



Writing for Apps and Software



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How to be clear

How to be clear

The elements of content design

Our agenda for today

10:30–11:55am Intro & core values

11:55-12:00pm Short break

12:00–1:30pm Discovering your voice

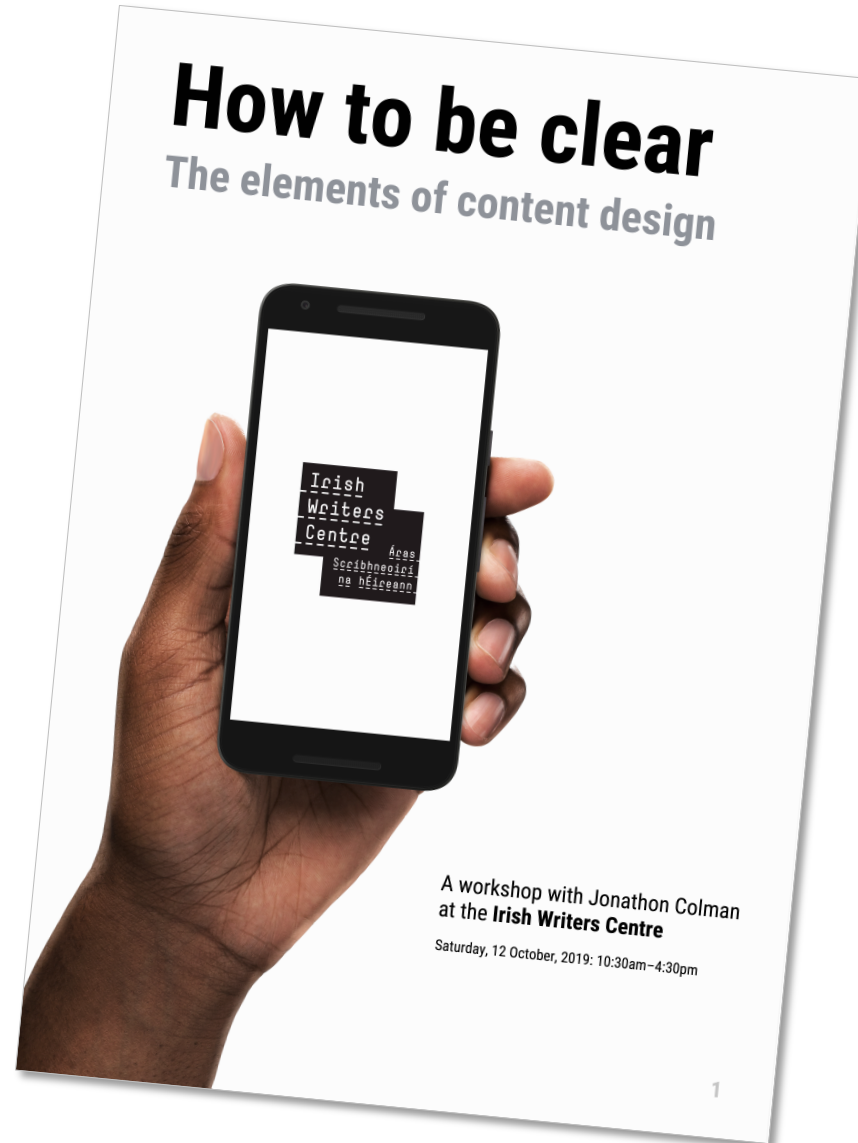
1:30-2:30pm Lunch on your own

2:30-3:15pm Exploring tones

3:15-4:15pm Designing content

4:15-4:30pm Conclusion and Q&A

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?

Irish Writers Centre code of conduct

irishwriterscentre.ie/pages/booking-conditions-cancellation-policy

“...You are required to conduct yourself in an appropriate manner during all dealings and correspondence with the Irish Writers Centre.

If you behave in a manner which, in the opinion of the Irish Writers Centre, is threatening, abusive, offensive or otherwise unacceptable, the Irish Writers Centre will have the right to bar you from using the website and refuse future dealings with you.

You will remain liable to pay the price for products you have purchased and no refunds will be given. This statements conditions includes but are not limited to the product section of our website for both workshop and class content.”

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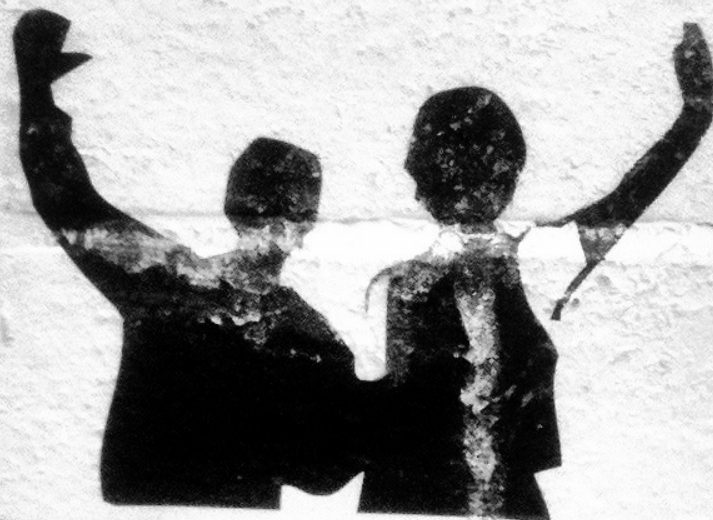
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**BE EXCELLENT
TO EACH OTHER**

How to be clear

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

How to be clear

Clarity could mean:

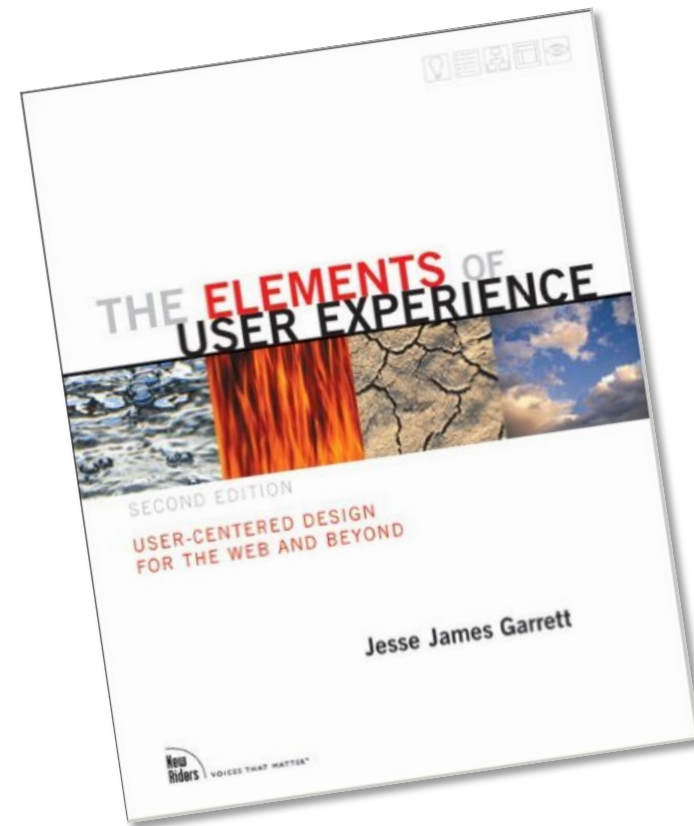
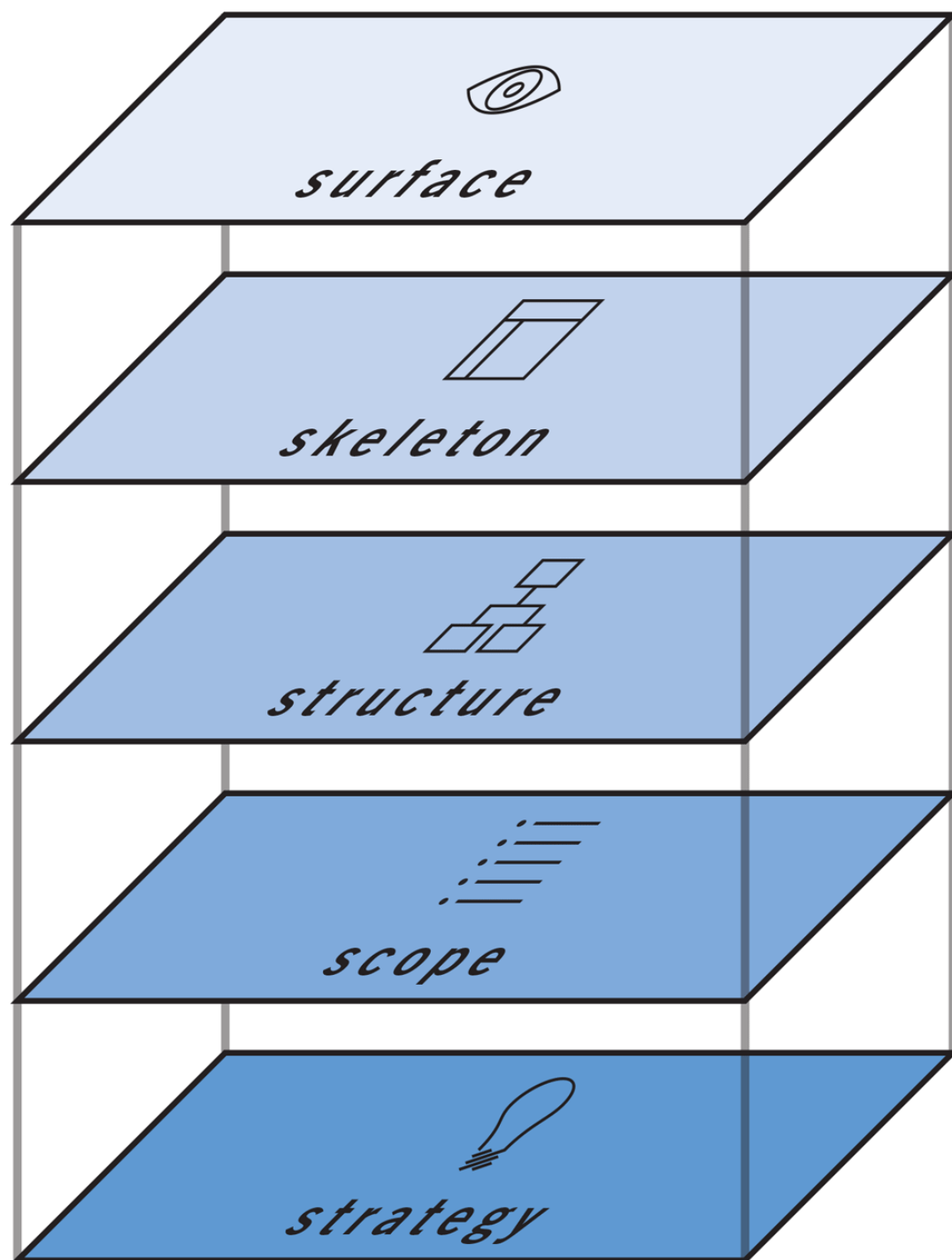
- A lack of ambiguity
- Total comprehensiveness
- Ease of understanding or use
- Sense-making
- Consistency

How to be clear

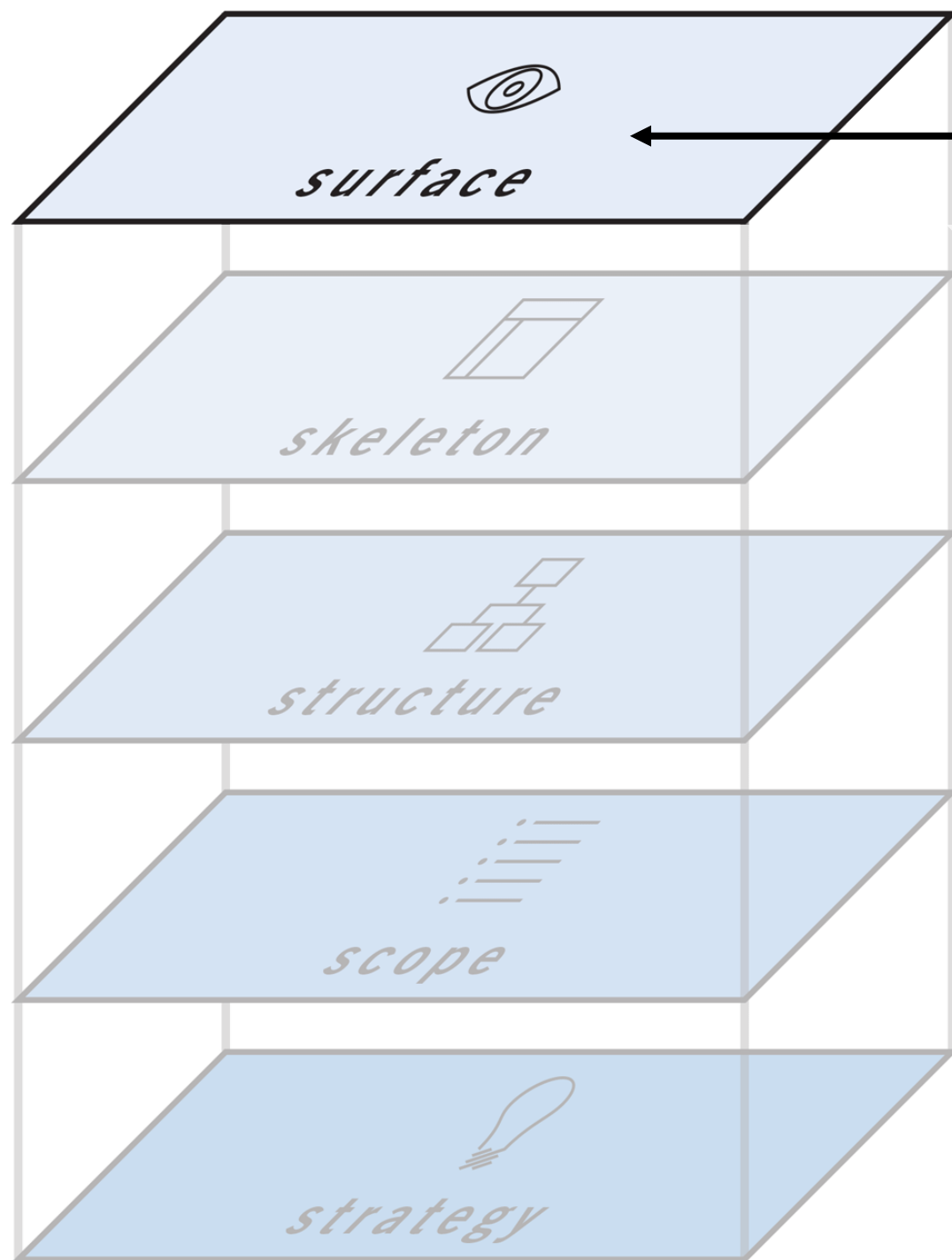
Clarity could mean:

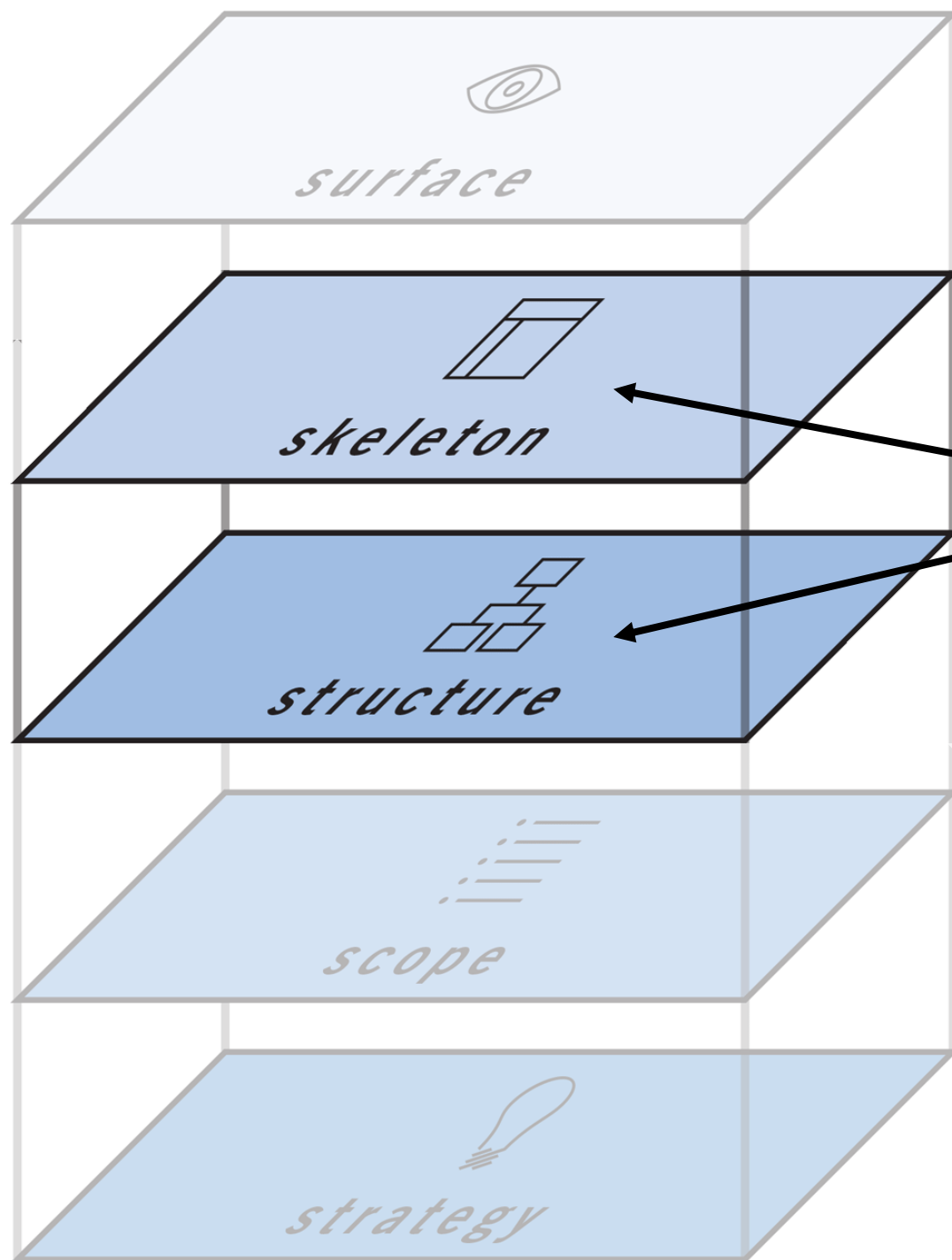
- A lack of ambiguity
- Total comprehensiveness
- Ease of understanding or use
- Sense-making
- Consistency
- **Structure and strategy**

Jesse James Garrett's 5 planes of UX

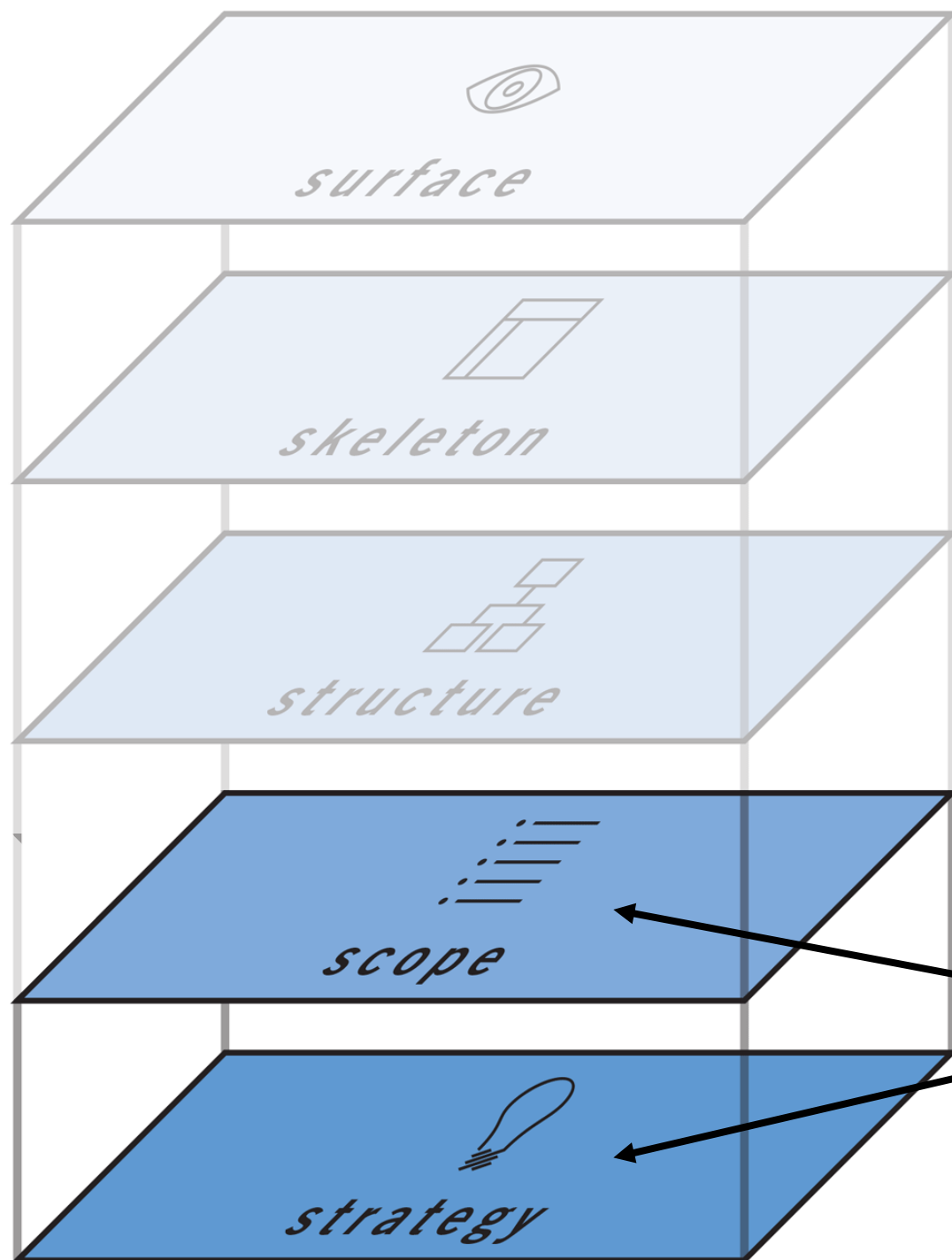


**Where content is
seen and used**

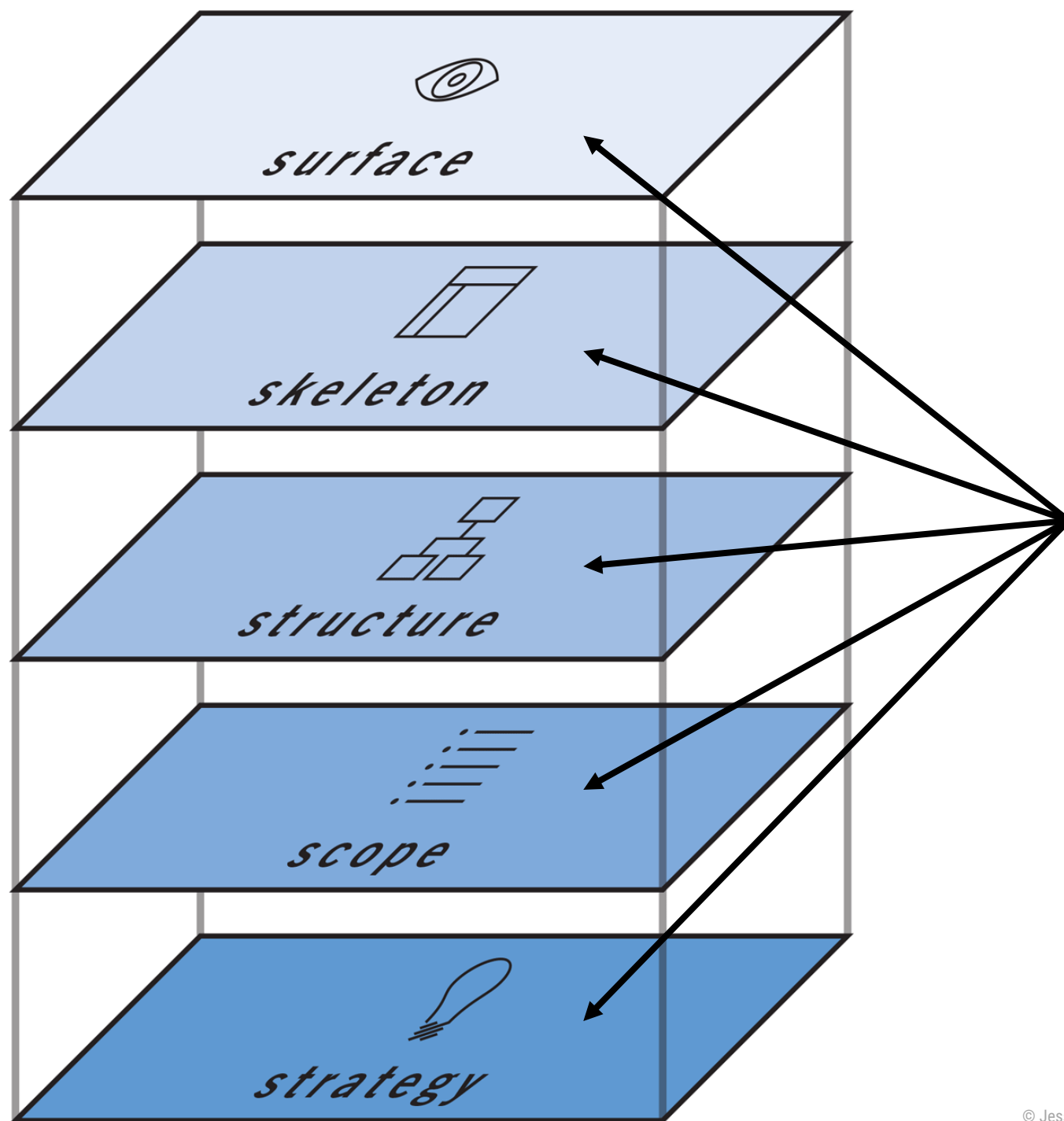




**Where content is
modeled and built**



**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. ”

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. ”

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. ”

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.”

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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CAMPING PROJECT

Search for great gear & clothing

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CART

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Paddle

Run

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

Search

Jonathon

Home

Create

Crisis Response

See All

Your Past Activity


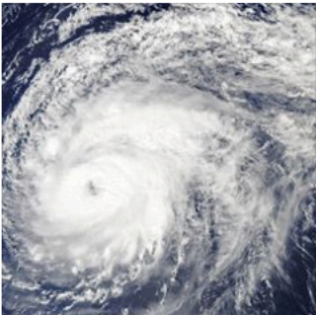

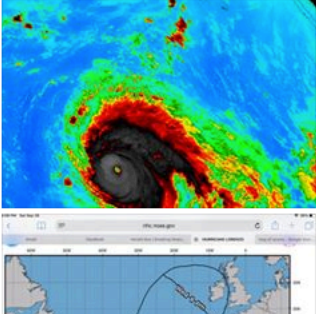

Shortcuts

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

1

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.

2

Raise money
Create a fundraiser to help people recover from this crisis. Invite friends to donate and show their support too.

3

Donate to a fundraiser
Show your support with a donation. Every little bit can help.

4

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.](#)

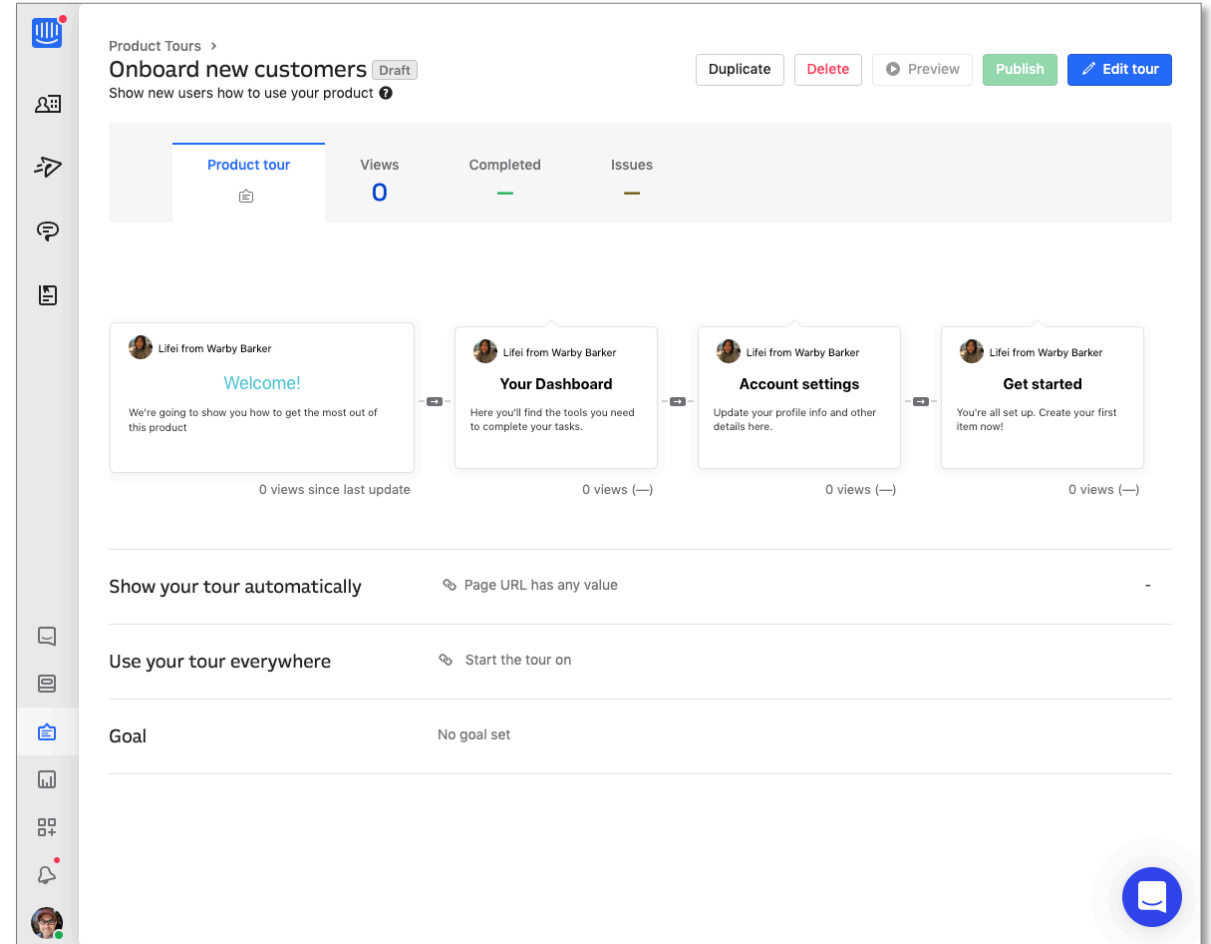
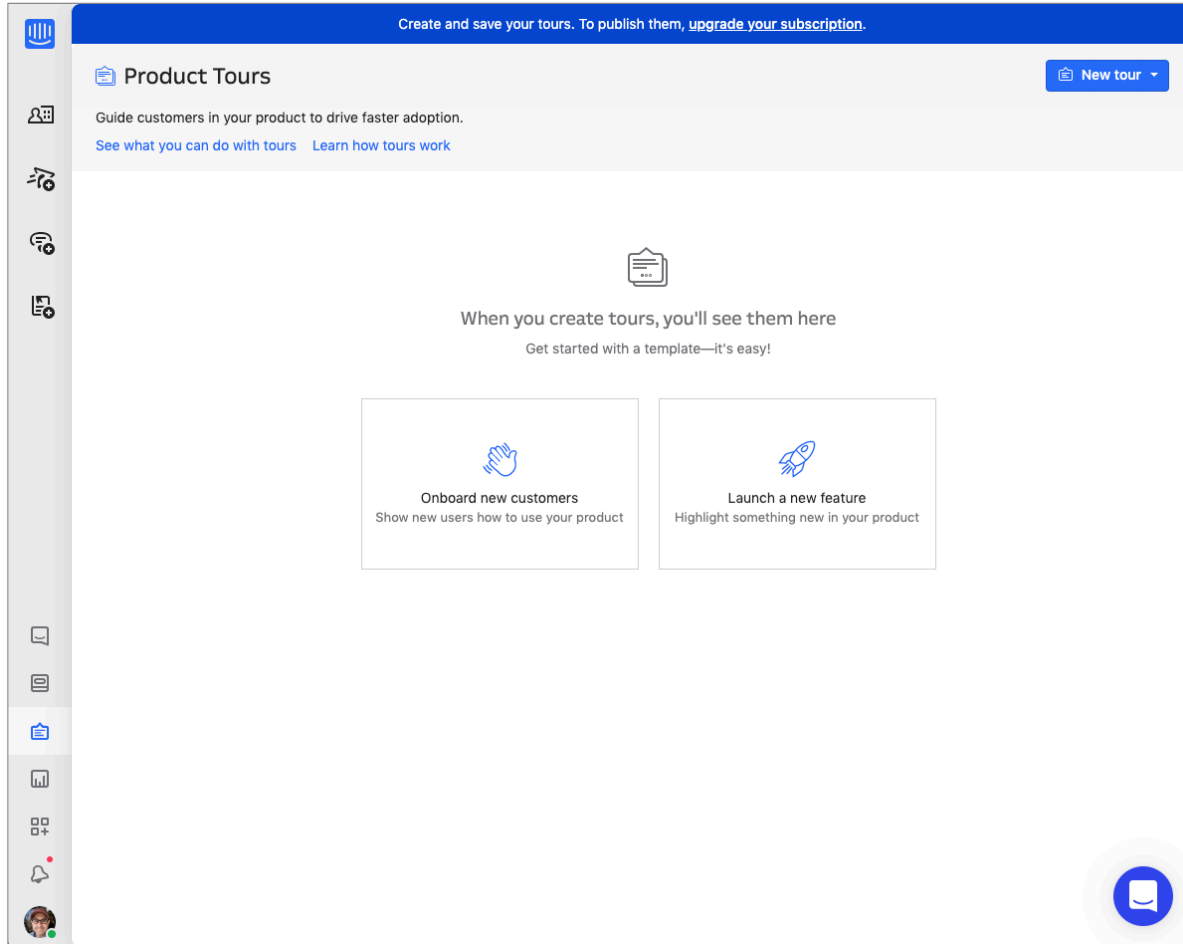
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Facebook © 2019

Chat (131)

© Facebook - facebook.com/crisisresponse/



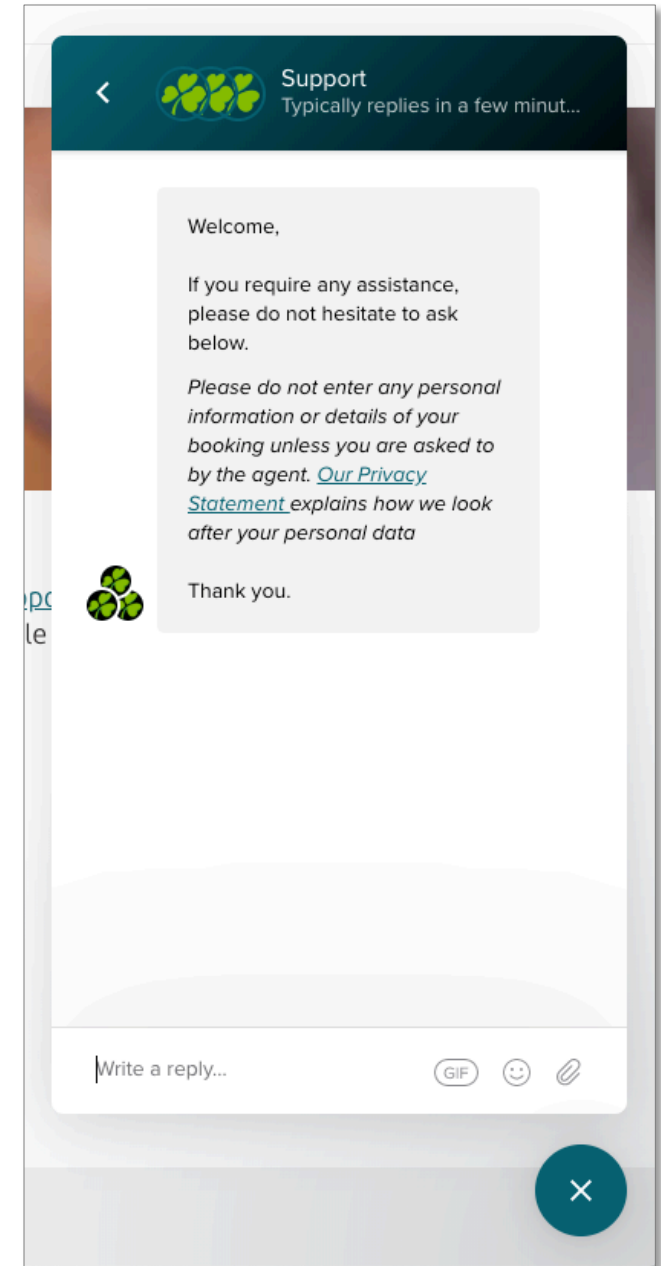
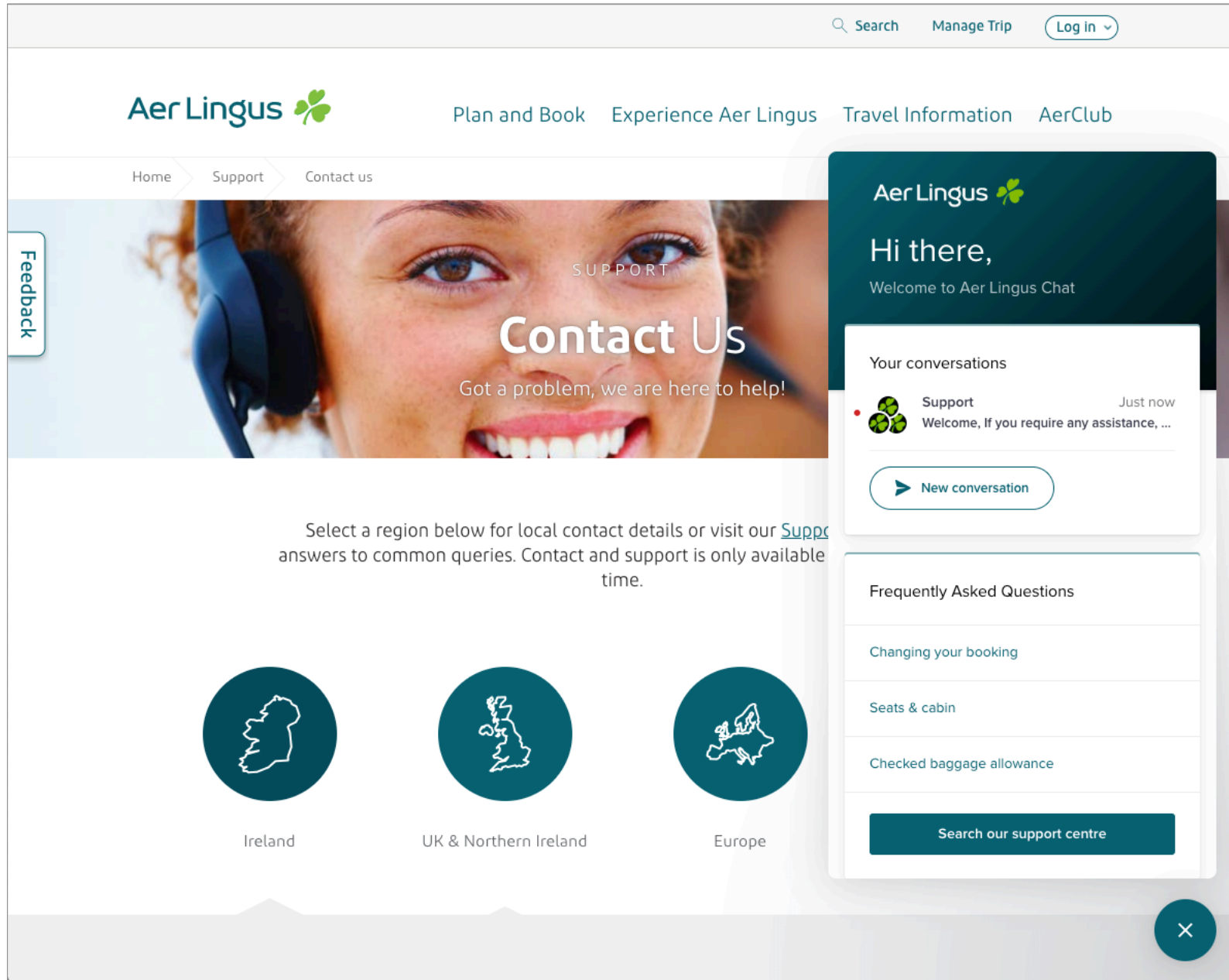
SUPPORT

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 image is a blurred screenshot of the Aer Lingus website. It features a large image of a woman's face, a navigation menu at the top, and several circular icons at the bottom. The text 'LANGUAGE IS AN INTERFACE' is overlaid in the center in a large, white, sans-serif font.

LANGUAGE IS AN INTERFACE

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 app shows a similar layout with a header and a list of options.

LANGUAGE IS INFRASTRUCTURE

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LANGUAGE IS DESIGN MATERIAL

Infrastructure for clarity

Core Values

Infrastructure for clarity

Voice

Core Values

Infrastructure for clarity

Tones of voice

Voice

Core Values

Infrastructure for clarity

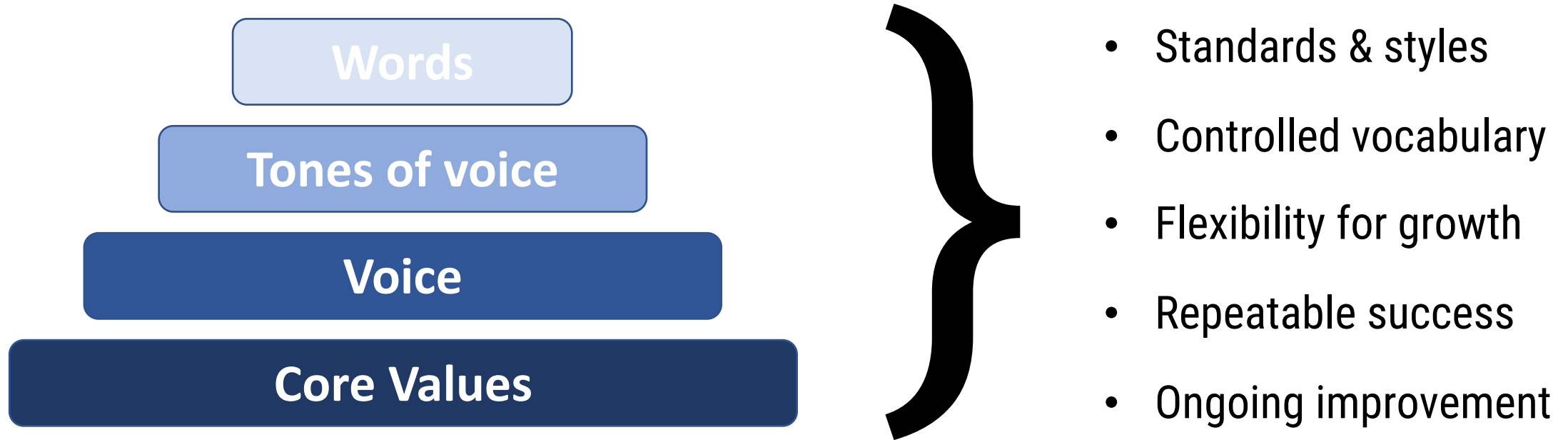
Words

Tones of voice

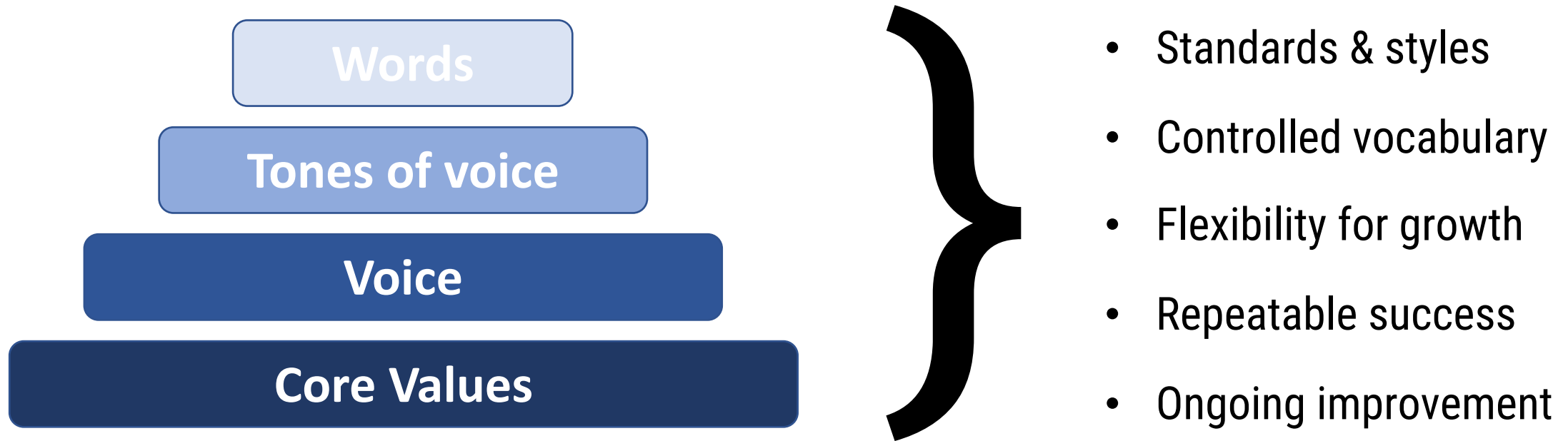
Voice

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

Conclusion

Additional resources

- Content + UX resources
<http://bit.ly/Content-UX-Resources>
- Content design: planning, writing, and managing content
<https://www.gov.uk/guidance/content-design/what-is-content-design>
- Voice, tone, and content guides
<http://voiceandtoneguides.webflow.io/>
- Content strategists group on Facebook
<https://www.facebook.com/groups/contentstrategists/>
- Content + UX Slack
<http://mjmetts.com/content-ux-slack/>


Some books about content design


- Content Strategy for the Web by Kristina Halvorson
- Strategic UX Writing by Torrey Podmajersky
- Nicely Said by Kate Kiefer Lee and Nicole Fenton
- Content Design by Sarah Richards
- The Craft of Words (Part 1 & 2) by The Standardistas


Some events featuring content design


- Confab
<http://confabevents.com/>
- Information Architecture Summit
<http://iasummit.org/>
- Euro IA
<https://euroia.org/>
- Meetups
<https://www.meetup.com/>

meetup.com/Dublin-Content-Design-Strategy-Meetup/



[Start a new group](#) | [Explore](#) [Messages](#) [Notifications](#) 

 Change photo



Content design


Editorial Experience



Content Strategy


Structure Process




Systems design

Dublin Content Design & UX Writing Meetup


 Dublin, Ireland


 161 members · Public group 

 Organized by [Jonathon Colman](#) and 2 others

[Share](#)   

[About](#) [Events](#) [Members](#) [Photos](#) [Discussions](#) [More](#)

[Manage group](#) 

Create event 

What we're about

The goals of the Dublin Content Design & Strategy Meetup are to:

...

[Read more](#)


Past events (1)

[See all](#)

TUE, MAY 16, 6:00 PM


Dublin CS Presents "People First Content Strategy at Facebook for Business"


Organizers


 [Jonathon Colman](#) and 2 others
[Message](#)


Members (161)


[See all](#)


























Any final questions?

**THANK
YOU**

**THANK
YOU**

**THANK
YOU**

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**THANK
YOU**