

from zero to

DA**M**!

AMIA2013 Richmond, VA

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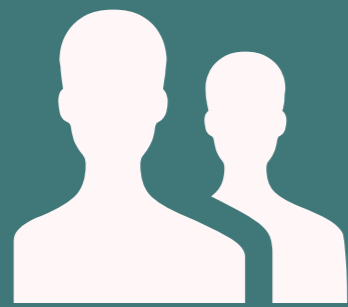
1. APPROACH

We are planning to digitize our collections and need a new database to manage them.

What tool should we use 

STEP 1

Recognize that technology is
just a small part of the issue



45%

+



45%

+



10%

STEP 2

Get all the stakeholders involved



archives



IT



production



education



PR



STEP 3

Ask the right questions



—% Match
—% Friend
—% Enemy

BigDaddyC_taco

24 / M / Straight / Single
Chicago, Illinois

Message Him

Join OkCupid

Find better matches

with our advanced matching system

About Photos The Two of Us Personality

My self-summary

I'm a young, ambitious, sexy and outgoing individual. I love traveling, having recently been to South America and through the southern states on a road trip with friends. I'm a very caring/emotional person. I enjoy anything artistic/expressive and I'm always up for new activities. Also, I've been told I'm too perfect.

What I'm doing with my life

- Working at a marketing company in Chicago. Hectic, but manageable.
- Volunteer on South Side of Chicago (Pilsen, Little Englewood).
- Writer for the most entertaining site ever known Plaid Tie (theplaidtie.com).
- Constant traveler (upcoming trips include Bolivia, South Carolina and Puerto Rico).

I'm really good at

- Listening to how your day went.
- Carrying heavy, bulky items in my all-too-snug, deep-cut V-

His Details

Last Online	July 25
Ethnicity	Hispanic / Latin
Height	6' 0" (1.83m).
Body Type	Average
Diet	Mostly anything
Smokes	No

IS HE AT LEAST 5'10"?

about it	
Sign	Gemini but it doesn't matter
Education	Working on college/university
Job	Sales / Marketing / Biz Dev

“The Google of online dating”
— The Boston Globe

“The best free dating site”
— About.com

“A favorite hangout for internet goers”
— The Village Voice

“Pretty legit”
— Some guy on Yelp

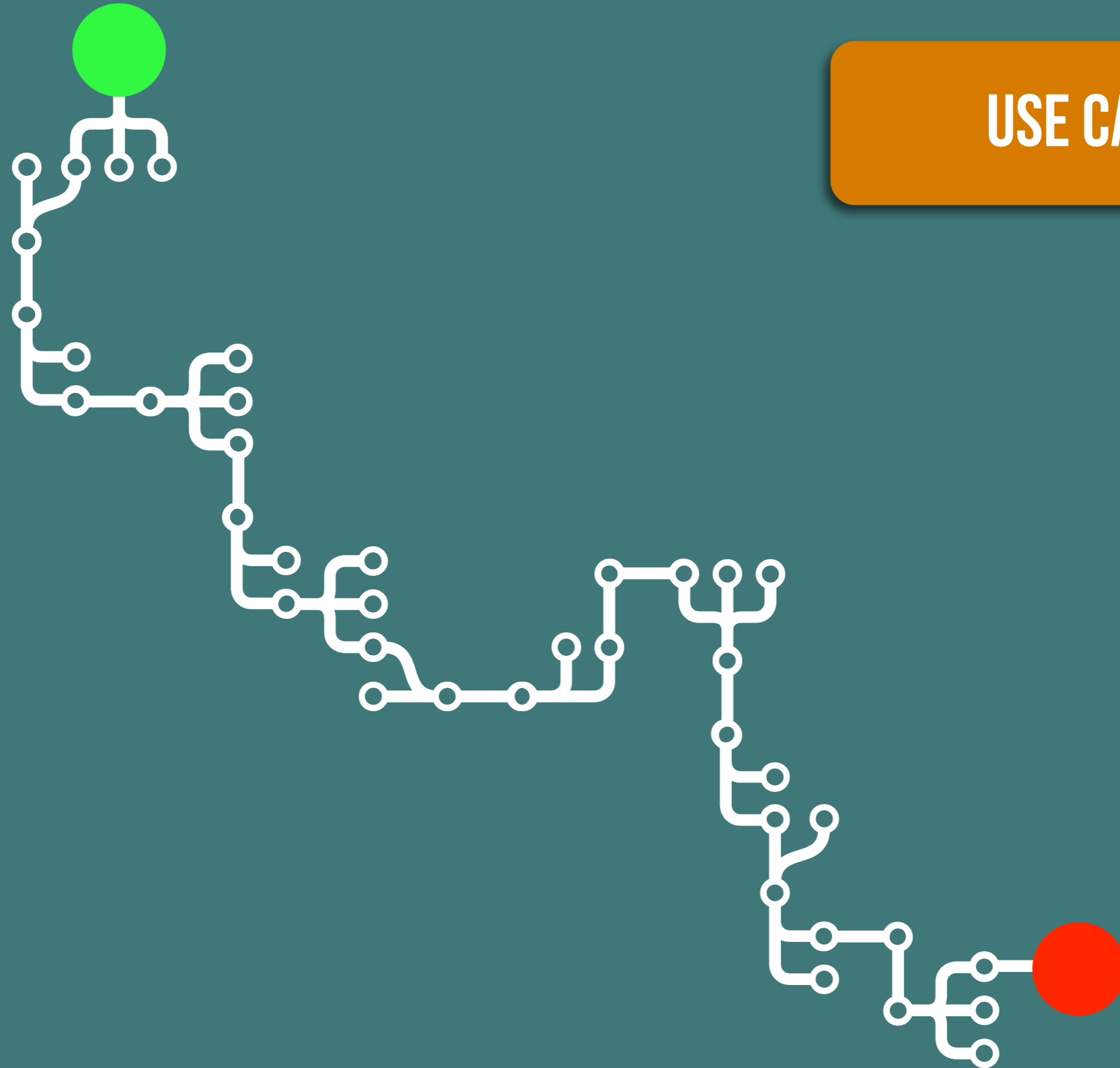


HOW DOES YOUR SOLUTION DO X?

STEP 4

Determine concrete
goals and objectives, aka
USE CASES

USE CASE 1



STEP 5

Don't select by the label



STEP 6

Remember, everything
takes longer than you
think it will

WORLD

U.S.

N.Y. / REGION

BUSINESS

TECHNOLOGY

SCIENCE

HEALTH

SPORTS

OPINION

Road Work Ahead, Forever



Todd Heisler/The New York Times

The Brooklyn-Queens Expressway as seen from Brooklyn Heights. The expressway is highly congested, making it difficult to repair.

By LIZ ROBBINS

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THANK YOU!



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