



COREMEDIA



## Usability & Search Capabilities

Thomas Stegmann



...a usability icon



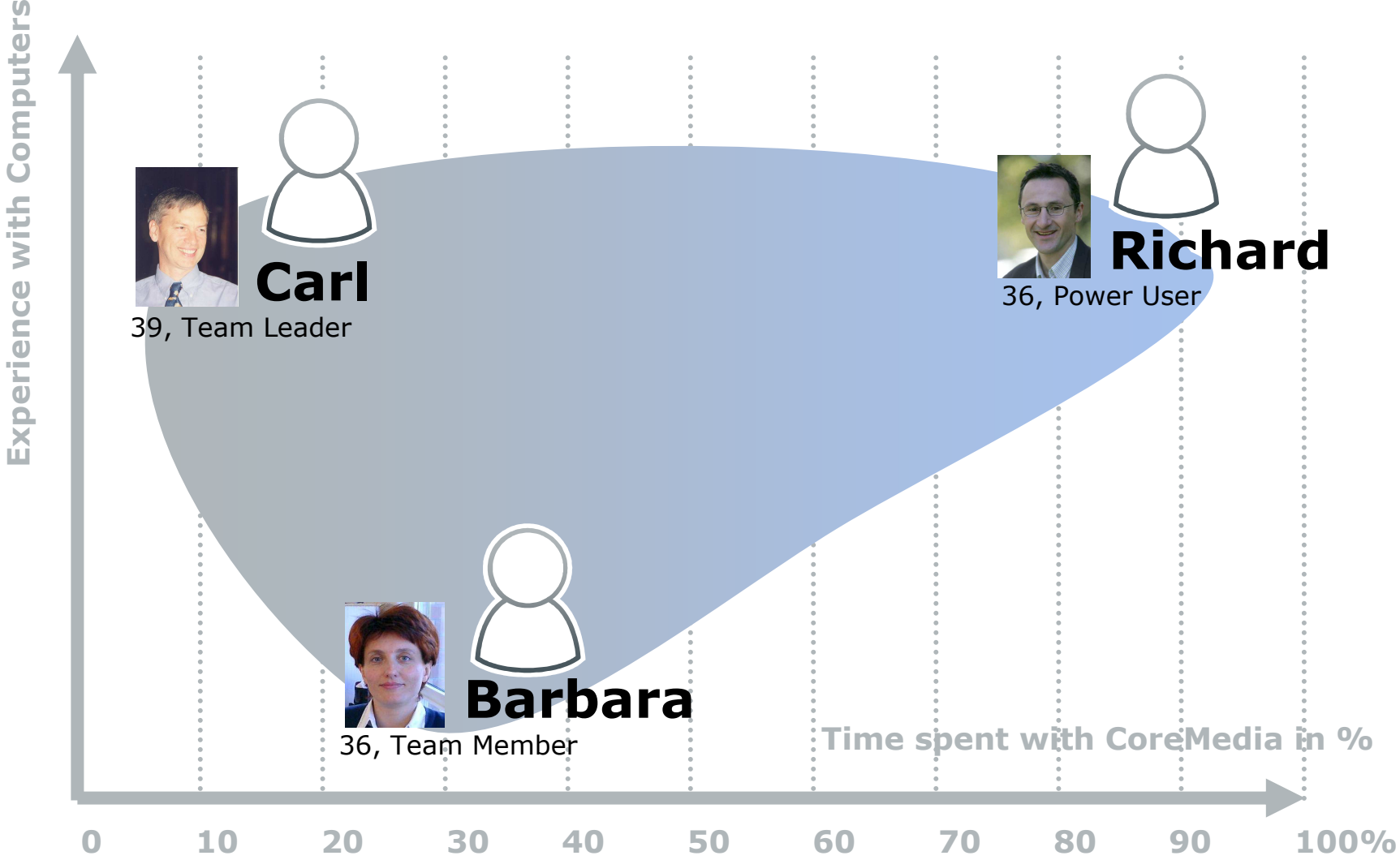
ISO 9241-11 defines usability as:

the extent to which  
a product can be used by  
**specified users** to achieve  
**specified goals** with  
**effectiveness, efficiency**  
**and satisfaction** in a  
**specified context** of use.

# However, usability uses a lot of tools...



# Persona development



# User profiling: power user



## Richard

36, full time internet editor,  
divorced, two daughters

### Work environment

- » Open plan office next to the window, laptop, 1280x968
- » responsible for style, content and message

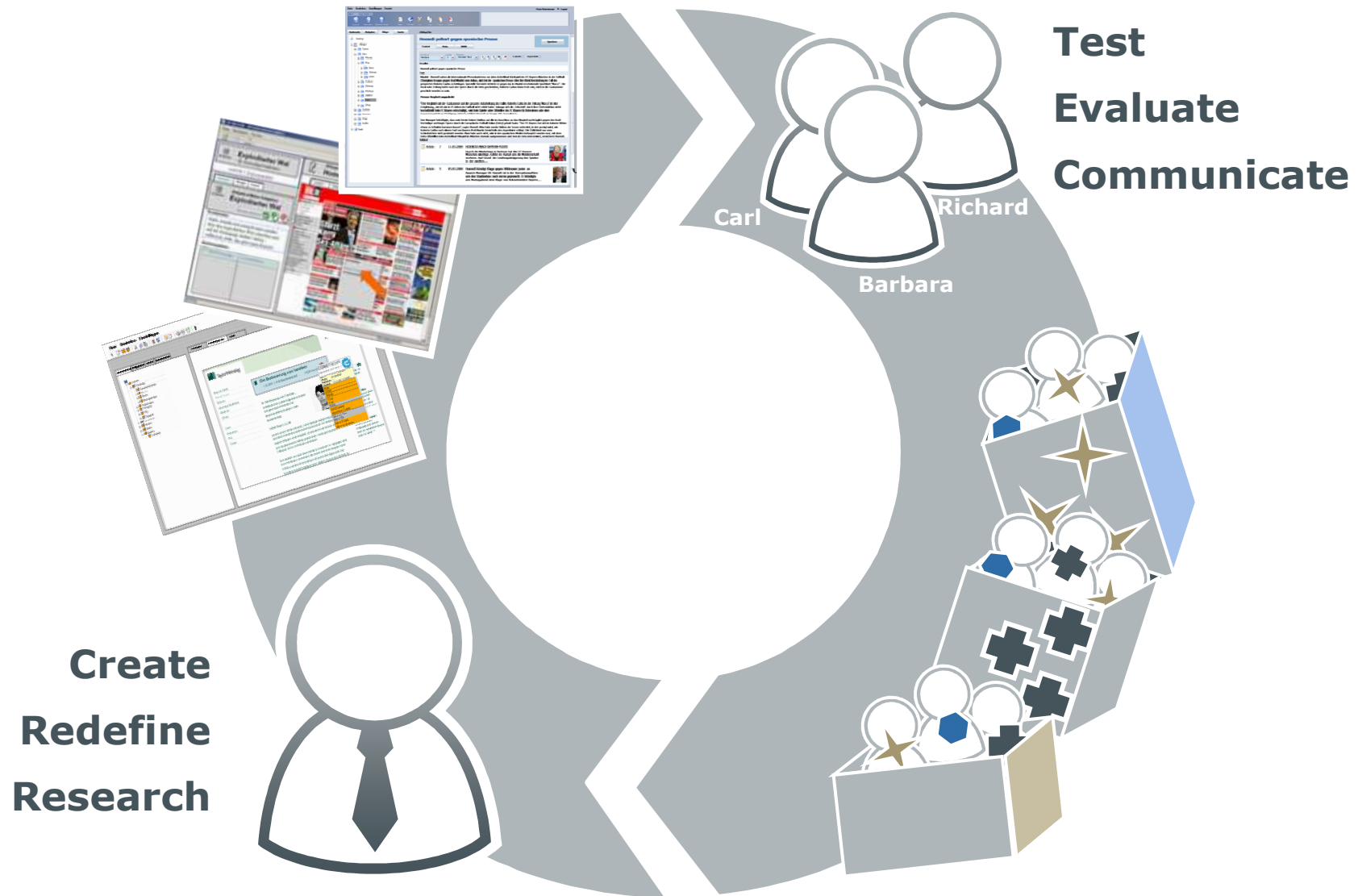
### Attitude

- » Richard is efficient, loves keyboard shortcuts
- » Is always informed on new gadgets but doesn't need to own them all
- » Questions new technologies for their true value to himself and the company
- » He has seen some content management systems come and go and can differentiate between the content model and the editor
- » At lunch, he joins his colleagues from the development department in the canteen and asks about the latest computer trends
- » Likes computers and always knows a way around problems

### Aims/Goals

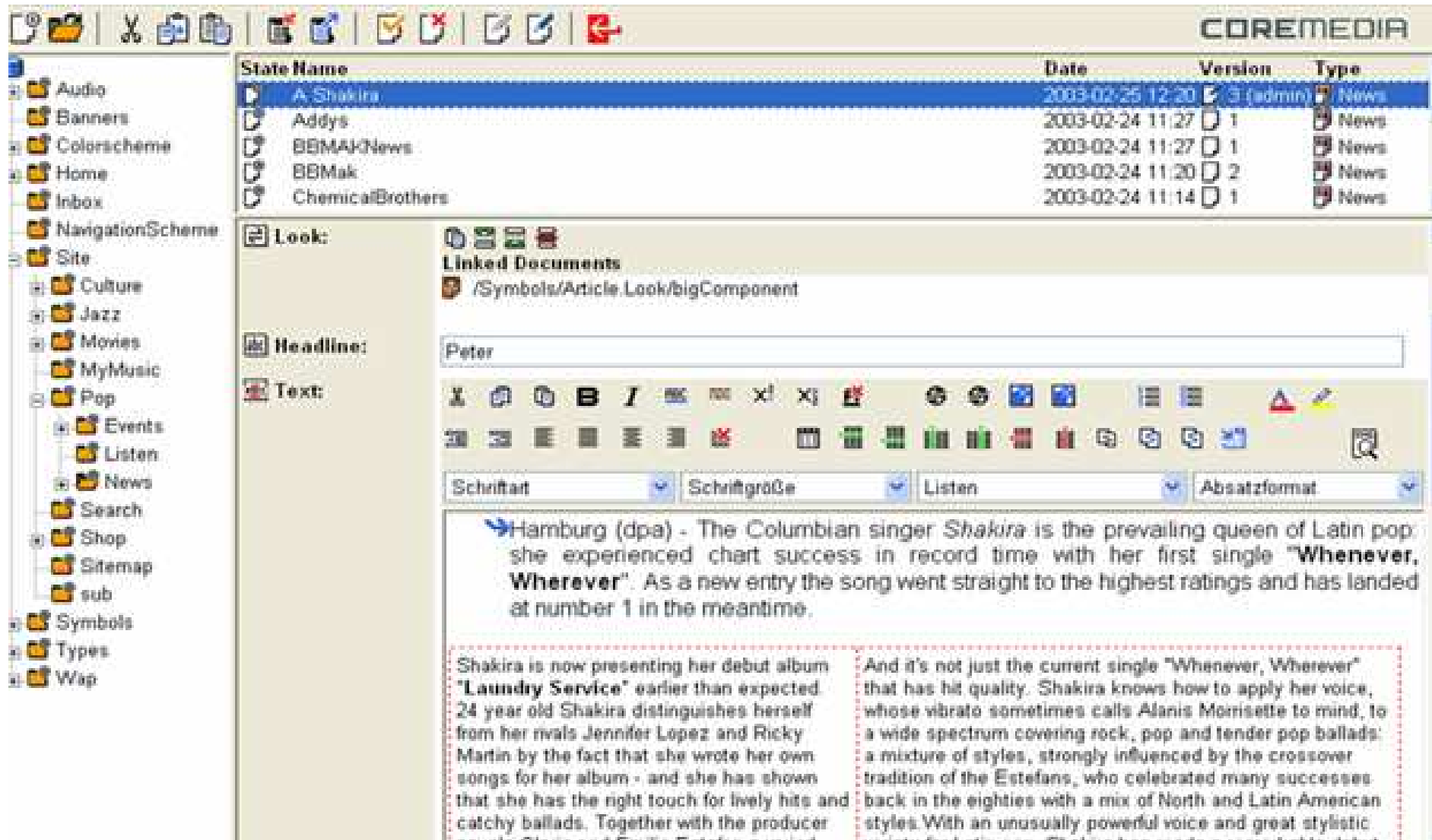
- » Richard would like to make the world a better place, he likes his job and believes in the future
- » At the weekend he visits flea markets and collects old cameras

# Usability is an iterative process



**Usability is a  
matter of attitude**

# So we came from here...



The screenshot shows a CoreMedia CMS interface. On the left is a navigation tree with categories like Audio, Banners, Colorscheme, Home, Inbox, NavigationScheme, Site, Culture, Jazz, Movies, MyMusic, Pop, Events, Listen, News, Search, Shop, Sitemap, sub, Symbols, Types, and Wap. The main area displays a table of news items:

State Name	Date	Version	Type
A Shakira	2003-02-25 12:20	3 (admin)	News
Addys	2003-02-24 11:27	1	News
BBMAKNews	2003-02-24 11:27	1	News
BBMak	2003-02-24 11:20	2	News
ChemicalBrothers	2003-02-24 11:14	1	News

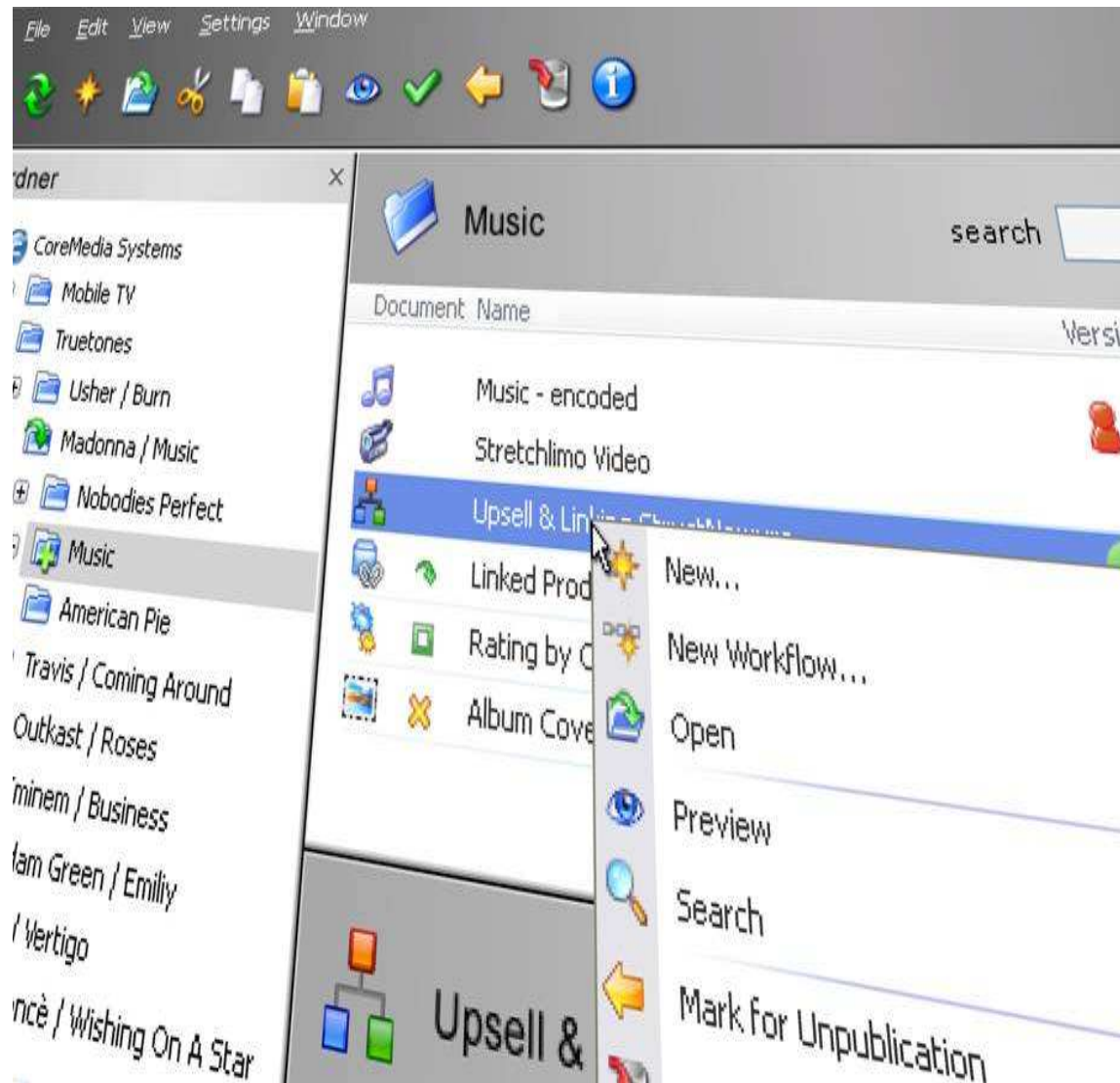
Below the table, the 'Look' section shows 'Linked Documents' with a path: /Symbols/Article.Look/bigComponent. The 'Headline' field contains the text 'Peter'. The 'Text' field contains a rich text editor with a toolbar and a text area. The text area contains the following content:

Hamburg (dpa) - The Columbian singer *Shakira* is the prevailing queen of Latin pop: she experienced chart success in record time with her first single **"Whenever, Wherever"**. As a new entry the song went straight to the highest ratings and has landed at number 1 in the meantime.

Shakira is now presenting her debut album **"Laundry Service"** earlier than expected. 24 year old Shakira distinguishes herself from her rivals Jennifer Lopez and Ricky Martin by the fact that she wrote her own songs for her album - and she has shown that she has the right touch for lively hits and catchy ballads. Together with the producer...

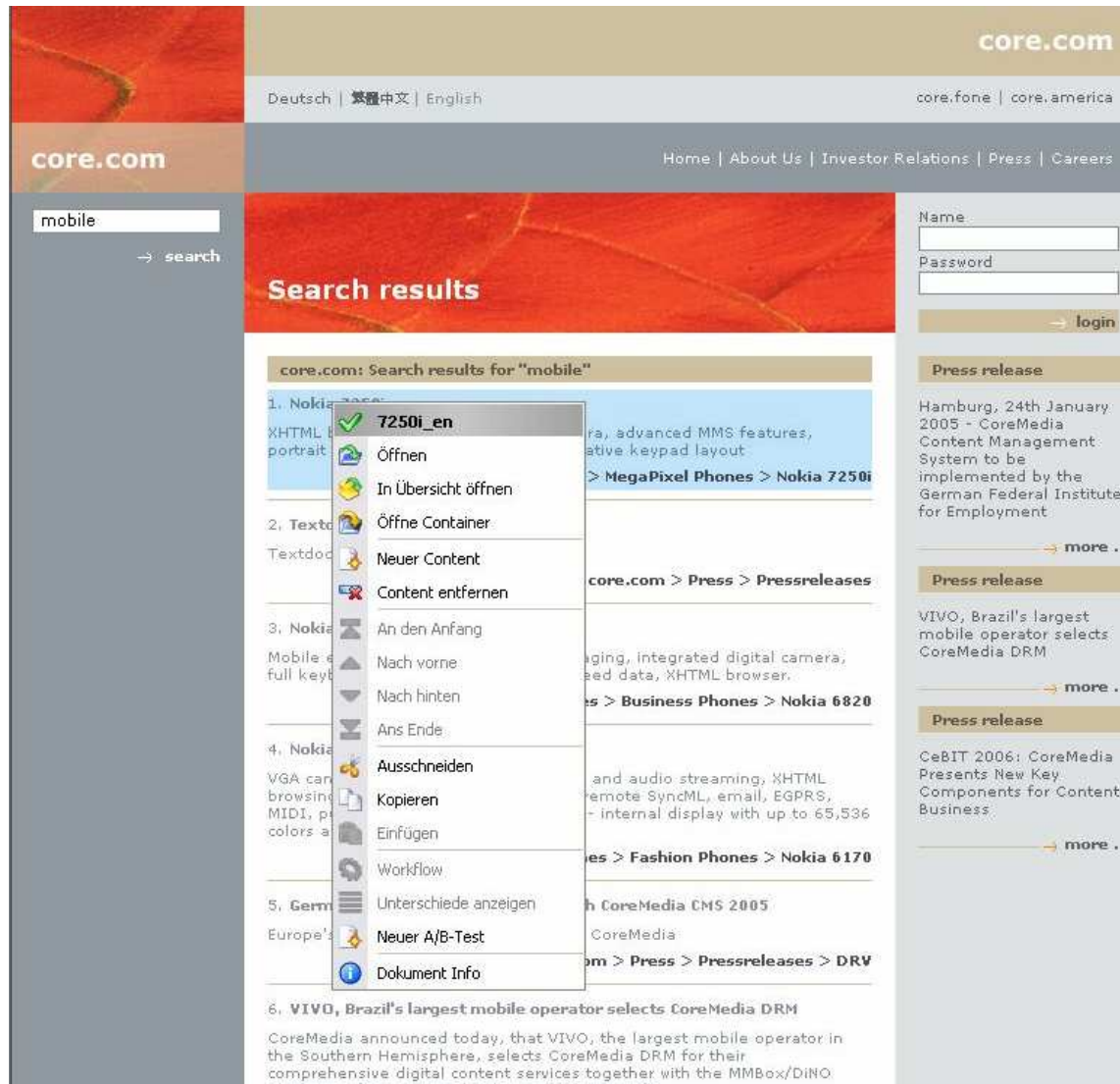
And it's not just the current single "Whenever, Wherever" that has hit quality. Shakira knows how to apply her voice, whose vibrato sometimes calls Alanis Morissette to mind, to a wide spectrum covering rock, pop and tender pop ballads: a mixture of styles, strongly influenced by the crossover tradition of the Estefans, who celebrated many successes back in the eighties with a mix of North and Latin American styles. With an unusually powerful voice and great stylistic...

# To here: web editor



- » consistent to windows
- » consistent with itself
- » intuitive icons
- » visual hierarchies
- » full text search

# Preview based editing

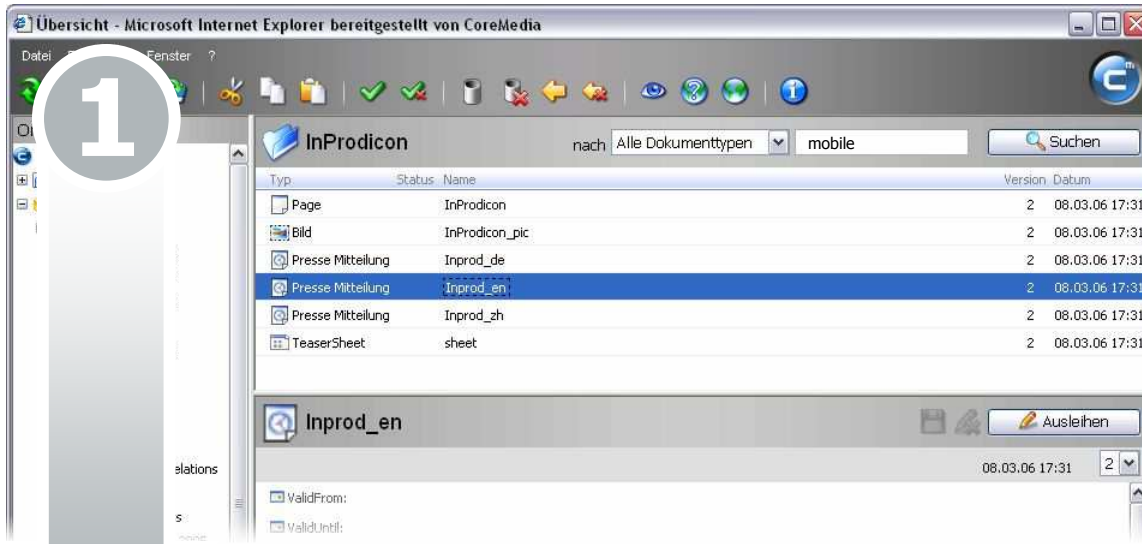


- » navigate in website
- » edit in website
- » structure website
- » use search to navigate in content



- » measure online marketing goals with real-time reporting
- » optimize site
- » maintain the right content
- » real-time insight into user behavior
- » measure online marketing goals

# Seamless search engine integration



- » out-of-the-box Integration
- » works for all document models

**fast**

- » ranking options
- » drill down options
- » semantic search options

You searched for : notbook  
Did you mean: [notebook](#)

**To tell you more about  
the company with an attitude**





Videos  
Games Music Metadata MS Office  
Text ECMS PDF Images  
Ringtones  
TV User generated Product data

Portals P2P Internationalization  
Accessibility Multisite Convergence Triple play  
Intranet Mobile anywhere,  
Off portal WAP  
Web 2.0 Digital home

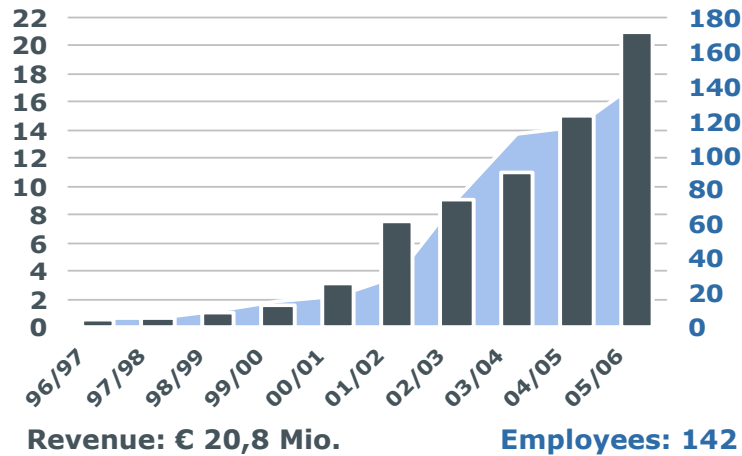
Authentication  
Superdistribution Recommendation  
Rules Protection  
Workflow DRM Personalization  
Proven

in a trusted universe

# CoreMedia delivers innovative, high-end software solutions for content business

- » fastest growing software company in Germany
- » profitable growth

- » award-winning company



# CoreMedia is a core component for 150+ key customers worldwide



The image features a world map with several blue CoreMedia logos placed in North America, Europe, and Asia. Below the map is a grid of logos for 150+ key customers, organized into columns. The logos include:

- Column 1:** 247 music shop, APA, arte, axel springer, BARMER, BAWAG P.S.K., BERTELSMANN media worldwide, bfai, Bild.de
- Column 2:** B/S/H/, Bundesagentur für Arbeit, Die Bundesregierung, BUNTE, Hebert Ehrlich Media, CLAAS, dataport, debitel, Deutsche Rentenversicherung
- Column 3:** Die Bahn DB, dpa, DPMA, Dresdner Bank Die Berlebank, ERCOS, Freie und Hansestadt Hamburg, GMX, GROHE
- Column 4:** Gütermann, Haspa, Helaba, IKK, InProdicon, IXPOS, LOYALTY PARTNER, musicload
- Column 5:** KSB, MAN, METZLER, Miele, MLP, mobilcom, mobilkom austria, NEC, NOKIA
- Column 6:** O2, Plus, RELIUS, Revios, RHI, RWE, SEAT, SFR, SIEMENS
- Column 7:** schleswig-halstein.de, sport1.de, SWR, Technisches Hilfswerk, TURKCELL, Deutsche Telekom, T-Com, T-Mobile, T-Online, T-Systems
- Column 8:** Vodafone, A1, simobil, VIP, vivo, vwd, WINCOR NIXDORF, wissen.de

# Any content, anywhere, in a trusted universe



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