



Making E-Content Work

Web & Online Implementations

Clients

Fidelity Investments

Florida Power & Light

HCA Physician Services

Hewlett-Packard Company

Johnson & Johnson

Marriott International

McKesson Corporation

Prudential Financial

Sun Microsystems

Waste Management, Inc.

(formerly WMX Technologies, Inc.)

Overcoming the Web Challenge

With the rapid growth of the Internet, Extranet, and Intranet as efficient ways to communicate vast amounts of complex content, organizations are faced with the challenge of writing, organizing, and presenting information effectively online.

Creating consistent, effective e-content is particularly difficult with corporate Intranet sites, which typically have large numbers of employees posting information.

Solutions

Information Mapping® applies a scientific approach to creating clear, accessible e-content that is informative and easy to use.

We can maximize your return on investment in Web technologies by designing and developing e-content and navigation plans that ensure end users can easily find and use the information they need.

Services

Information Mapping offers a suite of Web consulting services and seminars designed to help organizations optimize how they place information online.



INFORMATION MAPPING

Information Mapping Worldwide Offices:

Australia • Austria • Belgium • Canada • Denmark • Dutch Antilles • Finland • France • Germany • Hong Kong
Indonesia • Ireland • Japan • Latin America • Luxemburg • Malaysia • Mexico • The Netherlands • New Zealand
Norway • Philippines • Portugal • Puerto Rico • Singapore • South Africa • Spain • Sweden • Switzerland
Taiwan • Thailand • United Kingdom • United States

Consulting Services

Our consultants can assist you by designing and developing effective e-content.

- *Web Content Architecture*
We design a high-level structure for your e-content that ensures all information is organized logically.
- *Web Site Navigation and Prototype Development*
We develop functional specifications, standards, and a prototype for your site.
- *Web Content Development*
We apply proven principles and guidelines to develop usable content for your Web site.
- *e-Learning Design & Development*
We design and develop effective, user-focused e-learning programs and support tools.
- *Expert Web Review*
We review your Web site content and navigation against research-based standards and guidelines, and recommend areas for improvement.

Learning Programs

Our seminars and e-learning programs will help your organization analyze audience requirements and present e-content so it is easily accessible for end users.

- *Designing Information for the Web™*
Teaches participants how to make information easy to find on the Web.
- *Making Web Content Work™*
Help writers and designers organize and present content more effectively on the Web.
- *Writing for the Web™*
Teaches participants how to use the Information Mapping method to analyze, organize, and present Web content.

About Us

Information Mapping, Inc. is a professional services firm with over 30 years' experience helping the world's leading organizations leverage knowledge to improve performance. We help organizations develop effective Web content, custom training and performance support solutions, procedures and documentation, and business communications. Our headquarters are in Waltham, Massachusetts with regional offices across the United States. We are represented in over 30 countries worldwide and offer our solutions in many languages.

Our Unique Content Method

Information Mapping's solutions are rooted in the Information Mapping method, which is a scientific way to analyze, organize, and present electronic and printed content based on modern principles of knowledge and knowledge management. Our first client, the Department of Defense, used our unique method to reduce training time and errors and increased over-all comprehension. We continue to apply the principles of the method and have helped many clients create standardized, high-quality, and structured content to meet their performance challenges.



Web Implementation Success

A hospitality industry leader was concerned about maintaining high levels of service among all their hotels. The manuals they relied on were confusing, incomplete, and costly to maintain. They wanted an Intranet-based solution to eliminate the need for large training and reference manuals, create a cost-effective way to train new staff, and provide standardized reference information for online use.

Information Mapping's consultants reviewed the materials, identified gaps in the information, developed an information architecture for the Intranet site, and created the new site content.

The result?

- *Hotel employees and managers found it easy to access current information.*
- *The cost of distributing new manuals and updates was eliminated.*
- *New hire training time was reduced by 50%.*