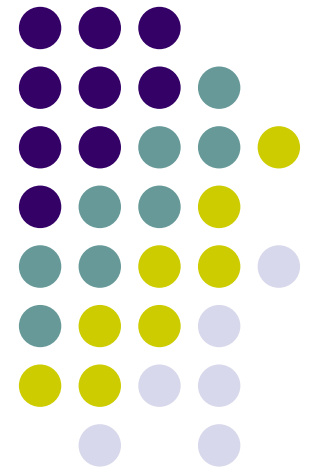


Increasing findability

...an A-Z site index for a call centre intranet

ASI - IASC/SCAD Joint Conference



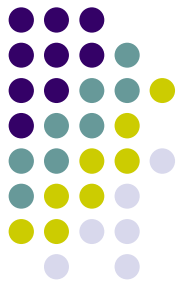
Ian Cooper

June 2006



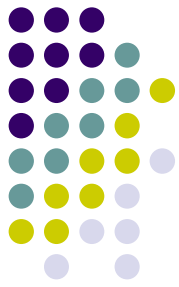
Overview

- **Background**
 - Findability defined
 - Why an A-Z site index for our intranet?
- **Strategy**
 - Building the A-Z Site Index
 - Tools for finding information
 - Site index layout
- **Follow up**
 - Some survey results



Findability defined

- “**Findability** refers to the quality of being locatable or navigable. At the item level, we can evaluate to what degree a particular object is **easy to discover or locate.**”
 - www.findability.org
- “**Findability** precedes usability. In the alphabet and on the Web. **You can't use what you can't find.**”
 - Peter Morville, Information Architect



Why an A-Z site index for our intranet?

- Amex customer service agents answer hundreds of calls daily; they need quick access to information on the intranet
- Although there are several access tools available - keyword search, menus, table of content pages and a site map - there was an opportunity to make information more 'findable'
- Agents wanted another access tool to help them quickly and easily find information - some agents suggested that an **alphabetical listing** of all the items on the site would be helpful



Building the A-Z Site Index

- Research and education - researched online indexes on the internet; completed an online training course on building web site indexes
- Existing resources - used existing menu pages, site map, navigation menus, etc. to create the basis for the index; reviewed pages extensively to create sub-entries to in-page anchor links
- Cross references - brainstormed alternative ways of expressing the same item to create cross references
- Manual process to develop (no automated indexing software) - created index using MS FrontPage
- Ongoing maintenance - updated regularly when information is added/removed, and based on suggestions from users



Tools for finding information

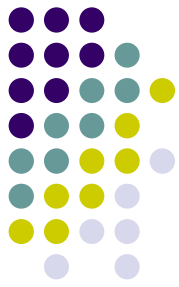
Search

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#)

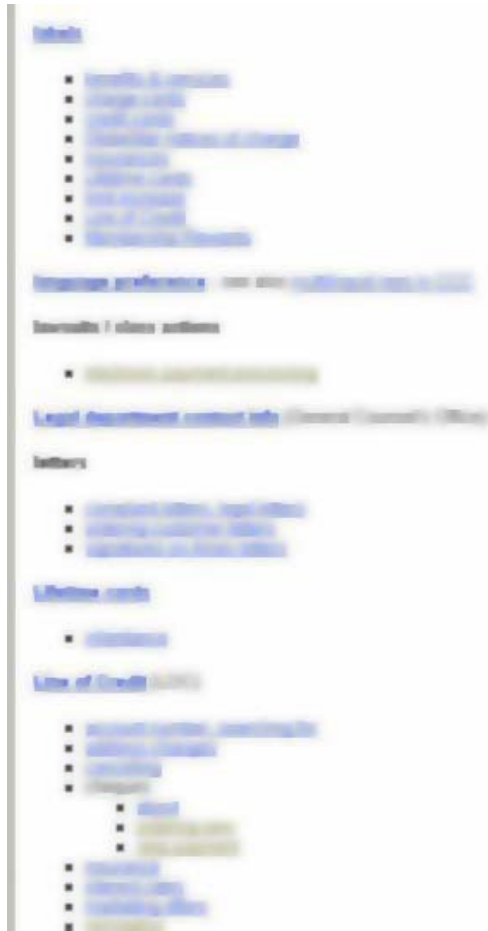
Welcome to the new version of the infoNET Search tool. Give it a try and use the Feedback Form to send us your comments.

Site:  Canada

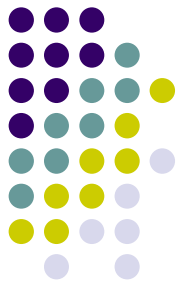
- Single “search page” , accessible from every page on the intranet
- Two tools are available on the same page: A-Z “back of a book” site index and keyword search



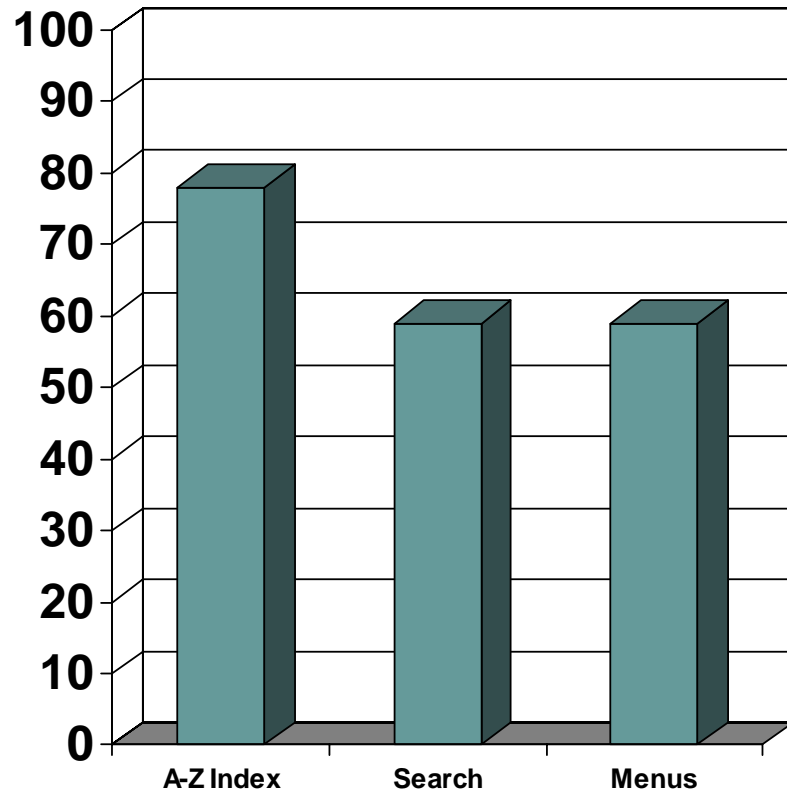
Site index layout - deliberately distorted (sorry!)



- Section of the site index showing main entries and bulleted sub-entries (and further sub-entries)
- Main entries are in bold, and may or may not be links themselves; lower case unless proper names
- Visited links show as a different colour



How do you find information?

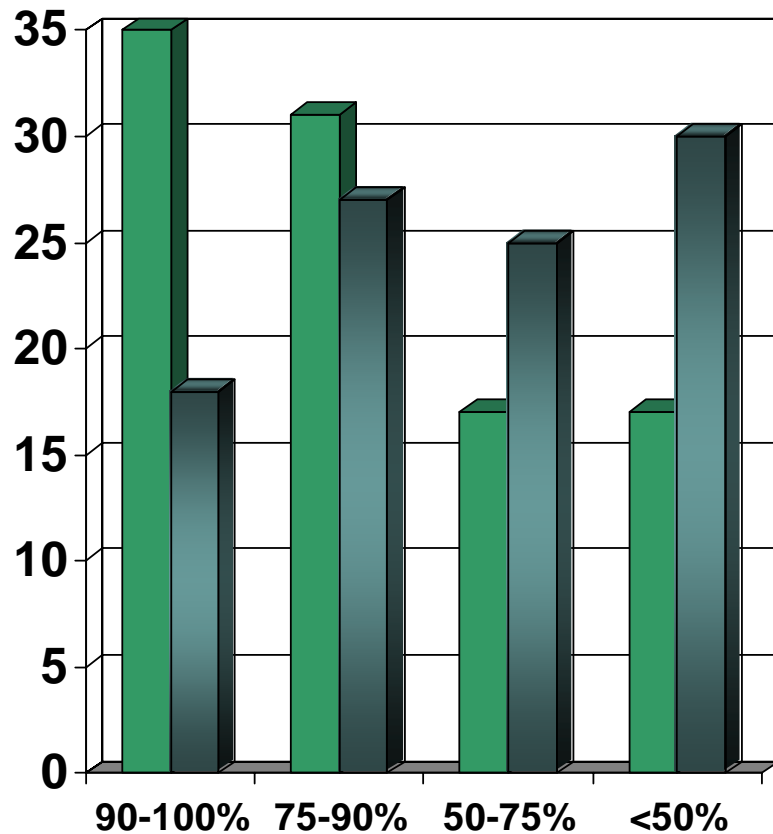


- A-Z Site Index is the more popular method for finding information, but all are used fairly equally
- “I don't find the actual search tool to be very helpful - as long as I know what I am looking for the A-Z index does just fine.”
- “I like using the search tool, I find it is much quicker at finding the information than trying to scroll through the index.”



How often do you find what you're looking for?

A-Z Site Index vs. Search



- "I find on [the] index it takes you everywhere, it has all the links and answers the questions I have."
- "Sometimes the A-Z index has items phrased differently therefore I look under the wrong letter."
- "I find the ... search tool much easier to use and more powerful when finding answers."

Contact information

- ian.r.cooper@aexp.com
- 905.474.8490

