

# Intranet Site Redesign: Ford Motor Company Research Library

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# Introduction

- n What our site is
- n Disclaimer



# Overview

- n Site designers need to consider how their site is used
- n Design your site in keeping with the local culture
- n Spend time getting the organization right



# How Will Your Site Be Used?

- n Subject approaches
- n Usage approaches
- n “Quick & dirty” or in-depth research?



# What is Local Culture?

- n Which is more important -- style or substance?
- n Are people looking for answers or information?
- n Is it a visually-oriented or text-oriented audience?
- n What kind of bandwidth do you have to play with?



# Getting the Organization Right

- n Build the site's infrastructure around the data, not vice-versa
- n You'll need to put things in categories. What are they going to be called?
- n Breadth vs. Depth



Site Demonstration....

# Challenges/Errors

- n Underestimating complexity of building a thesaurus/organizational scheme
- n Insufficient user education & PR





# Successes

- n Adding a search engine
- n Organizing by kind of topic AND kind of resource
- n Planning next-generation site while we built current one



# Summary

- n Sweat the details early
- n Know your user base
- n Build a thesaurus
- n Keep end-user firmly in mind



# Thank You

Slides and Lecture Outline Available

[www-personal.si.umich.edu/~varnum/intranets99](http://www-personal.si.umich.edu/~varnum/intranets99)

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