



Case Study: Information Mapping® at the Region of Peel



Testimonial:

“Using the Information Mapping principles and techniques our writers now take the time to analyze the needs of our readers and have stopped producing documentation for the sake of documentation. We’re now confident our clients can quickly find and easily understand the information they need.

The Information Mapping method has been a welcomed addition to our communication strategy and absolutely worth every dollar we spent.”

Rina Macdonald
Supervisor, Learning
and Performance
Development
Region of Peel

About the Region of Peel:

Situated in the heart of southern Ontario's major urban centres, the Region of Peel is the second largest municipality in Ontario, with a population of over one million. The mandate of Ontario Works in Peel (OWIP) is to provide employment, financial and support services to assist residents of Peel to attain as independent and as stable a role in the community as possible.

Their Situation:

In early 2006, the Region of Peel’s Ontario Works, Program Business Support Unit (PBSU) surveyed their users and clients on the quality of their information products. Not pleased with the results, clients had indicated that they often had difficulty finding the information they needed in policy, program overview, and procedure documents due to length and complexity. PBSU knew they could do better.

What Was Done:

PBSU engaged Information Mapping Canada (IMC) and training a small group in the 3 day Developing Usable Content & Documentation seminar. IMC worked closely with PBSU to design documentation standards and best-practices that were subsequently added to and taught during their next seminars.

The Results:

Information Mapping is now the divisional writing standard for creating online process, procedure and policy documents that are easy to read and understand. As the PBSU trained others in the Method, they recognised the need to ensure consistency from writer to writer and developed an internal Style Guide based on the Method describing

- how documentation must be structured and formatted, and
- where to find templates and forms.