Hidden World of Knowledge Organisation (KO)

KO Everywhere

Aref Makooi
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Living with services

• We use many services every day
  • Travel & Traffic
  • Shopping
    • Home delivery, more recently
  • Streaming services
    • Music, film and TV programmes
  • News & analysis
  • Personal banking
  • Communication services
    • Zoom, Social networking, Mobile & email...
  • Online searching
  • And many more ...
Services and Systems

- All services have a system: physical or virtual
- Systems have logic and structure behind them
- But users can face issues using services e.g.
  - Too many clicks to get to our required service, or
  - Many aisles and floors to be visited to find products
- Incidents like COVID-19 can challenge services
  - Restricted travelling
  - Limited access to a shop or online ordering
  - But, could also be opportunities for some as well
Services need Organised Information

• Centuries of “categorisation” and “classification” used in:
  • Transport and travel
  • Retail shops
  • Supermarkets
  • Personal banking
  • Pharmacies and cosmetics
  • Libraries & information resources
  • And a lot more...

• But
Everyone has a Different KO

Library classification vs Personal classification

Coronavirus: Library books rearranged in size order by cleaner

Top Stories
- PM returns amid questions over virus strategy
  Boris Johnson’s first day back after recovering from the virus comes as calls grow to increase testing
- PM back at Downing Street to lead virus response
- Toddler and three-year-old stabbed to death
- 36 minutes ago

Features
Transport and Traffic

• We use some form of commuting
  • Public transport, Driving, Cycling, Walking...

• Citymapper / TFL Apps with lots of KO
  • Live arrival of buses & trains and traffic ahead
  • Recommending alternative routes
  • Calculating distance for walking and cycling ...

• Automotive industry is full of KO
  • Alerting signals to driver on risks etc.
  • Self-parking cars
  • Driverless cars ...
Public transport & information visibility

What happens when you can’t see the “Arrival Board”?  

Or the platform number is right at the end of a long platform  
Some is related to “Built Environment” and the age of a building  
And some lack “user” testing!
Travel & traffic information

- Travel Departure information

- Checking for direction or traffic: No Internet connection!

- Vital traffic signs blocked
Shopping

• Physical shopping
  • Wrong price labels or offers on shelves

• Online shopping
  • Brands or functional names of products?
  • Annoying marketing issues

• Prices in real face-to-face and shopping online are different!
  • **Cheaper prices** at the travel ticket office!
Online shopping & “language”

• We need to learn Companies’ online language
• IKEA used to tag products by “brand names”
  • Billy & Billy Oxberg ...
  • It is not long since IKEA added common names to products
• B&Q lost customers using “barbeque” and not BBQ
• Royal Mail site is not easy to use!
  • Under the “Personal” tab:
  • “Stamp & Supplies” means “Shopping"
Online shopping hassles

....workspace-ergonomics.co.uk wants to

Show notifications

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What type of products did you just purchase?

- Ink & Toner
- Cleaning & Hygiene
- Electronics
- Office products
- Furniture
- Other
- Paper
- Packing & Shipping
- Presentation

Continue

How long have you been a customer at Viking?

Please choose an option

Which statement best describes the usage for the products you have just ordered?

Please choose an option

Have you created a (new) Viking account for your purchase?

Yes  No

Continue

Personal data & marketing opportunities
Filtering & future recommendations

Show results for

Category
Lamp shades (92)

+ 371 products in 19 categories

Filter by

Colour group

- Greys (25)
- Whites (17)
- Multicoloured (16)
- Neutrals (13)
- Metallics (12)

Show more

Type

- Pendants (34)
- Ceiling (12)
- Lamp (6)

Customer Rating

- Show All
- 5 ⭐ only
- 4 ⭐ or more
- 3 ⭐ or more
- 2 ⭐ or more
- 1 ⭐ or more

Price

- Under £5 (1)
- £5 - £10 (9)
- £10 - £15 (24)
- £15 - £20 (21)
- £20 - £25 (14)

Sort by

- Customer Rating
- Relevance
- Price: Low - High
- Price: High - Low

Brands

- Argos Home (72)
- Habitat (15)
- Angel Strawbridge (4)
- Disney (1)
Physical shopping issues

• Not everything is in the same aisle
  • Items moved to promote marketing
• Staff are too busy!
• You need to be trained for shopping!
• COVID-19 issues
  • Empty shelves!
  • Limited numbers allowed in the shop!
  • What about people with disability & shopping in Pandemic?
Questions that are not always considered

• Depending on the service:
  • Who is the service for?
  • What is this service about & Why do we need it?
  • When is the service available or unavailable?
  • How accessible is the service for people with disability?
  • How up-to-date is the service?
  • etc.
Systems & Services

• Systems need to be:
  • Managed
  • Kept up-to-date
  • Developed ...

• Services need to be
  • Designed for users
  • Tested by users
  • Flexible for change and challenges ...
Thank You
Any Question?