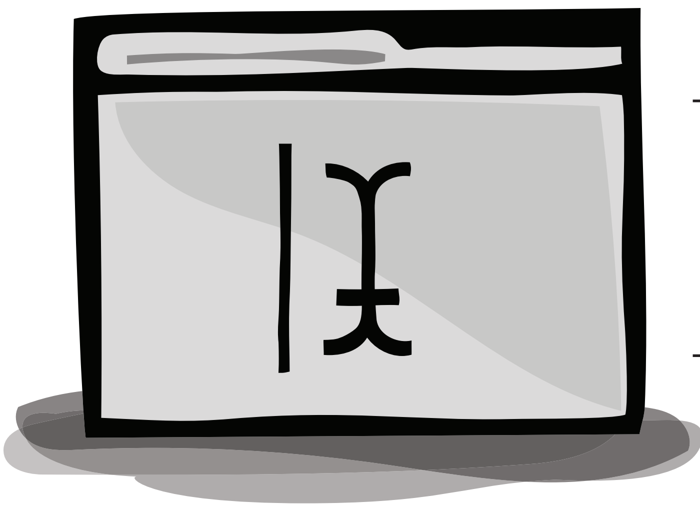


GYMNASIUM

WRITING FOR WEB AND MOBILE

Lesson 6 Handout

Making Content-First Design Work In Real Life

ABOUT THIS HANDOUT

This handout includes the following:

- A list of the core concepts covered in this lesson.
- The assignment(s) for this lesson.
- A list of readings and resources for this lesson including books, articles and websites mentioned in the videos by the instructor, plus bonus readings and resources hand-picked by the instructor.
- A transcript of the lecture videos for this lesson

CORE CONCEPTS

1. Every project is different and you will need to adjust your techniques accordingly. For example in larger organizations with many decision-makers it may be worth it to have a "pre-kickoff" meeting with senior stakeholders. This will give some direction and structure to the official "kickoff" meeting held later (including content recommendations).
2. Remember that one of the benefits of having relevant customer data and content recommendations is that it can be used to help drive design discussions with UX and designers.
3. Language Board review: The language board captures who our customer is, why she is here, what questions she has and our answers to those questions. Including conversation points is necessary as well.
4. The early writing work in a lean content workflow is intended to create a habit of designing for a specific majority; not for documenting every possible customer.
5. Conversation Maps review: The conversation map begins on the highest-value page and once this has been successfully executed, you then answer the question: How did users get here in the first place?
6. Summary of the benefits of content-first UX design:
   It orients the UX around the most sought-after content
   It facilitates cross-functional discussions about UX design
   It uses the lowest-risk, lowest fidelity, most understood UX design tool: plain text.
   It replaces empty marketing language with conversion-oriented messaging driven by customer data.

ASSIGNMENTS

1. Quiz
2. Extend your Tougher.Me user experience design by adding “comments” specific to the mobile customer’s journey.
   From your existing account creation process, which fields could be handled or treated differently on mobile?
   Document—using [brackets] or “comments”—any mobile-specific opportunities that aren’t in your current account-creation process.
   From the existing homepage, what content could be added, removed, or changed for the mobile experience?

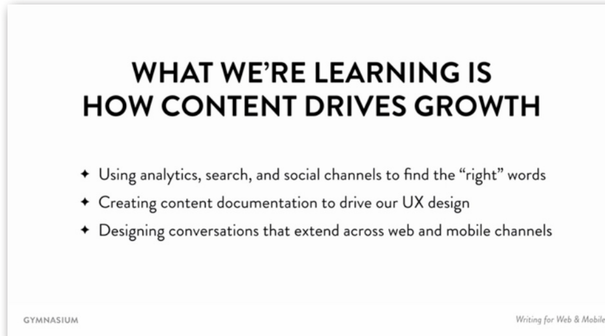
   Option 2: Extend your Tougher.Me marketing by creating a new Conversation Map called “Blog” and writing a 2-3 paragraph post.
   Your headline and body copy should include keywords you found during your analytics research (to attract more visitors)
   The topic can be on anything your highest-value customer segment will find valuable (based on your research)
   Annotate—using “comments”—any fields that could repeat across blog posts (e.g., Headline, Author, Body, etc.)

RESOURCES

- “Content Strategy,” “Lean Startup,” and “Refresh” events (typically you can find these all on meetup.com (http://www.meetup.com/))
- UIE.com (http://www.uie.com) - Sign up for UIEtips (newsletter), listen to podcasts, and register for their virtual seminars and in-person conferences
- “The Digital Crown: Winning at Content on the Web” by Ahava Leibtag (http://ahamediagroup.com/thedigitalcrown/)
- Content Strategy for Mobile” by Karen McGrane (http://www.abookapart.com/products/content-strategy-for-mobile)
- “Interviewing Users: How to Uncover Compelling Insights” by Steve Portigal (http://rosenfeldmedia.com/books/interviewing-users/)

INTRODUCTION

(Note: This is an edited transcript of the Writing for Web and Mobile lecture videos. Some students work better with written material than by watching videos alone, so we're offering this to you as an optional, helpful resource. Some elements of the instruction, like live coding, can't be recreated in a document like this one.)



Welcome to the sixth and final lesson of "Writing for Web and Mobile." In this lesson we're going to learn about Content-First UX Design and how it works in real life. At the end of this lesson, like all the other excellent lessons, you're going to be taking a brief quiz and also completing an assignment. If you have any questions, be sure to put them in the forum, where I'll be able to answer them or one of your classmates will.

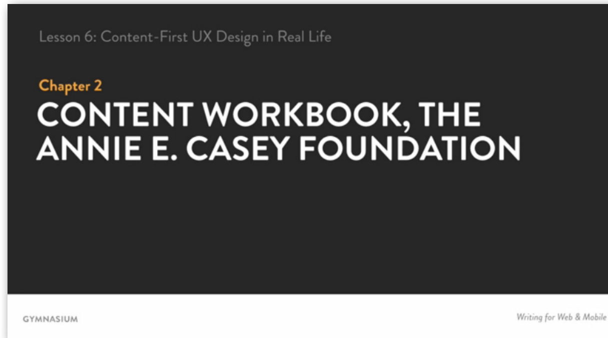
As a quick recap, in the previous five lessons we've learned about how to use analytics, search, and social channels to find the "right" words whenever we're writing for web and mobile. We've created content documentation, specifically the Content Workbook and Language Board. We formed key takeaways and content recommendations early in the process and then did Conversation Maps. These all drive our UX design.

We've extended those Conversation Maps across time and across channels, even accounting for different audiences. But how does this actually work in real life? In both the Barbell Booster's example we walked through in previous lessons as well as in the exercises you've been doing with Tougher.Me, we haven't actually worked with multiple business units.

So what happens when we get all these people around a table, and we try to come up with a new product or on a redesign of an existing one? How does this actually work? Well, I'm going to walk you through a case study of Annie E. Casey Foundation. This is a fantastic, mission-driven organization based in Baltimore that's helping to advance the child welfare and juvenile justice systems in America.

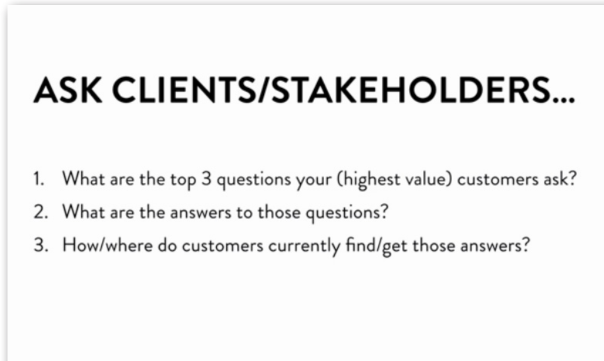
I was the content strategist on a redesign of their website, which, if you look at the home page as it exists today during this recording, this is what it looks like. But how did we get here? Because it was many months of work.

CONTENT WORKBOOK, THE ANNIE E. CASEY FOUNDATION



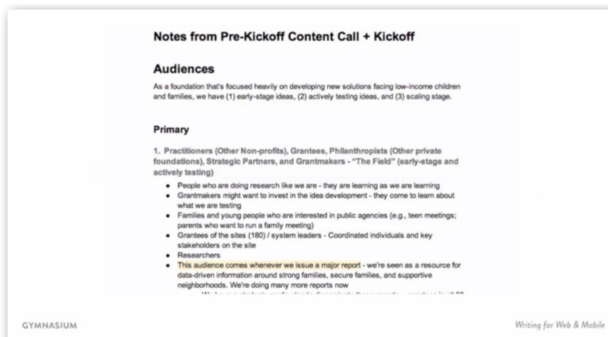
So I'm going to walk you through exactly what we've done in the previous lessons and how it actually worked in a large organization with multiple stakeholders across multiple business units, all of whom have an opinion about how the new site should be designed.

We started talking about the content experience before the kick-off meeting even happened. Specifically we asked senior-level stakeholders about a week before the kick-off meeting the three questions. We asked them, "What are the top three questions your highest-value customers ask?" "What are the answers to those questions?" Then finally: "How or where do customers currently find and get those answers?"



Now these questions, again to reiterate, are incredibly valuable in tailoring the discussion to keep everyone focused on who the customer is and what the customer wants. Because naturally, when you have a bunch of different people sitting around the table, they start telling you well, "Here's what I think..." or "I would like to see this..." and "Couldn't we have this?" They start moving around from opinion to feature, and we start getting lost about who we're designing for.

So during the pre-kickoff content call with senior-level stakeholders, we get the people who are most influential on the project talking about the project, but talking most importantly about the customer. We take notes in the Content Workbook during that call, then we bring up those notes when we all get together for the kick-off meeting. So we got together in a room in Baltimore and there were about 40 or 50 people sitting around the table.



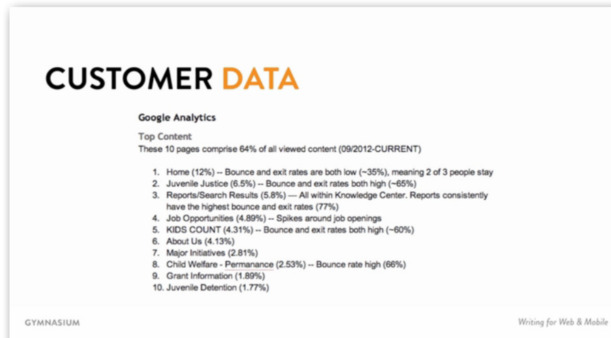
This could easily spin out of control if we try to have a discussion about what kind of content this new website should have. So we again asked the three questions that we had asked the senior-level stakeholders during the call the week prior and continued to add to the Content Workbook, which already had notes from our pre-kickoff content call.

So during this discussion with 40 or 50 people around the table, we were able to keep focused on what the customer wants. It's when we learned that the people who come to the Annie E. Casey Foundation are primarily practitioners. We asked questions like, well, "Describe to me who a practitioner is. Why is this person coming to the website?" Well, there are other non-profits and they always come whenever Annie E. Casey issues a new major report.

We asked, “Are you really having conversations with these folks on the website right now?” and they said, “No, we don’t have a two-way conversation on the site right now, and we’d like to do more of that. We’d like to have more engagement. We’d like to do more measurement.” Great. We highlighted that.

We also found out that public and elected officials were a potential audience. They came to the website looking for validation of evidence-based practices that Annie E. Casey was doing on the ground and they also wanted tools like videos or white papers.

The media also was an audience. They came to the site looking for subject matter experts. Prospective employees were an audience. They came to the site looking for jobs. Grant seekers or non-customer visitors. These were people who came to the website looking for grants and money, but they weren’t actually customers of Annie E. Casey because Annie E. Casey only funds projects by invitation. We still needed to have some sort of conversation with these folks because they were sending email, and they were calling the Call Center. And we wanted to try to answer their questions up front.



So once we had all this qualitative data about the customer, we went back to our desks and started digging into analytics and social networks to find quantitative data about the customer. This helped us form key takeaways and make early content recommendations. So we went back and dug into the analytics and we found that these 10 pages actually comprise most of the viewed content.

Perhaps not surprisingly, the home page was the number one spot. Its bounce and exit rates were actually pretty low: less than 50 percent, meaning two of three people were actually staying on the home page, which happened to look like this at the time. It’s a pretty standard home page. Navigation across the top, big images on the left and content next to them. As you scrolled down the page, you got into more navigation, some callouts, some other headlines, and a lot of links. So it was a page of links. People were staying on this page, reviewing the page, and then clicking into the site.

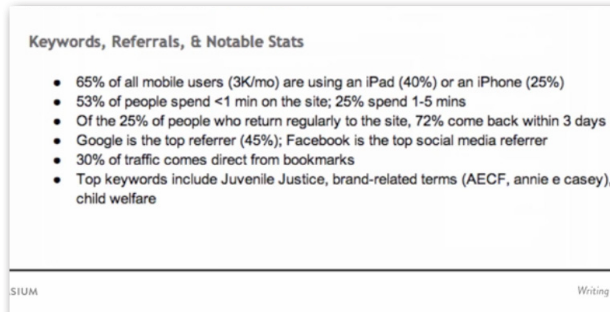
When they went into the site, they typically went to the Juvenile Justice page in that second spot. Then the third page is what I actually want to focus on here. Because during the kick-off meeting, you remember we said that the number one customer, those practitioners, were coming to the site whenever Annie E. Casey issued a new major report. So the reports in Search Results page, perhaps not surprisingly, was about 6 percent of all traffic, and it lived within this thing called the Knowledge Center.

Knowledge Center is a perfect example of a label that is sort of jargon-y. This is quote unquote “Casey Speak.” Annie E. Casey actually coined its own term for its internal jargon and they called it “Casey Speak.” But people found their way in there and they actually got to a Reports page. But once they were at a Reports page, they bounced at huge rate. So they were coming for the reports but then exiting at 77 percent rate.

What does this reports page look like? Let’s take a look: This was the Knowledge Center. You click into the Knowledge Center. You see that there’s just some general introductory text about what the Knowledge Center is. And then there’s the search right in the middle, and people were using the search. Once they actually got to a Reports page like No Place for Kids-- this was a report-- what they were greeted with was just a two or three sentence paragraph and then the option to download or view the PDF.

Not much here. How do I know whether or not this is something that's vital to me? So we're going to keep that our back pocket for now and instead move on to other Google Analytics data, including keywords, referrals, and some notable stats from social.

So Google is our top referrer here. 45 percent of traffic was coming from the search engines. In fact, they were using keywords like "juvenile justice" and "child welfare," which was great because that's what Annie. E. Casey focuses on. Then they were also using brand-related terms like "AECF" and "Annie E. Casey." That make sense.



30 percent of the traffic was coming from bookmarks. Now this is interesting because these are most likely repeat visitors. These are people who want to come to Annie E. Casey on a regular basis enough that they're actually bookmarking the page. So this is a great opportunity for us from a content perspective because we know that 75 percent of traffic is either coming from Google or from a bookmark. That helped to inform some of the content recommendations we made early on.

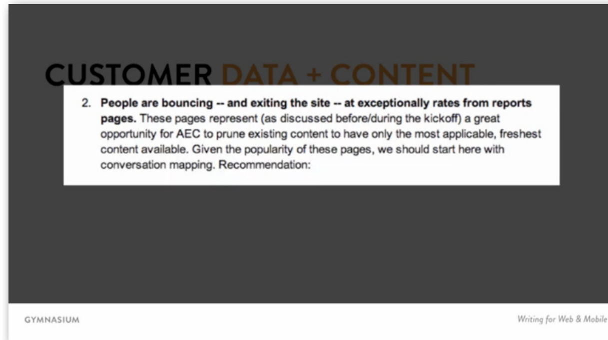
Here are a couple key takeaways from the data that we learned. Number one, people are coming for very specific information about things like juvenile justice and child welfare, but once they actually got there, they bolted. Now this might not be surprising because when we take a look at the existing Juvenile Justice page, we see a lot of competing content, right?

There's a sort of overview at the top. There's a featured slideshow. There's featured publications. There's a lot of content that happens to exist on the left side too. So we've got navigation, and then more navigation, and then more navigation, and then a callout at the bottom.

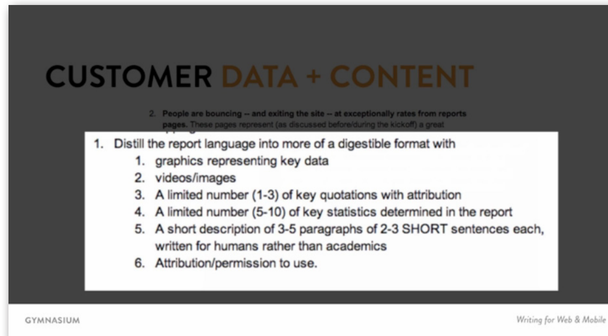
So from here, we wanted to make a recommendation that would take away some of the academic content that's on the pages and to actually remove some of the competing messages that exist around the content. So the recommendations that we added here are that number one, it's not a dead end.

Number two is that it speaks in the target audience's language. And number three is it it's filled with keywords--the kinds of keywords will draw people from the search engines and then push them into reports, for example, that are related to those particular keywords. So in doing this, we end up creating much more of a conversational structure.

A second key takeaway here is that people were bouncing and exiting the site at exceptionally high rates from those Reports pages. Remember, these are the conversion points for us for our highest-value customer. Those practitioners who are coming to the site for reports were actually bolting as soon as they got to the report. Why is that?



Well, we think it was because we didn't actually give them enough information on those report pages to help them understand whether or not that report was good for them. So we wanted to recommend starting here with the conversation mapping and actually taking away this sort of high-level generic Overview page and instead, distilling the report into something that's much more digestible and informative. Something like content that includes graphics that represent key data, maybe some videos and images, a limited number of key quotations or key statistics, maybe a short description like there exists right now, but the sort of sentences that are written for humans rather than academics.

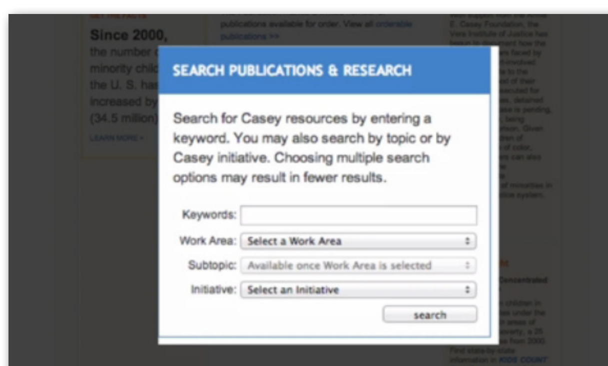


So we also wanted to be sure that these had conversion points on them. Because remember, during the kick-off meeting we learned that these weren't really conversations as they existed right now. They were more top-down, sort of inside-out marketing. We wanted to be able to measure whether or not somebody was actually engaging with the content. That's why we made this secondary recommendation here of adding conversion points, of increasing importance.

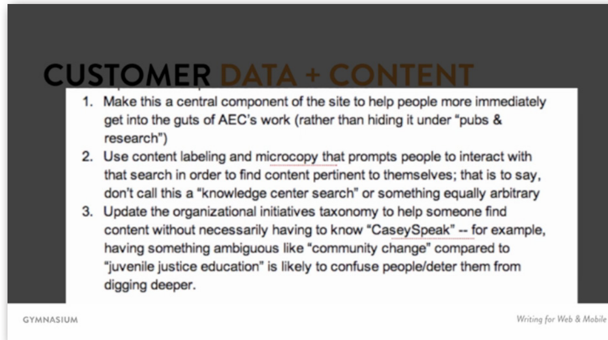
So a user might be able to print the page or view the full report, or if they're more interested, they might download the full report or email it to someone else. They might actually even contact the report authors. So we had to add all of those conversion points to this page in order to make sure that we were measuring whether or not it was engaging readers in the first place.

Finally, the third takeaway is that we wanted to make sure that keywords were used throughout the content that continued to pull people into the site and push them to other related areas of the site. They were already using the keyword search in the Knowledge Center. So in that search box in the center, they were filling out keywords. We knew that they could use the search functionality.

What if we made the search functionality a central component of the site? Well, that's what we recommended. That way, a user wouldn't have to know what the Knowledge Center is. A user would just come to the site, start looking for particular keywords, and be presented with publications that were related to that keyword.



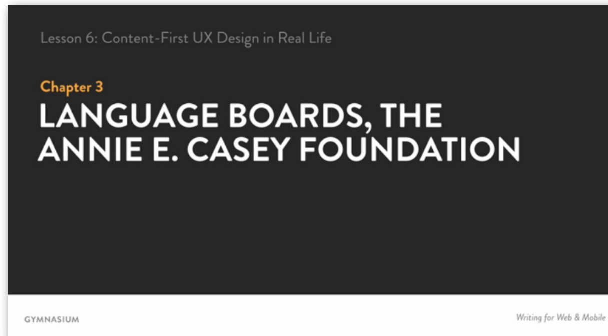
We would also use the same keywords throughout our content in the labeling, the microcopy, the things that help to prompt a user to go from Point A to Point B.



Finally, we would update any of the navigation and other sorts of taxonomies that might exist throughout the site, like tagging structure for example, which we'll get into later, so that they didn't have any of the known "Casey Speak," that internal jargon.

So the cool thing about this entire project is it was only the second week at this point. We had already had a great conversation with the stakeholders. We had a great kick-off meeting with everyone around the table talking about the customer. We dug into analytics and made content recommendations that were driving the design discussions early in the process.

LANGUAGE BOARDS, THE ANNIE E. CASEY FOUNDATION

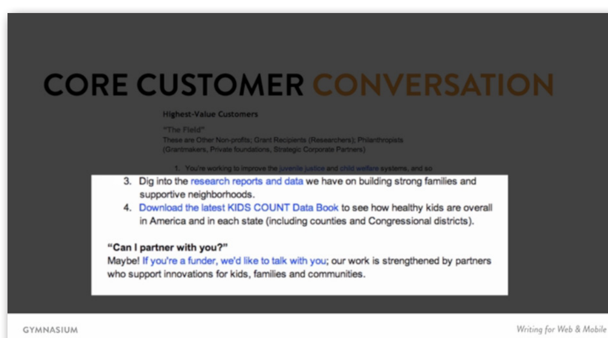


From there we moved into the Language Boards. It was time to start writing the core customer conversation. That's what we did with the highest-value customer first, "The Field." These are the other non-profits who are coming to the site to get those reports.

So what are the top three to five things that we want to say to them? Well, the most obvious is to use their own language. "You're working to improve the juvenile justice and child welfare systems, and so are we." and then highlighting those "juvenile justice" and "child welfare" phrases because these are the kinds of keywords that are bringing people to the site. We already know that from the data. So we want to put them front and center so they know they're in the right place.

Remember, the Language Board here is capturing who the customer is, why she's here, what questions she has, and our answers to those questions, plus the conversion points. So we have to think, if somebody comes here and they read this content, where do they go next? So we're doing that again as part of the Language Board itself.

That's why we add the second thing here, "Get an email, whenever we issue a new major report," because we wanted there to be a conversion. We wanted there to be something that took you from just being a general visitor to you being an engaged customer in some way.

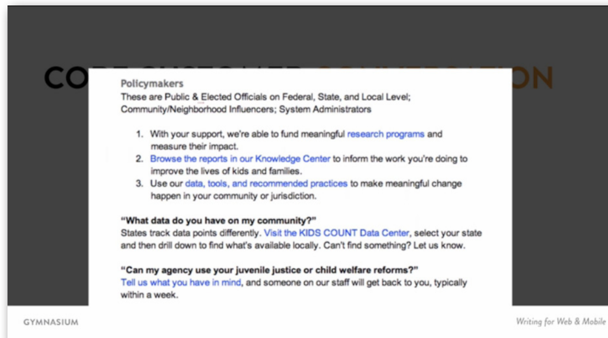


In the case of Annie E. Casey, they're not paying any money. But a customer is still somebody who's a qualified audience, somebody who might actually be able to help Annie E. Casey effect change.

We did the same process of adding additional things that we wanted to say to these customers, like dig into the research reports and data, download the latest KIDS COUNT data book, another really popular resource at the Annie E. Casey Foundation. Then we also documented the questions that they were most likely to ask, and our answers to those questions, like, “Can I partner with you?”

The focus of this early writing work, if you remember, is really just to get into the habit of designing for a specific majority, a very specific audience. It’s not to document every possible customer or use case. But we’re going to follow that same process in creating the Language Board for every other audience that we had identified in the early stages, in that pre-kickoff content call, and also in the kick-off meeting.

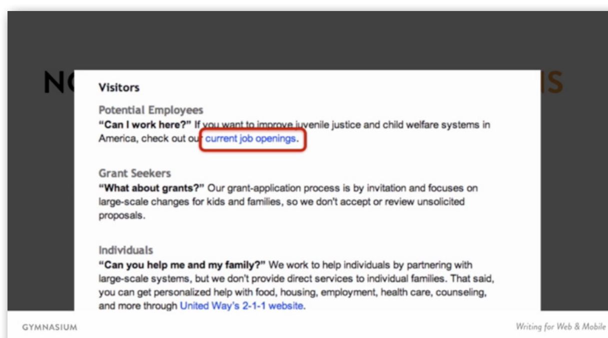
So the secondary audience is policymakers. They had their own needs for coming to the site. They had their own questions like “What data do you have on my community?” and we had to answer those questions.



Once we had done this for the highest-value customers, the practitioners and those public officials, we did the same thing for the secondary audiences and for the visitors/non-customers.

So the secondary audience for the Annie E. Casey Foundation, if you remember, is the media. We wanted to make sure that they had easy access to the things that Annie E. Casey specialized in-- juvenile justice, poverty, child welfare. Even being able to talk with policy experts or download visualizations and graphics-- things that the media were coming to get. Asking questions like this-- “I need an expert. Can you help?”

We had visitors like potential employees and grant seekers and individuals and we didn’t want to develop full conversations for them, but we did want to be able to answer the questions that they primarily had when they came to the site.



Not surprisingly, potential employees wanted to look at current job openings. Grant seekers were actually coming to ask for money, but we wanted to let them know that we didn’t accept or review unsolicited proposals, so we really couldn’t help them. We wanted to end that conversation rather than ignore it.

For individuals, we wanted to send them to where they could get help, because even though Annie E. Casey doesn’t help individuals, it knows the people who do. So this is why the United Way’s 2-1-1 website is part of the answer to that question.

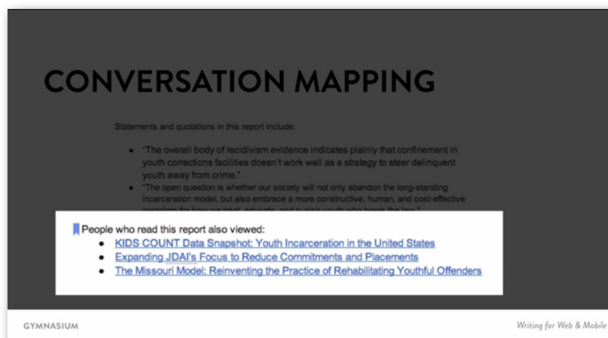
So the Content Workbook-- now this is the third, maybe the fourth week of the project at this point-- includes our Language Board. It includes the kind of voice and tone that we need to discuss with the chief marketing officer and the PR person and the digital communications manager to make sure that we are having the core conversation with each of these target audiences that reflects Annie E. Casey’s voice and that also serves the needs of its audiences.

CONVERSATION MAPS, THE ANNIE E. CASEY FOUNDATION

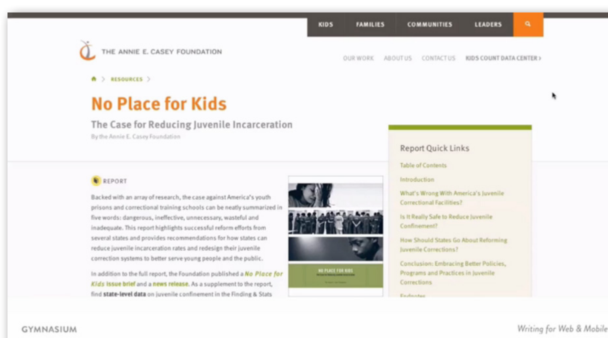
Once we had finalized those Language Boards, we moved into the conversation mapping. Again, we're thinking about that primary target audience being those practitioners and the highest-value page that they're coming to are these reports. This is a conversion point. So we start a conversation mapping, again thinking about this process in terms of reverse engineering with the reports pages.

Here's a Reports page in the Google workbook, No Place for Kids. You see in brackets are the notes for the developers to understand some of the context for why we've made the decisions that we've made. You can see through underneath Calls to Action all the ways that we're going to measure engagement. Those are all the different ways we can measure engagement now. There's an introductory paragraph. There are bite-sized takeaways. There's an economic takeaway. We're suggesting finding and stats.

We're using content pulled out of that PDF and placed into a format that follows what was our original content recommendation. If this was to go to a prototype into a design, the page now follows our content recommendations, uses real content, and starts serving the needs of the customer without asking them just to download a PDF just after reading an introductory paragraph. Once we had this highest-value page written from top to bottom, we actually went through and asked, where should users go next?



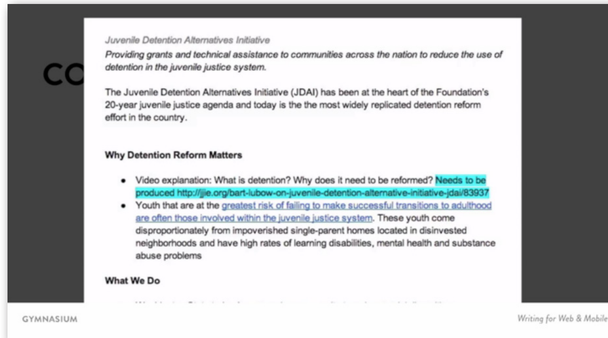
That's why at the end of this Report page, you see this new section here, "People who read this report also viewed." We just pulled this queue from Amazon. Being able to see related products, for example, helps pull you into other products you might buy. So we wanted to serve up additional reports that were related to the report you're looking at to help keep the conversation going. So that's why we added those additional links at the bottom of this Report page.



What you're seeing now is the final design, which looks remarkably like the prototype with the introductory paragraph. There are those conversion points: Download, Print this Page, Share. Here are the key takeaways: what you'll learn in this report, the key economic takeaway in the center, including a graph. Ability to share all of these things, which helps us measure engagement. Findings and stats with this cool little carousel tool. Also statements and quotations which the media could use easily. There's related reports at the bottom too, that help pull you into the next related report.

This is a huge improvement in terms of engagement and in measurement, meaning that Annie E. Casey can now learn better. This is a big step forward from where we came from-- a static page wrapped in navigation that barely had enough information to help you make a decision about whether or not you wanted to read this report in the first place.

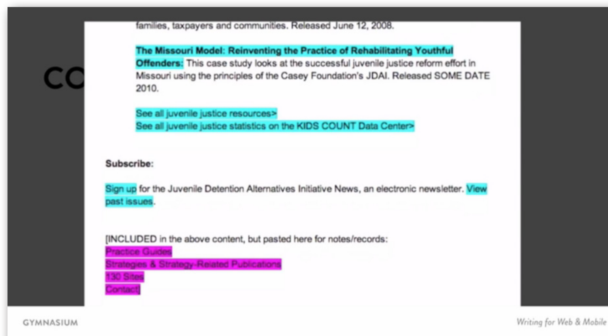
Now after we had written our highest-value page and we knew where the conversation was going to go through those related reports, we asked, again-- thinking about this in terms of reverse engineering-- "How did users get here in the first place?" So we went back to the Conversation Map.



Just so happens that the No Place for Kids report is part of the Juvenile Detention Alternatives Initiative. This was a completely different kind of content now. It's not a report. This is a group.

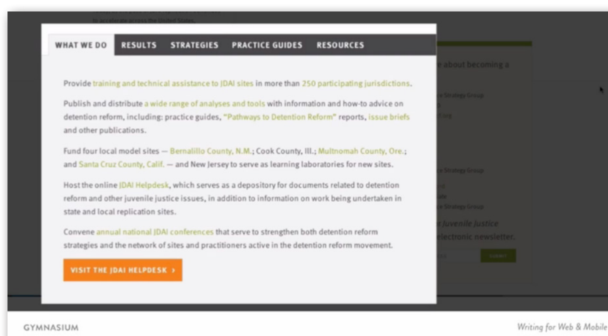
These are people who are writing the report. This is a group that has its own mission within the foundation. So we had to write content about that group. And that's what we did. Why detention reform matters. What we do. These are the kinds of things that we're helping to describe what JDAI is.

Next, we focussed on the results. Why does it exist? What kind of data has it learned? What are the core strategies that its learned which actually work for juvenile detention reform? What are the things that we can measure? What are the primary calls to action that should exist as part of this conversation? Who are the people behind JDAI? Should we have some experts and some bios? At the end of the day, where should people who are interested in JDAI also look on the website? What are the conversations related to this that they should be having?



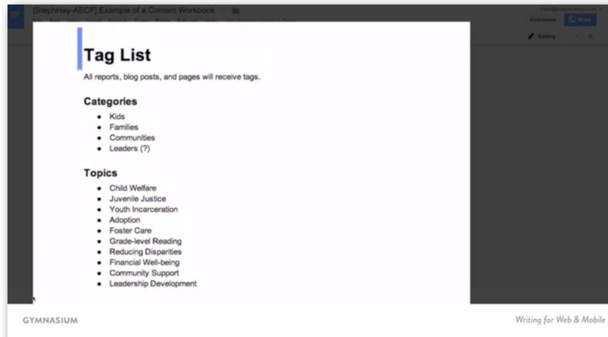
So we mapped out that entire page with the client, got approval, and moved it straight to visual design. Now the designer could again with real content decide how to best visually represent that conversation. The screen real estate of a page. So this final design as you see it today looks again, remarkably like the prototype. You'll see on the side, for example, we have a video of the expert. Who's behind JDAI?

We have some location-based information in the center around Virginia and what they're doing in Virginia. There's that what we do, the results, the strategies, all of that stuff we decided to represent in tab format. And here's a blog of related information that should be tagged for JDAI and shows up on the JDAI page. And again, some additional results at the very bottom of the page.



This was a big step forward from their original JDAI page, which looks like this. So you can see that we weren't writing brand new content for each of these pages. We were repurposing existing content. We were finding ways to package it in a way that would be more digestible. That's actually one of the benefits of doing Content-First UX Design, is that you start to get to know the content before you ever try to structure it.

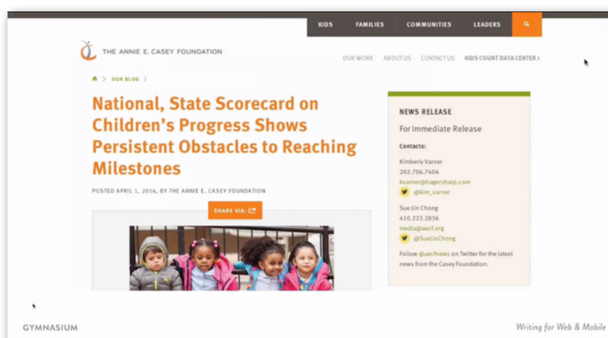
That's how we treated the blog posts because we had tons of blog posts, and we weren't going to rewrite those. So how were we going to make sure that the blog posts fit into the new structure? We decided to go through the five most recent blog posts, put together a list of all the elements that were common to each-- things like headline, author, date. We also decided to go through those five blog posts and figure out what the common themes were. So the categories are those different themes. There are different blog posts that can be categorized as focusing on kids or families or communities.



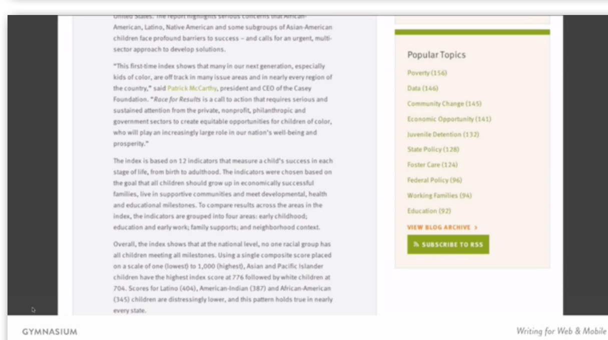
The topics are different kinds of keywords that someone might use in the search engines, that could also be tagged for each of the blog posts. Audiences here are different kinds of audiences that exist within our primary and secondary audience groups. Little niches. We might even want to see some location-based information. So we added that as a potential tag.

We might actually want to be able to categorize blog posts by what they contain. Something like a media type: PDF, rich media, like a visualization. It was only by studying the existing content in detail and then coming up with tags that we were able to create a tagging structure that actually worked for the content versus coming up with a tagging structure first, and then trying to shove the content into it.

So what you'll see here now is their blog, which is this pretty standard layout. The headline, the ability to share, a date that it's posted, an image, and the content. As you scroll down the page, what I'd like you to take notice of is on the right side, the popular topics section. You'll see there are all of the tags that we came up with and the number of blog posts that fit within each of those tags.

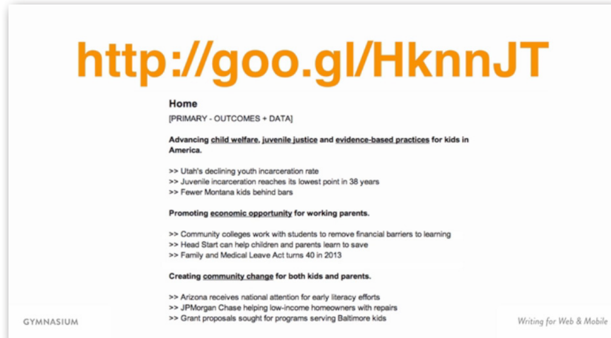


A quick indicator about whether or not you've even gotten the right tags is how many different blog posts fit into those tags. If you don't have that many, you could probably think of a different tag structure. Popular posts was our way of getting you into related posts and news release contact information was our way of understanding whether or not you were so interested in this that you were actually willing to pick up the phone and give us a call.



The key takeaway of all this is that content is just finding the structure. We're just repeating that same process that we've gone through in lessons two through five over and over again to continue writing content first and seeing what natural structure emerges. Only structuring things once we have an understanding of the content itself. That's why we started with this No Place for Kids report. This was our highest conversion page. And then we moved up. That's why we started the Juvenile Detentions Alternative Initiative page content after we were finished with the report content.

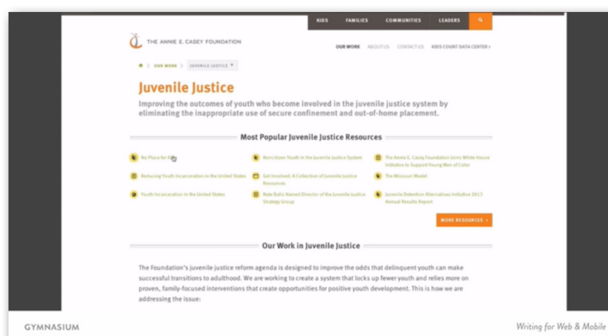
We continued following this until we got to the home page. Again, reverse engineering. Making sure that the content is there first and the structure emerges from the content. If you want to take a look at where the Content Workbook ended over the course of our entire project, the Annie E. Casey Foundation has generously made available their Content Workbook. And this is the link. I encourage you to check it out. That's where you'll see that we have all of the language that you see on the home page right now actually captured in plain text in the first weeks of the project, and it ended up driving the rest of the design.



THE OUTCOMES OF CONTENT-FIRST UX DESIGN

But I want to get a little bit more specific about the outcomes of Content-First UX Design, the real benefits of it from a people perspective. The first thing we've spent most of these lessons talking about, which is Content-First UX Design, orients the user experience around most sought-after content. It is a content-based architecture: Real content. The Content Workbook provides samples of real copy that helps to inform content patterns in modules the designers and developers need in order to do their jobs really well.

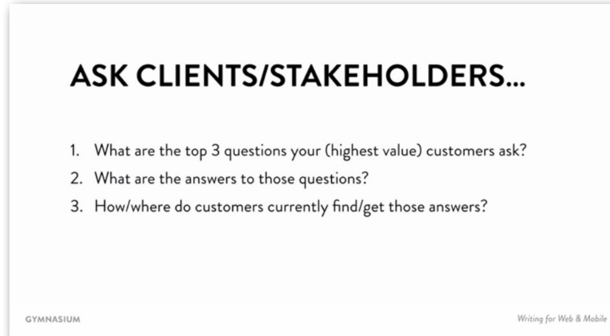
Probably the best illustration of this content-based architecture in the Annie E. Casey Foundation Project is how we have used those keywords as a major part of the navigation structure itself. People were coming to the site, we knew, for child welfare and juvenile justice. You look at the navigation and flow here. Right in the center module, we can actually click on Juvenile Justice and immediately get taken to a page that's all about juvenile justice. This is optimized for the search engines,and oh, by the way, there is that No Place For Kids report that we started writing, and I'm already in the most sought-after content only two clicks in.



By structuring the website around the most sought-after content, we end up creating a really intuitive flow that enables somebody to come to the site almost as if we anticipated them being here. Because we did.

Now, the other great thing about Content-First UX Design is it facilitates cross-functional discussions about UX design. How else do we end up arriving at a home page for the Annie E. Casey Foundation that has all of this content on it that serves all the needs of all of the different people who work at the Annie E. Casey Foundation and still feel like a great user experience?

That's because we ask the clients and stakeholders those three very specific questions: "What are the top three questions your highest-value customers ask?" "What are the answers to those questions?" And "how or where do customers currently find or get those answers?"



The result of this is the Language Board, which serves as the jumping-off point for the rest of our UX design and serves as a centering point for all of our discussions. Content-First UX Design uses the lowest risk, lowest fidelity, most universally understood UX design tool: plain text. That's what the Content Workbook is.

Because it's so universally understood, we can all be on the same page more often, which really ends up resulting in happier designers and developers. They're not having to interpret things. It's in a format that's easy to copy and paste, either right into a Photoshop document, HTML wireframe, front-end template, CMS. These are valuable time-saving elements to the people on our teams.

In fact, a designer said this to me afterward, "I never want to work without this again. It lets me focus entirely on the design, which is what I do best, and so I make better designs as a result."

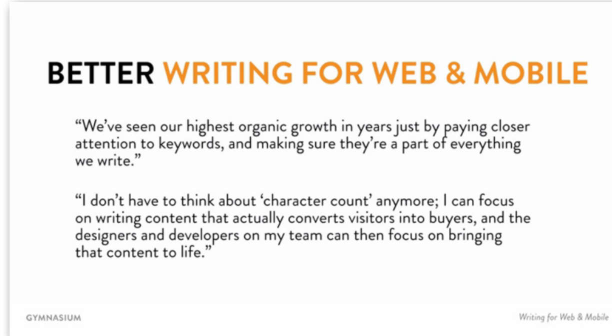
Also, because of the brackets, the fact that we can add comments, we end up being able to include annotations that describe our approach. If someone comes into the project late in the process, they're able to read the context for our decisions, which helps to prevent those, quote unquote, "swoop and poops" of coming into a project late and derailing things because you don't understand the context for why the decisions were made in the first place.

Now, as a result of it being also universally understood, it makes for faster approvals. It's drafted in a collaborative format. Everyone can get in there. They can read. They can add comments. They can type. They know how to participate in the discussion, and it's easy to update, comment on, and restructure.

It's also where you can think about design before you're actually looking at a design. So in the Content Workbook. as one of the team members said, "This isn't the place to advocate for some page to exist in the main navigation. It's not the place for requirements to be summarized, because you're eliciting the requirements as you think through the conversation." So it serves to highlight the need for new pages if there's enough content to warrant one. But again, it's not a structure-first approach. It's a content-first approach that defines the structure and defines the requirements based on what the content should be.

But perhaps most importantly, in all of these lessons, Content-First UX Design replaces empty marketing language with conversion-oriented messaging that's driven by customer data. As a result, it means that we're writing better for web and mobile.

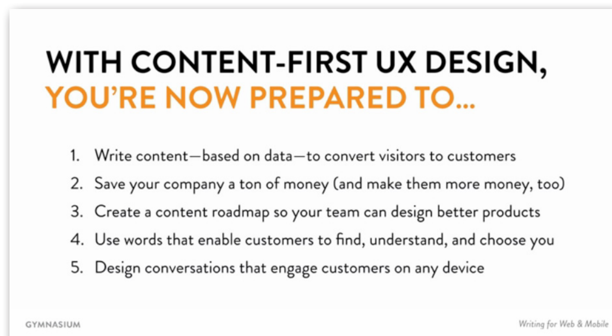
The ultimate outcome for the businesses are quotes like these: “We’ve seen our highest organic growth in years just by paying closer attention to keywords, making sure they’re part of everything we write.”



For the copywriters and content strategists out there, they don’t have to think about character count anymore. As one writer said to me, “I can focus on writing content that actually converts visitors into buyers, and the designers and developers on my team can then focus on bringing that content to life.”

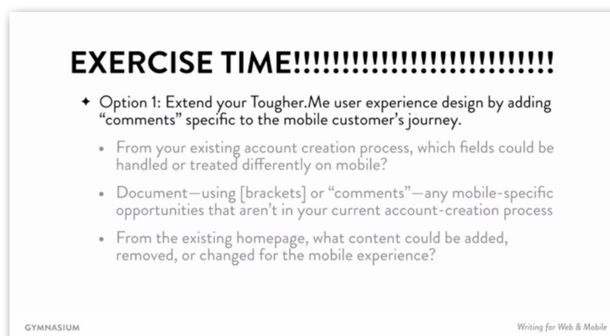
That’s what it’s all about. As the web becomes much more specialized, we all can start growing into the things that we’re really great at. What this Content-First UX Design approach does is it takes that age old idea of trying to come up with something sexy that sounds good and instead starts looking at data to make content decisions. As a result, the outcomes are growth.

So congratulations! You are done. With the Content-First UX Design approach, you are now prepared to go out into the world and write content that’s based on data to convert visitors to customers. As a result, you’re going to save your company a ton of money. You’re going to also make them more money, too. So it’s probably great job security.



You’re going to create a content roadmap so your team can design better products all by using that Content Workbook. In the Language Board and beyond, you’re going to find those words that help customers find you, understand, and choose you. At the end of the day, you’ll be designing conversations and engage customers on any device. It’s brilliant.

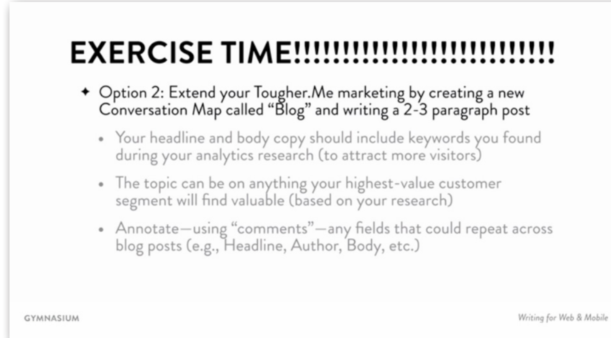
So that was Lesson Six: Content-First UX Design in Real Life, a case study of making this work in a big organization.



The final exercise before you’re done: you got two options again. We’re going to dig one more time back into Tougher. Me. You could go into Tougher.Me and add comments specific to the mobile customer’s journey. Think about things like this.

From the existing account creation process that you completed in Lesson 5, which fields could be handled or treated differently on mobile? What about using brackets or comments to add any mobile-specific opportunities that aren’t in your current account creation process? And from the existing home page language-- that “sell” language that you wrote-- what content could be added, removed, or changed for the mobile experience, if anything?

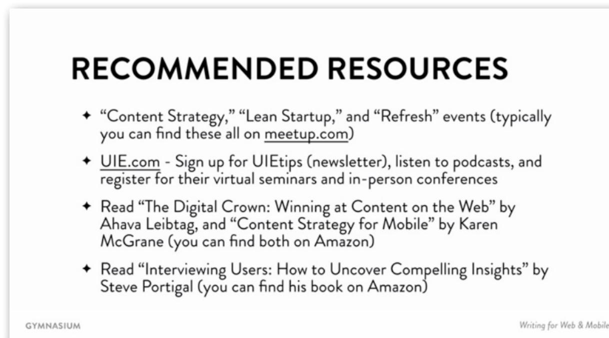
The other option that you have is to think about introducing Tougher.Me. In terms of marketing, create a new Conversation Map called blog, and write a two-to-three paragraph blog posts that introduces Tougher.Me. Your headline and body copy should include keywords you found during your analytics research. These are the keywords that should be attracting more visitors.



The topic of the blog post doesn't have to be introducing Tougher.Me. It could be on anything your highest-value customer segment will find valuable based on the research that you've done. And finally, go through and annotate using comments any fields that could repeat across blog posts. So once you've written that blog post, think this is a headline, this is an author, this is a body so that your imaginary developer could look at this and actually come up with a structure that will work for other blog posts.

As always, you're going to put your stuff in the forum. You're going to ask for feedback from others and provide feedback to others as well.

But I want to leave you with one last thing. Here are some recommended resources if you want to keep learning more around the UX content strategy. Check out events like these. Anything "content strategy," "lean startup," or "refresh" related-- typically, you can find these on meetup.com-- are usually pretty great gatherings of like-minded people.



Also check out uie.com. You want to sign up for UIE Tips. That's their newsletter. Listen to their podcast, register for their virtual seminars, their in-person conferences. They focus on the intersection of content and UX, which is what this course has been all about.

I also recommend reading The Digital Crown: Winning at Content on the Web by Ahava Leibtag and Content Strategy for Mobile by Karen McGrane. You can find both of these on Amazon.

Also, when you get into more of the customer development side of things, check out Interviewing Users: How to Uncover Compelling Insights by Steve Portigal. You can also find his book on Amazon.

Thanks so much.