CONTENT STRATEGY
for Designers

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HI, MY NAME IS JARED PONCHOT,
AND I’M A DESIGNER

not a content strategist
WHAT IS THIS CONTENT STRATEGY THING?
LET’S TALK ABOUT CONTENT STRATEGY

› What is it?
› Why is it awesome?
› How can I start using it?
WHAT IS CONTENT STRATEGY?
ROLE CLARITY
A CONTENT STRATEGIST "TAKES THE BUSINESS OBJECTIVES AND THE AUDIENCE OBJECTIVES AND ALIGNS THEM ACROSS ALL PLATFORMS AND CHANNELS."

— Shelly Bowen
WAIT, SO WHAT DOES A DESIGNER DO?
CONTENT STRATEGY IS PLANNING FOR THE CREATION, DELIVERY, AND GOVERNANCE OF USEFUL, USABLE CONTENT.

— Kristina Halvorson
WE DEFINE CONTENT STRATEGY AS: GETTING THE RIGHT CONTENT TO THE RIGHT USER AT THE RIGHT TIME.

— Kevin P. Nichols
WHAT DOES CONTENT STRATEGY CARE ABOUT?
BUSINESS GOALS
AUDIENCE NEEDS
MESSAGE & MEANING
VOICE & TONE
RELEVANCE
DELIVERY CHANNELS
EDITORIAL PROCESS
SUSTAINABILITY
DESIGN SHOULD CARE ABOUT THESE TOO!

- Business Goals
- Audience Needs
- Message & Meaning
- Voice & Tone
- Relevance
- Delivery Channels
- Editorial Process
- Sustainability
PURPOSE, NOT PREFERENCE
PRIORITY, NOT PLACEMENT
SYSTEMS, NOT PAGES
DESIGN IS THE CONSCIOUS EFFORT TO IMPOSE A MEANINGFUL ORDER

— Victor Papanek
A content strategist isn’t distracted with the presentation.
WHY IS CONTENT STRATEGY AWESOME?

for designers, developers, everybody!
WHY CONTENT STRATEGY IS AWESOME

- Force Multiplier
- Silo Buster
- Assumption Validator / Destroyer
FORCE MULTIPLIER
9 WOMEN CAN’T MAKE A BABY IN 1 MONTH!

— Fred Brooks
SILO BUSTER
ASSUMPTION VALIDATOR
Plans are of little importance, but planning is essential. — WINSTON CHURCHILL
As we know, There are known knowns. There are things we know we know. We also know there are known unknowns. That is to say, we know there are some things we do not know.

— DONALD RUMSFELD
But there are also unknown unknowns, the ones we don’t know we don’t know.

— DONALD RUMSFELD
OFTEN, AT FIRST GLANCE, WE SEE WHAT WE WANT TO SEE
GESTALT
HUMILITY
Hysteria among radio listeners throughout the nation and actual panicky evacuations from sections of New York and New Jersey resulted from a too-realistic radio broadcast last night, describing a fictitious visitation of strange men from Mars.
LET’S GET PRACTICAL

• Content Inventory
• Content Audit
• Content Model
• Intent Map
Doing a Content Inventory (Or, A Mind-Numbingly Detailed Odyssey Through Your Web Site)

June 18, 2002 | By Jeffrey Veen

I’ve spent the last year working with clients on a variety of information architecture and design problems. One of the most strikingly consistent issues, however, has been how many of these companies still haven’t developed content management systems. I’ve spoken with enterprises in the Fortune 100 who find themselves sitting on top of 6 years’ worth of Web content trapped in static HTML files. They know they need to get this stuff into database and redesign their site into a template-driven behemoth. But the cost of doing so is so high that they haven’t even considered the benefits they could reap.

The cost is high because these folks are in denial. They think they can’t handle the complexity of content management systems. They think it’s too much work. They think they don’t need it. They think it’s not worth the “risk.” Here are some reasons why they’re wrong.

1. It’s worth the risk.
2. It’s too much work.
3. You can handle the complexity.
4. You need it.

IBM at MX 2014: Design-centered at Scale

February 27, 2014
CONTENT INVENTORY

- Item ID
- Item Title
- URL
- Content Type
- Attributes / Meta Data
- Topics / Keywords
- Owner / Maintainer
- ROT
- Notes
A content inventory is a decidedly human task. In fact, we find that the process can often be as valuable as the final spreadsheet.
GO BEYOND THE WEBSITE
WHAT DOES IT GET YOU?

- Ready for a Content Audit
- Ready for Content Modeling
TREASURE!
findable in 1 out of every 100 projects
THE CONTENT AUDIT
WHAT TO AUDIT FOR?
WHAT TO AUDIT FOR?

‣ Does it support a business goal?
‣ Does it aid a user need?
‣ Does it inspire action?
‣ Does it pose a technical challenge for a responsive redesign?
THE CONTENT MODEL
THE CONTENT MODEL

Documents ...

- the types of content your project needs
- the discrete attributes that make up each content type
- the relationships between them
THE TYPES OF TYPES
ASSETS
STRUCTURE
PRESENTATION
WHY TYPES OF TYPES?
### Partner
- Name
- Short summary
- Full text
- Logo
- Home page (optional)

### Testimonial/Interview
- Headline
- Byline
- Pull quote
- Image (Optional)
- Video (Optional)
- Transcript (Optional)

### Community Spotlight
- Headline
- Pull quote
HIERARCHY
HIERARCHY
HIERARCHY
HIERARCHY
INTENT MAPPING
PERSONA

SCENARIO A

CONTENT TYPE A
CONTENT TYPE B
CONTENT TYPE C
PRESENTATION MODEL
Building a Development Matrix

A streamlined tool for tracking website construction

Breaking down a digital project into bite-sized pieces is often a challenge, because there are so many ways to do it.
TA DA!
THANKS!
SESSION EVALUATION AT

HTTP://AUSTIN2014.DRUPAL.ORG/SESSION/CONTENT-STRATEGY-DESIGNERS

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