

Tagging Design Guide

- findings and recommendations

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Global Web User Engineering

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Reinforces need for tagging
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Reinforces need for tagging, particularly within communities
- Part 3: Recommendations
Leverage de facto standards as they emerge

Purpose

- Convert the voice of the client and current web functions and capabilities regarding social tagging into design guidance concepts
 - Business impact: Use the voice of the client and de facto standards to influence the ibm.com web site user experience by converting user research into possible visual renderings, requirements, and recommendations for design decisions and implementation options
 - Process impact: Leverage user insights to guide design decisions
 - Business visibility: Strive to interlock with web team intent to improve the ibm.com web site user experience
 - Efficiency: No cost method carried out by SMEs to reinforce what's hot

Executive summary

- Part 1 - Supporting information from previous research findings
 - Referred to Industry, Model and User feedback
 - Reinforce the need for tagging
- Part 2 - Heuristic evaluations of tagging function on 30 sites
 - Show tagging capability as a de facto standard within communities
 - Demonstrate efficient and additional ways to tag
- Part 3 - Recommended emerging de facto standards
 - Many IT sites have tagging within communities as a basic capability
 - Tag a variety of items (groups, teams, people, experts, forums, blogs)
 - Tags are a user input function and all tags are clickable
 - Tags always link to a group of items with the same tag
 - Easy registration process allows for more user collaboration (and tags)
 - Tagging is located in close proximity to other social functions

Part 1: Supporting research

Reinforces need for tagging

Key reference documents by inclusion

- Final_TeensSocialNetworking_9-25-08.ppt
- Harnessing Communities Topline Results 1[1].0.pdf, August 7, 2008
- Fusion Collaboration 2008 06 30.ppt
- Competitive and Comparative Web Assessment Phase 1-2 Findings June 30 2008 FINAL. pdf
- FusionGuidanceforNavigation_5-3-08_draft.ppt, May 19, 2008
- Tactical Recommendations for ibm.com Spaces Part 1.ppt, March 26, 2008
- DesignSystemDirection_12-13-07_FINAL.ppt, December 14, 2008
- 1X2X 2H2007 Geo Test Detailed Plan and Findings FINAL 09-28-2007.pdf, September 28, 2007

Designing for the Gen Y

- Ability to share
 - Tagging is a tool for referencing, sharing and communicating
 - Teens tag people as much as items

[illegible]

Successful social networking sites:

Simple profile - quick, easy, not time consuming.

Ability to connect - find and invite friends.

Ability to share & communicate - content, information, comments, opinions, advise.*

Be interactive - games, competitions, collaborate to solve a problem.

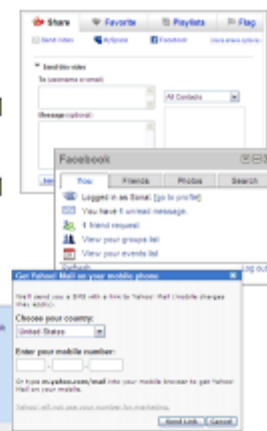
Get rewards - points, gifts, acknowledgment, visibility.

* Adapt/evolve with times



Needs to be flexible

- Many functions at fingertips [Facebook]
- functions within space - instant chat [Google]
- Leverage other networking sites [YouTube, Google]
- Adapt with times - go mobile! [Google, Yahoo!]



moving rapidly into the mobile field

Harnessing communities

Harness the power of the user

- Leverage de facto standards (market perceptions)
- Allow users to solve navigation and silo concerns where possible
- Use social tagging to manage "subject-to-subject" relationships
 - leverage social intelligence and connections
 - instead of trying to accomplish this manually
- Impact
 - A more efficient and intuitive site

Harnessing Communities | The New Frontier | TopLines Presentation

More Words to the Wise

- Think strategy, not tools
 - Create communities that achieve specific *objectives*
 - Submit and vote on ideas
 - Collaborate with peers; share opinions, recommend *solutions*
 - Obtain technical assistance, answers
 - Same tools; different results | Oracle Mix and Dell IdeaStorm vs. Amazon.com
 - Communities can (and should) be designed and operated as a 'service' that benefits all stakeholders on a site
- Think architecture, not products
 - Critical mass is the objective; pocket players litter a site
 - Uber-communities (top level) have the most visibility, establish more critical mass—and can be infinitely repurposed
 - Zone/product specific communities are impossible to find, seldom achieve critical mass—and are never repurposed
- Design matters
 - Don't throw out the tools and hope for the best; design for desired behaviors
- Harness market perceptions, experience & definitions
 - Visitors can solve navigation and silo behavior problems—and contextualize products, services & solutions for other users
 - Smart designs can create powerful, implicit recommendations
- Syndication is the power play
 - Can be used to create a site that is lively, engaging, and constantly up to date
 - User-community content can enable off-site syndication opportunities
- Enabling business networks will be the end game; start now
 - Blogs are interesting; 1:1 experts are better

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decreasing site density, supporting purposeful collaboration

Harnessing Communities | The New Frontier | TopLines Presentation

System p: System p, IBM, AIX, Power VM, easy to deploy, *virtuoso*

Tag: Rack mount, midrange server, power 5 processor, *AIX, Linux, virtualization*, Business Intelligence, WebSphere, Oracle E-Business Suite, SAP ERP, server consolidation, DB2/40 disk, 47000 disk, Lotus Domino, Tivoli Enterprise Console, IBM InfoSphere, DB2 Everywhere.

Allowing visitors to tag products can deliver astonishing product marketing and navigational benefits. As the straw man above illustrates, allowing visitors to tag the midrange System p product would immediately put the product into context for prospects and buyers—and allow visitors to clearly identify relevant software (currently located in three silos) and storage (housed in yet another brand silo). Some of these links are delivered deep in the System p clickstream; other information is only available if the visitor conducts a search in each silo on the site.

system performance management, *Linux*, *solid*, *services*, *net*, *sat*, *ware*, *software*, *systems*, *network*, *management*, *Tivoli*, *Data*, *Warehouse*

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Fusion collaboration

Fusion user goals, selected set

- Information is tailored to my organization
- Information is tailored to me
- I am aware of new relevant information
- Relevant information-locating strategies utilized
- Site searched effectively
- Valuable resources identified by community
 - Recommendation for social tools such as tagging and bookmarking
 - Users can classify items in a "meaningful" way, for future reference
- Impact
 - Others can then also leverage these tags

supporting purposeful collaboration, helping users achieve their goals

Fusion 2.2: The One IBM Web User Engineering Model w3 Hom

Updated on 26 June 2008 based on the OneIBMWeb-F22 2008 06 30 - Base.emx model file by [Greg Bender](#)

User goal: Relevant information-locating strategies utilized

[< Previous](#) User goal: Qualified leads obtained [Next >](#) User goal: Repeatable or executed effectively

- [Overview](#)
- [Description](#)
- [Relationships](#)
- [Attributes](#)
- [Diagrams](#)
- [Source and requirements](#)

Overview

Package: Personal relationship

Type: user goal

Owner:

Abstract: No

[What is an abstract?](#)

source-assoc: <source-assoc source = '_sFzO0eUriEeQ56zOwKr95w/'> [copy to clipboard \(IE only\)](#)

reference: <reference refers-to='_sFzO0eUriEeQ56zOwKr95w/'> [copy to clipboard \(IE only\)](#)

[Back to top](#)

Description

Can locate information in ways relevant to me (not customized by me)

User goal: Valuable resources identified by community

[< Previous](#) User goal: Upgrade successfully completed [Next >](#) User goal: Virtualization plan

- [Overview](#)
- [Description](#)
- [Relationships](#)
- [Attributes](#)
- [Diagrams](#)

Overview

Package: Collaboration

Type: user goal

Owner:

Abstract: No

[What is an abstract?](#)

source-assoc: <source-assoc source = '_iFhDMO9mEdu_RKkPXV6DVw/'> [copy to clipboard \(IE only\)](#)

reference: <reference refers-to='_iFhDMO9mEdu_RKkPXV6DVw/'> [copy to clipboard \(IE only\)](#)

[Back to top](#)

Description

Community members tag content and capabilities with terms meaningful to themselves

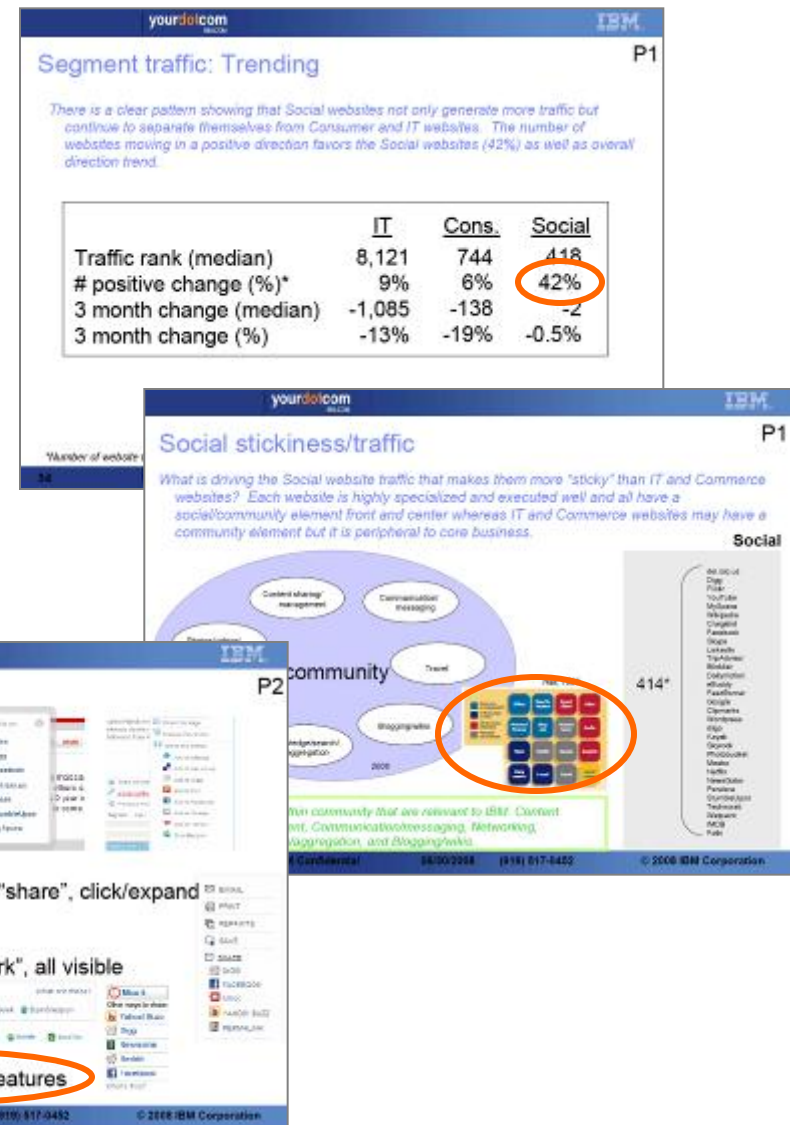
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Competitive and comparative

Social stickiness

- Web trends show social sites getting more traffic - a lot more!
- Review social site tools and leverage those ones that can help ibm.com users
 - Tagging and bookmarking are on a high percentage of social sites
 - Assist users with finding (and sharing) relevant and/or related information
 - Social tools tend to be grouped together
- Impact
 - Use relevant sticky social tools on ibm.com

*Social stickiness
- get some web 2.0 internet traffic*



Fusion design guidance

Guidance

- Tagging must be a user input device, tagging directly on a specific item
- Group all user input functionalities into a section
- Functions appear in a module, clearly differentiated from the page content
- Impact
 - Have a clearly visible user input section (directions stated as needed)

decreasing site density, moving towards a modular UI

Horizontal navigation: interaction, link details - visual
- Concept, version A (possible look and feel)

3 containers
• All collapsed

3 containers
• All expanded

4 categories
• 2 expanded
• 2 collapsed

7 links
• 3 within a category
• 4 direct links
- within a container, but not in a category

* Container nomenclature and combinations are FPO (for placement only) and subject to change.

NOTE: Further research, interaction design testing including nomenclature, and external validation are needed to reduce risk in the number and kinds of navigation elements in the system (a manageable set).

Horizontal navigation: interaction, link details - visuals
- Concept, within context (possible additional information) (cont.)

Additional information for links:

- Assist users in navigating the site
 - Keeps users within context of present page (less likely to get lost)
 - States how link is related to present page (where link will go to)
- Display as an "alt tag" or "dialog box", on roll-over (hover to discover, shown here)
- Give specific information about link (eg: this link exits the **ibm.com** web site)

Next steps:

- Content needs to be created (not present today – perhaps search description)
- Create requirements around what description and information to present
- Automated system to present information needs to be put in place

* User can roll off link, or click link (or pop-up title link or continue link – delay persistence) to go to page.

NOTE: Additional topic for detailed interaction design testing.

Tactical recommendations for ibm.com spaces

Definitions

- Tagging: users classify items according to their own words.
- Social tagging: users leverage tags set by other users.
- Bookmarking: users save a web page (or URL) for easy return to it, or to share it with others.

Findings

- Top community types *(of the 33 sites analyzed for the Tactical Recommendations for ibm.com Spaces study, part 1)* that use tagging at least 50% of the time
 - Content management sites (86%)
 - Blog and wiki sites (70%)
 - Networking sites (60%)
 - Creative sites - photos, travel (57%)
 - Knowledge sites (50%)
- Impact
 - Leverage the collective intelligence of users

Allowing purposeful social collaboration

Web 2.0 sites – general capabilities findings		
Observations on capabilities and their use across the different web community types.		
Capabilities	Main function	Communities that use this
Blog	multiple users can state commentary, news, or make updates on a particular subject	Communication (90%), Content management/sharing (71%), Blogging/wiki(70%), Networks (60%)
Forum	group discussions on a specific topic of interest	Communication (90%), Blogging/wiki(70%)
Wiki	create, edit, and link web pages easily	Blogging/wiki (60%)
Rate	rate an item according to a specific attribute	Networks (60%), Creative (57%)
Tag	classify an item according to users' own words	Content management/sharing (86%), Blogging/wiki (70%), Networks (60%), Creative (57%), Knowledge (50%)
Comment	state an opinion about a particular item, which others can view	Content management/sharing (100%), Travel (100%), Blogging/wiki(80%), Networks (80%), Creative (57%), Knowledge (50%)

Design system direction

Direction

- Tagging should be part of Navigator project
- Tagging function should be leveraged on ibm.com
- Need to re-use functionality presently being used in w3

Impact

- Improve site navigation aspects for clients

*decreasing site density, (find relevant information)
assist users in achieving their goals*

Container	Description	Source driving what is shown there	Relationship to the current page
Core (left navigation blue bars)	Key attributes or use cases related to subject	Analysis of the page subject – present associated information	Same subject (according to today's web standards)
"Navigator"	Additional enriching, cross-silo information		
-- Related information (includes Community links to forums etc.)	Other attributes NOT already included in the Core container	Fusion connectors (<i>Navigator Phase 2</i>)	Same subject, automated – additional enriching cross-silo info
-- Related products (or offerings) [only on product pgs. in Navigator, Phase 1 ggg.]	Links products that are relevant to the current product	Attach Connector, <i>links need to be contextual to page</i>	Different subject, mediated by relationship table (Business rules)
-- Popular links	Most frequently bookmarked pages for this subject	Mining the bookmarks on this subject (<i>probably Navigator Phase 2</i>)	Same subject, automated (based on user bookmarks)
-- External links	Links identified by IBM or by users (TBD)	Manual, or by crawling outside service like delicious	Same or different subject
-- Tagging function	Tags identified by users	User input, manual and mined	Same subject

The screenshots illustrate the proposed 'Navigator' interface. The main section, titled 'Navigator', lists navigation options: Related information, Related products, Popular links, External links, and Tagging. The 'Tagging' section is highlighted with an orange box and includes a 'My tags' list (business_intelligence, capital), 'Tags by others', 'Related people', and 'View tags'. The 'Related people' section is also highlighted with an orange box and lists users like Anel Lakhani, Cesar Gustavo Miramontes, and Eliot S. Lubin. The 'View tags' section is highlighted with an orange box and shows a list of tags with counts, such as '2008benefits (101)', 'ajax (126)', and 'green (24)'.

1X2X 2H2007 Geo user sessions – user research

Session item 1.10:

Asked users to rate these features according to preference:

- Overall preference was high for forums, external links, and personalization
- Gen Y users specifically preferred having most popular links and rating functions

Findings

- Social tagging was viewed positively worldwide
- It was rated the 5th most important functionality worldwide
- Rated 4th most important by base clientele
- Impact
 - Leverage voice of the client - put social tagging on ibm.com

Social tagging – the ability to utilize the tags accumulated for each type of content to provide the association of links to content

yourdotcom

IBM.COM

IBM

1.10 Personalization, features, data

Web 2.0 Personalization, Forums and External links, as well as Social Tagging and Communities, were viewed positively.

	US	DE	RU	CH	JP	BR	IN	BASE	GY	TOTAL
Personalization	17	11	18	19	16	31	26	110	28	138
Most popular	9	12	18	25	17	20	14	83	32	115
Blogs	9	6	16	11	7	13	14	55	21	76
Wikis	14	12	11	9	14	19	17	70	26	96
Forums	25	27	30	26	15	30	25	135	43	178
External	17	22	27	24	17	17	27	119	32	151
Add/remove	9	14	17	15	8	27	17	84	23	107
Social Tagging	6	8	21	24	18	27	15	95	24	119
Ratings	14	11	14	14	17	21	26	82	35	117
Communities	12	20	16	19	9	29	17	94	28	122

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Part 2: Heuristic walk-through

Reinforces need for tagging, particularly within communities

Heuristic walk-through research

- A walkthrough of each site evaluated the social tagging capabilities provided within each sites
 - Point of information: a heuristic walk-through is conducted by visiting each site, testing the featured capabilities and functions, and collecting the observed results and findings
- The prominence of each capability was then determined, based on the site type as well as across all sites
- Findings here are directional (not statistically representing all sites) because they are based on only 30 sites
- The following are the top ten traffic sites within the categories below *(from Competitive Web Assessment Phase 2 Data 5-5-08.xls)*

IT Sites:

Microsoft
Apple
Adobe
Dell
HP
Symantec
IBM
Sun
Intel
Cisco

Consumer Sites:

Yahoo!
MSN
eBay
Amazon
AOL
ESPN
Disney
Comcast.net
Weather.com
Best Buy

Social Sites:

Google
YouTube
MySpace
Facebook
Wikipedia
Skyrock
IMDB
dailymotion
Photobucket
flickr

Categories of data from heuristic walk-through of top 30 traffic web sites

SITE	Rating	Type	No SW Tags	Sitewide Tags	Comm. (groups)	Comm. Tags	User Input	Tag Location	Tag Blogs	Tag Forums	Tag Pics	Tag People	Tag Others	Book-marking	Open to Tag	Reg to Tag	sample url
Microsoft	19	IT	x		x	x	bookmark	left	x	x				x		x	http://social.msdn.microsoft.com/book
Apple	88	IT	x		x		comment										http://www.apple.com/support/itunes/
Adobe	100	IT	x		x	x	tag, bkmk							x		x	http://www.adobe.com/designcenter/tu
Dell	179	IT	x		x	x	rate, com	top rt		x		x	ideas	x		x	http://www.dellideastorm.com/popular/
HP	227	IT	x		x	x	tag, bkmk	top rt	x	x				x		x	http://www.communities.hp.com/online
Symantec	393	IT	x		x		comment										https://forums.symantec.com/syment/
IBM	663	IT	x		x		bookmark							x	x		http://www-
Sun	896	IT	x		x									x	x		http://developers.sun.com/
Intel	905	IT	x		x	x	bookmark	mid rt	x					x		x	http://softwarecommunity.intel.com/arti
Cisco	1370	IT	x		x	x	rate, reply	top rt	x					x	x		http://forum.cisco.com/eforum/servlet/
IT Totals			100%	0%	100%	60%	90%	Top Rt	40%	30%	0%	10%	10%	80%	30%	50%	
Yahoo!	1	Comm	x		x		rate,bk,cm							x			
MSN	5	Comm	x				bkmk,cm							x			
eBay	21	Comm			x	x	tag, bkmk	top rt					groups	x	x		http://groups.ebay.com/groups/Garden
Amazon	32	Comm		x			tag	left, btm			x		products		x		http://www.amazon.com/tag/kids%20b
AOL	46	Comm	x		x		comment										
ESPN	47	Comm		x			comment	top rt	x		x		stories	x	x		http://search.espn.go.com/basketball/
Disney	48	Comm	x														
Comcast.net	206	Comm	x				comment										
Weather.com	244	Comm	x				comment										
Best Buy	302	Comm	x				rate,bk,cm							x			
Comm Totals			70%	20%	30%	10%	90%	Top Rt	10%	0%	20%	0%	30%	50%	30%	0%	
Google	2	Web2.0	x		x		rate,cm										
YouTube	3	Web2.0		x	x	x	rate,bk,cm	top mid	x		x		videos	x	x		http://www.youtube.com/results?searc
MySpace	6	Web2.0		x	x	x	rate,bk,cm	top mid	x		x	x		x		x	http://vids.myspace.com/index.cfm?fu
Facebook	7	Web2.0		x	x	x	rate,bk,cm	top mid	x		x	x		x		x	http://apps.new.facebook.com/socialta
Wikipedia	9	Web2.0	x		x		comment										
Skyrock	18	Web2.0	x		x		rate,bk,cm										
IMDB	29	Web2.0	x				rate,bk,cm										
dailymotion	33	Web2.0		x			rate,bk,cm	top mid					videos		x		http://www.dailymotion.com/philcotof
Photobucket	34	Web2.0	x		x	x	bk,cm				x			x		x	
flickr	38	Web2.0		x	x		rate,bk,cm	top mid	x		x	x		x	x	x	http://flickr.com/photos/gaetanlee/2669
Web2.0 Totals			50%	50%	80%	40%	100%	Top Mid	40%	0%	50%	30%	20%	50%	30%	40%	
Totals			73%	23%	70%	37%	93%	Top Rt	30%	10%	23%	13%	20%	50%	30%	30%	

Snapshot as of 8/20/08

Heuristic summary

General findings (across all sites)

- 93% of all types of sites have some type of user input function
 - Tag, Bookmark, Comment, Rate, Email
- 73% of sites do not have site wide tagging
 - They have no tagging, or have it within a small community
- 70% have some type of group or community area within their sites
 - 37% of those have tagging within those areas
- 60% of sites have tagging capabilities
- 50% of the sites leverage social bookmarking
- 37% of the sites use both bookmarking and tagging together
- 30% of sites make users register in order to access all capabilities

General findings - capabilities

Microsoft, Best Buy, Intel, Yahoo,
Cisco examples

- 93% of sites have some type on user input capabilities
 - Tag, Compare, Vote, RSS feeds, Email, Rate, Comment, Share, Bookmark

The screenshot displays a product page for a Samsung Plasma TV. Several user interaction features are highlighted with orange circles:

- Tags:** A green box labeled "Tags" is highlighted in the top left sidebar.
- Customer Reviews & Ratings:** The "Customer Reviews" tab is highlighted in the top navigation bar. Below it, the "Customer Rating: ★★★★★ 5.0" and "100% of customers would recommend this product to a friend (6 of 6)." are highlighted.
- Write a Review:** The "Write a Review" button is highlighted.
- Bookmark:** The "Bookmark" button is highlighted in the bottom right.
- Compare Now:** Two "Compare Now" buttons are highlighted in the bottom left.
- Vote on this page:** The "Vote on this page" button is highlighted.
- Customer Review Text:** A customer review by "Bang for buck" dated "08/06/2008" is highlighted, including the text: "Pros: Sharp n crisp picture. great apperance. The features it offers are great. Cons: A room with lot of light causes glares, nothing can compare at night though. 'I got this as a replacement TV from Best Buy as my previous one broke. I would have to say that I love this more as the picture is so very clean. It has changed my perspective about plasma TV's. Do not go for the brand name. Samsung plasma and lcd are awesome TV's for".
- Share Buttons:** The "RSS" and "Email" buttons are highlighted in the bottom right.

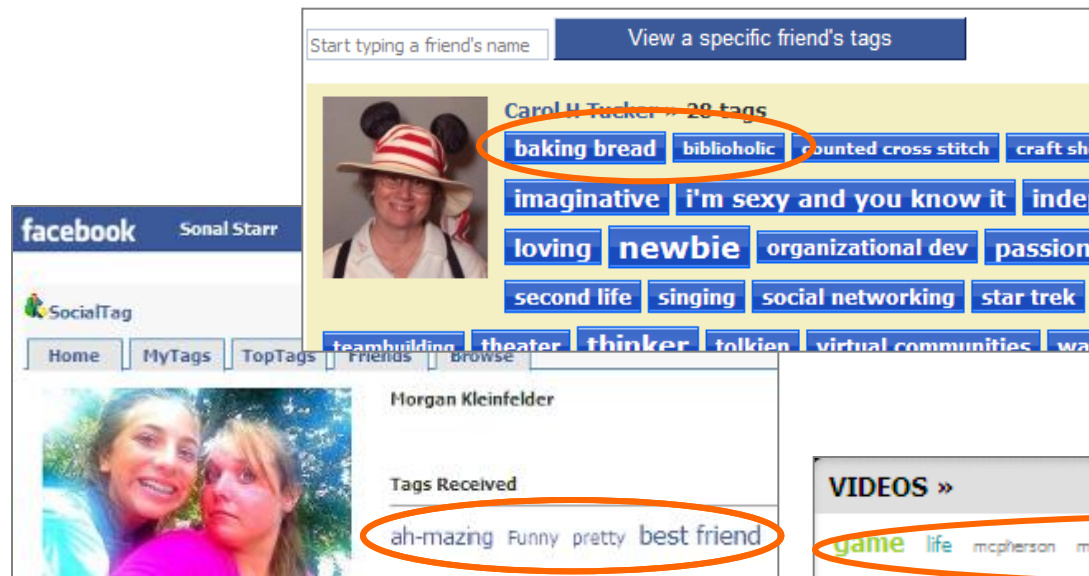
General findings - communities

- 70% have some type of group or community area within their sites
 - Of these community sites, 37% have social tagging
 - Items for tagging change between community site types
 - IT sites - blogs, forums, documents and tutorial materials
 - Consumer sites - products, images and comments
 - Web 2.0 sites - communities, groups, members, and most all content
 - Of these community site, 30% require users register to create tags
 - Registration processes vary in complication across site types
 - IT sites have the most complicated registration processes
 - ID & Passwords - complicated rules (eg: must contain 1 lowercase, 1 uppercase, 1 numeric, cannot contain \$, !, *, etc.)
 - Security questions - name of first pet, etc.
 - Verify instance - type this squiggly text into the field below, etc.
 - Consumer and Web 2.0 sites tend to have simple registration steps
 - ID, Password, and Email address - nothing complicated
 - Not need to verify instance or have security questions

General findings - tagging

- 70% of sites have tagging capabilities
 - Tags serve a number of purposes
 - Identify, Track, Associate, Join, Connect, Return, Promote
 - Tags can be associated with a variety of items and levels of information
 - Communities: can be tagged by members and/or non-members
 - People: can tag yourself, or others
 - Objects: videos, products, blogs, documents

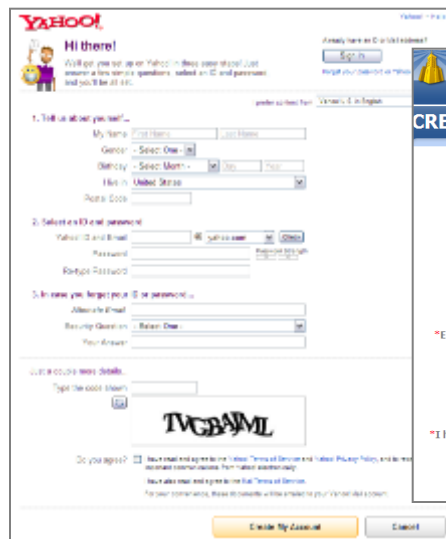
Facebook, Dailymotion, Flickr, YouTube, eBay examples



General findings - registration

- All 30 sites have a registration process
 - Site registration can serve different purposes for different roles
 - Business type reasons
 - Control access - view secure information within the site
 - Track user activities - improve site accordingly
 - Limit access - constrain tagging within a community
 - User type reasons
 - Ability to collaborate with others
 - Additional info and functionality
 - Easy registration is critical

Yahoo, Dailymotion, Symantec, IMDb, HP examples



Hi there!

Will get you set up on Yahoo! in less than 5 minutes. Just answer a few simple questions, select an ID and password, and you'll be all set.

1. Tell us about yourself...

My Name: Last Name:

Gender: ☐ Male ☐ Female

Birthdate:

2. Select an ID and password

Yahoo ID and Email:

Password:

3. Answer your target question

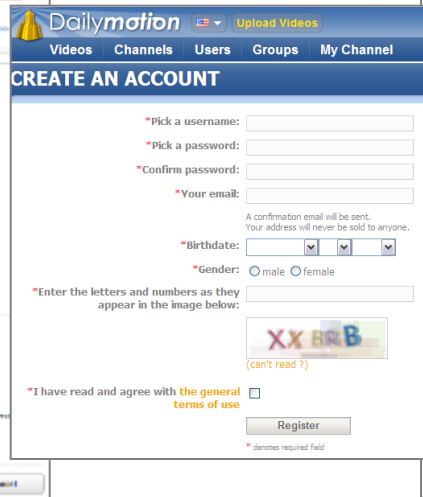
Answer to Email:

4. Complete your details

Type the code shown:

Do you agree? ☐ I have read and agree to the Yahoo! Terms of Service and Yahoo! Privacy Policy, and to the additional terms and conditions for this service.

Create My Account



Upload Videos

Videos Channels Users Groups My Channel

CREATE AN ACCOUNT

*Pick a username:

*Pick a password:

*Confirm password:

*Your email:

A confirmation email will be sent. Your address will never be sold to anyone.

*Birthdate:

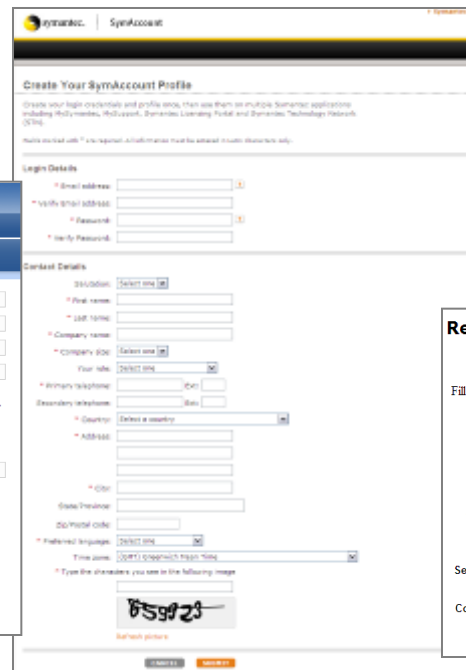
*Gender: ☐ male ☐ female

*Enter the letters and numbers as they appear in the image below:

XXBRB (can't read?)

*I have read and agree with the general terms of use ☐

Register



Create Your Symantec Account Profile

Choose your login credentials and profile info, then use them on multiple Symantec applications including WebTrends, WebLogic, Symantec Learning Portal and Symantec Technology Network (STN).

Here's what you'll see: ☐ I agree to the Symantec Terms of Service and Privacy Policy.

1. Login Details

*Email address:

*WebTrends address:

*Password:

*Verify Password:

2. Contact Details

*First name:

*Last name:

*Company name:

*Company role:

*Primary telephone:

*Secondary telephone:

*Fax:

*Address:

*City:

*State/Province:

*Zip/Postal code:

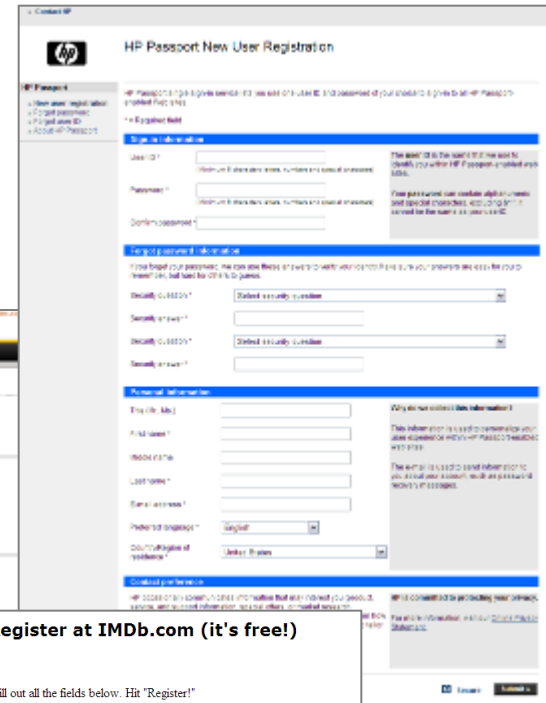
*Preferred language:

*Time zone:

*Type the characters you see in the following image:

659923

Register



HP Passport New User Registration

HP Passport gives you secure access to HP's services. It's also used to manage your HP Passport account.

1. Create a new account

User ID:

Password:

Confirm password:

2. Verify your account

Security questions:

Security answers:

3. Personal information

First name:

Last name:

Address:

City:

State:

Country:

Zip:

Phone:

Register

Register at IMDb.com (it's free!)

Fill out all the fields below. Hit "Register!"

E-mail: [Privacy policy](#)

Confirm E-mail:

Sex: ☐ Male ☐ Female

Year of Birth:

ZIP/Postal Code:

(e.g., 98104)

Country:

Select a password:

(four character minimum)

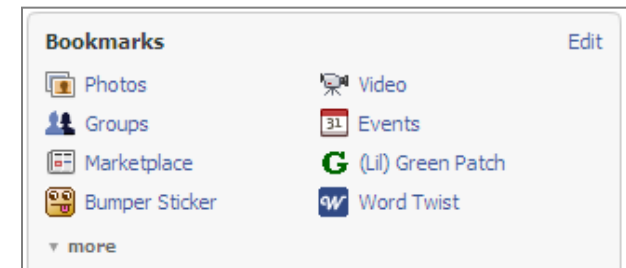
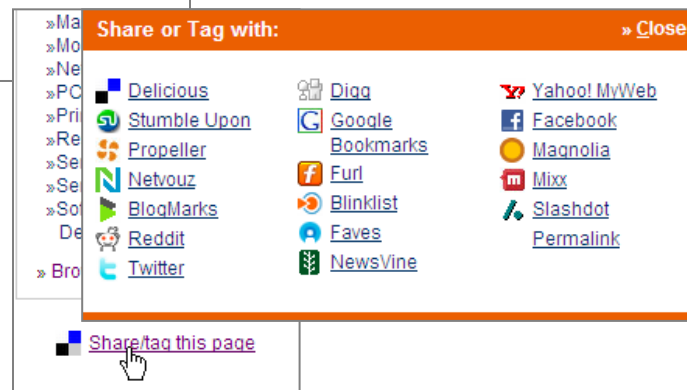
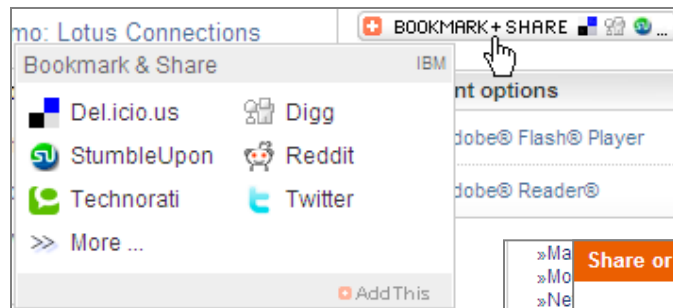
Confirm password:

REGISTER!

General findings - bookmarking

IBM, HP, MSN, Facebook examples

- 50% of the sites leverage social bookmarking
 - Majority of sites leverage external bookmarking services
 - IT sites tend to display small link to selection types
 - Selection choices appear in a pop-up box upon roll-over
 - Consumer & Web 2.0 sites tend to directly display types
 - With a module or row, may contain other social tools as well



General findings - bookmarking (cont)

Facebook, Cisco,
Photobucket examples

- 37% of the sites use both social bookmarking and tagging together
 - Both functions are independent of each other and serve different purposes
 - Bookmarking allows users to store URLs where they wish
 - Can keep URLs with them, access them from and for any site
 - Have ability to share them, but do not have to (can keep the private)
 - Tagging allows for associations directly on the site
 - Anyone can leverage this information
 - Can browse choices because tags stay within the site
 - All can leverage associated content (collective intelligence)



Heuristic summary

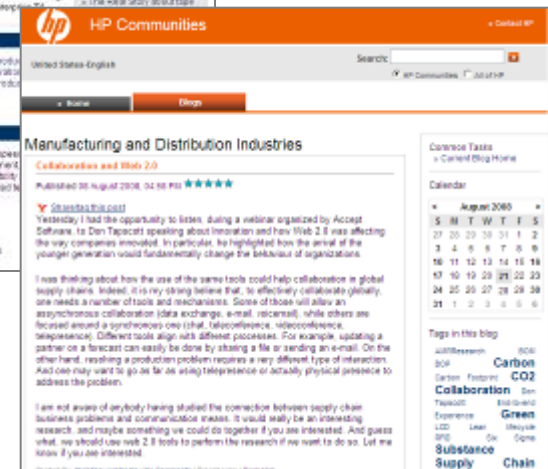
Detailed IT site findings

- 100% of IT sites contain communities
- 60% of these IT communities have social tagging
 - IT sites have social tagging only within these communities
 - Of those community sites with social tagging, 83% make users register to create social tags
- 90% of IT community sites allow for some type of user input
 - Bookmarking, Sharing, Commenting, Rating, Voting
- 50% of IT community sites allow users access to some type of user input without registering
- 80% leverage social bookmarking
- 50% use both bookmarking and tagging together

IT site findings - communities

Dell, HP examples

- 0% of IT sites with communities have tagging outside of their communities
- 100% of these IT sites with communities have no site wide tagging
 - Community sites have a different look and feel than their corporate sites
 - They have different purpose: building a sense of unity among users
 - Allow users to communicate and interact: Commenting, Sharing, Rating, Voting
 - Allow users and clients to have input: Tagging, Bookmarking, Blogs, Forums



IT site findings - registration

Adobe, Dell, Microsoft examples

- 83% (of the 60% of IT community sites with tagging) make users register to use social tagging, many are far too difficult
 - Tagging: Microsoft, Dell (see page 21)
 - Others functions: Posting (Dell), Commenting (Adobe)
- 50% of all IT sites allow users access to some type of user input without registering
 - Read forums, Reply to blogs, Bookmark content

Browse by Tag

favicon

Bookmarking

Sign in to add tags

Save

To join words together in one tag, use quotes. E.g. "sql server"

popular ideas recent ideas top ideas comments ideas

You must login to submit an idea

How IdeaStorm Works:

POST...
your idea for a new Dell product/service

PROMOTE...
interesting ideas you want to see.

DISCU...
with Dell users.

Login or Register You must log in or register.

To register, click on the register tab above the login box

To log in, enter your username and password into the login box to your right.

If you forgot your password, click the forgot password link and we will reset it for you.

user to user forums

◀ Support ◀ User to User Forums ◀ Adobe Product Forums

You have **guest access** to browse. To post a message or add a topic, you must **login or register**.

IT site findings - registration (cont)

Dell example

- Registering at Dell allows for many capabilities
 - Tagging, Add to Favorites, Add to Notifications, eMail, and Report

The screenshot displays a forum thread titled "XPS Desktops" with the subject "Monitor goes blank?". The thread is posted by user "Jay77KD" on 02-06-2008. The post content describes a problem with an XPS 420 monitor that goes blank at random times. The post includes technical specifications: Intel Core2 processor Q6600 (2.40Ghz, 1066FSB), 512MB NVIDIA GeForce 8800 GT, 4GB DDR2 SDRAM at 667MHz, and a Dell UltraSharp 2407FP 2407FPW-HC monitor.

On the left side of the forum, there is a "Login" section with fields for "Screen Name" and "Password", a "Save My Login" checkbox, and a "Sign In" button. Below this is a "Search the Forum" section with a search bar and buttons for "Advanced" and "User Search". A "Navigation" menu on the left lists various forum categories like "New Users/Non-Technical", "Desktops", "Laptops", "Software", "Peripherals", "Servers & Storage", "Network/Internet/Wireless", "XPS Desktops", "XPS Laptops", and "Discussions".

The main thread area shows the post content and a list of user interaction options on the right side, each with a mouse cursor icon: "Add This Message to My Favorites", "Add This Message to My Notifications", "Subscribe to this message's RSS Feed", "Highlight This Message", "Print This Message", "E-Mail this Message to a Friend", and "Report Abuse to a Moderator".

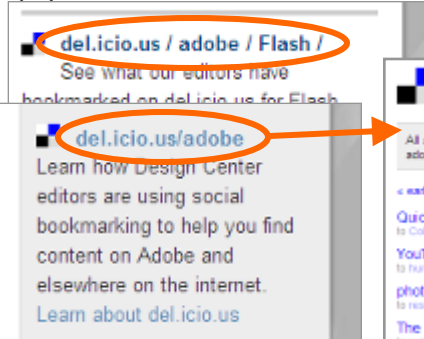
At the bottom of the thread, there is a "Tagging" section with a button labeled "Add Tag...".

IT site findings - bookmarking

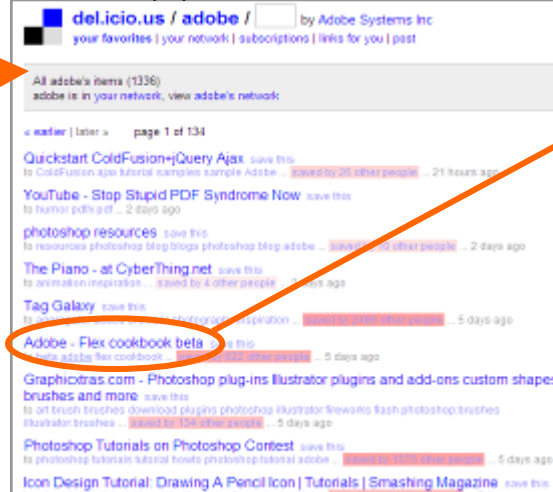
Adobe example

- 80% of all IT sites leverage existing social bookmarking tools
 - Bookmarking takes user to "partner" bookmarking site (eg: del.icio.us)
 - (1) Link on community page directs user to...
 - (2) A del.icio.us/adobe page [new window] with links to...
 - (3) to other Adobe pages with the same tag

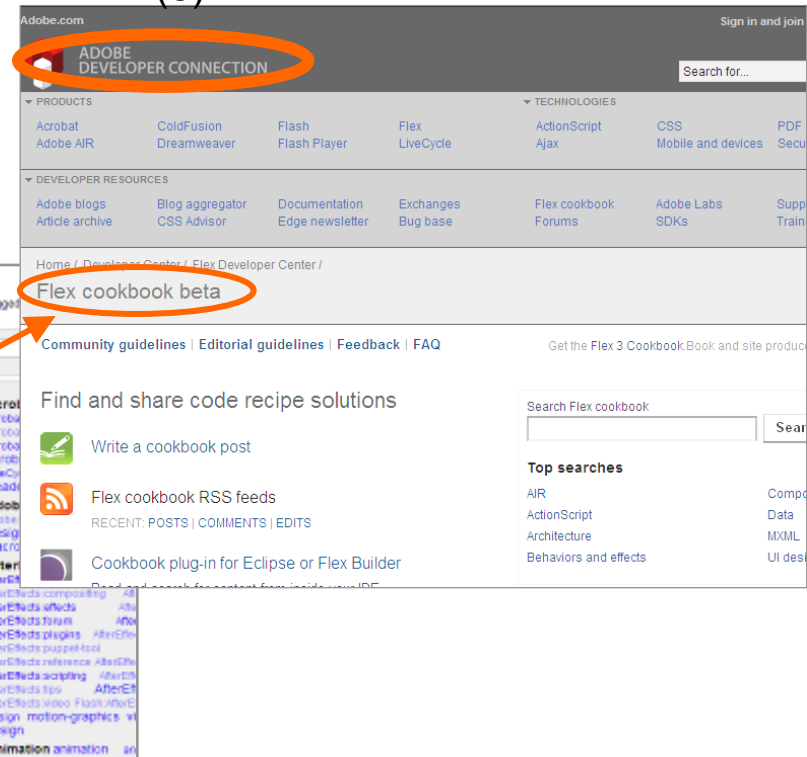
(1)



(2)



(3)



IT site findings - bookmarking (cont)

IBM example

<http://www-01.ibm.com/software/lotus/products/connections/>

- IT sites give users a large selection of social bookmarking tools
 - Giving users the option of selecting their favorite one (4)
 - (1) Link on an Lotus Connections page links to
 - (2) any bookmarking tool marking page [new window] , once saved, it returns to
 - (3) the ibm.com Lotus Connections page.

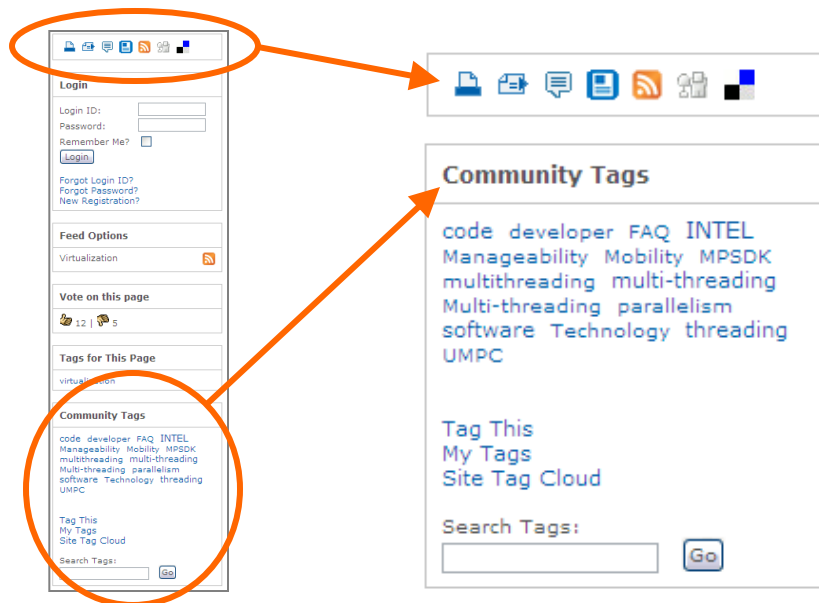
Note: Present only on 1 page (Lotus Connections page - unorthodox, see pg 36)

The diagram illustrates the bookmarking process on the Lotus Connections page. It shows a sequence of steps: (1) A 'Bookmark & Share' button on the page. (2) A 'Bookmark & Share' dialog box listing various bookmarking services. (3) The Del.icio.us bookmarking page, which includes fields for URL, description, notes, and tags. (4) A 'Bookmark & Share' page by AddThis, which displays a list of bookmarking services and a 'Select a Service' dropdown.

IT site findings - bookmarking (cont)

Intel, Cisco examples

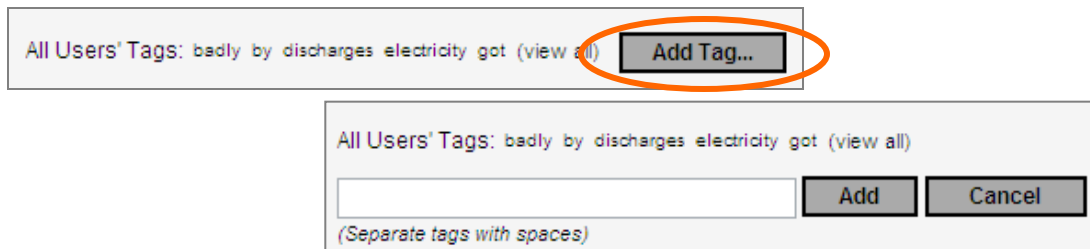
- 50% leverage social bookmarking and tagging together
 - Both tend to be in close proximity to each other
 - However, neither is associate nor dependent on the other
 - Both are independent functions
 - Bookmarking allows users to store URL where they wish
 - Tagging allows for user associations directly on the site



IT site findings - tagging

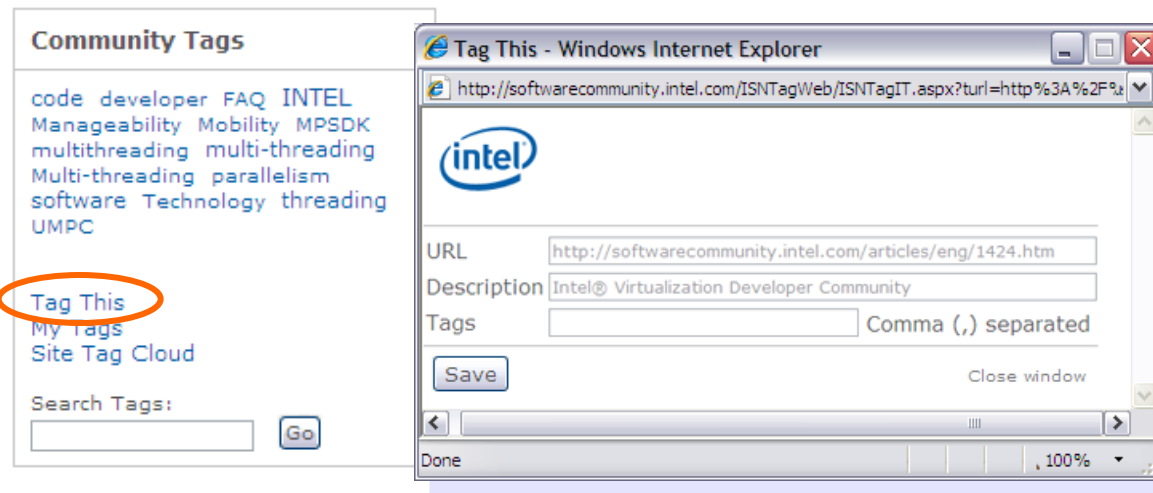
Dell, Intel examples

- 60% of IT community sites specifically use social tagging
 - Direct user input page tagging
 - Dell Forums: allow users to tag forum threads directly in the frame



The screenshot shows two versions of a tagging interface. The top version is a single-line input field with the text "All Users' Tags: badly by discharges electricity got (view all)" and a button labeled "Add Tag...". The bottom version is a multi-line input field with the same text, followed by an "Add" button and a "Cancel" button. Below the input field, it says "(Separate tags with spaces)".

- Intel Software community: allow users to tag the page directly in a pop-up



The screenshot shows two parts of the Intel Software community tagging interface. On the left, a "Community Tags" section lists various tags like "code developer", "FAQ", "INTEL", "Manageability", "Mobility", "MPSDK", "multithreading", "multi-threading", "Multi-threading", "parallelism", "software", "Technology", "threading", and "UMPC". Below this list is a "Tag This" button, which is circled in red. To the right of the "Tag This" button are links for "My Tags" and "Site Tag Cloud". Below these links is a "Search Tags:" input field and a "Go" button. On the right, a "Tag This - Windows Internet Explorer" pop-up window is shown. It has a title bar with the Intel logo and a URL bar showing "http://softwarecommunity.intel.com/ISNTagWeb/ISNTagIT.aspx?url=http%3A%2F%2F...". The main content area of the pop-up has fields for "URL" (containing the same URL), "Description" (containing "Intel® Virtualization Developer Community"), and "Tags" (with a placeholder "Comma (,) separated"). There is a "Save" button and a "Close window" link at the bottom of the pop-up.

IT site findings - tagging (cont)

- Tagging characteristics within IT community sites
 - Appearance (see pg 27 for examples)
 - Tag clouds, List of links, Line of tags
 - Tags always link to lists or a page of other items also tagged with that description
 - Tags tend to appear in a module, visibly differentiated from the content
 - Location
 - 80% of the communities with tagging have it located on the right side of the pages
 - 60% have it located close to the top right section of the page
 - Tags tend to be located in close proximity to other user input/interaction functions
 - Bookmarking, Rating, Voting, RSS feeds, Email, Sharing
 - Access
 - Users may need to register to "add" tags to a community
 - However, tag associations are accessible for all users, even those not registered

IT site findings - tagging (cont)

HP, Microsoft, Intel, Dell,
Cisco examples

Visual examples

Popular Tags

2008
Behind_the_Scene!
Business technology
career tips Celebrities
collaboration
color reproduction
color science
Communities
environment
hp
Innovations
Teaching
marketing
perception
photography
research
See_2006
See_2007
social
Software
Tablet
technology
2.0

Tags

Analysis Services Backward
Compatibility **Charting**
Conditional Formatting
Validation Excel Server File Format
Formatting & Printing
Formulas and functions
To Integration With Word and
PowerPoint Iteration Other
Improvements Overview PDF PD
Undo, Other Improvements PivotTabl
Programmability Rows, Columns,
Performance SmartArt **Tables T**
Center **UDFs** Undo Viewer

Login

Login ID:
Password:
Remember Me? ☐

Forgot Login ID?
Forgot Password?
New Registration?

Feed Options

Virtualization

Vote on this page

12 | 5

Tags for This Page

virtualization

Community Tags

code developer FAQ INTEL
Manageability Mobility MPSDK
multithreading multi-threading
Multi-threading parallelism
software Technology threading
UMPC

Tag This
My Tags
Site Tag Cloud

Search Tags:

RELATED TAGS

1501 AUDIC
Battery DELL
DESKTOP DRIVE
error Hard HELP
INSPIRON
latitude M1530
Memory No
Notebook Nvidia
ON POWER
PROBLEM screen
Sound Upgrade
USB VIDEO Vista
VOSTRO Wireless
WITH XP XPS
(view all)

TOP TAGGERS

tr4 (10)
helmecj01 (7)
SpeedStep (6)
matladu (4)
bertrammoshie
moshier(3)
regniemark (2)

My Tags

boot DRIVE GX270 LCD Memory POWER
Upgrade USB VIDEO XP (view all)

[for Community](#)

Subscribe

> **MY YAHOO!**
> **Google**
> **Bloglines**
> **newsgator**
> **RSS**

Subscribe By Email ([info](#))

Bookmark

Popular Tags

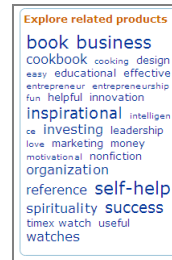
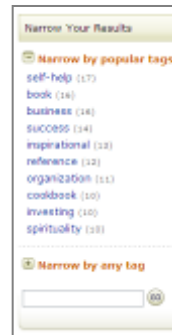
collaboration cisco
live telepresence
interop green
technology web
broadband education
security network unified
communications second
life industry analysts it
globalization google
padmasree warrior
forrester twitter internet
webex mobility india csr
olympics marie hattar
mobility services engine
human resources emerging
countries intelligence
mlb.com china nexus
7000 retail

Findings - exceptions to the rules

Amazon, Symantec example

Amazon

- Tags appear in various forms
 - Tag clouds, lists of links
 - Tags are popular, exploratory, or associated
- Locations
 - Top left, Bottom left, Across footer
- Duplication
 - Appear numerous times on a page
 - Inconsistent: different tag types
 - Confusing: which tags mean what



Products tagged "kids books" are also tagged:

accelerated reader adventure animals bedtime story book children childrens books
childrens fiction childrens illustration childrens lit childrens story early reader fantasy fiction kids
newbery author older kids book picture book preteen young child books
➤ See all 9018 tags...

Symantec

- Lists recent logins as a "cloud"
 - creates a cloud tag of it's users
 - Unorthodox: why present users like this
 - Confusing: thought these were tags



Findings - exceptions to the rules (cont)

IBM example

<http://www-01.ibm.com/software/lotus/products/connections/>

IBM [Bottom of Lotus Connections page]

- "IBM Bookmarks" (1)
 - Internal bookmarking
 - unorthodox: separate independent function, competes with external bookmarking in footer (2), and right column (3)
- Right column bookmarks (3)
 - External bookmarking service
 - inconsistent: only appears on this Lotus Connections page
 - unorthodox: competes with internal and footer site wide external bookmarking

The image illustrates three distinct bookmarking and sharing mechanisms on the IBM Lotus Connections page:

- (1) **IBM Bookmarks**: A modal dialog for saving the current page as a bookmark within the IBM ecosystem.
- (2) **Footer Links**: A row of utility links at the bottom of the page, including 'IBM Bookmarks', 'Digg this', and 'Save to del.icio.us'.
- (3) **Bookmark & Share**: A sidebar widget offering various external social media and bookmarking services for sharing the content.

Arrows indicate the flow and relationship between these internal/external services and the external del.icio.us interface shown in the top right inset.

Summary of de facto standards for tagging

■ Function

- Tagging is a user or client input device, tagging directly onto a specific item
 - Tags are always clickable and link to a listing of items with the same tag
- Types of items that can be tagged vary greatly
 - IT sites limit tagging to communities items: forums, blogs, comments
 - Other sites allow users to tag various items: products, people, and even groups

■ Appearance

- Location
 - Majority of sites place tagging modules at top right
 - Some have modules that can expand and collapse
- Group with similar tools
 - Many sites group social tools together: tag, bookmark, sharing, email, rate
- Look-and-feel
 - Tags appear as lists, a line of items, or cloud tags (tags are always links)
 - These functions are visually clearly differentiated from the page content

■ Access

- Majority of sites allow tagging as a public function
 - Anyone can leverage them
 - Mostly IT sites make it private for the communities

Part 3: Recommendations

Leverage de facto standards as they emerge

Recommendation for ibm.com

- Leverage tagging within communities and the communities platform
 - Leverage how consumer and Web 2.0 sites tag additional item types
 - Communities themselves, Groups, Teams, Members and Experts
 - Expand to also tag Products and Capabilities
- Make registration process quick and easy
 - Don't lose user input because registering is time consuming and complicated
 - Leverage all collective intelligence expanding tagging into public space
 - Consider allowing tagging on public site without profiling
- Reuse de facto design standards for tagging
 - Leverage external bookmarking services (stored by service)
 - Tags must be links, can be a cloud or list (created and work within site)
 - Appear in a module which is clearly differentiated from the page content
 - Group with like user interaction functions

Next steps:

- Accept and action recommendations
- Review purpose of sections and groupings
 - Review and analyze how these functions will work together
 - Identify possible reduction of redundancy of links and number of groups
 - If "subj-to-subj" relationships leverage tagging in the "Collective" section, it will need to work/align with "subj-to-subj" within the "Horizontal navigation/ IBM Fusion" section
- Interactions and nomenclature testing
(NOTE: TBD due to resources)
 - Create versions for sandbox for live user testing
 - Leverage findings to improve overall navigation scheme and search synergy

Thank you!

For additional information:

Sonal Starr (919-517-0447 T/L 255-0447)

1.10 Personalization, features

- Please follow along on your form and provide a “Y” or “N” to indicate if the feature should definitively be included/added.
 - Personalization – the displayed links will adapt, change or be added according to user behavior which may include some form of user control (Note: the user has some ability to override site adaptations)
 - Most popular – this concept would reorder the horizontal navigation links based on what other visitors click on and make the most clicked links rise to the top of the list (and potentially add to the “default” links)
 - Blogs, wikis, forums – including links to relevant content in each area
 - External links – in addition to links to IBM content, links to external content (outside of IBM) could be included
 - Add/remove – the ability to control what is included within horizontal navigation by adding/deleting desired links
 - **Social tagging – the ability to utilize the tags accumulated for each type of content to provide the association of links to content**
 - User ratings – the ability to see content ratings and user reviews of content for web pages
 - Communities – this concept would reorder the horizontal navigation links based on a group of people with similar interests

Form 1.10.2

Session [day/time]: _____

	Must have (Y/N)	Reason
Personalization		
Most popular		
Blogs		
Wikis		
Forums		
External links		
Add/Remove		
Social tagging		

Note: "User ratings" and "Communities" were added to this form (hand written).