



# Bynder Taxonomy Approach and Exercises

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# Taxonomy Approach

## What is taxonomy?

Taxonomy is a scheme of classification used to categorize and organize digital assets. It is the data structure on which the Digital Asset Management (DAM) System relies to make assets findable through searching and filtering.

Designing a portal's taxonomy is the first priority in the implementation process because the taxonomy is the "backbone of the portal." It contains categories that are used to label, or *tag*, assets with specific information, known as *metadata*, so that assets can be easily found in the DAM.

## How does taxonomy work in Bynder?

Your Bynder Implementation Team will begin designing your taxonomy with a few core categories in mind. These core categories are implemented as a best practice in all Bynder DAMs. Your team will work with you to develop additional categories that your end-users will need to find assets in the DAM. These categories will be informed by your organization's use case, your team's responses to the [Taxonomy Exercises](#) below, and Bynder's best practice schema and recommendations.

## What are the benefits of Bynder taxonomy?

A common approach to taxonomy is to create a *nested taxonomy*, which is a hierarchy of parent categories containing multiple levels of subcategories, such as in a computer folder structure. End-users are only able to access subfolders by first clicking into the parent folder and high-level subfolders that contain them.

**Why does this fail?** Following a singular pathway to an asset is not intuitive to the end-user, making the user's search experience unproductive.

**The Bynder approach to taxonomy** is to create a *non-nested taxonomy* that allows for multi-faceted searching, which is conducted by applying any combination of facets, or *filters*, to narrow down the results in the DAM. These filters are shaped by the categories in the taxonomy and ultimately allow end-users to easily browse and search for assets in the DAM.

**Why does this work?** Multi-faceted search provides end-users with multiple pathways to an asset, meaning that five different end-users will be able to find the same asset in five or more different ways.

# Taxonomy Exercises

## Probing Questions

Please respond to the following:

1. How do users currently search for assets in your current organizational system? (i.e. Click through folders on shared drive, “I ask the designer to email assets to me.”)
2. What are the pain-points your organization experiences when searching in your current organizational system? How would users in the organization like to find assets?
3. What high-level categories of information would be useful for your organization to search or filter on? (i.e. Department, Product, Region, Year)
4. Does your organization use a file naming convention? If so, what does it signify?
5. Please consult the “Asset Audit” section of the Pre-Implementation Document you received for the following questions.
  - a. What types of assets will be stored in the DAM?
  - b. Please describe the content of the assets, when applicable. (i.e. Contains product shot, brand guidelines for the Marketing team, historical/inactive)
  - c. Please describe how users will potentially use the assets, when applicable. (i.e. On social media, in a marketing campaign, to share with others in the organization)

Some facts

# About Bynder

Bynder is award-winning marketing software that allows brands to easily create, find and use content, such as documents, graphics and videos. More than 150,000 brand managers, marketers and creatives use Bynder's brand portals every day to collaborate globally in real-time, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is established globally with headquarters in Amsterdam and offices across the Netherlands, UK, US, Spain and UAE.



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