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New Thinking: Brain Traffic Content Strategy Quad

Grouping all four of those topics/strategies into one seems a bit confusing to me. I have thought of all of those things as separate so joining them into one to show the usability and the importance of content seems like combining multiple steps or multiple things together that don't need to be. I think all are very important to the design process but they're very different to me. Editorial and Experience have very similar design aspects and goals but they have different media so translating one to the other and vice versa requires reworking of the content. I think it's a good way to think about design and how it is all connected but I am apprehensive to think of them all in the same realm. I may need to just look into it a bit more and figure out how and why they are connected, or even just look at it from a different point of view. I will, however, acknowledge that the grouping of content design and system design makes a lot of sense because they are both approaching content in the same way. Both Editorial and Experience are both designing the content, whereas Structure and Process are dealing with the content in a systematic sense.

Content Strategy Basics

I think this article did a good job adding onto the information that the previous article left me wanting to know. I think putting in the sense of content focused and people focused made me see the connection between the two groups a lot easier and made me understand why all four were being grouped together. The thing that made it a lot stronger was probably the list of examples that they gave of each, one being the meaningful content and the other being content lifestyle. I think the "creating meaningful content" was really helpful to read because as I am coming up with more ways to get content for the mobile app that we are creating it is really helpful to see what works for some people in terms of getting content. We've discussed interviews and research in class as well and showing how this content can be used to better the mobile experience and help the overall design be better was helpful to read.

What is UX Writing?

I honestly didn't even know that UX writing was a thing. It's kind of impressive how big and how important user experience is that even small little things that go unnoticed for the most part are their own specialized jobs. It's also a bit relieving because I know that I'm not the greatest at writing, so knowing that someone has the speciality of writing the little synopsis of text for me takes a weight off my shoulders. Also they have to be able to write in a way that is able to be conveyed to everyone using the app, so that the app is legible and easily understood. I really enjoyed how they referred to it as a human-centered role, because I think that even though as a designer I think a lot about the actions that will be taken by people when interacting with my website or app, reading is something that is necessary to the understanding of app and it is made just for people to understand. I kept looking into it for a bit and I saw that an important aspect of it is to be branded, which I think is super interesting. The UX Writer has to write in the language of the brand just like how we design in the same language as the brand, I honestly have never noticed something like that before.