

10 Best Intranets *of 2017*

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10 Best Intranets Of 2017 Nielsen Norman Group Intranet

Carlos J. Campo



10 Best Intranets Of 2017 Nielsen Norman Group Intranet:

Contenido para convencer, Curso general de Estrategia de Contenidos Carlos J. Campo, 2021 El Curso General re ne los conocimientos que cualquier Responsable de Contenidos debe poseer para adoptar las mejores decisiones en un entorno de incertidumbre Lograr comunicar mejor logrando mayores beneficios comunicativos y empresariales y con menores costes Lo har sin errores Conociendo los fundamentos te ricos del contenido eliminar los criterios intuitivos y los ejercicios de prueba y error Conociendo los instrumentos del estrategia ganar tiempo Y conociendo los efectos de cada operaci n con contenidos acertar siempre Pensado para que cualquier profesional del contenido pueda sacar provecho de l especialmente los estrategias de contenidos in house que se formen universitariamente el Curso se estructura en 24 lecciones repartidas en cinco cap tulos los conceptos esenciales las diferencias con otras disciplinas comunicativas el comportamiento de los mensajes en las operaciones con contenido las herramientas del estrategia y la perspectiva econ mica de una Estrategia de Contenidos Contiene adem s 46 gr ficos y 9 tablas sin pticas y correspondientes a modelos operativos Porque de lo que se trata es de que el contenido sea eficaz econ micamente sostenible y sobre todo capaz de convencer *Inventarios y auditorías de contenidos* Carlos J. Campo, 2022-09-01 Lecci n extractada de Contenido para convencer Curso General de Estrategia de Contenidos a la venta en Google Play del cap tulo Instrumentos de la Estrategia de Contenidos El pan nuestro de cada d a del estrategia de contenidos es la auditor a para el diagn stico de la situaci n comunicativa Para ello se parte si la auditor a es muy profunda del inventario Esta lecci n explica c mo plantearlo seg n las distintas escuelas y cu ndo y c mo hay que llevar a cabo los distintos tipos de auditor as de contenidos ROT KCR de consistencia de ligaz n o de intranets corporativas que son un mundo aparte El ebook contiene la Presentaci n original del curso y recopila nicamente la bibliograf a mencionada en el texto En esta edici n se han insertado intert tulos que permiten seguir con mayor facilidad la lecci n magistral y localizar la instrucci n precisa Definici n de inventario Integrantes del inventario Etapas del inventario omnicanal Informaci n adicional en el inventario para usarla en auditor as Utilidades de la auditor a de contenidos Auditor as puntuaci n del diagn stico de cada pieza Auditor a ROT Auditor a KCR Auditor as anuales de revisi n de consistencia comunicativa Funciones de la auditor a peri dica del contenido Auditor as del contenido de intranets corporativas Objetivos de la auditor a de una intranet corporativa La lecci n incluye el apartado Claves en el que se recogen los conocimientos indispensables que el alumno debe retener Puedes obtener m s informaci n en el sitio web corporativo de Estrategia del Contenido secci n de men Libros Intranet Design Annual 2009 Kara Pernice, Nielsen Norman Group, Patty Caya, Jakob Nielsen, 2009 This report from the Nielsen Norman Group reviews the designs and usability of ten intranets that were chosen from a much larger number of nominated designs The report is richly illustrated with 241 full color screenshots giving readers the unique opportunity to see good intranet designs that are usually hidden behind a firewall These intranets represent big companies with large amounts of documents and mission critical applications such as sales force support But most of the lessons from

these winning designs apply to smaller companies as well The bulk of the report consists of detailed case studies of each of the ten winning intranet designs including discussions of the main problems they faced how these problems were overcome in the redesign process and how the new design compared with the previous design Resource description page [Intranet Design Annual 2002](#) Kara Pernice Coyne,Candice Goodwin,Jakob Nielsen,Nielsen Norman Group,2002 [Intranet Design Annual 2005](#) Kara Pernice Coyne,Jakob Nielsen,Matthew Schwartz,2005 [Intranet Design Annual 2008](#) Kara Pernice Coyne,2008 **Intranet Design Annual 2009** Nielsen Group,2010 This report from the Nielsen Norman Group reviews the designs and usability of ten intranets that were chosen from a much larger number of nominated designs The report is richly illustrated with 241 full color screenshots giving readers the unique opportunity to see good intranet designs that are usually hidden behind a firewall These intranets represent big companies with large amounts of documents and mission critical applications such as sales force support But most of the lessons from these winning designs apply to smaller companies as well The bulk of the report consists of detailed case studies of each of the ten winning intranet designs including discussions of the main problems they faced how these problems were overcome in the redesign process and how the new design compared with the previous design **Intranet Design Annual 2003** Kara Pernice Coyne,Candice Goodwin,Jakob Nielsen,2003 [Intranet Design Annual 2006](#) Kara Pernice Coyne,Jakob Nielsen,Nielsen Norman Group,2006 **Great Government Agency and Public Sector Intranet Designs** Kara Pernice,Nielsen Norman Group,2010 **Intranet Design Annual 2014** Kara Pernice,Amy Schade,Patty Caya,Jakob Nielsen,Nielsen Norman Group,2014 Reviews the designs and usability of ten intranets that were chosen from hundreds of nominations The bulk of the report consists of detailed case studies of each of the ten winning intranet designs including discussions of the main problems they faced how these problems were overcome in the redesign process and how the new design compared with the previous design **Intranet Design Annual 2011: Year's 10 Best Intranets** ,2011 *Intranet Design Annual 2009: The Year's Ten Best Intranets* Nielsen Norman Group,2010 **Great Knowledge-intensive Sector Intranet Designs** Kara Pernice,2008 *Great Technology Sector Intranet Designs* Kara Pernice,2008 [Intranet Usability Guidelines](#) Kara Pernice Coyne,Amy Schade,Jakob Nielsen,Marieke McCloskey,2015* User success on intranets is low Over the past 10 years user success on intranets has been fluctuating initially the intranet design world experienced low success followed by a marked improvement But then rather than continuing to advance intranets have gotten worse and user success has dipped When we conducted the first wave of behavioral research on intranets at a time when offering PDF forms was a standard sign of decent design the average user success rate was a meager 75% Because these intranets typically lacked sufficient content IAs shouldn't have been the source of low task success and yet IAs and search features had severe usability issues More importantly information was created and held in silos around the organization basically on mini intranets making it sometimes impossible to find Also aesthetic designs were often a random developer personal art project Consistency in page layouts was rare and thus users

had little if any knowledge transference between intranets sections or pages Technologies offered intranet developers only modest help in creating user productivity or engagement features Finally poor intranet usability was most definitely a result of the intranet being treated as the deprived stepbrother to the organization public facing website Intranets were created and maintained with small inexperienced teams and pittance for budgets *Intranet Design Annual* Kara Pernice Coyne, Jakob Nielsen, Candice Goodwin, 2001 **Intranet Design Annual 2007** Kara Pernice Coyne, Jakob Nielsen, Mathew Schwartz, 2007 Discusses the ten best designed intranets for 2007 American Electric Power AE United States Comcast United States DaimlerChrysler AG Germany The Dow Chemical Company United States Infosys Technologies Limited India JPMorgan Chase Microsoft Corporation United States National Geographic Society United States The Royal Society for the Protection of Birds RSPB United Kingdom Volvo Group Sweden Best Sharepoint Intranets 2012-2016 Kara Pernice, Amy Schade, Patty Caya, Jakob Nielsen, 2017 *Intranet Usability* Kara Pernice Coyne, Amy Schade, Jakob Nielsen, 2007*

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