UNDERSTANDING

UX CONTENT STRATEGY

a presentation by Pat Higgins

Content strategists evolve into their roles

There's no college degree in content strategy

Copywriter or investigative reporter?

In the newsroom, the copywriter writes compelling headlines but the investigative reporter discovers the facts, interviews experts, connects the dots, and digs for truth to tell the complete story.
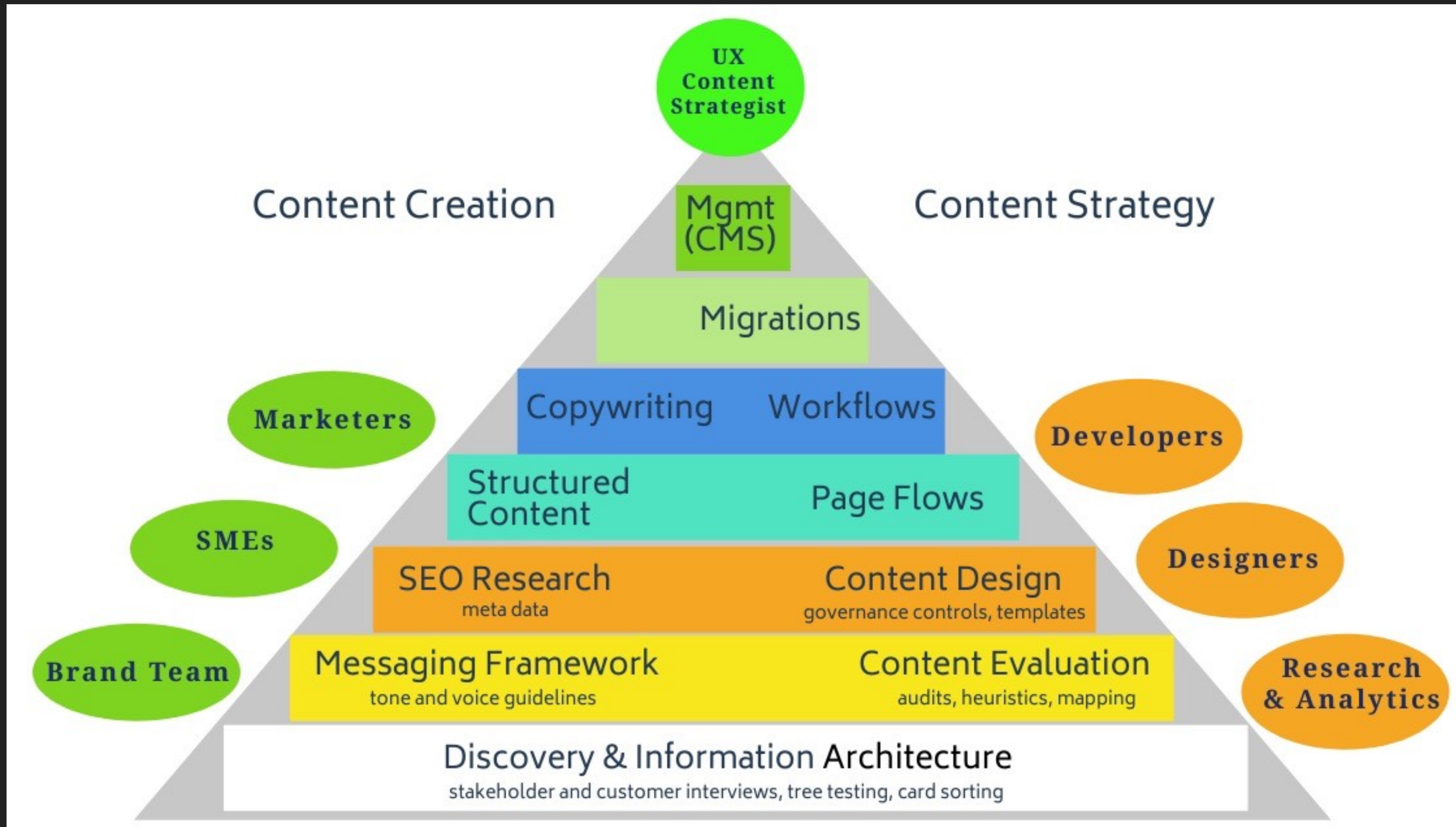
When you picture the content strategists on your team as investigative reporters and not copywriters, you'll understand the value of this role in your organization

Where does UX content strategy sit on your team?
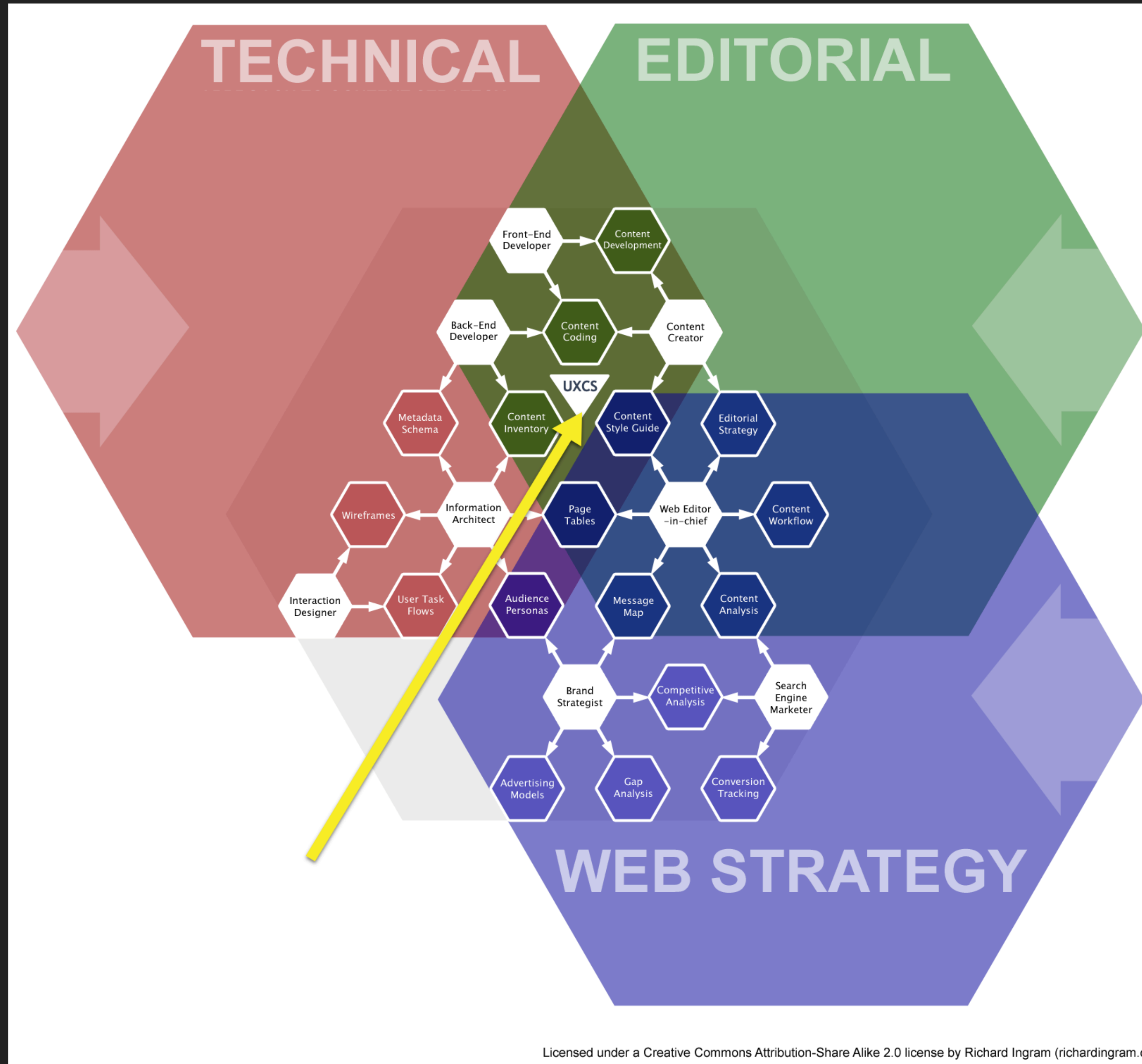
Many teams influence customer and brand messaging. The UX content strategist sits in the center of all teams.

Deliverables

The UX content strategist uses both technical and creative skills to deliver assets used by digital teams.

Example discovery exercises performed by UXCS

Messaging Brief

- Capture customer pain and problems
- Create messaging points by sales journey and channel
- Help stakeholders to think externally

Interviews

- Ask questions of stakeholders, front-line support teams and customers to uncover goals and painpoints
- Synthesize answers to guide content experience

Heuristic Evaluations

- Quantitatively compare your website against your competitors
- Involves multiple team member participation

Site Audit

- Evaluate the content on your current site to look for ROT (redundant,outdated, trivial)
- Capture current state in advance of content migrations
- Gap analysis

UX COPYWRITING
Guides and reassures users through a product's most important interactions

visitors are

task driven →

inherently selfish →

in a self-service environment →

participatory →

vocal and influential →

The biggest sin we can commit in web content is to waste our visitor's time!

UX Microcopy

Speaks to the user's rational mind

Contextual & Guiding

Identifies context and defines the next act a user must make to reach a chosen goal.

Marketing Microcopy

Speaks to the user's emotional mind

Conversion Driven by Journey

Focuses on pain points, benefits, and the value proposition.

Both require an *empathetic* understanding of the user's real-world context to create content with **clarity**.

UX content helps users to quickly

Find
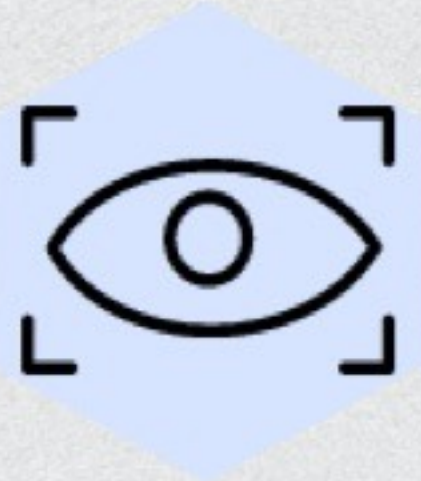what they need

Understand
what they found

Use
the information to
accomplish a task

Front load important info

Lead with content for your primary audience then follow with additional details

Use headers for scanning

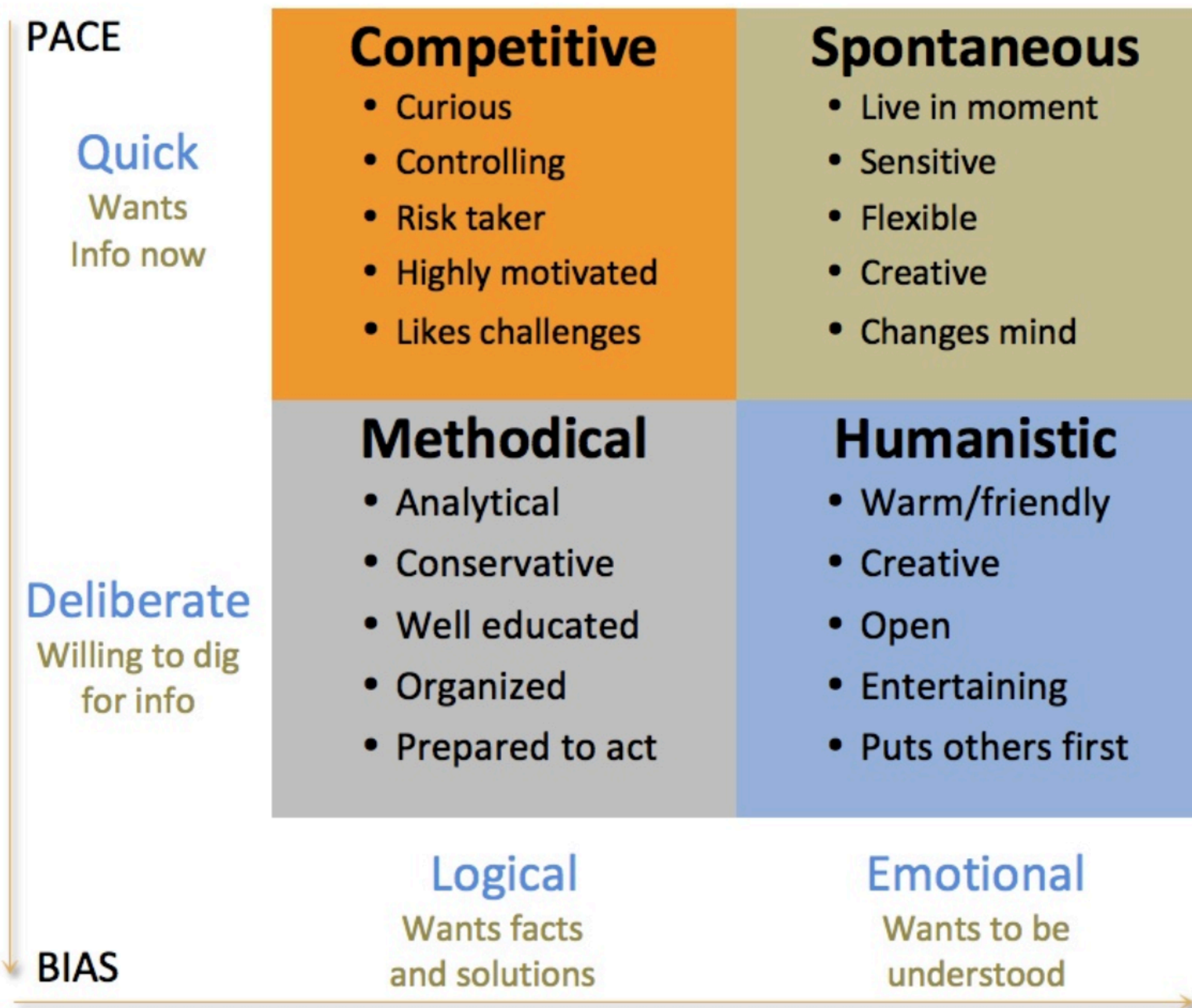Users don't read every word – they skim and scan – make your headers tell the story

Offer scent trails

Users want clues that they've landed in the right place – use descriptive link text to set expectations

Increase Conversions through Persuasive Architecture

CUSTOMER PERSONAS

PACE

Quick
Wants Info now

Competitive
- Curious
- Controlling
- Risk taker
- Highly motivated
- Likes challenges

Spontaneous
- Live in moment
- Sensitive
- Flexible
- Creative
- Changes mind

Methodical
- Analytical
- Conservative
- Well educated
- Organized
- Prepared to act

Humanistic
- Warm/friendly
- Creative
- Open
- Entertaining
- Puts others first

Deliberate
Willing to dig for info

BIAS

Logical
Wants facts and solutions

Emotional
Wants to be understood

Write for Competitives First
"Drill Down"

Write highlights, fast facts and key benefits on homepage and section headers...
... then add more detailed information on sub pages

Content strategy provides structure,
word choice provides tone

There's a symbiotic relationship between copy and design. The content experience is more than what's written.

LEARN MORE

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