
Content design doesn't start in Figma

Laura Morgan, Senior Content Designer

Hi, I'm Laura!

The
Economist



CANCER
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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

What is content design?

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



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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STEP 3/3
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The magic of content design

91%
uplift in
article
clicks

STEP 3/3


Get the most from your subscription

Here are some suggestions to get you started. Select a topic to read more.

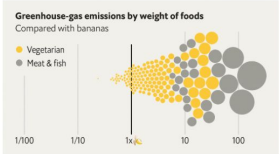
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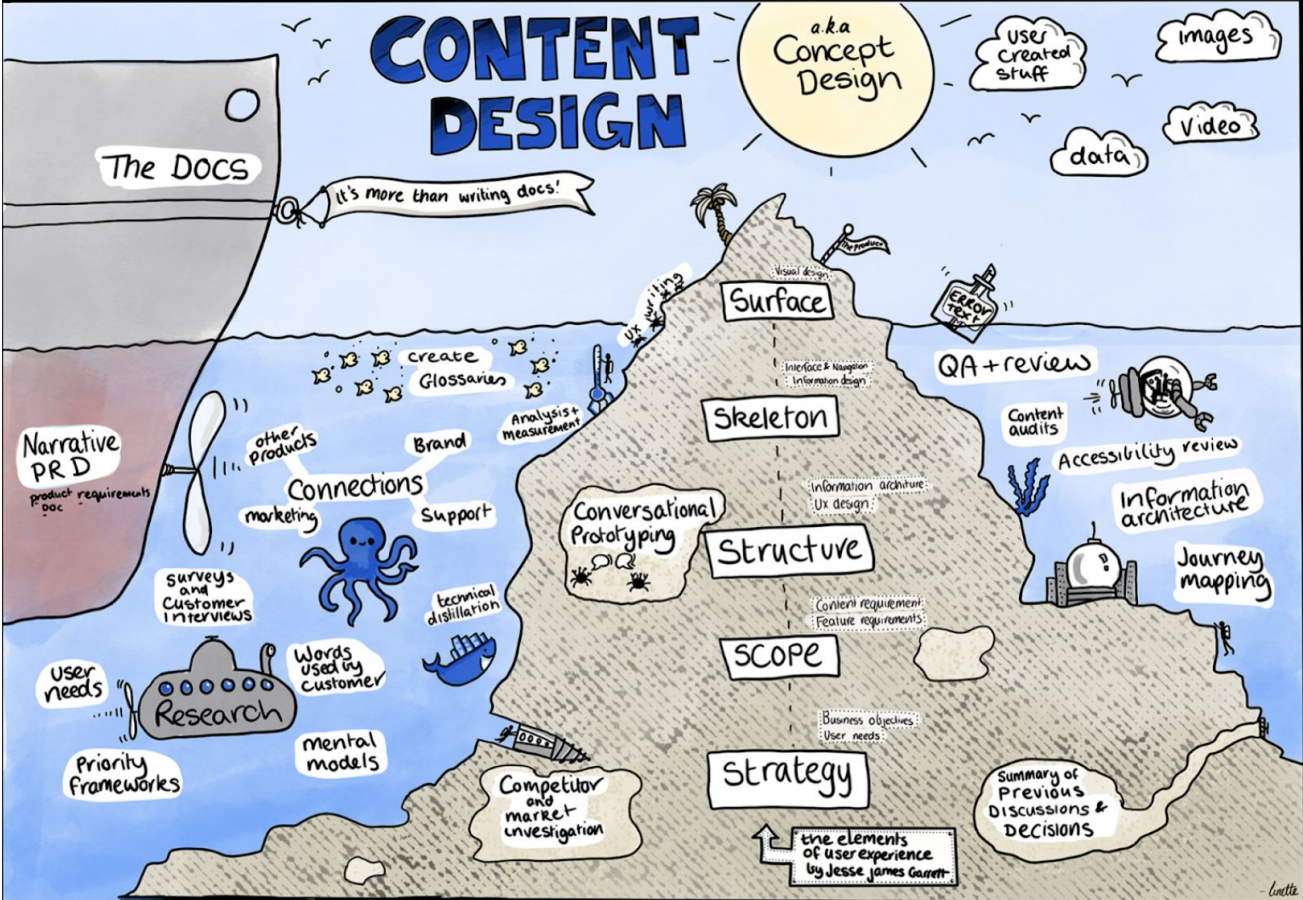
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It's more than just words

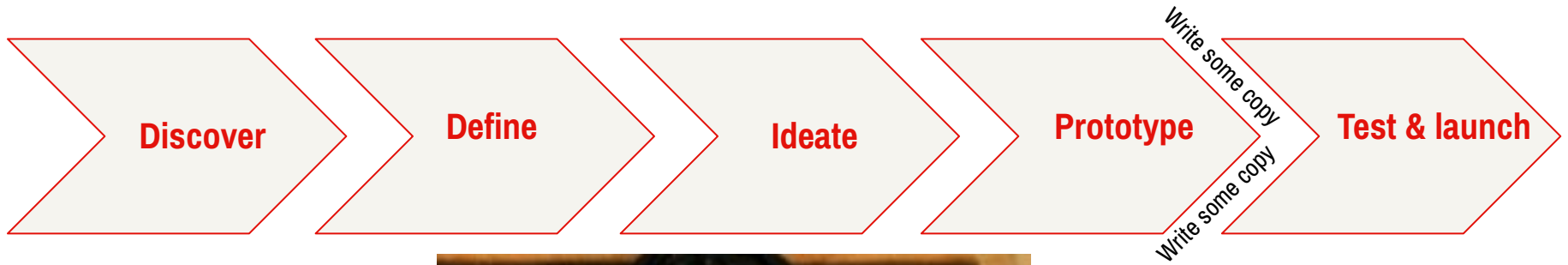


**The true role of a content designer or
content design team is to help design
the development of a product from
the ground up.**



BUT...

The design process



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

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

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

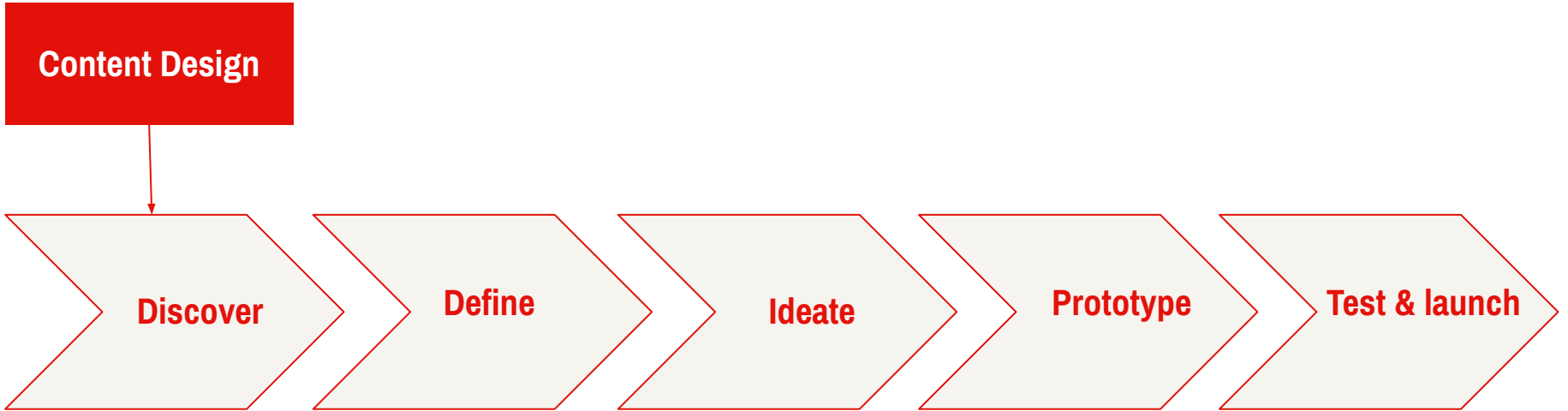
Every UX Writer. Ever.



Laura Morgan 12:41 PM

Please involve me as early as possible 😊

Content design does begin early



Content design does begin early

But it can also add value at any stage.



Content Design

Discover





Ask questions.

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?

Define





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?

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 our 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.

Ideate





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?

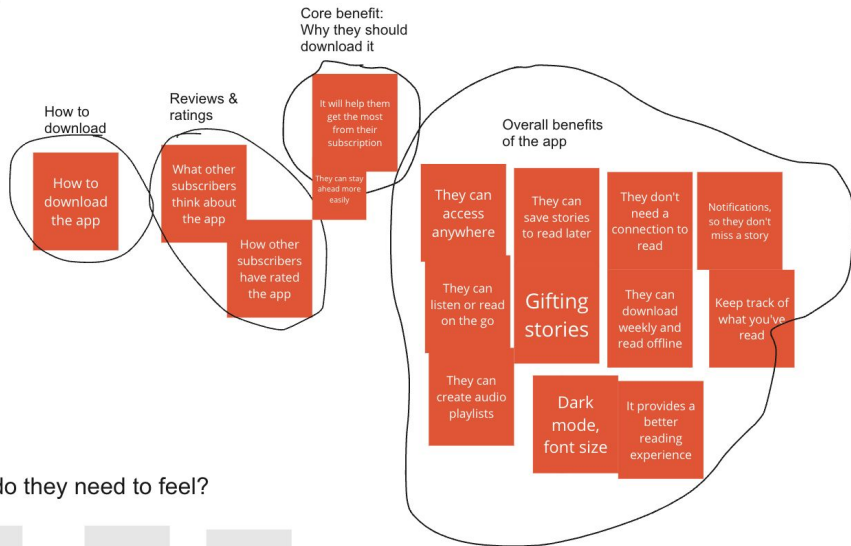
COMMIT:

What action do you want them to take?

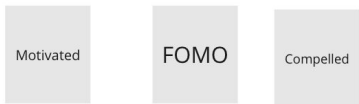
Have you provided the audience with everything they need to know to take action?

Are they feeling the right emotions to commit?

What do users need to know?



What do they need to feel?



What do they need to commit to?



High

Content prioritisation

Title: Core benefit

Body: Short summary paragraph of main benefits & getting the most from their subscription

Motivated

CTA: Download the app

Next section: Benefits unique to app

FOMO

Never miss a story

Listen on the go

A better experience

Don't need connection/save data

Compelled

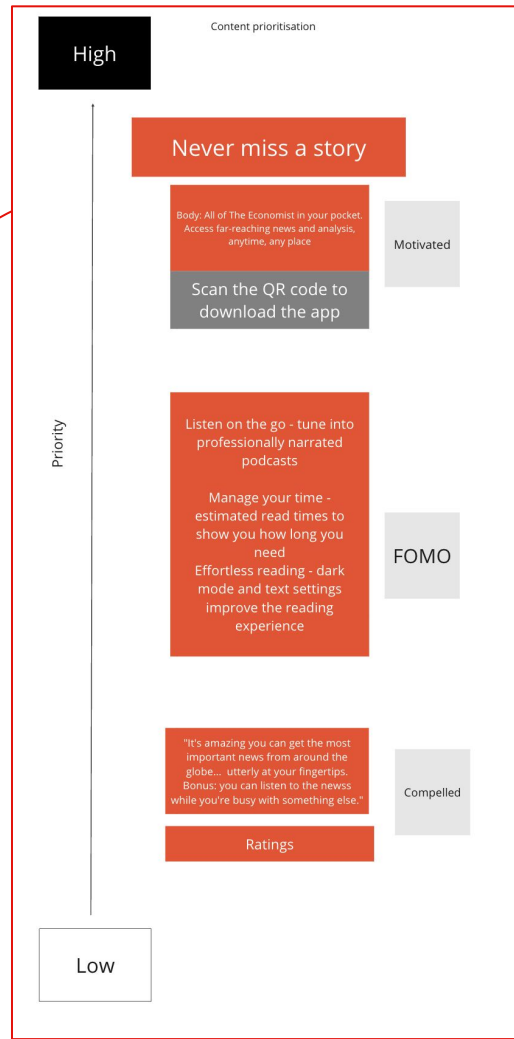
Quote from app user

Ratings

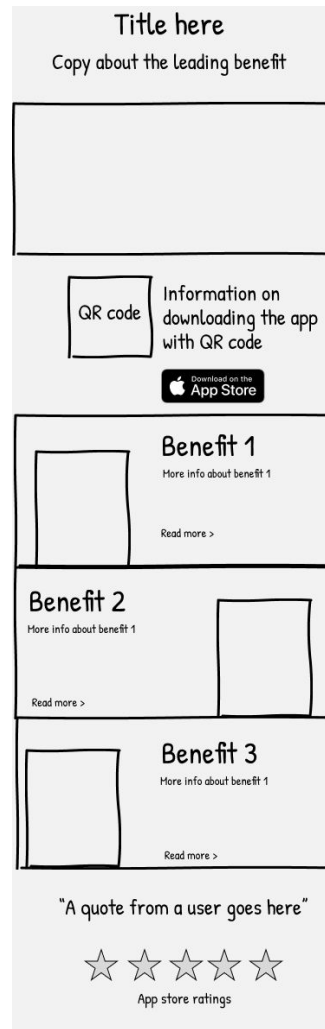
Priority

Low

Draft rough copy...



So you can avoid this



And end up with this instead



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Prototype



Discover

Define

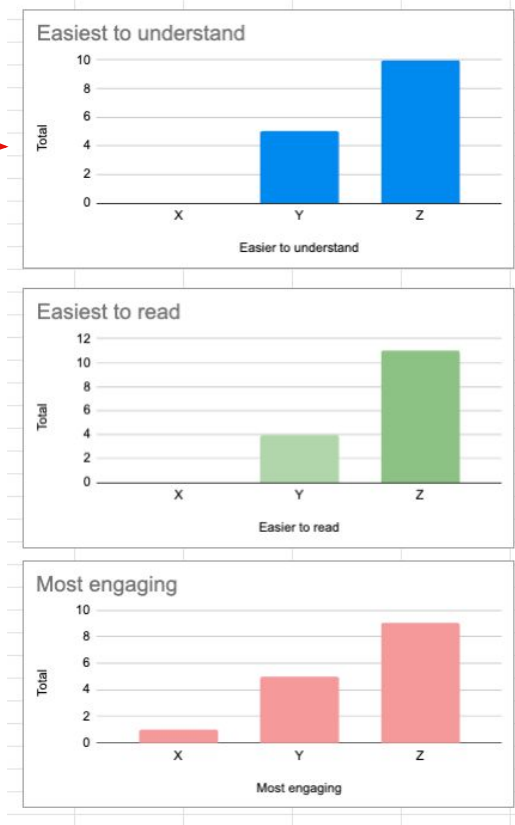
Ideate

Prototype

Test & launch

Validate the designs and wording

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



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Big Picture

Shoulda, woulda, coulda: why FOMO won't let go of us
Shoulda, woulda, coulda: why FOMO won't let go of us

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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

Can we make the title 'POP' more? Why are we using the word concise? Is that a brand term? Any reason why we are focusing on short on time???

- A stakeholder

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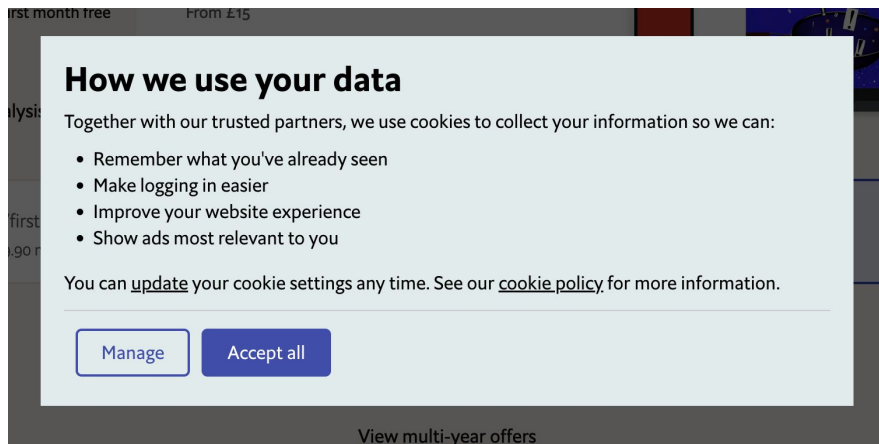
Document document document...



Elizabeth Rostad 📅 11:33 AM

Where's the final copy for this modal? There are two different versions on the spec files and I can't remember which one was agreed.

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	<ul style="list-style-type: none">Remember what you've already seenMake logging in easierImprove your website experienceShow 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

Test & launch





Test

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

Subscriber										
<p>Account Migration - 10/10/2015 10 - 100K - 1000000 - 10000000 - 100000000 - 1000000000</p>										
<p>Default account migration - 10/10/2015 10 - 100K - 1000000 - 10000000 - 100000000 - 1000000000</p>										
<p>Account Migration - 10/10/2015 10 - 100K - 1000000 - 10000000 - 100000000 - 1000000000</p>										
<p>Account Migration - 10/10/2015 10 - 100K - 1000000 - 10000000 - 100000000 - 1000000000</p>										
<p>User Interface - 10/10/2015 10 - 100K - 1000000 - 10000000 - 100000000 - 1000000000</p>										
<p>Default - 10/10/2015 10 - 100K - 1000000 - 10000000 - 100000000 - 1000000000</p>										

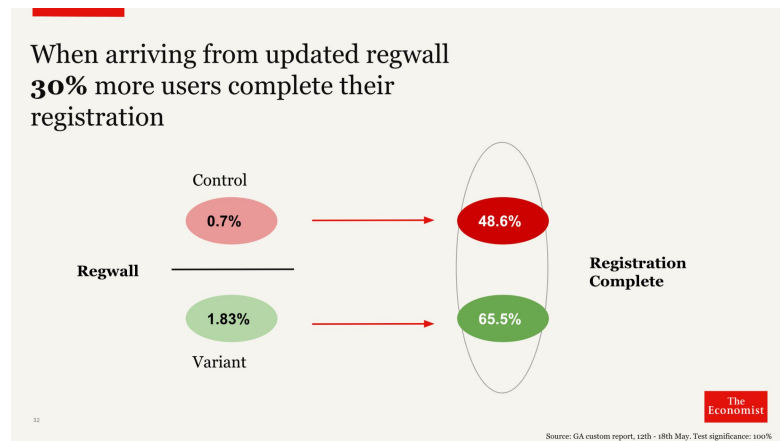
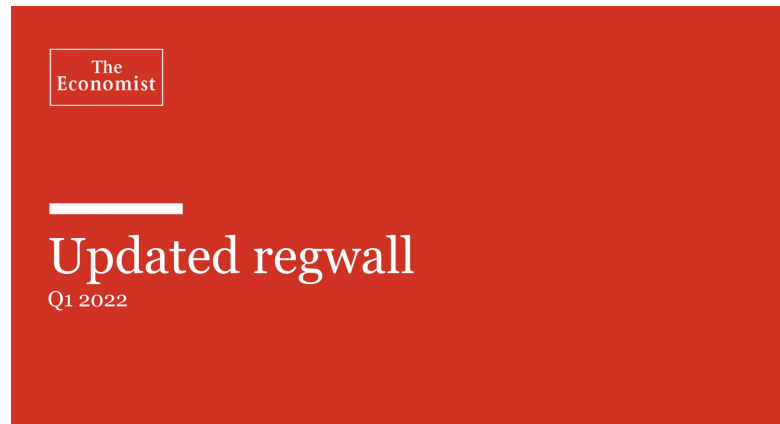


Test

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

Launch

- Review the performance
- Share the results



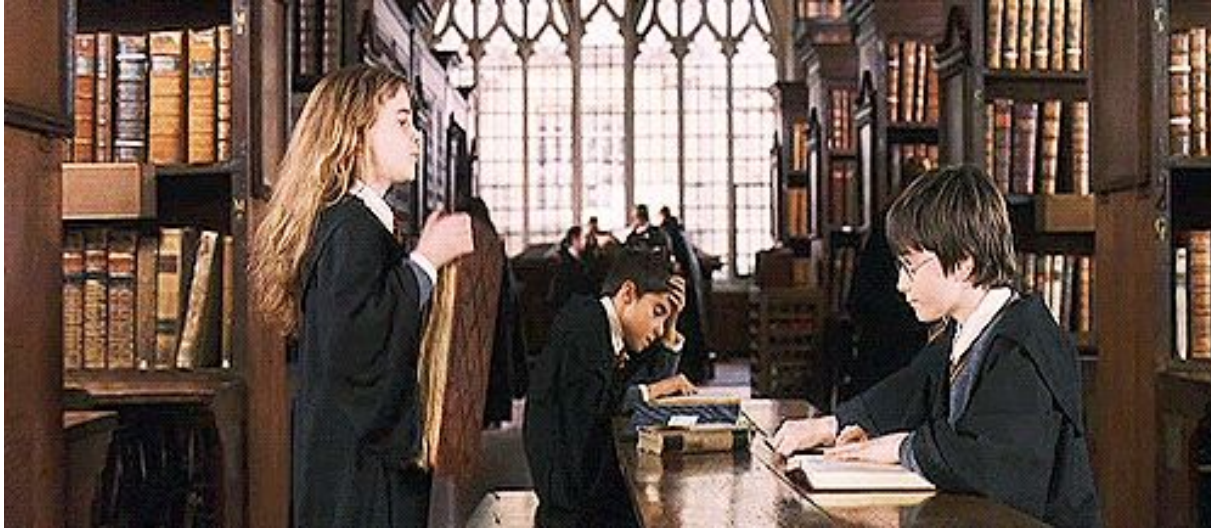
Well done!

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.



Managing multiple projects

With limited time

Choose your plan



Micro

Perfect for late stage projects or "I forgot about the copy"



Medium

Get support with research, language & ideation



Max

The ultimate content design experience

RECOMMENDED

Editing, spelling, grammar



Style, voice and tone



Exploratory research



UX writing



Joining stand ups, catch ups & retros



Sketching



Journey mapping



Co-designing facilitating workshops



Content & product strategy

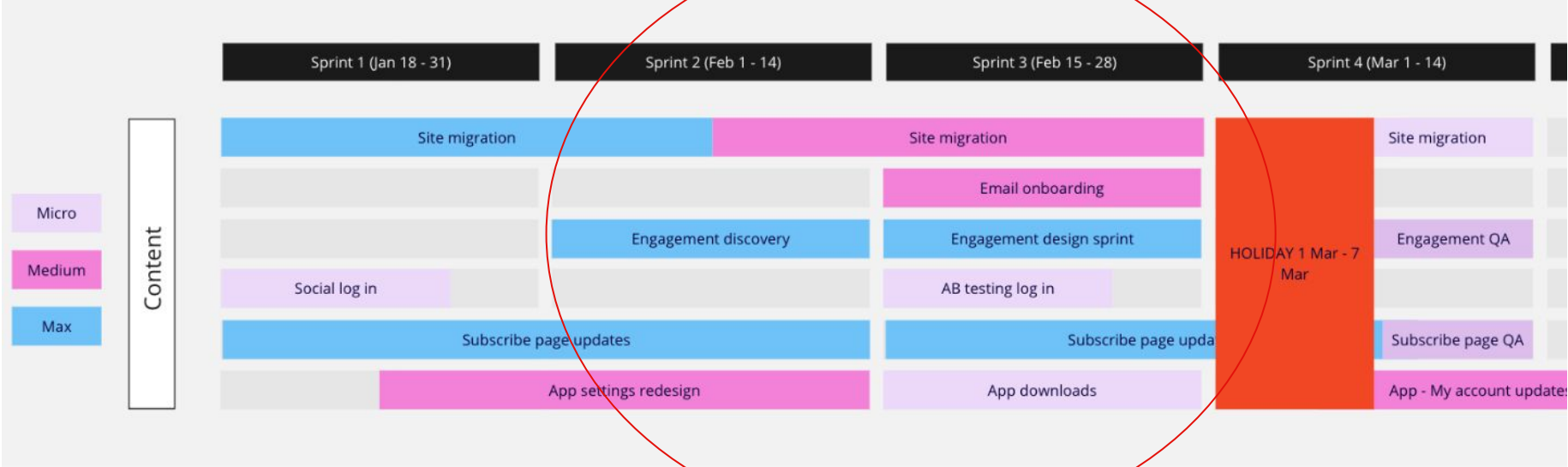


Select

Select

Select

Roadmap example*



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

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

One book you should read:

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

Meghan Casey

Contact me :)

On LinkedIn: www.linkedin.com/in/lemorgan/

On Instagram: @contentqueenie