

# **Working with content structure — an overview with GDS**



Cabinet Office

**Rik Williams**

Senior Content Strategist

Government Digital Service (GDS)

@Rik\_Williams

**I'm a new Content Strategist (back-end)  
at GOV.UK**

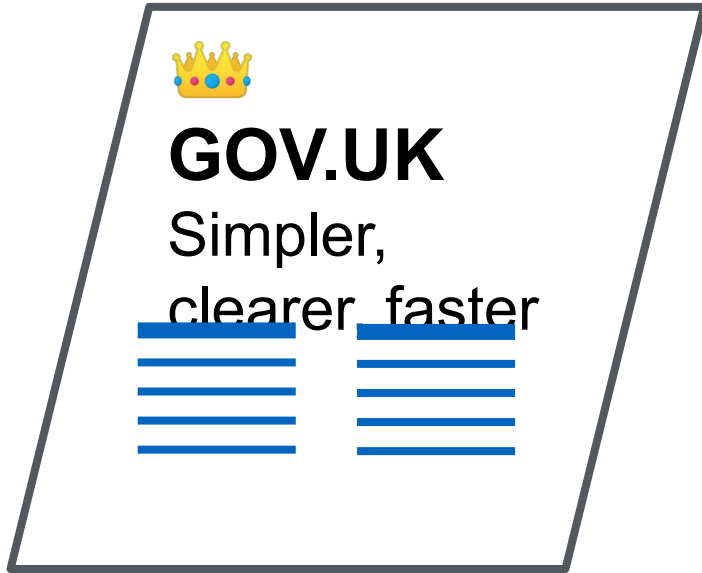
**Core takeaway**

“Perhaps because polish is so visible [...] many people erroneously believe it to be the most important part of writing. But *polish is merely the plaster on the walls of structure.*”

**Jack Hart**

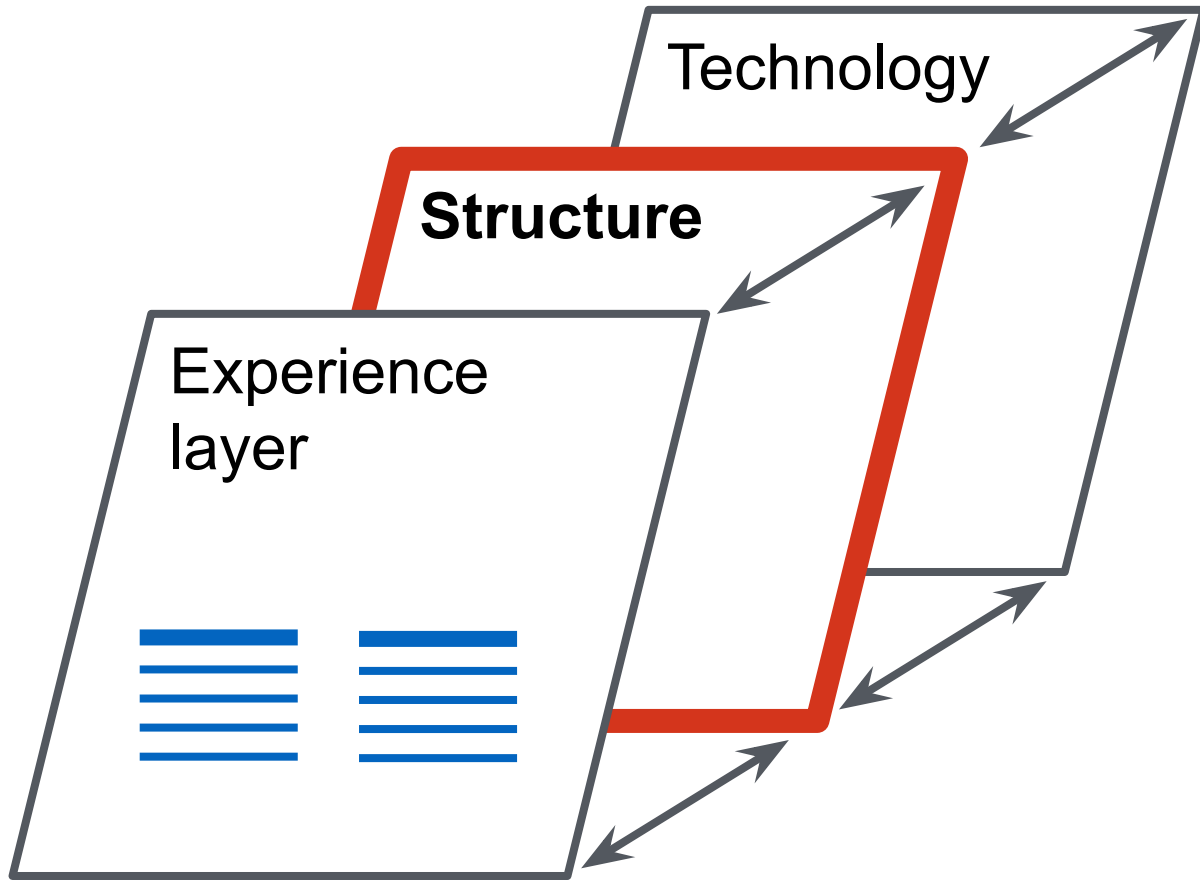




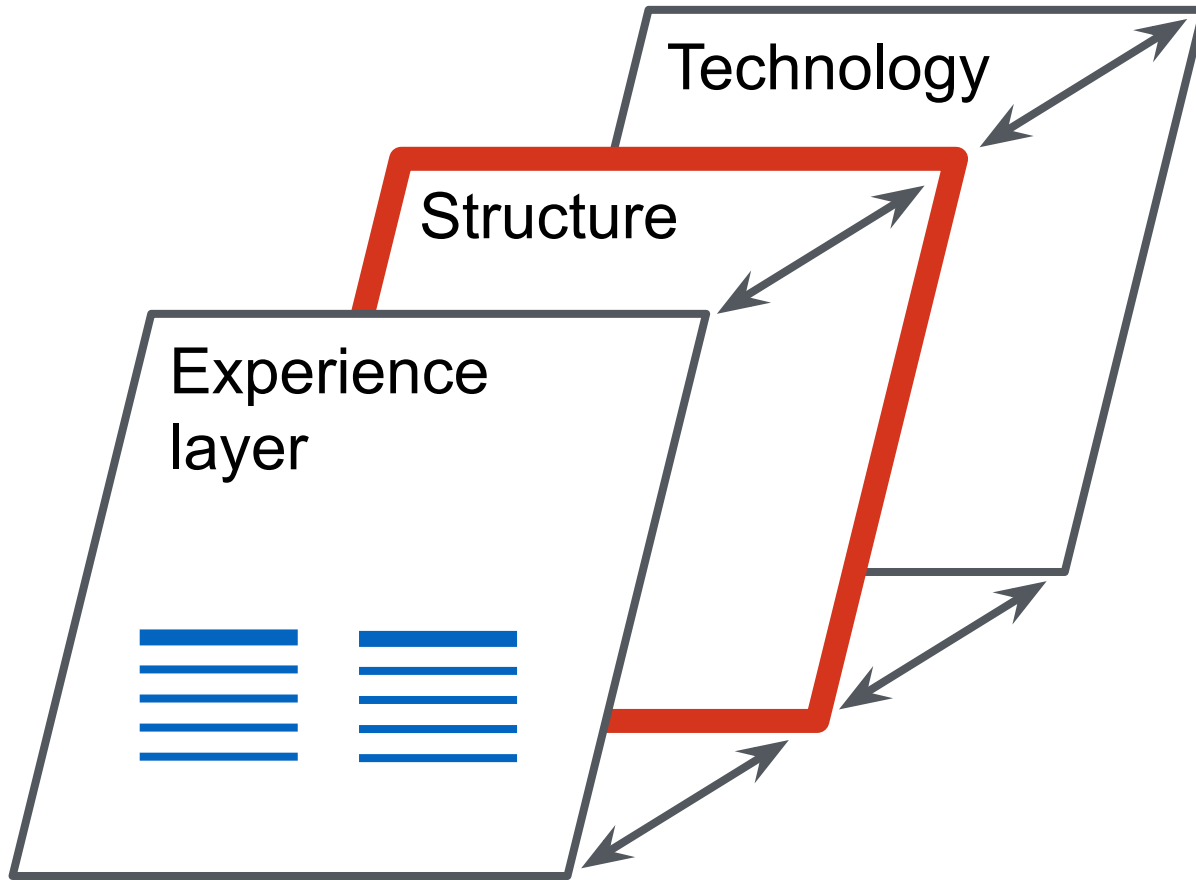


**Adapted from: Factor Firm**





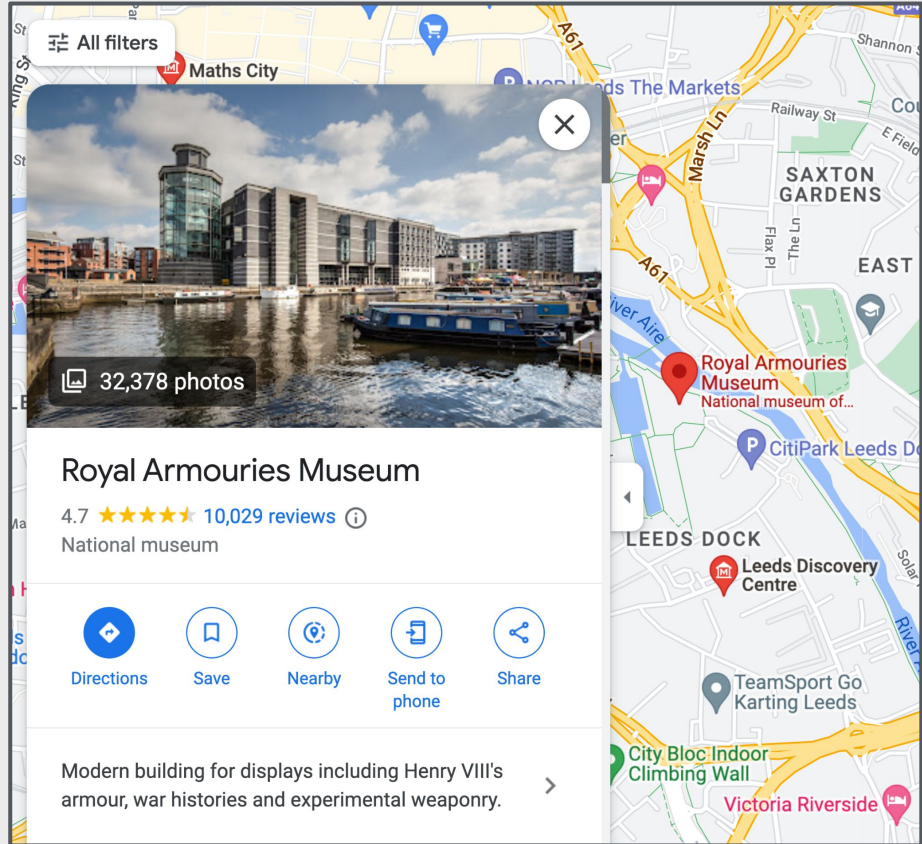
**Adapted from: Factor Firm**



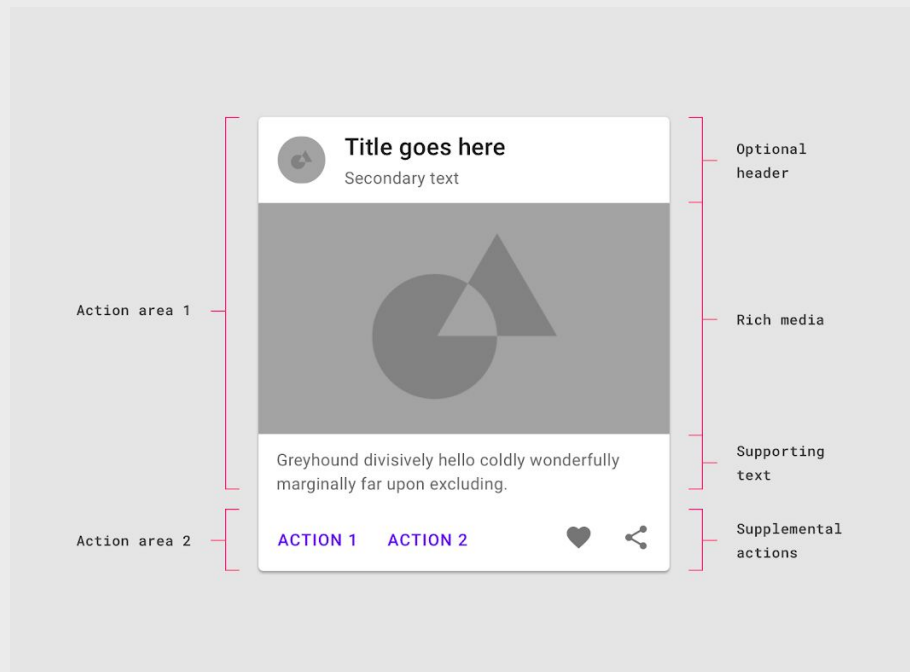
**Adapted from: Factor Firm**



# Rendered design (web)



# Interaction design (app + web)



Structural design  
(channel agnostic)

**Lead Image**

**Place name**

**Rating score**

**Place type**

**Call to Action**

# Session structure

# **Part A – talk**

Structured content – recap

Content structuring – primer



## **Part B – mini workshops**

Pieces – deconstructing Atlas Obscura

Reuse – remixing pieces of structure

Going deeper – complexity hidden in C2As

# Part A — talk

**Part A – talk**

**Structured content – recap**

Content structuring – primer

“Content that is divided into the **smallest reasonable pieces** and explicitly organised and classified in order to be understood and used by computers and humans.”

**Mike Atherton**

“Structuring content within a well-defined content model **makes content scalable**, reusable, adaptable, and measurable.”

**Maxwell Hoffman**

“In a nutshell, structured content matters because you can get so much **more out of your content with a lot less work** — and get better analytics for tracking effectiveness.”

**Rahel Bailie**

“Well defined leads to well designed”

**Lindsay Sutton**





“People don’t care about the containers,  
they care about the things they contain.”

**Carrie Hane**



SOOTHING GEL

ALOE  
99%  
HOLIKA HOLIKA



# Why structure content at all?



Presentation



Findability



Reuse



Localisation





Goal: 

Content structured for **presentation**

Govspeak  
markdown applies  
semantic structure  
to content which  
then cascades into  
its **presentation**

## Body

Edit markdown Preview markdown

H<sup>2</sup> H<sup>3</sup>     Insert... ▼

## This is an H2 heading

This is, instead, a plain piece of text. It will probably contain the first paragraph or two of this story. If there's more to say about the topic it's worth splitting it in two more sub-headings, and use this copy as an intro.

### This is an H3 heading

Headings help readers (and screen readers) scan the content and understand what this is about. The hierarchy of headings also tells reader (visually) and screen reader (via the number) that this topic still refers to the previous one.

### This is a second H3 heading

This tells readers that this is another sub-topic of the topic headed by the H2. If we had some bullet points they would look like this:

- first list item
- second list item

Goal: 

Content structured for **retrieval** and  
**machine learning**

Search document

- ✓ This is a document for sequence labeling...
- This is a another document for sequence ...
- ✓ Europe is a continent located entirely i...
- ✓ Shinzō Abe is a Japanese politician serv...
- ✓ 夏目漱石（なつめ そうせき、1867年2月9日（慶応3年1月5日） - 191...

Person p
Organization o
Other z
Location l
Date d

Shinzō Abe \* is a Japanese \* politician serving as the 63rd \* and current Prime Minister \* of Japan \* and Leader of the Liberal Democratic Party \* ( LDP \* ) since 2012 \* , previously being the 57th \* officeholder from 2006 \* to 2007 \* . He is the third-longest serving Prime Minister \* in post-war Japan \* .[1]

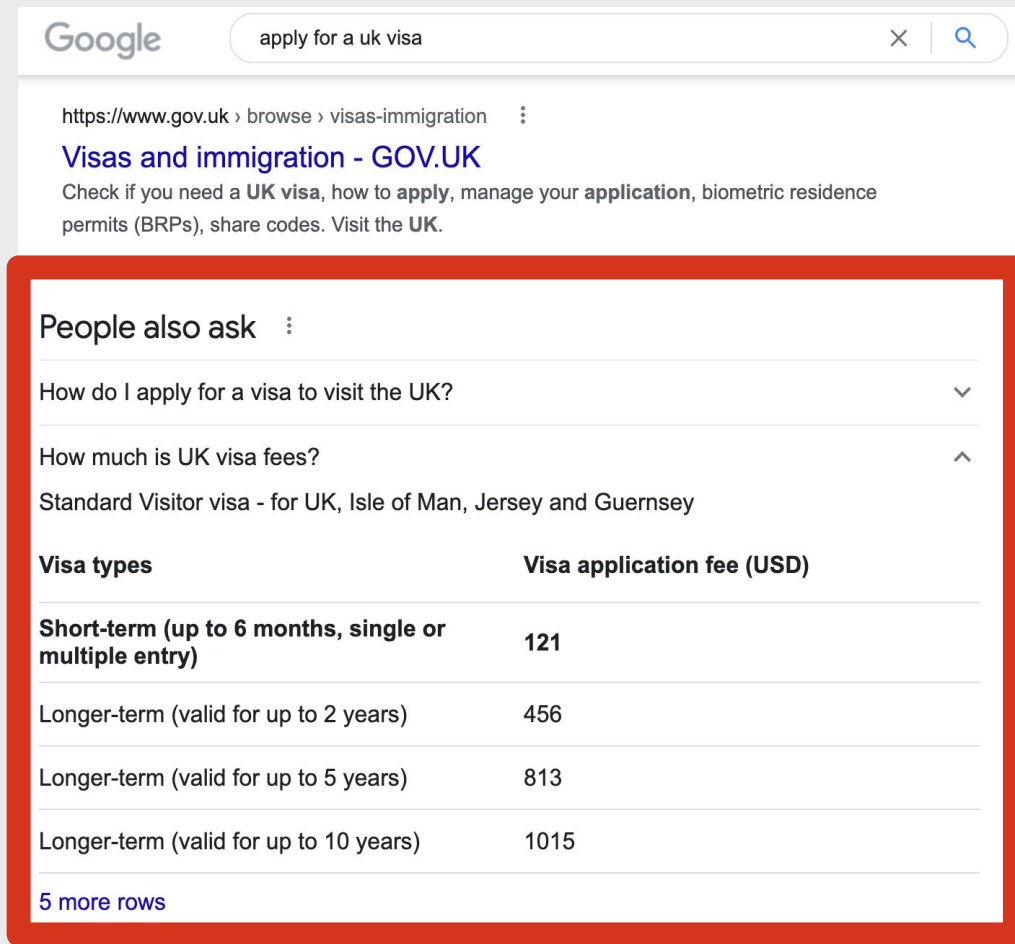
Abe \* comes from a politically prominent family and was first elected Prime Minister \* by a special session of the National Diet \* in September 2006 \* . Then aged 52 \* , he became Japan's \* youngest post-war Prime Minister \* and the first to have been born after World War II \* . Abe \* resigned on 12 September 2007 \* for health reasons. He was replaced by Yasuo Fukuda \* , the first in a

Goals:  

Content structured for **search optimisation**  
(Schema.org microdata)



...content  
extracted from a  
mainstream guide  
and presented in a  
'People also ask'  
featured snippet



Google apply for a uk visa

https://www.gov.uk › browse › visas-immigration

### Visas and immigration - GOV.UK

Check if you need a **UK visa**, how to **apply**, manage your **application**, biometric residence permits (BRPs), share codes. Visit the **UK**.

People also ask

- How do I apply for a visa to visit the UK?
- How much is UK visa fees?

Standard Visitor visa - for UK, Isle of Man, Jersey and Guernsey

Visa types	Visa application fee (USD)
Short-term (up to 6 months, single or multiple entry)	121
Longer-term (valid for up to 2 years)	456
Longer-term (valid for up to 5 years)	813
Longer-term (valid for up to 10 years)	1015

[5 more rows](#)

Goals:   

Content structured for **syndication**

Headline

Standfirst

Byline

Body text

```
article: {  
  headline: "The hounding of Greta Thunberg is proof that the right has run out of ideas",  
  standfirst: "With scientists backing her cause, opponents of the young environmental activist have resorted to ugly personal attacks",  
  byline: "Aditya Chakraborty",  
  body: "Over the past few days, something extraordinary has happened in our politics. A bunch of grown men have begun bullying a schoolgirl. Perhaps you already know who I mean: Greta Thunberg, she of the pigtailed and school strikes, who came to Westminster last week and slammed adoring MPs for posturing rather than taking action on climate breakdown, then hoofed it over to St Pancras for the 36-hour train ride back to Stockholm. ...",  
  ...  
  newspaperPageNumber: "13",  
  legalStatus: "cleared",  
  ...  
  ...  
  wordcount: "349"  
}
```



Tablet



Website



Print

Source: Sakib Supple, The Guardian

“Reuse: The practice of using existing content components to develop new documents.”

**Ann Rockley**

Goals:  

Content structured for **localisation**

File Home Review Advanced View Add-Ins Help

Project Settings Copy Paste Batch Tasks Clear Formatting Conformance Search Translation Memory Show Translations Add New Term Quick Add New Term Copy Source to Target Copy All Source to Target Clear Target Segment Merge Segments Split Segments Change Segment Status Navigation

Translation Results - en-GB\_ro-RO

Project Settings | Political and Security Committee (PSC)

No matches found.

Term Recognition

Political and Security Committee  
Comitetului politic și de securitate  
PSC  
COPS

Fragment Matches - en-GB\_ro-RO

Political and Security Committee (PSC)

1 Political and Security Committee (PSC) On 28 March 2014, the Political and Security Committee (PSC) recommended to extend the European Union CSDP mission in Niger (EUCAP Sahel Niger) for a period of two years in accordance with the Strategic Review.

Comitetul politic și de securitate (COPS) La 28 martie 2014, Comitetul politic și de securitate (COPS) a recomandat prelungirea misiunii PSAC a Uniunii Europene în Niger (EUCAP Sahel Niger) cu doi ani, în conformitate cu revizuirea strategică.

Messages Translation Results - en-GB\_ro-RO Conformance Search Comments TQAs (0) Term Recognition Termbase Search

Political and Security Committee.docx.sdlxliff [Translation]

WordprocessingML v. 2

1	Political and Security Committee (PSC)			H
	The Political and Security Committee (PSC) monitors the international situation in the areas covered by the Common Foreign and Security Policy (CFSP) and the Common Security and Defence Policy (CSDP). It plays a central role in the definition of and follow-up to the European Union's response to a crisis.			P
4	ACT			H
	Council Decision 2001/78/CFSP of 22 January 2001 setting up the Political and Security Committee (PSC).			P
6	SUMMARY			H
	The Political and Security Committee (PSC) is a permanent structure of the Council of the			P

2 Political and Security Committee (PSC) Comitetului politic și de securitate (COPS)

3 AND SECURITY COMMITTEE COMITETUL POLITIC ȘI

4 Committee (RC) Comitetului de revizuire

5 committees (OJ) comitete (JO)

6 Security Committee Comitetului pentru securitate

7 and Security securitate și

8 Political politice

9 Committee comitetului

10 Committee mixt

en-GB\_ro-RO 1/9 FILECR LOCAL\ptlcn

# Part A – talk

Structured content – recap

**Content structuring – primer**

“A content model breaks content [...] down into its component parts, describes them in detail, and maps out how they relate to one another.”

**Lauren Pope**



“Content models\* enable us to **store**,  
**process** and **publish** content as granular  
units instead of whole documents.”

**Cleve Gibbon**

\* + maps (and other documentation)

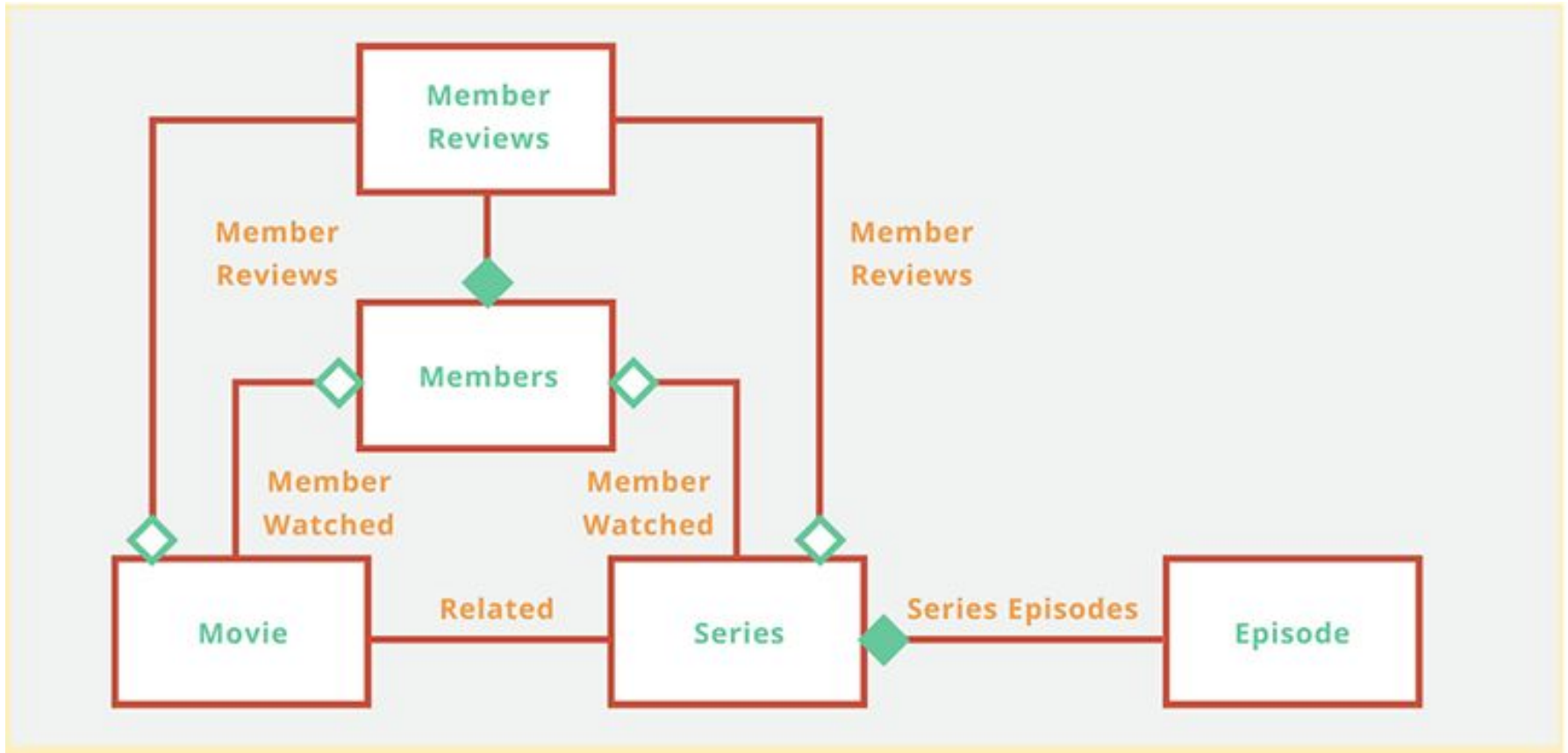


## Content **Model**

The **available pieces** of content and metadata and their relationships to each other.

## Content **Type**

The **required pieces** of content and metadata assembled to meet a goal.

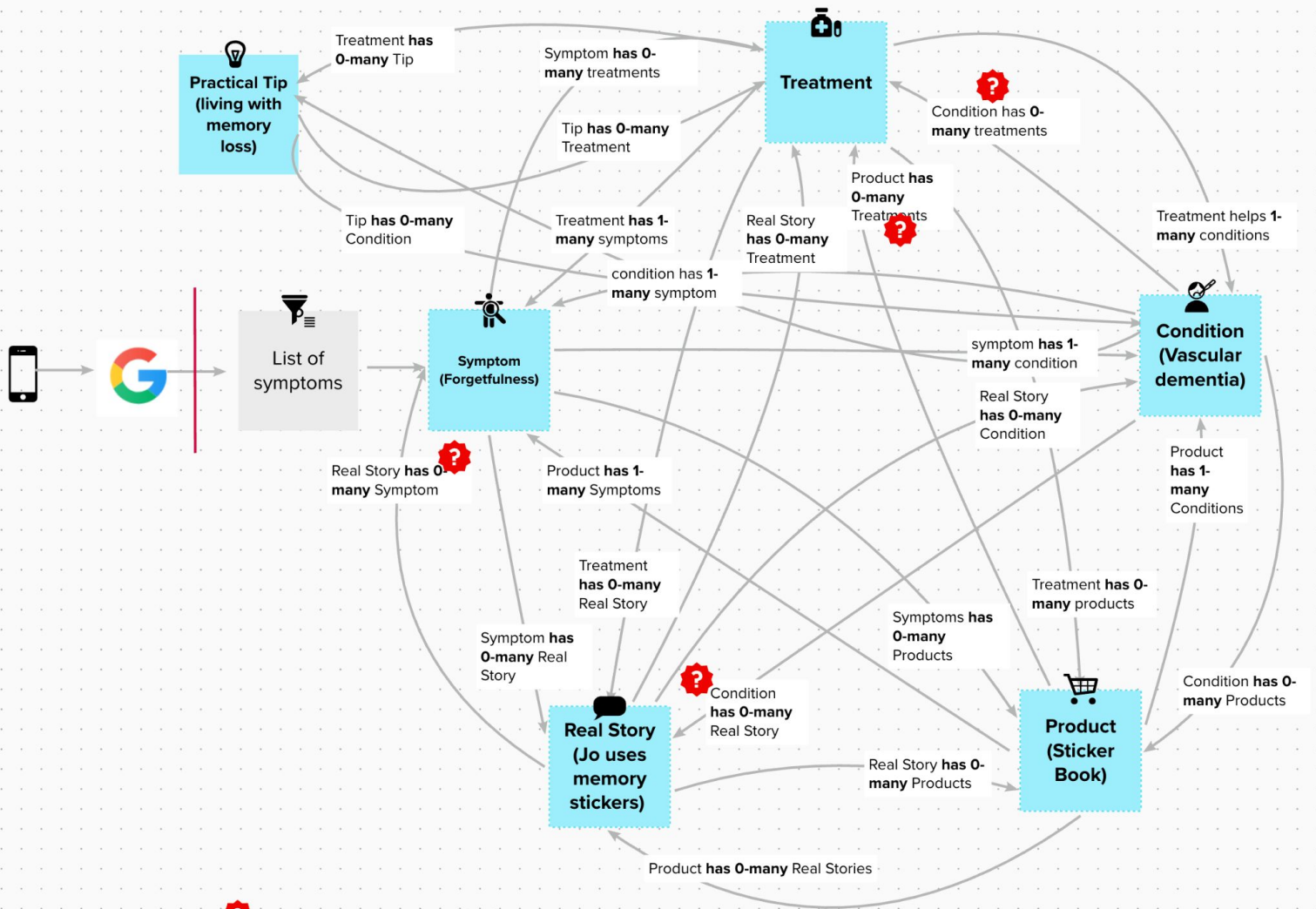


**Source: Brent Heslop, ContentStack**



Object Mandatory one —|| Mandatory many —|< Optional one —o+ Optional many —o< None —

Source: Brent Heslop, ContentStack



= new research question!

**NESTED OBJECTS**

Condition









Symptom

Treatment

Product

Real Story

Tip

Print a copy	Print a copy	Print a copy	Rate product	Post my Review	Submit your story	Reply to Comment	Submit your Tip
List of conditions / diseases	List of symptoms	List of treatments (therapies, drugs etc)	List of products	List of reviews	List of real stories	List of Comments	List of tips
							
<b>Condition</b>	<b>Symptom</b>	<b>Treatment</b>	<b>Product</b>	<b>Product Review</b>	<b>Real Story</b>	<b>Real Story Comment</b>	<b>Tip</b>
Name (Alzheimer's disease, vascular dementia)	Name (memory problems; agitation)	Title (Donepezil; Rivastigmine; Galantamine; Memantine)	Name (Beta Controlled Day Clock; 63 Piece Aglow Puzzle; Burano Island)	Name (Sue)	Title: Remembering Mum on Mother's Day, Vicki's Memory Walk story	Name (Anne Avinya)	Name (Tip for listening to a person with dementia)
has 1-many related conditions	has 1-many conditions where it presents	has 1-many conditions which it helps	has 1-many conditions which it helps		has 0-many conditions which are featured		has 0-many conditions
has 1-many symptoms which affect the person	has 1-many related symptoms	has 1-many symptoms which it helps	has 1-many symptoms which it helps		has 0-many symptoms which are featured		has 0-many symptoms
has 0-many treatments which can help	has 0-many treatments which can help	has 1-many related treatments (therapies)	has 0-many treatments which it is part of		has 0-many treatments which are featured		has 0-many treatments
has 0-many products which can help	has 0-many products which can help	has 0-many products which can help	has 1-many products which are related	has 0-many Products with Reviews	has 0-many products which are featured		has 0-many products
has 0-many real stories about it	has 0-many real stories about / featuring it	has 0-many real stories featuring it	has 0-many real stories featuring it		has 1-many related real stories	has 0-many Real Stories with Comments	has 0-many real stories
has 0-many tips which help manage it	has 0-many tips which can help manage it	has 0-many tips about it	has 0-many tips about how to use it well		has 0-many tips included in it		has 0 nested tips
Lead Image	Lead Image	Lead Image	Lead Image	Review	Summary	Comment	Tip
Pictogram ??	Pictogram ??	Pictogram ??	Image Gallery	Star rating	Image	Email	Image of Tip
Definition	Definition	Definition	Description	Verification question	Author	Date	Video of Tip
					Twitter		



Object Map - Memory Clinic Booking Service

Public Board Table

Condition

Object guide

Progress indicator

Name / Medical name Required

Content source: Api via NHS.net

Progress indicator

Definition Required

Content source: Api via NHS.net

Progress indicator

Symptoms Required

Content source: Api via NHS.net

Progress indicator

Causes Sureness: s2

Content source: Api via NHS.net

Progress indicator

Tests for Sureness: s2

Content source: Written in-house

Progress indicator

Diagnosis Sureness: s1

Content source: Written in-house

Progress indicator

Treatments for Sureness: s2

Content source: Written in-house

Appointment

Object guide

Progress indicator

ID number Required

Progress indicator

NHS number Required

Progress indicator

Trust number Required

Progress indicator

Date/time Required

Progress indicator

Appointment has 1 location Required

Progress indicator

Description

Progress indicator

appointments have 1-many consultants attending

Progress indicator

Appointment has 0-1 eye conditions

Progress indicator

Covid rules Required

Progress indicator

Covid rules Required

Progress indicator

Consultant

Object guide

Progress indicator

Name Required

Progress indicator

Current NHS / Uni post

Progress indicator

Specialisms Required

Progress indicator

Sub specialism

Progress indicator

Consultant treats 1-many eye conditions

Progress indicator

Consultant work in 1-many locations

Progress indicator

Photo Required

Progress indicator

Research interests

Progress indicator

Trials

Progress indicator

Trials

Progress indicator

Location

Object guide

Progress indicator

Name Required

Progress indicator

location has 1-many conditions

Progress indicator

Phone

Progress indicator

Address Required

Progress indicator

Geo-location

Progress indicator

Opening times Required

Progress indicator

STATUS: open,closed

Progress indicator

Covid rules Required

Progress indicator

Facilities

Progress indicator

Capacity

Progress indicator

locations have 0-many locations by

Auxillary/support (non medical)

Object guide

Progress indicator

Name Required

Progress indicator

Description Required

Progress indicator

Opening times

Progress indicator

STATUS: open,closed

Progress indicator

Phone

Progress indicator

Email

Progress indicator

Ratings

Progress indicator

services have 1-many locations

Progress indicator

services have 0-many appointments available for booking

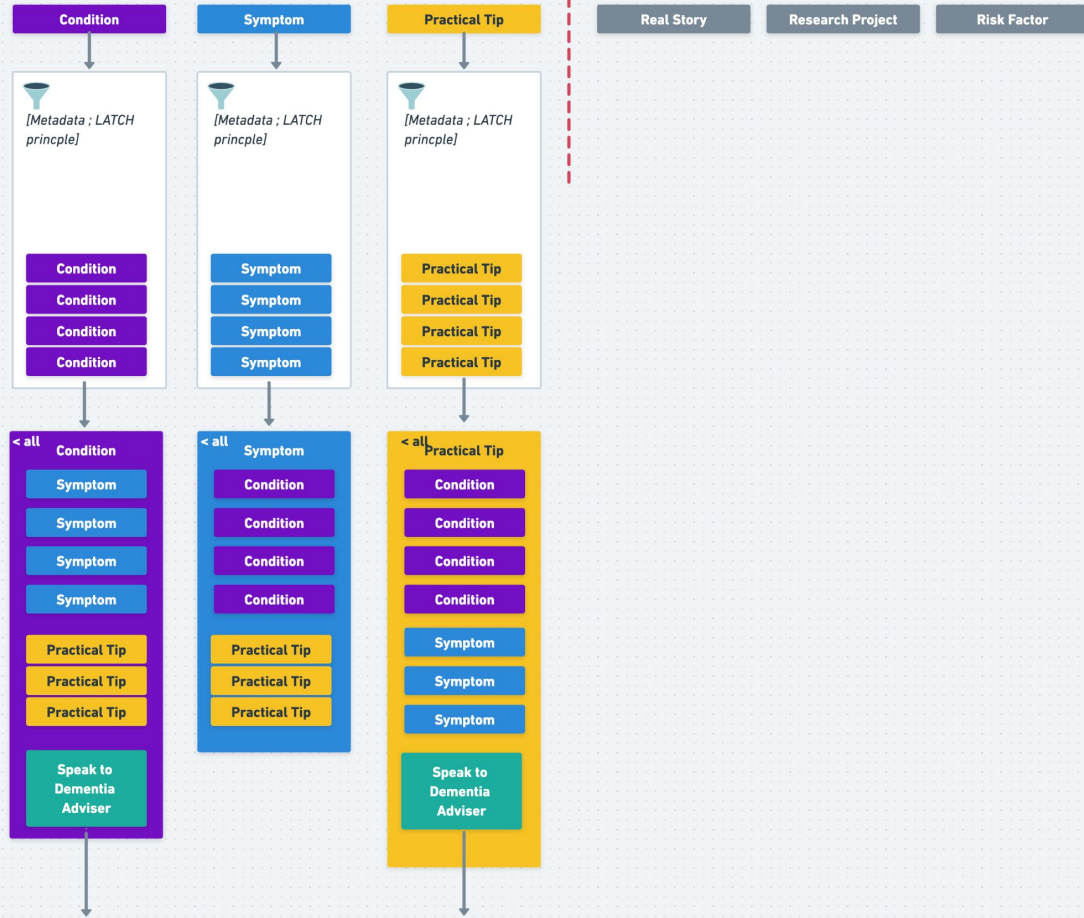
Progress indicator

services have 0-many related services

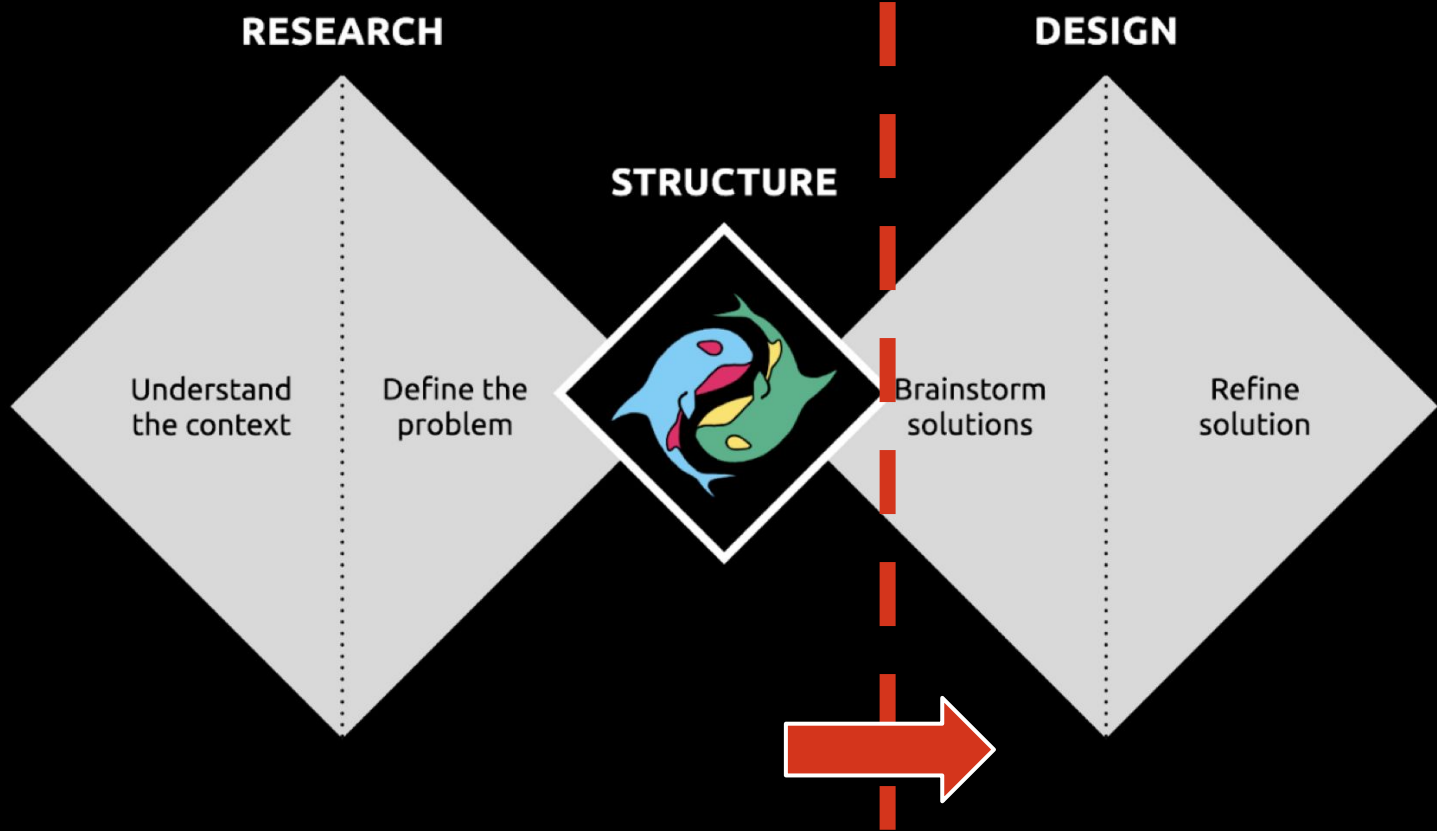
Progress indicator

Location ; Alphabet  
;Time ; Category  
Hierarchy = LATCH

### Primary Navigation Objects



# The Triple Diamond



Source: Sophia Prater

Content-first (or bottom-up) design  
**means...**

Thinking of the **system**, *then* the detail.

Alignment with **authentic mental models.**

Making the **right thing** the first time.

Inclusive/accessible via **consistent and predictable wayfinding** across content.



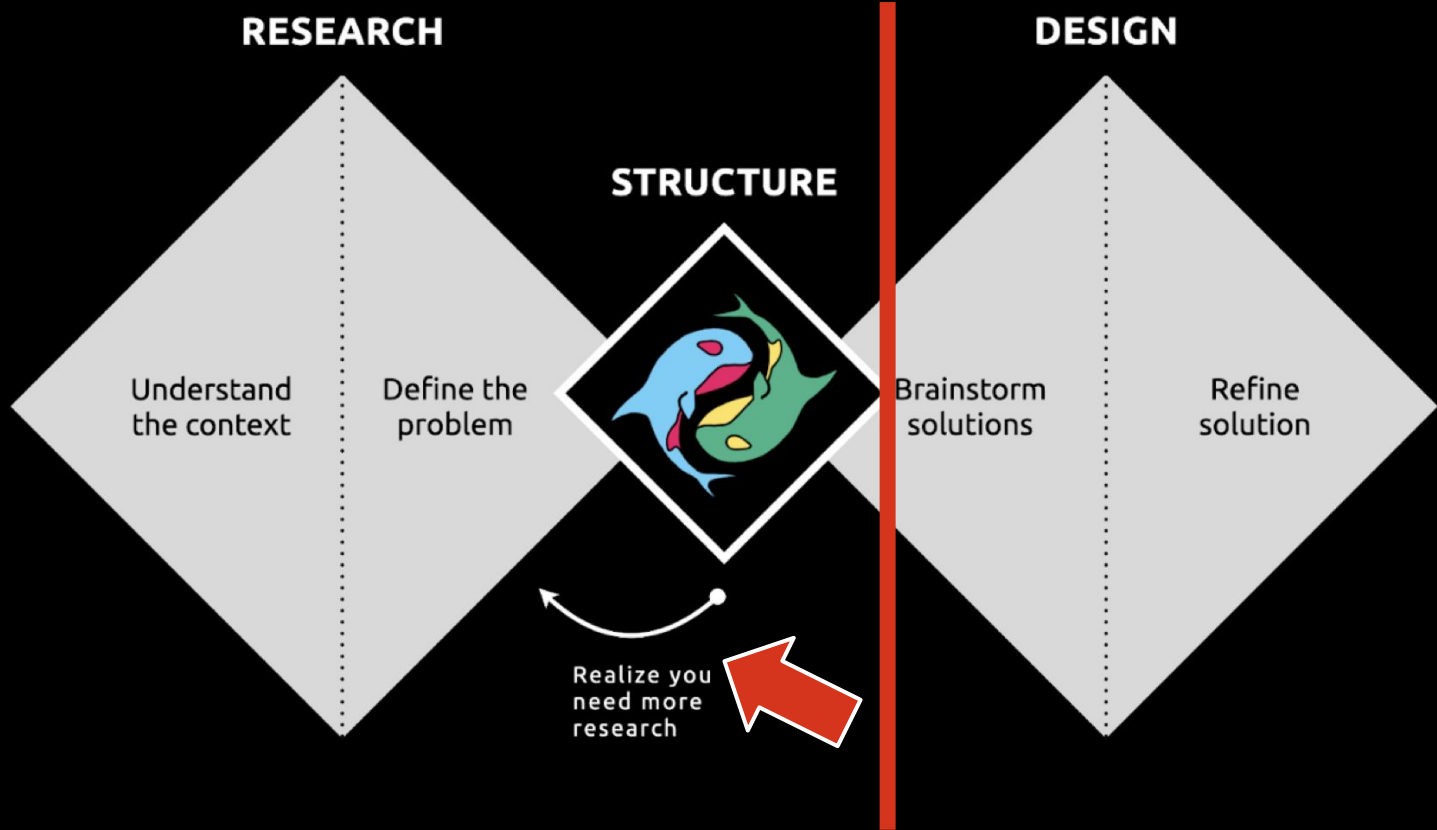
Streamlined projects with **happier teams.**

Simplified, de-cluttered **content-first**  
designs.

Content-first (or bottom-up) design **is...**

**User Researcher-friendly** — synthesising research insights into structure will expose high-risk assumptions/questions *early*.

# The Triple Diamond



Source: Sophia Prater

**Content Designer-friendly** — gives early engagement and enables visibility to the types and scale of content that might need creating and governing.

**Content Strategist-friendly** — breaking data into its fundamental components helps sensemaking by wrangling complexity into understanding.

**Interaction Designer-friendly** — provides the pieces they have to work with and a methodology for identifying things that will need patterns in any design system.



**Stakeholder-friendly** — mapping and modelling content creates opportunities for subject matter experts to contribute from the outset and at their level of expertise.

“...pieces...”



# Things

The fundamental **units of content** in the users mental model of the domain.

“A **content model** should honour and respect the users **mental model**.”



# Relationships

How the Things **relate** to each other.

# Calls-To-Action

The **affordances** that the content Things offer users on the front *and* the back-end.

# Attributes

The specific pieces of **core content** and **metadata** that **build instances** of content Things.



# Sage and onion Yorkshire puddings

★★★★☆ 3 ratings  
[Rate this recipe](#)



Preparation time  
**1-2 hours**  
Cooking time  
**10 to 30 mins**  
Serves  
**Makes 8-12**

These sage and onion Yorkshire puddings are perfect with roast pork or chicken.

By The Hairy Bikers  
From The Hairy Bikers Go North

[Share](#) [Add to favourites](#)  
[Shopping list](#) [Print recipe](#)

## Ingredients

- 150g/5½oz plain flour
- 1 tsp dried sage
- 2 free-range eggs, beaten
- 275ml/9½fl oz full-fat milk
- 1 heaped tbsp lard or goose/duck fat
- 1 large onion, sliced
- salt

## Method

- Preheat the oven to 220C/200C Fan/Gas 7.
- Sift the flour into a bowl, then add a pinch of salt and the sage. Make a well in the middle and add the eggs. Whisk the eggs, gradually mixing them with the flour, then gradually whisk in the milk. Alternatively, put everything in a food processor and blitz until smooth. Leave to stand for an hour.
- Divide the lard or goose/duck fat among the holes of two four-hole Yorkshire pudding tins or one 12-hole muffin tin. Put in the oven until very hot.
- Bring a small saucepan of water to the boil. Add a pinch of salt and the onion and simmer for 3 minutes, then drain thoroughly.
- Remove the tins from the oven. Divide the onion among the holes, then pour in the batter around the onion – the batter should just reach the top of each hole. Bake for 20 minutes or until the Yorkshire puddings have risen and are dark golden brown. Serve immediately.

## Related Recipes



Mary Berry's Yorkshire puddings  
By Mary Berry

[See more Best roast dinner sides recipes \(39\)](#)



James Martin's Yorkshire pudding  
By James Martin

[See more yorkshire pudding recipes \(11\)](#)

## This recipe is from...



The Hairy Bikers Go North  
8. Tyne and Wear/Newcastle

[| BBC Two](#)

## Recipes from this episode

- [Jackfruit korma](#)
- [Porchetta](#)

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### James Martin's Yorkshire pudding

By James Martin

[See more yorkshire pudding recipes \(11\)](#)

## This recipe is from...



**Recipe**

**Name**

**Stars**

**Rate**

**Chef**

**Image**

**Reviews**

**Save**

**Show**

**Lede**

**Size**

**Print**

**Ingred.**

**Quant.**

**Time(s)**

**Share**

**Add**

# Part B — mini workshops

## Part B – mini workshops

### Pieces – deconstructing Atlas Obscura

Reuse – remixing pieces of structure

Going deeper – complexity hidden in C2As

**Reverse engineer an Instance of a Place  
from Atlas Obscura, a digital magazine  
and travel company.**

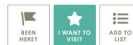
Working individually, find as many pieces of content structure as you can.

AO Edited

# Royal Armouries Museum

Leeds, England

One of three sites in England that house the National Collection of Arms and Armour.



129

64



A 2011 well display. MTA1C0R44

## Top Places in Leeds

**Lawnswood Cemetery**  
Leeds, England**Horned Helmet of Henry VIII**  
Leeds, England**The Black Prince**  
Leeds, England

See All →

**BEFORE 1994, MUCH OF THIS** national collection was in storage at the Tower of London with only a small fraction open to the public. This museum alongside the River Aire in Leeds has made available a greater portion of the collection for the public, which is said to have been started by Henry VIII. The collection also incorporates several other important weapons collections.

The arms and armor on display are dominated by British-produced items, but there is a large contribution from other European countries and other nations. There are galleries entirely devoted to self-defense weapons and another dedicated to hunting weaponry.

Next to the museum is an arena with a traditional tiltyard, where jousting exhibitions and other horse-based military displays are regularly held. The museum also has sites at the Tower of London and Fort Nelson near Portsmouth.

## Know Before You Go

Admission is free. The nearest parking can be found at Clarence Dock, but cheaper locations are available nearby.

It is less than a 20-minute walk from the center of town. Highly recommended taking the pedestrian path along the River Aire. Less mechanized traffic and more scenic.

ATLAS OBSCURA TRIPS

## Southern England: Lore of Dartmoor

Book Now →


[WEAPONS](#)
[MUSEUMS AND COLLECTIONS](#)
[HISTORY & CULTURE](#)

## Community Contributors



ADDED BY

Dr. Alan F. Newman



EDITED BY

SEANNETTA

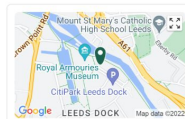
PUBLISHED

April 28, 2021

EDIT THIS LISTING

Make an Edit ↗

Add Photos 📷



Armouries Dr  
Leeds, England, LS10 1LT  
United Kingdom

📍 53.7916, 1.5310

View on Google Maps ↗

🌐 Visit Website ↗

NEARBY

- 📍 Horned Helmet of Henry VIII  
0.05 miles
- 📍 'Out of the Earth'  
0.38 miles
- 📍 'Comiccopier'  
0.50 miles



**Things**

**Core Content**

**Metadata**

**Calls-to-Action**

00 minutes

## Task 1 — Deconstruct an Instance of a Place from Atlas Obscura, a digital magazine and travel company.

Working in pairs or individually, find as many pieces of content structure as you can. There are at least 5 of each.

Use the screenshot, to constrain this activity, but if you need to use the live version it's here: [bit.ly/dwp-ao](https://bit.ly/dwp-ao)

### Things

Entities/Content Types/Objects, with structure, instances and purpose in the system.

1

2

3

4

5

### Core content

An attribute that contains unique data which gives the Thing its value and purpose.

1

2

3

4

5

### Metadata

An attribute with structured values.

1

2

3

4

5

### Calls-to-Action

An invitation for User interaction.

1

2

3

4

5

The screenshot shows the Atlas Obscura website interface. At the top, there are navigation links for TRIPS, EXPERIENCES, COURSES, PLACES, FOODS, and STORIES. The main content area features the 'Royal Armouries Museum' in Leeds, England, with a sub-header 'One of three sites in England that house the National Collection of Arms and Armour'. Below this is a gallery of images showing various weapons and armor. To the right of the gallery are social media share icons for Facebook (129) and Twitter (64). Below the gallery is a text block starting with 'BEFORE 1984, MUCH OF THIS national collection was in storage at the Tower of London...' followed by a paragraph about the museum's collection. To the left of the main text is a 'Top Places in Leeds' section with a small image and text. Below that is a 'Know Before You Go' section with a heading and a paragraph about admission and parking. To the right of the main text is a map showing the location of the museum in Leeds Dock. Below the map is a 'Community Contributors' section with a heading and a list of contributors, including 'ADDED BY Dr Alan F. Neumann' and 'EDITED BY SEANETTES'. At the bottom of the page, there is a 'PUBLISHED' section with the date 'April 28, 2020' and a 'CALL TO ACTION' section with the text 'EDIT THIS LISTING', 'Make an Edit', and 'Add Photos'.

**[bit.ly/dwp-mural](https://bit.ly/dwp-mural)**

**[bit.ly/dwp-ao](https://bit.ly/dwp-ao)**

**7 mins**

AO Edited

# Royal Armouries Museum

Leeds, England

One of three sites in England that house the National Collection of Arms and Armour.



A stillwell display. M74102848

**BEFORE 1994**, MUCH OF THIS national collection was in storage at the Tower of **London** with only a small fraction open to the public. This museum alongside the River Aire in **Leeds** has made available a greater portion of the collection for the public, which is said to have been started by Henry VIII. The collection also incorporates several other important weapons collections.

## Top Places in Leeds



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Leeds, England

**Horned Helmet of Henry VIII**  
Leeds, England

**The Black Prince**  
Leeds, England

See All →

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ATLAS OBSCURA TRIP

## Southern England: Lore of Dartmoor

Book Now →



WEAPONS

MUSEUMS AND COLLECTIONS

HISTORY &amp; CULTURE

## Community Contributors



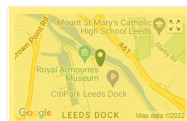
ADDED BY  
By Alan F. Newman



EDITED BY  
SEANNETIA

PUBLISHED  
April 26, 2021

EDIT THIS LISTING  
Make an Edit /  
Add Photos



Armouries Dr  
Leeds, England, LS10 1LT  
United Kingdom

53.7916, 1.5310

View on Google Maps

Visit Website

NEARBY

Horned Helmet of Henry VIII  
1.05 miles

Out of the Earth  
1.38 miles

Comocopter  
1.60 miles

**Place**

**Name**

**Status**

**Edit**

**Contrib.**

**Lede**

**LatLong**

**Add Img**

**Trip**

**Images**

**Counter**

**See All**

**Story**

**Caption**

**Topics**

**Add List**

**Course**

**Body**

**Country**

**View Map**

## **Part B – mini workshops**

Pieces – deconstructing Atlas Obscura

**Reuse – remixing pieces of structure**

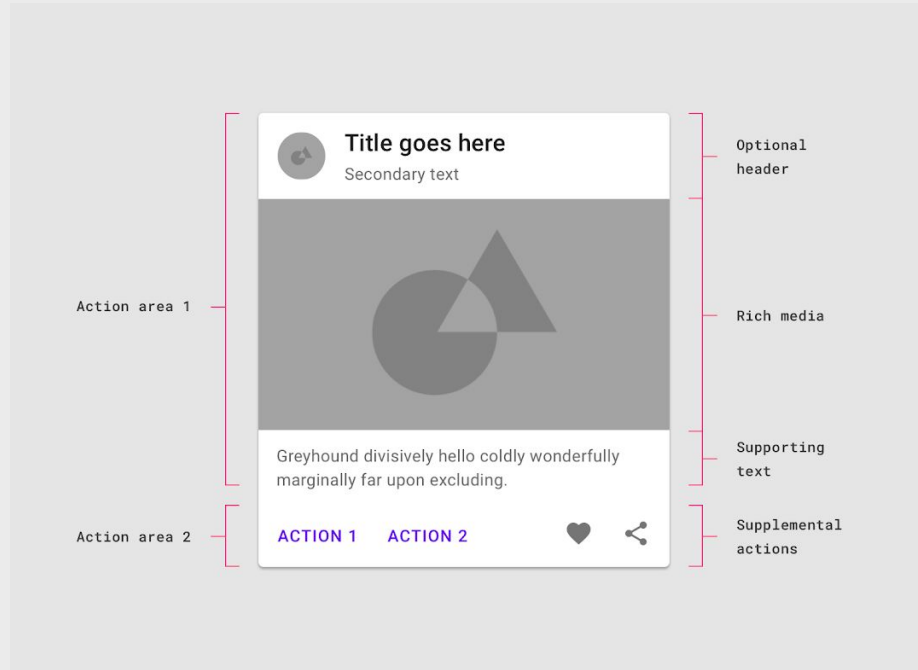
Going deeper – complexity hidden in C2As



**Reuse, remix and reassemble Attributes  
for contextual navigation in a digital  
interface.**

Select and prioritise a handful of Attributes for use in a 'card' interface component in Atlas Obscura.

A schematic of a card component in Google's Material design system.



## Potential trips

Based on your recent searches and other activity 



You've searched for travel information here

[Continue planning](#)



You've searched for hotels here

[Continue planning](#)



You've searched for hotels here

[Continue planning](#)



You've searched for travel information here

[Continue planning](#)



You've searched for travel information here

[Continue planning](#)



You've searched for travel information here

[Continue planning](#)

10 minutes  
Task 2 — Reuse, remix and reassemble.

Cards are standard user interface components in digital products. They are used to present search results, index lists and nested within other Things/Types. They are a basis for contextual navigation / wayfinding.

You can sketch designs, or pencil-in the names of the Attributes used (or both). Focus on the top 1-3 Attributes.

**1. Attributes**  
Start by listing your top 5 (or so) prioritised Attributes (core content and/or metadata) for a Place from Task 1.

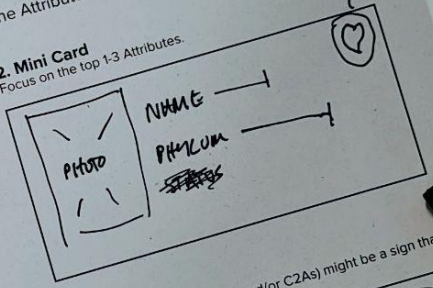
- 1 NAME
- 2 PHOTO / VIDEO?
- 3 PHYLUM
- 4 ENDANGERED STATUS
- 5 HABITAT

Save? / Share?  
Tip: does your card need a Call-To-Action? Should a User be able to take an action on/ from the Card itself?

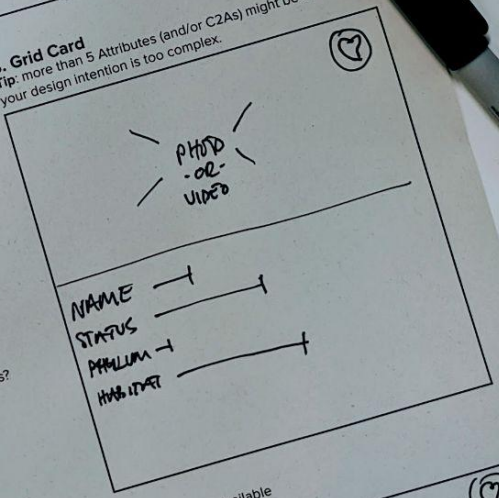
Discussion [bonus]: how could you design the card so that it is perceived as the Thing. For example, in a visual design, can it be presented as being of a certain type (and not look the same as something else). So a Place looks like Place, but a card for another thing, like a Trip, looks like a Trip.

Why might this be important for users?  
How might you achieve this using attributes?

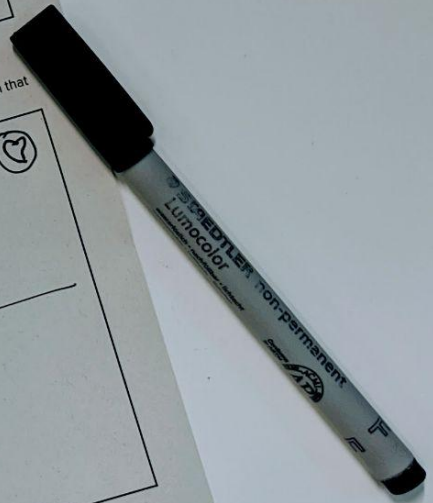
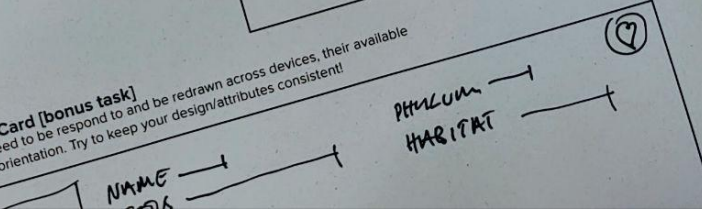
**2. Mini Card**  
Focus on the top 1-3 Attributes.




**3. Grid Card**  
Tip: more than 5 Attributes (and/or C2As) might be a sign that your design intention is too complex.



**4. Table Row Card [bonus task]**  
Content might need to be redrawn across devices, their available pixels and their orientation. Try to keep your design/attributes consistent



 00 minutes

## Task 2 — Reuse, remix and reassemble Pieces for an Atlas Obscura Place.


Cards are standard user interface components in digital content experiences. They can turn up in search results, index lists and nested within other Things/Types. Cards provide summaries and are a basis for contextual navigation / wayfinding.


You can sketch designs, or pencil-in the names of the Attributes used (or both!).

### 1. Attributes

Start by listing your top 5 (or so) **prioritised** Attributes (core content and/or metadata) for a Place from Task 1.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

 **Tip:** does your card need a Call-To-Action? Should a User be able to take an action on/ from the Card itself? 🤔


 **Discussion [bonus]:** how could you design the card so that it is perceived as the Thing. For example, in a visual design, can it be presented as being of a certain type (and not look the same as something else). So a Place looks like Place, but a card for another thing, like a Trip, looks like a Trip.

Why might this be important for users?  
How might you achieve this using attributes?

### 2. Mini Card

Focus on the top 1-3 Attributes.

### 3. Grid Card

 **Tip:** more than 5 Attributes (and/or C2As) might be a sign that your design intention is too complex.

### 4. Table Row Card [bonus task]

Content might need to be respond to and be redrawn across devices, their available pixels and their orientation. Try to keep your design/attributes consistent!

**7 mins**

# Unusual Attractions in Leeds



KIRKSTALL, ENGLAND

## Kirkstall Abbey

Artists have long been drawn to these atmospheric 12th-century ruins.



LEEDS, ENGLAND

## Horned Helmet of Henry VIII

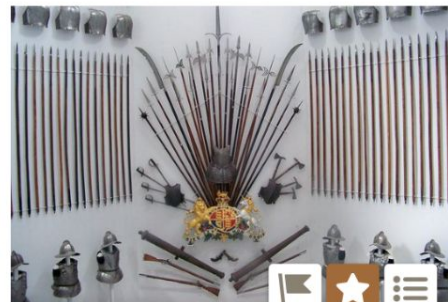
The bizarre headgear looks like it was made for a fool, not a king.



LEEDS, ENGLAND

## Lawnswood Cemetery

This Victorian graveyard in Leeds is a macabre collection of beautiful tombs and memorials.



LEEDS, ENGLAND

## Royal Armouries Museum

One of three sites in England that house the National Collection of Arms and Armour.



# Incredible Adventures You Can Take This Year!

There is still time to book on these remaining 2022 trips.



**WILDLIFE & NATURE**

## Magical Galápagos: Wonders of Evolution

Ecuador  
Mar 5–12, 2023  
From \$7,590 USD

+ 2 other dates



**HISTORY**

## Mexico City to Oaxaca: Tracing the Threads of Frida Kahlo's Dresses

Mexico  
Nov 11–19, 2022  
From \$3,870 USD

+ 1 other date



**WILDLIFE & NATURE**

## Iceland in Winter: Natural Wonders & Ancient Legends

Iceland  
Nov 5–12, 2022  
From \$3,685 USD

+ 13 other dates



**HISTORY**

## Romania: Castles, Ruins, and Medieval Villages

Romania  
Sep 30–Oct 10, 2022  
From \$3,350 USD

+ 6 other dates

## **Part B – mini workshops**

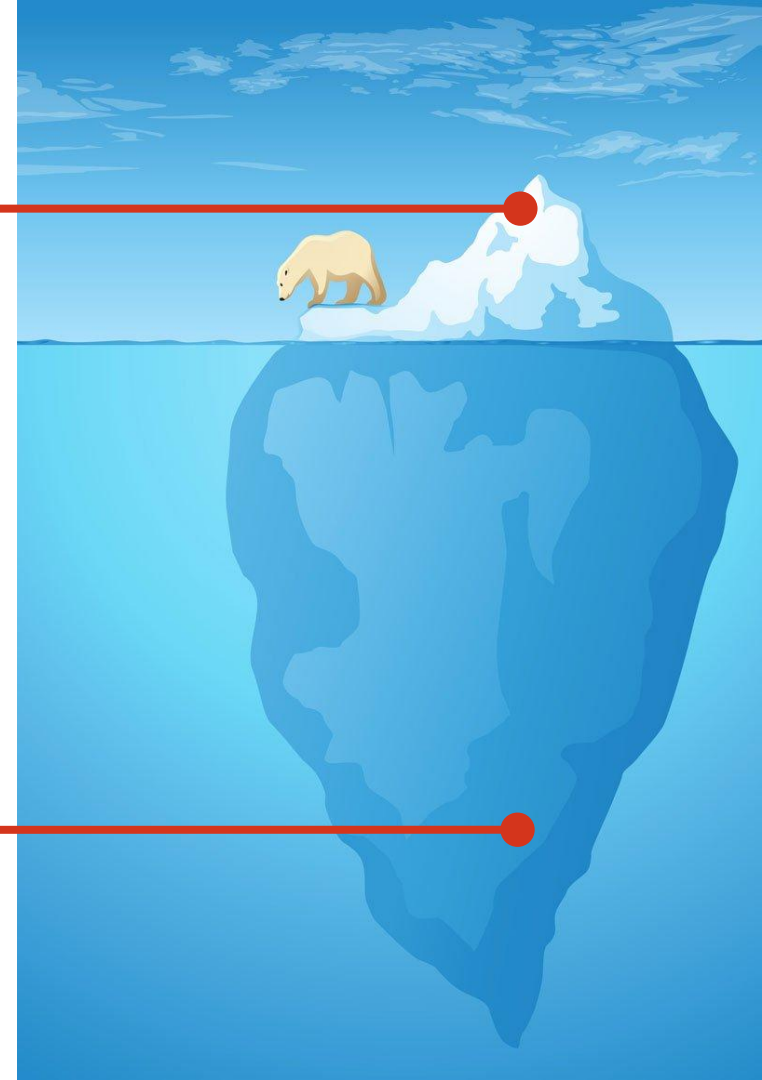
Pieces – deconstructing Atlas Obscura

Reuse – remixing pieces of structure

**Going deeper – complexity hidden in C2As**

# C2A in a prototype

...but what happens next? 🤔🤨 Often overlooked structure, mechanics etc.



**Atlas Obscura relies on Contributors (users worldwide) to create and add photos for Places they visit.**

This is (mainly) so that thousands of Places in the system can have 1-many photos of them. But how does this happen?

## Community Contributors



**ADDED BY**

Dr Alan P Newman



**EDITED BY**

SEANETTA

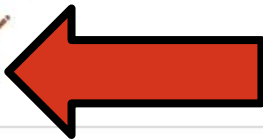
**PUBLISHED**

April 28, 2021

**EDIT THIS LISTING**

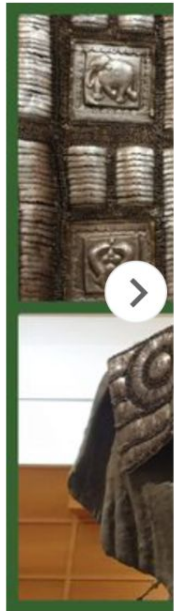
[Make an Edit](#) ✎

[Add Photos](#) 📷





A stairwell display. MTAYLOR848



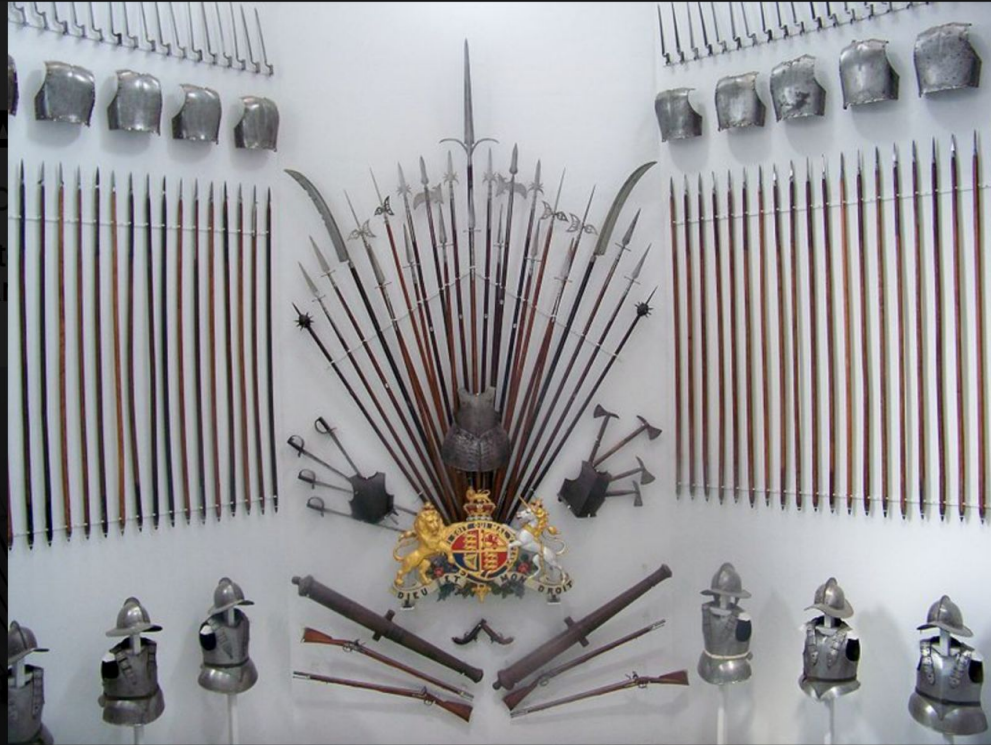
**BEFORE 1996, MUCH OF THIS** national collection was in storage at the

AO Edited

# Royal Armouries

Leeds, England

One of three sites  
Collection of Armaments



A stairwell display. MTAYLOR848

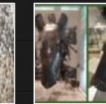
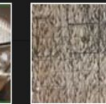
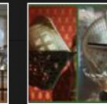
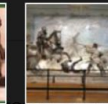
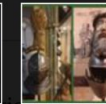
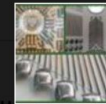
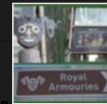
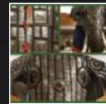
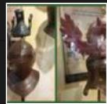
★  
WANT TO VISIT

☰  
ADD TO LIST

64



A stairwell display. MTAYLOR848





00 minutes

### Task 3 — Call-to-Actions, markers/cues for deeper structure, mechanics and processes.

Creating an invitation for user interaction (a C2A) can be seconds of work in front-end design. But we can miss thinking through the deeper in consequences for content and its structure.

Atlas Obscura relies on Contributors (users worldwide) to create and add photos for Places they visit. This is mainly so that thousands of Places in the system can have 1-many photos of them. But how does this happen? Let's look at the "Add Photos" C2A — what might need to be defined for this to work in the content system?

#### Content attributes

What unique content is needed for this functionality to work in the system?

#### Metadata attributes

What types of structured values might be applied to a photo that's submitted?

#### Photo Calls-to-Action

What actions might user need to take in this process? Both on the front-end (a person in the world) and on the back-end (someone working at Atlas Obscura)?

#### Front-end user's C2As

#### Back-end user's C2As

#### Process and mechanics

Is there anything that needs working out and validating, beyond structured content itself?

#### Community Contributors



##### ADDED BY

Dr Alan P Newman



##### EDITED BY

SEANETTA

##### PUBLISHED

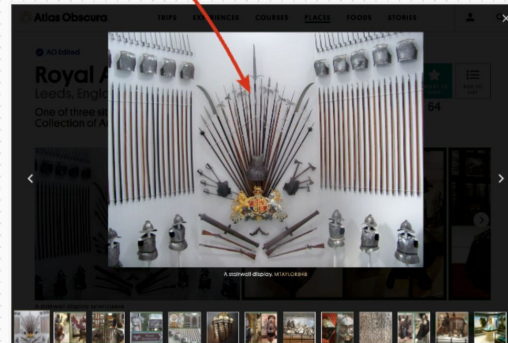
April 28, 2021

##### EDIT THIS LISTING

Make an Edit ✓

Add Photos

creates



A photo carousel in a web experience made from user submitted photos for a Place.

**7 mins**

**User**

**Photo**

**Source**

**Upload**

**Caption**

**Add +1**

**Alt text**

**Submit**

**Help  
text**

**Cancel**

**Admin**

**Photo**

**Source**

**Confirm**

**Caption**

**Reject**

**Alt text**

**2i (??)**

# Summary





“Well defined leads to well designed”

**Lindsay Sutton**





# Cabinet Office

**Thanks!**

#content

@Rik\_Williams

rik.williams@digital.cabinet-office.gov.uk

# Discussion