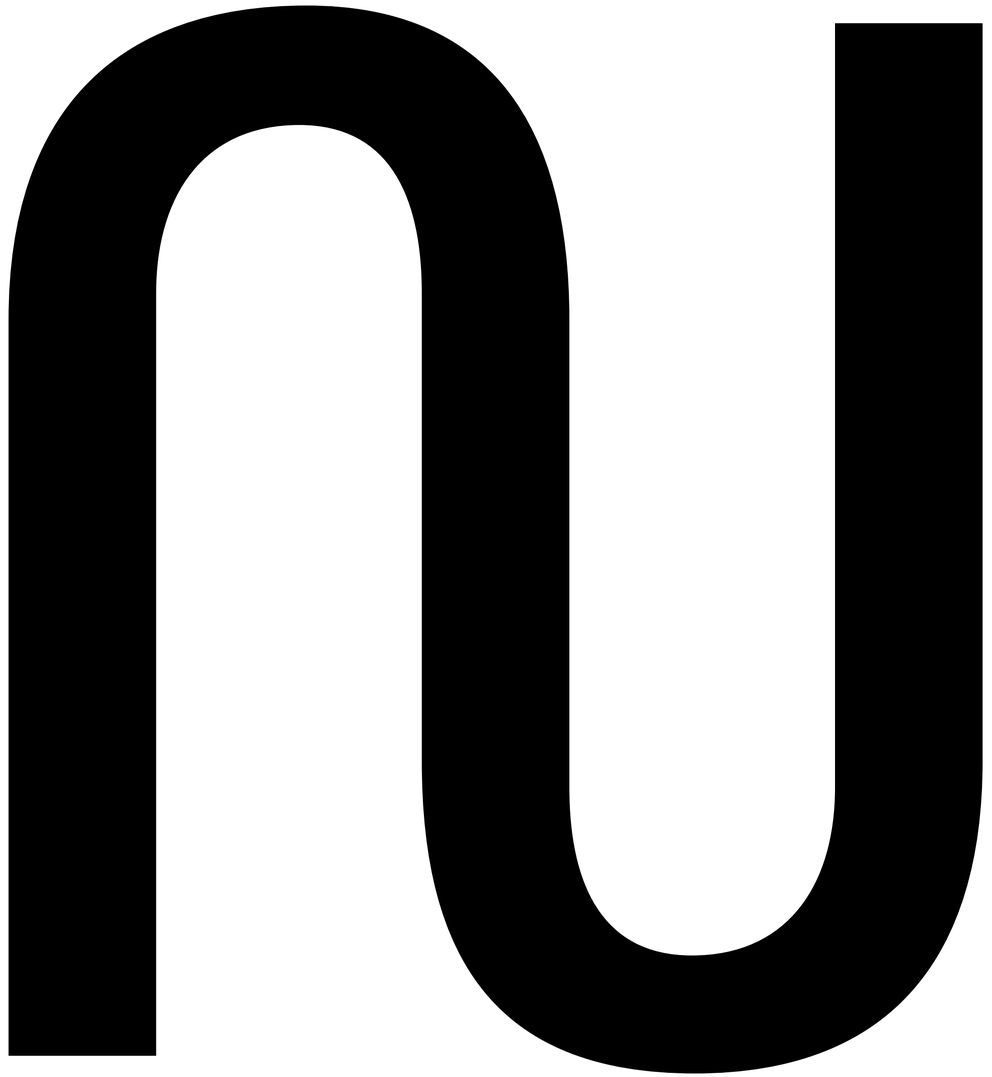
The Core Model: Create great content in collaboration

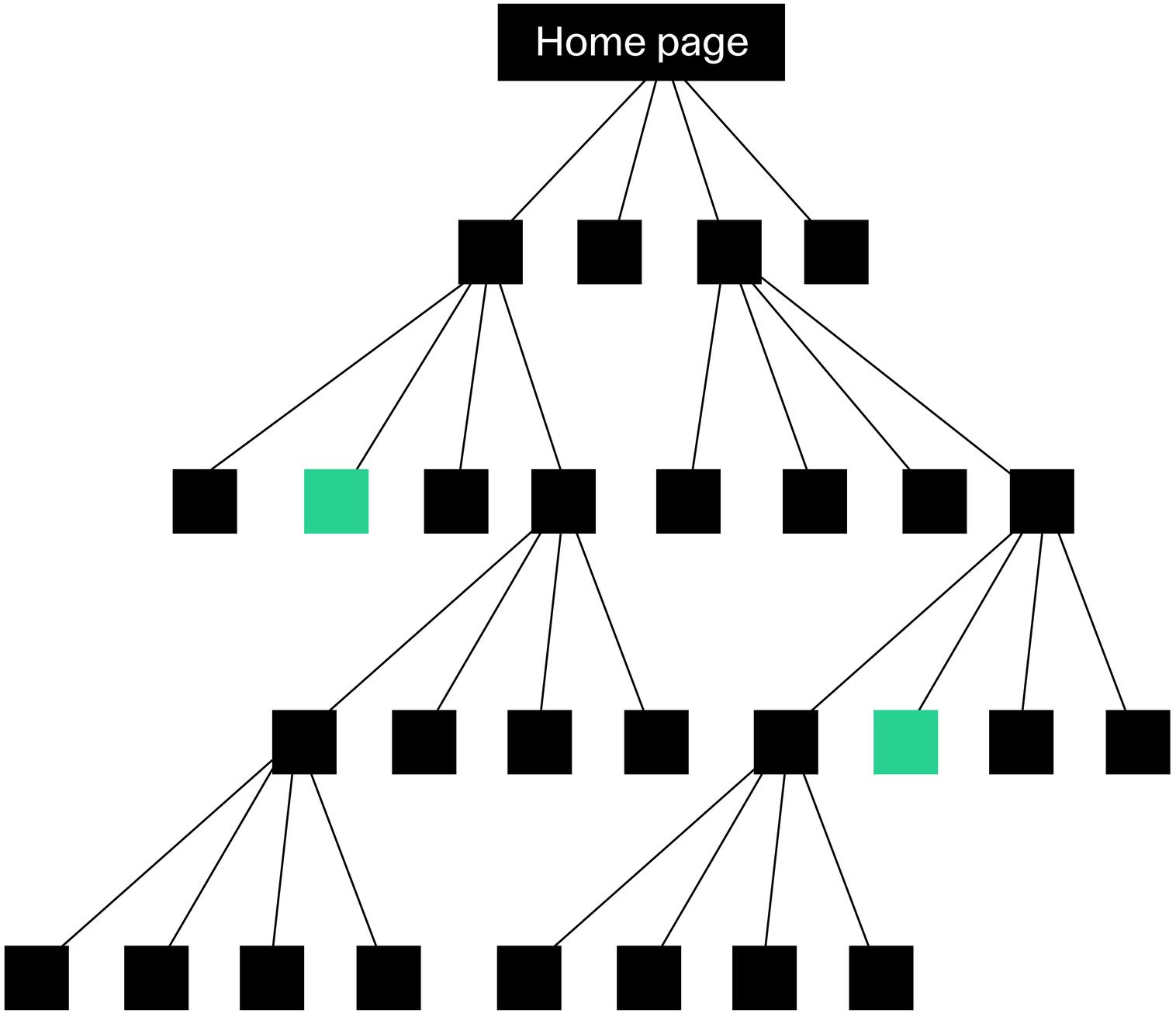


Netlife

Why isn’t my department in the main menu?
I need a banner for our latest product launch.
We need a button on the home page that takes you to our Facebook profile.
My son could have made a better website.
You should make more room for news.
How come our annual report isn’t on the home page?
Somebody called me last week and couldn’t find vacant positions!
I don’t like purple!!

Current Slide: 36 of 48
Next Slide: 37 of 48
Kjerneinnhold
12:34:51 PM

Make cores,
not wars

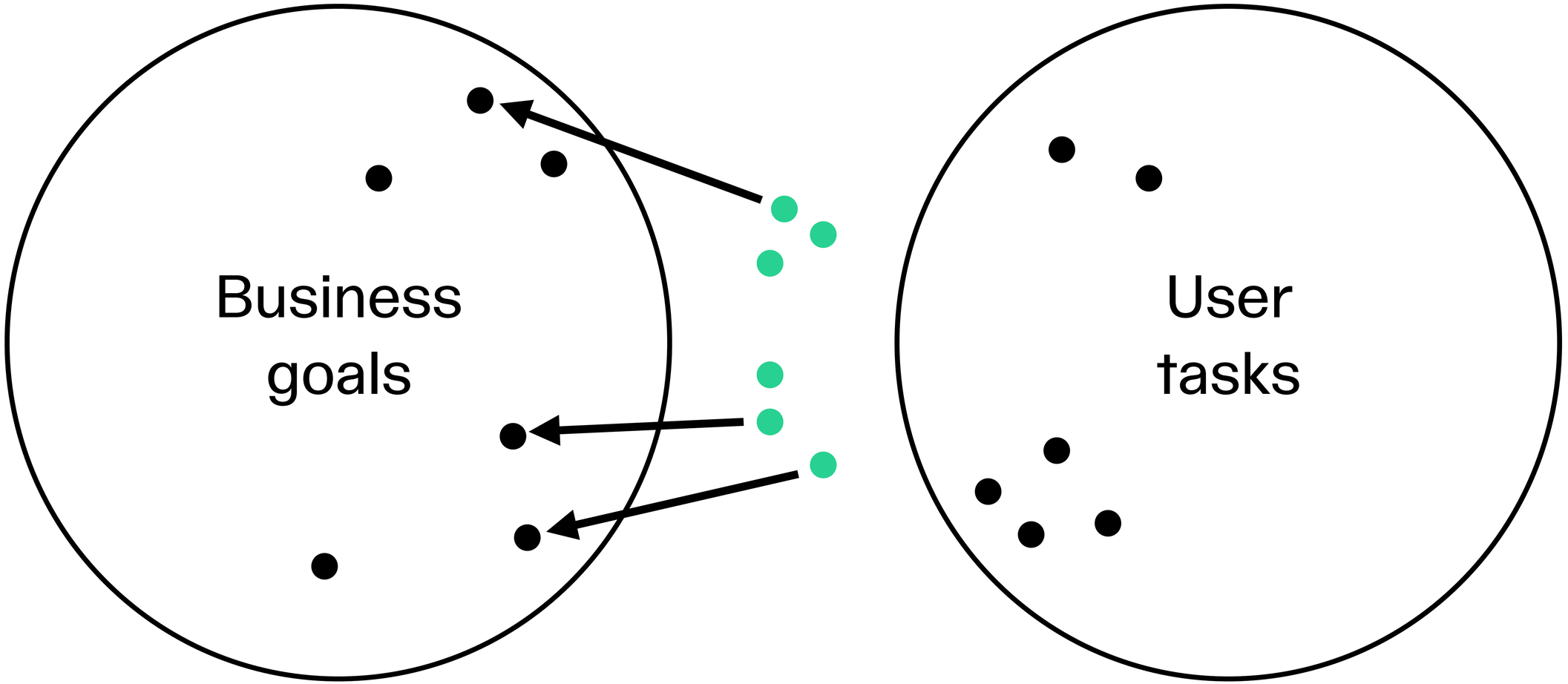

Home page

Many users will never see any other page

Google

Facebook

Forward paths



Cores

The Core Model

- The Core is where your users complete their tasks and you reach your business goals
- Paths, not hierarchy
- No dead ends

Main conference presentation

Core+Paths - A design framework for findability

Are Halland, Mona Halland

Saturday March 24 2007, 5:00 - 5:45PM

We believe that our traditional sitemaps, flows and wireframes tend to ignore some of the most important aspects of findability, simplicity, prioritization and persuasion:

- We create "empty structures", leaving content to be "filled in" by others
- We focus on front and section pages, whereas 50% of users enter from Google
- We forget about SEO, marketing and other key aspects of findability
- We miss out on opportunities to solve business goals through Calls to Action
- We end up making huge websites plagued by navigation and information overload

Instead of creating hollow information structures, we believe that true findability needs to be designed from the inside and out. We need to start with the findable object itself, and focus on the Core content and functionality that will fulfil user needs as well as business problems.

In this presentation we will outline a design framework for thinking about websites and applications in terms of findable objects - Core pages or Core flows - and Inward and Outward Paths to and from these. Through focusing on Core and Paths the project team, the client and other stakeholders are "forced" to prioritize and simplify content and navigation – thus greatly improving findability and usefulness of the final result.

A LIST APART

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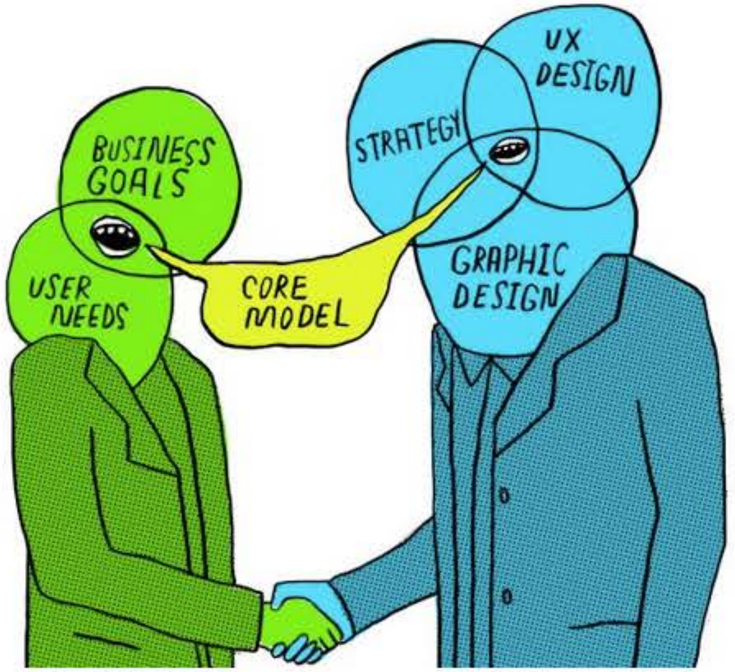


Issue № 411

The Core Model: Designing Inside Out for Better Results

by **IDA AALEN** · *January 06, 2015*

Published in Content Strategy, Workflow & Tools, Information Architecture · 30 Comments

If you've worked on a website design with a large team or client, chances are good you've spent some time debating (arguing?) with each other about what the homepage should look like, or which department gets to be in the top-level navigation—perhaps forgetting that many of the site's visitors might never even see the homepage if they land there via search.

Do your user research

And establish
business goals

What you need

- Handouts with the core model (A3)
- Handouts with objectives and user needs
- Markers and post-its
- Room with a projector
- 3-4 hours per workshop
- 1-3 participants from the digital/ web team
- 6-14 stakeholders/people from the client
- Snacks and lots of coffee!

6–14 participants

No design or content skills necessary!

- facilitator (you!)
- your team: design, UX, content
- people with expert knowledge
- content owners
- people who should be collaborating, but aren’t
- people with strong opinions about the website

Core workshop

People work in pairs,
and present their work
after each step

1. Identify core pages
2. Inward paths
3. Core content
4. Forward paths
5. Prioritize core elements

Core page: _____

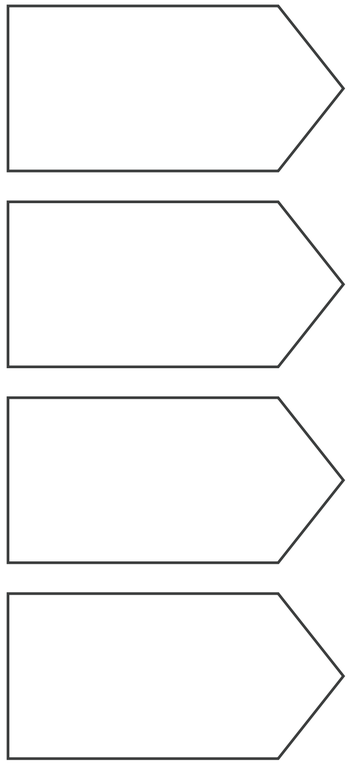
Business goals (achieve at least one)

- .....
- .....
- .....
- .....

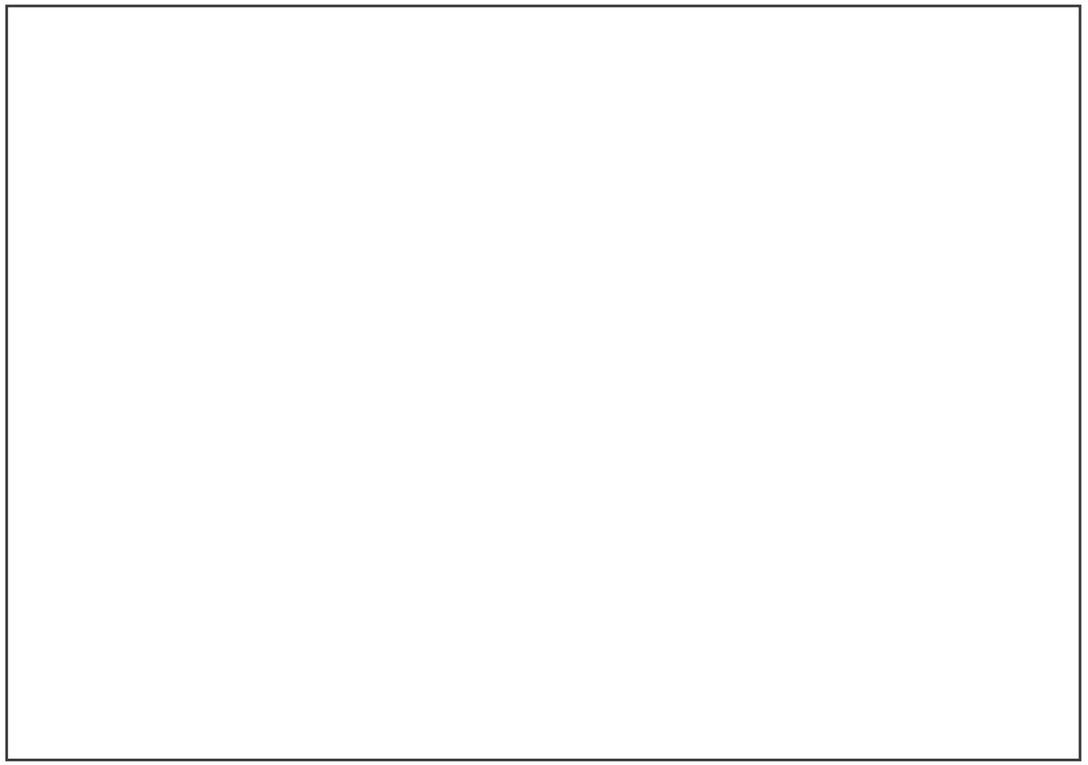
User tasks

- .....
- .....
- .....
- .....

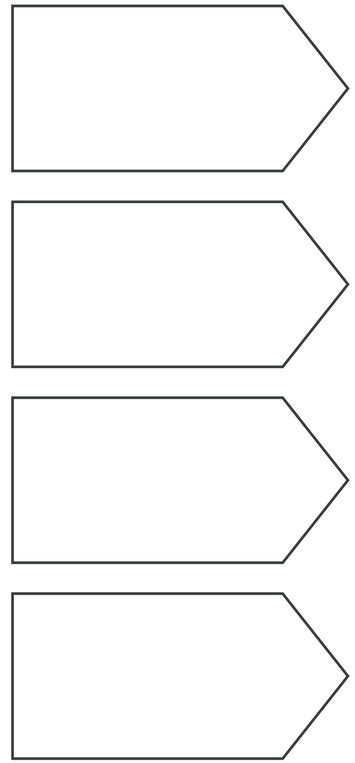
Inward paths



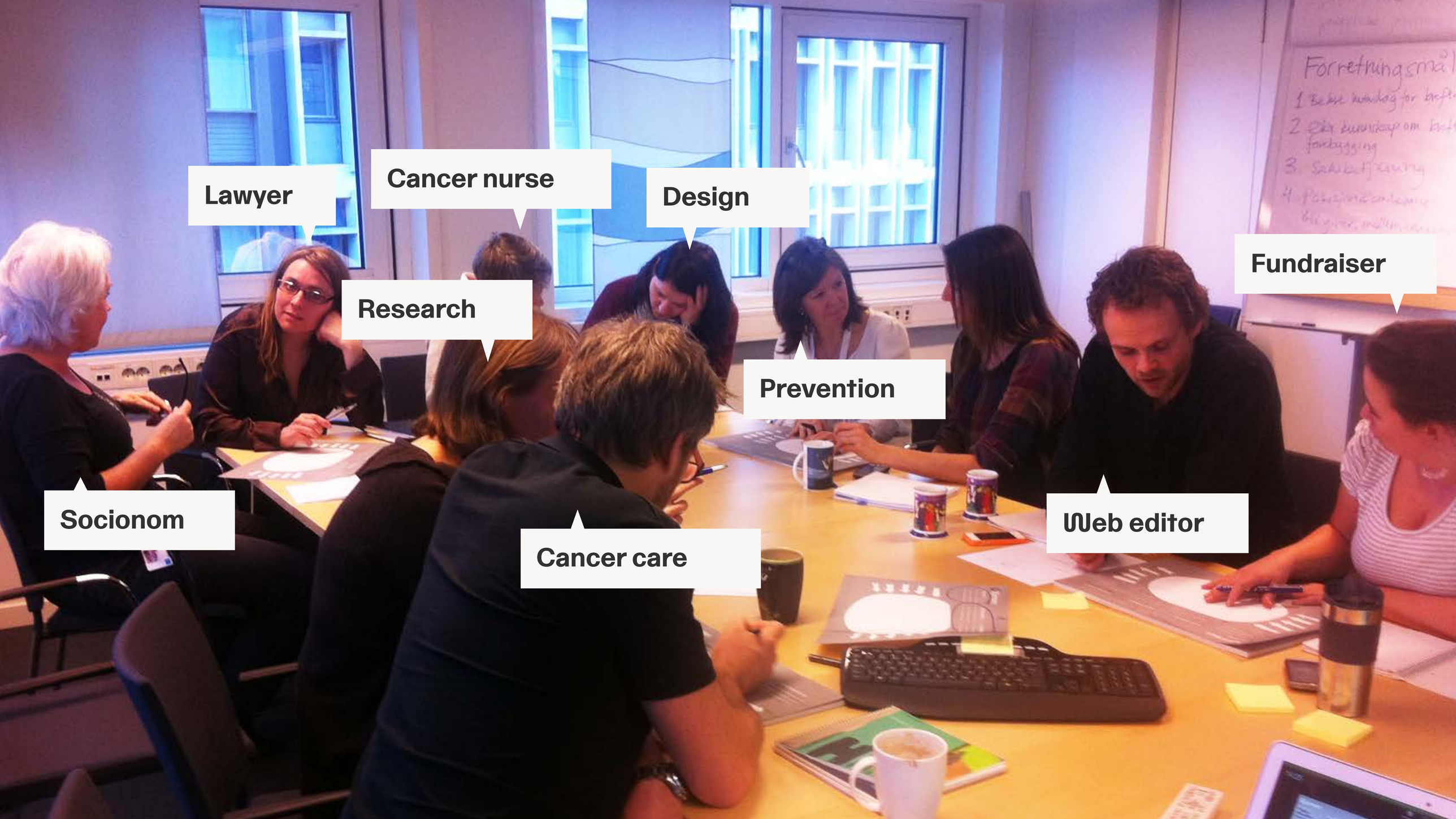
Core content



Forward paths



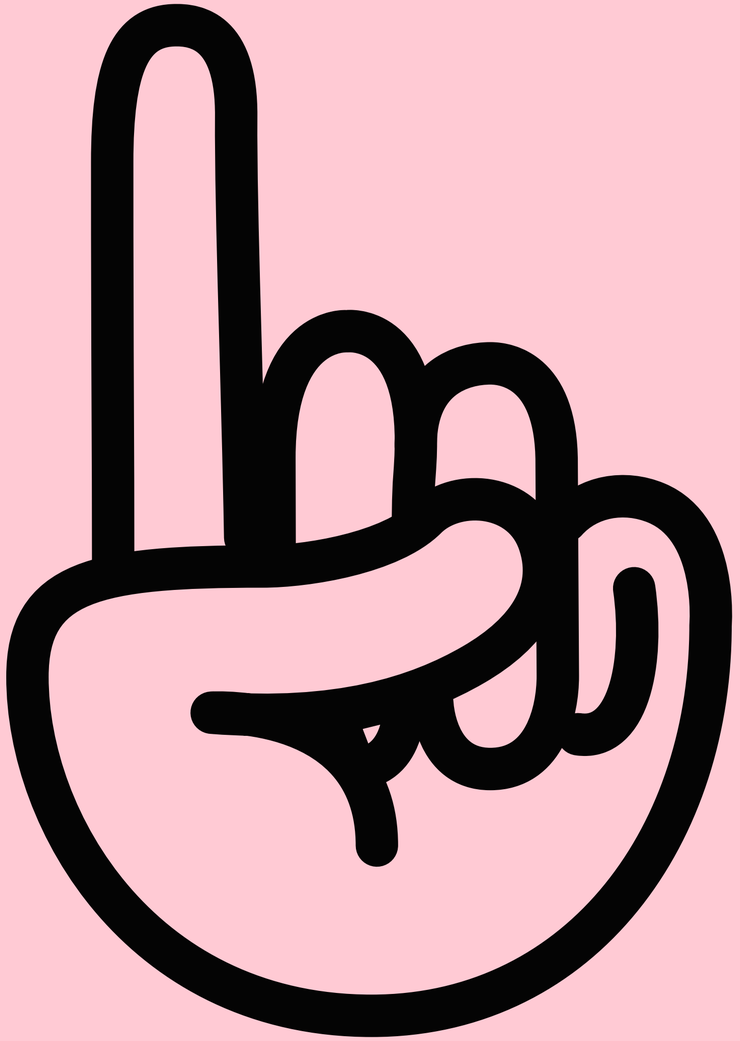
NORWEGIAN **CANCER** SOCIETY


Lawyer
Cancer nurse
Design
Fundraiser
Research
Prevention
Socionom
Cancer care
Web editor

Step #1

Identify your core pages

This is done by matching business goals and user needs

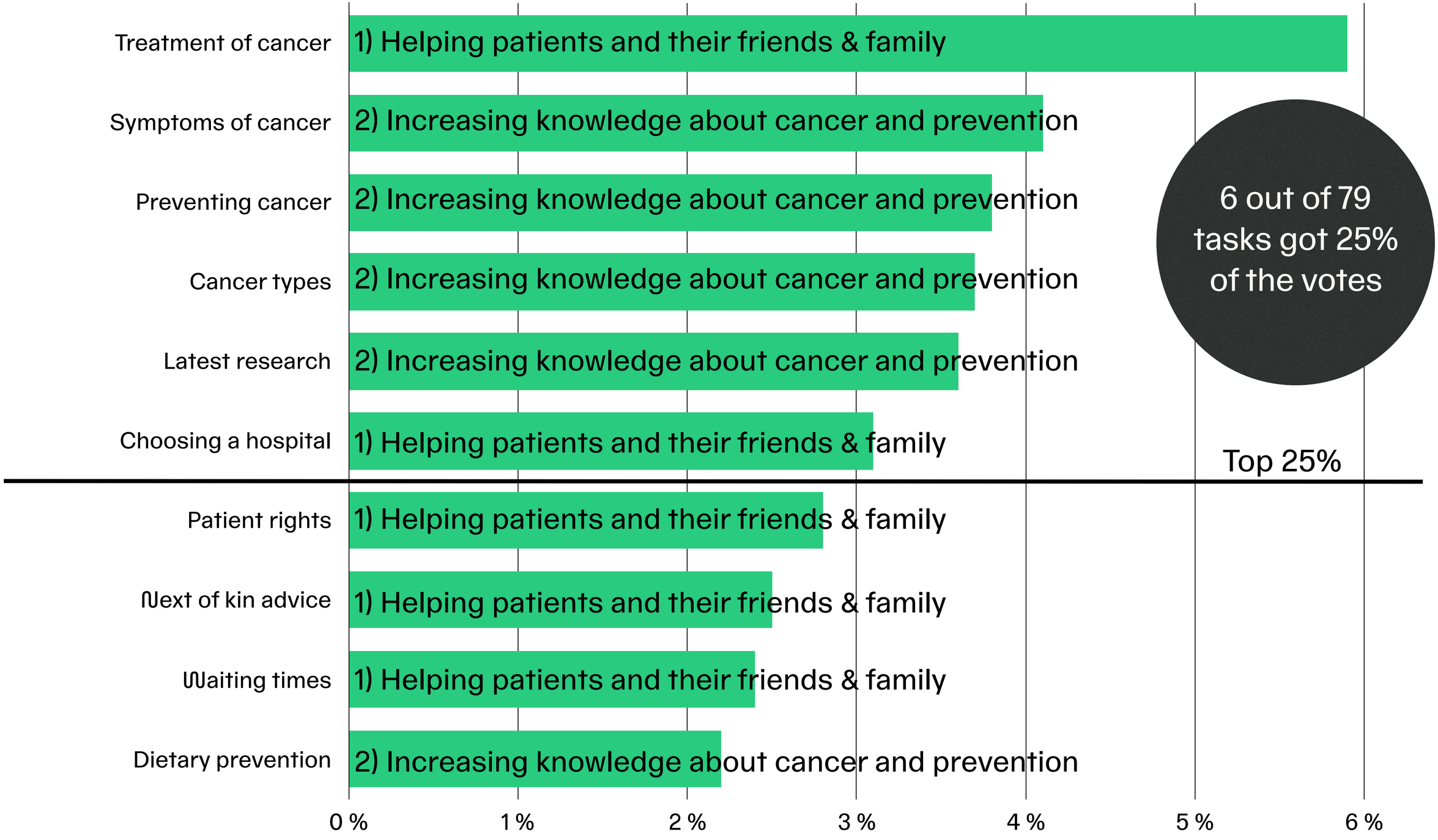


The Norwegian Cancer Society's goals

1. Helping patients and their friends and family
2. Increasing knowledge about cancer and prevention
3. Increasing online self-service
4. Strengthening our position and increasing donations

Top task survey

«If you’re visiting The Cancer Society’s website, which five tasks are the most important to you?»


Treatment of cancer
1) Helping patients and their friends & family
Symptoms of cancer
2) Increasing knowledge about cancer and prevention
Preventing cancer
2) Increasing knowledge about cancer and prevention
Cancer types
2) Increasing knowledge about cancer and prevention
Latest research
2) Increasing knowledge about cancer and prevention
Choosing a hospital
1) Helping patients and their friends & family
6 out of 79 tasks got 25% of the votes
Top 25%
Patient rights
1) Helping patients and their friends & family
Next of kin advice
1) Helping patients and their friends & family
Waiting times
1) Helping patients and their friends & family
Dietary prevention
2) Increasing knowledge about cancer and prevention
0 %
1 %
2 %
3 %
4 %
5 %
6 %

Core page: Form of cancer (example: "lung cancer")

Business goals (achieve at least one)

Help patients and their friends and family

Increase knowledge about cancer & prevention

User tasks

Treatment of cancer

Symptoms of cancer

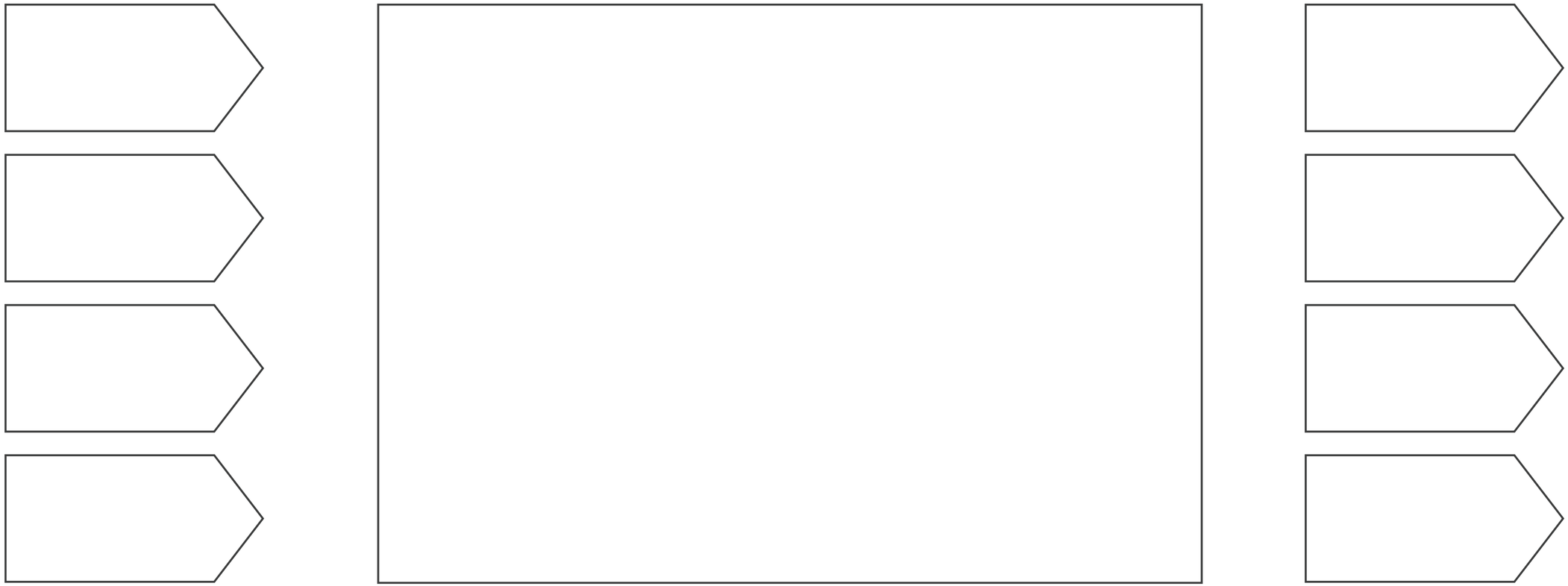
Preventing cancer

Cancer types

Inward paths

Core content

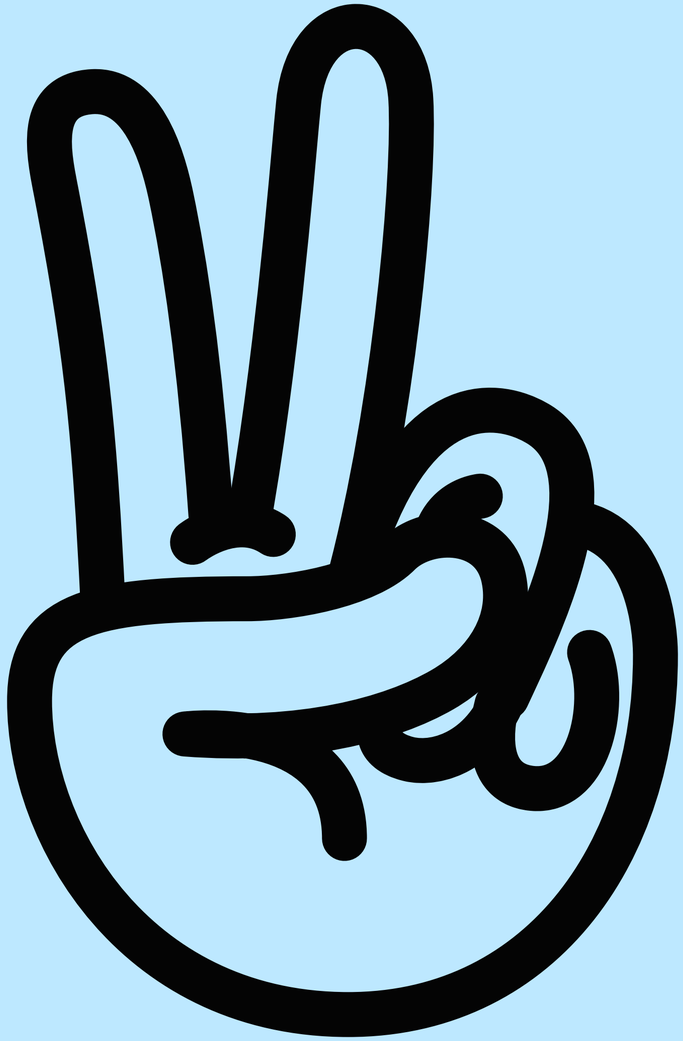
Forward paths



Step #2

Inward paths

How will the user get here?
How will they find this content?



Core page:

Business goals (achieve at least one)

User tasks

Inward paths

How will the user find their way to this core page?

Core content

Forward paths

Core page: Form of cancer (example: "lung cancer")

Business goals (achieve at least one)

Help patients and their friends and family

Increase knowledge about cancer & prevention

User tasks

Treatment of cancer

Symptoms of cancer

Preventing cancer

Cancer types

Inward paths

Googling "lung cancer"

Googling a symptom

Homepage?

"lung cancer" brochure

How will the user find their way to this core page?

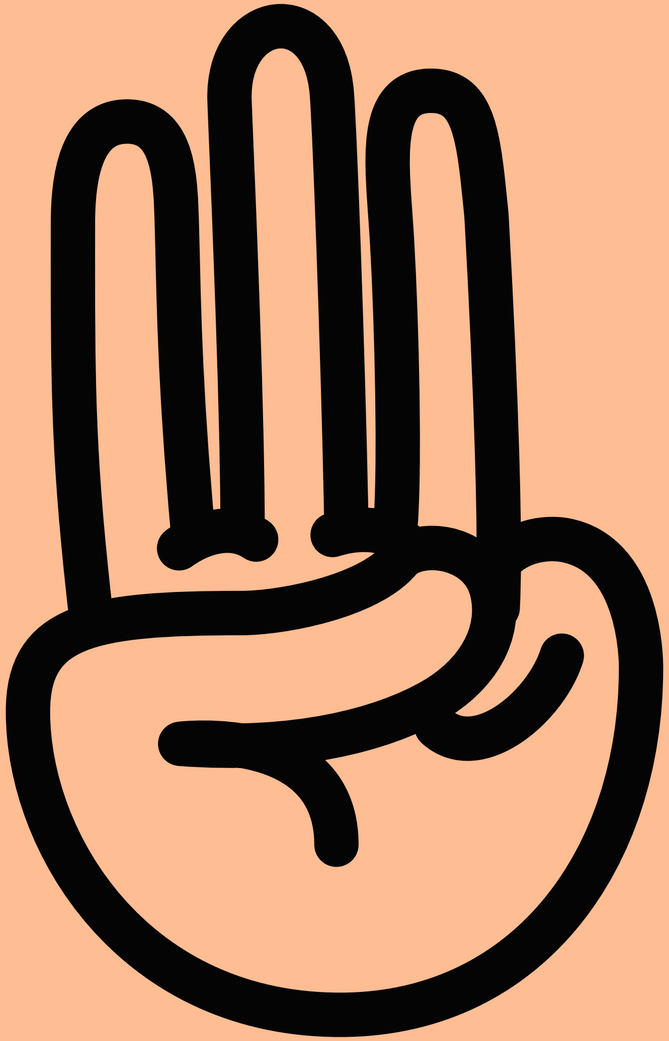
Core content

Forward paths

Step #3

Core content

What content elements do we need to make sure the user completes their task (while respecting our objectives)



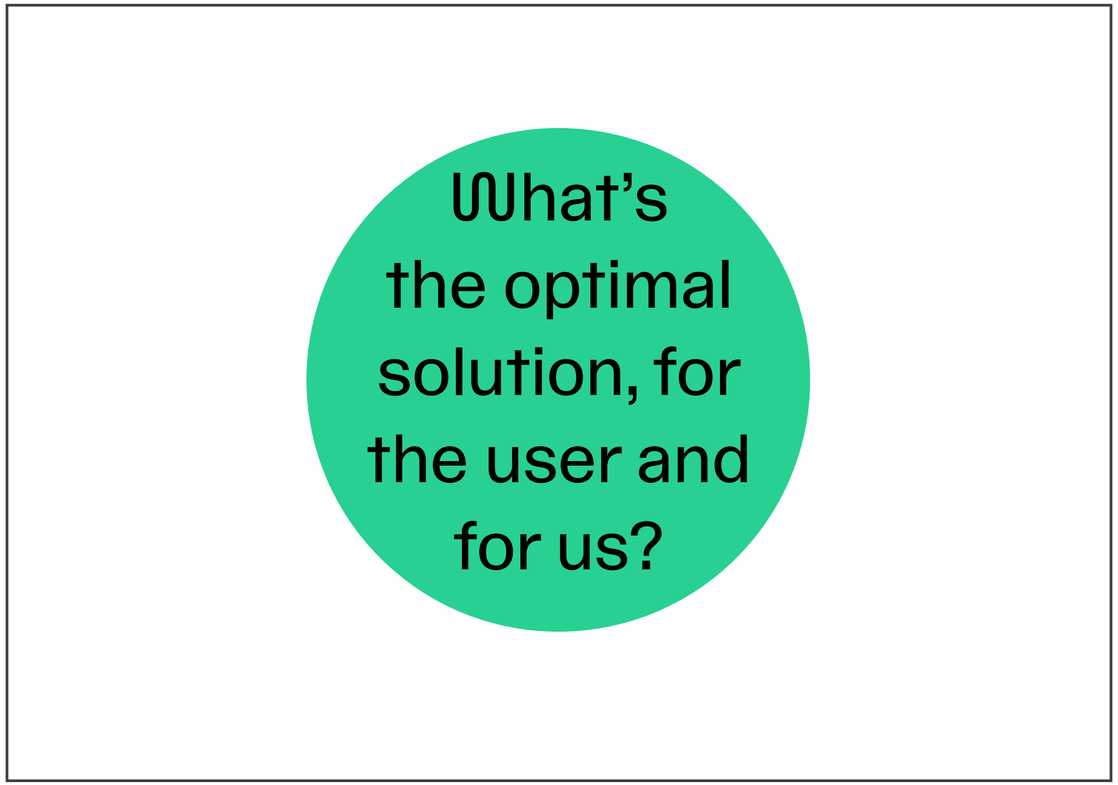
Core page:

Business goals (achieve at least one)

User tasks

Inward paths

Core content



Forward paths

Core page: Form of cancer (example: "lung cancer")

Business goals (achieve at least one)

- Help patients and their friends and family
- Increase knowledge about cancer & prevention

User tasks

- Treatment of cancer
- Symptoms of cancer
- Preventing cancer
- Cancer types

Inward paths

- Googling "lung cancer"
- Googling a symptom
- Homepage?
- "lung cancer" brochure

Core content

What's the optimal solution, for the user and for us?

Forward paths

Core page: Form of cancer (example: "lung cancer")

Business goals (achieve at least one)

Help patients and their friends and family

Increase knowledge about cancer & prevention

User tasks

Treatment of cancer

Symptoms of cancer

Preventing cancer

Cancer types

Inward paths

Googling "lung cancer"

Googling a symptom

Homepage?

"lung cancer" brochure

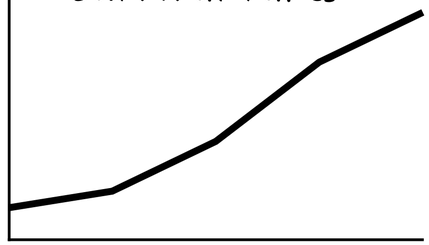
Core content

Symptoms first!

Make sure you go to the doctor, don't diagnose yourself from a website!

Not all cancer forms can be prevented. Risk factors and causes too, not just prevention efforts.

Survival rates

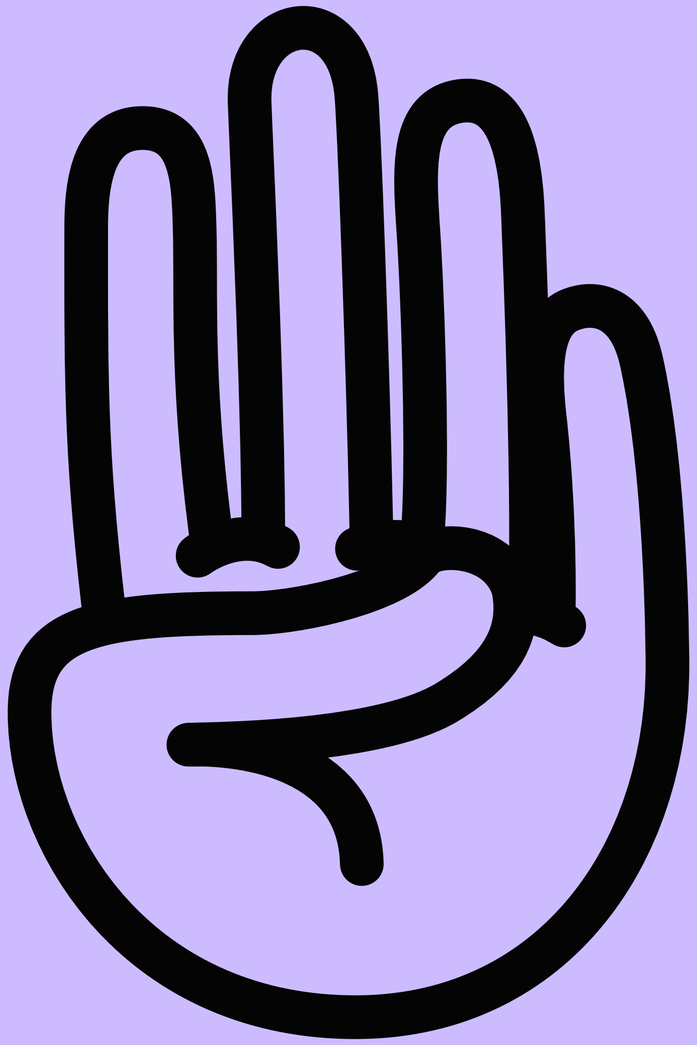


Forward paths

Step #4

Forward paths

After the user has completed their task, where do we want to send them next?



Core page:

Business goals (achieve at least one)

User tasks

Inward paths

Core content

Where should we send the user, after they've completed their primary task?

Forward paths

Core page: Form of cancer (example: "lung cancer")

Business goals (achieve at least one)

Help patients and their friends and family

Increase knowledge about cancer & prevention

User tasks

Treatment of cancer

Symptoms of cancer

Preventing cancer

Cancer types

Inward paths

Googling "lung cancer"

Googling a symptom

Homepage?

"lung cancer" brochure

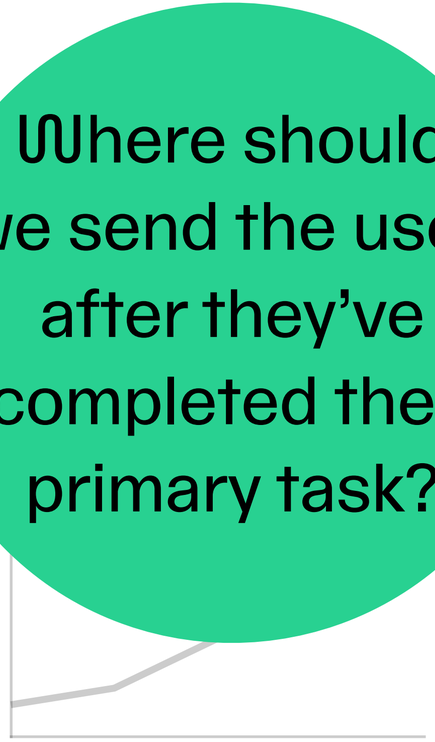
Core content

Symptoms first!

Make sure y

don't diagnose

Not all cancer forms can be prevented. Risk factors and causes too, not just prevention efforts.



Where should we send the user, after they've completed their primary task?

Forward paths

Cancer line

Prevention

Rights

NCS opinion on this subject

Core page: Form of cancer (example: "lung cancer")

Business goals (achieve at least one)

- Help patients and their friends and family
- Increase knowledge about cancer & prevention

User tasks

- Treatment of cancer
- Symptoms of cancer
- Preventing cancer
- Cancer types

Inward paths

- Googling "lung cancer"
- Googling a symptom
- Homepage?
- "lung cancer" brochure

Core content

Symptoms first!

Make sure you go to the doctor,
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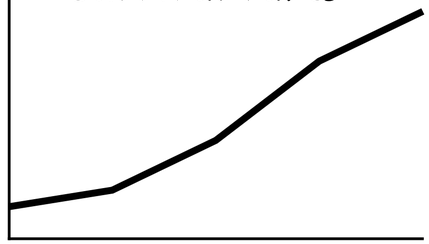
Not all cancer forms can be prevented. Risk factors and causes too, not just prevention efforts.

Survival rates



Forward paths

- Cancer line
- Prevention
- Rights
- NCS opinion on this subject

Kjerneside:

Mål (oppfyll minst ett)

Brukeroppgaver

Kjerneinnhold

Veier inn

Veier videre

Oversiktskart trykk her:

Facebook

Step #5

Prioritize core elements

How would you place these elements if you only had a mobile screen available?

Kjerneside:

Mål (oppfyll minst ett)

Brukeroppgaver

Kjerneinnhold

Veier inn

Veier videre

Oversiktskart trykk her:

Facebook

Kjerneside Gjenvinnings stasjoner

Forretningsmål (oppnå minst ett)

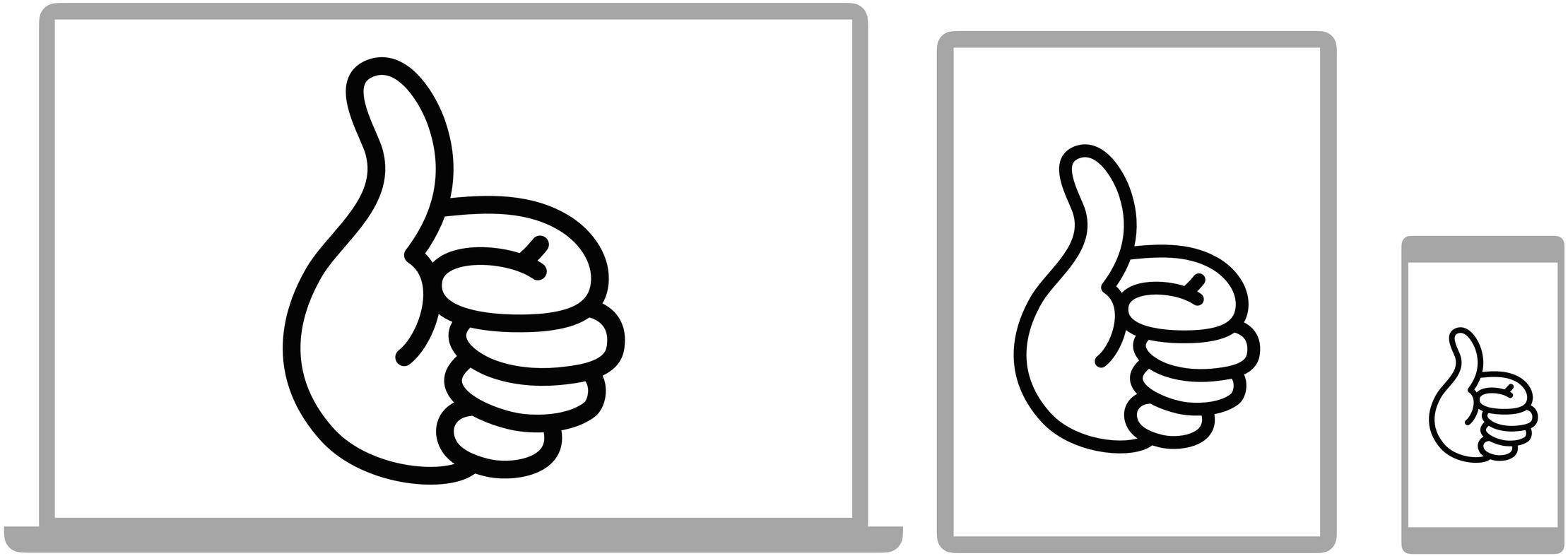
Brukeroppgaver

Veier inn

Kjerneinnhold & veier videre

RETNINGSLINJER

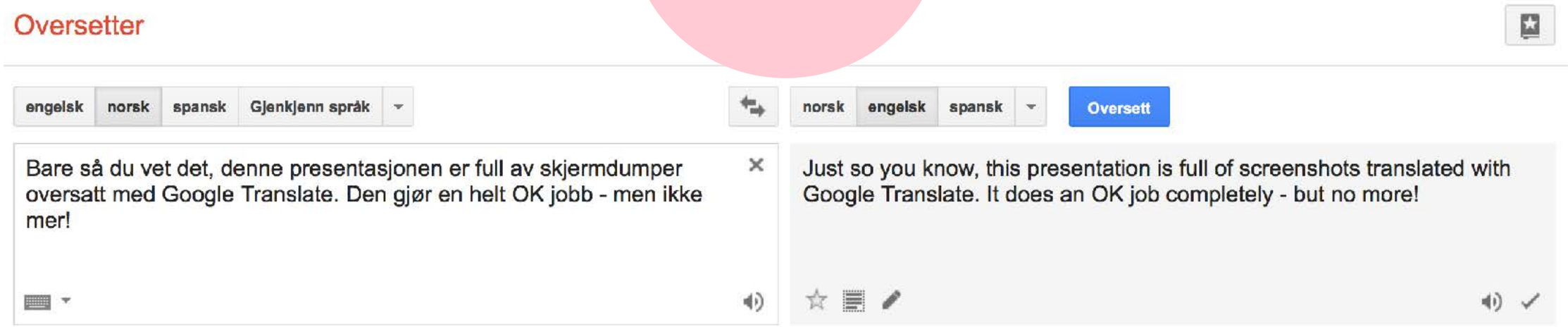
The core is the same on all devices



Example

Breast cancer

Warning!


Oversetter
engelsk
norsk
spansk
Gjenkjenn språk
norsk
engelsk
spansk
Oversett
Bare så du vet det, denne presentasjonen er full av skjermdumper oversatt med Google Translate. Den gjør en helt OK jobb - men ikke mer!
Just so you know, this presentation is full of screenshots translated with Google Translate. It does an OK job completely - but no more!

Breast cancer

Cancer breast

SPECIALIST
Elisabeth Normannvik

Updated 1/17/2014

Symptoms

- Cool or knot that is felt in the chest
- Hollow in the skin of the breast
- Nipple that draws inward or pointing in different direction than usual
- Weeping from the nipple, especially if the liquid contains blood
- Cool in the armpit or neck
- Wounds that do not heal
- Pain in the breast
- Eczema, redness with increased heat or other skin changes in the breast or nipple

Weeping from the nipple

A number of women have from time to time weeping from the nipple. This applies particularly middle-aged women. The fluid may be clear or yellow, milky, brown, yellow-green or bloody obvious.

If weeping due to breast cancer, it will often be bloody. If you get **bloody**

of nipple

Weeping from the nipple

A number of women have from time to time weeping from the nipple. This applies particularly middle-aged women. The fluid may be clear or yellow, milky, brown, yellow-green or bloody obvious.

If weeping due to breast cancer, it will often be bloody. If you get **bloody weeping** from the nipple, it is important to visit your doctor to examine your chest **.** weeping from the nipple may well due to benign conditions, such as the use of certain drugs.
During lactation, especially at first, experiencing many streaks of blood in milk. This is harmless and need no special examination.

Changes in the shape of the breast or skin

For breast to breast **change shape** , for example, can cause **hollow** in the skin of the breast. This is best discovered by looking in the mirror with your arms raised above your head. It may also happen that **the nipple retracts or pointing in a different direction** than usual.

Breast cancer can also cause **eczema changes** on or around the nipple, such as orange peel-like skin surface or **sores** on the skin of the breast that does not heal.

Any such symptoms should be examined by a physician considering breast cancer.

Symptoms mentioned above can be signs of cancer, but it can also be signs of other conditions. Cancer Society's advice is that if the symptoms last for more than three weeks, you should consult your doctor.

Causes and Prevention

ENGLISH MY PAGE

CANCER ASSOCIATION

Unique women require unique treatment
By providing personalized treatment of breast cancer patients, avoids unnecessary delayed. >

About Cancer
Advice and Rights
Offer to you
Prevention
Research
Support the Cancer Society
News
About Cancer Society

more than three weeks, you should consult your doctor.

Causes and Prevention

Breast gland tissue is from puberty under the constant influence of female sex hormones - estrogens. These play an important role in the development of breast cancer.

Otherwise it with current knowledge difficult to point directly causes the disease.

There are, however, knowledge of the factors that can increase and which can reduce the risk.

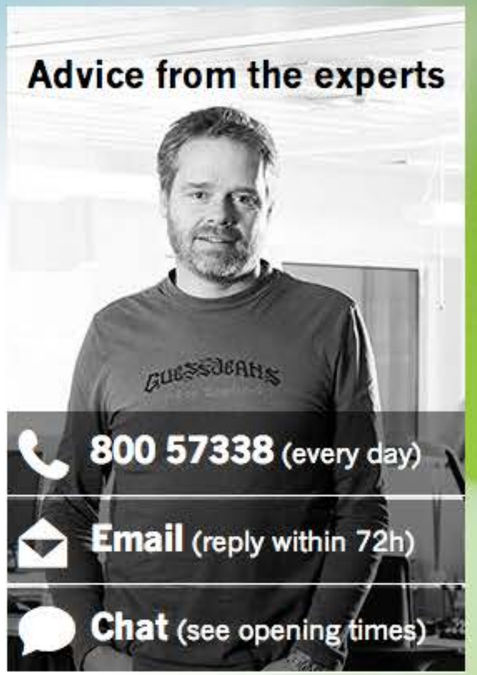
Factors that may increase the risk of breast cancer

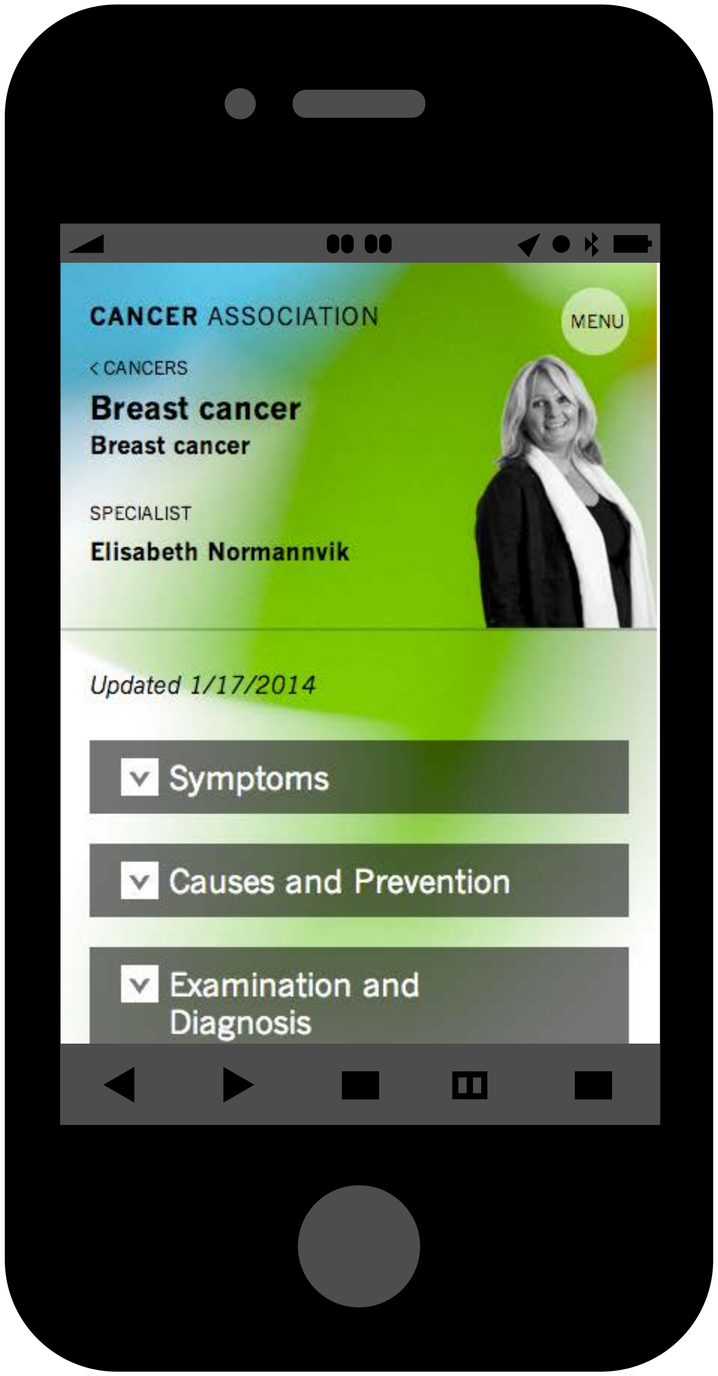
- Early menarche and late menopause, ie a high number of menstrual periods
- To bear children
- To bear children until after the age of 35 years
- Inactivity
- Overweight
- Alcohol , the risk increases with the intake
- Prior radiation therapy to the breast
- Long-term use of estrogen supplements in conjunction with menopause

Factors that may reduce the risk of breast cancer

- Giving birth to their first child before age 25 years
- Giving birth to more children
- To breastfeed

Diet and physical activity are also of importance for the development of breast cancer.




CANCER ASSOCIATION
MENU
< CANCERS
Breast cancer
Breast cancer
SPECIALIST
Elisabeth Normannvik
Updated 1/17/2014
Symptoms
Causes and Prevention
Examination and Diagnosis

Time on page

HOME < ABOUT CANCER < CANCER
ENGLISH
MY PAGE
Breast cancer
Cancer breast
SPECIALIST
Elisabeth Normannvik
CANCER ASSOCIATION
About Cancer
Advice and Rights
Offer to you
Prevention
Research
Support the Cance
News
About Cancer
Updated 1/17/2014
Symptoms
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3m48s
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CANCER ASSOCIATION
Breast cancer
Updated 1/17/2014
Symptoms
Causes and Prevention
3m57s

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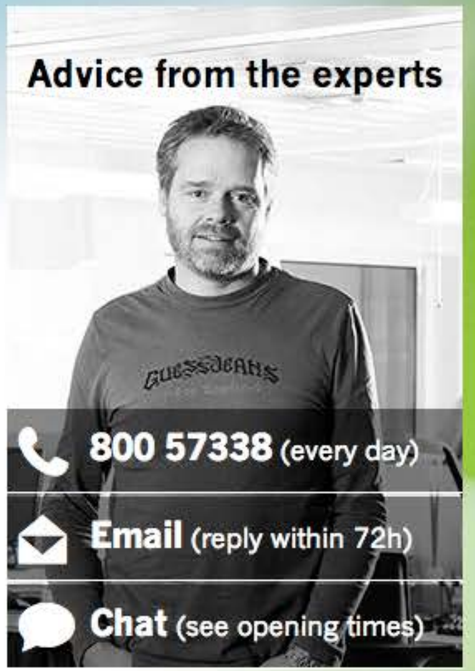
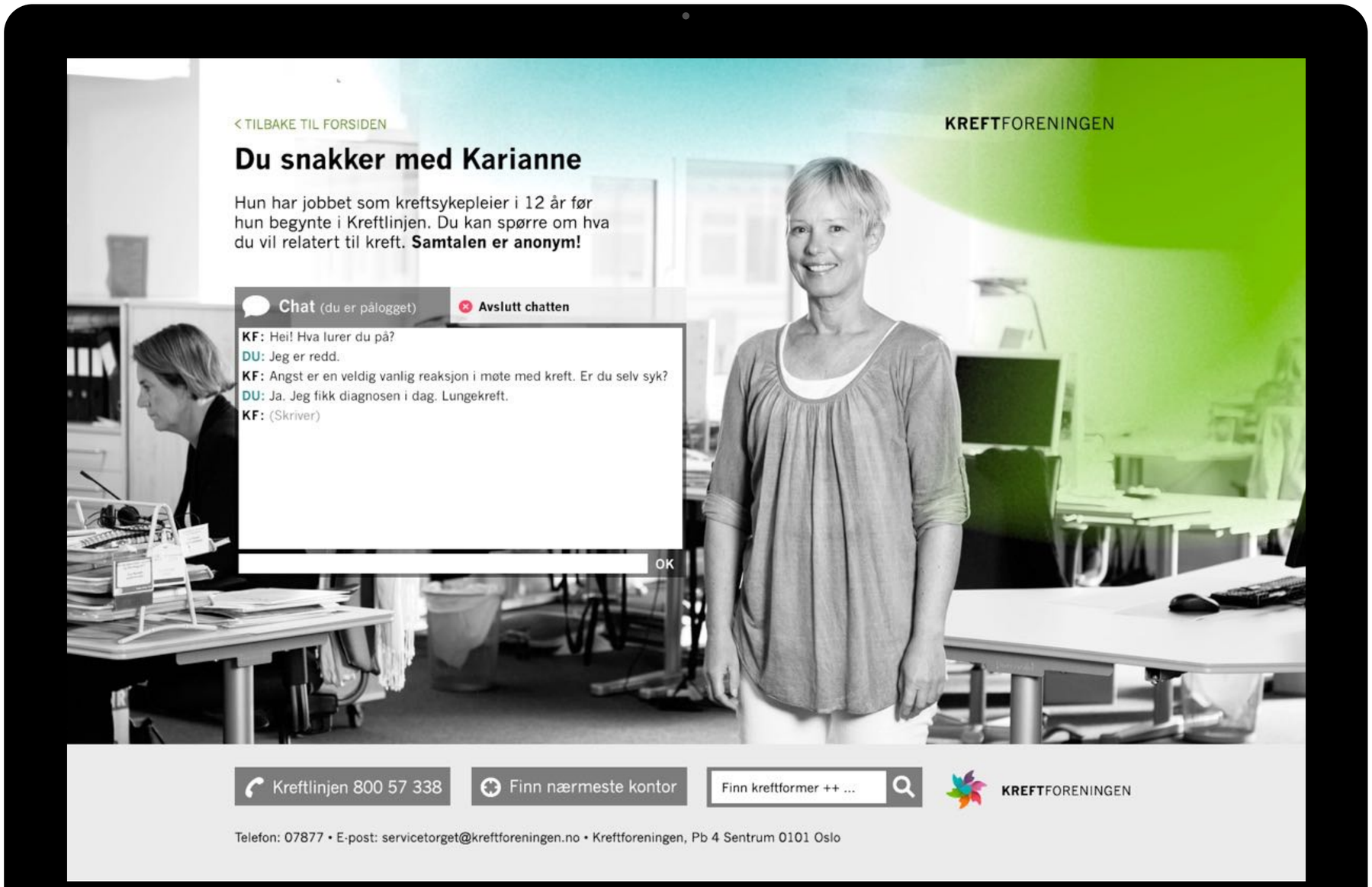


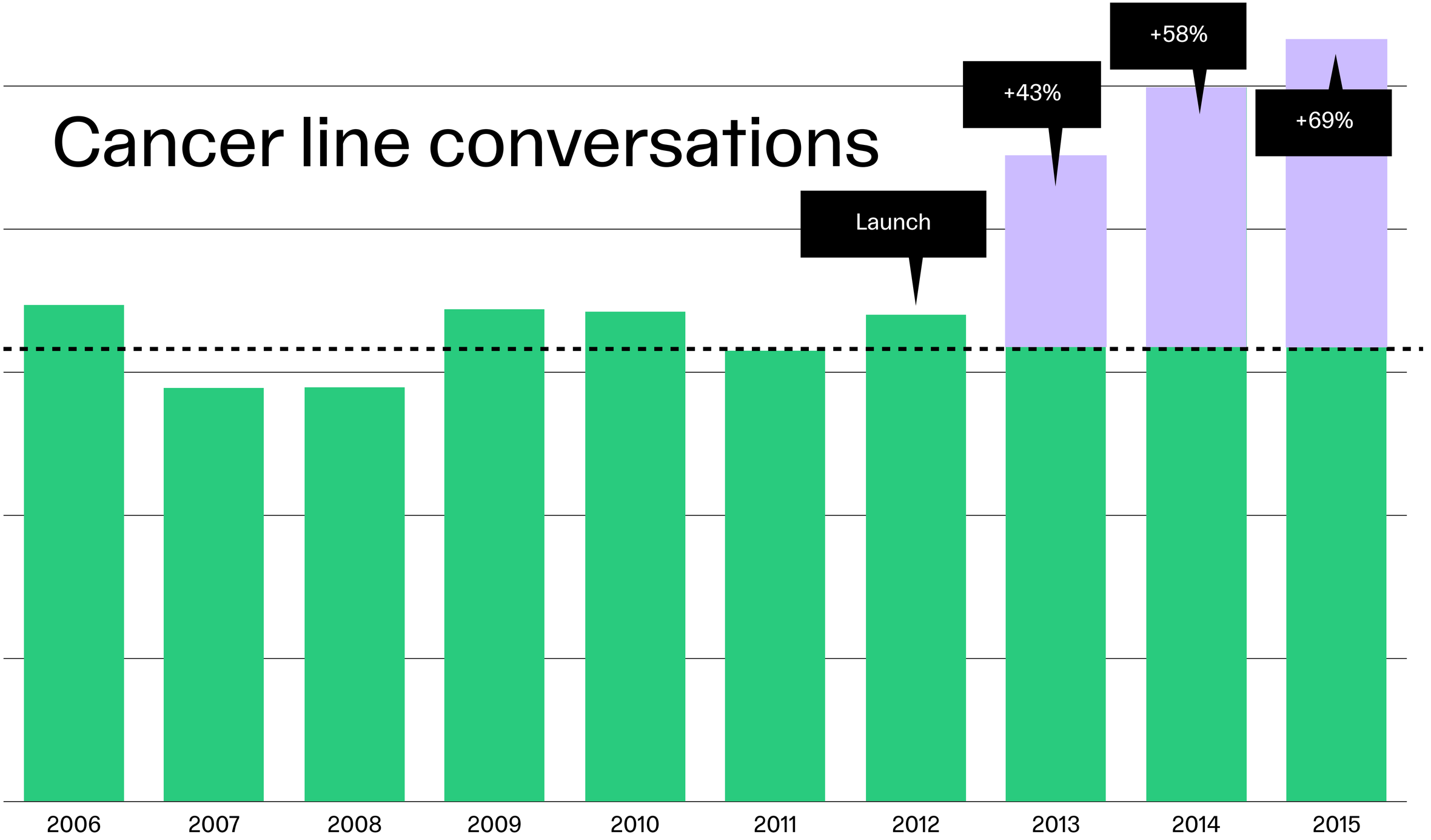

< TILBAKE TIL FORSIDEN
KREFTFORENINGEN
Du snakker med Karianne
Hun har jobbet som kreftsykepleier i 12 år før hun begynte i Kreftlinjen. Du kan spørre om hva du vil relatert til kreft. Samtalen er anonym!
Chat (du er pålogget)
Avslutt chatten
KF: Hei! Hva lurer du på?
DU: Jeg er redd.
KF: Angst er en veldig vanlig reaksjon i møte med kreft. Er du selv syk?
DU: Ja. Jeg fikk diagnosen i dag. Lungekreft.
KF: (Skriver)
OK
Kreftlinjen 800 57 338
Finn nærmeste kontor
Finn krefttformer ++ ...
KREFTFORENINGEN
Telefon: 07877 • E-post: servicetorget@kreftforeningen.no • Kreftforeningen, Pb 4 Sentrum 0101 Oslo

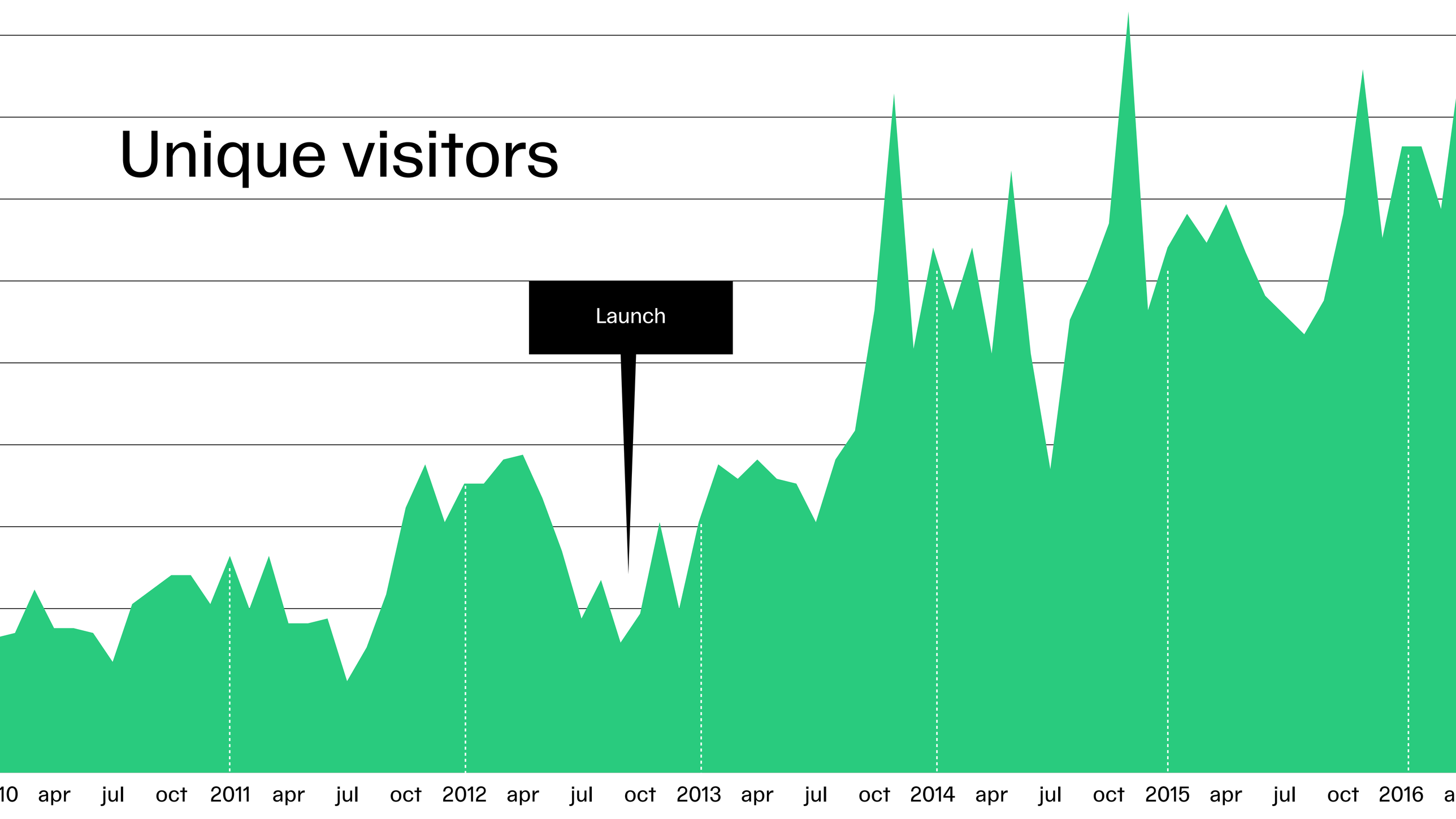
— More people contact the cancer line now than before, but now they’re more informed when they contact us

Anine Wiig Dagestad

Oncology nurse

Cancer line conversations



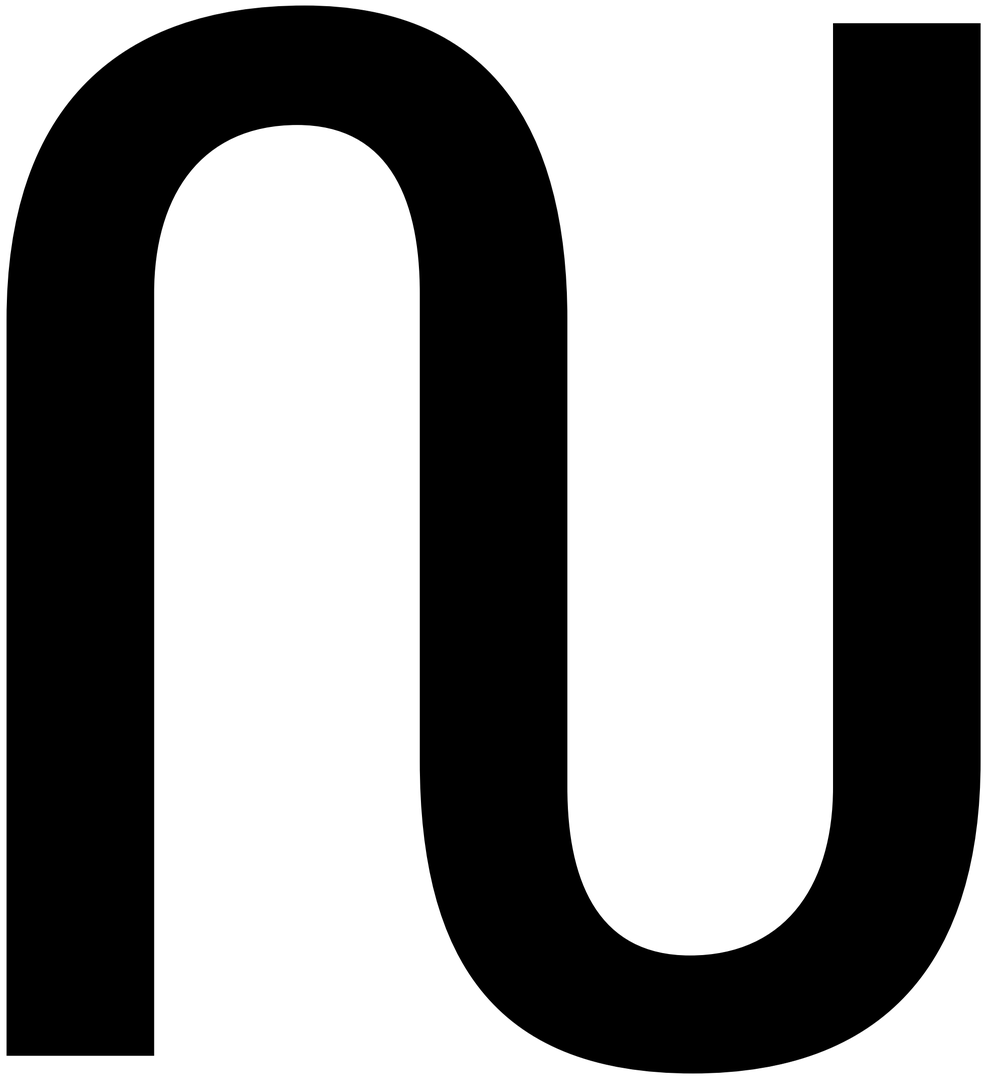

Unique visitors
Launch
10
apr
jul
oct
2011
apr
jul
oct
2012
apr
jul
oct
2013
apr
jul
oct
2014
apr
jul
oct
2015
apr
jul
oct
2016
a

Core model takeaways

- Objectives and user tasks first
- Start with the core
- Get rid of dead ends
- Be creative about your forward paths
- Home page last, not first

Thank you!

audun.rundberg@netlife.com

@audunru

Netlife