Beyond Engagement

THE CONTENT PERFORMANCE QUOTIENT

Beyond Engagement

THE CONTENT PERFORMANCE QUOTIENT

Jeffrey Zeldman

Engagement

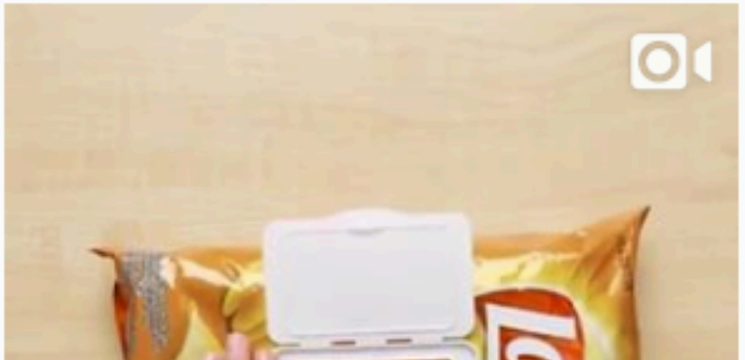
The #1 Stakeholder Request

Engagement

Should it be?

Search

Explore

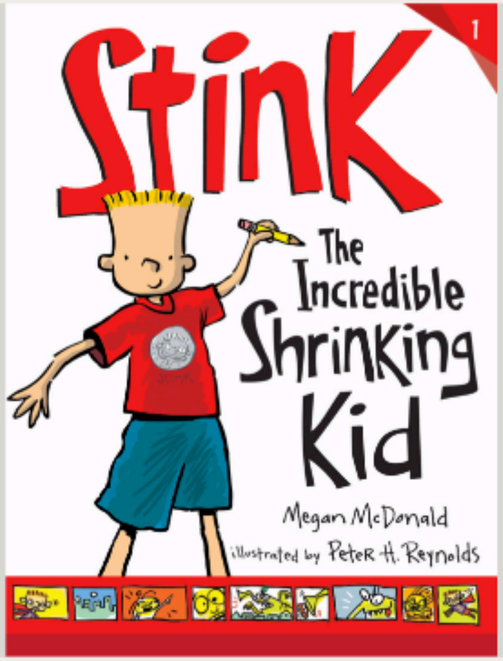


52 PLACES TRAVELER

Island-Hopping on Vibrant Trinidad and Lush St. Lucia

The first half of our 52 Places Traveler's trip around the Caribbean brings her to Trinidad and its famous Carnival, and to St. Lucia, where she had a relaxing stop.

ADVERTISEMENT

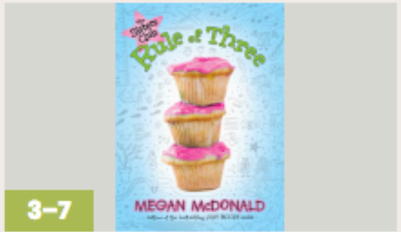


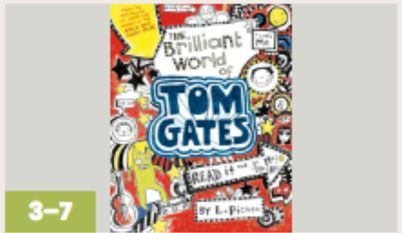
Stink: The Incredible Shrinking Kid

In honor of Judy Moody's younger "bother," the creators of the award-winning series have put themselves in a very Stink-y mood -- proving, once and for all that you're only as short as you feel.

READ NOW

Featured Books





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A LIST APART

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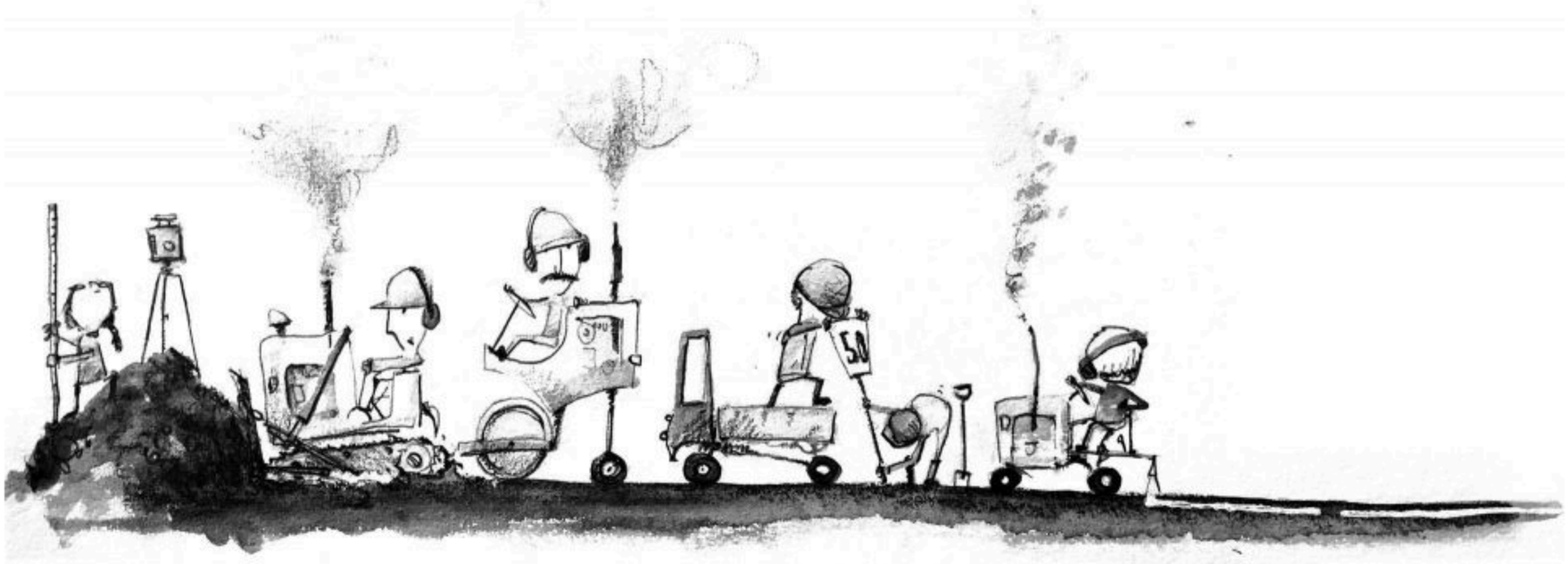
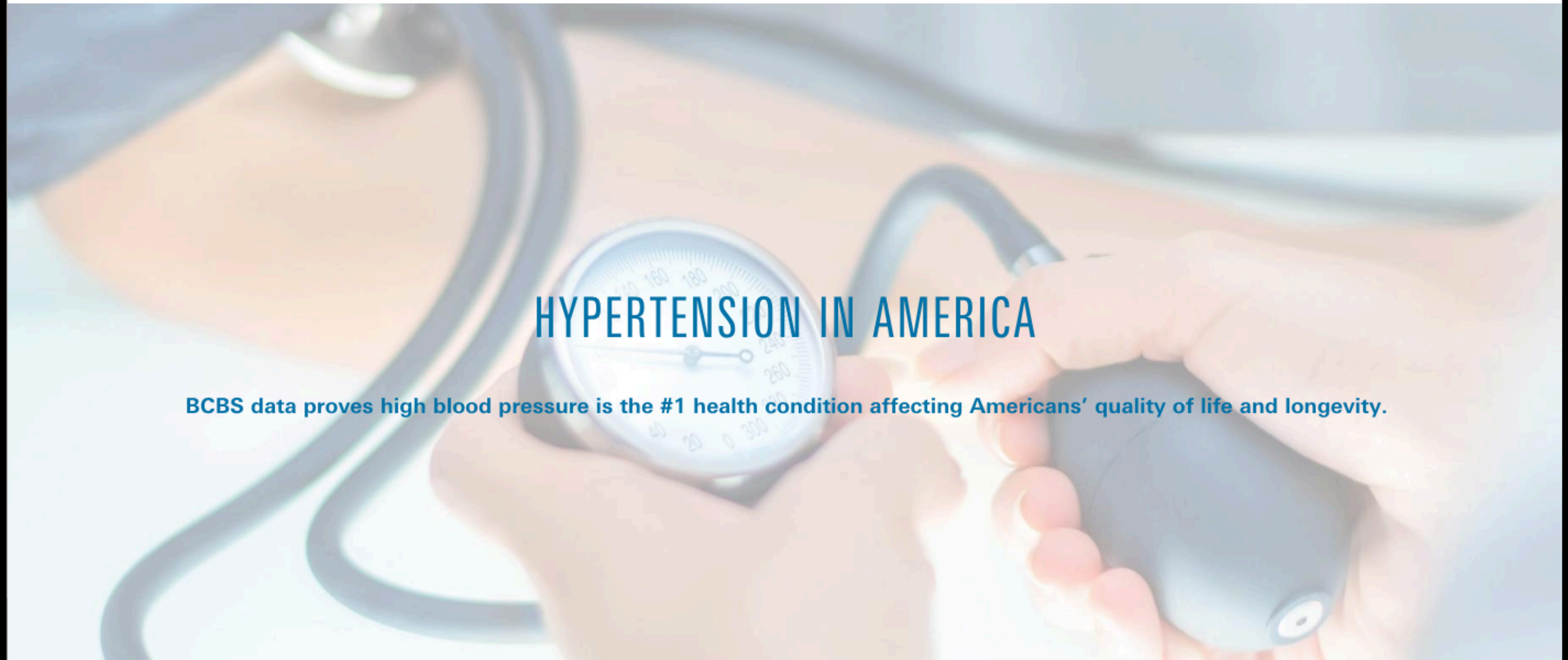


NEW! MAR 13, 2018

A DIY Web Accessibility Blueprint

by Beth Raduenzel

Good accessibility is good UX. We should seek to create the best user experience for all (not just the able-bodied). But launching a company accessibility remediation project can be a big undertaking. You will need to win over company leadership, build a multi-disciplinary accessibility team, and educate everyone on accessibility standards. In this



HYPERTENSION IN AMERICA

BCBS data proves high blood pressure is the #1 health condition affecting Americans' quality of life and longevity.

If a customer spends 30 minutes on our site, was she engaged...or frustrated?

Speed of usefulness.

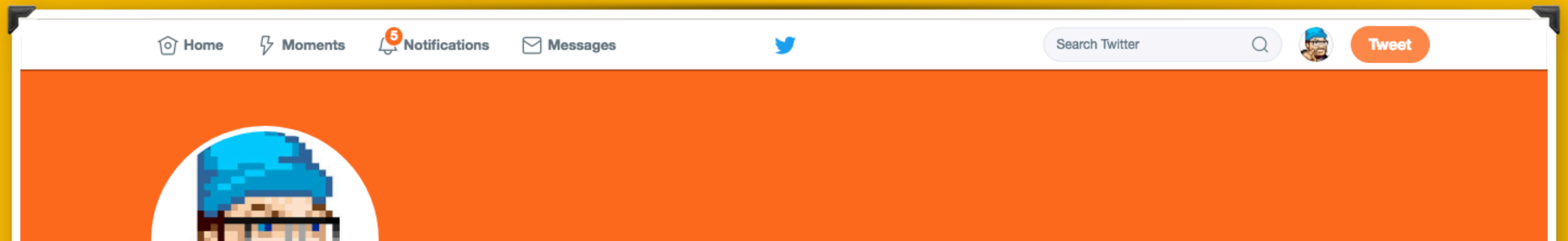
Content Performance Quotient

Content Performance Quotient

(Design CPQ)

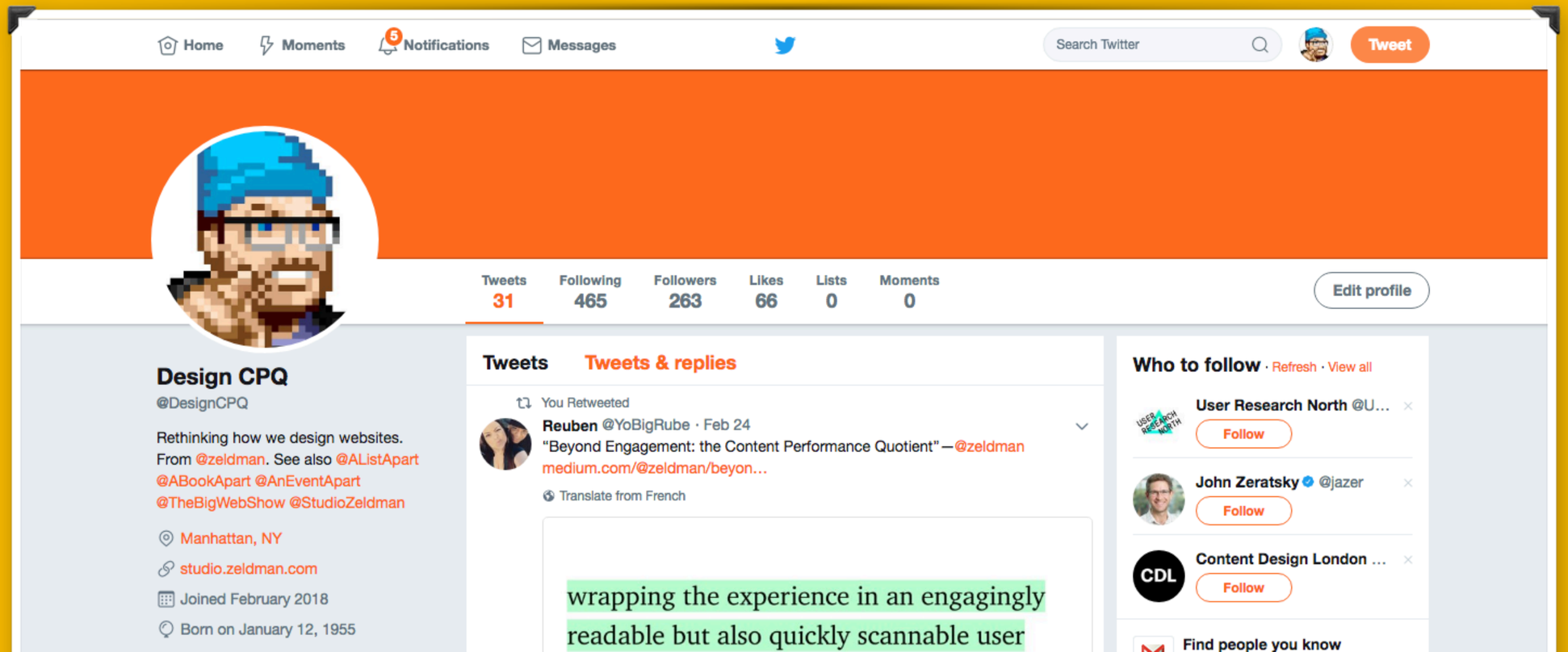
Content Performance Quotient

(Design CPQ)



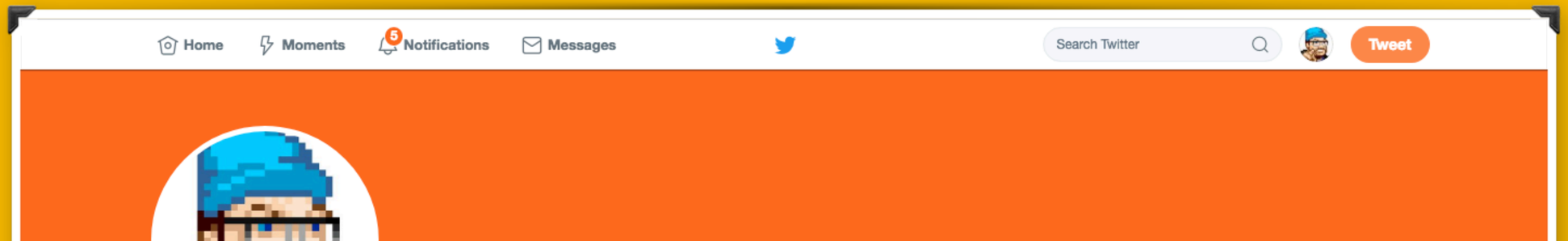
Content Performance Quotient

(Design CPQ)



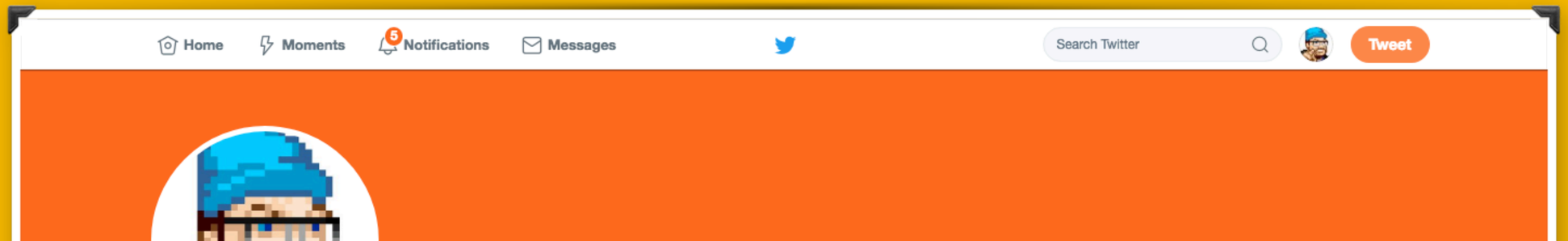
A measurement

How quickly can you get the right content to your customer?



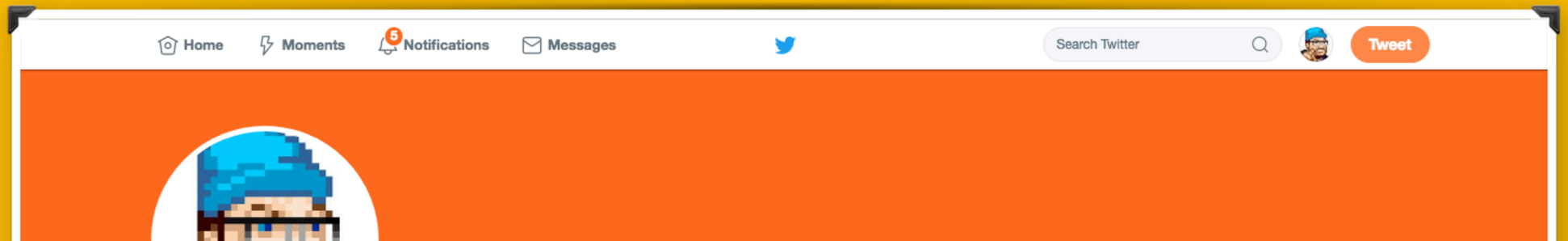
A measurement

How quickly can you solve the customer's problem?



A measurement

The shortest distance
between problem & solution



A measurement

Your value to the customer.

A measurement

A new goal to iterate against.

A new way to deliver value.

A new way to evaluate success.

CPQ

The time it takes your customer to get the information she came for.

CPQ

The time it takes to for a specific customer to find, receive, and absorb your most important content.

Pretty Garbage

Garbage in a delightfully responsive grid is still garbage.

Marlboro
FILTER CIGARETTES
Marlboro
20 CLASS A CIGARETTES
PACIFIC OUTDOOR

Come to where the flavor is.
Come to Marlboro Country.

Come to Marlboro Country.

Marlboro
FILTER CIGARETTES
Marlboro
20 CLASS A CIGARETTES
PACIFIC OUTDOOR

Slash your architecture.

Slash your architecture.

Shrink your content.

Ask: “why do we need this?”

Ask: "why do we need this?"

Compare to your goals.

Every design is intentional.

If your design
isn’t going somewhere,
it’s going nowhere.

A BOOK APART
Brief books for people who make websites
No 6
Luke Wroblewski
MOBILE FIRST
FOREWORD BY Jeffrey Zeldman
MOBILE FIRST
Luke Wroblewski
MOBILE FIRST
Luke Wroblewski

How did we get here?

Meetings over meaning.

Behold our mighty CMS.

It’s easy to give everybody what they want.

It’s harder to do the right thing.

Harder for us, but better for the customer & bottom line.

Gerry McGovern
@gerrymcgovern

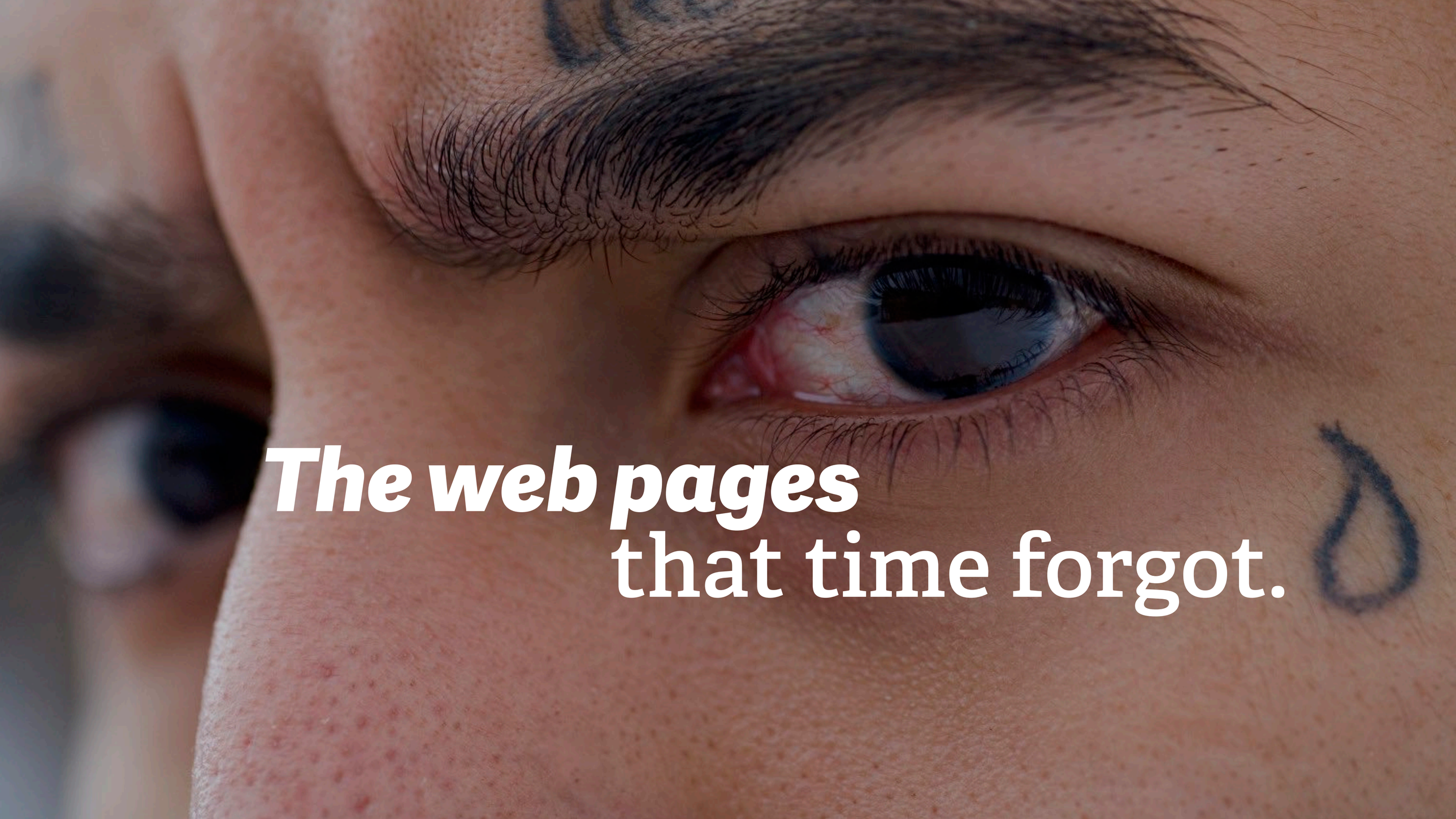
Following

Great UX/CX professionals are like whistleblowers. They are the voice of the customer. And they often suffer the consequences because most organizations do not want the customer to have a genuine voice.

9:00 AM - 27 Nov 2017

161 Retweets **372** Likes

8 161 372


The web pages
that time forgot.

STOP

designing 2001 sites for a 2018 web

STOP
designing 2001 sites for a 2018 web

Home
Trending
Subscriptions
Red Originals

LIBRARY
History
Watch later
Purchases 1
MST3K Seasons ...
Show more

SUBSCRIPTIONS
Kitten Academy
thelonelyisland
Yandere Dev
WatchMojo.com 44
Team Coco 43
MrBlackDarkness...
Mr Tinfoil Reacts
Show 158 more

MORE FROM YOUTUBE
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Help
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Recommended

Top 10 Actors Who Actually Did it On Screen
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Looper
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BBC Radio 1
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James Hickey
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The Style Boyz (The Lonely Island) - 'The Donkey Roll'
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Top 15 Scariest YouTube Videos [With Links] (#2)
Top15s
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Llama Arts
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"Ew!" with John Cena
The Tonight Show Starring Ji...
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Top 10 WORST Party Members in RPGs
WatchMojo.com
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The Lyrics to "Havana"
Poppy
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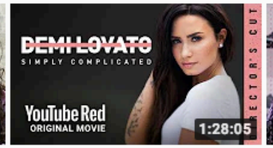
YouTube Red Originals

New Series - Step Up: High Water. Make your move.

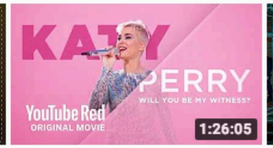
STEP UP: HIGH WATER S1 •

Step Up: High Water |



Demi Lovato: Simply

LACE UP: THE ULTIMATE



Katy Perry: Will You Be My

LIFELINE S1 • E1

Welcome home, An Event Apart PRO

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Upload a video

FEB 5

The Art and Soul of Selling by Jaimee Newberry—An Event Apart video

from An Event Apart PRO 1 month ago

Throughout her career, designer Jaimee Newberry (https://twitter.com/jaimeejaimee) has held roles from in-house teams, to agency partner, to independent consultant, to CEO. Across these roles, she not only had to sell her own design work, but the work of her teams and colleagues, as well. It stands true…

FEB 4

WHAT'S NEW

Staff Pick Premiere: be a man for just one night

Posted in Now Playing

Sundance darling "Men Don't Whisper" lampoons gender norms in this story of two gay men attempting to prove their masculinity.

Weekend Challenge: your neighborhood in 60 seconds

Posted in Video School

Take us on a brief jaunt through your favorite part of town (or country) and you could win free Vimeo Plus.

RECENT STATS

Date	Plays	Finishes	Likes
Fri, Mar 9	67	6	1
Sat, Mar 10	52	9	0
Sun, Mar 11	27	1	0
Mon, Mar 12	53	4	0
Tue, Mar 13	39	0	0
Wed, Mar 14	15	0	0
Totals:	**253**	**20**	**1**

+ View stats dashboard

MY PEOPLE

None of the people you follow are online right now.

Find Friends | Invite Friends | Suggested People

EXPLORE VIMEO

Vimeo On Demand
Purchase online films, series, and videos, or sell your own.

Staff Picks
A fantastic array of videos hand-picked by us.

Channels

Instantly publish to social channels

Publish videos as native posts on your social accounts, right from Vimeo.

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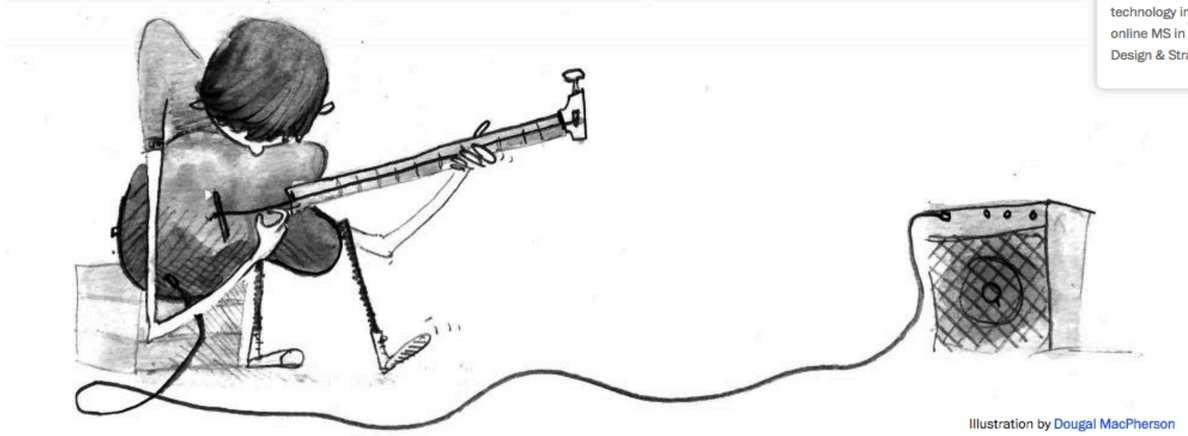

Illustration by Dougal MacPherson

The King vs. Pawn Game of UI Design

by **Erik Kennedy** · January 23, 2018

Published in User Experience, Interaction Design

If you want to improve your UI design skills, have you tried looking at chess? I know it sounds contrived, but hear me out. I'm going to take a concept from chess and use it to build a toolkit of UI design strategies. By the end, we'll have covered color, typography, lighting and shadows, and more.

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But it all starts with rooks and pawns.

I want you to think back to the first time you ever played chess (if you've never played chess, humor me for a second—and no biggie; you will still understand this article). If your experience was anything like mine, your friend set up the board like this:

13 comments

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Illustration by Dougal MacPherson

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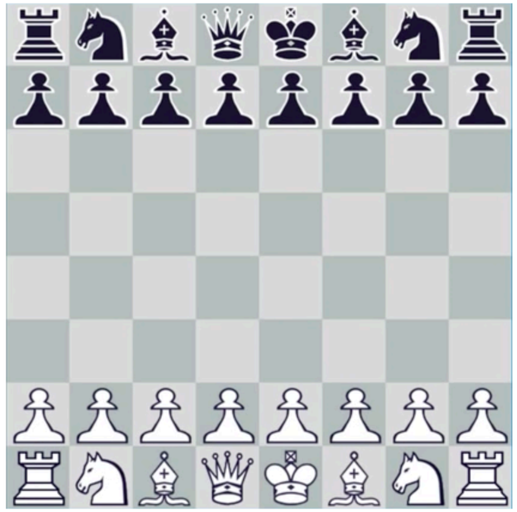

And you got your explanation of all the pieces. *This one's a pawn and it moves like this, and this one is a rook and it moves like this, but the knight goes like this or this—still with me?—and the bishop moves diagonally, and the king can only do this, but the queen is your best piece, like a combo of the rook and the bishop. OK, want to play?*

This is probably the most common way of explaining chess, and it's enough to make me

13 comments

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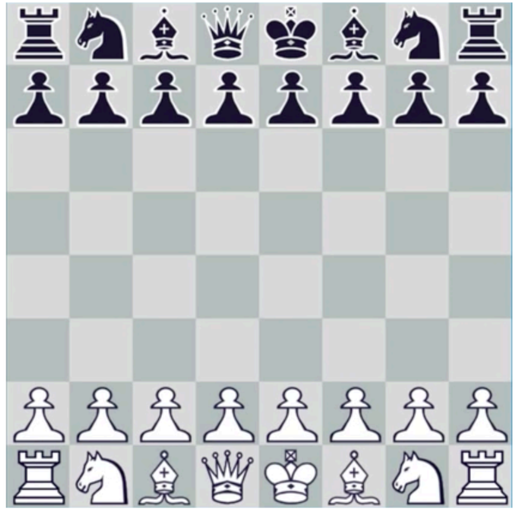

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This is probably the most common way of explaining chess, and it's enough to make me hate board games forever. I don't want to sit through an arbitrary lecture. I want to *play*.

One particular chess player happens to agree with me. His name is Josh Waitzkin, and he's actually pretty good. Not only at chess (where he's a grandmaster), but also at Tai Chi Push Hands (he's a world champion) and Brazilian Jiu Jitsu (he's the first black belt under 5x world champion Marcelo Garcia). Now he trains financiers to go from the top 1% to the top .01% in their profession.

Point is: *this dude knows a lot about getting good at stuff.*

Now here's the crazy part. When Josh teaches you chess, the board looks like *this*:

13 comments

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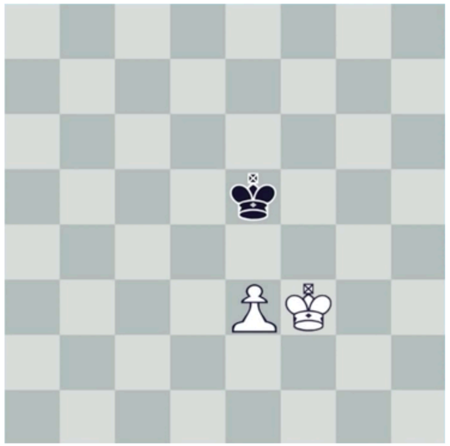


King vs. King and Pawn

Whoa.

Compared to what we saw above, this is *stupidly simple*.

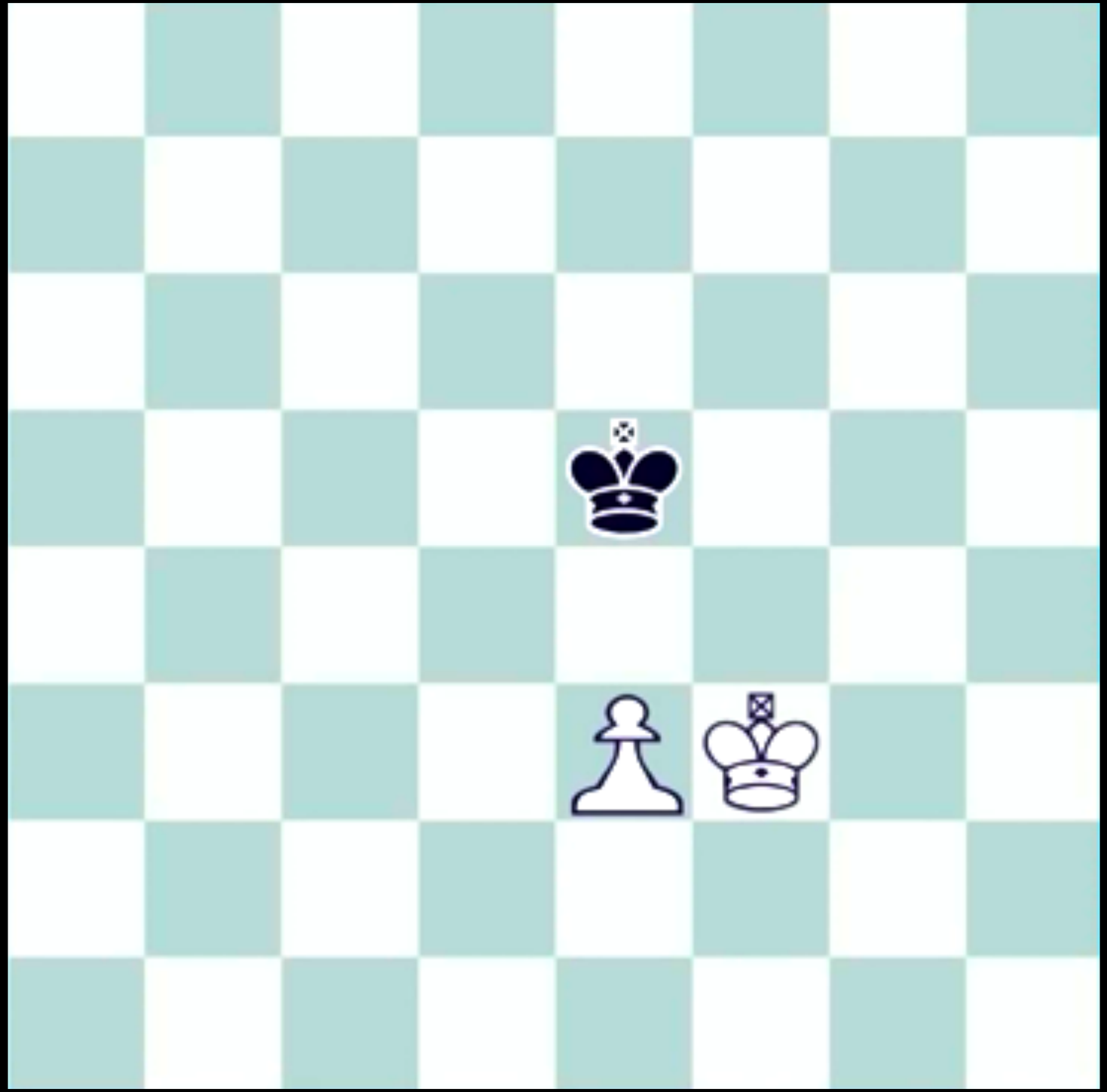
And, if you know how to play chess, it's even more mind-blowing that someone would start teaching with this board. In the actual game of chess, you *never* see a board like this. Someone would have won *long* ago. This is the chess equivalent of a street fight where both guys break every bone in their body, dislocate both their arms, can hardly see out of their swollen eyes, yet continue to fight for another half-hour.

What gives?

Here's Josh's thinking: *when you strip the game down to its core, everything you learn is a universal principle.*

That sounds pretty lofty, but I think it makes sense when you consider it. There are lots of things to distract a beginning chess player by a fully-loaded board, but *everything you start learning* in a king-pawn situation is fundamentally important to chess:

- using two pieces to apply pressure together;
- which spaces are "hot";



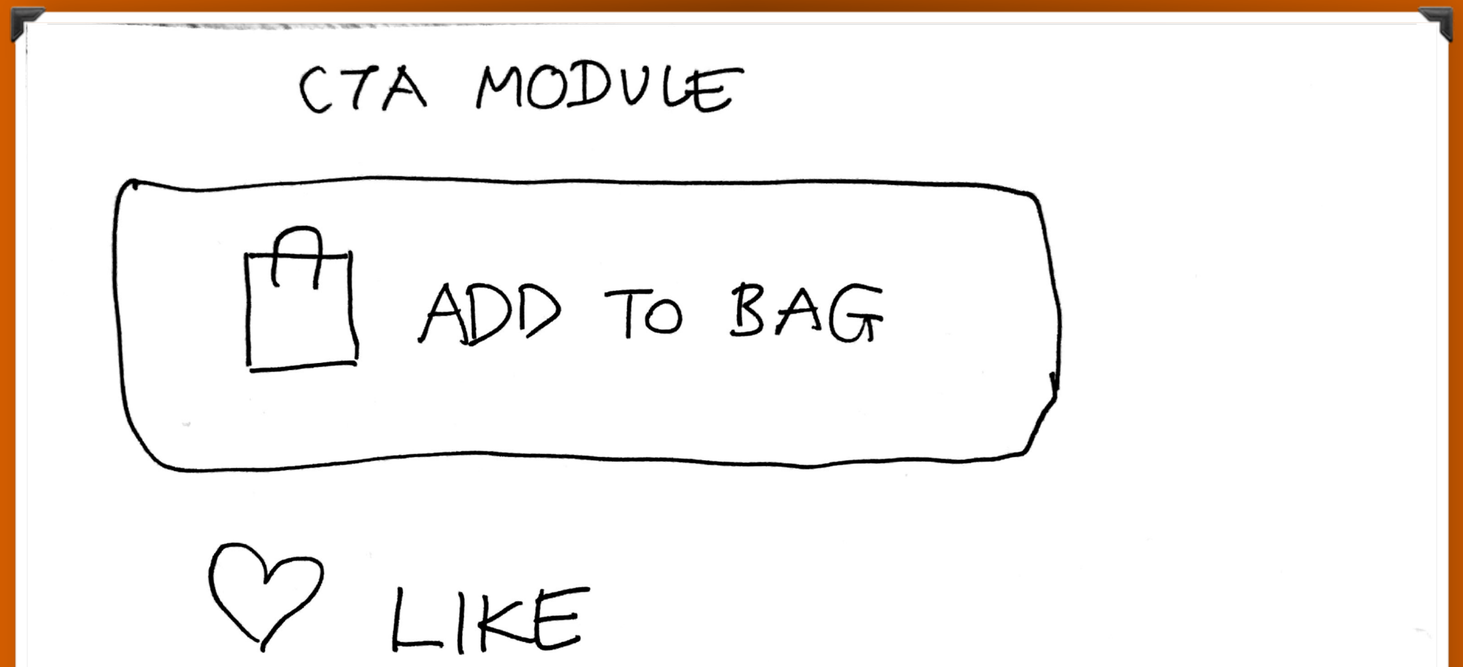
When you strip down the game to its core, everything you learn is a universal principle.

–Erik Kennedy

“The King vs. Pawn Game of UI Design”

Atomic design

Focus **relentlessly** on the individual interaction.



We do it for shopping carts.

We can do it for content.

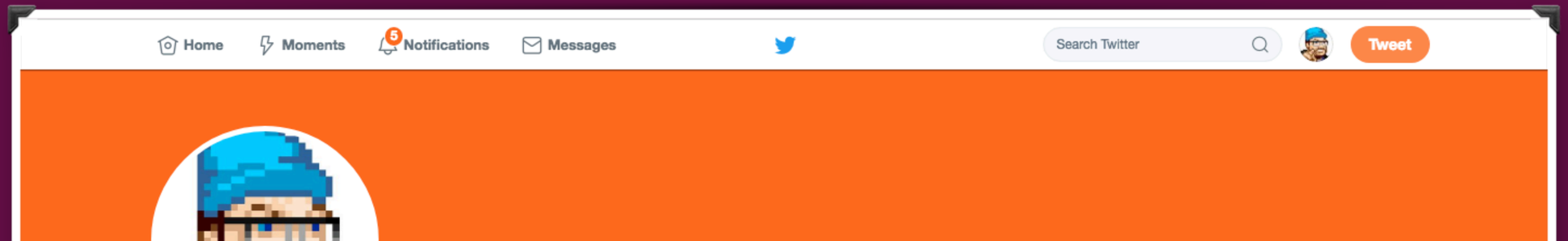


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Illustration by Dougal MacPherson

No More FAQs: Create Purposeful Information for a More Effective User Experience

by **Lisa Wright** · January 11, 2018

Published in Content, Content Strategy, Information Architecture, User Research

It's normal for your website users to have recurring questions and need quick access to specific information to complete … whatever it is they came looking for. Many companies still opt for the ubiquitous FAQ (frequently asked/anticipated questions) format to address some or even all information needs. But FAQs often miss the mark because people don't realize that creating effective user information—even when using the apparently simple question/answer format—is complex and requires careful planning.

FAQ problems

- Duplicate and contradictory information
- Lack of discernible content order
- Repetitive grammatical structure
- Increased cognitive load
- Too much content

“Users come to any type of content with a particular purpose in mind, ranging from highly specific (task completion) to general learning (increased knowledge).”

–Lisa Wright, “No More FAQs: Create Purposeful Information for a More Effective User Experience”

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–Lisa Wright, “No More FAQs: Create Purposeful Information for a More Effective User Experience”

Waterfall

Massive content inventory.
(Not recommended.)

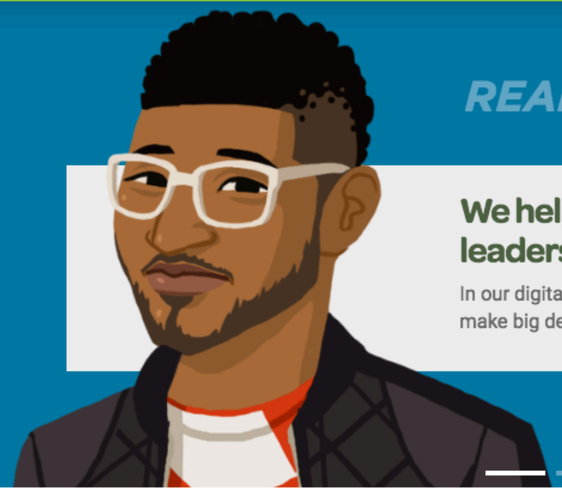
Agile/Scrum

Constantly iterate on content.

(Best bet: in-house.)

Redesign

Opportunity to start fresh.
(Best bet: outside team.)



READ TO LEAD WORKS.

We help students develop literacy and leadership skills.

In our digital learning games students are the boss of a virtual workplace, make big decisions, and gain critical skills along the way!

SUMMARY FOR EDUCATORS OUR SUPPORTERS

What We Do

We create digital learning games and curriculum set in the professional world that foster students' literacy and leadership skills and connect school to life in an authentic workplace.

Our research-based learning approach has combined innovative learning games, data-driven tools and educator resources to personalize learning for all youth in grades 5-9.

How We Work

Read to Lead is a suite of three learning games and curriculum for grades 5 – 10. The programs are used by afterschool and summer school programs as well as during the school day as a literacy learning supplement.

Want to transform your students' learning experience?

Title 1 Districts, Schools, & CBOs:
Apply for a funded partnership
Learn More

Educators & Program Teams:
Explore our free digital platform
Learn More

Student Success

The impact is transformational. Students—especially those struggling with literacy and engagement—increase reading achievement, find motivation in being the leader, and see—often for the first time—a real connection between learning, career aspirations and their futures.

"[Classroom, Inc.'s. learning games] show our students a glimpse into the future, a future full of endless possibilities. There is no

bswift

PLATFORM SOFTWARE & SERVICES INSIGHTS

Disruption doesn't have to be disruptive.

There's a way to shake up benefits administration that helps employers and employees do more and do better. At bswift, we've been shaking things up this way for over 15 years. Our advanced benefits administration platform and deep service commitment combine flexibility with tremendous growth potential – creating not just loyal customers, but *fans* .

"We felt that the **customer** experience was at a different level with bswift."
—Eric Evans, Clayton Homes

Play Video

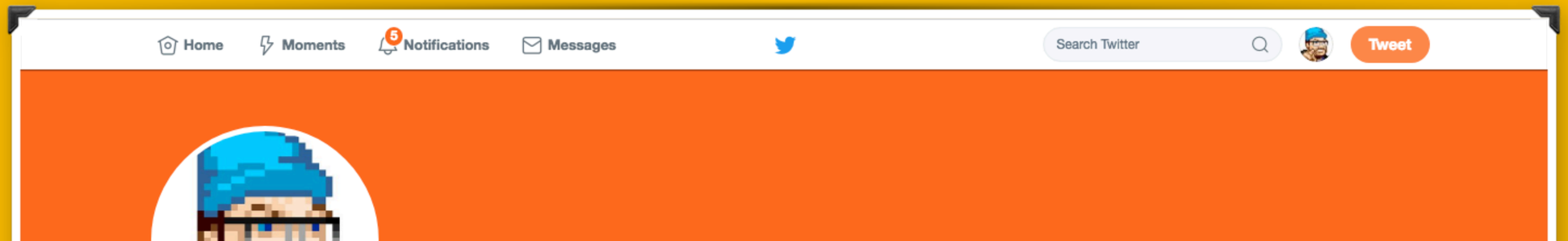
for **EMPLOYERS**

for **BROKERS**

for **CHANNEL PARTNERS**

Content Performance Quotient

(Design CPQ)



Speed of usefulness.

How quickly can we solve our customer's problem and advance our organization's goals?

Purpose-driven design & content

Applause from Mark Howells-Mead, Branko Šabarić, and 172 others

Jeffrey Zeldman
studio.zeldman. Designing With Web Standards. A List Apart magazine. An Event Apart design conference. A Book Apart publications. The Big Web Show. zeldman.com
Feb 24 · 7 min read

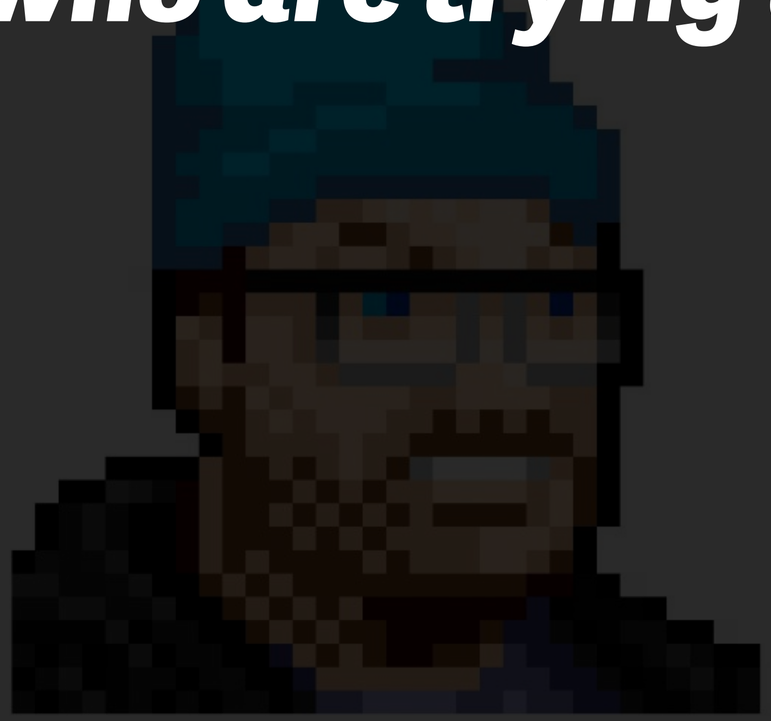
We need design that is faster and design that is slower.

During a recent conversation with David Sleight, Design Director at ProPublica, I found myself realizing and saying "we need design that is faster and design that is slower."

Who are we and what is this thing called design?

When I say "we," I mean our whole industry, when I say "our whole industry," I mean design, and when I say "design," I mean: web design and development; digital product design; digital user experience design; digital user interface design; digital interaction design; "mobile" design (which is the same thing as

Design that is *faster* for people who are trying to get things done



Medium

Edit 412

Applause from Mark Howells-Mead, Branko Šabarić, and 172 others

Jeffrey Zeldman
studio.zeldman. Designing With Web Standards. A List Apart magazine. An Event Apart design conference. A Book Apart publications. The Big Web Show. zeldman.com
Feb 24 · 7 min read

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Design that is *slower* for people who are trying to comprehend

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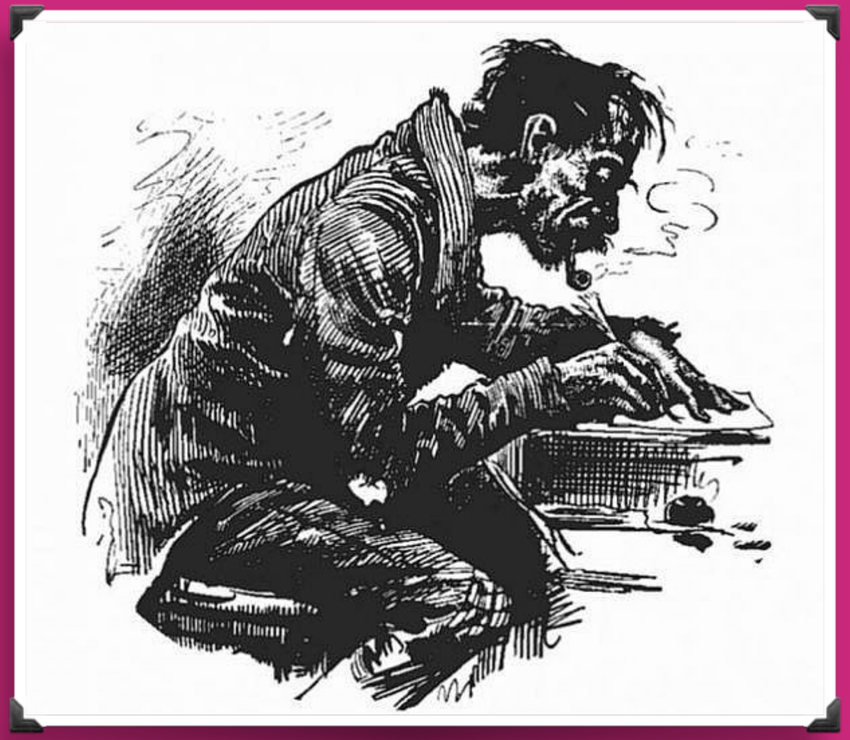
“Scannability.”

Good for transactions,
bad for thoughtful content.

Our news designs must SLOW DOWN the reader.



Deck, intro, or label

Heading One

Heading Two is where the action is.

HEADING THREE ADDS PUNCHY COMMENTARY

An introductory paragraph leads the reader into the article. Make it count! It may be the only part of the article that today's distracted web users bother to read. This one is set in Adelle Regular 24px/34px.

Here is a callout. If we're lucky, some people will read this. Adelle Sans Thin Italic 32px/40px, 38px/0 border.

Bigger type, better typographic hierarchy, more whitespace.

SUCKS TO BE A STRAIGHT GUY

DAN SAVAGE ON SEX, DRUGS, AND SANTORUM

Interview by Jesse Thorn
Illustration by Ramsey Sibaja

Dan Savage is America's most prominent sex columnist, seen in dozens of alternative newspapers around the country. His column, Savage Love, is incisive, bitterly funny and unabashedly political (a few years ago he ran a campaign to name something awful after arch-conservative former senator Rick Santorum — the winner was "the frothy mix of lube and fecal matter that is sometimes the byproduct of anal sex"). Seventeen years into a distinguished career, Savage talked with me about, among other things, his empathy for straight guys.

Jesse Thorn is a public radio host in Los Angeles. His first time was brief.
maximumfun.org

Ramsey Sibaja is a illustrator and

Doin' it right!

The Washington Post

The New York Times

ProPublica

Slate

Smashing Magazine

Vox

Doin' it right!

Readability

Medium

A List Apart

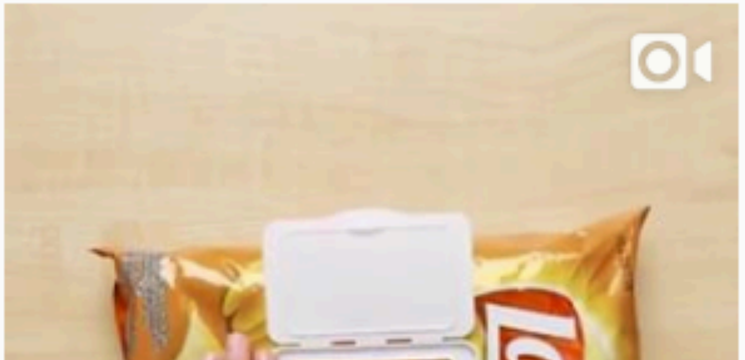
Which sites should be FAST?
Which should be SLOW?

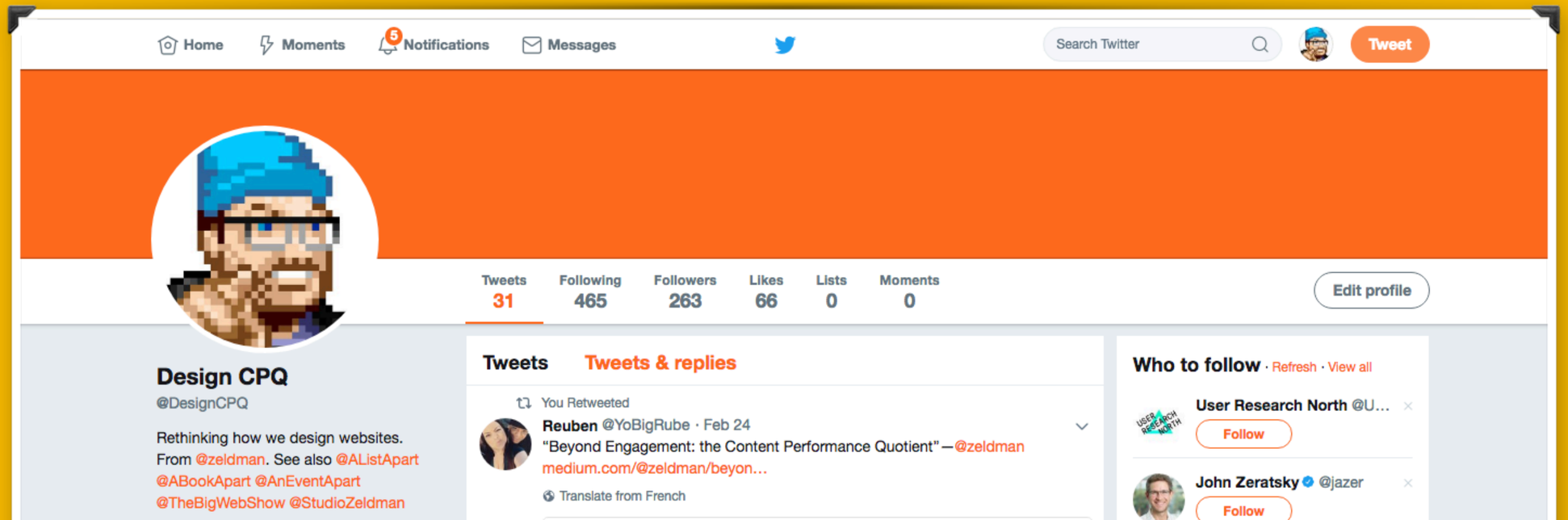
If the content is delivered for the good of the general public, the presentation must facilitate slow, careful reading.

If it's designed to promote our business or help a customer get an answer to her question, it must be designed for speed of relevancy.

Search

Explore



@zeldman

@designCPQ