

Hidden World of Knowledge Organisation (KO)

KO Everywhere

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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

🕒 24 April 2020

📧 📧 📧 📧 📧 Share



The books were put on the shelves in order of size rather than alphabetical or by genre

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.

🕒 7 hours ago

PM back at Downing Street to lead virus response

🕒 32 minutes ago

Toddler and three-year-old stabbed to death

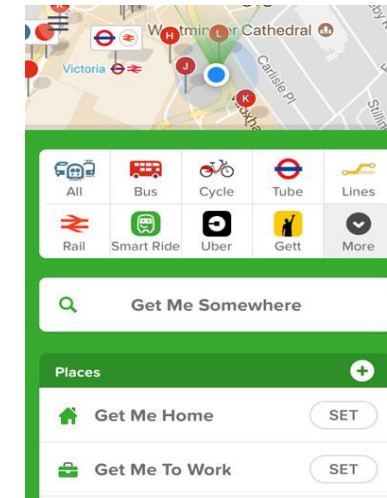
🕒 36 minutes ago

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

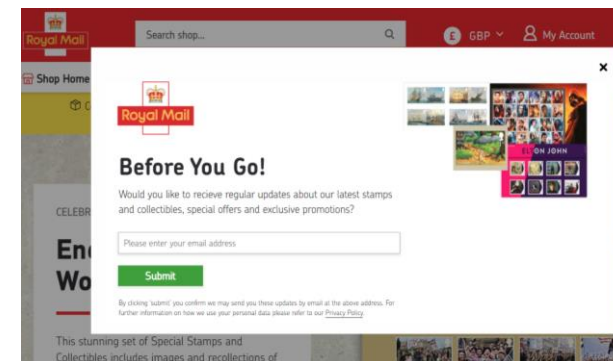


Shopping

- 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



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Accept

What type of products did you just purchase?

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

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?

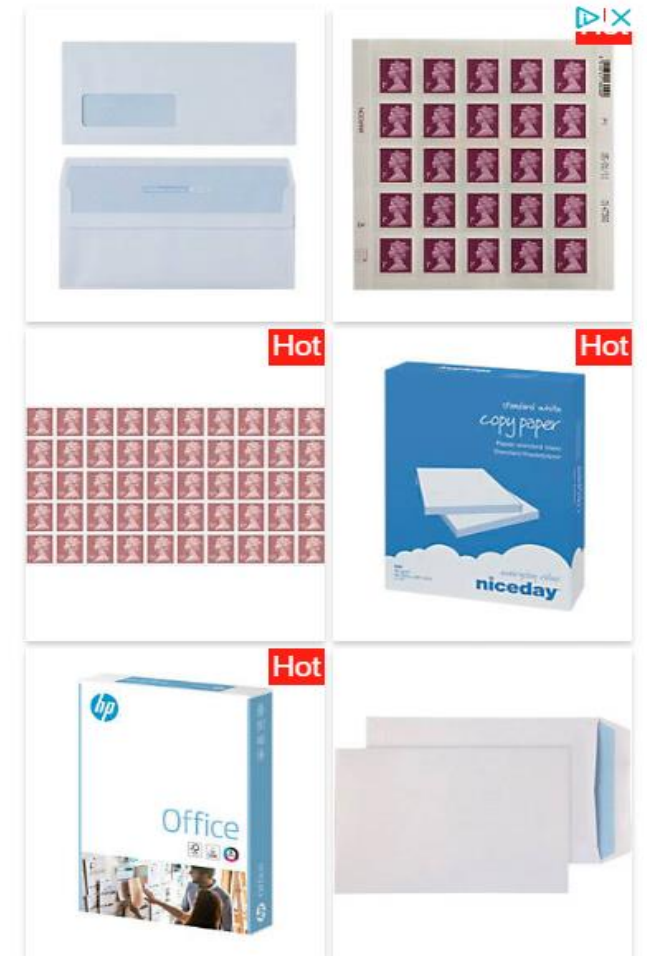
Please choose an option

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

Yes No

Continue

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 (5)

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)

[Show more](#)

Brands ^

Argos Home (72)

Habitat (15)

Angel Strawbridge (4)

Disney (1)

Sort by

Customer Rating v

Relevance

Price: Low - High

Price: High - Low

Customer Rating

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?

