

CONTENT-FIRST DESIGN

**WHAT DOES IT REALLY MEAN AND HOW CAN IT ENHANCE
THE AUDIENCE EXPERIENCE?**

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Bravery is a service design and product development studio planted squarely in the higher education sector. We create daring solutions to the core challenges facing institutions of higher learning.

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CONTENT-FIRST DESIGN

**WHAT DOES IT REALLY MEAN AND HOW CAN IT ENHANCE
THE AUDIENCE EXPERIENCE?**

WHAT IS CONTENT-FIRST DESIGN?

Content-first design is the practice of putting users first by addressing their content needs before assuming their visual wants.

THE TYPICAL APPROACH

TO WEB REDESIGNS IN HIGHER EDUCATION

oversimplified

THE TYPICAL APPROACH

TO WEB REDESIGNS IN HIGHER EDUCATION

Leadership Mandate

Get Bids or Assign In-house

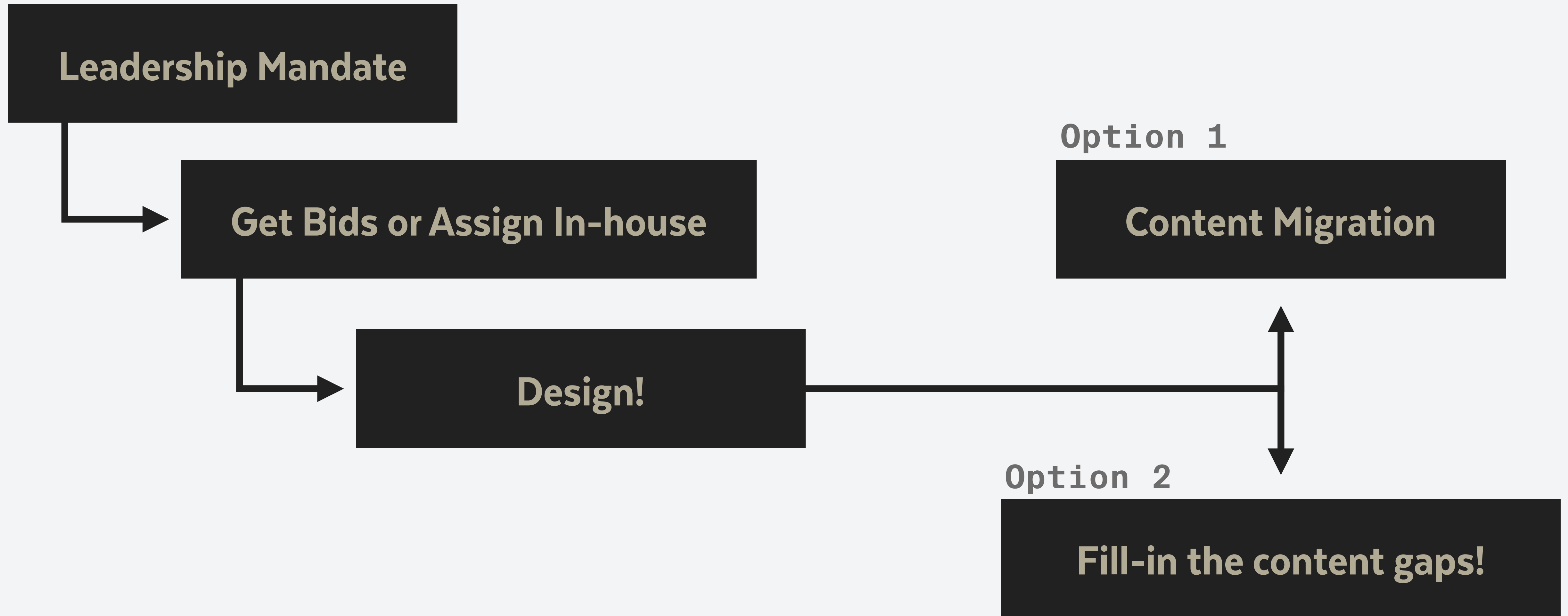
Design!

Option 1

Content Migration

Option 2

Fill-in the content gaps!



*Leaving content till last guarantees this
web project launches in a suboptimal state.*

THE PROBLEM HERE...



WHY CONTENT-FIRST?

1 *Our content is the actual product.*

Student Services

Campus Accommodation

Campus Life

Alumni Outreach

Library

Facilities

Business Services

Accessibility

Online Study

Student Services

Campus Accommodation

Campus Life

Alumni Outreach

Library

Facilities

Business Services

Accessibility

Online Study

Student Services

Campus Accommodation

Campus Life

Alumni Outreach

Library

Facilities

SERVICES ARE A

FUNCTION OF OUR CONTENT

Business Services

Accessibility

Online Study

**AND WHAT ABOUT OUR
WEBSITES?**

*Design is a function of the content it is
meant to convey.*

“Content precedes design. Design in the absence of content is not design, it’s decoration.”



Jeffrey Zeldman

5 May 2008, Twitter

2

Content can lend clarity to our goals.

**GOALS GET YOU
STARTED**

**GOALS KEEP YOU
FOCUSED**

When you know that your new website, email, or microsite is meant to increase applicants, enquiries, or fundraising amounts your copy can be written with purpose and your media chosen for maximum impact.

GOALS REVEAL YOUR AUDIENCES

3

Content helps designers do their jobs better.

HIPSTER IPSUM

Lorem ipsum dolor amet poutine everyday carry dreamcatcher, bespoke yr jianbing small batch tumeric heirloom affogato. Master cleanse chillwave viral succulents hoodie kickstarter tacos lyft. Man bun small batch PBR&B tilde yr everyday carry vexillologist cornhole intelligentsia tousled swag cardigan readymade messenger bag. Slow-carb austin direct trade biodiesel butcher. Ramps small batch food truck gastropub. Copper mug tote bag pitchfork kickstarter pabst kogi.

Pug helvetica tacos authentic shoreditch food truck mustache. Skateboard shabby chic quinoa, keffiyeh bicycle rights chambray distillery keytar master cleanse hashtag freegan banh mi tattooed meh. VHS biodiesel whatever austin, salvia yuccie banh mi hammock food truck cloud bread cred. Letterpress actually sartorial literally four dollar toast air plant mlkshk you probably haven't heard of them green juice hell of williamsburg hoodie venmo. Fam kombucha salvia ugh green juice retro chicharrones palo santo try-hard knausgaard tattooed chia coloring book trust

TRUMP IPSUM

I'm speaking with myself, number one, because I have a very good brain and I've said a lot of things. You're disgusting.

The concept of Lorem Ipsum was created by and for the Chinese in order to make U.S. design jobs non-competitive. I'm the best thing that ever happened to placeholder text. Look at that text! Would anyone use that? Can you imagine that, the text of your next webpage?! Trump Ipsum is calling for a total and complete shutdown of Muslim text entering your website.

Be careful, or I will spill the beans on your placeholder text. I know words. I have the best words. Does everybody know that pig named Lorem Ipsum? She's a disgusting pig, right? I'm speaking with myself, number one, because I have a very good brain and I've said a lot of things. You're telling the enemy exactly what you're going to do. No wonder you've been fighting Lorem Ipsum your entire adult life.

HODOR IPSUM

Hodor hodor. HODOR hodor, hodor. Hodor, hodor, hodor
hodor. HODOR hodor, hodor. Hodor hodor! Hodor! Hodor
hodor. Hodor hodor HODOR! Hodor. Hodor hodor.

Hodor? HODOR HODOR! HODOR HODOR! Hodor hodor! Hodor,
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hodor. Hodor hodor! Hodor? HODOR HODOR! Hodor hodor!
Hodor, hodor, hodor hodor. Hodor hodor. Hodor, hodor.
Hodor Hodor

*(LOADS MORE GENERATORS
AT LOREMIPSUM.IO)*

SERIOUSLY, THOUGH.

DESIGNERS NEED PARAMETERS

DESIGNERS NEED PARAMETERS

(I can say this because I am one)

LET'S LOOK AT THE GAMING SECTOR

“Game designers start with the story. What they add to the experience complements and builds on the core story; it doesn’t distract from the priority of ‘accomplish goal,’ even when that takes a year longer than expected...”

Steph Hay

29 April 2015, A List Apart

**WHAT STORY DO YOU
NEED TO TELL?**

**WHAT CONVERSATION DO YOU
WANT TO HAVE WITH YOUR
AUDIENCE?**

**WHAT CAN YOUR VISITORS
LEARN THROUGH ACTIONS?**

MAPPING ACTIONS TO YOUR NARRATIVE IS KEY

**HOW TO START
DOING THIS NOW!**

1

Talk to your designers at the project start.

APPROACH IT AS A PARTNERSHIP

**YOU'RE ALL
IN THIS TOGETHER.**

2.

Include your stakeholders, but not too much.

**YOU'LL BE RESEARCHING
WHILE BUILDING BRIDGES**

**CONTENT INSIGHTS COME
FROM INSIDER KNOWLEDGE**

**DON'T LET OUTSIDERS
TAKE OVER.**

3

Start writing as soon as possible.

**YOUR STAKEHOLDERS CAN
HELP YOU IDENTIFY
CONTENT GAPS**

**REFERENCE CONTENT EXPERTS
IN-FLOW RATHER THAN
DURING FINAL REVISIONS**

USE TEMPLATES AND PROTOTYPES TO HELP IDENTIFY DESIGN NEEDS

bonus.

These practices can actually cause an IA to naturally reveal itself.

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QUESTIONS?



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