

Designing Connected Content

Mike Atherton, Facebook

@mikeatherton



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!



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

Thursday 7 May 1

Welcome to Challenge on the Web!

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



Enter our competition and win yourself a holiday!



NEW! Win v chance Shirle perform our co

The Crystal Maz



New! New! A giant fantasy playground... ingenious game Fiendish challenge all part of The Maze - brand Challenge TV f

Strike It Lucky

WELCOME TO BRAVO

IT SHOULDN'T BE ENTERTAINING.

THE DOLLS' HOUSE



DVD player up for grabs

NetMortgage and Bravo have joined up to give you the chance to win a state of the 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 you can let the sunshine of Futbol Argentino into your life? Passion, crunching tackles and bendy free-kicks - it's all you could ask from a television. And it's showing on Bravo NOW!

Click HERE to learn more about the madness and mayhem of Argentinian football and enter our fantastic competition

GO!



Problem 1

Bringing old ideas to new media.

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

MARSHALL MCLUHAN



- My Computer
- Network Neighborhood
- Inbox
- Recycle Bin
- Internet Explorer
- My Briefcase
- IE 5.5 SP2 Full
- Windows Media Player
- Outlook Express
- Firefox Setup 1.5.0.9

Cannot find server - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address google.co.uk Go Links >>

Problem 2

What even is digital design?

FREE Microsoft Internet Explorer 

Opening page <http://auto.search.msn.com/response.asp?MT=google.co.uk&srch=3&prov=&utf8...> Internet

Office

Microsoft

People don't come for design.
They come for content.



CLOSE 

Cancel Reservation?

Are you sure you want to cancel this reservation?

NO, CANCEL

YES, CONTINUE

Error

Add friends from the Friends section
or the app to see them live.

Could not retrieve live friends

Ok



Article

Talk

List of genocides by death toll

From Wikipedia, the free encyclopedia

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



Google Earth

Google Inc. 

E Everyone

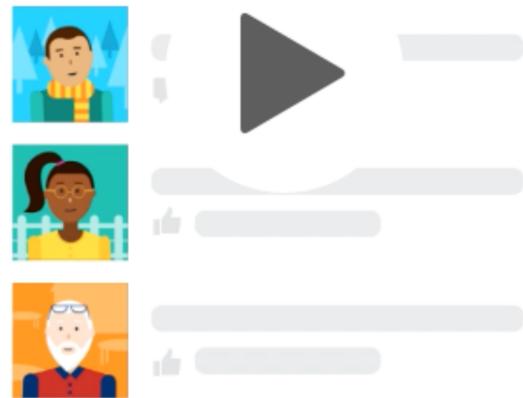
Unfortunately, Earth has stopped.

[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.

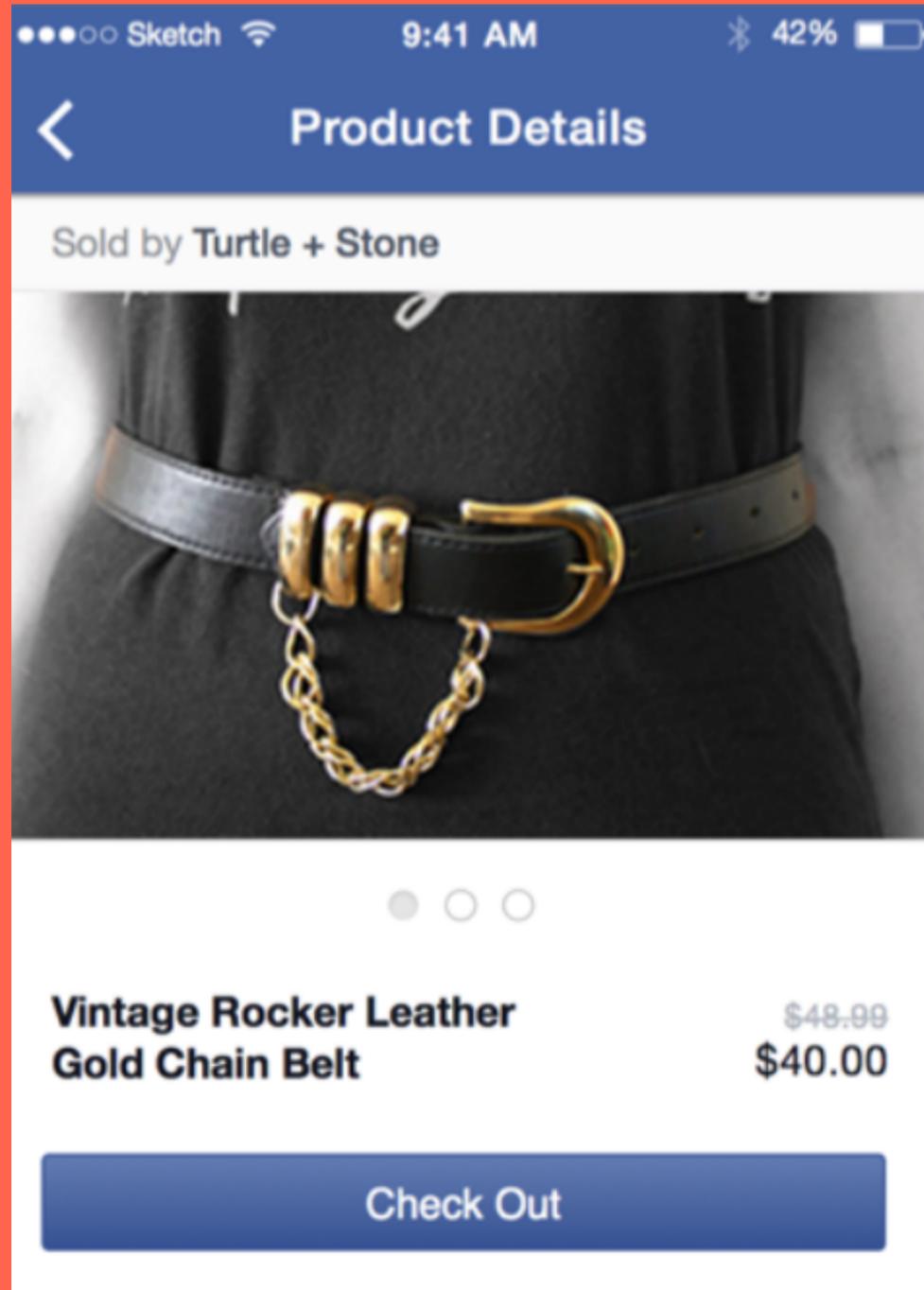
 Prioritize who to see first

 Unfollow people to hide their posts

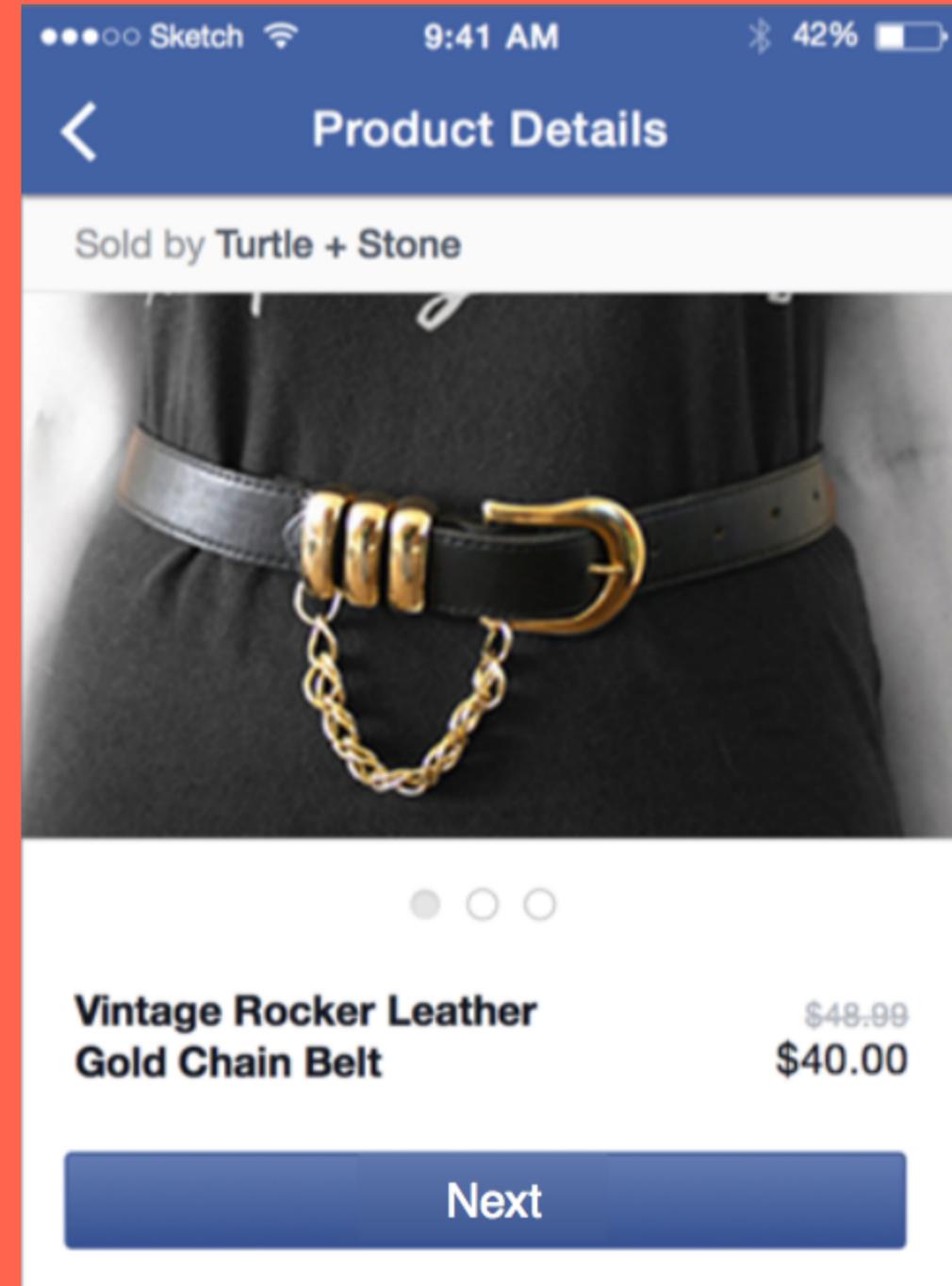
 Reconnect with people you unfollowed

 Discover new Pages

More options



Before



87% Higher CTR



Platform

- All
- Foundation
- Web
- iOS
- Android

Status

- All
- Audit
- Design
- Build
- Complete
- Deprecated

New FIG component

Search components...

<p>Add Friend Buttons / Glyphs Last Modified: March 18th 2015 Status: Audit</p>	<p>Badge Last Modified: May 28th 2015 Status: Complete</p>
<p>Button Bar Last Modified: May 11th 2015 Status: Audit</p>	<p>Buttons Last Modified: June 3rd 2015 Status: Complete</p>
<p>Buttons Last Modified: March 16th 2015 Status: Complete</p>	<p>Card Last Modified: May 28th 2015 Status: Complete</p>
<p>Card Headers Last Modified: March 16th 2015 Status: Deprecated</p>	<p>Cards Last Modified: May 28th 2015 Status: Complete</p>
<p>Components - Controls Last Modified: April 16th 2015 Status: Audit</p>	<p>Content Cells Last Modified: May 28th 2015 Status: Complete</p>
<p>Controls Last Modified: May 11th 2015 Status: Complete</p>	<p>Controls - Radio & Checkboxes Last Modified: June 22nd 2015 Status: Complete</p>

Design Standards

Dex | Read Guide Edit Guide History

Search for people, tasks, tools...

Content Standards

Facebook's voice – from interface buttons to product names – is simple, straightforward and human. Use this guide to understand the standards behind all of Facebook's content.

Search Content Standards

Introduction
Additional Content Standards

Approach
Content Principles
The Facebook Voice

Basics
Avoid Jargon
Be Brief
Consider Your Audience
Make it Readable
Use Active Voice
Think Local
Code Content for Translation

Style
Abbreviations
Acronyms
Addresses (locations, places)
Calls to Action
Capitalization
Contractions
Gender
Lists

To help keep Facebook content consistent and easy to use, you'll need to know our:

- **Approach** – 3 simple rules that all our content follows, and how to sound like Facebook.
- **Basics** -- An introduction to writing for the web and mobile apps.
- **Style** -- General standards (capitalization, punctuation, formatting).
- **Content Types** -- Specific standards for everything from buttons to product tours.
- **Terms** -- When and where we say what.

Who are these content standards for?

- **Designers, Engineers, PMs and anyone else who builds our product.** Creating a megaphone? Naming a new feature? Our standards cover everything from where to add a comma to when you need a tour. Also: Whenever you work with content on the site, pull in a content strategist.
- **Marketing, Communications, Community Operations writers and anyone else who communicates about our products.** This guide will help you learn our voice and content principles, and make sure you're phrasing, capitalizing and punctuating things the Facebook way.
- **Content strategists, from new hires to old hands.** This is your holy instruction manual – consult it daily.

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!



1. It's Copywriting.



2. It's Cute.



3. **Anyone Can Do It.**



4. It Only Takes a Minute.

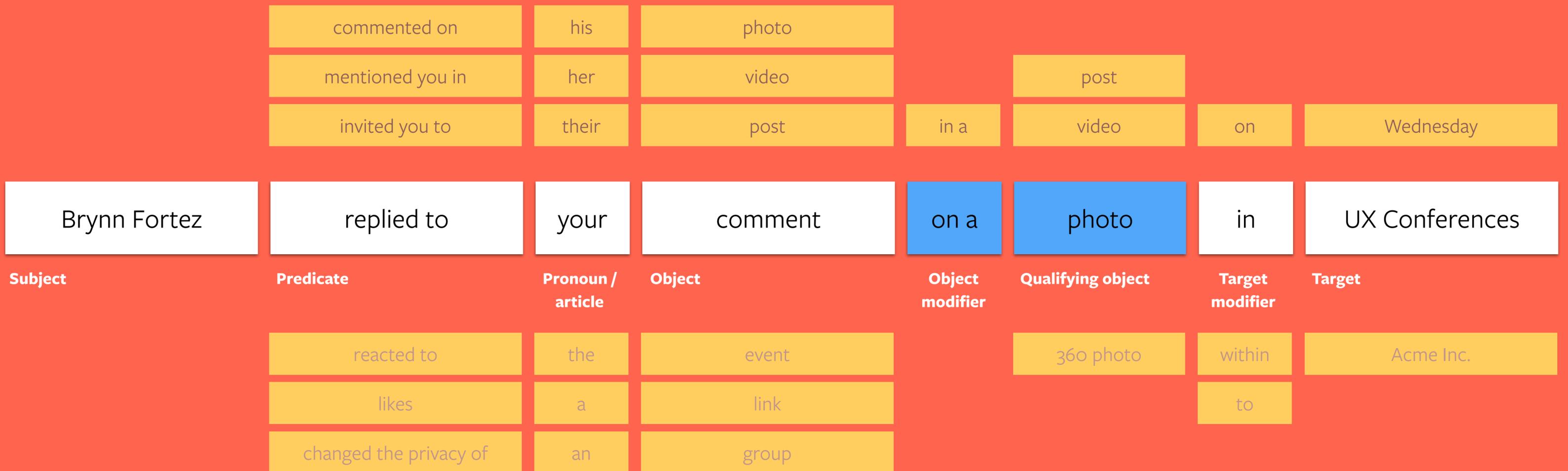


5. Nobody Reads.

**Simple, human and
straightforward.**

**Content strategy is
systems design.**

Product	Groups
Actor	Administrator
Action	Approve
Object	Post
Property	Recommended









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

Mayonnaise removes cup rings.



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

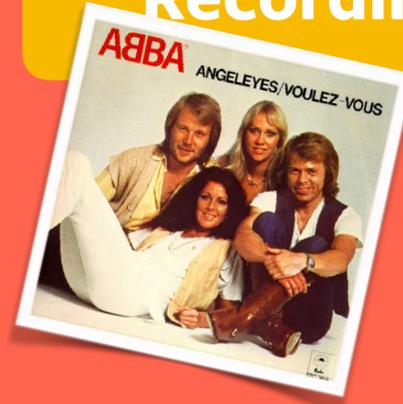
To help with these, Dyson scientists have put together some cleaning tips to help you tackle dirt and stains using everyday things. You might have heard of some, but others are more unusual. Freezing soft toys kill dust mites. Using charcoal to prevent mildew. Neutralising red wine stains with soda water.

You can download a PDF with cleaning tips by [clicking here](#).

Artists



Recordings



Labels



Compositions

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

Release Types

Album

Single

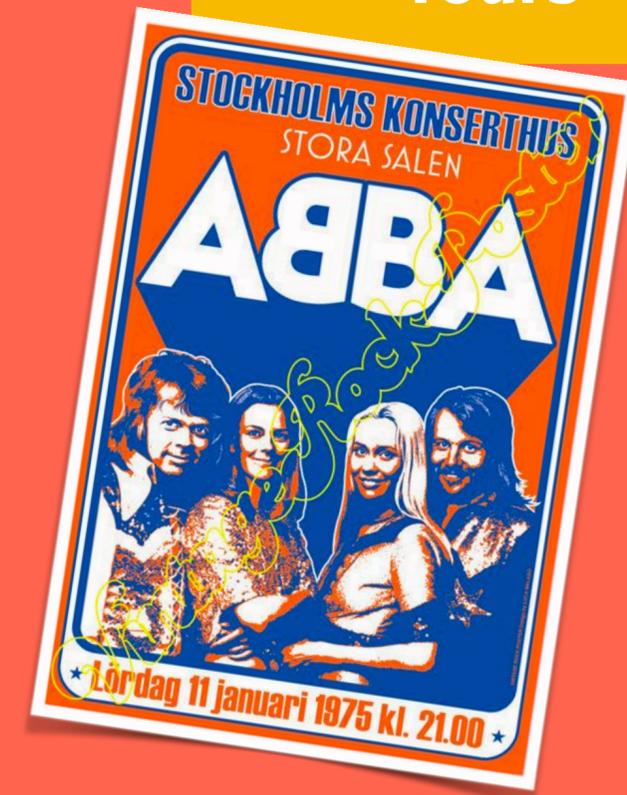
Live

Pop

Disco

Genres

Tours



Who's speaking?



SPEAKERS

WORKSHOPS

SCHEDULE

LOCATION

SPONSORS

CONTACT

Where is it?

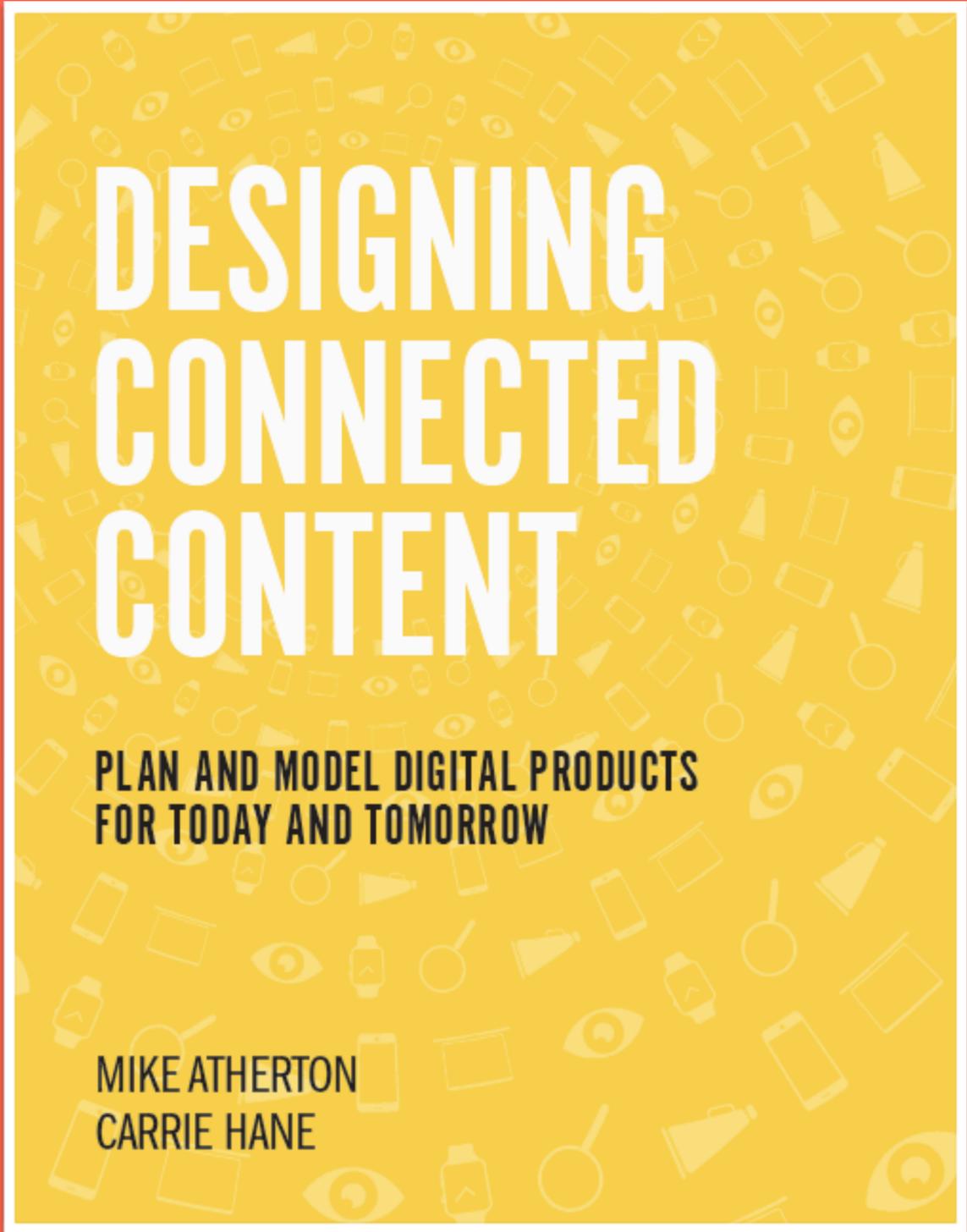
What are they speaking about?

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

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

all sessions have variable duration?

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?)

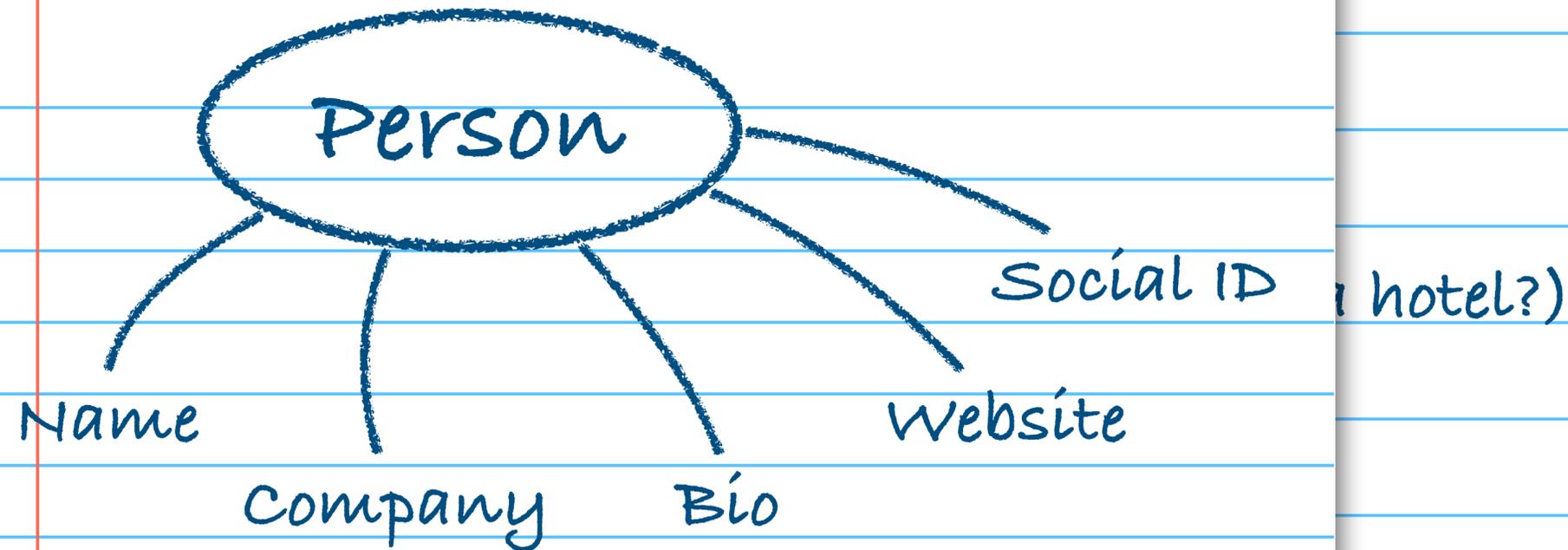
City / Location

Important Stuff

Overall conference brand

This year's event

Talks and workshop sessions



What is an interface really *for*?

Content-led experience

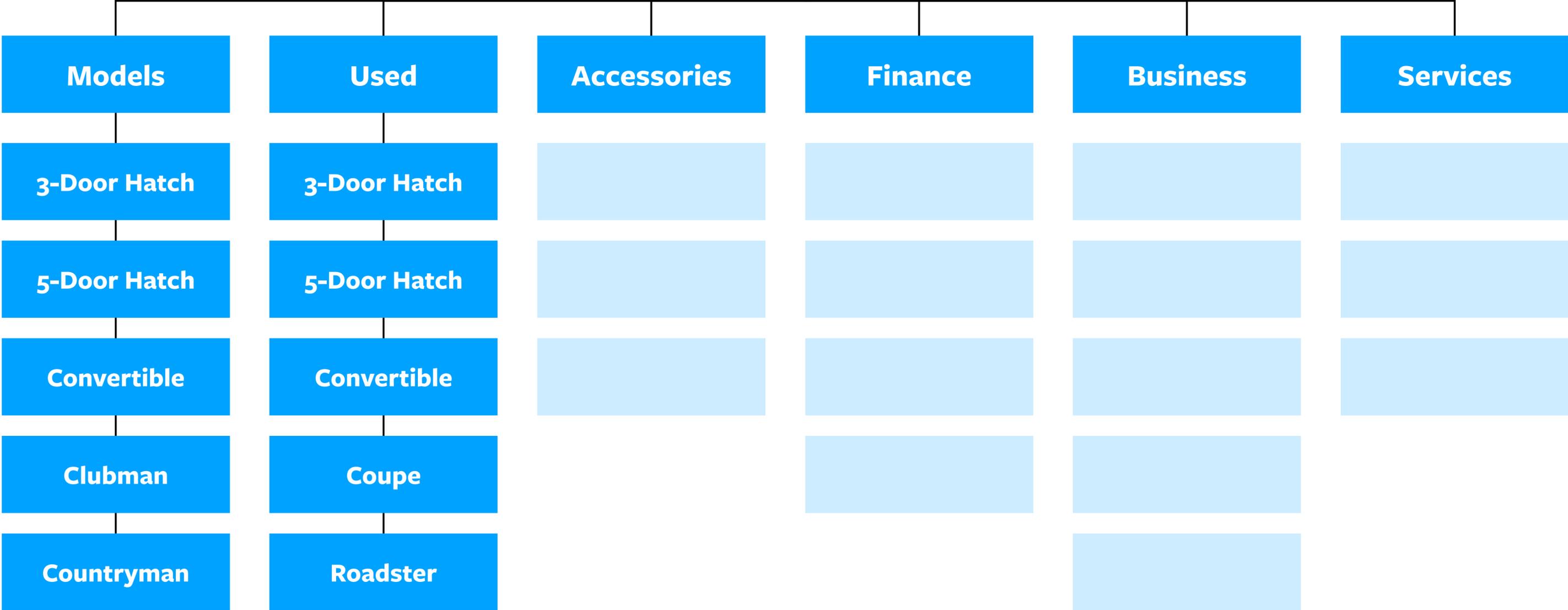
Mapped to people's interests

Useful and useable, anywhere

Opens pathways to exploration

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

Home



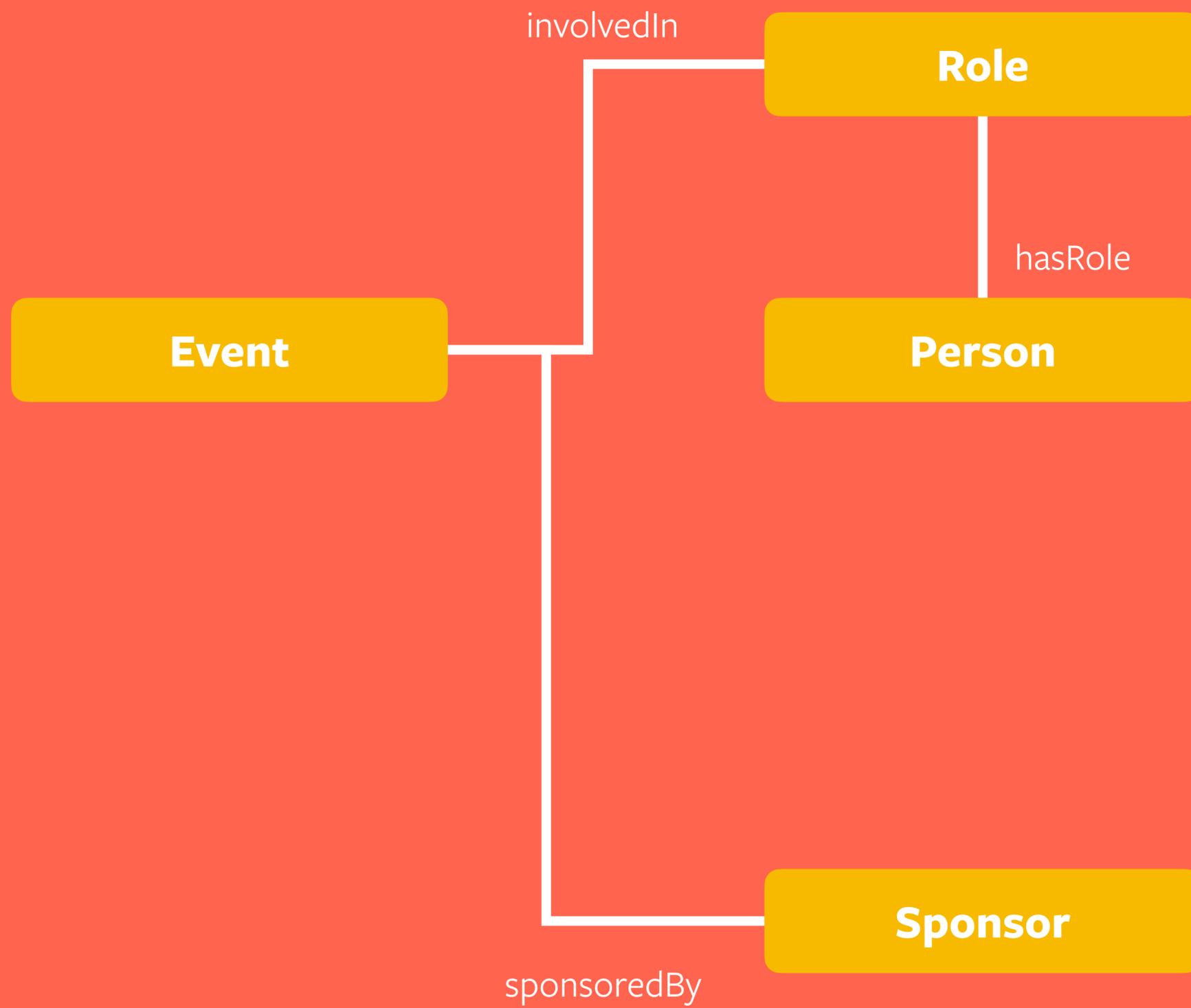
**You only understand something relative to
what you already understand.**

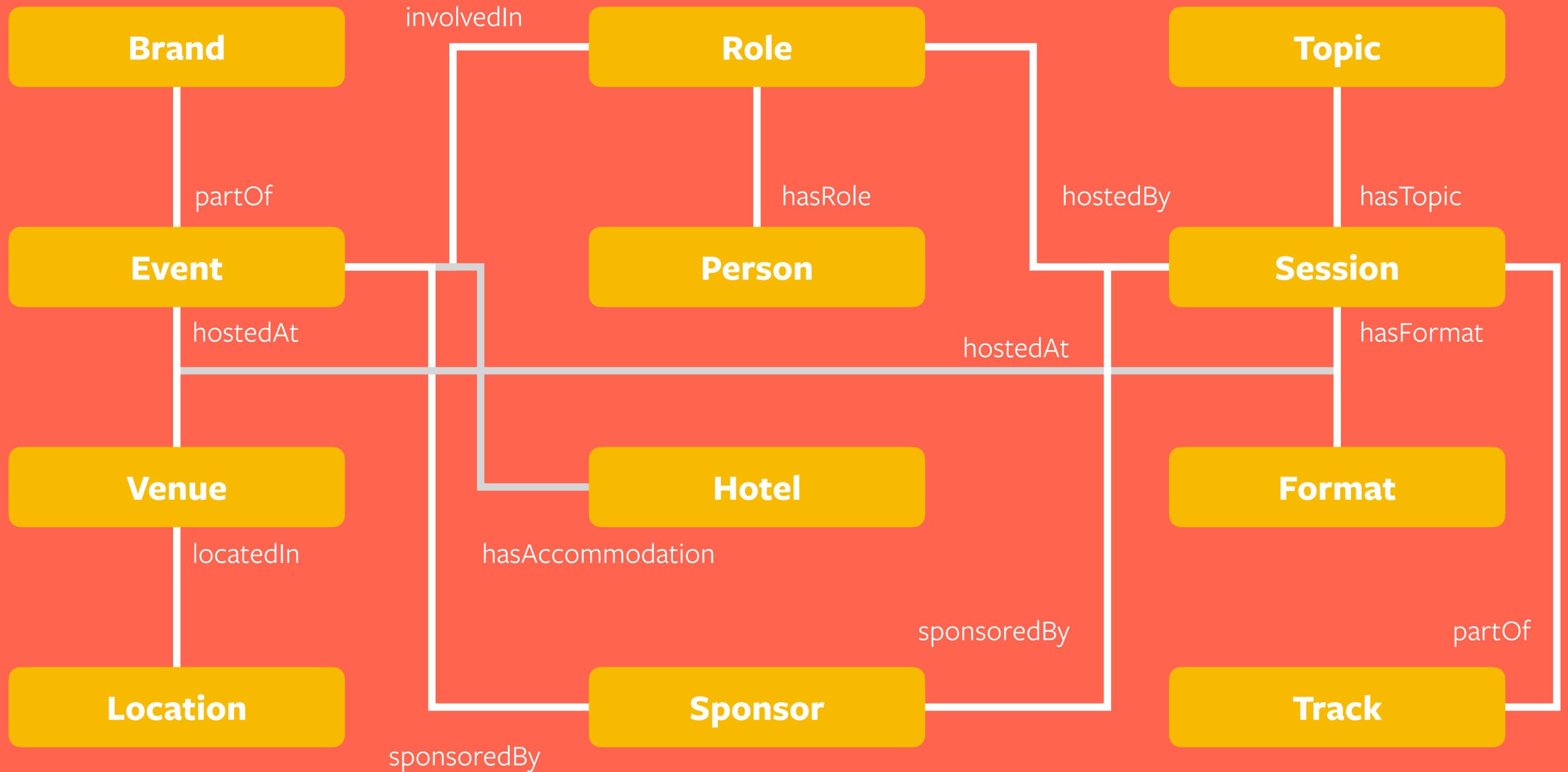
RICHARD SAUL WURMAN

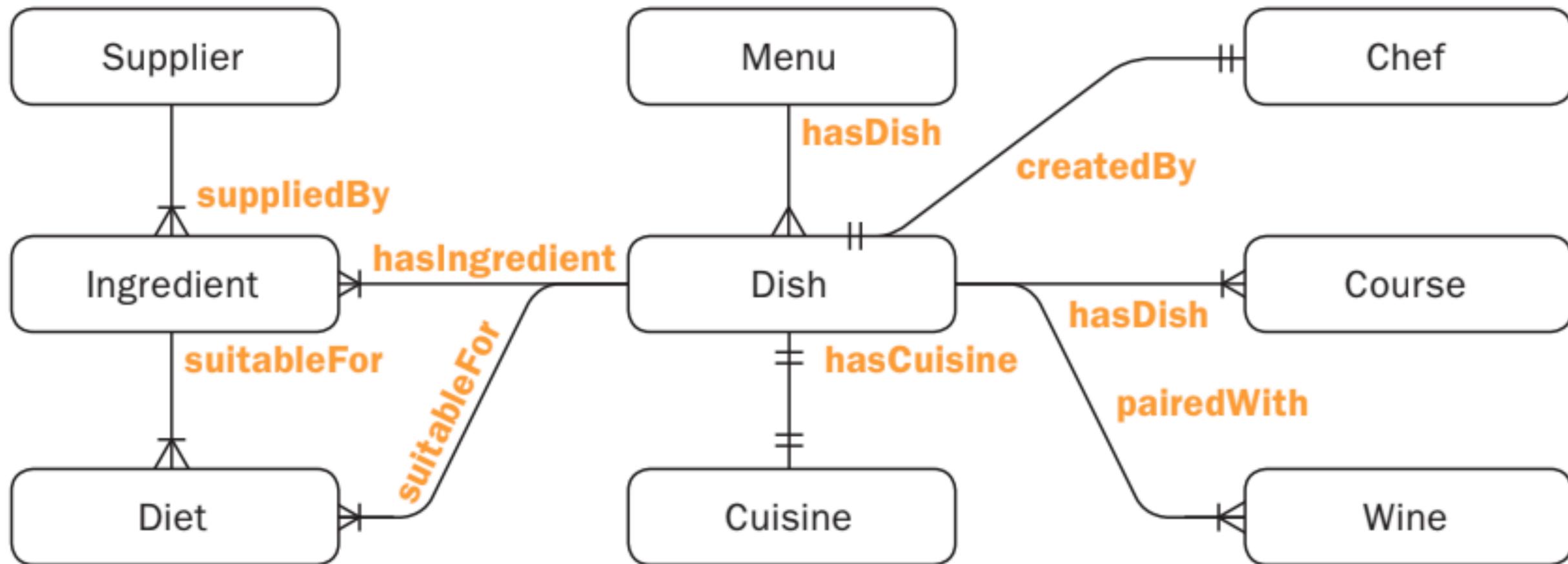


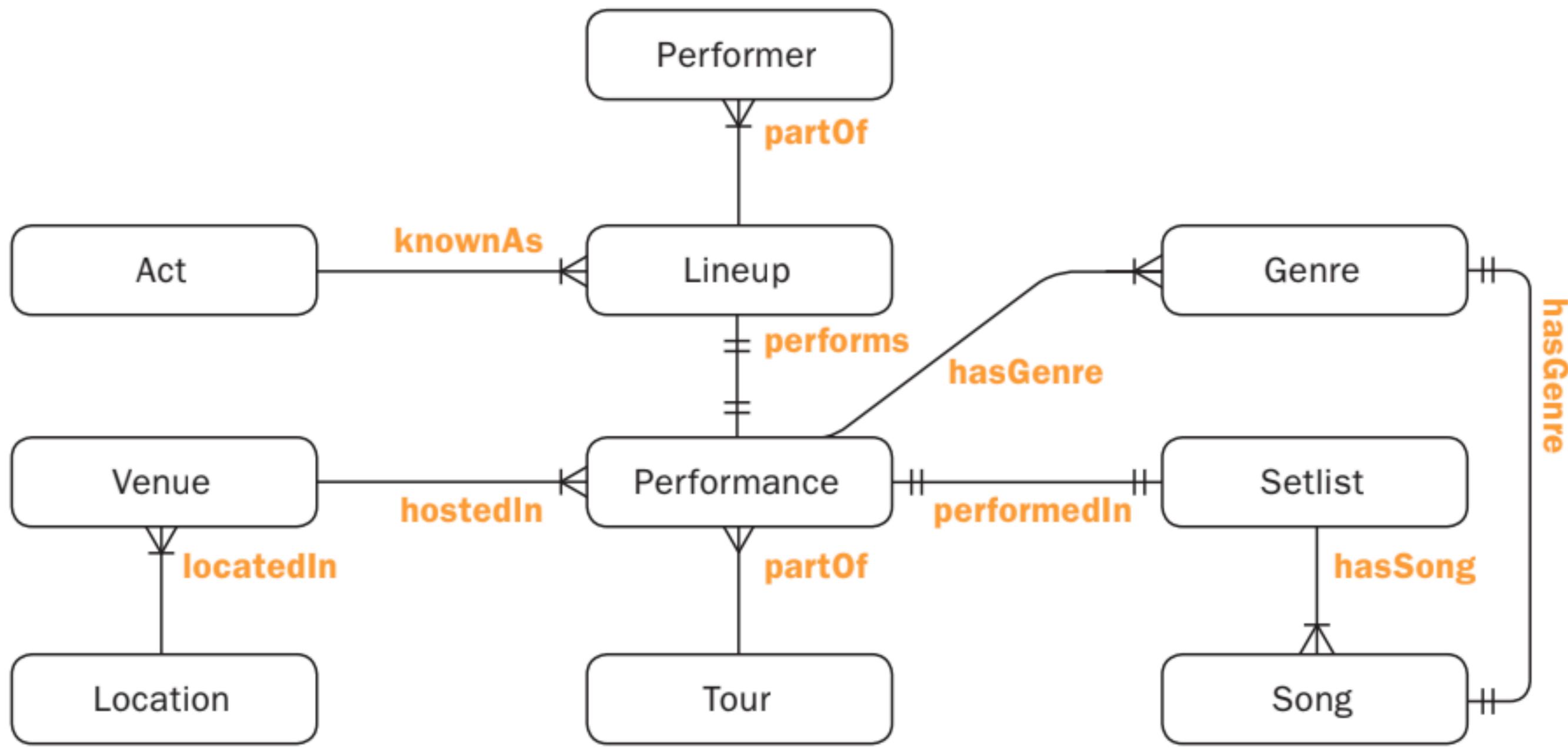
@mikeatherton

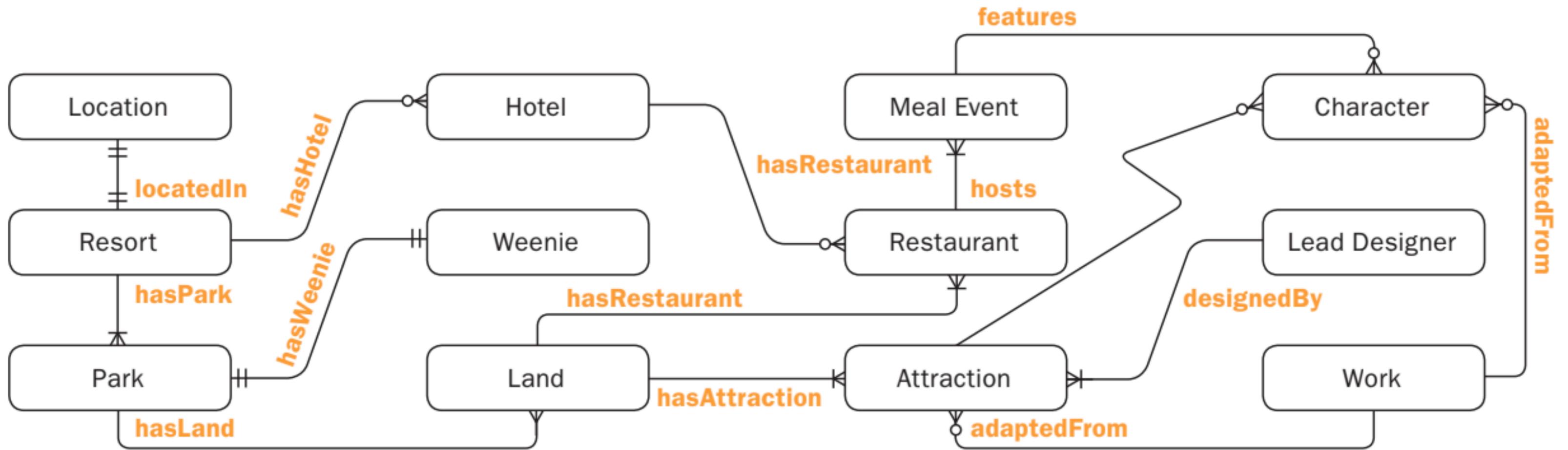


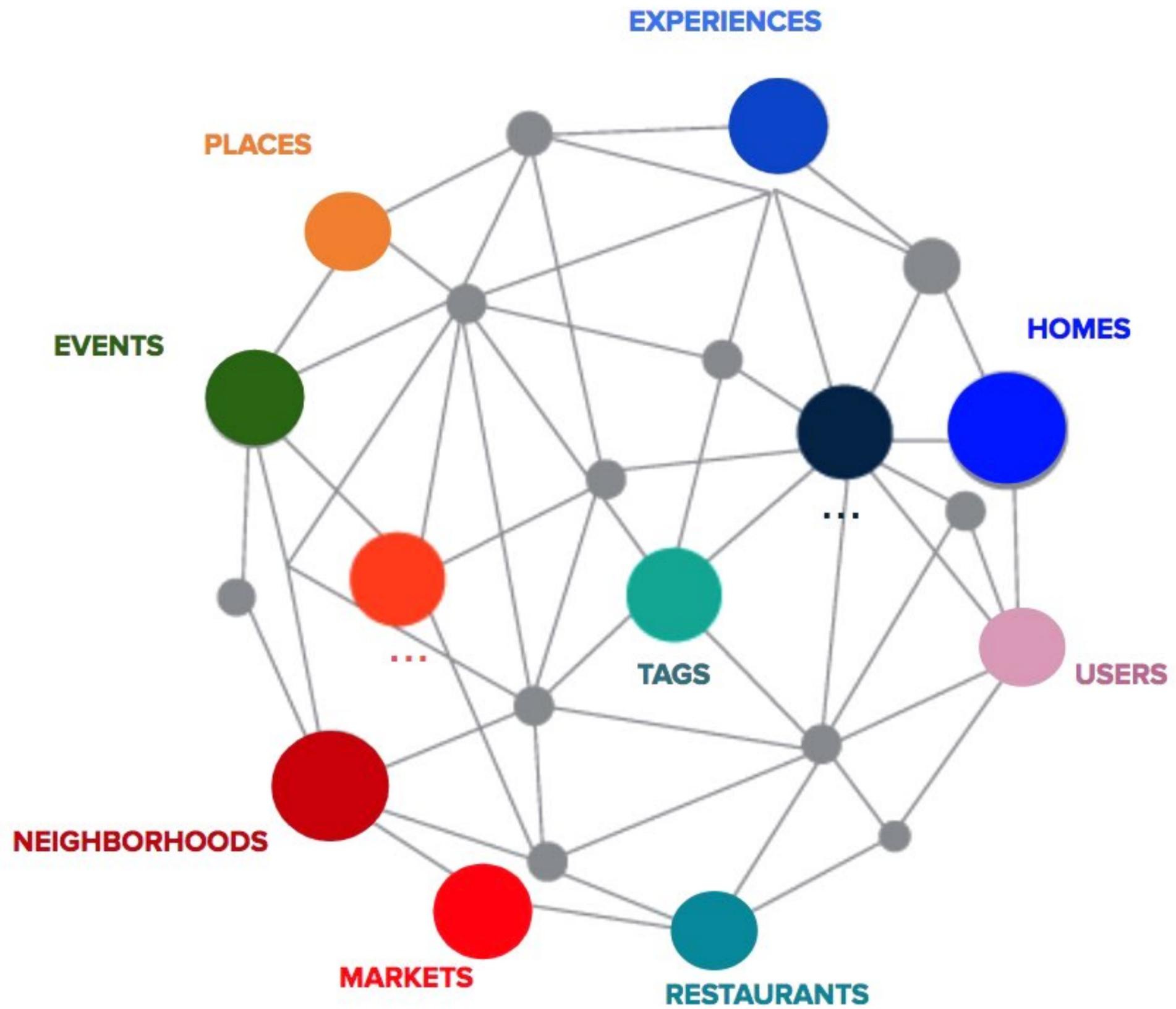


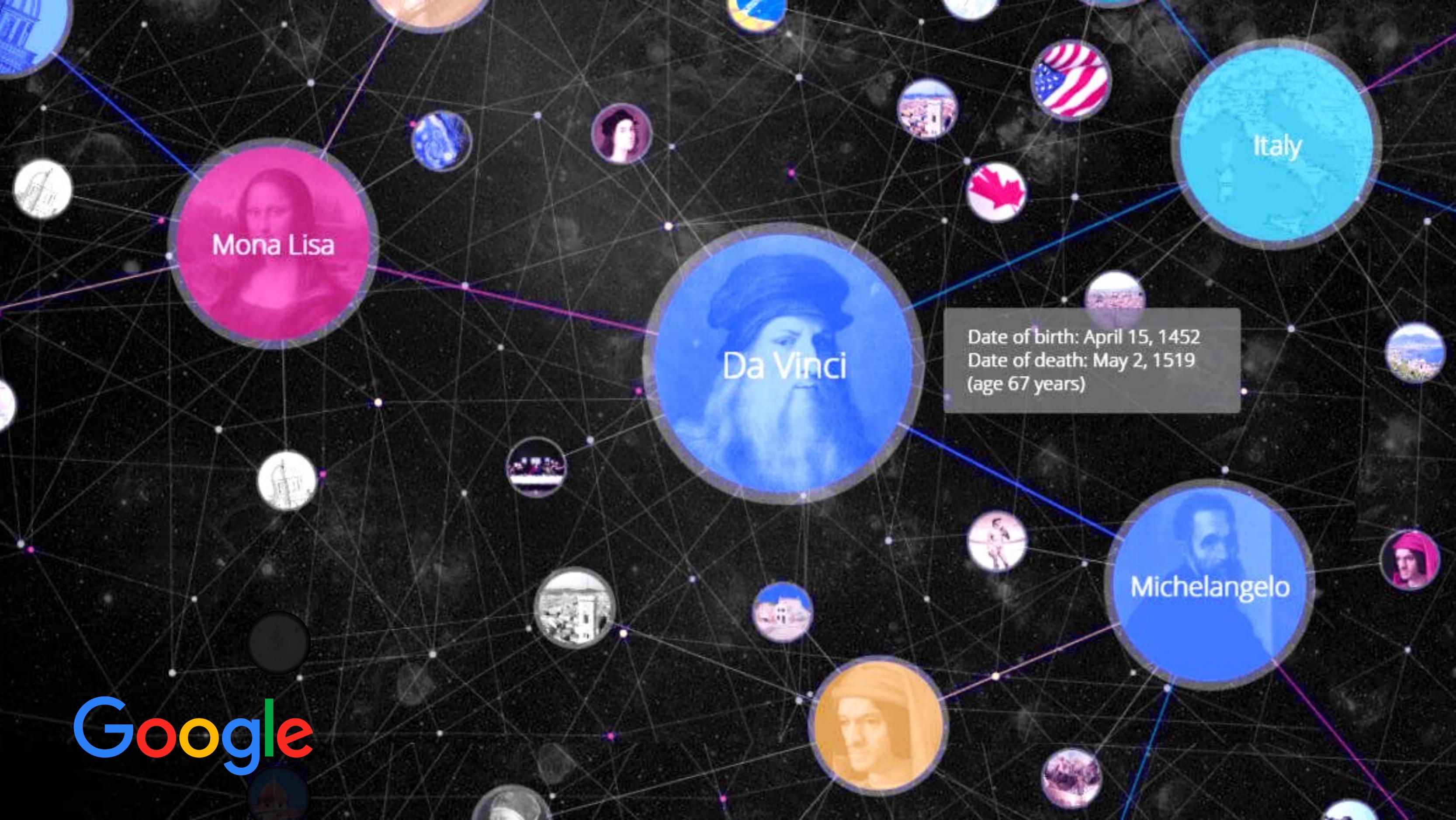












Mona Lisa

Da Vinci

Date of birth: April 15, 1452
Date of death: May 2, 1519
(age 67 years)

Italy

Michelangelo

Google

**Where does this leave
interfaces?**

Title *

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

Session Description

B ***I*** 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

B ***I*** 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**Session date (start)**

Please add the starting date and time of the session.

Session date (end)

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

Title *

A Tale of Twin Cities

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

Session Description

B I [Link] [Quote] [List] [Image] [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.

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B I [Link] [Quote] [List] [Image] [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

B I [Link] [Quote] [List] [Image] [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 strategy as an essential practice in user experience design, communications strategy, and organizational design. Her article, "The Discipline of Content Strategy", was published in 2008 by A List Apart, the popular online publication.

FirstName

Kristina

LastName

Halvorson

User Role

Inclusion
Keynote Speaker
Poster Night
Speaker

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 and 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

The screenshot shows the IA Summit website. At the top, there is a navigation bar with links for 'About', 'Sponsorship', 'Past Events', 'Contact', and a 'Register Now' button. The main heading is 'A TALE OF TWIN CITIES'. Below it, a sub-heading reads 'A fireside chat presented by Karl Fast and Kristina Halvorson'. A tag 'Masters of IA' is displayed, along with the date and time: 'April 26, 2015 10:00 am - 10:45 am'. The main body of text describes the session as a conversation between Karl Fast and Kristina Halvorson at the Information Architecture Summit in Minneapolis. On the right side, there is a 'Presented by' section with photos and names of Karl Fast and Kristina Halvorson. Below that, it lists the date and time: 'April 22 - April 26, 2015, Minneapolis, MN'. Further down, it repeats the 'Presented by' information and provides the specific date and time: 'When: 10:00 am - 10:45 am, Sunday, 26 April, 2015'. It also mentions the location: 'Where: Nicollet A' and includes a link to 'See the full schedule'.



2015 IA SUMMIT

Minneapolis, April 22 - 26, 2015

SCHEDULE

WEDNESDAY, 22 APRIL, 2015

EXPAND

THURSDAY, 23 APRIL, 2015

EXPAND

FRIDAY, 24 APRIL, 2015

COLLAPSE

09:00 am Opening Keynote

Session Date Start

Session Title

10:30 am

Puppies, Juggling, and Caring for Experiences

Flex Track Richard Dalton

Session Track

Person Name

10:30 am Puppies, Juggling, and Caring for Experiences
Flex Track Richard Dalton

Archaeology & IA: The Adventures of Information Jones
Supporting IA Margaret Alldredge, Andrew Schall

The Crossover Role: PM + IA + UX
Career Development Emily Witt

Enterprise Taxonomy for FIFA

Our sponsors





2015 IA SUMMIT

Monday, April 22 - 26, 2015

Person Role = Keynote

OUR KEYNOTE SPEAKERS



Jorge Arango



Elizabeth Buchanan



Brenda Laurel



Ted Nelson

Person Role = Speaker

OUR SPEAKERS



Richard Dalton



Margaret Alldredge



Samantha Bailey



Dean Barker



Sarah Barrett



Dan Berlin



David Bloxsom



Lynn Boyden



Dan Brown



Sara Cambridge



Michael Carvin



Coco Chalfant



Chris Chandler



Kevin Cheng



Dave Cooksey



Duane Degler



Frank Duran



Jeff Eaton

Connected content.

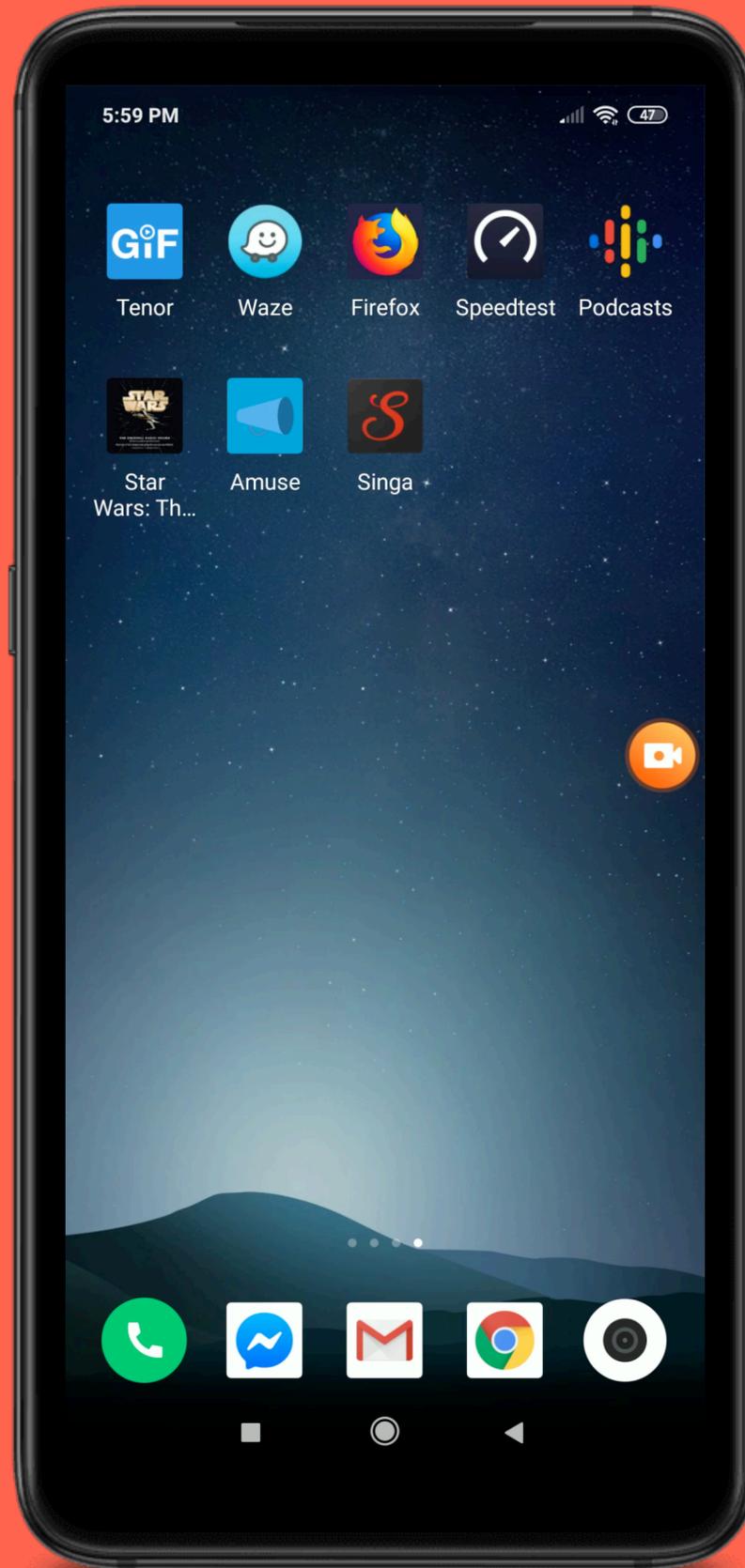
First, find all the things.

Then build a map of your world.

Fill that world with content.

And open all the windows.

**It's all about the
relationships.**

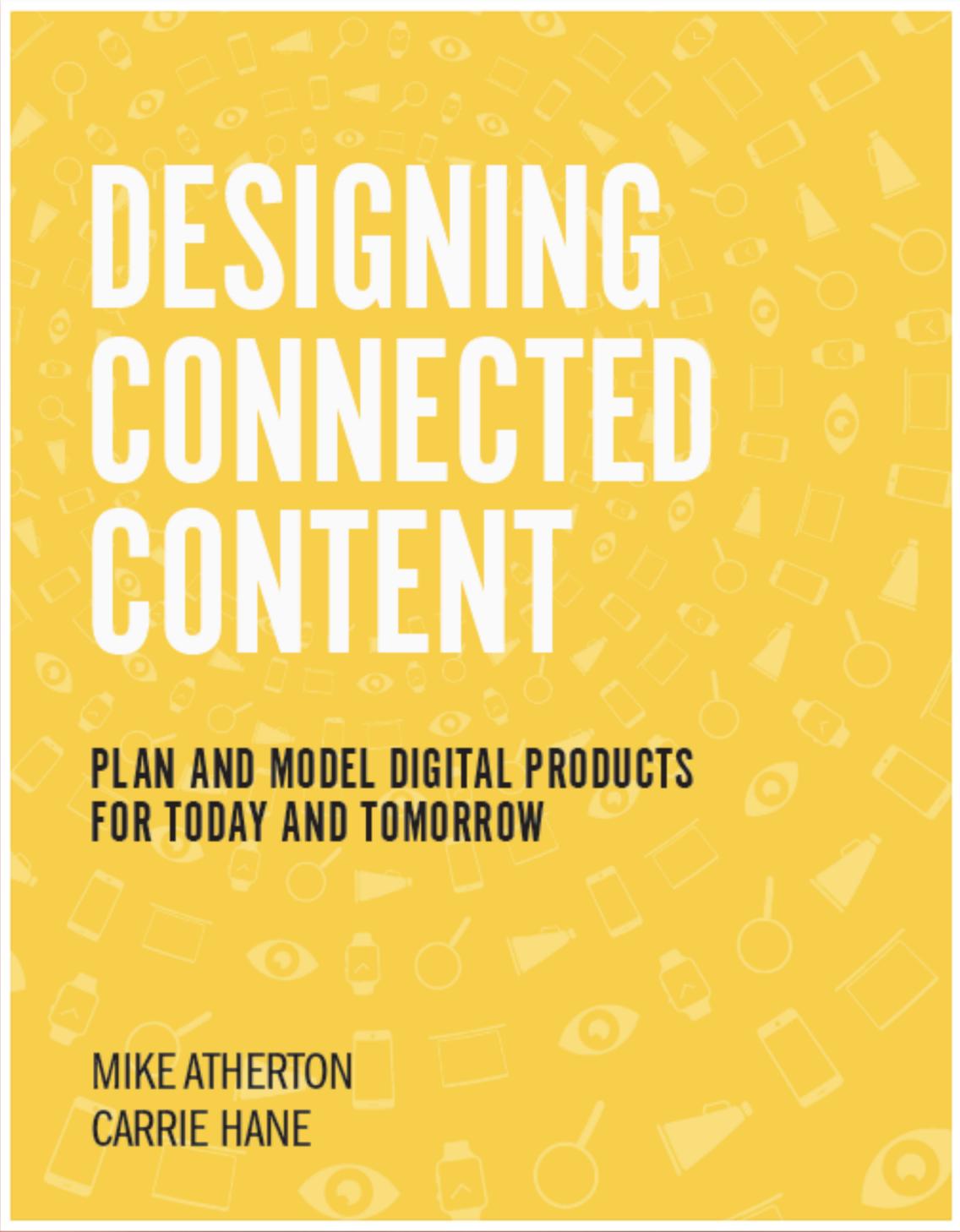


glideapps.com



facebook
horizon

**Let's find the things that bring
us closer **together.****



DESIGNING CONNECTED CONTENT

PLAN AND MODEL DIGITAL PRODUCTS
FOR TODAY AND TOMORROW

MIKE ATHERTON
CARRIE HANE

Thanks, Budapest!

Let's talk more:

@mikeatherton