

# Information Mapping®



## What is it?

Information Mapping® is a systematic approach to analysing, organising and presenting written information, based on your audience's needs and the purpose of the information.

It can be used for any business or technical information, such as:

- operations and procedure manuals
- policy documents
- user and reference guides
- training materials
- online help material, and
- reports, proposals, letters, memos, email.

It is based on research into how the human mind actually reads, processes, remembers, and retrieves information.

## Who uses it?

Writers use it to create high quality content, on paper or online, that is clear, concise, comprehensive, accessible, modular and reusable. Information is purpose-driven and audience focused.

## How does it work?

The method helps writers analyse, organise and present information with clarity and impact. This table describes each phase of Information Mapping's document development process.

| Phase        | Description  |
|--------------|--|
| Analysis     | Analyse the <ul style="list-style-type: none"><li>• purpose</li><li>• audience needs, and</li><li>• information types.</li></ul> <b>Result:</b> Task oriented, reader-focused content. |
| Organisation | Create an overall structure for the information, based on the results of analysis.<br><b>Result:</b> Consistent, predictable document structure.                                       |
| Presentation | Format the information visually.<br><b>Result:</b> Presentation that maximises clarity and accessibility.  |

### What are the tools?

The method incorporates several unique tools that assist with the analysis, organisation and presentation of information.

| Tool                      | Helps the writer ...  |
|---------------------------|---|
| Information Types         | analyse the subject matter and categorise it according to the purpose for the audience. |
| Research-Based Principles | organise information effectively so it is easy to access, understand and remember.      |
| Units of Information      | create standardised information modules containing one clear purpose.                   |
| Presentation modes        | format information so it is easy to use.  |

### What does it achieve?

The book *How High Can It Fly* by Robert E Horn looks at over 100 quantitative and qualitative research studies into the effectiveness of the Information Mapping® method. The studies show you can expect:

| Increase in...      |         | Decrease in...               |         |
|---------------------|---------|------------------------------|---------|
| ease of retrieval   | 32%     | reading time                 | 10%-50% |
| initial learning    | 13%-83% | first draft development time | 83%     |
| writer productivity | 20-50%  | document revision time       | 75%     |
| documentation use   | 38%     | performance error rates      | 54%     |
| compliance rates    | 25%     | questions to supervisors     | 70%     |

### How can I learn it?

TACTICS holds the exclusive license to teach Information Mapping® in New Zealand, Australia and Asia. Public and inhouse workshops are led by experienced, certified instructors and include:

- Mapping Information for Paper, Online & Web
- Effective Business Communications
- Mapping Operating Procedures
- Introduction to Information Mapping®

See our website for more information on workshops.

#### Contact us

- Telephone: 0800 50 50 56
- Website: [www.tactics.co.nz](http://www.tactics.co.nz)

