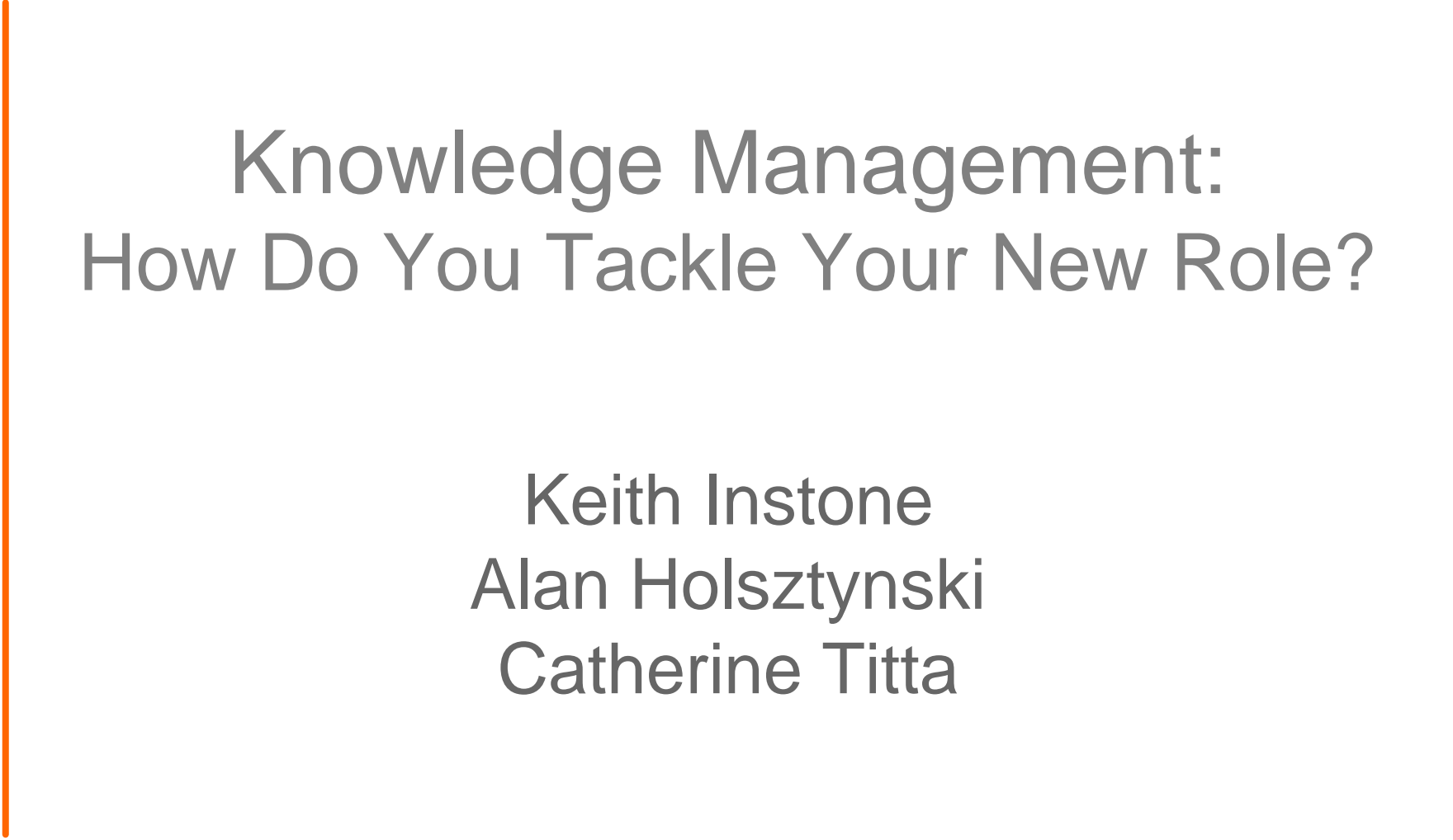# Knowledge Management:
How Do You Tackle Your New Role?

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Knowledge Management, Information Architecture, Usability

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One of these Things Is Not Like the Other...

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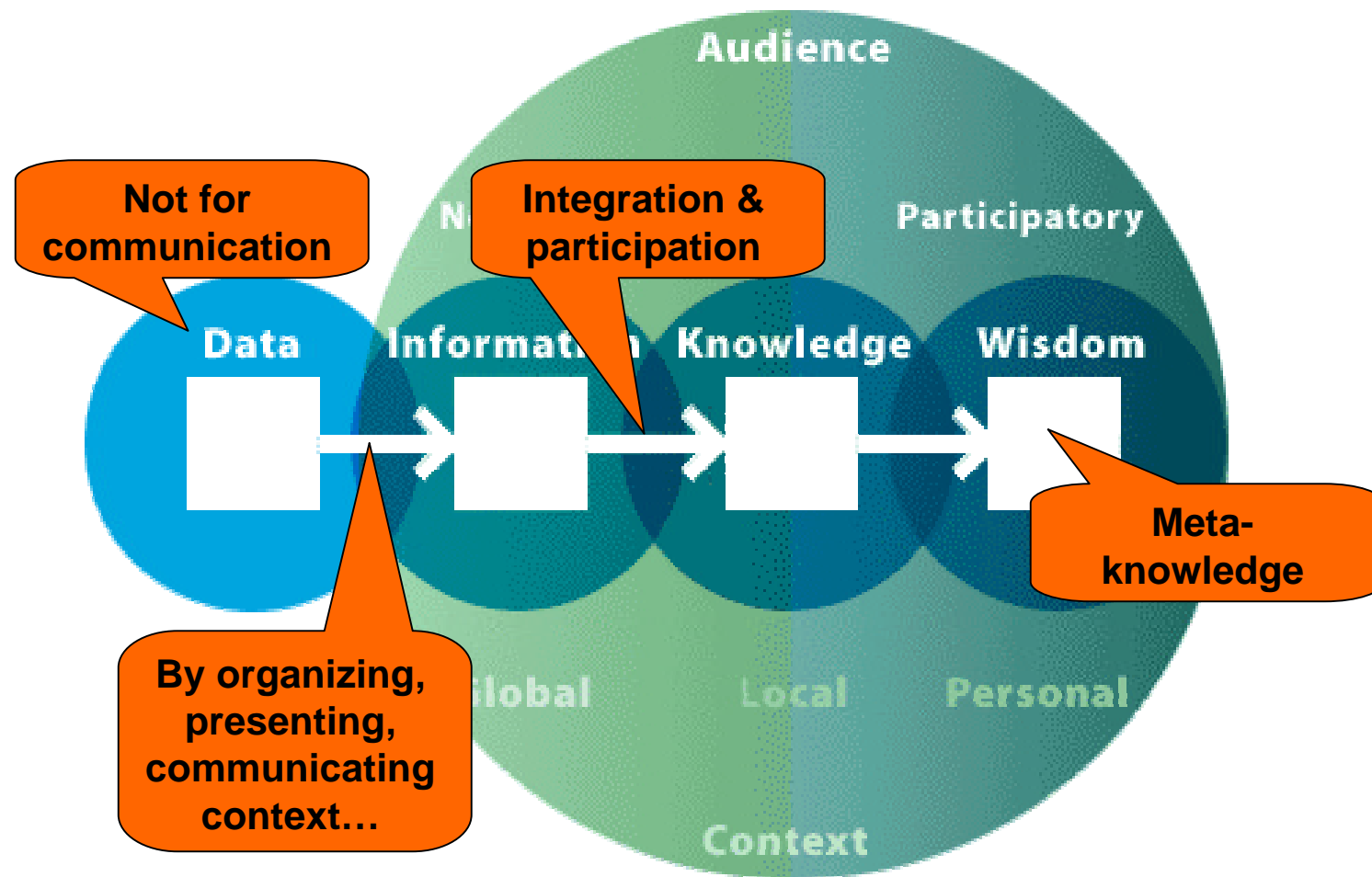
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What is Knowledge?

Nathan Shedroff's Experience of Knowledge
http://www.nathan.com/thoughts/unified/

What is Knowledge Management?

The best part about knowledge management is that there are so many definitions to choose from

- Business strategy
- Technology solution
- Process

Wally Bock (Intranet Journal): Process with loop of create, capture, classify/modify and share

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IA applied by Librarians to a KM project (Drug Delivery Technology)

Discovery	**Identification:** It exposes missing knowledge about drug delivery technologies within the organization, and where that knowledge exists outside the organization **Location:** It provides the location of expertise within the company for certain aspects of drug delivery, and helps to initiate contact with the experts **Evaluation:** It supports scientists evaluating the "state of the art" for some medical condition and helps the organization exploit an untapped niche
Management	**Collection:** It collects internal scientific reports and articles from external databases on a regular basis **Creation:** It makes it easy for experts in a specific area of drug delivery systems to add new content using established templates **Indexing:** It indexes information based on assigned keywords from a controlled vocabulary of drug delivery technology terms
Utilization	**Dissemination:** It notifies users of relevant information as it is published, based on users' personal interests **Search:** It supports search and discovery by scientists on a certain aspect of drug delivery **Sharing:** It enables the sharing of drug delivery technology information in the form of trip reports and discussions

What is Information Architecture?

In today's context:

- Organizing information to facilitate KM
- **Integration** of information (better)

One foundation that KM sits on (an infrastructure investment)

IA/KM Strategy Project Deliverables

- Project mission, vision, goals
- Content requirements
- KM services (previous slide)
- User experience & site map
- Technology possibilities
- Meta information & thesauri (next slide)
- IA Methodology

Meta Information to help Integrate

Routes of Administration: How the technology enters the body	Oral Parenteral Topical Local Topical Systemic Nasal	Inhalation Occular Rectal Vaginal Buccal
Dosage Forms: How the technology is formulated in order to be delivered into the body	Capsule Colonic Effervescent Enema Foam Gel Implant Injectible	Lipid System Ointment Patch Powder Solution Spray Suspension Tablet

KM and User-Centered Design

A KM system is yet another piece of Information Technology, but…

- Intranet technology (user interface limitations but large amounts of content)
- Technical content & business context (this is not Egreetings.com)
- Users as creators (original vision of the Web)
- Often associated with corporate change (new work, new roles, new processes)

UCD Methods for KM

- User input, multidisciplinary, iterate

- Field studies
- Participatory design

- User testing
- Task analysis

- Competitor Evaluation

My Trouble-Making Questions

- Is it possible to manage knowledge? Can we only manage information and processes to facilitate knowledge?

- Is KM just having all of your employees be good librarians?

- Does UCD matter more or less for KM vs. other applications?

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IT's Role in KM

- Building the systems
- Participating in KM

"KM" Software

- Content Management
- Document Control
- Collaboration & Groupware
- Search Engines
- Etc...

Tracing Quality Backwards

- Testing
- Requirements Analysis
- Business Rules & Workflow
- SMEs

Problems with "Projectism"

- What if SME doesn't exist?
- Duplicated efforts
- Inconsistencies

The KM Department

- Need dedicated knowledge managers
- Require some biz skills and IT skills
- Can't expect SMEs to do this on the side

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Technical Communication's Role in KM

Some possibilities…

- Knowledge Management team leader
- Knowledge Engineer
- Knowledge Steward

- Consider both the "business" side and the IT side of the company

Making the Transition to KM: Skills

Are these new to you?

- Business Analyst
- Requirements/Specifications Writer
- User Profiler
- Knowledge Analyst

Making the Transition to KM: Skills

We need to:
- Gather the knowledge
- Design the knowledge
- Develop the knowledge
- Maintain the knowledge

- Iterate, iterate, iterate

We Love Our Tools! :-)

How do we build it?

- Create a custom solution?

- Use off-the-shelf software?

Knowledge Management System

And what do all systems need??

What *Isn't* Knowledge Management?

It's **NOT:**

- Single sourcing

- Content management

Let's Talk!

Knowledge Management Stuff

- www.kmresources.com
- www.kwork.org
- www.knowledge-management.net
- www.epss.com
- www.kmtool.net (magazine)
- www.transformmag.com (magazine)
- www.cio.com (magazine)

Find Us Later...

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