



**Welcome!**

**@karenmcgrane**

**O**nce  
upon  
A time...

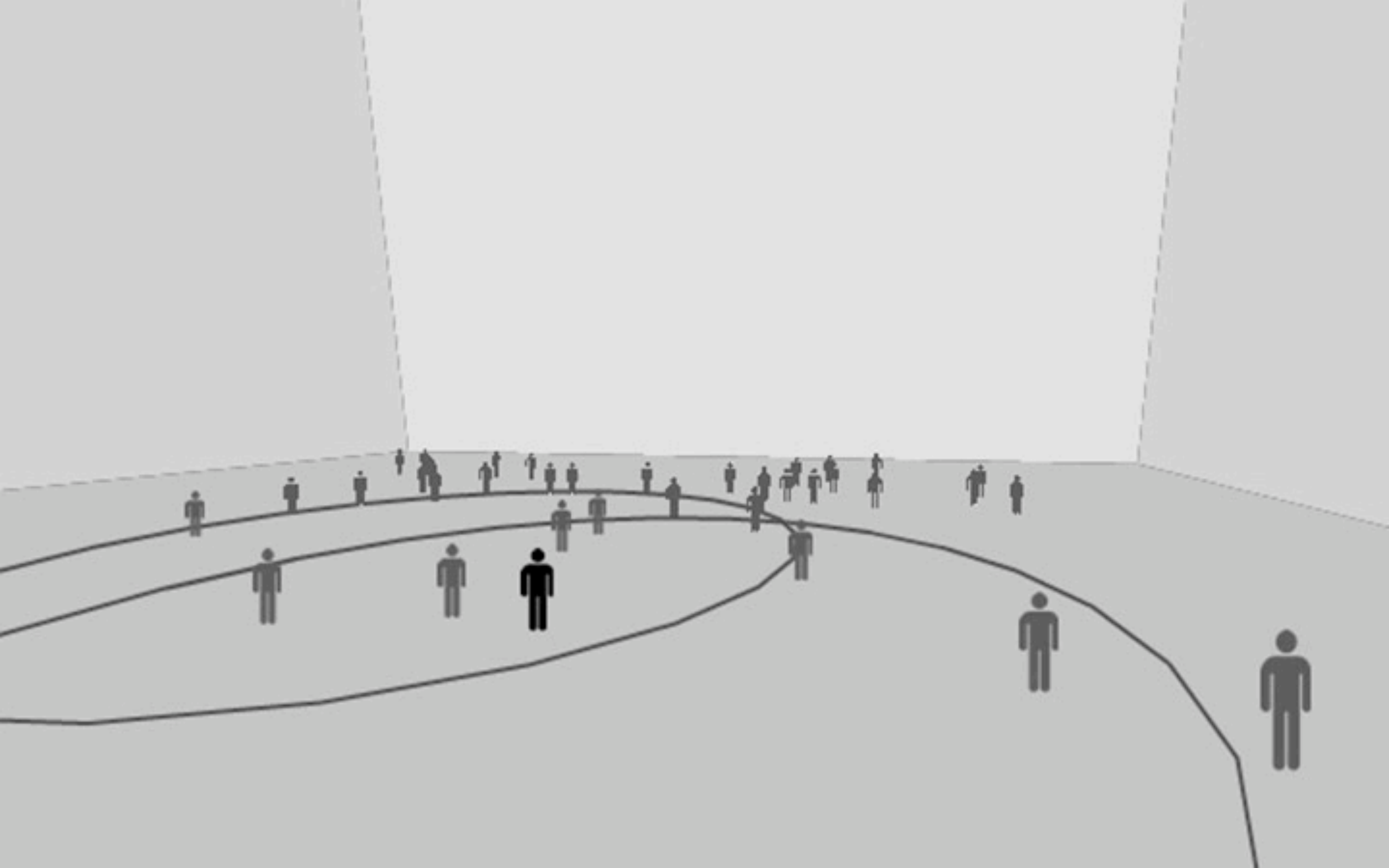




By King's Decree  
There shalt be  
created the finest  
Gallery in all the  
Land, such that  
Artists & Crafts-  
Men can Display  
& Sell their Wares.



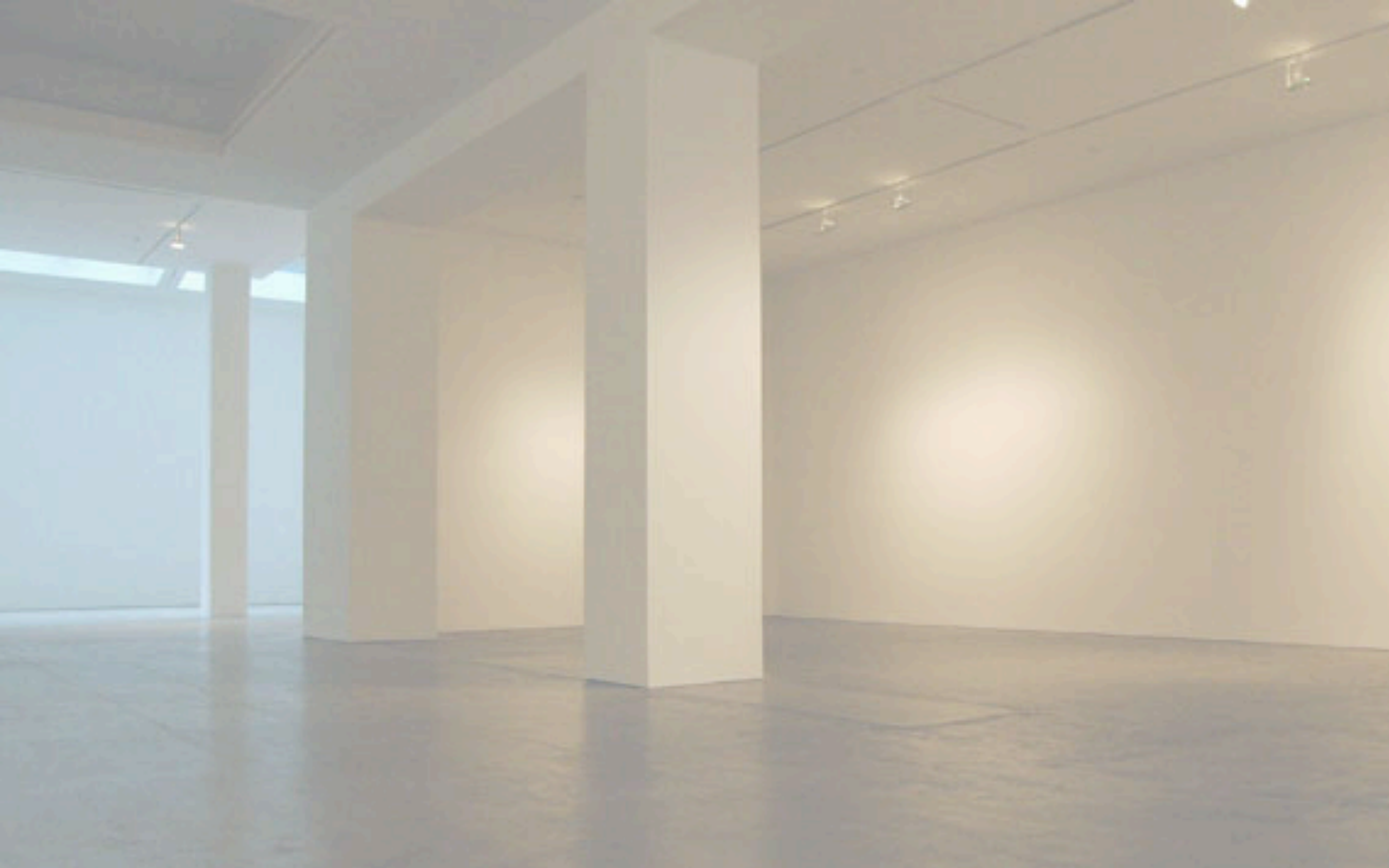




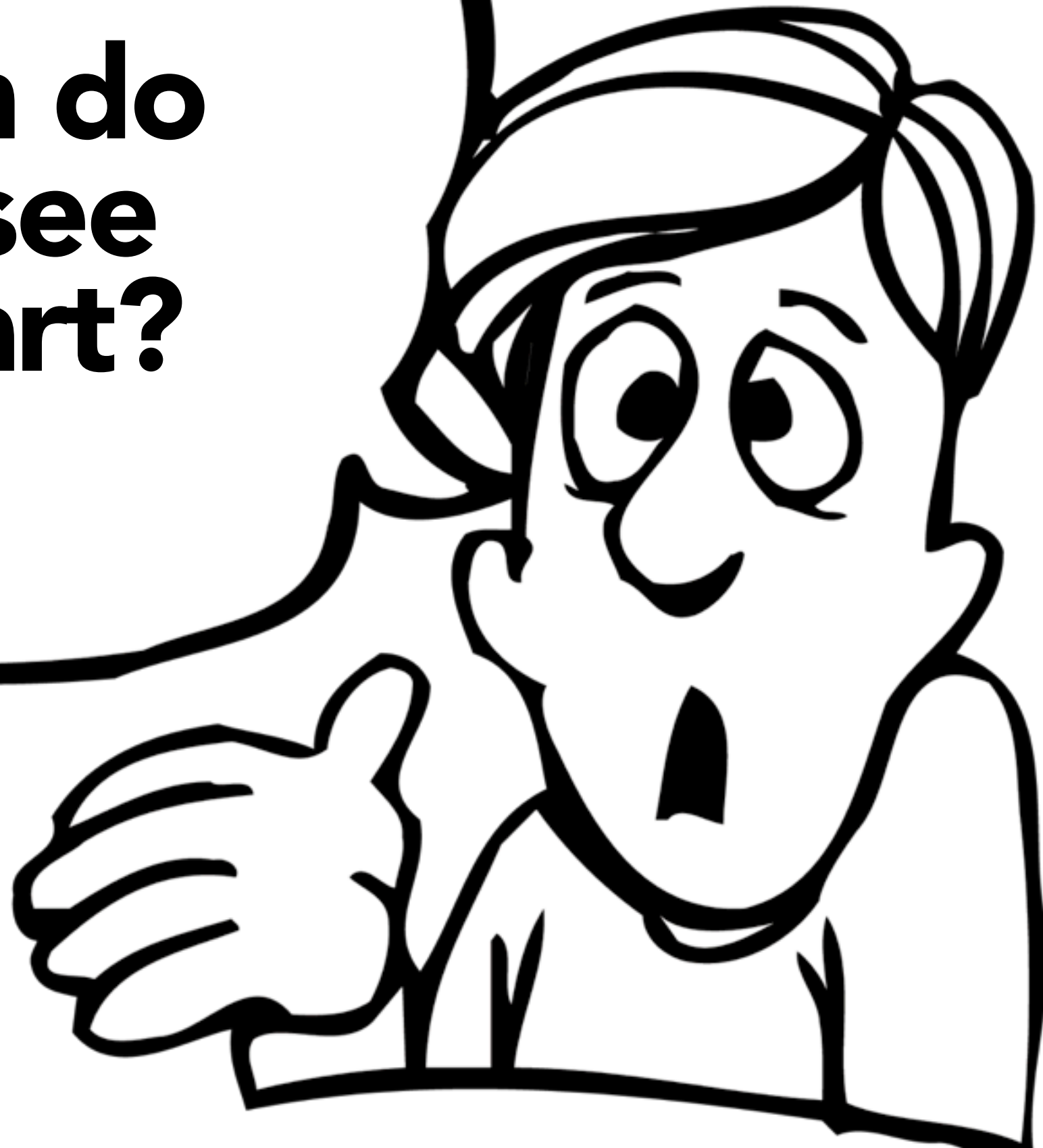


**what  
about  
the art?**





**when do  
we see  
the art?**



Week:	1	2	3	4	5	6	7	8	9	10	11	12
<b>Gallery Strategy and Research</b>												
Kickoff meeting/Stakeholder interviews	█											
Audit of current architecture and metrics	█											
User interviews		█										
Requirements definition			█									
<b>Site Architecture</b>												
Gallery map creation				█								
Frame selection					█							
Frame matting						█						
<b>Information Design</b>												
Moodboards and design explorations					█							
Wall paint color selection						█						
Wall card design							█					
<b>User Testing</b>												
Screener development and recruiting							█					
Test facilitation								█				
Analysis of findings									█			
<b>Art Management System Development</b>												
Template development										█	█	
Document specifications										█		
Art Migration											█	
Testing and launch												█
<b>Additional Activities (not included)</b>												
Artistry and craft-making												







**WHERE IS  
THE ART?**





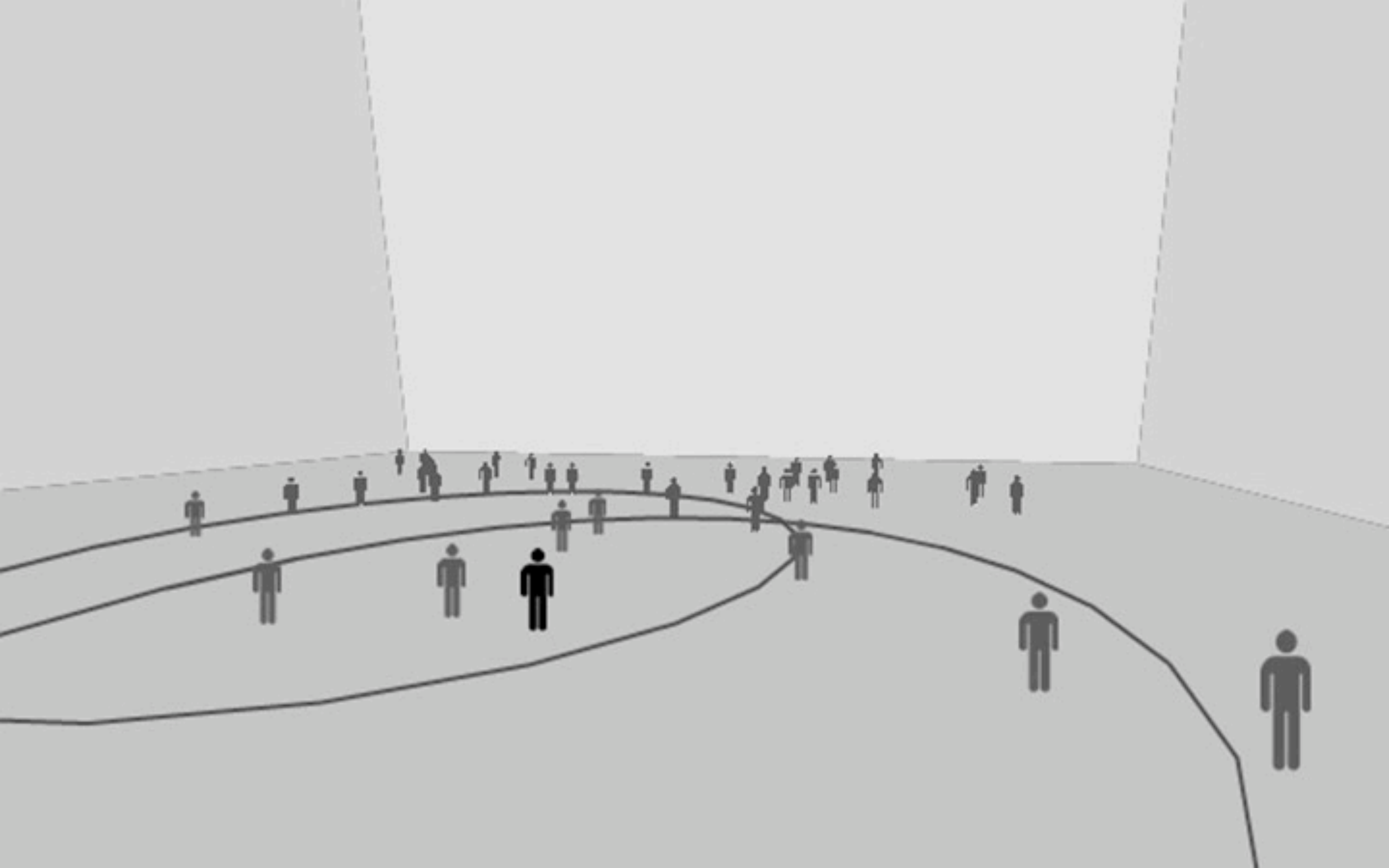


**DISASTER  
STRIKES!**









**YOU WOULDN'T BUILD  
A GALLERY THIS WAY.**

**WHY WOULD YOU BUILD  
A WEBSITE THIS WAY?**

# TWO BIG PROBLEMS



**Organizations invest tremendous resources on developing the framework for a great user experience — fabulous design, robust content management infrastructure.**

**Yet when it comes to the content itself, there's often a gap.**

**The end result is that the value proposition for customers can't be delivered because the content is insufficient, inadequate, and inappropriate.**



**— RAHEL BAILIE**

**We already have  
most of the content.**

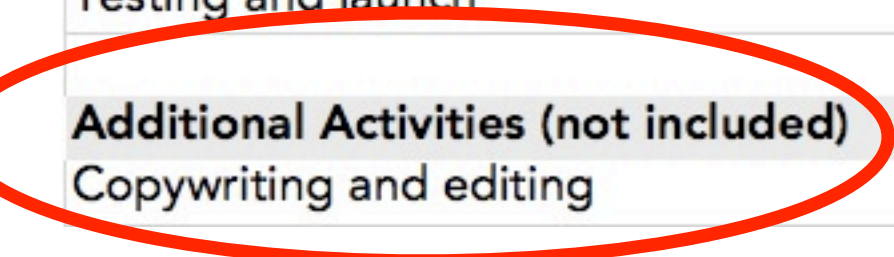
**Copywriting just isn't  
that big of a deal.**

**We can figure the  
content out later.**

**We pretty much know  
what we want to say.**

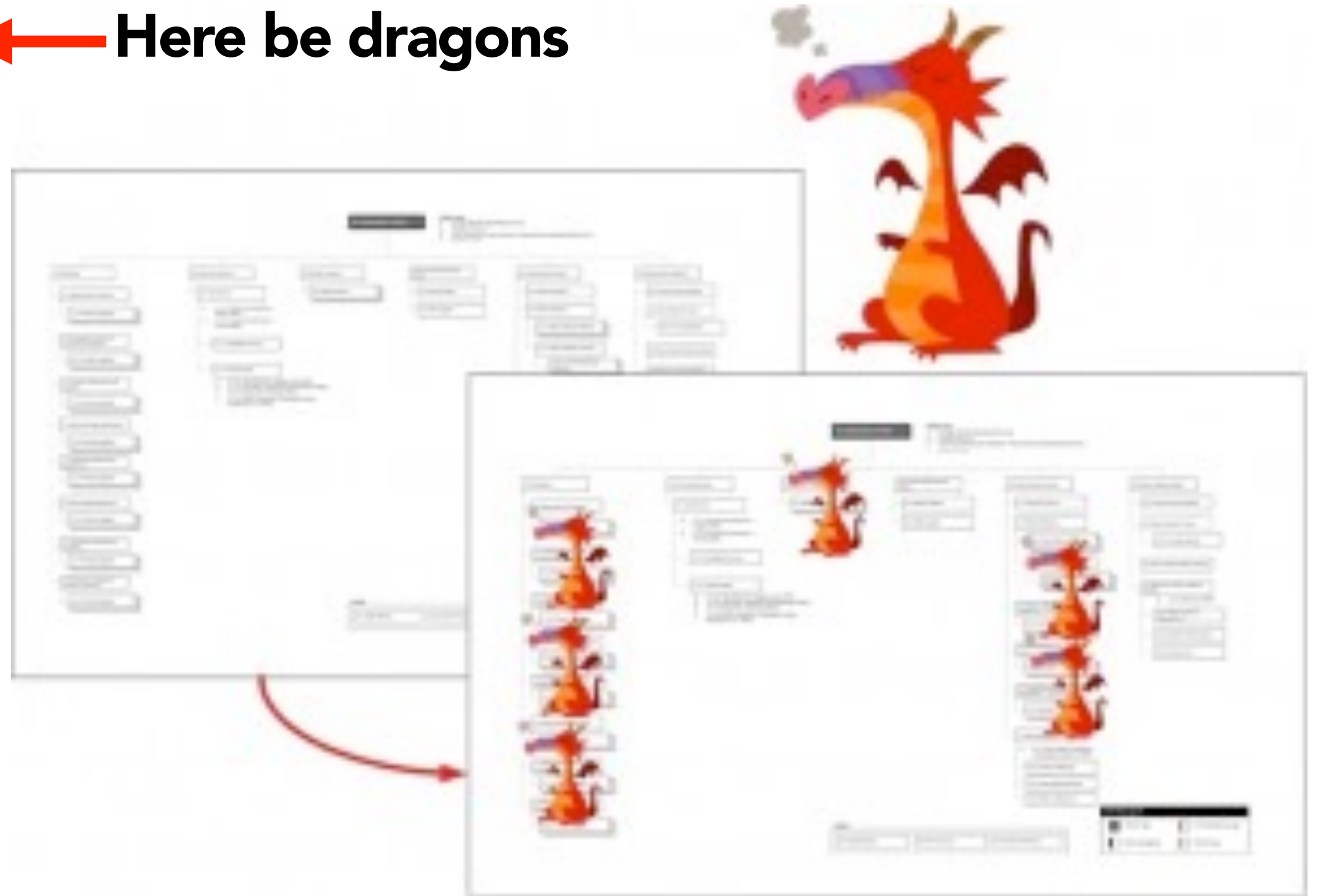
**Our marketing team is  
handling the content.**

Week:	1	2	3	4	5	6	7	8	9	10	11	12
<b>User Experience Strategy and Research</b>												
Kickoff meeting/Stakeholder interviews	█											
Audit of current architecture and metrics	█											
User interviews		█										
Features and functionality definition			█									
<b>Information Architecture</b>												
Site map and page inventory				█								
Interaction modeling					█							
Detailed wireframes						█						
<b>Visual Design and Front End Prototype</b>												
Moodboards and design explorations					█							
Design comps						█						
Design production							█					
Front end prototyping												
<b>User Testing</b>												
Screeners development and recruiting							█					
Test facilitation								█				
Analysis of findings									█			
<b>Templates and Documentation</b>												
Template development										█	█	
Document specifications										█		
Content Migration											█	
Testing and launch												█
<b>Additional Activities (not included)</b>												
Copywriting and editing												



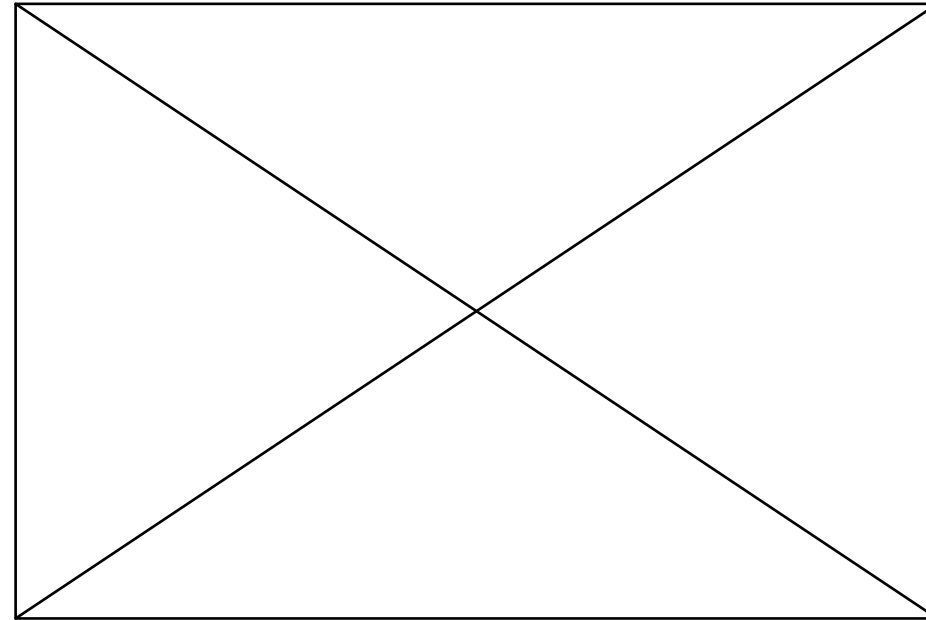
- 3.1 Find Our Store
- 3.2.X Product Information
- 3.3 Return Policy

← **Here be dragons**

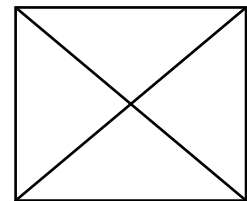


## Feature Name

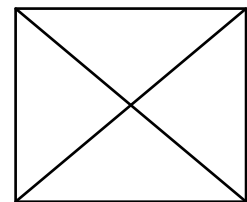
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore.



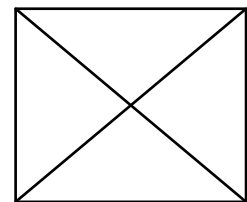
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.

**Find out more about:**

**[Feature Name](#) | [Feature Name](#) | [Feature Name](#) | [Feature Name](#) | [Feature Name](#) | [Feature Name](#)**

**IT'S TIME TO GIVE CONTENT  
THE ATTENTION IT DESERVES.**

# OUR TIME TOGETHER

**What's Content Strategy?**

**Why Content Strategy?**

**How Does One Do Content Strategy?**

Exercise 1: Product Strategy

Exercise 2: Content Planning

Exercise 3: Content Audit

Exercise 4: Content Modeling

**WHAT WE TALK ABOUT  
WHEN WE TALK ABOUT  
CONTENT**

# Word

From Wikipedia, the free encyclopedia  
(Redirected from [Words](#))

*For other uses, see [Word \(disambiguation\)](#).*



This article **needs additional citations for verification**.

Please help [improve this article](#) by adding [reliable references](#). Unsourced material may be [challenged](#) and [removed](#). *(November 2006)*

A **word** is the smallest free form (an item that may be uttered in isolation with [semantic](#) or [pragmatic](#) content) in a [language](#), in contrast to a [morpheme](#), which is the smallest unit of meaning. A word may consist of only one morpheme (e.g. [wolf](#)), but a single morpheme may not be able to exist as a free form (e.g. the [English plural](#) morpheme [-s](#)).

Typically, a word will consist of a [root](#) or [stem](#), and zero or more [affixes](#). Words can be combined to create other units of language, such as [phrases](#), [clauses](#), and/or [sentences](#). A word consisting of two or more stems joined together form a [compound](#). A word combined with an already existing word or part of a word form a [portmanteau](#).

*Word* may refer to a spoken word or a written word, or sometimes, the abstract concept behind either. Spoken words are made up of [phonemes](#), and written words of [graphemes](#).

[Contents](#) [\[show\]](#)

## Definitions

[\[edit\]](#)

*Further information: [Lexeme](#) and [Lemma \(linguistics\)](#)*

Depending upon language in question, it can be either easy or difficult to identify or decipher a word. [Dictionaries](#) take upon themselves the task of categorizing a language's [lexicon](#) (i.e., its vocabulary) into [lemmas](#). These can be taken as an indication of what constitutes a "word" in the opinion of the writers.

## Semantic definition

[\[edit\]](#)

[Leonard Bloomfield](#) introduced the concept of "Minimal Free Forms" in 1926. Words are thought of as the smallest meaningful unit of speech that can stand by themselves.<sup>[1]</sup> This correlates phonemes (units of sound) to [lexemes](#) (units of meaning). However, some written words are not minimal free forms, as they make no sense by themselves (for example, *the* and *of*).<sup>[2]</sup>

## Features

[\[edit\]](#)

In the [Minimalist](#) school of [theoretical syntax](#), words (also called *lexical items* in the literature) are construed as "bundles" of [linguistic features](#) that are united into a structure with form and meaning.<sup>[3]</sup> For example, the word "bears" has semantic features (it denotes real-world objects, [bears](#)), [category](#) features (it is a noun), [number](#) features (it is plural and must agree with verbs, pronouns, and demonstratives in its domain), [phonological](#) features (it is pronounced a certain way), etc.

## Word boundaries

[\[edit\]](#)

The task of defining what constitutes a "word" involves determining where one word ends and another word begins—in other words, identifying word boundaries. There are several ways to determine where the word boundaries of spoken language should be placed:

- Potential pause:** A speaker is told to repeat a given sentence slowly, allowing for pauses. The speaker will tend to insert pauses at the word boundaries. However, this method is not foolproof: the speaker could easily break up polysyllabic words.



WIKIPEDIA

# TEXT

navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

search




interaction

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- [Community portal](#)
- [Recent changes](#)
- [Contact Wikipedia](#)
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- [Help](#)

toolbox

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- [Related changes](#)
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- [Беларуская \(тарашкевіца\)](#)
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- [Български](#)

# IMAGES

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HOME TODAY'S GLOBE **NEWS** BUSINESS SPORTS LIFESTYLE A&E THINGS TO DO TRAVEL CARS JOBS HOMES

## The Big Picture

News stories in photographs

[FAQ](#) | [About](#) | [RSS](#)


By Alan Taylor

### RECENT ENTRIES

- [Holi 2010 - 03.03](#)
- [Chile, three days later - 03.02](#)
- [Vancouver 2010, part 2 of 2 - 03.01](#)

Translate into:  Powered by [Google™ Translate](#)

(Hint: Use 'j' and 'k' keys to move up and down)

 **113** comments

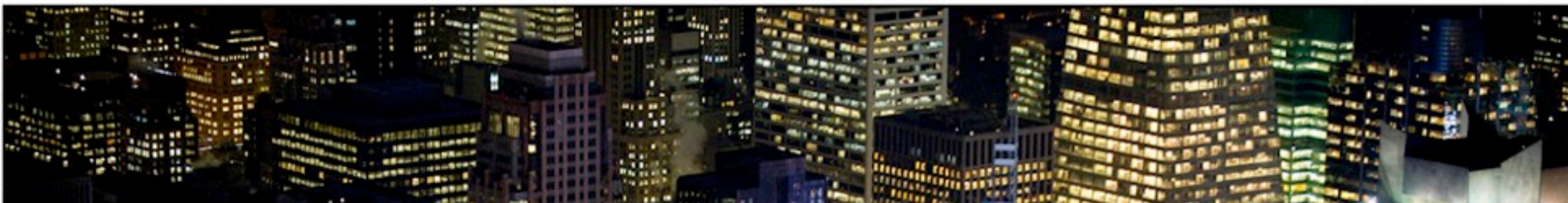
March 5, 2010

 [Email to a friend](#)  [Permalink](#)

 ShareThis

## NYC and Las Vegas from above, at night

Photographer Jason Hawkes, a frequent contributor to the Big Picture blog, returns today, sharing with us some of his latest images of American cities seen from above at night - New York City and Las Vegas, both cities that undergo significant transformations after the sun goes down. From Hawkes: "The images of New York were shot on Nikons latest camera, the D3S, using three gyro stabilizing mounts and flown using twin star helicopters. (Eurocopter AS355). We flew from heights of just over 500 ft up to 2,500-ft with no doors on, it was very very cold. The images of Las Vegas were shot for a separate project, using a range of helicopters from a Robinson 44 to Eurocopter AS355". Be sure to see Hawkes' earlier entries here ([1](#), [2](#), [3](#)), and check out his newly-released book "[London at Night](#)". A book of his New York at night photos is due for publication in the Autumn. Captions provided by the photographer. **(20 photos total)**



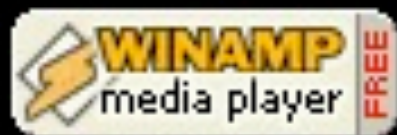
# AUDIO

**Audio Archives**

**OFF THE HOOK**

**SERVICE NOTE!**

**Streams are now in  
MP3 format.**



**OFF THE HOOK** airs every  
Wednesday at 7:00 PM EST in New

**We've set up two ways to  
download our audio files.**

Users with Lynx and  
browsers that don't support  
streaming audio can  
download the files and play  
them locally.

Select the file marked "L".  
Users with faster  
connections and support for  
streaming audio select the  
file marked "S".

You can download copies of  
"Off The Hook" here by  
simply clicking on the show  
you want. You will need an  
**MP3 player** to hear them.

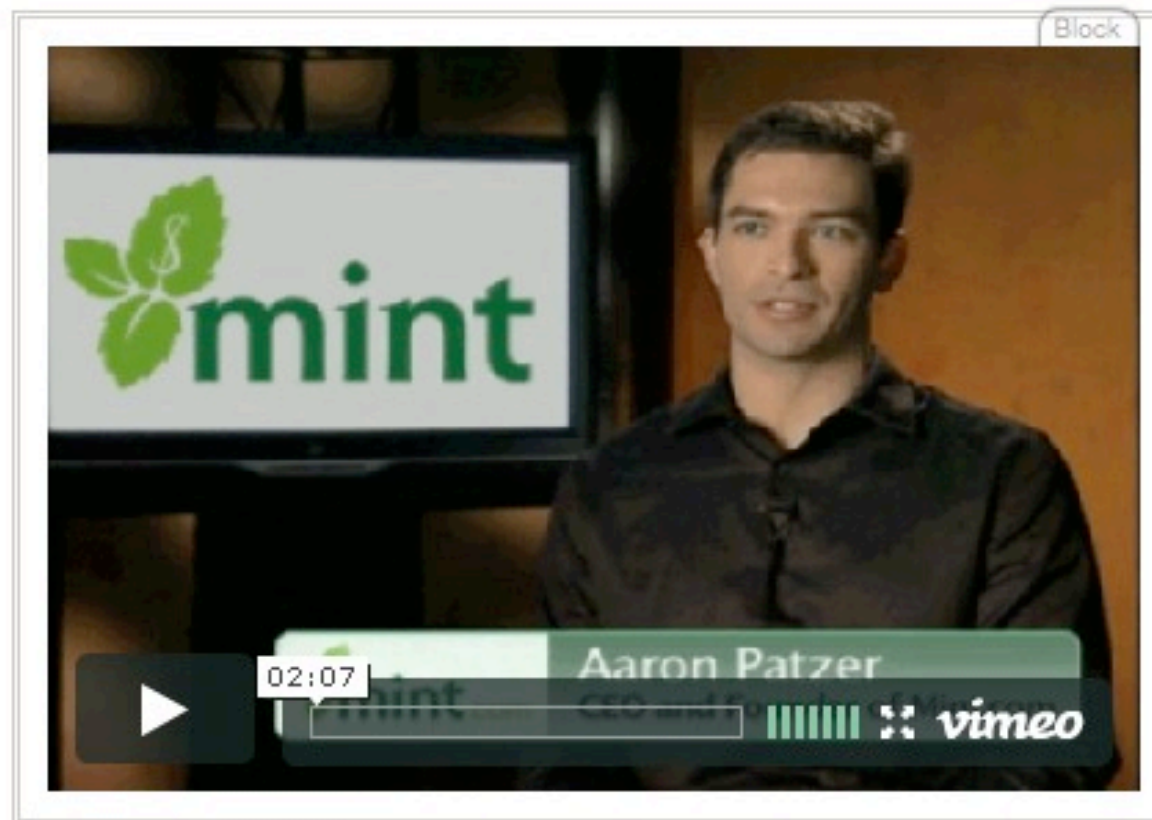
# VIDEO

- Easy setup
- Easy budgeting
- It's free!
- Mint on your iPhone
- Find ways to save
- Reduce your debt
- See where you spend
- 24/7 protection

## Safe and secure

- Timely alerts
- Helpful graphs
- Uncover hidden fees
- Track your investments
- Mobile access

## Complete security and privacy.

[Sign up ▶](#)

Aaron Patzer, founder and CEO of Mint.com, talks about Mint's security

### No need to share your identity

Mint works *for* you without requiring any personally identifiable information *from* you. Your Mint account is anonymous; set up requires only an email, password and zip code. Mint doesn't know your name, address, social security number, account numbers, or PINs.

[Answers to Security Questions](#)

Email

Password

Zip

### Bank-level data security



# DATA VISUALIZATION

[Saving For College](#)
[About NJBEST](#)
[Open An Account](#)

## Saving for college doesn't have to be taxing.

Start saving a little now and you could have a lot when it comes time to pay for college.

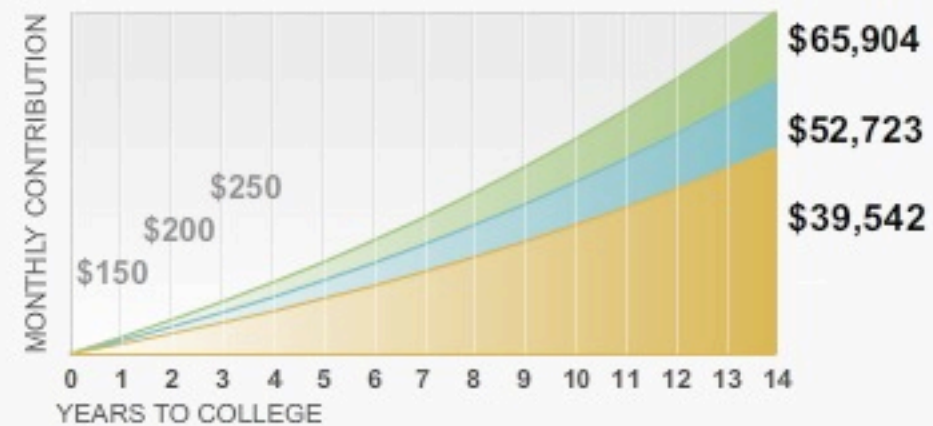
How old is your child?

years

How much can you contribute each month?

What rate of return are you hoping to earn?

[Calculate >](#)



Examples are for illustrative purposes only and are not representative of a particular investment. This calculator does not take into account investment expenses, which if reflected, would lower results shown. Investments do not guarantee any specific rate of return, and you may have a gain or a loss on the amounts invested. Periodic investment plans do not assure a profit and do not protect against a loss in a declining market.



## The value of a college education

Whether it's learning their "A, B, Cs" or learning world history, your child is doing what they need to do to prepare for college. We can help you do the same.

[Why you should save now >](#)

## Ways to save for college

Figuring out how you want to save for college is an important decision, and there are a number of options available.

## Borrowing to pay for college

If you're planning on taking out loans when it comes time to pay your first tuition bill, you could end up paying a lot more for that college education.

[See how it compares >](#)

## Compare Ways to Save



A number of college savings vehicles are available, and the Comparison Chart illustrates their main

features. Once you've compared them, we think you'll agree that NJBEST can be a wise choice for you.

[See Comparison Chart >](#)

# BLOGS

## BLOGS & PODCASTS

- [Whole Story Blog](#)
- [CEO John Mackey's blog](#)
- [Secret Ingredient](#)
- [Food Podcasts](#)

## RSS FEEDS

- [Whole Story blog, full feed \(all text, audio and video posts\)](#)
- [Secret Ingredient video podcast](#)
- [Food Podcasts \(audio\)](#)
- [Be Good to Your Whole Body \(audio\)](#)
- [Farm-to-Market vendor profiles \(slideshow with audio\)](#)
- [Whole Story Blog Comments](#)
- [CEO John Mackey's blog feed](#)

## The CEO's Blog

### LEONARD GREEN & PARTNERS

by John Mackey, November 7, 2008 | [Permalink](#)



I'm really excited to announce that [Leonard Green & Partners](#) has invested \$425 million in [Whole Foods Market](#) (a 17% percent ownership). We are pleased that Leonard Green, one of the most experienced and successful investors in the retail industry, has decided to make such a significant investment in our company. We view this as a strong vote of confidence in our business model and our long-term growth prospects, despite the tough current economic

## About the blog

An occasional blogger, John Mackey actively seeks and responds to feedback on his thoughts about creating a new business paradigm, addressing issues facing the natural and organic food industry, exploring the nature of human development and much more.

## Recent Posts

- [Leonard Green & Partners](#)
- [Invitation to FLOW Speech in Austin](#)
- [Bentley College Commencement Speech](#)
- [Back To Blogging](#)
- [Temporary Hold On My Blog](#)
- [Questions From My Blog On Wild Oats Merger](#)
- [Whole Foods Market, Wild Oats, and The Federal Trade Commission](#)
- [Whole Foods Responds to FTC](#)
- [Past, Present and Future of Food](#)
- [Conscious Capitalism: Creating a New Paradigm for Business](#)

## Categories

- [compensation](#)
- [conscious capitalism](#)
- [ftc](#)
- [investors](#)
- [merger](#)
- [michaelpollan](#)

Go



# COMMENTS

## City Room



March 3, 2010, 4:18 PM

20. March 3, 2010  
6:02 pm  
[Link](#)  
Mr. Trump create an endowment for the Park. If you don't I will and have the Park named "Trumped Trump". (In bold letters of course.)

— John Brady

21. March 3, 2010  
6:02 pm  
[Link](#)  
I'd trade 436 acres of closed park to avoid having to see his name when I drive down the Taconic.

— MRJ

22. March 3, 2010  
6:03 pm  
[Link](#)  
Will he also pay the taxes – and interest – on the land, which he surely had remitted in deductions of some kind upon donating it. The man is not an asset to New York. He used to be amusing, but now he's just another son of a slumlord.

— Ralph

Search This Blog

Search

Previous post

Next post

← Answer  
Graffiti

### Comments of the Moment

“ In light of the imprimatur implied by publication of this article, it's not unreasonable to ask whether it is OK to tag the NYTimes building--and if it isn't, to ask why not.”

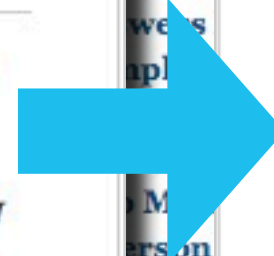
— Steve in the Bronx  
[Answers From a Graffiti Artist](#)

“ I'd trade 436 acres of closed park to avoid having to see his name when I drive down the Taconic.”

— MRJ  
[Trump State Park Fired. Trump Displeased.](#)

“ That's the lengthiest admission of "I can't win!" that I've seen in a long while.”

— Steve B  
[Ford Decides Not to Run](#)




# THE 404 GOAT IS ON A RAMPAGE



## THE PAGE YOU REQUESTED WAS EATEN

Goats do all sorts of nifty things to keep humans off the mountains, such as sabotaging your favorite gear and apparel website by eating our links and pages. These pages contain valuable information related to state-of-the-art gear, the very gear vital to an athlete's survival in the harshest of conditions.

Don't let the goats win, and report to our [Web Administrator](#).

 | [Home](#) | [Site Map](#)

# ERROR MESSAGES

# CONTENT IS DATA + METADATA

Data is the core part of the content

For example: a photographic image



Metadata is information about the content

For example:

Title: Laduree Pastries

Description: We wanted to eat them all!

Tags: macaron, macaroon, Laduree, Paris, France, Champs-Élysées

Created by: Robert Stribley

Taken on: November 21, 2009

Taken with: Nikon D200

Usage Rights: (c) All rights reserved

Source URL: <http://www.flickr.com/photos/stribs/4375484013/>



**CONTENT IS THE REASON  
PEOPLE GO TO YOUR SITE.**



**Content Strategy plans for the creation, publication, and governance of useful, usable content.**

**Content strategy helps you understand not only what content needs to be created and published, but why.**



**— KRISTINA HALVORSON**

# WHY CONTENT STRATEGY? WHY NOW?

- 1. CONTENT (MIS)MANAGEMENT**
- 2. EVERYONE'S A PUBLISHER**
- 3. UX HAS EXPANDED**

KITCHEN (N)  
UTENSILS

#34

KITCHEN (N)  
COOK WARE  
VERY FRAGILE

#37

POTS + PAN

#46

HALL (N)  
#30

DR (N)  
#31

KITCHEN (N)  
UTENSILS

#36

KITCHEN (N)  
UTENSILS  
GLASS

#38

KITCHEN (N)  
UTENSILS  
+ PLATES  
VERY FRAGILE

#35

KITCHEN (N)  
UTENSILS  
~~BLENDER~~  
CUISINART  
BLENDER  
#80630-8

#45



# DON'T LET THIS BE THE FATE OF YOUR WEB CONTENT

1. CONTENT (MIS)MANAGEMENT
- 2. EVERYONE'S A PUBLISHER**
3. UX HAS EXPANDED



**All companies, no matter what the size, must start to think more like publishers than ever before. Consumer behavior has changed drastically over the past few years. Customers are more accepting of content from “non-media” sites and the barriers to publishing are now non-existent.**



**— JOE PULIZZI**



**Is Nike a sneaker company,  
or is it a media company?  
If you go on their site,  
you may opt for the latter.**

**Harris Millard, President and COO at MediaLink**

# CONSIDER THE MASTHEAD

**Writers**

**Copy editors**

**Art directors**

**Production staff**

**Various editors**

**Managing editor**

**Editor in chief**

**Ad sales**

**The Publisher**

**Publishing is complex.**

**We should be on  
Twitter.**

**Our goal is to be seen  
as a resource.**

**Twitter!**

**We plan to create  
a series of  
educational articles.**

**IT'S NOT JUST THE CONTENT.**

**IT'S ALSO THE STRATEGY.**



**One of the greatest challenges I encounter today is not the willingness of a brand to engage, but its ability to create. When blueprinting a social media strategy, enthusiasm and support typically derails when examining the resources and commitment required to produce regular content.**

**—Brian Solis**

**JUST BECAUSE YOU CAN  
DOESN'T MEAN YOU SHOULD**

1. CONTENT (MIS)MANAGEMENT
2. EVERYONE'S A PUBLISHER
3. UX HAS EXPANDED



**But I already do this  
and I call myself...**

**Information architect**

**Web editor**

**Content manager**

**Information designer**

**Technical writer**

**Producer**

**Copywriter**

**THIS ISN'T A JOB TITLE LANDGRAB.**

**IT'S ABOUT THE WORK THAT  
NEEDS TO GET DONE.**

User Research

Site Goals

Success Metrics



**User Personas**  
Define demographics, intentions, needs

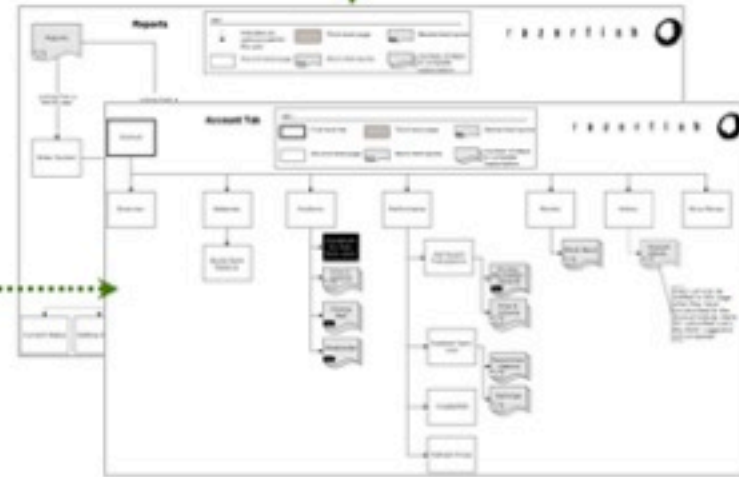
**Functional Requirements**

Translate user needs and your goals into user tasks and proposed features

Area	Requirement
Navigation	Users should be able to navigate through the site easily.
Search	Users should be able to search for content.
Account Management	Users should be able to create and manage their account.
Content Management	Users should be able to view and interact with content.
Reporting	Users should be able to view reports and analytics.
Integration	Users should be able to integrate with external services.

**Functional Requirements**

Translate user needs and your goals into user tasks and proposed features



**Information Architecture**

Map user intentions to anticipated site usage



**Visual Identity**  
Explore visual identity through moodboards



**Wireframes**

Define blueprint for site at page level



**Template Design**

Design final templates and develop in HTML

**Table Page Elements**

Page Name	Source	Type	User	Format	Comments
Table Page Elements	Table Page Elements	Table Page Elements	Table Page Elements	Table Page Elements	Table Page Elements

**Table Page Elements**

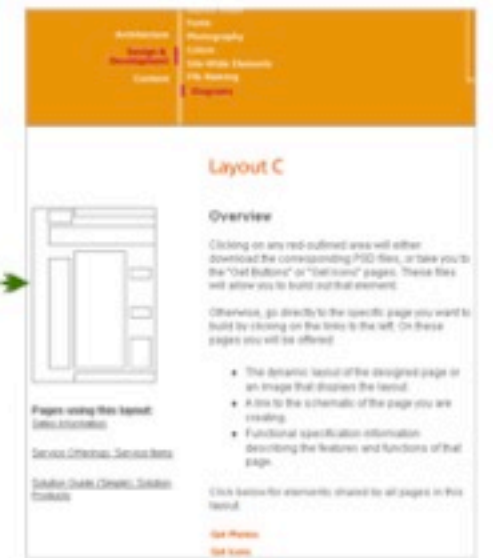
Page Name	Source	Type	User	Format	Comments
Table Page Elements	Table Page Elements	Table Page Elements	Table Page Elements	Table Page Elements	Table Page Elements

**Page Elements**

Page Name	Source	Type	User	Format	Comments
Page Elements	Page Elements	Page Elements	Page Elements	Page Elements	Page Elements

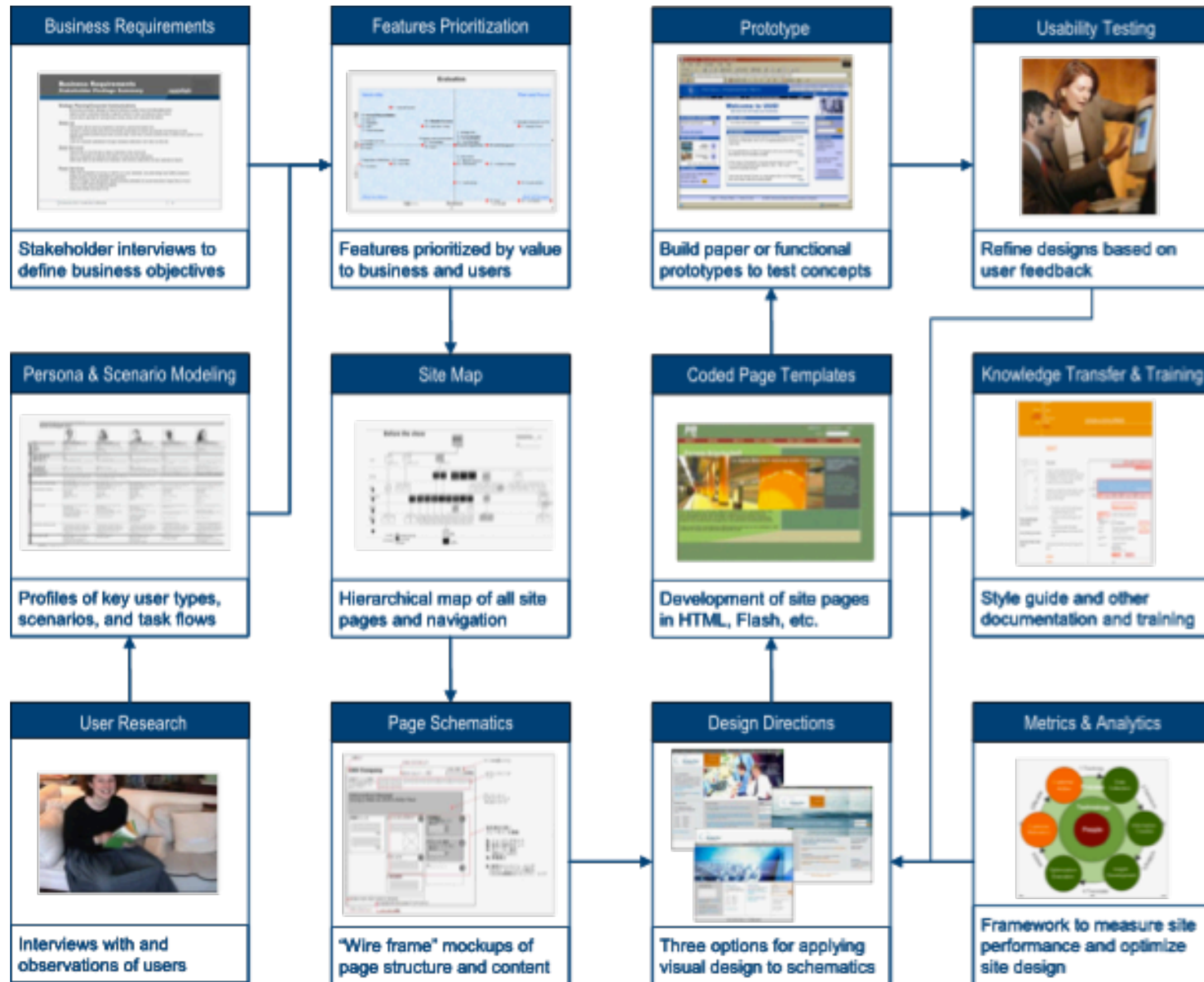
**Functional Specification**

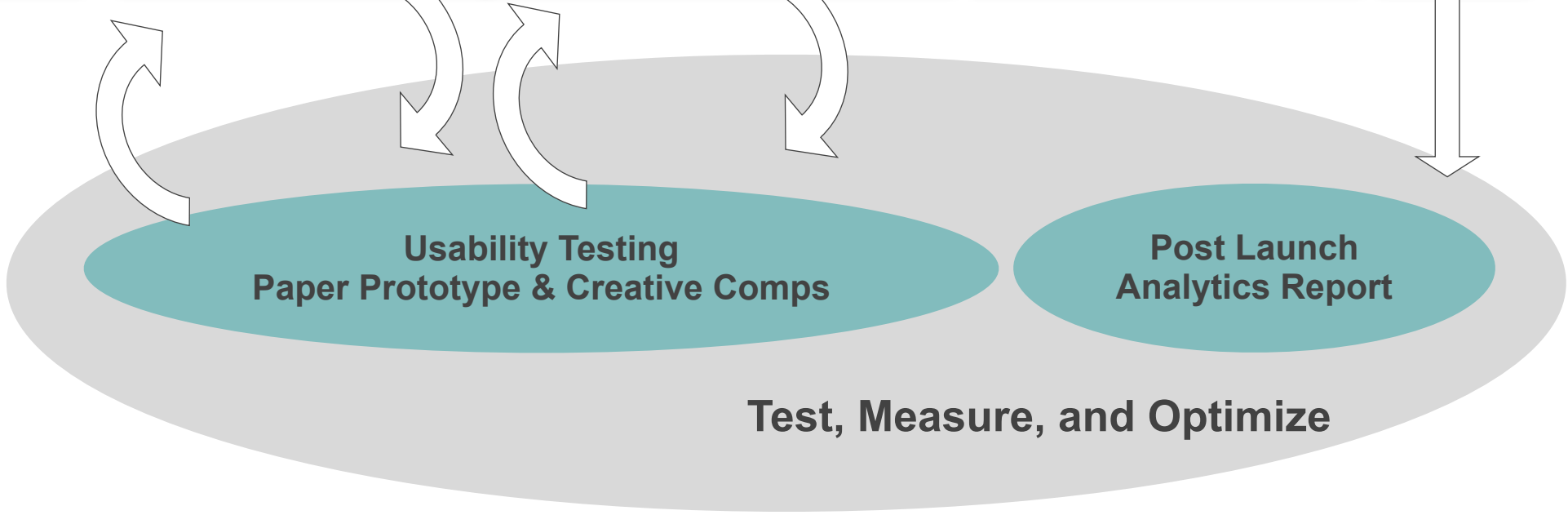
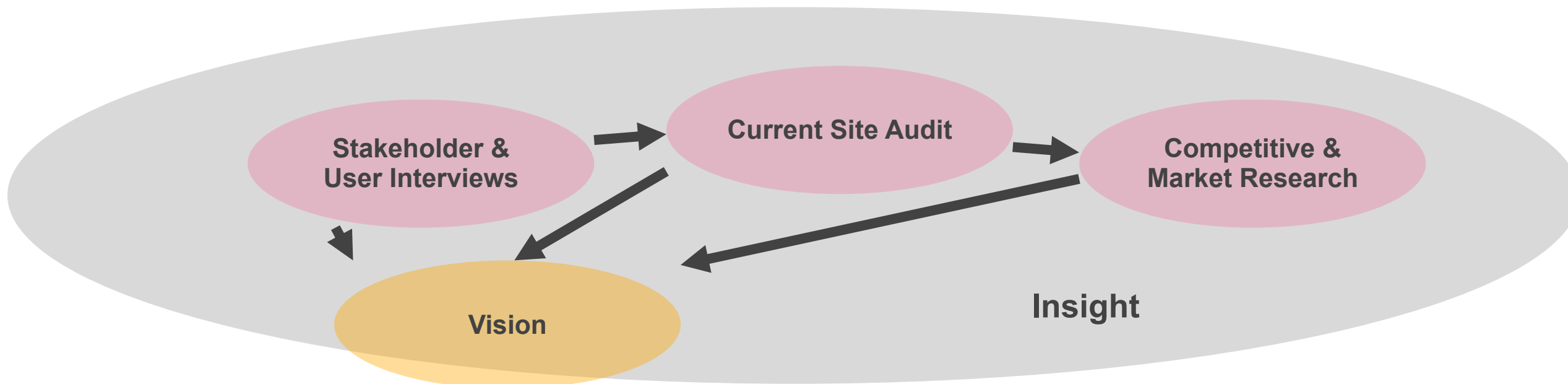
Document site functionality for implementation team



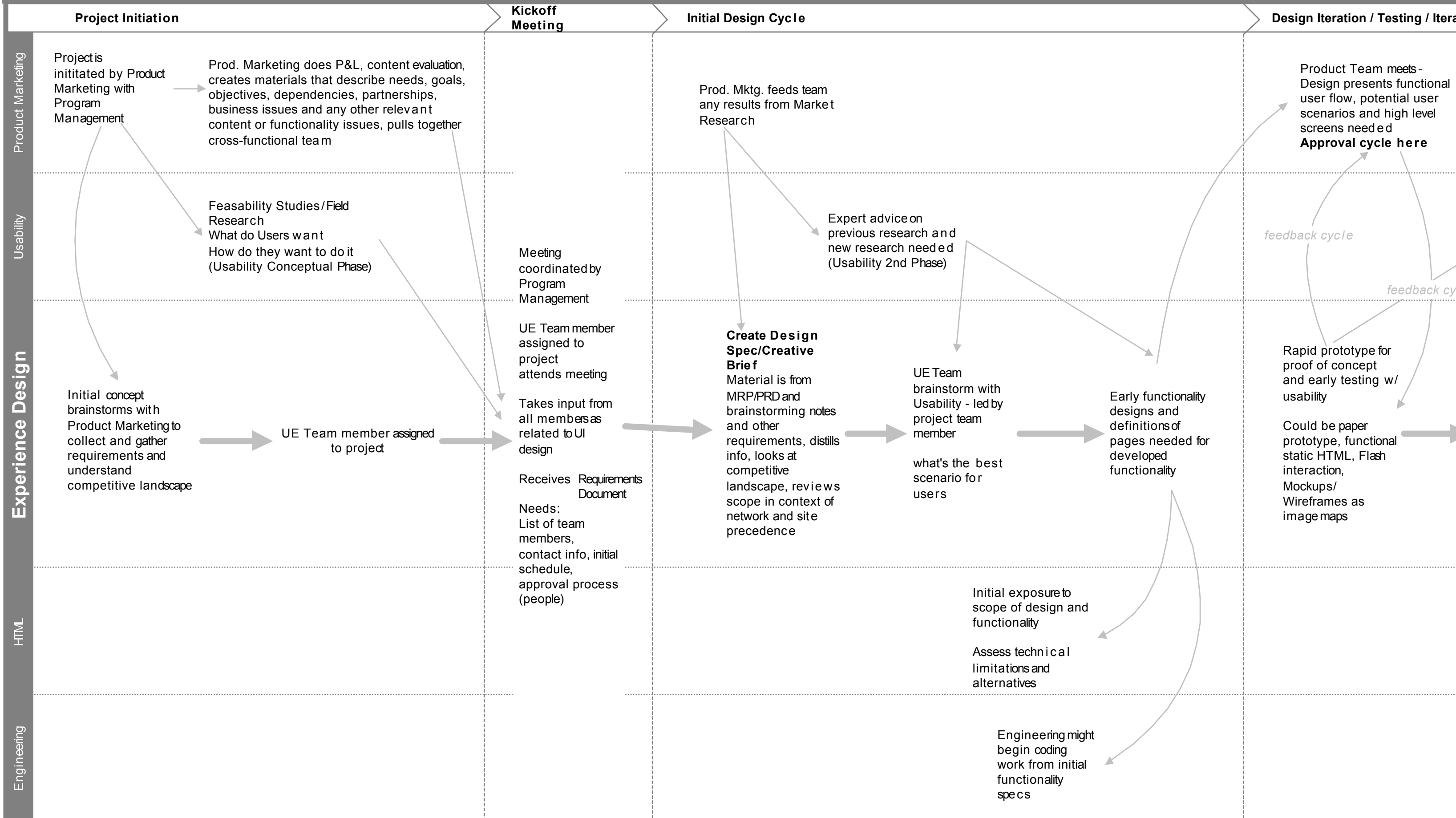
**Style Guide**

Document standards for ongoing maintenance and development





# User Experience Design Process: Critical Path



Credits: Erin Malone: Designed for AltaVista November 10, 2000

# Design Analysis

# Design Solutions

## TSDesign User Experience Audit<sup>SM</sup>

- description:**
- an expert design analysis from the user's perspective
- benefits:**
- benchmarks the effectiveness of your site based upon stated business objectives for the site and your users
  - analyzes the design of the site to find out if the benefits of use are actually being delivered
  - recommends methods for substantially improving your users experiences and meeting future business objectives

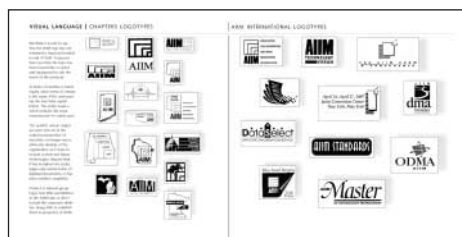
TSDesign Analysis Framework <sup>SM</sup>	
<b>Delivery of User Benefits</b>	The intended value the organization delivers to users and customers through its site.
<b>Transaction Flow</b>	The sequence of questions, prompts, and results that make up a task.
<b>Navigation &amp; Hierarchy</b>	The degree to which a site affords the user to easily navigate the environment and efficiently locate relevant content.
<b>Visual Language</b>	The representation and support of the identity, brand and information architecture through visual elements and overall style.



- Audit comments:**
- Users arriving at the front page of the site may not understand what information is there for them.
  - The names of the sections do not give users a path to follow to find the information they need.
  - No specific path has been established for each user type. Users must use their best judgement to find the information they're looking for and often may not be successful.

## Identity and Visual Language Audit

- description:**
- By collecting and reviewing print, other tangible artifacts and Web sites your company creates and disseminates, and corporate standards (if they exist) we can then distill the basis for the visual language to be developed that is consistent with the company's identity and product brands. This work is continued in the Visual Systems Design phase.



## Product Strategy and Product Design Strategy Blueprint\*

- description:**
- define 'what the product should be' and 'how it should work'
- benefits:**
- the achievement of clearly articulated, agreed-upon and aligned mission, core competencies, corporate goals, and objectives for the site
  - the articulation and understanding of your users, their needs and and your business objectives for establishing and extending relationships with each one
  - the definition of the organizational resources required to build and maintain the site
  - the creation of a detailed blueprint for design or redesign:
    - site organization (footprint)
    - useful and usable features and functions for the users
    - descriptions of intended functionality
    - messaging strategy
  - the receipt of a phased implementation plan with associated costs

### 1 understand

- corporate mission
- core competencies
- corporate goals
- culture and values
- skills and methodologies
- knowledge capital and experience
- people, processes & technology
- stakeholders and initiatives
- enterprise-wide challenges
- Internet objectives
- customers and users
- competitive landscape

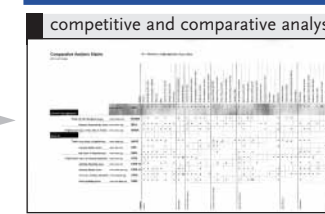
### 5 innovate



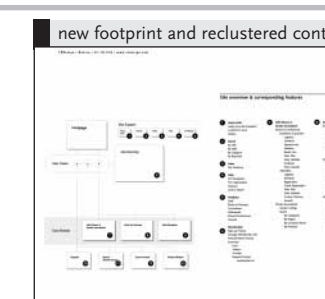
## Technology Audit

### 2 investigate

## User Personae & Profiling Module<sup>SM</sup> (UP&P)



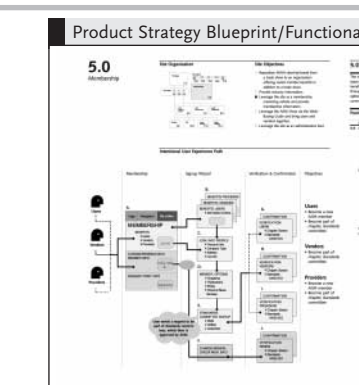
### 6 refine



### 3 define users



### 7 describe



### 4 qualify features

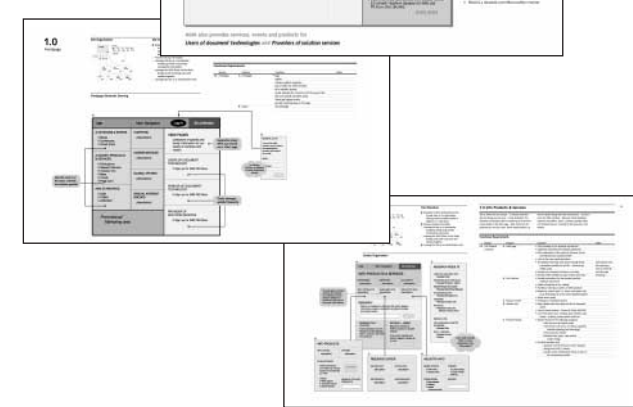


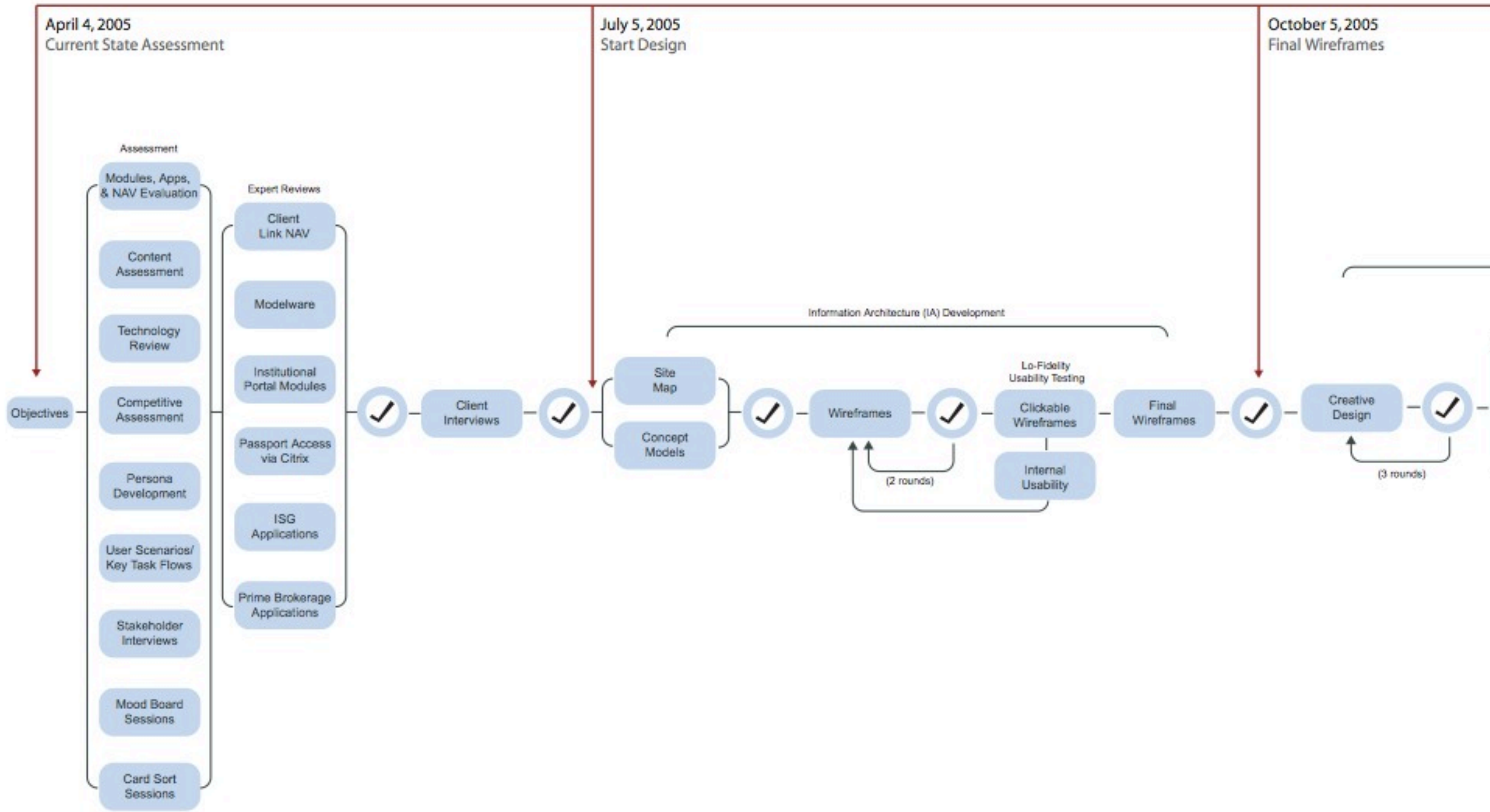
*speculate & innovate*

*experience brief: strategy story and positioning*

## Visual Identity Systems

- description:**
- establish, with the client, a shared understanding and common language for visual design and how it effectively communicates the brand
  - define a visual language for the site
    - logo, logotype systems
    - typography
    - grid system
    - color palette
    - imagery style and usage
- benefits:**
- provides the visual language components with which to build the interface

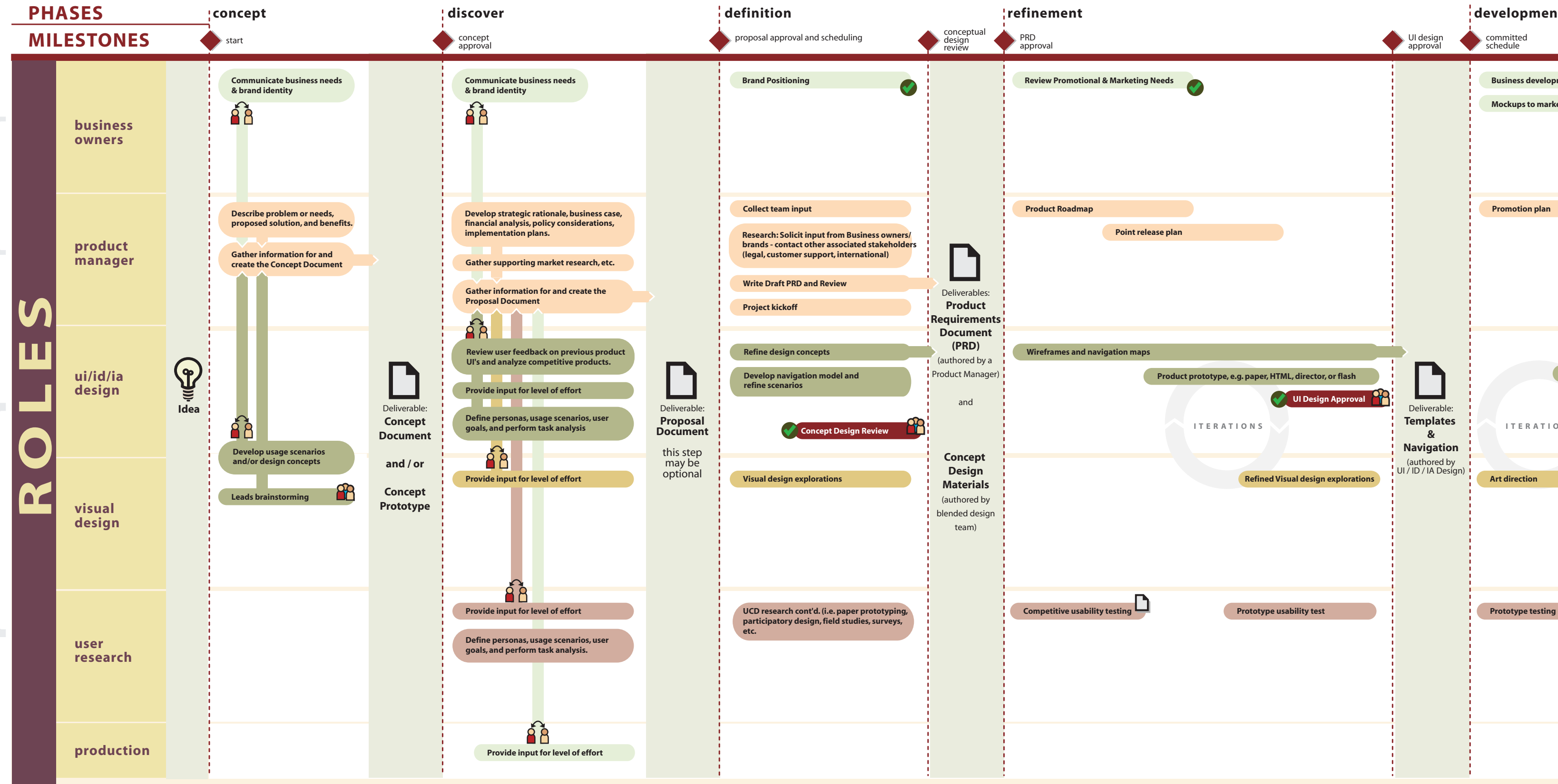




# An Example Product / Software / Web Design Process Guide

## LEGEND

- MILESTONE
- DELIVERABLE
- IDEA
- REVIEW CHECKPOINT
- KEY MEETING
- INFORM



Note: In some companies these roles are encompassed by one person

Note: In some companies these roles are blended into one or two people, i.e. ui may do user research or visual designers may do ia, etc.

credits Design based on earlier maps created by various UI design teams at America Online Incorporated. Revised and edited by Erin Malone, September 2003 for the AIIA.

**HOW DO THEY DO IT?**

“

**Content strategy is a repeatable system that defines the entire editorial content development process for a website development project.**

”

**— RICHARD SHEFFIELD**

# What

topics are we going to cover?

formats are we going to use? (Blogs, video, charts...)

---

# Why

does anyone care?

does this provide business value?

---

# How

are we doing to deliver the message?

should we say it? (Tone of voice...)

---

# Where

will we get the content?

can we syndicate the content? (Feeds, social media...)

---

# When

will this be published?

will it need to be updated?

---

# Who

is responsible for this content?

will maintain it over time?

---

- What are my business objectives?
- What do my users want to do?
- What does my brand stand for?

## Design Strategy

- How will users interact with it?
- How will it be structured?
- What will it look like?

## Product Strategy

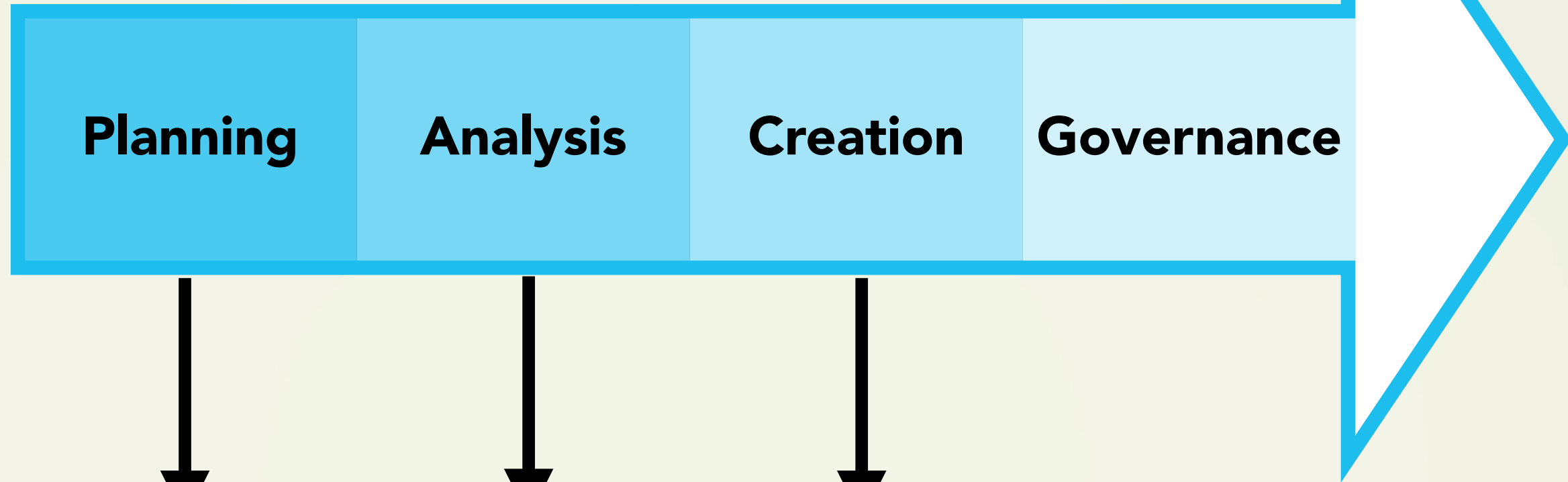
## Content Strategy

- What do we want to say?
- Where will we get the content?
- Who will maintain it?

## Technology Strategy

- How will we build it?
- Who will maintain it?

## CONTENT STRATEGY



**Planning**

**Analysis**

**Creation**

**Governance**

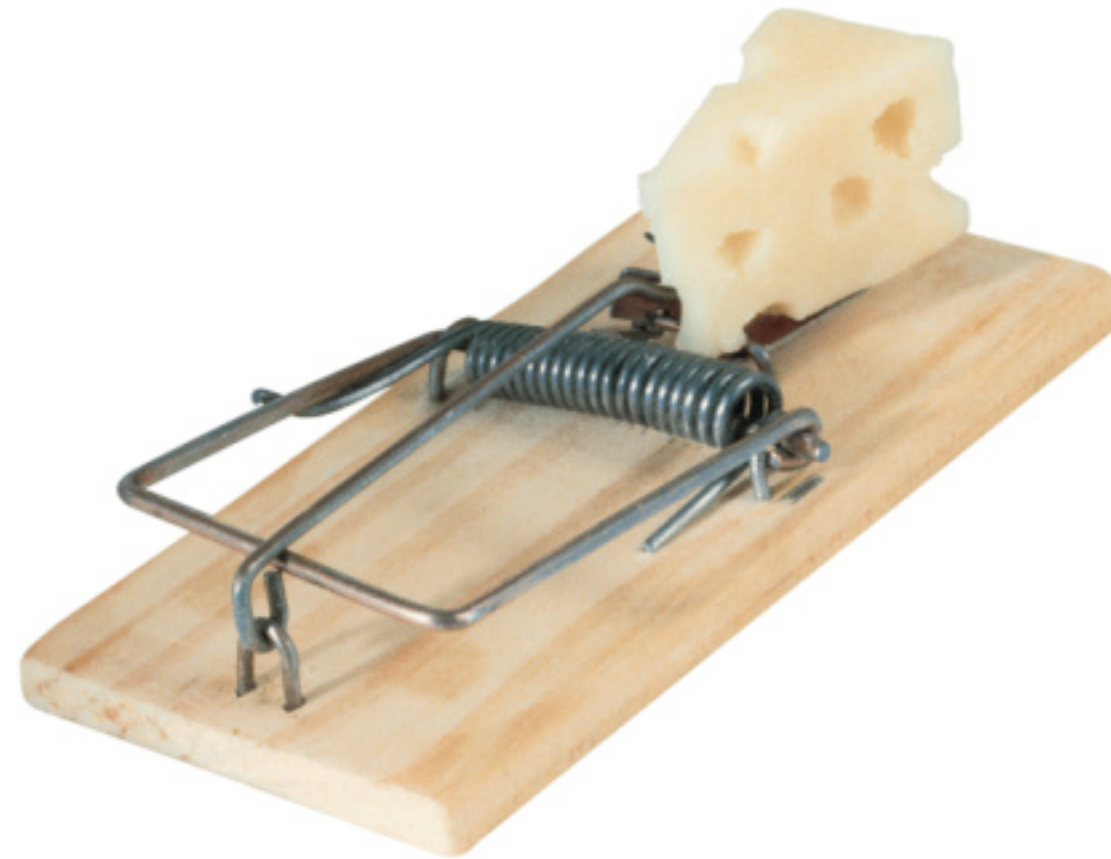
**Product  
Strategy**

**Exercise 1**

**Exercise 2**

**Exercise 3**

**Exercise 4**



“

Build a better mousetrap, and ~~the world will~~  
~~beat a path to your door.~~

you're still going to have to develop a  
content strategy, if you want anybody to  
actually buy it.

”

— RALPH WALDO EMERSON

# HANDOUTS

<http://bit.ly/CSUXLondon>

# EXERCISE 1: PRODUCT STRATEGY

**You have developed the proverbial “better mousetrap.” You’re clearly a successful innovator. Now, it’s time to put your innovation skills to work developing a content strategy to support your new product.**

**On the next page, answer the following questions about your new mousetrap and its benefits:**

---

**Who do you want to buy your mousetrap?**

Moms? Schools? Restaurants? Animal-rights activists? Rube Goldberg?

**What values does your brand stand for?**

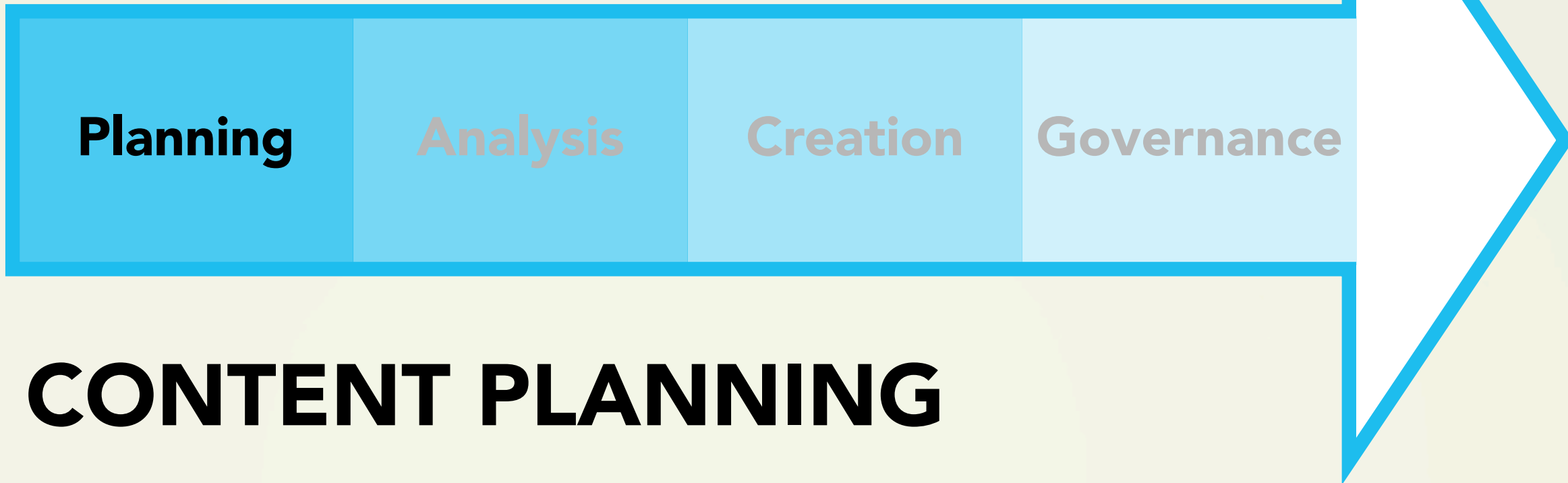
Health? Cleanliness? Speed? Hatred of vermin?

**How do you plan to make money?**

Repeat sales? Subscriptions? Advertising?

# EXERCISE 1 DISCUSSION

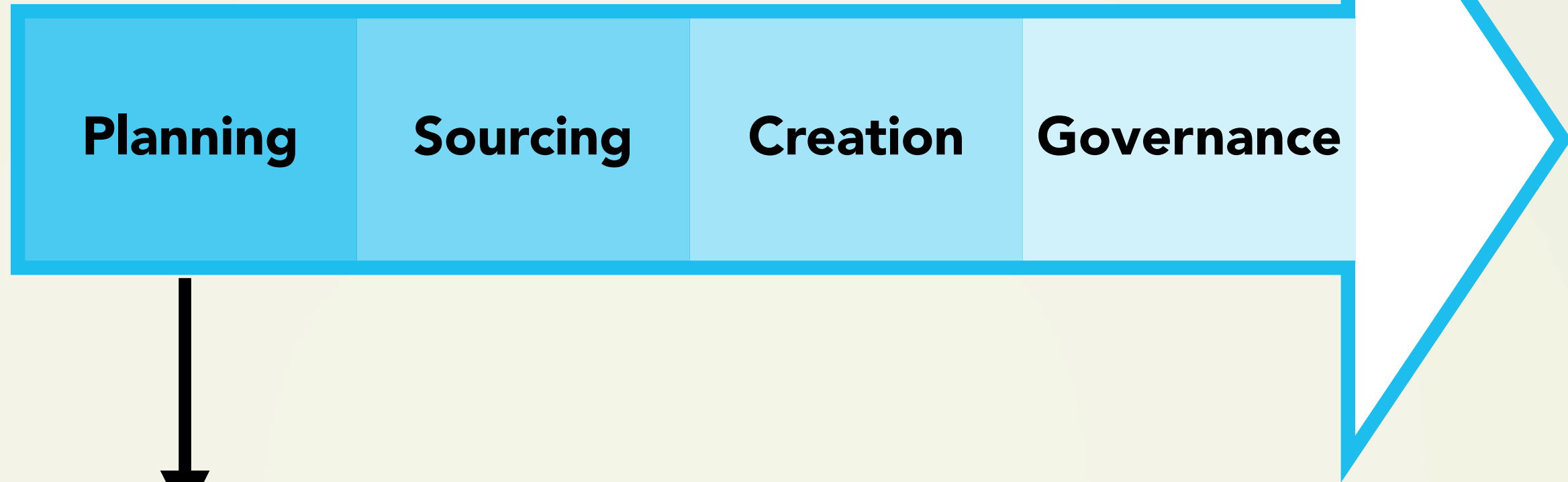
## CONTENT STRATEGY



## CONTENT PLANNING

- What messages should be communicated?
- What content features will support those messages?
- What tone of voice should the site speak in?
- How will we plan to source or develop content?
- Do we have the resources to maintain the content?

## CONTENT STRATEGY



**Exercise 2:  
Content Planning**

# EXERCISE 2: CONTENT PLANNING

**You plan to create a website to promote your new mousetrap. What content do you need to develop in order to show the benefits, get people to engage with your brand, and persuade them to buy?**

**On the next page, answer the following questions about the content you want to appear on your website:**

---

**What are the main categories or topics you plan to cover on the site?**  
Products? Shop? See it in action? Customer service?

**What do you want to say about your product?**  
It's Fast? Clean? Cheap? Environmentally-friendly? Easy-to-use?

**What additional content features do you need to develop? Why?**  
CEO blog? Video? Podcasts? Social networking? Infographics?

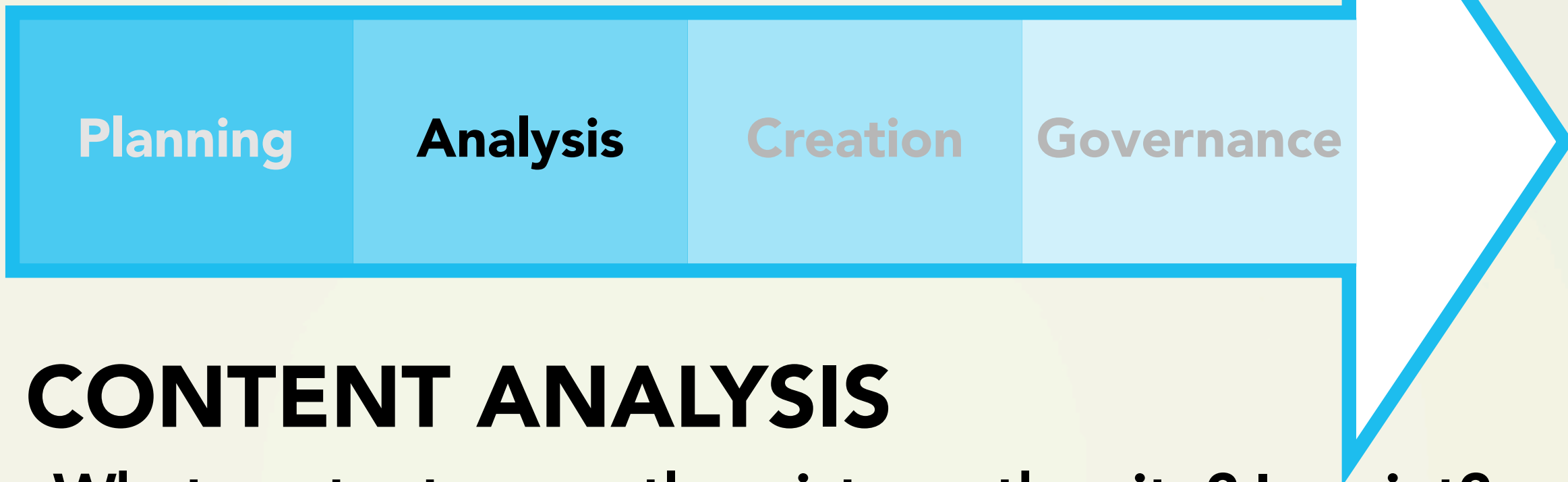
# EXERCISE 2 DISCUSSION



# WHERE IS YOUR CONTENT?



## CONTENT STRATEGY



## CONTENT ANALYSIS

- What content currently exists on the site? In print?
- What content can you reuse?
- What content should be thrown out?
- What content is missing?
- Will new content be created or sourced from a third party?
- How will you migrate existing content to the new site?

# CONTENT ANALYSIS

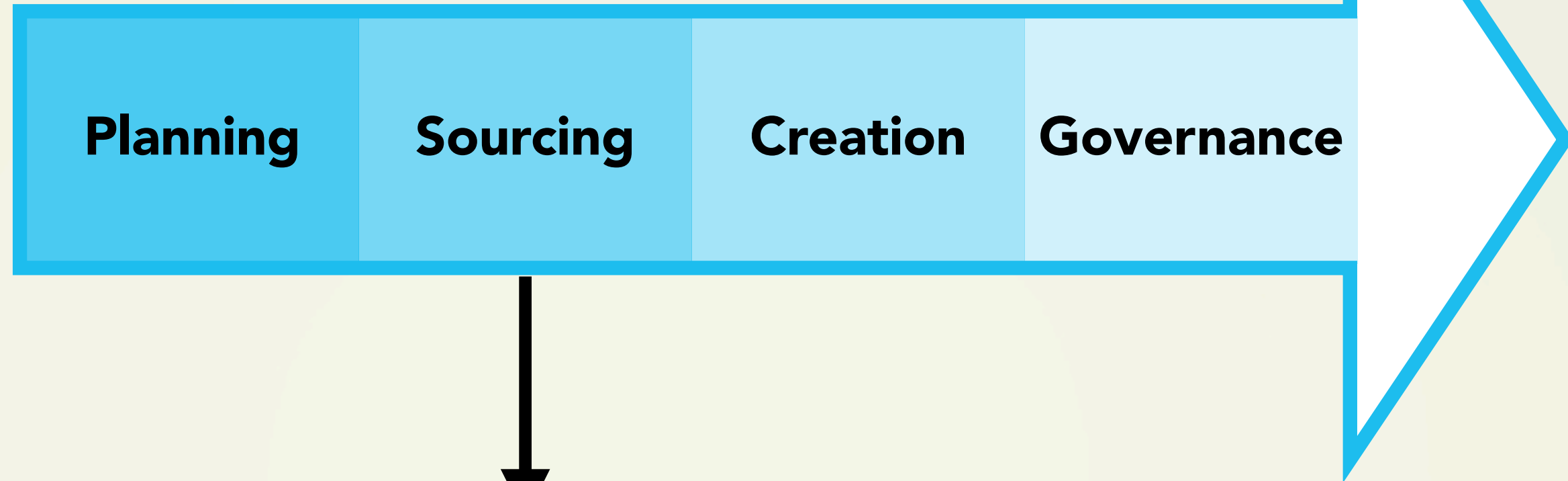
## Objectively: Get the Facts

- \_What content do you have?
- \_How is it organized?
- \_What different types are there?
- \_Roughly, how much content is there?

## Subjectively: Assess the Quality

- \_Is it communicating clearly?
- \_Is it appropriate for your audience?
- \_Is it appropriate for your brand?
- \_Is it meeting your business needs?

## CONTENT STRATEGY



Exercise 3:  
Content Audit

A black arrow points from the bottom of the Content Strategy bar to the text "Exercise 3: Content Audit".

# EXERCISE 3: CONTENT AUDIT

**The success of your design beats out all others, and Acme Mousetrap Co. — your nearest competitor — goes out of business. You purchase the assets of the failed company, which includes the right to repurpose anything from their website.**

**Refer to the content inventory on the next page, and determine:**

---

**Which content supports your business goals? Your users' goals? Both?**

**Which content would you keep? Which content would you delete?**

**Do you have enough information to determine which content to keep or delete? If not, how would get the information you need?**

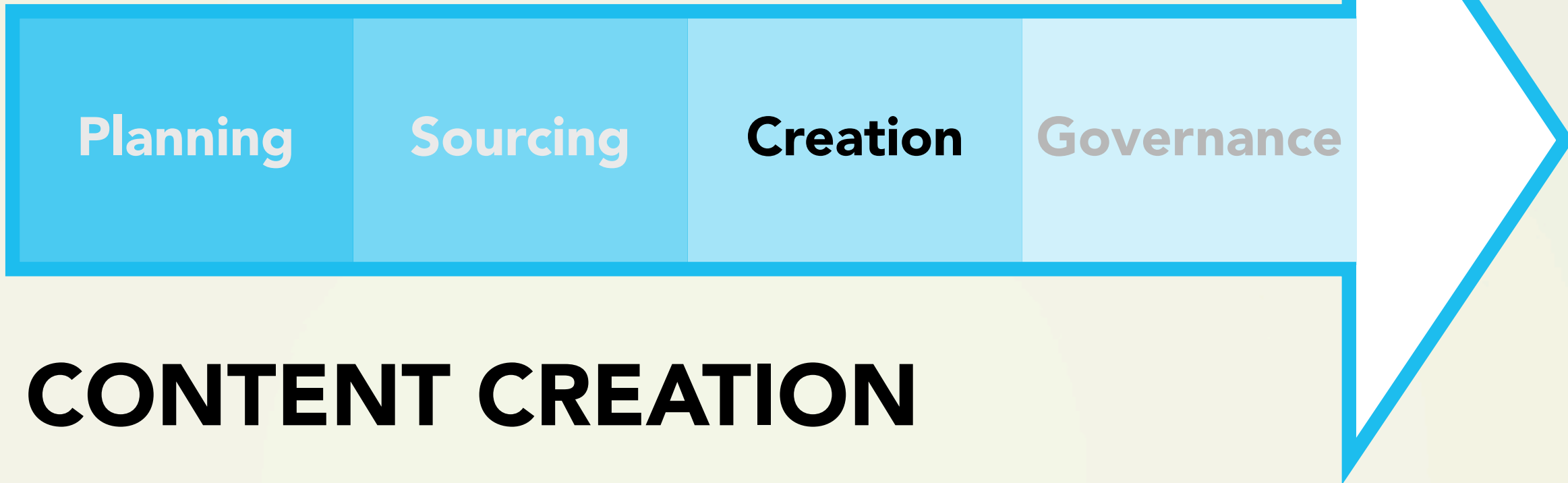
**How long do you think it would take to get that information and make those decisions?**

# EXERCISE 3 DISCUSSION

# CONTENT AUDIT EXAMPLE

<http://bit.ly/CSUXLondon>

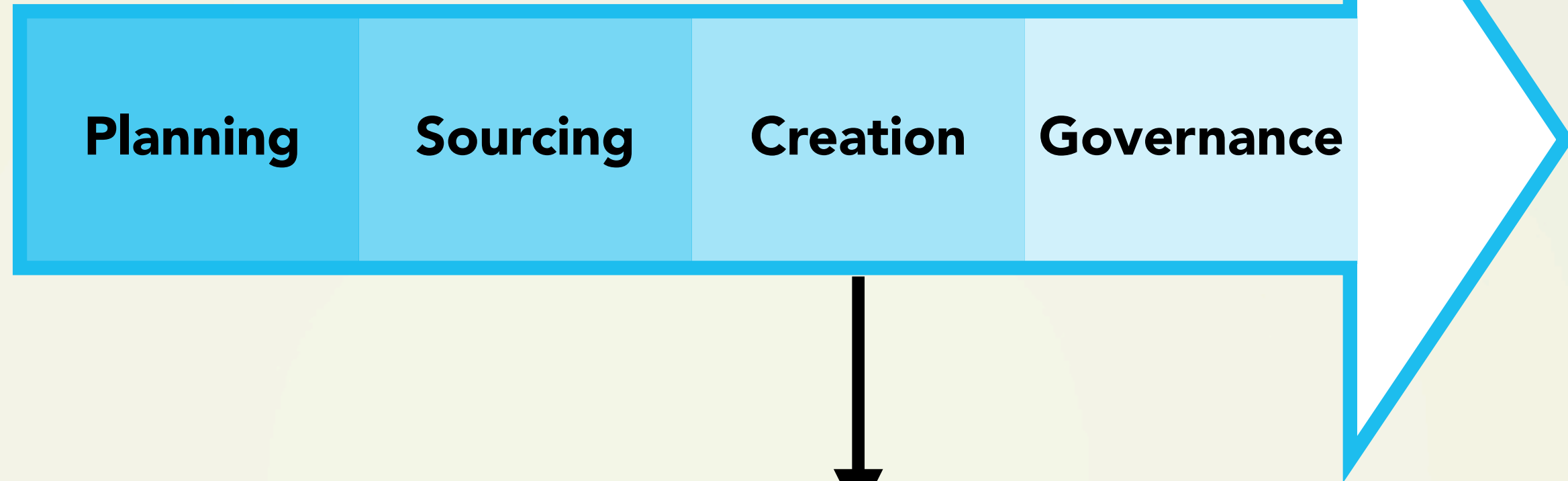
## CONTENT STRATEGY



## CONTENT CREATION

- Who is going to write or produce all this content?
- What guidelines do we need to provide content creators?
- Who is responsible for reviewing, editing, and approving?
- What legal or regulatory approvals do we need?
- What quality control measures do we need?

## CONTENT STRATEGY



Exercise 4:  
Content Model

A black arrow points down from the "Creation" segment of the Content Strategy bar to the text "Exercise 4: Content Model".

# EXERCISE 4: CONTENT MODEL

**You know that it's not enough just to put up a website for your mousetrap. You want to place your product on other retailer websites, like Amazon.com.**

**Review the attached examples of product pages from several online retailers to determine:**

---

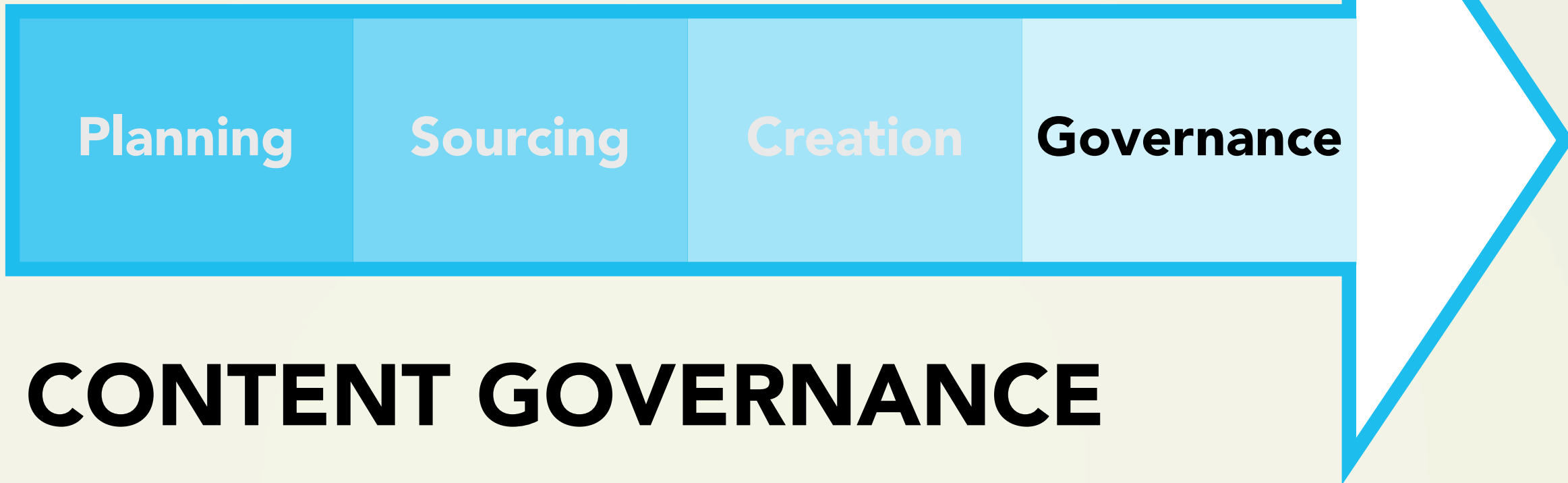
**What are all the different content elements that make up a listing?**  
You may want to go through each page and circle every element associated with the product. Use the table on the next page to document them.

**What new content will you need to create for these retailer websites?**  
What content elements are the same across all the sites? Are there any custom elements you need to create for just one or two sites?

**What content about your product will be created by someone else?**  
What gets created by retailers? What do users create themselves?

# EXERCISE 4 DISCUSSION

## CONTENT STRATEGY



## CONTENT GOVERNANCE

- What happens to our content once it goes up on the site?
- How often do we need to update the content?
- How will we know if the content is doing its job?
- What metrics can we use to track content performance?
- Should ownership be centralized or decentralized?

# PARTING THOUGHTS

**PEOPLE DON'T GO TO WEBSITES  
TO LOOK AT YOUR TEMPLATES.  
THEY GO FOR THE CONTENT.**

**IT'S NOT ABOUT ADDING A NEW  
SHINY OBJECT.**

**IT'S ABOUT DECIDING WHAT  
YOU WANT TO SAY, AND WHY.**

**CONTENT STRATEGY IS TOO  
COMPLEX TO BE SOMEBODY'S  
"SOMETIMES JOB"**

**YOU, OR SOMEONE YOU LOVE,  
MIGHT ALREADY BE DOING  
CONTENT STRATEGY**

# HELP IS OUT THERE.

**Meetups**      [content-strategy.meetup.com](http://content-strategy.meetup.com)

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**Google Group**   [groups.google.com/group/contentstrategy/](http://groups.google.com/group/contentstrategy/)

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**Google Knol**    [knol.google.com/k/jeffrey-macintyre/content-strategy/](http://knol.google.com/k/jeffrey-macintyre/content-strategy/)

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**Linked In**      [www.linkedin.com/groups?gid=1879338](http://www.linkedin.com/groups?gid=1879338)

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**Conference**     [www.webcontent2010.com](http://www.webcontent2010.com)

**THANKS!**

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