

Hierarchy

CS 194H | April 1, 2022

What did we learn from the reading(s)?

Tree, Nest, Stairs

Tagging, can mix and match with multiple tags

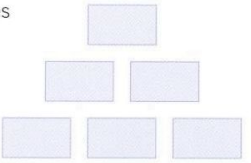
Apple: has tagging but Frankie never uses it (wonder why?? Let's discuss)

Different cases for each: stairs = more complex, nesting = simpler

3 Basic Ways to Represent Hierarchy

1. Trees

Trees



airbnb

Destinations Unique Stays Airbnb Plus Airbnb Luxe Airbnb Monthly Stays Destinations Experiences Experiences by Location

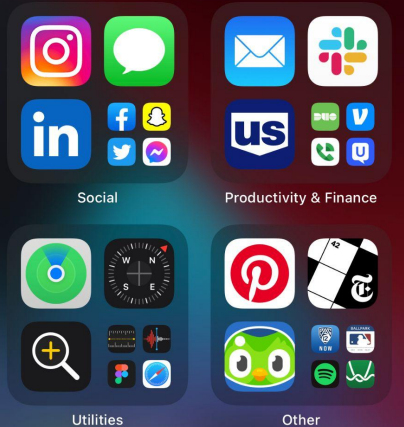

Custom Landing Pages Customer Help pages Resource Center pages Most Common Pages Things to do

Top Destinations

Vacation rentals & Homes in A Coruña	Vacation rentals & Homes in Aachen	Vacation rentals & Homes in Aarhus
Vacation rentals & Homes in Abu Dhabi	Vacation rentals & Homes in Abuja	Vacation rentals & Homes in Acapulco
Vacation rentals & Homes in Addis Ababa	Vacation rentals & Homes in Adelaide	Vacation rentals & Homes in Aegina
Vacation rentals & Homes in Aix-en-Provence	Vacation rentals & Homes in Alanya	Vacation rentals & Homes in Alaska
Vacation rentals & Homes in Albania	Vacation rentals & Homes in Alberta	Vacation rentals & Homes in Albufeira
Vacation rentals & Homes in Algeria	Vacation rentals & Homes in Alghero	Vacation rentals & Homes in Alicante
Vacation rentals & Homes in Almeria	Vacation rentals & Homes in Alsace	Vacation rentals & Homes in Altaia
Vacation rentals & Homes in Amalfi	Vacation rentals & Homes in Amalfi Coast	Vacation rentals & Homes in Americas
Vacation rentals & Homes in Amsterdam	Vacation rentals & Homes in Amsterdam Centrum	Vacation rentals & Homes in Anaheim
Vacation rentals & Homes in Andalusia	Vacation rentals & Homes in Andorra	Vacation rentals & Homes in Andros
Vacation rentals & Homes in Ankara	Vacation rentals & Homes in Anna Maria Island	Vacation rentals & Homes in Anney

2. Nests

Nests



Social

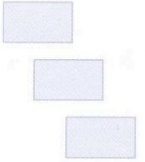
Productivity & Finance

Utilities

Other

3. Stairs

Stairs



My Drive

- ▶ ACE in India - Kristina Inouye
- ▶ Airplane Project
- ▶ Classroom
- ▶ Code.X Materials
- ▼ Coterm!
 - ▶ CS 147
 - ▶ CS 154
 - ▶ CS 247B
 - ▶ CS 278

Tagging

Presentation takeaways

Requires user-imposed structure

Multiple tags = attributes

Document-based, no pressure to sort into a single spot

Where to find tagging: Social media, Notion, Photos, Email, GoodReads, clothing sites

Hierarchy

Presentation takeaways

Organizing with a set structure

Agreed upon structure, high familiarity

Parts all contribute to a whole, single context (e.g. Amber's email design)

Tagging

(+) Pros:

Fast; shorter number of clicks

Flexible, less decision stress

Lives in multiple locations

(-) Cons:

Barrier to entry: user needs initial knowledge

Recall instead of recognition (heuristic violation)

Can get out of hand quickly with multiple contributors with lots of information

Hierarchy

(+) Pros:

Maps clearly to mental models and user metaphors

Controllable, structured

Clearly displays relationships

(-) Cons:

Visibility issues, hides information

High lock-in/switching costs

Single mental model might not work for everyone

Recap: Web 1.0 vs. Web 2.0 vs. Web 3.0

1.0 = static, a few users produce content for many to consume (READ)

Ex. watch videos, read articles, etc.

2.0 = READ and WRITE, crowdsourcing, users contribute to content creation

Ex. Social networks**

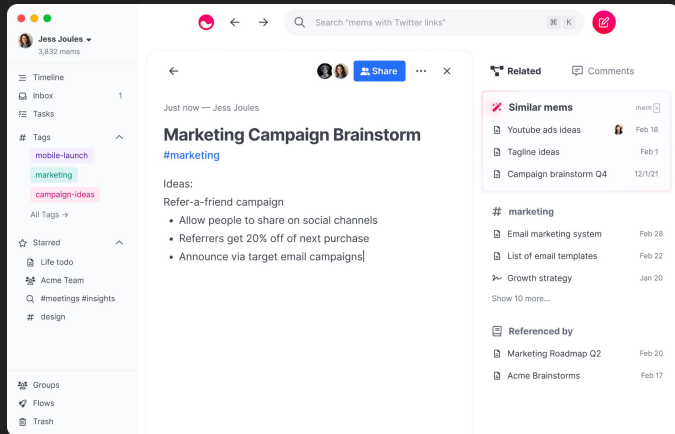
3.0 = decentralized, open, tokenomics, blockchain technology

Ex. NFTs, crypto, play-to-earn gaming, DAOs

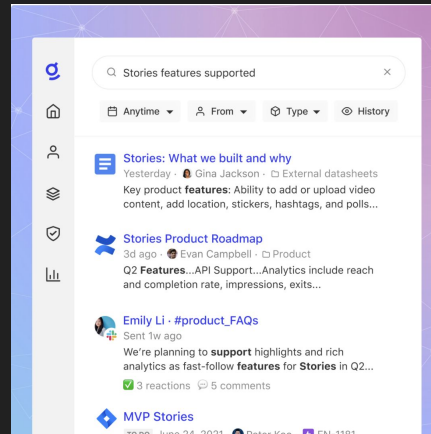
** Why is tagging a web 2.0 creation? → TONS of new info added to the Internet!

Changing Landscape of Info Organization

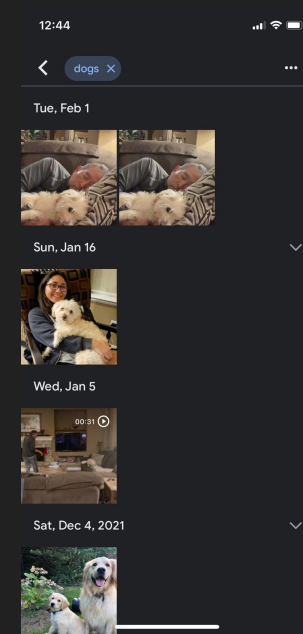
Memlabs – Self Organizing



Glean – Centralization



Google Photos – CV



Notion – Item-based