



What TheFork is Content Design?

A vision for the Product Team

Part 1

–

What is content design and why is it important?



Content design in a nutshell

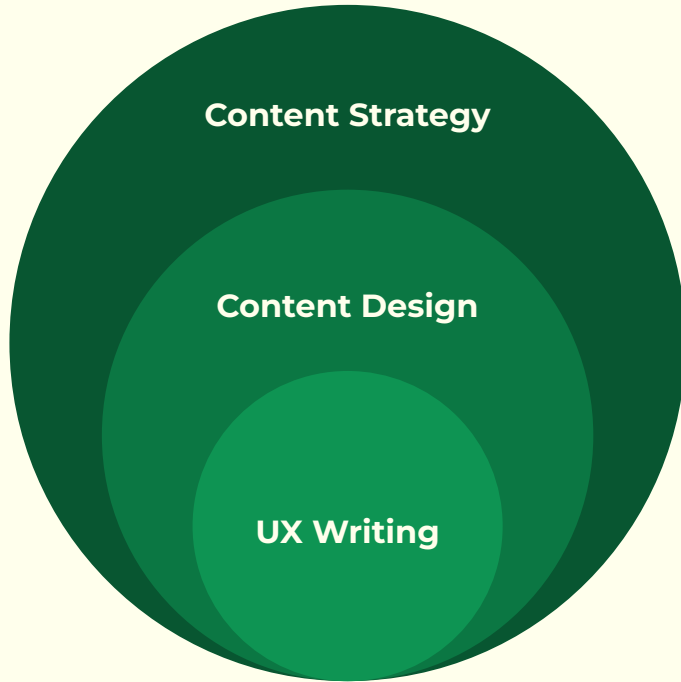
Understanding the terminology

UX Writer? Content Designer? Content Strategist?

These terms are often used interchangeably both internally and externally.

This is understandable: the roles often overlap and at TheFork, we currently do a mix of all three roles.

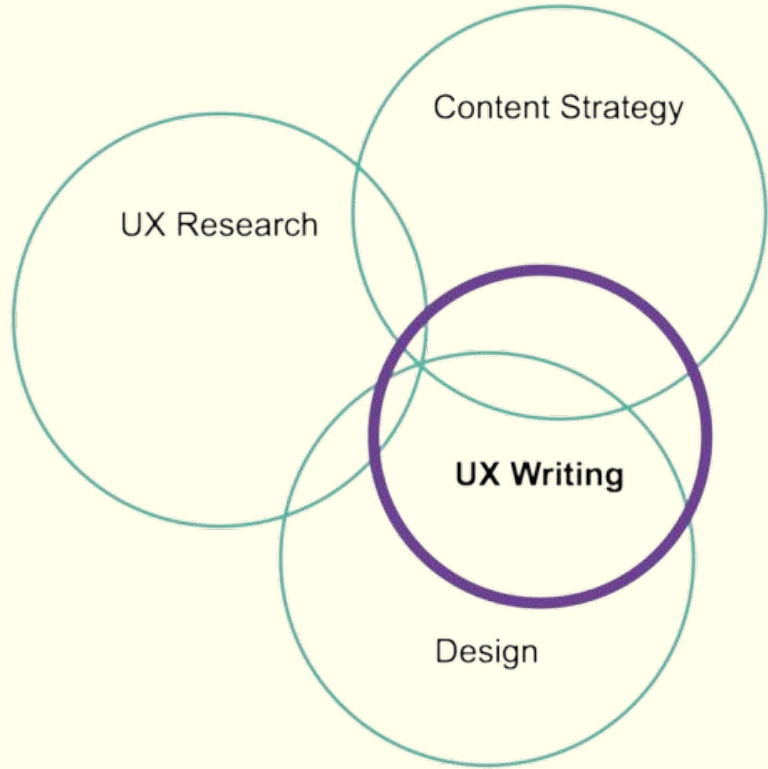




UX Writing and **Content Design** are part of a larger global **Content Strategy**



UX Writing is at the intersection of **design**, **strategy**, and **UX Research**



The differences between UX writing and copywriting

UX Writing

“Make it accessible”

Copywriting

“Make it attractive”

Approach	Approach
• Uses simple language to explain • Product-oriented • Works mainly with product team	• Uses emotional words to attract • Sales-oriented • Works mainly with marketing team
Project examples	Project examples
• Microcopy • Instructions • Onboarding	• Slogans • Longread • Presentation



A **content designer** is a UX expert that specializes in **content that helps users navigate** digital experiences.



Content Design is not a digital content “catch-all”



Brand & marketing copy

Filling in gaps on wireframes

Translations

Proofreading



UX copy & microcopy

Wireframe co-conception

Consistent base content for faithful market adaptations

Content optimization

Information architecture

Content strategy & audits



This is why we use the term **content designer** at TheFork as it is the most accurate term to describe the extent of **what we do** (more than UX writing) and **with whom we work** (design team).





Why content design is important

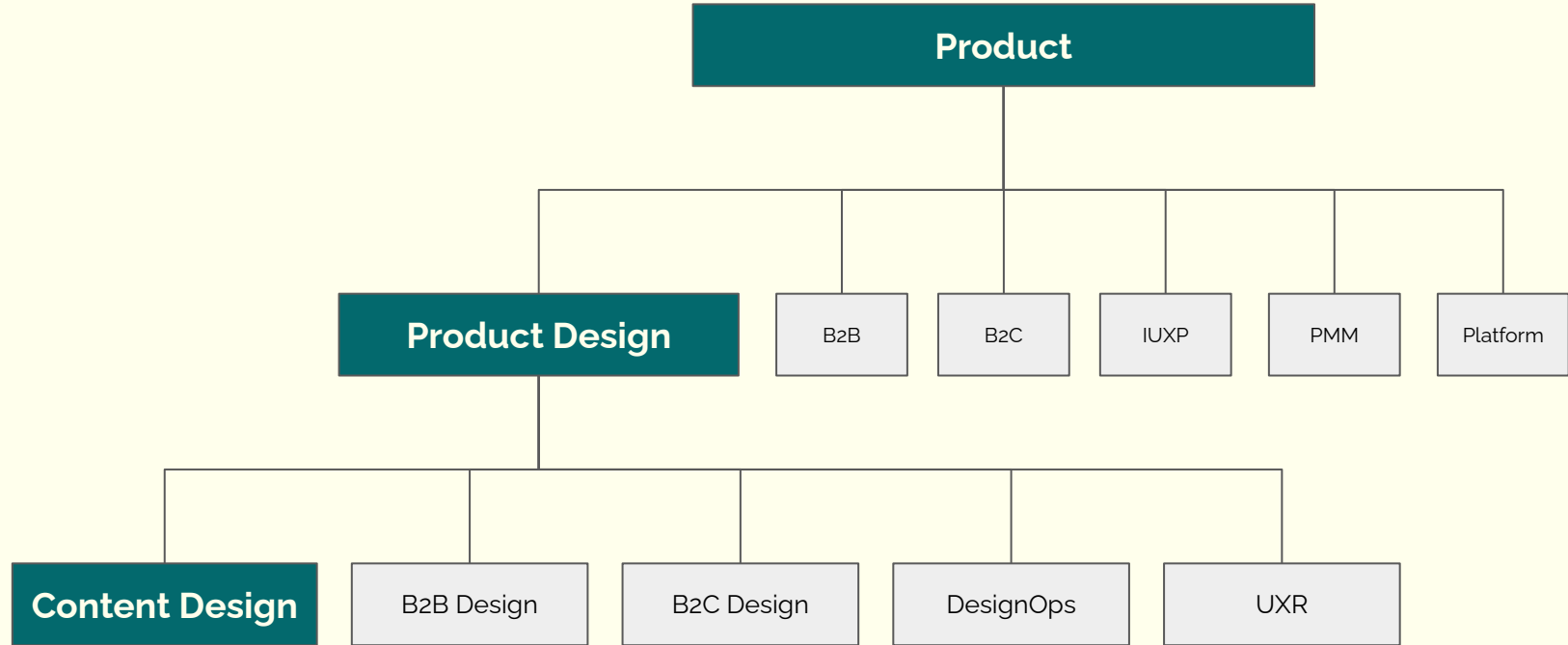
Value proposition 🤝 customer experience

Product content uses **strategic content** to convert **business objectives and values** into a **helpful user experience** through the use of data, research, information architecture and messaging expertise.

Effective product content **alleviates user pain points through clear, coherent and consistent information** that reduces customer frustration and confusion, adding to a **seamless customer experience** for both Diners and Restaurants alike.



Content design is part of the larger Product organization

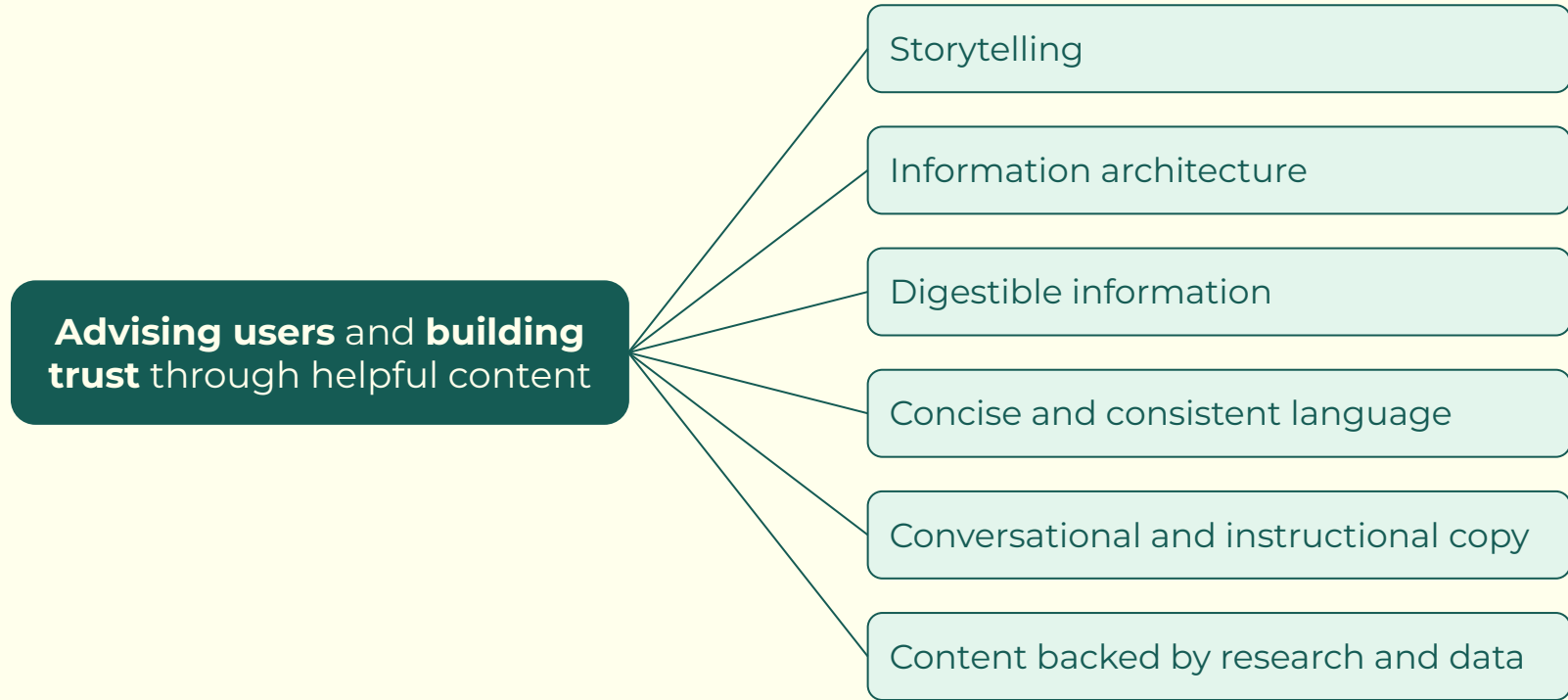


Use [Passport](#) or [Workday](#) to learn more about who does what



Content design contributes to a seamless user experience

Foundations for enhancing usability

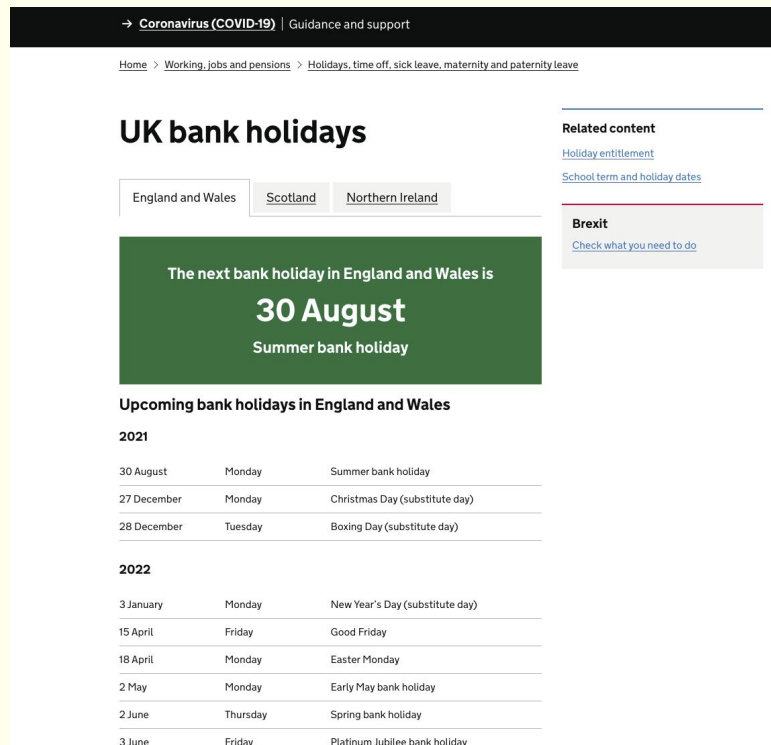
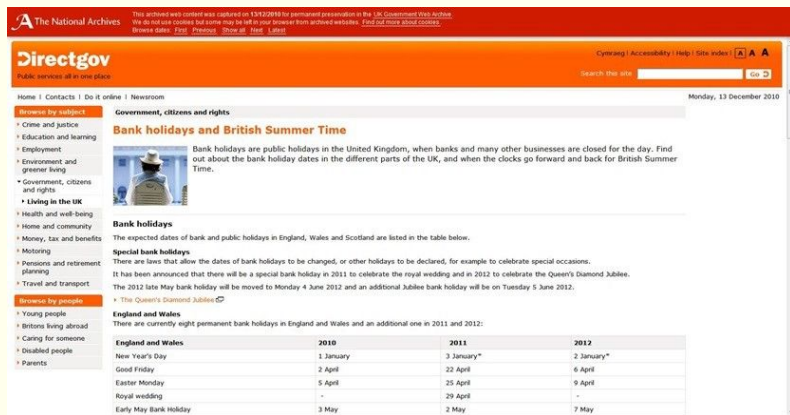


Source:

<https://medium.com/gainburs-customer-experience/how-to-build-better-digital-experiences-with-ux-writing-principles-2a65fedbaef8>



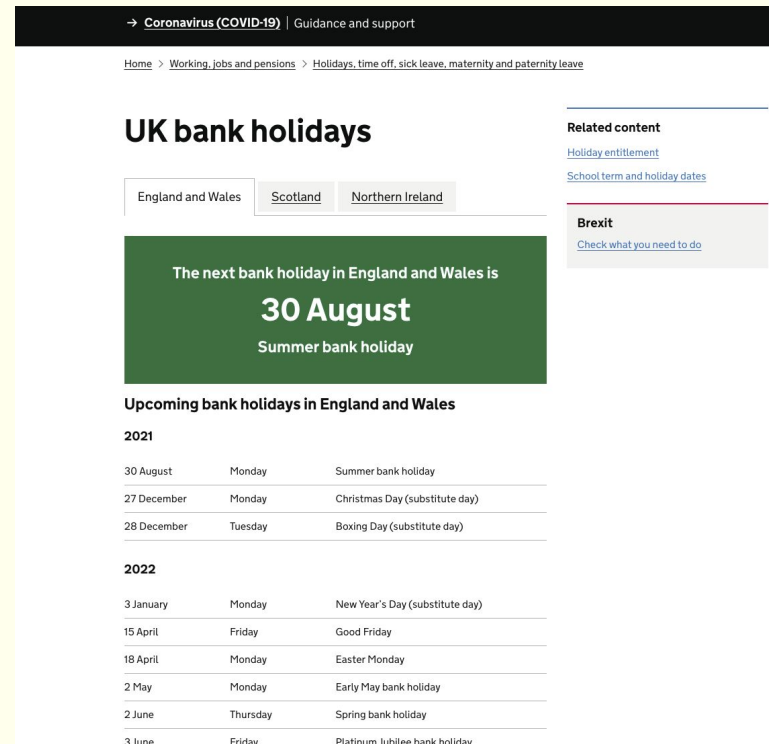
Content design best practices - gov.uk bank holiday page



Why it works

The content designer eliminated noise and put the most important information for the user first, in a clear and easy to find way.

By understanding **how** and **why** the audience uses this page (“to see upcoming bank holidays”), they were able to improve the **hierarchy of information**.



The screenshot shows a government website page for UK bank holidays. The header is dark with a breadcrumb trail: "→ Coronavirus (COVID-19) | Guidance and support". Below this is a lighter breadcrumb trail: "Home > Working, jobs and pensions > Holidays, time off, sick leave, maternity and paternity leave". The main heading is "UK bank holidays". Below the heading are three tabs: "England and Wales" (selected), "Scotland", and "Northern Ireland". A large green box contains the text: "The next bank holiday in England and Wales is 30 August Summer bank holiday". Below this is a section titled "Upcoming bank holidays in England and Wales" with two sub-sections: "2021" and "2022". Each sub-section contains a table of dates, days of the week, and holiday names.

2021		
30 August	Monday	Summer bank holiday
27 December	Monday	Christmas Day (substitute day)
28 December	Tuesday	Boxing Day (substitute day)

2022		
3 January	Monday	New Year's Day (substitute day)
15 April	Friday	Good Friday
18 April	Monday	Easter Monday
2 May	Monday	Early May bank holiday
2 June	Thursday	Spring bank holiday
3 June	Friday	Platinum Jubilee bank holiday

On the right side of the page, there is a "Related content" section with links: "Holiday entitlement", "School term and holiday dates", and a "Brexit" section with a link: "Check what you need to do".





Test your content design knowledge

Is this an example of good content design?

Create an account or sign in to continue using Glassdoor

By continuing, you agree to our [Terms of Use](#) and [Privacy Policy](#).



Continue with Google



Continue with Facebook



Continue with Apple

or

Enter Email



Continue with Email



Create an account or sign in to continue using Glassdoor

By continuing, you agree to our [Terms of Use](#) and [Privacy Policy](#).



Continue with Google



Continue with Facebook



Continue with Apple

or

Enter Email



Continue with Email

No, this is **poor content design** because it is **ambiguous** and **confusing**:

- There are too many actions for the user to take
- “Continue” is too vague and should be replaced with “sign in” to provide a clear next step
- It is not clear what happens when entering an email address - account creation or sign in?
- CTA does not align with the header content and is unclear overall - what happens next?



A content design solution: focus on a main action (sign in)

Create an account or sign in to continue using Glassdoor

By continuing, you agree to our [Terms of Use](#) and [Privacy Policy](#).

 **Continue with Google**

 **Continue with Facebook**

 **Continue with Apple**

or



Continue with Email



Sign in to your Glassdoor account

Don't have an account? [Sign up for free](#)

[Forgot password?](#)

Sign in with email

or

Sign in with Google

Sign in with Facebook

Sign in with Apple

By signing in, you agree to our [Terms of Use](#) and [Privacy Policy](#).

Result: Improved user experience through clear language and better information architecture



“Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible”

— **Don Norman, *The Design of Everyday Things***



Part 2

–

How can we leverage good content design?



Content as part of the design process

Content design is part of the product design process.

To ensure the best **storytelling, information architecture**, and the most **natural content flow** experience, it's best to **include Content Designers** in the design process **at the same time as other product designers**.

If Content Designers are only included at the end of the design process (meaning after wireframes are validated), it might be impossible to find acceptable content solutions that work with the designs, which leads to frustration and wasted time.



Working with enablement teams: the process

Kickoff

All key stakeholders, **including content designers**, are briefed during a kickoff meeting, **before any design and development** take place to **define scope** and needs of the project

Enable

Enablement teams such as UXR, PMM, and Legal provide **insights and recommendations**

Define

Content design collaborates with PMM and Brand team to **define messaging** in order to create content strategy

Develop

As part of the **enhanced product trio**, content designers and product designers can **co-design** wireframes and define information architecture together



The content design process: from development to delivery

Shaping

Shaping phase to discuss user journey, ideal user experience based on data as well as specifications and constraints

Who?

PMM, UXR, PrD, CD, EM, Data

Building

Co-design sessions to define information architecture and lo-fi wireframes together

Who?

PrD, CD

Validation

Initial validation of the wireframes and content architecture before briefing a content expert to create or optimize copy

Who?

PM, EM, PrD, CD

Delivery

Final content delivery and preparation for integration and market adaptation

Who?

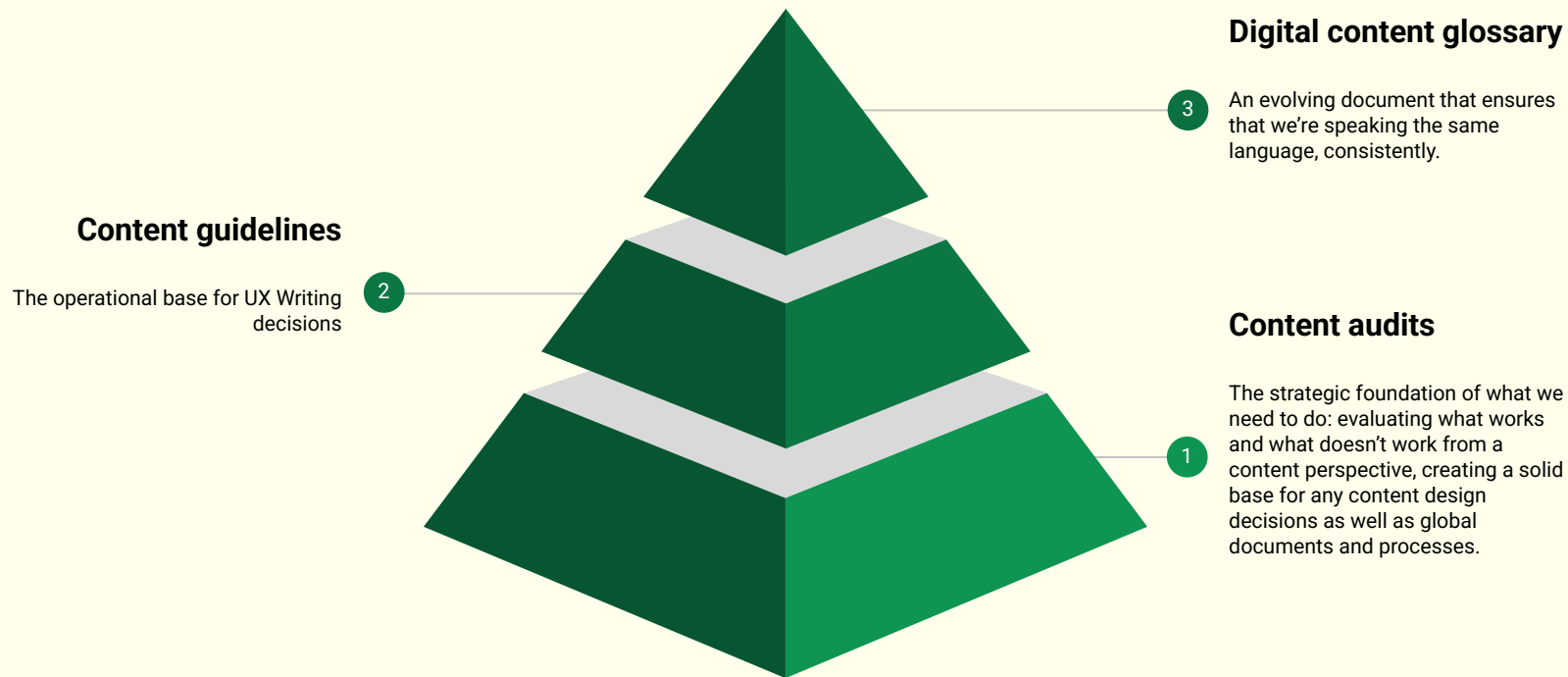
CD, PM





Content design priorities and objectives

Creating a strategic base



Additional priorities

Localization*

Creating content audits and digital content glossary to help standardize base content for adaptation

Storytelling

Reworking content of strategic pages to ensure fluid and logical flow for Diners and Restaurants alike

Architecture

Updating information architecture for key pages to help our clients better find the information they need

** Localization requests are not handled by the Content Design team*





Team & resources

Meet your content design team



Head of Content Design	Content Designers	Junior Content Designer
@brynna	@maribel (B2B) @summer (B2C)	
Transversal contact responsible for team management, admin, and global content design strategy	Main contacts for content strategy, content design, and UX writing expertise within their tribe (B2B or B2C)	Transversal contact responsible for assisting the content design team on various projects and initiatives



Content design team materials



The Content Design Handbook

Official handbook for the content designer role



Product Content Guidelines

A reference for how we approach product content for all audiences



Notion page

The centralized page for content design internal documents

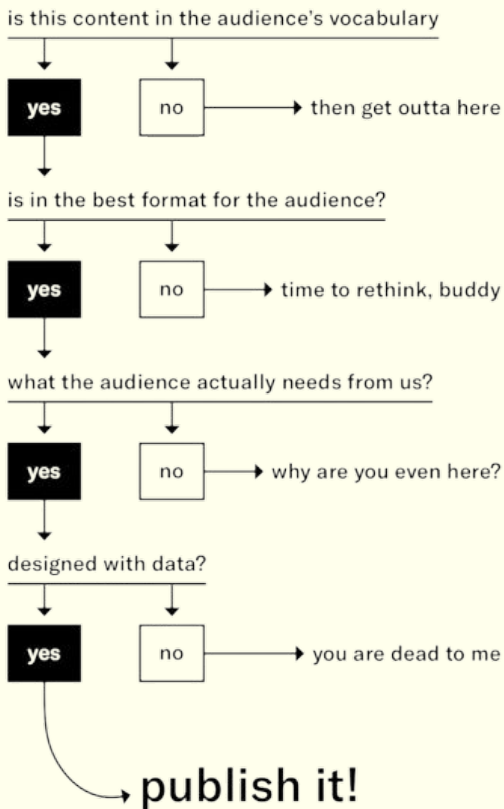


Library

External resources for content design such as events and articles



The content designer's checklist



Thanks

Made with a lot of Forkin' love by your Head of Content Design.

Any questions?
bryjones@thefork.com