

ITI8740/ITX8522: Software Development Team Project. 2025

09. Content: Continued

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More content is not better, it is just more. The content must be clear, concise, and useful. The goal of content is to provide trust, help and guide the user.

Interaction Archetypes

You can use the interaction archetypes as the basis for any user interface. They describe how content must be structured, in order to address the intention of use in the best possible way. This equips you with a model to help you develop user interfaces efficiently and effectively.

Source: <https://dumbo.design/en/insights/ultimate-guide-user-interface-design-humans/>

Core-Content

Needed for users to complete a task.
This kind of content captures the essence of the interaction, and is simple to understand. In a sense, it is the bare minimum of function and information required to finish a task.

- Takes into account various levels of prior knowledge
- Aims to reduce hurdles
- Assures users that they can complete the task
- Assists in the completion of a task

core	
extend	
jump	

Extend-Content

Supports users in completing a task.
Such information enriches the Core.
It gives the reader confidence that
the task can be completed.
Additionally, it lowers obstacles and
fills in knowledge gaps. Use as much
of it as necessary, and as little of it as
possible

- Contributes directly to the success factor
- Easily recognizable
- Can be tangibly experienced
- Provides orientation
- Encourages engagement

core	
extend	
jump	

Jump-Content

Opens up alternative solution spaces that help the user progress towards the same overarching goal. It keeps users in motion.

- Engages users
- Keeps them browsing
- Avoids dead ends
- Makes progress possible

Source: <https://dumbo.design/en/insights/ultimate-guide-user-interface-design-humans>

core	
extend	
jump	

Balance content according to intention of use

- **Act:** Users pursue a clear goal. They have already decided on a specific solution - now the only thing holding them back are the steps needed to get there (*core*).
- **Understand:** Users have a clear goal in mind, but the exact solution is not yet known. They need more information before they can choose a solution path. Here, the content needs to be (*jump*)
- **Explore:** Users don't consciously pursue any objective or solution. They want to fulfill an craving for amusement, learning, or distraction (*extend*).

Beyond written words: Tone of Voice

Tone is more than just the words we choose. It's the way in which we communicate our personality. Tone of voice is the way we tell our users how we feel about our message, and it will influence how they'll feel about our message, too.



The Four Dimensions of Tone of Voice

Formal |-----| Casual

Serious |-----| Funny

Respectful |-----| Irreverent

Matter-of-fact |-----| Enthusiastic

Four Dimensions of Tone of Voice

- **Formal vs. casual:** Is the writing formal? Informal? Casual? (Note that casual and conversational are not necessarily synonymous, but they do often appear together.)
- **Serious vs. funny:** Is the writer trying to be humorous? Or is the subject approached in a serious way? (Note that for our purposes, this dimension was only the attempt at humor. We didn't evaluate if the writers successfully landed their jokes.)

Four Dimensions of Tone of Voice

- **Respectful vs. irreverent:** Does the writer approach the subject in a respectful way? Or does she take an irreverent approach? (In practice, most irreverent tones are irreverent about the subject matter, in an effort to set the brand apart from competitors. They are not usually intentionally irreverent or offensive to the reader.)
- **Matter-of-fact vs. enthusiastic:** Does the writer seem to be enthusiastic about the subject? Is the organization excited about the service or product, or the information it conveys? Or is the writing dry and matter-of-fact?

Using Tone to Guide Your Content

1. **Decide what combination of dimensions** makes sense best for your company and think about strategies to implement this tone of voice.
2. **Refine your tone strategy** by choosing more specific tone target words like “playful,” “quirky,” or “sarcastic.” Avoid choosing more than a handful of tone words, to keep the desired tone guidelines easy to follow.
3. **Consider choosing anti-tone words.** These are the tones that you want to avoid creating. For example, a university's tone goal may be to come off as "authoritative" without being "pedantic".

Content Style Guides

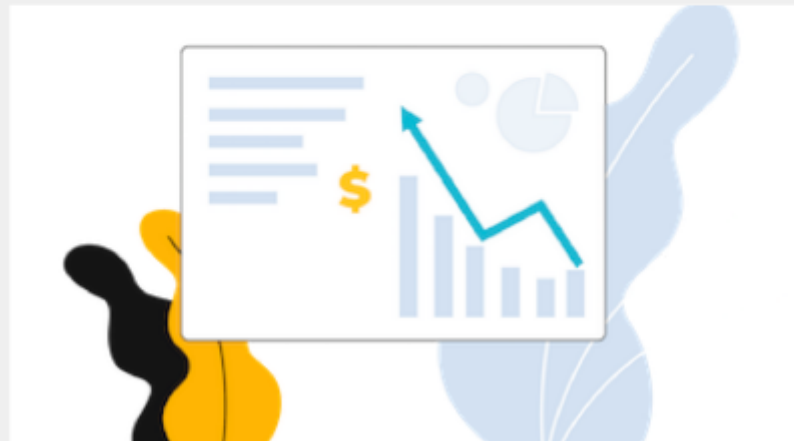
- Writing for GOV.UK: How to write well for your audience, including specialists.
<https://www.gov.uk/guidance/content-design/writing-for-gov-uk>
- Creating helpful, reliable, people-first content. <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Imagery in Design



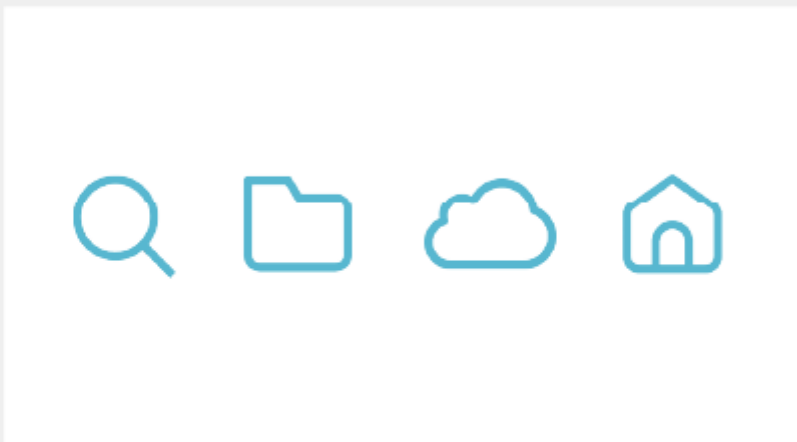
Photograph

Source: [pexels.com](https://www.pexels.com)



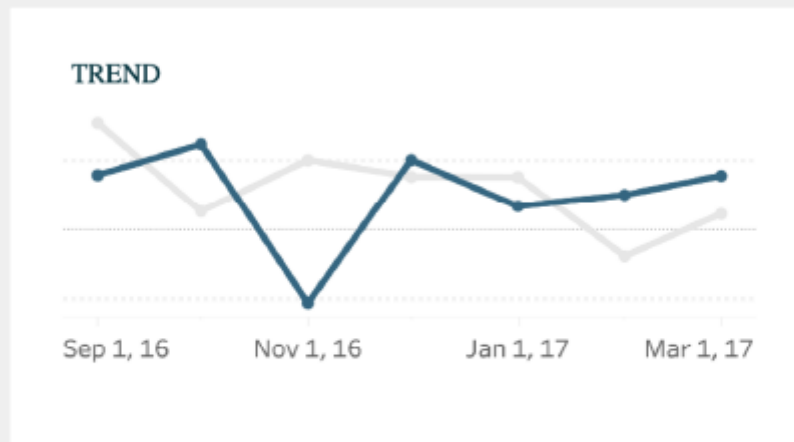
Illustration

Source: [blush.design](https://www.blush.design)



Iconography

Source: [Noun Project](https://nounsproject.com)



Data Visualization

Source: [Tableau](https://tableau.com)

5 Visual-Design Principles in UX

Visual-design principles inform us how design elements go together to create well-rounded and thoughtful visuals. Graphics that take advantage of the principles of good visual design can drive engagement and increase usability.

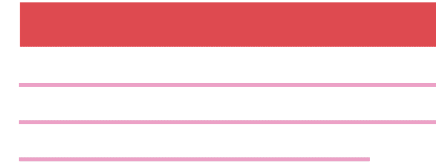
SCALE

The principle of scale refers to using relative size to signal importance and rank in a composition.



VISUAL HIERARCHY

The principle of visual hierarchy refers to guiding the eye on the page so that it attends to design elements in the order of their importance.



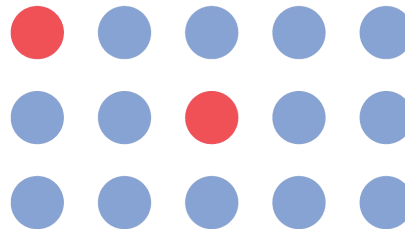
BALANCE

Balance occurs when there is an equally distributed amount of visual signal on both sides of an imaginary axis.



CONTRAST

The principle of contrast refers to the juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.



GESTALT PRINCIPLES

Gestalt principles capture our tendency to perceive the whole as opposed to the individual elements.



Tip: Choose Images with Similar Characteristics

When your design requires multiple images, match their characteristics as much as possible. For example, when choosing photographs, look for consistency in exposure, brightness, and contrast. The result will be a consistent visual experience where no single photo draws the eye too much.

Tip: Prioritize Information-Carrying Images Over Decorative Images

Decorative images, such as stock photos, take up space and bring little additional value to the site content. Decorative images can support the brand personality and tone of the site, but they should not overpower information-carrying images.

Tip: Balance Images with Text

Balance is one of the basic principles of visual design. Balance comes into play in the positioning of text and imagery on a page. A balanced design that displays a lot of text will use images that include more detail, such as texture, shadows, and multiple colors. If, on the other hand, your design prioritizes white space over text, the imagery should be simple.

Tip: Avoid Unnecessary Graphic Elements in Infographics and Data Visualizations

Infographics and data visualizations are born from the need to share a lot of data or convey insights in a simplified and engaging way. It may be tempting to use many colors and graphical elements in these visuals to make them stand out against text content, but unnecessary graphic elements can overpower and diminish the value of these images.

Exercise

Discuss: <https://photos.google.com/search/CgZ1Z2FuZGEiCAoGdWdhbmRhKNz66KejMw%3D%3D/photo/AF1QipP7qbKCosxLrLNAJ4Ewl6nmQY1rwWa-SEuFiCqZ>

The "boring" stuff - Terms and Privacy

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

Excercise: Blueprint for writing copy that sells.

[https://docs.google.com/document/
d/1PyMCM_by8labalrBYpj4QQnm7dP07rOdTdzqZv8dZTs/edit?
tab=t.0#heading=h.all3uddv8qdj](https://docs.google.com/document/d/1PyMCM_by8labalrBYpj4QQnm7dP07rOdTdzqZv8dZTs/edit?tab=t.0#heading=h.all3uddv8qdj)

Tools

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

Landing Page Generators.

- Carrd. <https://carrd.co/build>
- Figma Make: <https://www.figma.com/make/>

Editable List of resources

- <http://bit.ly/4hxDtXE>

Links

- 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>
- Content Strategy for Startups: The Complete Guide. <https://uxplanet.org/content-strategy-for-startups-the-complete-guide-554e44675f60>
- The Four Dimensions of Tone of Voice. <https://www.nngroup.com/articles/tone-of-voice-dimensions/>
- Using Imagery in Visual Design. <https://www.nngroup.com/articles/imagery-in-visual-design/>

Thank you!