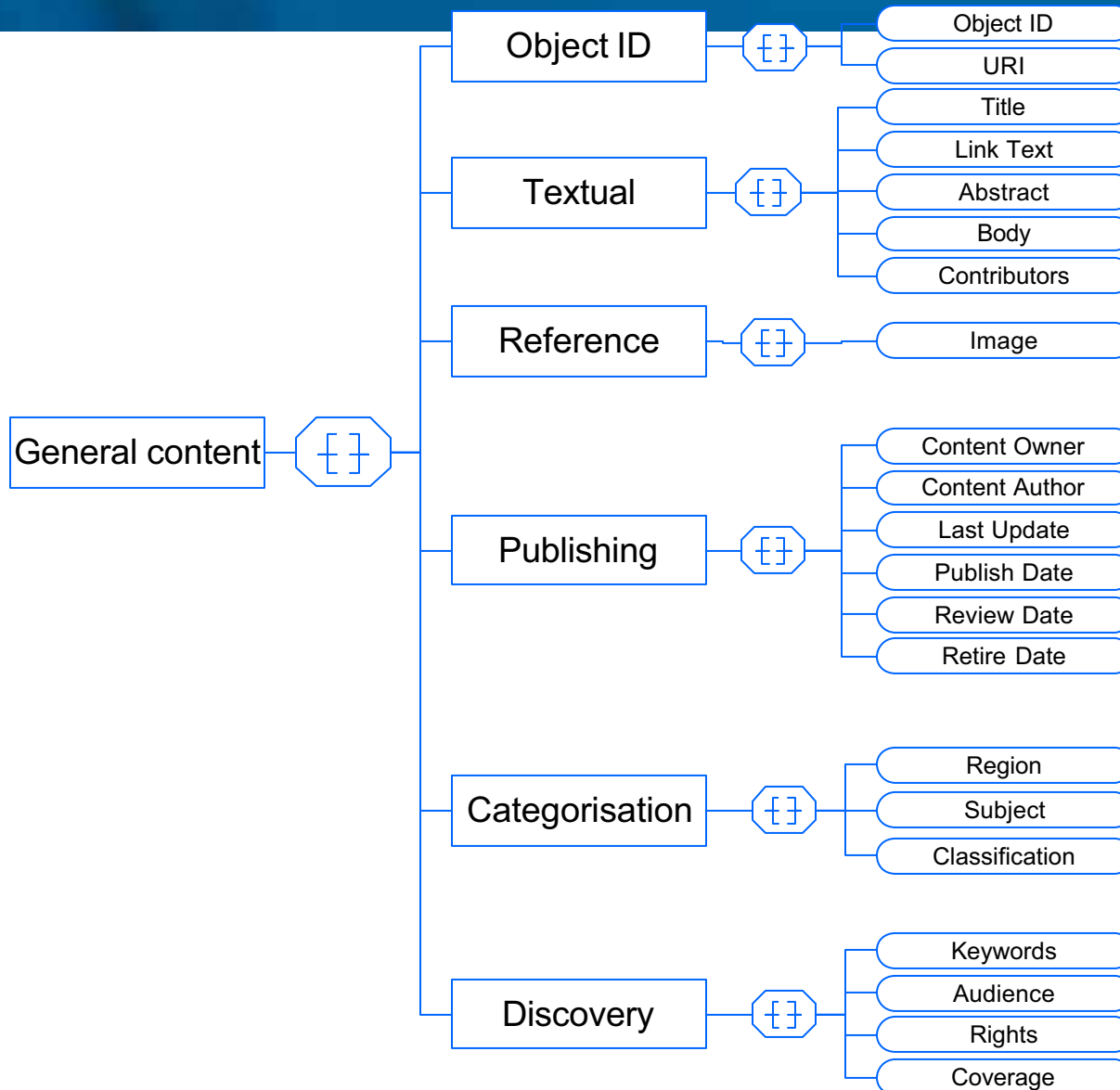


The screenshot shows a web browser window displaying a restaurant detail page for 'Doyles on the Beach'. The page layout includes a header with navigation tabs (HOME, RESTAURANTS, BARS & CLUBS, MUSIC, F.I.M., TV, ARTS, BUSINESS FINDER), a main content area with a headline, address, contact details, restaurant summary, and editorial review, and a sidebar with a 'Business Finder' section. Annotations with arrows point to various elements:

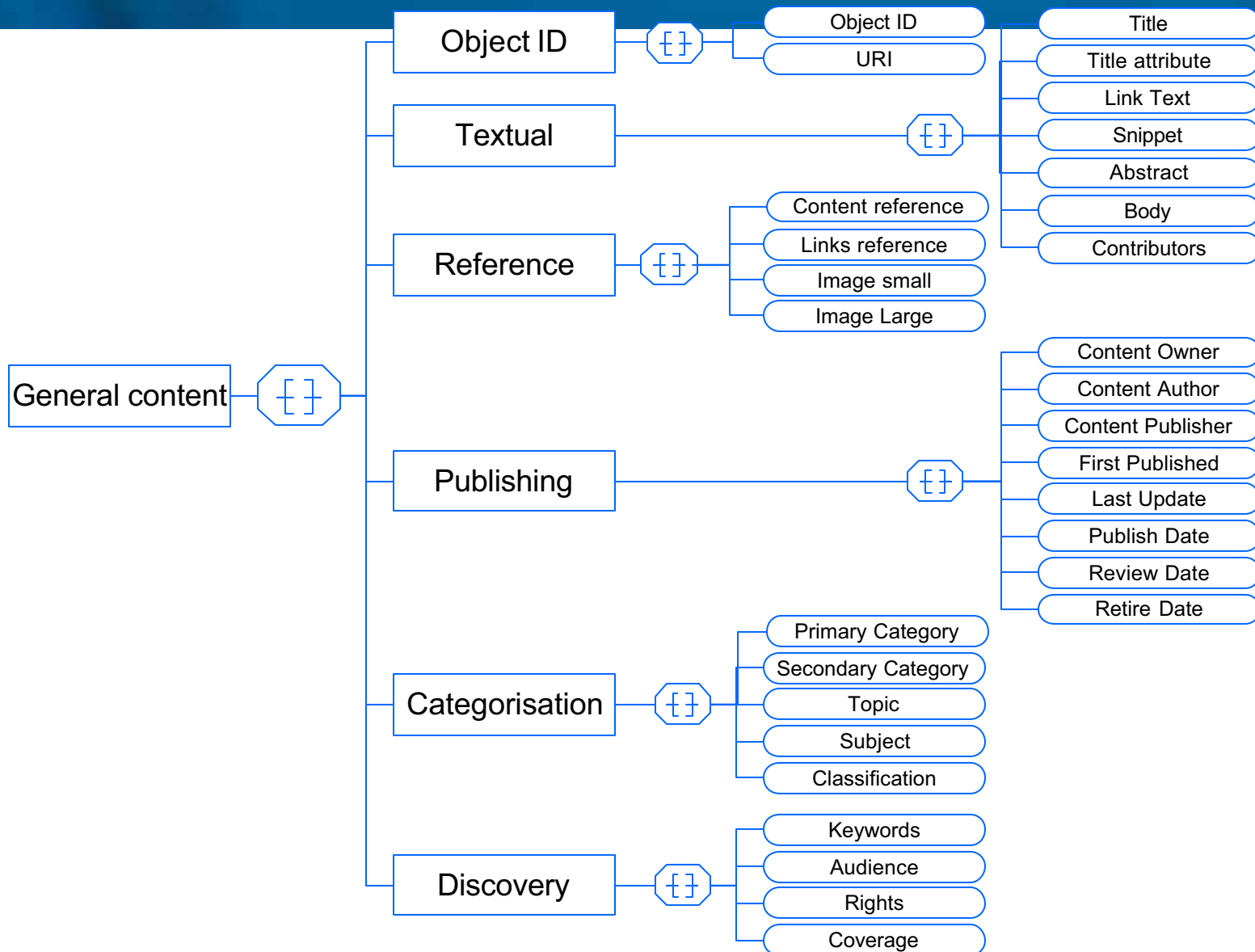
- Headline**: Points to the restaurant name 'Doyles on the Beach'.
- Address**: Points to the address '11 Marine Pde, Watsons Bay, NSW, 2031'.
- Phone**: Points to the phone number '(02) 93372007'.
- Website**: Points to the website URL 'http://www.doyles.com.au'.
- Cuisine**: Points to the 'Cuisine: Seafood' field.
- Speciality**: Points to the 'Specialty: Child Friendly, Disabled Facilities, Outdoor Seating, Water Views, Function Rooms, Licensed, Group Bookings' field.
- Price**: Points to the 'Price: \$32.00' field.
- Hours**: Points to the 'Hours: Daily midday-3pm, Mon-Sat from 8.30pm, Sun 6pm-9pm' field.
- Review**: Points to the 'Editorial Review' section.
- Detail Content**: A bracketed annotation pointing to the 'Restaurant Summary' and 'Editorial Review' sections.
- Publish Date**: Points to the date 'May 2007' at the bottom of the review.
- Citation**: Points to the author 'Shelley Hepworth' at the bottom of the review.

Additional elements on the page include a 'Business Finder' sidebar on the right, a 'What's behind our rate?' sidebar on the right, and a 'dragondirect' logo at the bottom right.

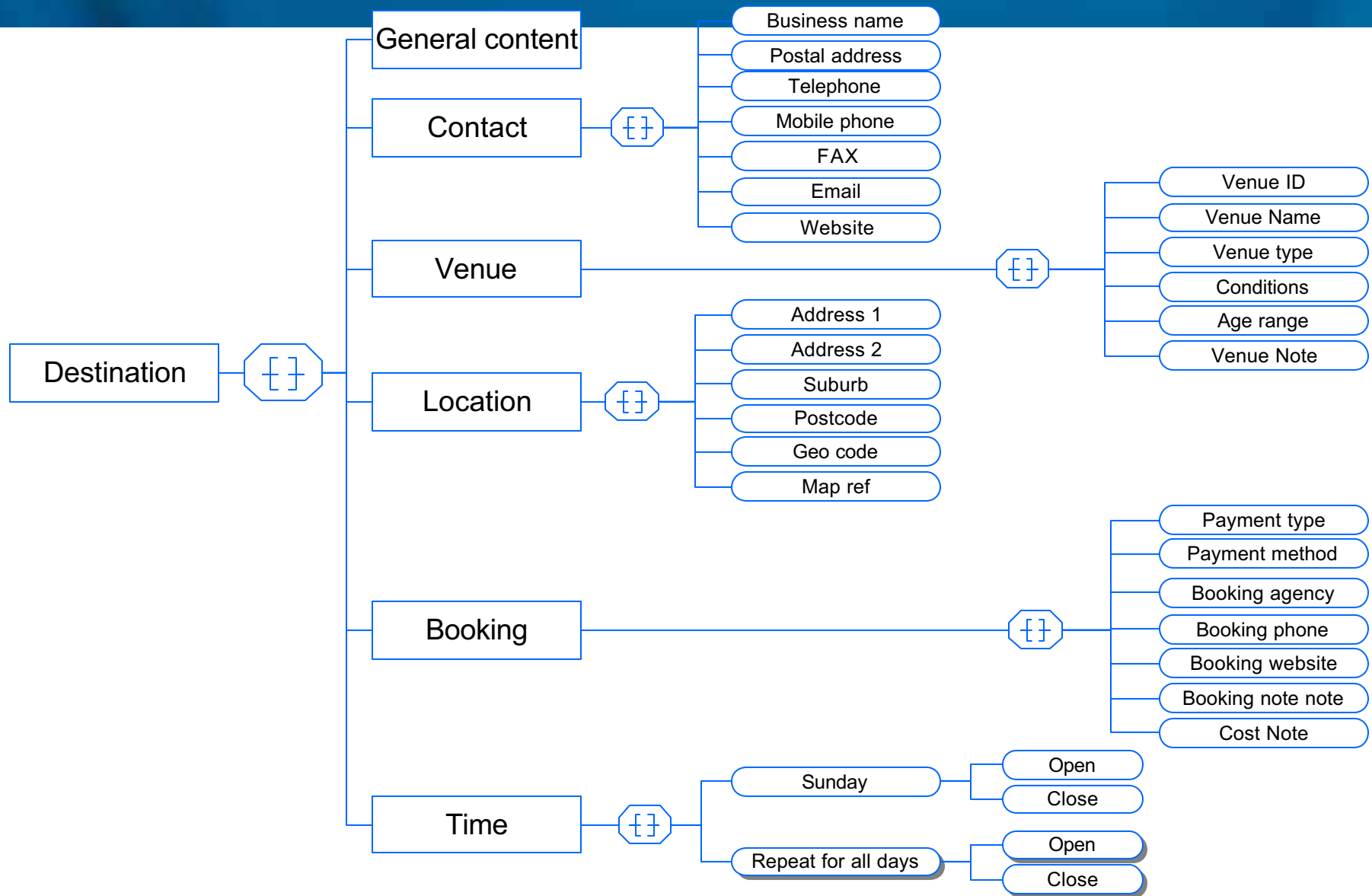
# Simple general content model



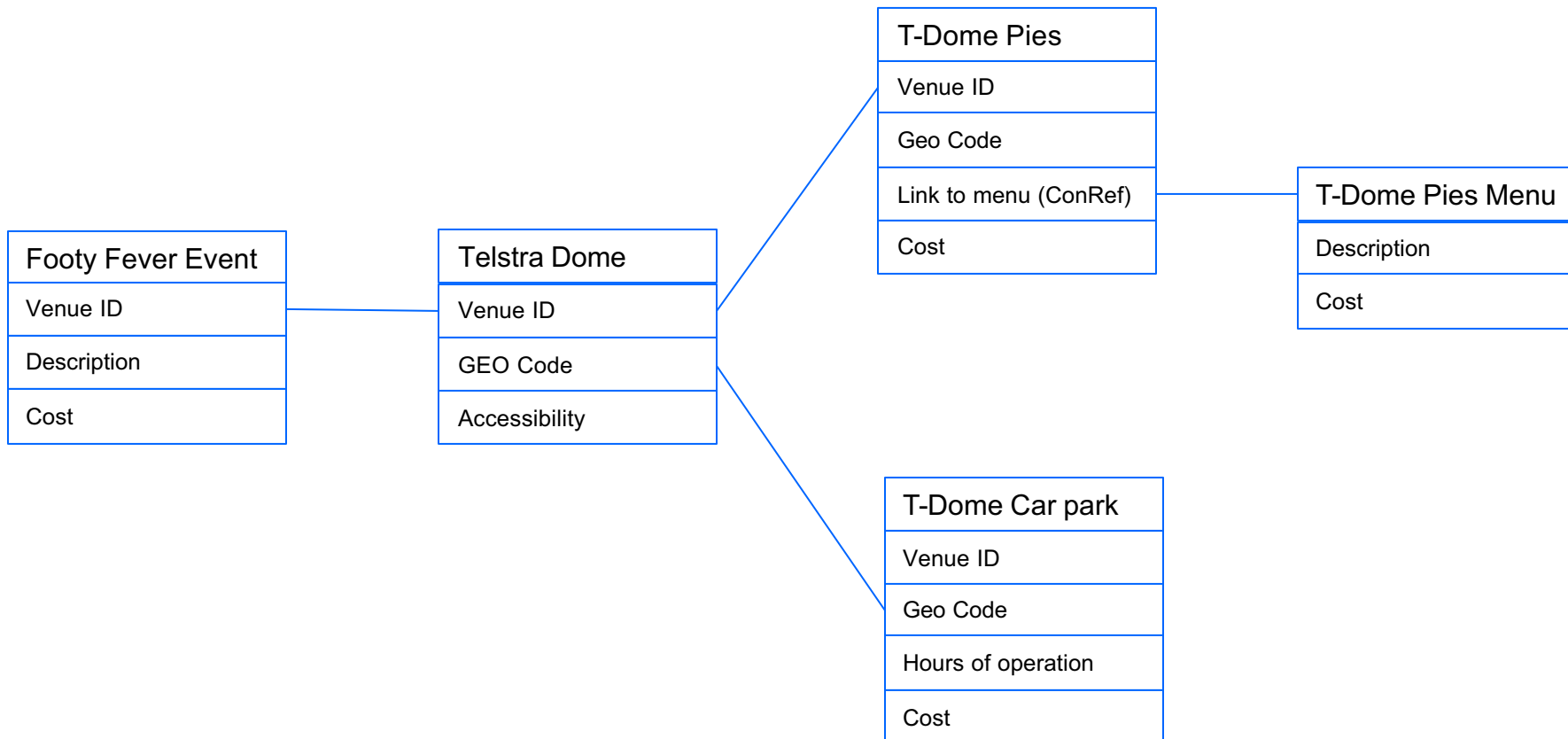
# Complex general content models



# Complex Destination content models



# Relationship between content objects



# What does a content model look like?



Show General content model document

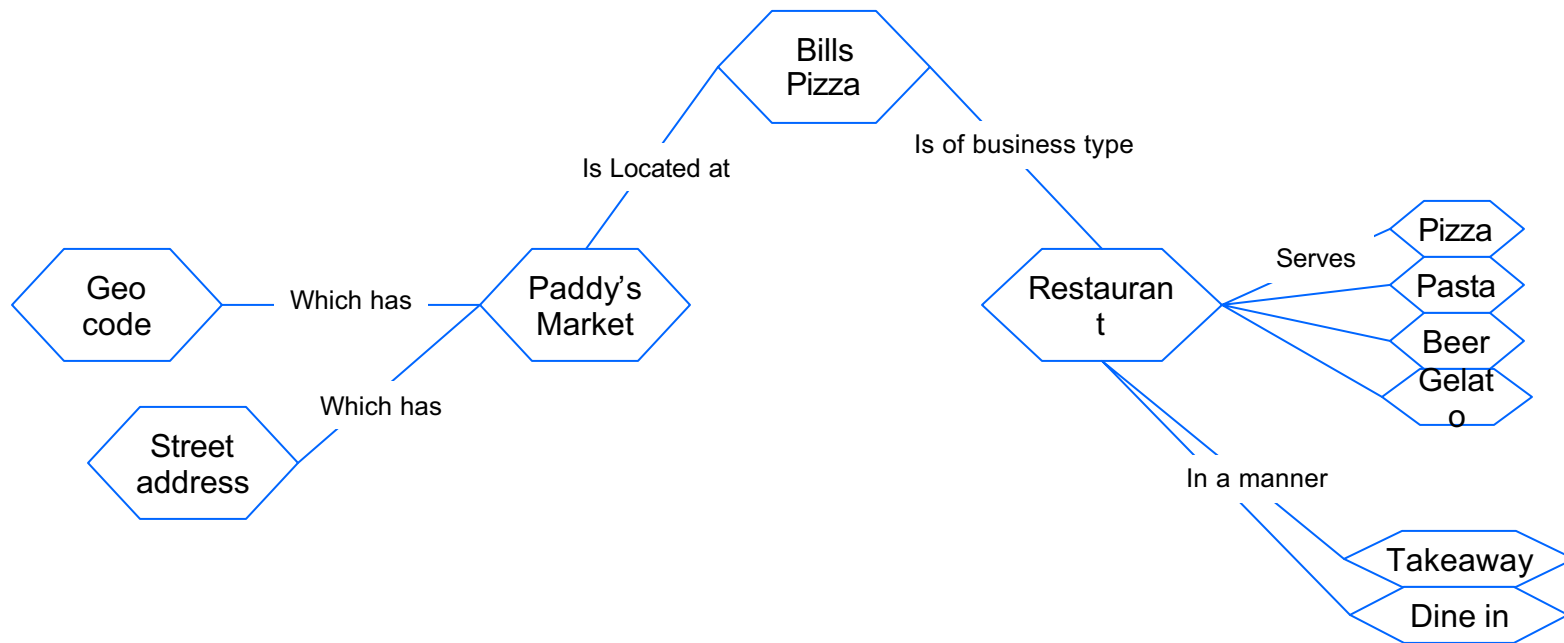
# How to go about modelling content

- Understand the purpose to the website
  - What is the content about
  - What are you trying to say
- One content object – one thought
  - Create content that can be used in many situations
  - Identify where you may want to reuse components
    - Titles
    - Abstracts
    - Aggregation points
- Separate the content architecture from the delivery architecture

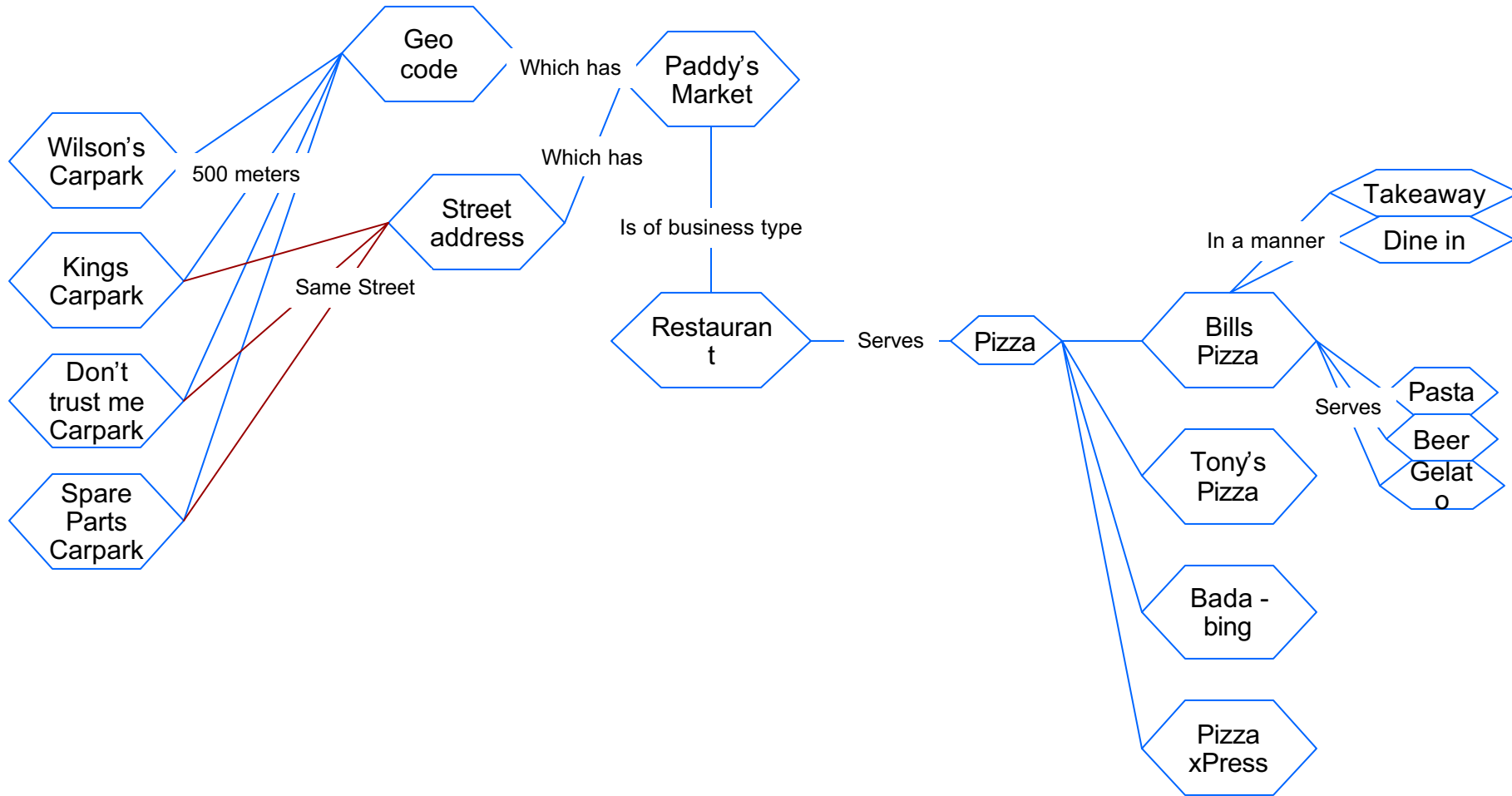
# Web 3.0



# Ontology 1



# Ontology 2



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