

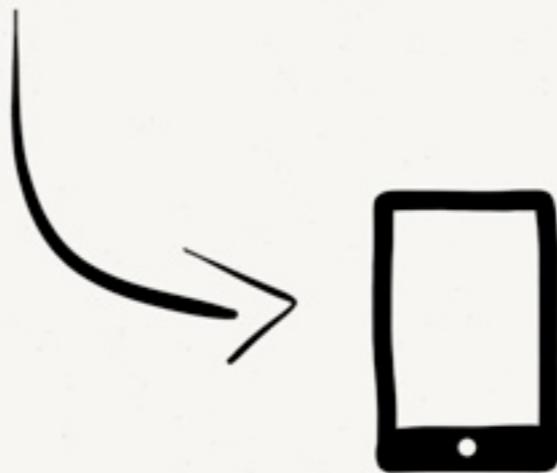
WAIT WHAT?

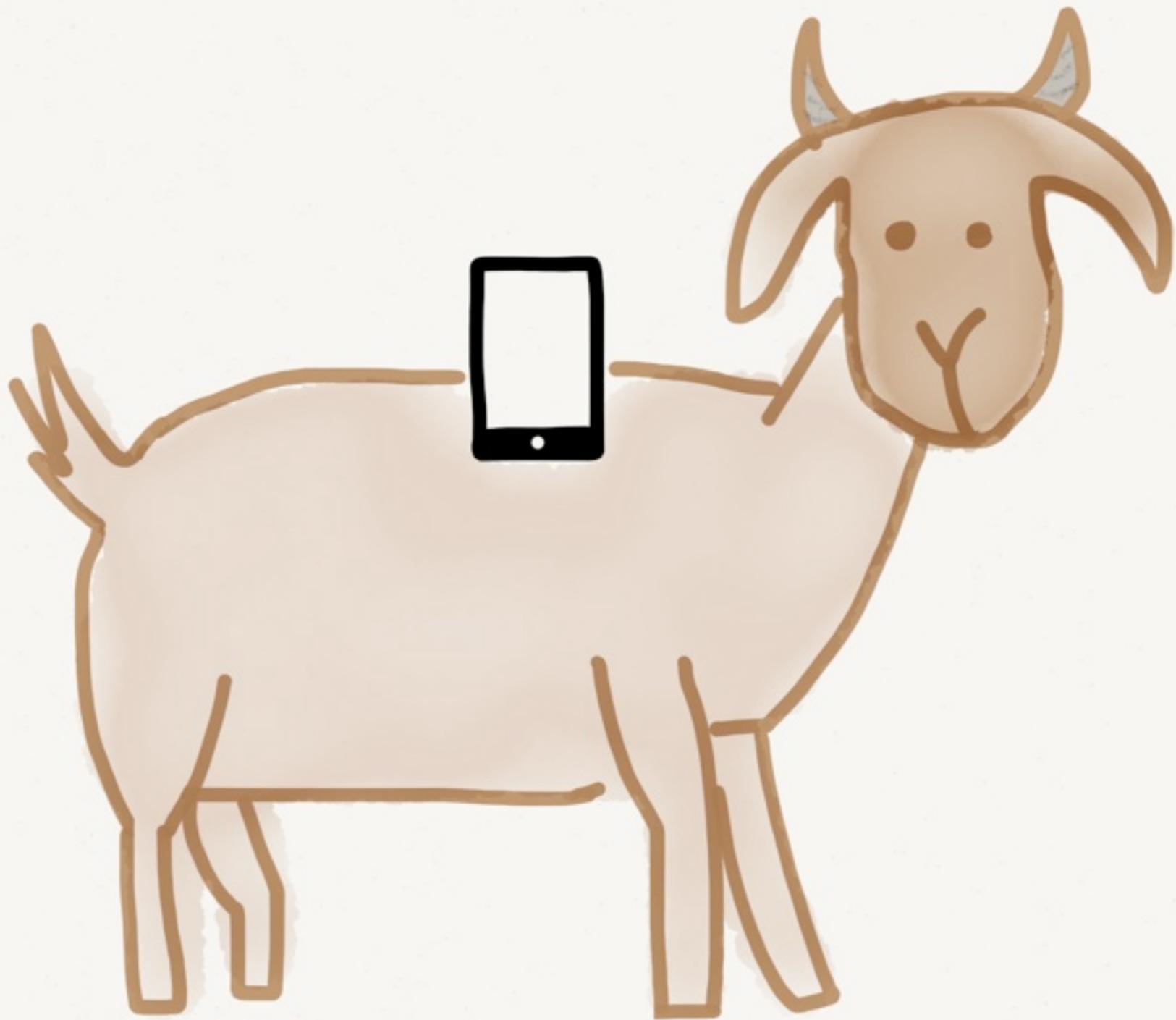
How to Enhance Your Responsive Process with Content Questions

Eileen Webb
@webmeadow



This is a very tiny screen.







Definition & Discovery

Design & Development

Post-Launch

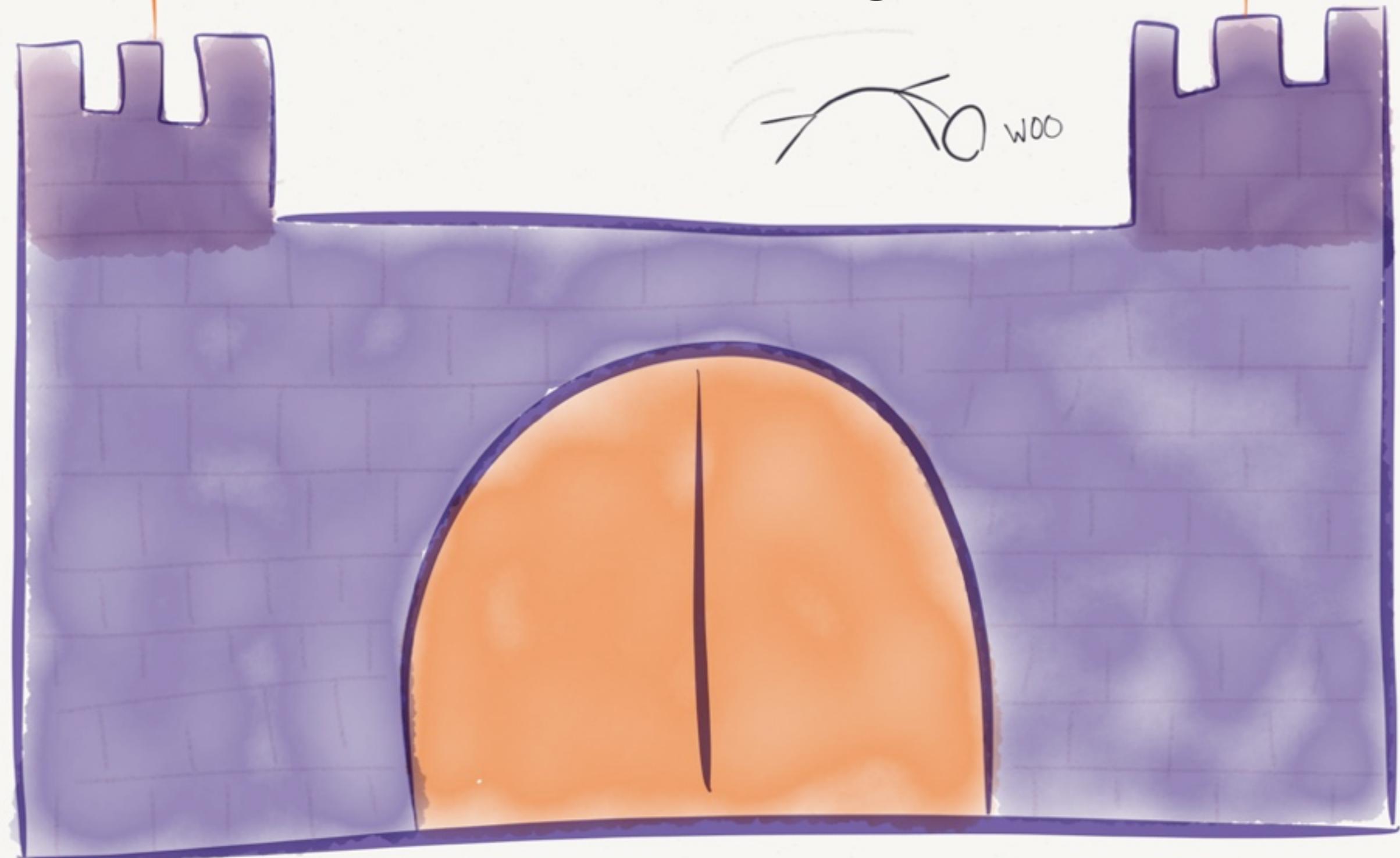
CONTENT QUESTIONS:

What's the content going to
do on this site?

Where's it going to
come from?

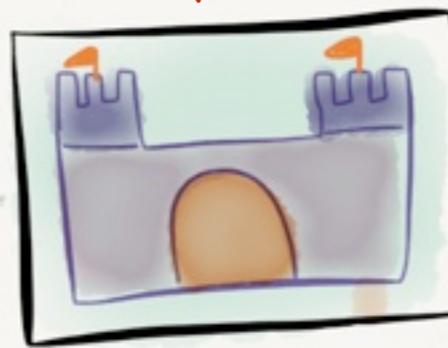
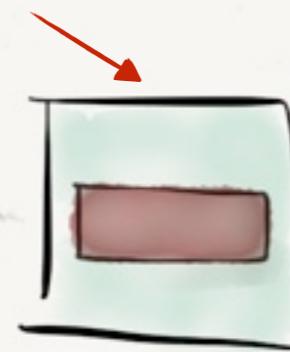


USER JOURNEY MAPPING



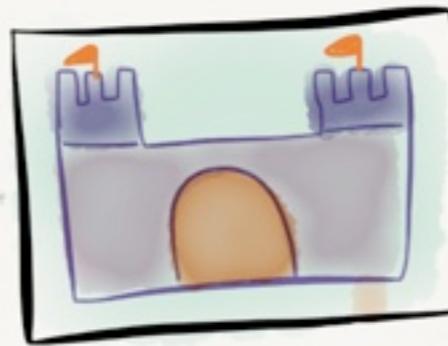
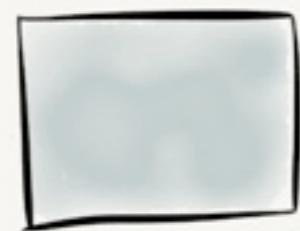
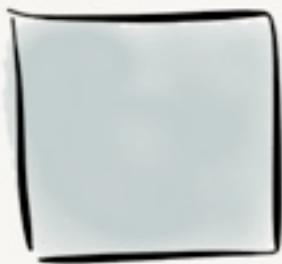
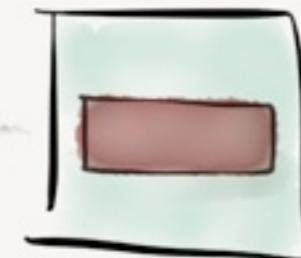
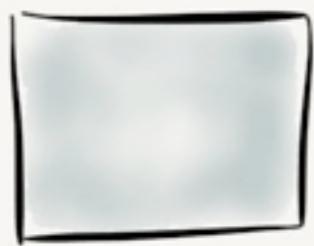


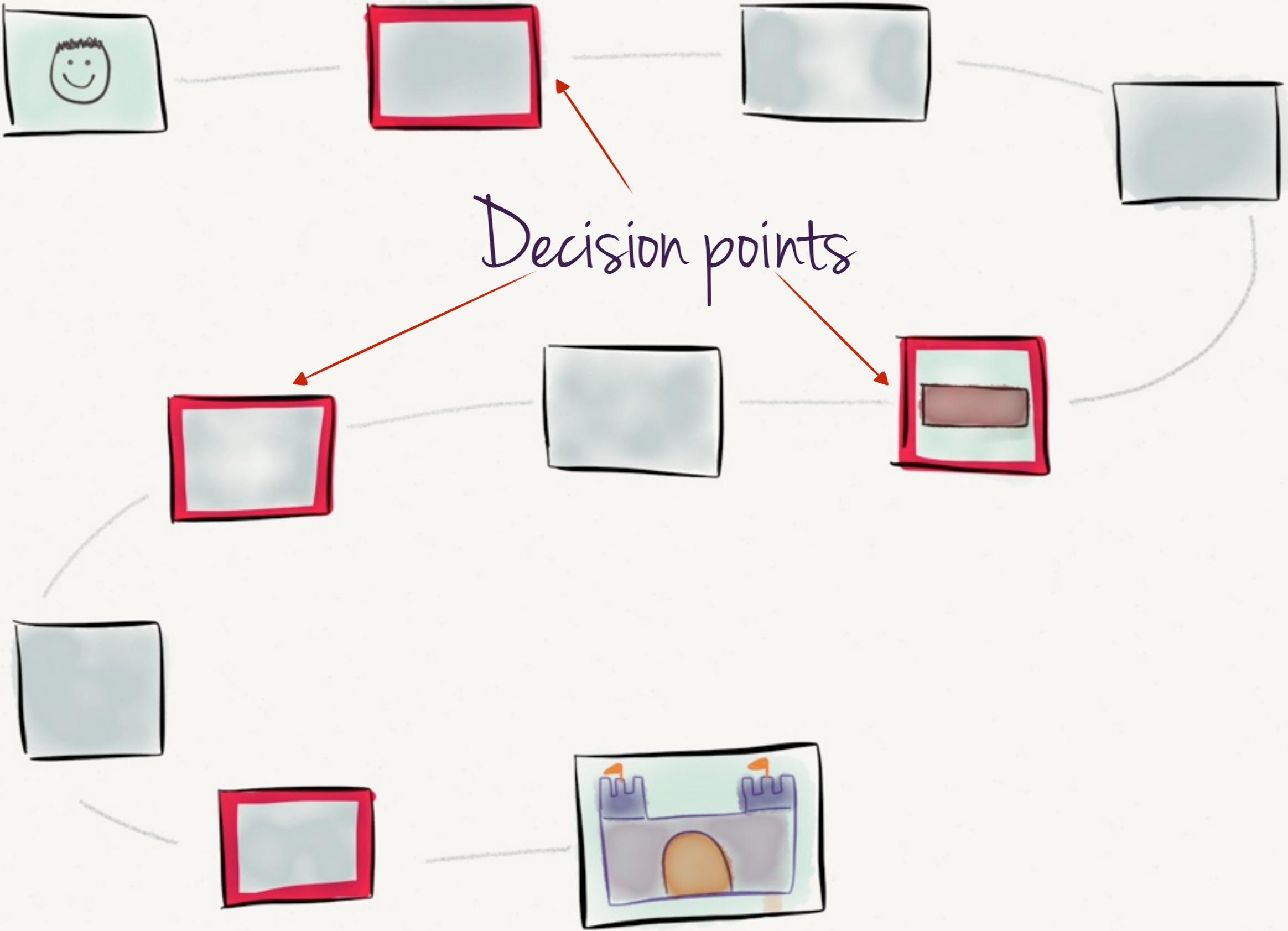
Start with anchor points



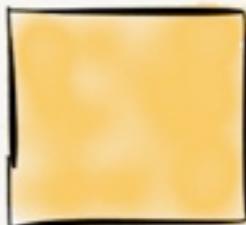


Fill in all the customer steps



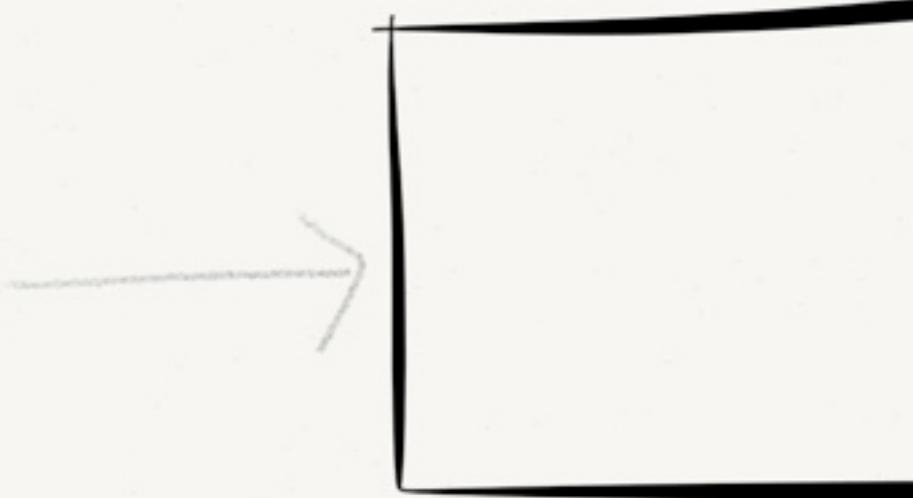
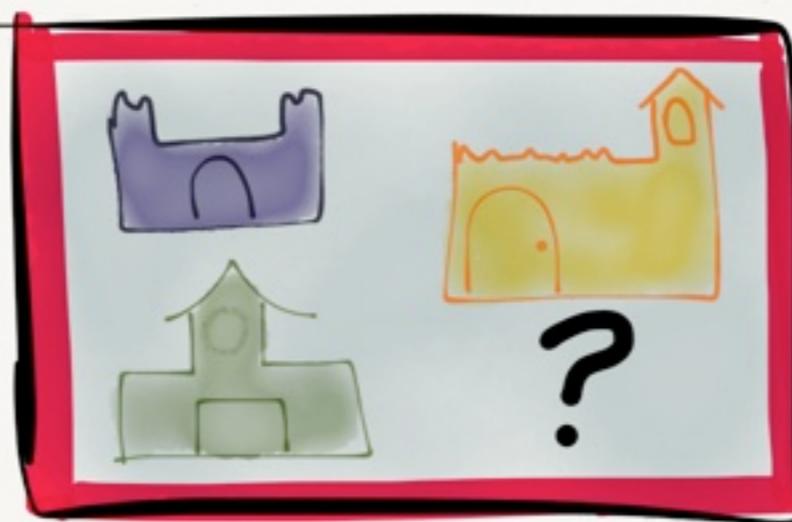


Content
we have {

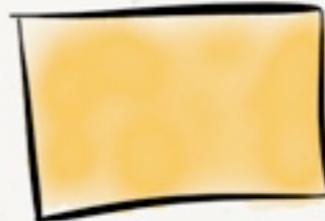


A hand-drawn tic-tac-toe board on a yellow background. It features a grid of nine squares. In the first column, there are three icons: a red arrow pointing up, a purple arrow pointing left, and a green arrow pointing down. The second column contains two red 'X' marks. The third column contains one red 'X' mark in the top square and two red 'X' marks in the bottom two squares. The fourth column has one red 'X' mark in the middle square. The fifth column has one red 'X' mark in the bottom square. The sixth column has one red 'X' mark in the middle square. The seventh column has one red 'X' mark in the top square. The eighth column has one red 'X' mark in the middle square. The ninth column has one red 'X' mark in the top square.

↑	X							
↶	X							
↓		X						
			X	X				



Content
we need {



CONTENT QUALITY

- too much content
- poor formatting for readability
- too much content
- walls of text
- too much content

CONTENT QUALITY QUESTIONS:



How can they not see that
this content is terrible?

What can we do to
make it better?

Whip up a wicked-simple HTML page:



Party Palooza

Behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the

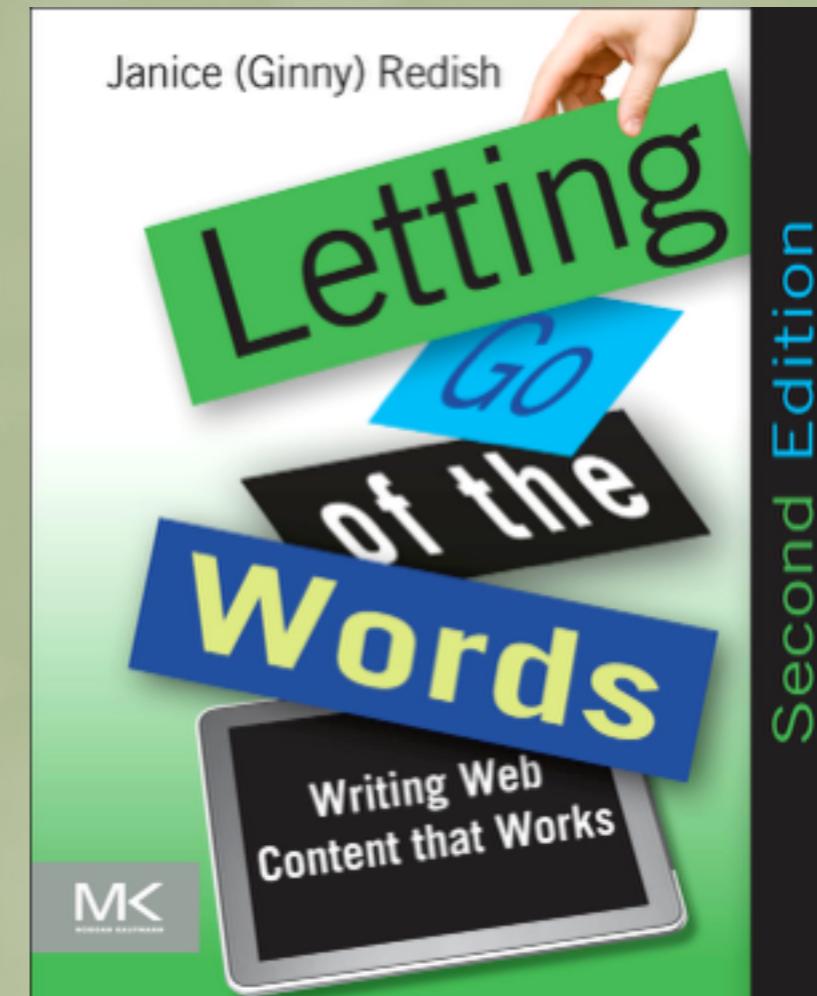
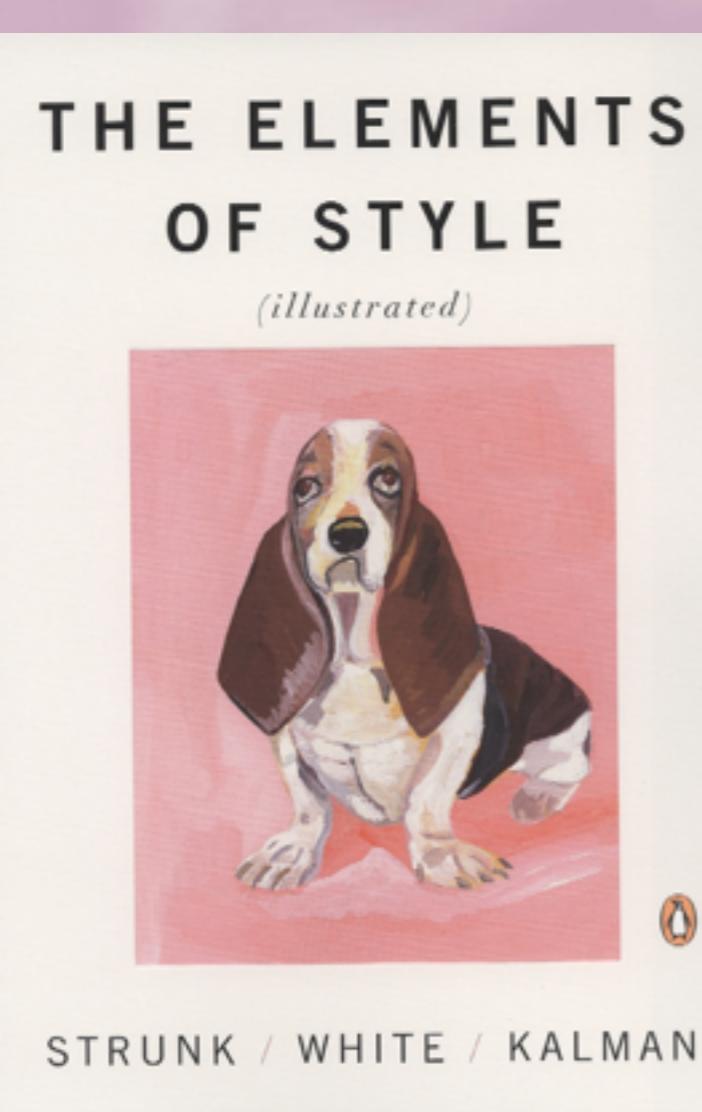


Behind all three of word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradigmatic country, in which roasting parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life. One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxoxo advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane. Pityful a rhetoric question ran over her cheek, then The Big Oxoxo advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane. Pityful a rhetoric question ran over her cheek, then The Big Oxoxo advised her not to do so, because there were t her initial into the belt!!

Please look at
this link on
your phone!



BOOKS FOR BETTER WRITING:

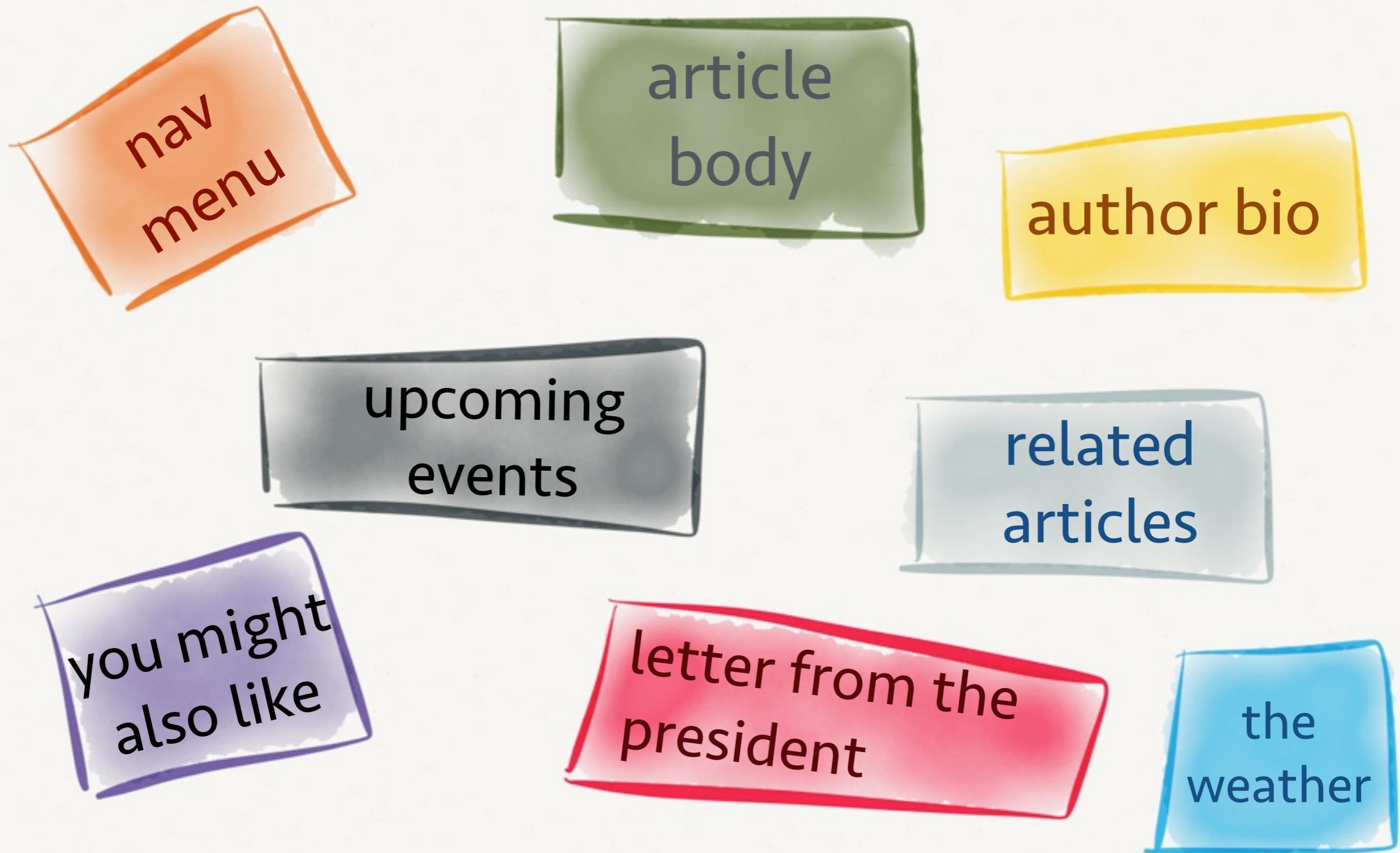


Definition & Discovery

Design & Development

Post-Launch

CONTENT ORDER



CONTENT ORDER QUESTIONS:

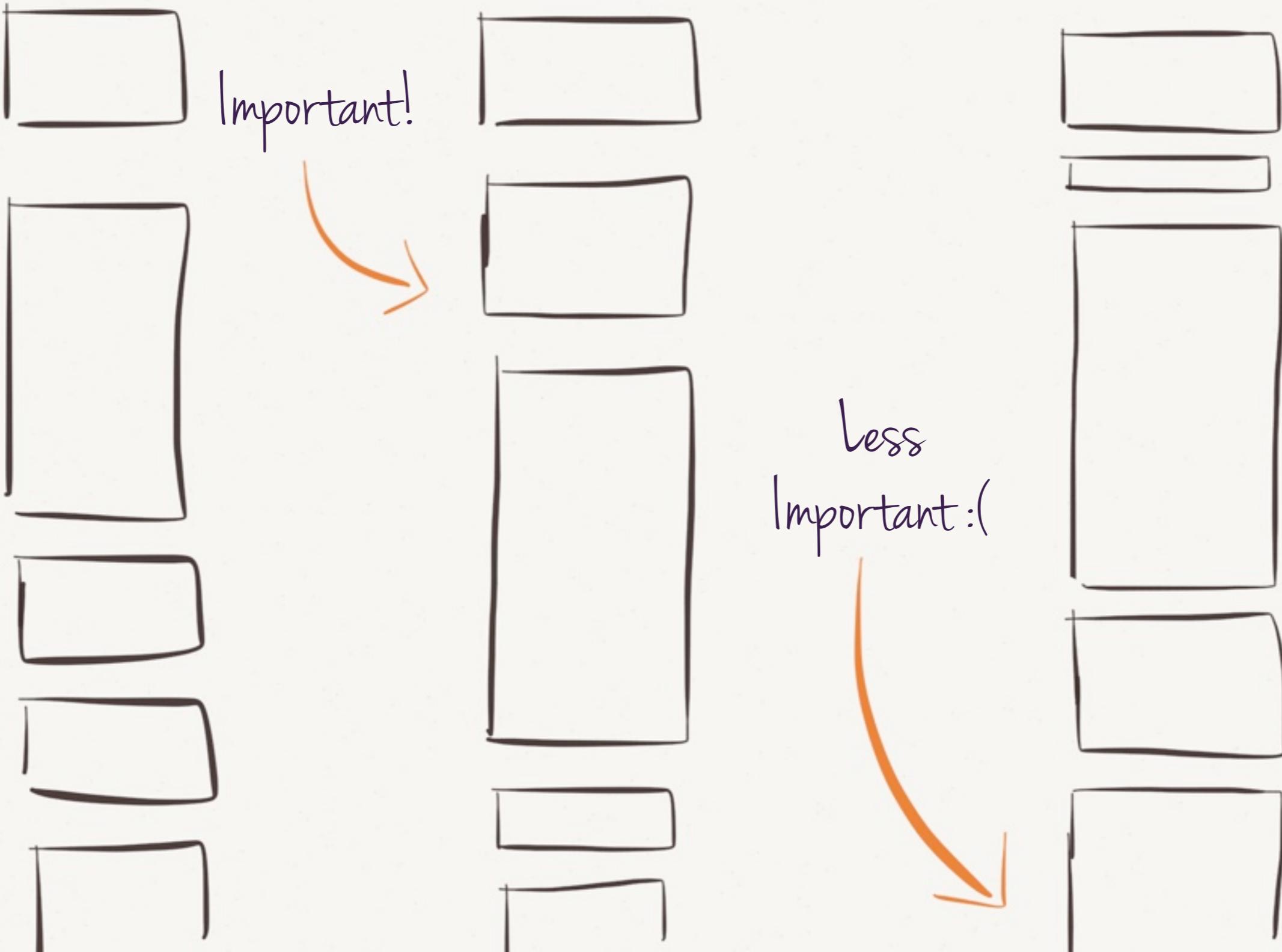
What order should the content go in?

?

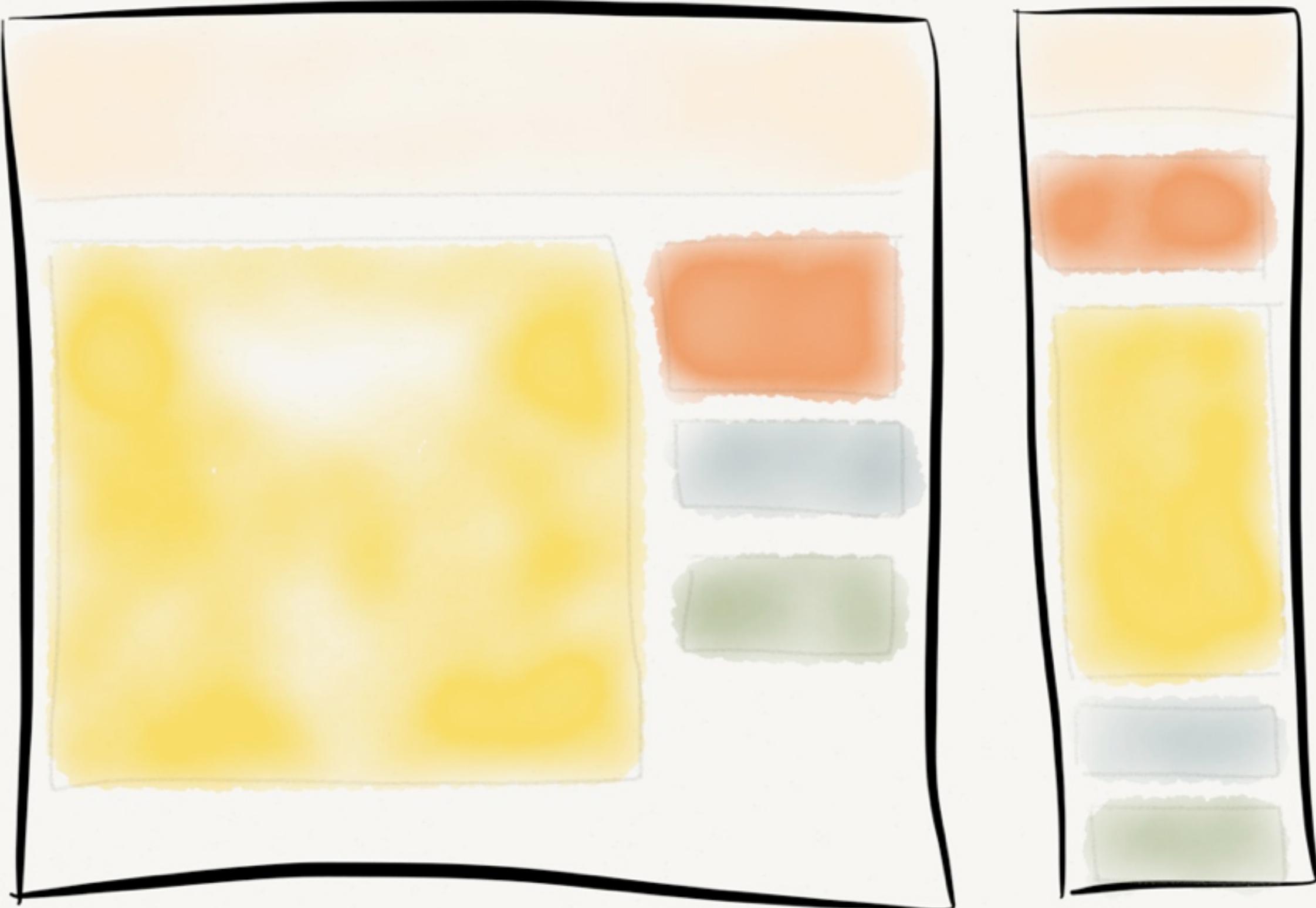
Is there content we can hide on a small screen?



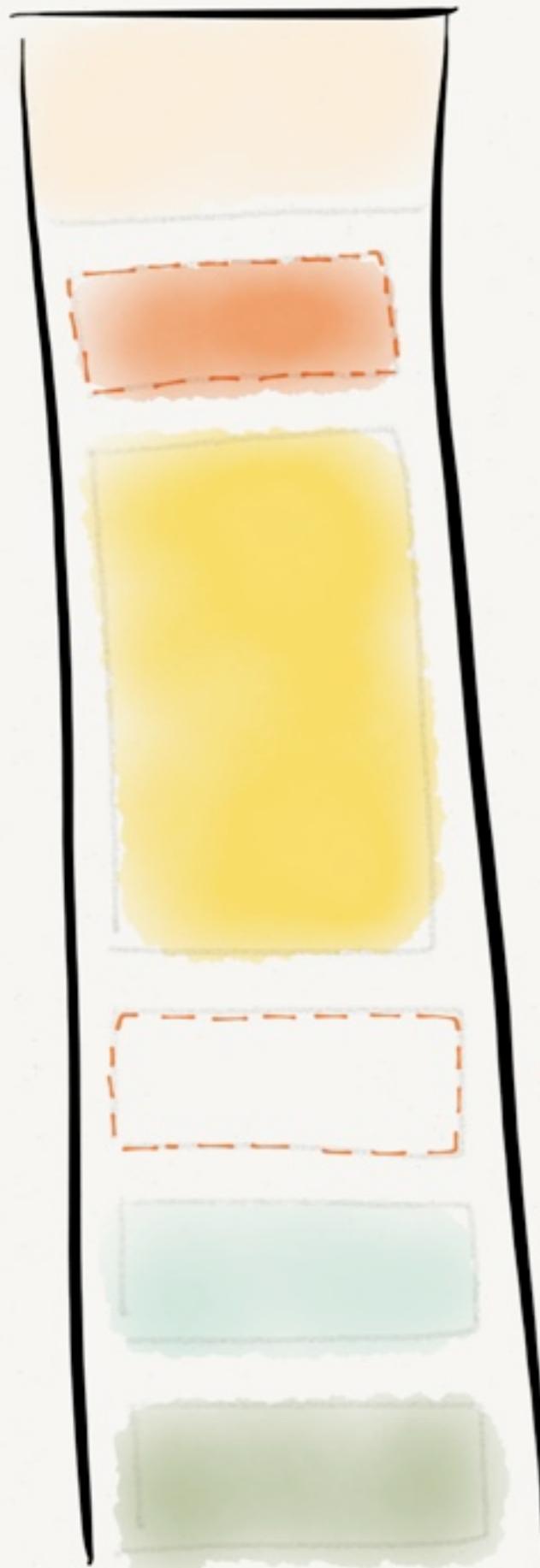
The World's Most Boring Wireframe



Sad face: mismatched source order



AppendAround



<https://github.com/filamentgroup/AppendAround>

TINY SCREENS ARE TINY

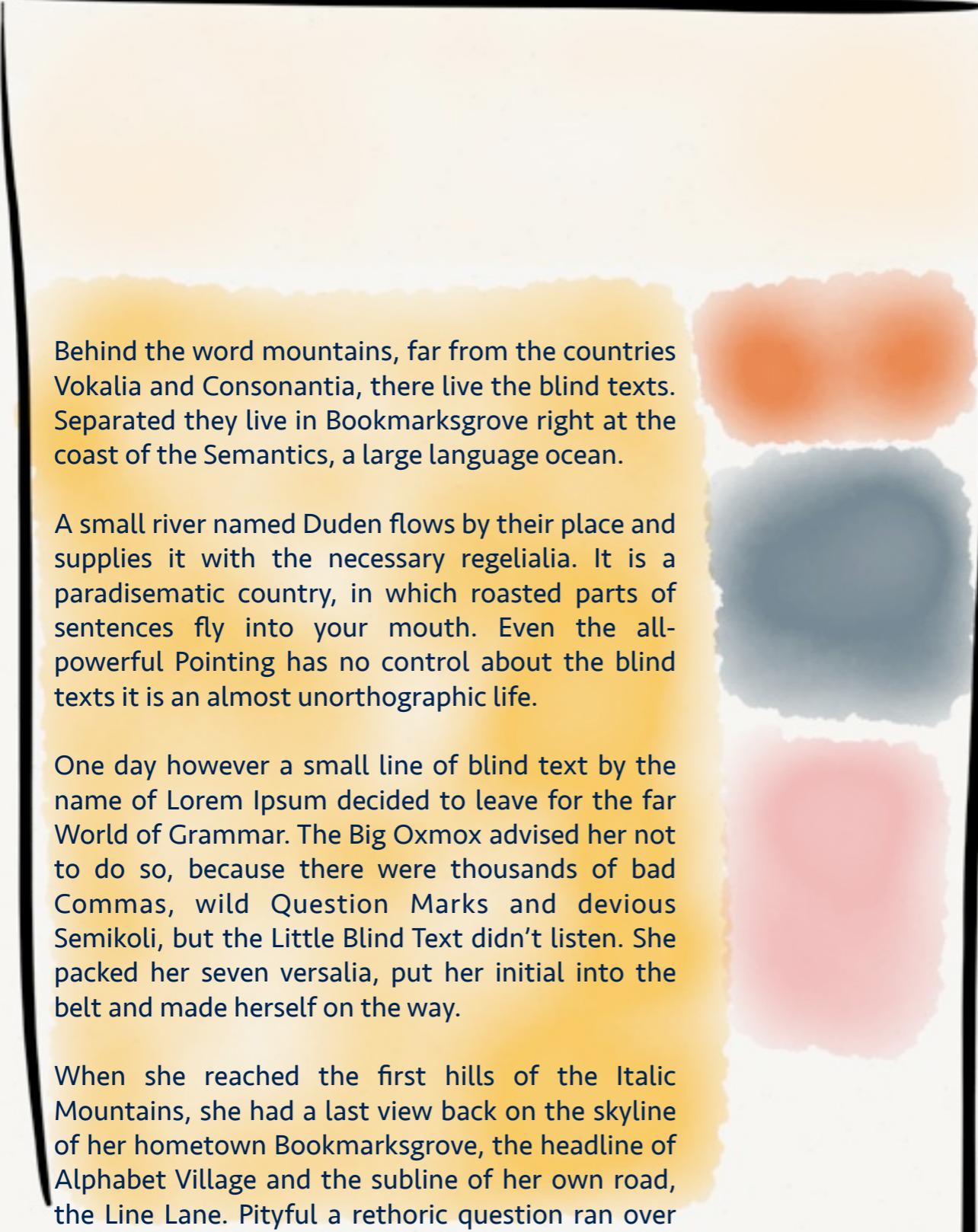
I'm going to hide
some content on the
small screen.



OK. I'm going to
glare at you.



#1: Ye Olde Read More



Behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life.

One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way.

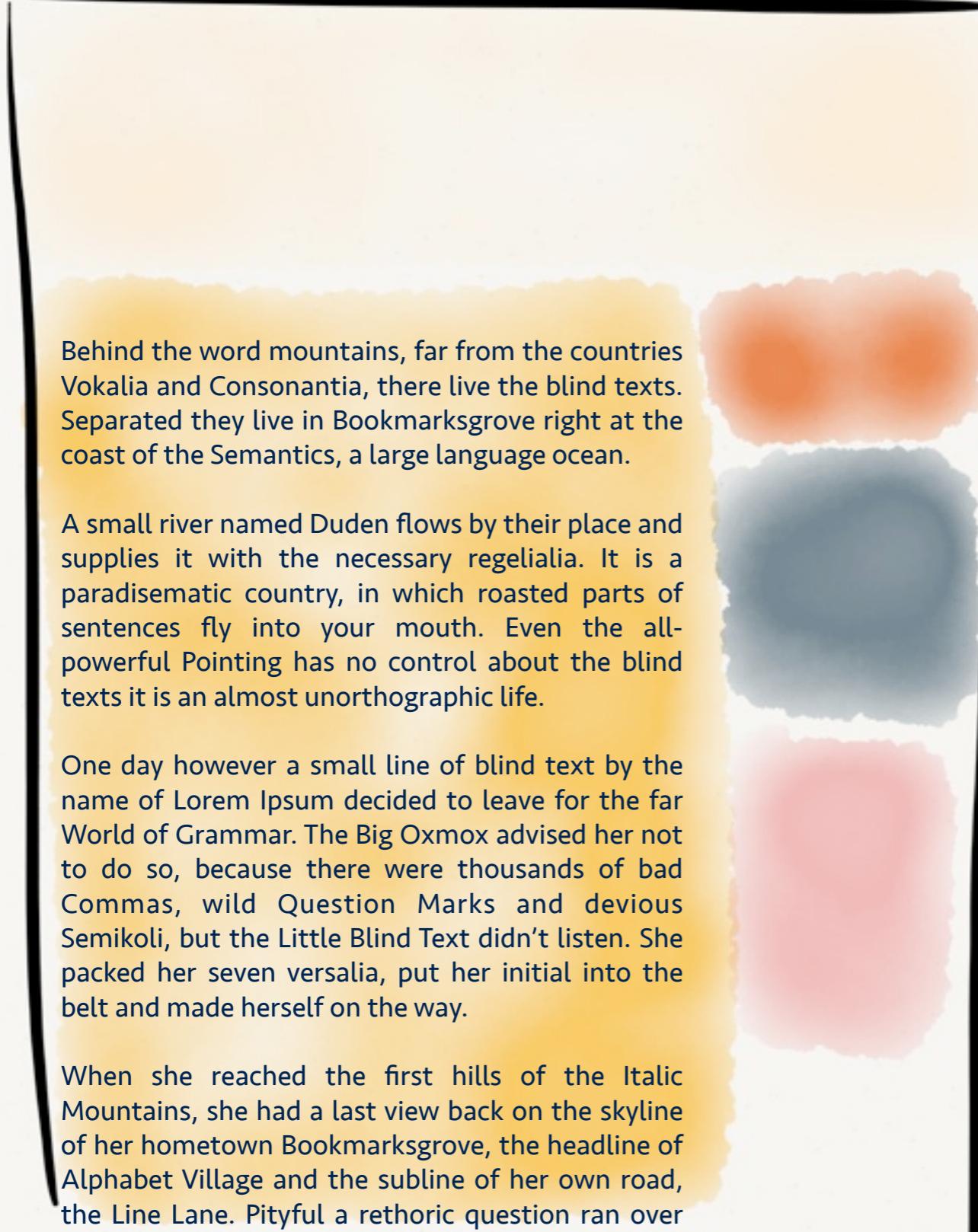
When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane. Pityful a rhetoric question ran over



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Read More »

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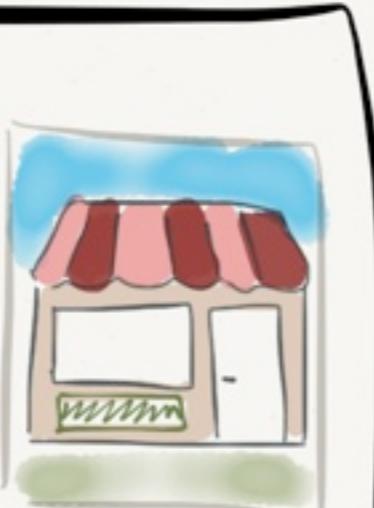
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#2: Truncatio...

Spring for a Party!

We've moved! We're enjoying our new location at 321 Spring Street. Come in and see our new space!



Colorful Rubber Orbs of Joy

You can't have a real party without party balloons! Whether you want fun shaped mylar or an assortment of latex balloons, we've got them all!



Spring for a Party!

Colorful Rubber Orbs of Joy

#2: Truncatio...

New Store on Spring Street

We've moved! We're enjoying our new location at 321 Spring Street. Come in and see our new space!



We Have Party Balloons

You can't have a real party without party balloons! Whether you want fun shaped mylar or an assortment of latex balloons, we've got them all!



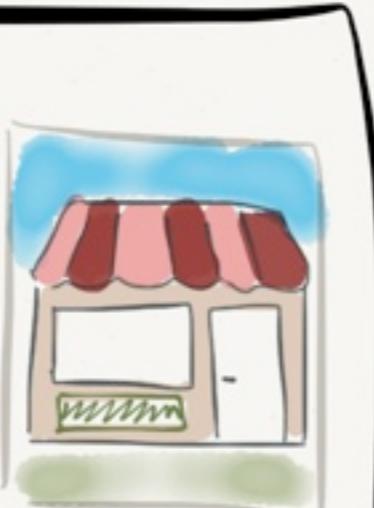
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New Store on Spring Street

We Have Party Balloons

Definition & Discovery

Design & Development

Post-Launch

POST-LAUNCH QUESTIONS:

When do new events get added to the calendar?

Who's writing the next blog post?

What's this field for?



HELP YOUR AUTHORS

Title

Body

Teaser Sentence

Category

HELP YOUR AUTHORS

Title

This title will be used for tweets and Facebook links, so be descriptive and clear, 120 char max.

Body

Use sub-header where appropriate to break text into manageable chunks. Use lists! Do not under any circumstances include the words "click here".

Teaser Sentence

What's this post about? Be informative, not poetic.

Category

This is used to attach relevant upcoming events to this news entry.

HELP YOUR AUTHORS

Author Name

This title will be used for tweets and Facebook links, so be descriptive and clear, 120 char max.

Biography Text

Use sub-header where appropriate to break text into manageable chunks. Use lists! Do not under any circumstances include the words "click here".

Teaser Sentence

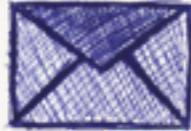
What's this post about? Be informative, not poetic.

Biography Category

This is used to attach relevant upcoming events to this news entry.

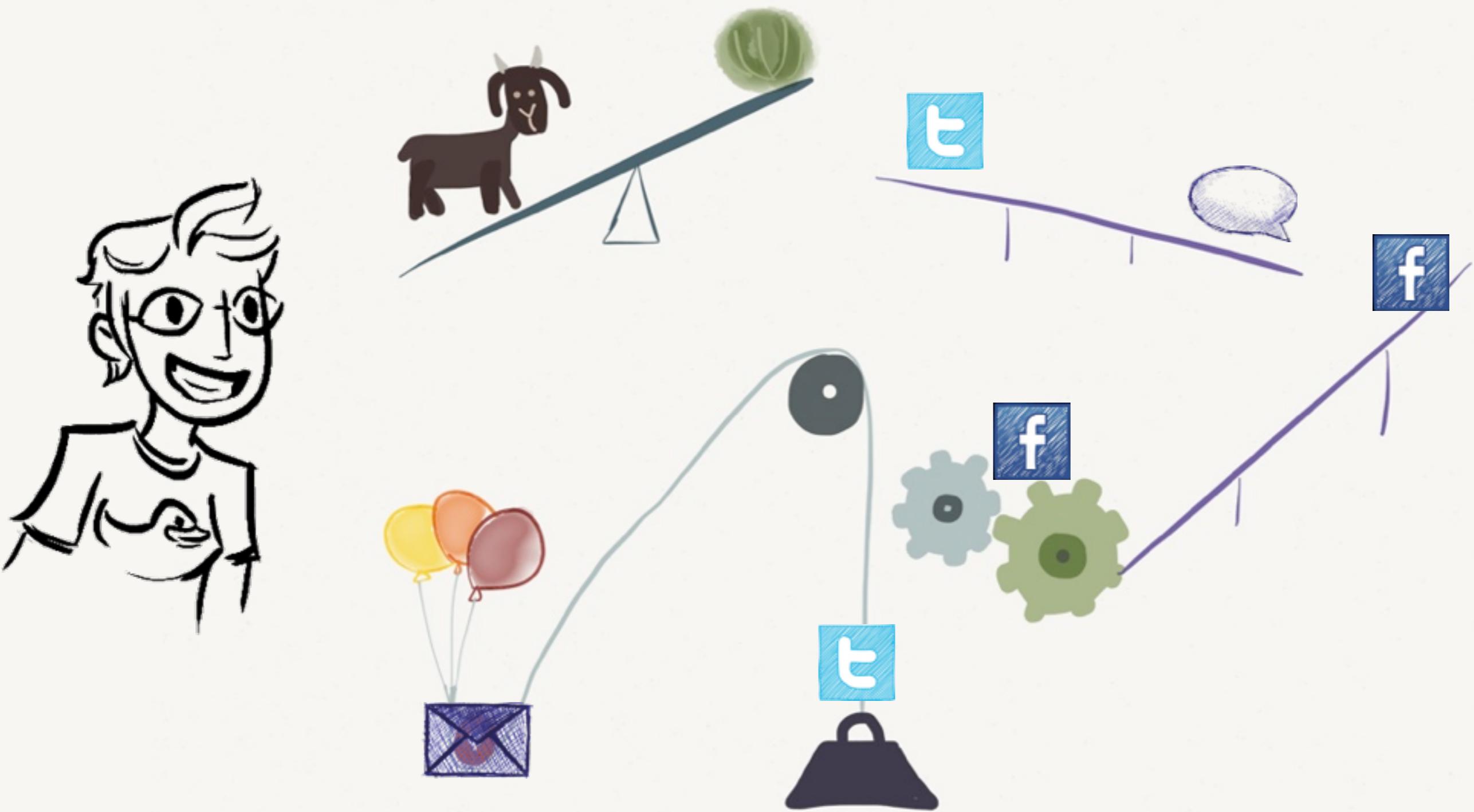
ONGOING CONTENT CREATION

EDITORIAL CALENDAR

ONGOING CONTENT CREATION

TRIGGER-BASED



“This is not really my job.”

Sorry dude.
It sort of is your job.





THANK YOU!

Artifact Conference
Austin TX

Eileen Webb
@webmeadow

Double-plus thanks to Sue
@deathbearbrown
for drawing my meeples!

