ITI8740/ITX8522: Software Development Team Project. 2026

08. Content.

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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

A landing page is a standalone page that serves a single and focused purpose to deliver and follow up to any promises that you have made. Essentially, it is the next step toward a visitor becoming a customer.

A good landing page has:

- **A visual hook:** With so much content out there, it is insanely critical to think about having a super compelling visual hook.
- **A clear, motivational message:** For a startup, answering the who, what, how, and why is super critical to ensure your new visitors have a clear understanding of your business and product or service
- **An emotional appeal:** Studies show that people rely on emotions, rather than information, to make brand decisions—and the emotional responses to marketing messages are more influential on a person's intent to buy than the content itself

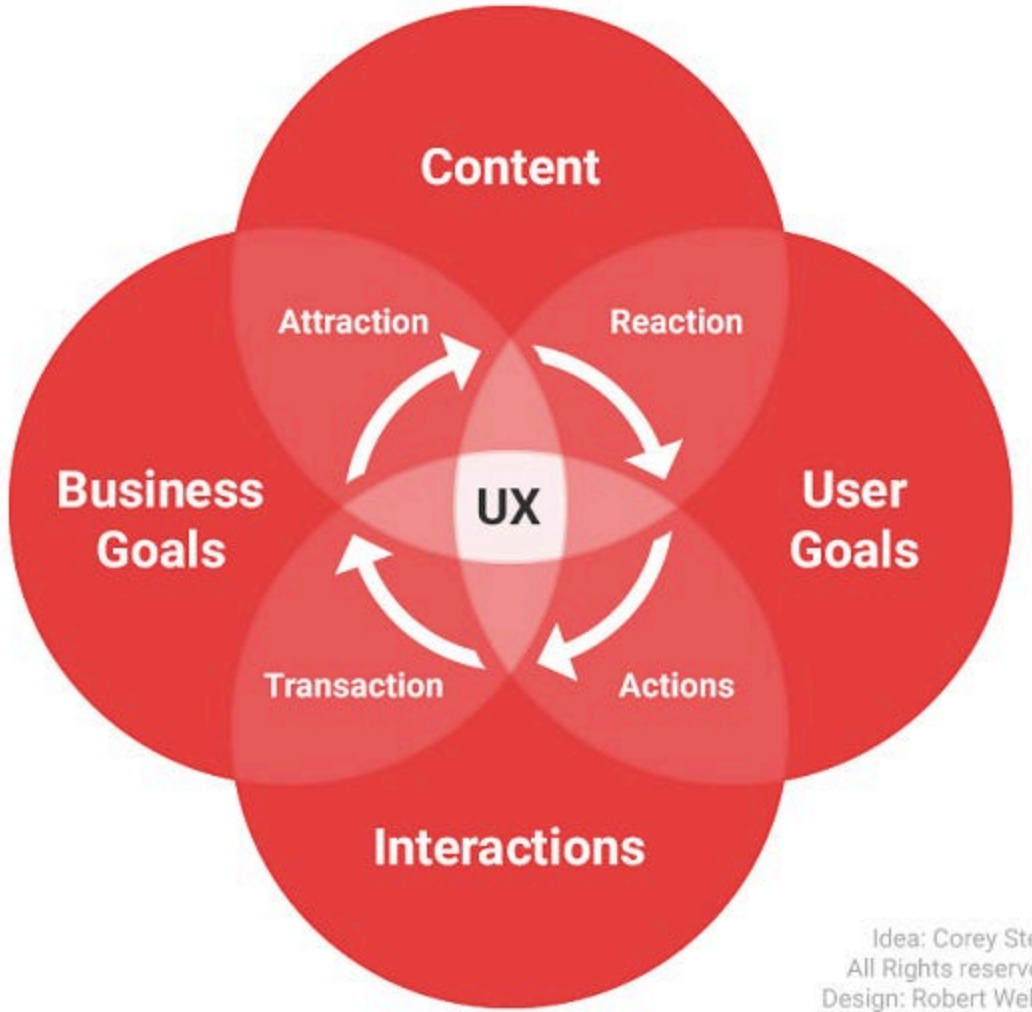
A good landing page has:

- **Short, sweet, and sensical copy:** we will be looking at it in detail today
- **Trust signals:** Real testimonials, real metrics, real team!
- **A "How It Works" section:** This type of content typically lives below the fold (after your initial heading and CTA), but the section should still be short and sweet in terms of copy, with lots of relevant visual images.
- **Consistent styling:** Use/recycle free templates.
- **Lead capture form:** Mailchimp is your friend.
- **Analytics:** Google Analytics is a good bet,

Content is meaning, rooted in user needs.

Content, agnostic of form, is the true meaning and story at the center of the experience you're delivering. Content is a specific slice of user experience and must be rooted in user needs. Those needs do not necessarily have to be met with the written word, but can also be met through video, visuals, gamification, interactive experiences, and more.

User Experience Model



Idea: Corey Stern
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Design: Robert Weller

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 Writing: Study Guide.
https://www.nngroup.com/articles/ux-writing-study-guide

UX writer is not a Copywriter

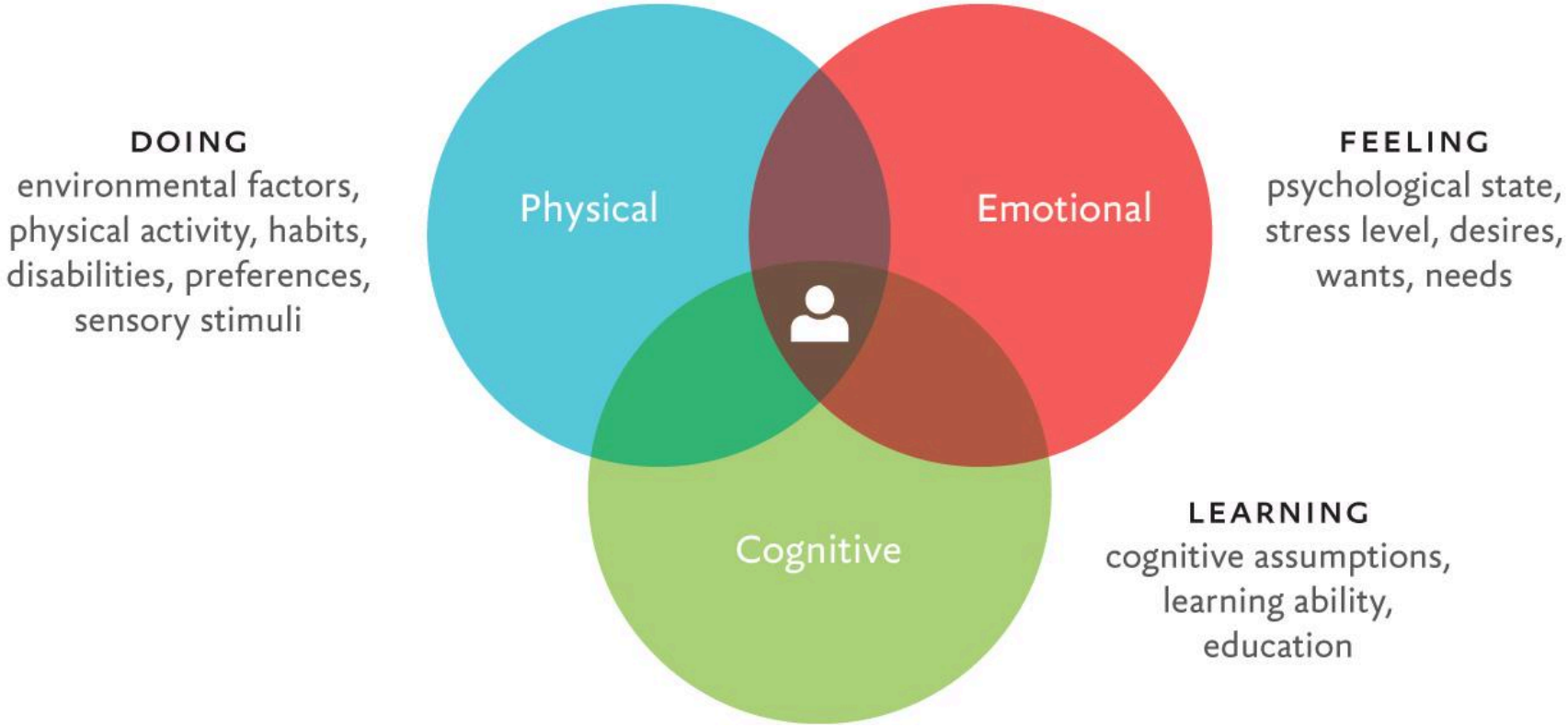
Copywriters	UX writers
Use sexy words to attract customers	Use simple words to explain things
Sales-oriented	Product-oriented
Work with marketers	Work with designers
Tell stories	Share conversations
Can work alone	Can work alone

The Elements of Content Strategy

Erin Kissane.

https://abookapart.com/products/the-elements-of-content-strategy

The User Context



Content is appropriate for users when it helps them accomplish their goals.

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. Criteria: (1) the user can figure out what to do, and (2) the user can tell what is going on.
- **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.)

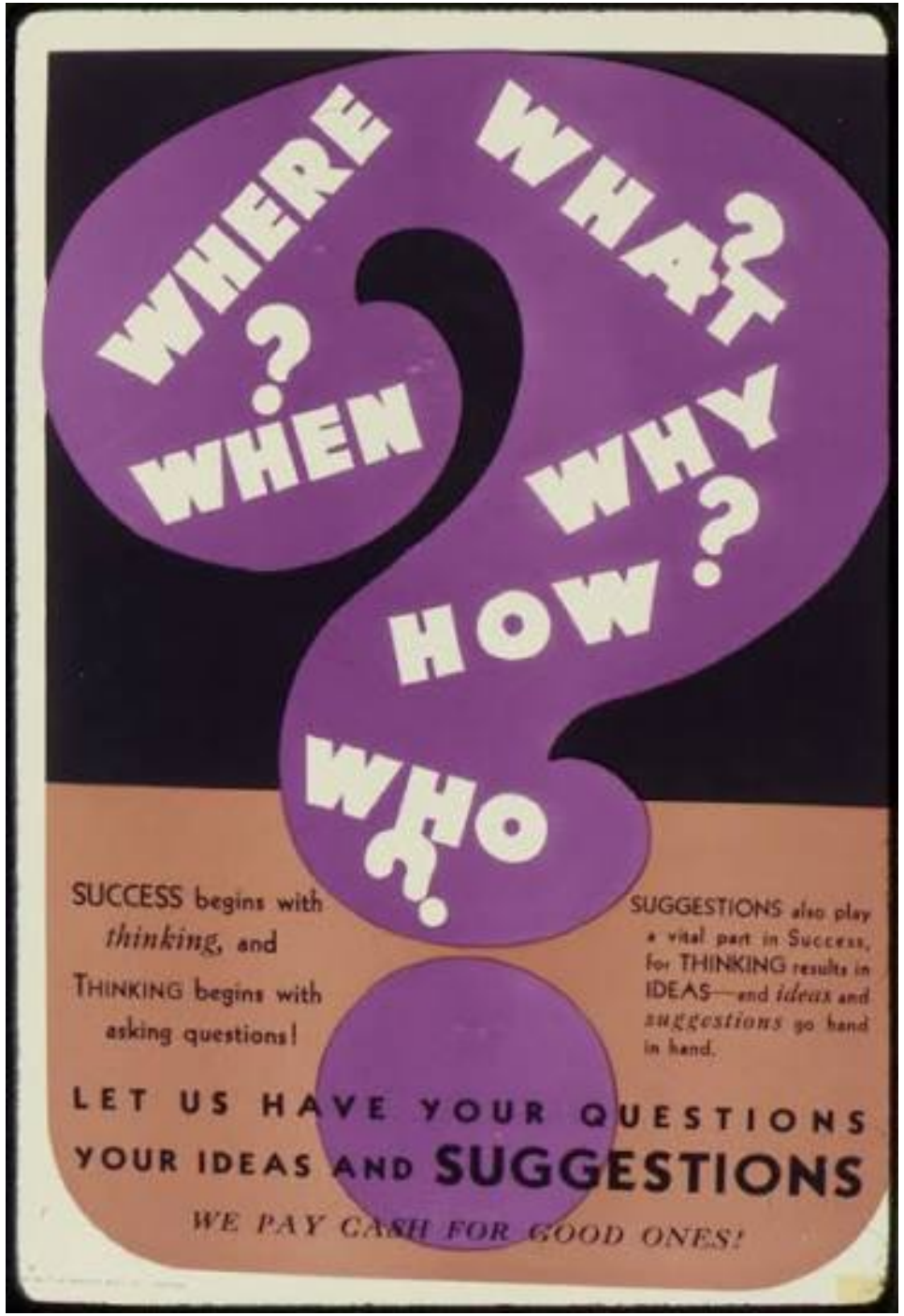
Balance content according to intention of use

- **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.
- **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
- **Explore:** Users don't consciously pursue any objective or solution. They want to fulfill an craving for amusement, learning, or distraction.

5W-s for Content 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



VISION:

To deliver high quality solutions that solve the right problems for our clients.

MISSION:

To build and deliver highly innovative software solutions by leveraging our diverse skills and working closely with our clients, consequently giving them a competitive advantage. To attract and retain top talent by creating an environment that fosters ideation and critical thinking.

VALUES:

• Integrity • Innovation • Efficiency
Excellence • Inclusive

More content is not better. It is just more. The content must be clear, concise, and useful. Their goal is to help and guide the user.

The "boring" stuff - Terms and Privacy

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

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

- https://docs.google.com/document/d/1e3GAotNckdJ7YvImRWhIIwoSIwLK19NeS_1Dy1Y2jak/edit?usp=sharing

Links

- How to Test your Startup Idea with a Landing Page. https://www.entreprenerd.blog/live-streams/how-to-test-your-startup-idea-with-a-landing-page
- 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/
- A Simple, Sure-fire Way to Create Great Content – The 5 W's & the H. https://wpmudev.com/blog/a-simple-sure-fire-way-to-create-great-content-the-5-w-the-h/

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
- Create a High-Value Content Style Guide. https://www.avoagency.com/articles/create-a-killer-content-styleguide

Links

- The Anatomy of a Perfect Landing Page. https://www.formstack.com/resources/guide-the-anatomy-of-a-perfect-landing-page
- What I learnt roasting 200 landing pages in 12 months. https://blog.roastmylandingpage.com/landing-page-roasts/
- The User Experience of Good Content. https://uxmag.com/articles/the-user-experience-of-good-content
- In 2 hours: How to Build & Validate Startup Idea with a Landing Page MVP. https://whizzoe.substack.com/p/in-2-hours-how-to-build-and-validate

Thank you!