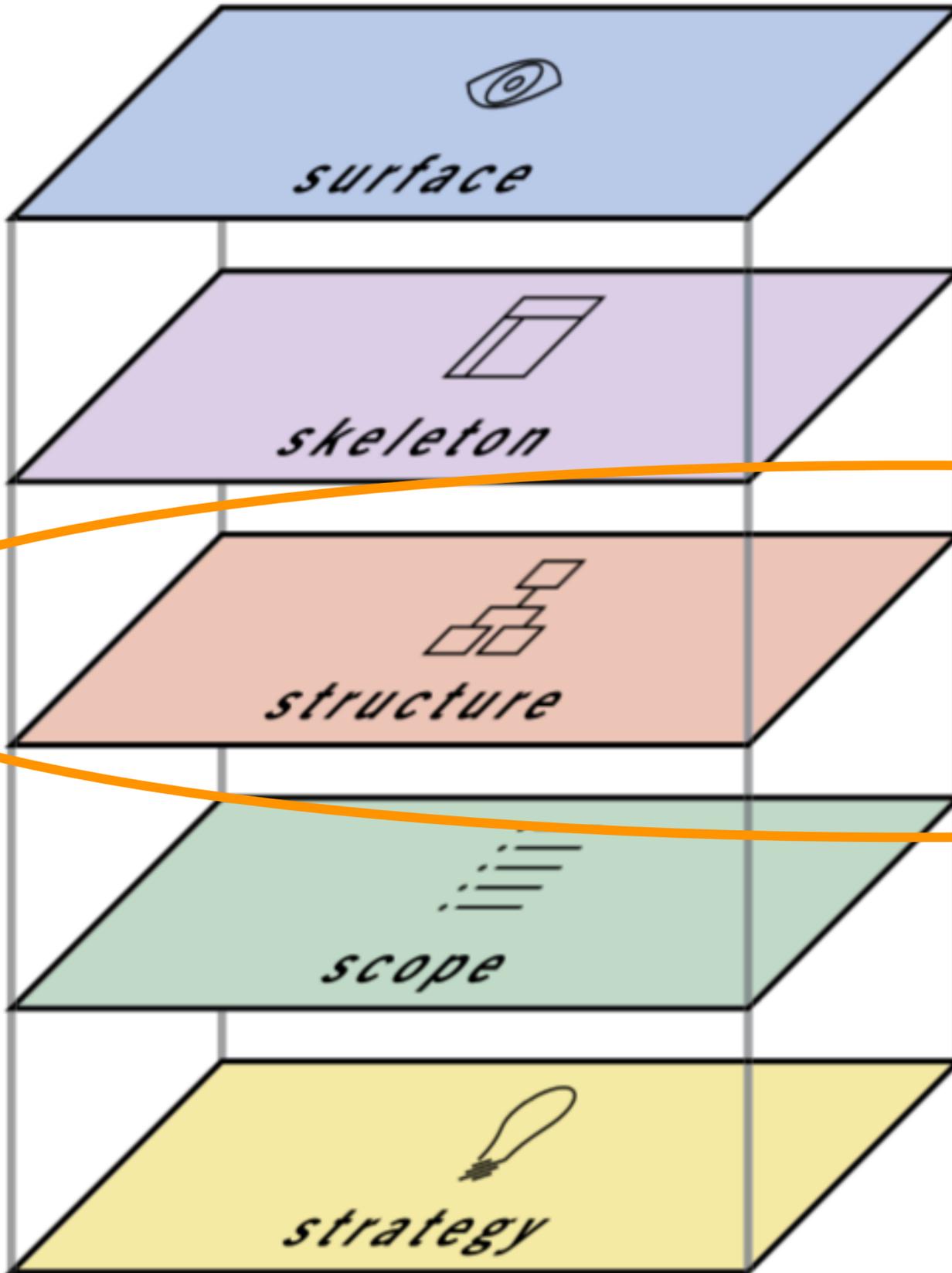


Content in the Context of User Journeys: Information Architecture for Omnichannel Service Design

World IA Day 2024 Ghent
Larry Swanson

Content Architecture Stack



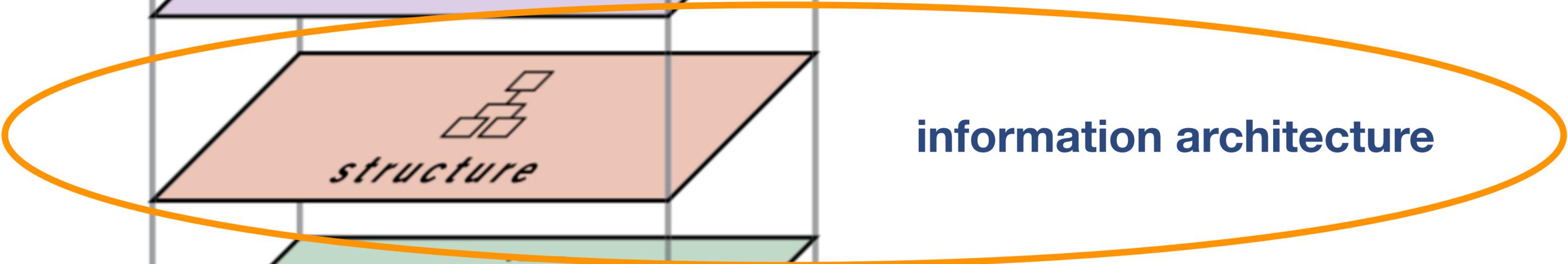
UX writing

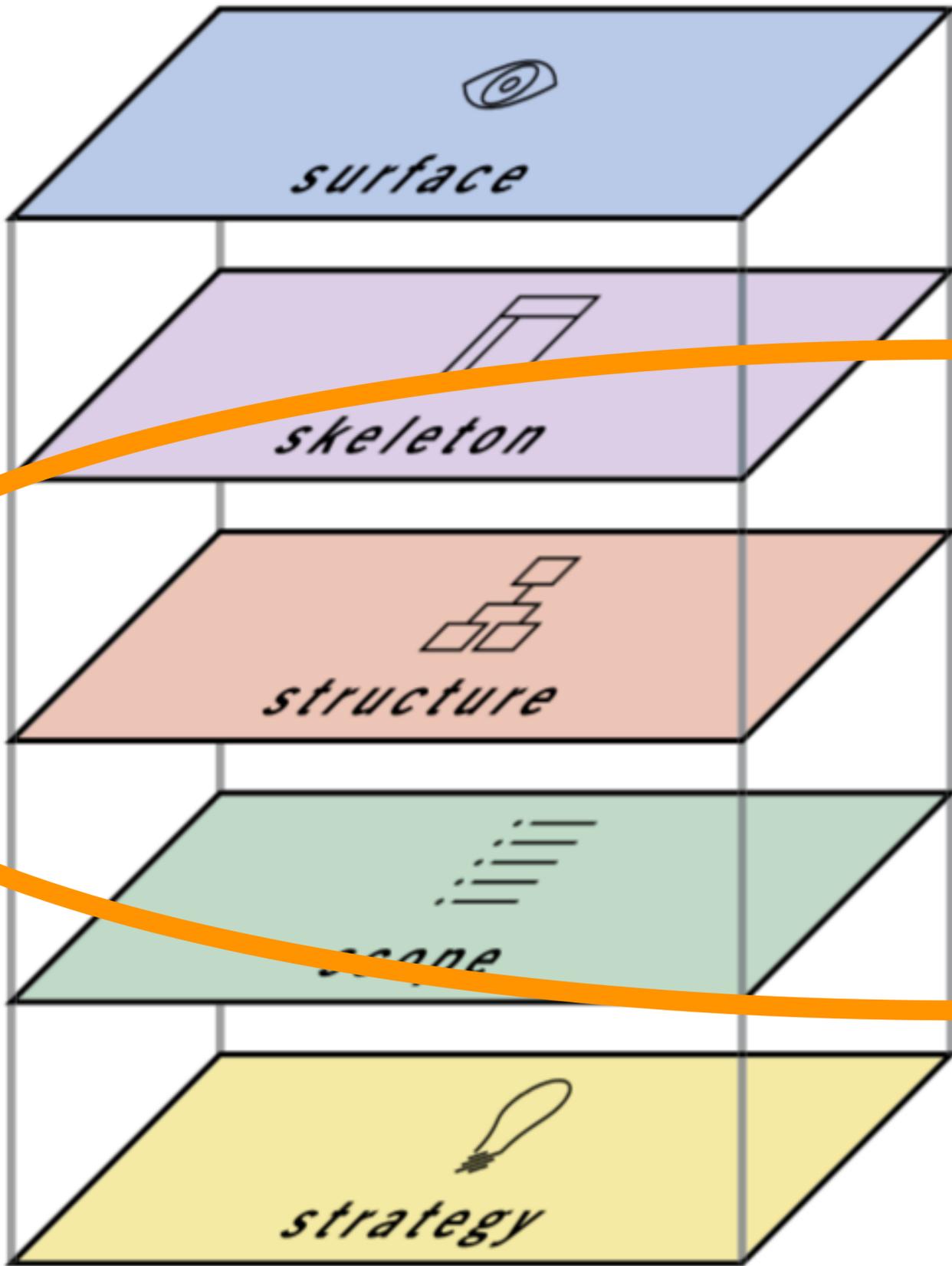
content design

information architecture

domain modeling

content strategy





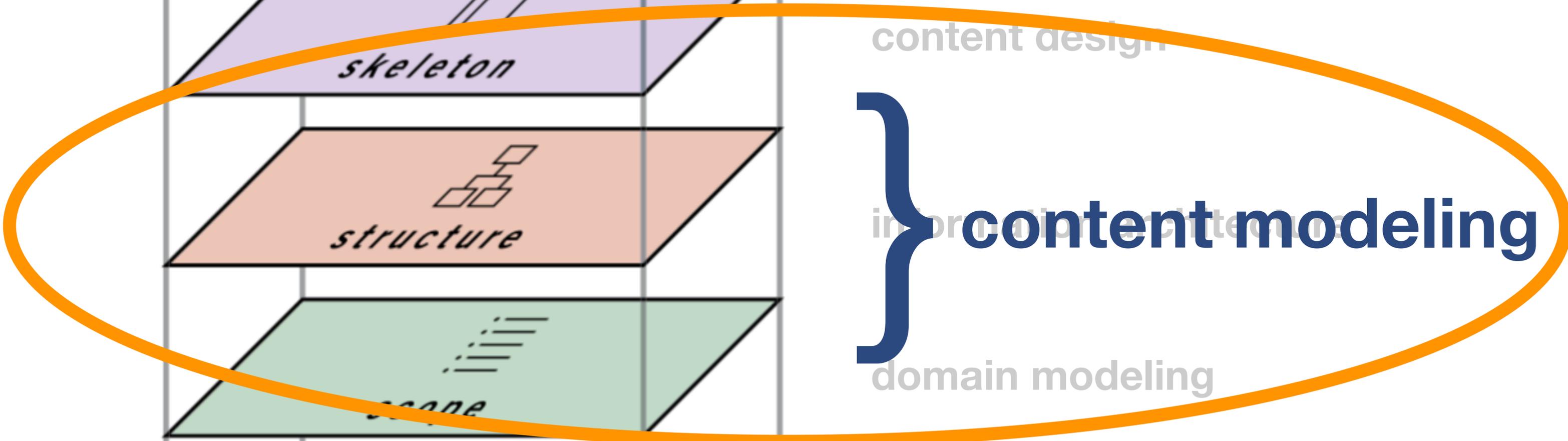
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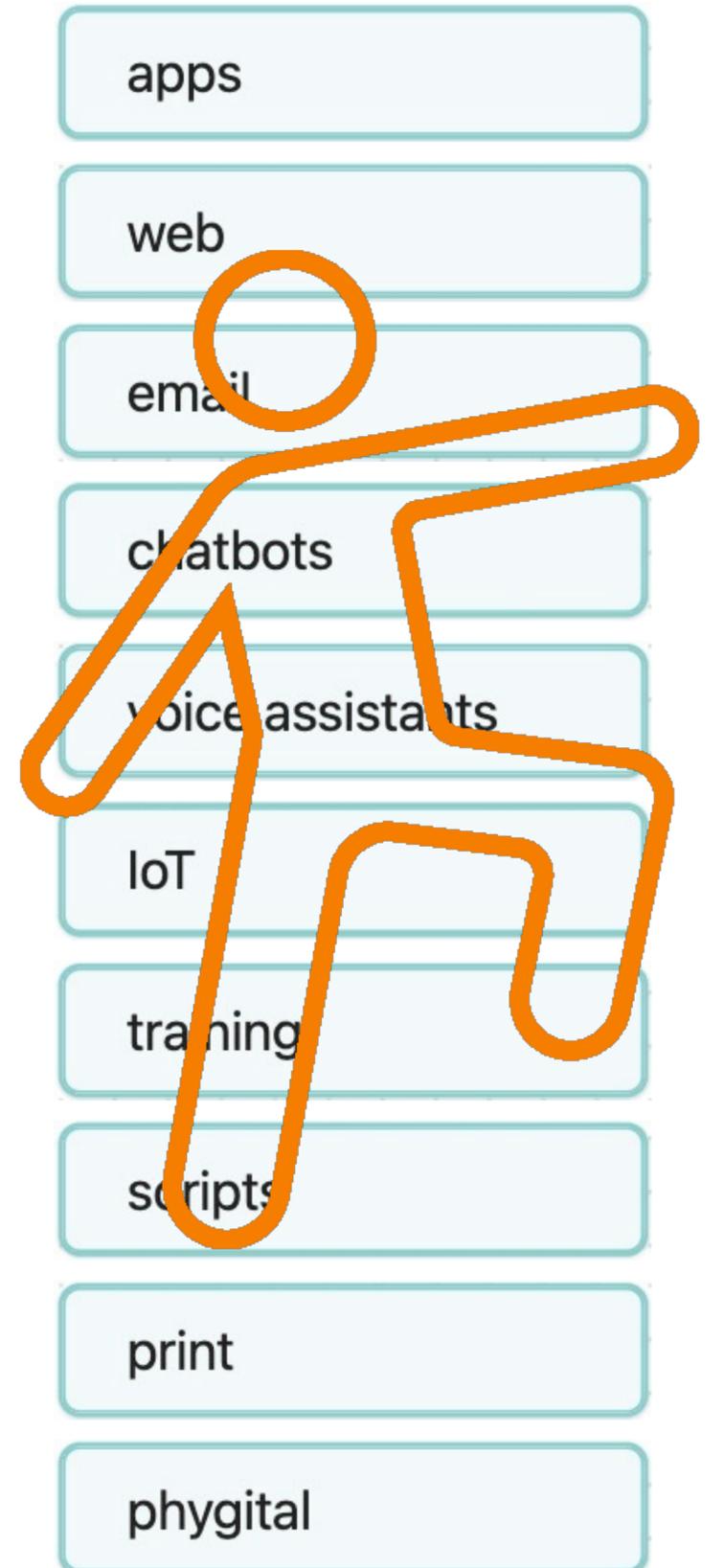
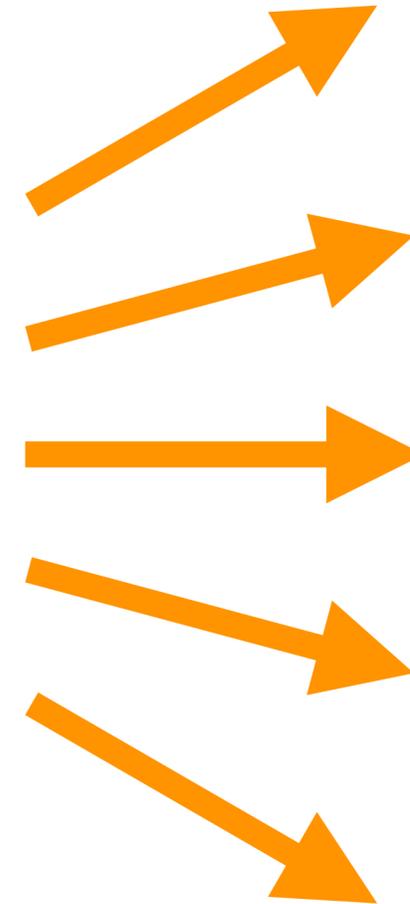
Journey Mapping

Dewalt drill purchase customer journey



- cozier home
- family deliberation
- art on wall
- hang art
- research
- hole in wall
- hardware
- research
- drill
- store
- ...

- awareness
- consideration
- purchase
- retention
- advocacy



Monica & John



Monica is a mid-level manager at an IT company in NY. Her income allows her to buy little treats like a few cups of delicious coffee  a few times a week.

Motivations

Nice vibe
Close to the office

Frustrations

Slow service
Bad coffee

Storyboard

Quote section

Process and channels

Process

Experience

Aware



“
It's our anniversary! We need to find a nice place to celebrate it.”

Choose



“
I'll ask Sarah if she knows any nice places with good vibe nearby...”

Parking



“
This signboard was really cute

Order



“
It's nice inside and that smell of coffee... I just hope they accept visa

Wait



“
Ugh. It takes forever...”



1. Monica and John realized it was their anniversary so they decide to celebrate it.

1. Monica asked her coworker Sarah whether she knows some interesting place nearby

1. The cafe's website said the cafe was at the ground floor but there were so many offices and so hard to find the place

1. A friendly barista greeted Monica and welcomed her to have a seat at any free table
2. It took a while for a waiter to bring the menu to Monica

1. Monica spent way more time waiting than she expected
2. She went to the restroom but the line was extremely long



Omnichannel Content Architecture

research - content - data - design - engineering - production - evaluation

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apps

web

email

chatbots

voice assistants

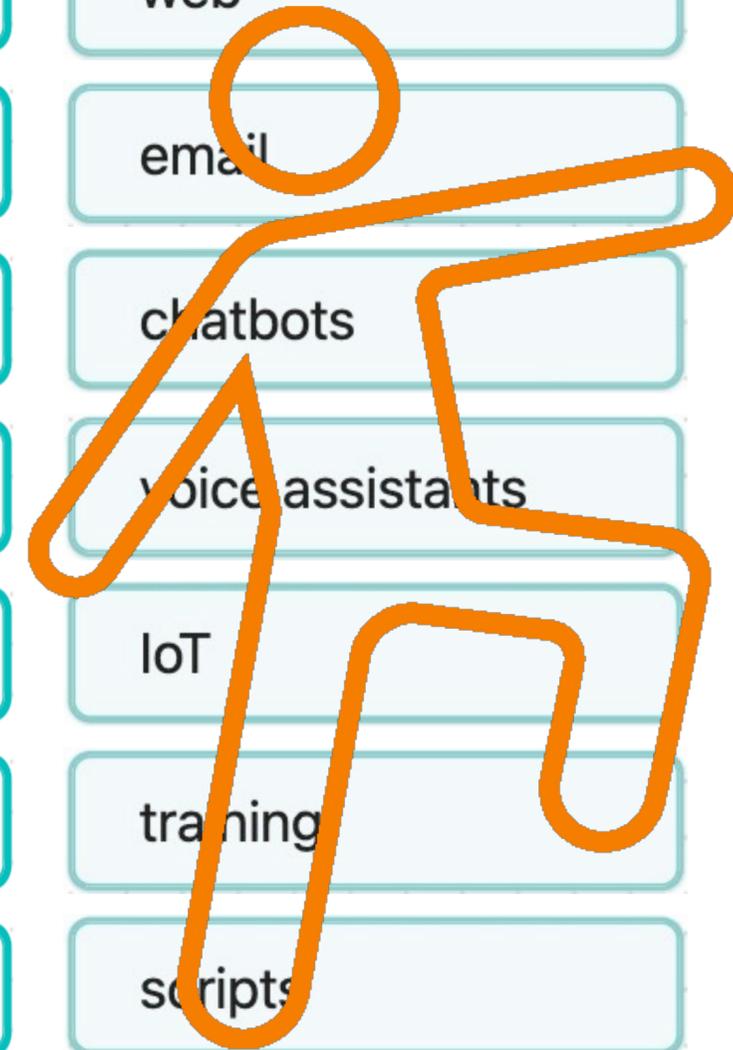
IoT

training

scripts

print

phygital



enterprise omnichannel strategy

- CJMs
- personas
- brand strategy
- product strategy
- content strategy
- messaging strategy
- metadata strategy
- marketing strategy
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other channels

enterprise ontology (omnichannel-content view)

strategy

enterprise omnichannel strategy

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assets

enterprise content model

structured content

semi-structured content

unstructured content

media assets

enterprise data

taxonomies

other assets

systems

headless CMS(s)

web CMS(s)

PIM(s)

CCMS(s)

LMS(s)

DAM(s)

CRM(s)

support KB(s)

enterprise DB(s)

taxonomy mgmt

design system

other systems

intents

enterprise branding

product branding

product promotion

customer education

content marketing

sales support

customer support

technical support

staff training

compliance

other intents

orchestration

content
orchestration (publishing)

- article
- blog
- lesson
- white paper
- report
- manuscript
- etc.

experience
orchestration (UX/CX design)

- p13n
- conversation
- complex PDP
- AI auto-layout
- algo feed
- dashboard
- etc.

channels

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enterprise ontology (omnichannel-content view)

Semantics

Structure

Assembly

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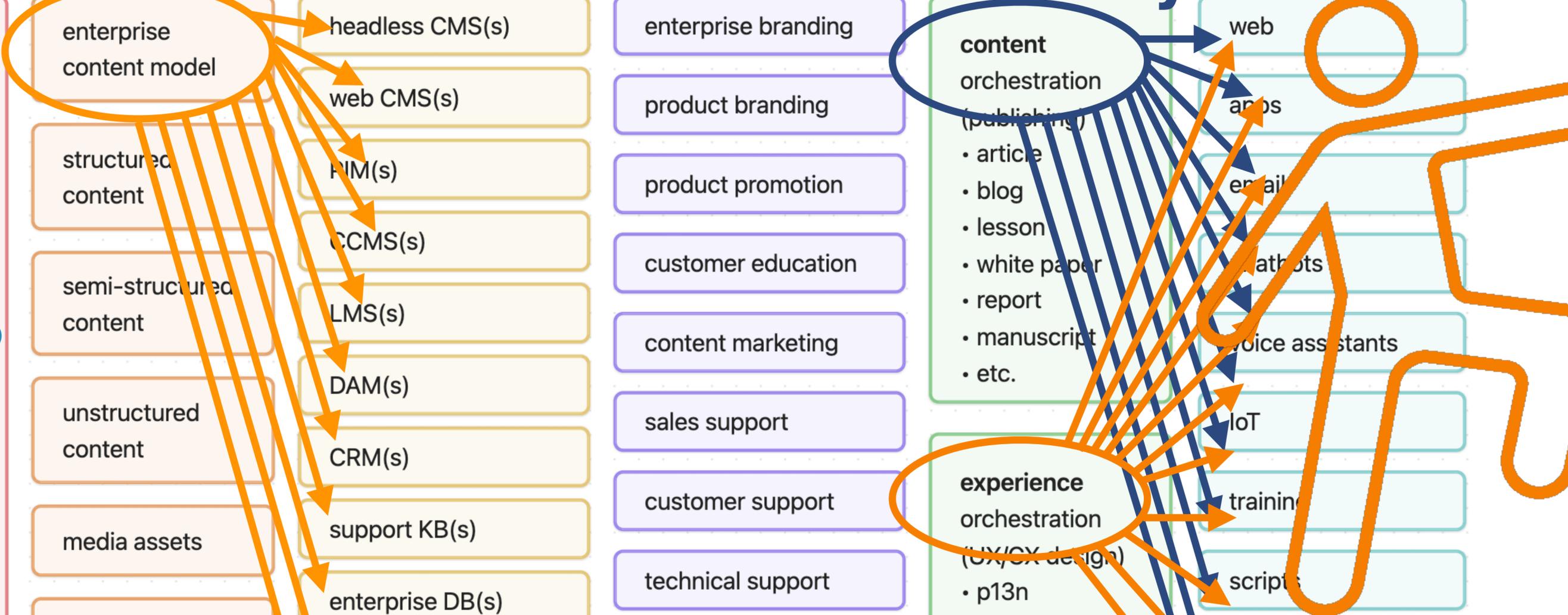
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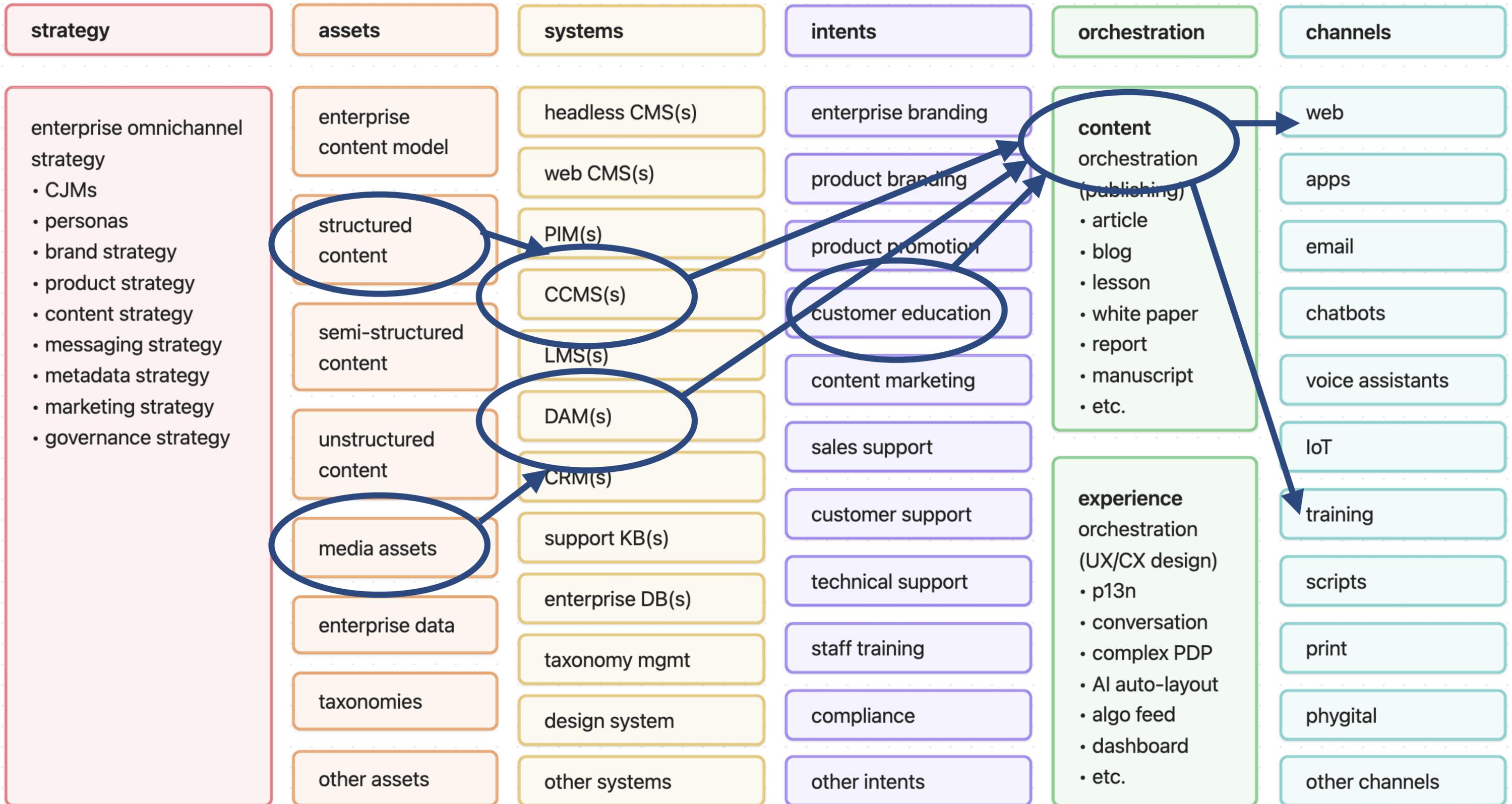
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enterprise ontology (omnichannel-content view)



Implications for IA Practice

Implications

- omnichannel awareness
- decoupled thinking
- orchestration vs templating
- enterprise UX
- more places to advocate for IA
- AI !!!



/LarrySwanson



Content Strategy Insights
Content+AI

LarrySwanson.com