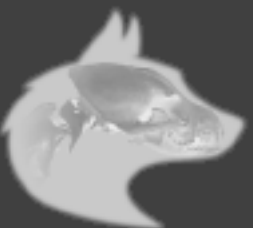


MetaNav: Managing Audience-based Navigation for Plone

Cris Ewing

Radiology Web Services
Department of Radiology
University of Washington
Seattle, Washington, USA





The Problem



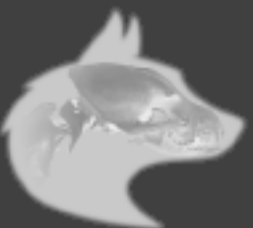


Unique Challenges



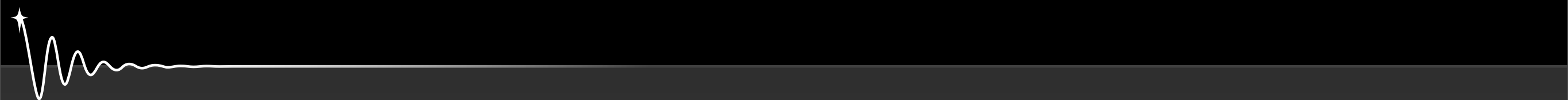


Complex Hierarchies



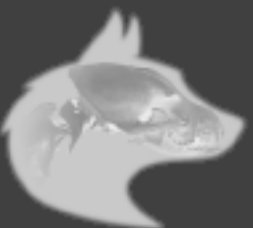
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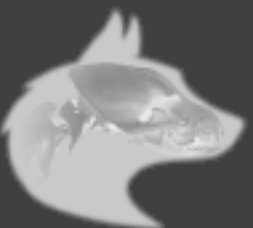


- **14 Academic Sections**



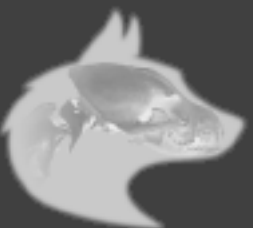


- 14 Academic Sections
- 12 Research Units



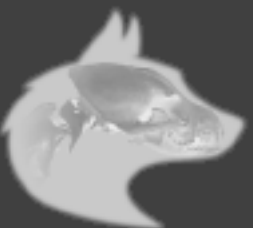


- 14 Academic Sections
- 12 Research Units
- 5 Clinical Sites



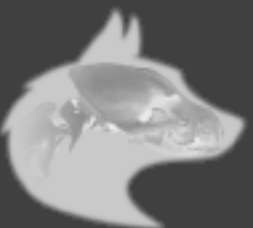


- 14 Academic Sections
- 12 Research Units
- 5 Clinical Sites
- Byzantine Administrative Structure



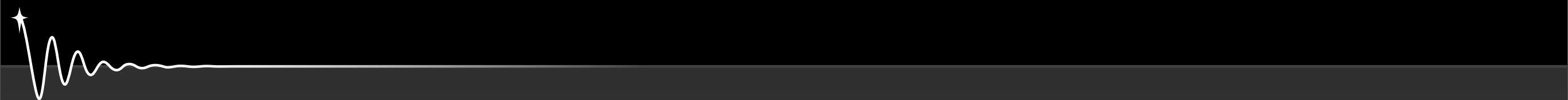


Wide Variety of Constituents



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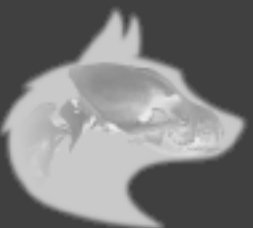


- Patients



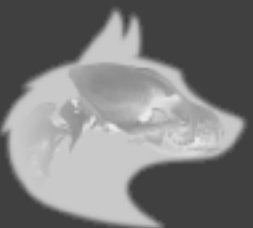


- Patients
- Students/Residents/Fellows



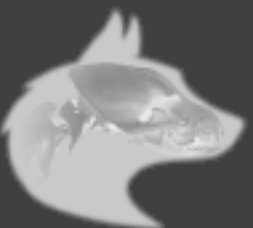


- Patients
- Students/Residents/Fellows
- Prospective Students



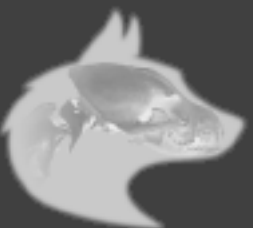


- Patients
- Students/Residents/Fellows
- Prospective Students
- Job Seekers



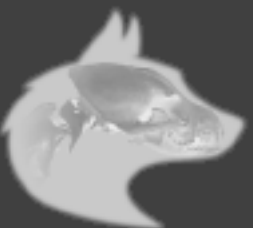


- Patients
- Students/Residents/Fellows
- Prospective Students
- Job Seekers
- Referring Physicians



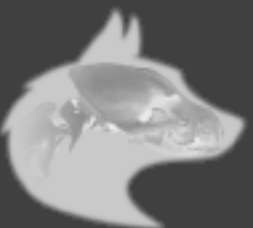


- Patients
- Students/Residents/Fellows
- Prospective Students
- Job Seekers
- Referring Physicians
- Staff



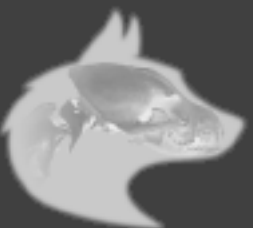


- Patients
- Students/Residents/Fellows
- Prospective Students
- Job Seekers
- Referring Physicians
- Staff
- Faculty



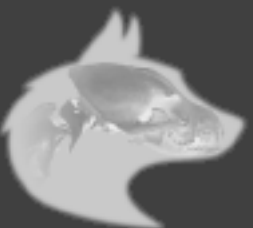


Decentralized Control





Complex Websites




**MASSACHUSETTS
GENERAL HOSPITAL**

RADIOLOGY



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Guiding Principles





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INTERNAL ACCESS ONLY

- PROTOCOLS
- POLICY & PROCEDURE MANUAL
- REQUIRED TRAINING
- INSURANCE PRE CERT GUIDELINES
- 2007 CLINICAL EXCELLENCE AWARD
- SECURITY - NETWORKED DEVICES

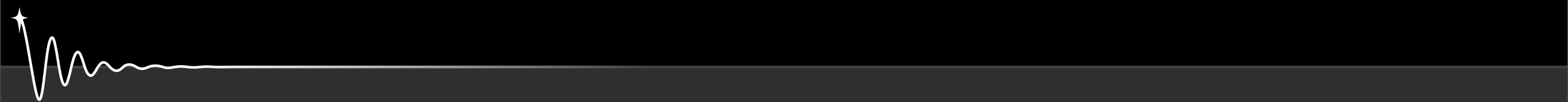


[Radiology Order Entry System \(ROE\)
& Decision Support](#)

What's New

- **NEW!** Radiology Department to Release New Version of ROE(Radiology Order Entry) ([Read More](#))
- **NEW!** Mass General West Imaging Now Providing Digital Screening Mammography Services ([Read More](#))
- **NEW!** Information for those with MOBILITY Disabilities ([Read More](#))
- **NEW!** Information in other Languages - MGH Interpreter Services ([Read More](#))
- **NEW!** Learning about Health and Wellness Encyclopedia ([Read More](#))
- **NEW!** Inside Out - Spotlight on MRI ([Download .pdf](#))
- James Thrall, MD, Earns Prestigious Radiology Prize ([Read More](#))
- Take a Virtual Tour of our Off-Campus Imaging Centers ([Chelsea](#)) ([Waltham](#))
- Radiology Rounds Newsletter - October 2007 - Image-Guided Pain Management, Part 2: Steroid/Anesthetic Injections for Musculoskeletal Pain ([Read Article](#))
- Cardiovascular Images Newsletter - October 2007 - Recurrent Scapular Pain in an Elderly Woman with a History of Coronary Artery Disease and Poorly Controlled Hypertension ([Read Article](#))
- Radiology Conference Rooms ([Read More](#))
- RadTimes - September / October 2007 ([Read More](#))



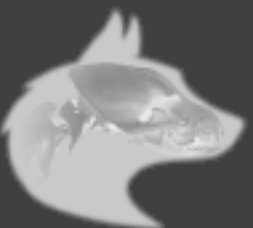


What's a Webmaster to do?



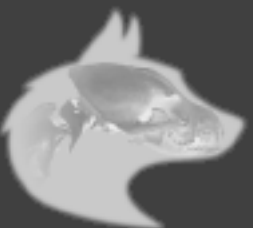


we separate content
from presentation



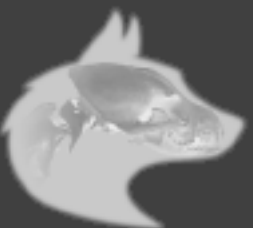


why not separate content
from navigation?



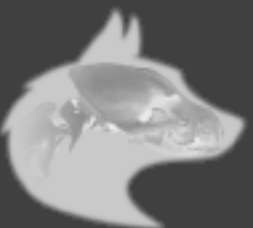


flexible & manageable



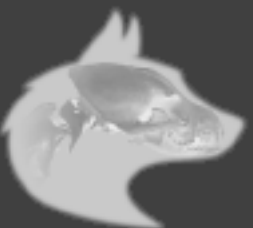


provide logical
navigation structures





preserve illogical
(but politically entrenched)
hierarchical structures



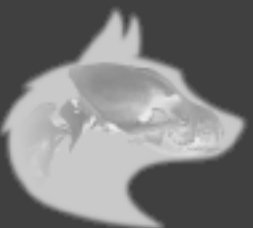


(apologies to scott adams)



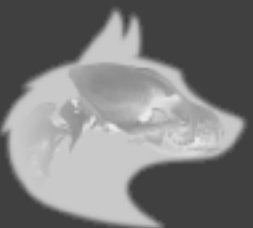


many possible strategies



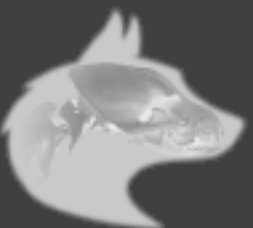


Audience-Based Navigation



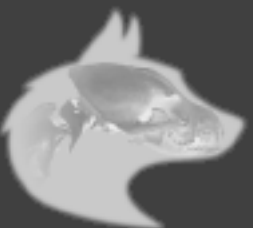


identify constituencies





individualized navigation





identify tasks



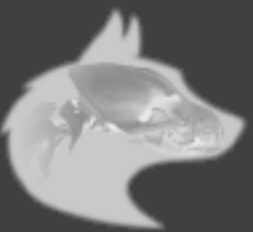
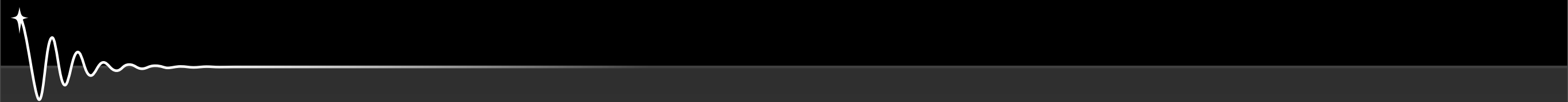


Patients



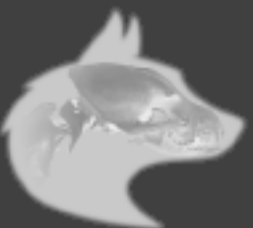
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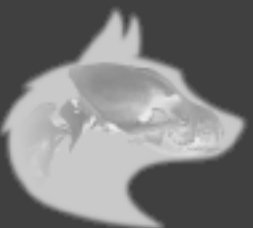


- **Make an appointment**



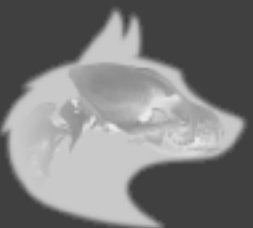


- Make an appointment
- Change an appointment



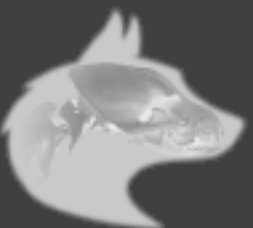


- Make an appointment
- Change an appointment
- Prepare for a procedure



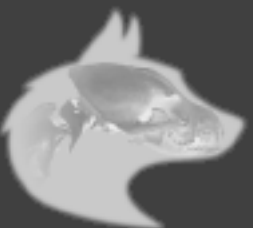


- Make an appointment
- Change an appointment
- Prepare for a procedure
- See the results of a procedure



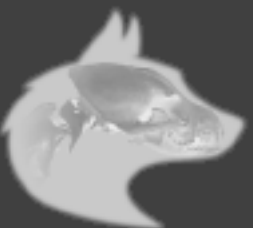


- Make an appointment
- Change an appointment
- Prepare for a procedure
- See the results of a procedure
- Talk to a radiologist



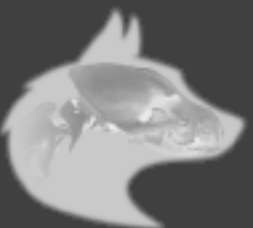


- Make an appointment
- Change an appointment
- Prepare for a procedure
- See the results of a procedure
- Talk to a radiologist
- Get directions to a clinic





- Make an appointment
- Change an appointment
- Prepare for a procedure
- See the results of a procedure
- Talk to a radiologist
- Get directions to a clinic
- Get information about a bill



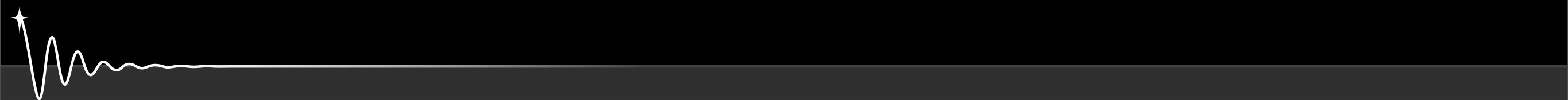


Faculty



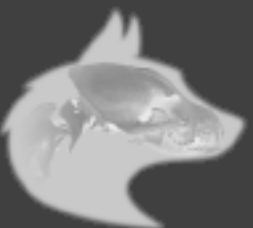
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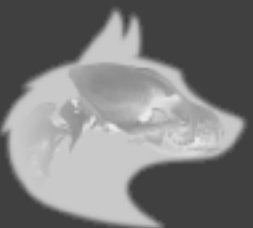


- Find my call schedule



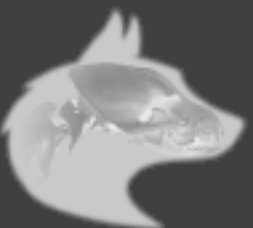


- Find my call schedule
- Find the Resident/Fellow call schedule



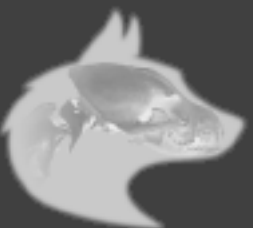


- Find my call schedule
- Find the Resident/Fellow call schedule
- Work on the PACS system



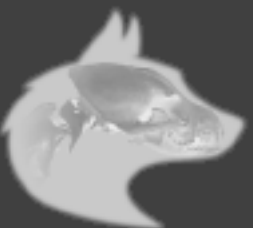


- Find my call schedule
- Find the Resident/Fellow call schedule
- Work on the PACS system
- Author or Edit a teaching file



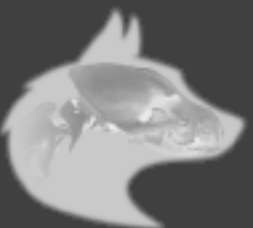


- Find my call schedule
- Find the Resident/Fellow call schedule
- Work on the PACS system
- Author or Edit a teaching file
- Check HR Policies and Procedures



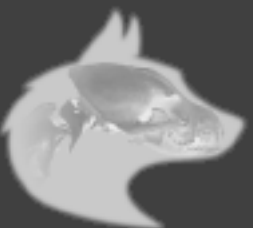


- Find my call schedule
- Find the Resident/Fellow call schedule
- Work on the PACS system
- Author or Edit a teaching file
- Check HR Policies and Procedures
- View Protocols



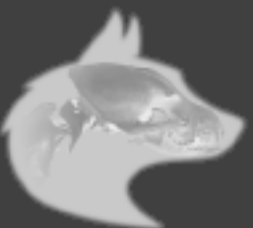


6-10 tasks per constituency



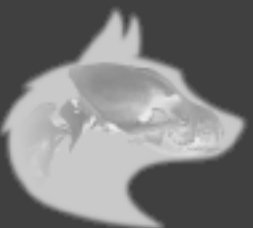


links to actual content



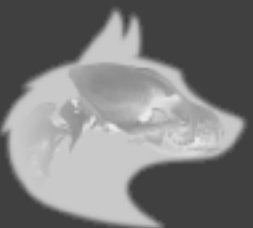


- Patients
 - Make an appointment
 - Harborview Clinic Scheduling Nurse
 - Roosevelt Clinic Scheduling Nurse
 - UWMC Scheduling Nurse
 - SCCA Scheduling Nurse
 - VA Scheduling Nurse





But isn't that cumbersome?





MetaNav





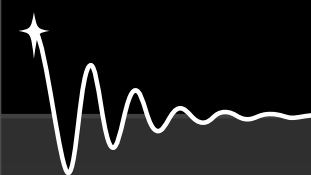
simple





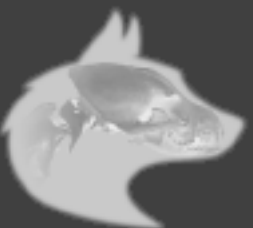
plonish





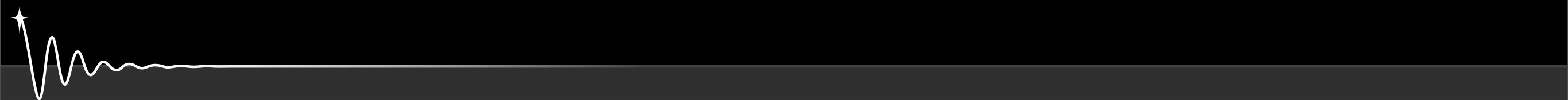


folder-based hierarchy



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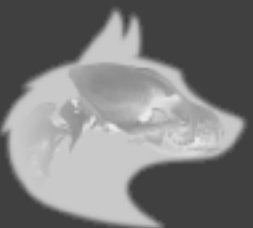


- Navigation Root (folder)



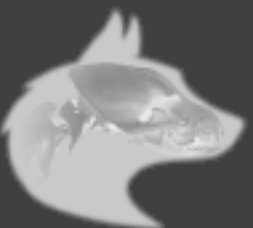


- Navigation Root (folder)
 - Constituency Button (folder)



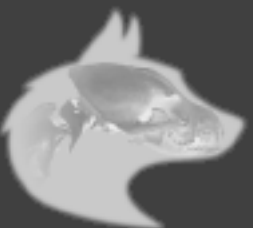


- Navigation Root (folder)
 - Constituency Button (folder)
 - Task Category (folder)



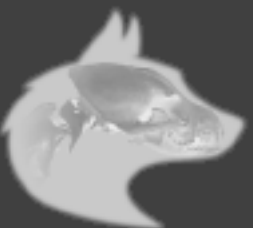


- Navigation Root (folder)
 - Constituency Button (folder)
 - Task Category (folder)
 - Content Link (item)



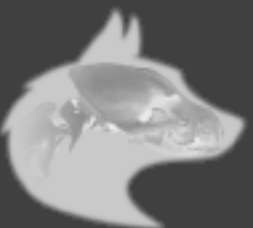


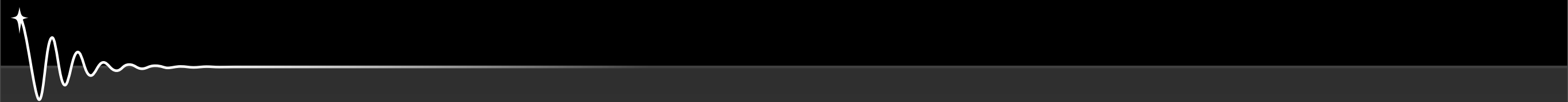
- Navigation Root (folder)
 - Constituency Button (folder)
 - Task Category (folder)
 - Content Link (item)
 - Task Link (item)



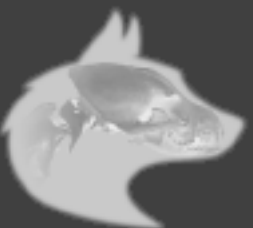


content creators
know their audience



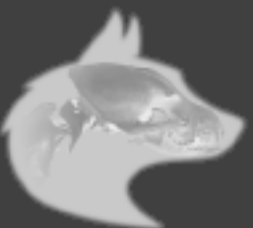


let them 'build' the system





‘Global Navigation’ tab



Welcome to Plone — Portal

http://localhost:8252/Plone

Learn Cocoa Plone2.5.2 Plone2.5.4 Plone3.0.2 svn uwplone-svn WebLion Weblion Wiki RCDC Basecamp HSE Schedule books24x7

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options S E W

Custom Query - WebLion -... Changeset 2448 for weblio... 159515240_d5981e20d1... Welcome to Plone — Portal

Plone™

site map accessibility contact site setup

home members news events personell

admin preferences undo log out

you are here: home

navigation

- Home
- Members
- News
- Events
- Personell

recent changes

- people_classifications 2007-11-02
- inverse_relation 2007-11-02
- type_constraint 2007-11-02

contents global navigation view edit properties sharing display add to folder state: public draft

Welcome to Plone

by admin — last modified 2007-11-01 16:42

Congratulations! You have successfully installed Plone.

If you're seeing this instead of the web site you were expecting, the owner of this web site has just installed Plone. Do not contact the Plone Team or the Plone mailing lists about this.

The first thing you should do is to set up your site by visiting the [Site Setup area](#). Become familiar with Plone by getting one of the [Plone books](#), and make sure you look at the available [add-on products](#) and [online documentation](#).

Quick Start

Some useful hints if you are new to Plone:

- Access key + 4 focuses the LiveSearch field – you can start writing your search terms straight away, and have all your information at your fingertips without leaving the keyboard. For information about how to use access keys in your particular browser, see the [Accessibility page](#).
- Plone will automatically be displayed in the language your browser asks for. If you need more control over languages in Plone, install Plone Language Tool from the [Site Setup](#). If you need to maintain your content in multiple languages, download

November 2007

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

global navigation review

Full review list...

Find: aud

Next Previous Highlight all Match case

Done



Welcome to Plone — Portal

http://localhost:8252/Plone

Learn Cocoa Plone2.5.2 Plone2.5.4 Plone3.0.2 svn uwplone-svn WebLion Weblion Wiki RCDC Basecamp HSE Schedule books24x7

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Custom Query - WebLion -... Changeset 2448 for weblio... 159515240_d5981e20d1... Welcome to Plone — Portal

site map accessibility contact site setup

Plone™

home members news events personell

admin preferences undo log out

you are here: home

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navigation

- Home
- Members
- News
- Events
- Personell

recent changes

- people_classifications 2007-11-02
- inverse_relation 2007-11-02
- type_constraint 2007-11-02

November 2007

Su	Mo	Tu	We	Th	Fr	Sa
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18	19	20	21	22	23	24
25	26	27	28	29	30	

global navigation review

Full review list...

Find: aud

Next Previous Highlight all Match case

Done



Welcome to Plone — Portal

http://localhost:8252/Plone/front-page/@navigation_edit_form

Learn Cocoa Plone2.5.2 Plone2.5.4 Plone3.0.2 svn uwplone-svn WebLion Weblion Wiki RCDC Basecamp HSE Schedule

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options S E V

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site map accessibility contact site setup

Plone™

home members news events personell

admin preferences undo log out

you are here: home

navigation

- Home
- Members
- News
- Events
- Personell

recent changes

- View HR Policies and Procedures 2007-11-05
- Research Section Websites 2007-11-05
- Academic Section Sites 2007-11-05
- Author or Edit a Teaching File 2007-11-05
- View Faculty Call Schedules 2007-11-05

contents global navigation view edit properties sharing

display add to folder state: public draft

Global Navigation Add and Remove Form

This page allows you to submit a navigation link, or remove an existing link.

Step 1: Choose a button under which your page will be found

Faculty

Step 2: Choose a category

If you desire, choose a category under that button in which to link your page. If you want your page to be linked from the list of categories, leave this field blank.

Academic Section Sites

Step 3: Navigation title

This is the text that shows up in the navigation.

Musculoskeletal Radiology

Navigation brief summary

This is the text that shows up when hoving over the item in the navigation.

page for the MSK Section

Link to content on an external site

If this field is filled in with a URL (e.g. http://somelink.com), the new global navigation link will point to the URL and not to this piece of content you are currently viewing. Note: Please double-check your link since you won't be able to remove it yourself and would need to have a site manager remove it.

Add

November 2007

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

global navigation review

Full review list...

Find: aud

Next Previous Highlight all Match case

Done



Welcome to Plone — Portal

http://localhost:8252/Plone/front-page/@navigation_edit_form

Learn Cocoa Plone2.5.2 Plone2.5.4 Plone3.0.2 svn uwplone-svn WebLion Weblion Wiki RCDC Basecamp HSE Schedule

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options S E W

Custom Query - WebLion ... Changeset 2448 for webli... 159515240_d5981e20d... Welcome to Plone — Portal

Plone™

site map accessibility contact site setup

home members news events personell

admin preferences undo log out

you are here: home

navigation

- Home
- Members
- News
- Events
- Personell

recent changes

- Musculoskeletal Radiology 2007-11-05

contents global navigation view edit properties sharing

display add to folder state: public draft

Global Navigation Add and Remove Form

This page allows you to submit a navigation link, or remove an existing link.

This piece of content has the following global navigation link(s):

- "Musculoskeletal Radiology" is currently a live menu item. Click here to request removal of this navigation item.

Step 1: Choose a button under which your page will be found

Please choose a button...

Step 2: Choose a category

November 2007

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

global navigation review

Full review list...

Find: aud

Next Previous Highlight all Match case

Done

The screenshot shows a web browser window displaying a Plone portal. The browser's address bar shows the URL `http://localhost:8252/Plone/globalnavigation_view`. The page features a top navigation bar with links like 'Learn Cocoa', 'Plone2.5.2', 'Plone2.5.4', 'Plone3.0.2', 'svn', 'uwplone-svn', 'WebLion', 'Weblion Wiki', 'RCDC Basecamp', and 'HSE Schedule'. Below this is a search bar and a 'search' button. The main content area is titled 'Portal — Portal' and includes a 'you are here: home' breadcrumb. The left sidebar contains a 'navigation' menu with links to 'Home', 'Members', 'News', 'Events', and 'Personell', and a 'recent changes' section listing updates to 'Musculoskeletal Radiology', 'View HR Policies and Procedures', and 'Research Section Websites'. The main content area displays a 'Top Level: Patients Faculty' section with links to 'HR Policies, Section Homepages, Call Schedules, Teaching Files'. Below this are two columns of links: 'Faculty' (including 'View Resident/Fellow Call Schedules', 'View Faculty Call Schedules', 'Author or Edit a Teaching File', 'Academic Section Sites', 'Research Section Websites', and 'View HR Policies and Procedures') and 'Academic Section Sites' (including 'Musculoskeletal Radiology'). A 'global navigation review' section is also present. The bottom of the page shows a search bar with the text 'Find: aud' and a status bar with the code `javascript:showNavLevel(2, 'faculty-level2');void(0);`.

Portal — Portal

http://localhost:8252/Plone/globalnavigation_view

Learn Cocoa Plone2.5.2 Plone2.5.4 Plone3.0.2 svn uwplone-svn WebLion Weblion Wiki RCDC Basecamp HSE Schedule

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Custom Query - WebLion ... Changeset 2448 for webli... 159515240_d5981e20d... Portal — Portal

site map accessibility contact site setup

Plone™

home members news events personell

admin preferences undo log out

you are here: home

navigation

- Home
- Members
- News
- Events
- Personell

recent changes

- Musculoskeletal Radiology 2007-11-05
- View HR Policies and Procedures 2007-11-05
- Research Section Websites 2007-11-05

contents global navigation view edit sharing display add item

Top Level: Patients Faculty

HR Policies, Section Homepages, Call Schedules, Teaching Files

Faculty

- View Resident/Fellow Call Schedules
- View Faculty Call Schedules
- Author or Edit a Teaching File
- Academic Section Sites
- Research Section Websites
- View HR Policies and Procedures

[clear this list](#)

Academic Section Sites

- Musculoskeletal Radiology

[clear this list](#)

November 2007

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

global navigation review

Full review list...

Find: aud

Next Previous Highlight all Match case

javascript:showNavLevel(2, 'faculty-level2');void(0);

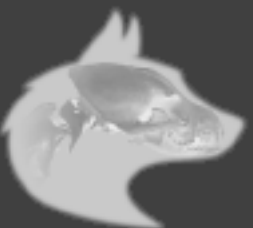


But how do I maintain control?





‘navigation manager’ role



Welcome to Plone — Portal

http://localhost:8252/Plone/

Learn Cocoa Plone2.5.2 Plone2.5.4 Plone3.0.2 svn uwplone-svn WebLion Weblion Wiki RCDC Basecamp HSE Schedule

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options S E

Custom Query - WebLion... Changeset 2448 for webl... 159515240_d5981e20d... Welcome to Plone — Portal

site map accessibility contact site setup

Plone™

home members news events personell

admin preferences undo log out

you are here: home

navigation

- Home
- Members
- News
- Events
- Personell

recent changes

- Body Imaging 2007-11-05
- Neuroradiology 2007-11-05
- Musculoskeletal Radiology 2007-11-05

contents global navigation view edit properties sharing

display add to folder state: public draft

Welcome to Plone

by admin — last modified 2007-11-01 16:42

Congratulations! You have successfully installed Plone.

If you're seeing this instead of the web site you were expecting, the owner of this web site has just installed Plone. Do not contact the Plone Team or the Plone mailing lists about this.

The first thing you should do is to set up your site by visiting the [Site Setup area](#). Become familiar with Plone by getting one of the [Plone books](#), and make sure you look at the available [add-on products](#) and [online documentation](#).

Quick Start

Some useful hints if you are new to Plone:

- Access key + 4 focuses the LiveSearch field – you can start writing your search terms straight away, and have all your information at your fingertips without leaving the keyboard. For information about how to use access keys in your particular browser, see the [Accessibility page](#).
- Plone will automatically be displayed in the language your browser asks for. If you need more control over languages in Plone, install Plone Language Tool from the [Site Setup](#). If you need to maintain your content in multiple languages, download [LinguaPlone](#).

review list

Full review list...

November 2007

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

global navigation review

- Neuroradiology (pending) 2007-11-05
- Body Imaging (pending) 2007-11-05

Full review list...

Find: aud

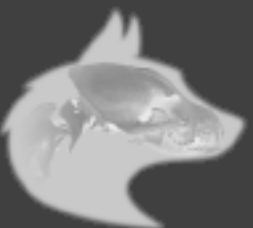
Next Previous Highlight all Match case

Done





Three workflow states





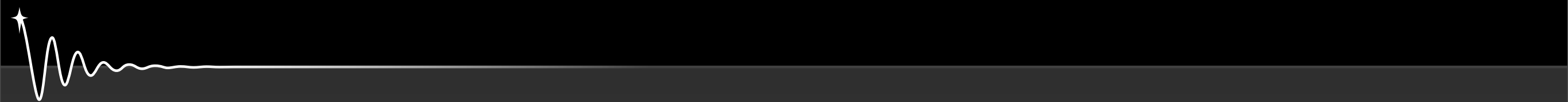
Pending





Published



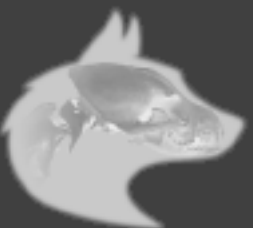


Pending Removal



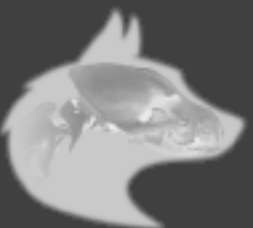


Links 'removed' are still there





can be re-activated





or deleted entirely





But it's so ugly!





Easily Skinnable



Portal — Portal

http://localhost:8252/Plone/homepage_view

Learn Cocoa Plone2.5.2 Plone2.5.4 Plone3.0.2 svn uwplone-svn WebLion Weblion Wiki RCDC Basecamp HSE Schedule

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Custom Query - WebLion ... Changeset 2448 for webli... Desktop Wallpapers - Gal... Portal — Portal

UNIVERSITY OF WASHINGTON

admin preferences undo log out site map accessibility contact site setup

Radiology

For →

Patients Faculty

About ↓

UW Radiology

Academic Radiology

Body Column One

Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat dui autem. Et quinta decima eodem modo typi qui nunc nobis. Formas humanitatis per seacula quarta decima videntur parum clari fiant sollemnes in. Est etiam processus dynamicus qui sequitur mutationem consuetudium lectorum mirum est. Magna aliquam erat volutpat ut wisi enim ad minim veniam quis nostrud. Doming id quod, mazim placerat facer possim assum typi non. Nibh euismod tincidunt ut laoreet dolore

Body Column Two

Quam littera gothica quam nunc putamus parum claram anteposuerit litterarum formas humanitatis per seacula quarta decima! Congue nihil imperdiet doming id quod mazim placerat. Mirum est notare et quinta decima, eodem modo typi.

Eorum claritatem Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius claritas est etiam. Decima eodem modo typi qui nunc nobis videntur. Decima et quinta parum clari fiant

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Eu feugiat nulla facilisis at vero eros et accumsan. Nulla facilisi nam liber tempor, cum soluta nobis eleifend option. Me lius quod ii legunt saepius claritas est etiam processus dynamicus. Decima et quinta decima eodem modo typi qui nunc nobis videntur parum clari fiant sollemnes in.

Ea commodo consequat dui autem vel eum iriure dolor in hendrerit in. Saepius claritas est etiam processus dynamicus qui sequitur mutationem consuetudium. Quinta decima eodem modo typi qui nunc

Find: aud

Next Previous Highlight all Match case

Done



Portal — Portal

http://localhost:8252/Plone/homepage_view

dilbert

Learn Cocoa Plone2.5.2 Plone2.5.4 Plone3.0.2 svn uwplone-svn WebLion WebLion Wiki RCDC Basecamp HSE Schedule

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options S E W

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Radiology

For →

Patients Faculty

HR Policies, Section Homepages, Call Schedules, Teaching Files

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Patients Faculty

HR Policies, Section Homepages, Call Schedules, Teaching Files

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UW Radiology

Academic Radiology

Faculty

- View Resident/Fellow Call Schedules ...
- View Faculty Call Schedules ...
- Author or Edit a Teaching File ...
- Academic Section Sites ...
- Research Section Websites ...
- View HR Policies and Procedures ...

clear this list

Academic Section Sites

- Musculoskeletal Radiology
- Neuroradiology
- Body Imaging

clear this list

UW Medicine
SCHOOL OF MEDICINE

Accessibility Privacy and Legal Statements
web design: UW Radiology Web Services
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PLONE POWERED

SECTION SOS WSC RA WSC XHTML WSC CSS ANY BROWSER

Find: aud Next Previous Highlight all Match case

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Portal — Portal

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admin preferences undo log out site map accessibility contact site setup

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Academic Radiology

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nisl ut aliquip ex ea commodo
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consuetudium lectorum mirum
est. Magna aliquam erat
volutpat ut wisi enim ad
minim veniam quis nostrud.
Doming id quod, mazim
placerat facer possim assum
typi non. Nibh euismod
tincidunt ut laoreet dolore

Body Column Two

Quam littera gothica quam
nunc putamus parum claram
anteposuerit litterarum
formas humanitatis per seacula
quarta decima! Congue nihil
imperdiet doming id quod
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Eorum claritatem
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Ea commodo consequat dui
autem vel eum iriure dolor in
hendrerit in. Saepius claritas
est etiam processus dynamicus
qui sequitur mutationem
consuetudium. Quinta decima
eodem modo typi qui nunc

Find: aud

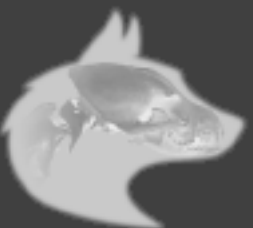
Next Previous Highlight all Match case

javascript:showNavLevel(2, 'faculty-level2');void(0);



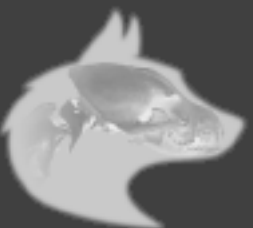


two categories
(‘top’ and ‘side’)



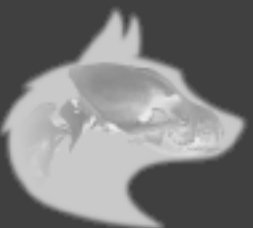


multiple navigation schemes



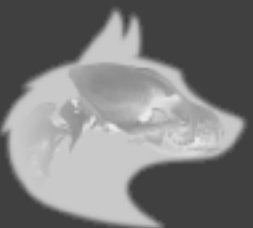


Audience-Based and Topical



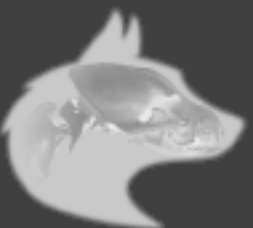


Information For ... and Information About ...



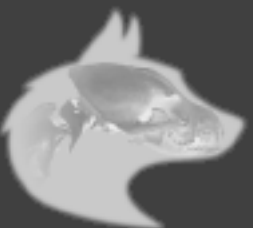


How do we know it's
working?





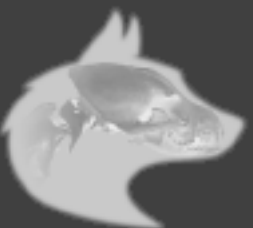
analytics-ready





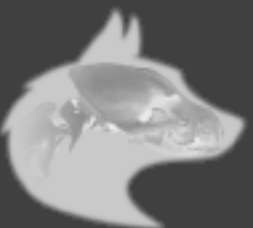
google analytics

onclick="javascript:urchinTracker('metanav/button/topic/link')"



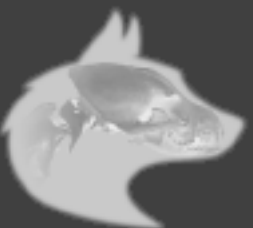


MetaNav builds the path
for you!



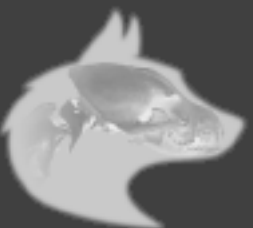


easily integrated into TAL



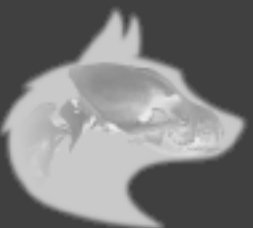


evaluate click paths



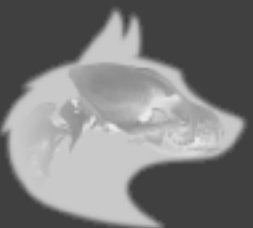


tune your system





actual usage patterns



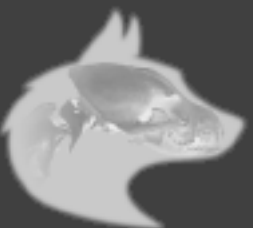


(apologies to scott adams)



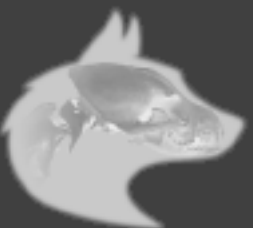


MetaNav is available now





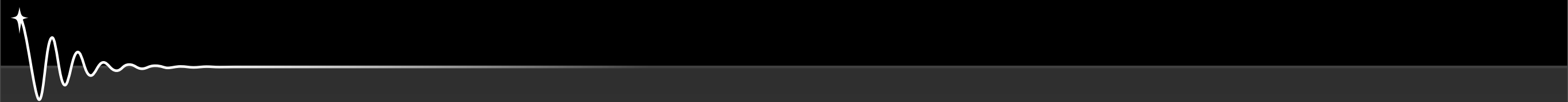
<http://plone.org/products/metanav>



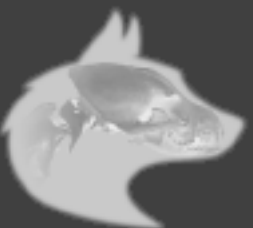


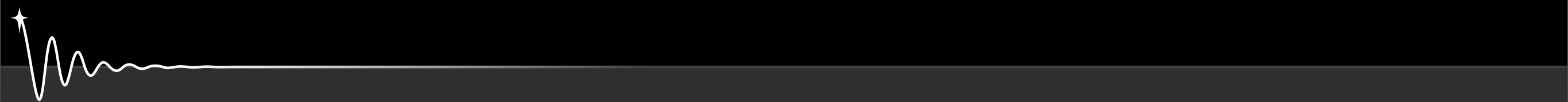
Credits:





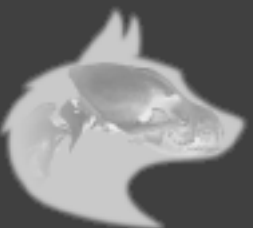
Conceived and Commissioned by UW Radiology Web Services





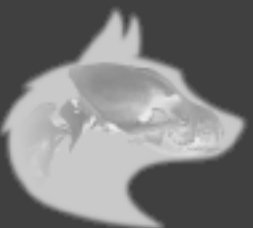
Created
by

WebCollective, Seattle WA





questions?
comments?
ideas?





UW Radiology Web Services:

<http://www.rad.washington.edu> (live in January)

Cris Ewing (cewing@u.washington.edu)

WebCollective:

<http://webcollective.coop>

Brian Gershon (briang@webcollective.coop)

Bryan Wilson (bryanw@webcollective.coop)

