Content Strategy for better User Experience

Why design is not enough.
About me

Wojtek Chojnacki

Strategy & Development Leader

7 years of experience
UX design, UX research

Examples of UX projects:
Lexis Nexis
Orange
Credit Agricole
Philip Morris
About Symetria

User research, usability testing

UX design

E-business support (design thinking workshops, e-marketing, content strategy, consultancy)

We make users buy.

Team of 35 specialists

2 own commercial websites

Cooperation with the most important brands in Poland...: Orange, T-Mobile, BZ WBK, Credit Agricole, WP.pl ...

... and abroad: Deutsche Telecom, Snitker Group, Pandora, GoodYear, Boston Scientific
UX activity: user research/user testing
UX activity: user flows and IA
UX activity: wireframing
UX activity: graphic design
UX in organizations

User Experience is highly regarded in more and more organizations.

Interface design is a strategic effort coordinated on a management level.

What about content?
Web content? What does it have to do with User Experience?

Well...
Myths about content

On an average Web page, users read at most 20% of the words [...] 
Jakob Nielsen (2008)

Only 1 in 15 users is able to find information in a text which is not optimized for scanning. 
Gerry McGovern (2008)
Facts

Users **don’t read** the *unimportant* words.

They **scan** first.

When they focus, they **pay more attention** than offline readers.

**Content** creates **much** of the online experience.
Content is customer satisfaction

A/B testing at eBay.com
Content is persuasion

+ 35% conversion rate

Source: http://37signals.com/svn
Content is a strategy

2006: start up

2009: market leader worth $170 000 000
Content is future

MIT + Harvard: $30 mln investment each
Coca Cola – new marketing strategy

“from creative excellence to content excellence.”
Jonathan Mildenhall,
vice president of global advertising strategy and excellence
How content shapes experience

User satisfaction

Persuasion

Strategy

Future

But content is also... neglected.
2011 - The topic of content strategy arises
Typical website development process

Content follows design. Function follows form?
Who creates content?

Product Management  PR & Marketing  External agency

Product A  Product B  Product C  etc

No global rules, silo effect. Local optimisation.
Content strategy

Do we need another kind of strategy?
What is content strategy

The practice of planning for content creation, delivery, and governance.

Kristina Halvorson
Content Strategy for the Web

http://www.slideshare.net/chiatlanta/what-is-content-strategy-acs-july-meetup-1731575
Content first

Content is not the last stage of the process.

But is „content first” really possible?

„Content strategy first”
Content strategy project

Case study: Credit Agricole
Relatively new brand in Poland

Tagline: „Simple and reasonable“
Redesign of the bank’s website for group deals

http://klubrabatowy.credit-agricole.pl

AI/interface redesign showed great results
User testing showed some usability problems

The performance of the site showed areas for improvement.
Home page

Click through rates:
- Call center +225%
- Branches +326%

Decrease in search done for contact details: -70,05%
Credit-agricole.pl – product category page

- Many similar products
- Descriptions contain only „pros”
• Cluttered layout
• Patience and focus needed to extract the most crucial attributes
• „Average banking site”
Approach to the project

Problems encountered were not entirely “interface-driven”

It was not enough to redesign the website.

We needed to re-think the content.
Project stages

Content strategy workshops

Content requirements

User Experience design

Copywriting

Implementation

New website (middle of 2013)
Project stakeholders

Internet Marketing (leader)  Marketing  Product managers  Public Relations

Content strategy workshops
Content strategy workshops

Workshop 1: Users and their content needs
Workshop 2: Content requirements
Content strategy workshops

Personas (4 target groups)

Banking product selection criteria

Conducted on the basis of marketing studies results
Content requirements

Content mapping

Content templates (related to mockups)

Style guide for the templates
Content templates

Templates are created as we break down the micro structure of each content type, defining goals and rules of every chunk of content.

For more details see: http://alistapart.com/article/future-ready-content
Content templates / stylebook
Benefits of content structuring: National Public Radio

Text Messages Help Smokers Kick The Habit
Texting may not always be the best method of communication, but it can be a promising support network for smokers who want to quit. Several recent studies show that receiving an encouraging text can help stave off a cigarette craving and boost motivation to quit for good.

Pick A Number: Let's Play 'Cap Those Deductions'
What would shrinking or eliminating deductions do to the deficit — and the middle class?

- 3 Unofficial GOP Rules Making A Deal Even Harder
- Geithner: No Deal Without Tax Increase On Rich
- Think Congressional Gridlock Is Bad? If Reid Changes Filibuster Rules, Look Out

In Eye Control, A Promise To Let Your Tablet Go Hands-Free
The goal is to move a cursor with your eyes, or turn the page of an e-book without lifting a finger.

The Next Workplace? Behind The Wheel
Technology is taking the idea of working from the road to a whole new level.

- The 'Not Too Crazy' Pulls Ahead In Car Race

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- Mission Diversify: CIA Seeks To Recruit Gays, Lesbians

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Client’s perspective

„We realize that a good information architecture, UX and web design are not enough anymore.

What can make us stand out from the competition is very well-written site content.”

Piotr Jeske,
senior ecommerce specialist
Client’s perspective

Thanks to the excellent cooperation between many different bank departments and Symetria, we managed to develop rules of content creation (stylebook) as well as „easy to absorb for customers” content…”

Damian Ludke, director of internet marketing
Final thoughts

Good user experience is not only about good UI

In the future of multiple devices, it is the content which drives the multichannel experience

„Content first” might be impossible. „Content strategy first” is a must.
Thank you for your attention

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