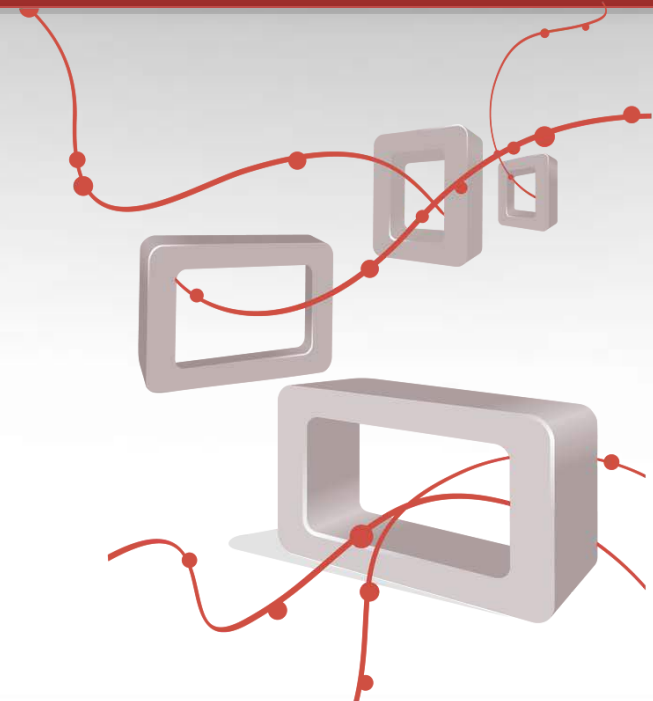


User eXperience ^{Ru} 2011

Search Patterns: Design for Discovery

Peter Morville
October 6, 2011





PUBLIC CATALOG

FICTION

ADRIAN WILLY

Look
Wrecked
The

THE
GATE

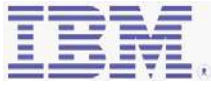
BRIDE

Ghosts

Swamp Valley
The
Singular
Preference

THE
SINGULAR
PREFERENCE

THE
SINGULAR
PREFERENCE



Microsoft



vodafone



L.L.Bean



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CSC

Genentech
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COMPAQ



BORDERS.com

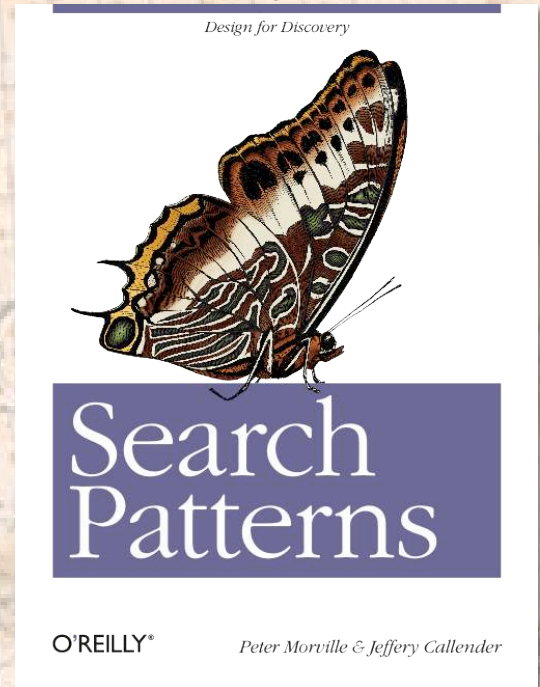
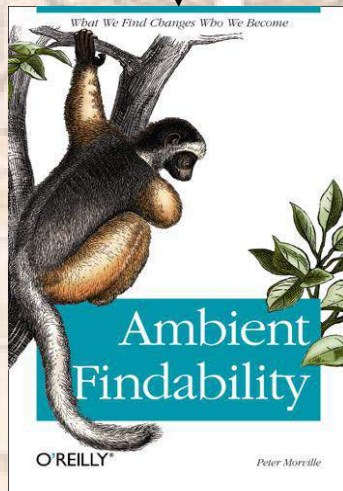
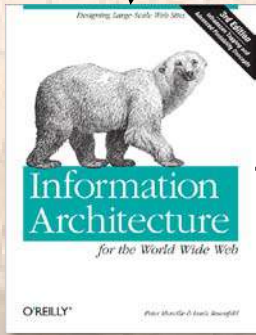
egreetings.com
cards, gifts and invites

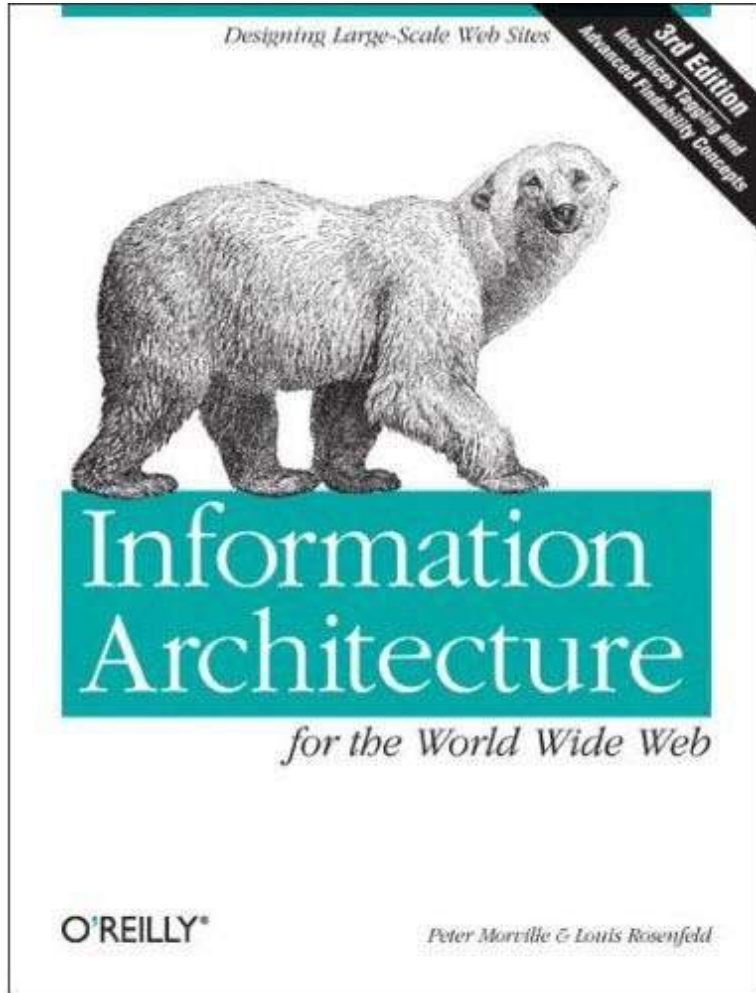
INTERNET.
2

parentography
CONNECTING FAMILIES ON THE GO

American Psychological Association

Ford Motor Company





in•for•ma•tion ar•chi•tec•ture *n.*

- The structural design of shared information environments.
- The combination of organization, labeling, search, and navigation systems in web sites and intranets.
- The art and science of shaping information products and experiences to support usability and findability.
- An emerging discipline and community of practice focused on bringing principles of design and architecture to the digital landscape.



Winchester Mystery House
Near San Jose Before the Earthquake

9973

Design for Discovery

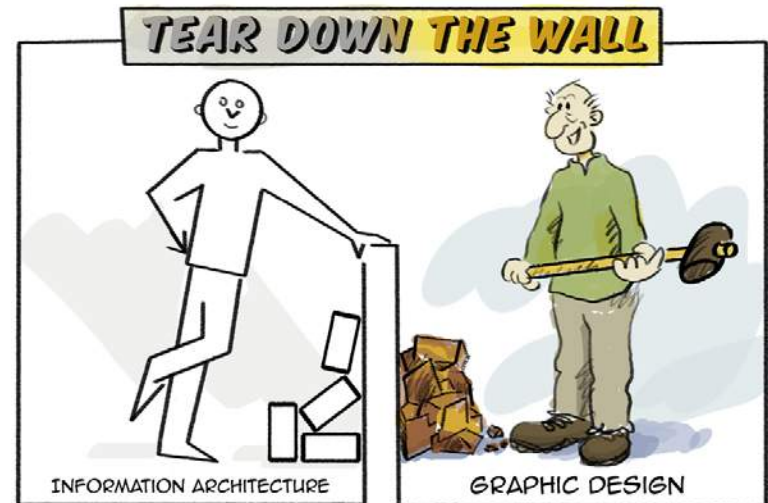


Search Patterns

O'REILLY®

Peter Morville & Jeffery Callender

“Search is among the most disruptive innovations of our time. It influences what we buy and where we go. It shapes how we learn and what we believe.”



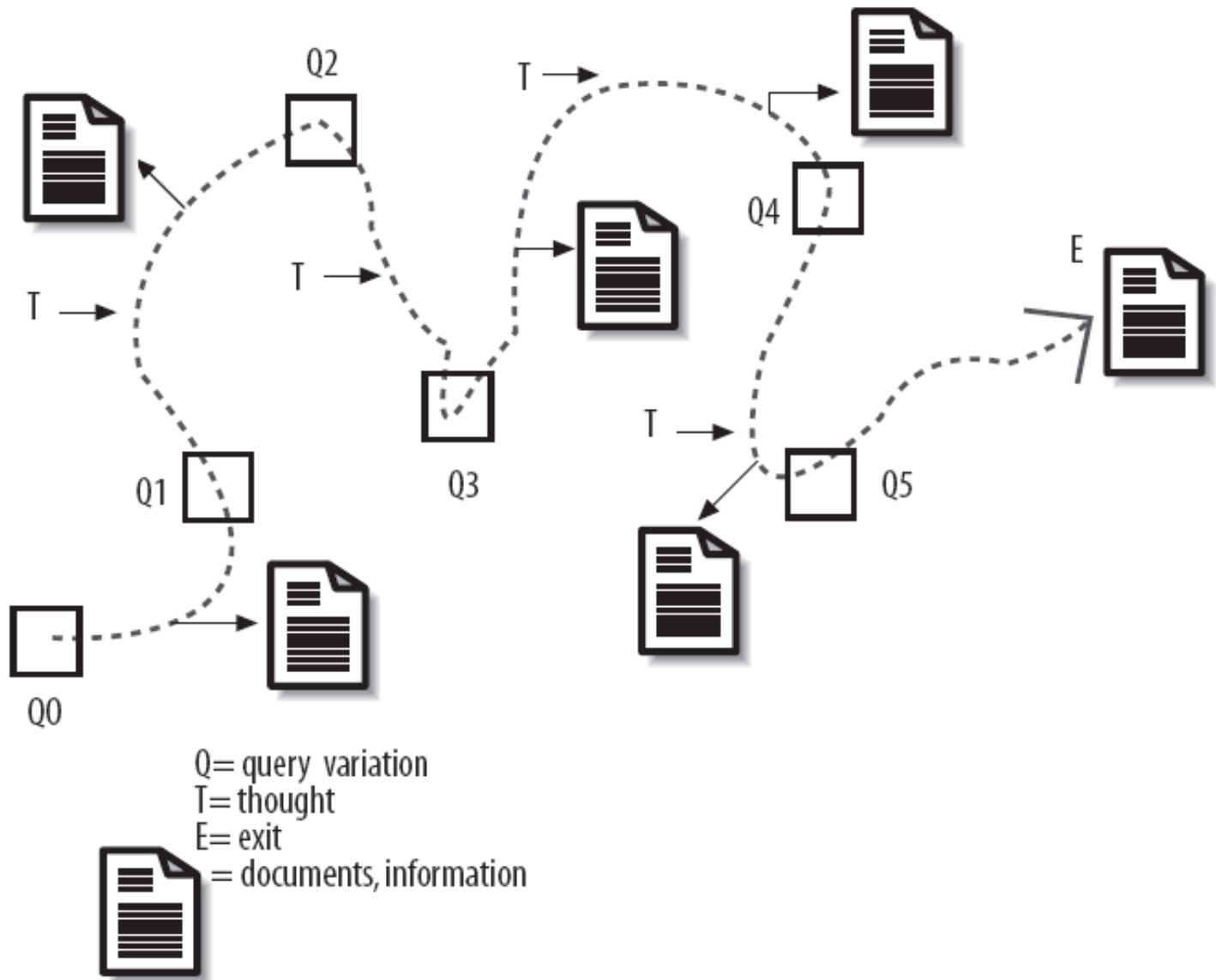
Illustrated by Jeff Callender, Q LTD

MOST OF THE COMPLAINTS
WE GET ARE DUE TO THE WAY
USERS SEARCH; THEY USE
THE WRONG KEYWORDS.



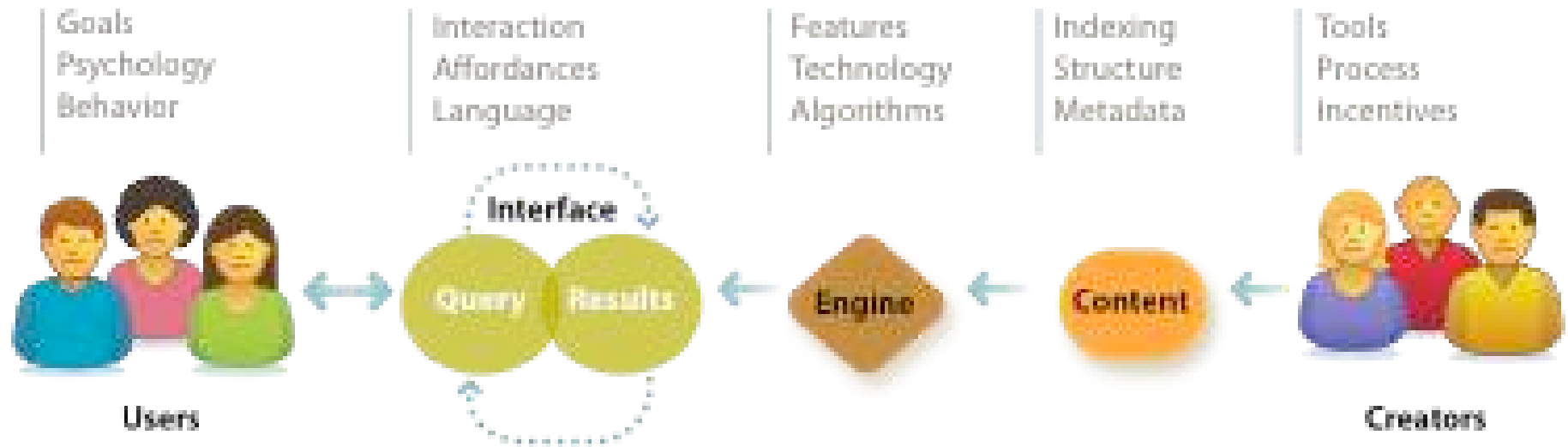
YEAH. THAT'S RIGHT. IT'S
THOSE STUPID USERS!





Marcia Bates: Berry picking, Evolving Search (1989)

Search is a... Complex, Adaptive System



Principles of Design

Incremental Construction

Progressive Disclosure

Immediate Response

Predictability

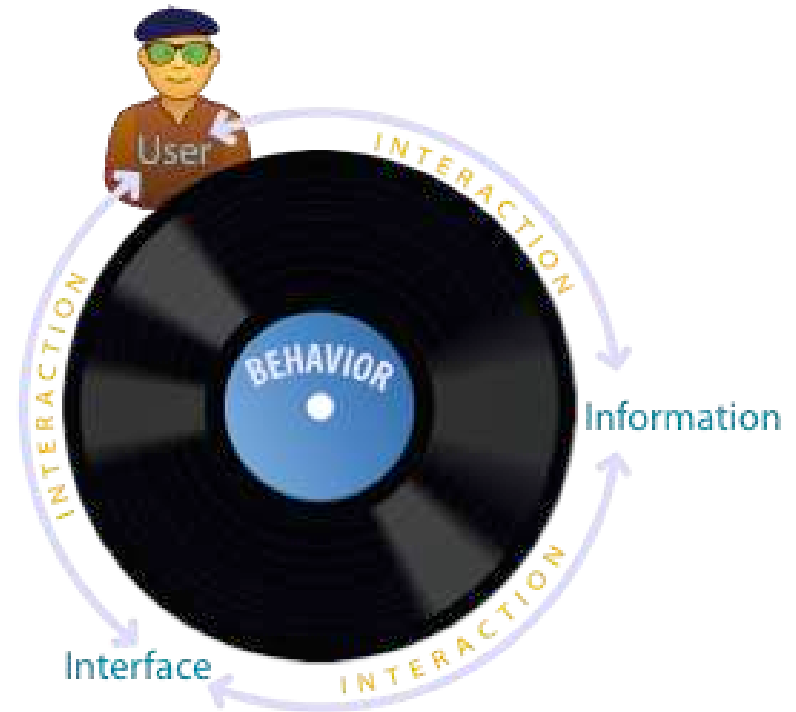
Alternate Views

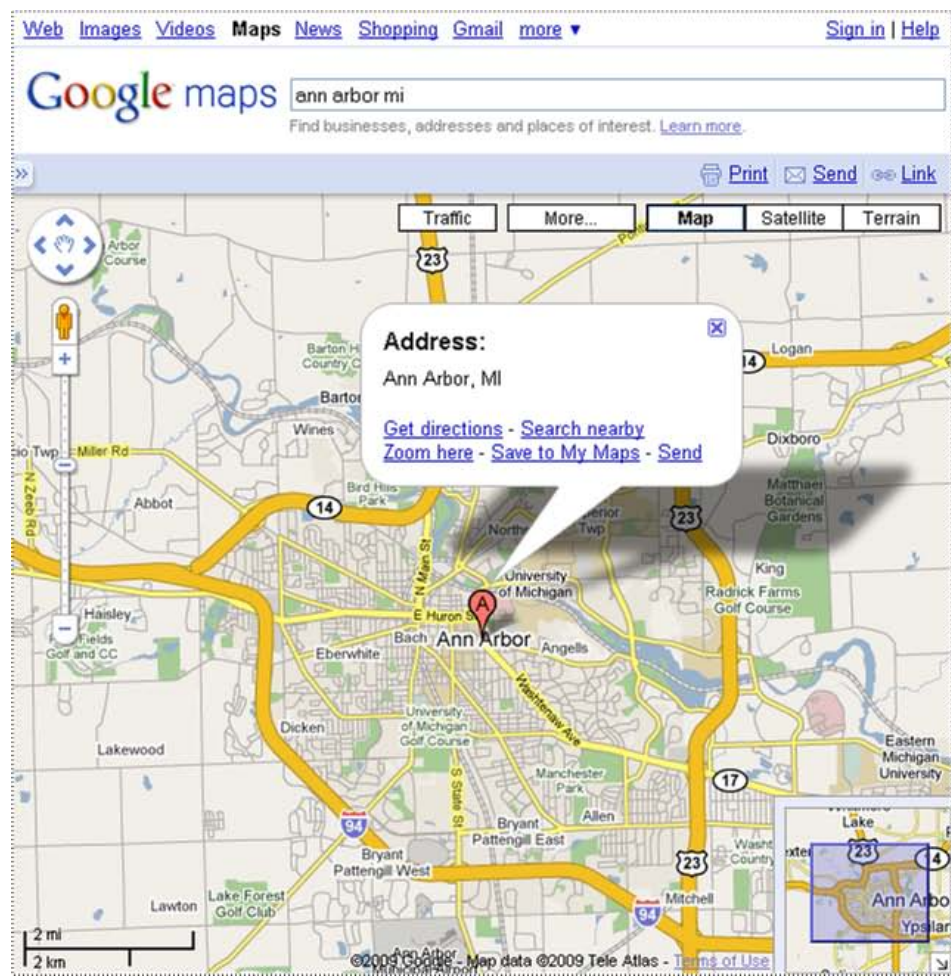
Recognition Over Recall

Minimal Disruption

Direct Manipulation

Context of Use





Incremental Construction
one step at a time...



Progressive Disclosure
more within reach...



Search

[Commercial Vehicles](#)

Filter the range:

[Reset form](#)

Body style

- Hatchbacks
- Cabriolets
- Coupes
- Saloons
- MPVs
- Estates
- 4x4s

Price

More than £5K, less than £42K

 Show all
 Show offers

Engine

- Petrol
- Manual
- Diesel
- Auto
- DSG

Performance

Power (PS) More than 50 PS

0-62 (sec) Less than 20 secs

Efficiency

MPG More than 15 mpg

CO2 Less than 300 g/km



Fox from £6,845



Polo from £8,345



Coming soon: New Polo



New Golf from £13,585



New Golf GTI / GTD from £21,850



New Golf Plus from £14,415



Golf Estate from £15,135



New Beetle from £12,070



New Beetle Cabriolet from £15,015



Jetta from £15,820



Passat Saloon from £16,440



Passat Estate from £17,610



Passat CC from £21,135



Scirocco from £19,110



Tiguan from £18,645



Eos from £19,710



Touran from £15,625



Sharan from £19,450



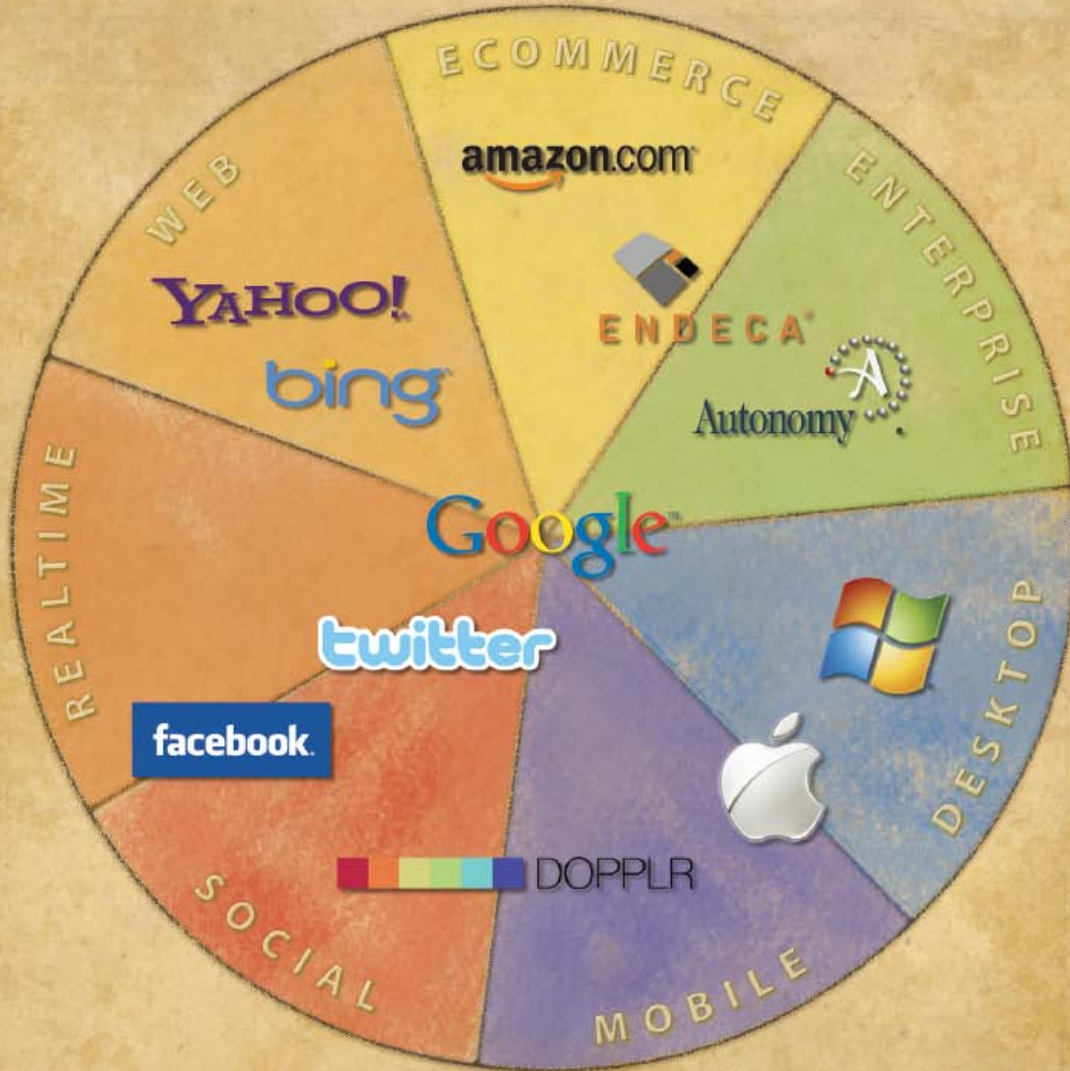
Touareg from £30,325



Phaeton from £44,165

Immediate Response
flow requires feedback...

Predictability
feed-forward features and results...



Realtime Search


twitter Home Profile Find People Settings Help Sign out


What are you doing? 140


Latest: <http://danklyn.com/blog/?p=495> The Problem with Famous Architects by [@danklyn](#) 2 days ago update


Real-time results for **#drc09** + Save this search

7 more tweets since you started searching. Click to see them.

 **pobs** RT [@anijomathew](#) **#DRC09** some semblance of a message arises from Wurman's talk...
2 minutes ago from Twiterrific

 **kaleemux** You should follow [@anijomathew](#) [@Armano](#) [@bobulate](#) [@jdkunesh](#) [@kwong](#) [@RichWhite](#) for updates from the Design Research Conference at IIT. **#DRC09**
13 minutes ago from web


 **soosixty** RT [@bobulate](#): "The goal of empathy is being able to question why. It's not just about noticing." [@jkolkko](#) **#DRC09**
25 minutes ago from TweetDeck

 **morville**
99 following 1,483 followers 106 tweets

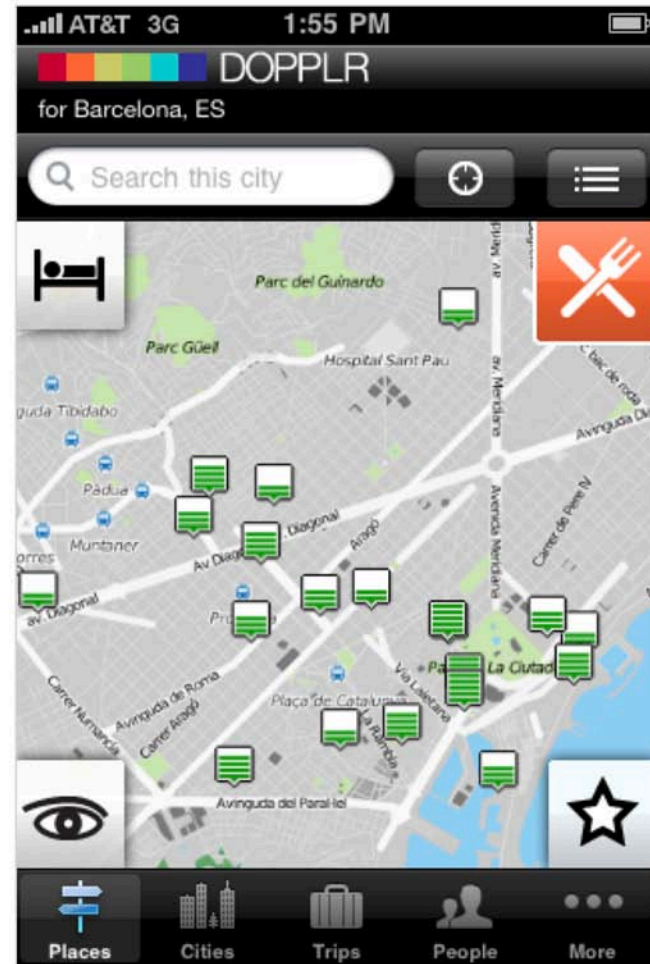
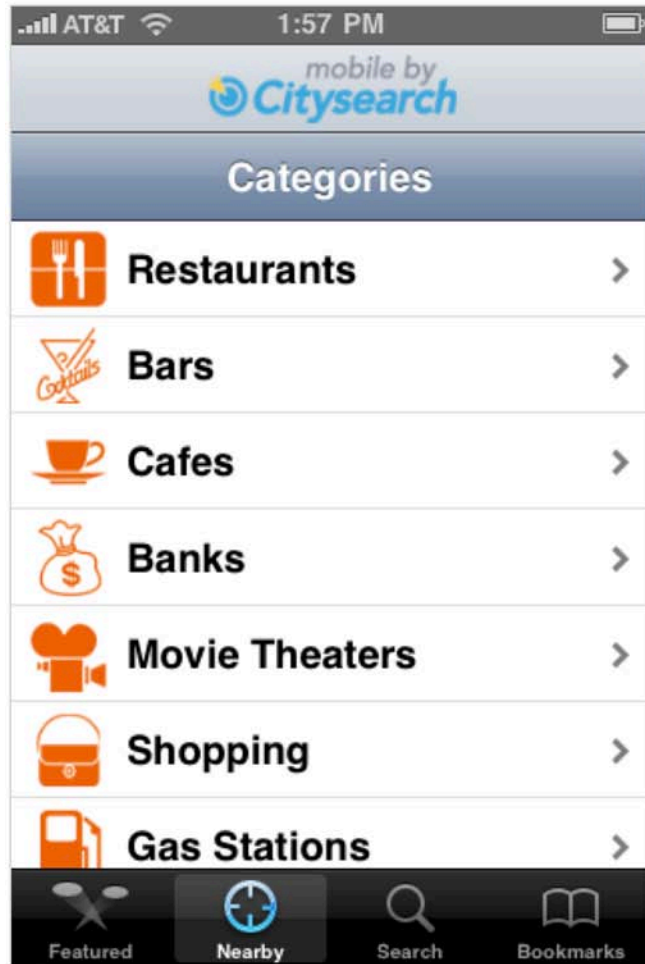
Twitter Counter
n. a fun way to explore your social graph.

Home
[@morville](#)
Direct Messages **14**
Favorites

Saved Searches
Trending Topics
Following

 [RSS feed](#)

Mobile Search



There is one timeless way of building.

It is thousands of years old, and the same today as it has always been.

The great traditional buildings of the past, the villages and tents and temples in which man feels at home, have always been made by people who were very close to the center of this way.

It is not possible to make great buildings, or great towns, beautiful places, places where you feel yourself, places where you feel alive, except by following this way.

And, as you will see, this way will lead anyone who looks for it to buildings which are themselves as ancient in their form, as the trees and hills, and as our faces are.

The Timeless Way of Building
Christopher Alexander



Window Place (180)

Everybody loves window seats, bay windows, and big windows with low sills and comfortable chairs drawn up to them.

May be part of:

- Entrance Room (130)
- Zen View (134)
- Light on Two Sides (159)
- Street Windows (164)

May contain:

- Alcoves (179)
- Low Sill (222)
- Built-In Seats (202)
- Deep Reveals (223)

A Pattern Language

Christopher Alexander et al.



[Peter Morville](#) > [Collections](#)



Search Patterns

A sandbox for collecting search examples, patterns, and anti-patterns. Please add tags, notes, and comments, and suggest new examples.



Best Bets

7 sets



Faceted Navigation

17 sets



Behavior & Design

4 sets



Auto-Suggest

5 sets



Clustering

3 sets



Structured Results

1 set



Pagination

2 sets



Advanced Search

2 sets



Site Search (Small)

2 sets



Site Search (Large)

2 sets



E-Commerce

2 sets



Web Search

5 sets



Social Search

4 sets



Enterprise

2 sets



Libraries

3 sets



Vertical Search

3 sets



Media Search

11 sets



Personal

3 sets



Local Search

2 sets



Mobile Search

10 sets

Behavior Patterns

Quit



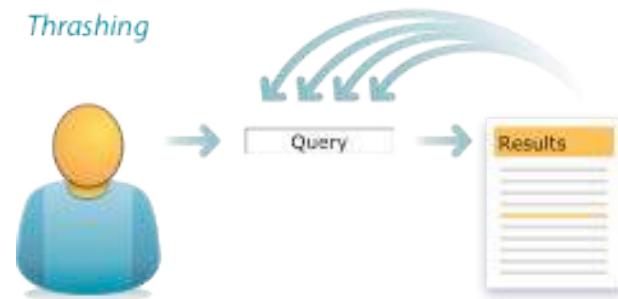
Narrow



Expand



Thrashing



Pearl Growing



Design Patterns

Auto-Complete



Federated Search



Best First



Faceted Navigation



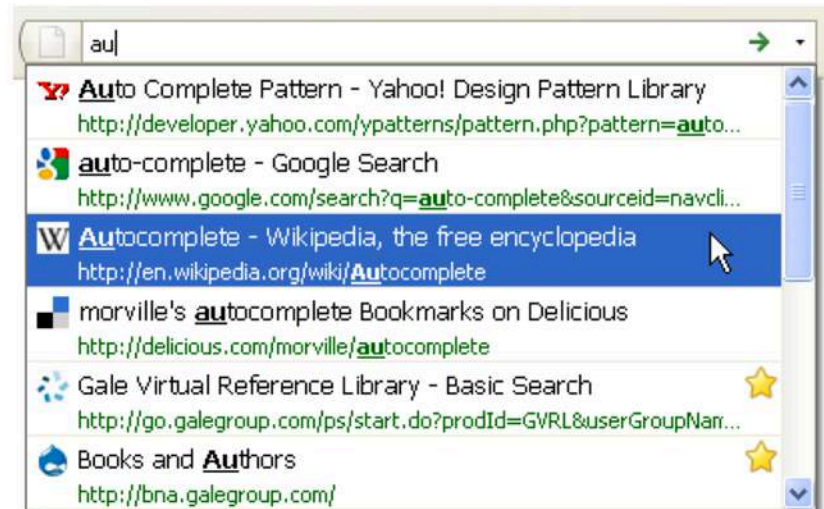
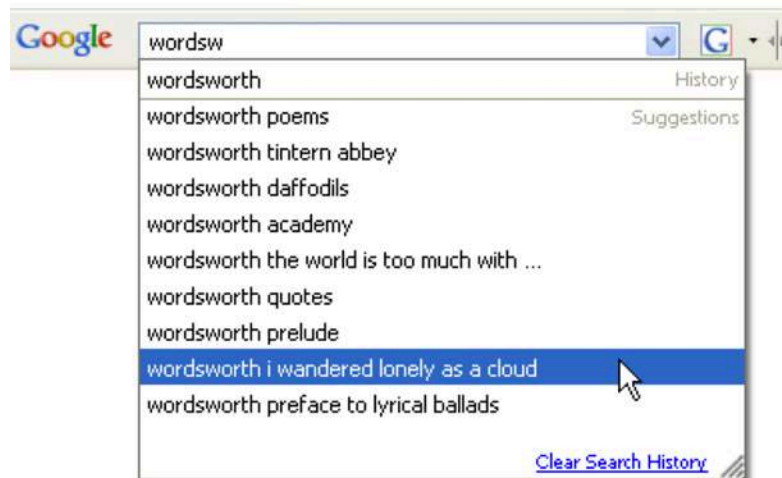
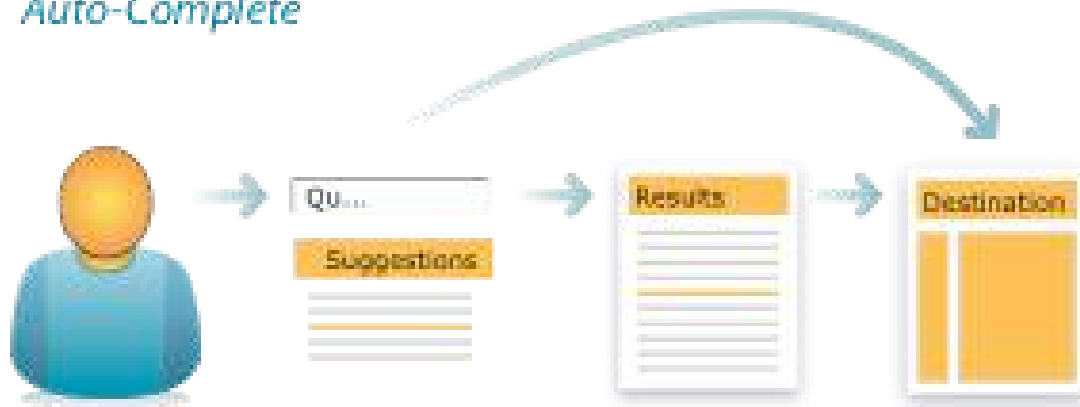
Advanced Search



Structured Results



Auto-Complete



Because typing (and typos) take time.



Web Images Video Local Shopping More ▾

dylan thom|

Search

Options ▾

dylan thomas
dylan thomas poems
dylan thomas biography
dylan thomas do not go gentle
dylan thomas poetry

Explore related concepts:

poems
poetry

Dylan Marlais Thomas
laugharne

Welsh poet
Caitlin Macnamara
Under Milk Wood
1914

Settings

Auto-Complete

Auto-Suggest

Best First



In search, results must be simple, fast, and relevant.



constitution

Search

[Advanced Search](#)
[Preferences](#)

Web [Show options...](#)

Results 1 - 10 of about 111,000,000 for **constitution** [definition] (0.12 seconds)

43%

15%

10%

5%

[The United States Constitution - The U.S. Constitution Online ...](#)

Feb 6, 2009 ... A Hypertext version of the United States **Constitution**.

[www.usconstitution.net/const.html](#) - [Cached](#) - [Similar](#)

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[The full **Constitution**, in both hypertext and word-processor formats, can be purchased and downloaded for individual local use from the LII. ...

[www.law.cornell.edu/constitution/constitution.overview.html](#) - [Cached](#) - [Similar](#)

[Constitution of the United States - Official](#)

The work of many minds, the US **Constitution** stands as a model of cooperative statesmanship and the art of compromise.

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[News results for constitution](#)



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Both chambers have disagreed with each other on the code of behaviour relating to the **constitution** review process, and said they will go ahead on individual ...

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Legal Information & Research on US **Constitution** & Federal Laws.
[USConstitution.FindLaw.com](#)

[ACS Blog - Constitution](#)

Rigorous Debate on Legal & Policy Issues that matter in 2009
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Full text Tags only

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wairarapa dawn

Uploaded on 14 December 2006



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 [park](#), [new](#), [red](#), [orange](#) ...



Untitled

Uploaded on 12 April 2007



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SEARCH



Search Term(s)

All

[advanced search](#)

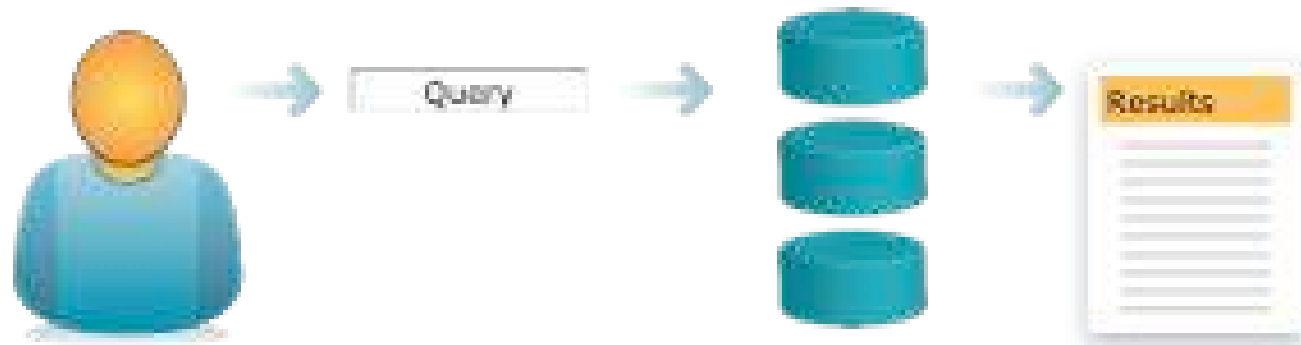
Search took 0.19 seconds. Showing results 1-10 of about 431 for cars.

WCC Search Results

★ Featured Results

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Federated Search

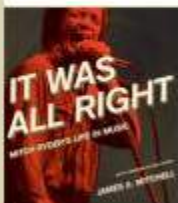


Because users don't know where to look.



[Audio](#) | [Events](#) | [Local Events](#) | [Music](#)

Submitted by manz on Sat, 03/15/2008 - 3:29pm.



Mitch Ryder is around town this week!

Author and reporter James A. Mitchell will be discussing his new (soon-to-be-released) book, [It was All Right: Mitch Ryder's Life in Music](#), on Wednesday, March 19 at 7:00pm the Downtown Library. Mitchell will be discussing the life and times of the music legend as presented in the biography. [Mitch Ryder](#) has been in the music business most of his life and has had many [hit songs](#), most notably the ones from the 1960s, such as "Devil With a Blue Dress On."

The music doesn't stop there! On Saturday, March 22 Mitch Ryder and the Detroit Wheels will be performing live at the Michigan Theater at 8:00pm as part of the [Legends of Rock & Roll Series](#). In lieu of an opening act Ryder will be interviewed by rock journalist Gary Graff. Visit the [theater's website](#) for stats and ticket info.

[login or register to post comments](#)

[Events Blog](#) | [AXIS](#) | [Teens](#)

Submitted by K.C. on Sat, 03/15/2008 - 9:29am.



Cassandra Carter's Latest!

Released March 1, [16 Isn't Always Sweet](#) is about Jordan who for her 16th birthday gives herself a hip new look. She and her best friend Adrienne audition for the hottest rapper's new video. When only Jordan is selected, Adrienne reacts by spreading ugly rumors. Having lost her reputation and her best friend, Jordan is about to find strength she never knew she had.

Hear teen author Cassandra Carter at Malletts Creek Branch 7-8 p.m. Tuesday, March 18. Learn how she got two books published just out of high school. Nicola's will sell books at the event. Buy your own copies and get them autographed.



Featured Events

Foreign Babes In Beijing

Former Ann Arborite Rachel DeWoskin traveled to Beijing in 1994 to work as a PR consultant and later starred in a Chinese nighttime soap opera, the popular [Foreign Babes In Beijing](#). She returns to Ann Arbor to discuss her memoir, [Foreign Babes In Beijing: Behind the Scenes of a New China](#) – now being made into a feature film – and her experiences as a foreigner in China on [Thurs, Mar 27 at 7](#)

Faceted Navigation



Multiple ways to search (and browse) in combination.

"laptop" > \$910 - \$1070 > Hewlett Packard > At least 1 GB > 14 - 15 Inch > Bluetooth > 4 - 5 lbs

What are you shopping for?

Back to: [Home](#) > [Computers](#) > [Hardware](#) > [Laptops](#) > "laptop"

Laptops

Not looking for Laptops? Try [Laptop Accessories](#) or [Hard Drives](#), or see all matches for "laptop".

Related Searches: [laptops](#), [laptop](#), [notebooks](#), [notebook](#), [laptop computer](#)... more

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Price Range

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- \$710 - \$970 (914)
- \$970 - \$1240 (890)
- \$1240 - \$1700 (922)
- Above \$1700 (899)

\$ - \$

Installed RAM

- At least 1 GB (5,032)

Sort by:

Showing:



Lenovo ThinkPad T61 (0883609215033) PC Notebook

★★★★☆ See 4 reviews

14.1 in. [More](#)

[Compare](#)

\$1,291 - \$1,510

from 2 stores

[COMPARE PRICES](#) >>



Hewlett Packard Pavilion DV6626US (GS797UA) PC Notebook

★★★★☆ See 3 reviews

MPN: GS797UA#ABA, 1 GB RAM, 15.4 in. [More](#)

[Compare](#)

\$650 - \$1,099

from 3 stores

[COMPARE PRICES](#) >>



Acer Aspire 3100-1458 (099802113988) PC Notebook

★★★★☆ See 4 reviews

1.8 GHz, 1 GB RAM, 15.4 in. [More](#)

[Compare](#)

\$520 - \$550

from 2 stores

[COMPARE PRICES](#) >>

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Shipping Option [\(What's this?\)](#)
Free Super Saver Shipping

Display Size

- 20 Inches & Under (210)
- 21 to 29 Inches (338)
- 30 to 39 Inches (455)
- 40 to 49 Inches (761)
- 50 Inches & Up (654)

TV Display Technology

- LCD (1,581)
- Plasma (465)
- LED-Lit (351)
- Projection (100)
- CRT (89)

Brand

- Panasonic (215)
- Sharp (216)
- Vizio (130)
- Tcl (3)
- LG (565)
- Samsung (519)
- Toshiba (168)
- [See more...](#)

Features & Apps

- Amazon Instant Video (138)
- Google TV (8)
- MLB.tv (2)
- Netflix (112)
- Pandora (74)
- Internet Ready (305)
- 3D (376)
- Wi-Fi Ready (64)
- Wi-Fi Built In (26)

Electronics > Television & Video > Televisions

Showing 1 - 24 of 3,424 Results

Sort by Most Popular

Display Size

<p>20 Inches & Under (210)</p>	<p>21 to 29 Inches (338)</p>	<p>30 to 39 Inches (455)</p>	<p>40 to 49 Inches (761)</p>	<p>50 Inches & Up (654)</p>
---	---	---	---	--

1.



Samsung UN55D8000 55-Inch 1080p 240Hz 3D LED HDTV (Silver)

Buy new: ~~\$3,599.99~~ [Click for product details](#)

15 new

1 used from \$2,120.00

Only 1 left in stock - order soon.

★★★★☆ (104)

2.



Panasonic VIERA TC-L32C3 32-Inch 720p LCD HDTV

Buy new: ~~\$399.95~~ [Click for product details](#)

4 new

1 used from \$358.00

Get it by **Friday, Sep 30** if you order in the next **6 hours** and choose one-day shipping.

★★★★☆ (66)

Eligible for **FREE** Super Saver Shipping and **FREE** Returns.

3.



Sharp LC40LE830U Quattron 40-inch 1080p 120 Hz LED-LCD HDTV, Black

Buy new: ~~\$1,099.99~~ [Click for product details](#)

15 new

Get it by **Friday, Sep 30** if you order in the next **6 hours** and choose one-day shipping.

★★★★☆ (50)

Eligible for **FREE** Super Saver Shipping and **FREE** Returns.

4.



5.



6.



Dylan Thomas

Dylan Thomas

Dylan Thomas

Search Amazon.com

Search Amazon.com

Search Amazon.com

"Dylan Thomas" > Books

"Dylan Thomas" > Books >

"Dylan Thomas" > Books >

Literature & Fiction > Poetry

Literature & Fiction > Poetry >

Relevance Sort

Bestselling Sort

Bestselling Sort

Filter These Results

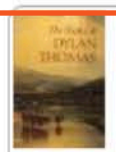
Filter More

Filter More

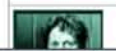
Filter More



1. [Dylan Thomas: The Caedmon Collection \(Audio CD\)](#)
Dylan Thomas
Eligible for FREE Super Saver Shipping
\$19.77 (34%) - In Stock
Used & new \$15.92 and up
★★★★☆ (14)

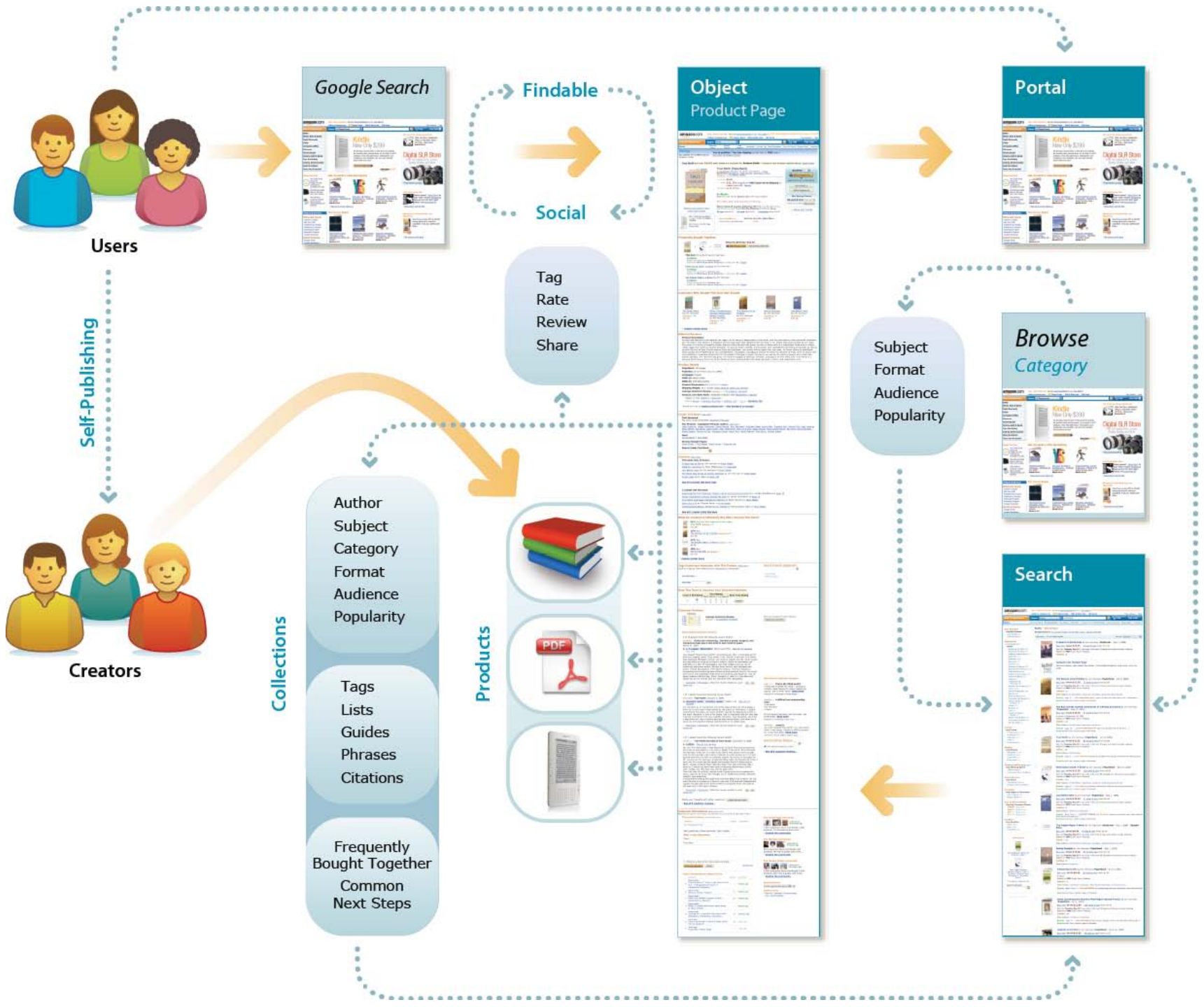


1. [The Poems of Dylan Thomas, New Revised Edition \[with CD\] \(Hardcover\)](#)
Dylan Thomas
Eligible for FREE Super Saver Shipping
\$23.07 (34%) - In Stock
Used & new \$19.98 and up
★★★★☆ (9)



2. [Selected Poems 1934-](#)

- New Releases
- Department
- Format
 - [Printed Books \(1135\)](#)
 - [Audiobooks \(26\)](#)
 - [Kindle Books \(4\)](#)





The Library of Congress

“To further the progress of knowledge and creativity.”

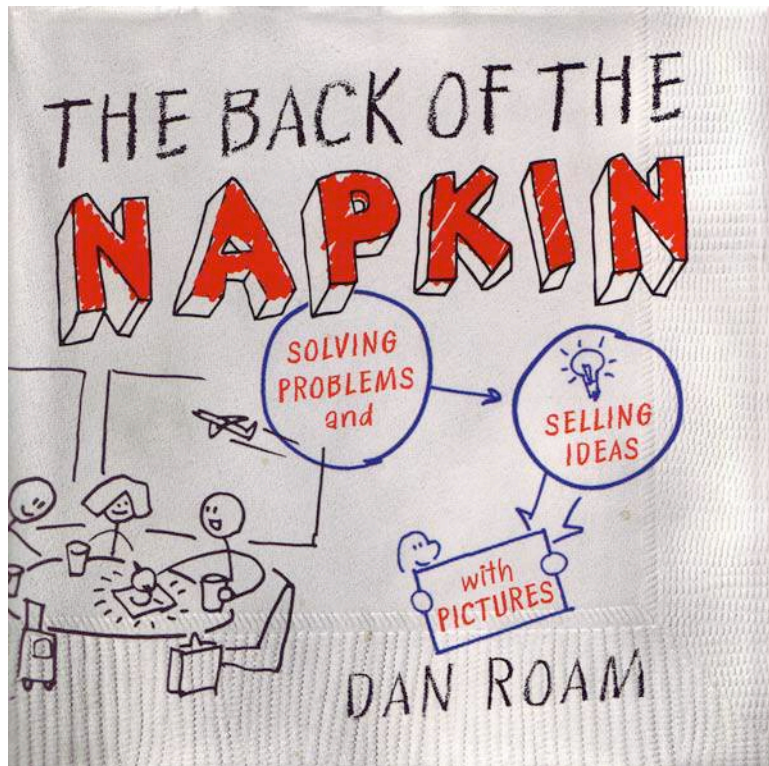


Fragmentation

Fragmentation into multiple sites, domains, and identities is clearly a major problem. Users don't know which site to visit for which purpose.

Findability

Users can't find what they need from the home page, but most users don't come through the front door. They enter via a web search or a deep link, and are confused by what they find. Even worse, most never use the Library, because its resources aren't easily findable.



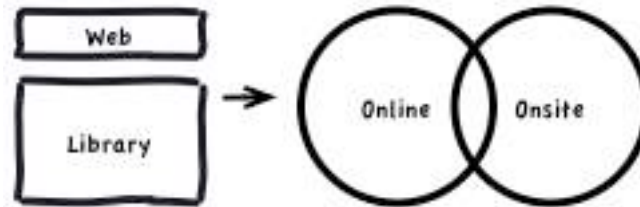
Visual Thinking Unwritten Rule #1

“Whoever best describes a problem is the person most likely to solve the problem.

...or, whoever draws the best picture gets the funding.”

Web Strategy

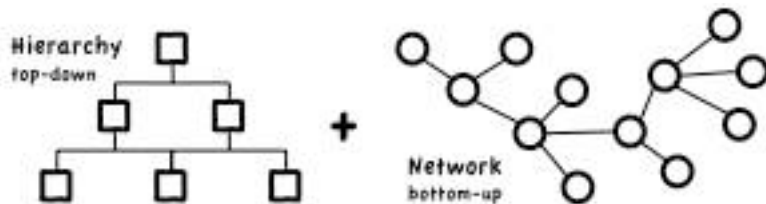
1. One Library



2. Core Areas



3. Network Intelligence





Stories



Proverbs



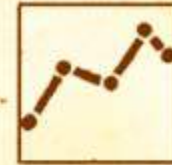
Personas



Scenarios



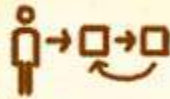
Content Inventories



Analytics



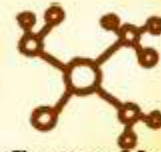
Wireframes



Process Flows



System Maps



Concept Maps



User Surveys



Storyboards



Concept Designs



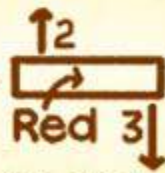
Prototypes



Narrative Reports



Design Patterns



Style Guides



Specifications



Plans



Presentations

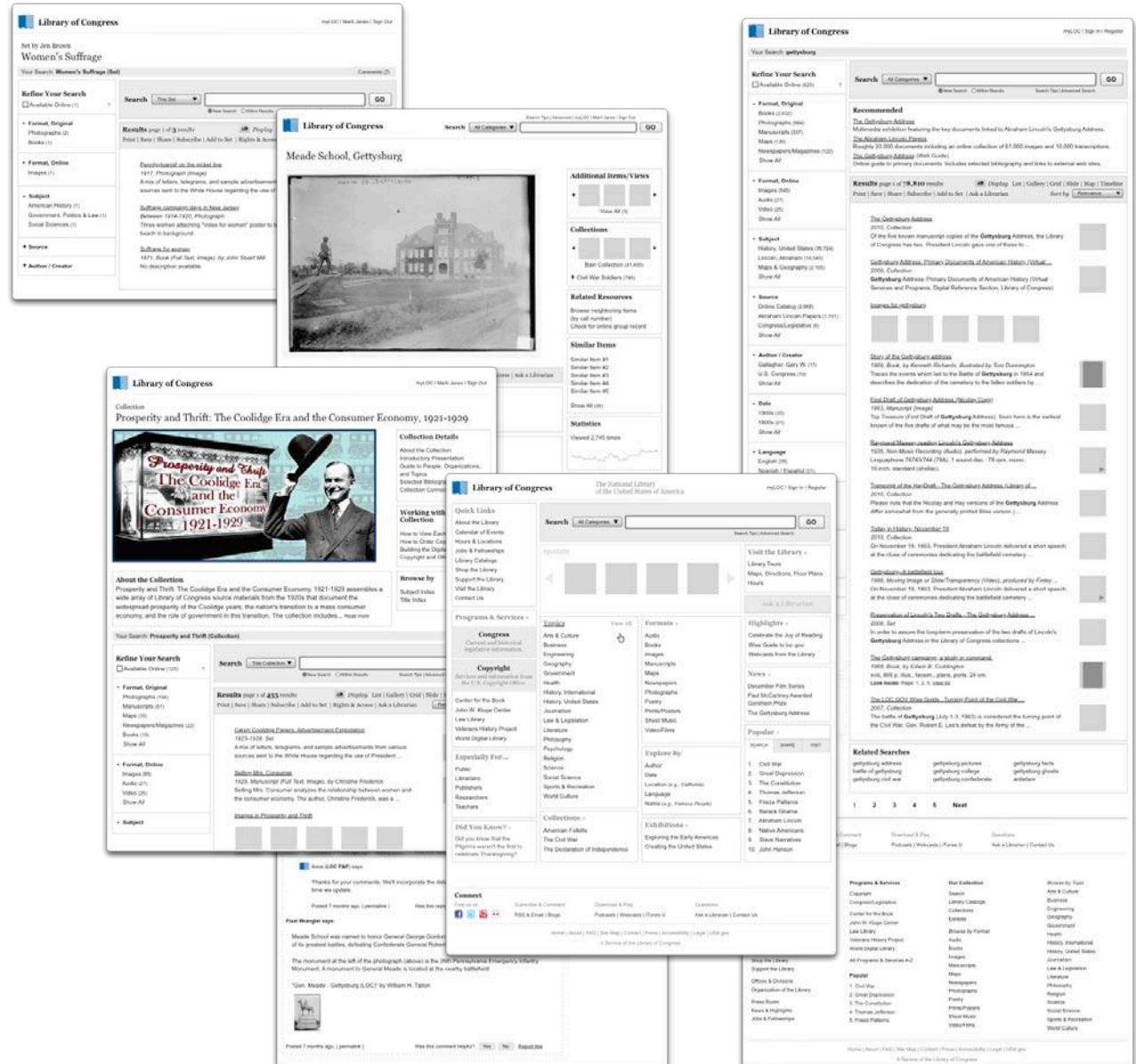
User E^Xperience Treasure Map

by Jeffery Callender and Peter Morville

Wireframes

Interfaces

- Portal
- Search
- Object
- Set
- Page
- ~~Visual Design~~
- Starting Point



About the Library



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Celebrating the 50th anniversary

[New Comic Art Acquisitions](#)
New exhibition opens Sept. 15

[Remembering 9/11](#)
"Witness and Response" exhibition

[September Film Series](#)
American west, urban centers featured

[Rolling Down the Home Stretch](#)
Gateway to Knowledge travels through northeast

More News & Events »

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U.S. Legislative information from the Library of Congress

Copyright.gov
United States Copyright Office: Registration, Law & Policy

Resources & Programs

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Preserving & presenting traditional culture

[Center for the Book](#)
Promoting books, reading & literacy

[Copyright Royalty Board](#)
Determining statutory royalty rates & distributing royalties

[Digital Preservation](#)
A national partnership to preserve new media

[Kluge Center](#)
Enriching the bond between scholars & leaders

[Law Library](#)
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[WHAT WE DO](#)

[HOW WE ARE CHANGING](#)

[OUR FUNDING METHODS](#)

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We are expanding our grantmaking to better address society's pressing issues.

See [How We Are Changing](#) and [Program Updates](#) for our most current information.

[Detroit Program >>](#)

[Environment Program >>](#)

[Health Program >>](#)



La Clínica de la Raza | Oakland, California

News

[Poet and Playwright Bill Harris Is Named 2011 Kresge Eminent Artist](#)

[Charles McGee and Marcus Belgrave: Two Kresge Eminent Artist Monographs Now Available Online](#)

[Physical Activity for Children Must Become National Priority, Says Report from the Convergence Partnership](#)

[Improving the Indoor Environmental Quality of Homes Reduces the Asthma-related Expenses of Residents](#)

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Program Updates

[Kresge Is Closed Wednesday, Feb. 2, Due to Snow](#)

[Facility Investments and Building Reserves Initiative: Webcast of Pre-proposal Information Session Is Now Live](#)

[Kresge Foundation Begins Assessment of its Human Services Program](#)

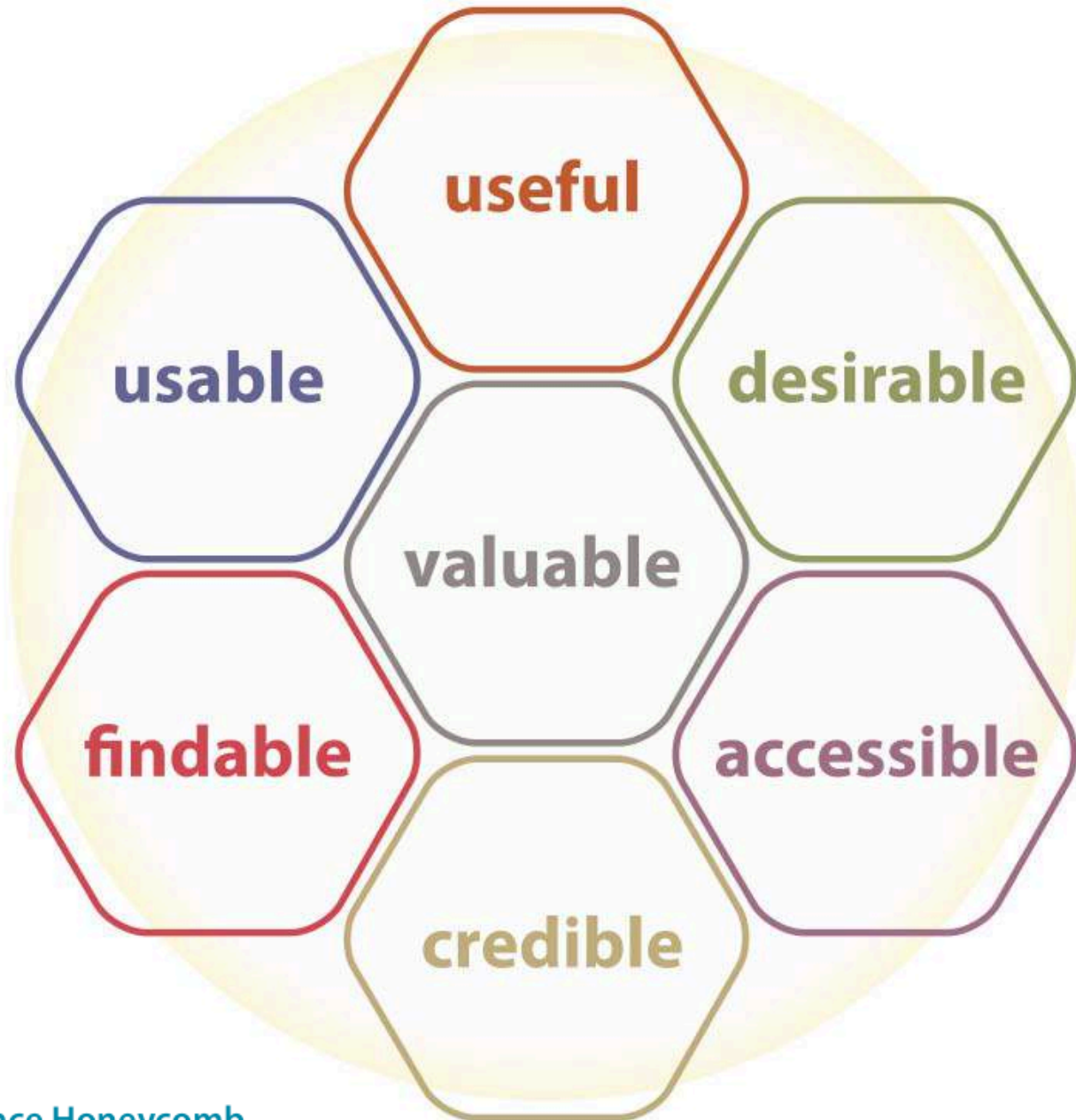
[Call for Applications for the Arts and Culture Program's Facility Investments and Building Reserves Grants](#)

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For general questions, please e-mail the Grants Inquiry Coordinator or call 248.643.9630.

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THE KRESGE FOUNDATION

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- Community Development
- Detroit
- Education
- Environment
- Health
- Human Services

- About Us
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- Funding
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- News

Global Philanthropy Partnership Environment	Carnegie Foundation for the Advancement of Teaching Education		Detroit Riverfront Conservancy and Detroit Greenway Coalition Detroit	Beaufort-Jasper-Hampton Comprehensive Health Services Health
S.S. Kresge Company The Kresge Foundation		Eastern Market Detroit		
AS220 Arts & Culture			Feeding America Human Services	


Recent News

- [Nonprofits work with Gulf Coast communities to respond to climate change](#)
- [Opera Company of Philadelphia and Hancock Shaker Village employ business principles and practices to survive and thrive](#)
- [New website better reflects Kresge Foundation priorities](#)
- [Detroit Revitalization Fellowship Program puts top-flight talent to work in organizations rebuilding the city](#)

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Featured News



Welcome to our new website. 
Rip Rapson shares his views on the new Kresge... [WATCH VIDEO »](#)

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- [President's Corner](#)
- [Grant Highlights](#)
- [Financials](#)
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My Saved App

Access My Saved Application

If you've already started an application, you can log in here... [GO TO MY SAVED APPLICATION »](#)



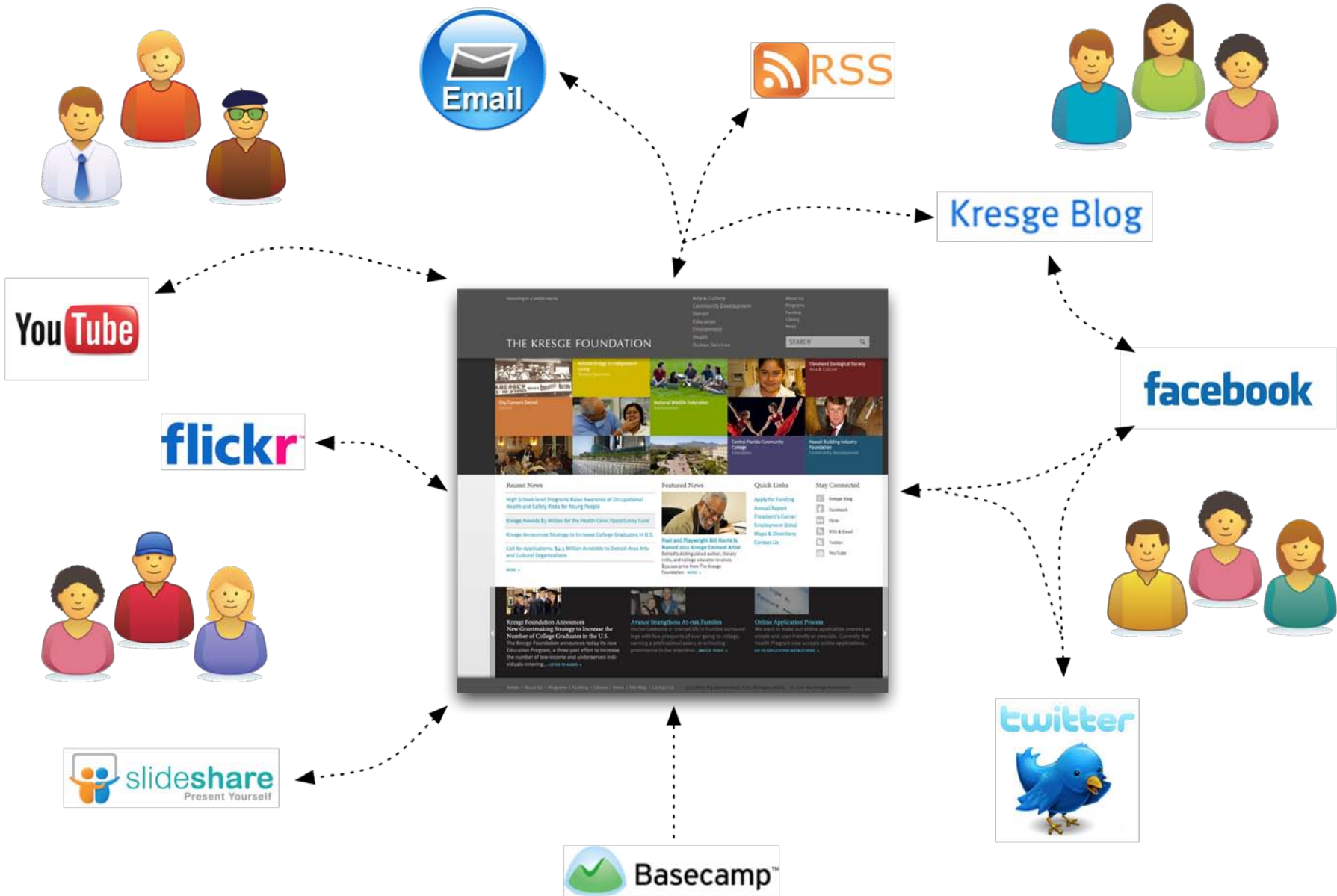
About Us

In 1924, with an initial gift of \$1.6 million, Sebastian Spering Kresge established The Kresge Foundation in Detroit. Twelve years earlier, he and his partner, John G. McCrory, opened the first five-and-10-cent store... [LEARN MORE ABOUT THE KRESGE FOUNDATION »](#)



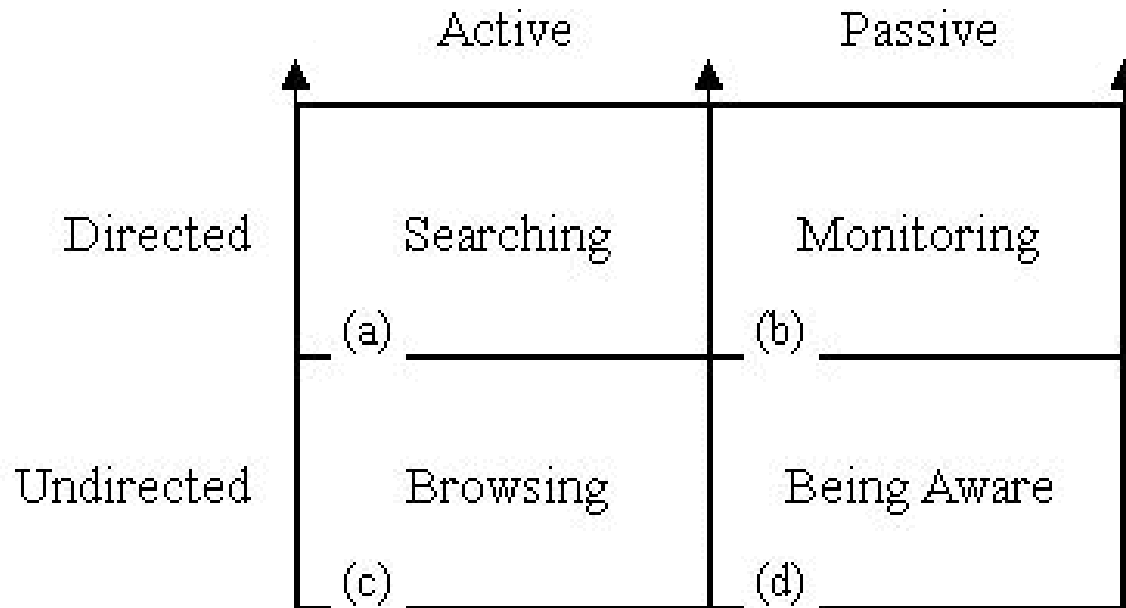
Planning for climate change

A survey finds communities in the Northeast are trying to plan for changes in climate, but need help... [READ NEWS STORY »](#)



Modes of Information Seeking

Marcia Bates, UCLA (2002)



“We absorb perhaps **80 percent** of all our knowledge through simply **being aware** in our social context and physical environment.”

Redefining Search



Callender

"I'm searching for my keys."

Question Answering

HOME | EXAMPLES | ABOUT | FAQs | BLOG | COMMUNITY | DOWNLOAD



What are caffeine and aspirin?

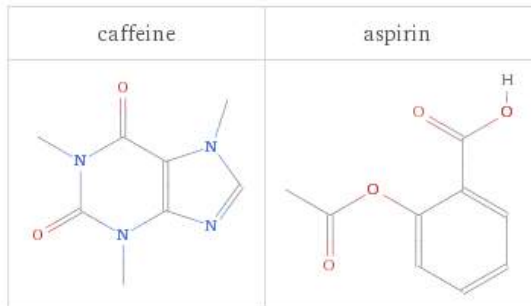


Input interpretation:

Mathematica form

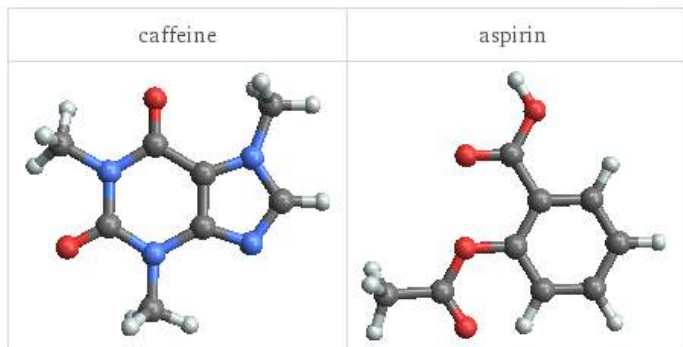
caffeine | aspirin

Structure diagrams:



3D structure:

Show space filling



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C E G Bb D F# A

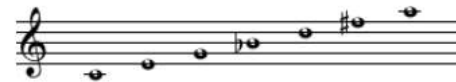


Input interpretation:

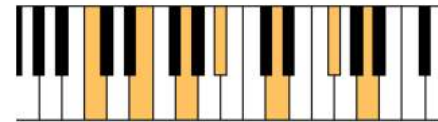
C, E, G, Bb, D, F#, A (musical notes)

Music notation:

Play sound



Keyboard display:



Tone distances:

C₄ to E₄: 4 semitones

E₄to G₄: 3 semitones

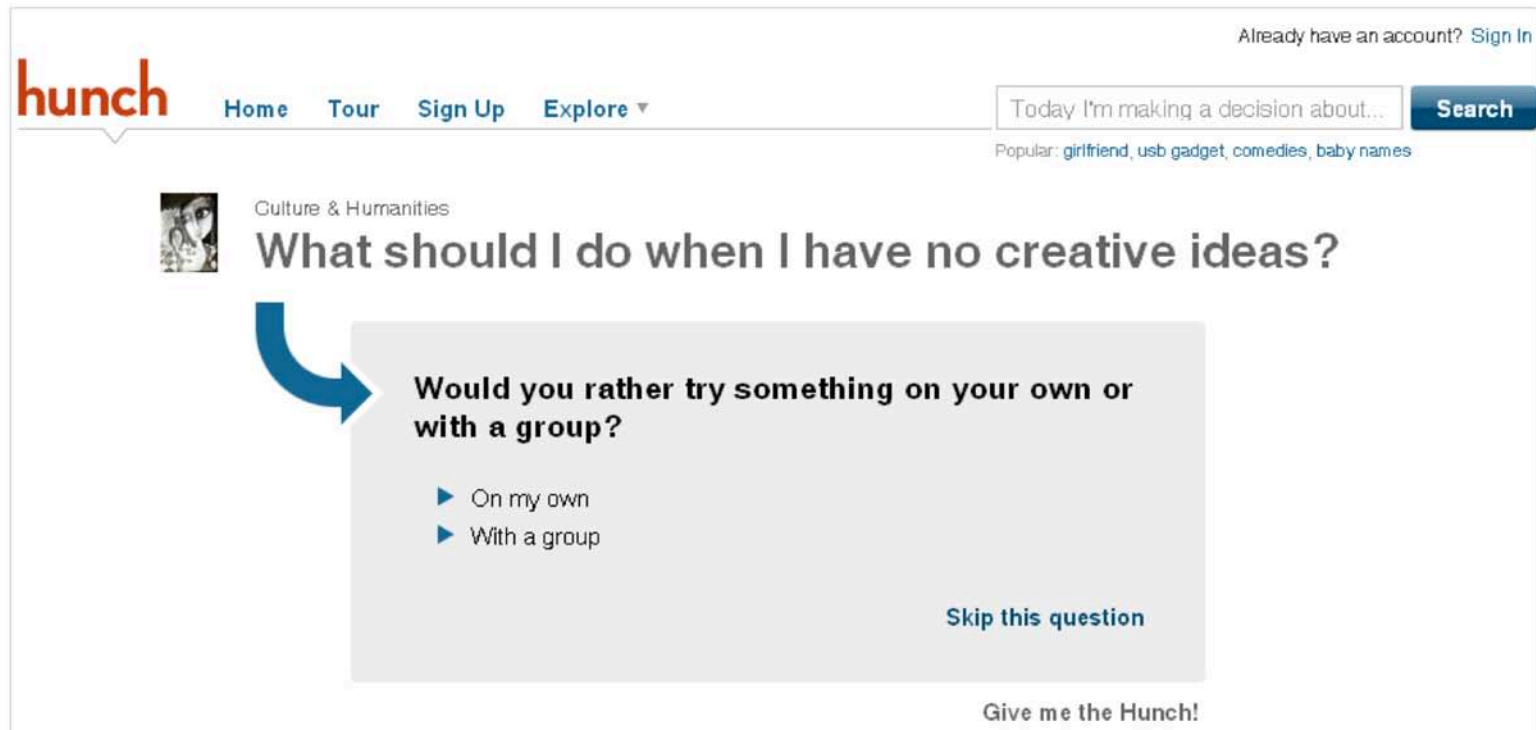
G₄to Bb₄: 3 semitones

Bb₄to D₅: 4 semitones

D₅to F#₅: 4 semitones

F#₅to A₅: 3 semitones

Decision Making



The screenshot shows the Hunch website interface. At the top left is the 'hunch' logo. To its right are navigation links: 'Home', 'Tour', 'Sign Up', and 'Explore'. On the far right of the top bar is a link that says 'Already have an account? Sign In'. Below the navigation is a search bar with the placeholder text 'Today I'm making a decision about...' and a blue 'Search' button. Below the search bar, it says 'Popular: girlfriend, usb gadget, comedies, baby names'. The main content area features a user profile picture and the text 'Culture & Humanities'. The main question is 'What should I do when I have no creative ideas?'. A blue arrow points from this question to a grey box containing the decision question: 'Would you rather try something on your own or with a group?'. Below this question are two radio button options: 'On my own' and 'With a group'. At the bottom right of the grey box is a link that says 'Skip this question'. At the very bottom of the page is a button that says 'Give me the Hunch!'.

hunch

Home Tour Sign Up Explore

Already have an account? Sign In

Today I'm making a decision about... Search

Popular: girlfriend, usb gadget, comedies, baby names

Culture & Humanities

What should I do when I have no creative ideas?

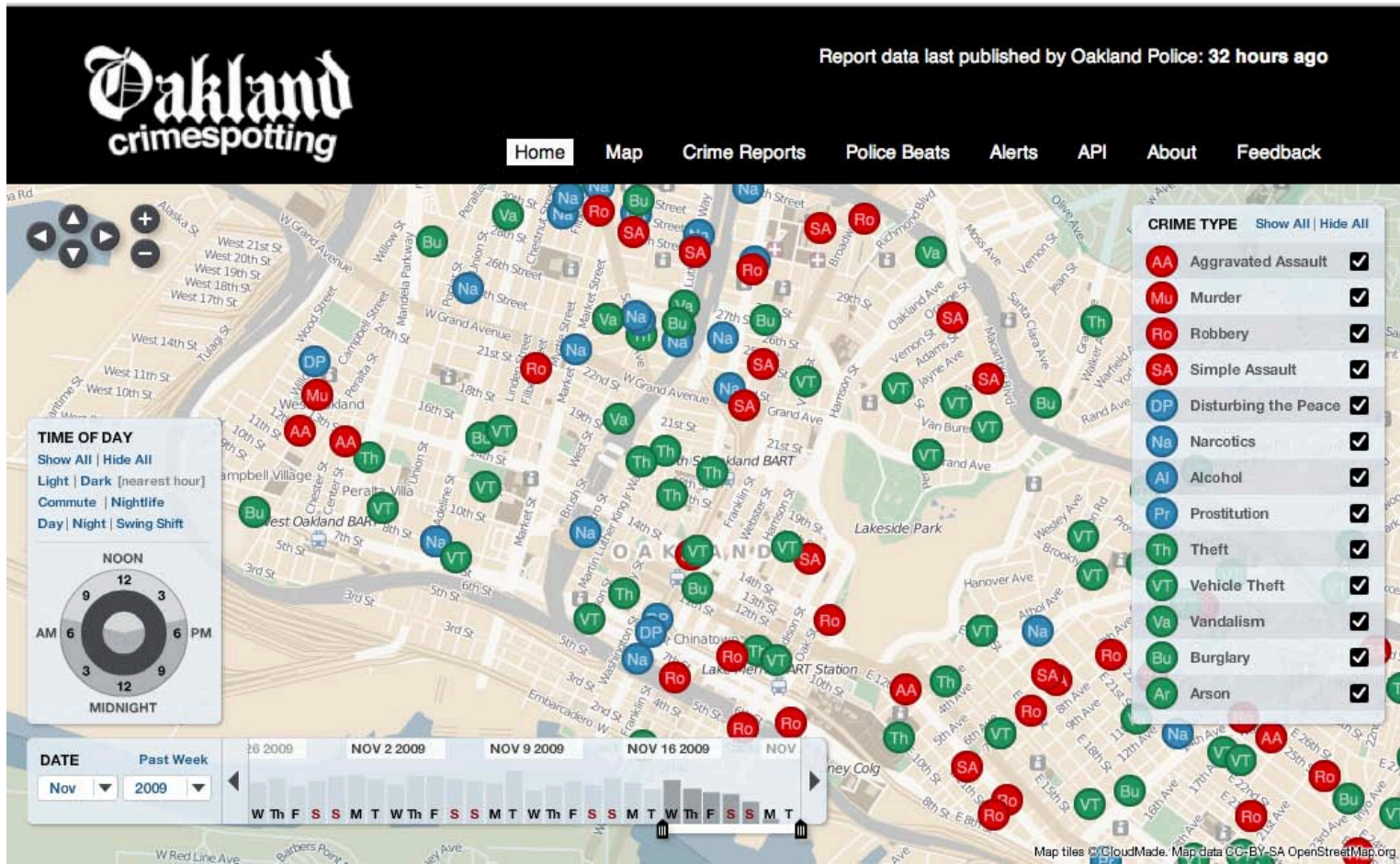
Would you rather try something on your own or with a group?

- ▶ On my own
- ▶ With a group

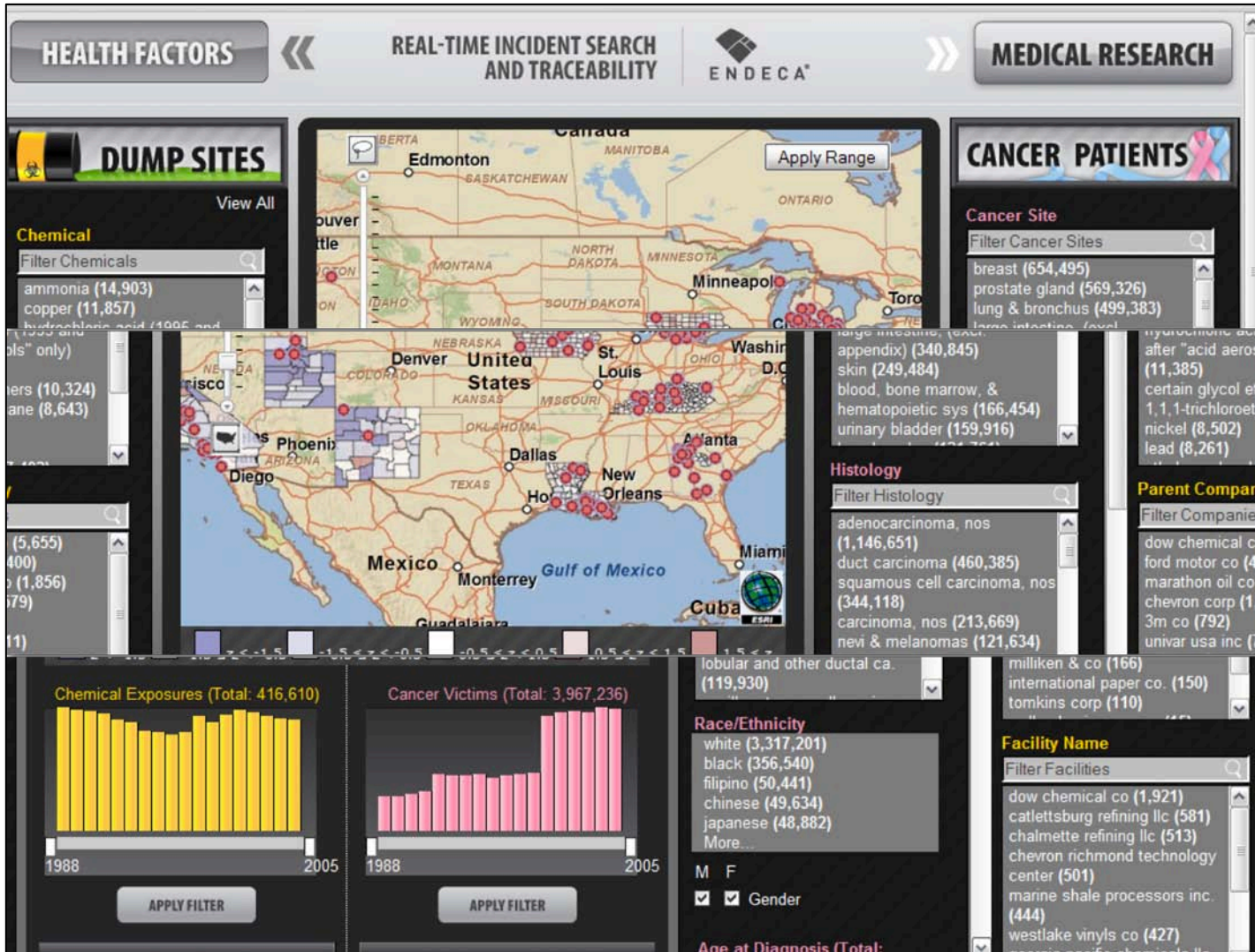
Skip this question

Give me the Hunch!

Understanding



Pattern Recognition



What We Search

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more ▾](#)

morville.peter@gmail.com | [My library](#) | [Web History](#) | [My Account](#) | [Sign out](#)

Google books

subject:"Science Fiction"

Search Books

[Advanced Book Search](#)

Books

Books 1 - 30 of 771 on subject:"Science Fiction". (0.09 seconds)

[List view](#)

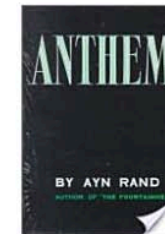
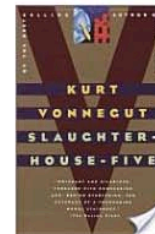
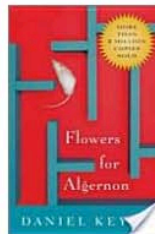
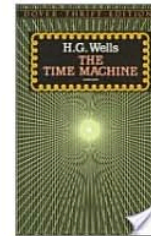
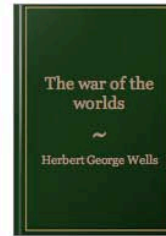
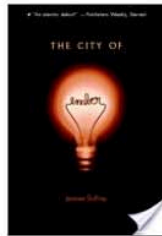
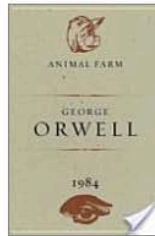
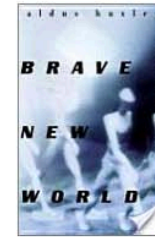
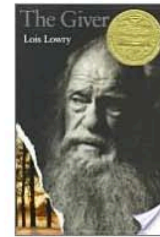
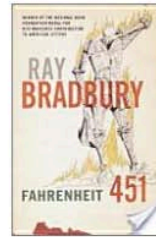
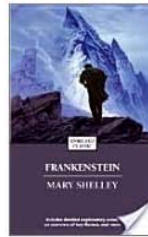
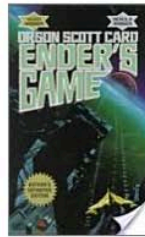
› [Cover view](#)

[All books](#)

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[Full view only](#)

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How We Search



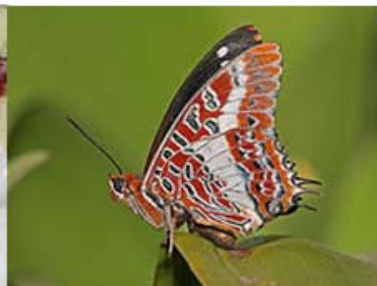
Feels like...

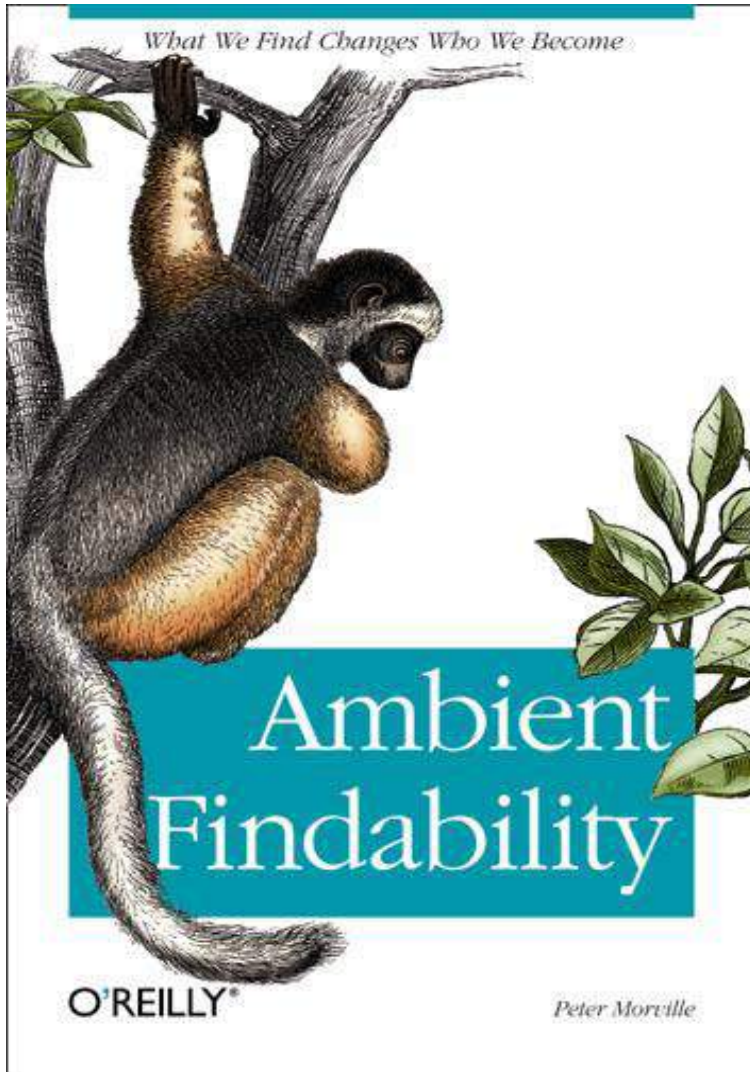
Tastes like...

Looks like...

Sounds like...

Smells like...





find·a·bil·i·ty *n*

The quality of being locatable or navigable.

The degree to which an object is easy to discover or locate.

The degree to which a system or environment supports wayfinding, navigation, and retrieval.

am·bi·ent *adj*

Surrounding; encircling; enveloping (e.g., *ambient air*)

the ability to find anyone or anything
from anywhere at anytime



WIKIPEDIA

WIKIPEDIA

Hofburg Imperial Palace
Wikipedia founder Jimmy Wales's **personal appeal for donations** on the project's fifth anniversary



WIKIPEDIA

11th anniversary



Hofburg **Neue Burg** section, seen from **Heldenplatz**. In front the statue of Prince **Eugene of Savoy**.

Hofburg Imperial Palace is

WIKIPEDIA

municipalities: 0

Map: Vienna and its Bezirke

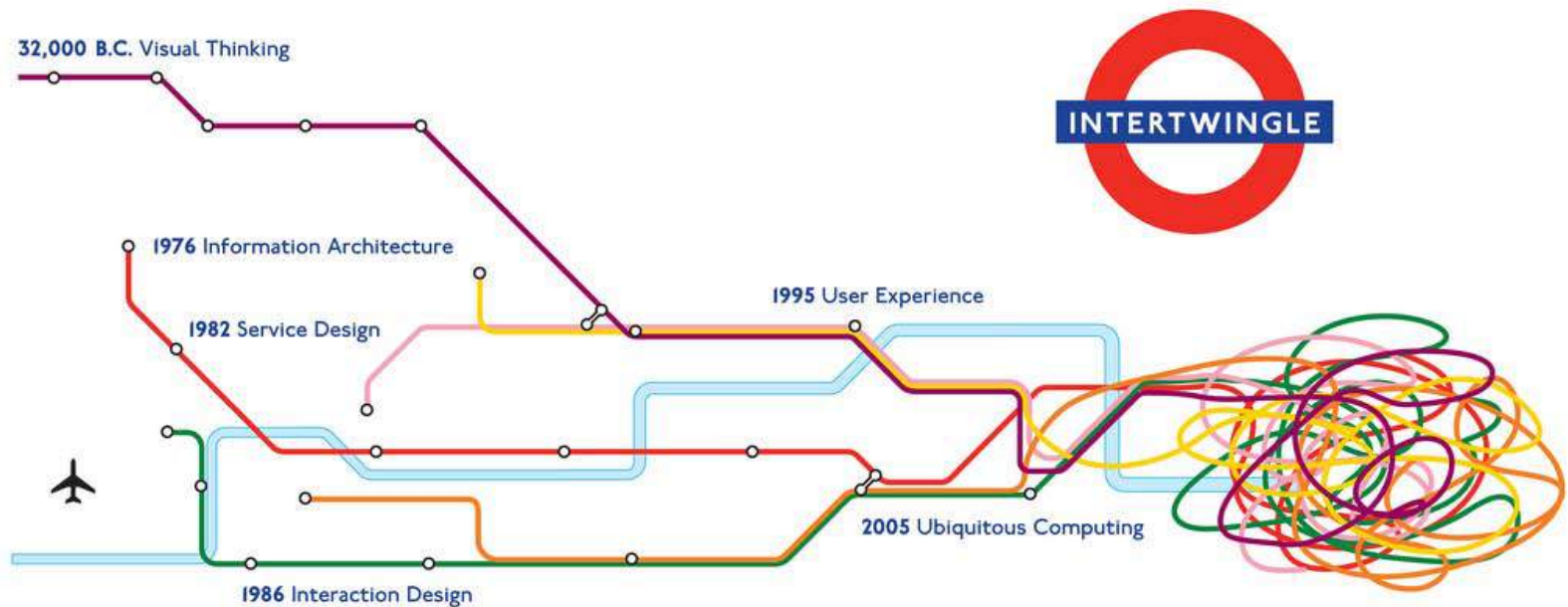


Vienna (German: *Wien* [viːn]; Slovenian: *Dunaj*, Hungarian: *Bécs*, Czech: *Videň*, Slovak: *Viedeň*, Romany *Vidnya*; Croatian and Serbian: *Beč*) is the **capital** of **Austria**, and also one of Austria's nine **states** (*Land Wien*). With a population of about 1.6 million, Vienna is the largest city and the **cultural** and **political** centre of Austria.

WIKIPEDIA

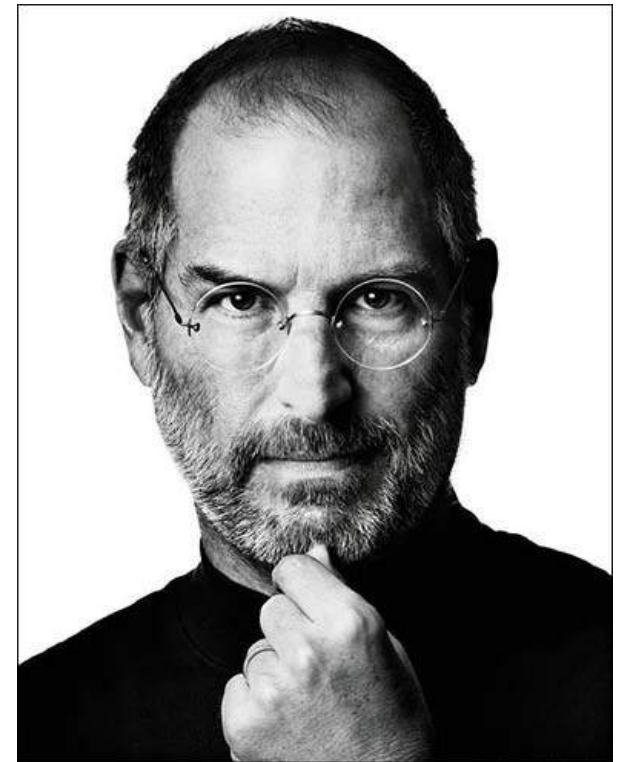
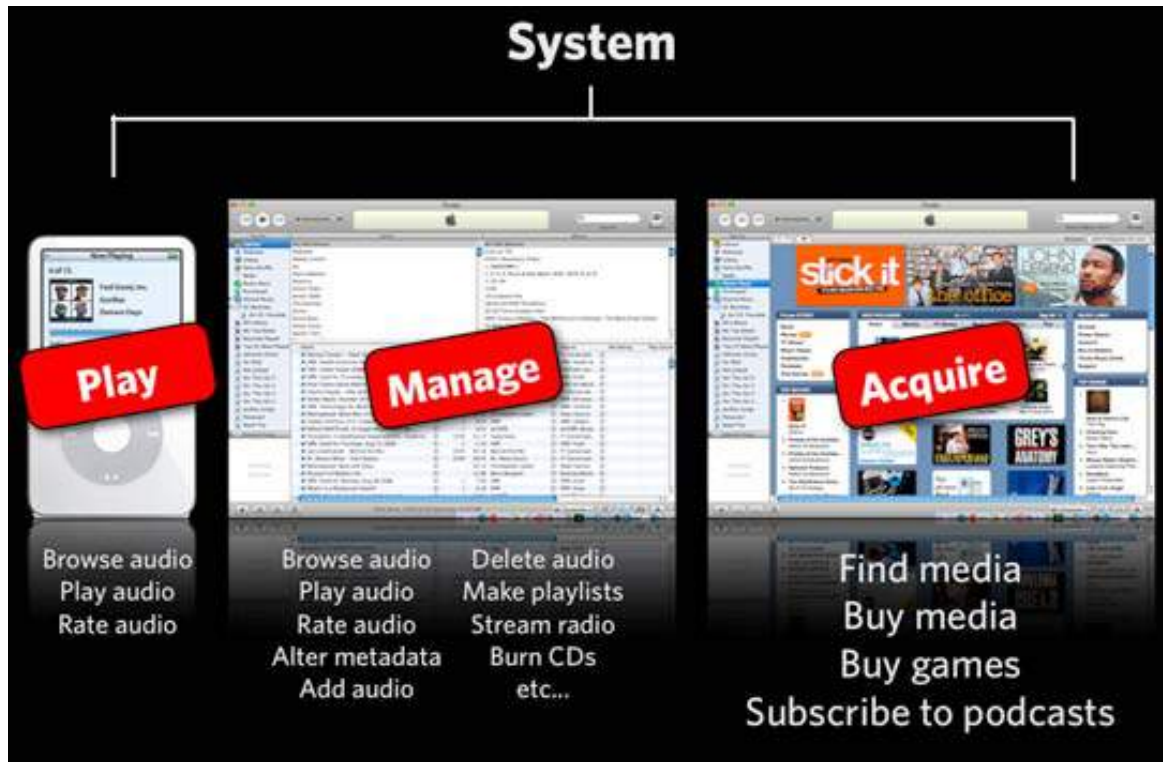
Vienna (German: *Wien* [viːn]; Slovenian: *Dunaj*, Hungarian: *Bécs*, Czech: *Videň*, Slovak: *Viedeň*, Romany *Vidnya*; Croatian and Serbian: *Beč*) is the **capital** of **Austria**, and also one of Austria's nine **states** (*Land Wien*). With a population of about 1.6 million, Vienna is the largest city and the **cultural** and **political** centre of Austria.

“Information is blurring the lines between products and services to create multi-channel, cross-platform, trans-media, physico-digital user experiences.” Peter Morville



“People keep pretending they can make things deeply hierarchical, categorizable, and sequential when they can’t. Everything is deeply intertwined.” Ted Nelson

World's Best Information Architect





My Runs

RUN TOTALS - 02/06/07 at 2:43 PM

4.74mi	27'08"	5'43"/mi	493	Basic
DISTANCE	TIME	PACE	CALORIES	WORKOUT

See My Runs

OPTIONS

4.74mi

GOALS

CHALLENGES

NIKE.COM

WELCOME NICK | LOGOUT | MY ACCOUNT | NEWSLETTER

Findings: I have completed 63 runs for a total of 292.78mi. My average pace is 7'09" per mi.

MY RECORDS

Events

Map It

Leaderboard

My Runs

Products

Community

Sport Music

Support

Find routes | Draw a route

Enter a location

Try entering a zip code, city, state and/or country.

My routes: You currently have no routes.

MINI-MAP

00632073

Challenges

View Challenges: Active

CHALLENGE OPTIONS

Trash Talk 20k or bust

baby, you're going down!

ur hot

looks like ur bust babe 1P

Talk trash here

andrewkumar 3 days ago

jeanettehill 4 Hours Ago

jeanettehill 45 Minutes Ago

BACK TO CHALLENGE

where can I drive? ▾



4 learn about the simple steps to zipcar freedom ▶

- 
1. join
- 
2. reserve
- 
3. unlock
- 
4. drive

ready to hop on board?

join zipcar



car rental is so last century

Zipcar is the smarter alternative to car rental or ownership. You get wheels when you want them and pay as you go (literally).

more ▾

touch and go.


Zipcar for the iPhone.

get the app free ▶

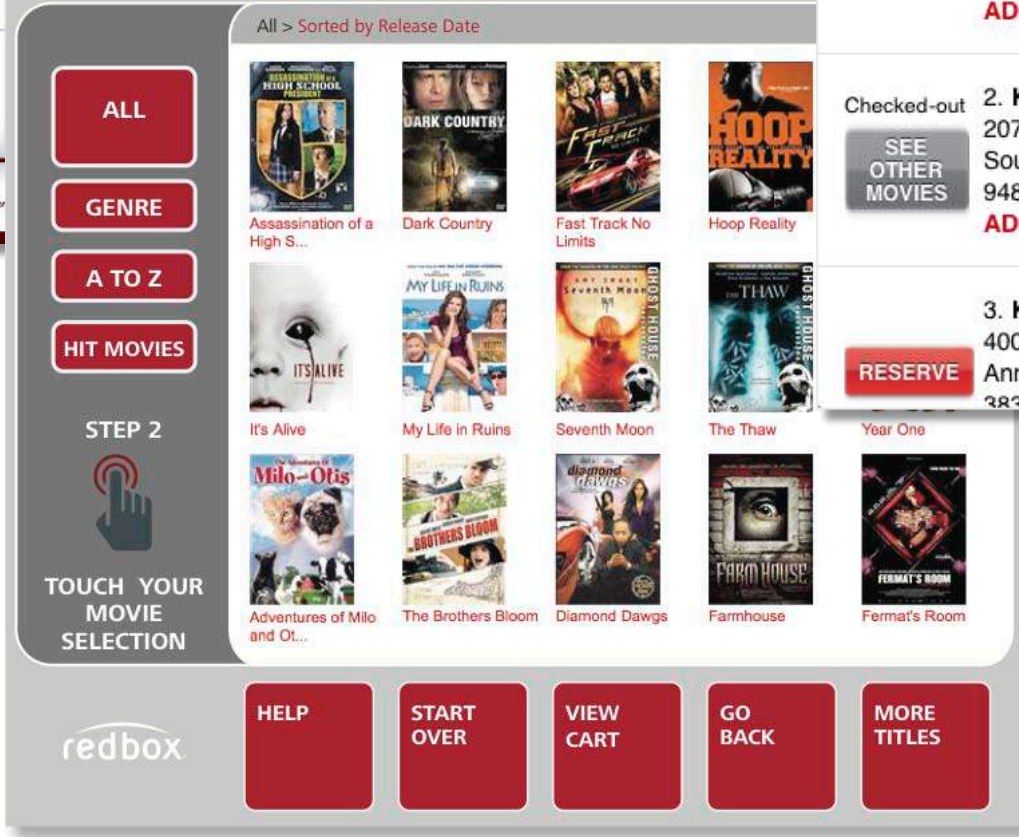
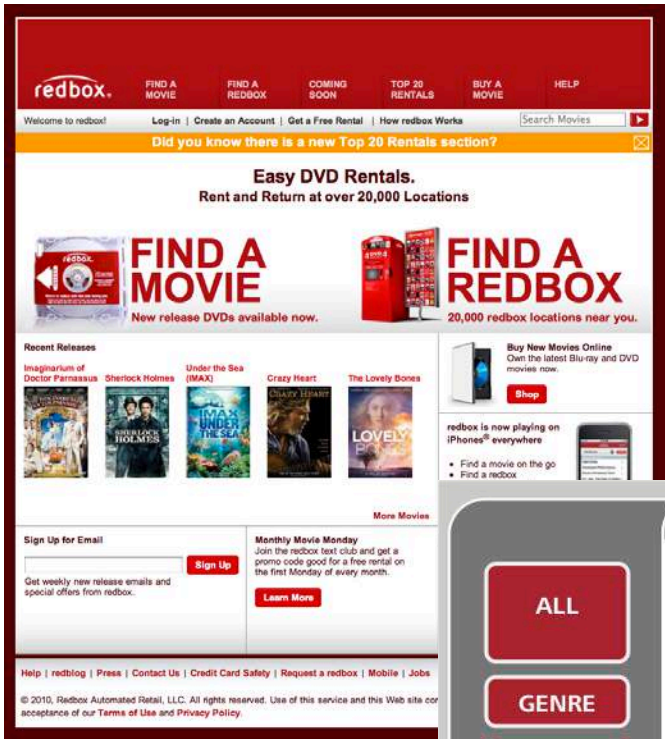


we're all a-twitter

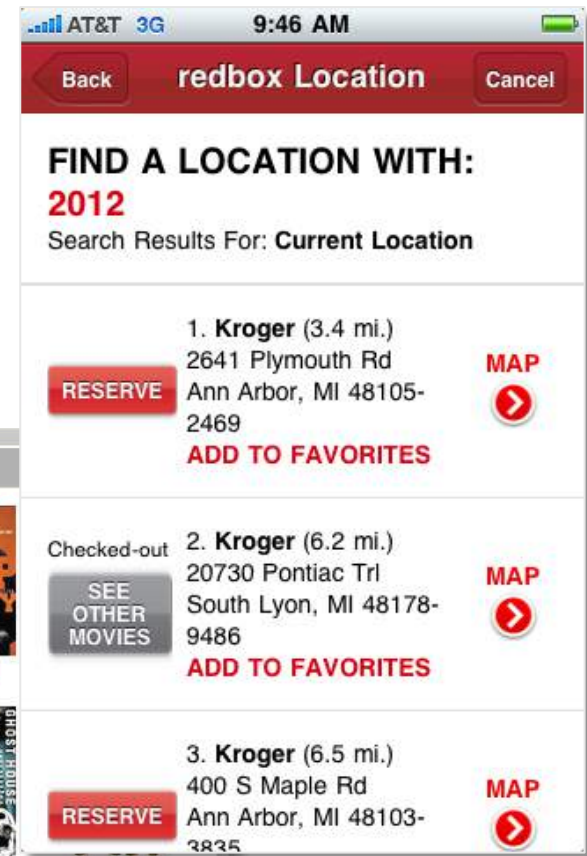
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Desktop



Kiosk



Mobile

The WiFi Body Scale

FAT
MUSCLE
BMI

Your weight charts in your pocket.

Introduction in video



On your iPhone, Android



iPad, iPad2



And your computer

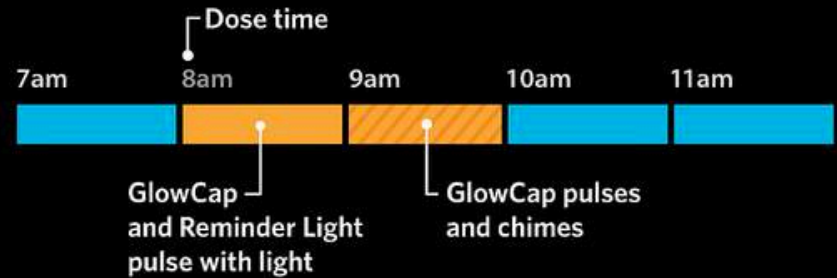
Discover all of the scale's functions

VITALITY™



GlowCaps™

Dramatically improve medication adherence, through wireless packaging, reminders, reports, and rewards.




“After a half-hour, a three-tone alert sounds...If the bottle still has not been opened, the system makes an automated reminder phone call to the patient or a caregiver. The GlowCap system compiles adherence data which anyone can be authorized to track. That way the doctor can make sure Gramps stays on his meds.”


Find Homes


Address or Neighborhood or City or ZIP

For Sale, Zestimate® Home Values, Rentals


Ann Arbor Township Homes For Sale



2750 Valley Dr
3 beds, 1,752 sqft, 2.0 baths
For Sale: \$135,900 



2935 Salem Dr
3 beds, 2,186 sqft, 2.5 baths
For Sale: \$248,900



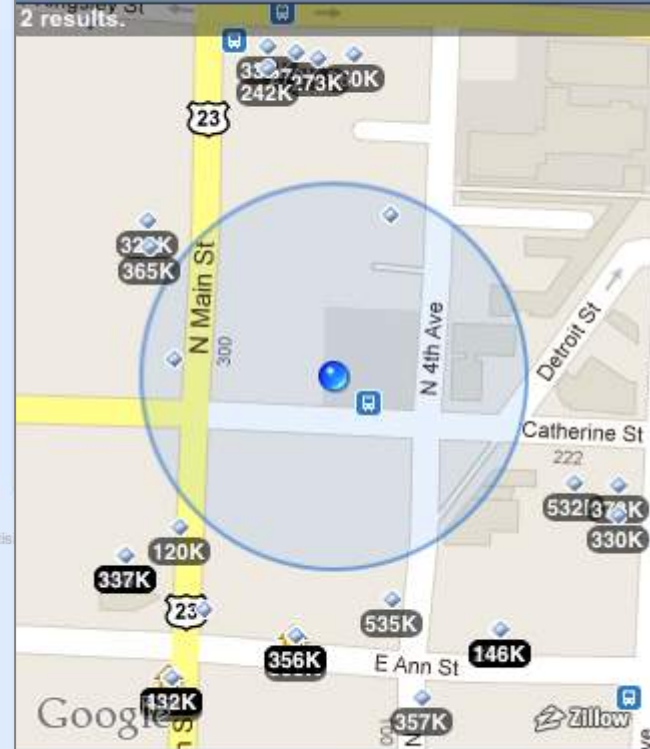
619 Liberty Pointe Dr
2 beds, 1,386 sqft, 2.5 baths
For Sale: \$89,000

[Ann Arbor Township Homes For Sale](#)

AT&T 10:00 AM

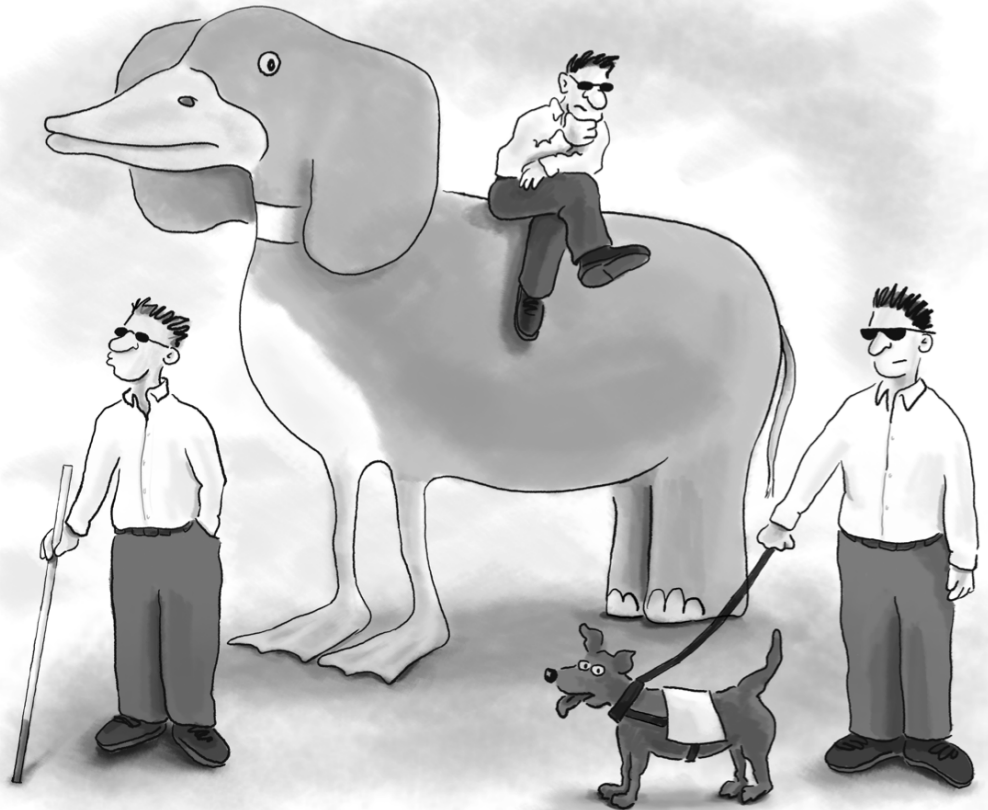
Current Location Filter

2 results.



Views Map List

Search is a Wicked Problem



"What problem?"

- Hybrid between design, engineering, and marketing.
- No definitive formulation.
- Considerable uncertainty.
- Complex interdependencies.
- Incomplete, contradictory, and changing requirements.
- Stakeholders have radically different world views.
- It's a project and a process.
- The problem is never solved.

Touchpoint Taxonomy



Product
Packaging
Print Catalog
Call Center
Website
Blog
Facebook
Twitter
YouTube
Email
Direct Mail
Radio
Television



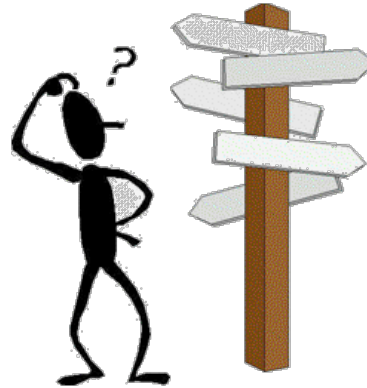
Channel

Web
Social Media
Email
Messaging
Telephone
Print



Device

Desktop
Laptop
Mobile
Tablet
Television
Kiosk



Platform

Web
iOS
Android
Mac OS X
MS Windows



Scale

Covert
Mobile
Personal
Environmental
Architectural
Urban

Media

Book
Newspaper
Magazine
Video
Audio
Poster
Billboard



Context

Home
Work
Walking
Driving
Shopping
Plane
Party
Personal
Social
Location
Time
Task



reFraming

1. Classic Information Architecture (*Polar Bear*).
2. Web Strategy (*Web, Mobile, Social*).
3. Cross-Channel Strategy (*Physical, Digital*).
4. Intertwingularity (*Ubiquitous, Ambient*).



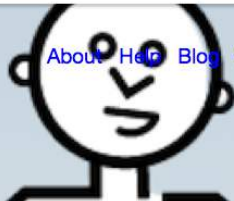


[@morville](#)
Peter Morville

There has never been a better time to be an information architect. [#excited](#)

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Retweeted by [matt_townsley](#) and 10 others



User eXperience ^{Ru} 2011

Thank you
Спасибо за внимание

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