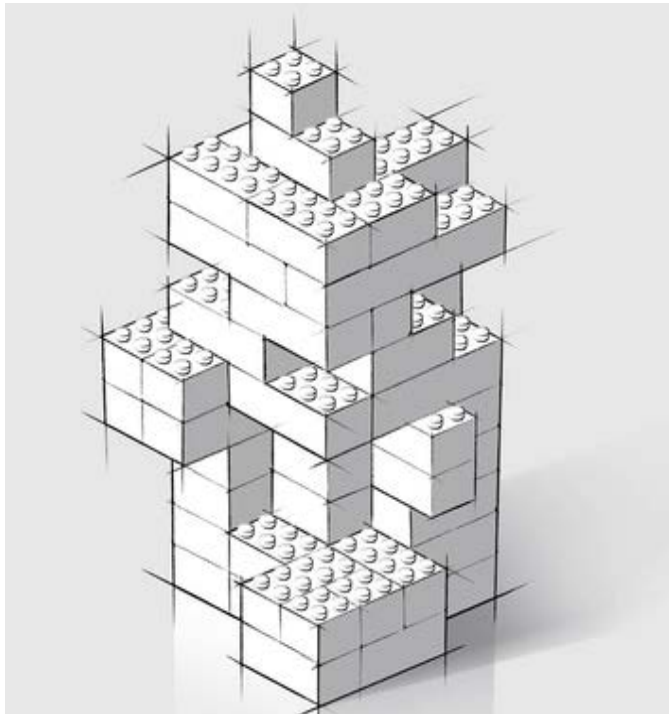


Make Meta Data visible - Improve your Content Delivery

ETC Sofia

June 2016 2-3

Karsten Schrempp, PANTOPIX GmbH & Co. KG



Point of departure

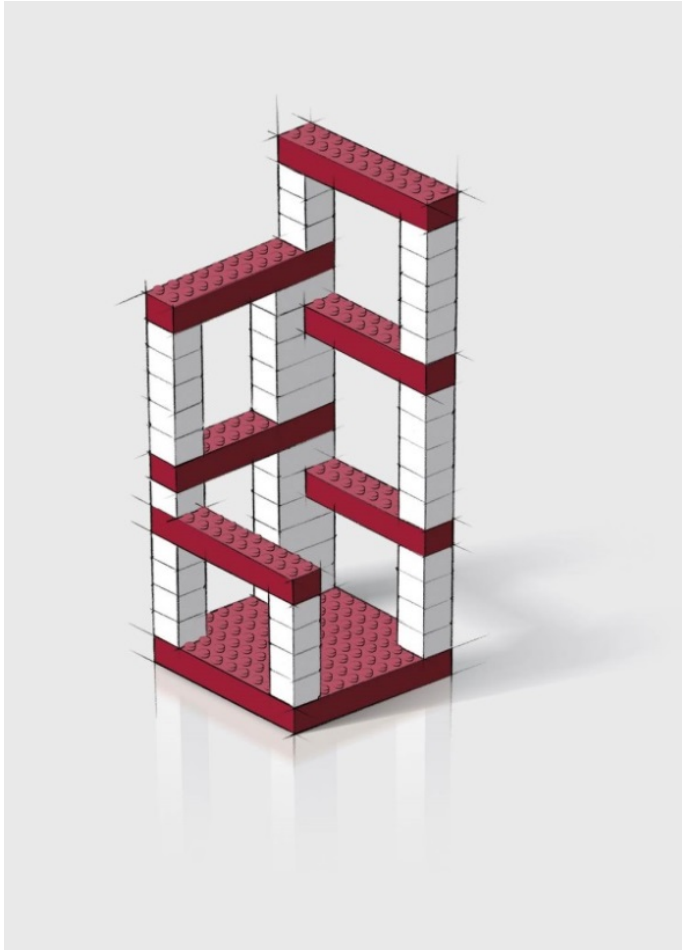
- Meta data support us to understand the world around us in a better way and to organize it.
 - Regarding the IoT (Internet of Things) they are supporting the world to organize itself.
- Both points are also valid for Technical Communication.
- But it seems that using meta data is painful. Therefore very often they are not or only insufficiently defined, set or used.
- For the end user it becomes difficult or impossible to find information in a fast, simple and accurate manner.

Thesis

- If we visualize meta data we support authors and improve the quality of the provided information.
- For the user it becomes easier to orient himself in such a world of information – he finds what he is looking for.

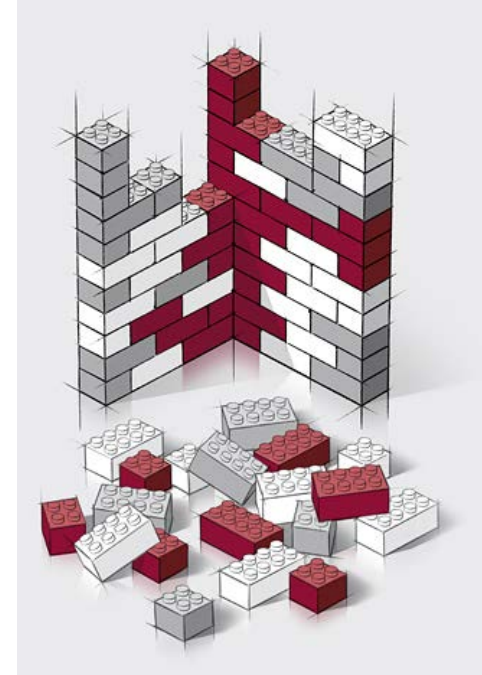


- We will show, that and how the visualization of meta data on the authoring side can be used to simplify authoring
- We will show, how visualization on the end user side can be used to improve the access to information.



- PANTOPIX
- About Meta Data
- Visualization and Authoring
- Visualization in Online-Publications

- **PANTOPIX** is your partner for structured information expertise.
- We are the professional companion for your technical authors and the advocate of effective user experience.



Karsten Schrempp

- Founder and CEO PANTOPIX
- Development and implementation of customer individual und user friendly solutions for Technical Communication.
- Information architect
- Improvement of information development and publication processes
- Evaluation and implementation of corresponding tools

Our customers



Carl Zeiss Microscopy



TRUMPF



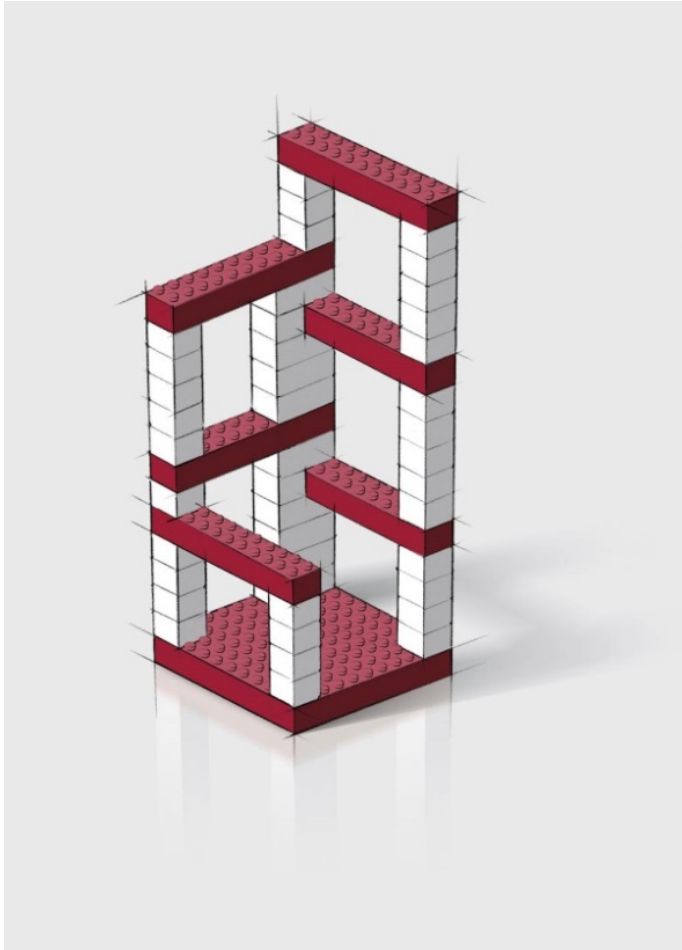
VOITH

SIEMENS



SIEMENS



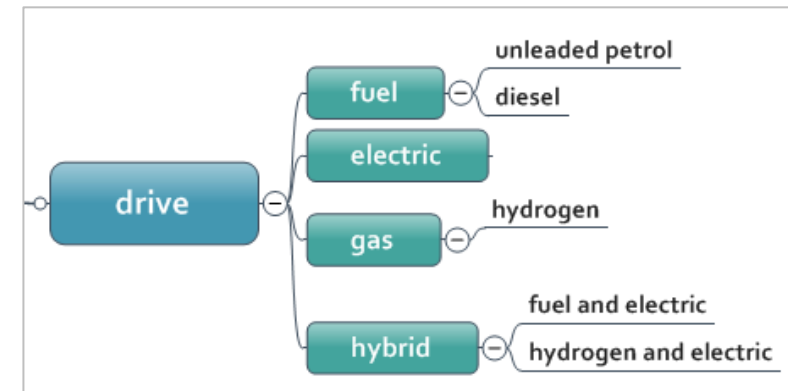
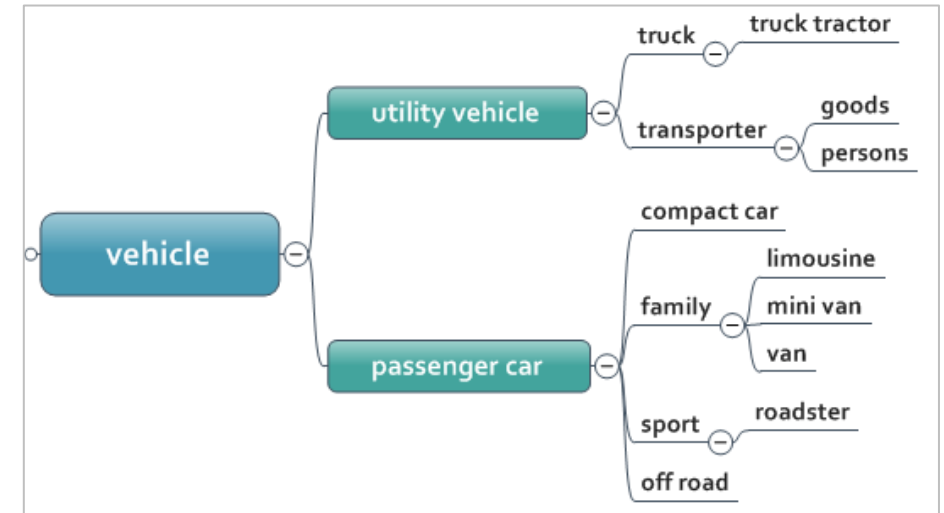


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- About Meta Data
- Visualization and Authoring
- Visualization in Online-Publications

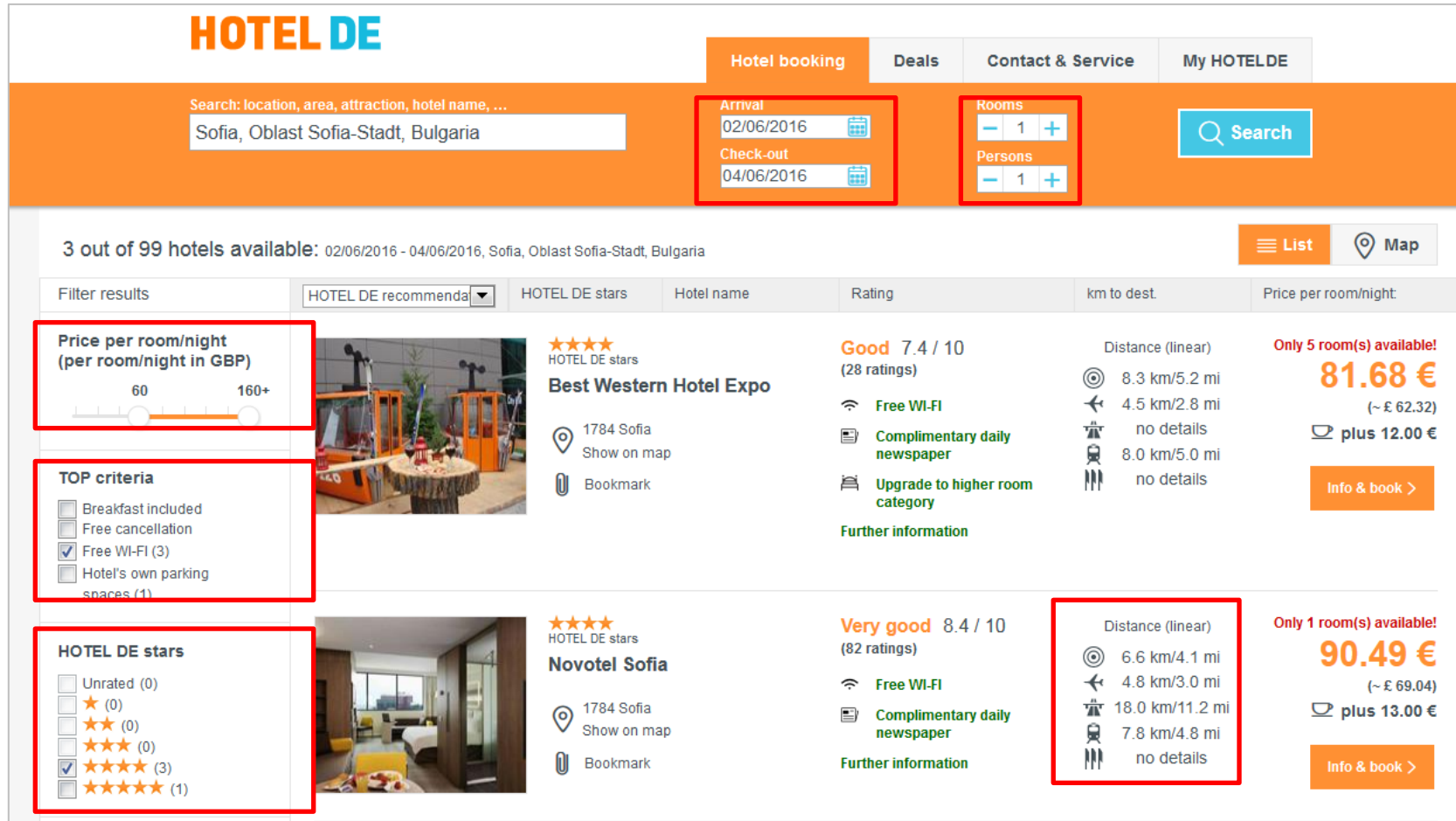
The world is confusing



Meta data arrange the view and the access to the objects of our world



The better they are visualized the easier they can be used!



HOTEL DE

Hotel booking | Deals | Contact & Service | My HOTELDE

Search: location, area, attraction, hotel name, ...
Sofia, Oblast Sofia-Stadt, Bulgaria

Arrival: 02/06/2016
Check-out: 04/06/2016

Rooms: 1
Persons: 1

Search

3 out of 99 hotels available: 02/06/2016 - 04/06/2016, Sofia, Oblast Sofia-Stadt, Bulgaria

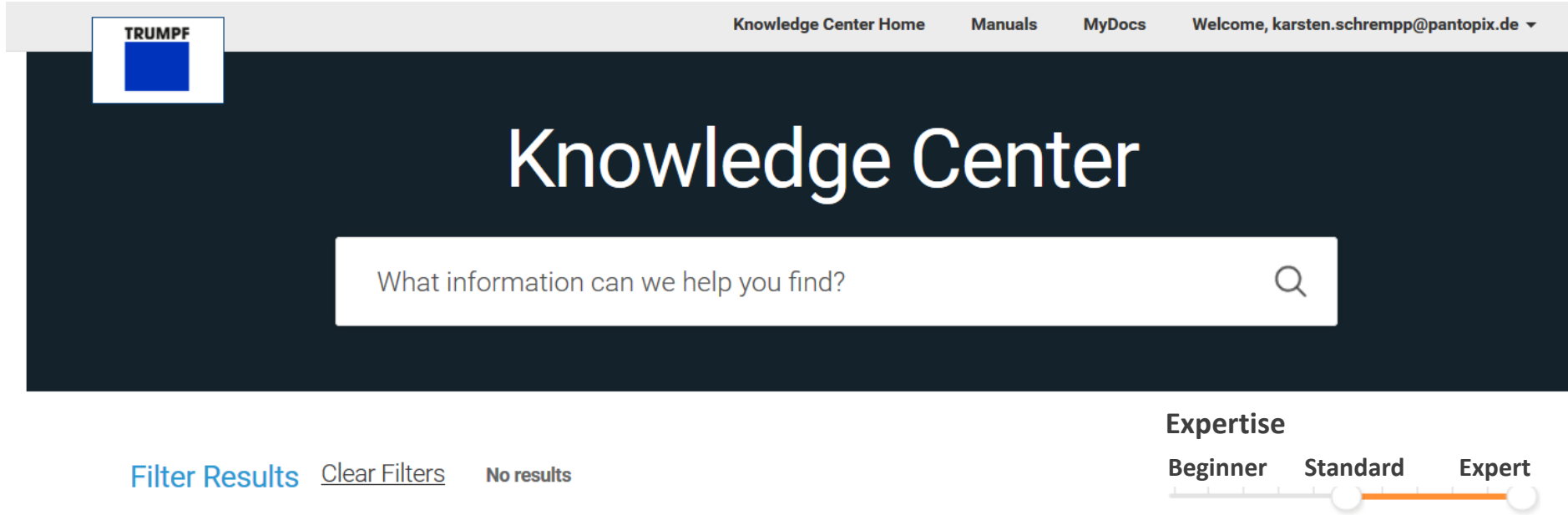
List | Map

Filter results	HOTEL DE recommenda	HOTEL DE stars	Hotel name	Rating	km to dest.	Price per room/night
Price per room/night (per room/night in GBP) 60 — 160+	<input type="checkbox"/>	★★★★ HOTEL DE stars	Best Western Hotel Expo 1784 Sofia Show on map Bookmark	Good 7.4 / 10 (28 ratings) Free WI-FI Complimentary daily newspaper Upgrade to higher room category Further information	Distance (linear) 8.3 km/5.2 mi 4.5 km/2.8 mi no details 8.0 km/5.0 mi no details	Only 5 room(s) available! 81.68 € (~ £ 62.32) plus 12.00 € Info & book >
TOP criteria <input type="checkbox"/> Breakfast included <input type="checkbox"/> Free cancellation <input checked="" type="checkbox"/> Free WI-FI (3) <input type="checkbox"/> Hotel's own parking spaces (1)	<input type="checkbox"/>	★★★★ HOTEL DE stars	Novotel Sofia 1784 Sofia Show on map Bookmark	Very good 8.4 / 10 (82 ratings) Free WI-FI Complimentary daily newspaper Further information	Distance (linear) 6.6 km/4.1 mi 4.8 km/3.0 mi 18.0 km/11.2 mi 7.8 km/4.8 mi no details	Only 1 room(s) available! 90.49 € (~ £ 69.04) plus 13.00 € Info & book >

HOTEL DE stars
 Unrated (0)
 ★ (0)
 ★★ (0)
 ★★★ (0)
 ★★★★ (3)
 ★★★★★ (1)

www.hotel.de

Why do we not use this for Technical Communication?



TRUMPF

Knowledge Center Home Manuals MyDocs Welcome, karsten.schrempp@pantopix.de

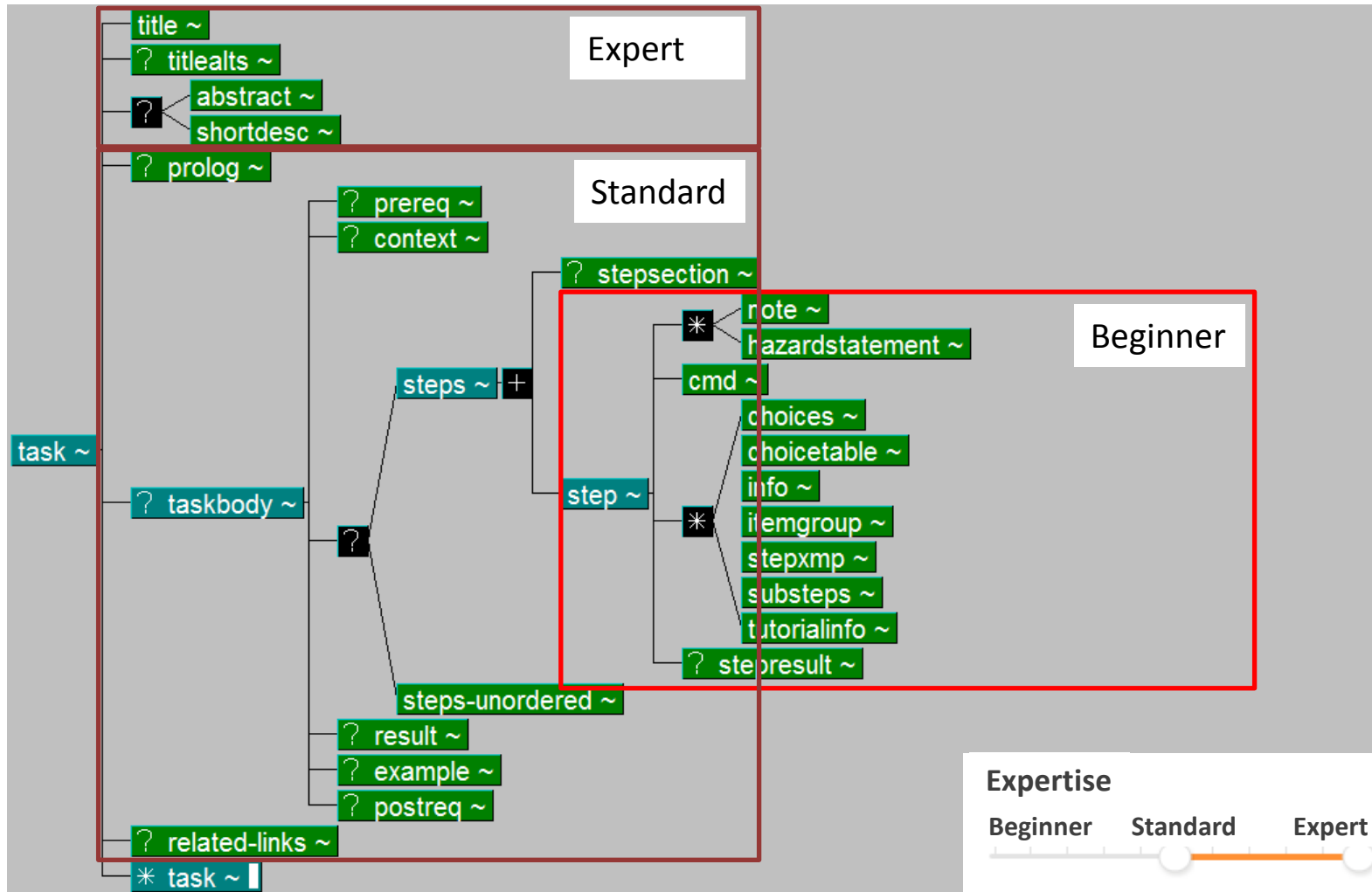
Knowledge Center

What information can we help you find?

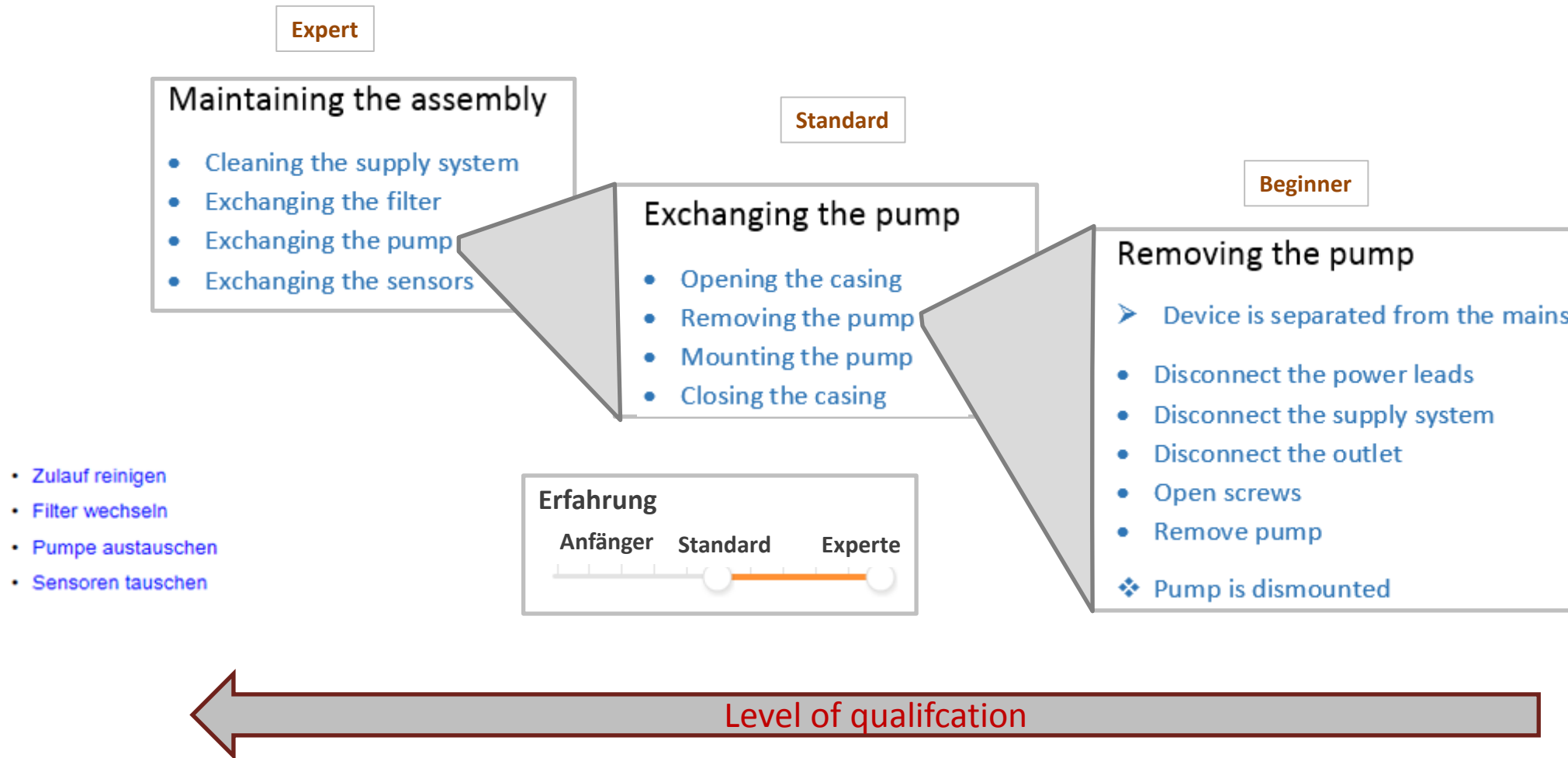
[Filter Results](#) [Clear Filters](#) No results

Expertise
Beginner Standard Expert

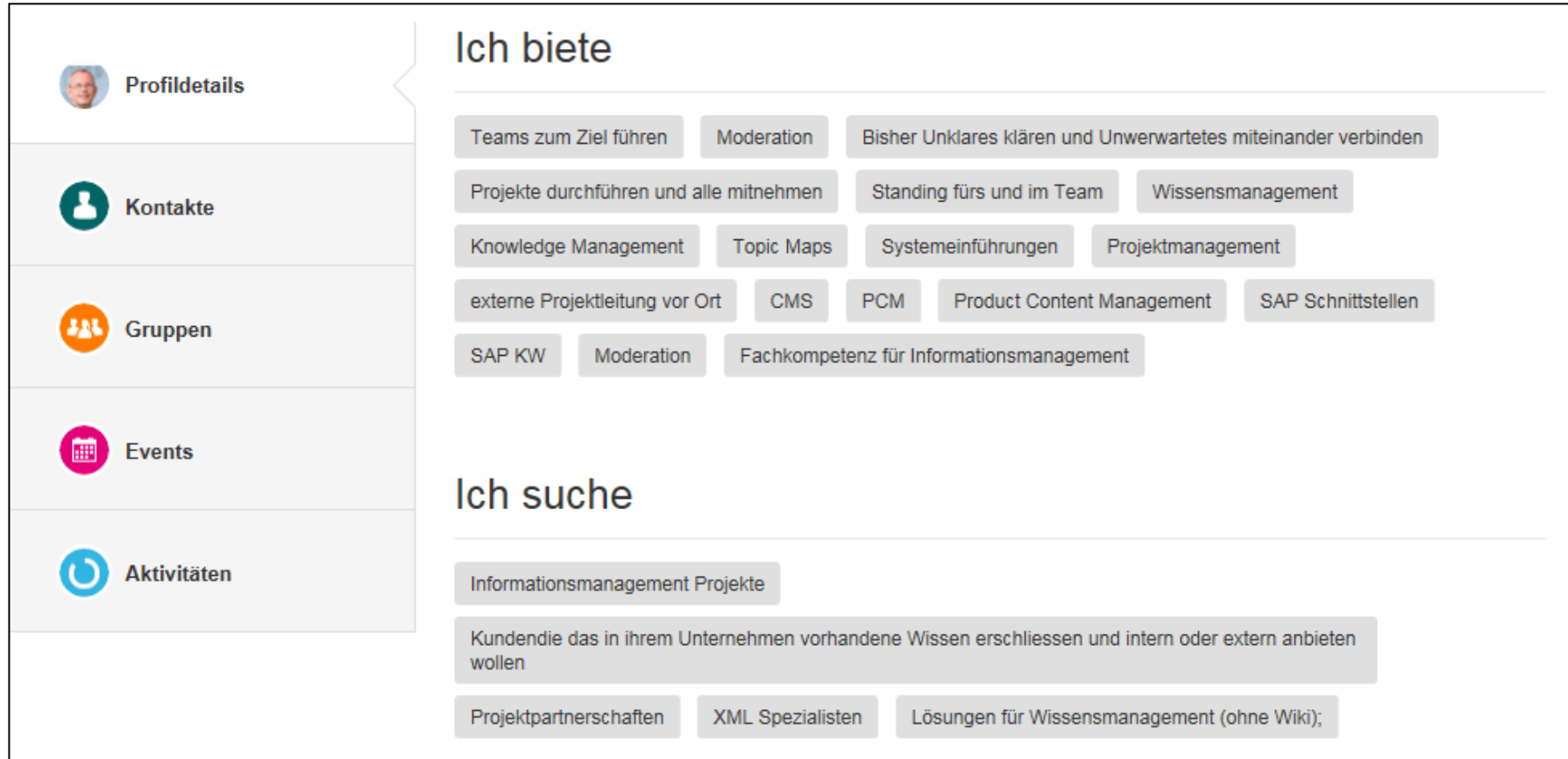
(Behind the scenes)



Setting the target group depending display with a slider



Visualization does not help always



Profil

- Profildetails
- Kontakte
- Gruppen
- Events
- Aktivitäten

Ich biete

- Teams zum Ziel führen
- Moderation
- Bisher Unklares klären und Unerwartetes miteinander verbinden
- Projekte durchführen und alle mitnehmen
- Standing fürs und im Team
- Wissensmanagement
- Knowledge Management
- Topic Maps
- Systemeinführungen
- Projektmanagement
- externe Projektleitung vor Ort
- CMS
- PCM
- Product Content Management
- SAP Schnittstellen
- SAP KW
- Moderation
- Fachkompetenz für Informationsmanagement

Ich suche

Informationsmanagement Projekte

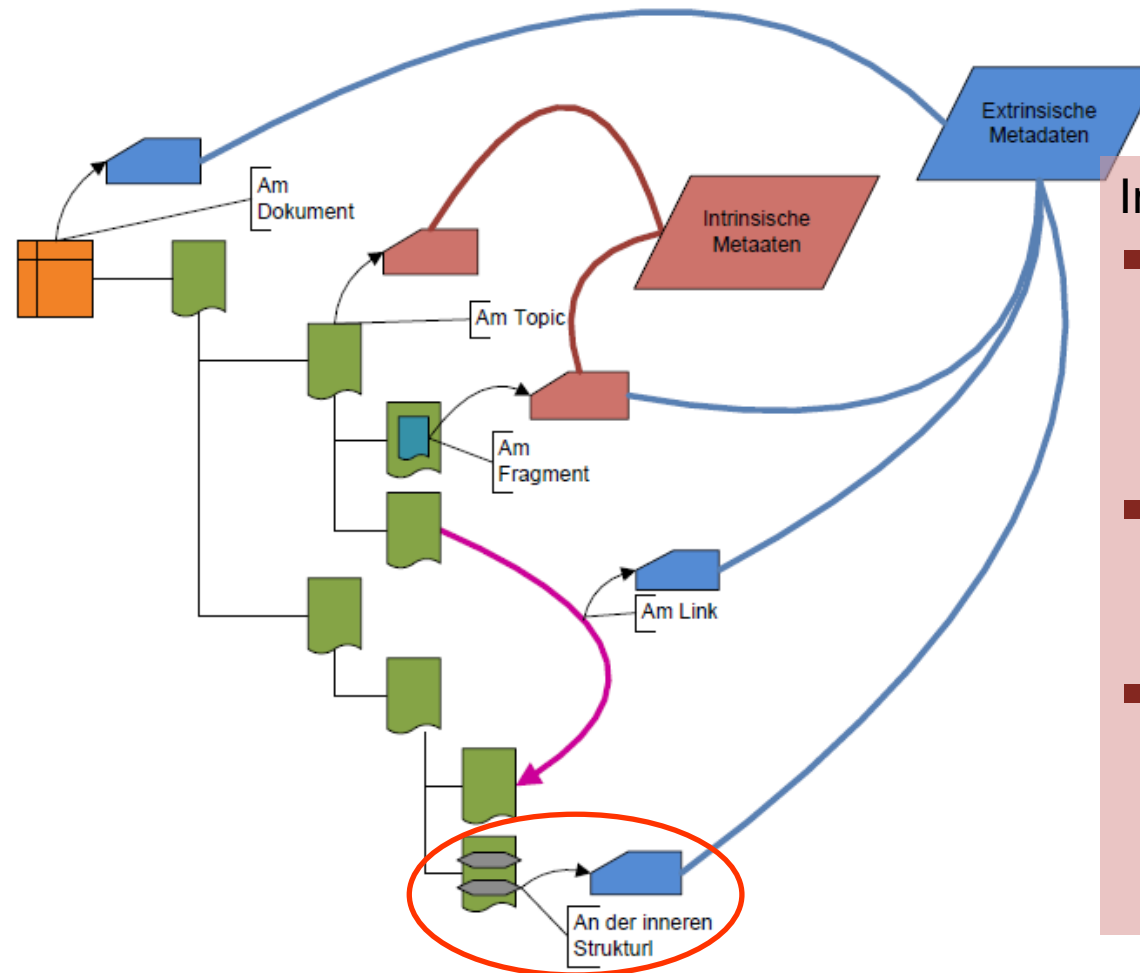
Kundendie das in ihrem Unternehmen vorhandene Wissen erschliessen und intern oder extern anbieten wollen

- Projektpartnerschaften
- XML Spezialisten
- Lösungen für Wissensmanagement (ohne Wiki);

https://www.xing.com/profile/Karsten_Schrempp

Extrinsic meta data

- Related to the information product
 - Document
 - Publication
- Use: Orientation / Setting the context
- Authoring
 - Describing the use of an information
 - Filtering in maximal documents



Intrinsic meta data

- Related to a specific information
 - Topic
 - Media
- Use: Identification of the single information object
- Authoring
 - Relating the information to an object in the real world

Extrinsic

- Software Version
- Software Package
- Product Family
- Product Group
- Brand

Use:

- Orientation
- Setting the context

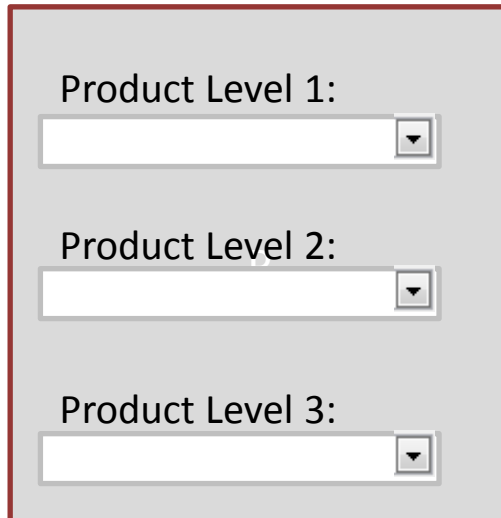
Intrinsic

- Software Function
- Assembly or component (@pclass)
- Technical Data
- Information class
- Part of a process*

Use

- Identification of the object resp. the adherent information
- Relating reality and documentation

*Exceptions prove the rule: Model depends on the use case



Product Level 1:

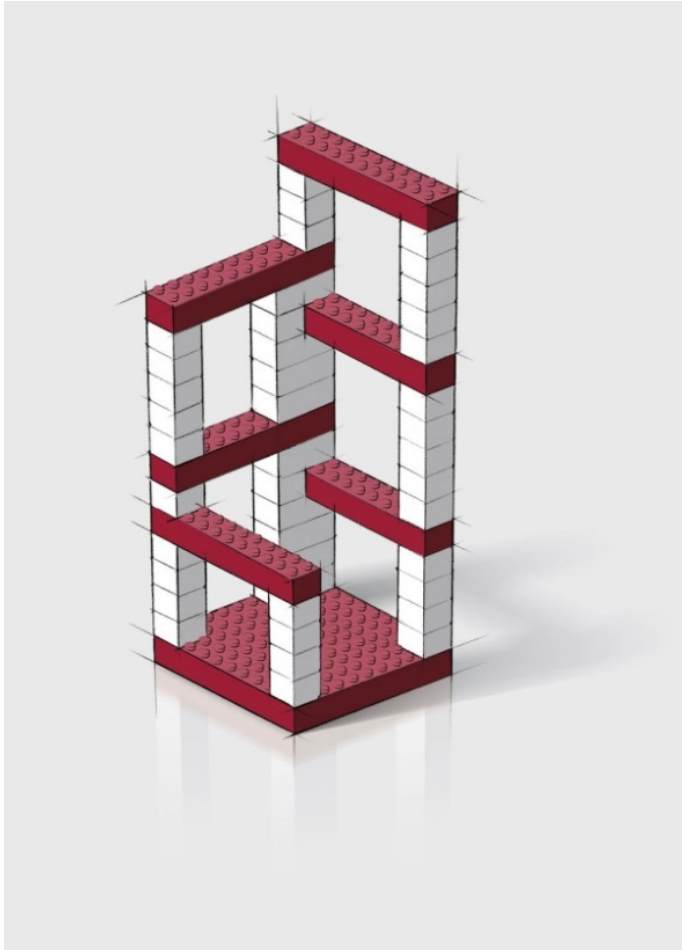
Product Level 2:

Product Level 3:

- Effort: authoring the content is more important than classifying it.
- Effort: setting meta data needs to much time.
- Lack of transparency: Structure and proposition of the meta data are not clear.
- Especially hierarchical meta data (taxonomies) are hard to understand and it is to complex to set them (technically and regarding their content)
- No recognizable use for the author.

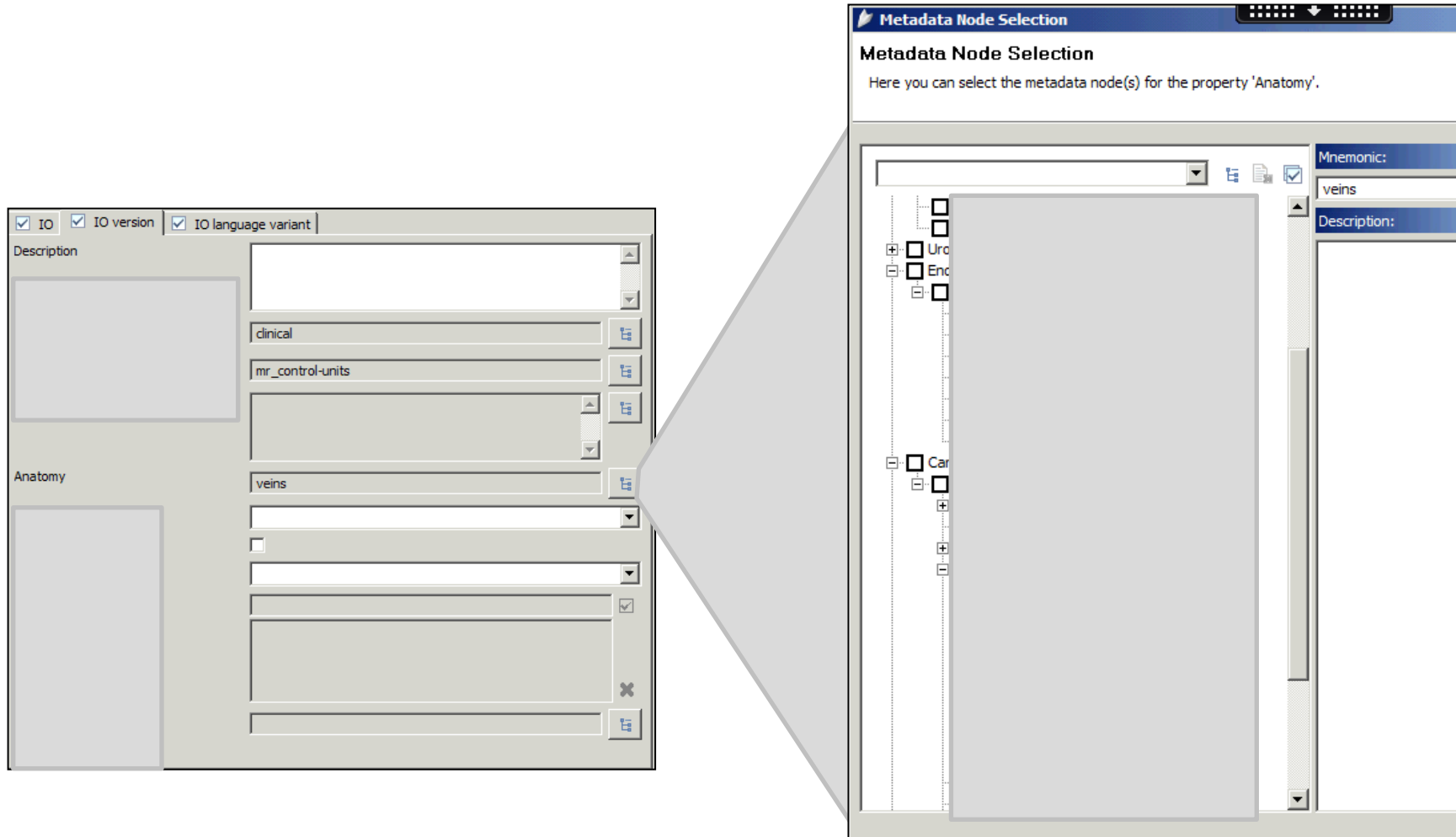
Reasons if meta data are used:

- Working with filters based on maximal documents
- Further generation or transformation mechanisms which are based on meta data



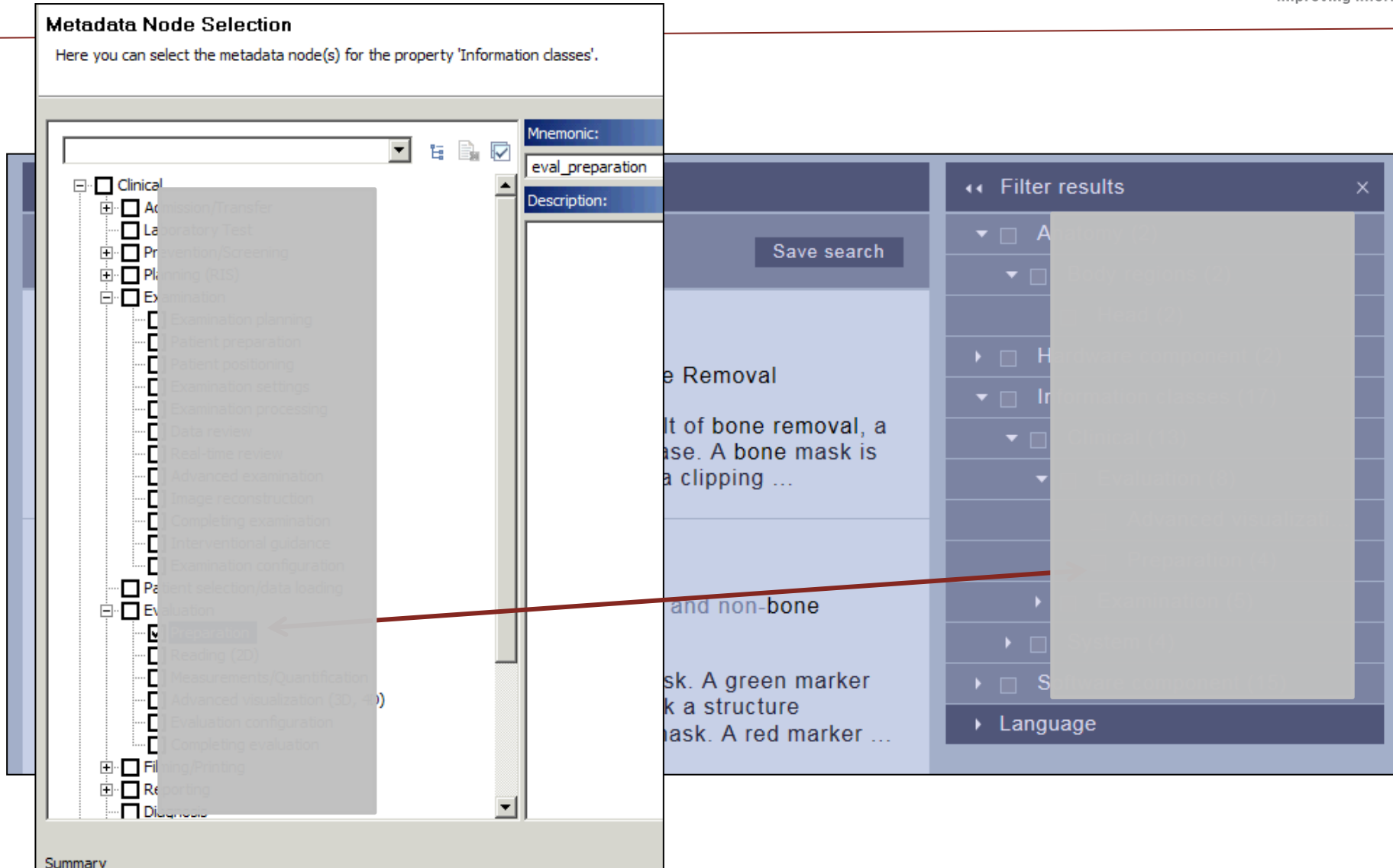
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- About Meta Data
- Visualization and Authoring
- Visualization in Online-Publications

Authoring meta data using „visible“ taxonomies – sample 1



Impact of the meta data

Metadata Node Selection
Here you can select the metadata node(s) for the property 'Information classes'.



Clinical

- Admission/Transfer
- Laboratory Test
- Prevention/Screening
- Planning (RIS)
- Examination
 - Examination planning
 - Patient preparation
 - Patient positioning
 - Examination settings
 - Examination processing
 - Data review
 - Real-time review
 - Advanced examination
 - Image reconstruction
 - Completing examination
 - Interventional guidance
 - Examination configuration
- Patient selection/data loading
- Evaluation**
 - Registration**
 - Reading (2D)
 - Measurements/Quantification
 - Advanced visualization (3D, 4D)
 - Evaluation configuration
 - Completing evaluation
- Filing/Printing
- Reporting
- Diagnosis

Mnemonic: eval_preparation

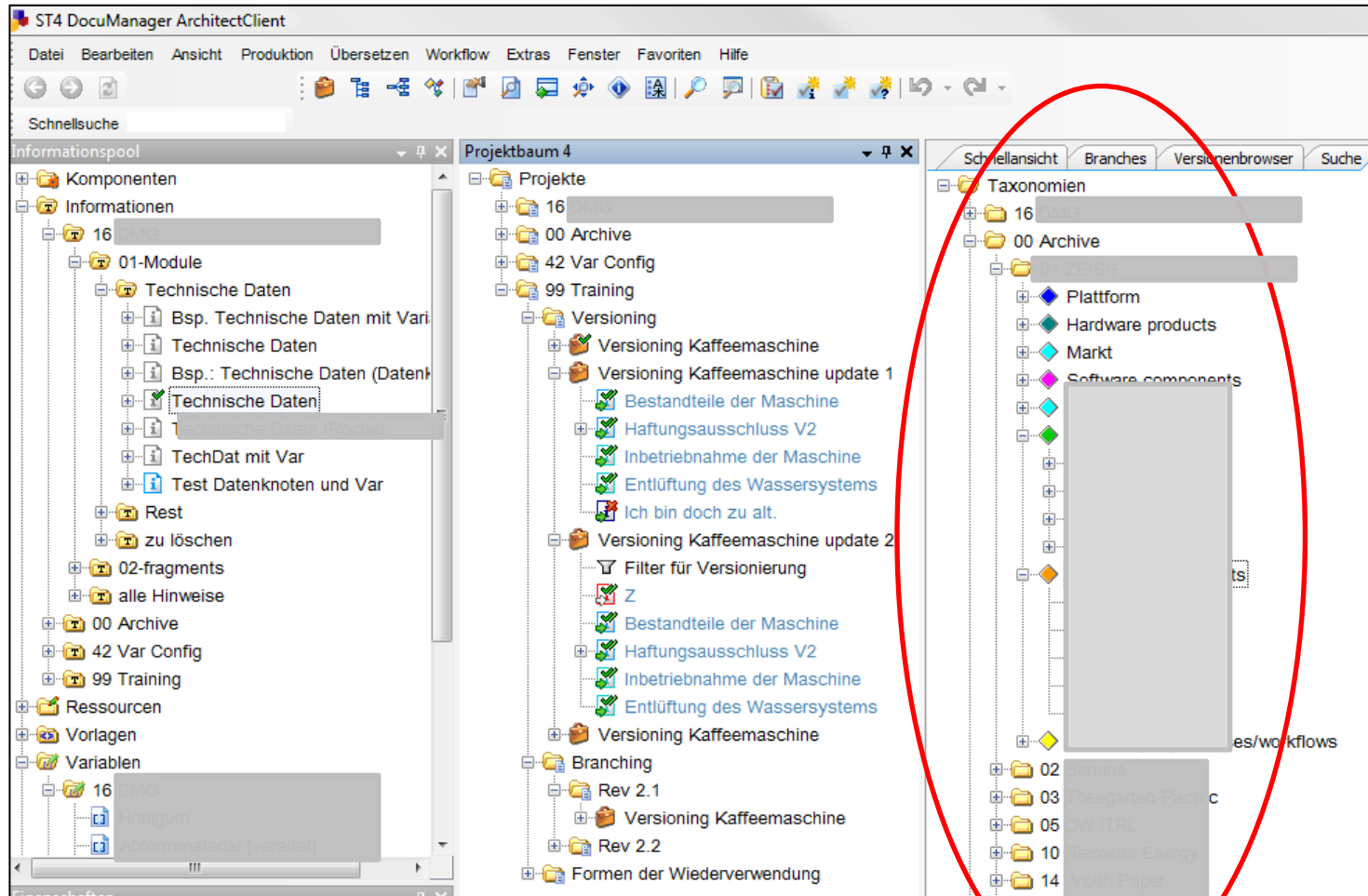
Description:

Save search

Filter results

Language

Authoring meta data using „visible“ taxonomies – sample 2



Advantages for the author

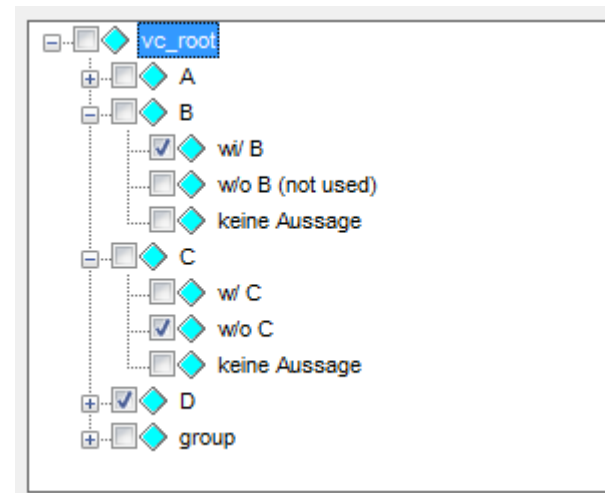
Eigenschaften	
PX Var Conf	w/ B
Varianten	
Online-Hilfe	

■ He perceives uniqueness.

Eigenschaften	
PX Var Conf	D; w/o C; w/ B
Varianten	

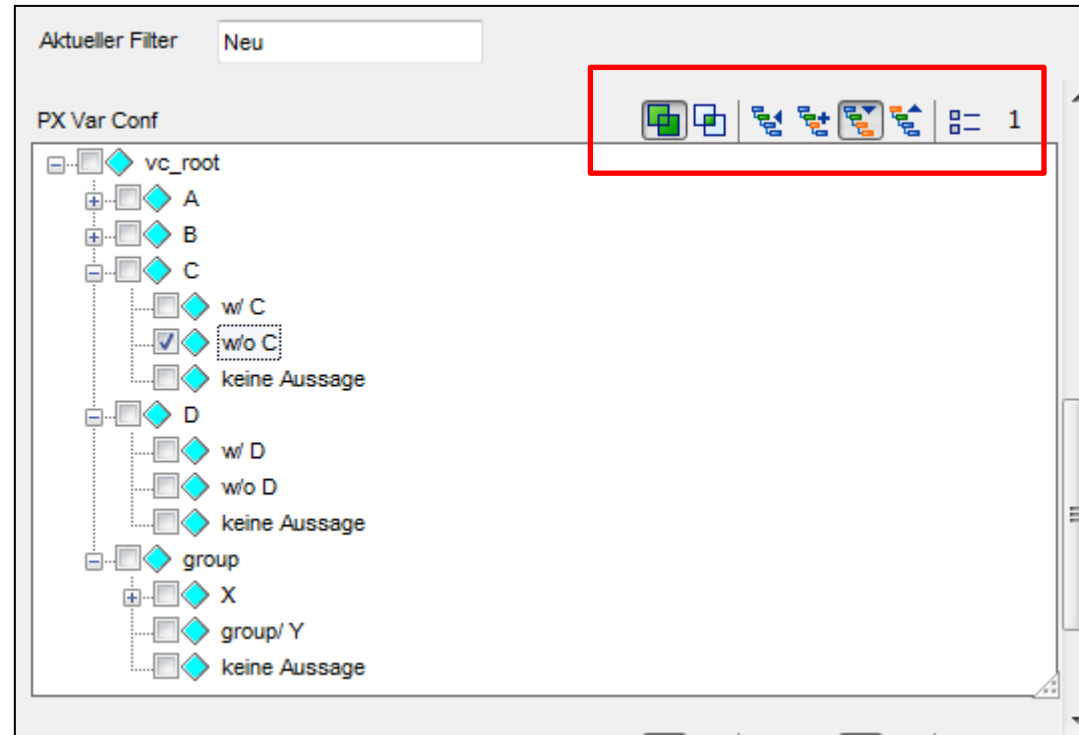
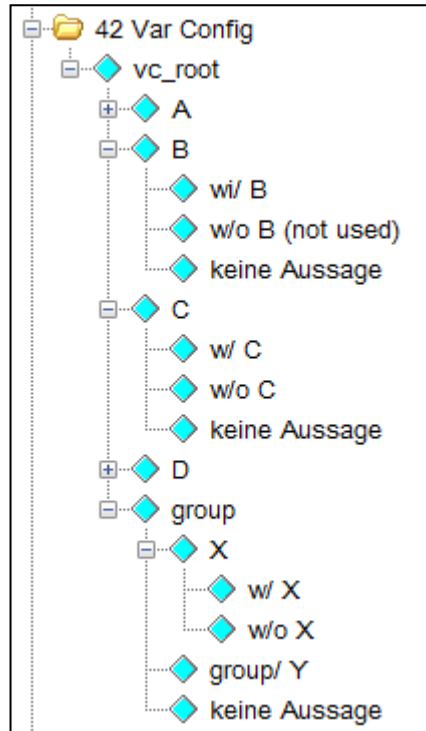
■ He perceives multi values.

■ He understands the hierarchy



■ ... and this was one of the targets?!

Configuration of product variants made visible



```
<subjectScheme>
  <subjectHead>
    <subjectHeadMeta>
      <navtitle>
        Gardening controlled values list
      </navtitle>
    </subjectHeadMeta>
  </subjectHead>
  <hasInstance>
    <subjectdef keys="productSbjKey">
      <!-- A tree of related values -->
      <subjectdef keys="expert">
        <topicmeta>
          <navtitle>Expert</navtitle>
        </topicmeta>

        <subjectdef keys="botanist">
          <topicmeta>
            <navtitle>Botanist</navtitle>
          </topicmeta>
        </subjectdef>

        <subjectdef keys="gardener">
          <topicmeta>
            <navtitle>Second level value</navtitle>
          </topicmeta>
        </subjectdef>
      </subjectdef>
    </hasInstance>
  </subjectScheme>
```

Select the values describing the profiling conditions:

- Audience
 - expert
 - botanist
 - gardener
 - novice

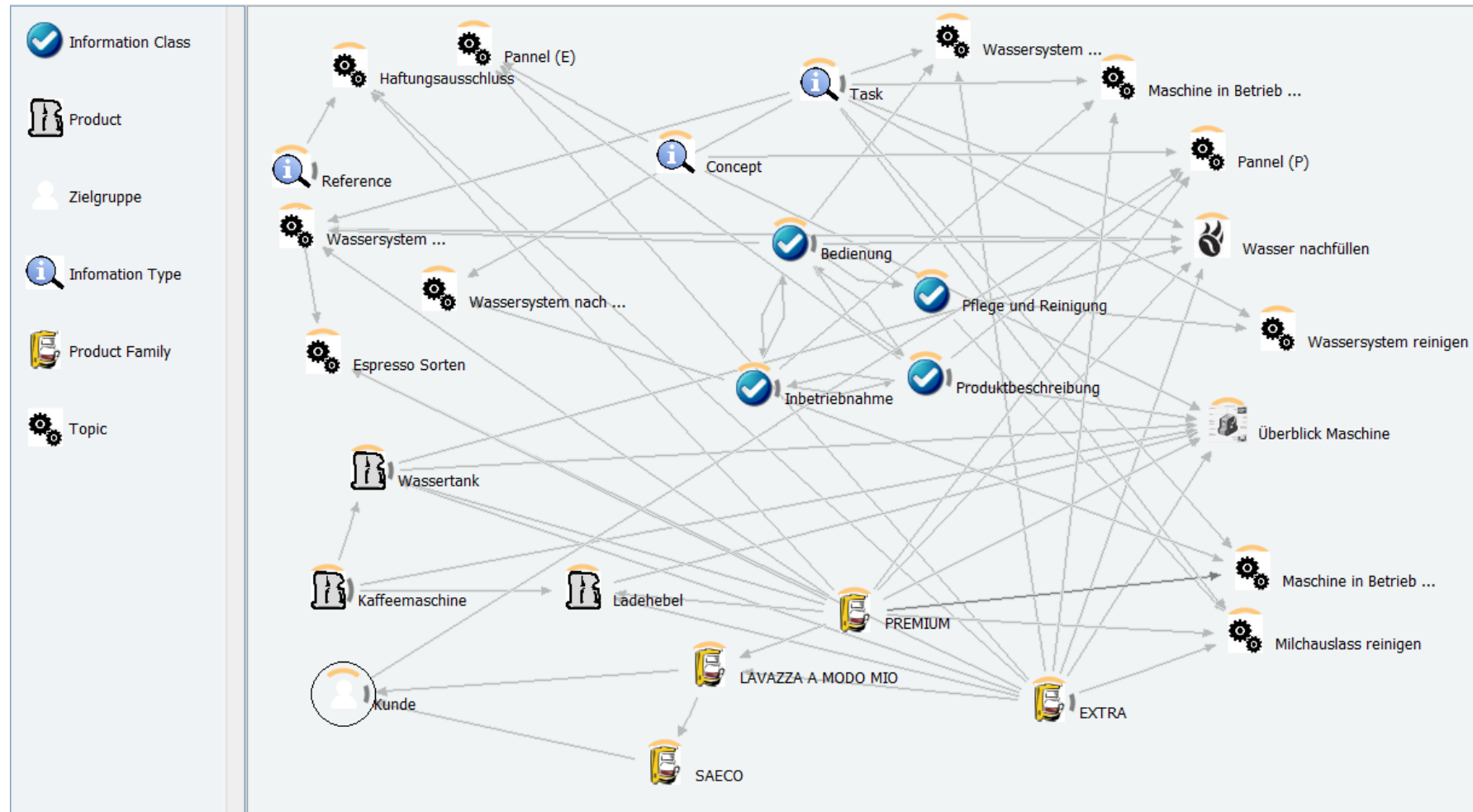
http://www.oxygenxml.com/demo/DITA_Subject_Scheme.html


```
<subjectScheme>
  <hasInstance>
    <subjectdef keys="city" navtitle="City">
      <subjectdef keys="la" navtitle="Los Angeles"/>
      <subjectdef keys="nyc" navtitle="New York City"/>
      <subjectdef keys="sf" navtitle="San Francisco">
    </subjectdef>
    <subjectdef keys="state" navtitle="State">
      <subjectdef keys="ca" navtitle="California"/>
      <subjectdef keys="ny" navtitle="New York"/>
    </subjectdef>
  </hasInstance>
  <hasPart>
    <subjectdef keys="place" navtitle="Place">
      <subjectdef keys="ca">
        <subjectdef keys="la">
          <subjectdef keys="sf">
        </subjectdef>
      <subjectdef keys="ny">
        <subjectdef keys="nyc">
      </subjectdef>
    </hasPart>
  </subjectScheme>
```

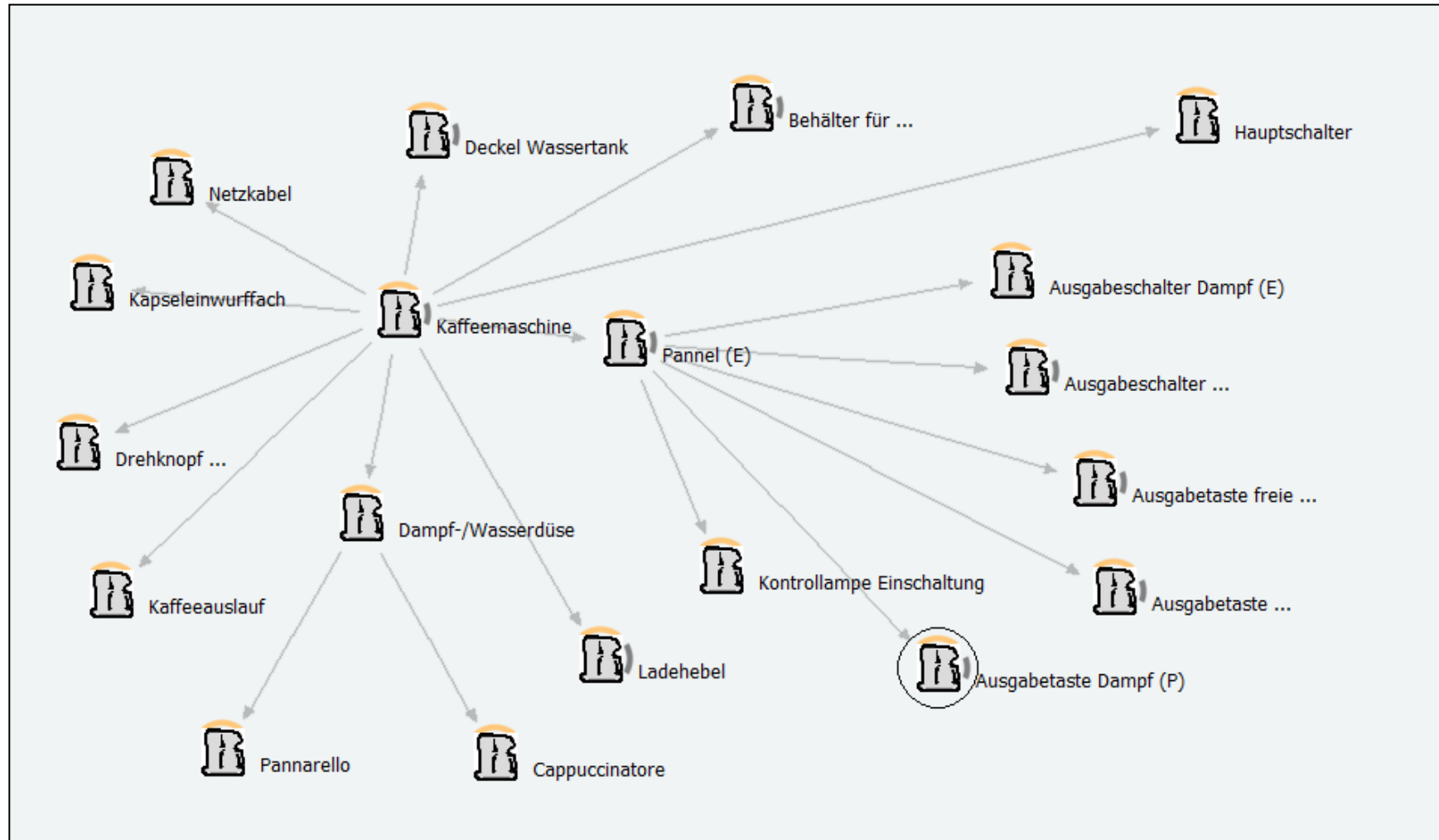
- ...
- The <hasNarrower>, <hasPart>, <hasKind>, <hasInstance>, and <hasRelated> elements specify the kind of relationship in a hierarchy between a container subject and its contained subjects. The following example defines San Francisco as an instance of a city but a geographic part of California.
- Sophisticated tools can use this scheme to associate content about San Francisco with related content about other California places or with related content about other cities (depending on the interests of the current user).
- ...

<http://docs.oasis-open.org/dita/v1.2/cd03/spec/archSpec/subjectSchema.html>

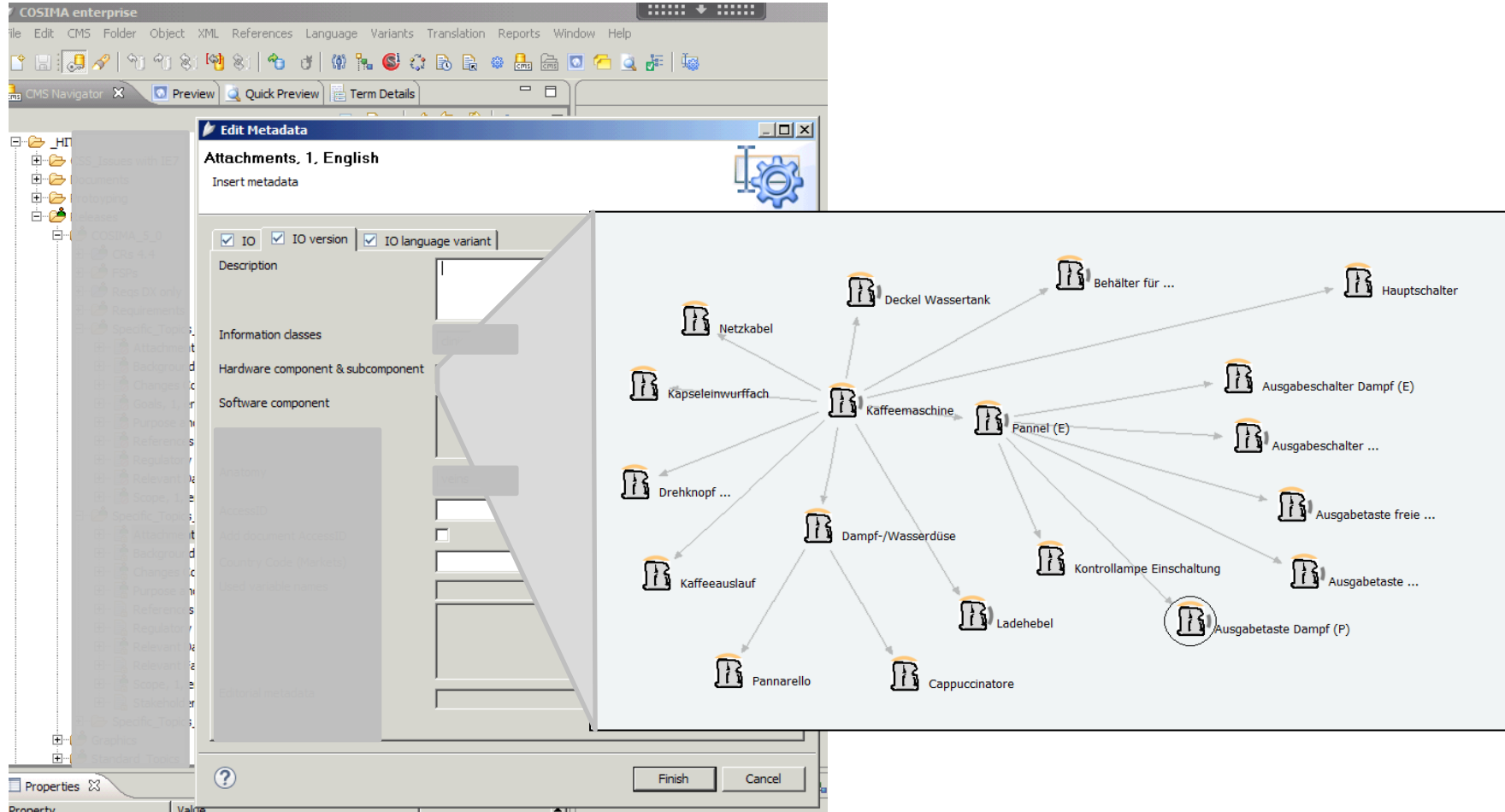
Relations between meta data => ontologies



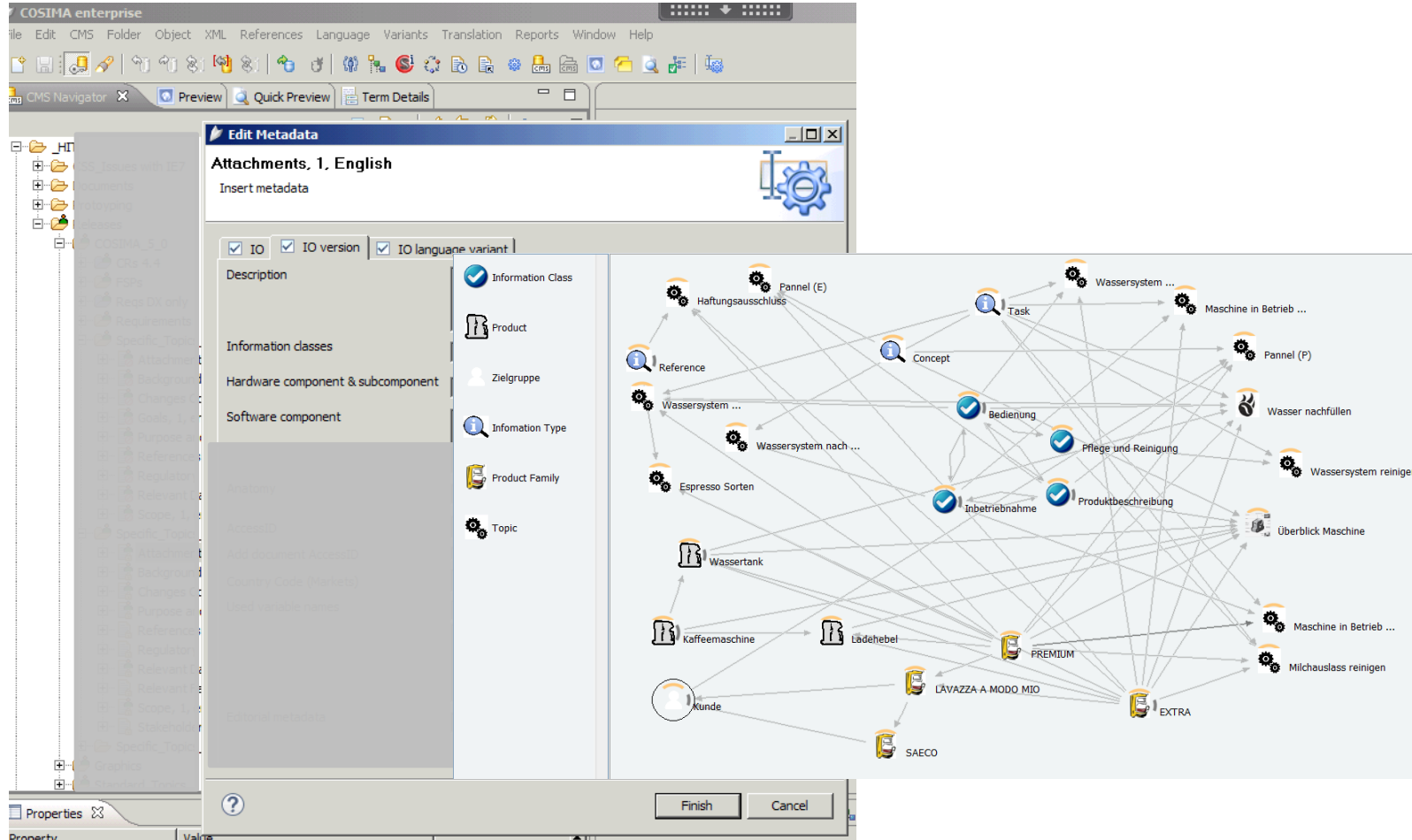
First step: build up taxonomies as a semantic web



Second step: integrate the semantic web into a CMS

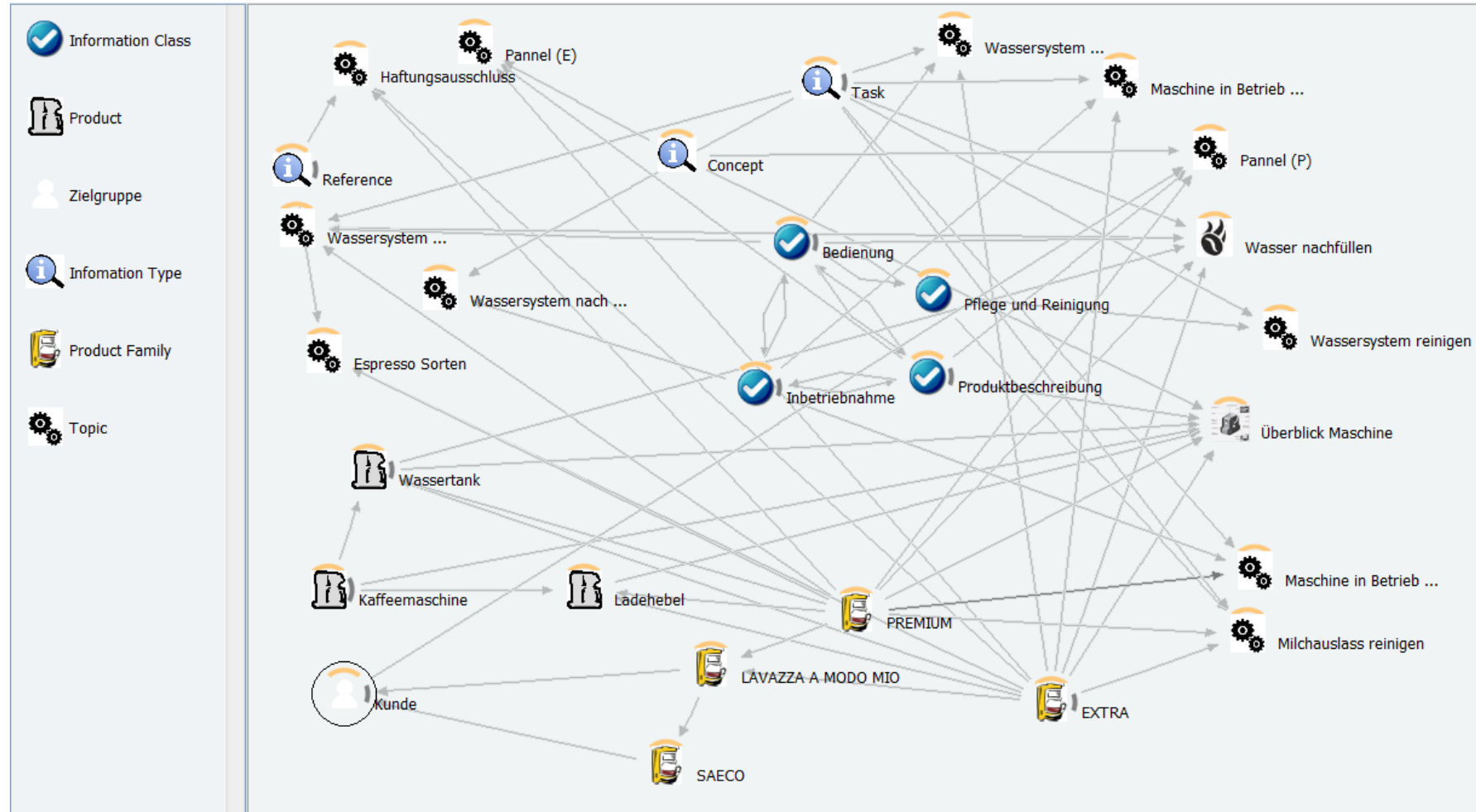


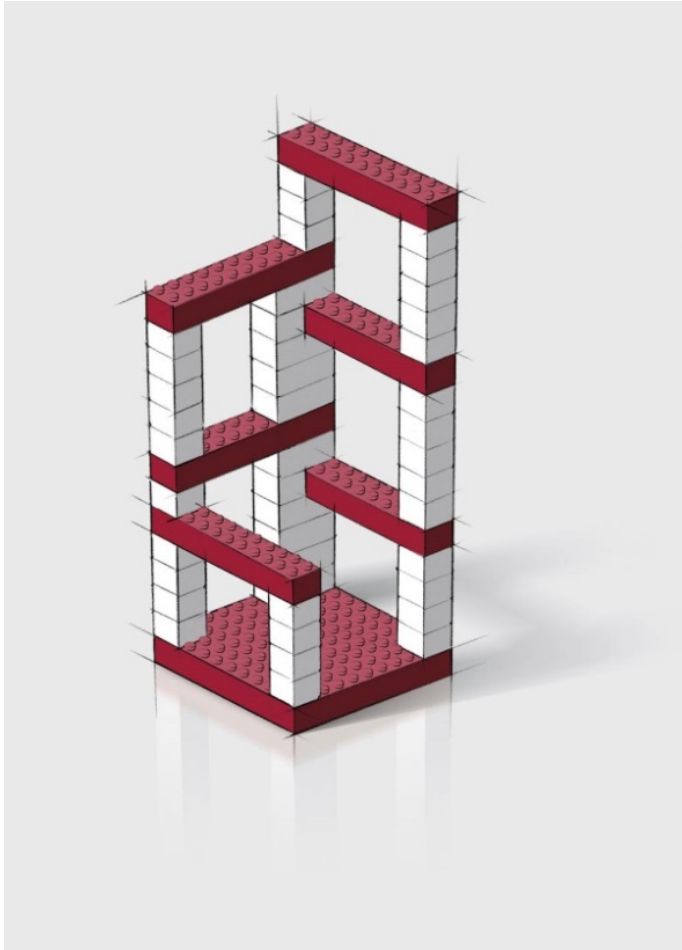
Third step: extend the semantic web by relating the taxonomies



The screenshot displays the COSIMA enterprise software interface. The main window is titled "Edit Metadata" and is focused on "Attachments, 1, English". The interface includes a menu bar (File, Edit, CMS, Folder, Object, XML, References, Language, Variants, Translation, Reports, Window, Help) and a toolbar with various icons. On the left, there is a "CMS Navigator" and a "Preview" pane. The "Edit Metadata" dialog box has several sections: "Description" with checkboxes for "IO", "IO version", and "IO language variant"; a list of "Information classes" including "Information Class", "Product", "Zielgruppe", "Information Type", "Product Family", and "Topic"; and a large semantic network diagram. The diagram shows a complex web of relationships between various entities, including legal terms like "Haftungsausschluss", technical components like "Wassersystem", and product models like "LAVAZZA-A-MODO MIO" and "SAECO".

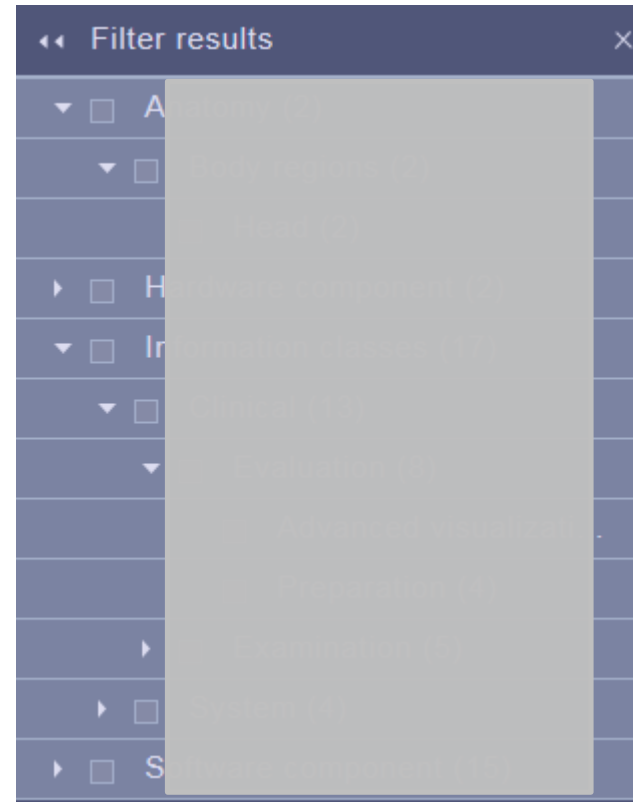
Result: Technical Documentaion as a semantic web



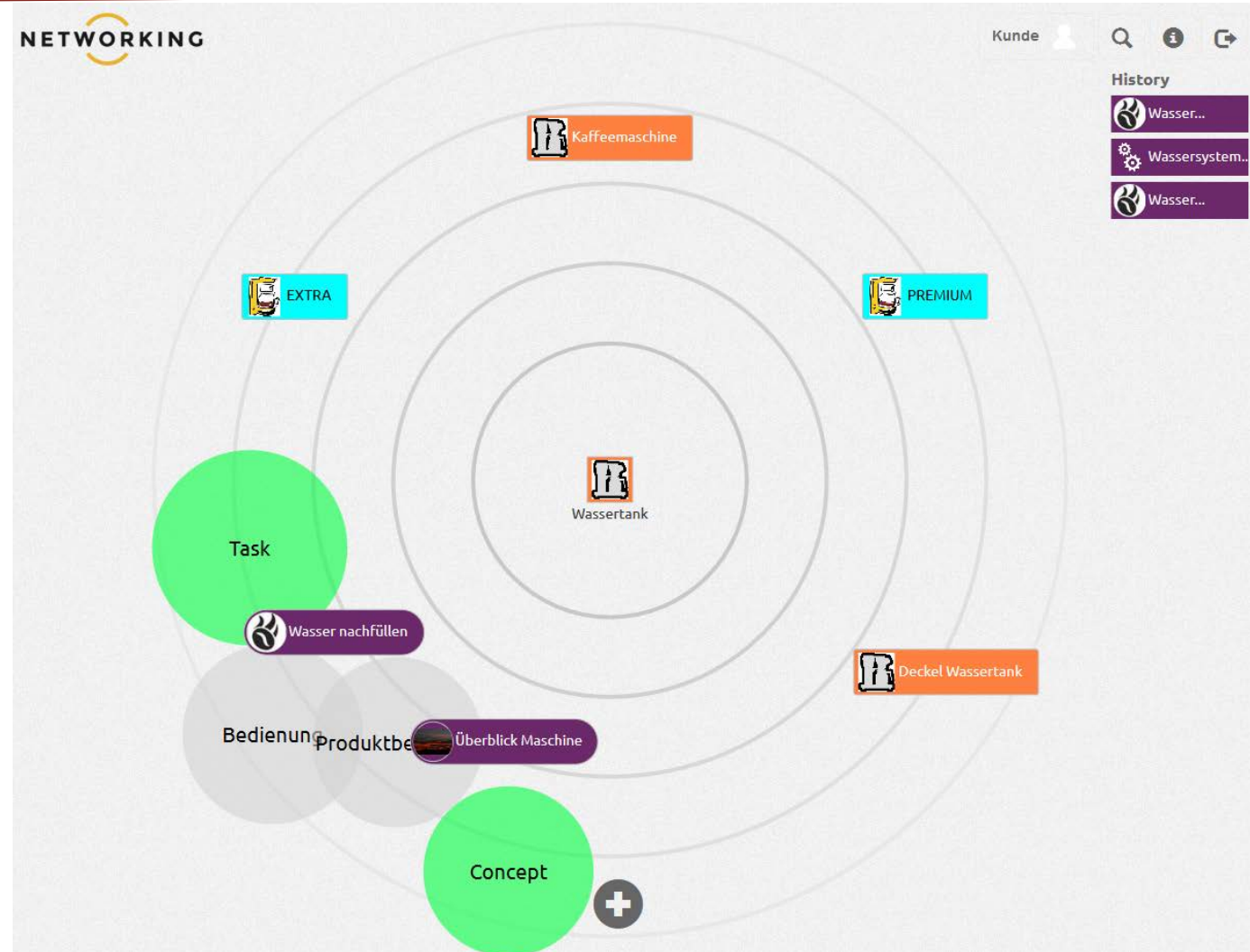


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- Visualization and Authoring
- Visualization in Online Publications

Meta data are generating facets



Visualize the semantic web with objects and meta data





- Meta data are supporting us to understand and organize the world around us.
- The visualization of meta data simplifies und improves their use.
- This is also valid and important for Technical Communication
 - Visualized meta data support the authoring process
 - ... and they lead the end user directly and/or dynamically to the searched content
- Basics are:
 - Topic oriented content
 - An individual meta data model optimized and adjusted to content and use of the information
 - Appropriate tools.

Meta data are no metaphysics!

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