next level collaboration
THE FUTURE OF CONTENT & WEB DESIGN
Hi, I'm Bekah. (The girl in the back there.)

@REBEKAHCANCINO
Phoenix, baby.

TACOS
SUNSHINE
DIGITAL COWBOYS
DESIGN COMMUNITY
These are my people. (Some of them.)
Dad is a GIS developer.
Mom is an artist.
This is Pomar Jackson.
He doesn't care much for computers.
Talkin' 'bout a revolution.
THE WAY PEOPLE WORKED AND PRODUCED together was forever changed.
Flash forward to today...
At the corner of interconnected and amazing.
FROM STORE FLOOR MAPS TO INSTANT INSTAGRAM PRINTS, THE APP ENHANCES THE IN-PERSON experience.
It's a whole new world.
With devices we haven’t even dreamed of yet.
“IT'S HARD TO TELL WHERE THE code ENDS AND THE content BEGINS, ISN'T IT?”

@JCOLMAN
“EVERYTHING IS CONTENT.
CONTENT IS WHAT THE USER needs OR wants RIGHT NOW.”

- JARED SPOOL
Content is at the heart of every experience we design.
And yet here we are.
Still disconnected.
The breakdown of old workflows is becoming painfully obvious.
HTML wireframes! Atomic design! Adaptive content! Style tiles!
“Until we got stuck.”

PROTOTYPING YOUR WORKFLOW

A LIST APART
“MEETING THE DEMANDS OF OUR MULTI-DEVICE WEB IS LESS A PROBLEM OF technique, AND MORE ONE OF communication.”

- MARK LLOBRERA
IT’S TIME TO MAKE THINGS THAT MATTER AGAIN.

IT’S TIME FOR OUR revolution.
IT’S TIME TO BE greater THAN THE SUM OF OUR PARTS.
And move beyond collaboration to co-design.
THE revolution IS ALREADY UNDERWAY.
Our new site is fly.
Check it out.
Nicely Said

WRITING FOR THE WEB WITH STYLE AND PURPOSE

Nicole Fenton and Kate Kiefer Lee
1) Be open
ASK LOTS OF questions.
BE willing TO SAY
“I DON’T KNOW.”
ASK FOR feedback AND CONSIDER criticism.
ALWAYS BE learning.
Because science.
2) Just jump in
“CONTENT DOESN’T BELONG TO content. DESIGN DOESN’T BELONG TO design. CODE DOESN’T BELONG TO dev.”

- NICOLE FENTON
DON’T WAIT TO BE invited,
JUST JUMP IN WHERE YOU CAN help.
REMEMBER writing IS design TOO.
Design Goals

- Delight
- Comfort
- Efficiency
- Intuitiveness
- Functionality
AND SOMETIMES content IS LIKE code.
This is Nicole Fenton.
@NICOLESLAW
“INTERFACE WRITING IS CODE.

IT’S CODE FOR PEOPLE, IT’S CODE FOR READERS.”
“I’M DOING THIS STEP, WHAT SHOULD I DO NEXT?”

- A USER
“THAT’S A VERY PROGRAMMATIC WAY OF DEALING WITH SOMETHING.”
HOW CAN I HELP YOU?

Choose the kind of key or keychain you want and I'll get you started.
“AN INTERFACE WRITER HAS TO THINK OF IT ALMOST LIKE A PROGRAMMER.”
Broad knowledge. Deep expertise.
This is Michael Evans.

@MEVANS212
“WE DIDN’T THINK ABOUT IT AS CONTENT.”
“WE THOUGHT...

HOW DO WE PRESENT THE PRODUCT TO THE USER IN A WAY THAT MAKES IT AS SIMPLE AS POSSIBLE.”
“BUT ALSO PRESENTING INFORMATION THAT THEY CARE ABOUT.”
THE WHOLE PROJECT WAS SUPER COLLABORATIVE. THAT'S THE ONLY WAY WE COULD DO THIS.

CROSS-DISCIPLINE TEAM ✅
“THIS WAY... EVERYBODY CAN BE IN EVERYBODY’S BUSINESS, AND SORT OF KNOWS WHAT’S RIGHT OR WRONG.”
“THE WHOLE PROJECT WAS SUPER COLLABORATIVE.

THAT WAS THE ONLY WAY WE COULD DO THIS.”
EVEN IF content isn’t in your job description...
3) Make friends and play nice
JOIN forces.
This is Joe Stewart
@WORKJOESTEWART
“FOR THE VIRGIN PROJECT THERE WERE TWO LEAD DESIGNERS.”
“ME, WITH MY BACKGROUND IN GRAPHIC DESIGN.
AND THIS OTHER GUY, FELIPE MEMORIA, WITH MORE OF A TRADITIONAL UX BACKGROUND.”
“WE STARTED DOING THE CONCEPT WORK TOGETHER.”
“Sitting in the same room, next to each other.”
USER RESEARCH ✓
CLIENT INTERVIEWS ✓
DISCUSS YOUR OWN FINDINGS ✓
Wow, much drawing. Very UX.
“THAT PART OF CO-DESIGNING WAS A REALLY BIG THING.”
MAKE SURE everyone's INVITED.
DESIGN AND DEVS
UX PEEPS
CONTENT STRATEGISTS
EXECUTIVE STAKEHOLDERS
PRODUCT MANAGERS
CREATIVE DIRECTORS
and more!
It's Joe again.

@WORKJOEJOESTEWART
“THERE WASN’T JUST ONE PERSON THAT WE WERE WORKING WITH.”
“ALL THE DIFFERENT PEOPLE WHO UNDERSTAND ALL THE DIFFERENT PARTS OF WHAT’S GOING TO MAKE THIS AIRLINE WEBSITE SUCCESSFUL.”
“IT’S NOT LIKE, THIS PERSON WORKS WITH THIS PERSON AND THEN HAS TO PRESENT IT TO THIS PERSON.”
“We moved into the Virgin office to be close to their team every day.”
“WE WERE ALL THERE, ARGUING IT OUT, ALL TOGETHER.”
LEARN TO let go.
This is Aura Seltzer.
@AURASELTZER
“CHANCES ARE YOU ARE A CONTROLLING PERSON WHEN IT COMES TO WHAT YOU MAKE.”
“AND WHAT SETS YOUR CLIENT UP FOR SUCCESS, IS FOR WHAT YOU’RE TRYING TO CONTROL SO DEEPLY TO CONSIDER (CONTENT) VARIABLES.”
“ONE OF THE BIGGESTS TESTS HERE, IS ONCE THE CLIENT PUTS THE CONTENT IN THE SITE DOES THE DESIGN SYSTEM STILL WORK LIKE YOU INTENDED?”
“THAT’S TWO-FOLD. DID YOU BUILD A SITE THAT IS RIGHT FOR THEIR (CONTENT) NEEDS.”
“THEN THERE’S EDUCATION.

DID YOU TEACH THE CLIENT WHAT TO PUT WHERE, AND WHAT EACH PIECE IS FOR?”
“THE SOONER YOU MAKE (CONTENT) CONSIDERATIONS, THE HAPPIER YOU’LL BE AFTER LAUNCH.”
4) Plan ahead.
Do research and discovery as a team.

RESEARCH QUESTIONS

Whenever you’re planning a project or sitting down to write, think about what you’re making, who it’s for, and why it matters. These questions will help you with that process. As you practice and become more familiar with your subject matter, you can narrow down the list.

AUDIENCES

1. What is the story for?
   - Which groups of people or regions will see it?
   - Who will most likely read this? Why?
   - What are the reader’s priorities (ease of use, a sense of security, valuable information?)
CONSIDER THE context AND CLEARLY STATE goals.
thinking
feeling
doing
Design the co-design working session. So meta.
Diverge and converge. Know what games you’ll use to get there.
PEOPLE DON’T EXPERIENCE CONTENT SEPARATELY FROM DESIGN, UX, AND CODE.
MAKING THINGS SHOULDN’T BE THAT WAY EITHER.
BRING ON THE revolution.