

How to be clear



How to be clear

The elements of content design



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Agenda

9:00-10:30am Intro & core values

10:30-11:00am Break for morning tea

11:00-12:30pm Discovering your voice

12:30-1:30pm Break for lunch

1:30-3:00pm Tone and content design

3:00-3:30pm Break for afternoon tea

3:30-5:00pm Group critique

Everyone have one of these?



What you should know straightaway

- Bio breaks and toilets
- Be gentle, stay curious, assume best intent
- This is a judgment-free zone
- Please take distractions elsewhere
- Introverting is a-okay
- Don't worry about finishing everything
- Oh, so you're already an expert?

Web Directions code of conduct

webdirections.org/web-directions-event-code-of-conduct/

“Our event is dedicated to providing a harassment-free experience for everyone, regardless of gender, age, sexual orientation, disability, physical appearance, body size, race, or religion.

We do not tolerate harassment of participants in any form. Sexual language and imagery is not appropriate at any event, including talks, workshops, parties, or via Twitter and other online media.

Event participants violating these rules may be sanctioned or expelled from the event, and refused entry to further events, without a refund at the discretion of the conference organisers.”

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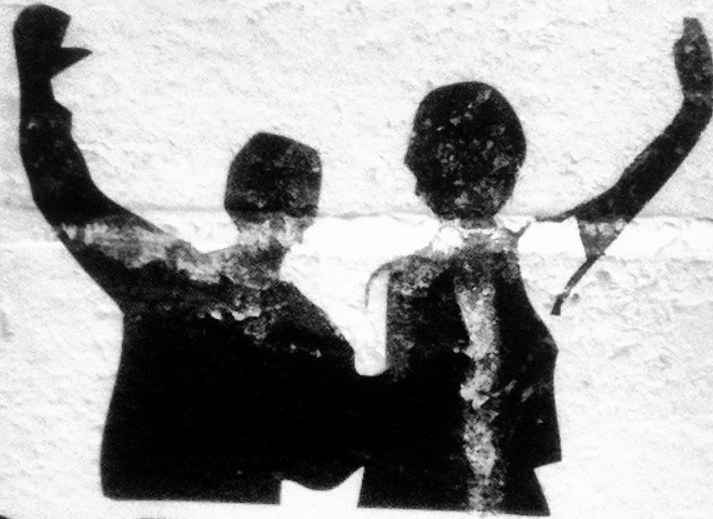
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**BE EXCELLENT
TO EACH OTHER**

How to be clear

What do we mean by **clear**, anyway?

How to be clear

Clarity could mean:

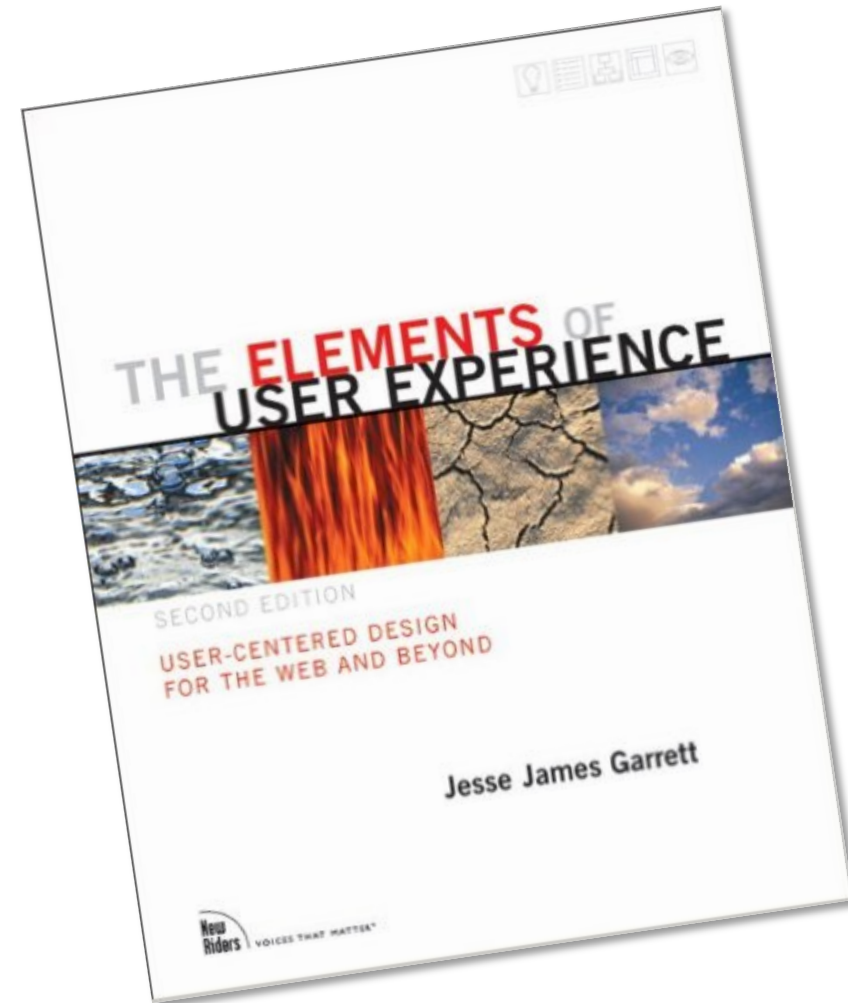
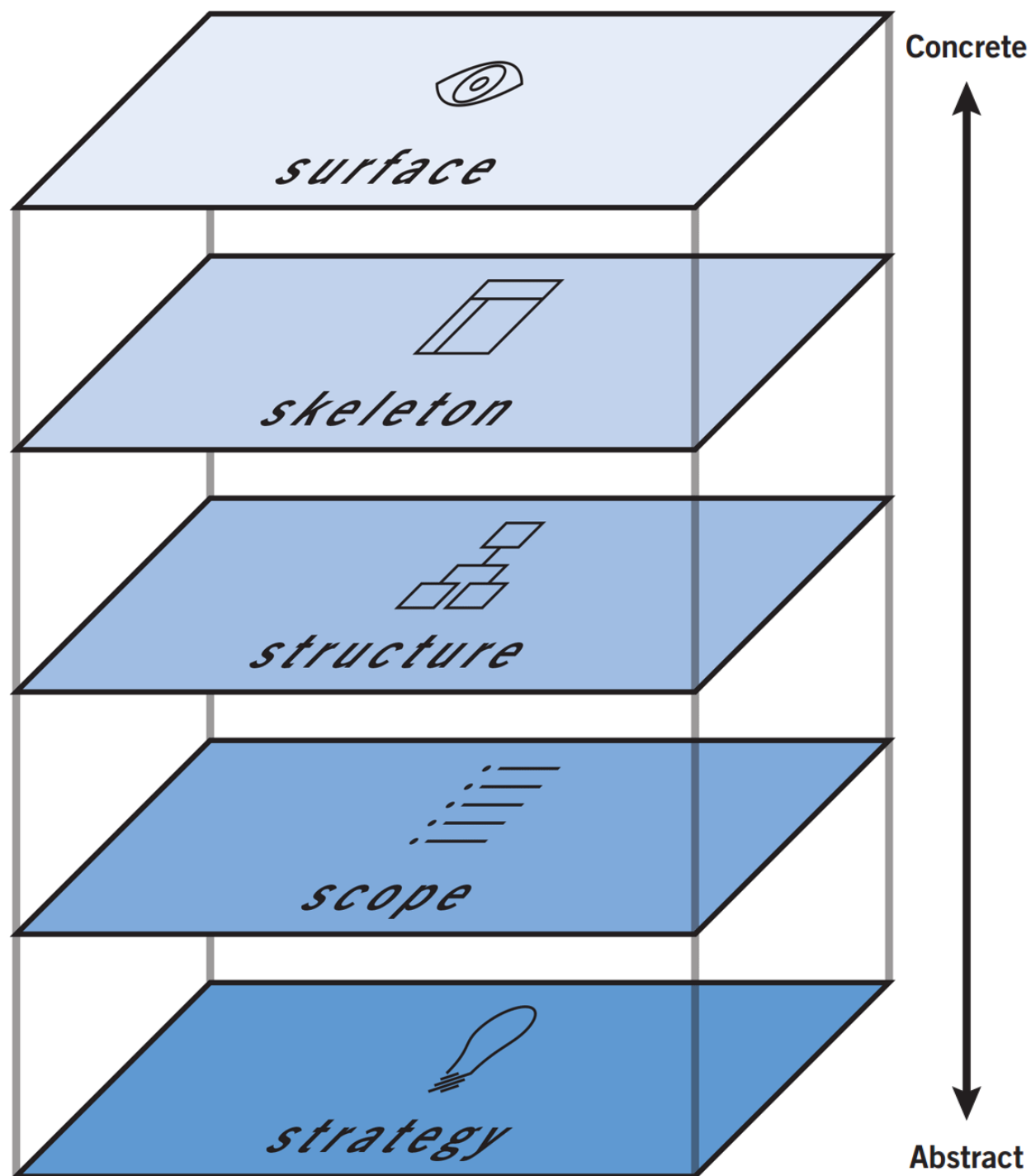
- A lack of ambiguity
- Total comprehensiveness
- Ease of understanding or use
- Sense-making
- Consistency

How to be clear

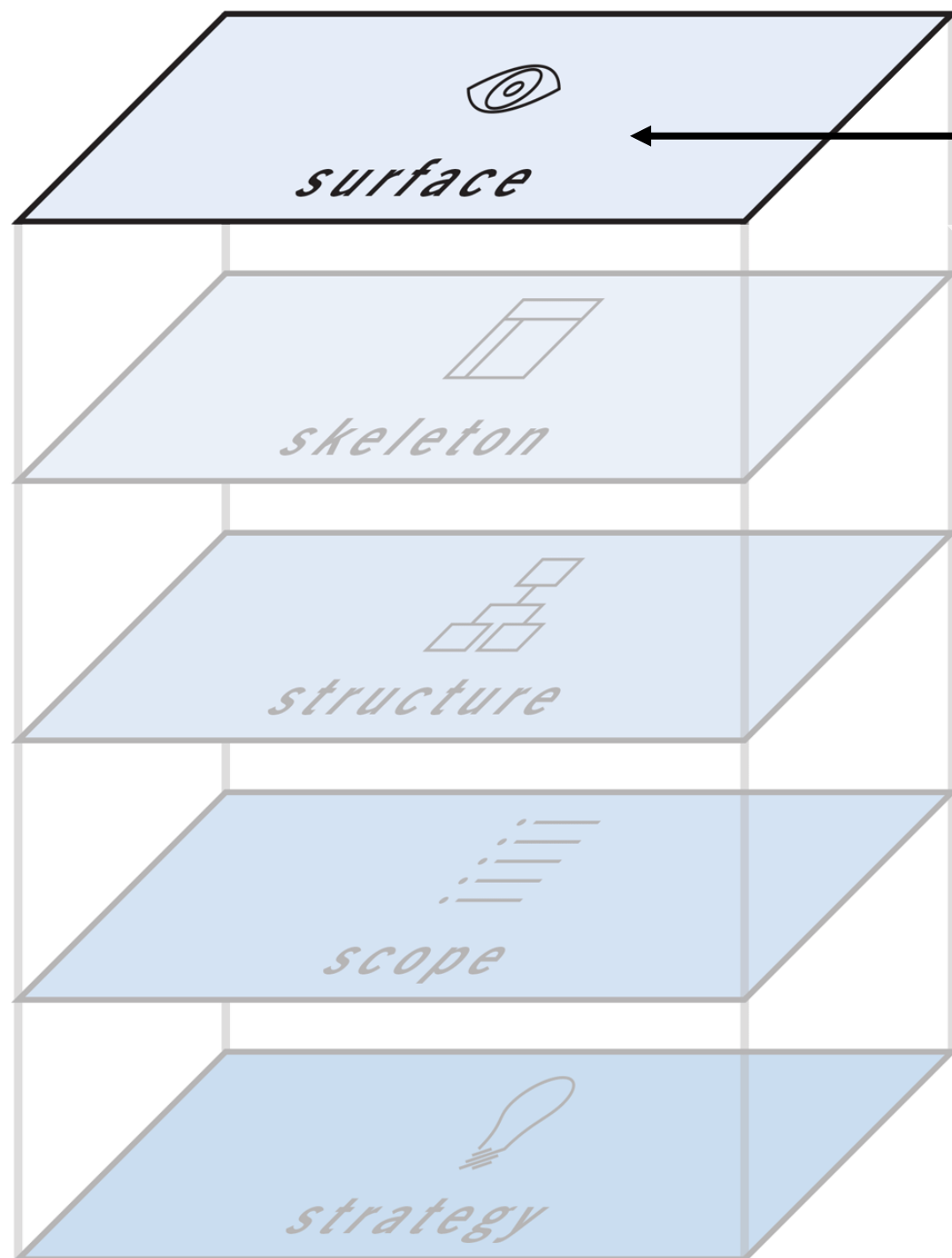
Clarity could mean:

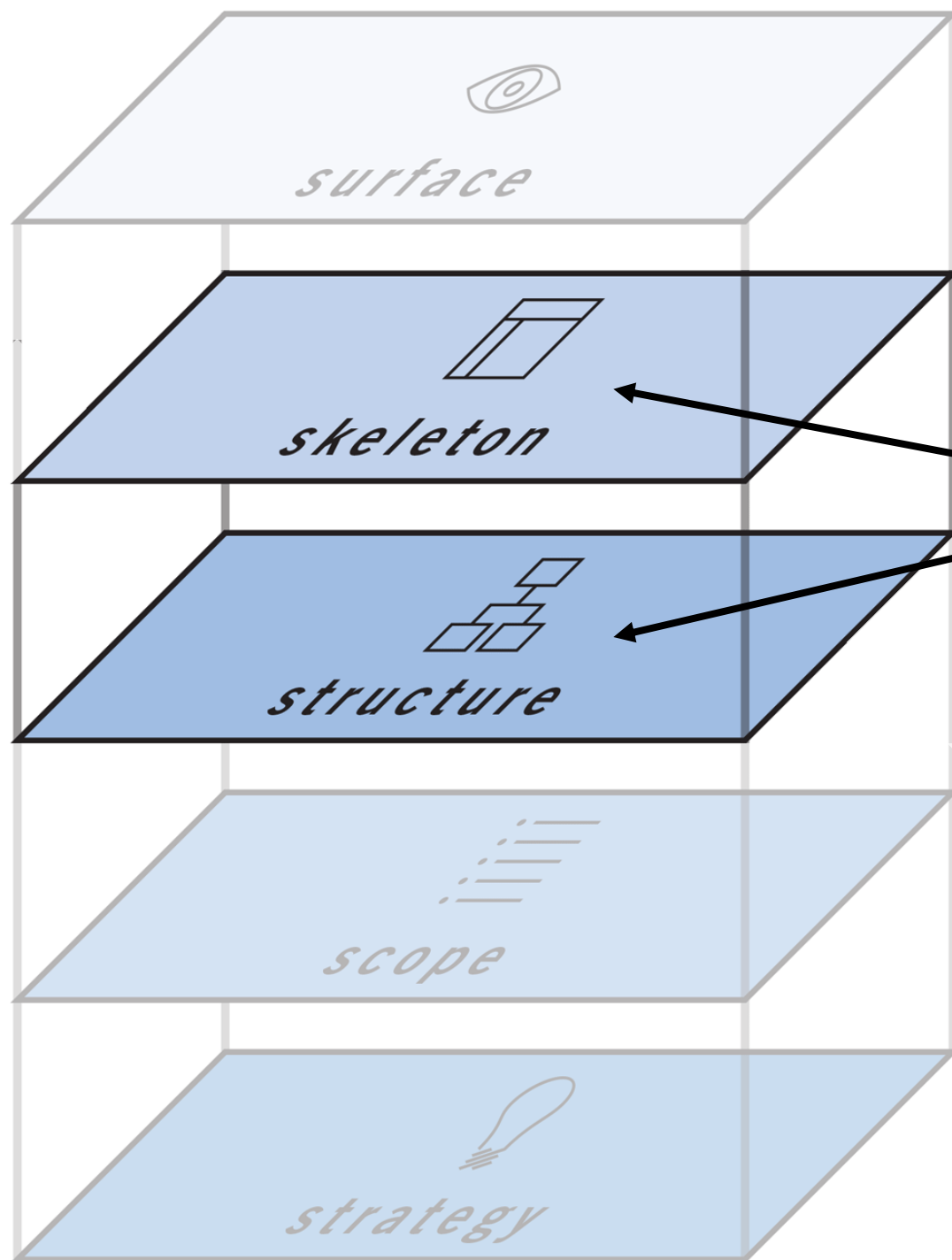
- A lack of ambiguity
- Total comprehensiveness
- Ease of understanding or use
- Sense-making
- Consistency
- **Structure and strategy**

Jesse James Garrett's 5 planes of UX

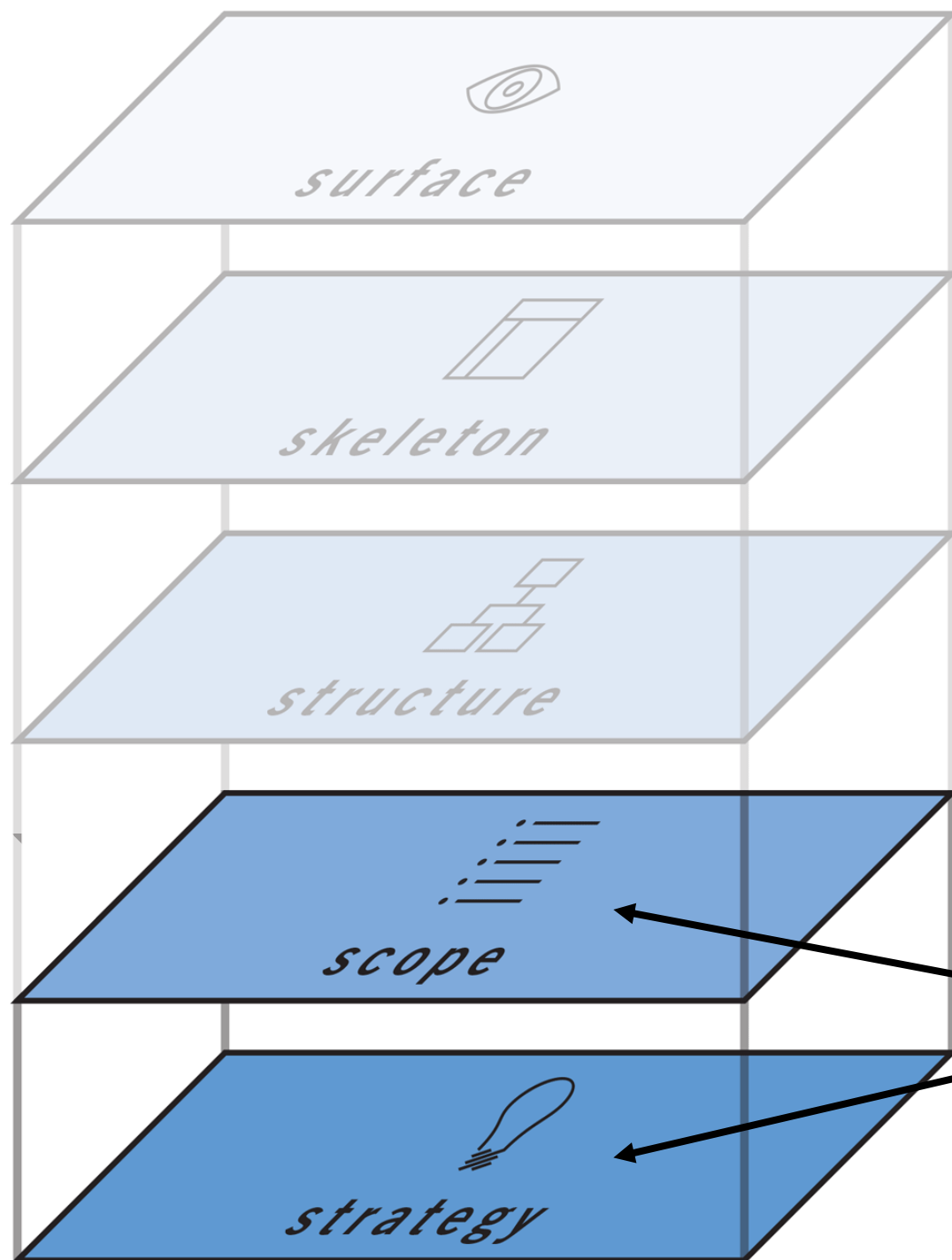


**Where content is
seen and used**

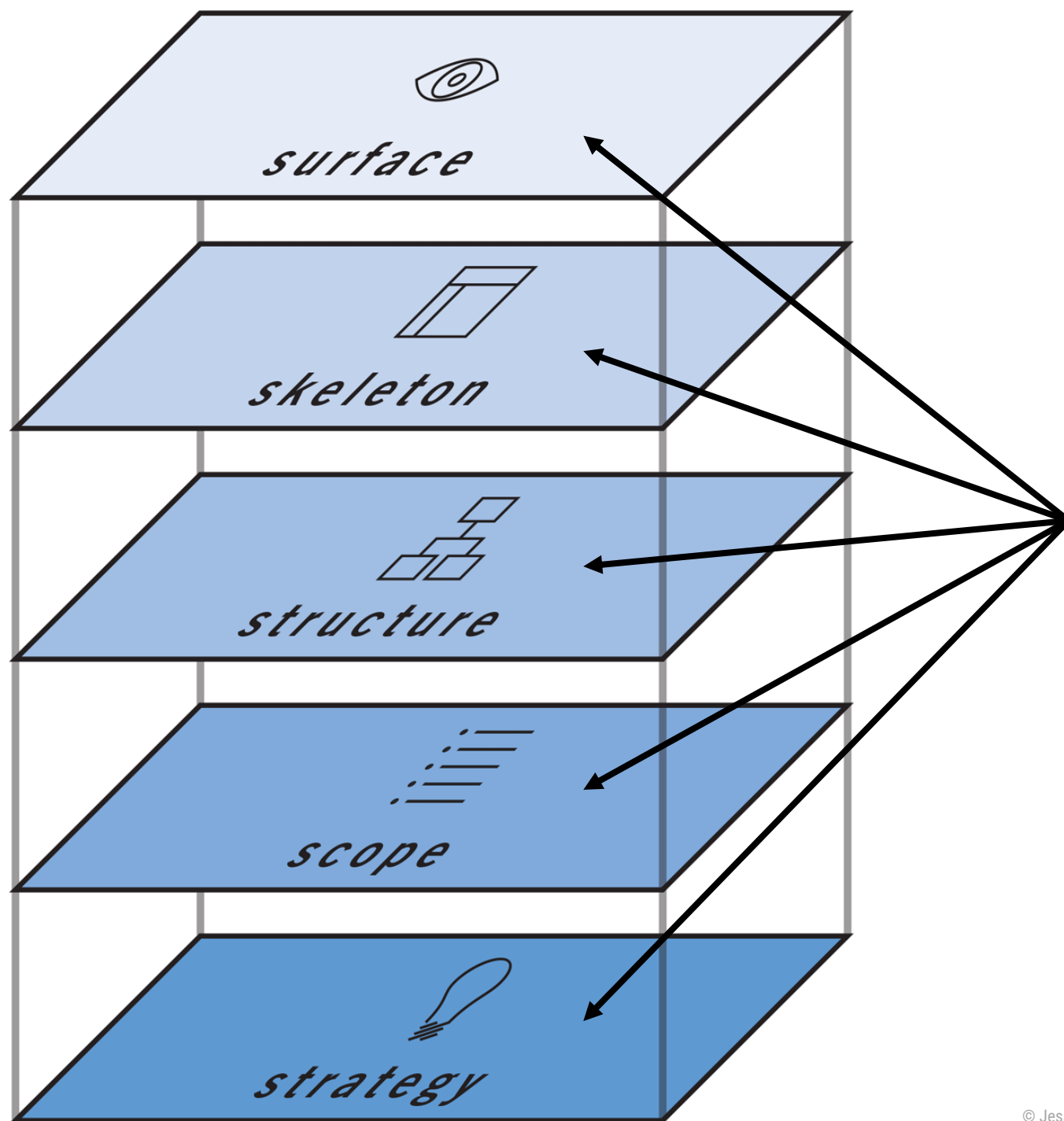




**Where content is
modeled and built**



**Where content is
proposed and planned**



**Where you'll be practicing
content design today**

Content design

What do we mean by **content design**, anyway?

Content design

“ Working from people’s intent and organizational goals to solve problems and create value by planning, structuring, writing, and designing content in interactive product experiences. ”

Content design

“ **Working from people’s intent and organizational goals** to solve problems and create value by planning, structuring, writing, and designing content in interactive product experiences. ”

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Content design

“ Working from people’s intent and organizational goals to solve problems and create value by planning, structuring, writing, and designing content in interactive product experiences. ”

Content design

“

solve problems and create value

”

Content design

Okay, then what do we mean by **content**?

Content design

“**Content is the stuff I came here for.**”

— Mike Monteiro, Erika Hall, & Kristina Halvorson

SHOP REI

REI OUTLET

USED GEAR

REI ADVENTURES

CLASSES & EVENTS

EXPERT ADVICE

CO-OP JOURNAL

CONVERSATIONS

CAMPING PROJECT

Search for great gear & clothing

SIGN IN

STORES

CART

Camp & Hike

Climb

Cycle

Paddle

Run

Snow

Travel

Yoga

Men

Women

Kids

Deals

More

REI OUTLET

Hey members! Earn a \$20 bonus card when you spend \$100 thru October 14. Details

[Women's Clothing](#) > [Women's Jackets](#)

Women's Rain Jackets (144 results)

Filter

Need help deciding? [How to choose Rainwear](#)

Find In Store

ZIP code or City, State

Categories

Women's Multi-Sport Rain Jackets (112)

Women's Casual Rain Jackets (35)

Women's Rain Ponchos (5)

Sort by: Best Match

View: 30 | 60 | 90

3 colors available

REI Co-op Pike Street Trench Coat - Women's

15 colors available

The North Face Venture 2 Jacket - Women's

8 colors available

REI Co-op Rainier Rain Jacket - Women's

Compare

Compare

Remove All

SHOP REI

REI OUTLET

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Snow

Travel

Yoga

Men

Women

Kids

Deals

More

REI OUTLET

Compare Items

[Back to previous page](#)[Remove all items](#)[Print page](#)

REI Co-Op Pike Street Trench Coat - Women's

\$159.00

Shop item

Remove

The North Face Venture 2 Jacket - Women's

\$119.00

Shop item

Remove

REI Co-Op Rainier Rain Jacket - Women's

\$89.95

Shop item


Remove


Reviews	★★★★★	★★★★☆	★★★★★	hide
Best Use	Casual	Multisport	Multisport	hide
Fabric	Polyester	Ripstop nylon	Recycled nylon ripstop (bluesign® approved)	hide
Windproof	Yes	Yes	Yes	hide
Waterproof	Yes	Yes	Yes	hide
Type Of Waterproofing	Waterproof breathable laminate	DryVent 2.5-layer waterproof breathable laminate	Peak 2.5-layer waterproof breathable laminate	hide


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Compare

▼







Compare

Remove All

×

×

×

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Search

Jonathon
 Home Create

Crisis Response

[See All](#)

Your Past Activity

Shortcuts

The Tornado in Sioux Falls, South Dakota, USA

Hurricane Lorenzo Across the Azores Islands, Portugal
 October 2

Post-Tropical Cyclone Lorenzo has dissipated after making landfall over Ireland and was last centered approximately seven miles east-northeast of Donegal. According to the Met Eireann office, the storm the storm stalled over the Atlantic lo... [See More](#)

111 offers of help
 22 people donated

[Learn More](#)
[Donate](#)

The Flooding in Zona Bananera, Magdalena, Colombia
 October 1

Floods have been reported in the Atlantico, Bolivar, Caldas, Cesar, Choco, Guaviare, Huila, Magdalena, Quindio, Risaralda, and Sucre departments of Colombia. Please monitor DisasterAWARE for updates, as well as the following link: <http://portal.gestiondelriesgo.gov.co/Paginas/Noticias/2019/Luego-de->

Ways to Help in a Crisis

- Ask friends in the area if they're safe**
 If you know people near the affected area, you can ask them to mark themselves safe.
- Raise money**
 Create a fundraiser to help people recover from this crisis. Invite friends to donate and show their support too.
- Donate to a fundraiser**
 Show your support with a donation. Every little bit can help.
- Offer help**
 If you're nearby, let your community know if you can offer supplies, shelter, volunteer work or other types of help.

Frequently Asked Questions [See all](#)

[How does Facebook know I'm in an area affected by a crisis?](#)

[How do I use Crisis Response to find help?](#)

[How do I use Crisis Response to give help?](#)

[How is Safety Check activated?](#)

Can't find a Crisis page for a specific incident? [Learn more here.](#)

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+

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[Cookies](#) · [More](#)

Facebook © 2019

Chat (131)

Crisis Response

Support

About

Friends in Area

Share This Page

Safety Check has ended for this incident. You can still use Crisis Response to request or offer help, see if friends are marked safe, get updates and more.

Friends in Area

Search for Friends

All

Safe

Doesn't Apply


Friends listed here may be near this crisis.




Matthew Loew
Marked himself safe
10 days ago

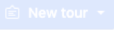



Loren Baker
Not marked safe yet



Create and save your tours. To publish them, [upgrade your subscription](#).

Product Tours

New tour

Guide customers in your product to drive faster adoption.

[See what you can do with tours](#) [Learn how tours work](#)



Product Tours >

Onboard new customers Draft

Duplicate Delete Preview Publish Edit tour


Show new users how to use your product

[Product tour](#) [Views](#) [Completed](#) [Issues](#)

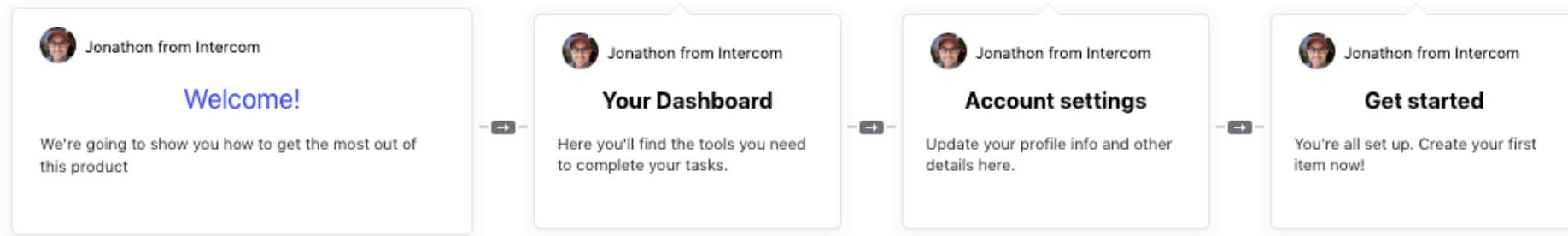
1 Create your tour

Done

Sender

Jonathon Colman

Tour steps



 [How to design your tour](#)

SUPPORT

Contact Us

Got a problem, we are here to help!

Select a region below for local contact details or visit our [Support section](#) for answers to common queries. Contact and support is only available in English at this time.



Ireland



UK & Northern Ireland

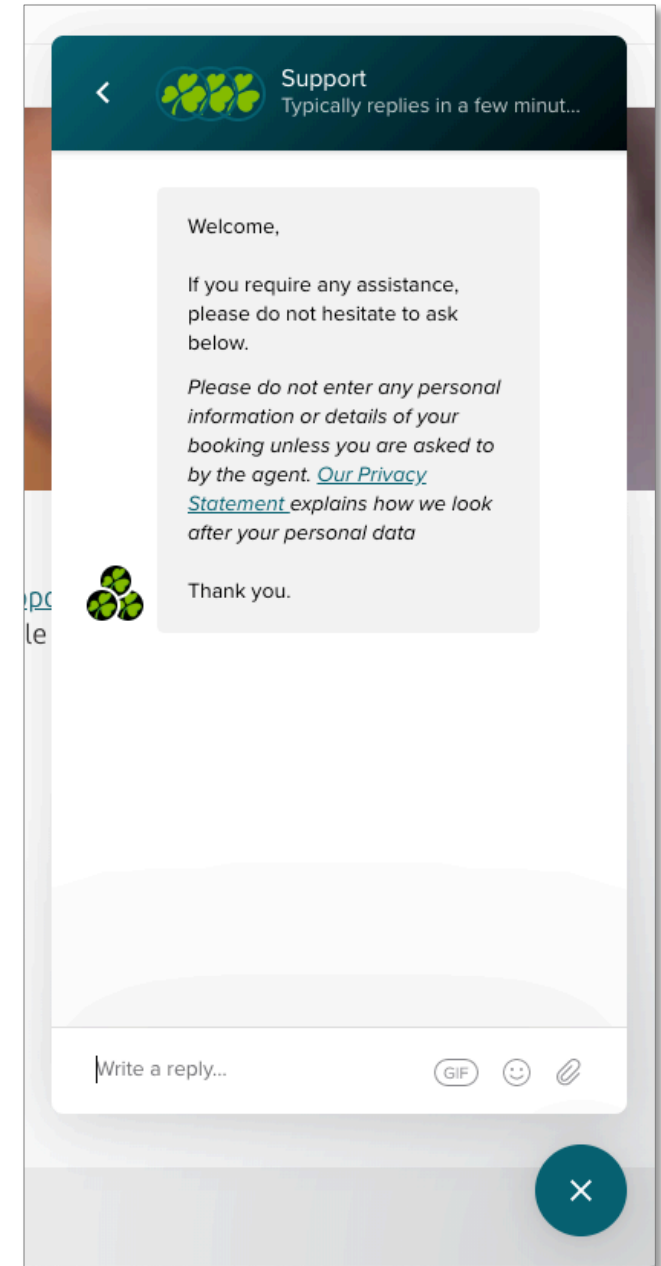
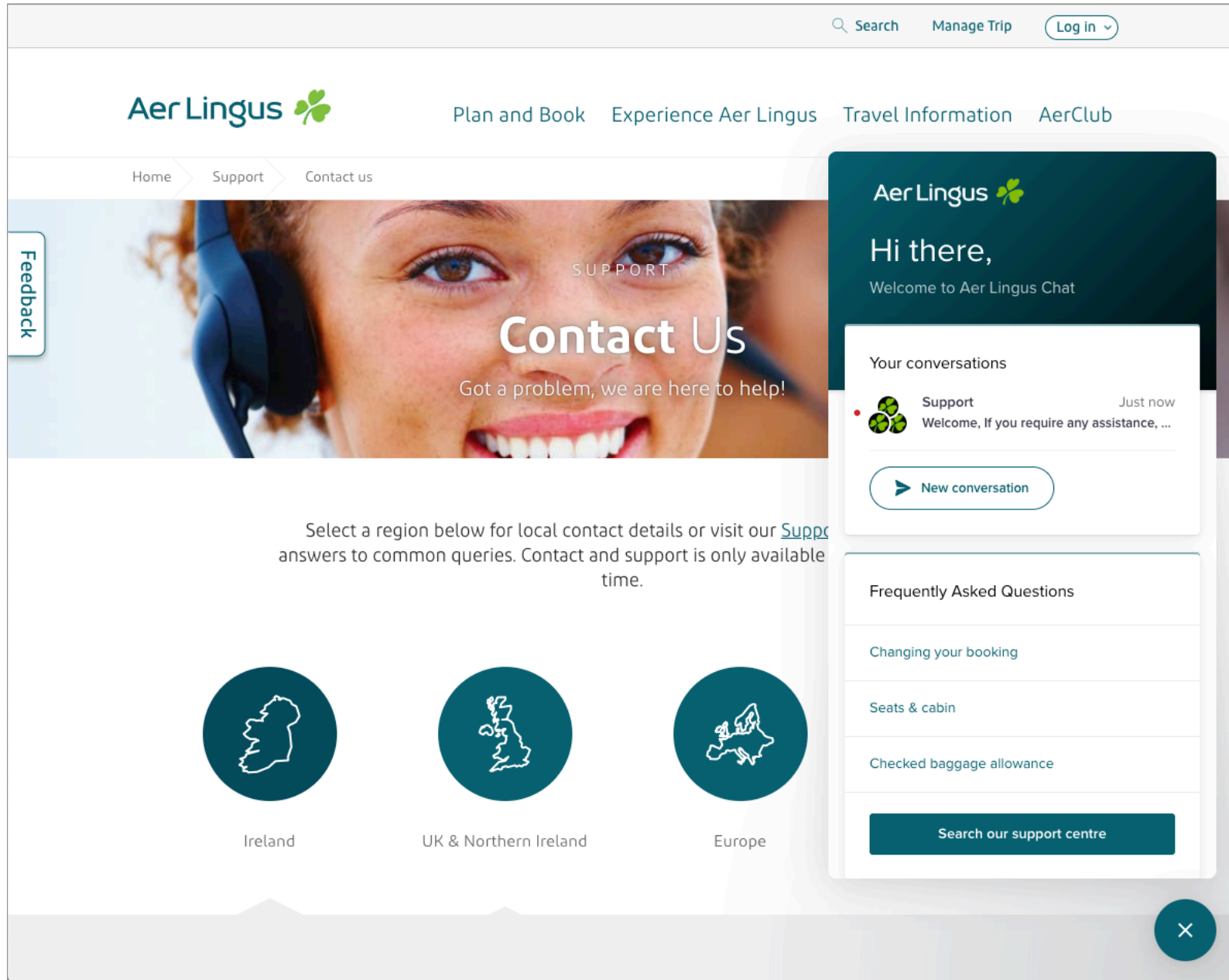


Europe



United States & Canada





The background of the slide features a blurred image of the Aer Lingus website on the left and a mobile app interface on the right. The website shows a navigation bar with 'Aer Lingus' and a green leaf logo, a large image of a woman's face, and several circular icons at the bottom. The app interface shows a similar layout with a dark header and a list of options.


LANGUAGE IS AN INTERFACE

The background consists of two blurred screenshots. The left screenshot shows the Aer Lingus website with a navigation bar, a hero image of a woman's face, and a sidebar menu. The right screenshot shows the Aer Lingus mobile app interface with a dark header and a list of options.

LANGUAGE IS INFRASTRUCTURE

The background of the image shows a blurred screenshot of the Aer Lingus website on the left and a blurred screenshot of the Aer Lingus mobile app on the right. The website features a large image of a woman's face and several circular icons. The mobile app shows a similar layout with a header and a list of options.

LANGUAGE IS DESIGN MATERIAL

The background of the image is a blurred screenshot of the Aer Lingus website and mobile app. The website on the left shows a navigation bar with 'Aer Lingus' and a green leaf logo, a hero image of a woman's face, and a row of three circular icons. The mobile app on the right shows a similar layout with a dark header and a list of options. The text 'LANGUAGE IS ENABLEMENT' is overlaid in the center in a large, white, bold, sans-serif font.

LANGUAGE IS ENABLEMENT

Infrastructure for clarity

Core Values

Infrastructure for clarity

Voice

Core Values

Infrastructure for clarity

Tones of voice

Voice

Core Values

Infrastructure for clarity

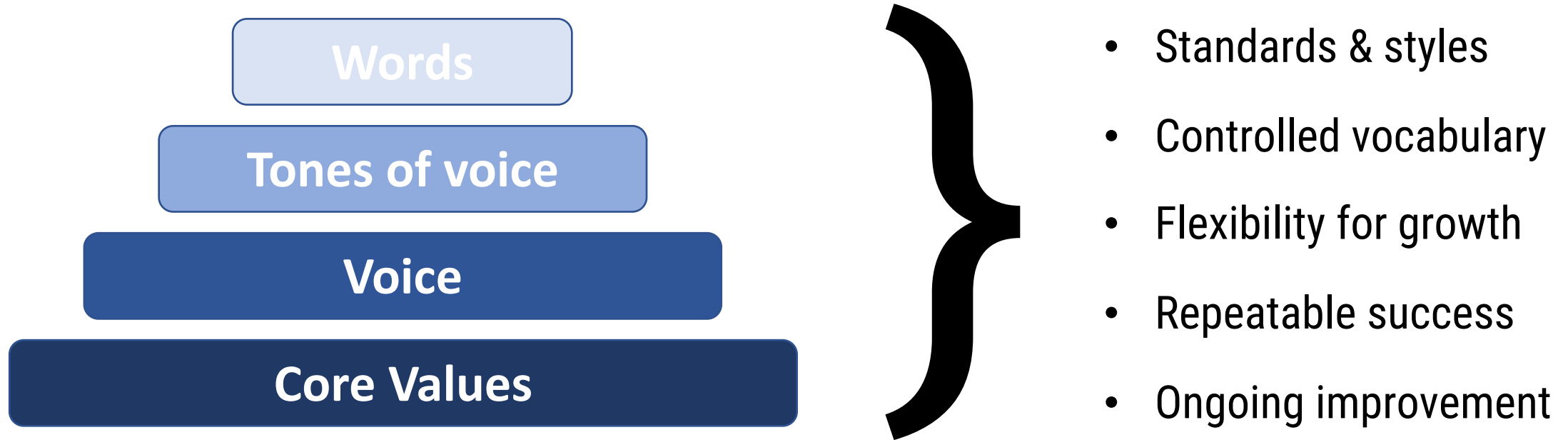
Words

Tones of voice

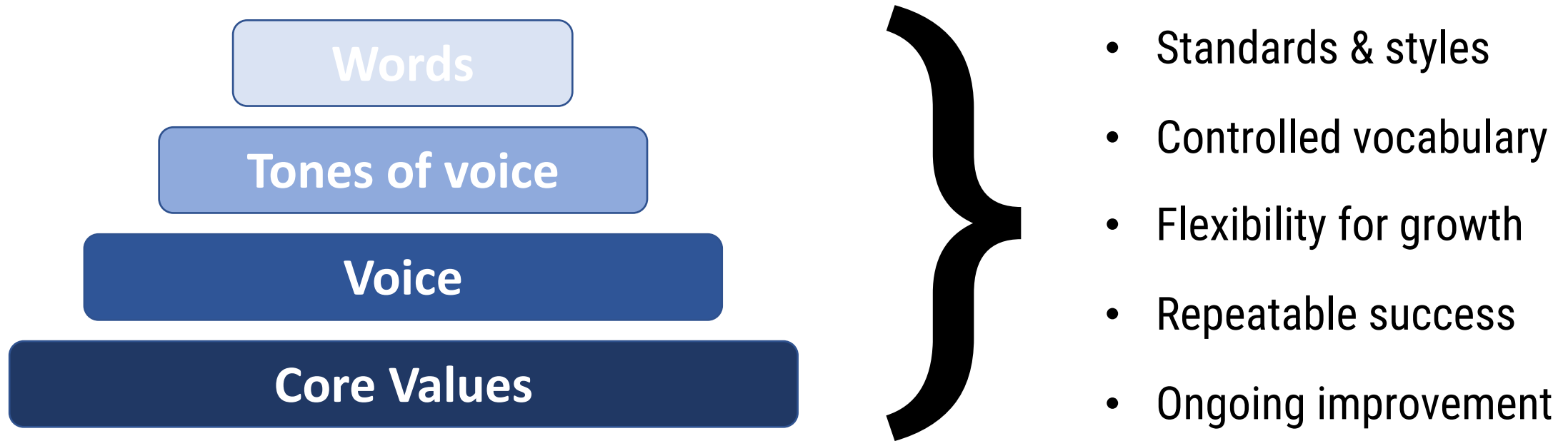
Voice

Core Values

A strategy for results



A strategy for results



These are the elements of content design

What we *won't* cover today

[an incomplete list]

- Content strategy for the web
- Defining specific terms and usage
- Information architecture
- Content modeling
- Localization
- Product or feature naming
- Visual or interaction design

What we *will* cover today

[also an incomplete list]

- Discovering your core values
- Defining an organization's voice
- Documenting tones of voice
- Designing product content for an app
- Improving content design with critique

Any final questions?

THANK YOU

and enjoy Web Directions!

THANK YOU

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