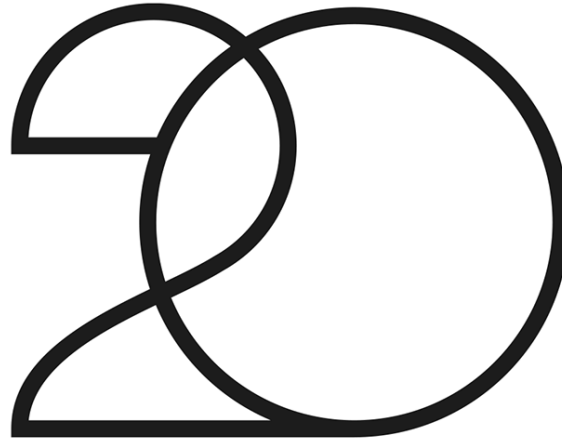


How to be clear

Designing content for products



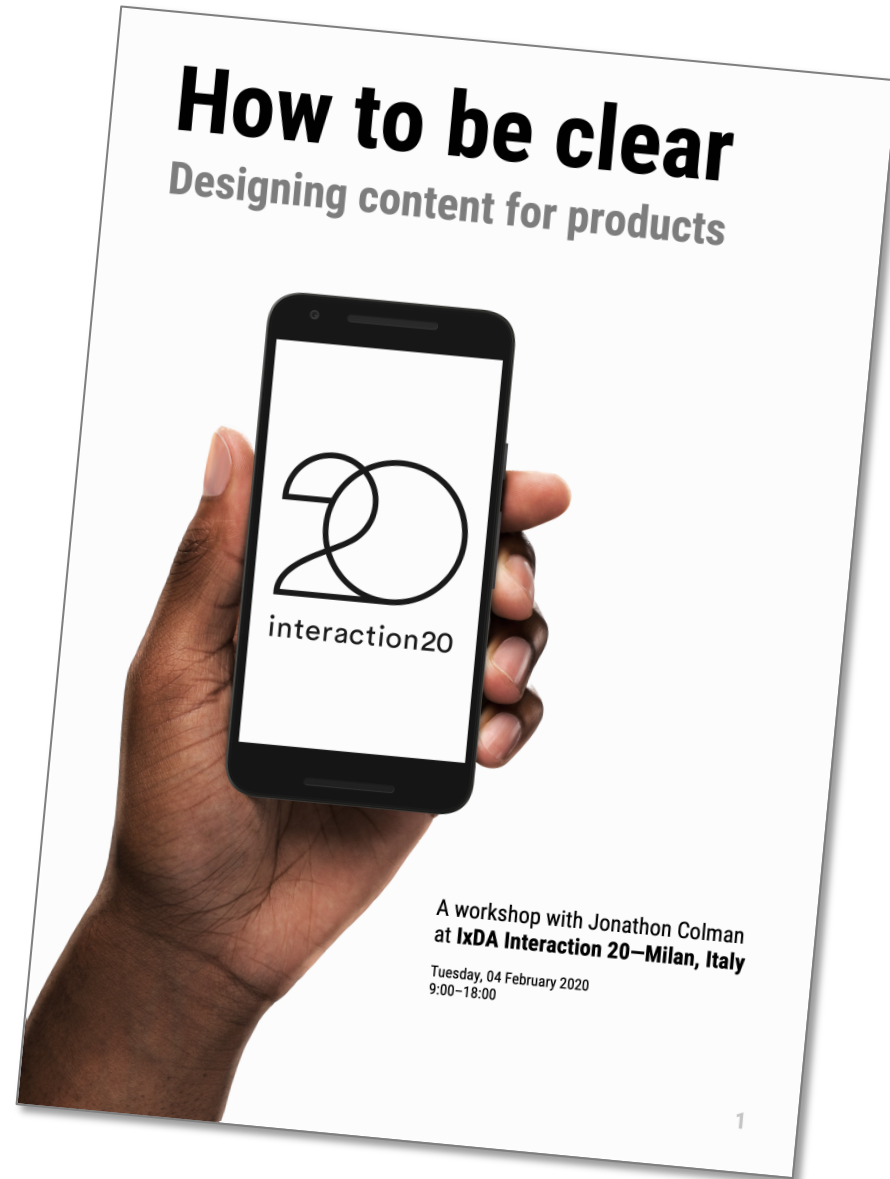
interaction20

Jonathon Colman

Senior Design Manager, Intercom



Everyone have one of these?



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

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?

Interaction 20 code of conduct (*abridged*)

interaction20.ixda.org/code-of-conduct

“...the IxDA respectfully asks the following of our membership, both for online and in-person interactions under our brand:

- To be considerate and respectful of all cultures, backgrounds and perspectives
- To maintain a professional manner and refrain from harassment or exclusionary behavior toward other members
- To endeavor to resolve misunderstandings directly, through open dialogue and respectful feedback
- To notify the organizers or moderators if you feel you have experienced harassment or have witnessed the harassment of others.”

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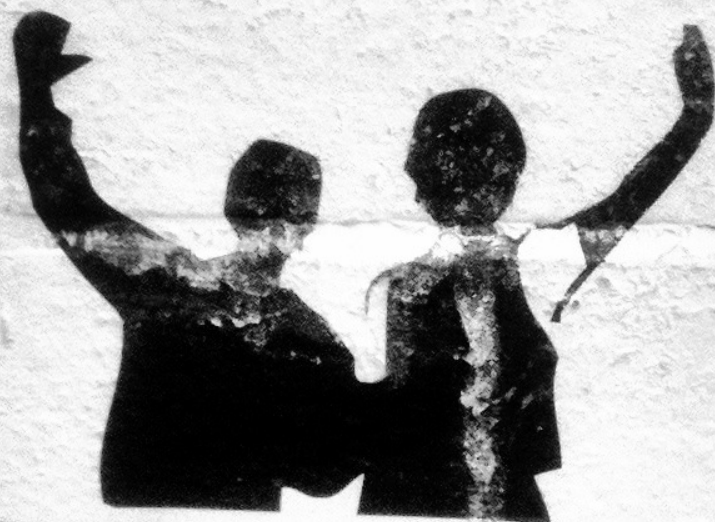
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- **To notify the organizers or moderators if you feel you have experienced harassment or have witnessed the harassment of others.”**



**BE EXCELLENT
TO EACH OTHER**

How to be clear

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

How to be clear

Clarity could mean:

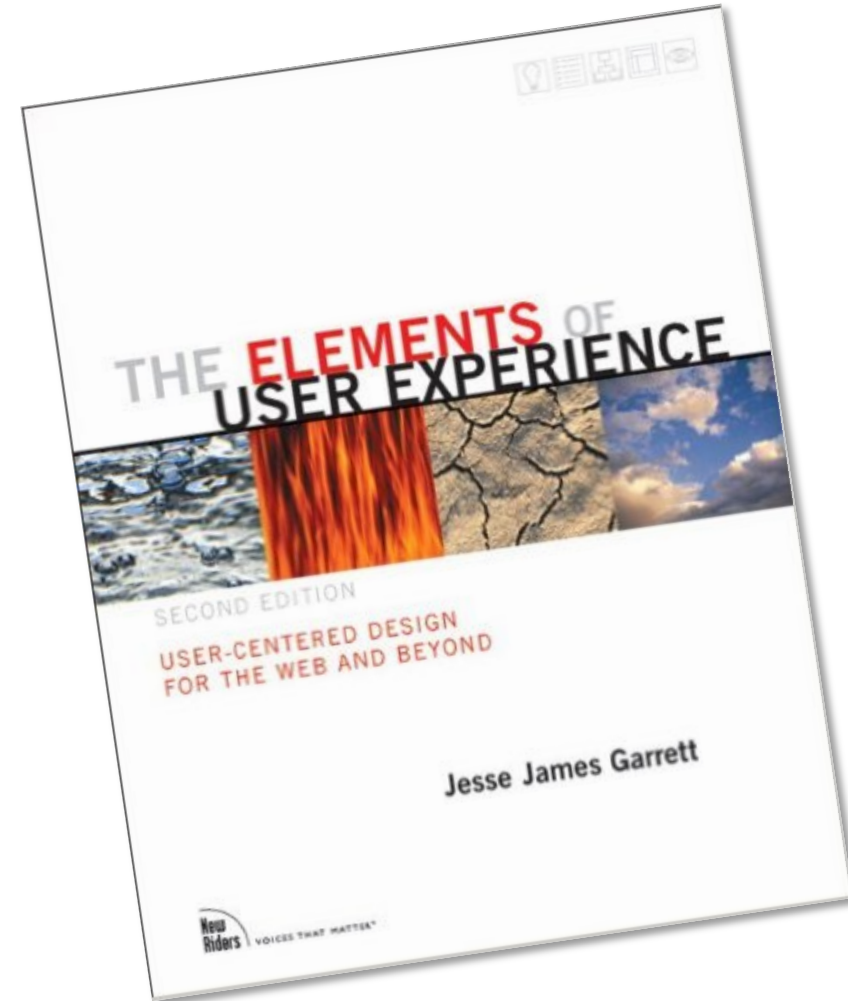
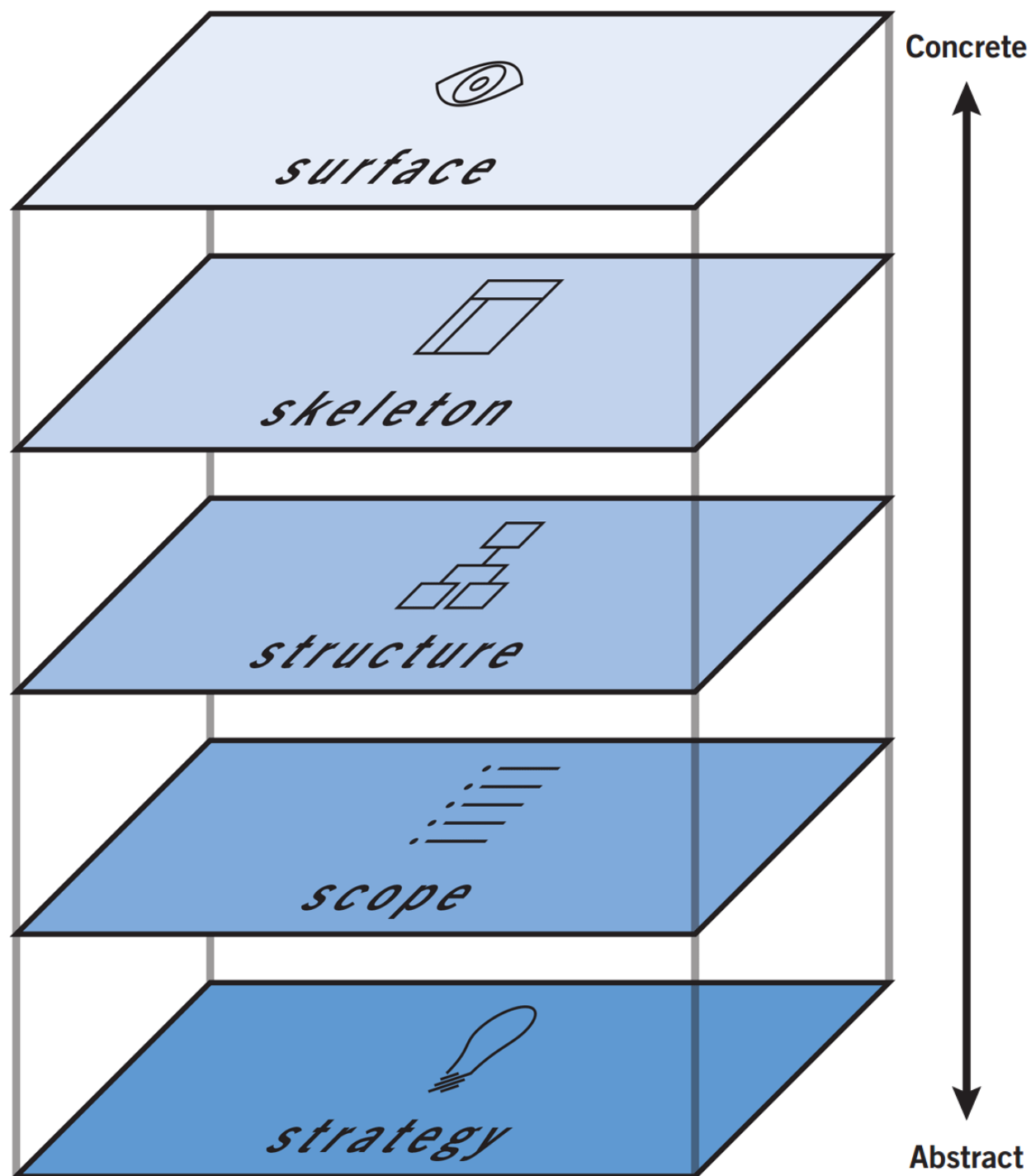
- A lack of ambiguity
- Total comprehensiveness
- Ease of understanding or use
- Sense-making
- Consistency

How to be clear

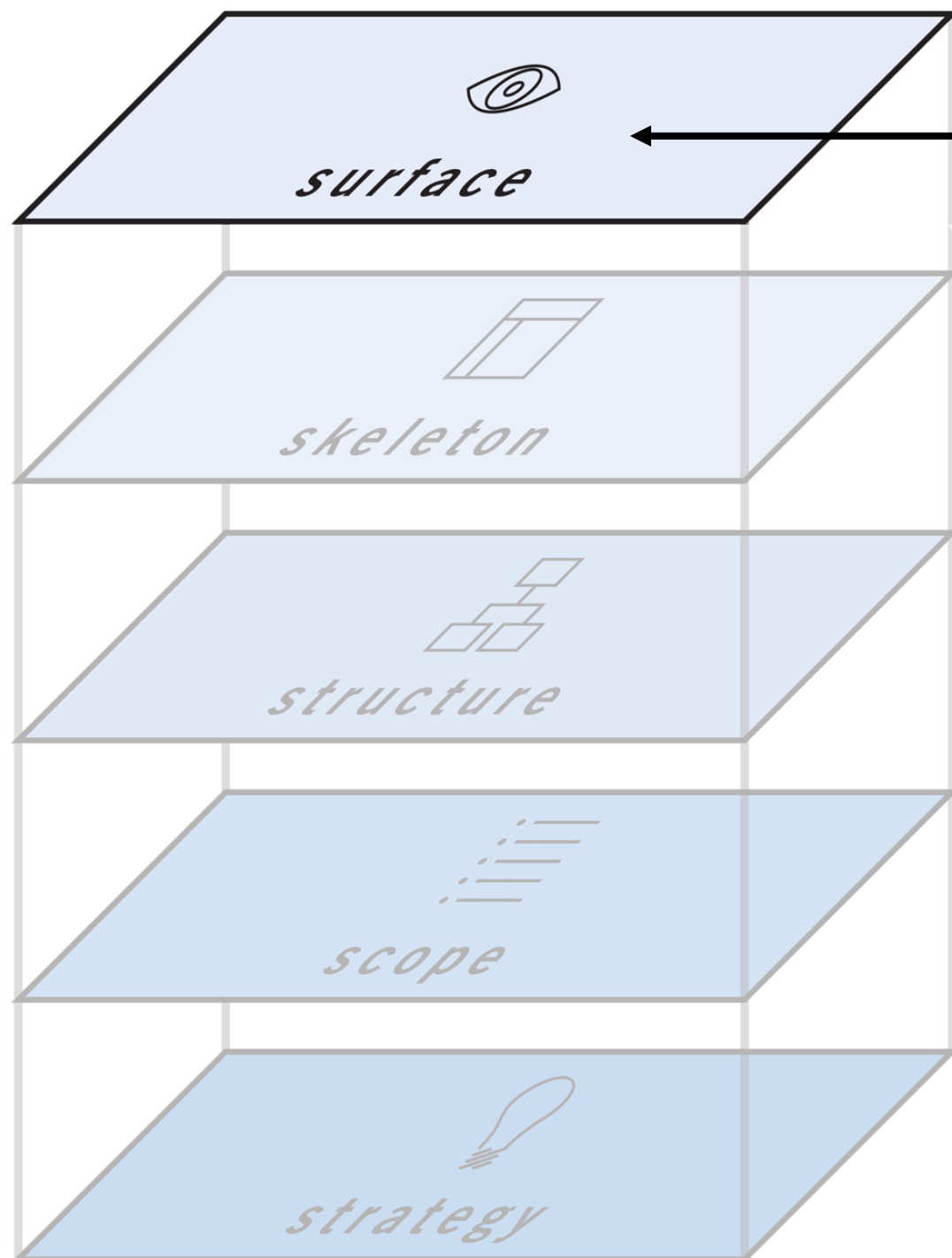
Clarity could mean:

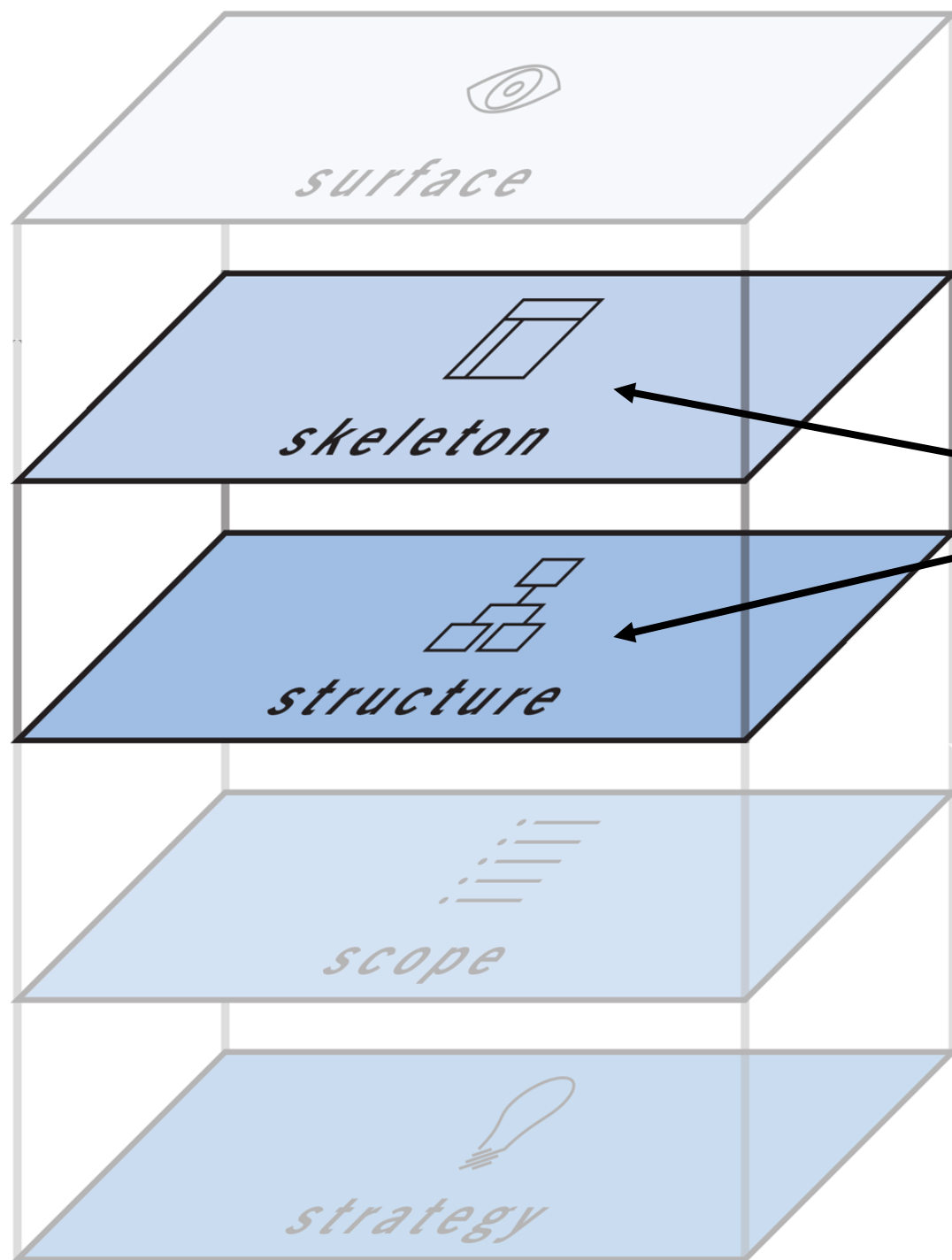
- A lack of ambiguity
- Total comprehensiveness
- Ease of understanding or use
- Sense-making
- Consistency
- **Structure and strategy**

Jesse James Garrett's 5 planes of UX

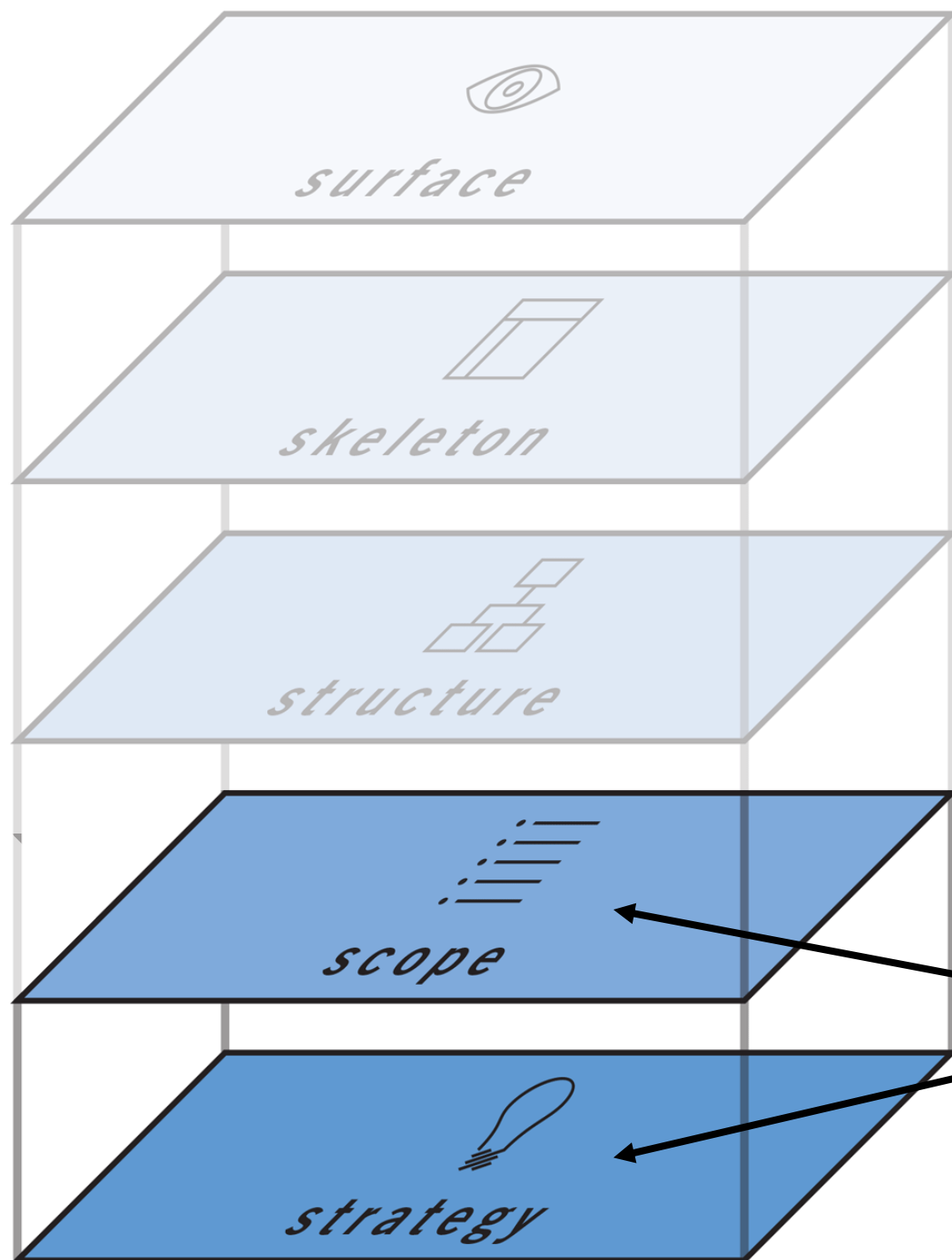


**Where content is
seen and used**

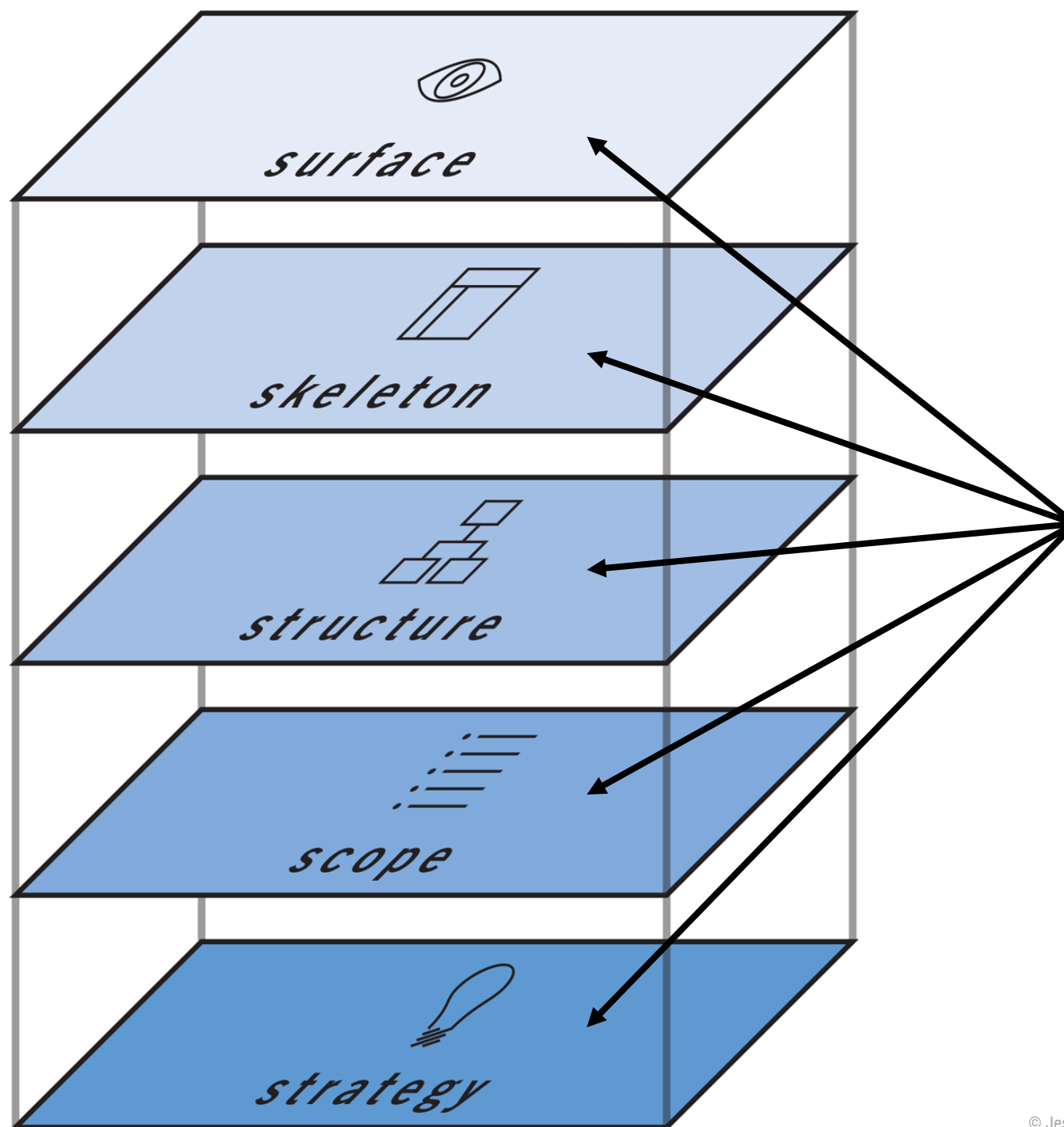




**Where content is
modeled and built**



**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, designing, and writing content in interactive product experiences. ”

Content design

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

Content design

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

Content design

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

Content design

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

Content design

“ Working from people’s intent and organizational goals to solve problems and create value by planning, structuring, designing, and writing 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

USED GEAR

REI ADVENTURES

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SIGN IN

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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

Reviews	★★★★★	★★★★★	★★★★★	hide
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Compare







Compare

Remove All

X

X

X

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Search

Jonathon

Home

Create


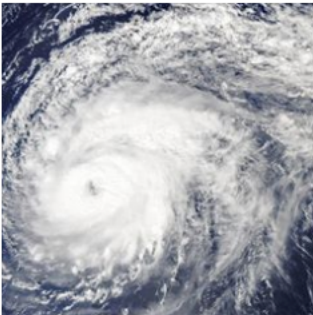
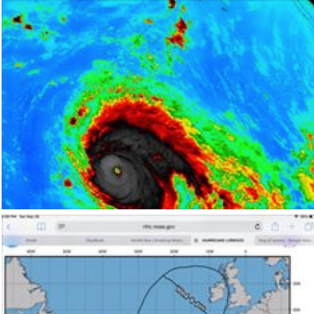

Crisis Response

See All

Your Past Activity

Shortcuts

The Tornado in Sioux Falls, South Dakota, USA




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/

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

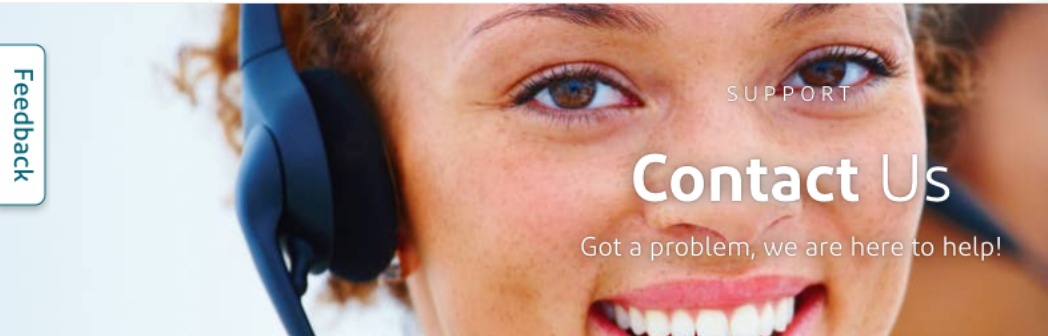
Friends listed here may be near this crisis.



Matthew Loew
Marked himself safe
10 days ago



Loren Baker
Not marked safe yet



SUPPORT

Contact Us

Got a problem, we are here to help!

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



Ireland



UK & Northern Ireland



Europe

Aer Lingus

Hi there,

Welcome to Aer Lingus Chat

Your conversations



Support

Just now

Welcome, If you require any assistance, ...

New conversation

Frequently Asked Questions

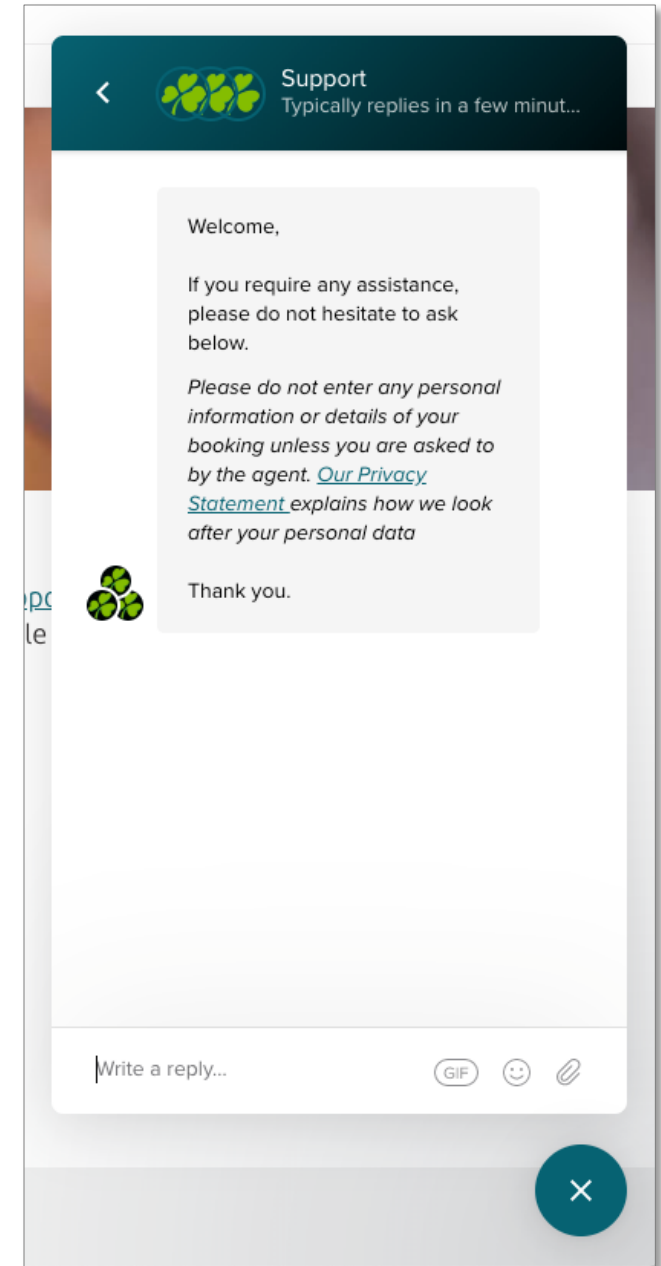
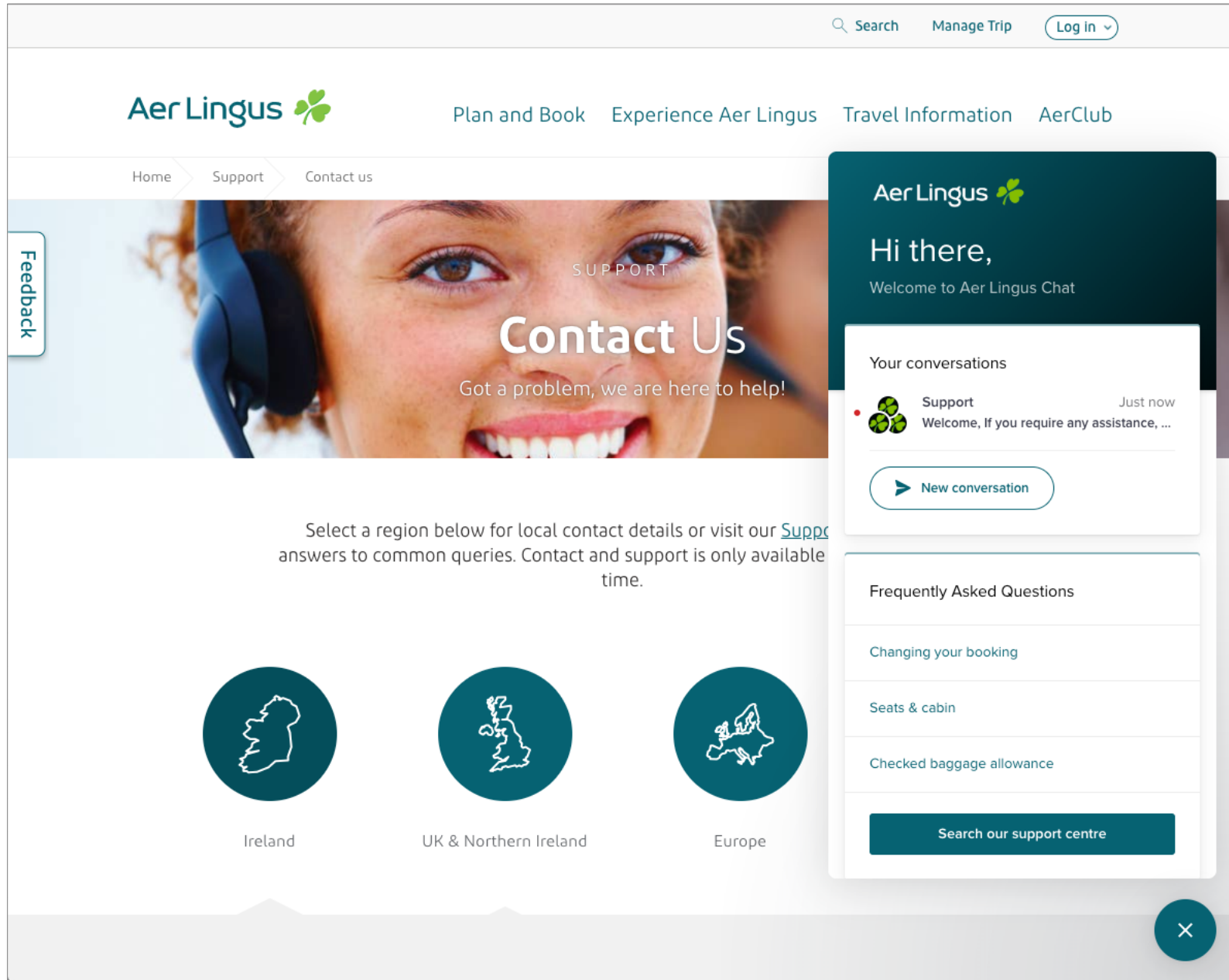
Changing your booking

Seats & cabin

Checked baggage allowance

Search our support centre





The background of the slide features a blurred image 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. Overlaid on this background is the main title text.


LANGUAGE IS AN INTERFACE

The background of the slide features a blurred image of the Aer Lingus website on the left and a blurred image of the Aer Lingus mobile app 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 mobile app shows a similar layout with a dark header and a list of options.

LANGUAGE IS INFRASTRUCTURE



LANGUAGE IS DESIGN MATERIAL

The background of the slide features a blurred image of the Aer Lingus website and its mobile application. 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 displays a similar layout with a dark header and a list of options. Overlaid on this background is the text 'LANGUAGE IS ENABLEMENT' 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

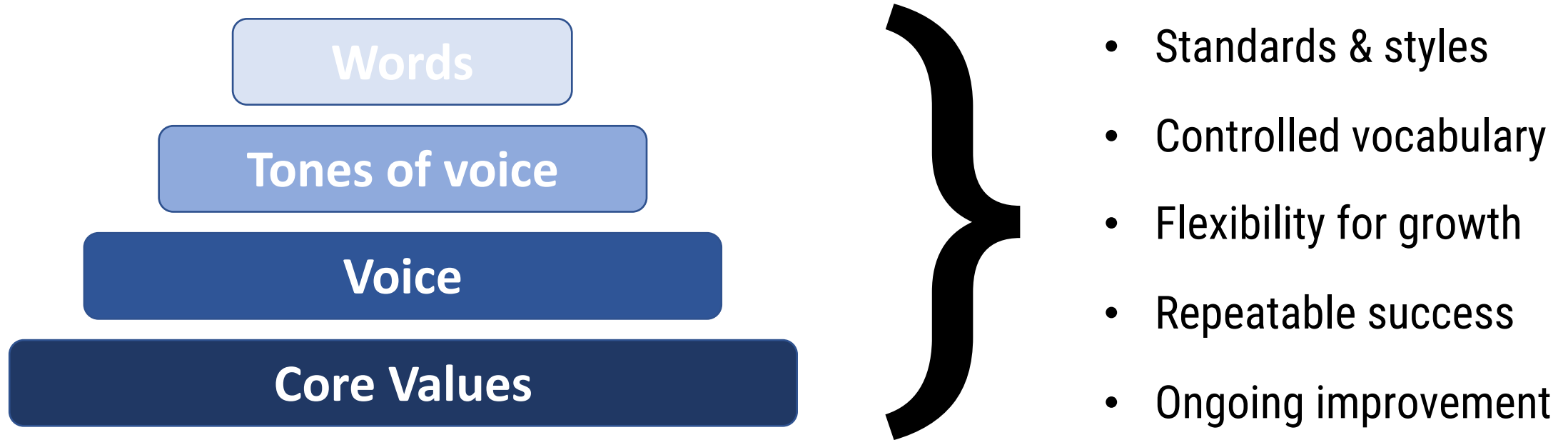
Words

Tones of voice

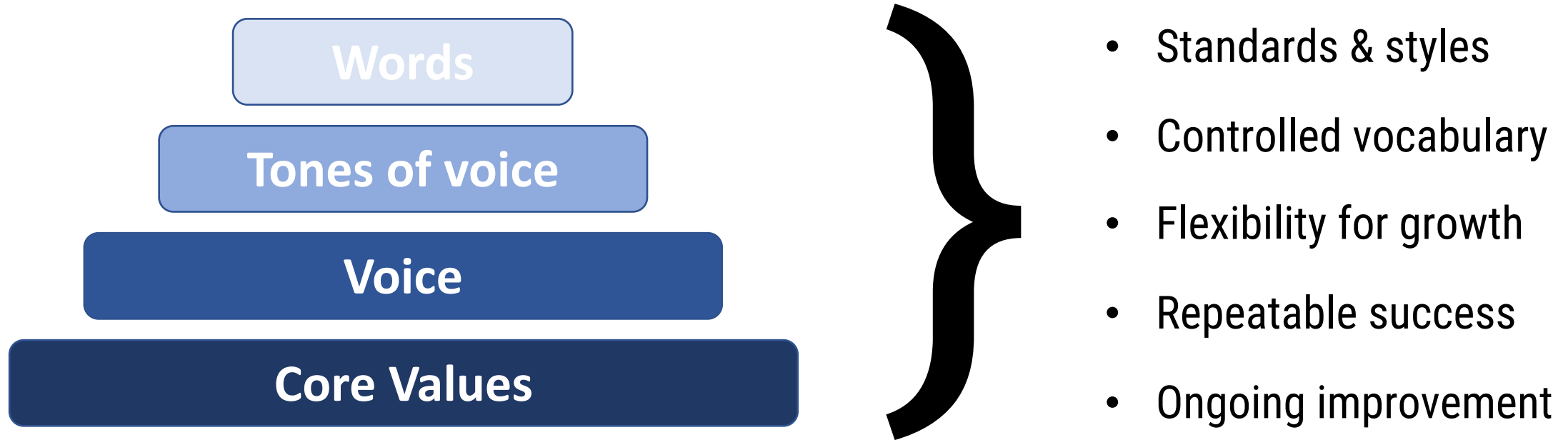
Voice

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 incomplete]

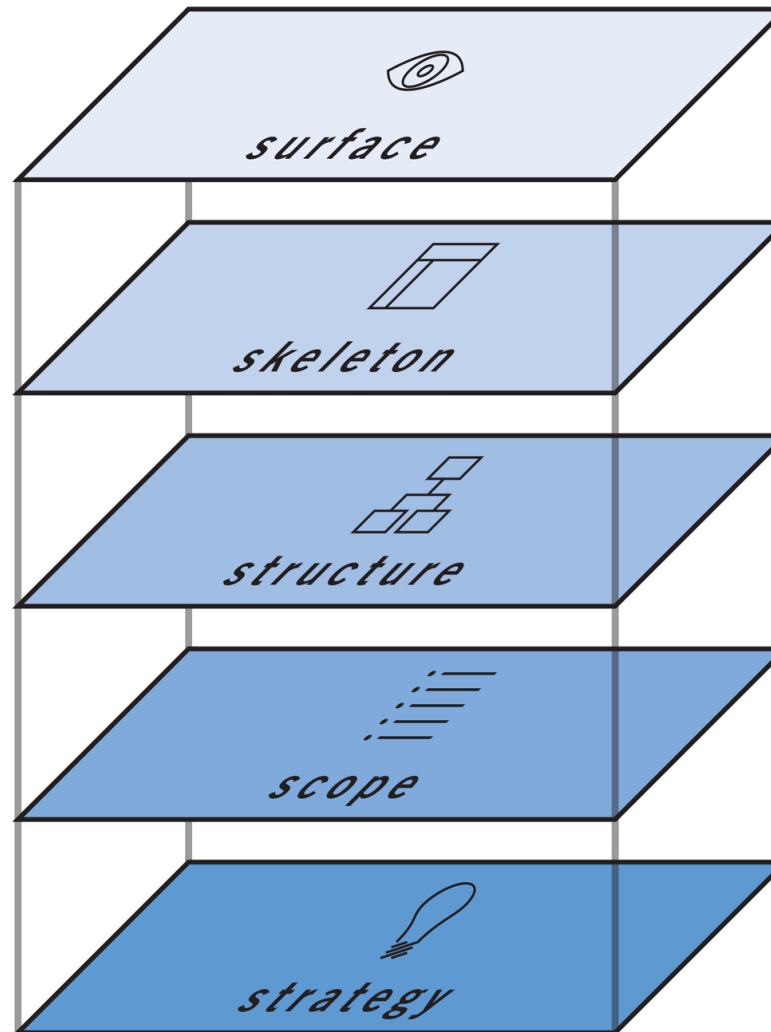
- Discovering your core values
- Defining an organization's voice
- Documenting tones of voice
- Designing product content for an app
- Improving content design with critique

Conclusion

Bringing the elements all together

What did we learn today?

What did we learn today?



What did we learn today?

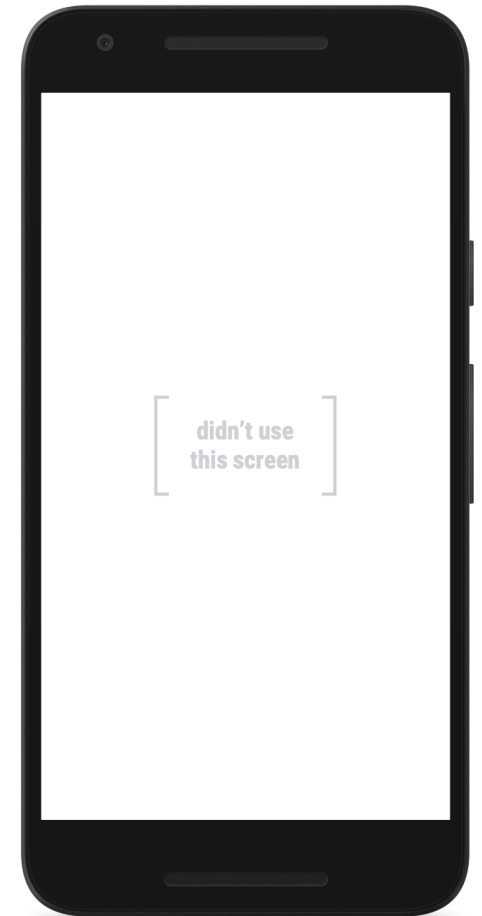
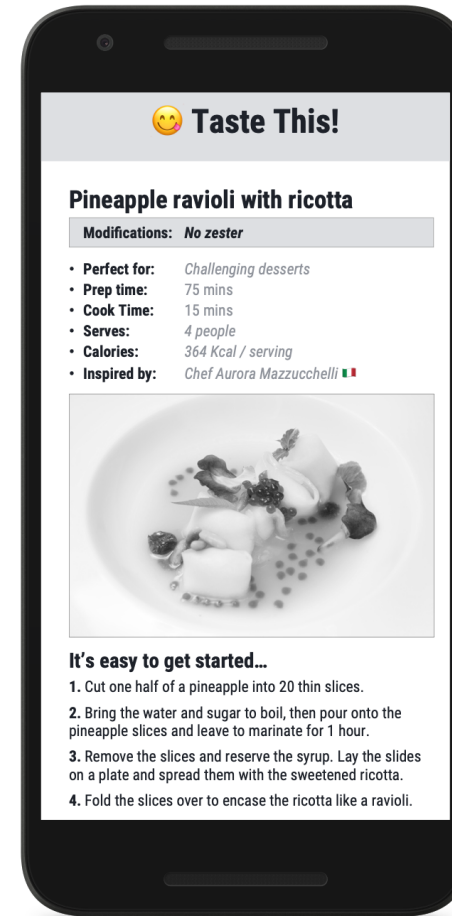
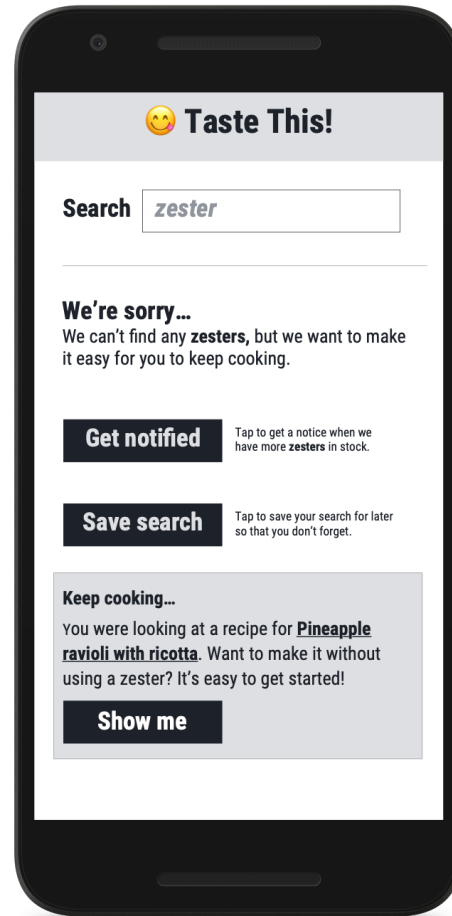
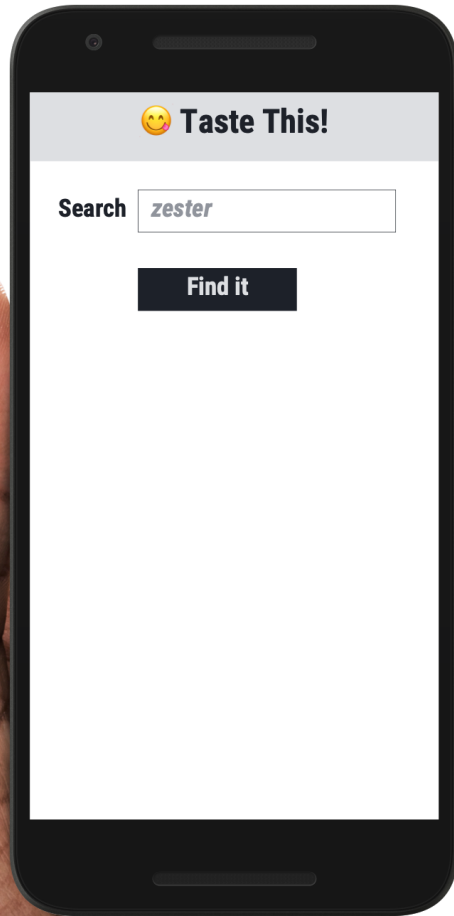
Words

Tones of voice

Voice

Core Values

What did we learn today?



You also learned...

Your own, personal core values

You also learned...

How to work fast under pressure

You also learned...

How to negotiate as a team

You also learned...

How to satisfy business & user goals

You also learned...

How to strengthen each other's work

You also learned...

How to be clear

A deep space photograph of a starry night sky. The background is filled with numerous stars of varying brightness and colors, including white, blue, and orange. A prominent, bright, and colorful nebula or galaxy structure is visible, stretching across the lower half of the image. The text "These are the elements of content design" is overlaid in a large, white, sans-serif font, centered horizontally and vertically.

These are the elements
of content design

Additional resources

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

Some books about content design

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

Some events featuring content design

- Confab Events
confabevents.com
- Design & Content
content.design
- Information Architecture Summit
iasummit.org
- EuroIA
euroia.org
- Find your local Meetup!
meetup.com

Any final questions?

THANK YOU

and enjoy Interaction 20!

THANK YOU

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