



UNIVERSITY OF LONDON

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UX Conference 2018

User Centred Content

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Outline of the session

- Welcome, Introductions and icebreaker
- Content planning - tools you can use for planning content.
- How do you plan your content?
- Writing user friendly content.
- Chose a page/ email/ review it - how many users use that content.
- Break tea and coffee
- Content strategy and governance
- Panel Discussion: how to manage governance?




Welcomes and worlds worse...

- Talk through in your pairs/groups about the worlds worse website experience
- Identify why it was so bad?
- What they could have done to make it better?



Content planning - tools you can use for planning content.

- Treejack and how we used it a UoL to test our navigation
- <https://numiko.optimalworkshop.com/treejack/0w4846az>
- Good baseline to check the information architecture was working as we expected.
- Results informed that some of labelling wasn't working as expected.
 - About us / History
 - Member institutions
 - Graduation / Alumni
 - Current students
 - Careers / Employers
 - Teaching institutions directory



Content planning - tools you can use for planning content (2)

- Overview of Gather Content <https://gathercontent.com/>
- Setting up templates
- Using the site mapping and moving content around
- Monitoring edits and amends
- Status reporting to stakeholders
- Trello <https://trello.com/>
- O365 Planner

Content planning – content matrix

Audiences / Categories	Public / Community			Accommodation in London		Alumni		Students					
	Interest in academia	Academics		Halls	Cheap B&B	Member institutions pre 1992 (45+)	International	On campus			Distance Students		
		Library users	Researching in humanities					London (18-21)	Paris (18-25)	Humanities postgrad SAS (25+)	Studying MOCCS (21 +)	Postgrad independent learners (21 +)	Undergrad supported learners (18-21)
Humanities in London													
Distance learning													
On campus in London													
Moccc / Taster													
CPD													
Humanities research													
Free events London													
Graduation Recruitment fairs													
Invitation events													
Networking events													
Life in London													
Life in Paris													
Leading women													
Outreach/ widening participation													
Public engagement													



How do you plan your content?

- In your tables discuss
 - How you use plan content
 - Share what tools you use
 - Discuss some of the challenges
 - Create your own content maxtrix
 - Feedback to the group

Writing user friendly content.

- Understanding your audience
- Read what they read – academic papers, newspapers, reports.
- Research and share examples from the industry such as tech news quote
- Quote people from around the organisation who have gravitas
- What are the hot topics and what's in the news. Consider counter narratives. Deliver something which is new!!
- Identify the audience you are wanting to convince - Don't worry about those you have convinced



Writing user friendly content (2)

- Think about story telling - structure tell the sell three times
 - **Headline** – Be clear, what are you trying to get the reader to do?
 - **Stand first** - back up to the headline, add the meat of the message
 - **Image/ media** - data visualisation / Tell the story /
 - **Act one** – Set the scene, make your audience an offer, come to the rescue.
 - Break – Primary sell, remind them why they are reading this.
 - **Act two** - Use specific facts to build your case
 - Break - secondary sell / tertiary sell or primary flaw
 - **Act three** - Solve the problem and conclude
 - **Final** - back to primary sell, have a call to action.

Chose a page/ email/ review it - how many users use that content.

- In pairs or threes, work on restructuring your piece of content:
 - Think about the audience
 - Think about what you are selling to that audience
 - Structure your page around the narrative
 - Feedback to the group



Tea, coffee and networking





UNIVERSITY OF LONDON WORLDWIDE

london.ac.uk



Content strategy and governance

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Introduction

- Worldwide (previously International Programmes) a department of the University of London, providing access to University of London degrees through flexible and distance learning.
- Over 51,000 students across the globe, studying in over 180 different countries, generating an income of £50+ million p.a.
- Decision made to merge with london.ac.uk. Worldwide's old website was londoninternational.ac.uk, which had the larger audience share. Also agreed to merge social media accounts.
- Development was a jointly funded exercise between Worldwide and the Central UOL

Project brief

The key to the content strategy, as it sets the drivers.

- Attract and engage prospective students, specifically around course content
- Enhance the brand
- One university project. Updating and removal of duplicate CMS systems

Working environment

Old CMS system updated on both websites, which introduced new functionality including live changes. Worldwide and UOL had 50/50 stake in the project

Worldwide were going through a rebrand

Agency tender resulted in new agency being recruited

PM new to UOL, and new UOL Communications director. Within Worldwide ownership moved directorate giving it new focus towards acquisitions and a temporary content editorial team was created

As an outcome there was new focus and reinterpretation acknowledging that content and terminology needed refreshing

Weekly/ monthly meetings with stakeholders as appropriate as the development progressed

How content was changed

- Content training course for content owners with the key message that on average only the first 42 words are read in any online article
- One person took ownership of all Worldwide content, removing duplicate pages and ensuring consistent wording using *GatherContent*. Other editors worked on Central UOL content, but met regularly to discuss issues. There was little overlap in content.
- Previously owners provided the web team for content to upload. Now teams still own the 'facts', but the web team control the language used to ensure consistency, delivery of message and relevance.
- Reviewed and re-planned the information architecture and navigation, using personas

How content was changed (2)

- Agency recognition that our internal terms are not being searched for so we needed to change them if we wished to rank higher in Google:
 - Programmes became courses
 - Courses (individual units) to modules
 - Individual modules to short courses
 - Distance learning
- The need for the change could be clearly evidenced by the difference in the number of searches
- New terms had to go through governance and had internal implications

How content was changed (3)

- Regular operational stakeholder meetings during development could escalate issues to Project Board or Worldwide SLT weekly meetings. Each issue had owners and dates
- Project Board signed off progress at each meeting. Project Board had senior representation including budget holders.
- Minutes were shared after each meeting. Actions could be seen by stakeholders in OneNote

Current governance

A content group meets weekly consisting of web team/ marketing/ content producers/ directors to discuss content. As senior management attend decisions can be made on the front page, carousel, etc.

Content including front page is agreed in advance and scheduled. Diary of main events set up.

Change is still evidence based, with stakeholders providing evidence that content needs adding/ pushed up the page

Expiry dates added to content either for removal or updating

Developers have been recruited and led by content requirements

Stakeholder group still meets to discuss ideas and raise issues

Continuous improvement as work is ongoing. Accepting an Agile approach

Key lessons

Open communication of changes

Clear remit of the websites purpose. Who is it for? It should be user focused

Try and evidence the need for prioritisation/ additional content

Content team to maintain tone and messaging

Regular meeting of departmental communications teams to decide front page

Advance planning of the front page

Clear ownership and escalation procedures

Content strategy and governance

Activity: Panel discussion around how people manage governance.

- Managing complex organisation – Jan Cameron, UoL
- Governance from a agency perspective – Marie Kitney, Numiko
- Created a governance structure - Leonard Houx, Cass Business School
- Chris White, Central School of Speech and Drama