

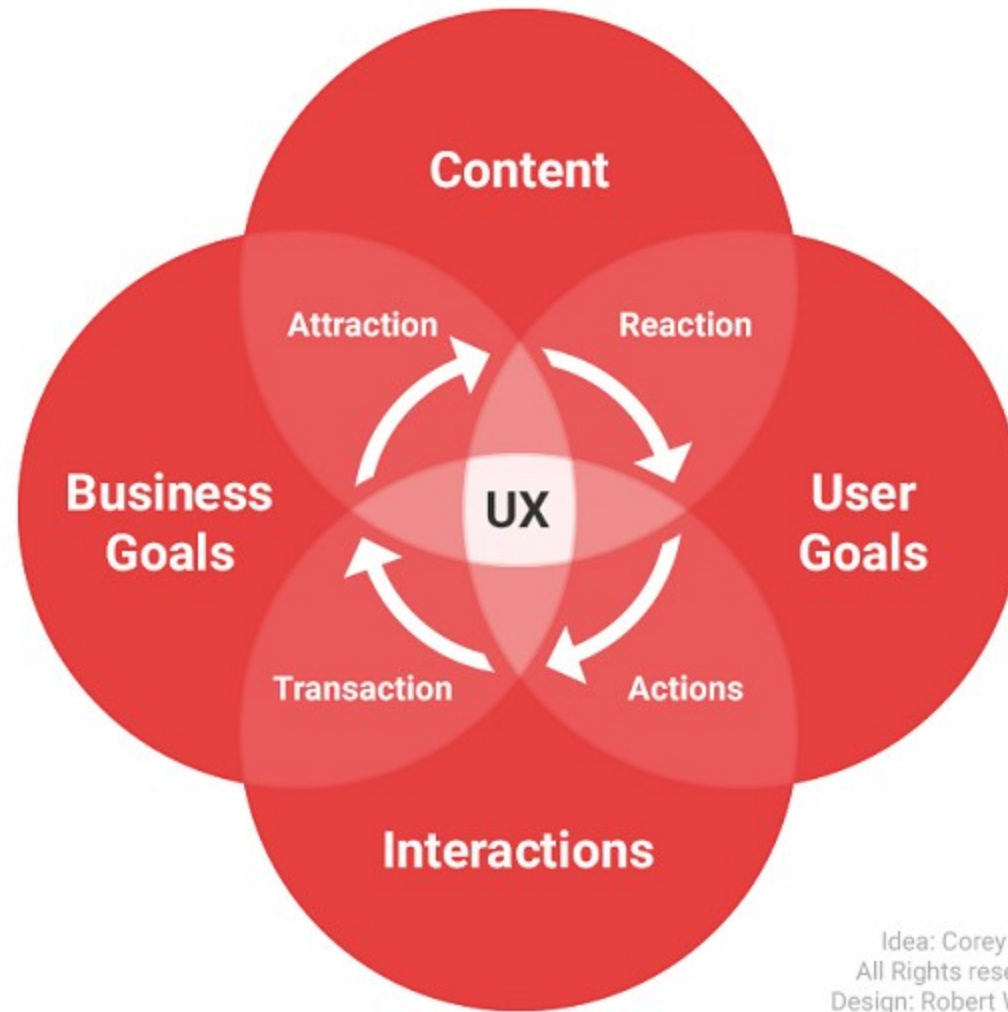
ITI0209: User Interfaces

10. Content

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User Experience Model



Bad content can never deliver a great user experience. However, if the content has structure and all the necessary information that a user needs, it will help create a good user experience.

UX Writing

A UX writer is someone who writes for user experience. **UX writers write the words we read or hear when we use a digital product.** Their texts must be clear, concise, and useful. Their goal is to help and guide the user.

UX writer is not a Copywriter

Copywriters

UX writers

Use sexy words to attract customers

Use simple words to explain things



Sales-oriented

Product-oriented



Work with marketers

Work with designers



Tell stories

Share conversations



Can work alone

Can't work alone



Good Content Is:

- **User Centered.** On a web project, user-centered design means that the final product must meet real user needs and fulfill real human desires.
- **Clear.** Good content speaks to people in a language they understand and is organized in ways that make it easy to use.
- **Consistent.** For most people, language is our primary interface with each other and with the external world. Consistency of language and presentation acts as a consistent interface, reducing the users' cognitive load and making it easier for readers to understand what they read.

Good Content Is:

- **Concise.** Omit needless content. Once you've rooted out unnecessary content at the siteplanning level, be prepared to ruthlessly eliminate needless content at the section, page, and sentence level.
- **Supported.** Factual content must be updated when new information appears and culled once it's no longer useful; user-generated content must be nurtured and weeded; time-sensitive content like breaking news or event information must be planted on schedule and cut back once its blooming period ends.

Purpose is important:

Consider the following possible purposes for a chunk of product-related content.

- **"Sell products."** This is so vague as to be meaningless and is likely to produce buzzword-infested fluff.
- **"Sell this product."** Selling a product is a process made up of many smaller tasks, like discussing benefits, mapping them to features, demonstrating results and value, and asking people to buy. If your goal is this vague, you have no idea which of these tasks (if any) the content will perform.

Purpose is important:

Consider the following possible purposes for a chunk of product-related content.

- **"List and demonstrate the benefits of this product."** This is something a chunk of content can actually do. But if you don't know who is supposed to benefit from the product, it's difficult to be specific.
- **Show how this product helps nurse practitioners.** If you can discover what nurse practitioners need, you can create content that serves this purpose. (And if you cannot find out what they need before trying to sell them a product, you have a lot more to worry about than your content.)

5W-s for UX Writing

- **Who** is the user?
- **What** does the user need to know?
- **Where** is the user in an experience?
- **When** do users need this information?
- **How** should you say it?

See also: https://en.wikipedia.org/wiki/Five_Ws

The Marketing Funnel

The sales funnel (also known as a revenue funnel or sales process) refers to the buying process that companies lead customers through when purchasing products. The definition also refers to the process through which a company finds, qualifies, and sells its products to buyers



AARRR Funnel

- **Acquisition:** How can I make potential customers find me?
- **Activation:** How can I provide a good enough experience for my potential customers?
- **Retention** How can I keep potential customers coming back to me?
- **Referral** How can I get potential customers to talk about me in their circles?
- **Revenue** How can I turn potential customers into paying customer?

The "boring" stuff - Terms and Privacy

See: <https://500px.com/terms>

Tools

- Hemingway. <https://hemingwayapp.com/>
- Grammarly. <https://grammarly.com>

Links

- Good Content is Good UX. <https://medium.com/design-ibm/good-content-is-good-ux-33a06142050a>
- Complete Beginner's Guide to Content Strategy. <https://www.uxbooth.com/articles/complete-beginners-guide-to-content-strategy/>
- The Role of Content in User Experience. <https://www.uxmatters.com/mt/archives/2018/05/the-role-of-content-in-user-experience.php>
- The User Experience of Good Content. <https://uxmag.com/articles/the-user-experience-of-good-content>

Links

- AARRR Framework- Metrics That Let Your StartUp Sound Like A Pirate Ship.
<https://medium.com/@ms.mbalke/aarr-rr-framework-metrics-that-let-your-startup-sound-like-a-pirate-ship-e91d4082994b>
- Terms and Conditions of Services: do we all agree? <https://uxdesign.cc/terms-and-conditions-of-services-do-we-all-agree-12bb88d3f4c2>
- Who, what, where, when, why and how — for UX writing <https://uxdesign.cc/the-5-ws-and-1-h-for-ux-writing-9a5786a80b95>