Content Plan One Slide

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Everest View: Accurate, complete, pertinent, concise, engaging and effective across learning journeys for all personas

Collaborative Team: Content, Design, Engineering, OM, PrjMgmt

Content Model Take-aways:

- **User-centric** = Focus on user's needs; target personas' usage patterns
- **Multimedia** = Support a variety of learning styles with media diversity
- **Embedded** = Provide content in UI, to be close to task, with less distraction
- **Contextual** = Display relevant topics in support of current task
- **Discoverable** = Found through structured navigation and optimized search
- **AI-enabled** = Leverage ML features
- **Data-driven** = User interviews and statistics for continuous improvement