Designing Connected Content

Mike Atherton, Facebook

@mikeatherton

PLAYBOY TV

Welco

Subscribe to Playboy TV before the end of May 1999 and YOU could get Playboy TV for the totally irresistible price of £3.99 for one month!

N.B. This exclusive offer is only open to brand new satellite subscribers in the UK and Ireland.

nighcalls uk

No.1 Trouble Street

Welcome to the third series of Trouble's on-line soap!

T Trouble

Dip, if you will, into the private lives of the occupants of No.1 Trouble Street as told via text, sound, images, animation and video.

Episodes can be accessed by clicking the episode buttons below.

episode

Challenge

Enter our competition and win yourself a holiday!

he

your knowledge
ry day with
llenge Prize Time,
Challenge prizes
be entered into
special prize
w on Challenge

Thursday 7 May 1

Welcome to Challe on the Web!

The prize time que for today is:
Which ruler referre English as a nation shopkeepers?

NEW!
Win v
chanc
Shirle
perfor
our co

The Crystal Maz

New! New
A giant fantasy
playground... I
ingenious gam
Fiendish challe
all part of *The*
Maze - brand n
Challenge TV f

Strike It Lucky

WELCOME TO BRAVO

IT SHOULDN'T BE ENTERTAINING.

DVD player up for grabs

NetMortgage and Bravo have joined up
give you the chance to win a state of t
art DVD player.
Want to know more? - well come on in

It's football, but not as we know it

Why put up with painful corns when yo
can let the sunshine of Futbol Argentin
into your life? Passion, crunching tack
and bendy free-kicks - it's all you cou
ask from a television. And it's showing
Bravo NOW!
Click HERE to learn more about the
madness and mayhem of Argentinian
football and enter our fantastic compet

▸▸ GO!

Problem 1

Bringing old ideas to new media.

We drive into the future using our rear-view mirror.

MARSHALL MCLUHAN

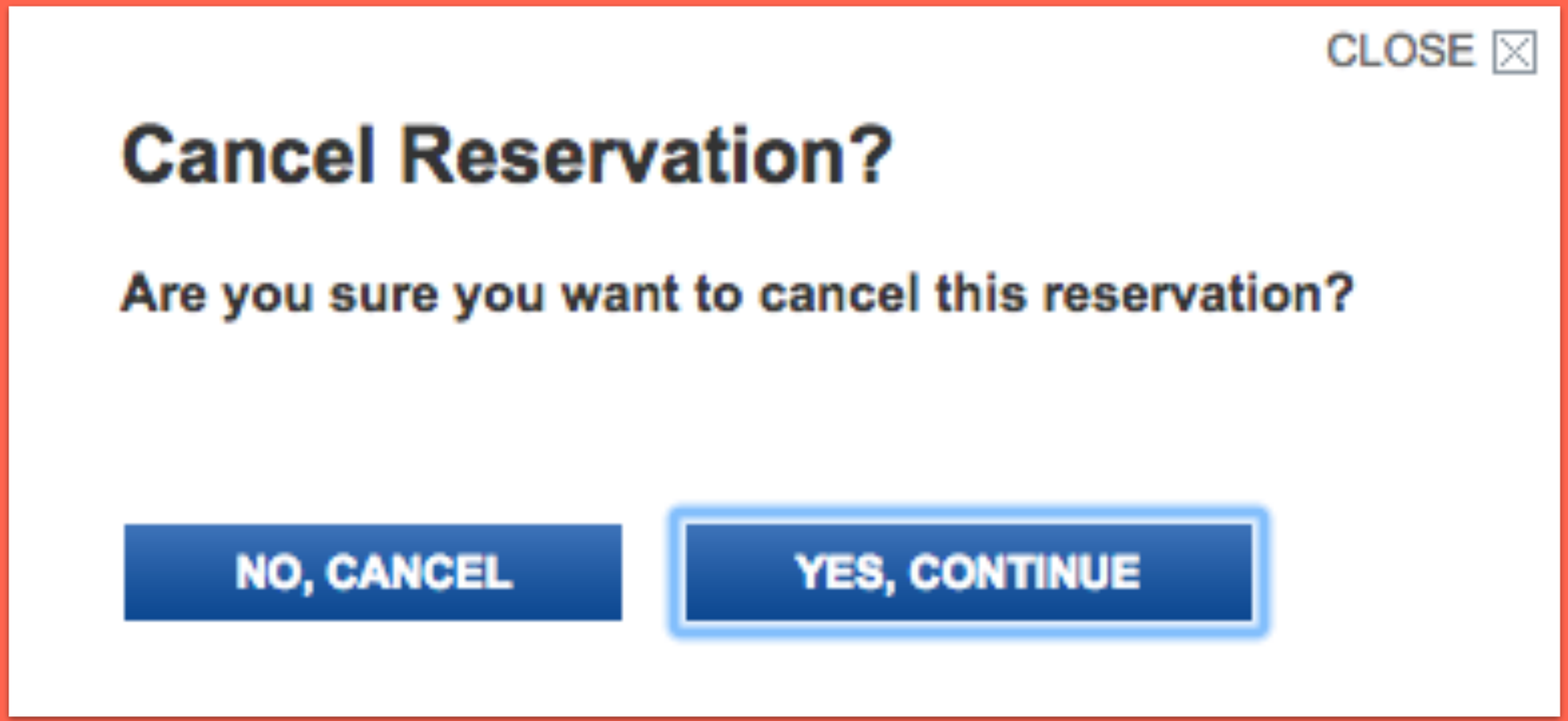
Problem 2

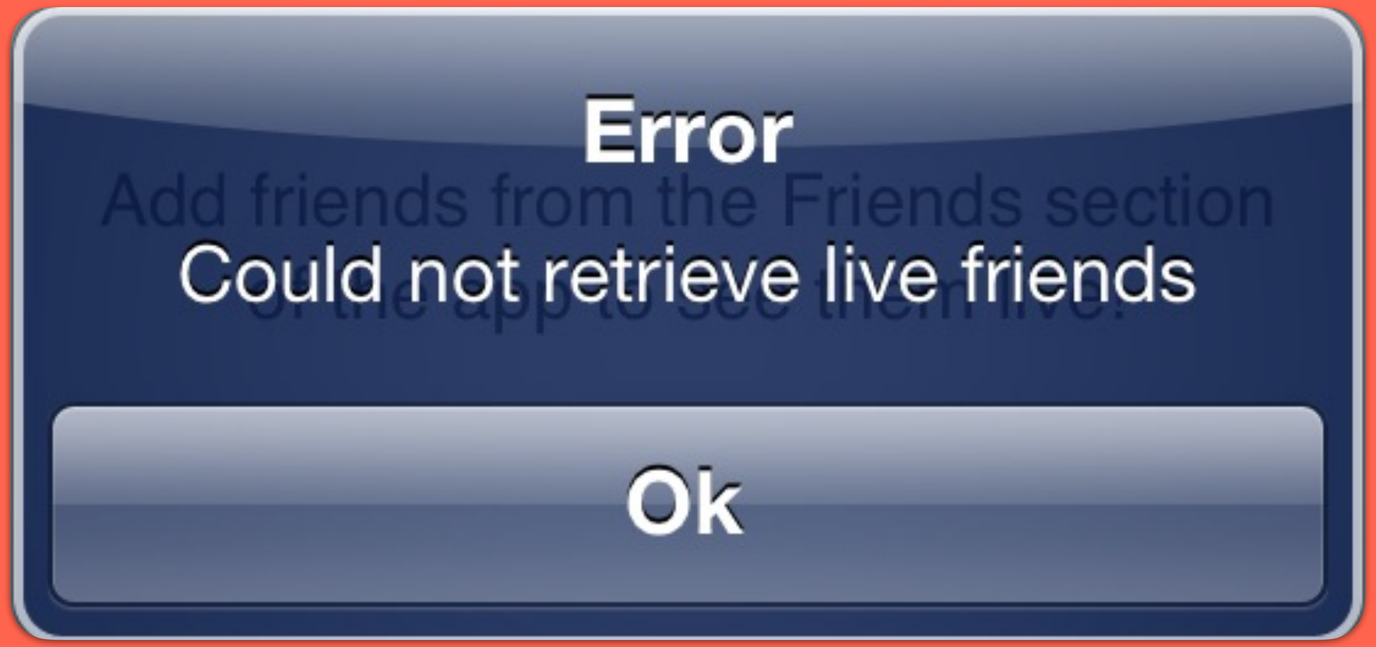
What even is digital design?

People don’t come for design.

They come for content.

CONTENT
STRATEGY


CLOSE
Cancel Reservation?
Are you sure you want to cancel this reservation?
NO, CANCEL
YES, CONTINUE


Error
Add friends from the Friends section
Could not retrieve live friends
of the app to see them live.
Ok

Error
Failed to execute child
Failed to execute child process "/home/matteo/Minecraft.jar" (Permission denied)
Close

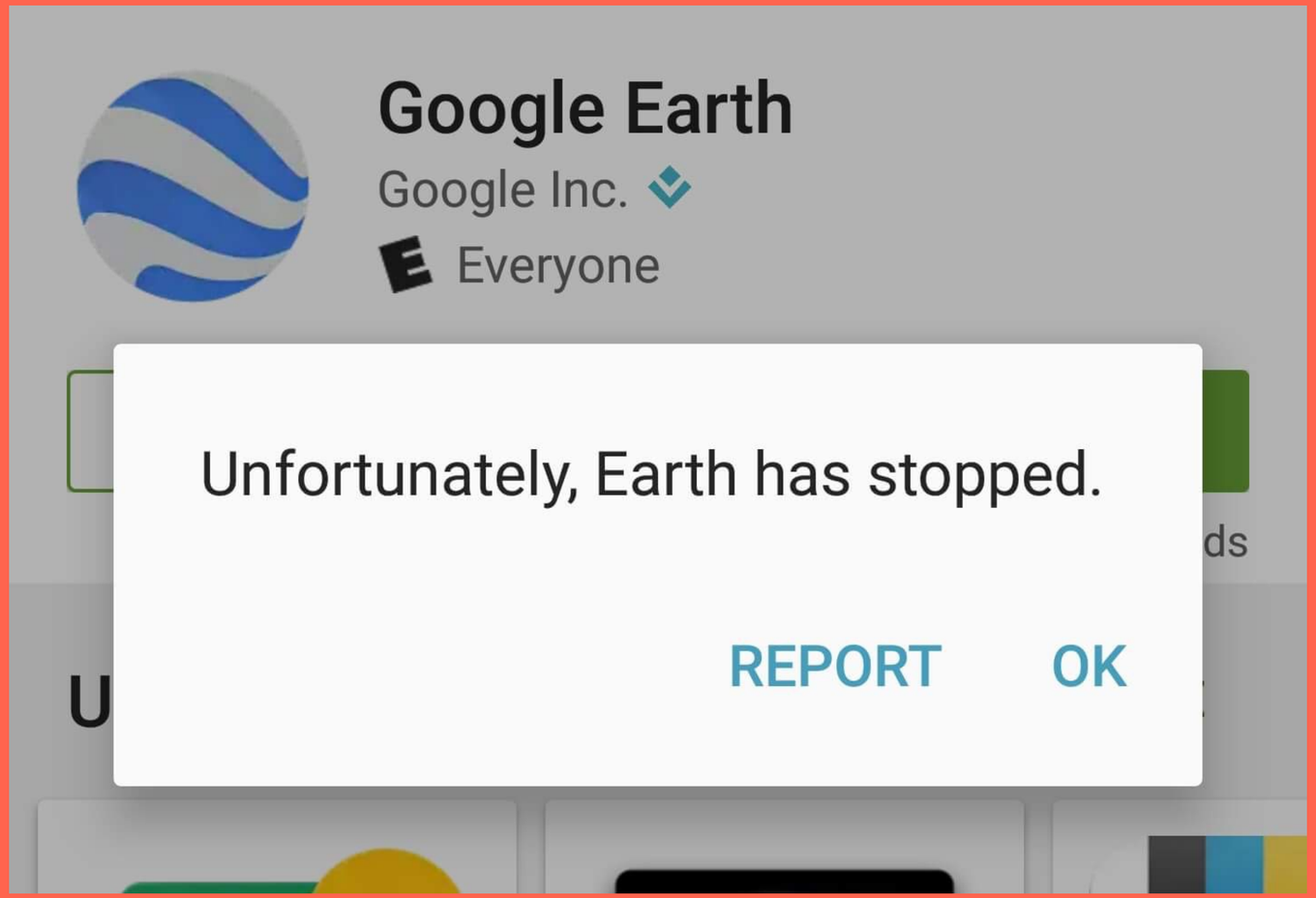
Article Talk

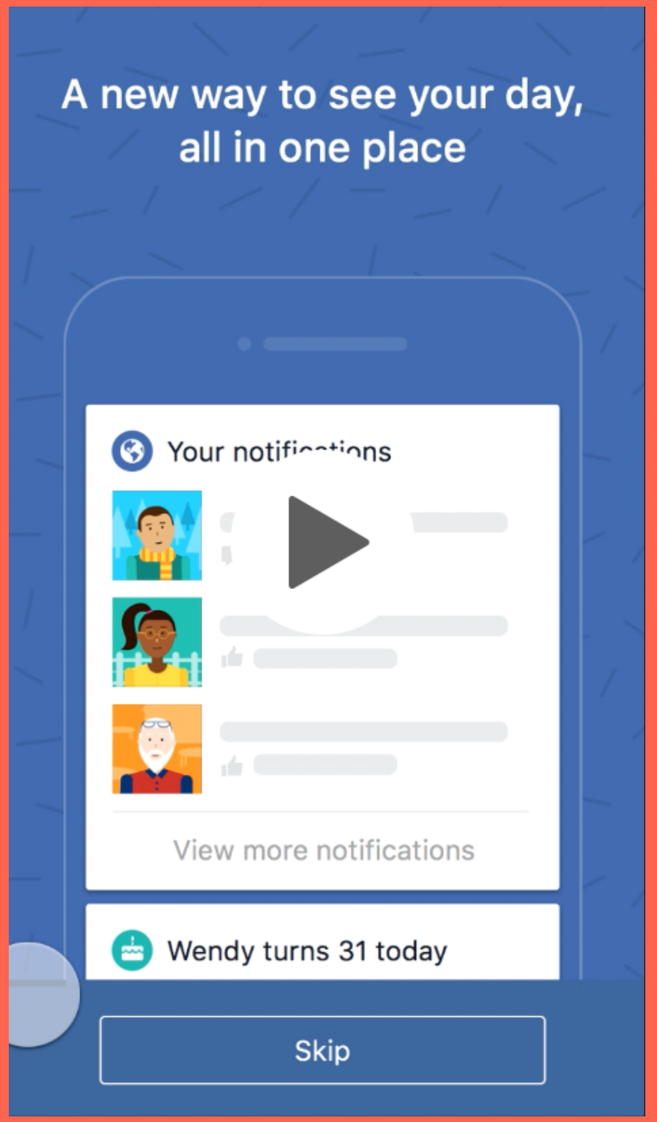
List of genocides by death toll

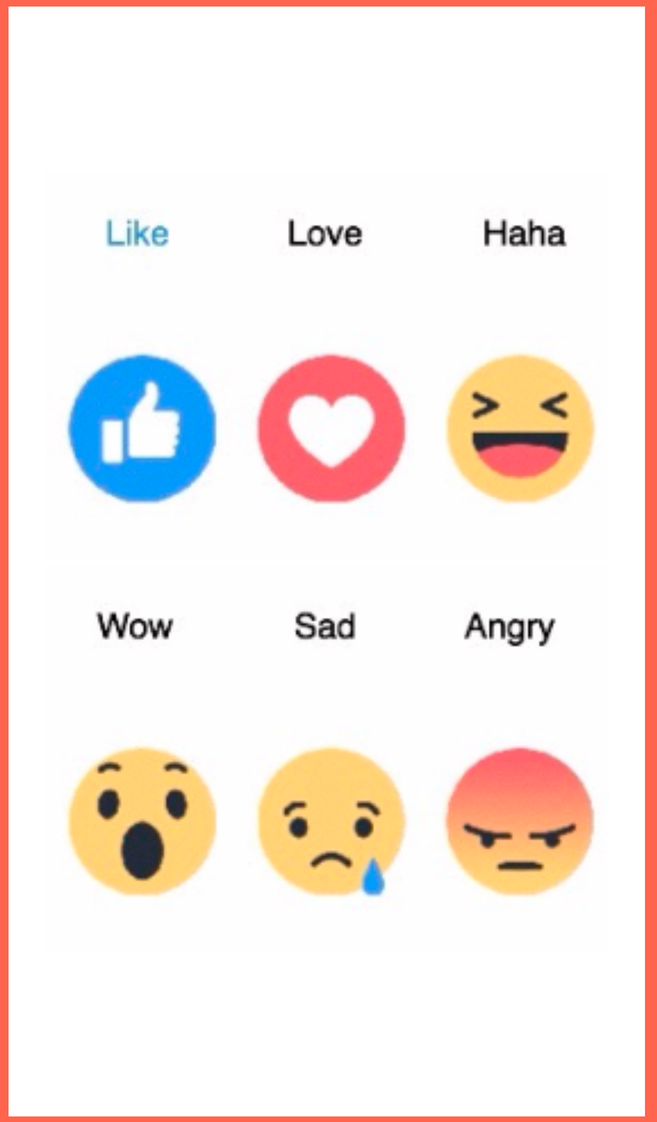
From Wikipedia, the free encyclopedia

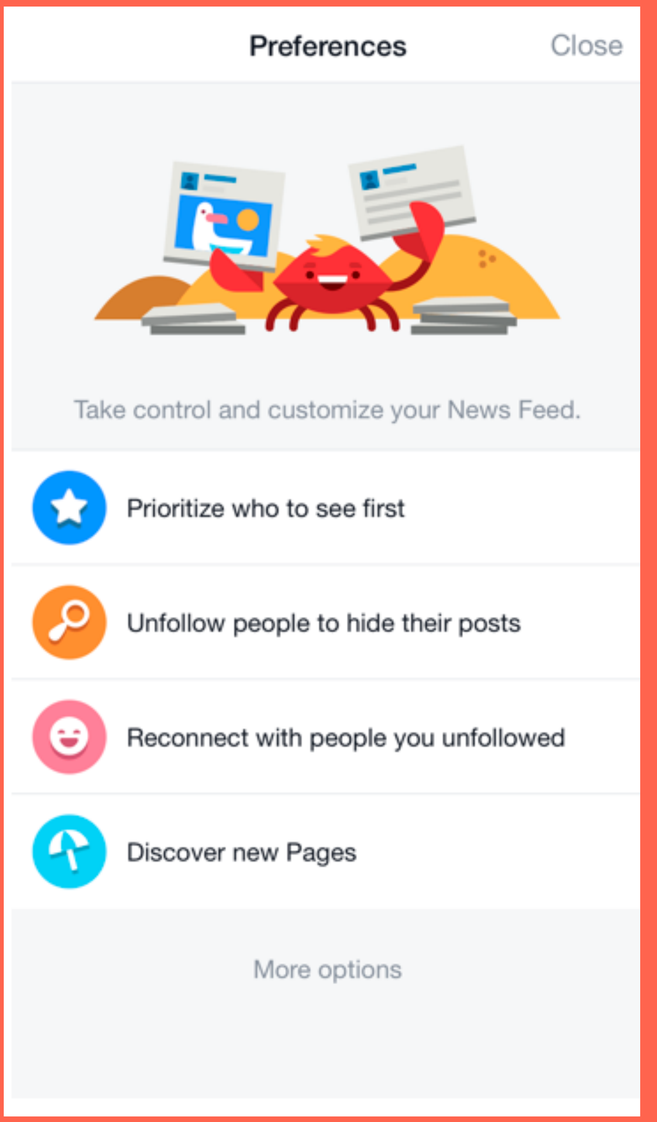
This list is incomplete; you can help by expanding it.

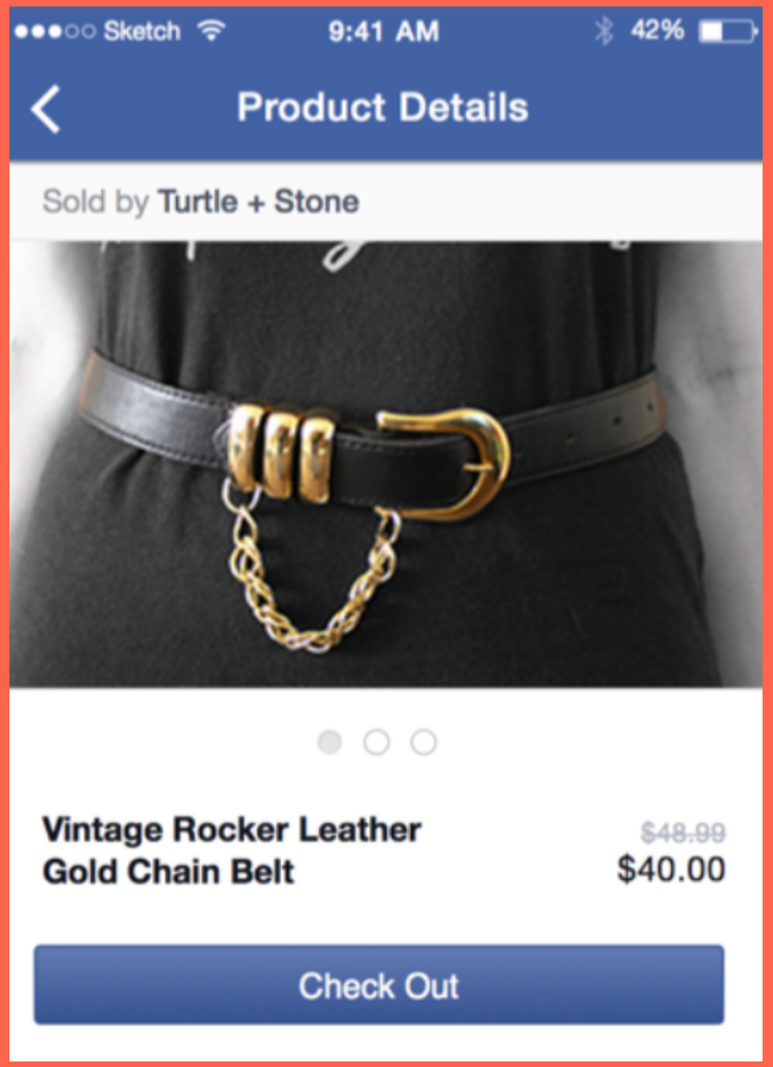
@mikeatherton


Google Earth
Google Inc.
Everyone
Unfortunately, Earth has stopped.
REPORT
OK

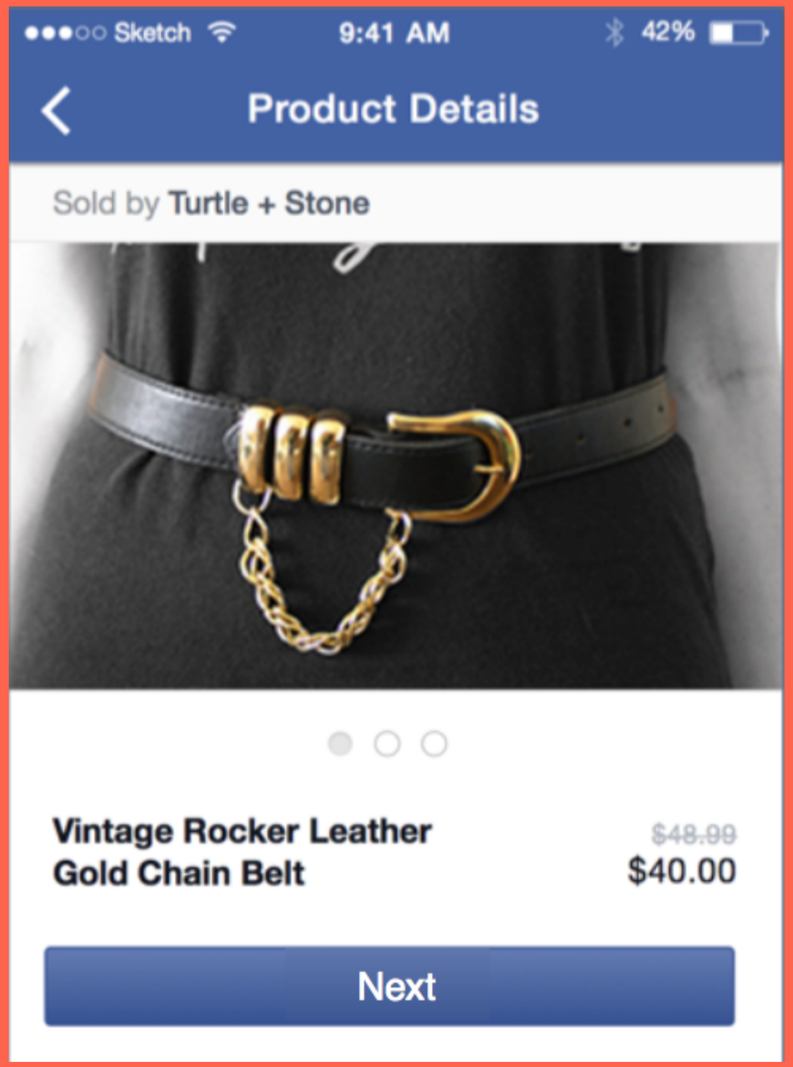

A new way to see your day, all in one place
Your notifications
View more notifications
Wendy turns 31 today
Skip


Like
Love
Haha
Wow
Sad
Angry

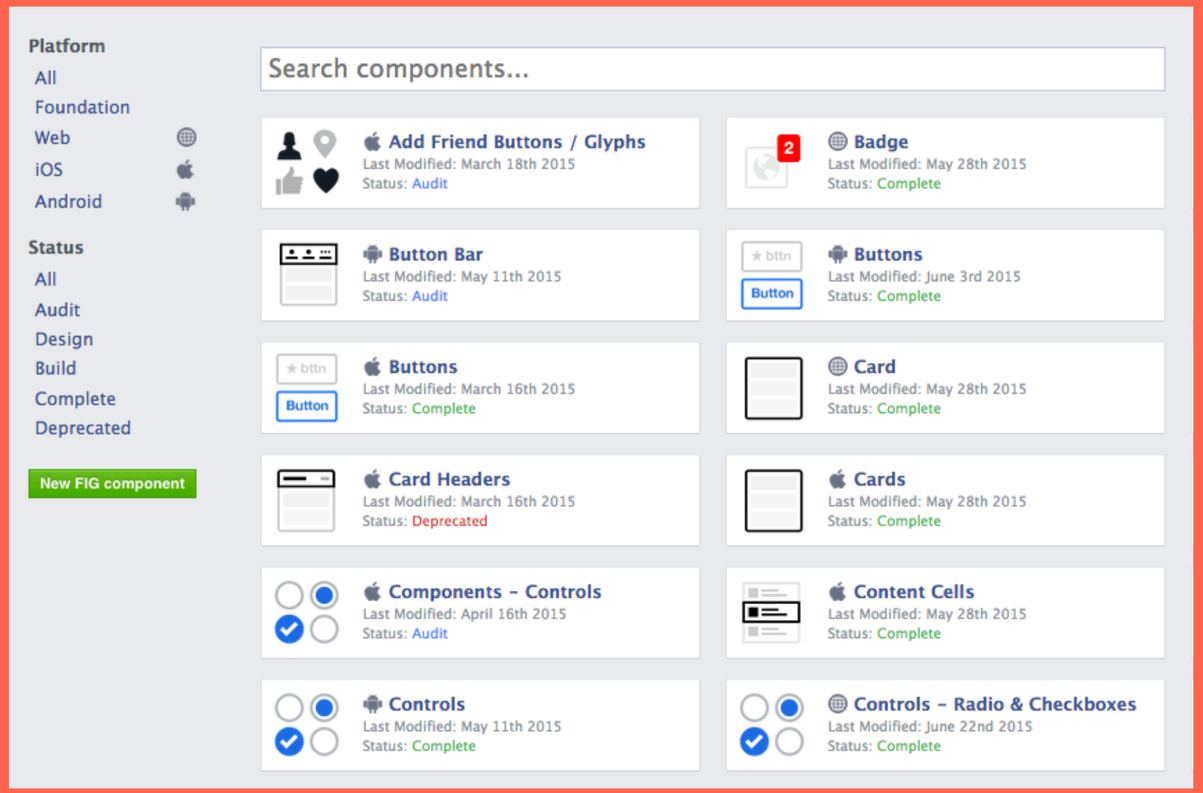

Preferences
Close
Take control and customize your News Feed.
Prioritize who to see first
Unfollow people to hide their posts
Reconnect with people you unfollowed
Discover new Pages
More options

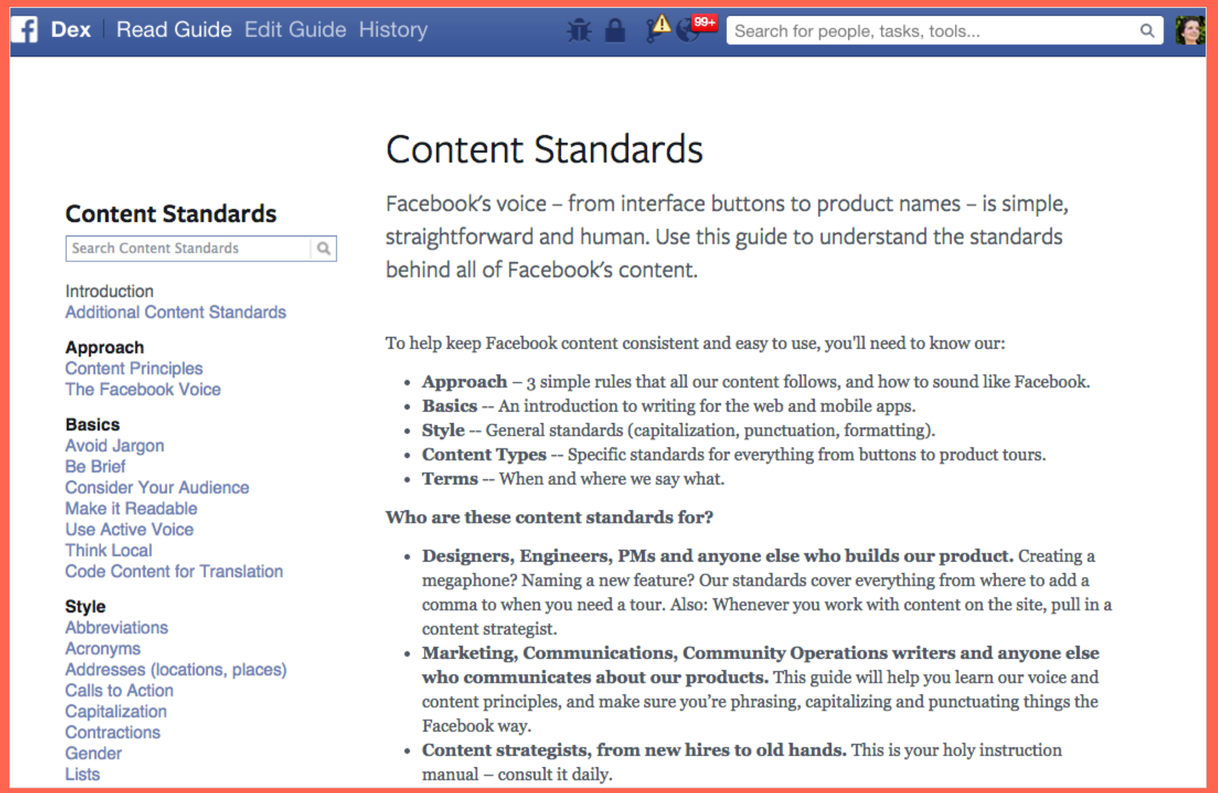


Before



87% Higher CTR





Design Standards

Content Standards

Tone	Subject line	Intro message
Celebratory	Welcome to Facebook	We're so glad you're here! The more friends you add, the better your experience on Facebook will be.
Inspiring	Make the most of Facebook	Here's to friendship! Start connecting with your friends and sharing with them today. Here's how.
Encouraging	We're here to help you enjoy Facebook	It's time to find people you know and add them as Facebook friends! And getting started is easy. Here's how:
Helpful	Here's how to make the most of Facebook	Want to know the best way to get started on Facebook? Add your friends! The more friends you add, the better your experience will be.
Informative	3 best ways to get started on Facebook	Facebook is a great place to connect with friends and family and share what's happening in your life.
Educational	We'd like to show you to make the most of Facebook	With your new Facebook account, you can connect with people you know, share photos and videos about your life and comment on updates about friends, family, news articles and more.
Reassuring	Create the best Facebook experience for you	How you use Facebook and how much you share is up to you! To get started, find some of your friends.
Supportive	We thought you might want some tips for using Facebook	There are so many great ways to connect and share on Facebook! We'll help you get started by connecting you with your friends.
Sympathetic	Easy tips and resources to get started on Facebook	The best way to start on Facebook is to add your friends. With so many great ways to connect with the people who matter to you, we know getting started can feel overwhelming. We're here to help.

Five Lies

About Writing for Products!

@mikeatherton

1. It’s Copywriting.

2. It's Cute.

3. Anyone Can Do It.

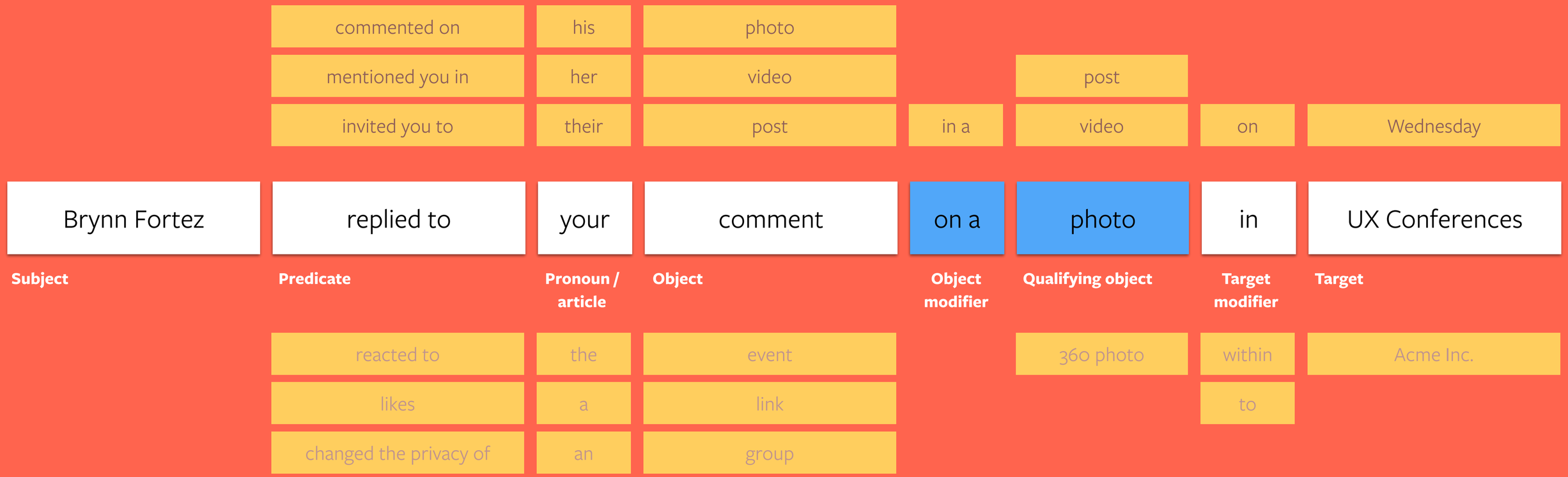
4. It Only Takes a Minute.

5. Nobody Reads.

Simple, human and straightforward.

Content strategy is systems design.

Product	**Groups**
Actor	**Administrator**
Action	**Approve**
Object	**Post**
Property	**Recommended**


commented on
his
photo
mentioned you in
her
video
post
invited you to
their
post
in a
video
on
Wednesday
Brynn Fortez
replied to
your
comment
on a
photo
in
UX Conferences
Subject
Predicate
Pronoun / article
Object
Object modifier
Qualifying object
Target modifier
Target
reacted to
the
event
360 photo
within
Acme Inc.
likes
a
link
to
changed the privacy of
an
group

10:45
POWER LEVEL
TIME DEFROST
WEIGHT DEFROST
1 2 3
4 5 6
7 8 9
POPCORN (WEIGHT)
0
KITCHEN TIMER
PAUSE
Stop
ASK ALEXA
START
+30sec.

So, what is content?

Well-designed content is

Useful, useable, findable, focused, targeted, distinctive, and **connected**.

But...

Nobody cares about content.

SO...
DO YOU LIKE... STUFF?

Nobody wants your content.

They want the stuff your content is about.

Imagination

Music

Collaboration

dyson

Not displaying correctly? See email in full | Unsubscribe

Mayonnaise removes cup rings.

Dyson cyclones remove more dirt than any other, but there are some things even a Dyson vacuum can't clean.

To help with these, Dyson scientists have put together some cleaning tips to help you tackle dirt and stains using everyday things. You might have heard of some, but others are more unusual. Freezing soft toys kill dust mites. Using charcoal to prevent mildew. Neutralising red wine stains with soda water.

You can download a PDF with cleaning tips by **clicking here.**

@mikeatherton

Artists

Recordings

Labels

UNIVERSAL

Compositions

You can dance, you can jive
Having the time of your life, oh
See that girl, watch that scene
Diging the Dancing Queen

Release Types

Album

Single

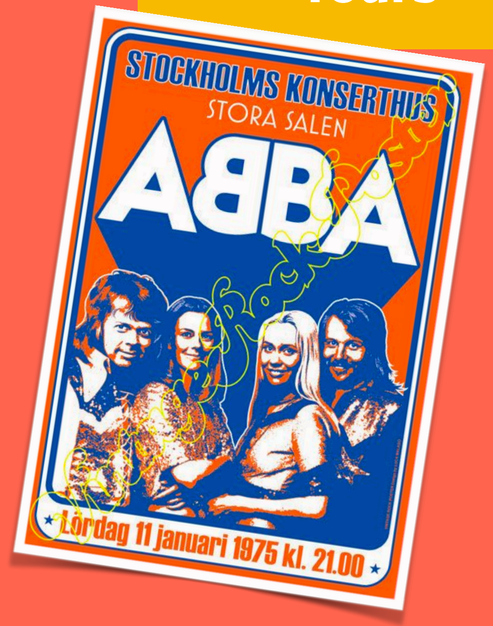
Live

Genres

Pop

Disco

Tours



Who's speaking?

Where is it?

SPEAKERS WORKSHOPS SCHEDULE LOCATION SPONSORS CONTACT

What are they speaking about?

amuse

UX CONFERENCE

OCTOBER 16-18, 2019 // BUDAPEST

When is it?

DESIGNING
CONNECTED
CONTENT
PLAN AND MODEL DIGITAL PRODUCTS
FOR TODAY AND TOMORROW
MIKE ATHERTON
CARRIE HANE

Interview

“So we’re putting on a conference event about IA. This year we will be in Minneapolis, MN. Our program has full-length and lightning talks from fantastic speakers and keynotes, and other folks giving full-day and half-day workshops, on topics like Connected Content.

We host sessions and social events in different venues all over the city, with the help of our volunteers and sponsors.”

Interview

is each event an instance of the overall 'conference'?

all sessions have variable duration?

"So we're putting on a conference event about IA. This year we will be in Minneapolis, MN. Our program has full-length and lightning talks from fantastic speakers and keynotes, and other folks giving full-day and half-day workshops, on topics like Connected Content.

is this a type of talk or a duration?

Is a keynote different to a speaker?

is this kind of topic like the main event topic?

We host sessions and social events in different venues all over the city, with the help of our volunteers and sponsors."

is social just a kind of session?

can volunteers also be speakers? what about in the future?

is a sponsor always associated with a session?

Important Stuff

Overall conference brand

This year's event

Talks and workshop sessions

People: Speakers / workshop presenters

Other volunteers??

Sponsors

Theme / track / topic

Hotel (is it always in a hotel?)

City / Location

Important Stuff

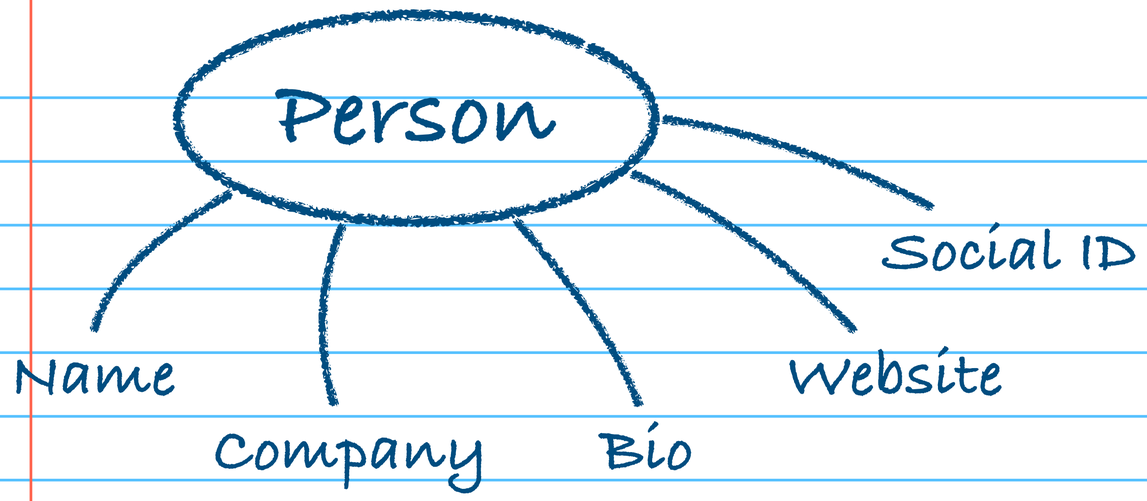
Overall conference brand

This year's event

Talks and workshop sessions

esenters

hotel?)



Brand

Role

Topic

Event

Person

Session

Venue

Hotel

Format

Location

Sponsor

Track

What is an interface really *for*?

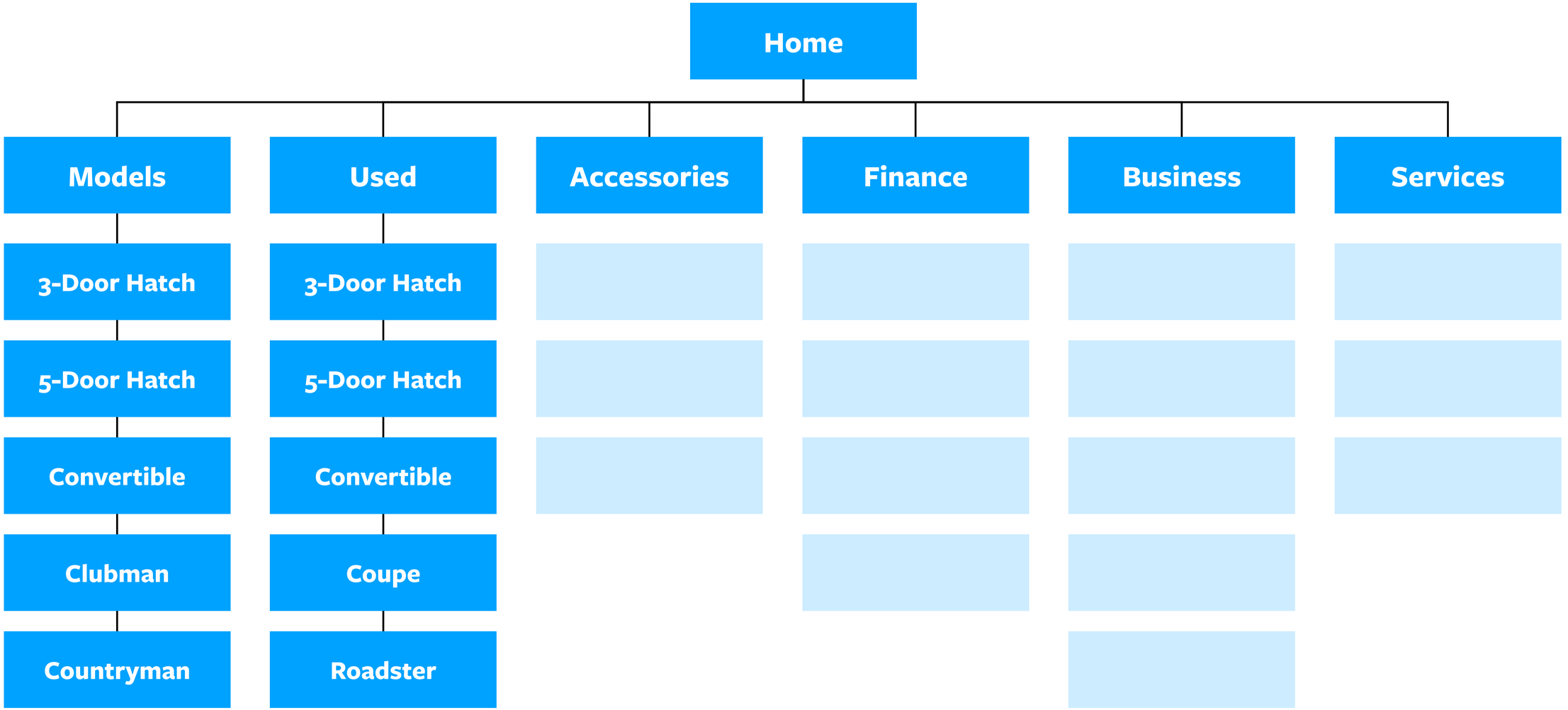
Content-led experience

Mapped to people's interests

Useful and useable, anywhere

Opens pathways to exploration

When interfaces become invisible **all that's left is the structure of ideas.**



@mikeatherton

Brand

Role

Topic

Event

Person

Session

Venue

Hotel

Format

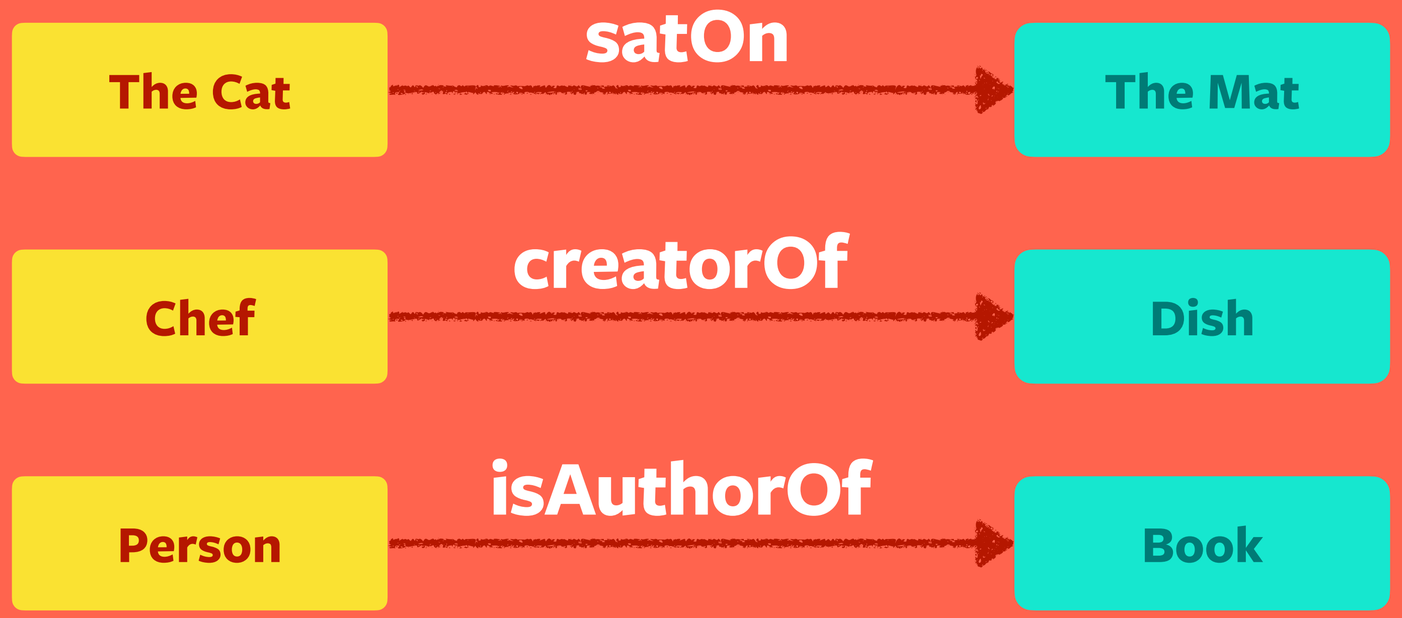
Location

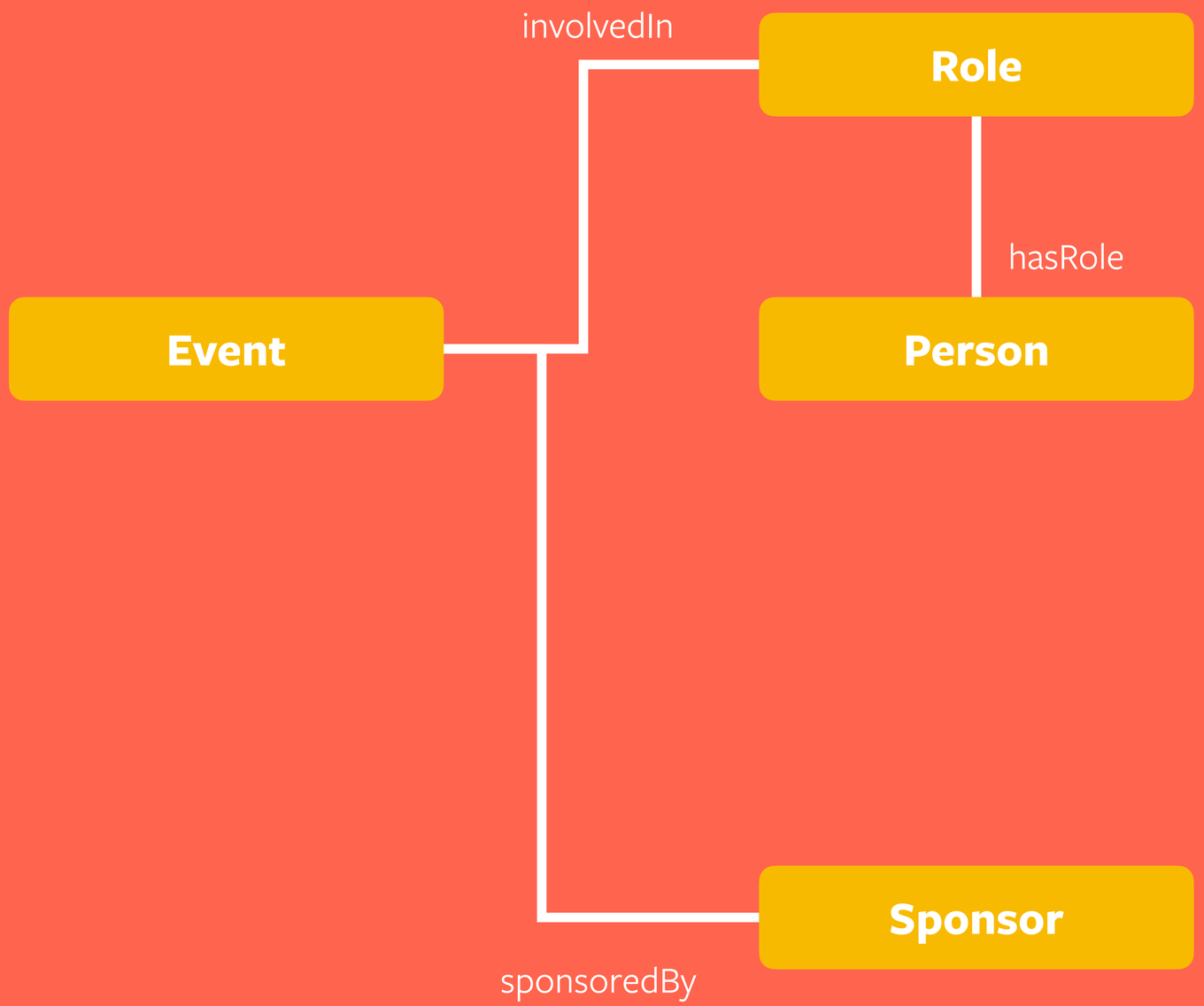
Sponsor

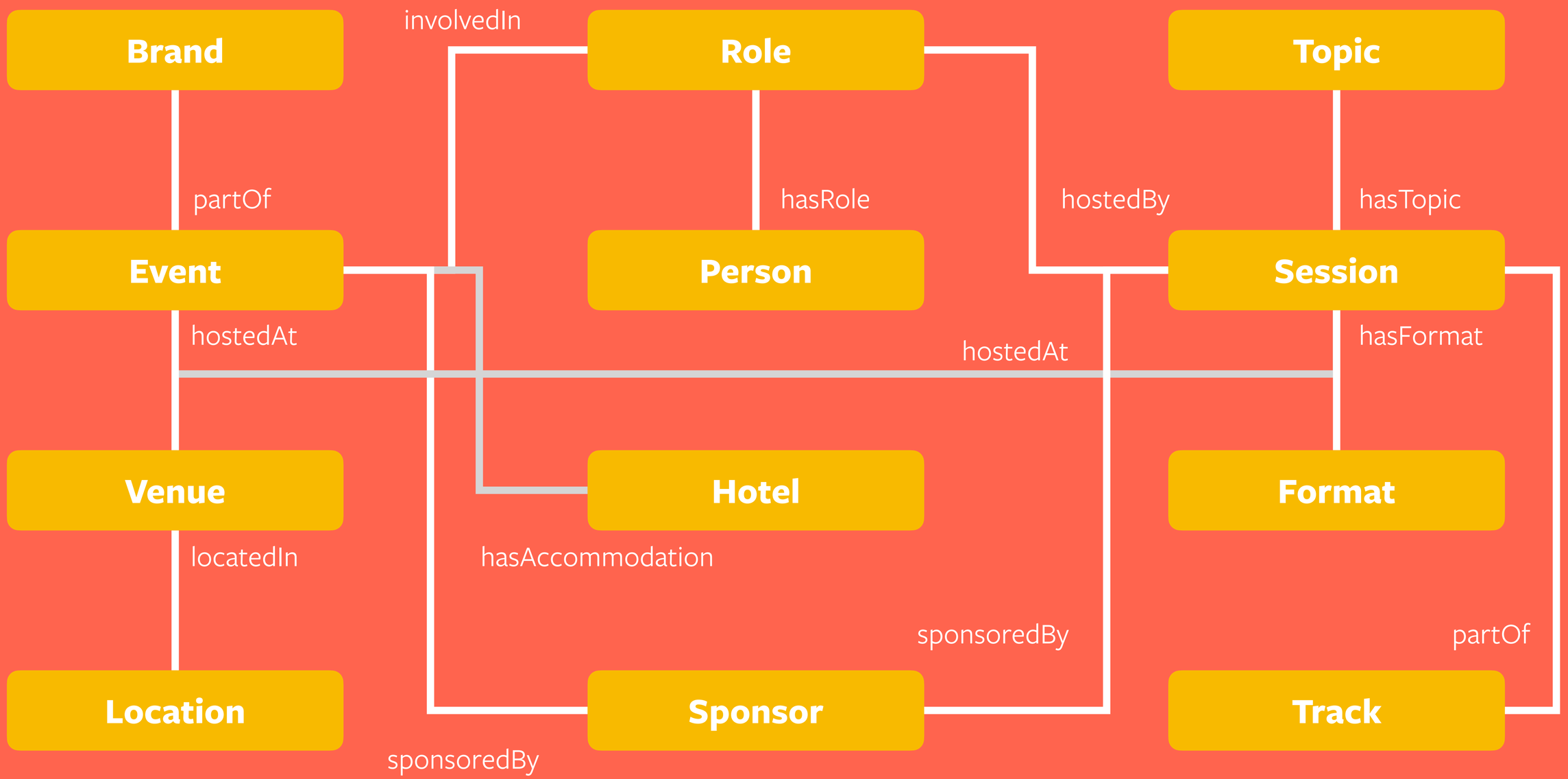
Track

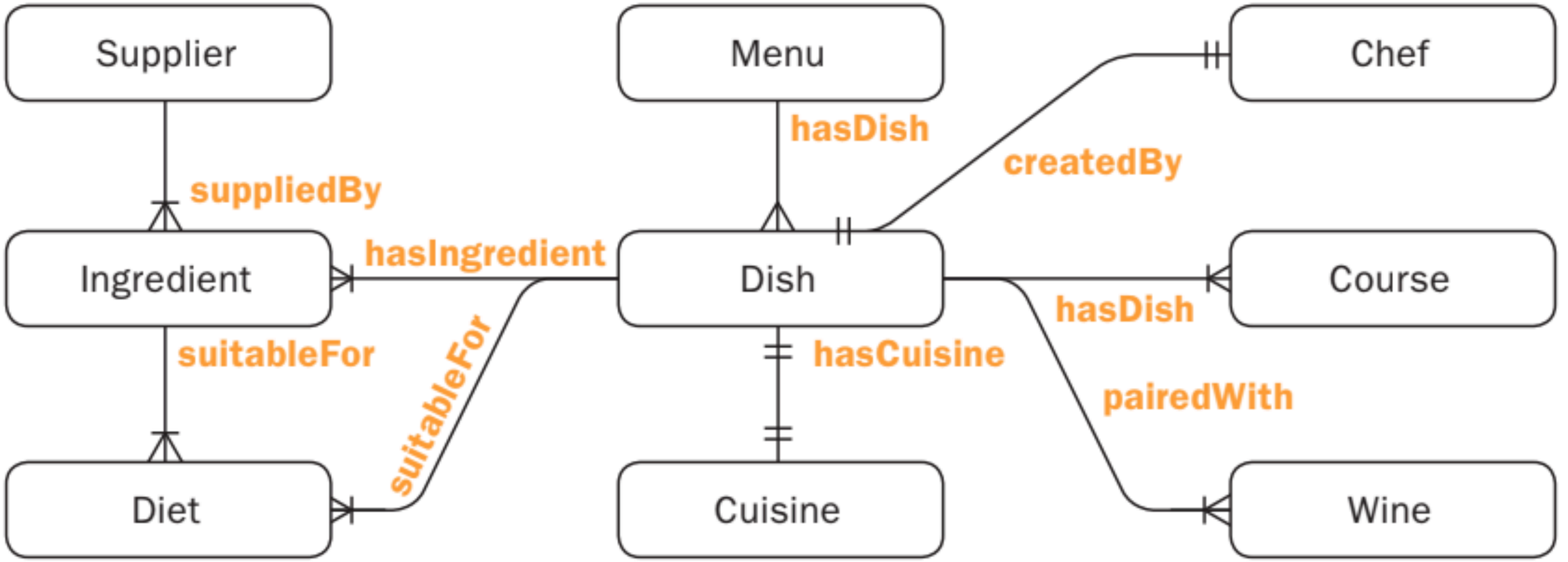
You only understand something relative to what you already understand.

RICHARD SAUL WURMAN

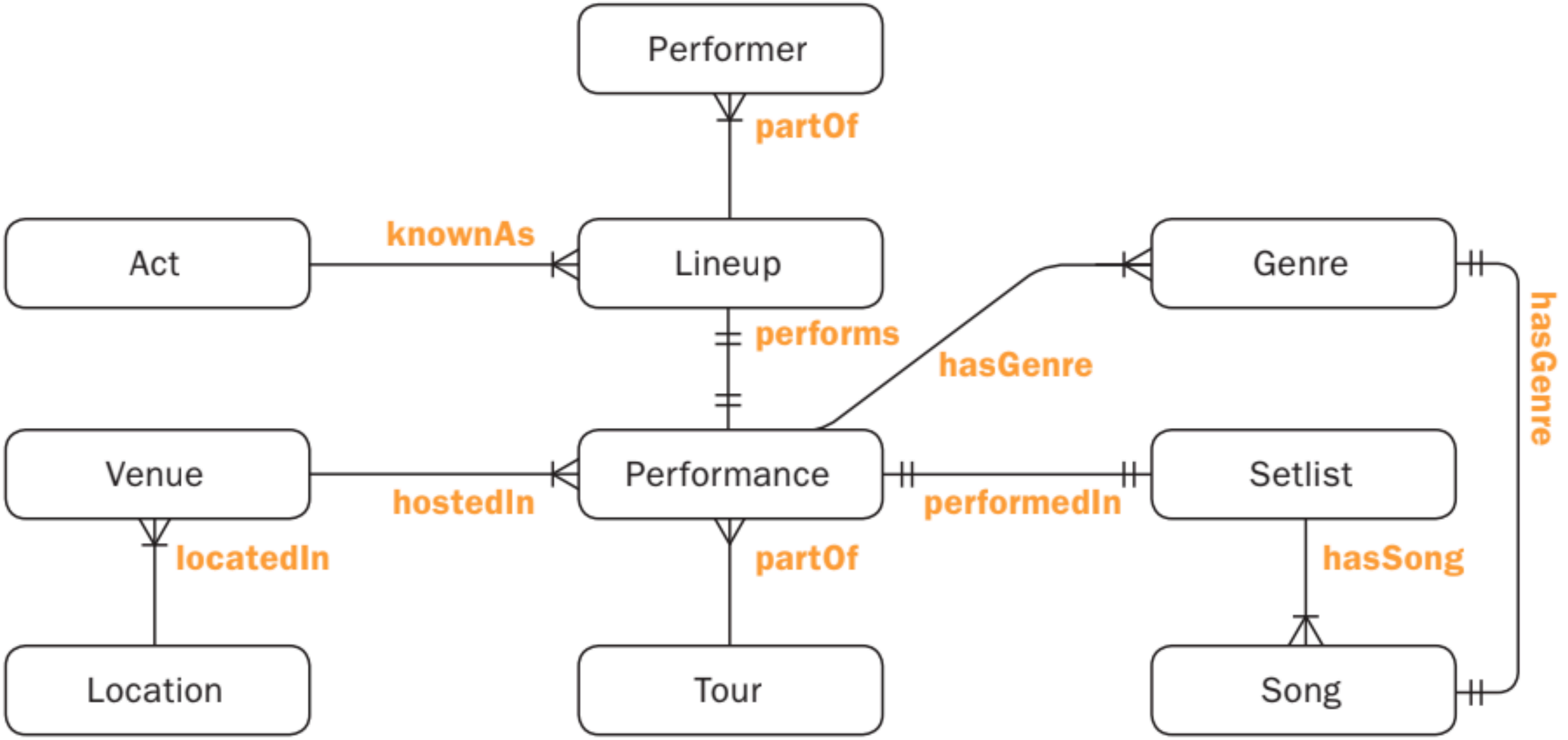

The Cat
satOn
The Mat
Chef
creatorOf
Dish
Person
isAuthorOf
Book


involvedIn
Role
hasRole
Event
Person
Sponsor
sponsoredBy

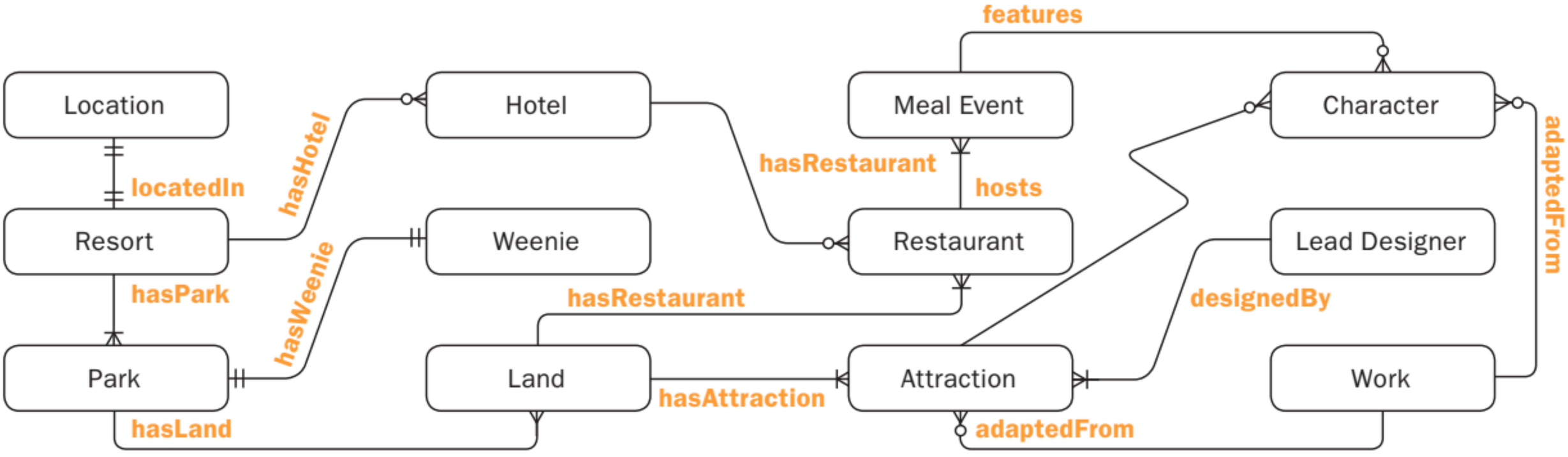

Brand
involvedIn
Role
Topic
partOf
hasRole
hostedBy
hasTopic
Event
Person
Session
hostedAt
hostedAt
hasFormat
Venue
Hotel
Format
locatedIn
hasAccommodation
sponsoredBy
partOf
Location
Sponsor
Track
sponsoredBy



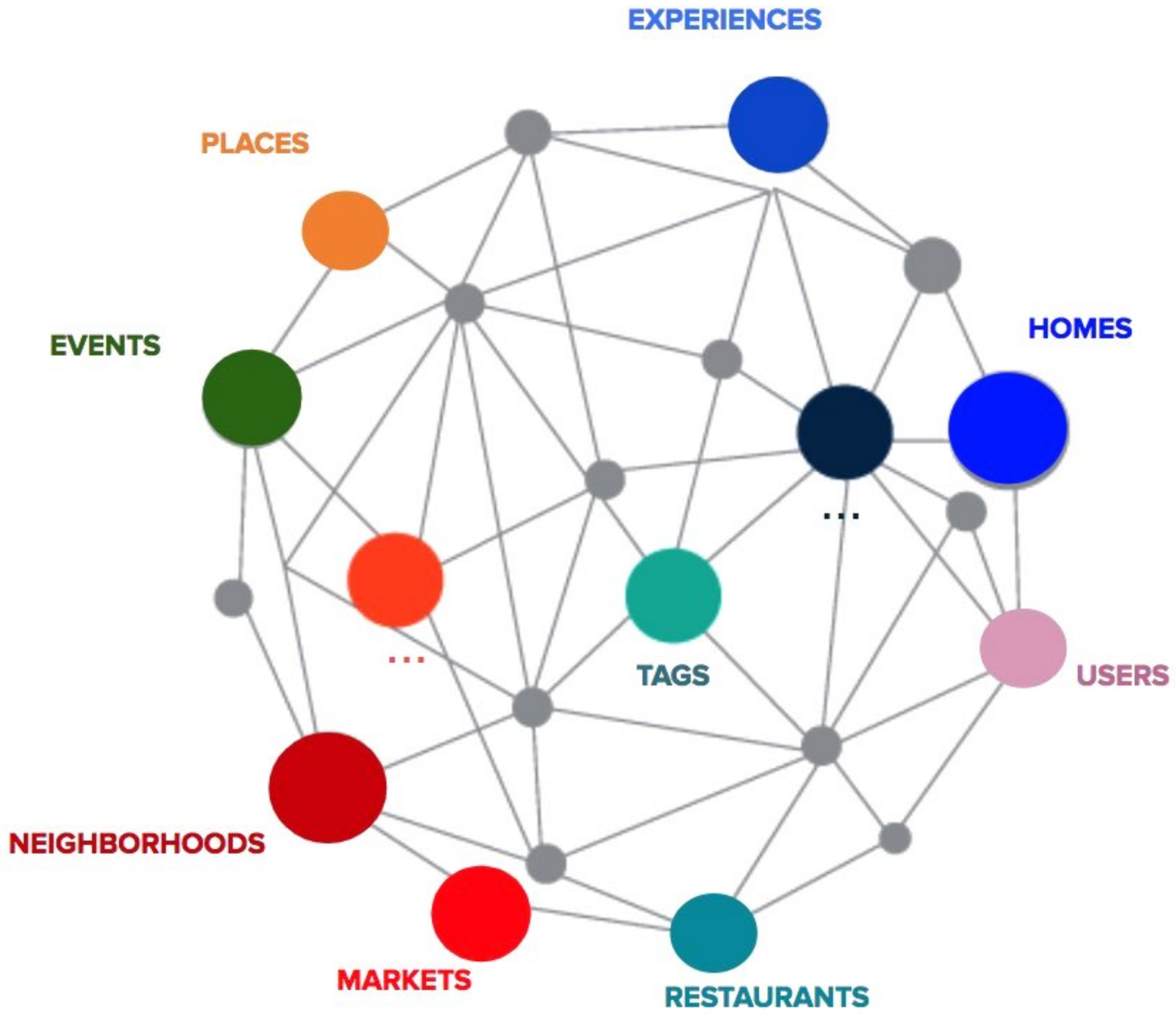
@mikeatherton



@mikeatherton

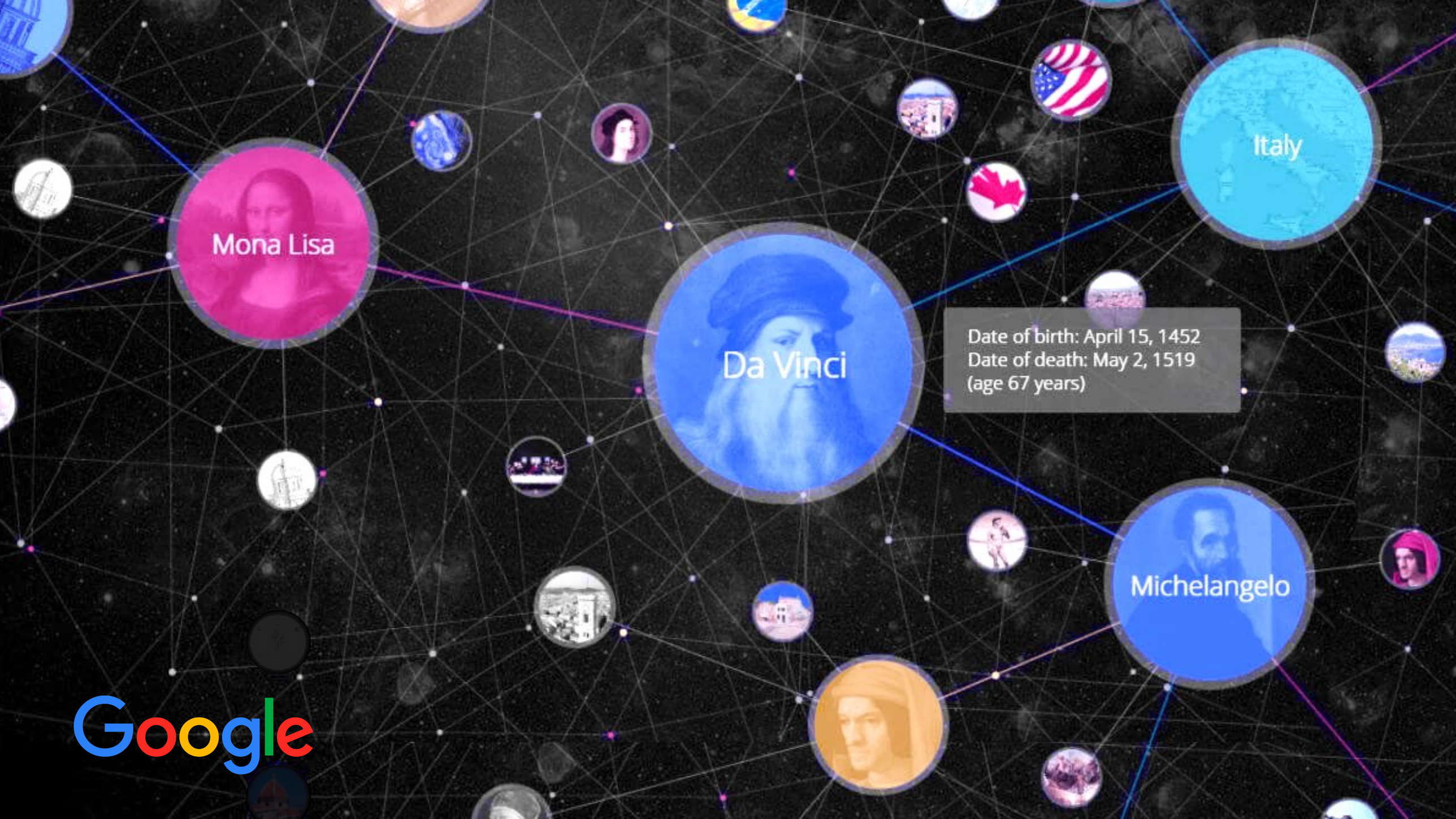


@mikeatherton



airbnb

@mikeatherton


Mona Lisa
Da Vinci
Italy
Michelangelo
Date of birth: April 15, 1452
Date of death: May 2, 1519
(age 67 years)
Google

Where does this leave interfaces?

Title *

A Tale of Twin Cities

The title of this node, always treated as non-markup plain text.

Session Description

Source

Karl Fast and Kristina Halvorson in conversation. As the Information Architecture Summit visits content look at how these disciplines compare, why they're important and what they can teach each other.

Session Takeaways

Source

Attendees will be introduced to testing methods that go beyond the basic card sorting, such as

- Delphi-method card sorting
- Online grouping
- Click path studies
- Usability testing

PRESENTED BY

Karl Fast (221)

Kristina Halvorson (216)

Session date (start)

04/26/2015 10:00:00 AM

Please add the starting date and time of the session.

Session date (end)

04/26/2015 10:45:00 AM

Please add the ending date and time of the session.

Cost

$

Sold Out

Session Type

fireside chat

Workshop Length

- None -

MainEvent

2015 IA Summit - Minneapolis (26)

Session track

Flex Track
IA Theory and Practice
Ignite
Masters of IA

Location

Nicollet A

@mikeatherton

Title *

A Tale of Twin Cities

The title of this node, always treated as non-markup plain text.

Session Description

Source

Karl Fast and Kristina Halvorson in conversation. As the Information Architecture Summit visits content look at how these disciplines compare, why they're important and what they can teach each other.

Session Takeaways

Source

Attendees will be introduced to testing methods that go beyond the basic card sorting, such as

- Delphi-method card sorting
- Online grouping
- Click path studies
- Usability testing

PRESENTED BY

Karl Fast (221)

Kristina Halvorson (216)

Session date (start)

04/26/2015 10:00:00 AM

Please add the starting date and time of the session.

Session date (end)

04/26/2015 10:45:00 AM

Please add the ending date and time of the session.

Cost

$

Sold Out

Session Type

fireside chat

Workshop Length

- None -

MainEvent

2015 IA Summit - Minneapolis (26)

Session track

Flex Track
IA Theory and Practice
Ignite
Masters of IA

Location

Nicollet A

Picture

ias2015__0003_KristinaHalvorson.png (428.75 KB) Remove

Username *

Kristina Halvorson

Twitter ID

@halvorson

Bio

Source

Kristina Halvorson (founder, Brain Traffic, and author, *Content Strategy for the Web*) is recognized industry's leading advocates for content strategy. She was instrumental in establishing content str essential practice in user experience design, communications strategy, and organizational design. article, "The Discipline of Content Strategy", was published in 2008 by A List Apart, the popular ore

FirstName

Kristina

LastName

Halvorson

User Role

Inclusion
Keynote Speaker
Poster Night
Speaker

@mikeatherton

Session Title

A TALE OF TWIN CITIES

Session Description

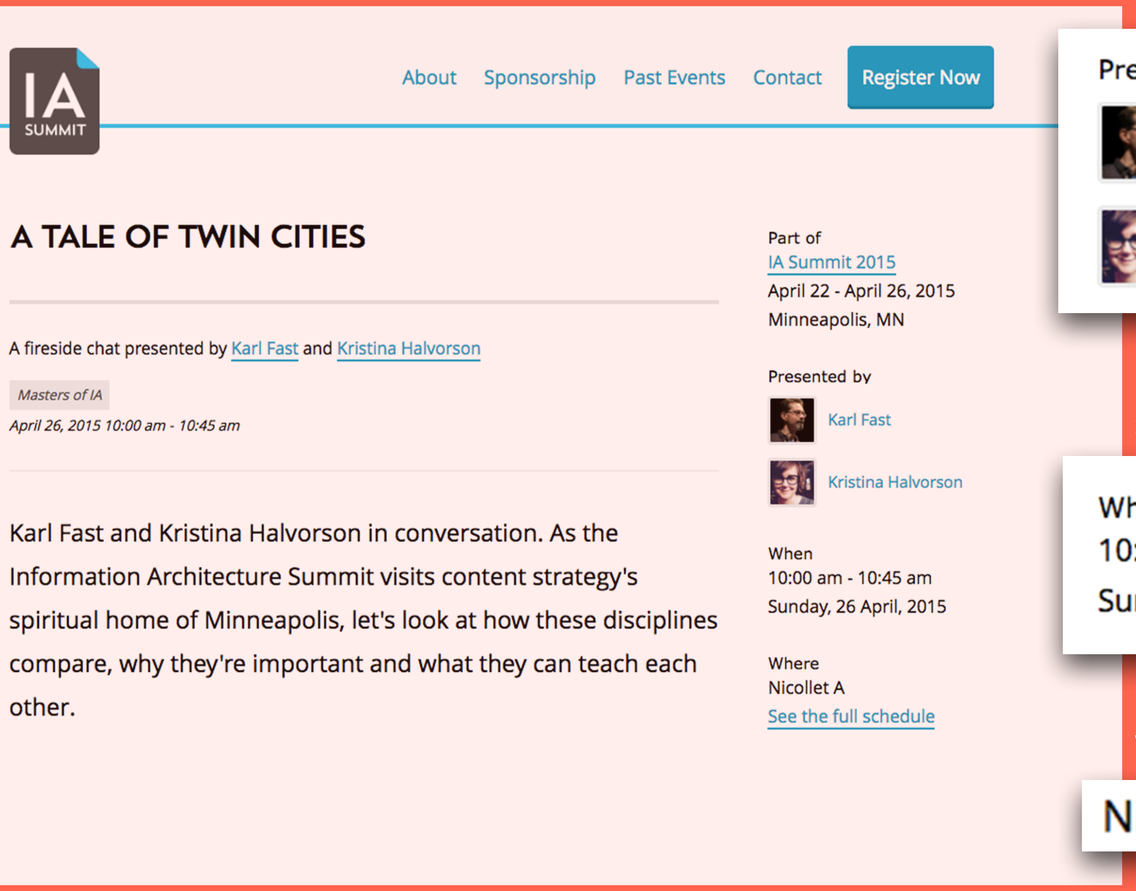
Karl Fast and Kristina Halvorson in
Information Architecture Summit v
spiritual home of Minneapolis, let's
compare, why they're important ar
other.

Session Format

A fireside chat

Session Track

Masters of IA



Person Name / Photo

Presented by

Karl Fast

Kristina Halvorson

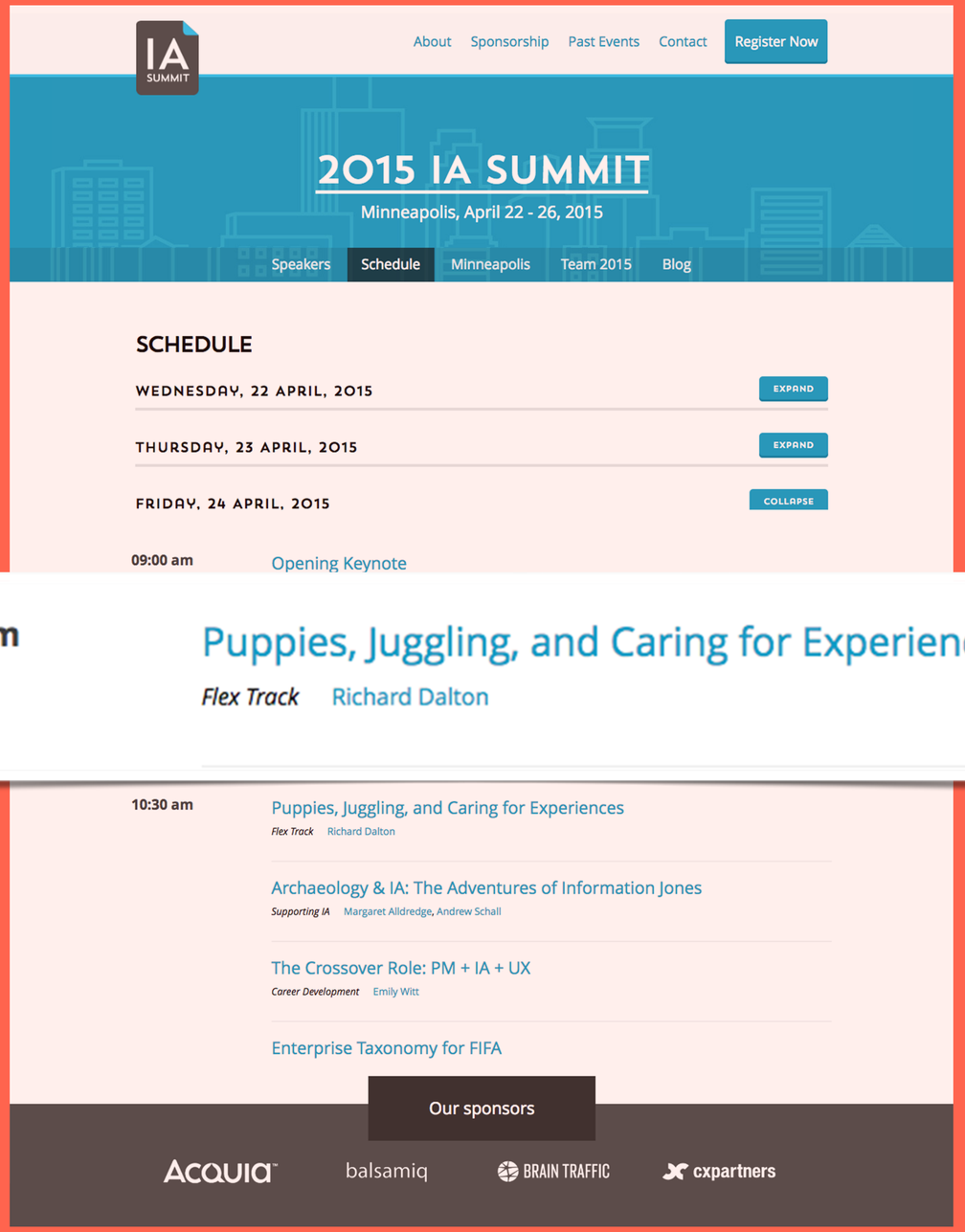
Session Date Start / End

When
10:00 am - 10:45 am
Sunday, 26 April, 2015

Venue Name

Nicollet A

@mikeatherton



Session Date Start

Session Title

Session Track

Person Name

Person Role = Keynote

Person Role = Speaker

Connected content.

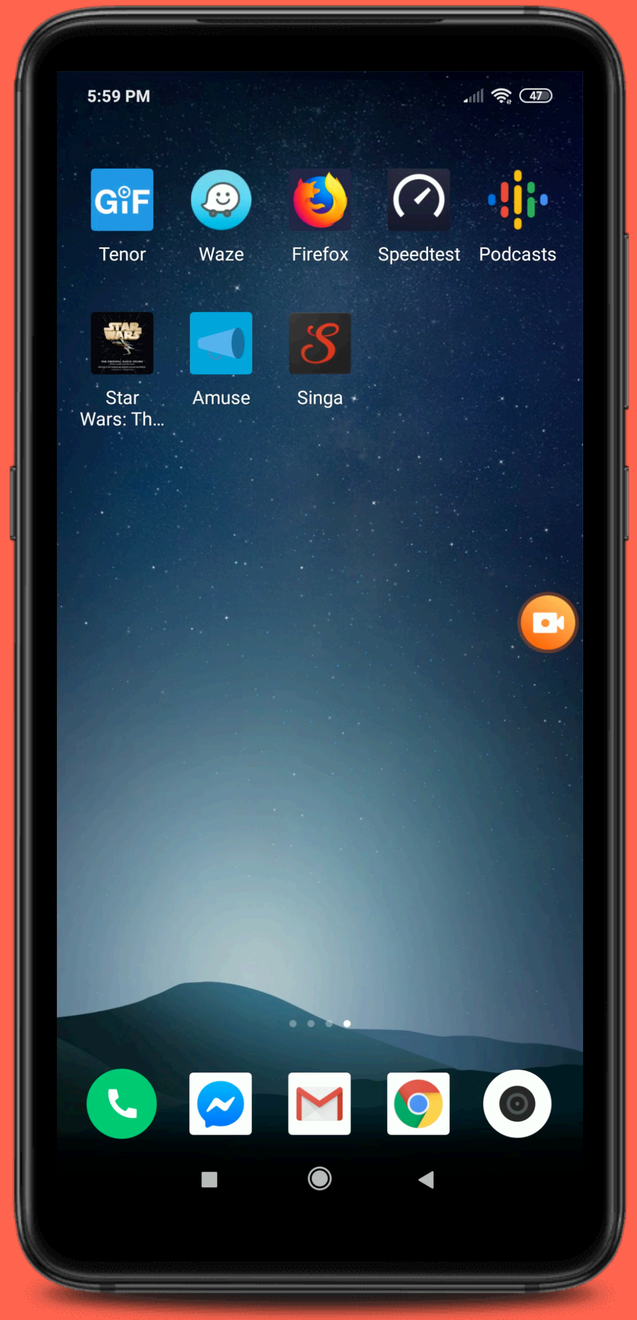
First, find all the things.

Then build a map of your world.

Fill that world with content.

And open all the windows.

It’s all about the relationships.



glideapps.com

facebook
horizon

Let’s find the things that bring us closer together.

Thanks, Budapest!

Let's talk more:

@mikeatherton