# Content Strategy for better User Experience

Why design is not enough.

# About me



## Wojtek Chojnacki
*Strategy & Development Leader*

7 years of experience
UX design, UX research

Examples of UX projects:
Lexis Nexis
Orange
Credit Agricole
Philip Morris

# About Symetria

User research, usability testing

UX design

E-business support (design thinking workshops, e-marketing, content strategy, consultancy)

## We make users buy.

WE MAKE USERS BUY

**SYMETRIA**

*Team of 35 specialists*

*2 own commercial websites*

*Cooperation with the most important brands in Poland...:*
***Orange, T-Mobile, BZ WBK, Credit Agricole, WP.pl** ...*

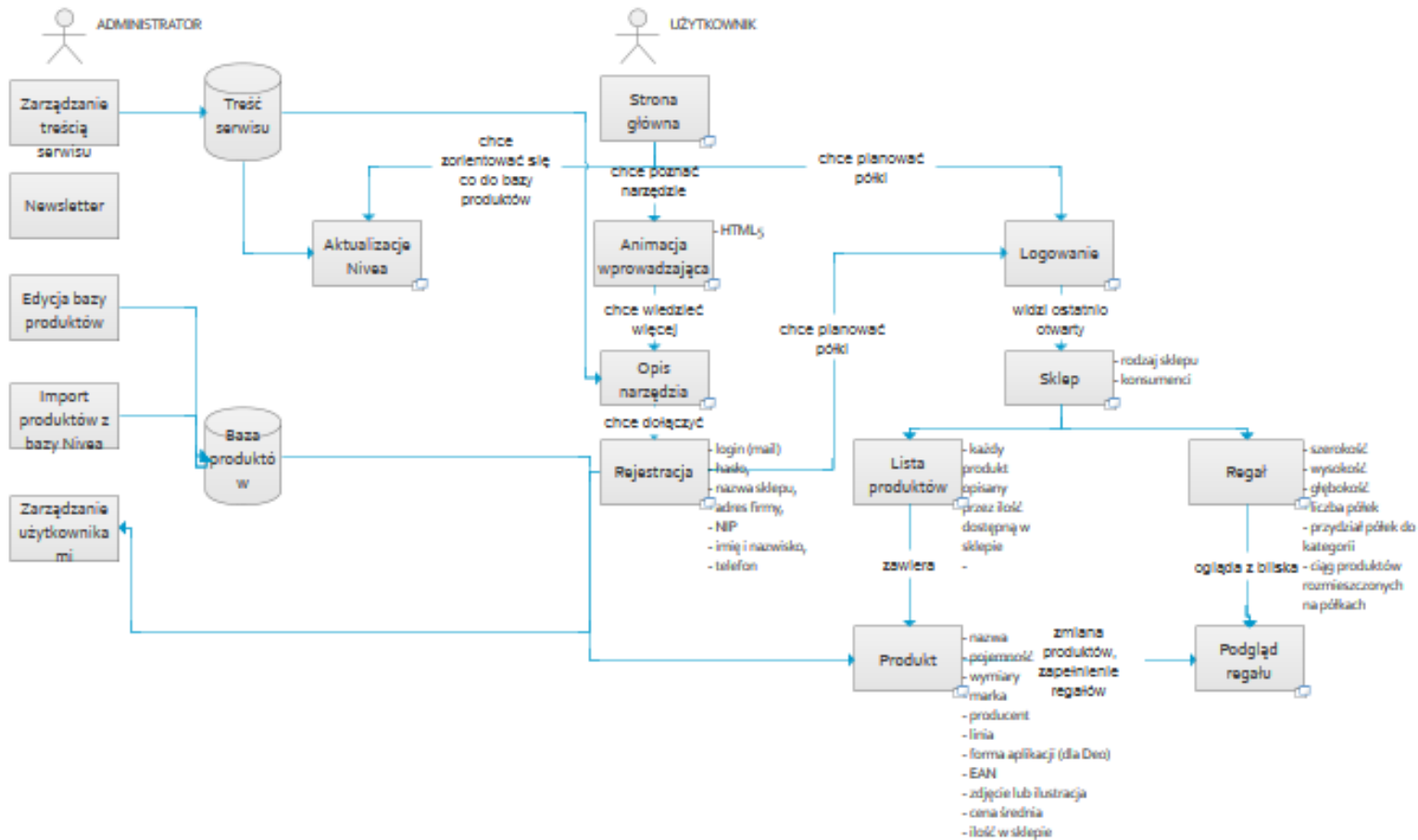*... and abroad: **Deutsche Telecom, Snitker Group, Pandora, GoodYear, Boston Scientific***

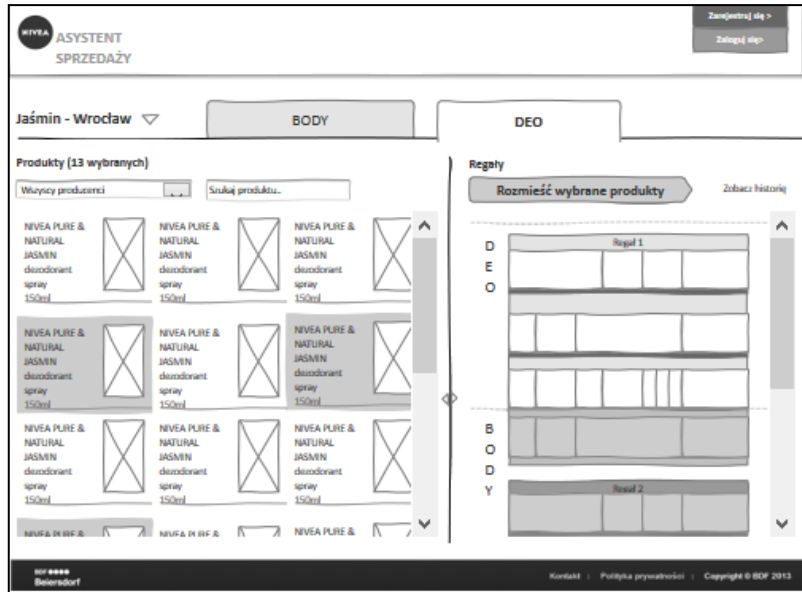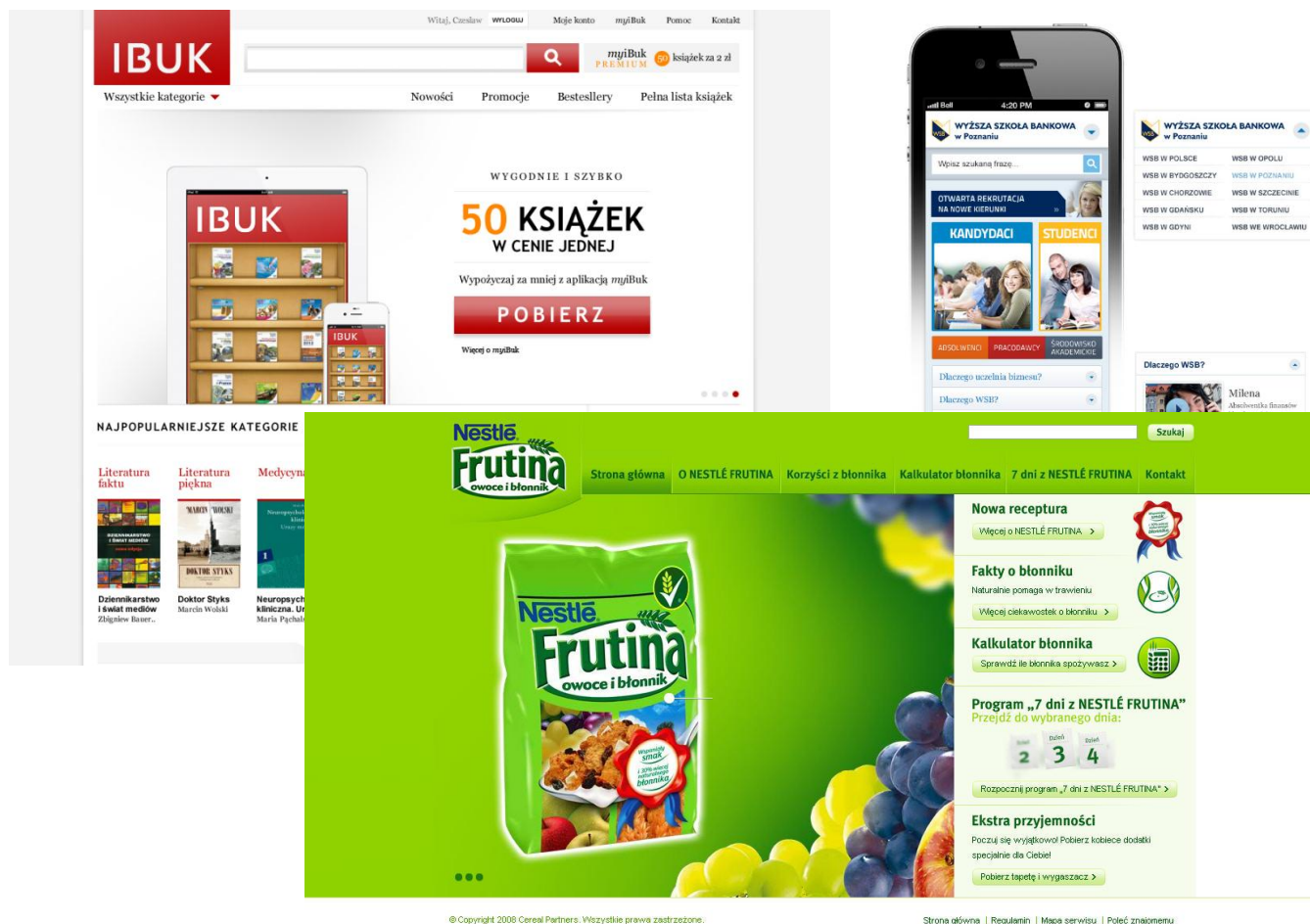# UX activity: user research/user testing



Symetria.pl - Wojtek Chojnacki

# UX activity: user flows and IA

# UX activity: wireframing

# UX activity: graphic design

## UX in organizations

User Experience is highly regarded in more and more organizations.

Interface design is a strategic effort coordinated on a management level.

What about content?

# Web content? What does it have to do with User Experience?

Well...

# Myths about content

On an average Web page,
users read at most 20% of the words [..]
Jakob Nielsen (2008)

Only 1 in 15 users is able to find information
in a text which is not optimized for scanning.
Gerry McGovern (2008)

## Facts

Users **don't read** ~~the unimportant words~~.

They **scan** first.

When they focus, they **pay more attention** than offline readers.

Content creates <u>much</u> of the online experience.

# Content is customer satisfaction



A/B testing at eBay.com

# Content is persuasion
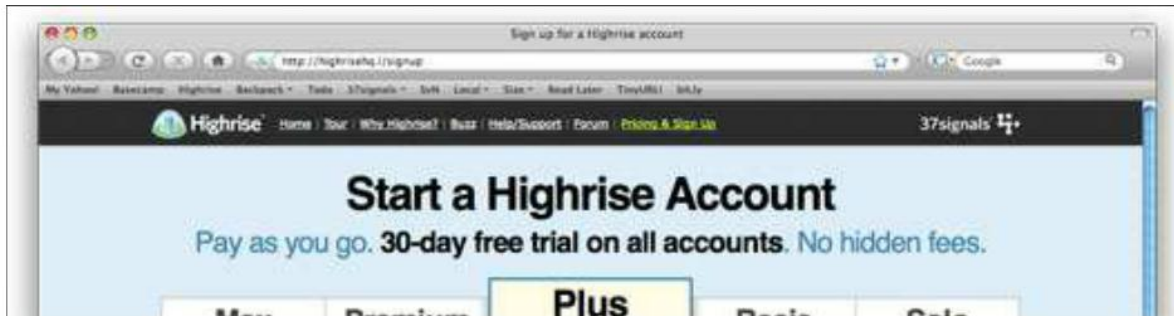
+ 35% conversion rate
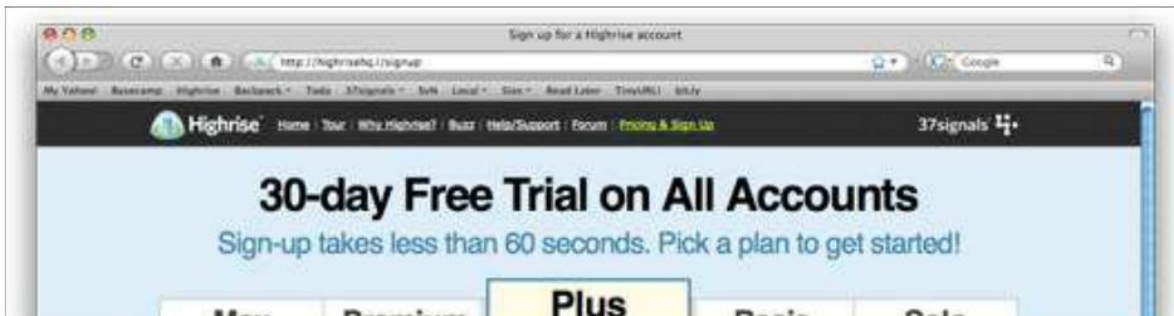


Source: http://37signals.com/svn

# Content is a strategy
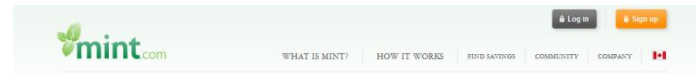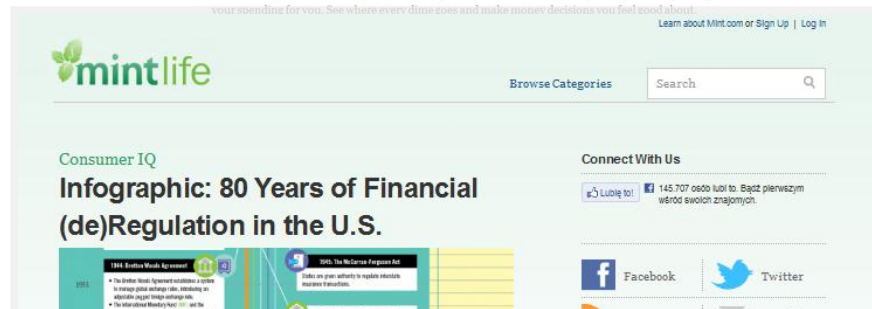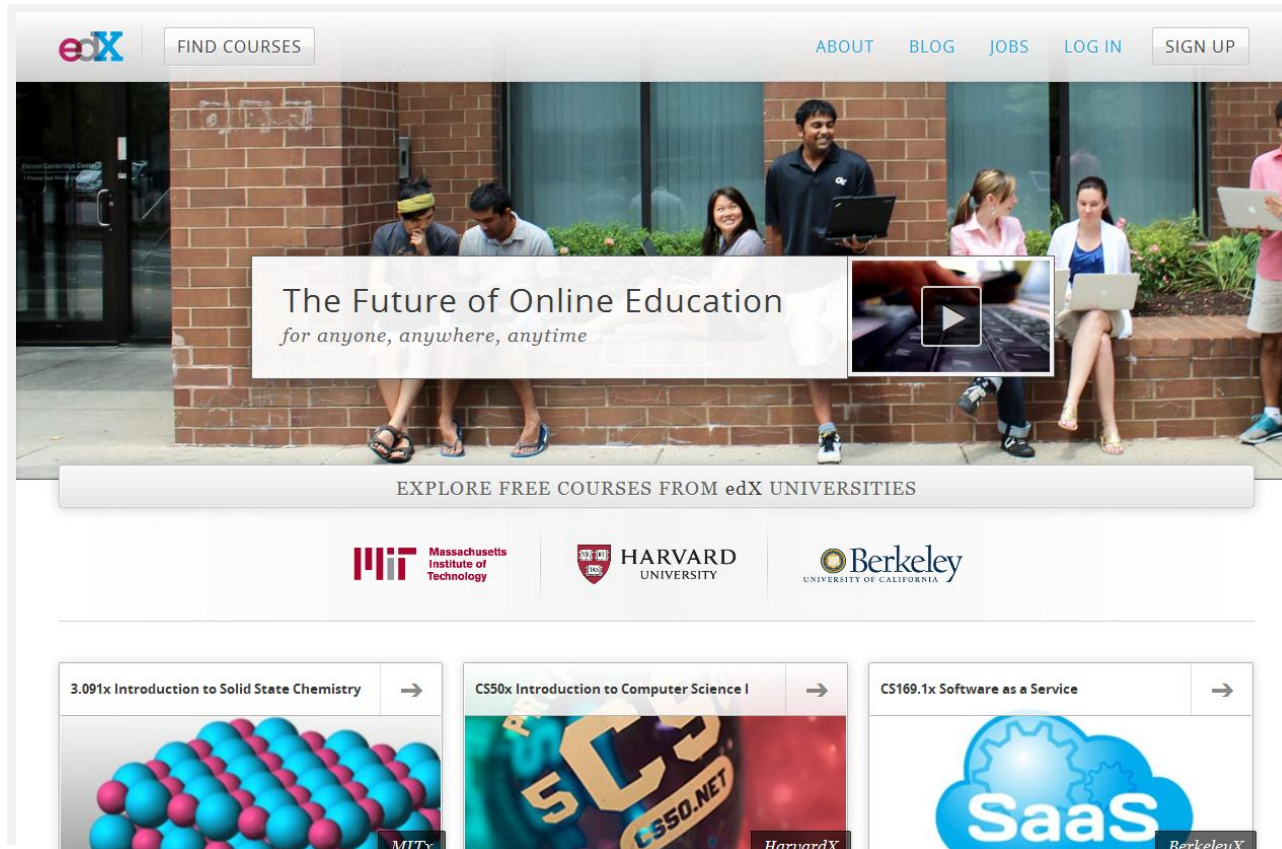
2006: start up

2009: market leader
worth $170 000 000

# Content is future



## MIT + Harvard: $30 mln investment **each**

# Coca Cola – new marketing strategy
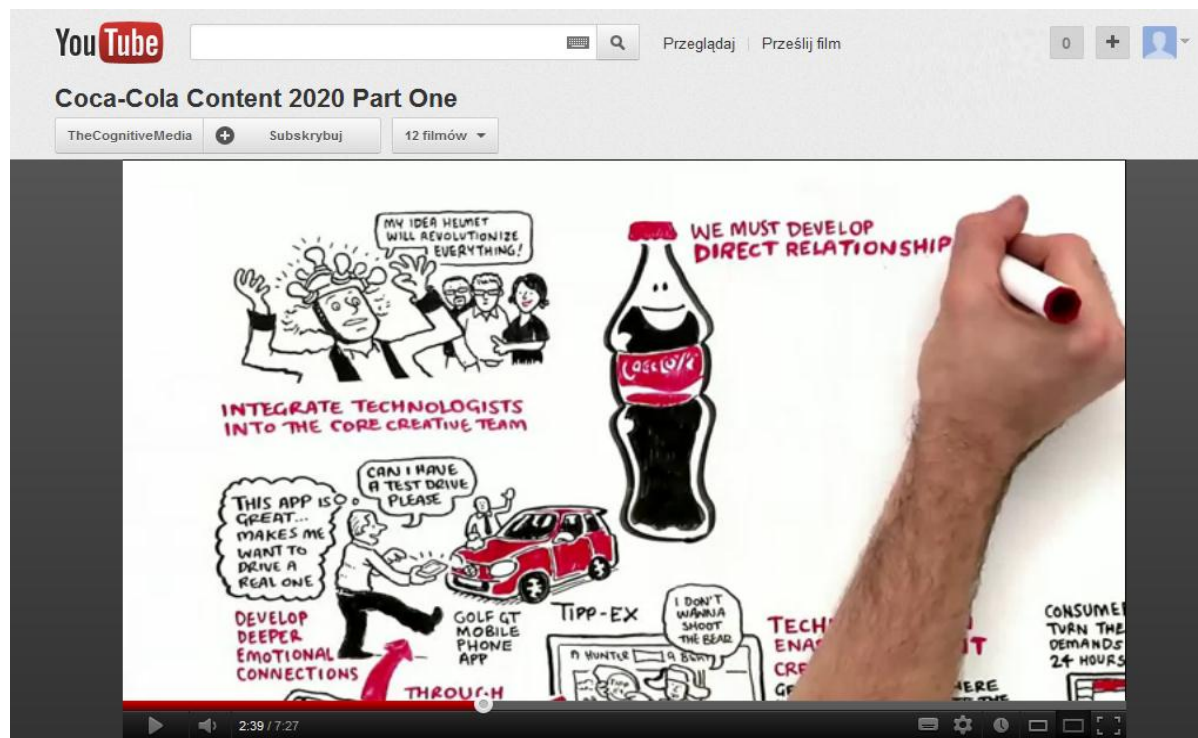


"from creative excellence to content excellence."
Jonathan Mildenhall,
vice president of global advertising strategy and excellence

User satisfaction

Persuasion

Strategy

Future

But content is also… neglected.
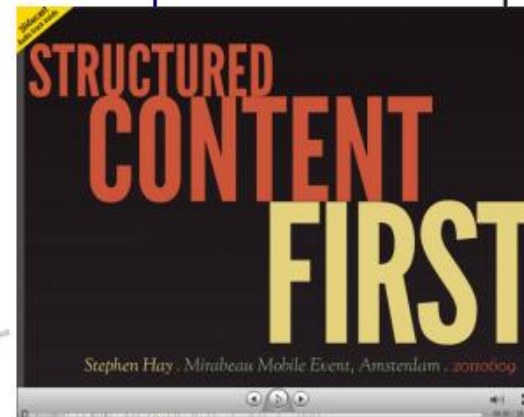
2011 - The topic of content strategy arises

# Typical website development process

Research → UX Design → Content / Development → Launch
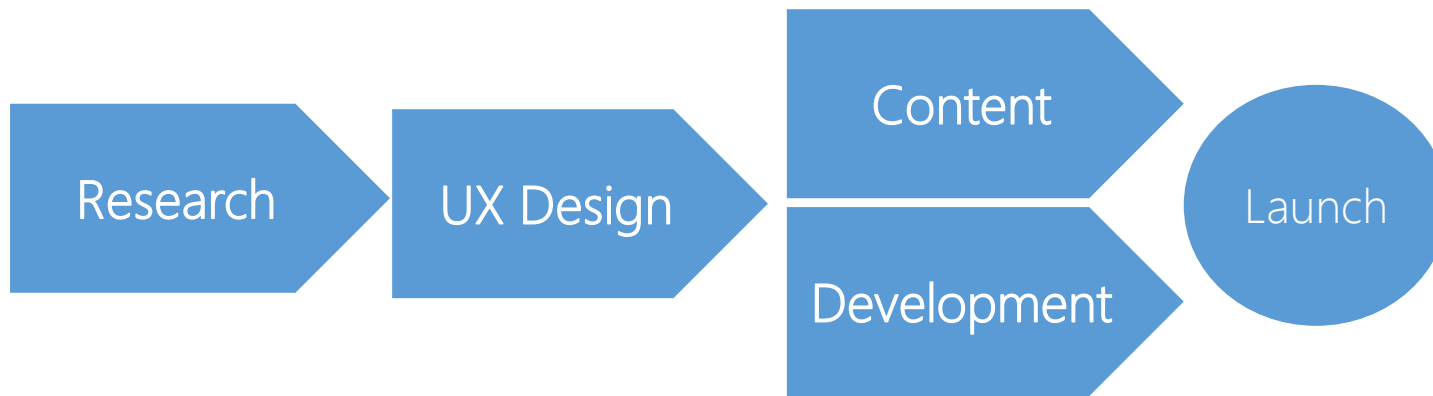
# Content follows design.
# Function follows form?

# Who creates content?

| Product Management | PR & Marketing | External agency |
| --- | --- | --- |

| Product A | Product B |
| --- | --- |

| Product C | etc |
| --- | --- |
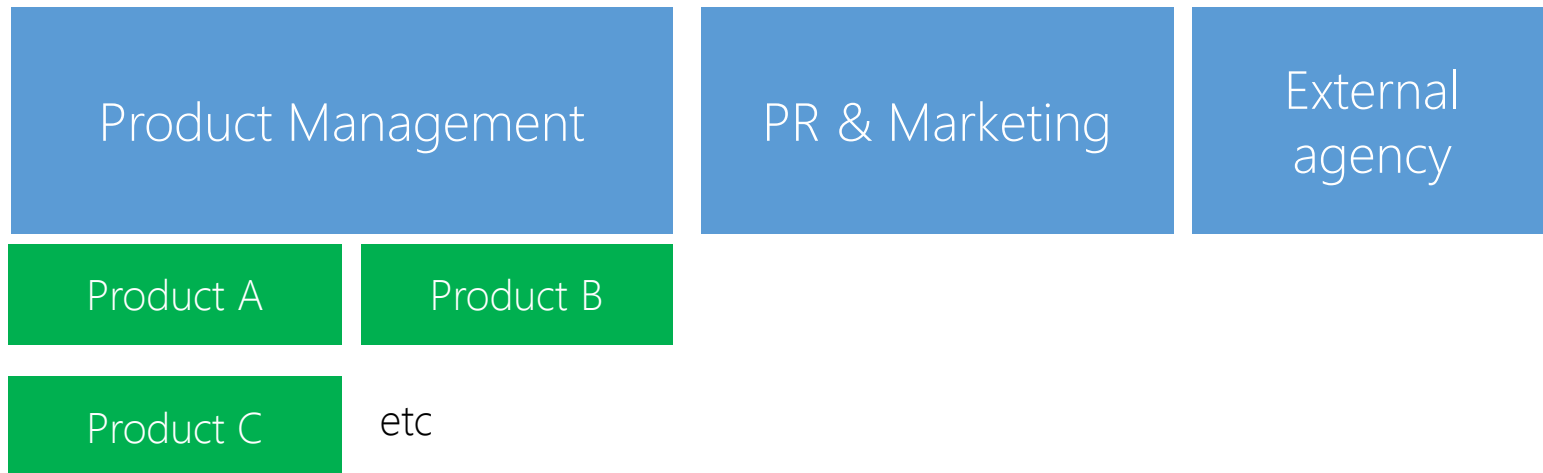
# No global rules, silo effect.
# Local optimisation.

# Content strategy

Do we need **another** kind of strategy?

## What is content strategy

# *The practice of planning for content creation, delivery, and governance.*

Kristina Halvorson
Content Strategy for the Web

http://www.slideshare.net/chiatlanta/what-is-content-strategy-acs-july-meetup-1731575

## Content first

Content is not the last stage of the process.

But is „content first" really possible?

**„Content strategy first"**

# Content strategy project

Case study: Credit Agricole

Relatively new brand in Poland

Tagline: „Simple and reasonable"

# Redesign of the bank's website for group deals



http://klubrabatowy.credit-agricole.pl
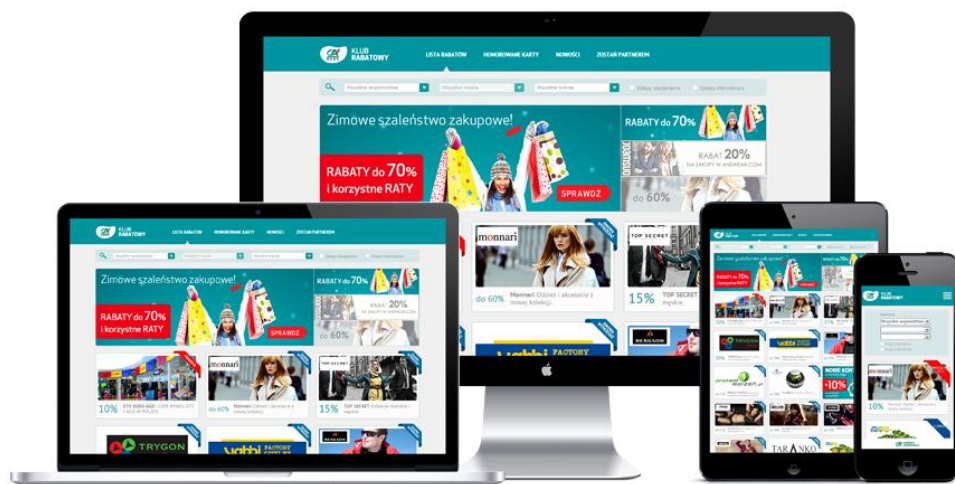
AI/interface redesign showed great results

PAGEVIEWS : + 664,25% ↑

33 543

4 389

AVERAGE VISIT DURATION : + 161,45% ↑

00:03:55

00:01:30

BOUNCE RATE : - 57,94% ↓

12,52%

29,76%

# Credit-agricole.pl



User testing showed some usability problems

The perfomance of the site showed areas for improvement.

# Credit-agricole.pl

Home page



Product category
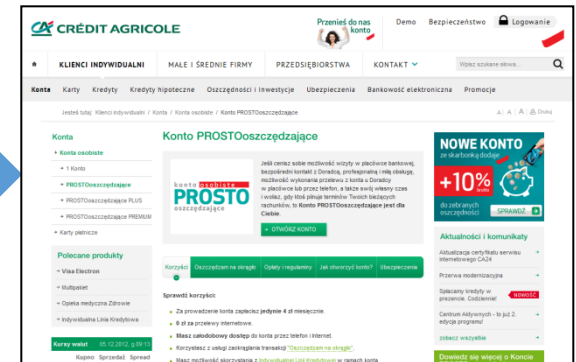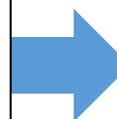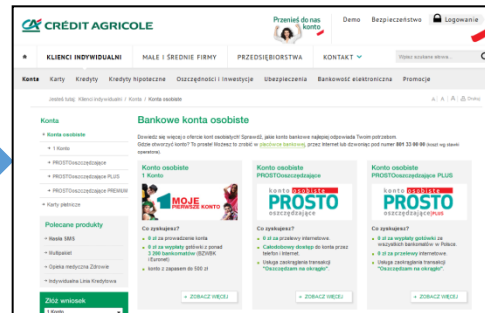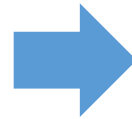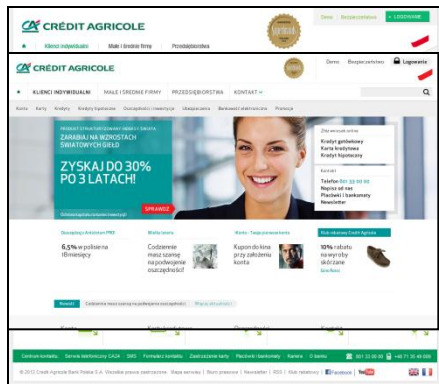


Product details

Click through rates:
- Call center +225%
- Branches +326%

Decrease in search done for
contact details: -70,05%

# Credit-agricole.pl – product cathegory page



- Many similar products
- Descriptions contain only „pros"

# Credit-agricole.pl – product details page



- Cluttered layout
- Patience and focus needed to extract the most crucial attributes
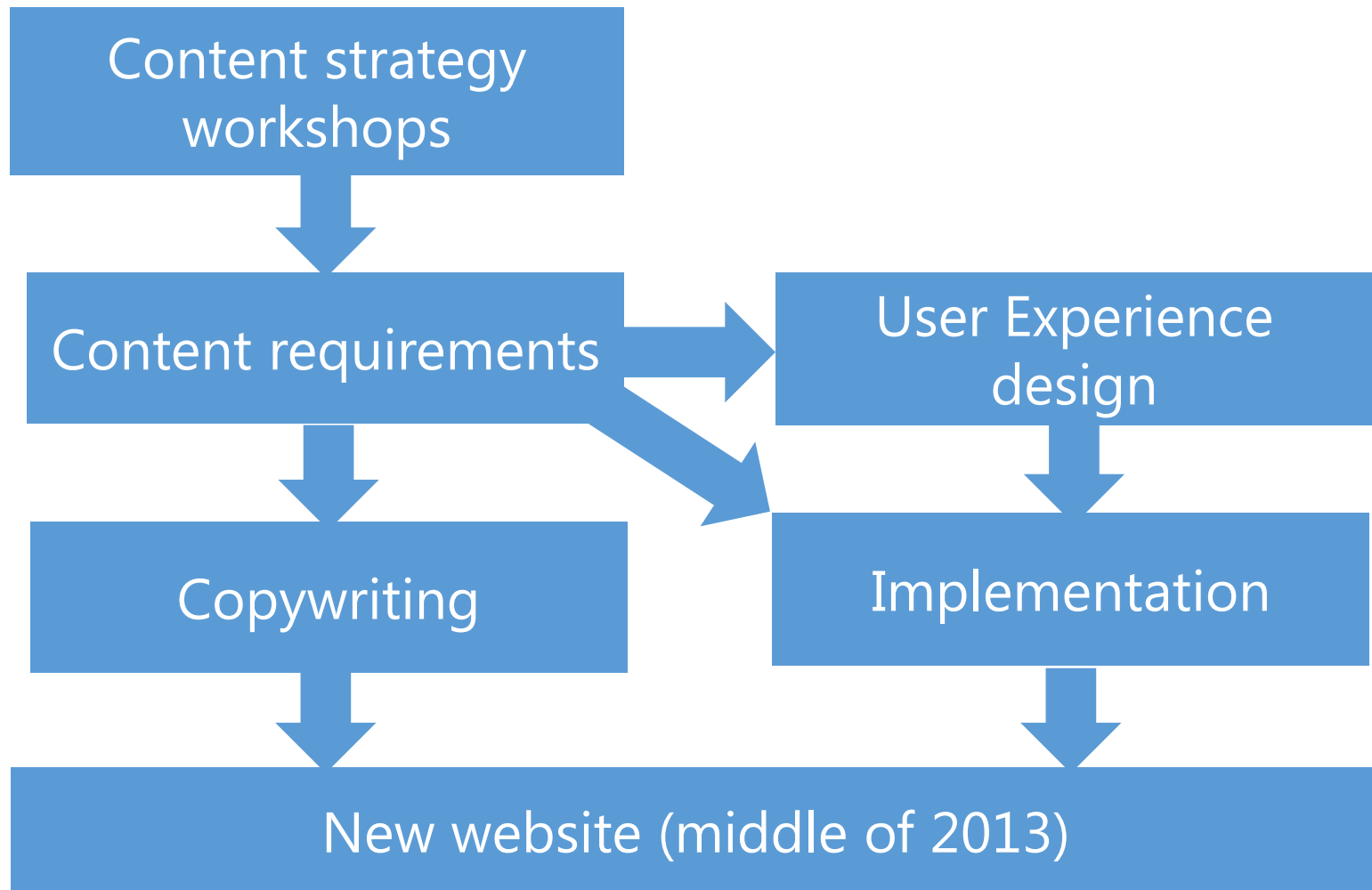- „Average banking site"

Problems encountered were not entirely „interface-driven"

It was not enough to redesign the website.

We needed to **re-think the content.**

# Project stages

# Project stakeholders

CRÉDIT AGRICOLE

Internet Marketing (leader)

Marketing

Product managers

Public Relations

Content strategy workshops

# Content strategy workshops

Workshop 1: Users and their content needs
Workshop 2: Content requirements

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# Content strategy workshops

Personas (4 target groups)

Banking product selection criteria

Conducted on the basis of marketing studies results
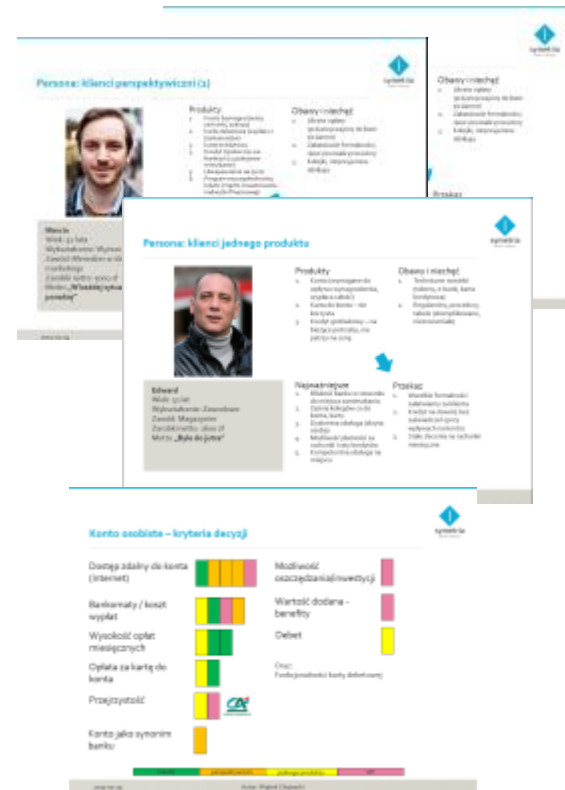
# Content requirements

Content mapping

Content templates
(related to mockups)

Style guide for the
templates

# Content templates

| Content | Structured content | CMS representation |
|---|---|---|
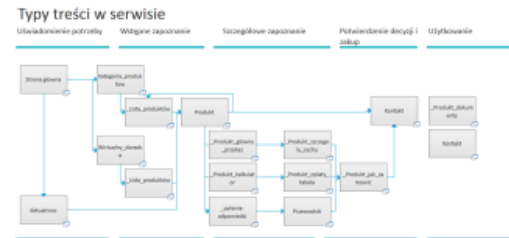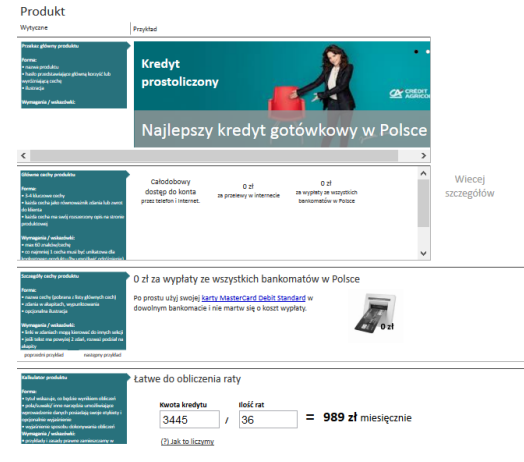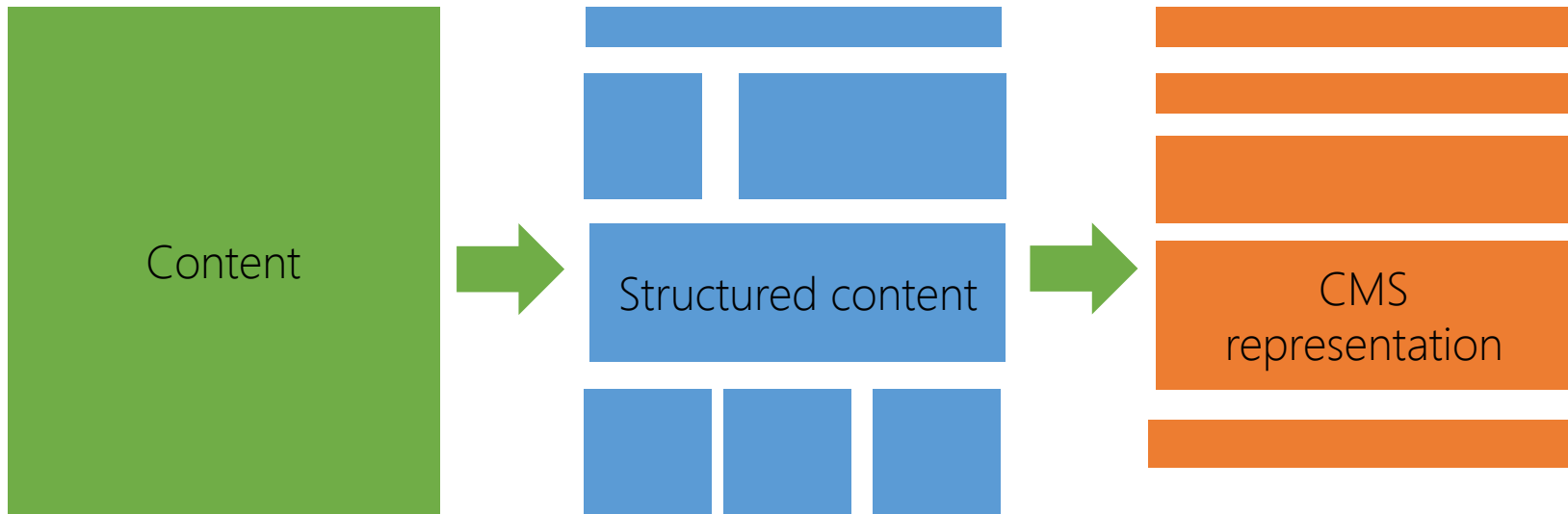
Templates are created as we break down the micro structure of each content type, defining goals and rules of every chunk of content.

For more details see: http://alistapart.com/article/future-ready-content

# Content templates / stylebook

# Benefits of content structuring: National Public Radio

# COPE – Create Once, Publish Everywhere



**+ 80% pageviews**

# Client's perspective

„*We realize that a good information architecture, UX and web design* **are not enough anymore**.

*What can make us stand out from the competition is very well-written site content.*"

*Piotr Jeske,*
*senior ecommerce specialist*

## Client's perspective

*Thanks to the excellent cooperation between many different bank departments and Symetria, we managed to develop rules of content creation (stylebook) as well as „easy to absorb for customers" content..."*

*Damian Ludke,
director of internet marketing*

## Final thoughts

Good user experience is not only about good UI

In the future of multiple devices, it is the content which drives the multichannel experience

„Content first" might be impossible.
„**Content strategy first**" is a must.

# Thank you for your attention

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