Your friend, content design.

Hilton | xd. Experience Design

Hi, we're content.

What is content design?

Content design is identifying what users need and determining what content best suits that need.

What is content?

Content takes many forms, but it's typically word-shaped.

However!

Content design is more than words.

Content is essential to human-centered design because language is essential to human interaction.

Scannable.

Scannable. Usable.

Scannable. Usable. Readable.

Scannable. Usable. Readable. Effective.

S
U
R
E.

Look, our very own acronym!

Content inventory & auditing.

Content inventory & auditing.
Information architecture.

**Content inventory & auditing.
Information architecture.
Taxonomy.**

**Content inventory & auditing.
Information architecture.
Taxonomy.
Wireframing.**

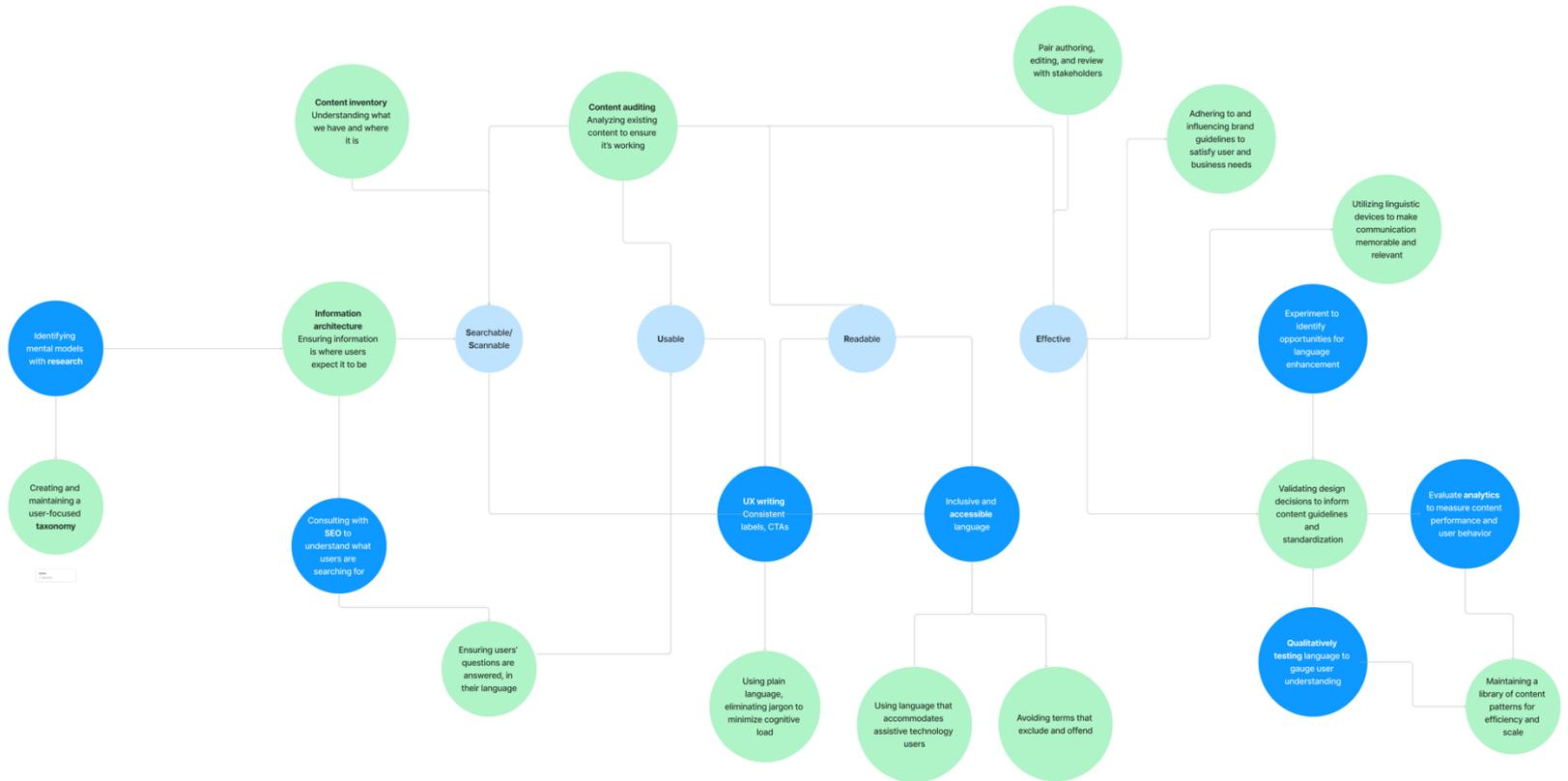**Content inventory & auditing.**
Information architecture.
Taxonomy.
Wireframing.
UX writing.

Content inventory & auditing.
Information architecture.
Taxonomy.
Wireframing.
UX writing.
Etc.

Content 🤝 Errrbody

Identifying mental models with **research**

Creating and maintaining a user-focused **taxonomy**

Content inventory Understanding what we have and where it is

Content auditing Analyzing existing content to ensure it's working

Pair authoring, editing, and review with stakeholders

Adhering to and influencing brand guidelines to satisfy user and business needs

Utilizing linguistic devices to make communication memorable and relevant

Information architecture Ensuring information is where users expect it to be

Searchable/ Scannable

Usable

Readable

Effective

Experiment to identify opportunities for language enhancement

Consulting with **SEO** to understand what users are searching for

Ensuring users' questions are answered, in their language

UX writing Consistent labels, CTAs

Inclusive and **accessible** language

Validating design decisions to inform content guidelines and standardization

Evaluate **analytics** to measure content performance and user behavior

Using plain language, eliminating jargon to minimize cognitive load

Using language that accommodates assistive technology users

Avoiding terms that exclude and offend

Qualitatively testing language to gauge user understanding

Maintaining a library of content patterns for efficiency and scale

Content 🤝 Research & Experimentation.

Content 🤝 UX & Design.

Content 🤝 Accessibility.

Content 🤝
The friends we make along the way.

Content 🤝 Content.

Great user experiences rely on great content. Great content relies on **partnership at every phase** of the design process.

See things through a different lens
(at an angle you might not have considered)

Help communicate the right information at the right time and place in a flow or journey

Address content-related questions and issues as they arise

Make stakeholder engagement easier with more mature artifacts

Help us pick up context quickly
(so we don't ask you 448,083 questions)

Better. By design.

Want to know more?

Jen Clarke, Manager, Content Strategy & Design
jen.clarke@hilton.com

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