The role of software developers

➢ To listen to the people with the ideas
➢ To listen to the people in the workplace
➢ To listen to the end users (your customers)
➢ To make their dreams a reality

What is Capture?

➢ Capture is a completely web-based media management, business and e-commerce system aimed at streamlining workflows – and giving end users (buyers) what they want
➢ Part of the system is Capture Keyworder
➢ Seriously powerful keywording system
➢ Used this as basis for proposed user interface
Areas in the system to adapt

- System admin – setting up the tree (CV)
- Keywording user interface – doing the work
- What it is all for – applying logic to front-end

Workplace scenarios to embrace

- Agency with no CV at all
- Agency with mature CV
- Agency somewhere in between
- Agency who outsources keywording
- Agencies who distribute their content
- Agencies who aggregate content
Things to take into account

Make the new functionality . . .

- Extensible – to accommodate new ideas
- Flexible – to accommodate new users
- As small a footprint as possible
- Make the software do the heavy lifting
- Look for anything that is predictable . . . automating as much as possible

Creating the tree (CV) in Capture

- Point to IPTC CV and simply import it
- Capture will build a background import routine
- Predicates and organisational categories accommodated
- Can be multilingual
Make the tree do the work

Skip and stop, show on web, catchall field mappings … and now rdf predicates.
Existing trees can have properties applied. Could also set up defaults …

Upticking, “physical activity” – could be organisational, web category, or keyword.
No need to RDF predicates on lower levels.
Applying RDF predicate behaviour

Good that the RDF behaviour is at least partly predictable. Concepts are always attributes, so Capture can make the decision for the user.

Keywording interface

Upticking applies all above except ‘skips’; newly added in blue; then reverts to alphabetical.
New RDF properties at top – ‘Shows’ single built structure.
Adding more keywords via tree

Adding religion, uptick behaviour, new word appears in blue – ‘Is about’ religion

Adding more keywords - typing

Type mosque – decide whether Shows or Is About (default property set up in tree).
Also make the term ‘active’ – so subsequent keywords are associated with it.
Predictable that Attribute of real world object only has ‘Attributes’ – so no users action required.
Now focus on Keyword Preview pane on left.

Keeping related words together

- Automate as much as possible by using ‘active’ terms when applying keywords and synonyms
- Also drag-and-drop to rearrange dependencies if necessary
Front-end search enhancement

- Filters can help more accurate searches
- Natural language searching facilitated
- Multi-lingual searching becomes possible if IPTC CV incorporates other languages

Slicing, dicing and linking metadata

Now growing number of ways metadata needs to be grouped or linked . . .

- The tree itself – orange (colour); orange (fruit)
- Related words – sea, sand (speed)
- Splitting keywords and synonyms (agents)
- New RDF predicate link – including ‘cluster’ of associated terms (dependencies) and attributes (Tall man holding red box with short woman carrying blue handbag)
Thank you for listening

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