

Content Workshops in Under 8 Hours: Giving Your Client Everything They Need to Know

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An abstract graphic consisting of numerous thin, curved lines in various colors (blue, green, yellow, orange, red, pink) that converge at a single point at the top right, forming a sharp peak. The lines originate from the bottom left and fan out towards the top right.

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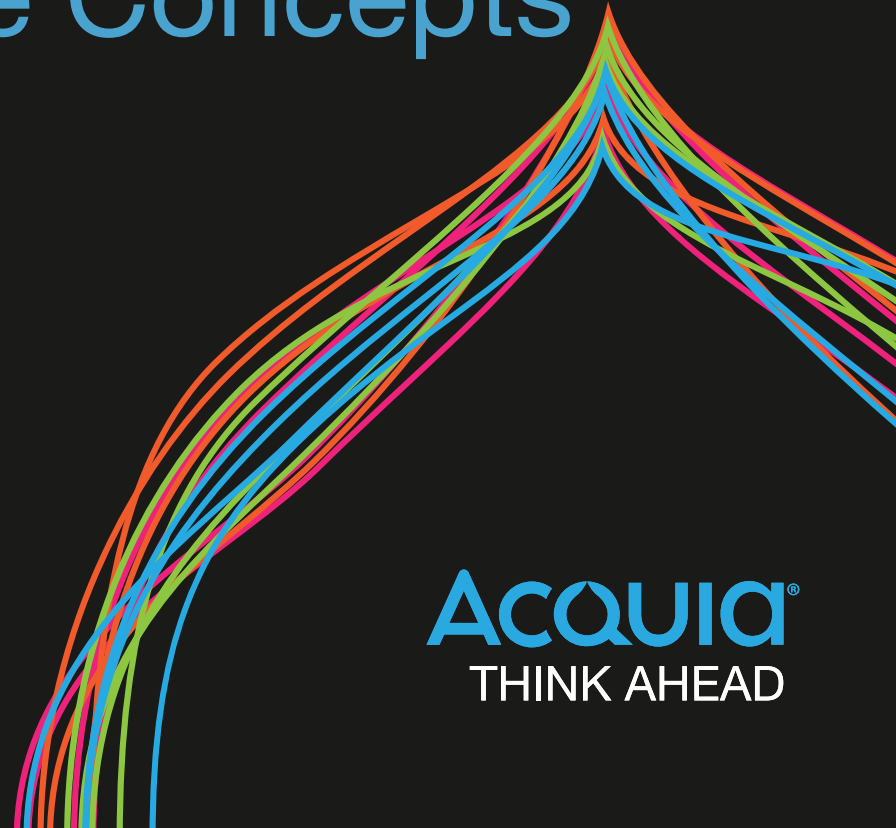
Purpose of the Workshop

- Give clients basic knowledge of content strategy, information architecture, and usability
- Acts as a starting point
- Should occur before development begins and over several days

Structure of the Workshop

- Day 1: Big Picture Concepts
- Day 2: Content Strategy
- Day 3: Information Architecture and Usability
- Give them homework to solidify concepts

Day 1: Big Picture Concepts



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Day 1

- Introductions
- Goals and Workshop Design
- Big Picture Concepts

Goals and Workshop Design

- Make them think about other websites
- How can these be applied to their own website?

Important Concepts

- Mental Model
- Usability and Content Criteria
 - Effectiveness
 - Ease of Learning
 - Efficiency
 - Memorability
 - Satisfaction

Site Strategy

- Website Goals and Business/Agency Goals
- Target Audiences and Target Users
- Scenarios, Tasks, and Personas

Target Audiences and Users

→ Profiles

■ User Profiles

- Age
- Domain Expertise
- Occupation
- Technological Constraints
- Online Frequency

■ Task Profiles

- Types of tasks users are looking to perform
- Prioritize tasks by type of user and/or importance and frequency of the task

Task And Scenario Analysis

- Collection of items and tasks that users want to accomplish
- Scenario Example: If I'm traveling for work, I want to be able to go a travel website and find a flight, book a hotel, and rent a car.
- Task Example: To rent a car, I'll look up my location, the types of cars and their prices, will review the available features, and will reserve the car.

Personas

John is 29 years old and is a full-time employee at a software engineering company. He is very high energy and is known as the “go-to” person in his company. He travels frequently for work.

Things John wants to know

- Information about previous trips
- Available trip options
- Travel costs
- Frequent flyer information
- Rewards program information

Things John wants to do

- Book travel for himself
- Be able to have a travel agent book for him
- Update and change travel arrangements
- Book air, car, and hotel rental in one transaction

Example Homework Assignments

- Personas for the top 3-5 target audiences
 - Include scenarios and tasks for each of these personas
 - Do assignment individually

Day 2: Content Strategy



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Day 2

- Content Inventory
- Editorial Calendar
- Taxonomy
- Writing for the Web
- PDF vs. Web Pages

Content Inventory

- List of all content on the site
- Assess every piece of content to determine its purpose
- What to Capture
- Content Statuses

Navigation Level	Title	URL	File Format	Author	Tags	Status
3	National Tracing Center	http://www.atf.gov/content/firearms/firearms-enforcement/national-tracing-center	webpage	Brian	firearms	Removed
2	Explosives industry	http://www.atf.gov/content/Explosives/explosives-industry	webpage	Brian	explosives	Rewrite
1	About	http://www.atf.gov/content/About	webpage	Brian	ATF, arson, terrorism, firearms, explosives	Create
1	Careers	http://www.atf.gov/content/Careers/careers-at-ATF	webpage	Brian	ATF, arson, terrorism, firearms, explosives	Move

Editorial Calendar

- List of all content on the site
- Assess every piece of content to determine its purpose
- What to Capture
- Content Statuses

Editorial Calendar

- Determine owner by type of content or by section
- Determine how often each section or content type should be reviewed for content removal, edits, creation, or separation

Taxonomy

- What is the best way to categorize content?
- Limit categorization

Writing for the Web

- Talk about “how to” and examples
- Show what works and what doesn’t work
 - <http://alistapart.com/column/the-people-are-the-work>
 - <http://mashable.com/2015/01/27/adventure-guide-maryland-dc-va/>
 - <http://www.dhs.gov/how-do-i/do-business-dhs>
 - <http://www.whitehouse.gov/blog/2015/02/05/big-data-and-privacy-1-year-out>

PDFs vs Web Pages

PDFs

- No navigation associated with it
- Not mobile friendly and difficult for 508 compliance
- Text fits printed page
- Hard to read
- Good for large pieces of content or books

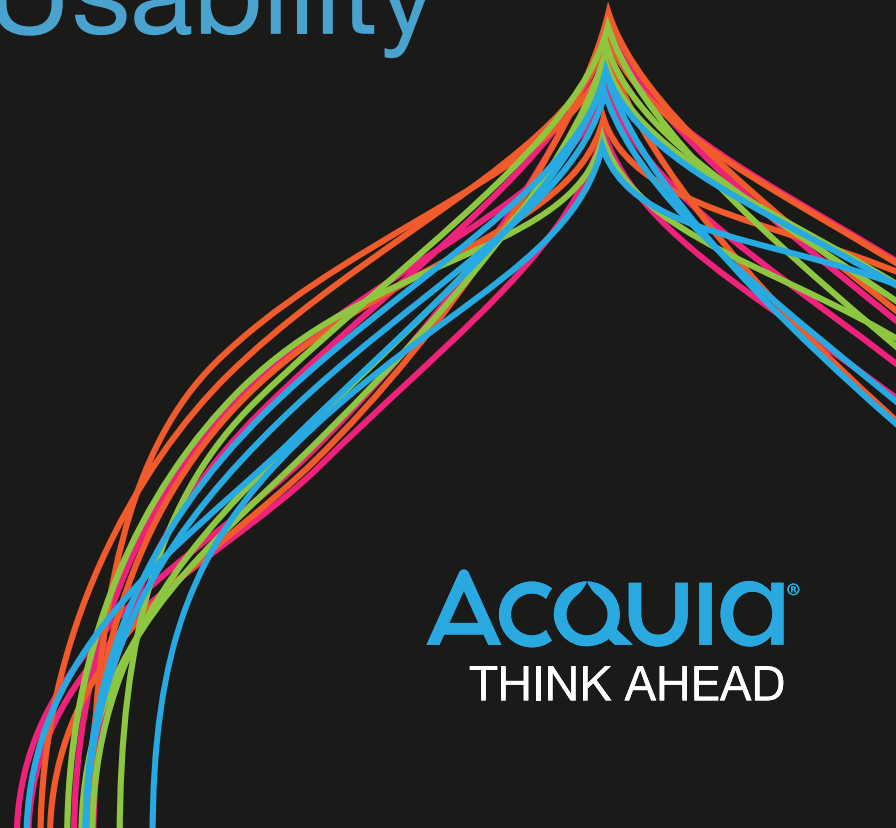
Web Pages

- Navigation available on all pages
- Text fits on all devices and is easier to make 508 compliant
- Good for shorter pieces of content

Example Homework

- List 5 pieces of content in the structure you plan to use for your content inventory
- Take one piece of content from your site and talk about how you would restructure it and why
- Come up with two vocabularies with associated taxonomy terms

Day 3: Information Architecture and Usability



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Day 3

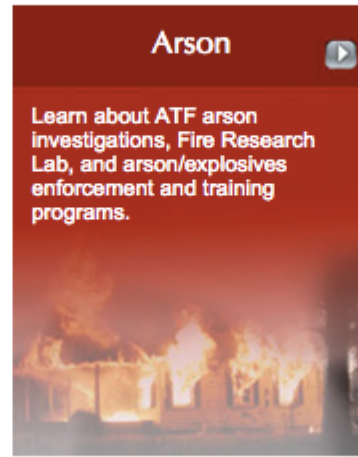
- Information Architecture
 - Navigation
 - Card Sorting
 - Wireframes
- Usability

Navigation

→ Navigation

- Think about other sites and how to apply changes
- Schemes: Topic, User, Overlap
- Prioritizing Items
- Analyzing Navigation
 - Navigation Inconsistencies
 - Navigation Items in Multiple Menus
 - Unnecessary or redundant steps
 - Number of Unnecessary Clicks

Navigation Schemas



Navigation Schemas

Plan, Prepare & Mitigate	Disaster Survivor Assistance	Response & Recovery	Topics & Audiences	Blog, Newsroom, Videos & Photos	About FEMA
Before, During & After a Disaster	Apply for Assistance, Disaster Declarations	Tools, Teams, Individual & Public Assistance	Grants, How to Help, Private Sector, Tribal	News Releases, Social Media, FEMA App	Offices, Careers, Employee Info, Policies, FAQs
Data Visualization	Equal Rights		Private Sector	Voluntary, Faith-Based, & Community-Based Organizations	
Doing Business with FEMA	Grants		States	Volunteer and Donate Responsibly	
Emergency Management Agencies	International Community		Tribal Affairs	Whole Community	
	OpenFEMA				

Topics & Audiences - Grants, How to Help, Private Sector, Tribal (Level 1 Menu Item: Expanded)

Card Sorting and Wireframes

- Explain what they are and why they're important
- Connect to research like mental model and Gestalt's principles
- Short explanation of process
- Give examples of products
 - Optimal Workshop
 - UXPin
 - OmniGraffle
- Give examples of products

Usability

- Explain difference between user-centered design and usability testing
- Talk through available tools
 - UX Check
 - OpenHallway
 - GoToMeeting/Screen Sharing and Recording Software
 - Morae

Example Homework

- If you had to put together a card sorting exercise, what would your main navigation groups be? What secondary items would you want to use?
- If you had to choose 3 pages on the current site to rearrange or change the content on, what three pages would those be and what changes would you make?

Tasks Moving Forward

- Create Personas, Scenarios, and Task Profiles
- Create Content Inventory and Editorial Calendar
- Rewrite and Restructure Content
- Create Taxonomy
- Conduct Card Sorting
- Revise Navigation
- Create Wireframes/Decide Layout for Major Sections and Page Groupings

Resources

- <http://www.smashingmagazine.com/2014/08/06/a-closer-look-at-personas-part-1/>
- <http://www.nngroup.com/topic/navigation/>
- <http://www.optimalworkshop.com/optimalsort-demo>
- <http://www.usability.gov/how-to-and-tools/methods/wireframing.html>
- <http://graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm>
- *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability* by Steve Krug
- <http://www.usability.gov/how-to-and-tools/methods/content-inventory.html>
- <http://www.plainlanguage.gov/>
- <http://juicystudio.com/services/readability.php>
- <http://www.usability.gov/how-to-and-tools/methods/writing-for-the-web.html>
- *Hot Text: Web Writing that Works* by Lisa Price and Jonathan Price
- <http://alistapart.com/column/the-people-are-the-work>
- <http://mashable.com/2015/01/27/adventure-guide-maryland-dc-va/>
- <http://www.dhs.gov/how-do-i/do-business-dhs>
- <http://www.whitehouse.gov/blog/2015/02/05/big-data-and-privacy-1-year-out>

Thank You



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