



# Content Strategy for better User Experience

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Why design is not enough.



## About me

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### 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

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User research, usability testing

UX design

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

**We make users buy.**

WE MAKE USERS BUY

**SYMETRIA**



*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***

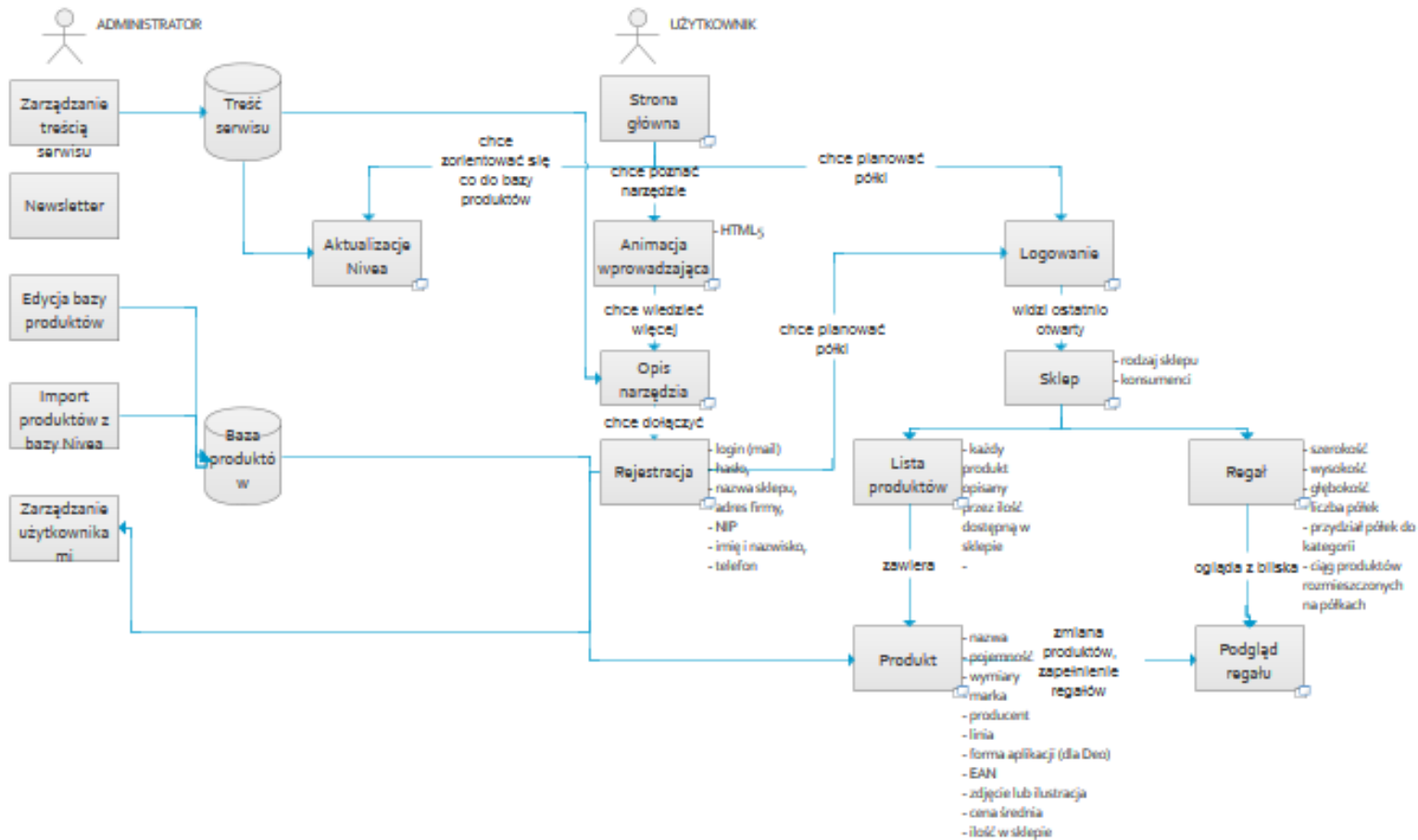
## UX activity: user research/user testing

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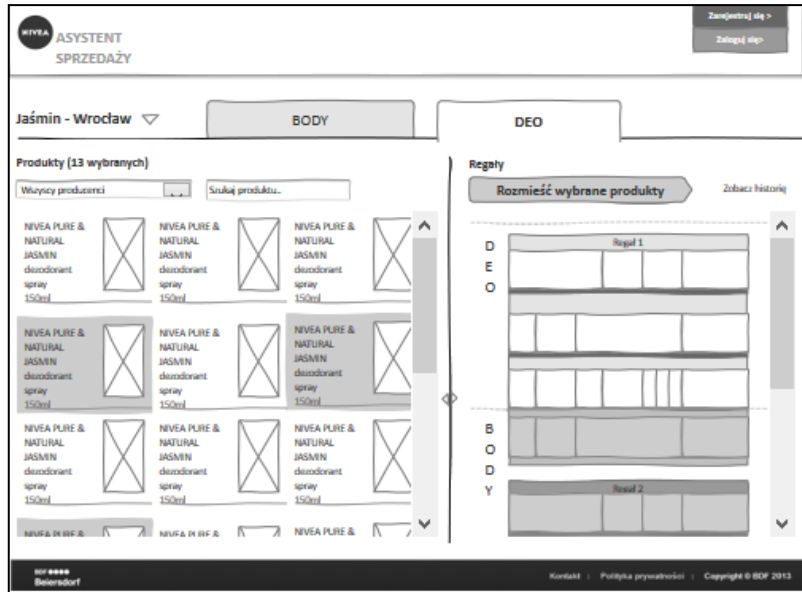




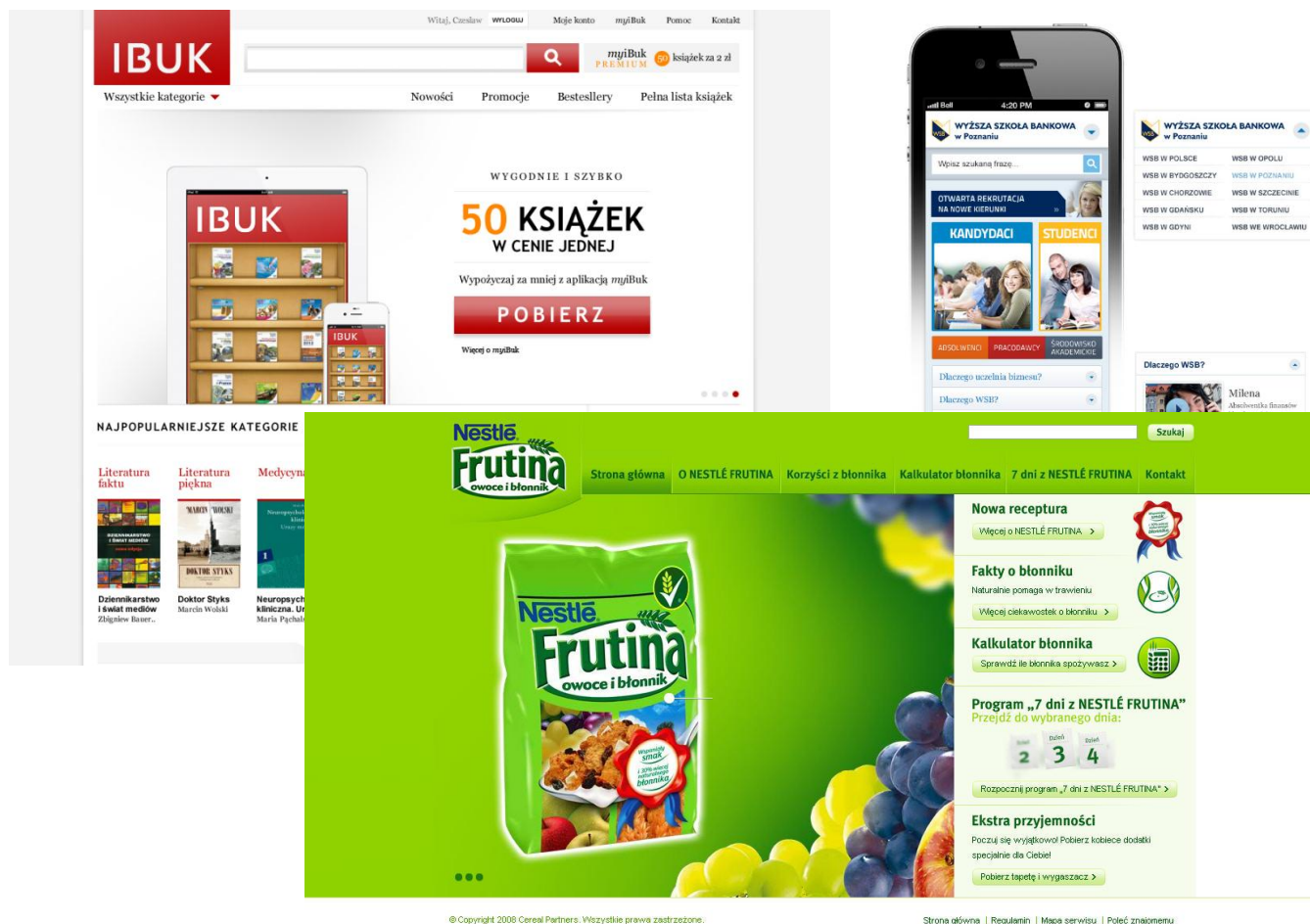
# UX activity: user flows and IA



# UX activity: wireframing



# UX activity: graphic design



## UX in organizations

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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?

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Well...

## Myths about content

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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

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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

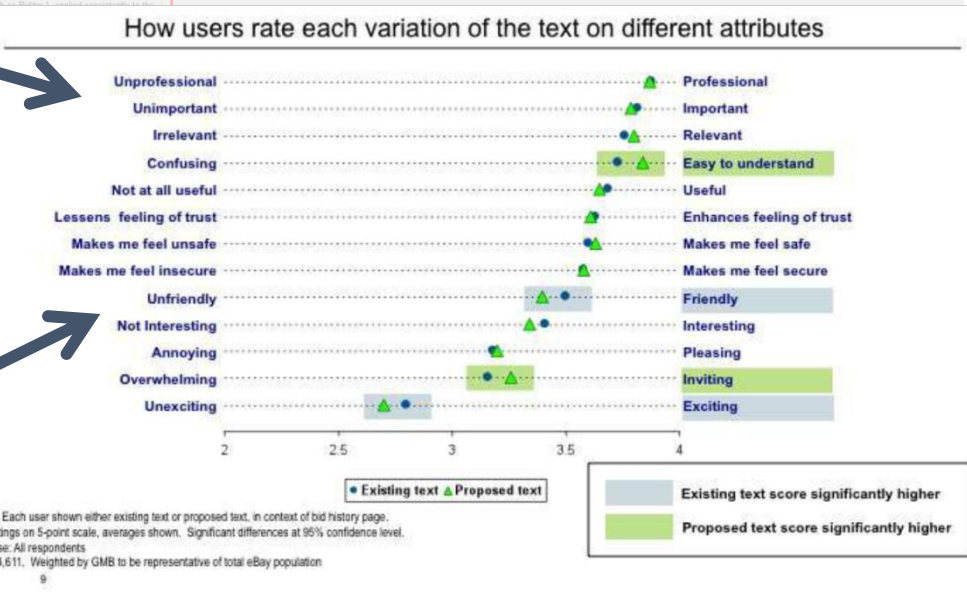
**Existing Text (Top):**

As the internet evolves, eBay continues to strike a balance between presenting transparency and protecting our Community of members. eBay has decided to change how bid history information is displayed so bad guys cannot target bidders with fake offers using this information. In certain cases, some bidders will no longer be able to view Bidder User IDs on the Bid History page. Your User ID will be shown only to you and the seller of the item you're bidding on. Other members will see an anonymous name, such as Bidder 1, on the Bid History page.

**Proposed Text (Bottom):**

To keep the eBay community safe from fraudsters who may use bidder information to send fraudulent emails, we've decided to change how bid history information is displayed. Members can no longer view member-specific information - such as User IDs - on the Bid History page. Your User ID will be shown only to you and the seller of the item you're bidding on. Other members will see an anonymous name, such as Bidder 1.

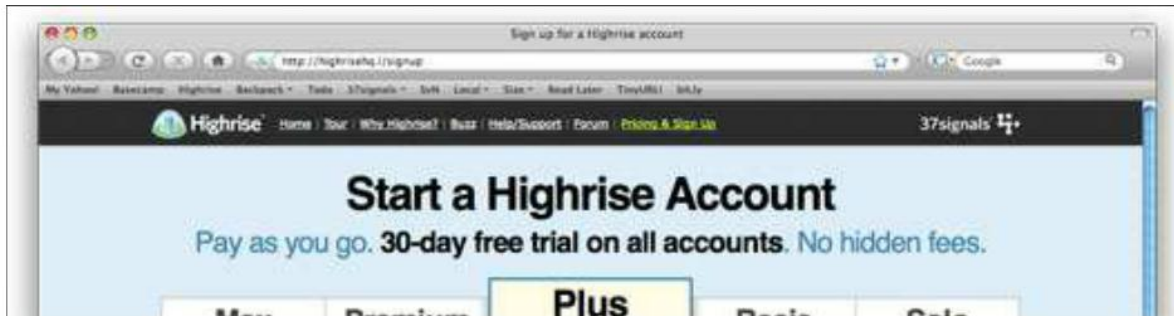
Bidder	Bid Amount	Date of bid
Bidder 9	US \$23,101.00	Dec-13-06 08:37:15 PST
Bidder 8	US \$23,001.00	Dec-13-06 06:07:25 PST
Bidder 9	US \$23,000.00	Dec-13-06 08:36:56 PST
Bidder 7	US \$22,500.00	Dec-12-06 13:27:59 PST
Bidder 8	US \$22,004.00	Dec-12-06 21:36:51 PST
Bidder 6	US \$21,601.00	Dec-11-06 15:30:01 PST
Bidder 3	US \$21,501.00	Dec-07-06 07:22:59 PST
Bidder 5	US \$21,500.00	Dec-07-06 15:38:02 PST
Bidder 5	US \$20,000.00	Dec-07-06 15:37:48 PST
Bidder 5	US \$15,000.00	Dec-07-06 15:37:33 PST



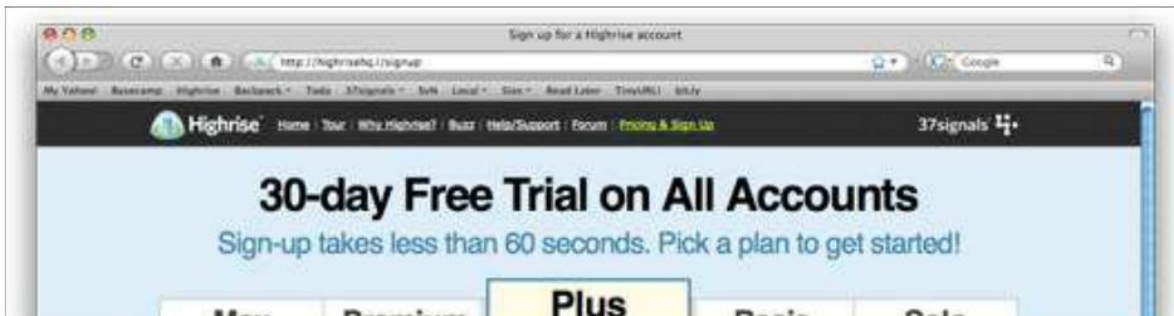
A/B testing at eBay.com

## Content is persuasion

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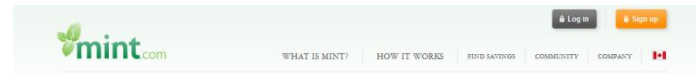


+ 35% conversion rate



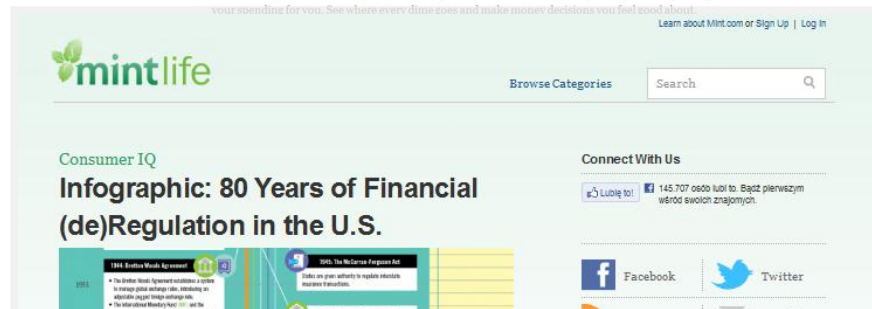
Source: <http://37signals.com/svn>

# Content is a strategy



It's easy to understand  
what's going on with your money.

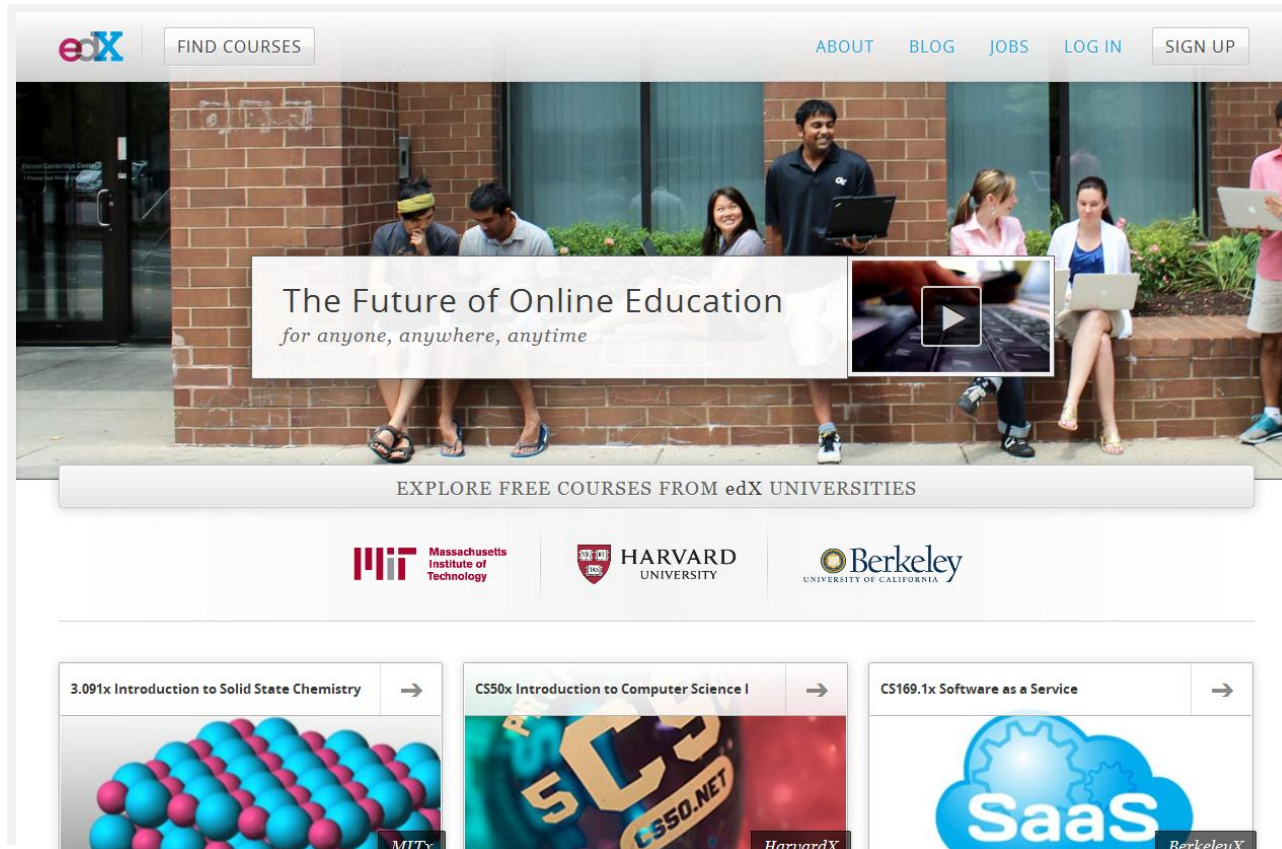
Get a handle on your finances the *free* and fast way. Mint does all the work of organizing and categorizing your spending for you. See where every dime goes and make money decisions you feel good about.



2006: start up

2009: market leader  
worth \$170 000 000

# Content is future



edX FIND COURSES ABOUT BLOG JOBS LOG IN SIGN UP

The Future of Online Education  
*for anyone, anywhere, anytime*

EXPLORE FREE COURSES FROM edX UNIVERSITIES

MIT Massachusetts Institute of Technology HARVARD UNIVERSITY Berkeley UNIVERSITY OF CALIFORNIA

3.091x Introduction to Solid State Chemistry → MITx

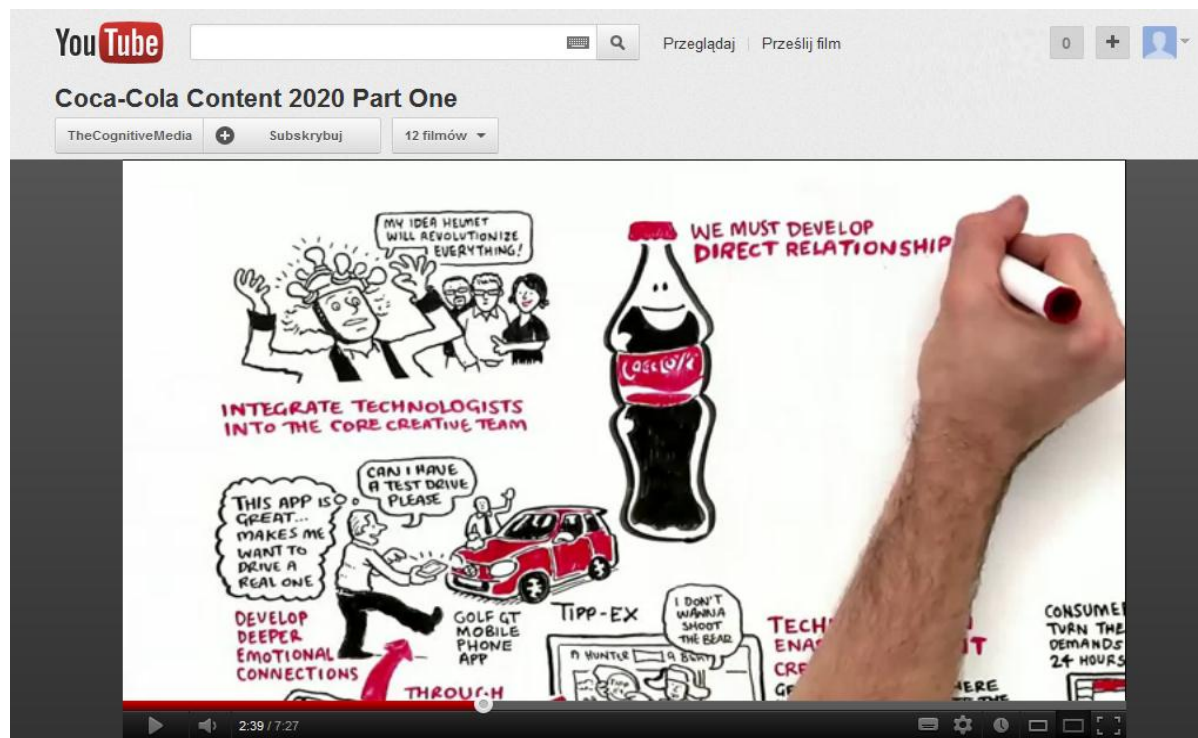
CS50x Introduction to Computer Science I → HarvardX

CS169.1x Software as a Service → BerkeleyX

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

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User satisfaction

Persuasion

Strategy

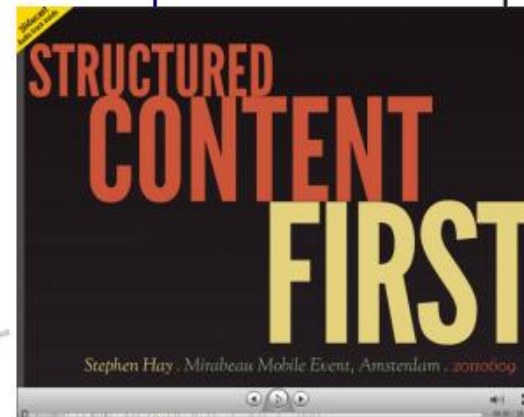
Future

But content is also... **neglected.**



Erin Kissane

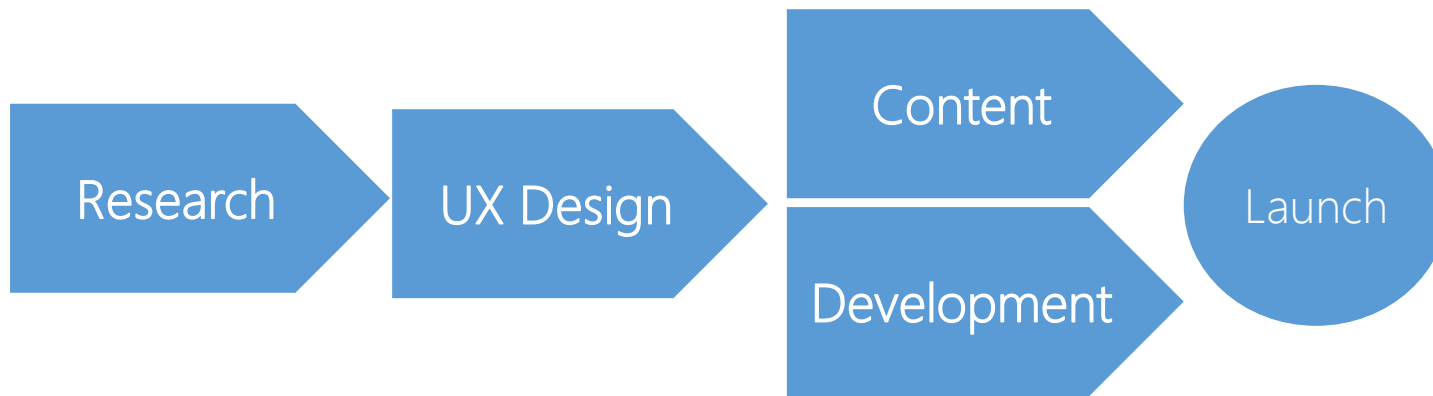
THE ELEMENTS OF  
CONTENT STRATEGY



2011 - The topic of content strategy arises

## Typical website development process

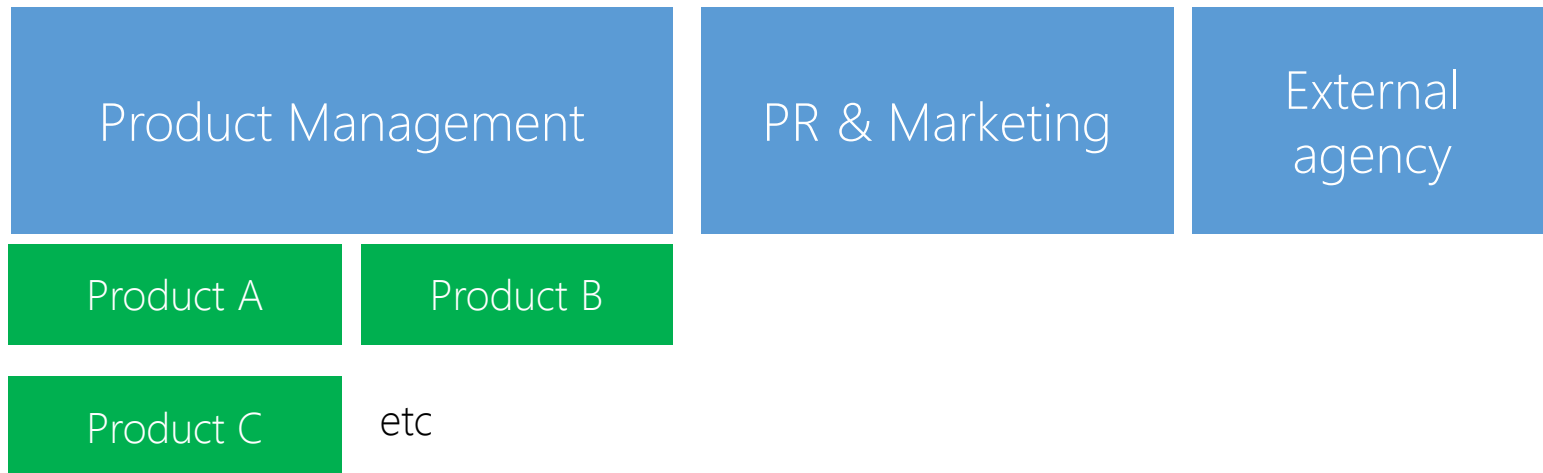
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Content follows design.  
Function follows form?

## Who creates content?

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No global rules, silo effect.  
Local optimisation.

# Content strategy

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Do we need **another** kind of strategy?

## What is content strategy

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*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-ac-s-july-meetup-1731575>

## Content first

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Content is not the last stage of the process.

But is „content first“ really possible?

**„Content strategy first“**

# Content strategy project

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Case study: Credit Agricole



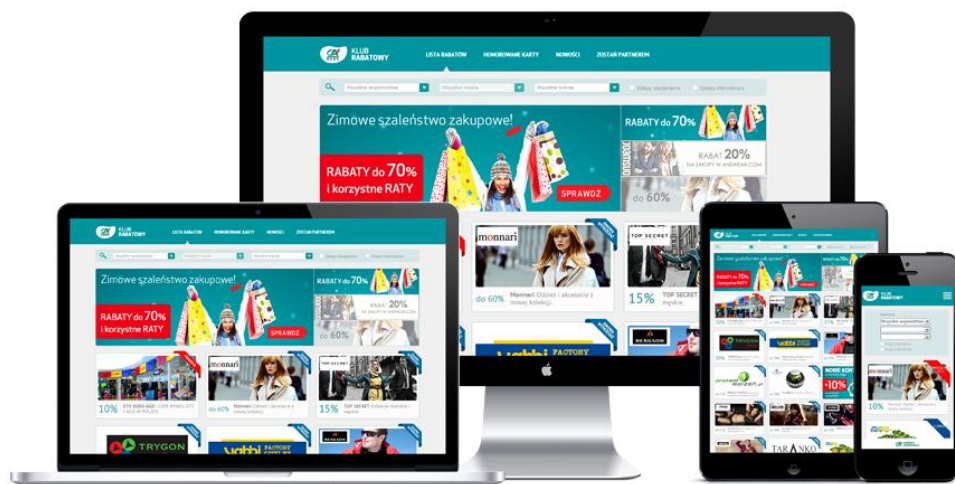


# CRÉDIT AGRICOLE

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

PAGEVIEWS : + 664,25% ↑



AVERAGE VISIT DURATION : + 161,45% ↑



BOUNCE RATE : - 57,94% ↓





# Credit-agricole.pl

The screenshot shows the Credit Agricole website interface. At the top, there's a navigation bar with the logo and menu items like 'Konta', 'Karty', 'Kredyty', etc. The main content area is dominated by a large red and white banner for a credit promotion. Below this, there are several smaller promotional tiles for a lottery, a personal account with travel insurance, and a 'My Account' section. The right sidebar contains a 'Złóż wniosek' (Apply) section with various service links and a '6% RABATU' offer. The footer includes contact details and social media icons.

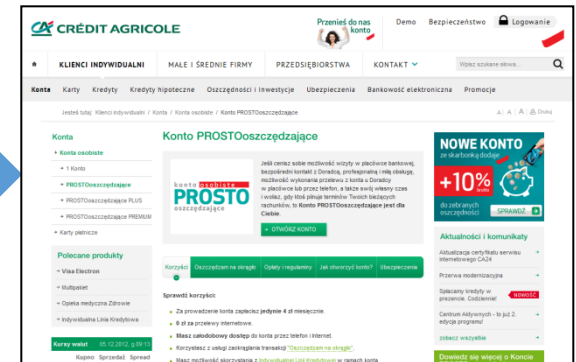
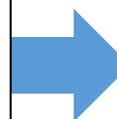
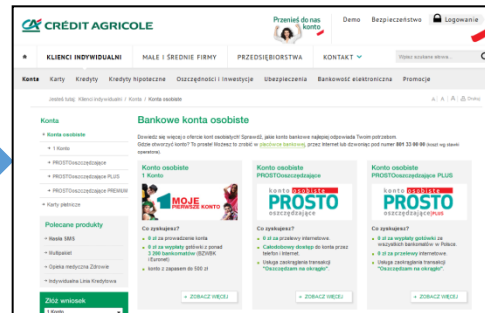
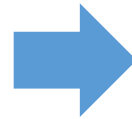
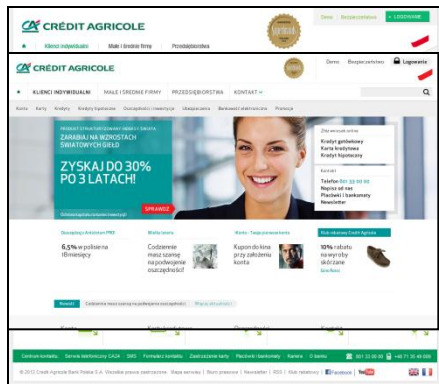


User testing showed some usability problems

The performance of the site showed areas for improvement.



# Credit-agricole.pl



## Home page

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

Decrease in search done for contact details: **-70,05%**

## Product category

## Product details

# Credit-agricole.pl – product category page

## Karty Kredytowe Bankowe

### Karty Gold



#### Co zyskujesz?

- wysoki limit do **50 000 zł**
- nieoprocentowany kredyt do **56 dni**
- kredyt ratalny w karcie kredytowej
- płatności zbliżeniowe
- wysokie rabaty w [klubie rabatowym](#)
- dogodne [pakiety ubezpieczeń](#)

→ ZOBACZ WIĘCEJ

### Karty Silver



#### Co zyskujesz?

- wysoki limit do **20 000 zł**
- nieoprocentowany kredyt do **54 dni**
- kredyt ratalny w karcie kredytowej
- płatności zbliżeniowe
- wysokie rabaty w [klubie rabatowym](#)
- dogodne [pakiety ubezpieczeń](#)

→ ZOBACZ WIĘCEJ

### Karta Standard



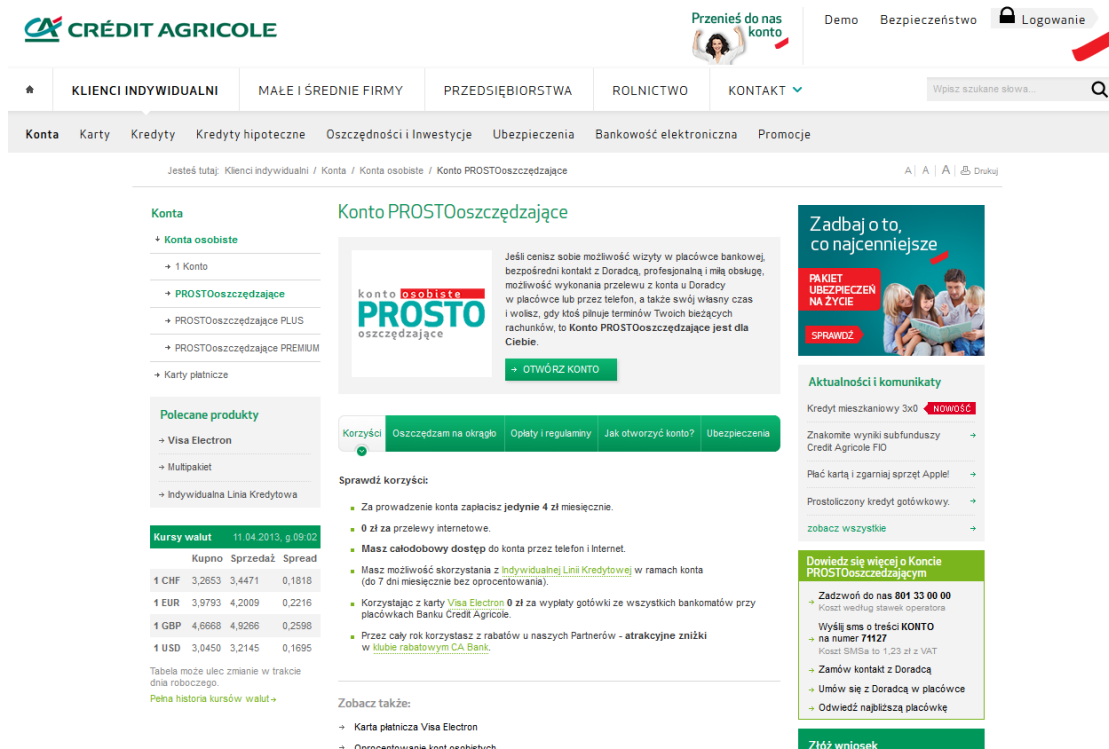
#### Co zyskujesz?

- wysoki limit do **10 000 zł**
- nieoprocentowany kredyt do **54 dni**
- kredyt ratalny w karcie kredytowej
- wysokie rabaty w [klubie rabatowym](#)
- dogodne [pakiety ubezpieczeń](#)

→ ZOBACZ WIĘCEJ

- Many similar products
- Descriptions contain only „pros”

# Credit-agricole.pl – product details page



The screenshot shows the website header with the Credit Agricole logo, navigation menu, and search bar. The main content area is titled 'Konto PROSTO oszczędzające' and includes a sidebar with 'Konta osobiste', 'Polecane produkty', and 'Kursy walut'. The main text describes the account's benefits, such as a 4-month interest-free period and internet transfers. A 'Zadbaj o to, co najcenniejsze' banner is also visible.

- Cluttered layout
- Patience and focus needed to extract the most crucial attributes
- „Average banking site”

## Approach to the project

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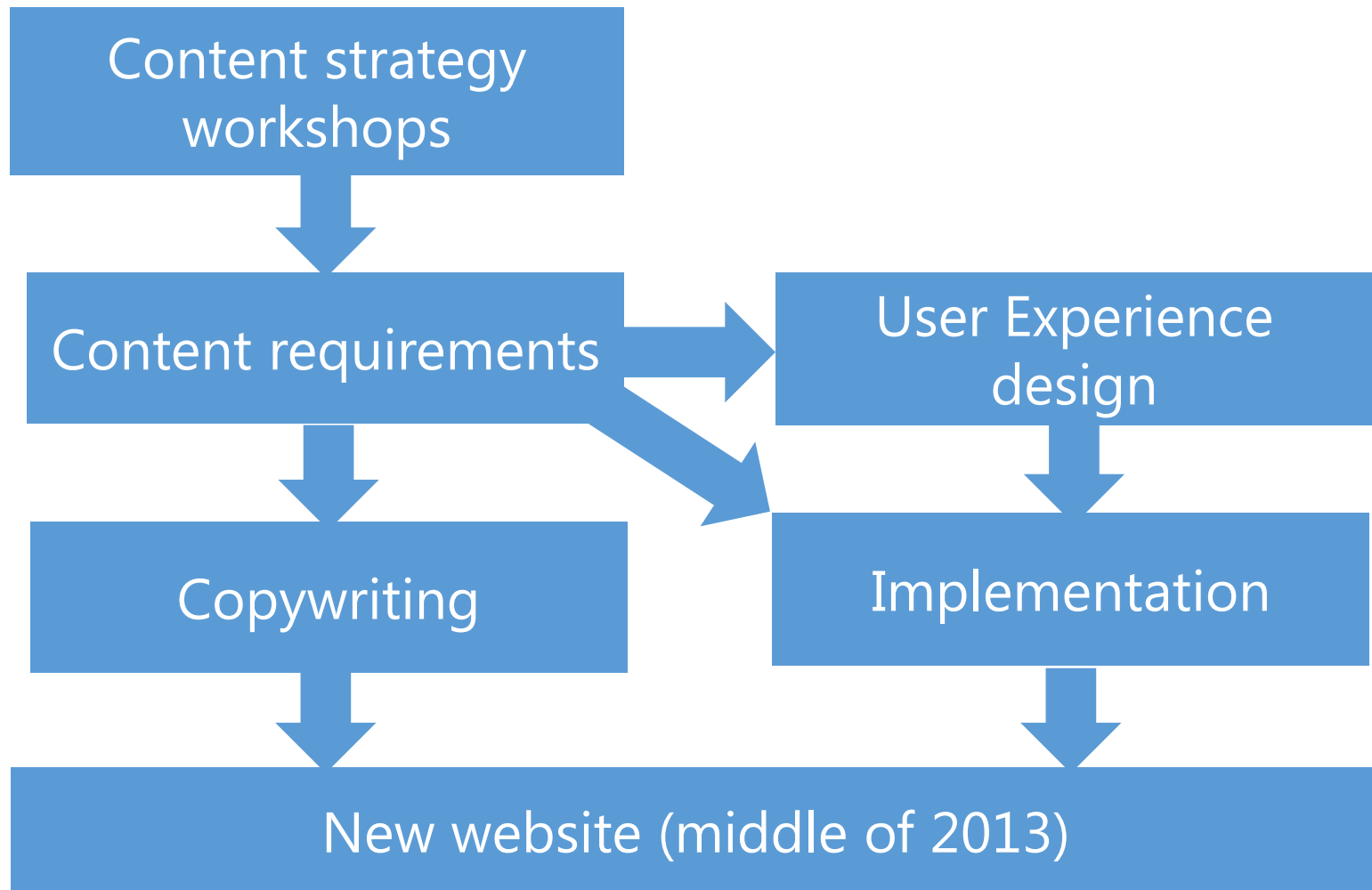
Problems encountered were not entirely „interface-driven“

It was not enough to redesign the website.

We needed to **re-think the content.**



## Project stages







## Project stakeholders



Internet  
Marketing  
(leader)

Marketing

Product  
managers

Public  
Relations

Content strategy workshops



## Content strategy workshops

Workshop 1: Users and their content needs

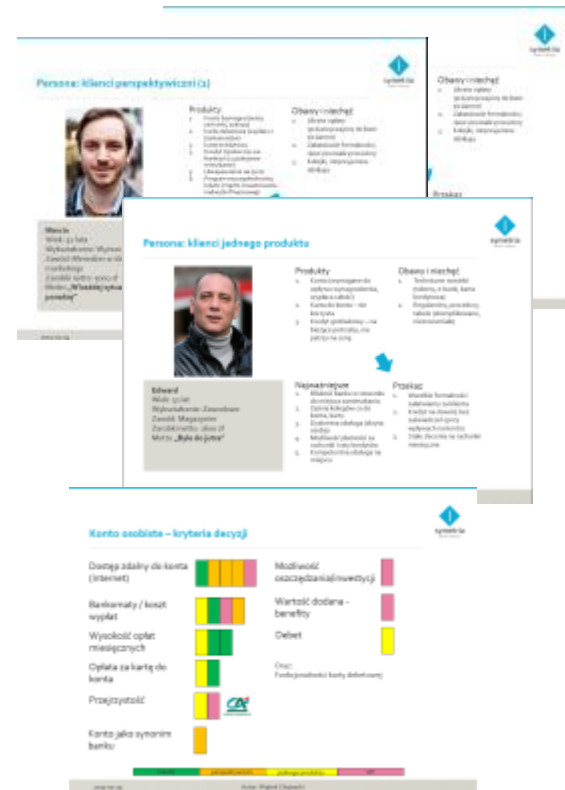
Workshop 2: Content requirements

# Content strategy workshops

Personas (4 target groups)

Banking product selection criteria

Conducted on the basis of marketing studies results



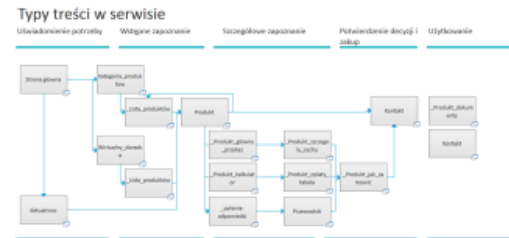
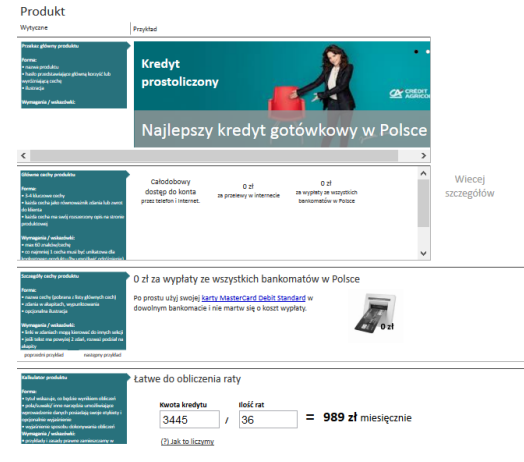


# Content requirements

# Content mapping

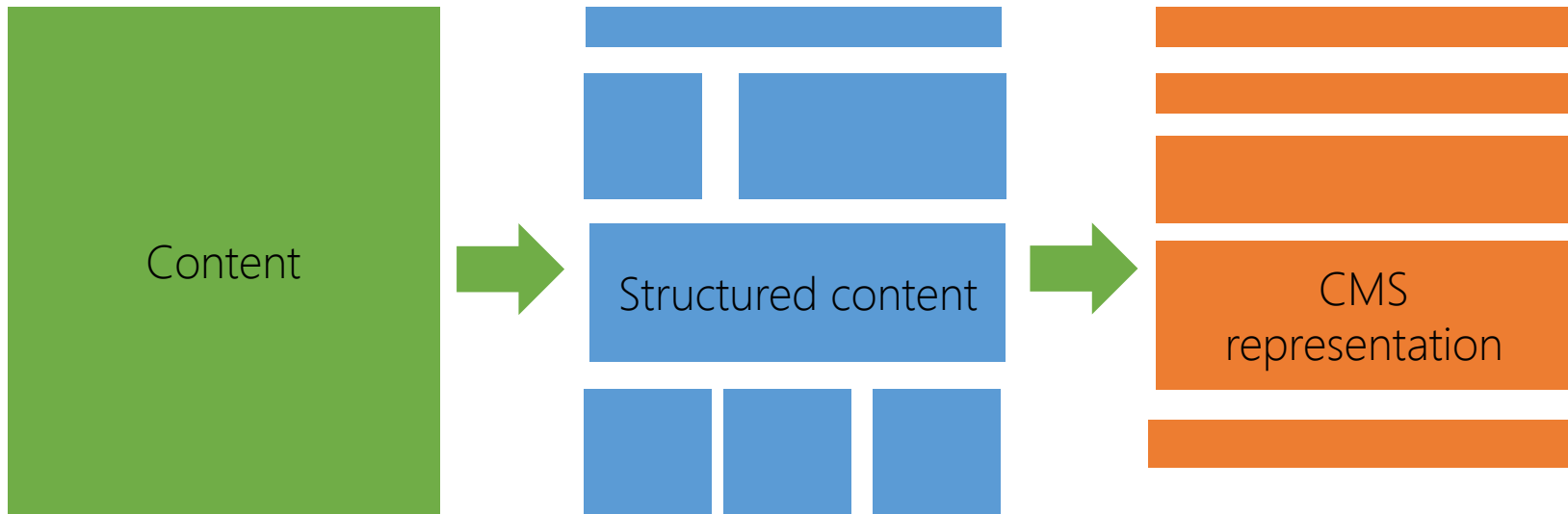
# Content templates (related to mockups)

# Style guide for the templates



## Content templates

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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>

## Produkt

Wytyczne


Przykład

**Przebieg główny produktu**

Forma:

- nazwa produktu
- jedno przedstawienie głównej korzyści lub wyróżniającej cechy
- ilustracja

Wymagania / wskazówki:



Content structure element

**Główne cechy produktu**

Forma:

- 3-4 kluczowe cechy
- każda cecha jako równoważnik zdania lub zwrot do klienta
- każda cecha ma swój rozszerzony opis na stronie produktowej

Wymagania / wskazówki:

- max 50 znaków/cechę
- co najmniej 3 cechy musi być unikatowa dla każdego produktu (nie dla wszystkich odmian)

Całodobowy dostęp do konta przez telefon i Internet.

0 zł za przelewy w internecie

0 zł za wypłaty ze wszystkich bankomatów w Polsce

Wiecej szczegółów

**Szczegóły cechy produktu**

Forma:

- nazwa cechy (pobrane z listy głównych cech)
- zdania w akapitach, wypunktowania
- opcjonalnie ilustracja


Wymagania / wskazówki:

- linki w zdaniach mogą kierować do innych sekcji
- jeśli tekst ma powyżej 2 zdań, rozważ podział na akapity

poprzedni przykład   następnny przykład

0 zł za wypłaty ze wszystkich bankomatów w Polsce

Po prostu użyj swojej [karty MasterCard Debit Standard](#) w dowolnym bankomacie i nie martw się o koszt wypłaty.



**Kalkulator produktu**

Forma:

- tytuł wskazujące, co będzie wynikiem obliczeń
- pole/wzrostki/ inne narzędzia umożliwiające wprowadzenie danych posiadając swoje dane i opcjonalnie wyjaśnienie
- wypisanie sposobu dokonywania obliczeń

Wymagania / wskazówki:

- przykłady i zasady powtarzamy w

Łatwe do obliczenia raty

Kwota kredytu:  / Ilość rat:  = **989 zł miesięcznie**

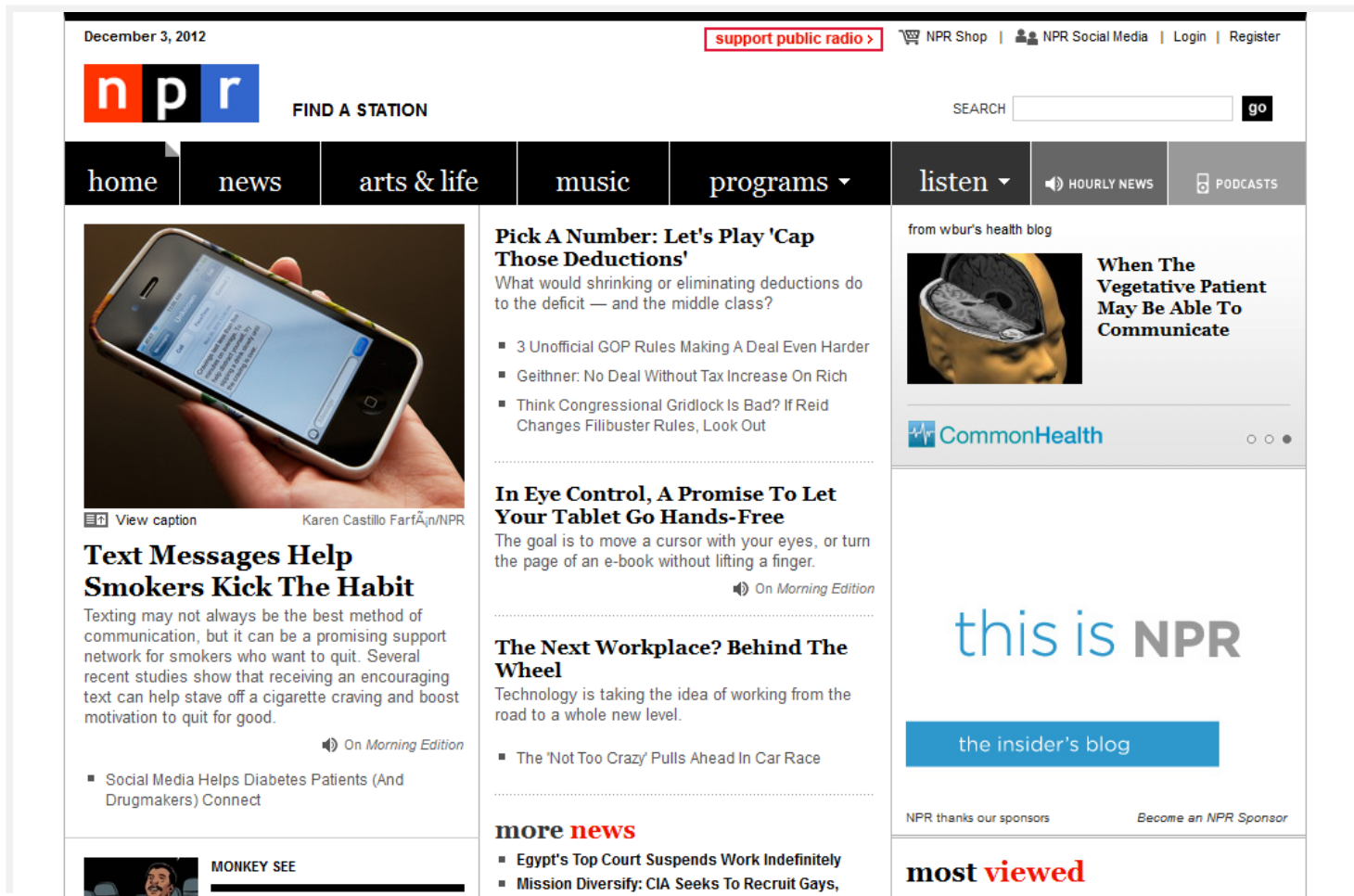
[\(?\) Jak to liczymy](#)

Requirements

Example

# Content templates / stylebook

# Benefits of content structuring: National Public Radio



The screenshot shows the NPR website interface. At the top, it displays the date "December 3, 2012" and navigation links for "support public radio", "NPR Shop", "NPR Social Media", "Login", and "Register". The main navigation bar includes "home", "news", "arts & life", "music", "programs", "listen", "HOURLY NEWS", and "PODCASTS".

The main content area features several articles:

- Text Messages Help Smokers Kick The Habit**: An article by Karen Castillo Farfán/NPR, featuring an image of a hand holding a smartphone. The text discusses how texting can be a promising support network for smokers. It includes a sub-headline "Social Media Helps Diabetes Patients (And Drugmakers) Connect" and a note "On Morning Edition".
- Pick A Number: Let's Play 'Cap Those Deductions'**: An article discussing the impact of shrinking or eliminating deductions on the deficit and the middle class. It lists three points: "3 Unofficial GOP Rules Making A Deal Even Harder", "Geithner: No Deal Without Tax Increase On Rich", and "Think Congressional Gridlock Is Bad? If Reid Changes Filibuster Rules, Look Out".
- In Eye Control, A Promise To Let Your Tablet Go Hands-Free**: An article about using eye-tracking technology to navigate e-books. It includes a note "On Morning Edition".
- The Next Workplace? Behind The Wheel**: An article about working from the road. It includes a sub-headline "The 'Not Too Crazy' Pulls Ahead In Car Race".

On the right side, there is a "CommonHealth" section with an article titled "When The Vegetative Patient May Be Able To Communicate" from wbur's health blog, featuring an image of a brain scan.

At the bottom of the page, there is a "MONKEY SEE" section with a small image of a man's face, and a "most viewed" section.

# COPE – Create Once, Publish Everywhere

The image is a collage illustrating digital content distribution. On the left, a web browser shows the NPR website with a 'Pooh Faithful' article by Lynn Neary, published on October 2, 2009. The article text reads: "It used to be that all days, at least in the sequel." And so a new classic – A.A. Milne released." Below the text is a book cover for "Return to the Hundred Acre Wood" by David Benedictus, illustrated by Mark Burgess, a 150-page hardcover. In the center, the iTunes application window is open, displaying a podcast library. The selected podcast is "NPR Topics: Books", and the selected episode is "Pooh Faithful Return To The Hundred Acre Wood", released on 10/2/2009. An "Information" window is open over the episode, showing the podcast name, episode title, and a description: "In the first authorized sequel to A.A. Milne's classic tales of Winnie the Pooh, author David Benedictus treads gently on the sacred woods of the original." The iTunes interface also shows a list of other episodes with their release dates and durations. At the bottom of the iTunes window, there are buttons for "Unsubscribe", "Settings...", "Report a Concern", and "Podcast Directory". The status bar at the bottom of the iTunes window indicates "65 items, 1.2 days, 1.08 GB".

**+ 80% pageviews**



## Client's perspective

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*„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

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*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

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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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## Wojtek Chojnacki

Strategy & Development Leader

[Wojciech.chojnacki@symetria.pl](mailto:Wojciech.chojnacki@symetria.pl)

