

Taxonomy Summary

ICANN.org



Summary



PURPOSE

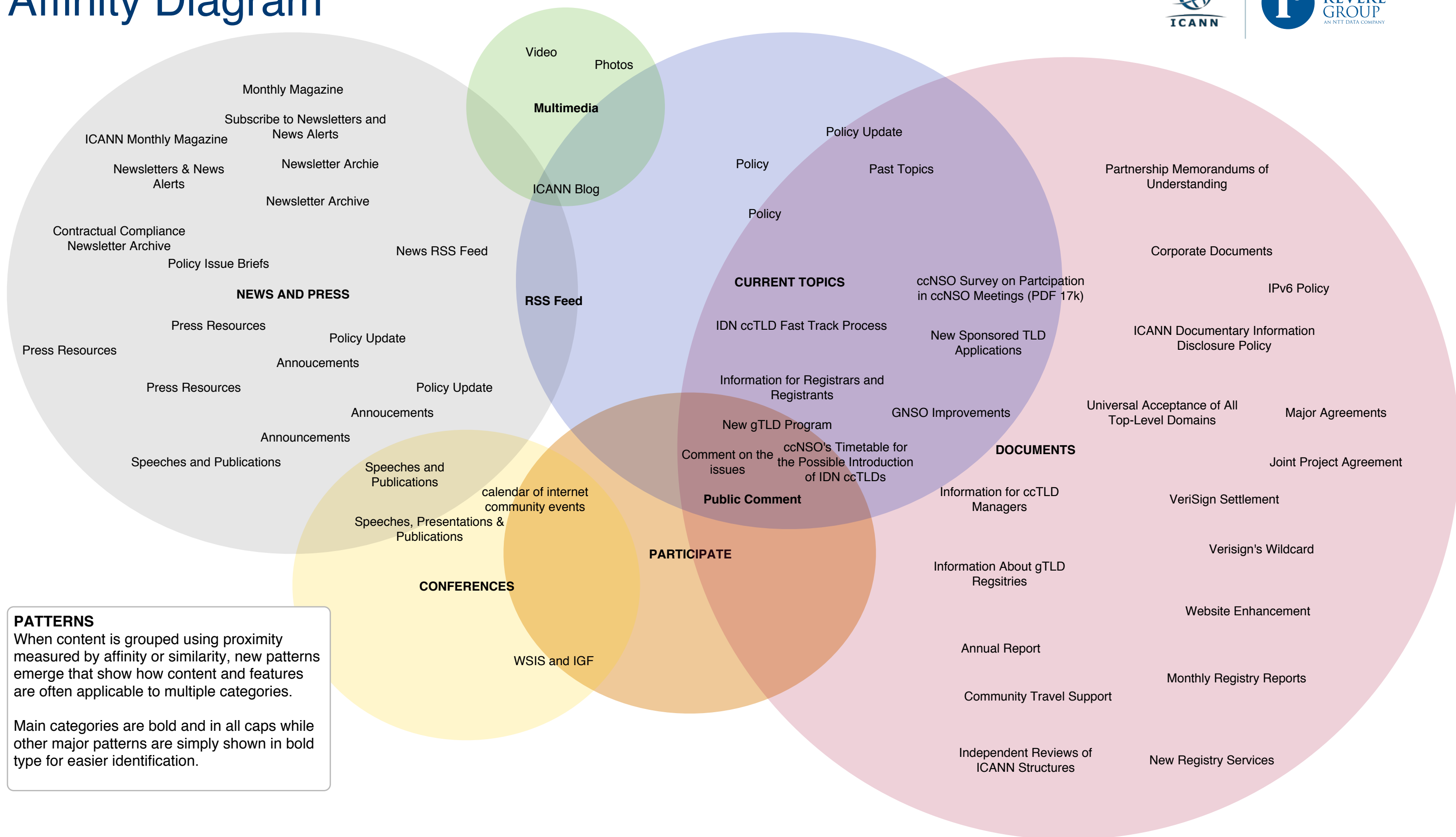
The goal of taxonomy is to develop labels and groupings of content and features that help users find what they are looking for. One aspect of this is to prevent dead ends, meaning that often users follow a set of links or labels thinking they are on the right path, only to find in the end that the site categorized the item differently than how they would and they now have to back out of their dead end and try another path. To prevent this, we suggest that items have a primary categorization, but also can have secondary labels so they can be found via other paths. This is similar to a phone book or index, so that items which are categorized differently simply refer to the correct term and place.

SCOPE

The Affinity Diagram is meant to show the relationships among different artifacts and features in a website. Instead of items being categorized strictly into one category or another, this method shows how items may need to be found in multiple ways and provides insights as to what content should link to other content, across categories.

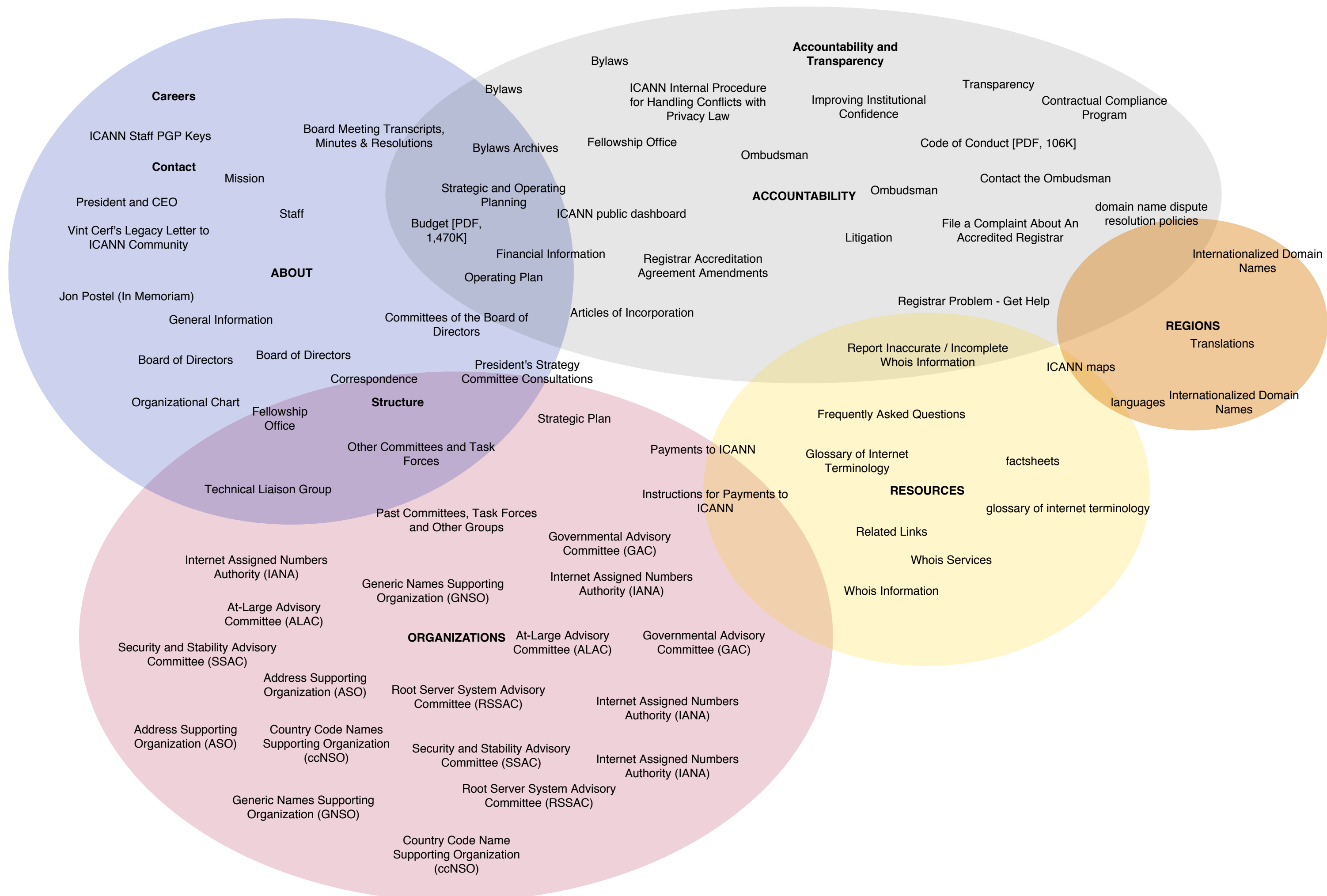
The current site map give context to where the site is today. The new site map reflects the new taxonomy that was created with the ICANN team, based on the affinities we found and then crafted to meet both user and organizational needs. The biggest difference is the number of sub-categories, helping reduce the amount of effort users must exert in order to analyze the listings.

Affinity Diagram

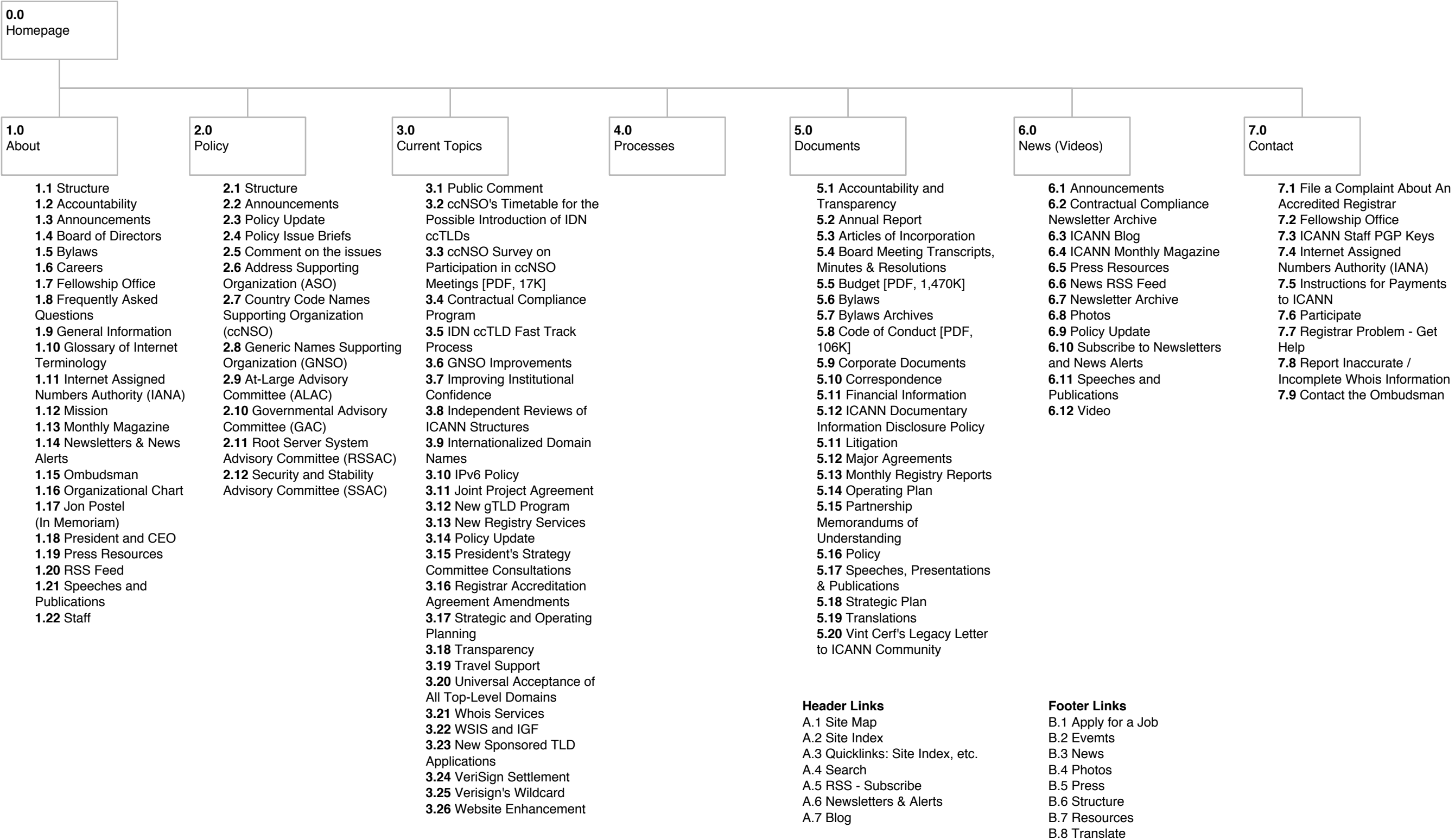


PATTERNS
 When content is grouped using proximity measured by affinity or similarity, new patterns emerge that show how content and features are often applicable to multiple categories.

Main categories are bold and in all caps while other major patterns are simply shown in bold type for easier identification.



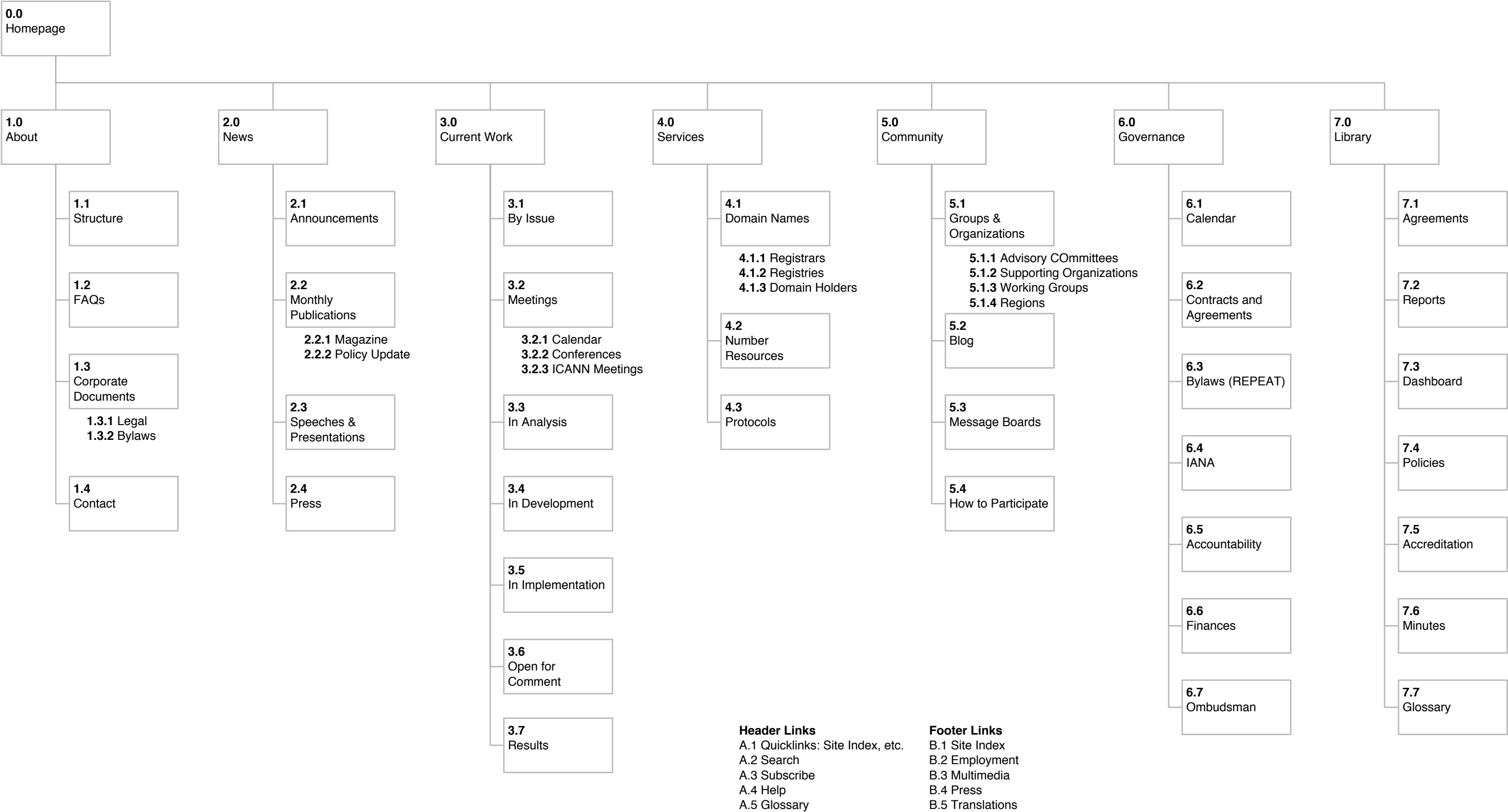
Site Map (old)



- Header Links**
- A.1 Site Map
 - A.2 Site Index
 - A.3 Quicklinks: Site Index, etc.
 - A.4 Search
 - A.5 RSS - Subscribe
 - A.6 Newsletters & Alerts
 - A.7 Blog

- Footer Links**
- B.1 Apply for a Job
 - B.2 Events
 - B.3 News
 - B.4 Photos
 - B.5 Press
 - B.6 Structure
 - B.7 Resources
 - B.8 Translate

Site Map (new)



Header Links
 A.1 Quicklinks: Site Index, etc.
 A.2 Search
 A.3 Subscribe
 A.4 Help
 A.5 Glossary

Footer Links
 B.1 Site Index
 B.2 Employment
 B.3 Multimedia
 B.4 Press
 B.5 Translations