Content First.

Janice Gervais  calkin24@msu.edu
Trevor Barnes  tdb@msu.edu
“The best people are the ones that understand content. They’re a pain in the butt to manage, but you put up with it because they are so good.”

- Steve Jobs
Carousels
Beyond the Farm

Through an annual day of volunteering, alumni, students and staff extend Stanford’s spirit of service to communities around the world.
READY TO LAUNCH

From screenings at the Michigan Theater to offsite exhibits, the work of Stamps School of Art & Design graduating seniors was recently showcased on campus and around town. The film, installation, traditional and new media projects were created during their year-long Integrative Project course.

View photos from the student art shows →
INSIDE OUT
AN IN-DEPTH LOOK AT THE MSU STUDENT EXPERIENCE.

MEET ISAAC ANGUIANO.
FRESHMAN, TYLER, TEXAS

MORE ▸
ND.edu Feature Click-Through Rate

- Position 1: 90%
- Position 2: 67.5%
- Position 3: 45%
- Position 4: 22.5%
- Position 5: 0%

- Erik Runyan, University of Norte Dame
Update (five minutes after posting)

I think perhaps we should all just take @lukew’s advice.

@erunyon basically that data tells me don't use carousels. cc/ @brad_frost
INT. MEETING ROOM

“T’m very important! I need to be on the homepage!”

“T’m also very important! I need to be on the homepage too!”

“T’m very very important, I need to be on the homepage three!”

“Let’s make a carousel! Everybody wins!”

THE GROUP HIGH FIVES AND CELEBRATES OVER A BLOOMIN’ ONION AT OUTBACK STEAKHOUSE.

END SCENE
“Carousels on home pages exist to keep people from beating the sh** out of each other at meetings”

- Brad Frost
...content is more or less worthless unless it does one or both of the following:

- **Supports a key business objective**
- **Fulfills your users’ needs**

- Kristina Halvorson

CONTENT STRATEGY for the Web
“High-quality web content that's useful, usable, and enjoyable is one of the greatest competitive advantages you can create for yourself online.”

- Kristina Halvorson
CONTENT STRATEGY for the Web
we want YOU to be a Content Strategist
What is content?

youtube  animation  

social profiles  

links  words  headings  vision  

events  copy  blogs  buttons  

rss  images  brand  

video  sounds  message
What is a content strategist?

- Audit existing content.
What is a content strategist?

- Audit existing content.
  - qualitative/quantitative
What is a content strategist?

● Audit existing content.
  ○ - qualitative/quantitative
● Align team on objectives.
What is a content strategist?

- Audit existing content.
  - qualitative/quantitative
- Align team on objectives.
- Establish Governance.
What is a content strategist?

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- Establish Governance.
- Other things I don’t quite understand...
I DON'T CARE
Case Study: justincalkins.net
Requirements:
Site should be “super sweet”...

...goals?
Starbucks.com Goes Responsive

Thursday, March 08, 2012
Posted by Curtis J. - senior application developer

Have you noticed a difference in the look and feel of Starbucks.com when you pull up the site on your cell phone?

Over the past year we've noticed a big change in the way you're getting to Starbucks.com – more and more often, you're visiting us on your mobile and tablet devices instead of your laptops or desktops. Great news, but the trouble was, the experience on our website wasn't ideal for these devices – until now.
A fitting tribute to a coffee-growing paradise

To find the century-old Rio Verde farm, we went deep into the Serra de Mantiqueira Mountains and climbed nearly 4,200 feet above sea level. Here among waterfalls and native forestland, gentle ocean breezes are complemented by 63 inches of rain per year to create the perfect place to grow excellent coffee.

Starbucks Reserve® Brazil Bourbon Rio Verde is processed using the pulped natural method. Instead of fermenting, it dries naturally under the tropical sun with much of the mucilage still attached. The resulting coffee has a creamy finish with notes of sweet plum and milk chocolate. We love it with citrus fruit, chocolate, nuts, and red and black stone fruits (like plums).
Starbucks Reserve® Brazil Bourbon
Rio Verde

A fitting tribute to a coffee-growing paradise

To find the century-old Rio Verde farm, we went deep into the Serra de Mantiqueira Mountains and climbed nearly 4,300 feet above sea level. Here among waterfalls and native forestland, gentle ocean breezes are complemented by 63 inches of rain per year to create the perfect place to grow excellent coffee.

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Customer Reviews

Wonderful coffee

B8try5 From: Cleveland, OH, USA June 3, 2014

Definitely a must to enjoy by French press or Clever brewed. Reminds me of Kone a bit.

Love it.

✔ Yes, I recommend this product.

Was this helpful? helpful 0 0

coffee was a good change of pace

edwards From: Woodstock, GA, USA May 18, 2014

Coffee was good but not exceptional. With the increase in price I thought it would be a little better. However it was a good blend with a distinctively different flavor than other Starbucks regulars. Very mild and smooth.

✔ Yes, I recommend this product.

Was this helpful? helpful 0 0

not that great

jifoyd From: St. Louis, MO, USA May 26, 2011

I really did not feel this coffee was worth the price.
Mind blown (0.0)

CoffeeMasterScott  From: Union, NJ, USA   May 22, 2014

You have no idea how good this is until you try this coffee. I am not fond of mostly anything in South American coffees, but this is exceptional. Unusual African characteristics from its natural process method, which leaves the coffee cherries to dry intact in the sun like raisins, it produces a cup of sweet plums, berry, milk chocolate, and this velvety finish that is hard to believe came out of Brasil. #socal from that region for me, TRY IT!

Yes, I recommend this product.

Currently Available

Producer: Rio Verde (Brazil)
Elevation: 2,600-4,300 feet (800-1,350 meters)
Variety: Bourbon
Processing Method: Pulped Natural
Tasting Notes: Sweet plum and milk chocolate
Body: Medium/Full
Acidity: Light/Medium
Mobile Retail Explodes – Phones And Tablets Are Driving One-Fourth Of All E-Commerce

Welcome to our new E-Commerce Insights newsletter, a morning email with the top news and analysis on the e-commerce industry, produced by BI Intelligence.

Click here to sign up for E-Commerce Insights today, and receive it every morning in your inbox.

MOBILE RETAIL SALES IN THE U.S. REACH $60 BILLION: Mobile retail spending in the U.S. increased 188% in 2013 to $59.7 billion, according to a new report from research firm Javelin. The U.S. Census reported that online retail sales topped $263 billion last year, meaning mobile shopping accounted for roughly 23% or nearly one-fourth of all e-commerce dollars.
90% of American adults have a cell phone

58% of American adults have a smartphone

and that number is growing exponentially...

- PEW Research Internet Project, January 2014
Do you think mobile was an afterthought for Starbucks?
Do you think mobile was an afterthought for Starbucks?

How do you think this page would have been laid out if they started with mobile first and worked up to the desktop?
Do you think mobile was an afterthought for Starbucks?

How do you think this page would have been laid out if they started with mobile first and worked up to the desktop?

If they had, do you think they would have made any changes based on their business goals?

- Brazillian Sloth
What about a **separate mobile-only site** to meet business goals?
“Mobile” isn’t a screen size
Rendering of a rumored 12.9-inch iPad next to a 13-inch MacBook Air - MacRumors.com
“I think someone has just attached one of their apple stickers to a baking tray.”

- witty Mac user on MacRumors.com
“There Is No Mobile Internet!”

- Marek Wolski
Implementing a modern workflow, without scaring anyone...
THE GOOD OLD WORKFLOW

- Brief
- Wireframes
- FwPs
- Back-end Developer
- Client

-David Walsh http://davidwalsh.name/design-responsively
Where is the fold?
Content Strategy

- assess/evaluate
- design/develop
- publish
- ux/wireframes
Content Strategy

- Assess / Evaluate
- Design / Develop
- Publish
- UX / Wireframes
content strategy

- Stats are your friend
content strategy

- Stats are your friend
- Establish the 3 things the site has to do
content strategy

- Stats are your friend
- Establish the 3 things the site has to do
- Commitment to governance
content strategy

- Stats are your friend
- Establish the 3 things the site has to do
- Commitment to governance
- Make a (realistic and sustainable) plan and stick with it
content strategy

- Stats are your friend
- Establish the 3 things the site has to do
- Commitment to governance
- Make a (realistic and sustainable) plan and stick with it
- Client sign-off
ux/wireframes

- Establishes hierarchy/UX
ux/wireframes

- Establishes hierarchy/UX
- Can be done on scratch paper, Photoshop, or right in the browser...
ux/wireframes

- Establishes hierarchy/UX
- Can be done on scratch paper, Photoshop, or right in the browser...
- Involve the client so they better understand the process
design

“The Mac Family”
...design

Why not just design in Photoshop?

• Designs in Photoshop are fixed width, the web isn’t.

- Aaron Lumsden
TIPS FOR DESIGNING IN THE BROWSER
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TIPS FOR DESIGNING IN THE BROWSER
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Why not just design in Photoshop?

- Designs in Photoshop are fixed width, the web isn’t.
- UX can’t be demonstrated.
- Work gets repeated.
- Can be time consuming.
- Not an exact representation of how final design will look.

- Aaron Lumsden

TIPS FOR DESIGNING IN THE BROWSER
There is nothing worse than a sharp image of a fuzzy concept.

- Ansel Adams
...design

Low fidelity Mockup
“Tiny Bootstraps, for Every Client.”

- Dave Rupert

- css-tricks.com
Prefill Your Own Forms in Dev

The Lodge is a member login only area with access to video training on how to build websites from scratch using the best modern tools.
Microsoft’s Site Redesign Will Introduce Mainstream Business To The Responsive Web

When I think Microsoft, I think mainstream business. When I think funky startup in Brooklyn, I think Apple. Historically, if you are a designer, and the client said to “make it look more ‘business-like’,” this was often a very bad thing. If the client “designed” a sample to show you how they wanted something to look using a Microsoft product (Word, Powerpoint, remember Front page?) that was even worse. Such “input” was, with rare exception, of the very web 1.0, “let me show you our org chart” (and/or every feature in our incredibly bloated products) variety.
...design
Style Tiles

- styletil.es
“We’re not designing pages, we’re designing systems of components.”

- Stephen Hay
...design
Atomic Design

- Brad Frost
...design

Atomic Design

- Brad Frost
...design
Atomic Design

SEARCH THE SITE
ENTER KEYWORD  SEARCH

- Brad Frost
...design

Atomic Design

- Brad Frost
...design

Atomic Design

- Brad Frost
Atomic Design

- Brad Frost
“Design without content is decoration”

- Jeffrey Zeldman
...develop
...develop

```html
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="UTF-8">
    <title>A DOG, PLEASE!</title>
  </head>
  <body>
    <header>
      <h1>A DOG, PLEASE!</h1>
      <nav>
        <li><a href="index.html">Home</a></li>
        <li><a href="about.html">About Fido</a></li>
        <li><a href="contact.html">Contact Fido</a></li>
      </nav>
    </header>
    <aside><img src="dog.png" alt="Fido"></aside>
    <section>
      <header>
        <h2>See Fido Run</h2>
      </header>
      <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Dignissimos, accusamus, voluptas, vitae quod praesentium eum laboriosam maiores id repudiandae nostrum consequatur accusantium veritatis quae rat voluptates repellat nam sed.</p>
    </section>
  </body>
</html>
```
...develop
Content Strategy

- Assess / Evaluate
- UX / Wireframes
- Design / Develop
- Publish
publish

- code. iterate. assess. repeat.
publish

- code. iterate. assess. repeat.
- collaboration is key
publish

- code. iterate. assess. repeat.
- collaboration is key
- when main goals are met; publish, assess, add additional features not vital to goals in the next phase
code. iterate. assess. repeat.
collaboration is key
when main goals are met; publish, assess, add additional features not vital to goals in the next phase
  similar to agile
assess/evaluate...

- continuing content strategy
assess/evaluate...

- continuing content strategy
- analytics
assess/evaluate...

- continuing content strategy
- analytics
- a web site is a living breathing document
assess/evaluate...

- continuing content strategy
- analytics
- a web site is a living breathing document
- wash. rinse. repeat.
Good content transcends platform.

“It’s not that this was designed and written for mobile. It’s just good content.”

- David Balcom, American Cancer Society
Janice Gervais
calkin24@msu.edu

Trevor Barnes
tdb@msu.edu

“"I’M A PRO, DINESH. I WON’T APOLOGIZE FOR IT.""