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ILO Internet Redesign

Concept and Information Architecture

Table of contents

The Concept

The ILO Web site today: homepage and navigation

The web site is actually a collection of nominally-related departmental sites. There is no consistency in presentation and navigation through the different sections of the site.

Information is housed in ways that are not logical to the outsider. Work units create their content in isolation and related bits of information are not linked from one site to another. Efforts are often duplicated.

The navigation replicates the organization's structure. Most content can still only be reached by navigating through pages of the corresponding organizational unit.

As a result…

Finding information implies knowing who produces it. This knowledge is not something that can be expected of an external audience.

Users can not be sure that they are getting all relevant information on a given topic. Pieces of information that together form a whole picture are scattered across different sites.

Efforts are often duplicated across units.

The look of the site misrepresents the organization. Disparity between sites belonging to different units gives the impression that ILO is not more than a collection of independent agencies.

Weak spots

The 'Featured sites' section is meant to reflect recent developments but it changes too infrequently. The homepage needs a News section with frequent updates.

The search engine doesn't function in a satisfactory way.

This area presents the four ILO sectors together with the Programmes. This does not "speak" to outsiders.

It looks like there is no clear reasoning and strategy behind items in this menu.
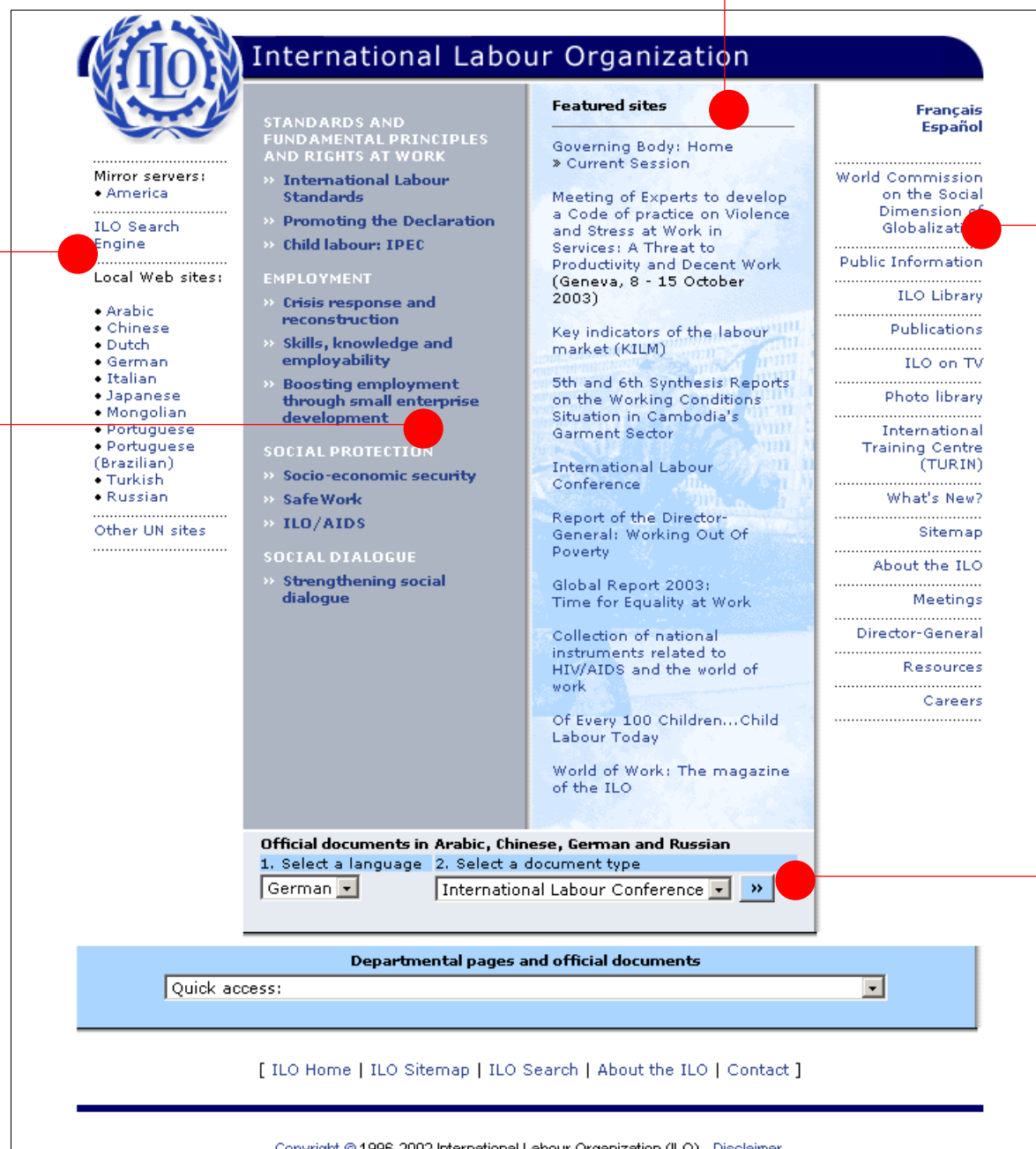
This menu doesn't give access to official documents in English, French and Spanish.

Navigation by department vs. Cross-cutting navigation
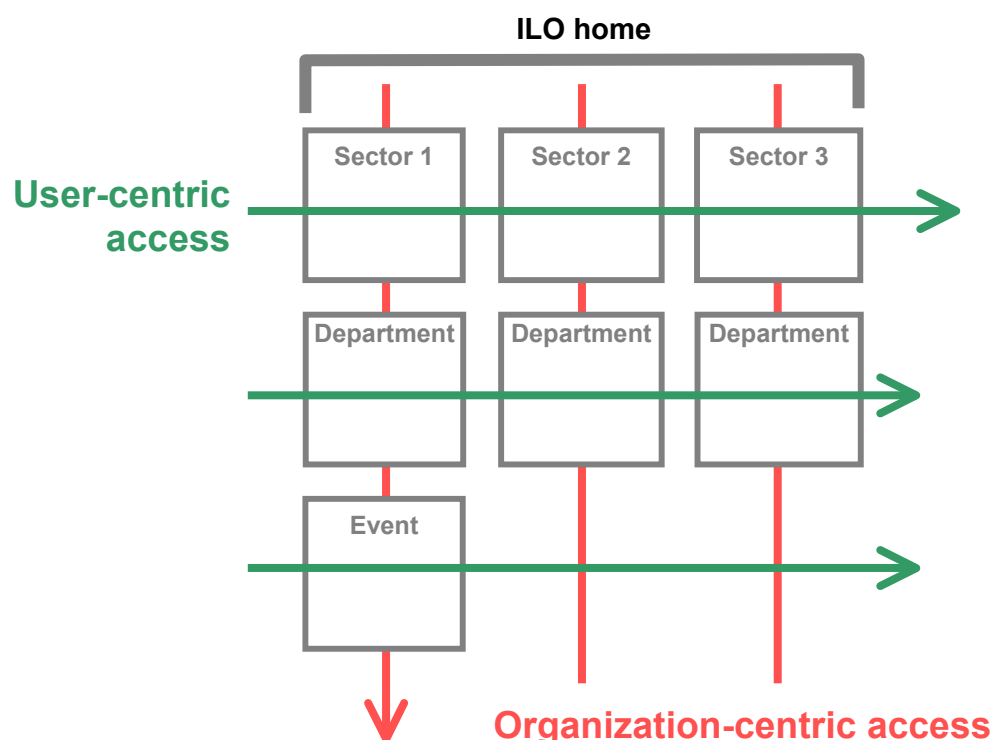
The ILO Web site today: Departmental Web sites

Absence of a common branded identity
Because each Departmental web site has its own style, the Organization does not appear as a single body.

Information is hard to find
Each site organizes its information differently (as demonstrated below).

Incorrect information
Due to inconsistent presentations, unofficial documents are often mistaken for the official ones.

Too many "voices" producing "noise"
Due to a lack of common editorial rules, different names are used for the same concept and jargon often obscures the meaning.

Standard ILO header is not enough to create a common identity or brand.

Navigation menu with graphic buttons

SOCIAL SECURITY POLICY AND DEVELOPMENT

Expandable navigational menu on two levels
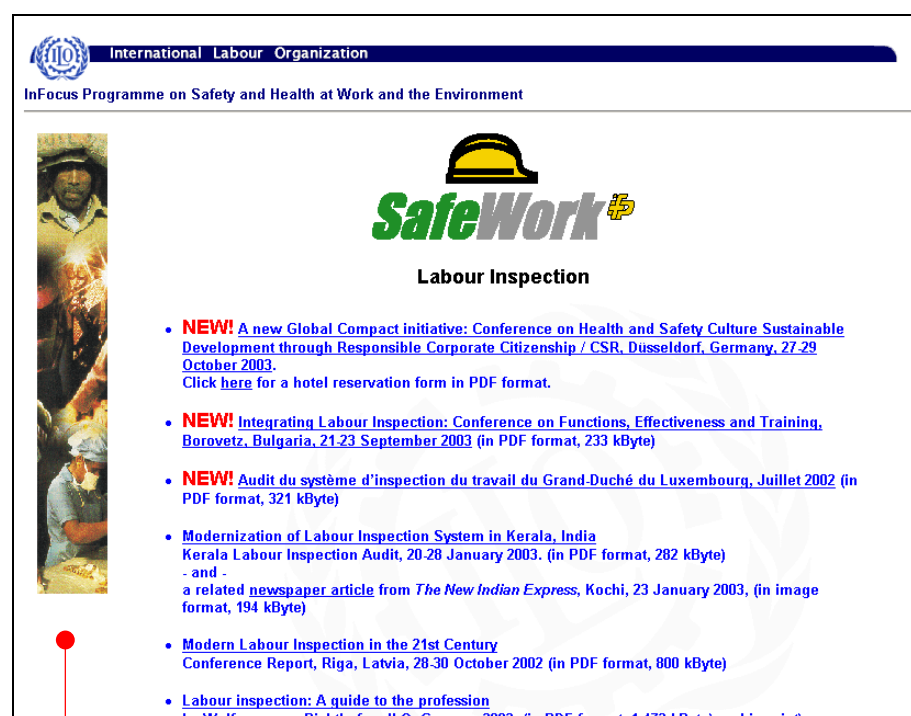
No navigational menu: it is necessary to go back to the home page to choose another page

Horizontal navigational menu on a single level

Goals of the ILO Web site redesign

Goals

| | Achieved by |

1.
Strengthen the "ILO identity"

Creating a consistent look for the whole site and make browsing consistent throughout the site.

2.
Present content as belonging to ILO rather than specific organizational units while still allowing units to keep their presence.

Establishing a common descriptive language that allows content from different providers to be pulled together and repurposed.

3.
Make it easier to find and relate information

Applying a common navigation, developing classification systems and improving the search facility, based on understanding of user needs and common usage patterns.

4.
Create a more dynamic site with frequent updates and readily available overviews of new content

Making it easier for authors to contribute content.

5.
Reduce time and resources involved in publishing content to the web

Simplifying and automating the publishing process. Reducing the number of intermediaries involved between authoring and publishing.

The concept: Accessing content through multiple dimensions

Common content types have been identified
within sub-sites belonging to different organizational units (HQ and Field offices)

| In almost all the sites (>75%)	In a large number of sites (50-75%)	In some sites (10-50%)
→ Institutions/links → Tools → Publications → Identity statement/mission → Activities	→ Events → News → Official documents and standards	→ Training → Campaigns → Newsletters → Factsheets

Once the common content types have been identified across different sites, they can be described in a consistent and structured manner and stored in a central repository.

With the structured repository it is then possible to have different Content Areas in the Web site where similar or related content from different providers can be collated and presented to the end-user.

ILO Web site Content areas

Activities

Structured content
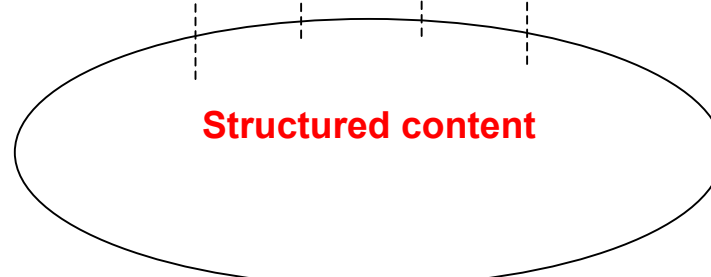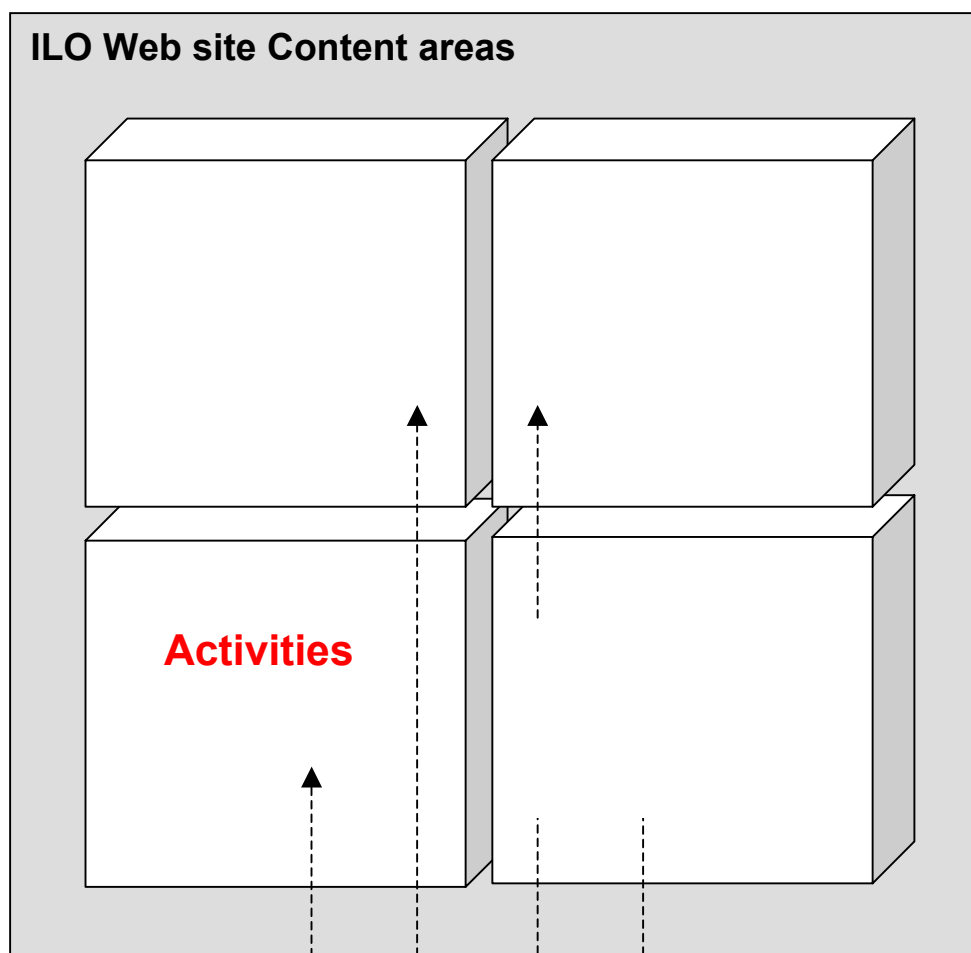
Common classification system is used to describe content. Easy to use forms are used to apply keywords.
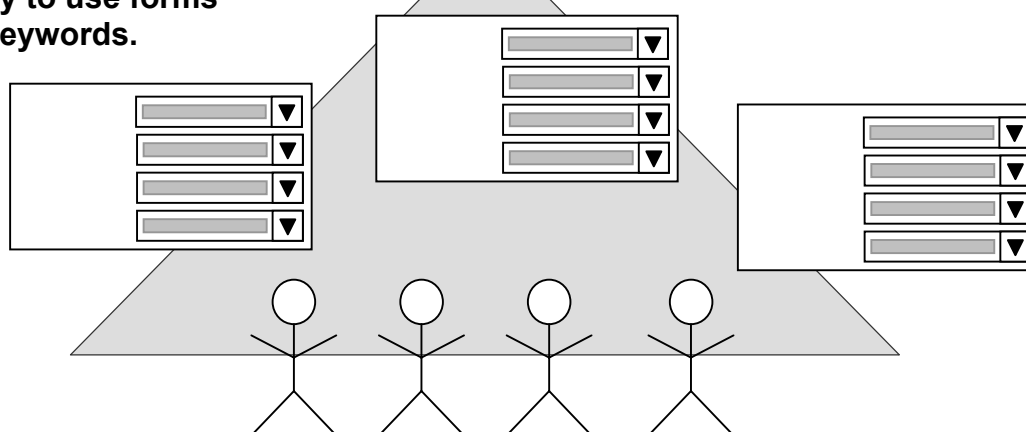
Content producers from different organizational units contribute structured content using common editorial rules.

The new home page and navigation

In order to **serve its audience better** the new ILO home page will be **focusing on what is new and interesting to the user**. The primary navigation moves away from organizational units to introduce different ways of accessing content. Organizational units will be able to maintain their presence within the web site as yet another way to access the content

Access by ILO Activities

Access by Themes
allows theme-based access to different fields of activities:
→ Official documents and Standards
→ Events
→ Technical Cooperation Programmes
→ Training and Research
→ Publications
→ Statistics

Navigational aids
provide help with browsing and searching and are easily accessible from any page in the site.

Access by Departments

Access by Regions

News area
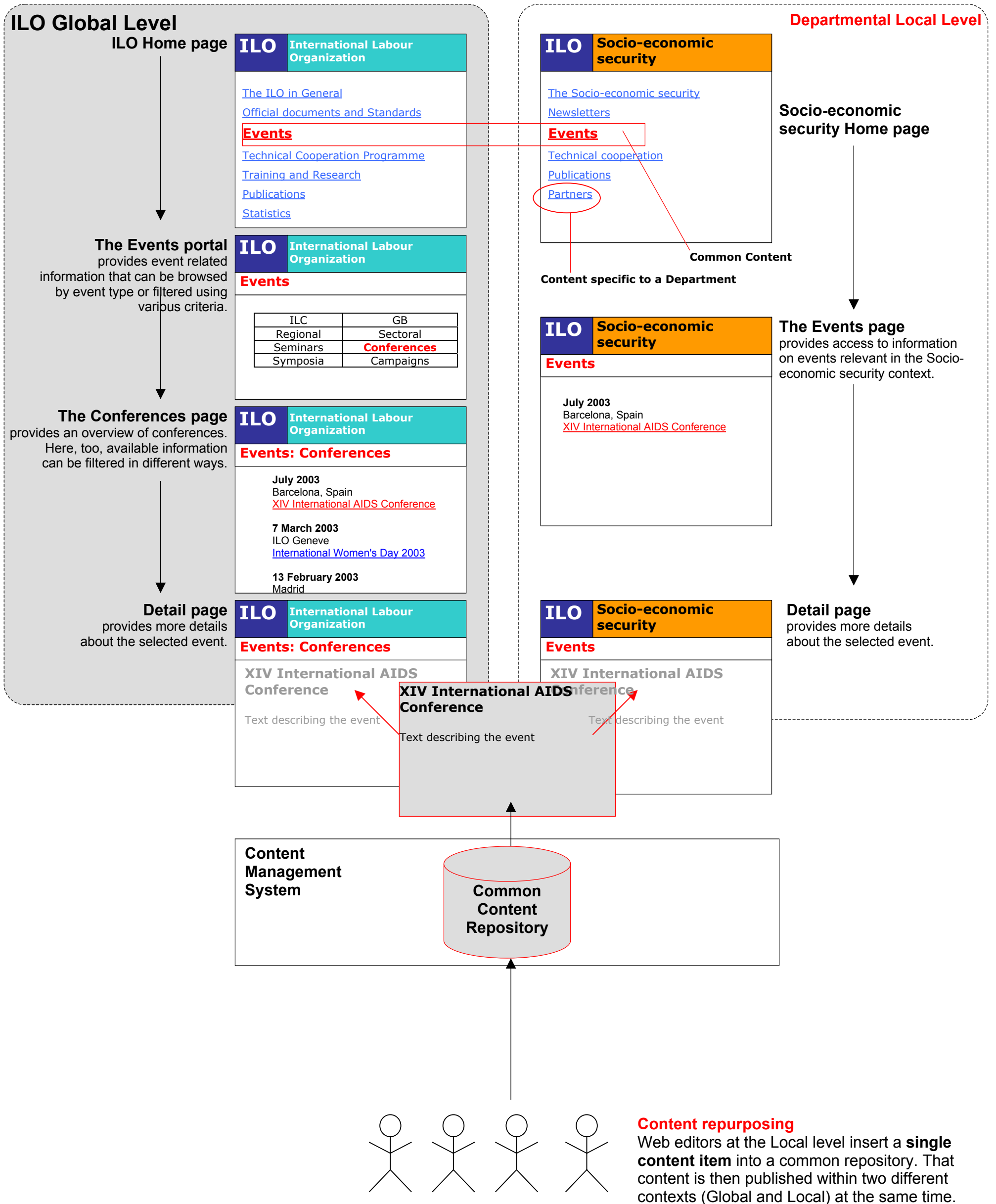is updated daily and informs about strategic issues relevant to the ILO field of activities

Audience centered access
provides selected information targeted at specific audiences

Common information and content repurposing

Common content types are present at Global and Local level at the same time.
The web sites at local level could also have specific content types.

ILO Global Level

ILO Home page

ILO	International Labour Organization
	The ILO in General
	Official documents and Standards
	Events
	Technical Cooperation Programme
	Training and Research
	Publications
	Statistics

The Events portal
provides event related information that can be browsed by event type or filtered using various criteria.

ILO	International Labour Organization
Events	

ILC	GB
Regional	Sectoral
Seminars	**Conferences**
Symposia	Campaigns

The Conferences page
provides an overview of conferences. Here, too, available information can be filtered in different ways.

ILO	International Labour Organization
Events: Conferences	

July 2003
Barcelona, Spain
XIV International AIDS Conference

7 March 2003
ILO Geneve
International Women's Day 2003

13 February 2003
Madrid

Detail page
provides more details about the selected event.

ILO	International Labour Organization
Events: Conferences	

XIV International AIDS Conference

Text describing the event

Departmental Local Level

ILO	Socio-economic security
	The Socio-economic security
	Newsletters
	Events
	Technical cooperation
	Publications
	Partners

Common Content

Content specific to a Department

Socio-economic security Home page

ILO	Socio-economic security
Events	

July 2003
Barcelona, Spain
XIV International AIDS Conference

The Events page
provides access to information on events relevant in the Socio-economic security context.

ILO	Socio-economic security
Events	

XIV International AIDS Conference

Text describing the event

Detail page
provides more details about the selected event.

XIV International AIDS Conference

Text describing the event

Content Management System

Common Content Repository

Content repurposing
Web editors at the Local level insert a **single content item** into a common repository. That content is then published within two different contexts (Global and Local) at the same time.

The benefits of managing content using a Content Management System

The **structured content repository** lies at the heart of the envisioned new web site. Common classification systems are used to describe the meaning of individual content items. This makes it possible to have a **common language** between different organizational units, as well as a **unique voice** in communicating with the world.

Well described meaning of content, together with the fact that **content is separated from the presentation** (unlike with the current static Web site), allows content to be **repurposed and reused in different contexts**.

Content authors use common classification systems to describe the meaning of the content they are contributing. This makes content repurposing possible.
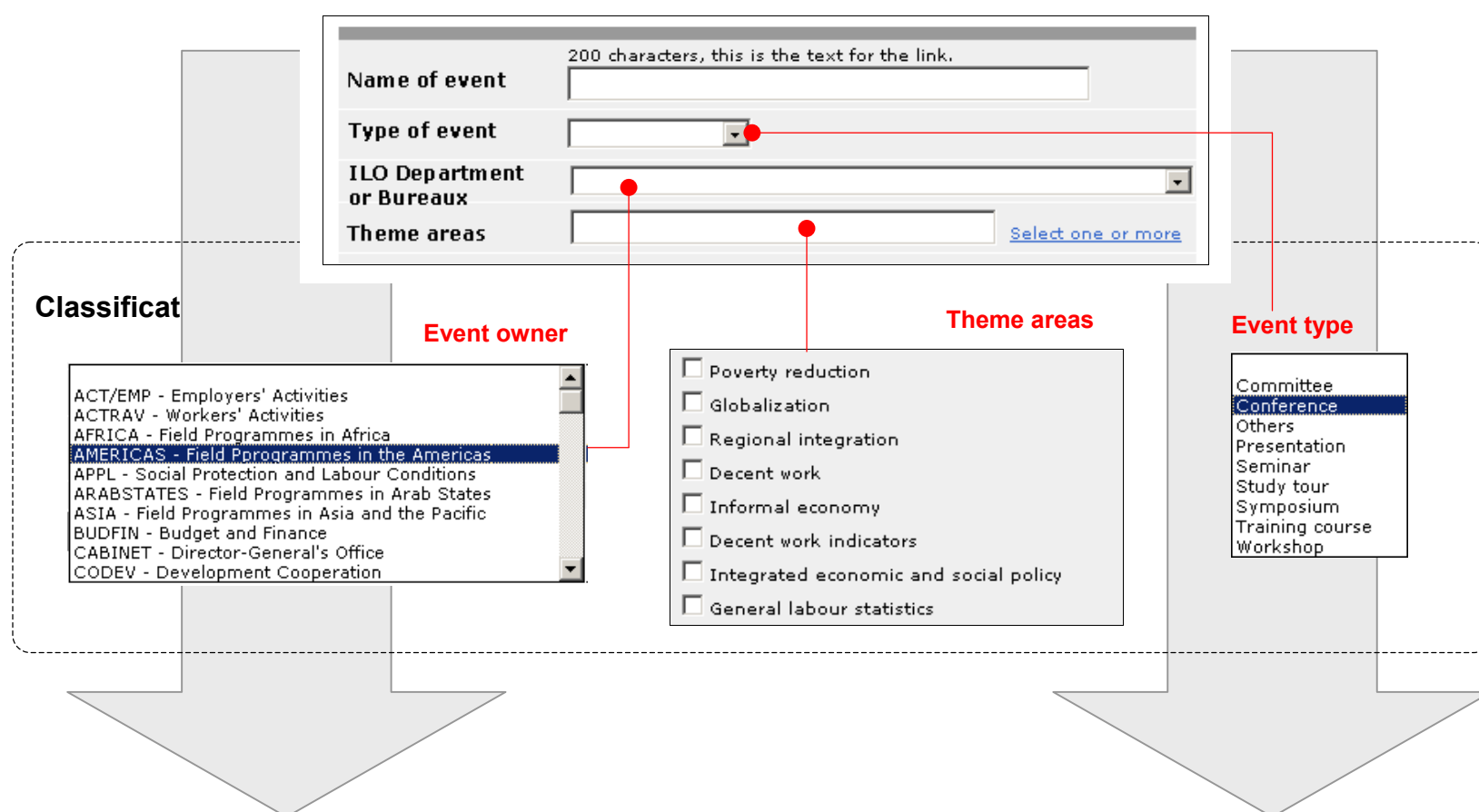
End users benefit from the structured content by being able to access relevant content regardless of its provenance and different languages (metaphorically and literally) used to present the content. They can also search for content using any of the different dimensions used to describe the content, such as the event type or theme area.
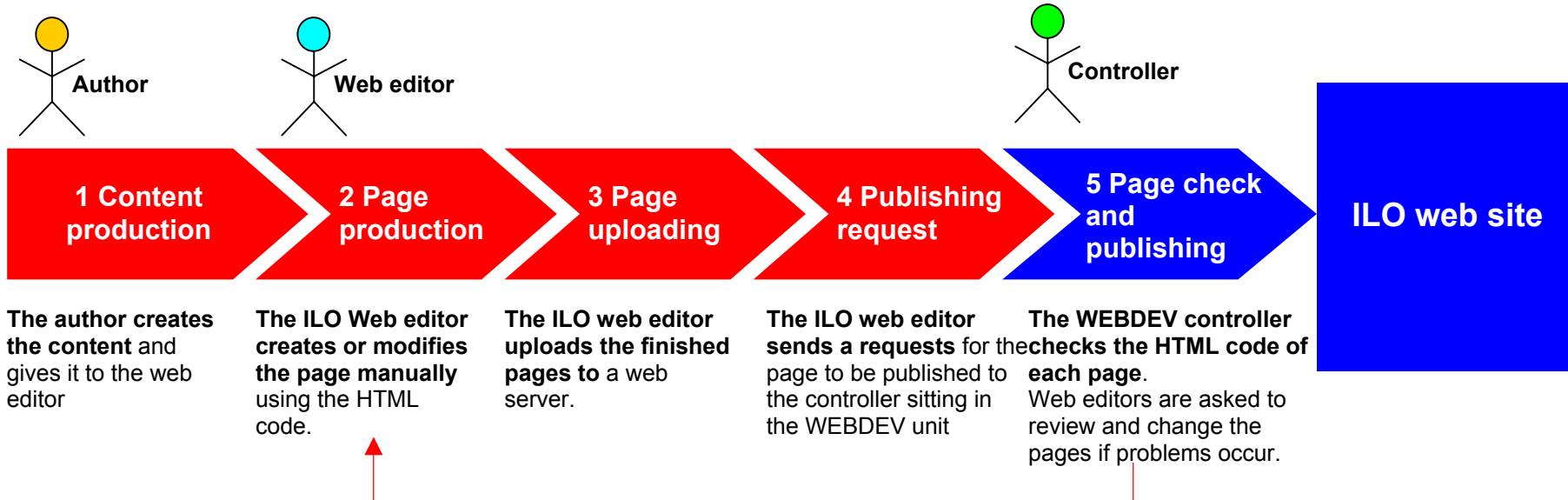
From authoring to publishing: how the Content Management System changes the workflow

The actual process of authoring and publishing

→ The publishing process takes time: 3 days at minimum, more if changes are involved
→ The content providers are missing:
  → Layouts needed to apply a common visual identity to the pages they produce
  → Editorial rules for the content
  → Content classification systems to guarantee an efficient search across the whole site
→ Advanced technical skills are required from web editors to produce a page
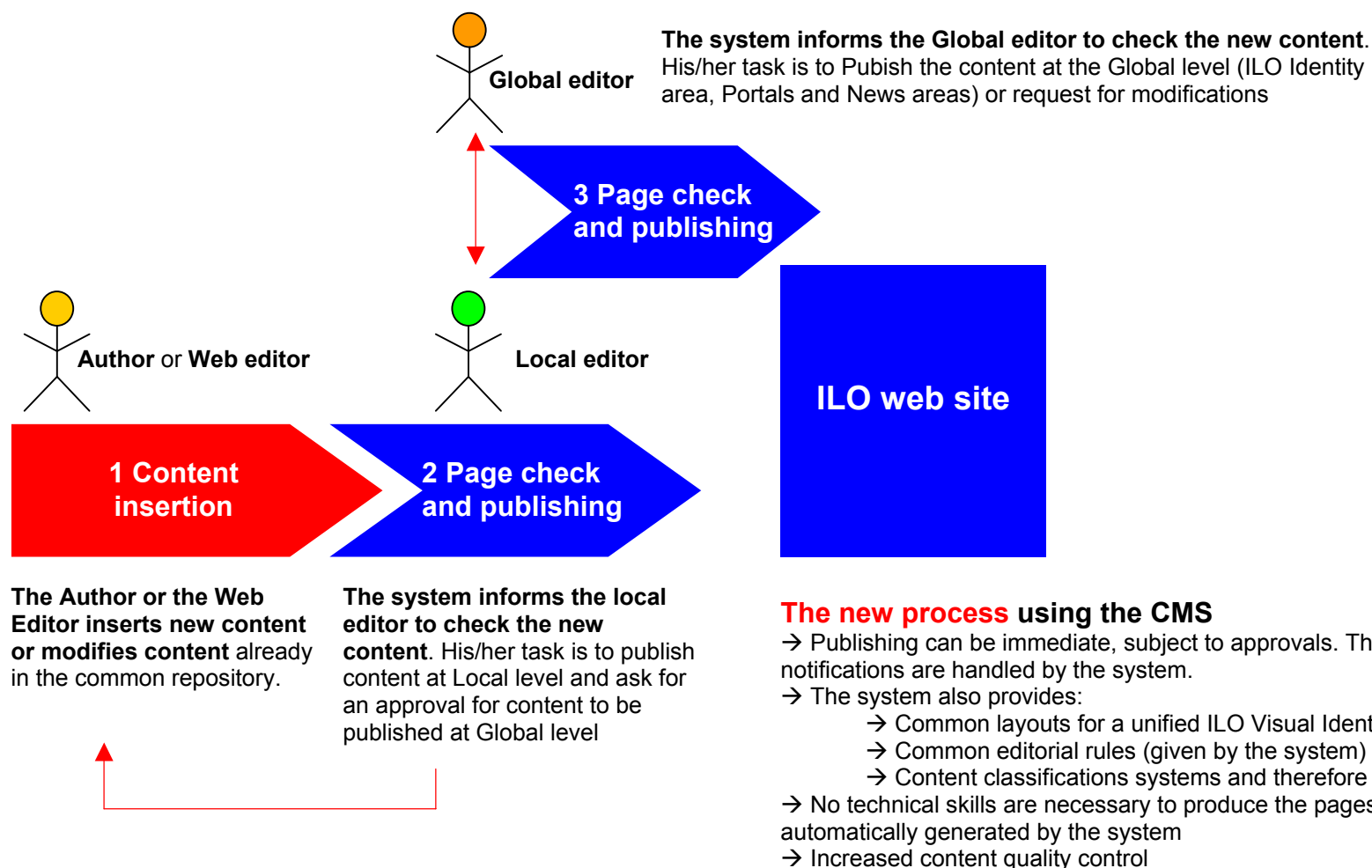→ The production of HTML pages is a time consuming manual process

Authoring phase   **Publishing phase: 3 days**

Author   Web editor   Controller

| 1 Content production | 2 Page production | 3 Page uploading | 4 Publishing request | 5 Page check and publishing | ILO web site |

The author creates the content and gives it to the web editor

The ILO Web editor creates or modifies the page manually using the HTML code.

The ILO web editor uploads the finished pages to a web server.

The ILO web editor sends a requests for the page to be published to the controller sitting in the WEBDEV unit

The WEBDEV controller checks the HTML code of each page. Web editors are asked to review and change the pages if problems occur.

Authoring phase   **Publishing phase**

Global editor

| 3 Page check and publishing |

The system informs the Global editor to check the new content. His/her task is to Pubish the content at the Global level (ILO Identity area, Portals and News areas) or request for modifications

Author or Web editor   Local editor

ILO web site

| 1 Content insertion | 2 Page check and publishing |

The Author or the Web Editor inserts new content or modifies content already in the common repository.

The system informs the local editor to check the new content. His/her task is to publish content at Local level and ask for an approval for content to be published at Global level
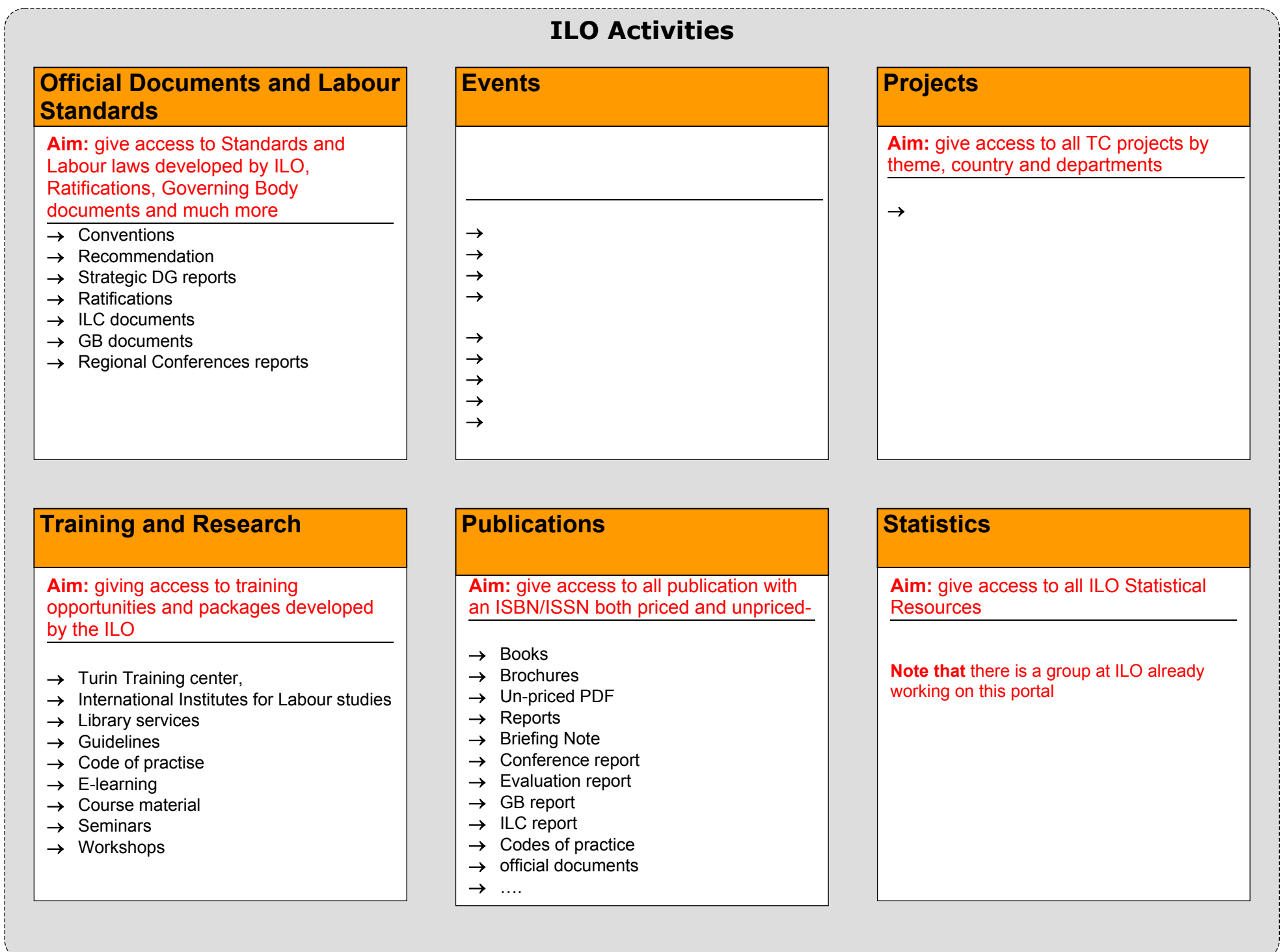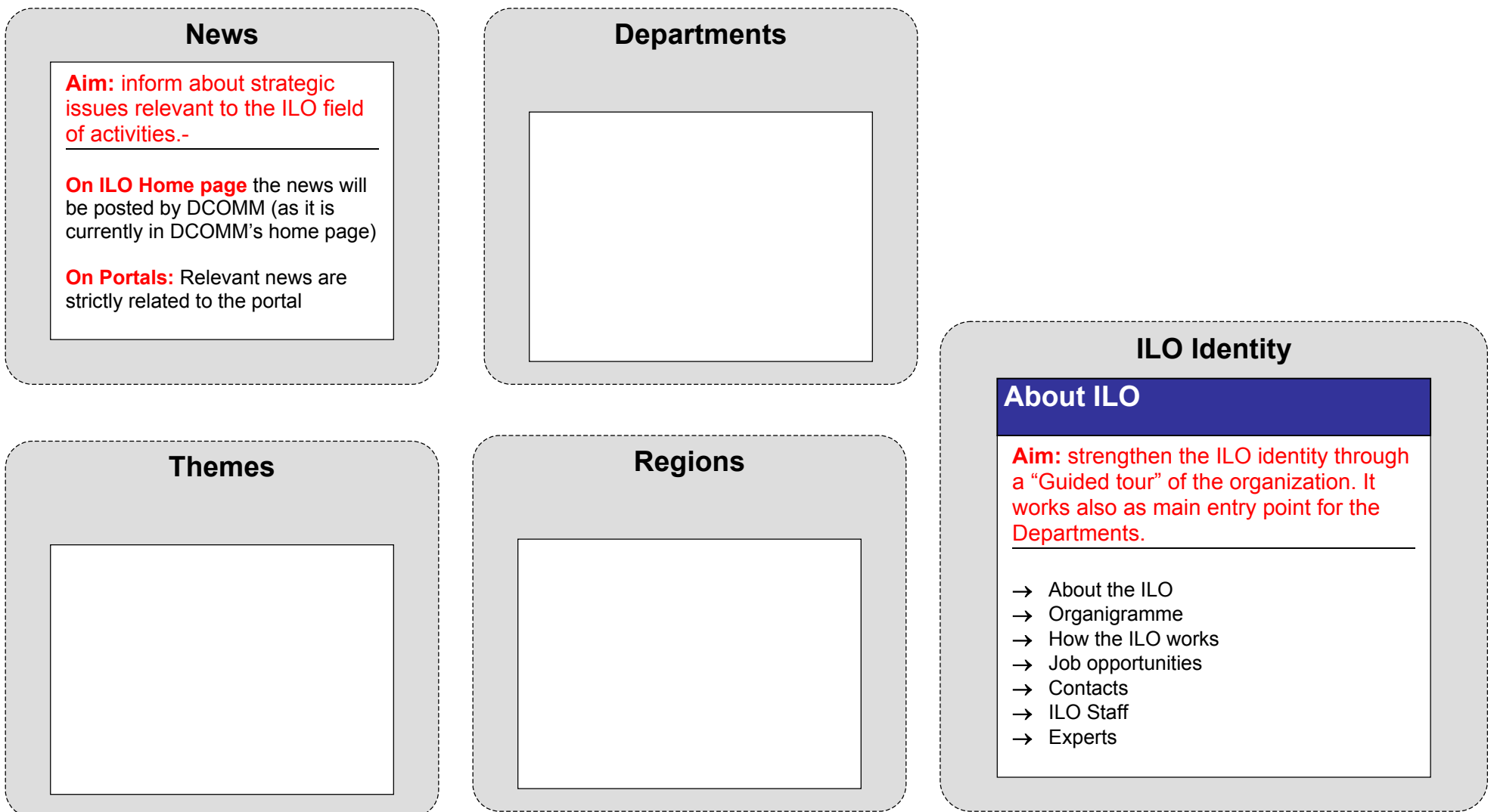
The new process using the CMS

→ Publishing can be immediate, subject to approvals. The approval workflow and notifications are handled by the system.
→ The system also provides:
  → Common layouts for a unified ILO Visual Identity
  → Common editorial rules (given by the system)
  → Content classifications systems and therefore unified search
→ No technical skills are necessary to produce the pages as they are automatically generated by the system
→ Increased content quality control

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# Information Architecture and page types

Content areas and related sub-areas

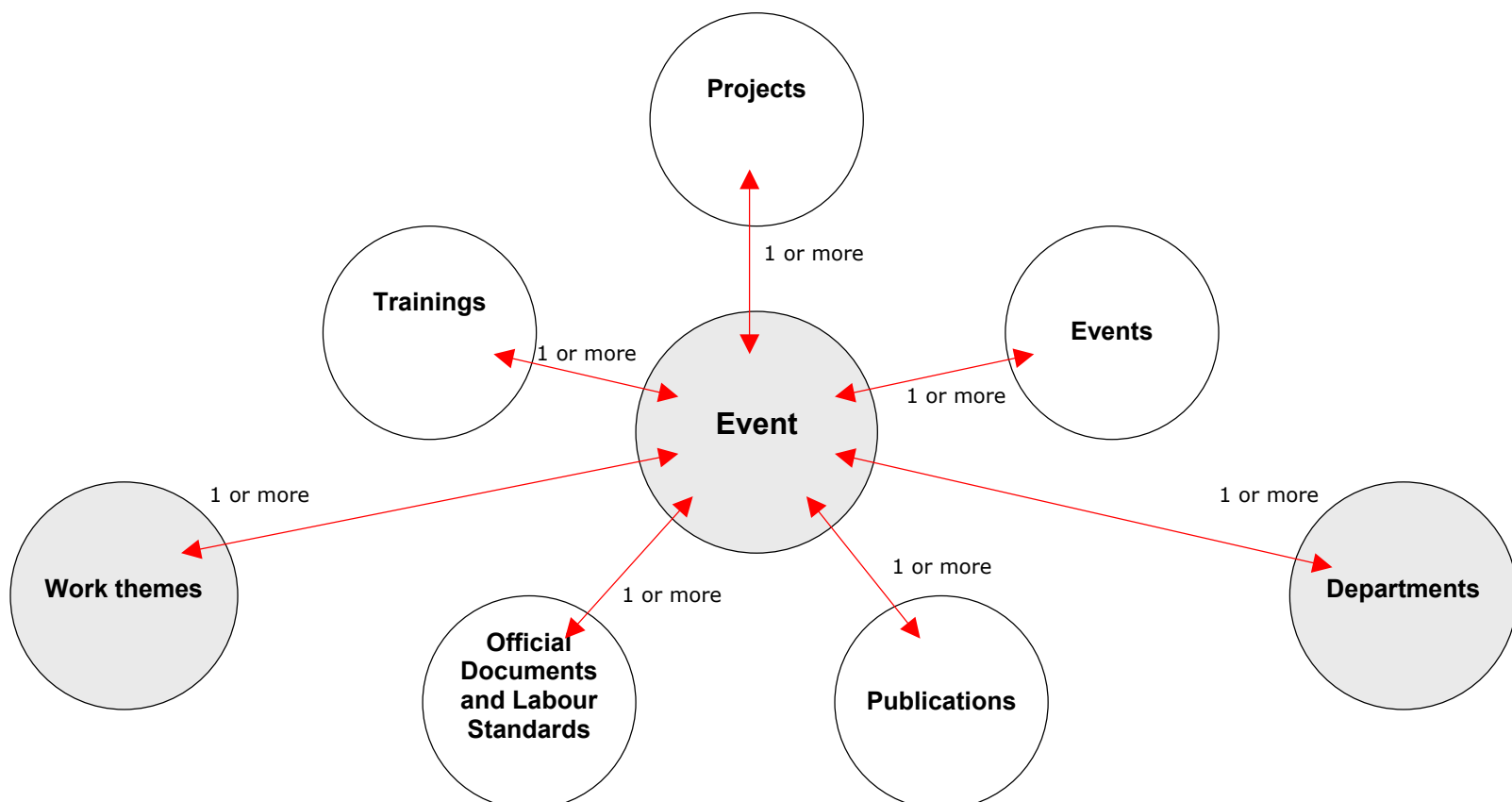**The definition of the sub-areas of content for each Content area is in progress**

News

Aim: inform about strategic issues relevant to the ILO field of activities.-

On ILO Home page the news will be posted by DCOMM (as it is currently in DCOMM's home page)

On Portals: Relevant news are strictly related to the portal

Departments

ILO Identity

About ILO

Aim: strengthen the ILO identity through a "Guided tour" of the organization. It works also as main entry point for the Departments.

→ About the ILO
→ Organigramme
→ How the ILO works
→ Job opportunities
→ Contacts
→ ILO Staff
→ Experts

Themes

Regions

ILO Activities

Official Documents and Labour Standards

Aim: give access to Standards and Labour laws developed by ILO, Ratifications, Governing Body documents and much more

→ Conventions
→ Recommendation
→ Strategic DG reports
→ Ratifications
→ ILC documents
→ GB documents
→ Regional Conferences reports

Events

→
→
→
→

→
→
→
→
→

Projects

Aim: give access to all TC projects by theme, country and departments

→

Training and Research

Aim: giving access to training opportunities and packages developed by the ILO

→ Turin Training center,
→ International Institutes for Labour studies
→ Library services
→ Guidelines
→ Code of practise
→ E-learning
→ Course material
→ Seminars
→ Workshops

Publications

Aim: give access to all publication with an ISBN/ISSN both priced and unpriced-

→ Books
→ Brochures
→ Un-priced PDF
→ Reports
→ Briefing Note
→ Conference report
→ Evaluation report
→ GB report
→ ILC report
→ Codes of practice
→ official documents
→ ….

Statistics

Aim: give access to all ILO Statistical Resources

Note that there is a group at ILO already working on this portal

Relationships among content areas: the data model

→ The Diagram shows the relationships existing among all the content areas
→ Note that the "What we do (ILO Activities)" content area is further subdivide in sub-areas
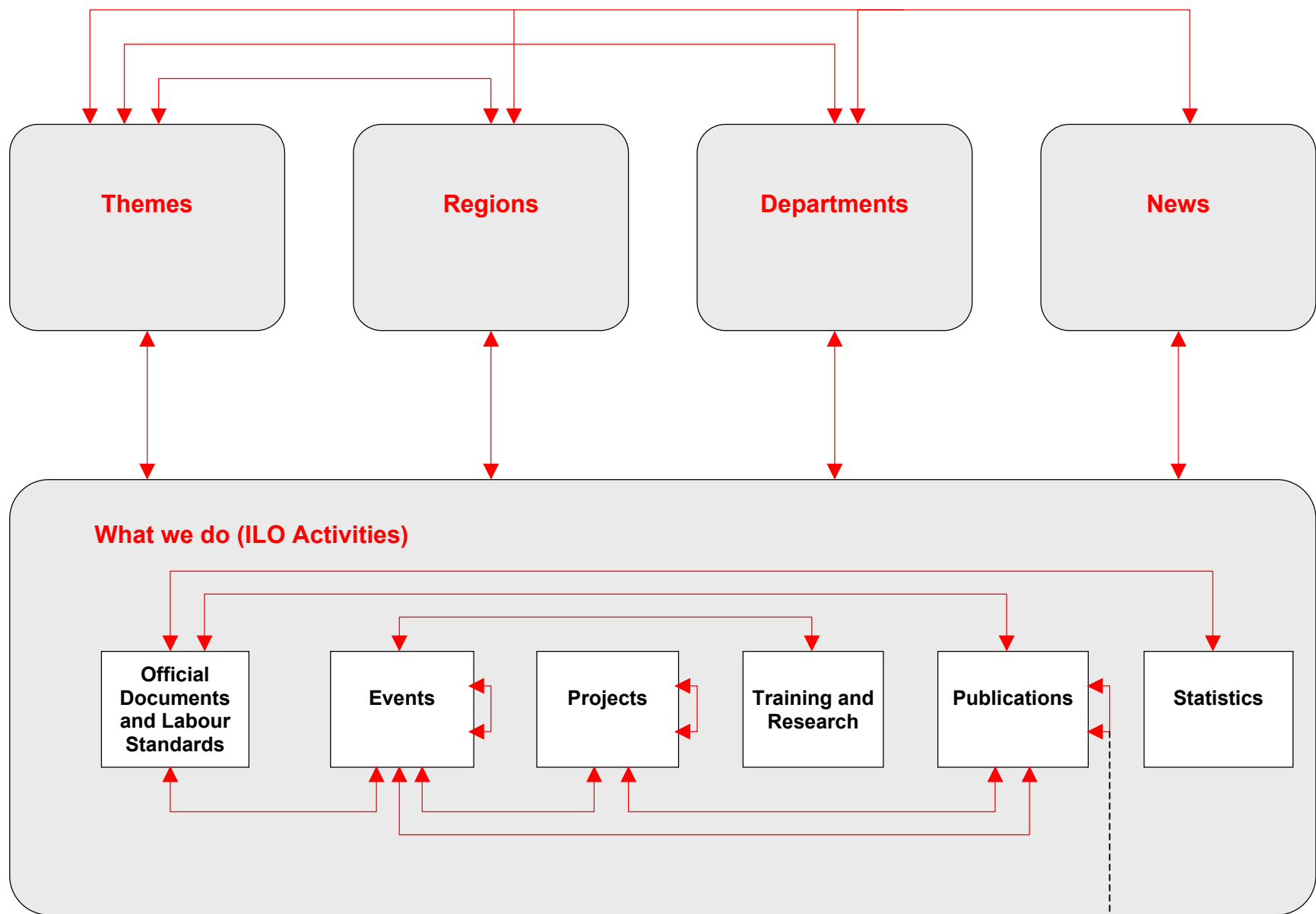
Note that a sub-area of content can relate to itself.
This means to have a Publication linked with other Publications.

→ Relationship among contents allows the creation of "semantic network". For example, an "Event" could be linked with other information

New High level site map and Navigation Tools

Home page level

ILO Home pages
    Site map   Site index   Site search   About ILO   Contact us

Global level navigation → Global navigation menu

| Themes | Activities | | Regions | Departments |

Themes (...)
- Gender Equality
- Child Labour
- Decent Work

Activities (...)
- Official Documents and Labour Standards
- Projects
- Events

Departments (...)
- Depart. 1
- Depart. 2
- Depart. 3

Child Labour **(...)**
- Official Documents and Labour Standards
- Projects
- Events

Depart. 1 **(...)**
- About the Department
- Official Documents and Labour Standards
- Projects
- Events

ILO

Themes | Activities | Regions | Departments | News

Global navigation menu common to all the pages (Departments included)

Header identifying the area of content

Browse related:
> Official documents and Labour Standards
> Events
> Projects
> Training and Research
> Publications
> Statistics

Local navigation menu
In this case the navigation menu for the activities related to the Work theme

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ILO

Themes | Activities | Regions | Departments | News

IPEC

> About IPC
> IPC Partners
> Campaigns and Advocacy
> Themes
> Statistics
> Publications
> Links

Local navigation menu
In this case the navigation menu of a Department

Navigation in the Activities content area and relationship between Global and Local level

Remarks:
→ The Destination page detailing the Event is the same (has the same content) at Global or Local level.
→ The user can start from the ILO home page (Global Level http://www.ilo.org) or can start from the Department home page (http://www.ilo.org/department name)

0.
ILO Home page

The user starts the navigation from ILO Home page at the address: http://www.ilo.org

Content areas level

| Themes | **2.** What we do | Regions | **4.** Departments | News |

Portal level

(…)

| Official Documents and Standards | Events | Projects |
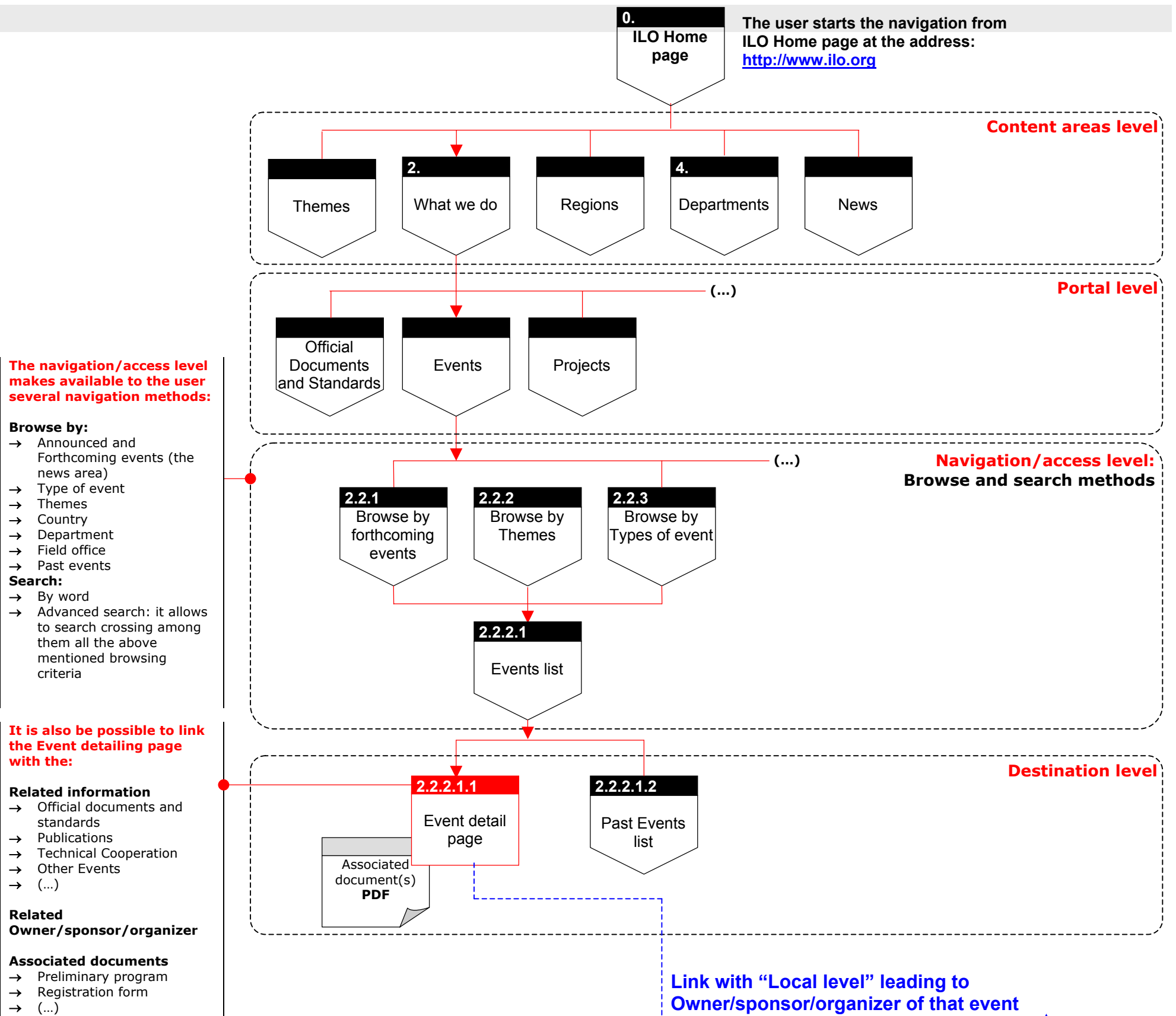
The navigation/access level makes available to the user several navigation methods:

Browse by:
→ Announced and Forthcoming events (the news area)
→ Type of event
→ Themes
→ Country
→ Department
→ Field office
→ Past events
Search:
→ By word
→ Advanced search: it allows to search crossing among them all the above mentioned browsing criteria

Navigation/access level: Browse and search methods

(…)

2.2.1 Browse by forthcoming events

2.2.2 Browse by Themes

2.2.3 Browse by Types of event

2.2.2.1 Events list

It is also be possible to link the Event detailing page with the:

Related information
→ Official documents and standards
→ Publications
→ Technical Cooperation
→ Other Events
→ (…)

Related Owner/sponsor/organizer

Associated documents
→ Preliminary program
→ Registration form
→ (…)

Destination level

2.2.2.1.1 Event detail page

Associated document(s) **PDF**

2.2.2.1.2 Past Events list

Link with "Local level" leading to Owner/sponsor/organizer of that event

Navigation at local level: IPEC

The user starts the navigation from The department Home page at the address: http://www.ilo.org/department name

0. Department Home page

The link to go (back) to Global level is the Work themes (one or more) on which the department is involved
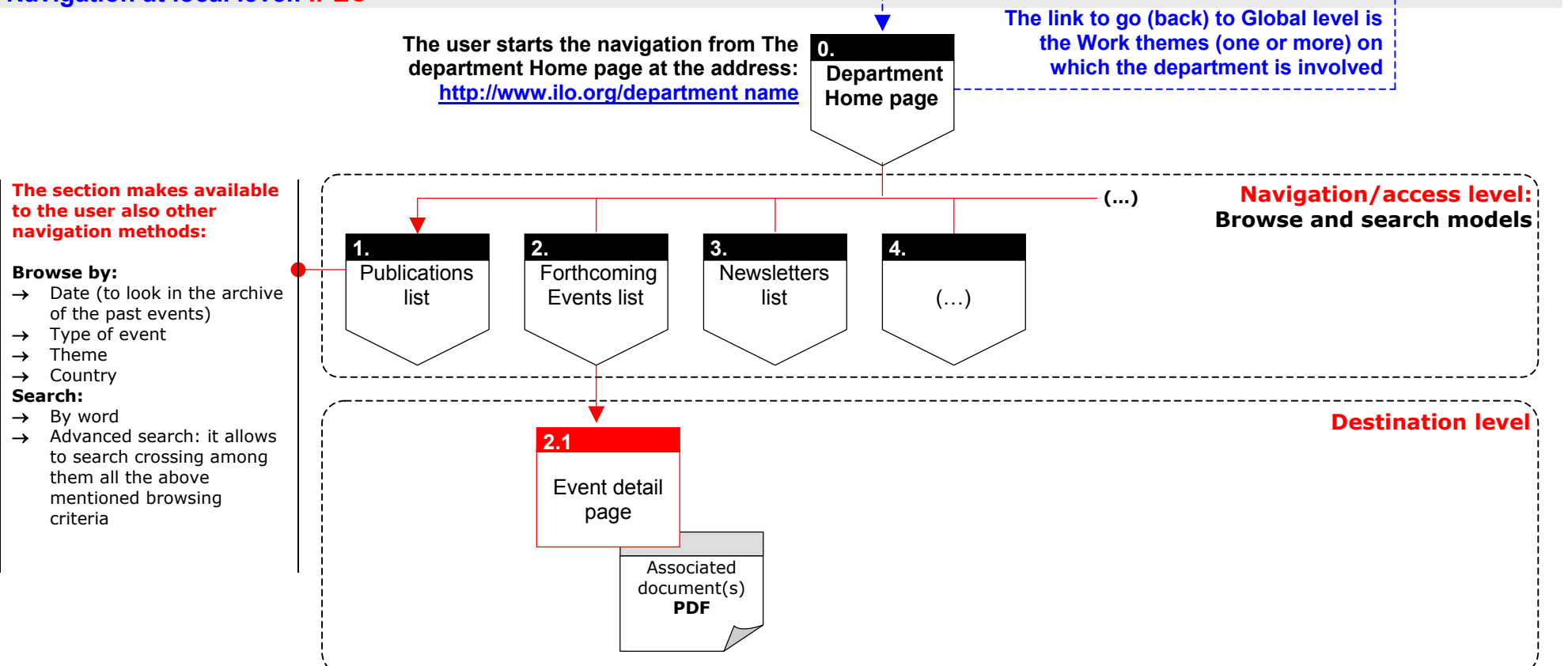
The section makes available to the user also other navigation methods:

Browse by:
→ Date (to look in the archive of the past events)
→ Type of event
→ Theme
→ Country
Search:
→ By word
→ Advanced search: it allows to search crossing among them all the above mentioned browsing criteria

Navigation/access level: Browse and search models

(…)

1. Publications list

2. Forthcoming Events list

3. Newsletters list

4. (…)

Destination level

2.1 Event detail page

Associated document(s) **PDF**

Navigation at Global level: Themes content area

0.
ILO Home page

(…)

Content areas level

1. Themes
2. What we do
3. Regions
4. Departments
5. News

Portal level

(…)

1.1 Child Labour
1.2 Gender Equality
1.3 Decent work
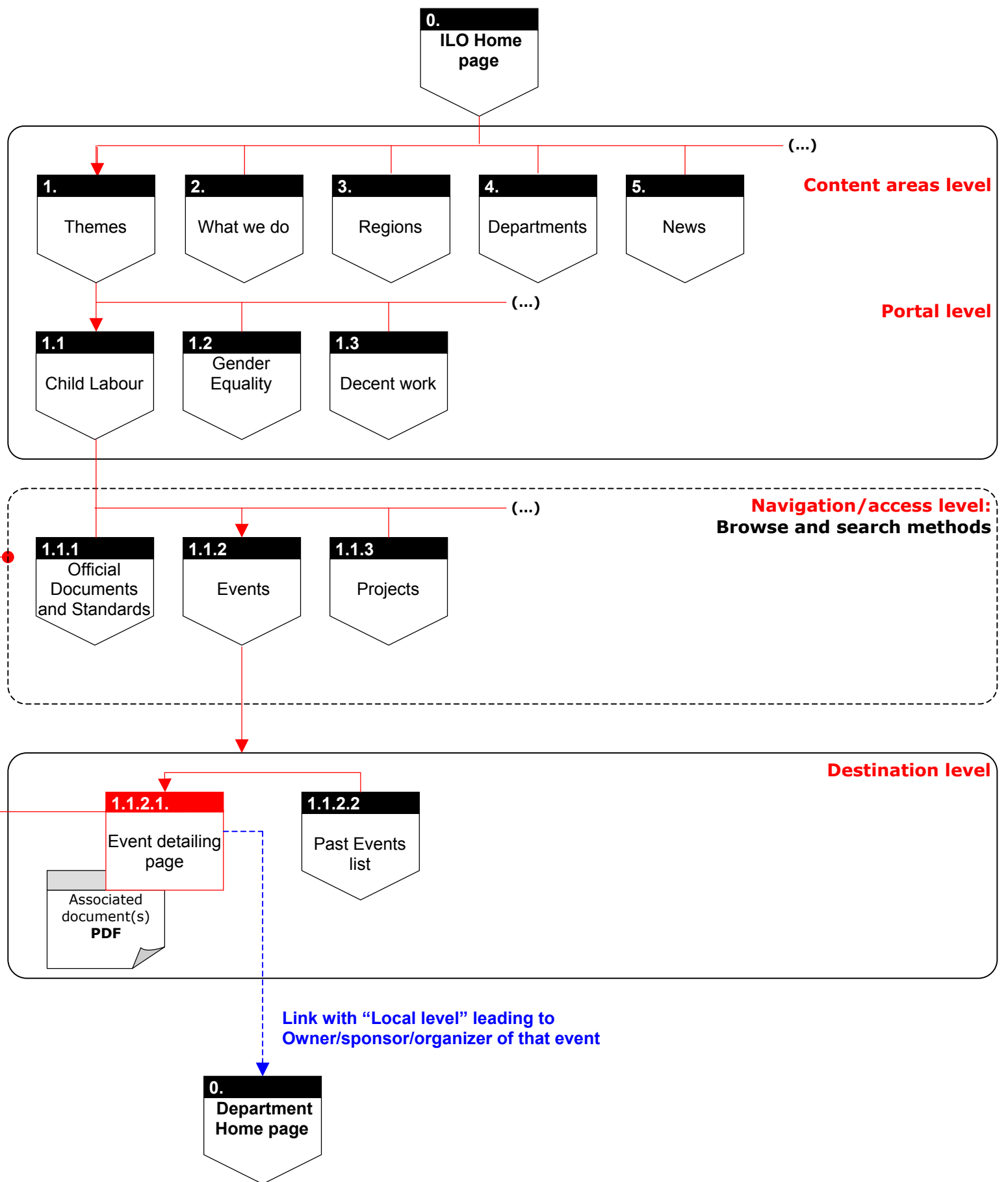
**Access to different fields of activities Theme-based.
It allows to browse and to search on:**
→ Official Documents and Standards
→ Events
→ Projects
→ Training and Research
→ Publications
→ Statistics

Note that the **Search facility should allows to**
→ Search By word
→ Advanced search

**Navigation/access level:
Browse and search methods**

(…)

1.1.1 Official Documents and Standards
1.1.2 Events
1.1.3 Projects

It is also be possible to link the Event detailing page with the:

Related information
→ Official Documents and standards
→ Publications
→ Technical Cooperation
→ Other Events
→ (…)

Related Owner/sponsor/organizer

Associated documents
→ Preliminary program
→ Registration form
→ (…)

Destination level

1.1.2.1. Event detailing page

Associated document(s) **PDF**

1.1.2.2 Past Events list

Link with "Local level" leading to Owner/sponsor/organizer of that event

0. Department Home page

Access by ILO Activities

Access by Themes
allows theme-based access to different fields of activities:
→ Official documents and Standards
→ Events
→ Technical Cooperation Programmes
→ Training and Research
→ Publications
→ Statistics

Navigational aids
provide help with browsing and searching
and are easily accessible from any page
in the site.

Global navigation menu

Site map | Site index | About ILO | Contact us

Français

International Labour Organization

Español

What's new

Search for:
» More search options

Sunday 23 November 2003

Highlights
» World Commission on the Social Dimension of Globalization
» Director-General
» Mirror servers in America

Giant football: a goal against child labour »
Children at the Kiwohede Centre in Dar es Salaam play with a giant football. The Centre, supported by the ILO, assists children who have been forced into some of the worst forms of child labour or are orphaned by AIDS The football is a gift from the Swiss group Art for the World.

Themes
What we do
• Official Documents and Labour Standards
• Events
• Projects
• Training and Research
• Publications
• Statistics
Regions
Departments
News room

ILO meeting calls for change in migration policies in Southern Africa »
Abuses of migrant workers' rights, poor labour conditions, increase of irregular migration and growing xenophobia were cited as important problems to be addressed urgently by governments in the Southern African Development (SADC) countries in co-operation with employers' association and trade unions.

Governing Body

Old and new ways of solving social problems »
While trade unions have played an essential role in social dialogue between workers, employers and governments, their membership in many countries has declined dramatically in recent years. Looking back over a long career in the German and international trade union movement, We explore some old and new ways in which trade unions can adapt to this trend, while meeting the challenges of globalization.

Resources for:
» Constituents
» Research Institutes
» NGOs
» Partners and Affiliates
» Students
» Careers at the ILO

World Day against Child Labour, 12 December 2003

Southern African Clothing and Textile worker's Union (pdf) »
A new policy on HIV/AIDS and the workplace from the country's largest textile union.

ILO Recommendation 193 one year after: The revival of the cooperative idea »

As one employer to another ... What's all this about EQUALITY? »
New study examines employers' attitudes towards equal opportunity and systemic challenges to implementing it.

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Access by ILO Departments

Access by Regions

News area
is updated daily and informs about strategic issues relevant to the ILO field of activities

Audience centered access
provides selected information targeted at specific audiences

Global navigation menu common to all the pages (Departments included)
It allows to goes to another Portal page without coming back to the Home page

Home | Site map | Site index | Site Search | About ILO | Contact us

Internationl Labour Organization

Themes | What we do | Regions | Departments | News

Français - Español

Home>

What we do

ILO Activities
The ILO's principal activities include the formulation of international labour standards in the form of Conventions and Recommendations setting minimum standards of basic labour rights as well as technical assistance projects and training on a host of work-related issues. Its publications and statistics are essential tools to students, labour economists, policy makers, and employers' and workers' groups. Through events such as seminars and round tables, the ILO raises the profile of on basic labour issues in the academic and public arena and generates dialogue.

Official Documents and Labour Standards
Standards and Labour laws developed by ILO, Ratifications, Governing Body documents and much more

Events
All ILO events: International Labour Conference, Regional meetings departmental events

Projects
Technical Cooperations projects by theme, country and departments

Training and Research
Research results, training opportunitis and packages developed by the ILO

Publications
The ILO publication with an ISBN or ISSN number, both priced and unpriced

Statistics
ILO Statistical Resources

Search for:

» More search options

^ top

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Breadcrumb navigation system
To know from where I'm arrived and where I am in the hierarchical navigation

Contextual search
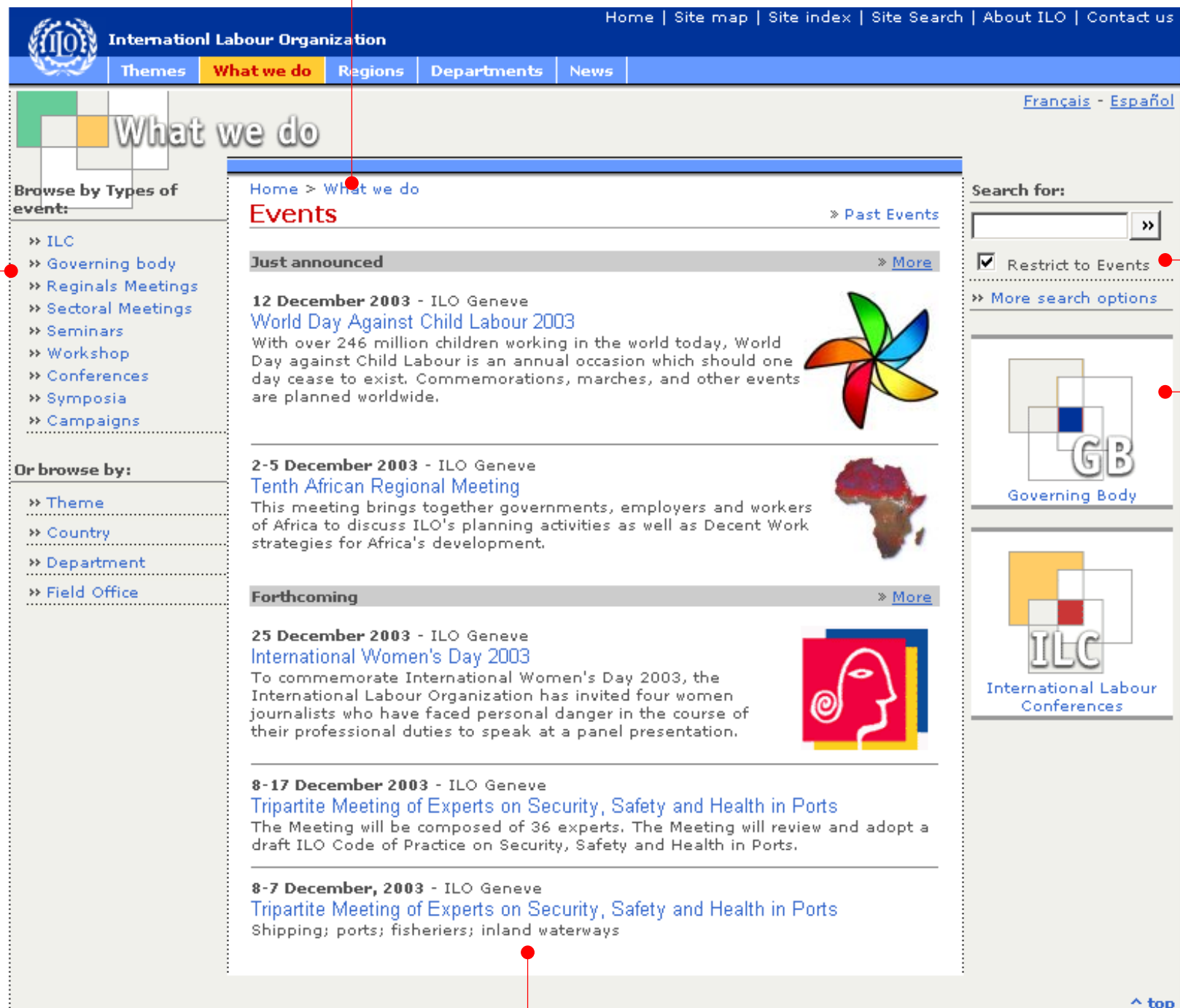
Second level menu: Browse methods

Announcing area
Space dedicated to forthcoming and just announced Events

It is foreseen to show only 5 for each type. The link "More >" open a new page with the complete list.

Boxes to highlights
Space dedicated to push/highlights relevant events and campaigns

Remarks:
→ When users browse the events by Type, Themes, Country, Department and Field office, only the future or current events are shown

Themes list
In the list appear only those Themes having at least 1 event associated.

Link to past events on Child Labour

2.2.2.1.1 Activities > Events > Browse by Themes> Social Protection > Detailing page

Pop-up window
Containing all the information on
the contact person

Contact person	
Mr. Rosas Gianni	
Languages	English, French Spanish
Department	IFP/SEED
Organization	ILO – International Labour Organization
Address	4 route des Morillons,
City	Geneva
Country	Switzerland
Email	dalibor@ilo.org
Fax	+41 22 799 7978

Home | Site map | Site index | Site Search | About ILO | Contact us

Internationl Labour Organization

Themes | What we do | Regions | Departments | News

Français - Español

What we do

Events

Home > What we do > Events > Browse by Theme > Child Labour

World Day Against Child Labour 2003
12 December 2003 - ILO Geneva

Browse by Types of event:
» ILC
» Governing body
» Reginals Meetings
» Sectoral Meetings
» Seminars
» Workshop
» Conferences
» Symposia
» Campaigns

Or browse by:
» Theme
» Country
» Department
» Field Office

Type of event	Conference
Work Theme	Child Labour
Address	ILO - Rue des Morillons 24 - Geneve , Switzerland
Contact	Mr. Rosas Gianni
Organizer	International Programme on the Elimination of Child Labour: IPEC

Trafficked children, what and where? commercial sex trade, agriculture, service work, street work, industrial labour, entertainment and tourism sectors, armed conflict, South-East Asia, South Asia, Africa, Eastern Europe, The Americas and the Caribbean.

Child trafficking is one of the worst forms of child labour. Although no precise figures exist, an estimated 1.2 million children - both boys and girls - are trafficked each year into exploitative work in agriculture, mining, factories, armed conflict, or commercial sex work.

This terrible form of child exploitation is the focus of growing global concern. On June 12th 2003, the second World Day Against Child Labour, the ILO will focus attention on trafficking in children - everwhere it occurs and in whatever form - to prevent and stop the practice.

It is high time to act. Left unchecked, the number of children trafficked may rise.

Search for:
[ ] »
☑ Restrict to Events
» More search options

See also
Publications
» Combat the trafficking of children (Leaflet), 2002 (pdf 811K)
» Forced labour, child labour and human trafficking in Europe: An ILO perspective (pdf 462K)
» More

Fact sheets
» Facts on Child Labour (pdf 98K)

Stories of trafficked children
» Camel jockeying in the Middle East: Shahid from Bangladesh
» False love leads to prostitution in India: Sunita from Nepal
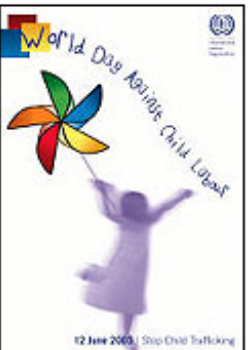» More

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Link to Department Home page
This link leads to an ILO department home page or to an external
web site in case of events organized from other bodies

Links to related information
Only 2 items are listed, for more itemes it is possible to
select the "More" link

→ **Events Advanced search:** it allows to search crossing among them all the browsing criteria

Themes
In list appear only those Themes having at least 1 Activity related (Publication, Event, Standard etc.)

Contextual search

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Child Labour

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Just announced

12 December 2003 - ILO Geneve
World Day Against Child Labour 2003
With over 246 million children working in the world today, World Day against Child Labour is an annual occasion which should one day cease to exist. Commemorations, marches, and other events are planned worldwide.

Forthcoming   » More

18 January 2004 - ILO Geneve
Drama festival of working children
Children from Nepal, Albania and Cameroon prepare for the first-ever drama festival acted by former child workers.

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Contact person

Mr. Rosas Gianni

Languages	English, French
Department	IFP/SEED
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World Day Against Child Labour 2003

12 December 2003 - ILO Geneva

Type of event	Conference
Work Theme	Child Labour
Address	ILO - Rue des Morillons 24 - Geneve , Switzerland
Contact	Mr. Rosas Gianni
Organizer	International Programme on the Elimination of Child Labour: IPEC

Trafficked children, what and where? commercial sex trade, agriculture, service work, street work, industrial labour, entertainment and tourism sectors, armed conflict, South-East Asia, South Asia, Africa, Eastern Europe, The Americas and the Caribbean.

Child trafficking is one of the worst forms of child labour. Although no precise figures exist, an estimated 1.2 million children - both boys and girls - are trafficked each year into exploitative work in agriculture, mining, factories, armed conflict, or commercial sex work.

This terrible form of child exploitation is the focus of growing global concern. On June 12th 2003, the second World Day Against Child Labour, the ILO will focus attention on trafficking in children - everwhere it occurs and in whatever form - to prevent and stop the practice.

It is high time to act. Left unchecked, the number of children trafficked may rise.

Search for:

»

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See also
Publications
» Combat the trafficking of children (Leaflet), 2002 (pdf 811K)
» Forced labour, child labour and human trafficking in Europe: An ILO perspective (pdf 462K)
» More

Fact sheets
» Facts on Child Labour (pdf 98K)

Stories of trafficked children
» Camel jockeying in the Middle East: Shahid from Bangladesh
» False love leads to prostitution in India: Sunita from Nepal
» More

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→ The goal is to harmonize the layout and the navigation at Local (Departments) level with the layout and the navigation at Global level, but leaving to the Department the possibility to customize the Interface (and therefore setting their visual Identity)

→ It is the "Coordination Graphic system" establishing the ILO coordinated corporate identity at the web level.

Local navigation menu
Navigation inside the Department

Header identifying the department

Common header wit the Global navigation