

**CREATE & APPLY  
SHARE  
HUMAN  
CENTERED  
DESIGN KNOWLEDGE**

**Improve Customer Experience  
with Content Strategy**

HCD Community of Practice  
June 26, 2020

**Human-Centered  
Design**  
Center of Excellence (CoE)

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**Contact**

HCQIS Slack #hcd-share  
hcd@hcqis.org  
<https://confluence.hcqis.org/display/HCD>

**Human-Centered  
Design**  
Center of Excellence (CoE)

Standards Services  
 Advocacy Resources

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# Agenda



Overview



Panel



Q&A

Zoom or HCQIS  
Slack #hcd-share



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# Today



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# Improve Customer Experience with Content Strategy



Stephanie Warren  
Content Strategist  
HQR, Bellese Technologies

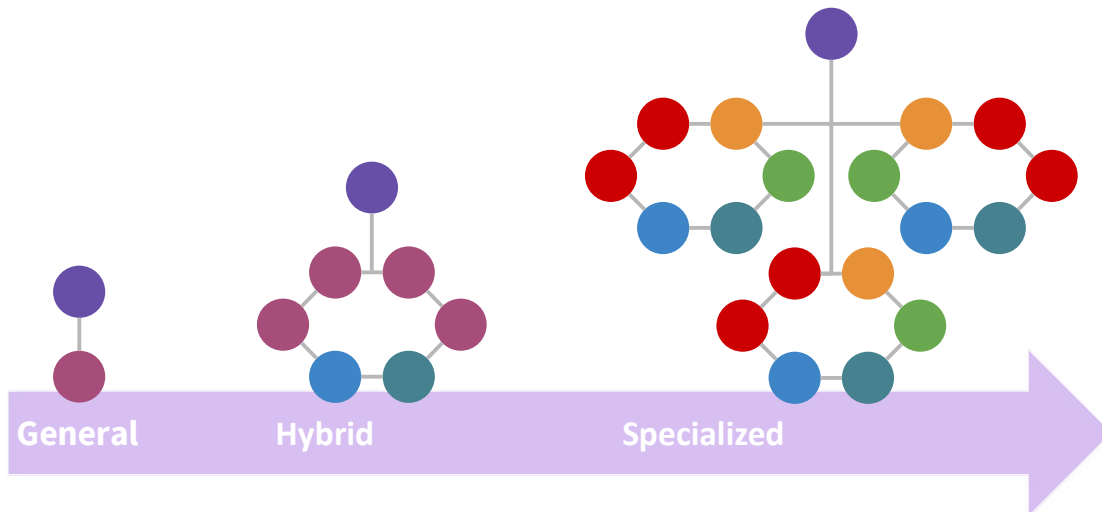


Ryan Serey  
Content Strategist  
iQIES, Ventera



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# Project Size Drives Specialization



Bellese Technologies, 2019. Used with permission.

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## Why So Much Specialization?

Web Design Roles 1999	Web Design Roles 2020
Web Developer/Designer	UX Designer UX Researcher UX Strategist UX Content Strategist UX Writer UX Microwriter UX Product Manager UX Architect UX Analyst UX Web Developer

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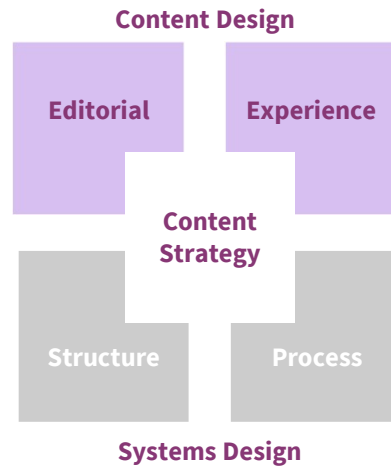
*Content strategy plans for the creation, publication, and governance of useful, usable content.*

-Kristina Halvorson, author of *Content Strategy for the Web*

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## Content Strategy Components

**Content Design** is the process of using data and evidence to give the audience the content they need, at the time they need it, and in a way they expect it.



Developed by Brain Traffic 2018

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## Content Strategy Components

**Editorial elements** include:

- Voice and tone
- Target audiences
- Brand guidelines



Developed by Brain Traffic 2018

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## Content Strategy Components

**Experience Elements** include:

- User needs
- Customer journeys
- Content format



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## Content Strategy Components

**Structure** (or content engineering)

answers questions such as:

- How content is organized for browse-and-find
- How tags and categories are used
- Requirements for elements like personalization and AI



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# Content Strategy Components

**Process design** looks at:

- The content lifecycle
- Governance
- Content measurements



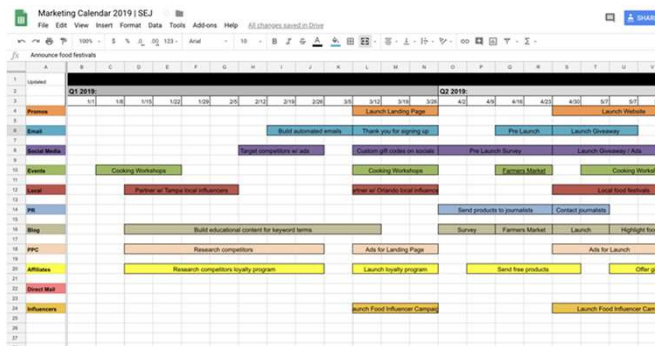
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# Content Strategy Methodologies

**Common methodologies include:**

- Omni-channel publishing
  - Understanding and optimizing for the entire journey across *all* channels
- Marketing and planning
  - Editorial calendar
- Adaptive content
  - Relevancy
- Content governance
  - Maintain the quality of the experience
- Information architecture
- Branding



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# Trends in Content Strategy

## Conversational design is having a moment

- Conversational marketing continues to evolve, esp with Chatbots
- Results-focused content
- Video and live-stream take center stage
- User and search intent drives content creation
- Topic-focused content to build authority
- The battle for the snippet

Do you want more website traffic? A bigger email list? Higher Google rankings?

Define your goal, then filter through my list of content engagement metrics below to track ROI against your goal. **Click one of the buttons below and the content will change instantly.**

### My primary content marketing goal is to:

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# Adaptive Content Framework

**Adaptive Content** is a content strategy technique designed to:

- Support meaningful, personalized interactions across all channels.
- Be conceived, planned, and developed around the customers: their context, their mood, their goals.



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# Content Strategy Deliverables

A Content Strategist's deliverables

include:

- Content audits
- CMS research
- Content mapping
- Voice and tone guidelines
- Developing content strategies
- ...and...

ID	Navigation	Comments	Status	Date	Author	Main category	Type
1	Home						
2	About	About Luke and Matt					
3	Newsletter						
4	Resources	Page is missing a link to process & techniques					
5	Getting started	Single article					
6	UX Basics	Long list of links, with submission form.					
7	UX Basics	Single page					
8	UX Basics	Courseware Page & post. Other content in link					
9	UX Basics	Links to techniques, Process for design					
10	UX Basics	Filterable list. Most link to external sites. None					
11	Archives						
12	Archives						
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# Content Strategy Deliverables

...copy. Lots and lots of copy!

## Panel



Stephanie Warren, Content Strategist  
HQR, Bellese Technologies



Ryan Serey, Content Strategist  
iQIES, Ventera



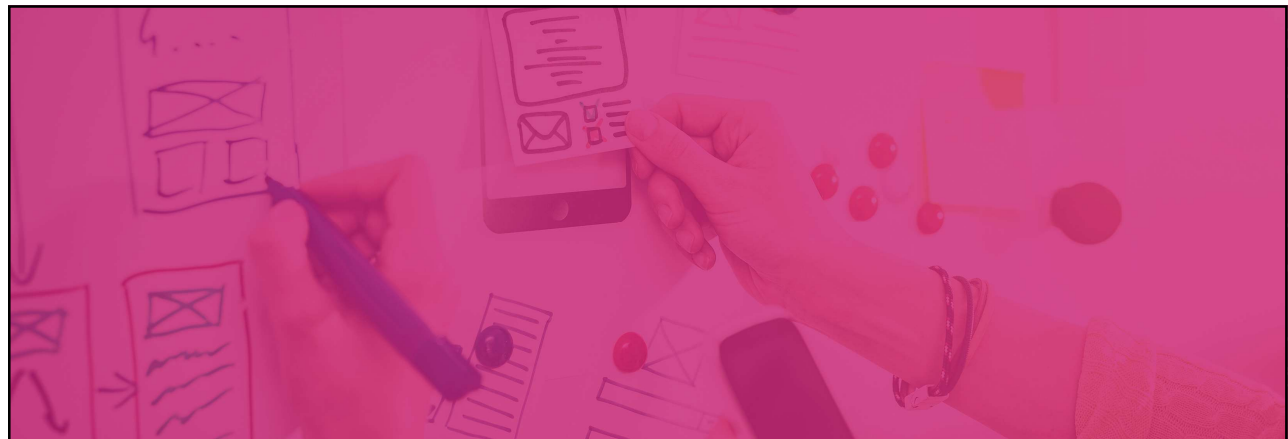
Kent Porter, Lead UX Designer  
HQR, Bellese Technologies



Meghan Nichols, UX Researcher  
iQIES, Ventera

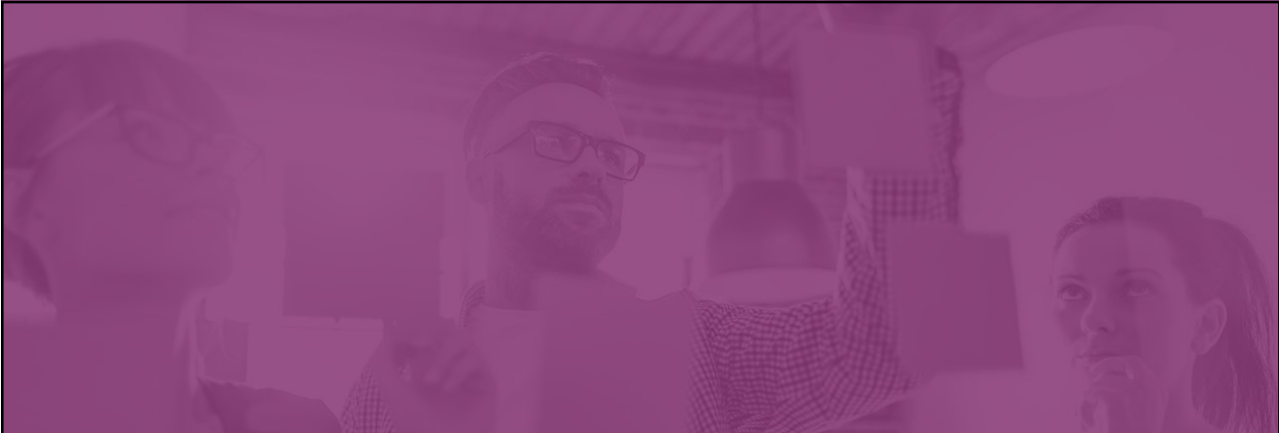


Dana Yang, Lead UX Designer  
iQIES, Ventera



## Content and Design





# Empathy and Content Strategy



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# Content Strategy and Agile



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# Developing a Process



# Q&A

Zoom or HCQIS Slack #hcd-share



Photo by [Camylla Battani](#) on [Unsplash](#)

## Quick Info for You



Photo by Brian Flaherty, PM3

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**SAVE THE DATE**

**HUMAN-CENTERED ARTIFICIAL INTELLIGENCE**

**World Usability Day**  
November 12, 2020




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# Upcoming programs

- Open call for presenters, panelists, speakers
  - HCQIS Slack #hcd-share
  - email [hcd@hcqis.org](mailto:hcd@hcqis.org)
- Top topics of interest
  - Case studies
  - Interaction design
  - Visual design
- Coming up
  - Accessibility - July 31
  - World Usability Day - November 12




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# Much appreciation!




Stephanie Warren, Content Strategist  
HQR, Bellese Technologies




Ryan Serey, Content Strategist  
iQIES, Ventera




Kent Porter, Lead UX Designer  
HQR, Bellese Technologies



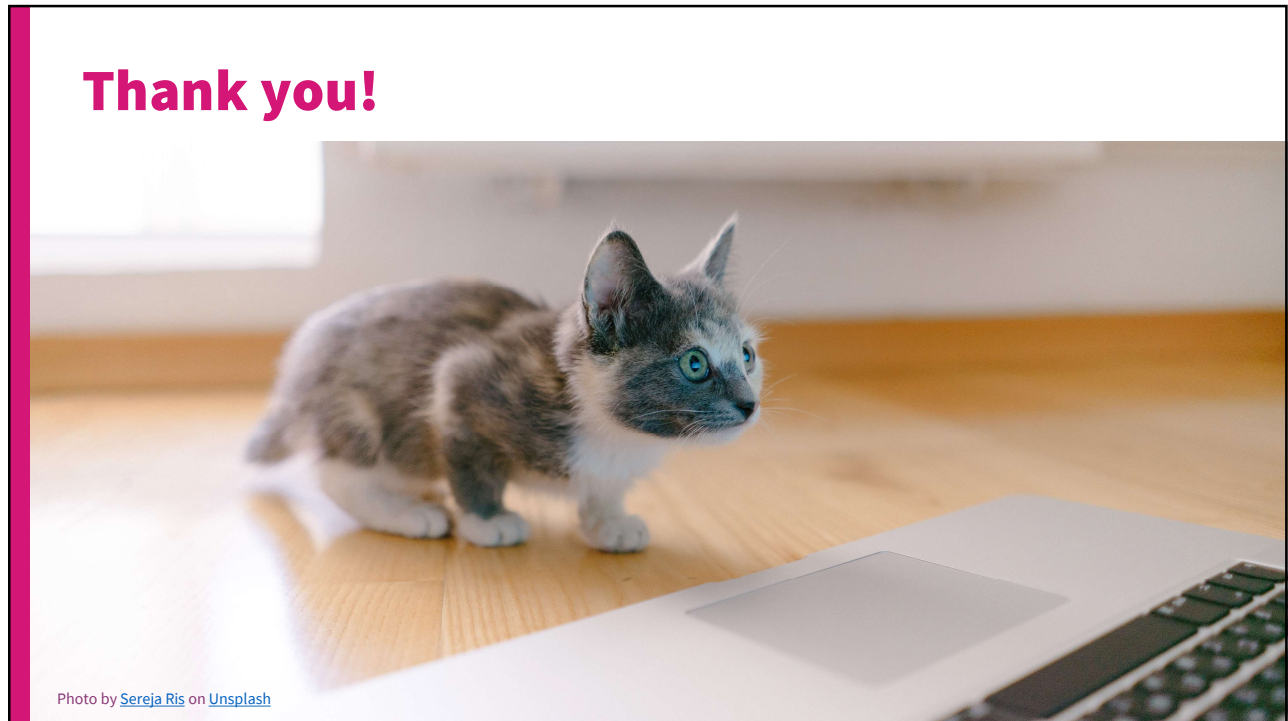
Meghan Nichols, UX Researcher  
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Dana Yang, Lead UX Designer  
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