

WISSEND

Wissend Perspective

Rethink , Redefine Information Management Practices



## Wissend Taxonomy Consultation Practice

Wissend provides Taxonomy Consultation & Faceted Navigation, a unique consulting service to assess and provide recommendations to improve and consistently accomplish the better User Experience (UX).

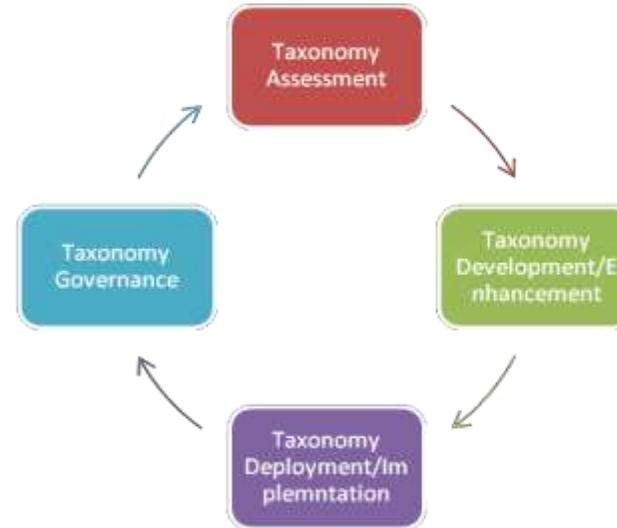
What is meant by Taxonomy?

Taxonomy can provide the content management schema for organizing content to solve a business problem such as

- improving search and findability
- content navigation and organizing information
- auto and manual classification
- content re-usability
- content tagging

Taxonomy is usually arranged hierarchically, reflect general to more specific relationships and show correlations between subject areas.

Practices/Processes – Taxonomy Consulting:



. According to Gartner , Businesses are spending an estimated \$750 Billion annually seeking information necessary to do their job. 30-40% of a knowledge worker's time is spent managing documents (Source : Gartner Inc.).

## Phase 1 : Taxonomy Scoping/Assessment

Our taxonomy consultants understand client's ecommerce content management system and taxonomy structure how it has been built; enquire the pain points pertaining to each and every category and gather specific requirements and data.

Our Solution: We take on small evaluation project comprising as few as 40 hours to quickly evaluate the current taxonomy design and development project and provide reports & recommendations at a high level

## Phase 2 : Taxonomy Development/Recommendation

In addition to stage 1- Taxonomy scoping, we always build the taxonomy, which is a critical mission. Our consultants and category experts do understand depth and breadth of existing taxonomy, meet stakeholders to understand the various touch points/connection with taxonomy system (i.e., to understand the upstream and downstream process) and gather data from touch points like search platform.



Our Solution: We take on this development project comprising as 2-3 months (vary based on category size) to evaluate the current taxonomy design and development project, develop the taxonomy and provide reports & recommendations with detailed justifications.

## Phase 3 : Taxonomy Deployment/Implementation

Developed taxonomy should be integrated into ecommerce platform/CMS for testing in various aspects to fine tune the taxonomy and system to meet the UX.

Our Solution: Our consultants collaboratively work with IT team & Business team to understand platform, business rules incorporated to deploy the new taxonomy, which will cover – Faceted navigation or hierarchy, manual or auto categorization, integration with touch point: search platform, meta keywords tagging, etc. Test the taxonomy in platform, review and changes, approval and knowledge transfer to stakeholders to incorporate the complete taxonomy

## Phase 4 : Taxonomy Governance/Maintenance

We, our team always recommend client to maintain the taxonomy at frequent intervals to meet the shopping experience as per the latest trends.

### Our competencies:

- Understand client ecommerce ecosystem
- Develop the process understanding various touch points with categorization platform
- Always keen on User Experience (UX)
- Update ourselves with industry updates
- Well trained category experts and consultants

Our Solution: Our consultants work with Business team to provide update about the changes happening in ecommerce, for which we should manage the taxonomy and system for every 3 months.

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## About Wissend

Wissend is a well-known provider of content, marketing, and technology services. Headquartered in Chennai, INDIA and Sales offices in USA and UK. Wissend is driven by the objectives of innovation, client satisfaction, and process excellence. Our workforce boasts deep industry know-how, technological expertise and commitment to quality.

We build solutions and deliver services keeping in my mind the needs of our clientele and guarantee results within the stipulated timeline. Our clients are players in the ecommerce, retail, and publishing industry segments.



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Source

<http://www.webappers.com/2010/07/09/15-best-free-open-source-ecommerce-platforms/>

