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- Design Tool Tuesday, Ep28

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Session with Author Jaime
Levy *Le Content Ux Strategy*

UX and Content come hand to

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hand. UX alone cannot communicate what's needed, so content should be crafted to make an impact on our users. Content should drive design. A CS will focus on describing too much while UX designers can limit words

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used. When content and UX designers/strategists will find an easy connection and understand the purpose of our design.

Content strategy in UX design. This article will

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most important principle of
UX: Putting the user at the
center of everything.

Sometimes we get so carried
away by content research and
copywriting that we
completely forget who the
audience is. Consider

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Strategy is a combination of things which together will help you achieve an outcome. When it comes to content strategy, these things could include (but may not be limited to): Process; Tools

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and systems; Resource and skills; Measurement; Content foundations (such as guidelines and voice and tone) The drivers (business goals and user goals)

Five steps to an effective

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Collective*

Content strategy resources
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library Getting Started with Content Strategy. A high-level overview of where to start if you're interested in understanding the content strategy field.

Content + UX

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A UX Strategy can help businesses eliminate risk by spending time up front to research, plan, test, and validate ideas. When conversations with users invalidate early assumptions, businesses

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must...

*What is User Experience
Strategy. Good UX in product
...*

What is UX Strategy UX
Strategy lies at the
crossroads of UX design and

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business strategy. It's a plan-of-action on how to find out if the user experience of a product is aligned with the business...

*The Importance of UX
Strategy. What is UX*

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strategy has been around for
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corporations such as Disney, Wells Fargo, and Mayo Clinic have had functional content strategy teams for years. The mega-agency Razorfish has had dedicated content strategists on staff since 1998.

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*Content Strategy and UX: A
Modern Love Story | UX
Magazine*

UX Strategy is about
defining what kind of
experience you want. For
example Apple claims that

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they start with "How they want people to feel" when they start the design.

Strategy then gets into a plan to get to there.. for example doing away with skeumorphic design in favor of a flat design, focussing

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more in typography to bring
more simplicity.

*methodology - What is UX
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Content strategy provides
the vision that guides the
development of content
according to a specific

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business goal. This strategy should be clearly defined and documented, outlining how and when a business produces content (such as articles, infographics, and videos), shares it, and measures its success.

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*UX Writing and Content
Strategy: What Is the
Difference ...*

Book description. User
experience (UX) strategy
requires a careful blend of
business strategy and UX

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design, but until now, there hasn't been an easy-to-apply framework for executing it.

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However, the content strategy focuses on planning and managing content - not just text - for a wide range of digital communication

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channels; UX writing focuses on creating textual copies for digital services and products to make them easier to use. Therefore, the content strategy includes a broader plan for messaging.

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*UX Writing and Content
Strategy: Their Roles,
Explained ...*

A UX strategy, by its very nature can therefore act as a defence against commoditisation. “UX [is a] momentary, primarily

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evaluative feeling (good v. bad) while interacting with a product or service... UX shifts attention... to humans and feelings- the subjective side of product use." – Mark Hassenzahl 4

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