



# Raiders of the lost data model

# Who are we?

**Kristina Bjoran**

Content strategist



**Andy Hieb**

Technical architect



A black and white photograph of a man with a serious expression. He is wearing a wide-brimmed cowboy hat and a dark vest over a collared shirt. The background is a textured, reddish-brown surface.

what even is this talk?

*awfully*

# Data models are important



Introducing...

# Ancient Amalgam Initiative

# The devil they know





# The players

A black and white photograph of a man with a serious expression. He is wearing a wide-brimmed cowboy hat and a dark, possibly leather, jacket over a collared shirt. The background is dark and textured.

wait, why does it matter?

# The website itself





For Amalgam overall

A photograph showing several men in fedoras gathered around a bar counter. One man in the foreground on the right is holding a glass and appears to be drinking. The background shows other men at the bar. The lighting is warm and focused on the man in the foreground.

You and Amalgam, happy  
together

A black and white photograph of a man dressed as a cowboy. He is wearing a wide-brimmed cowboy hat and a dark, textured jacket over a collared shirt. He is holding a revolver in his right hand, pointing it downwards. His gaze is directed towards the camera with a serious expression. The background is dark and indistinct.

Prepare thyself

# Define goals & audiences



**Bring it up early (and budget  
for it)**





Survey the landscape



**Get in their heads**



Look for warning signs

A black and white photograph of a man dressed as a cowboy. He is wearing a wide-brimmed cowboy hat and a dark, possibly leather, vest over a light-colored shirt. He is holding a lasso in his right hand, which is bent at the elbow. His gaze is directed towards the camera with a neutral to slightly stern expression. The background is dark and textured, suggesting a wooden wall or a similar rustic setting.

The right tools for the job

# Empathy map



We need a way to see analytics on these pdfs.

I'm too busy for this.

The two most important '0 Downloads' and sites like 'State' and NYU's 'Snowfall' that have modern, compelling content.

### See

What does the user see in the environment?

Building, office, desk, system  
friends / colleagues  
tools

Everytime we publish, we feel like we're starting from scratch.

I need a team of people to create this thing and it's difficult to manage them.

I feel stressed during the production of this report.

Can't see how pdfs perform, from a usability perspective (time on page, for instance).

Pains  
What is the user's pain?

fears  
frustrations  
obstacles

No one downloads my massive pdfs

### Think and Feel

What goes on in your user's mind?

what really counts?  
major preoccupations  
worries & aspirations

My boss doesn't want me changing our publishing process.

I wish more people read these reports.

I wish there was a smoother way to get my content into Wordpress/Drupal/Sharepoint from Word without messing everything up.

We should share the report through our email list.

Will we need to push back the deadline?

Can we print it?

Who is reading these reports?

### Hear

What influences the user?

friends / colleagues  
social media / social norms  
other influencers

The formatting looks weird.

How will that affect the budget?

Can we make some elements interactive?

Look better at work.

Better, prettier output of reports.

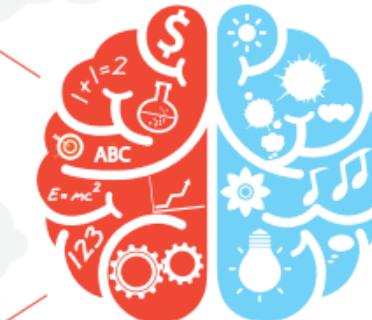
Gains  
What does the user gain?

wants / needs  
measures of success  
obstacles

Better findability.

An easier way to publish (rather than starting from scratch every time).

Better view into the performance of the report.



# Content inventory

# Make them model the content



# Shared glossary (with signoff)

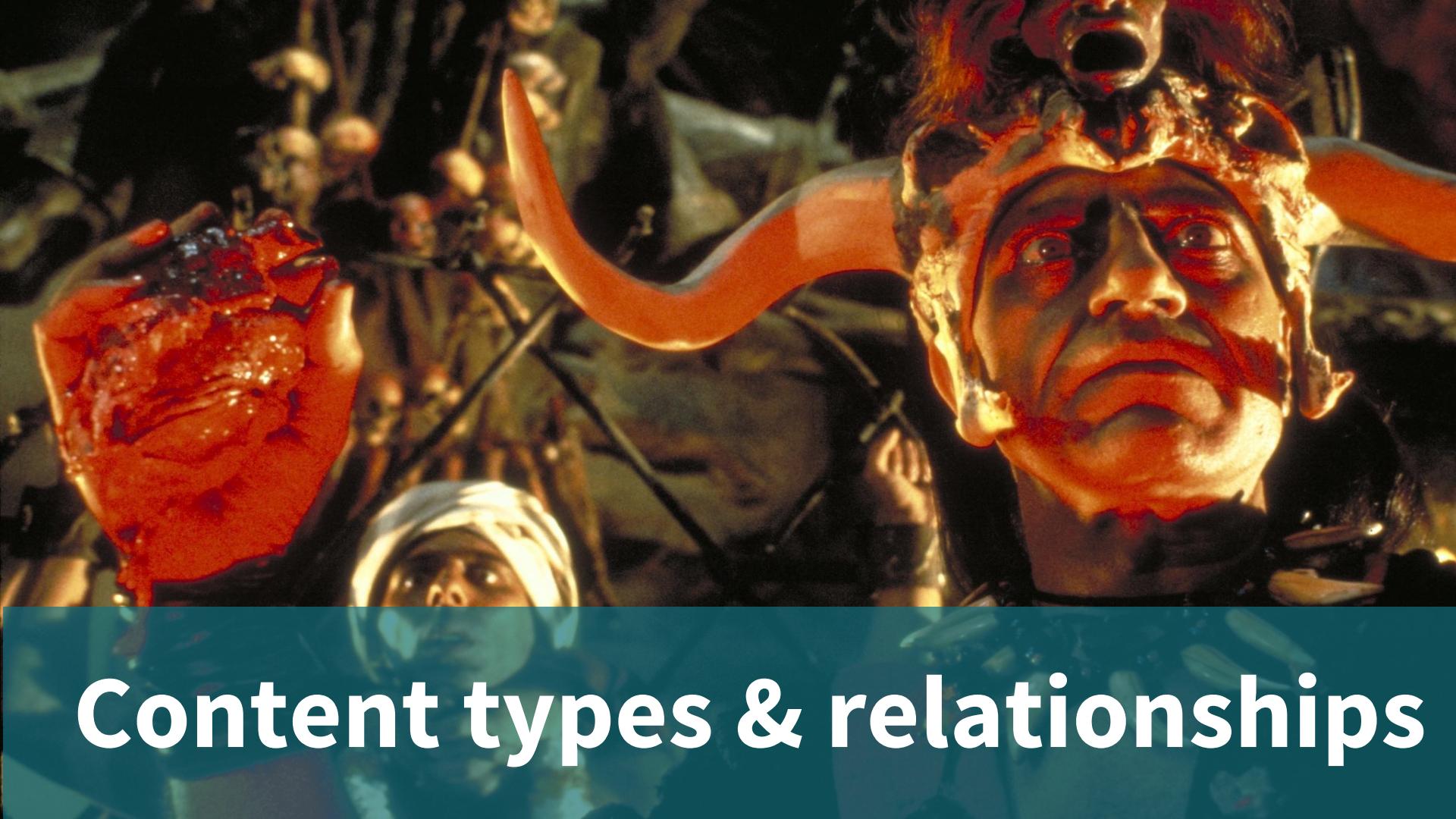
# Data model spreadsheet

# Diagram it



# Document the \*why\*



A collage of images from the movie Hellboy II: The Golden Army. It features Hellboy's face in various states of transformation, including his normal form and a more reptilian, lizard-like appearance. There are also scenes of Abe Sapien, the water-dwelling ally, and other characters in a dark, atmospheric setting.

# Content types & relationships

# Fields & taxonomies



# Search & facets

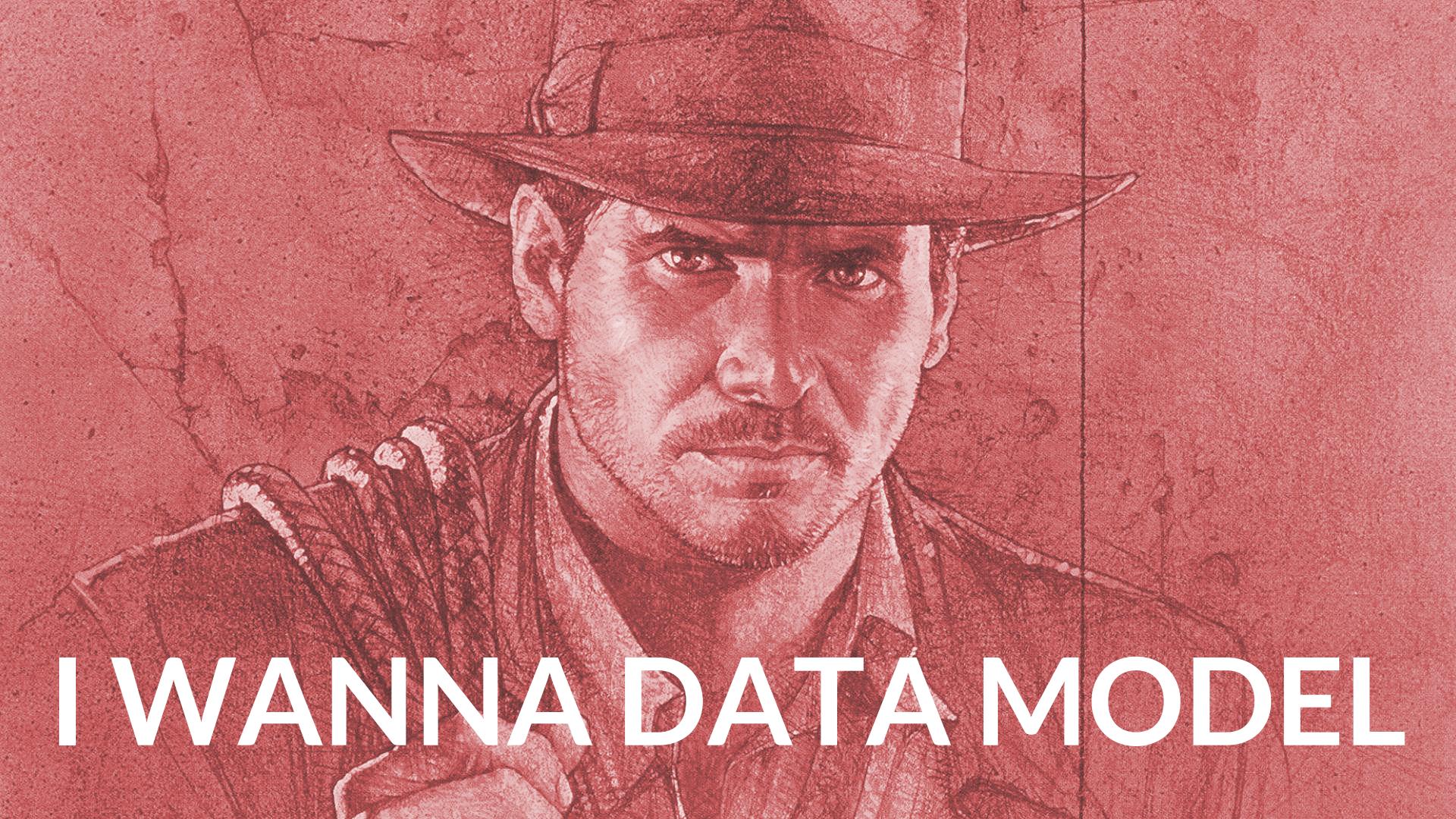


**Fitting with external systems,  
and what is “truth”**



# Demo early, demo often



A black and white photograph of a man with a serious expression, wearing a cowboy hat and a patterned shirt. He is looking directly at the camera. The background is dark and textured.

I WANNA DATA MODEL

**This is first class work**

# Leave no stone unturned



# Understand, empathize





Force the issue



Choose wisely

# THANK YOU!

**Kristina Bjoran**  
@bjoran\_identity  
[kbjoran@forumone.com](mailto:kbjoran@forumone.com)

**Andy Hieb**  
@andyhieb  
[ahieb@forumone.com](mailto:ahieb@forumone.com)