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BUILDING CONTENT

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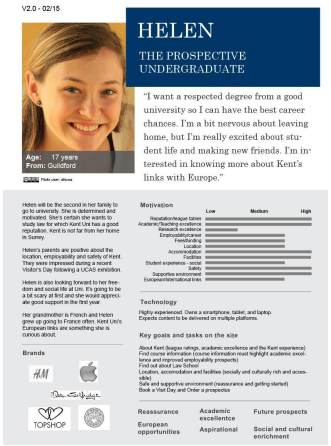
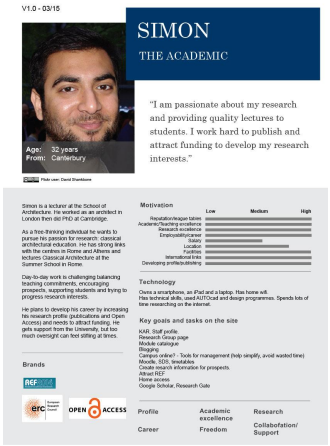
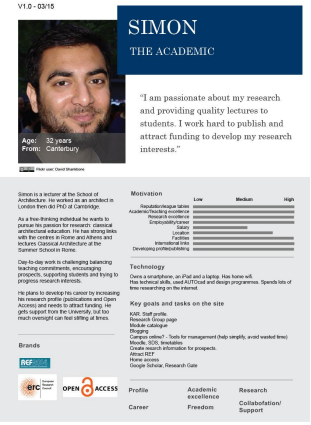
blogs.kent.ac.uk/webdev

Personas

Who are your users?







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Users

The 5 golden questions

1. What are they skeptical about in relation to what you offer?
2. What problems do they have in relation to what you offer?
3. Why are they coming to your site?
4. What's changed for them now they've found your site?
5. What would their life be like if they listened to you?

Content compass

What do we want users to think about us?

First impression	Value statement	Proof
What first impression to we want the user to have?	*What do we want our user to believe about our product?*	*How do we demonstrate to users that this value is true?*

Data

What are users actually doing?

Quick stats

- Pageviews/sessions per year
- Time on page
- Bounce
- Exit
- Age
- UK/EU vs Overseas

Journeys

- Previous pages
- Entrances vs Previous pages
- Next pages

Key goals

How to prioritise

Drive *Important to business*	**Focus** *Important to users and business*
Meh *Not important to anyone*	**Guide** *Important to users*

User scenarios

Different users, different content

Scenario	User group	Focus	Drive	Guide

Core model

Core page name:

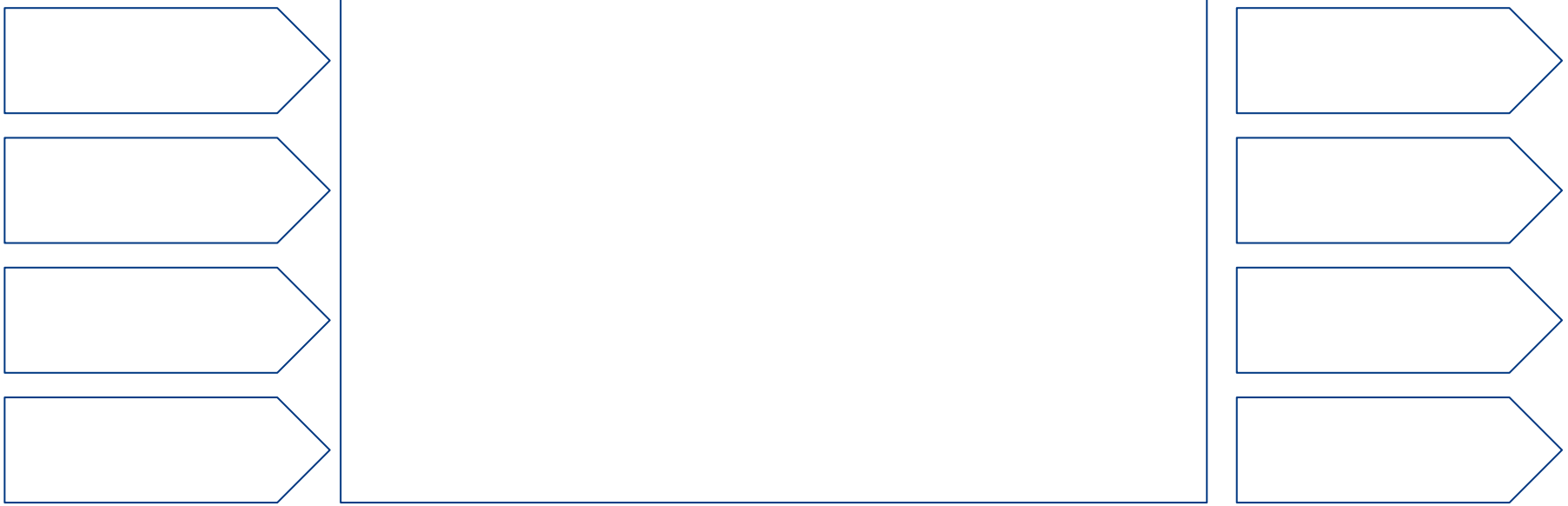
Target user group:

Business goals	**User goals** (*as a … I would like to …*)

Inward paths

Core content (focus, drive, guide)

Forward paths



Content heuristics

Things to think about how our content is designed

Findable - can users easily locate what they're looking for? - are there multiple ways of accessing things?	**Accessible** - language familiar to the users? - technical accessibility?	**Clear** - is task completion obvious and distraction free? - would the user find it easy to describe what you're asking them to do?
Communicative - is the status and location of the user obvious? - does navigation and messaging help set a sense of place?	**Useful** - are users able to get done what they wanted? - navigation options that lead users where they need to go next?	**Credible** - Is it easy to contact a real person? - Is it consistent?
Valuable - Is it desirable to the user? - Conforms to user expectations? - Can a user easily describe the value of what you're offering?	**Learnable** - Can your content be grasped quickly? - Is it memorable and easy to recount?	**Delightful** - How does this differ from other similar experiences? - How are user expectations being exceeded? - What are you providing that is unexpected?