TheNetwork
A brief overview

Business, government, civic groups and citizens all use the network to communicate.

Government can be more efficient by communicating more effectively with citizens

Businesses can communicate with customers more effectively, and gain access to new markets and business opportunities--which creates jobs.

Community and civic groups can communicate more effectively with their members, increasing participation in community affairs.

The network is a communications medium
No one cares about the technology

The network starts with people

People create content and share it with others

Content can be an email, a Web page, music, a video, or even a phone call

People

Content

Infrastructure

Services

Infrastructure is the "stuff" of the network--cables, towers, duct, fiber, and electronics that carry the physical signals

Services like email and the Web enable the transfer of content from the sender to the receiver

DESIGN NINE
information architecture in practice

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