Taxonomy
Final Readout

3 June 2016

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- Accomplishments

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- Digital Asset Management

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Taxonomy refresher

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Without Taxonomy

With Taxonomy

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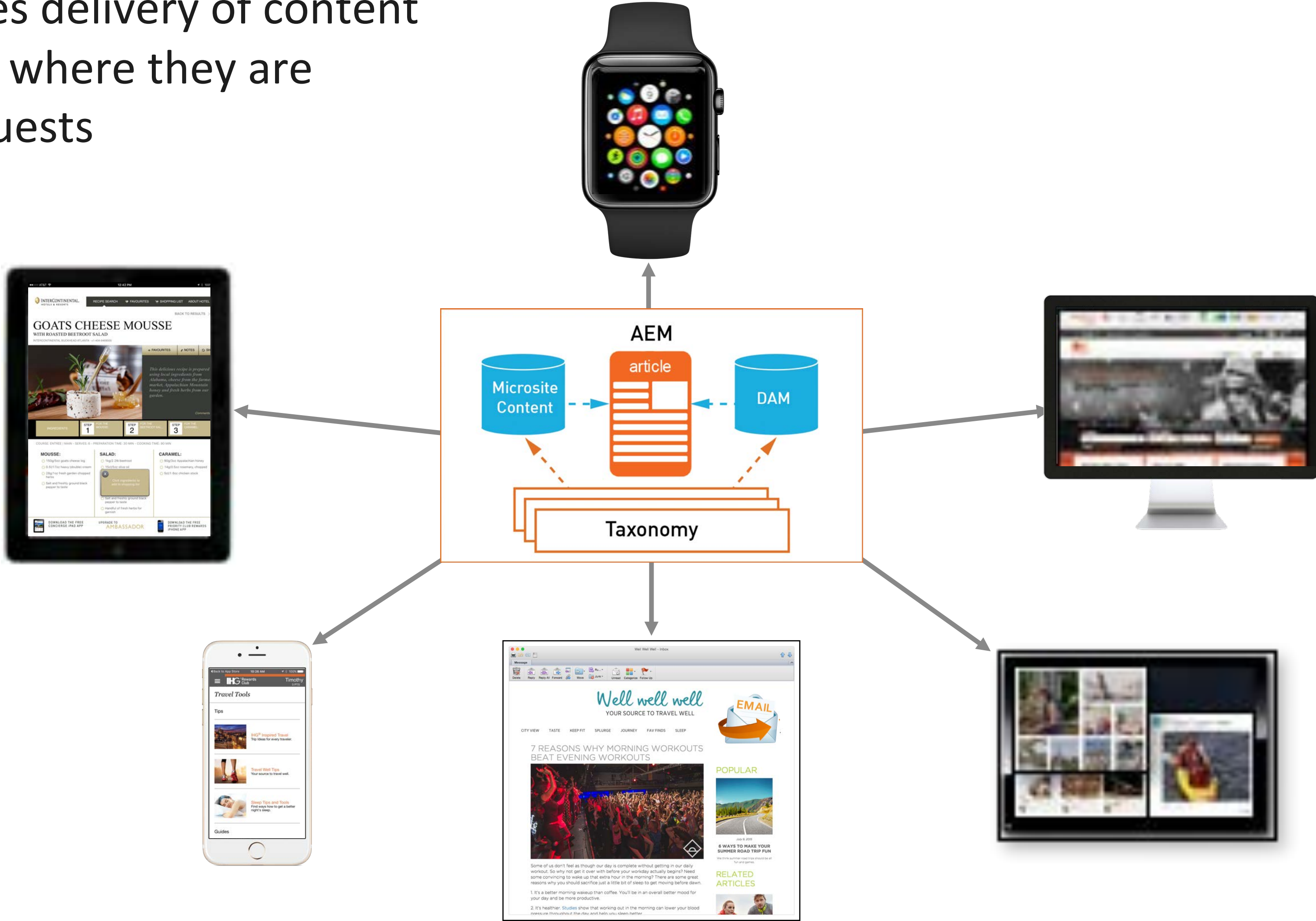
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Vision statement:

Create a unified, scalable taxonomy that enables easy content updates and distributive publishing to improve the overall experience for both the organization and its guests.

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Taxonomy enables delivery of content and digital assets where they are relevant to our guests

Create Once. Publish Everywhere. (COPE)

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Accomplishments

What we explored
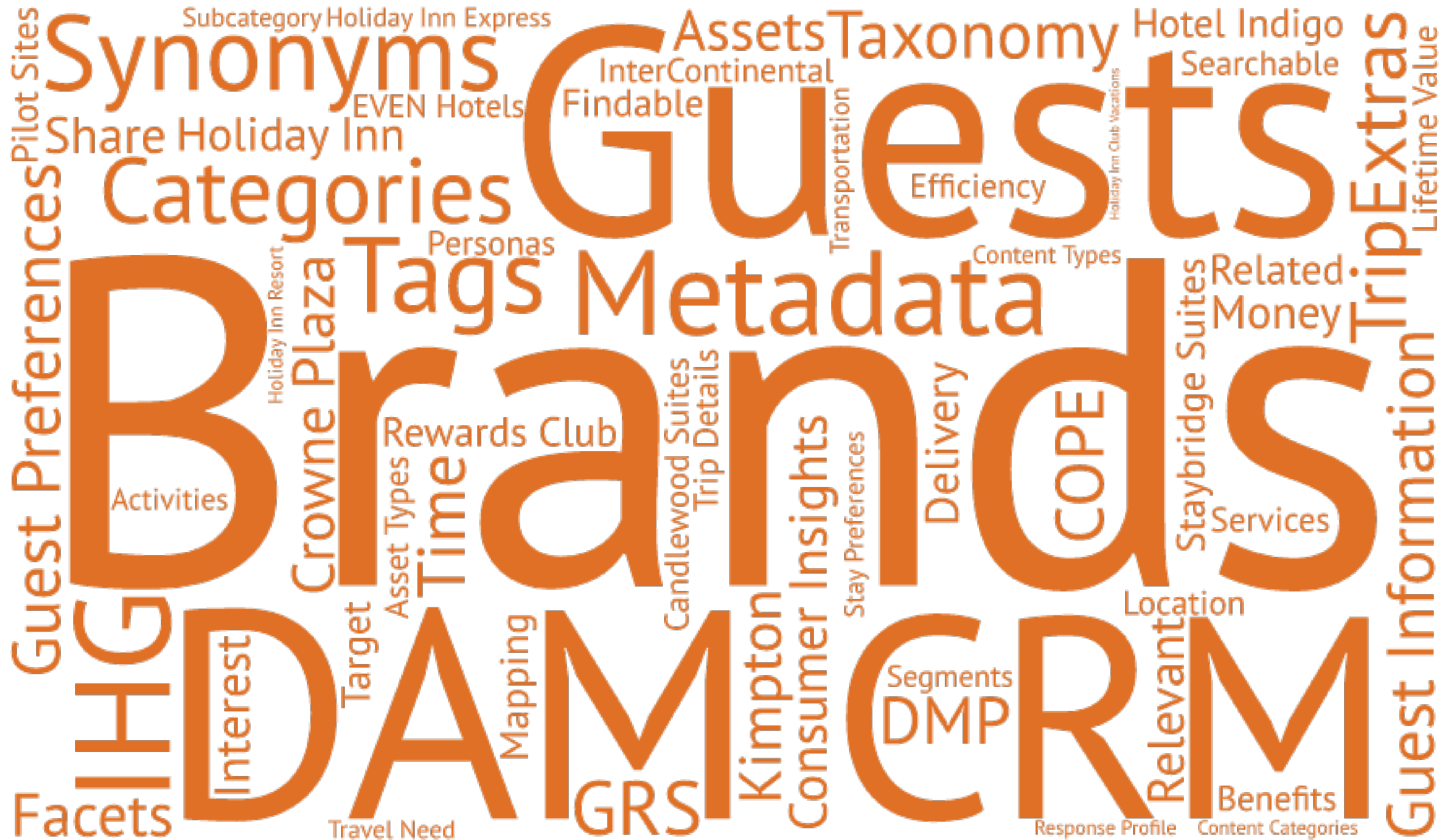
By the numbers

936

Unique categories,
subcategories, and tags

85%

Completion percentage

93

Stakeholders
interviewed

10

Hours of card-sorting exercises

12

Global brands that
we've worked with

50,000+

Viator tags reviewed and
mapped for Trip Extras

20

Teams have provided
input to the taxonomy

1

Taxonomy Manager
(starting soon)

Our journey

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Where we were at the end of phase 1

Crawl

✓ Identify categories and subcategories of tags within taxonomy
✓ Map additional metadata into these groupings
- Implement pilot taxonomy
- Tag pilot content by applying the taxonomy
- Deliver communications, education, and training on taxonomy topics

Walk

- Begin adding new tags to existing structure as new content is created
- Approve new tags or map them to existing structure
- Continue communicating changes to taxonomy based on user needs
- Identify additional content areas where taxonomy can be expanded
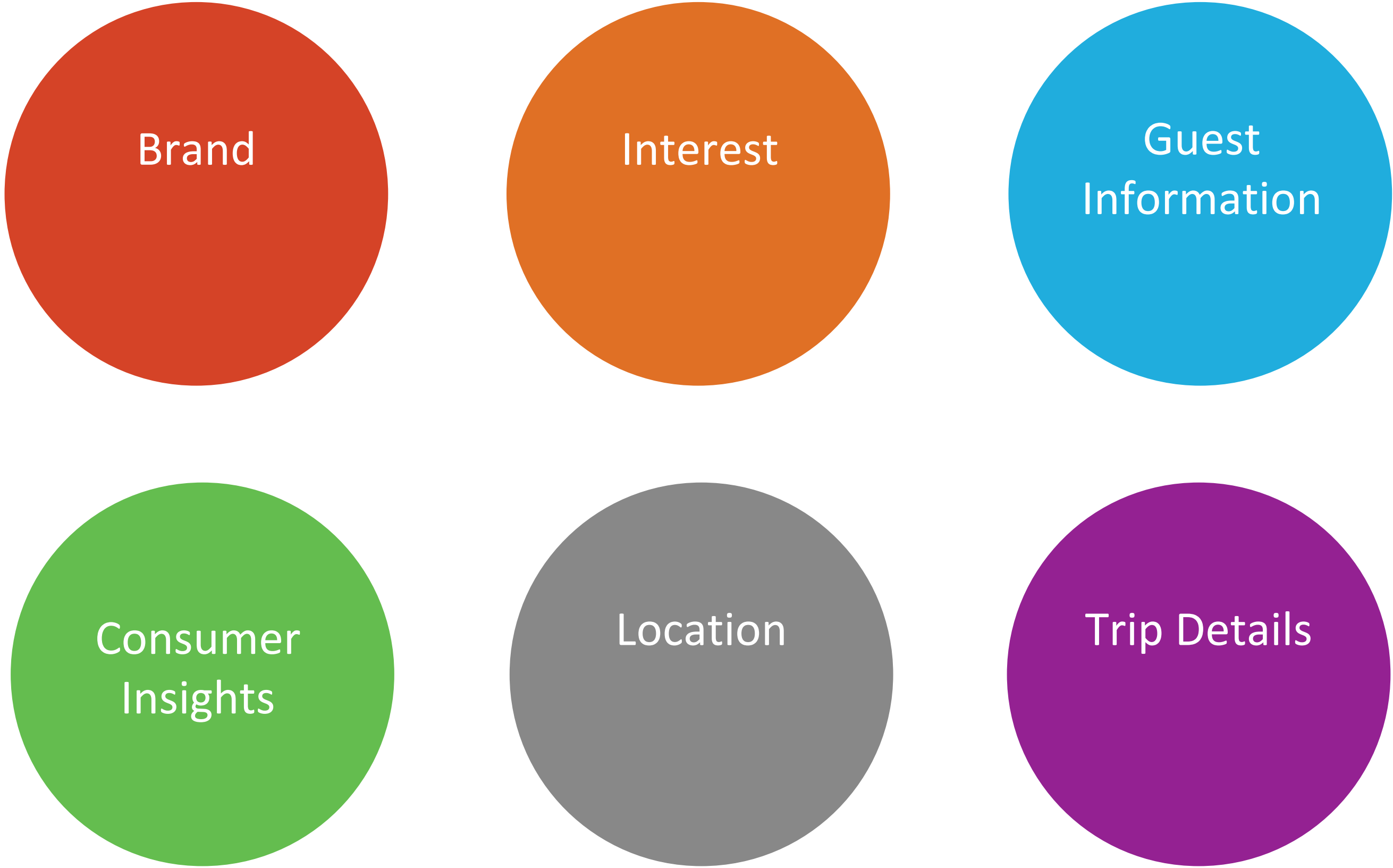- Hire Taxonomy Manager

Run

- Begin to connect taxonomy to CRM system
- Begin to connect taxonomy to additional systems such as DMP and GRS
- Constant feedback loop between users to enable the taxonomy to grow and evolve with the business
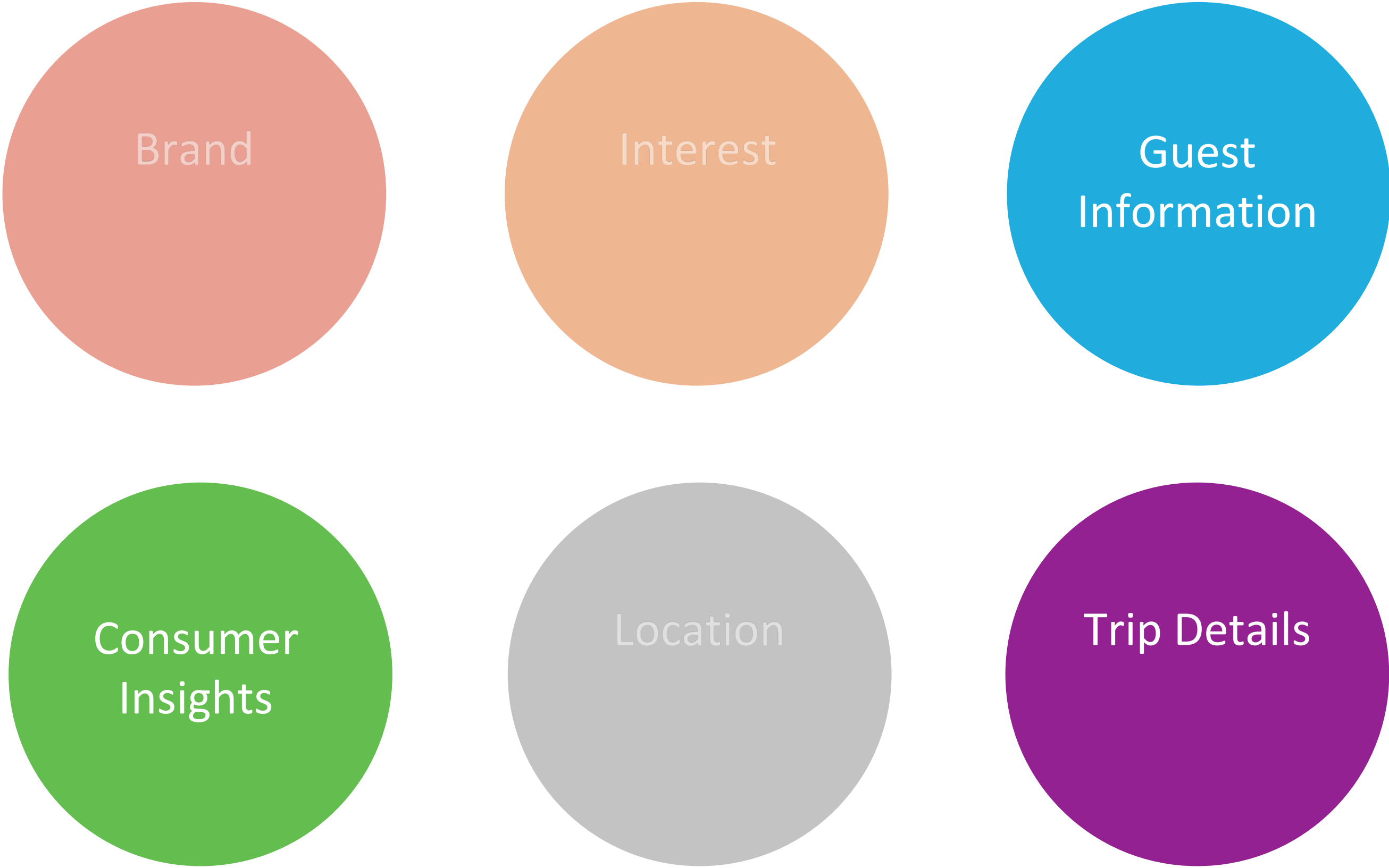
Where we are today
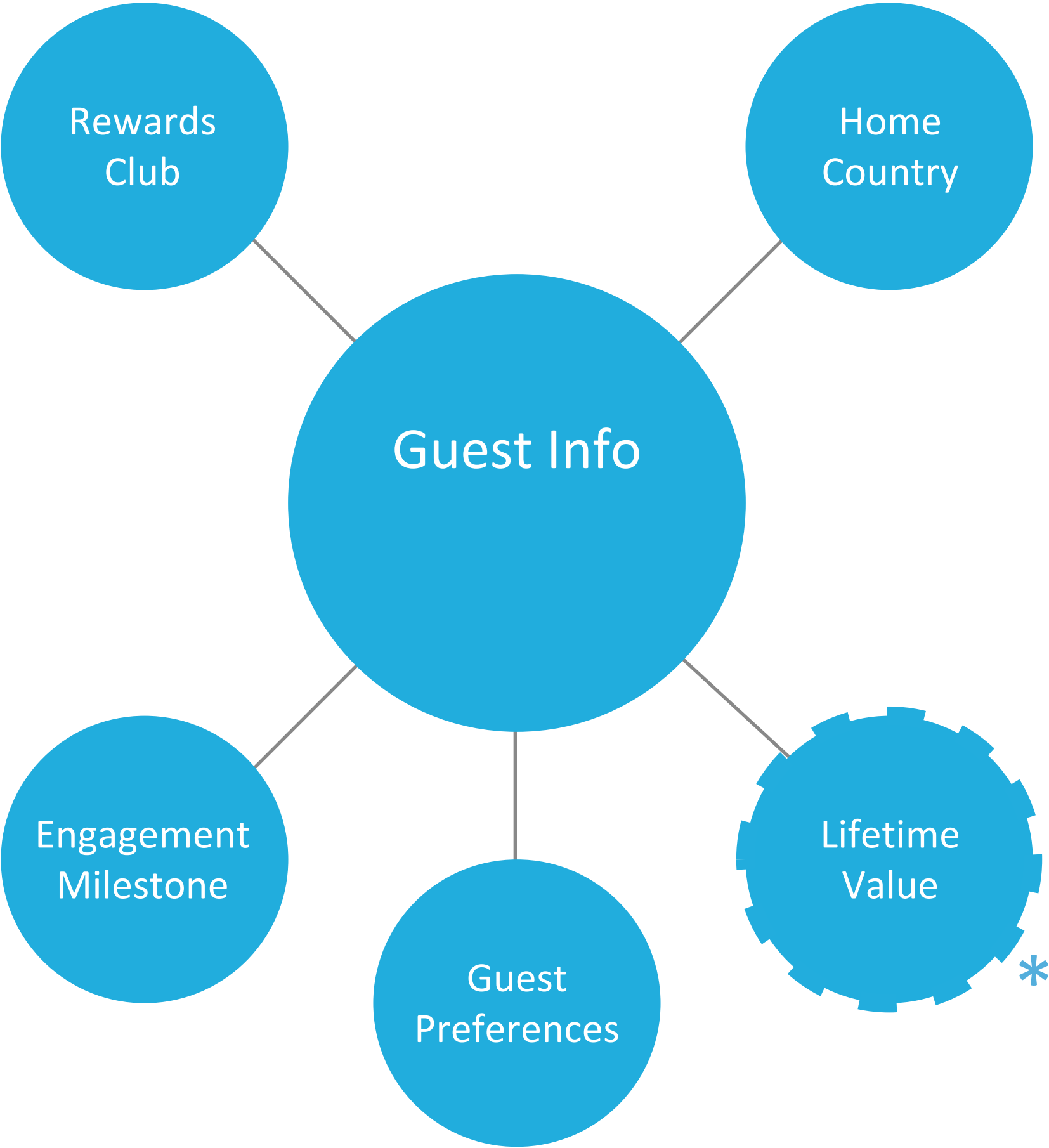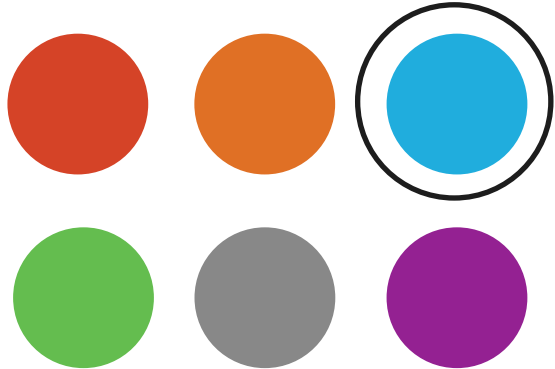
Crawl

✓ Identify categories and subcategories of tags within taxonomy

✓ Map additional metadata into these groupings

✓ Start implementing taxonomy (Rest and Run, WellWellWell, TripExtras)

✓ Deliver communications, education, and training on taxonomy topics

Walk

✓ Begin adding new tags to existing structure as new content is created

✓ Approve new tags or map them to existing structure

✓ Continue communicating changes to taxonomy based on user needs

✓ Identify additional content areas where taxonomy can be expanded

✓ Hire Taxonomy Manager (starting soon)

Run

✓ Begin to connect taxonomy to CRM system

• Begin to connect taxonomy to additional systems such as DMP and GRS

• Constant feedback loop between users to enable the taxonomy to grow and evolve with the business

Category updates

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Primary taxonomy categories

Brand

Interest

Guest Information

Consumer Insights

Location

Trip Details

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Category updates

Brand

Interest

Guest Information

Consumer Insights

Location

Trip Details

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Guest information

Guest information
- Rewards Club Detail
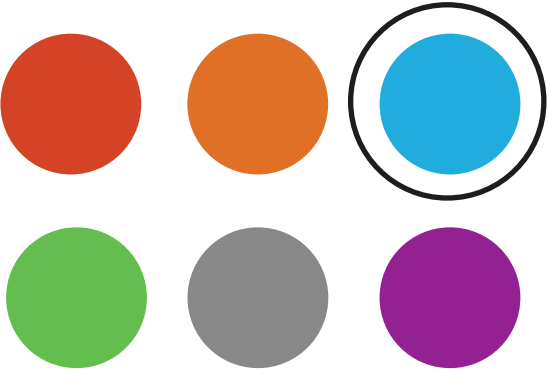
Business Rewards

Club

Spire Elite

Rewards Club/ Level

Gold Elite

Ambassador

[Facet: Hotel]

Platinum Elite

Royal Ambassador

Karma

[Facet: Hotel 2]

*[Facets are in brackets]

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Guest information
- Rewards Club Detail

Earn

Redeem

Points & Cash

Rewards
Club/
Benefits

Partnerships

Rewards Nights

Member Recognition

*Representative detail. Not intended to be comprehensive

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Consumer insights

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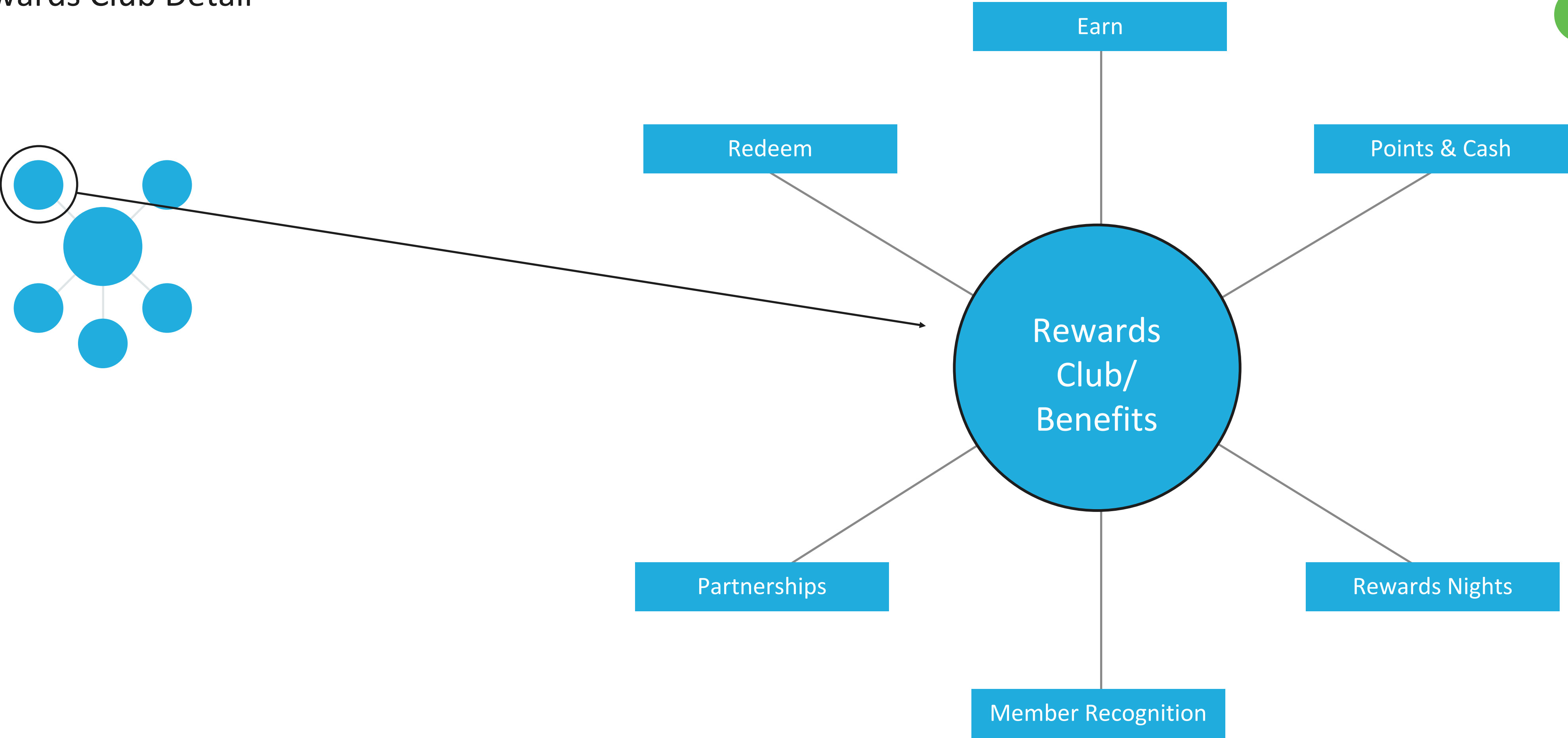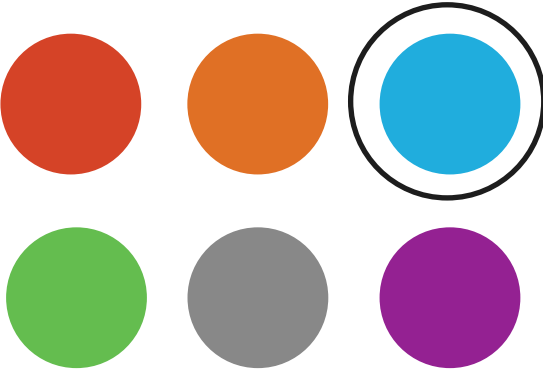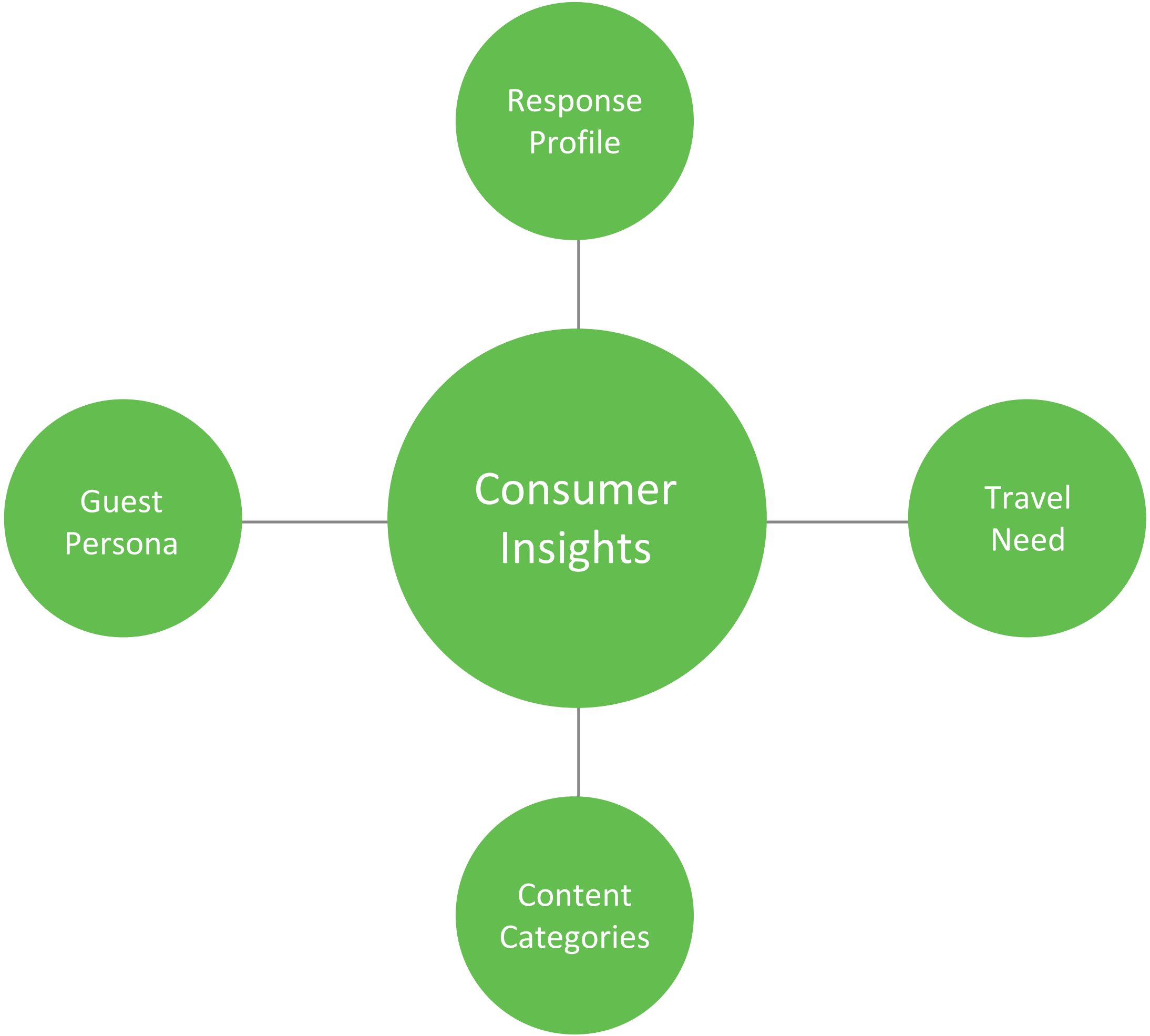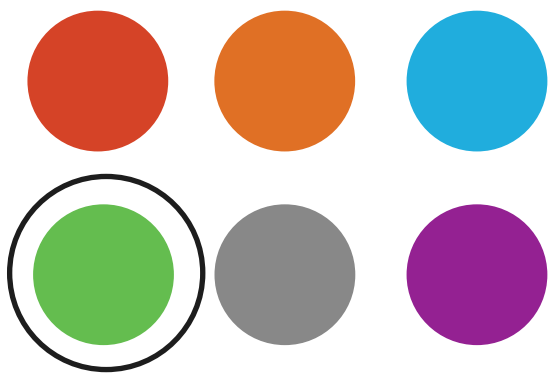
Consumer insights
- Persona Detail

Upscale Globe Trotter

Midscale Loyalist

Smart Traveler

Business Road Warrior

Persona/ Target Segment

Savvy Individualist

Product & Point Fan

Meeting Planner

Striver

Extended Stayer

Affluent Experienced Traveler

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Trip details

Transportation

Duration

Trip Details

Offers *

Services

Activities

* Future subcategory
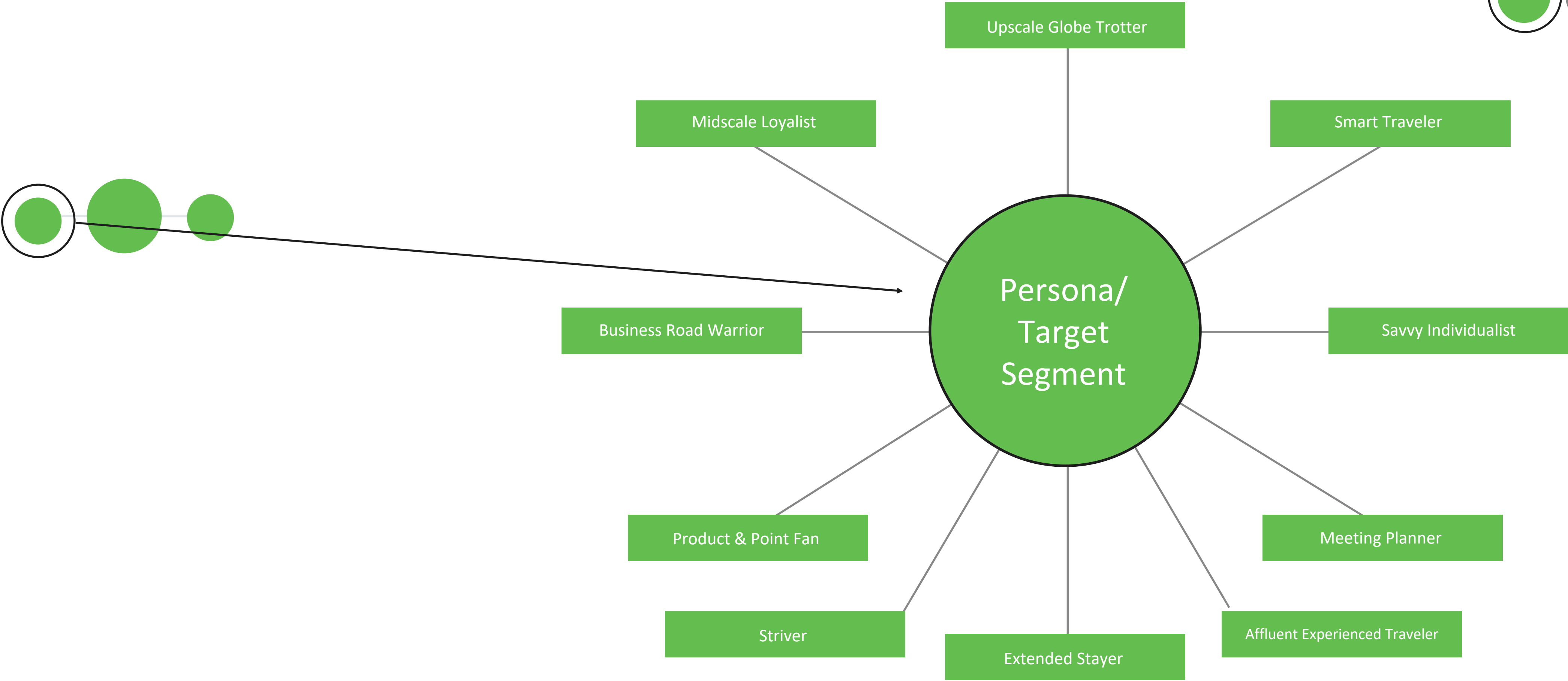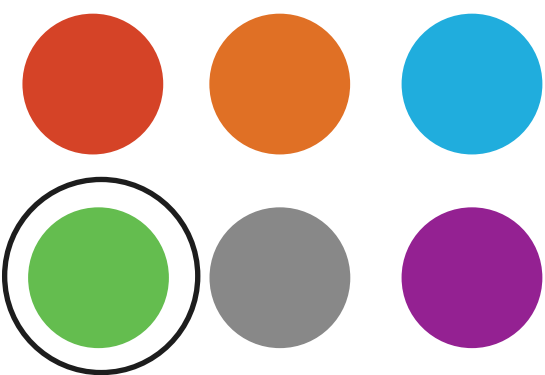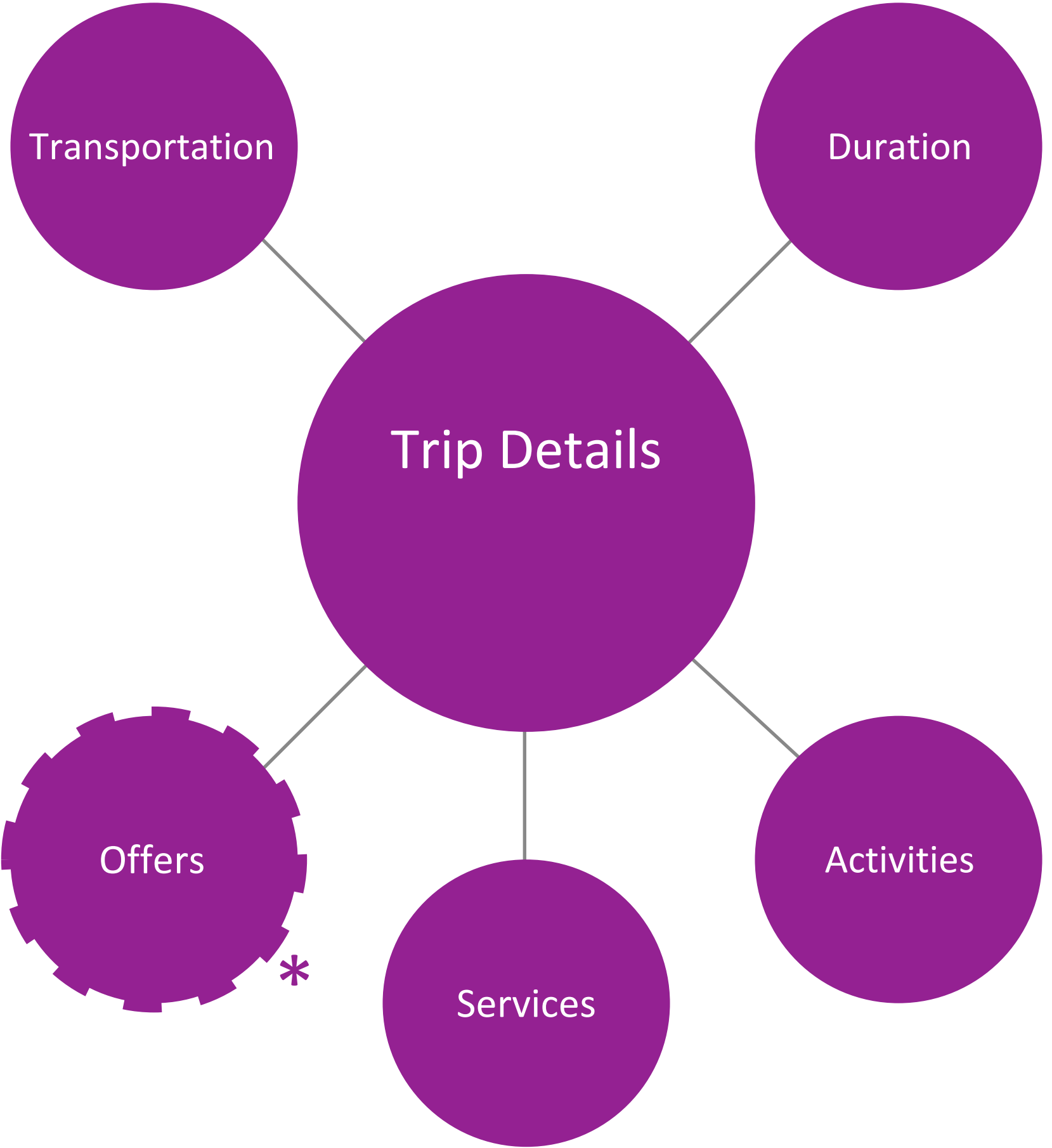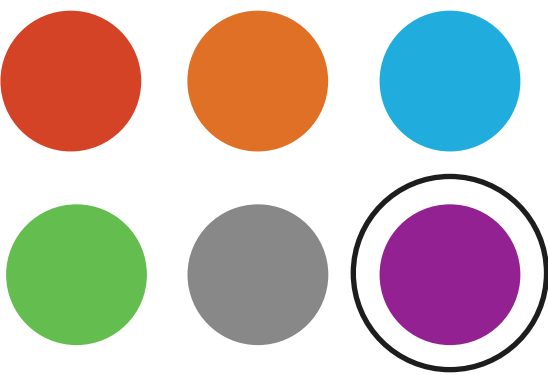
Trip details
- Activities Detail

Attractions

Romance

Tours

Spas & Retreats

Family

Activities

Shows

Nightlife

Dining

Shopping

Sports
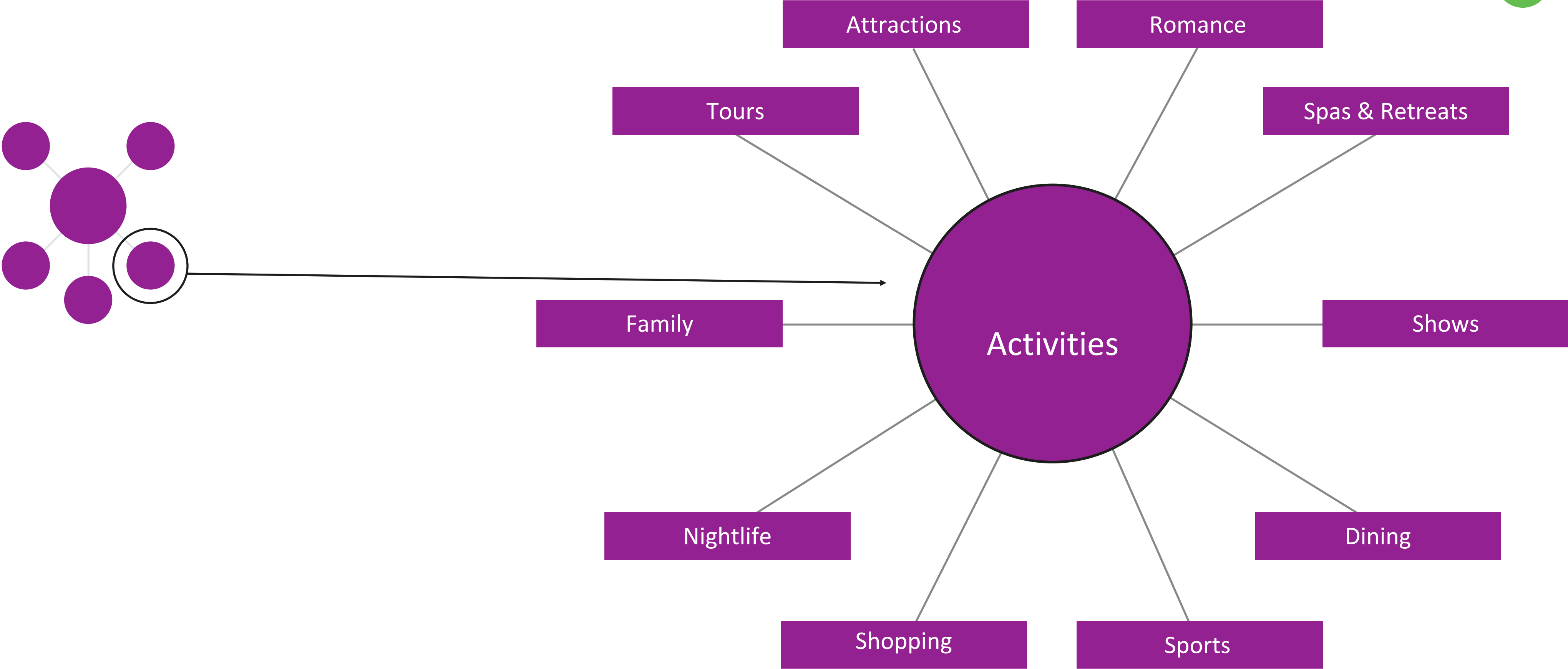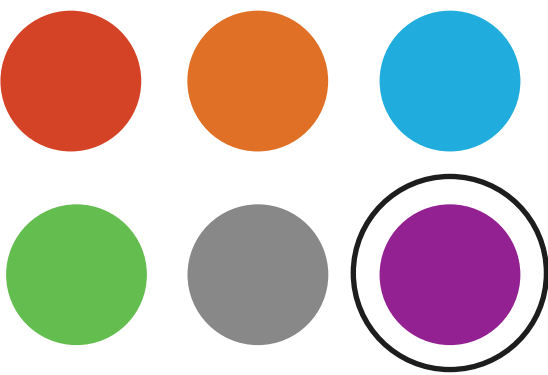
*Representative detail. Not intended to be comprehensive

Taxonomy in action
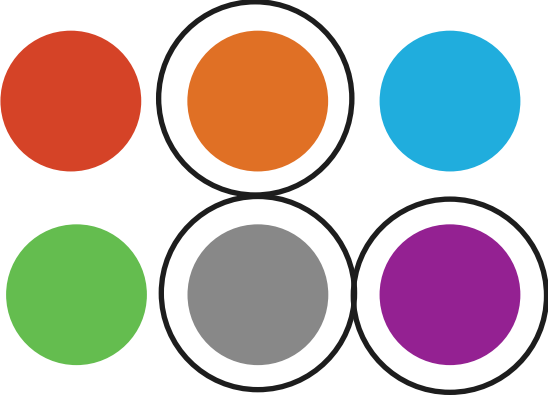
TripExtras Destination Page

Location

Travel Party

Trip Duration

Interests

Activities
Transportation
Services

Offers

*

* Future subcategory
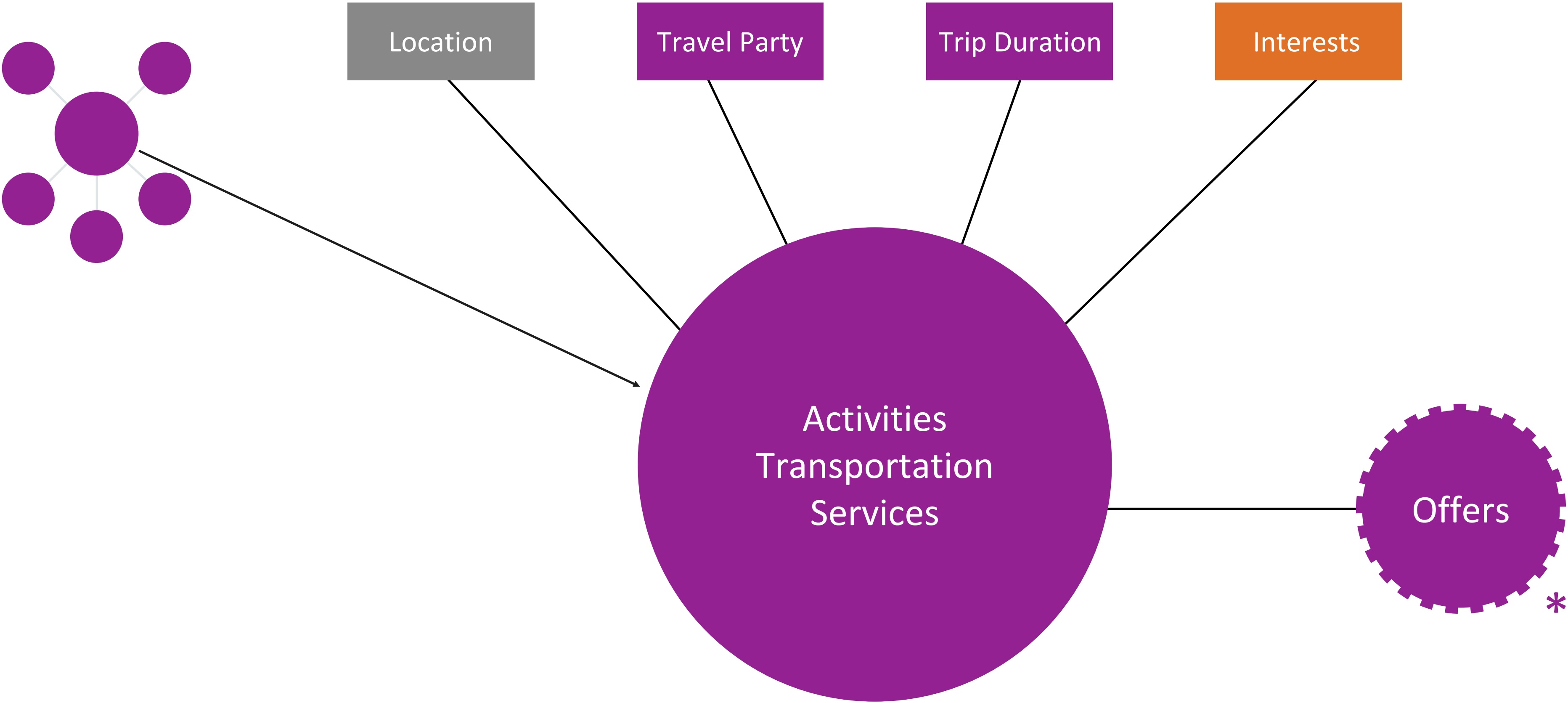
Destination Homepage - Filters

Guests can go to the TripExtras homepage where they can browse activities that may interest them at their destination

Relevant Categories:
- Location
- Trip Duration
- Time Period
- Interest
- Travel Party

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Activities Listing

Guests can select "see more activities" to review a more comprehensive list of things to do. They can filter the list by activity type and interests using the tags in the taxonomy.

Relevant Categories:
- Activities
- Interest
- Location

Perfect Trip Activities Planner

A guest who has selected activities that interest them can view and organize the events over the course of their trip

Relevant Categories:

- Location
- Featured People
- Trip Duration
- Activities
- Time of Day
- Interest
- Transportation
- Services

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Digital Asset Management

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Vision statement:

Create a centralized, global online source for employee and partners to easily access and share Client's vast catalogue of images, visual assets and other multimedia files.
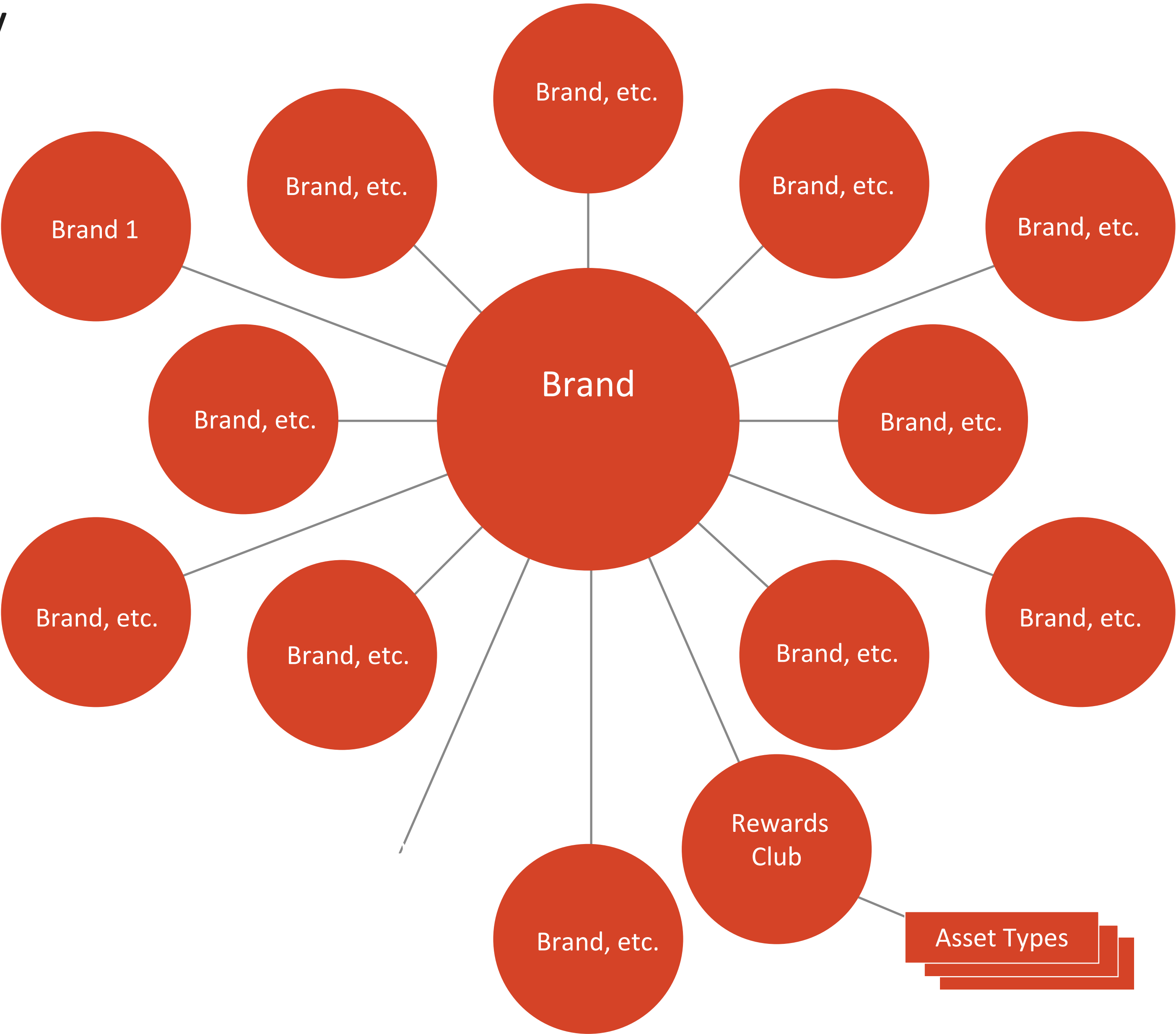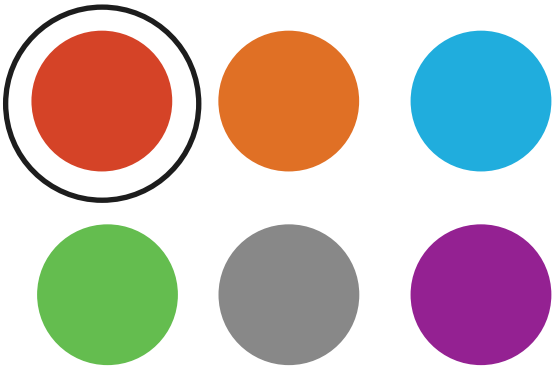
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Brand taxonomy

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Brand
- Asset Type Detail

Audio

Videos

Logos

Brand Asset Types

Site Dev Assets

Original Files

Digital MCU

Print MCU

Images

Documents

Campaigns

Supporting Docs

Source Files

Final Deliverables

*Representative detail. Not intended to be comprehensive

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Next steps

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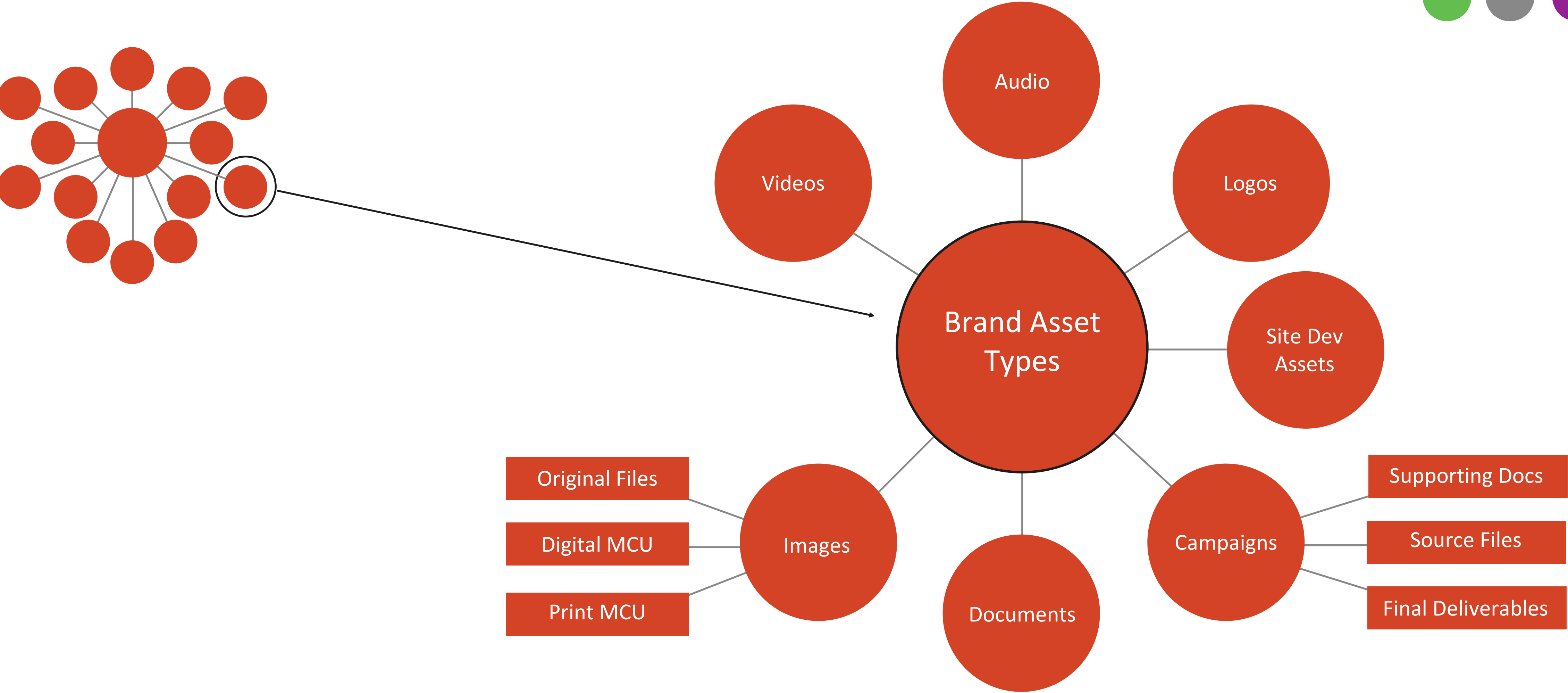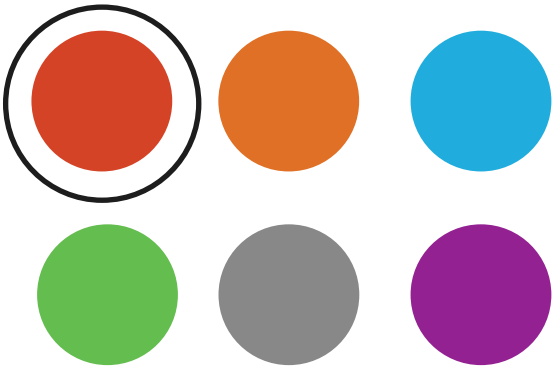
What's next?

Expand taxonomy to include Kimpton

Review taxonomy with additional regional brand teams

Apply taxonomy as assets are added to DAM

Continue to develop education and training materials

Implement taxonomy for DAM and Additional Content Microsites

Q & A

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Thank you,

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Appendix

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Implementing Client's taxonomy will require management of multiple complexities…

Three stand out.

Complexity Drivers

Multiple Systems

Unify data across GRS, CRM, DMP systems

Implement DAM and dynamic content technologies

Complexity Drivers

Numerous Stakeholders

Drive change and improvement through communication

Collaborate to understand business and technology requirements

Complexity Drivers
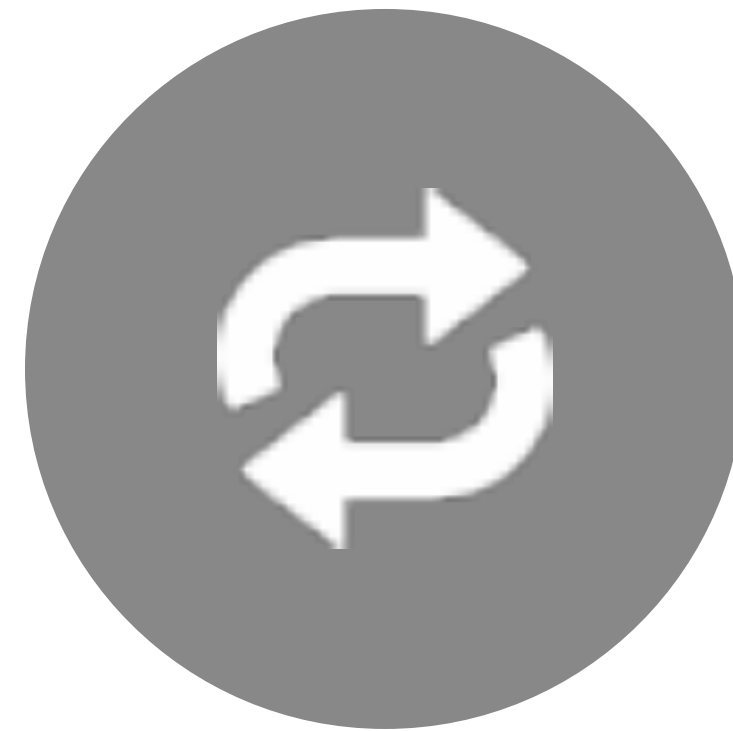
Evolving Standards

Manage Client's taxonomy to meet changing business needs and guest preferences

Optimize the way Client operates and the results it delivers

Effective governance can help manage Client's taxonomy implementation…

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Create

Validate

Inform

Guide

Taxonomy Governance Structure

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Create

An effective taxonomy starts with Client's content creators...

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Content Creators

Regions

Brands

Content

Agencies

Third Party

UGC

DXD

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Follow Taxonomy Guidance

Create

Publishing a Blog Post

Saving Assets in DAM

Reusing Existing Content

Incoming technology will help simplify these tasks

Validate

A digital librarian will provide ongoing oversight and analysis…

Validate

Responsibilities of the Digital Librarian

Review new content, new tags, and fix issues

Analyze tag usage to identify trends and changes

Identify taxonomy education and communication needs

Report findings to the Governance and Stakeholder groups

Guide

A governance committee will be used to make decisions through targeted collaboration...

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Guide

Brand

GT

Core

Web

Content
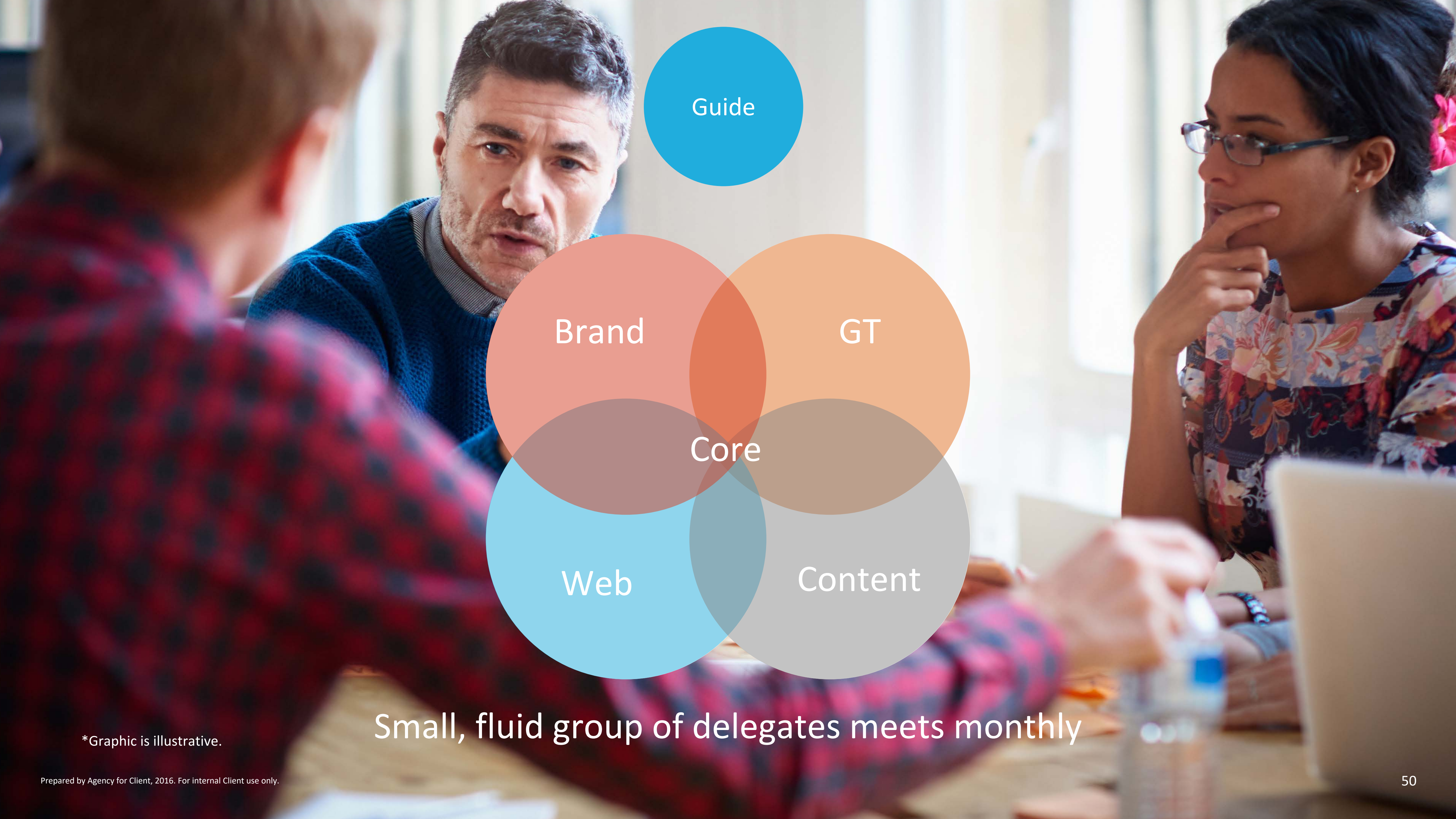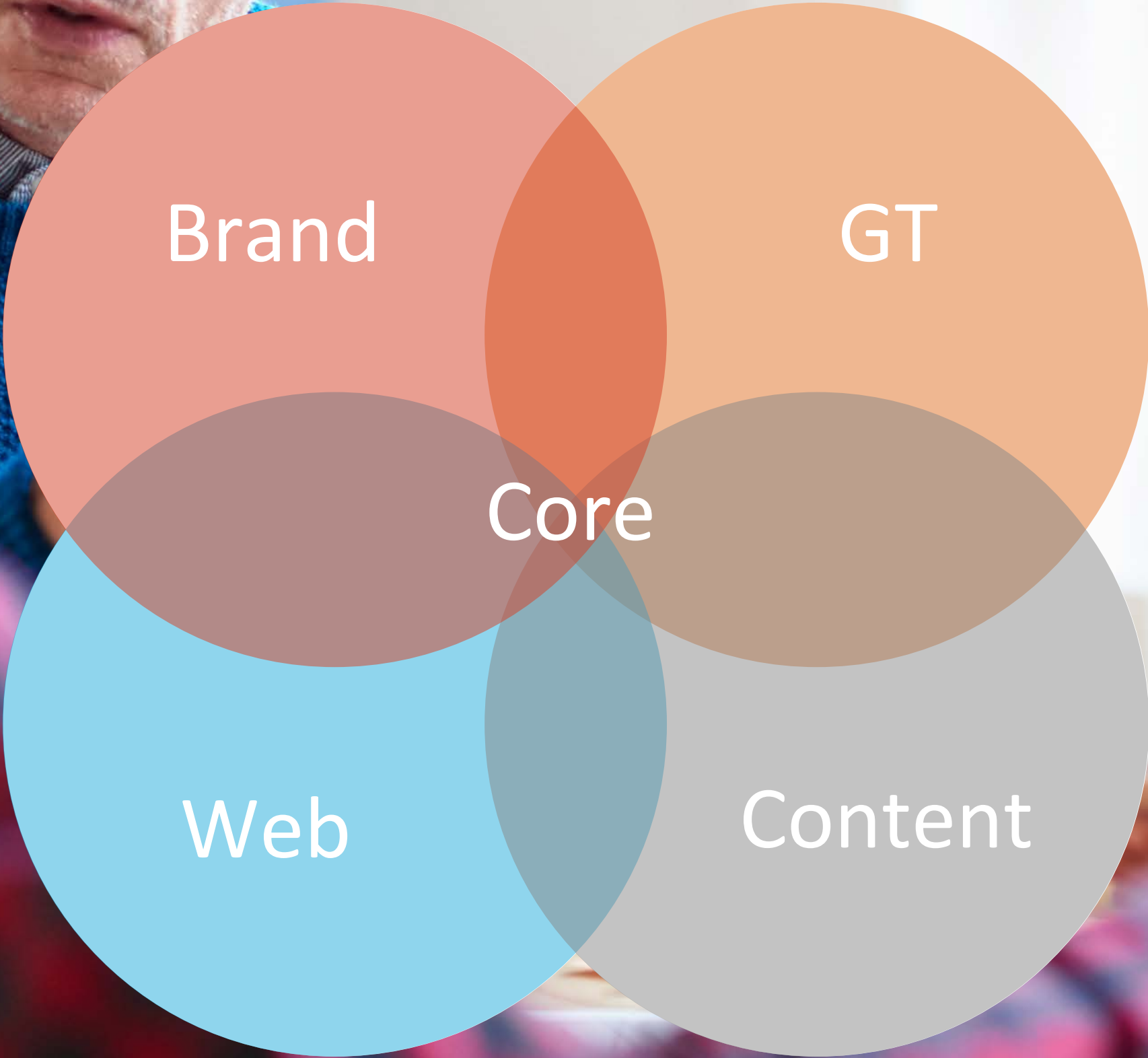
Small, fluid group of delegates meets monthly

*Graphic is illustrative.

Guide

Committee Responsibilities

Reviews taxonomy change recommendations of Digital Librarian

Drives overall implementation and adoption of taxonomy

Works with stakeholders to understand business requirements

Communicates with organization to drive change within groups

The Taxonomy Committee will meet once a month and pull in participants as needed

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Guide

Taxonomy Governance Principles

Support the long-range goals of Client's digital strategy

Ensure that Client's decisions are informed and processes are improved

Facilitate direct collaboration among content stakeholders

Drive adoption through Client in phases

Make taxonomy easy for Client to manage

Inform

Stakeholders will continue to be informed and provide strategic direction…

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Inform

Stakeholder Group

- Content Operations
- Global Social
- Content Marketing
- User Generated Content
- Channel Programs, AMER
- User Research
- CRM Loyalty
- DXD
- Brands
- SEO
- Database Marketing
- Content Lab
- Program-matic
- Web Marketing & Analysis
- Global Technology

Inform

Stakeholder Group Responsibilities

Receives updates on taxonomy changes

Provides expert perspective on escalated topics

Facilitates consensus and decisions on strategic issues

Collaborates in taxonomy education and communication

Taxonomy stakeholders will be updated on a quarterly basis