

# REEF

HMT Naming Exercise

# Summary

## The Ask

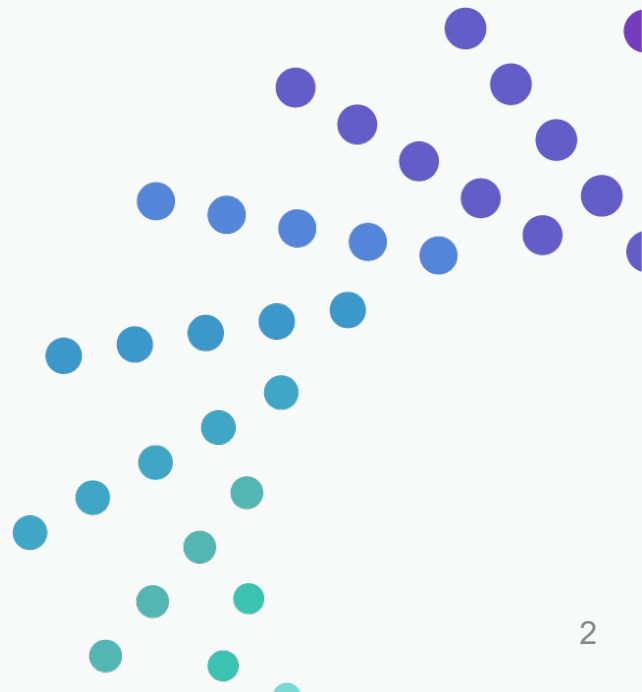
- 1) Design a name to replace “Hierarchy Management Tool” (aka HMT).
- 2) Provide a POV on naming the levels and “nodes” within the hierarchy itself.

## Recommendation

Adopt a name that is:

- Relevant, familiar, simple
- Broad enough to allow vertical growth
- Sticky enough if commercialized

**We’re proposing five options that fulfill that criteria.**



## Proposed naming options

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**Network Tagging System (NTS)**

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**Network Builder**

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**Network IQ**

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**REEF IQ**

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**Business IQ Map**

# Rationale

We mined from  
a pool of terms  
that fulfill our  
criteria



Relevant, familiar, simple

Broad enough to allow vertical growth

Sticky enough if commercialized

## Network

*an interconnected or interrelated chain, group, or system*

## Tag

*something used for identification or location*

## System

*a manner of classifying, symbolizing, or schematizing*

## Build

*to develop according to a systematic plan, by a definite process, or on a particular base*

## IQ

*proficiency in or knowledge of a specified subject; acuity; capacity*

## Map

*diagram or other visual representation or delineation; to be assigned in a relation or connection*

## Business (REEF)

*Commercial enterprise; role or function*

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## Network Tagging System (NTS)

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## Network Builder

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## Network IQ

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## REEF IQ

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## Business IQ Map

# POV on nomenclature for hierarchy levels

We recommend not giving the levels and nodes analogous names (such as tree, branch, leaf, etc).

Instead, use common terms like "levels," "layers," etc., define them clearly, and apply them consistently.

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## Rationale:

There's not clear value to using an analogy and no connection to the proposed names.

Risks creating noise and potential confusion for the user.

Conflicts with the naming criteria.

## Considerations:

Explore adding a legend as reminder of level descriptions.

Provide clear user guidance for what to consider when defining new levels.

Conduct user testing to learn if an analogous labels resonate with users.

"Branch" is an outlier and could be used without confusion.

Eliminate "node" as that is more of a developer term.



# APPENDIX

## Term exploration

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App

Canvas

Catalog

Classification

Collection

Configuration

Connect

Data Hierarchy

Data Index

Data Inventory

Data

Directory

Fusion

Governance

Group

Group

Index

Inventory

Inventory

IQ

Link

Map

Match

Mix

Network

Organize

Registry

Tagging

Taxonomy

