POWERING NEW DIGITAL EXPERIENCES WITH CONTENT MODELING

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#WIAD_EPAM
OUR TALK WILL COVER ...

• Content modeling defined
• Why content modeling is necessary
• How a holistically created model powers innovation
• The payoff for project teams and clients
INTRODUCTION
OUR ORGANIZATIONAL CHALLENGE:
BUILD BRIDGES, BREAK SILOS
I WANT EVERYTHING IN ONE BAG. BUT DON’T MAKE IT HEAVY!
A content model identifies all the types of content, the elements within those types, and the relationships among them in a larger ecosystem.
CONTENT ECOSYSTEM – Holistic Context

- PRINT
- SOCIAL MEDIA
- UGC
- APPS
- IN-STORE ARCHITECTURE
- IN-STORE DIGITAL
- CUSTOMER SERVICE SCRIPTS
- WEBSITE

CMS
CONTENT MODELING – An act of communication

“Content modelling is critical to continuously communicating the structure and meaning of content to and from designers.” - Cleve Gibbon
## BASIC CONTENT MODEL – Starts with data

<table>
<thead>
<tr>
<th>Maker</th>
<th>Model</th>
<th>Seasonal relevance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use</td>
<td>Photo</td>
<td>Related items</td>
</tr>
<tr>
<td>Reviews</td>
<td>Product description (short)</td>
<td>Product description (specs/long)</td>
</tr>
<tr>
<td>Video</td>
<td>FAQ</td>
<td>Price</td>
</tr>
<tr>
<td>Durability</td>
<td>Tips</td>
<td>Availability</td>
</tr>
<tr>
<td>Details</td>
<td>Specs</td>
<td>Reviews</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td>Best use</td>
<td>Running</td>
<td></td>
</tr>
<tr>
<td>Running shoe type</td>
<td>Minimalist</td>
<td></td>
</tr>
<tr>
<td>Running shoe support</td>
<td>Neutral</td>
<td></td>
</tr>
<tr>
<td>Footwear height</td>
<td>Ankle</td>
<td></td>
</tr>
<tr>
<td>Footwear closure</td>
<td>Lace-up</td>
<td></td>
</tr>
<tr>
<td>Upper</td>
<td>Textile/synthetic</td>
<td></td>
</tr>
<tr>
<td>Lining</td>
<td>Mesh</td>
<td></td>
</tr>
</tbody>
</table>
MANY WAYS TO BUILD A CONTENT MODEL
RIGHT MODEL FOR THE RIGHT CLIENT

Probably not this ...

But maybe not so much this either...
MANAGING THE CONTENT MODEL – The business user

We have to make a model that works in real-world situations

- Sustainable - can they feed the beast?
- Sensible - not too simple or too complex
- Usable - by real content creators and administrators in the trenches
REFINE AND TEACH w/ CLIENT CREATORS, DEVELOPERS, etc
### HELPING CLIENTS SUSTAIN THE MODEL

#### COMPONENTS & RECOMMENDATIONS FOR USE

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>IDENTIFICATION</th>
<th>USE FOR....</th>
<th>COMPONENT IMAGE &amp; CHARACTER COUNTS</th>
<th>RECOMMENDATION</th>
</tr>
</thead>
</table>
| A-spot image, 1-up | C1 | Single- topic given priority | ![Image](image1.png) | • The 1-UP component allows for a single image with text and a CTA in the A-Spot  
  • Use the 1-UP image when you want to give a single topic precedence on the page.  
  • A single A-spot image with CTA Donate makes for the most immersive and focused immediate impact.  
  • During peak need for blood, use a single image A-spot with Give Blood CTA. |
| Headline: Max 40 characters  
Sub Headline: Max 75 characters; roughly two-three lines  
CTA Button: 12-15 characters  

Note: Avoid using a 3-line headline and 3-line subhead together |
| A-spot image, 2-UP | C2 | Two topics given equal priority | ![Image](image2.png) | • The 2-UP image component allows for two images of equal size, each with its own text and CTA.  
  • Use this when you want to give two topics equal weight. |
| Headline: Max 40 characters  
Sub Headline: Max 75 character (two lines)  
CTA button: 12-15 characters  

Note: At mobile size, sub headline is suppressed |
HOW DO WE GET THIS DONE?
TEAMWORK!

Image: Barn Raising, Georgia Magazine 2008
OUR CROSS-FUNCTIONAL TEAM

- UX Designer
- Business Analyst
- Front-end Developer
- Visual Designer
- CMS Dev Expert
- Content Strategist
- Analytics Lead
- Content Model
GETTING IT DONE THROUGH COLLABORATION
COLLABORATION PAYOFF

Creating a content model TOGETHER ensures transformation happens by creating:

1. Content-First Deliverables
2. Alignment
3. Responsive
4. Future-Ready Architecture
5. Efficient Process
6. Sustainable System = Happy Client = Repeat Engagement
CONTENT MODELING DRIVES INNOVATION
OMNICHANNEL EXPERIENCES

- All size / shape screens / no screen
- Multiple contexts
- Evolving forms from paper to kiosks
- Multi-channel, non-linear user journeys
- Localized, personalized content
- Environmental influences
- Consistent brand expression
- System fluidity - good models make systems easier to adapt (ex: Pong to Tetris)
SEARCH SYSTEMS

- Search is complicated
- Different results matter in different contexts (mobile vs desktop)
- People search in different ways
- Business owners have different goals for search
- Data may (or may not) exist to inform you
- Facets and data are always evolving - it’s never static (MORE WORK FOR IA's)
- Contexts of search (voice, cognitive, inference logic) are evolving
PUTTING IT INTO THE PROJECT TIMELINE

**DISCOVERY PHASE**

**CONTENT MODEL REQUIREMENTS**

**UX, DESIGN & FRONT-END DEVELOPMENT PHASE**

**CONTENT MODEL DEVELOPMENT**

**BACKEND INTEGRATION / IMPLEMENTATION PHASE**

**CMS CONTENT MIGRATION & TESTING PHASE**
### TAKE AWAYS: HOW IS A CONTENT MODEL IMPACTFUL?

<table>
<thead>
<tr>
<th></th>
<th>DEFINES OUR REQUIREMENTS</th>
<th>INFORMS THE DEPENDENCIES ON SYSTEMS</th>
<th>INFORMS THE USER EXPERIENCE</th>
</tr>
</thead>
</table>
| 1 | • Sets parameters on what information / content to use in context.  
   • Defines business requirements for what information displays when.  
   • Identifies gaps in user or business needs for data. | • Identify where information needs to be pulled to generate the optimal queries  
   • Prioritize need for additional data / content to generate  
   • Identify and address performance issues before final UI is defined | • Map and prioritize content based on customer & business need  
   • Helps prioritize information in UI - The most IA thing ever!  
   • Uncover gaps for new data, features & functions |
## WHAT HAPPENS WITHOUT A CONTENT MODEL?

### Unmet Business Requirements
- Business has different expectations of how Search Results display
- Unmet expectations around business automation, generation too much manual work
- There are gaps between existing content and desired new experience

### Potential Performance Issues
- Unexpected data needs cause lag time or other feed-related issues
- Content isn’t as contextual or as helpful to understand
- Increased development effort to create new data relationships that weren’t planned for

### Unrealistic User Experience
- Flow of data and intended interaction design doesn’t match up
- Interactions and UI features become de-scoped due to lack of data support
- Business & user expectations aren’t met for results, generating design changes
WITHOUT A CONTENT MODEL WE’RE CREATING A MONSTER!
THANK YOU

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