

@mattsurelee

“Make it work like Google”

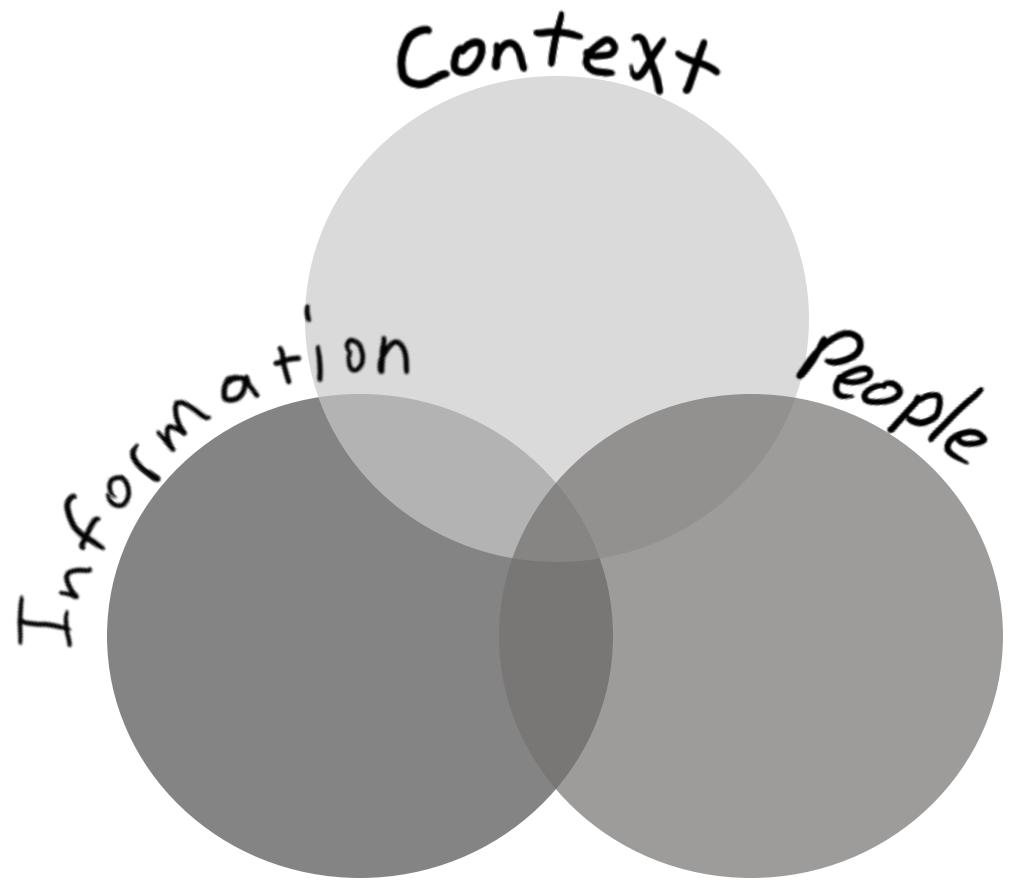
“Make it work like ChatGPT”

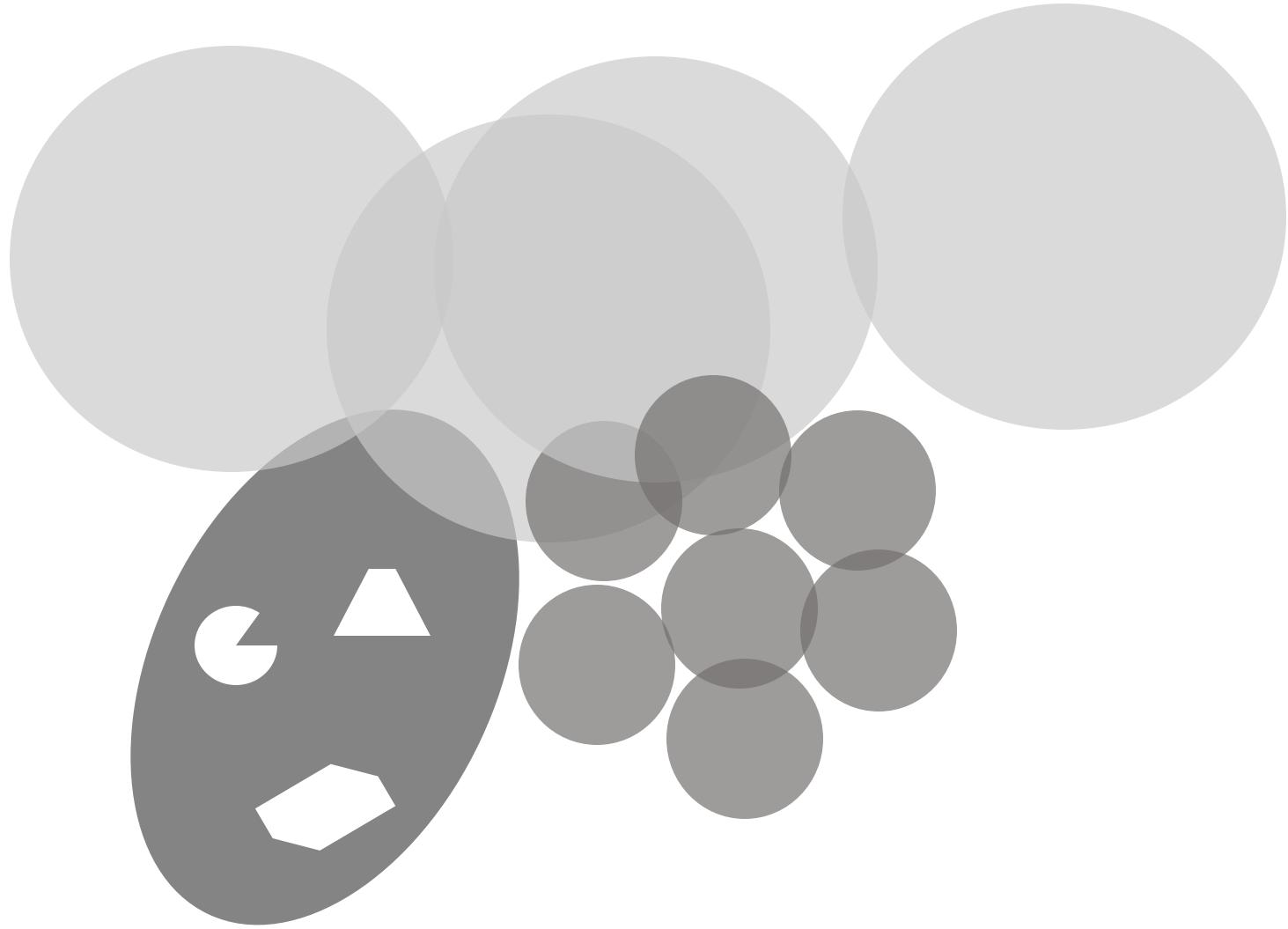
Context

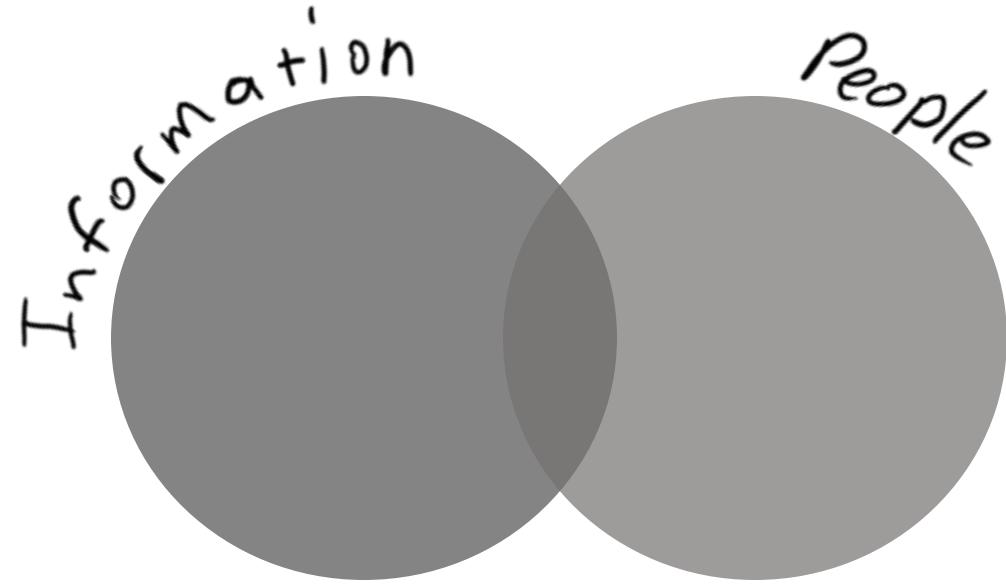
*“We are agents trying to take action in our environments, and we have to understand those environments well enough to take the appropriate actions.”*

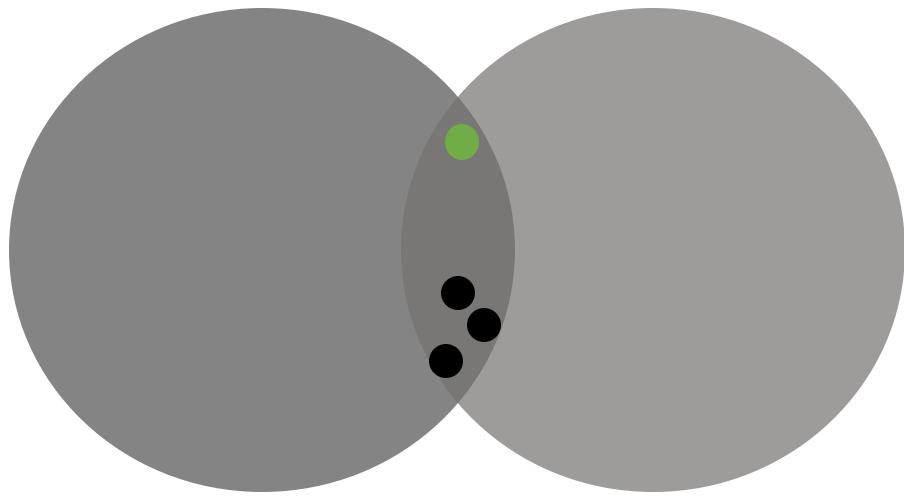
Andrew Hinton

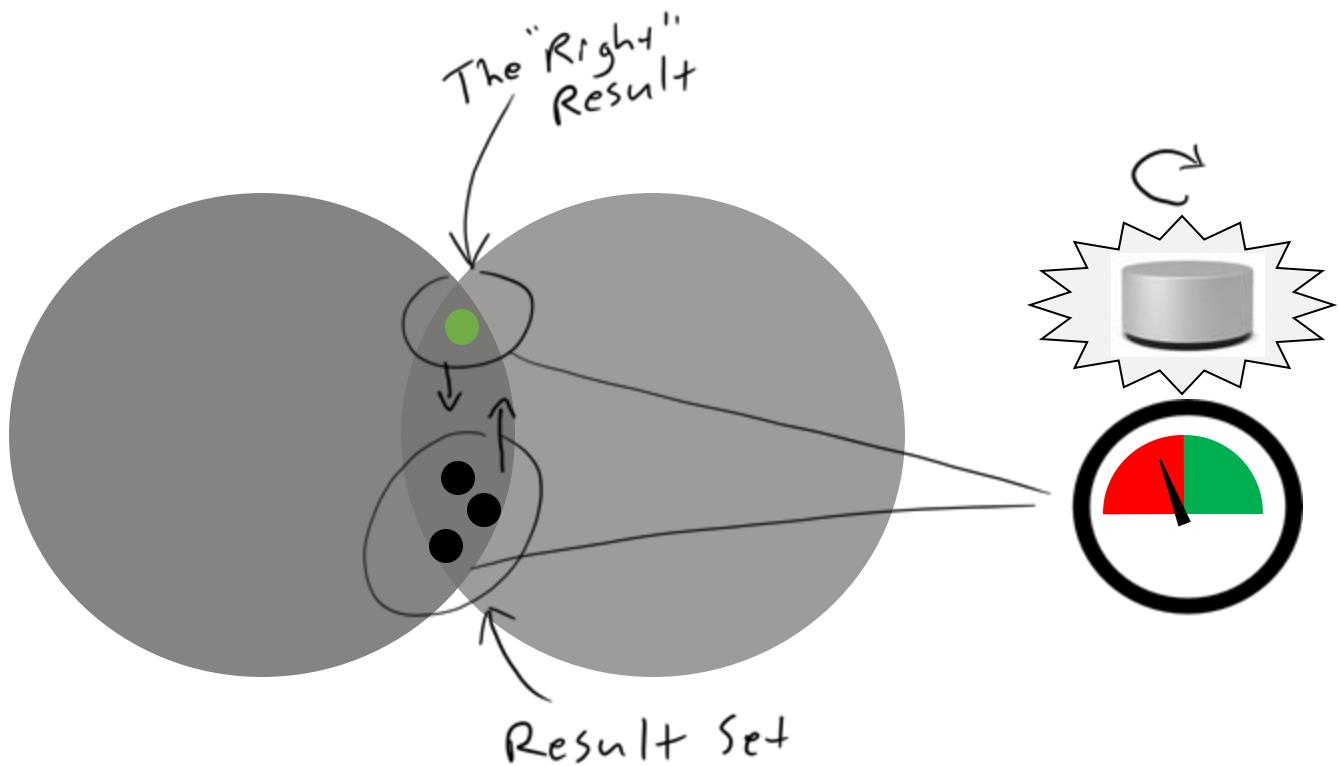
Understanding Context: Environment, Language, and Information Architecture, 2014

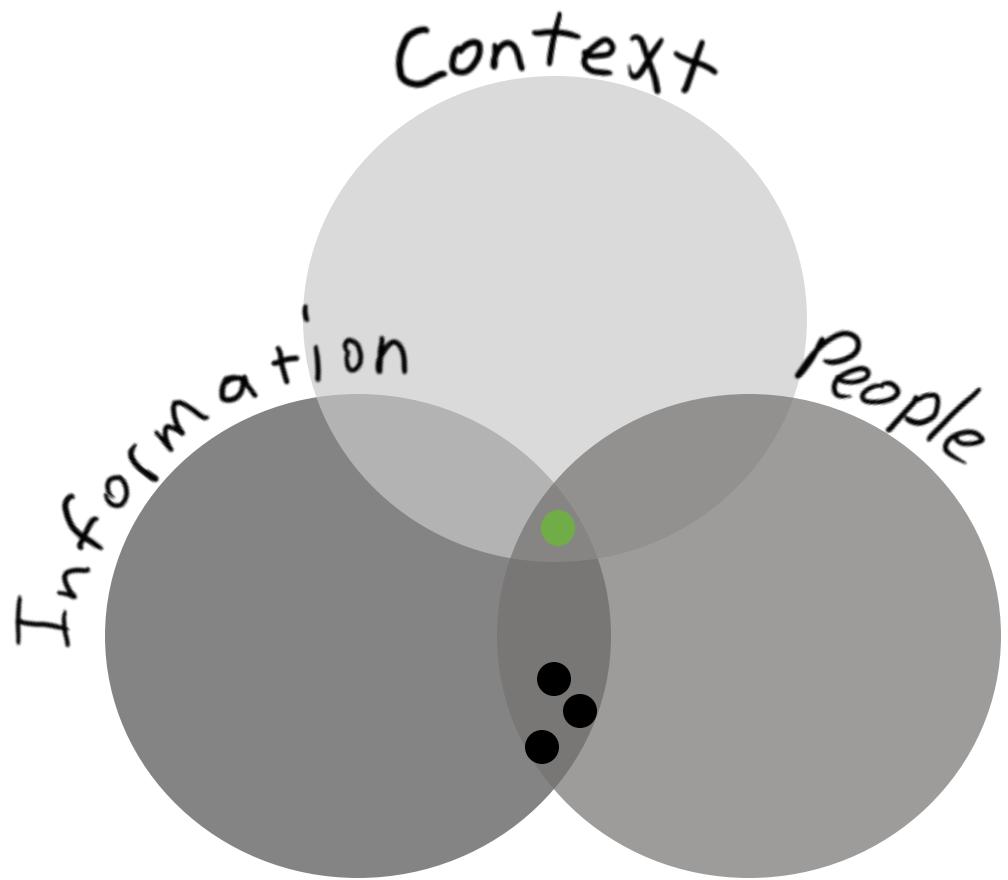












“maximize quality of java beans”

*“No document fully and accurately represents the intended meaning of its author.  
No label or definition totally captures the meaning of a document.  
And no two readers experience or understand a particular document or definition or label in quite the same way.”*

Rosenfeld, Morville, and Arango  
Information Architecture for the Web and Beyond, 2015

# “maximize quality of java beans”

Context

Francesca

- Searching from a café
- Safari
- History of searches about software and platforms

Federico

- Searching from a café
- Chromium
- History of searching about coffees and café operations



# “maximize quality of java beans”

Francesca, Java Developer

- Normally in an office, today in a café
- “I am a senior software architect developing applications with the java programming language. Suggest improvements to my code to maximize execution efficiency.”
- Access to documentation, learning materials, code libraries
- **Patterns you expect a developer to follow**
- **What you expect a developer to prioritize**

# “maximize quality of java beans”

Federico, Barista

- Searching from a café, occasionally in a warehouse
- “I am a café operator and barista. The owner acquired bulk roasted beans from Java at a great price. I need help understanding the best ways to store and brew with beans from java.”
- Access to documentation, learning materials, taste profiles
- **Operating or safety procedures a barista should know**
- **What you expect a café operator to prioritize**

*“If you can’t predict results with the context you have,  
add meaningful context until you can.”*

Dave

# Reach out any time!

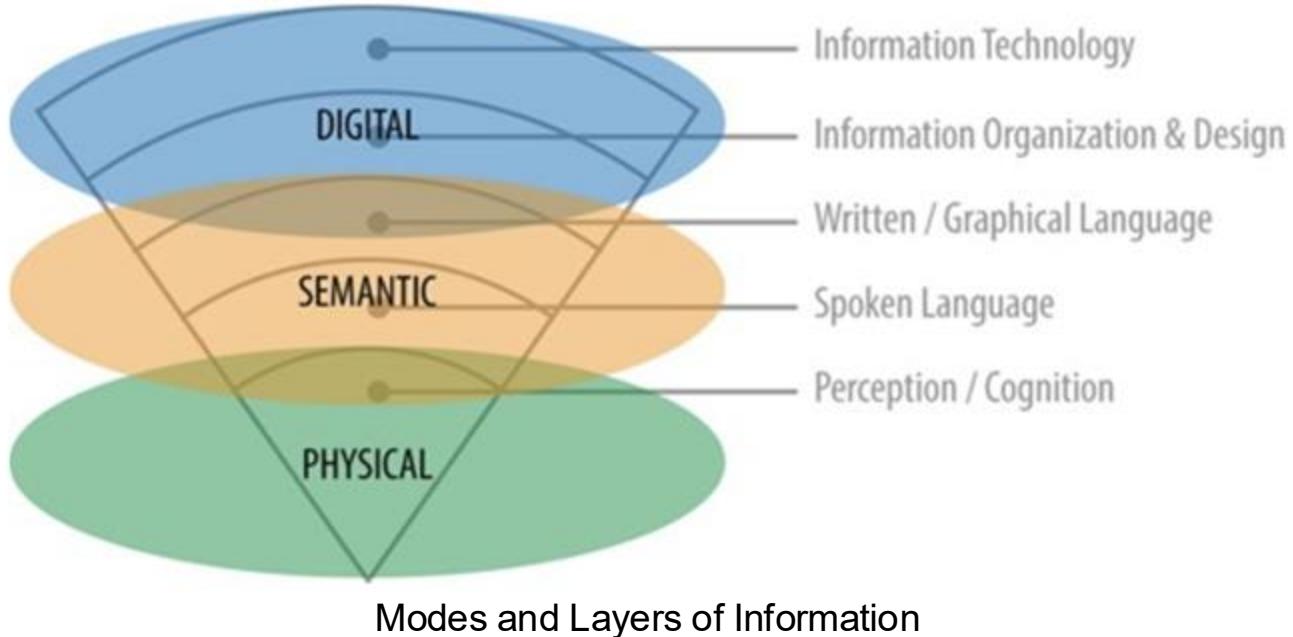


Veeva Careers



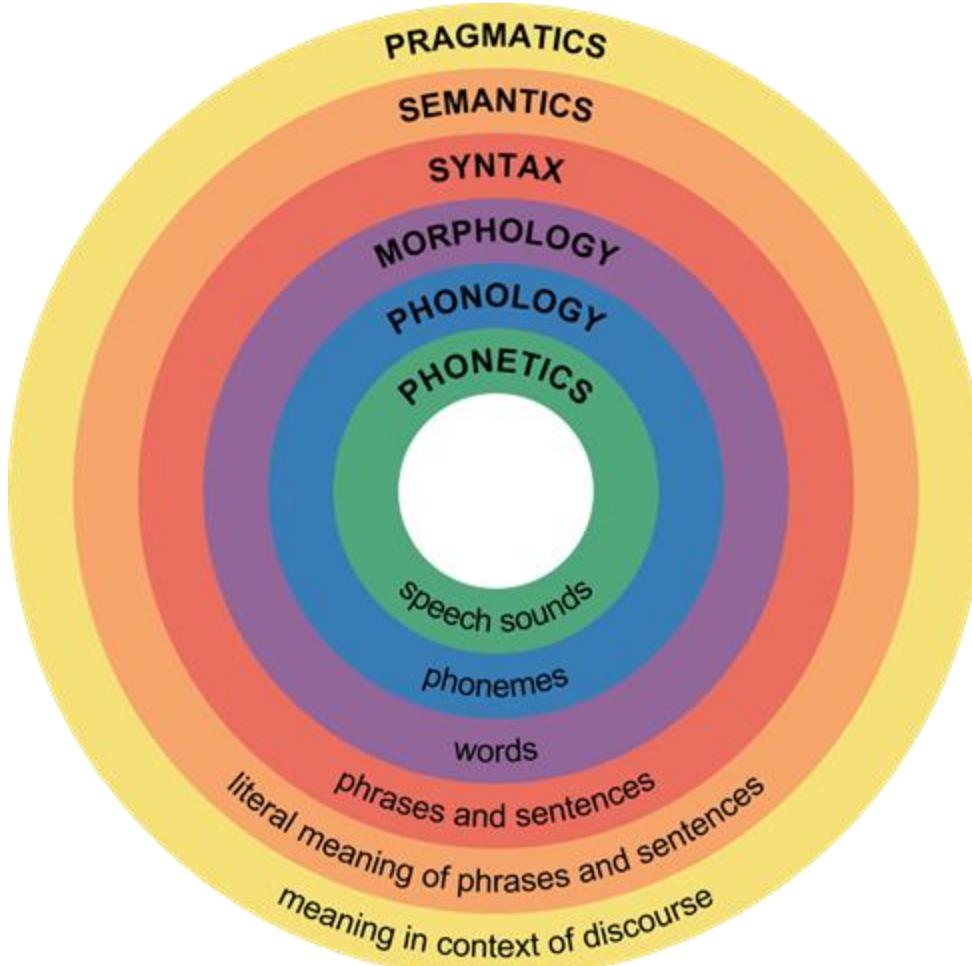
Roles in my Group

**Veeva**



Andrew Hinton

Understanding Context: Environment, Language, and  
Information Architecture, 2014



Too Much  
Too Little  
Not the right

Abby Covert  
How to Make Sense of Any Mess:  
Information Architecture for Everybody