

Labeling architecture in a regulated medical device company

Strategy, content reuse, and complexities to be addressed

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“The deliberate organization of the structure of a group of labeling parts, designed to achieve a set of goals that typically include cost savings, content reuse maximization, and ease of use.” --Respondent

Methodology:

Six interviews collected information on:

- Strategy behind labeling architecture
- How it supports content reuse
- Complexities to be addressed during a labeling architecture project

Respondents:

- Worked for the same major medical device company.
- Were technical writers (one respondent was an information technology systems analyst)

Research studies: Theories that support content architecture and information architecture also apply to labeling architecture.



What is Labeling architecture?

Labeling architecture organizes pieces of labeling to ensure ease of information location and use for its audience, and it also characterizes those labeling pieces for effective use and reuse by audiences. Information is categorized according to different criteria.

- How can technical writers develop a strategy for labeling architecture?
- Why is labeling architecture important for content reuse?
- What complexities should be addressed?

Findings

Strategy: Labeling architecture:

- Saves money
- Is defined by its content structure
- Reduces redundancies, resulting in increased accuracy

Content reuse: Reduced redundancies = effective content reuse.

Reduced translations also suggest labeling architecture is a good business decision.

Complexities:

- Usability/human factors concerns
- Global audience complexities
- Design considerations
- Project management and business-driven complexities