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Content design doesn’t start in Figma

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Hi, I’m Laura!

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What we'll cover today:

- A recap of content design
- How content design fits into each stage of the design process
- Managing your workload

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What is content design?

Content design is about presenting information to the user in the best possible way for them to understand it

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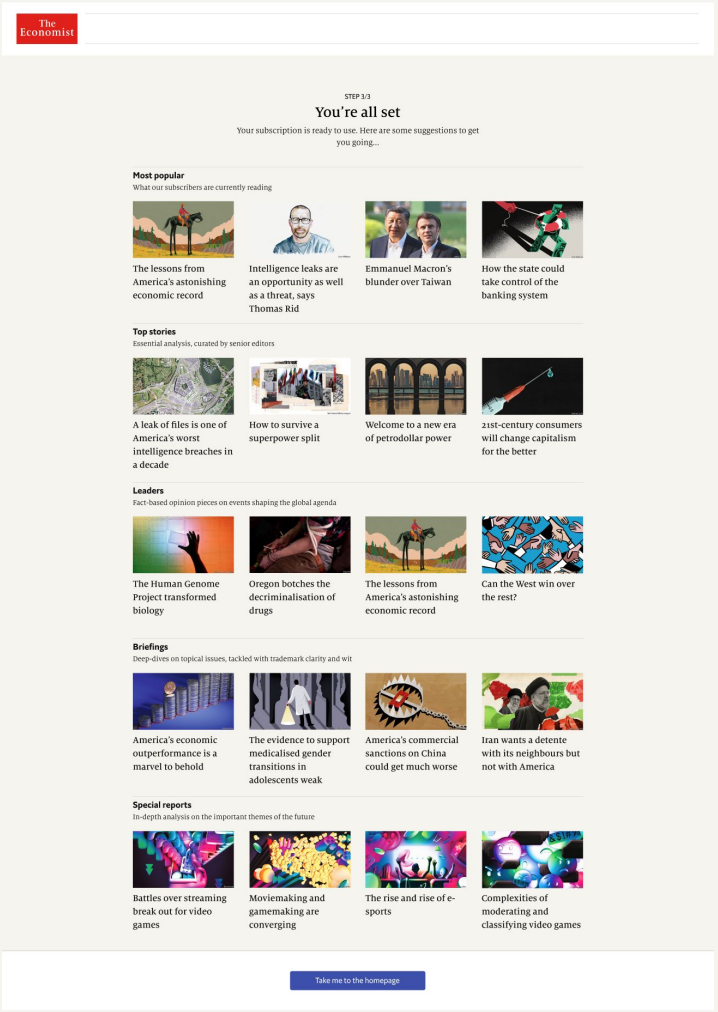
The magic of content design

"We need to improve this page…"

"People aren't clicking on the content"

"What content should it have?"

"How do we make it different to the homepage?"



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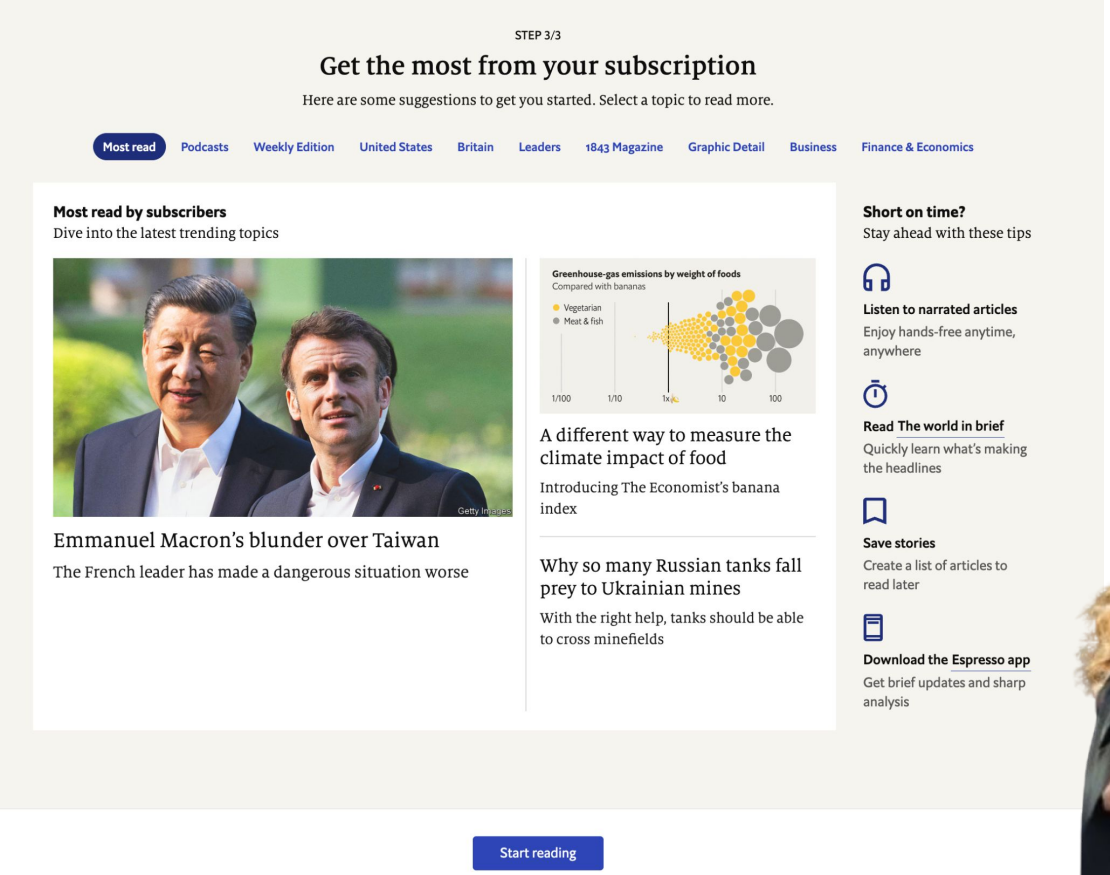
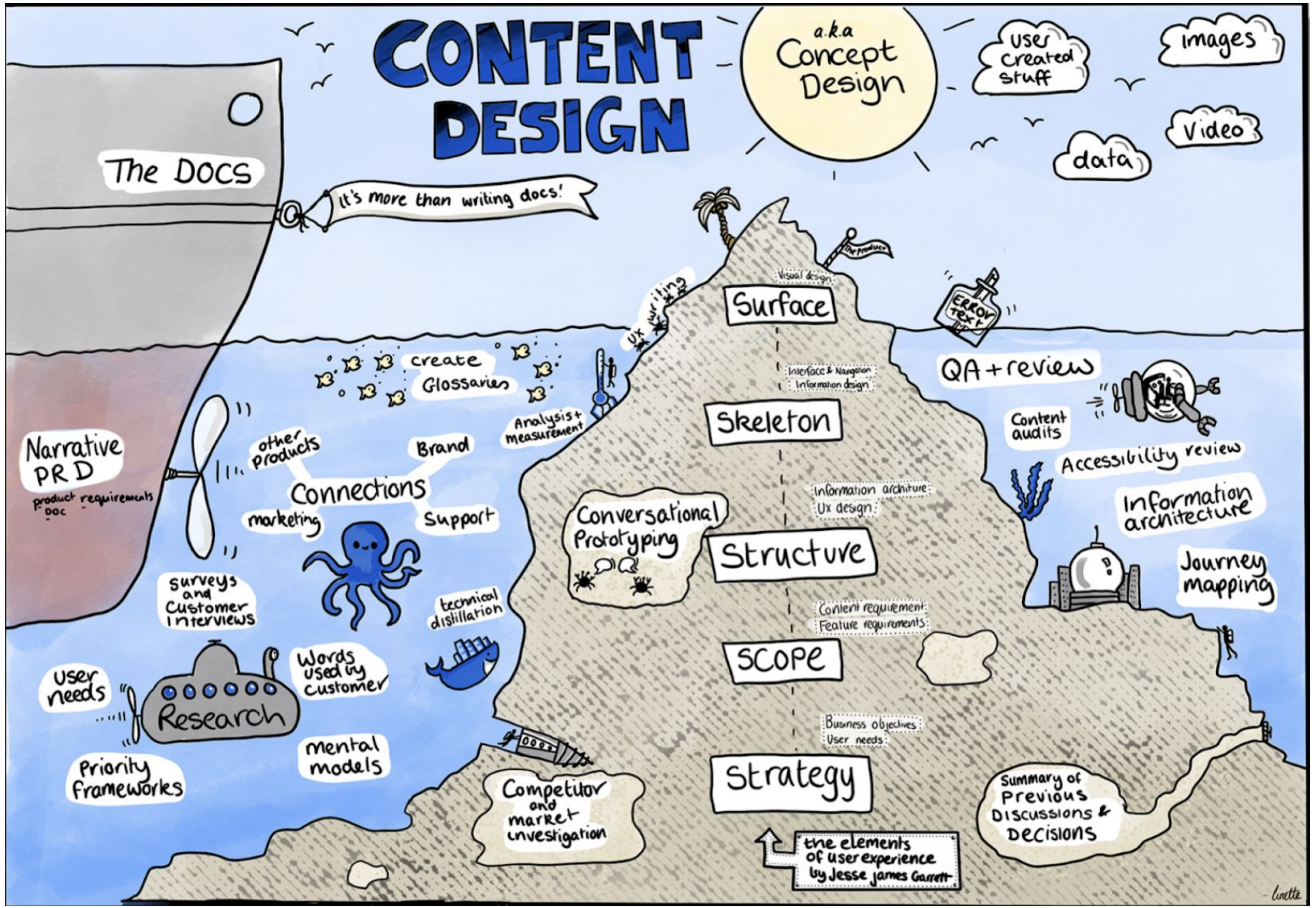
The magic of content design

91% uplift in article clicks



It’s more than just words



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The true role of a content designer or content design team is to help design the development of a product from the ground up.

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BUT...

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The design process

Discover → Define → Ideate → Prototype → Test & launch

Write some copy

Write some copy

* Weep & have a small existential crisis or worry AI will steal your job

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Thoughtful, consistent user experiences are the result of a collaboration between design and content.

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> **You can’t fix a bad user experience with content**

Every UX Writer. Ever.

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Laura Morgan 12:41 PM

Please involve me as early as possible 😊

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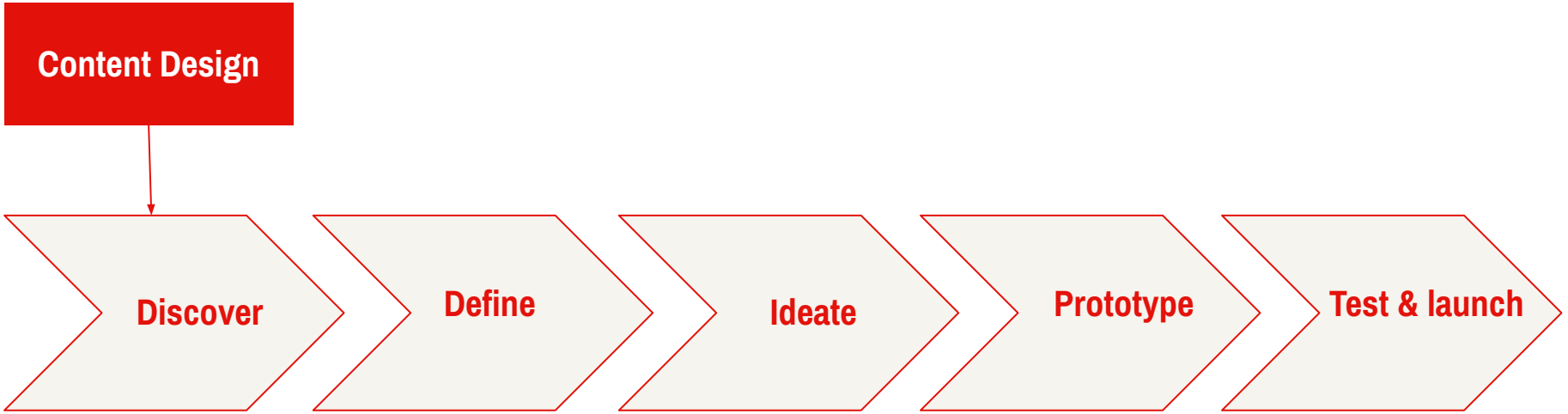
Content design does begin early



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Content design does begin early

But it can also add value at any stage.

Discover

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Ask questions.

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What's the problem we are trying to solve?	Why does the business want to launch this new product or service?
Is there any quantitative or qualitative data about the audience I can use?	What other parts of the experience are influenced by this?
Have any key performance indicators (KPIs) been set? What does success look like to them?	Is this part of a larger problem we're solving or does it exist in isolation?
Who is the audience?	What other parts of the experience are influenced by this?
What does the user want to get out of the product or service?	What are the unique selling points (USPs)?
What motivates the user? Why would they bother to use it?	How does the digital content fit into wider marketing and business strategies?

1. Understand the audience

Who they are and what they need. What language are they using.

2. Understand the goals of the project

Why is this project happening?

3. Interview stakeholders

Understand more about the project, their goals and concerns

4. Do competitor research

How are they tackling similar problems and what language are they using?

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Define

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Content strategy statement

A strategy statement is a sentence that helps answer 4 key questions about your content.

Content strategy statement	
Audience	Who is your user?
User needs	What are your user needs?
Business needs	What are our business goals?
Content	What content will we create?

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Answer these questions as a group

Who is the audience?

Things to think about:

Is our audience niche and or for the masses?

Do we have any archetypes or personas for this audience?

What are our users needs?

Things to think about:

What does insight tell us about our users?

What content do they expect to see?

What do our users need?

What is the business goal?

Things to think about:

What's the purpose of this content?

How does it support ou mission?

Keep the goal simple and clear

Be specific & realistic

What qualities should the content have?

Things to think about:

Things to think about:

How can we make our users feel the way we want them to feel?

What adjectives describe our content?

We’re going to <**business goal**> by providing <**adjective**> and <**adjective**> content that makes <**audience**> feel <**emotion**> and <**emotion**> so that they can <**user goal**> or <**user goal**>.

To increase subscriptions and reduce drop off on the offers page

we will provide helpful and benefit-led content that

helps potential subscribers

understand what they will gain and feel confident about signing up.

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Ideate

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Drafting content with a KFC

1. What's a KFC?

It's a copywriting model created by Andy Maslen that gets you to think from an audience first perspective. It stands for:

- **K**now
- **F**eel
- **C**ommit to

2. How it works

Brainstorm with your key stakeholders what an audience needs to know, feel and commit to doing as a result of seeing the content.

3. Then what?

You group and prioritise the ideas and create a 'content priority guide'

KNOW:

What does your audience need to know?

What key information do they need to carry out an action?

Is this information a business need or a user need?

FEEL:

What do you want your audience to feel?

What emotions do we want our users to feel?

How will these emotions help us achieve our business goal?

COMMIT:

What action do you want them to take?

Have you provided the audience with everything they need to know to take action?

Are they feeling the right emotions to commit?

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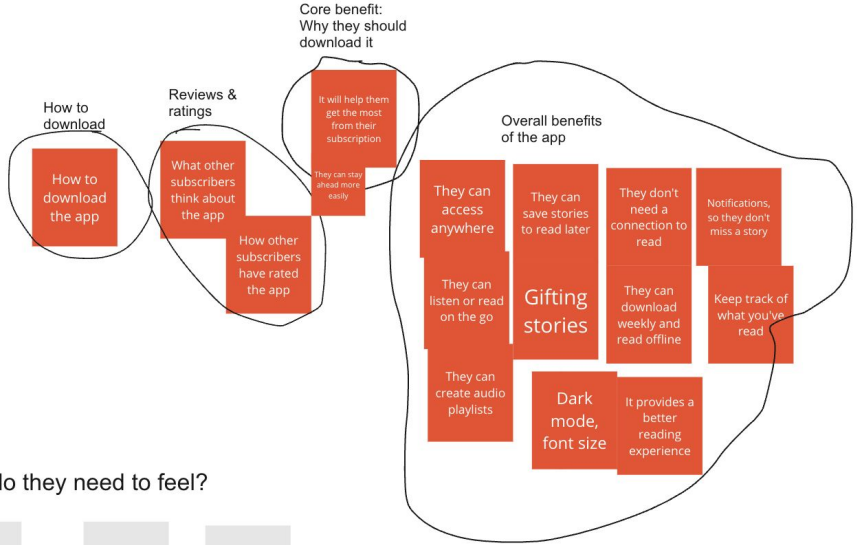
What do users need to know?



What do they need to feel?

Motivated

FOMO

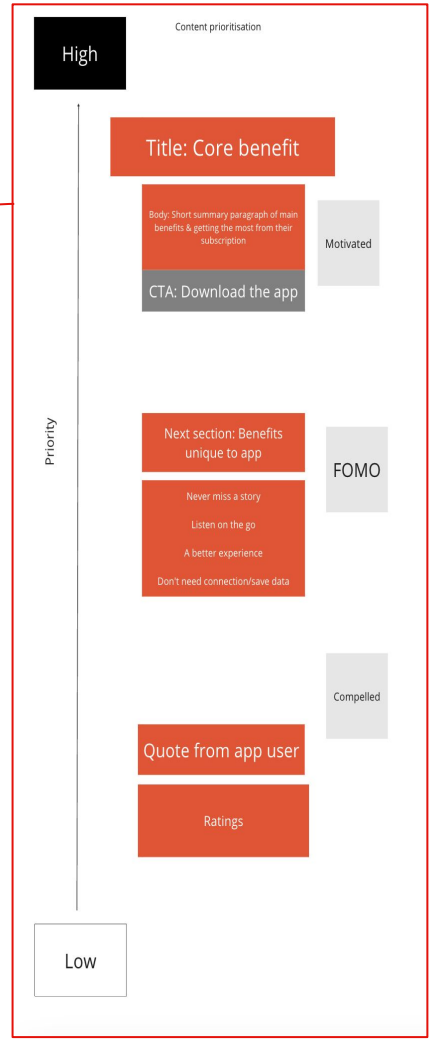
Compelled

What do they need to commit to?

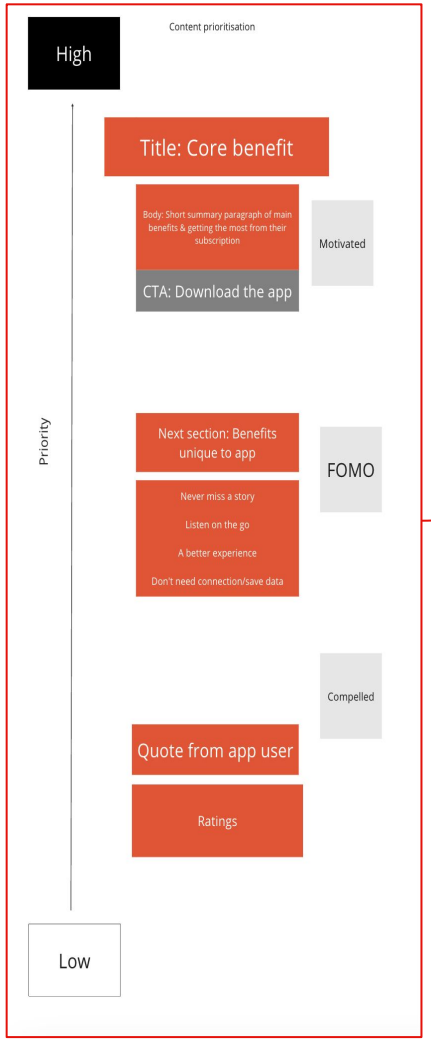
Download the app

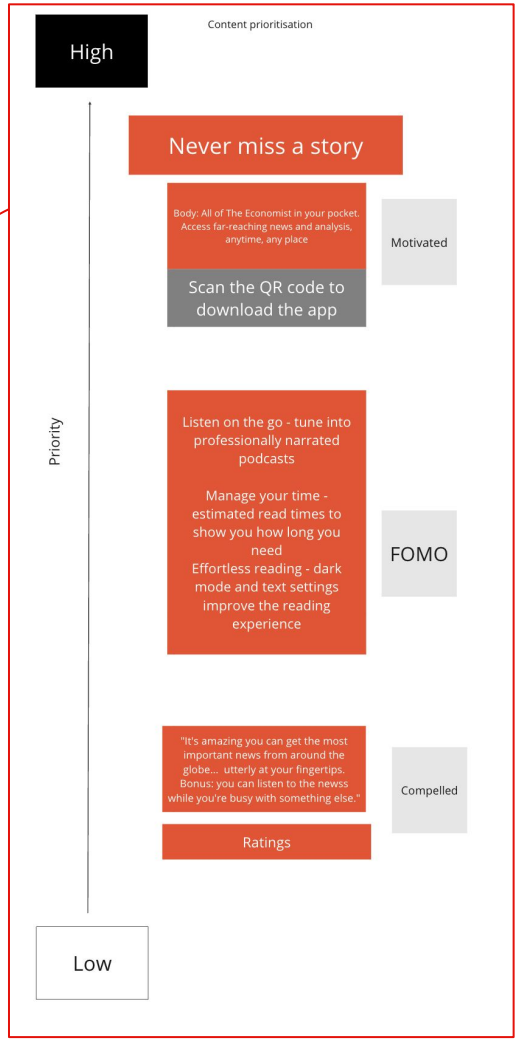
Download

Install the app



Draft rough copy...





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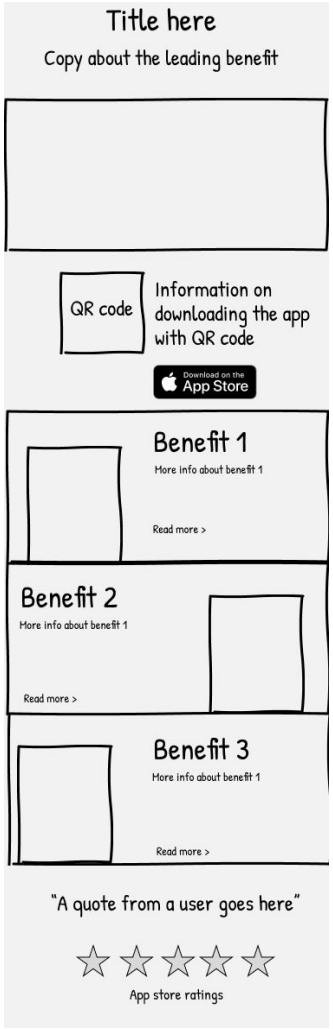
So you can avoid this



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And end up with this instead

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Prototype

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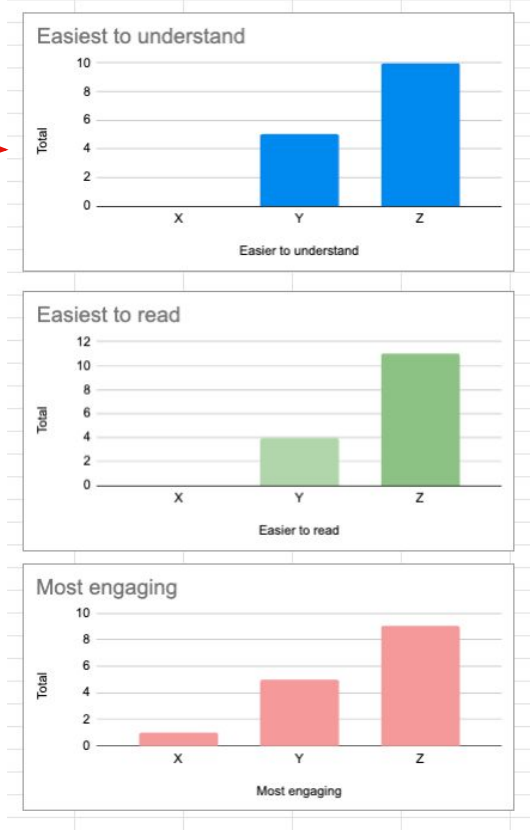
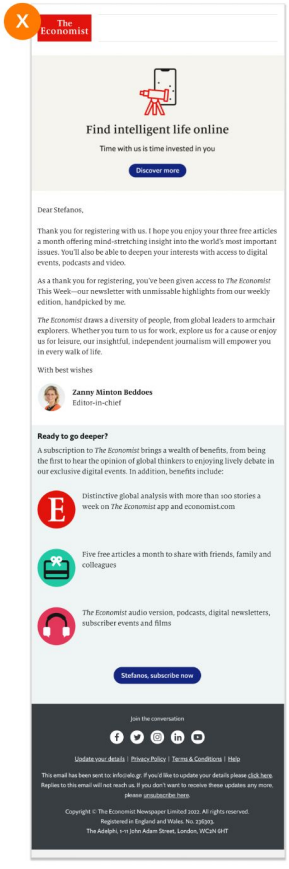
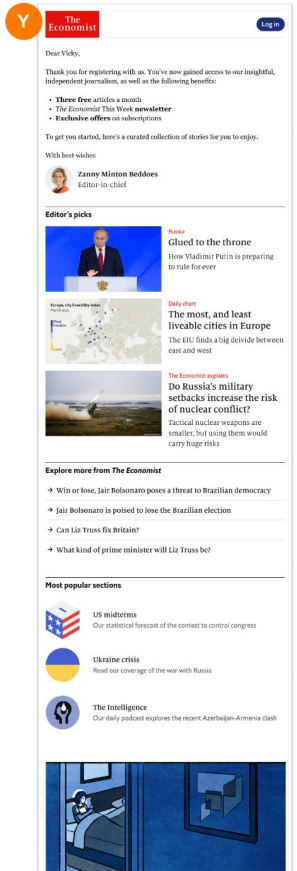
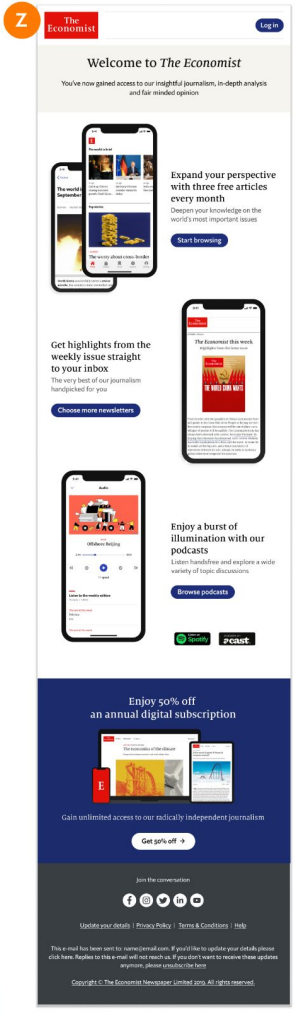
Validate the designs and wording

- 5 second tests
- Preference tests
- Cloze tests
- Scripted tasks



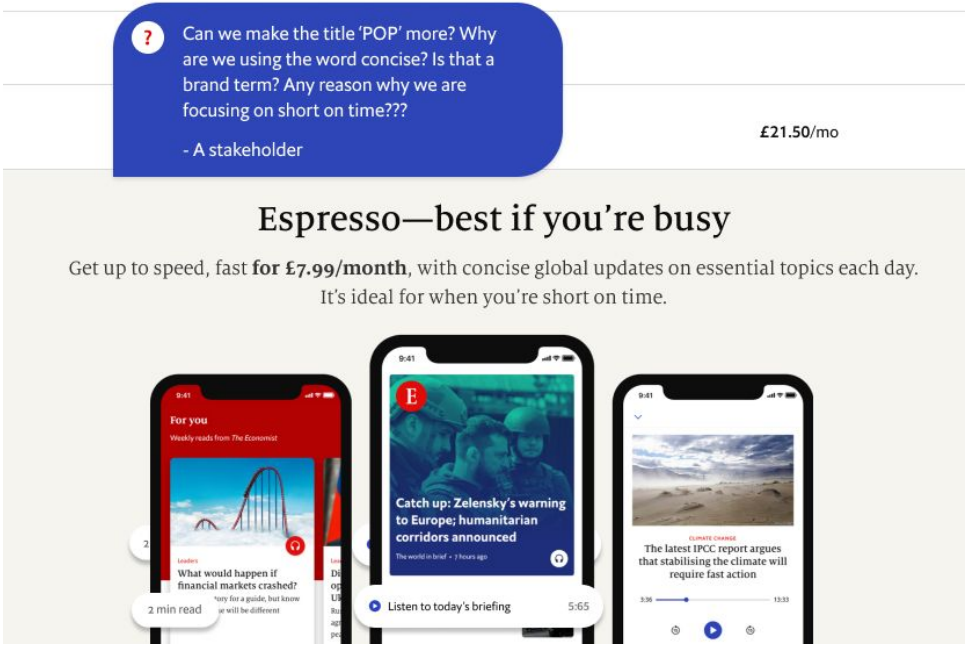






Getting useful internal feedback

1. **Show your process**
2. **Remind stakeholders of the project goals (or strategy statement if you have one)**
3. **Get agreement in a call**



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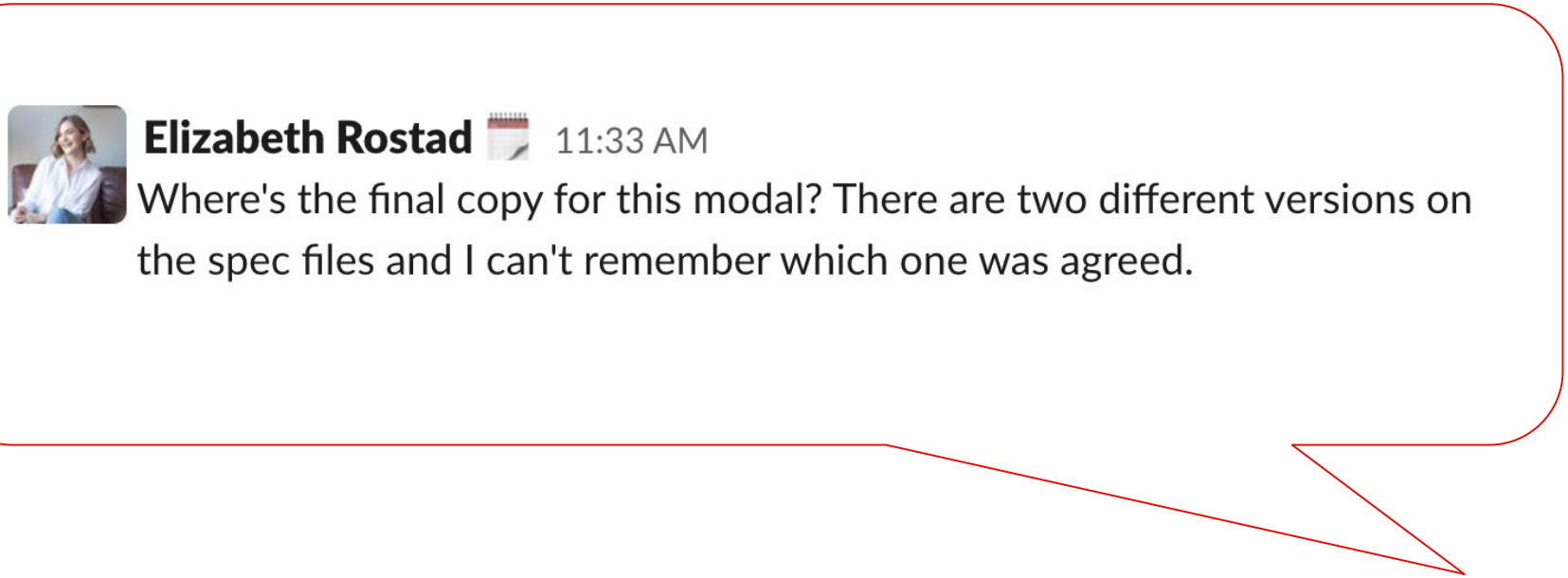
Document document document…



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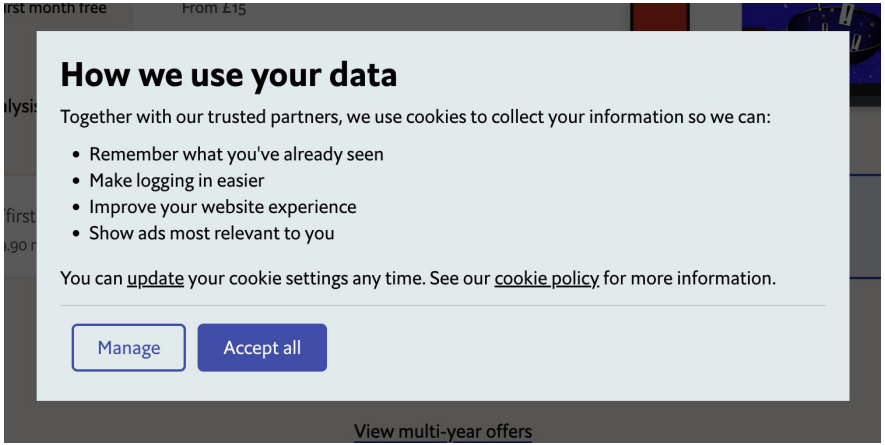
Document where your designers, PMs and engineers will be



Page section	Copy
Header	How we use your data
Body copy	Together with our trusted partners, we use cookies to collect your information so we can:
Bullet points	• Remember what you've already seen • Make logging in easier • Improve your website experience • Show ads most relevant to you
Cookie setting and policy info	You can update your cookie settings any time. See our cookie policy for more information.
Button copy	Manage
Button copy	Accept all

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Test & launch

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Test

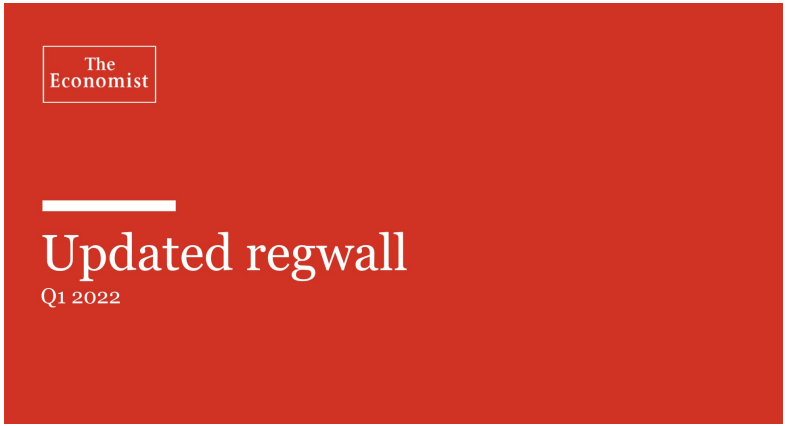
- Get involved with user interviews
- QA review
- Create AB test plans

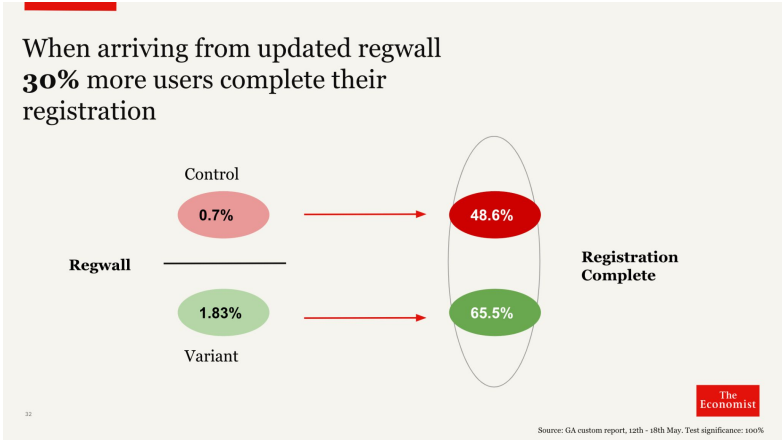
Test

- Get involved with user interviews
- QA review
- Create AB test plans

Launch

- Review the performance
- Share the results



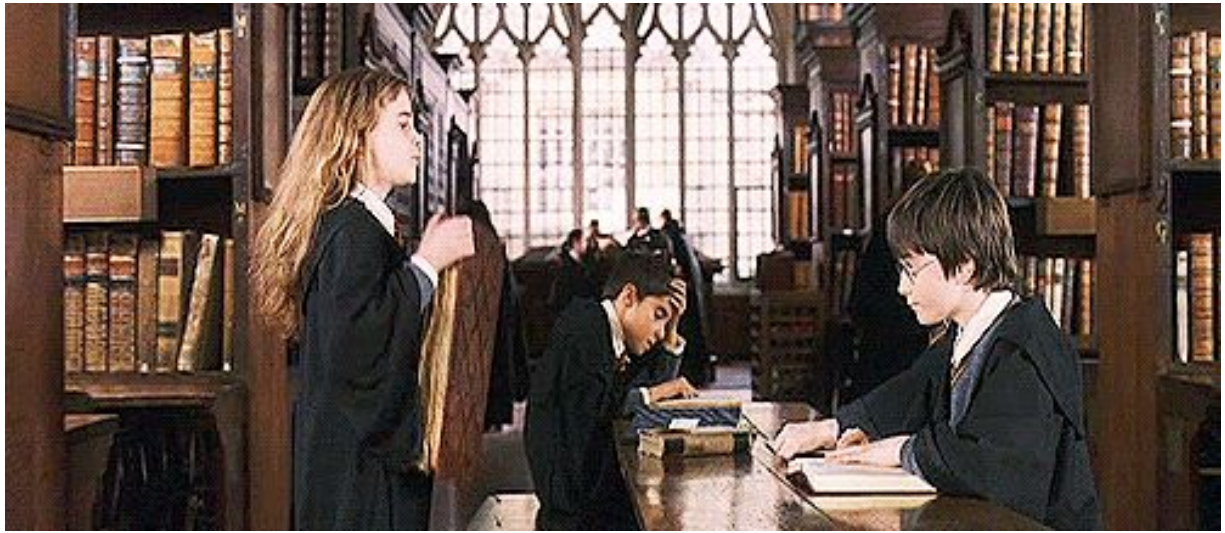


Well done!

You’re having a positive impact across multiple projects.

But wait. That’s a lot of work

Especially when you’re a team of one or across multiple projects.



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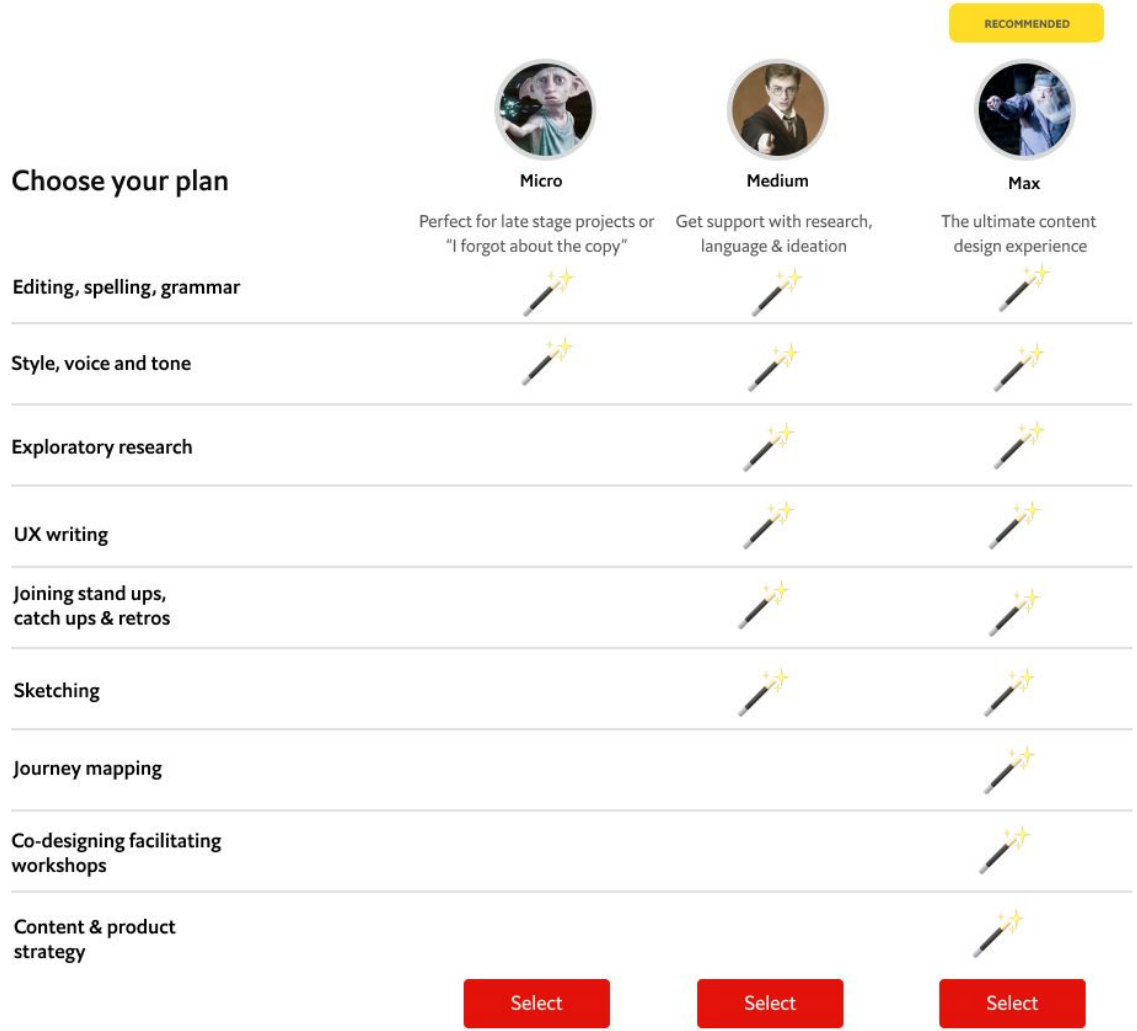
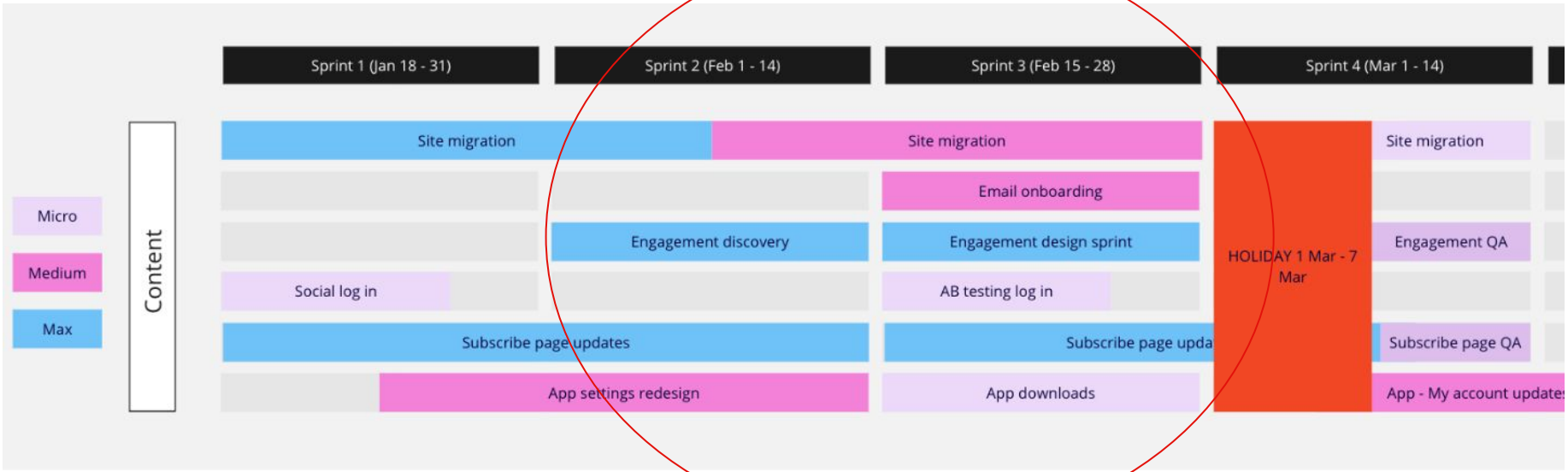
Managing multiple projects

With limited time



Roadmap example*



*This is totally made up and not giving a glimpse of The Economist's product roadmap. It's just a visual example.

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What we covered:

- A reminder of what content design is
- How you can add value at each stage of the design process
- One way to manage your workload

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One book you should read:

- The Content Strategy Toolkit: The Methods, Guidelines, and Templates for Getting Content Right

  Meghan Casey

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Contact me :)

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On Instagram: @contentqueenie

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