TAXONOMY DESIGN

- **Is your organization struggling with the findability of its data, information, and documentation?**
- **Is your content often unreliable, inaccurate, or outdated?**
- **Does your organization lack defined processes for managing content?**

A well-designed Taxonomy will yield several core benefits, including:

Findability

The findability of content via search will be maximized. A taxonomy enables an intuitive, user-friendly search experience that allows various user groups (i.e., employees, partners, clients, markets) to independently find the information they're seeking via self-service. As a result, more end users will be able to find what they're looking for in a timely manner, resulting in greater user satisfaction.

Discoverability

Higher rates of discoverability will enable users to not only find what they are looking for, but also discover "bonus" content that more completely answers their questions and draws them into conversations and interactions on the site. This results in an improved user experience and greater overall employee productivity.

Improved Use and Reuse of Content

Most organizations invest heavily in the creation of their content. With enhanced Findability and Discoverability, content and subject matter experts will be better utilized, thereby reducing the cost associated with searching and waiting for answers or re-creating existing content.

Improved Usability, Leading to Improved Business Outcomes

Depending on your taxonomy use cases, taxonomy can improve sales and customer engagement, employee retention, employee upskilling, and customer satisfaction and engagement. EK can help you define these use cases and translate the esoteric concept of taxonomies into measurable business value.

EK utilizes a unique Top-Down (interviews, focus groups, workshops) and Bottom-Up (document reviews, content and repository audits) approach to Taxonomy Design in order to develop a comprehensive understanding of both stakeholder requirements and the current state of content within an organization.

EK's Approach:

1. **Conduct taxonomy discovery activities**
2. **Design the first implementable version (FIV) of the proposed taxonomy**
3. **Test and validate the taxonomy with end-users**
4. **Create a taxonomy governance plan with editorial guidelines**
5. **Create a content tagging and migration plan**
6. **Recommend the taxonomy tool that satisfies your organization's needs**

Going beyond taxonomy design, EK can also help you select, implement, and integrate a taxonomy management system should your specific use cases demand a dedicated software solution.

ENTERPRISE KNOWLEDGE