

TAXONOMY RECOMMENDATIONS HIGH-LEVEL EXAMPLE

txhl-anl-xmpl-01 Analyzing March 2015



Proposed Product Categories: Products/Applications/Markets

These factors guided our product categorization:

- The number and type of products available in each category/sub-category
- Real-world terminology that speaks to industry veteran and newcomer alike
- Categories must be broad enough to allow for consistent levels of sub-categorization
- Categories must be narrow enough to minimize confusing redundancies
- Must be able to re-create click path easily, logically, to avoid user confusion/frustration
- Presumed knowledge scale of searchers: Products > Applications > Markets; therefore that order recommended

PRODUCTS The unspoken task logic here is: "I'm looking for _____."

Product Category	Product Sub-Category
Audio Devices	Portable Recorders Professional Headphones A/V Mixers Microphones – wired Microphones – wireless Accessories
Editing Hardware & Software	Music Loop Libraries Software – Audio Editing Software – Video Editing Encoding & Authoring Devices Newsroom Systems
Cameras – Industrial	Smart Cameras Pan/Tilt/Zoom Block Cameras Camera Link IEEE 1394 Monochrome CCD Robotic Accessories
Cameras – Broadcast & Production	XDCAM HDCAM HDV DVCAM CineAlta DigiBeta Betacam Studio
Cameras – Security	CCTV/Analog IP Cameras Accessories
Data Storage Servers	PetaSite SAIT Tape Drives Servers
Media	Solid State Storage Cards Optical Disc Magnetic Tape Videotape - Analog Videotape - Digital Pro Audio Medical Print Paper Photo & Passport Print Packs
Monitors & Displays	LCD Monitors CRT Monitors Medical Grade Plasma Monitors Public Displays Accessories

Printers	Kiosks Photo Printers Passport Medical Printers & Imagers Accessories
Projectors	High Performance Portable Large Venue/Digital Cinema Accessories
Video Recording Devices	Tape Decks Network Recorder Medical Grade Digital Solid State Optical Accessories
Switchers & Routers	Processors Routers Linear Editors Switchers
Video Conference Devices	High Performance Systems Desktop & Set-Top Systems Accessories
Accessories	Audio Camera Monitors & Displays Photo Printers Medical Printer Projectors

APPLICATIONS

Logic: "My workplace needs to implement _____."

Application Category	Application Sub-Category
Video Production	Audio Devices Cameras – Broadcast & Production Data Storage Servers Monitors & Displays Media Video Recording Devices Accessories
Post Production	Editing Hardware & Software Data Storage Servers Monitors & Displays Video Recording Decks Accessories
Digital Signage	Data Storage Servers Monitors & Displays Switchers & Routers Accessories
Security & Surveillance	Monitors & Displays Cameras – Security Video Recording Devices Video Management Software Photo Printers
Photo Printing	Kiosks Photo Printers Passport Monitors & Displays
Digital Archiving	Data Storage Servers Media Video Recording Decks Accessories
Video Conferencing	Video Conference Devices Cameras – Industrial Accessories
Industrial Imaging	Cameras – Industrial Bioscience/Microscopy Robotic Machine Vision Traffic & Mobile Police Lab Automation
Medical Imaging	Cameras Film Printing Hard Copy Printing Monitors & Displays Video Conference Devices Video Recording Devices

MARKETS

Logic: "I'm in the _____ field, and need to find products for my workplace."

Market Category	HYBRID: Product Category (when fitting) and Market Sub-Category
Broadcast	Audio Devices Data Storage Servers Switchers & Routers Cameras – Broadcast & Production Video Recording Devices Editing Hardware & Software
Cinematography	Audio Devices Cinealta Data Storage Servers Production Monitors
Corporate	Data Storage Servers Monitors & Displays Printers Projectors Security & Surveillance Video Conferencing Cameras – Broadcast & Production Workstations Video Recording Devices Photo Printing
Education	Data Storage Servers Distance Learning Monitors & Displays Security & Surveillance Projectors Professional Notebooks Video Conferencing Video Recording Devices Photo Printing
Government	Data Storage Servers Monitors & Displays Professional Notebooks Security & Surveillance Traffic/Mobile Police Workstations Cameras – Industrial Video Recording Devices Photo Printing
Hospitality	Digital Signage Meeting Room Lobby Room/Suite Restaurant/Lounge Security & Surveillance Photo Printing
House of Worship	Distance Learning Monitors & Displays Projectors Security & Monitoring Digital Signage Switchers & Routers Cameras – Industrial Video Recording Devices Photo Printing
Medical	Cameras Printers – Surgical Printers – Radiology Printers – Ultrasound Film Imagers Monitors & Displays Video Recording Devices Security & Surveillance

Photo Printing	Event Photography Passport/Photo ID Retail Photo Portrait Monitors & Displays
Sports	Audio Devices Switchers & Routers Data Storage Servers Post Production Cameras – Industrial Cameras – Broadcast & Production Security & Surveillance Photo Printing
Industrial Automation	Block Cameras Pan/Tilt/Zoom Smart Cameras Camera Link IEEE 1394