Building what matters: User-centered taxonomy design

Taxonomies and their brethren support many of our most ubiquitous platforms - Netflix, Amazon, Pandora, and more. When we pull back the curtain, the volume, power and resources required to build and sustain these taxonomies can seem overwhelming. How can we provide similar best-in-class experiences to our users, who have increasingly high expectations, without the same resources & in-house expertise of tech giants? This talk will expose the user-centered taxonomy design methodology used at Ubisoft and provide advice and examples for scoping and building the "right" taxonomies for your use cases.

Speaker: Adrienne Smith, M.L.I.S.

As lead of the Content & Community teams within Knowledge Management at Ubisoft, Adrienne focuses on optimizing information across its lifecycle for internal clients. Her areas of expertise include taxonomy & metadata development, information architecture and user research. After obtaining her MLIS from McGill in 2009, she worked in knowledge management with the World Anti-Doping Agency and law firm Borden Ladner Gervais. Prior to joining Ubisoft she led the Taxonomy team at Yellow Pages Canada and consulted on taxonomy projects with Dovecot Studio.

<table>
<thead>
<tr>
<th>Date:</th>
<th>Place:</th>
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<tbody>
<tr>
<td>Tuesday, April 23rd 2019</td>
<td>Thomson House</td>
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<td>3650 McTavish, Montreal</td>
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<td>Lounge, main floor</td>
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Program:
- 17:30 – Hors d’oeuvres and drinks
- 18:15 – Presentation
- 19:00 – Questions & discussion
- 19:30 – Meet a taxonomy vendor Open-Text

Prices:
- SLA Member – $0
- FMD Member – $20
- Non-Member – $30
- Students - $10

Tous les événements de la SLA SEC sont bilingues – All SLA ECC are bilingual

Places limitées (20), réservez tôt! Questions: sececc.sla@gmail.com