



Design Matters

It's a me, **Mario**.

he/him

Staff Content Designer

 @ahiteva

 marioferrer

Impactful Content Design

Ok, once I get some content from you I can start on the design.

But I can't create a design until I have some content.

How about you start designing first and then I'll fill it in with content.

No, I can't write content until I see a design.

Uh oh, they are stuck in this loop again...



**What the hell is
Content Design?**

Product Content Writer

UX Writer

UX Copywriter

UI Writer

Content Designer

UX Content Writer

Product Writer

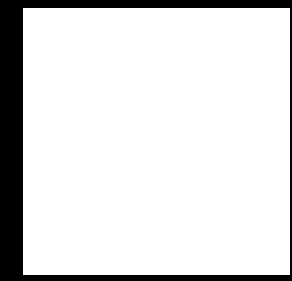
Product UX Writer

Words people

**Designing content that
guides people across
products.**

**Words are also a
design material.**

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design material.**



Word



**Let's try a different
way to approach
design problems.**

**Digital systems are
like a conversation.**

**How does a
conversation work?**

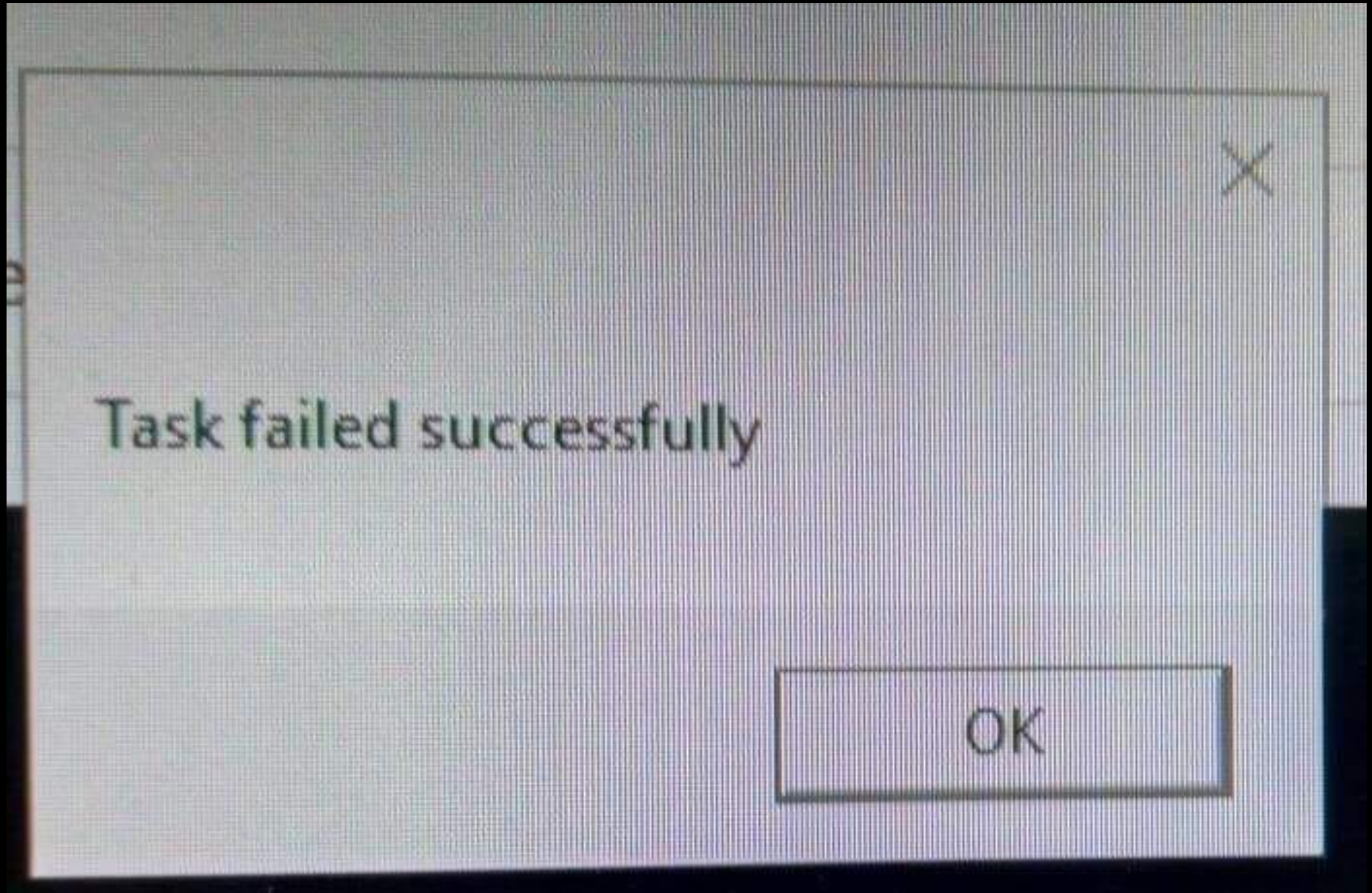
2 parts

1 goal

Same language

**We don't speak
the same language.**

**Words are an
afterthought.**



Task failed successfully

OK

AVG Anti-Virus



Test cannot be started because it already does not exist.

OK

Microsoft Word



The action cannot be completed because Unknown is busy.

Switch To...

Retry

Cancel



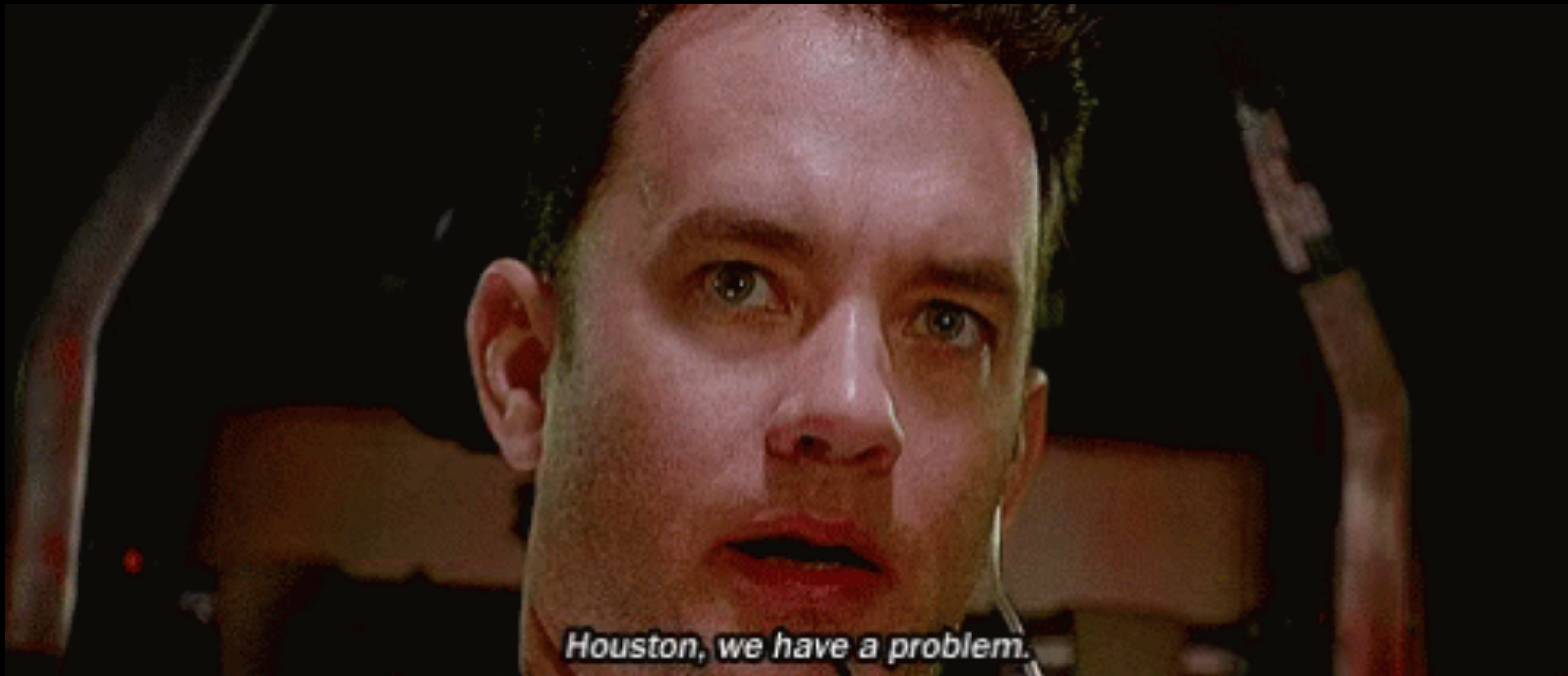
CRIES IN CONTENT DESIGNER

imgflip.com

**Design depends
on words.**

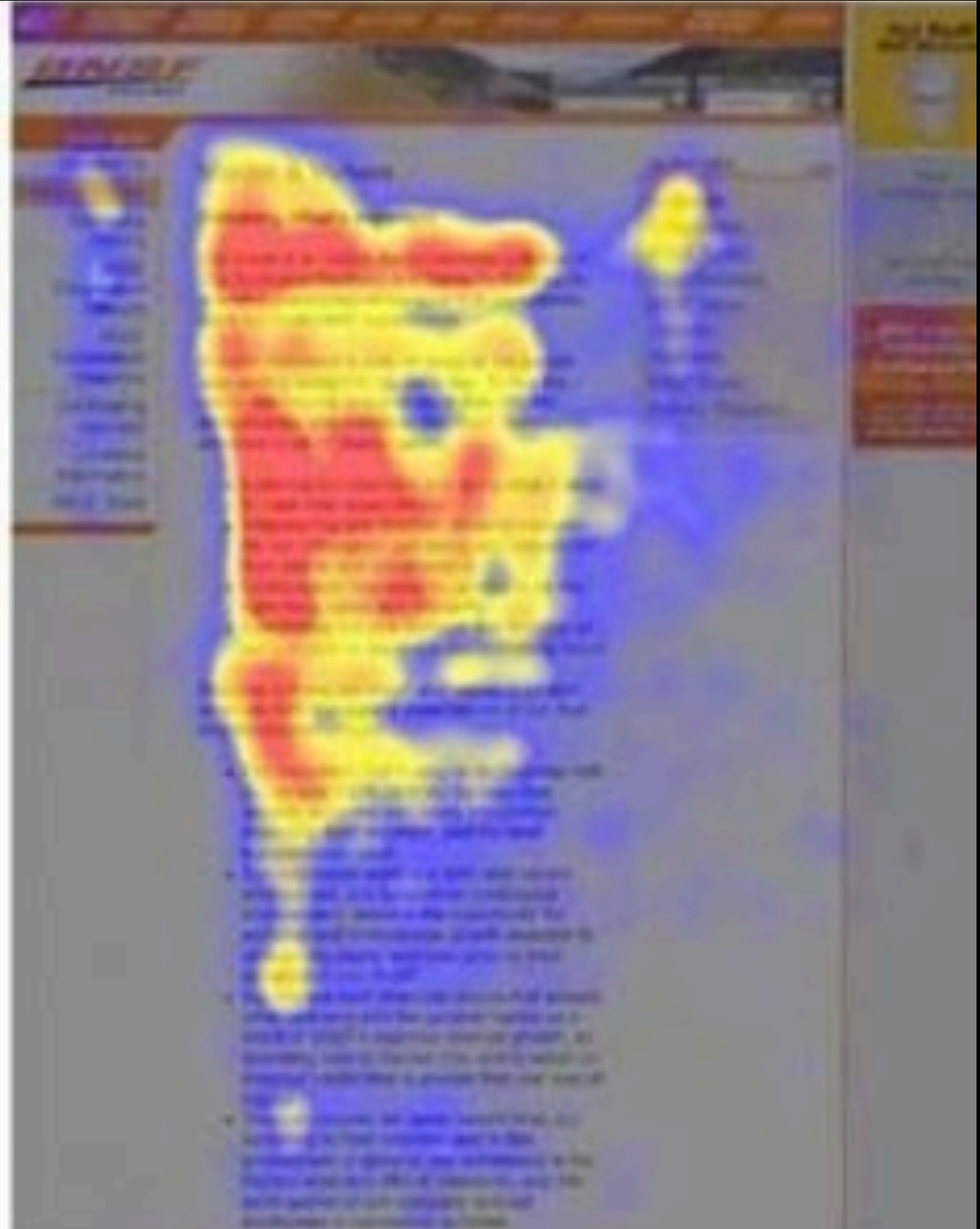
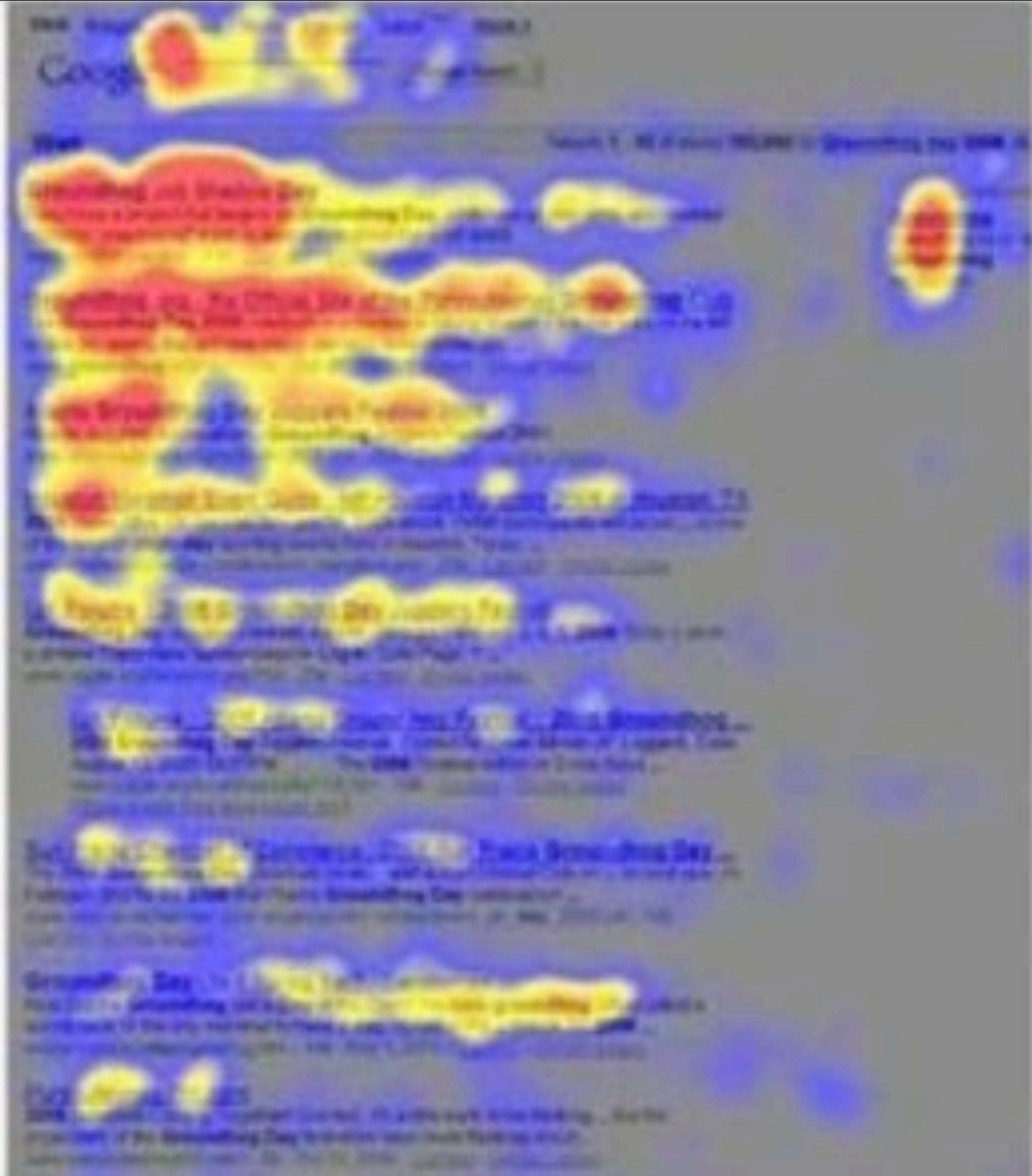
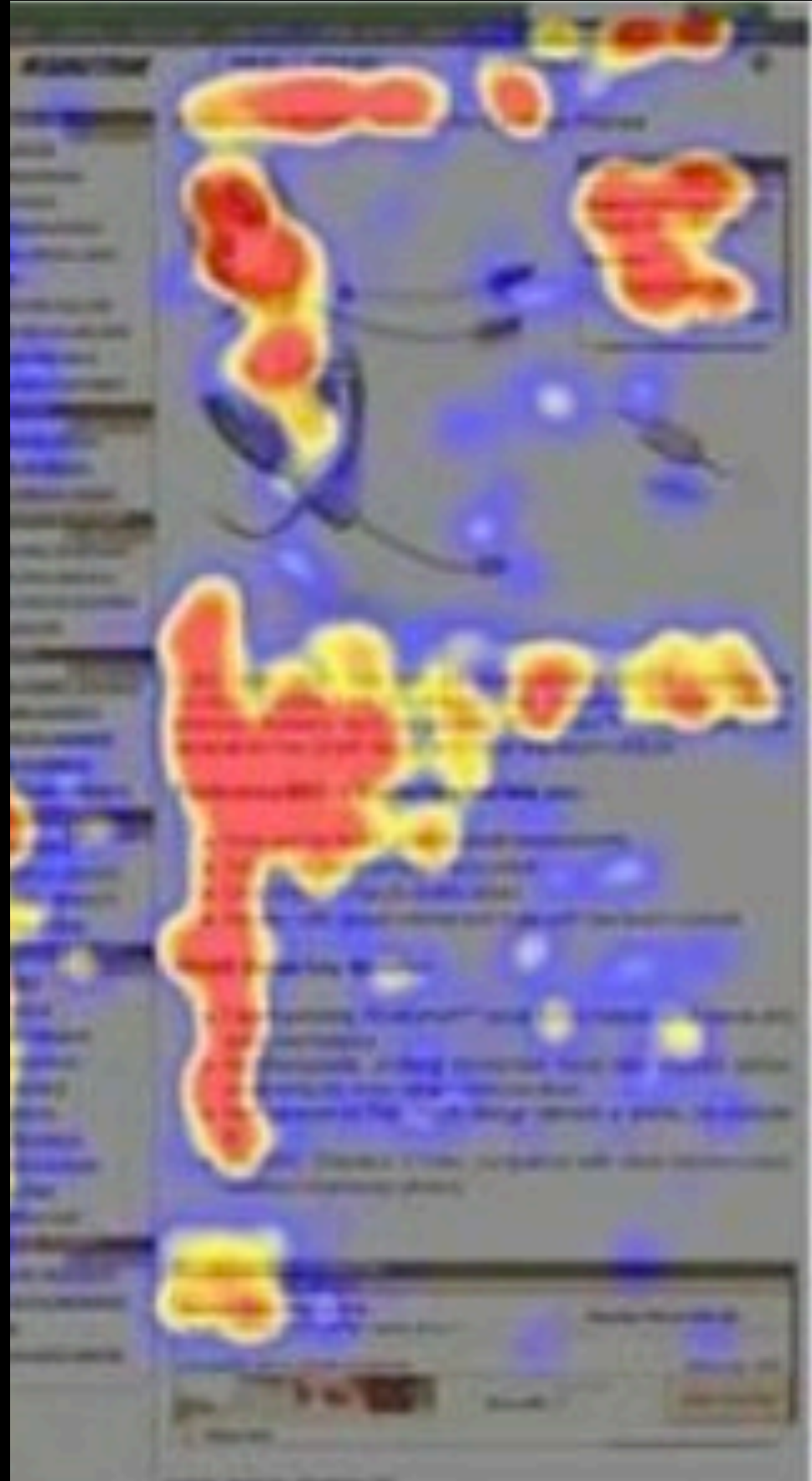
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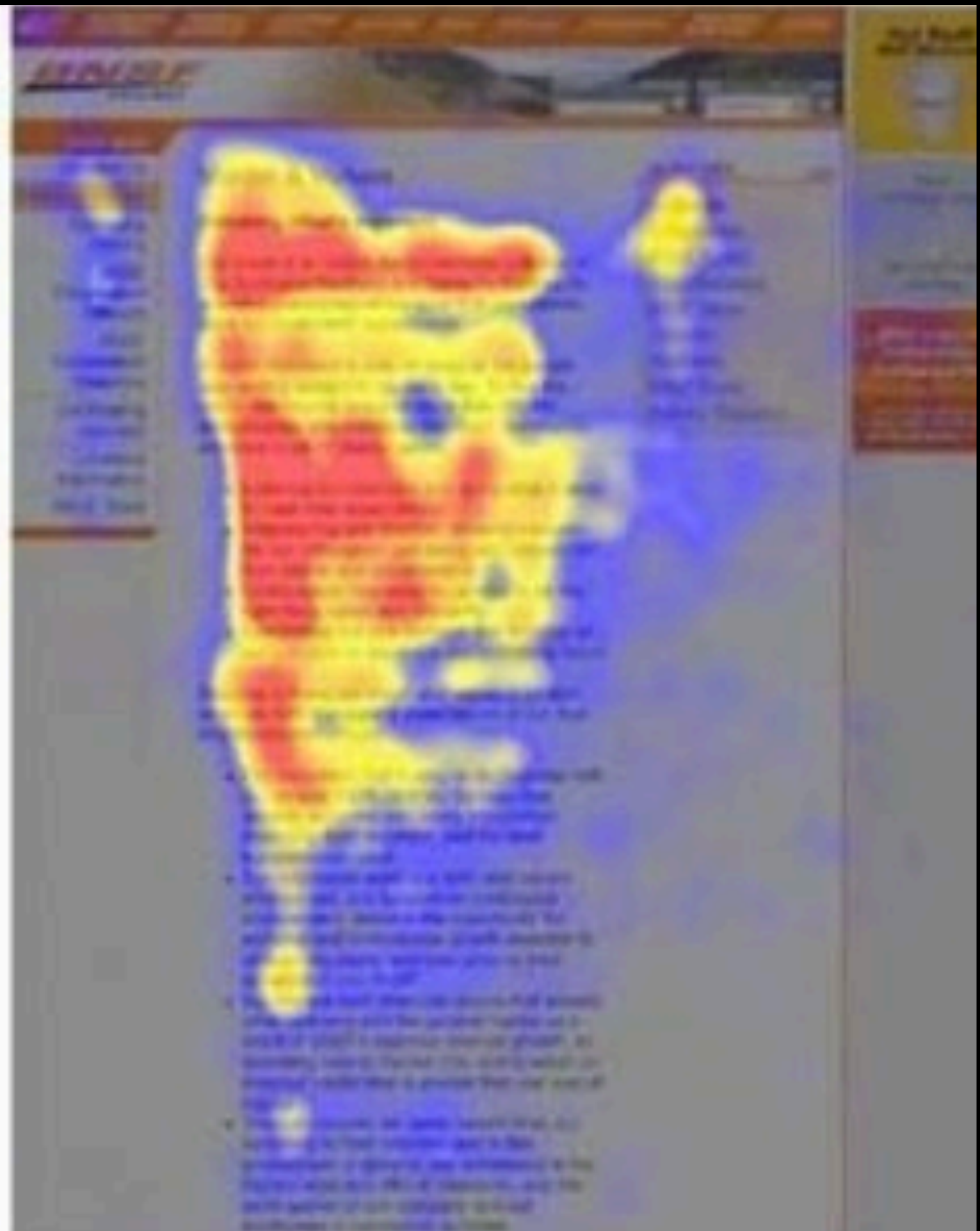
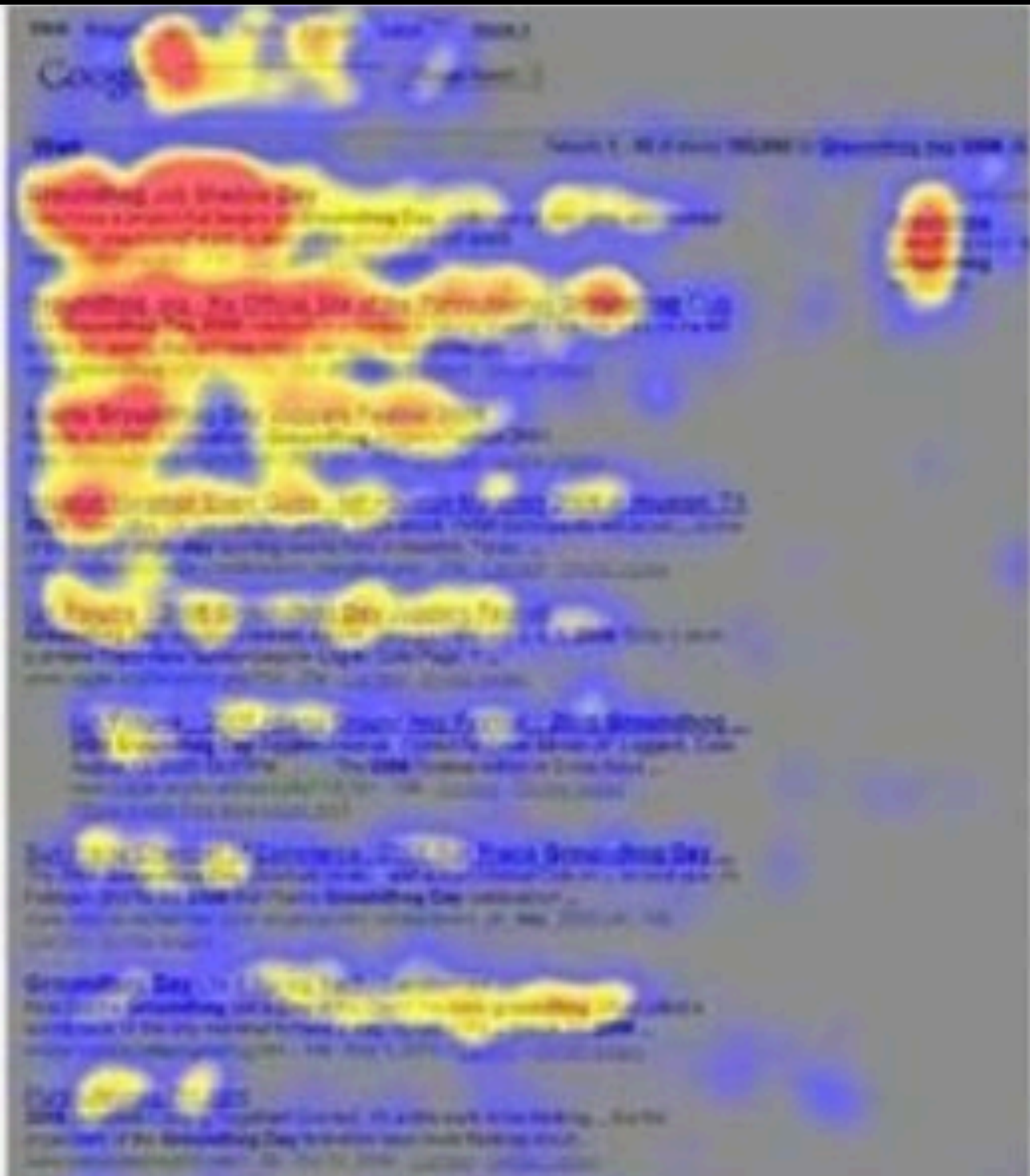
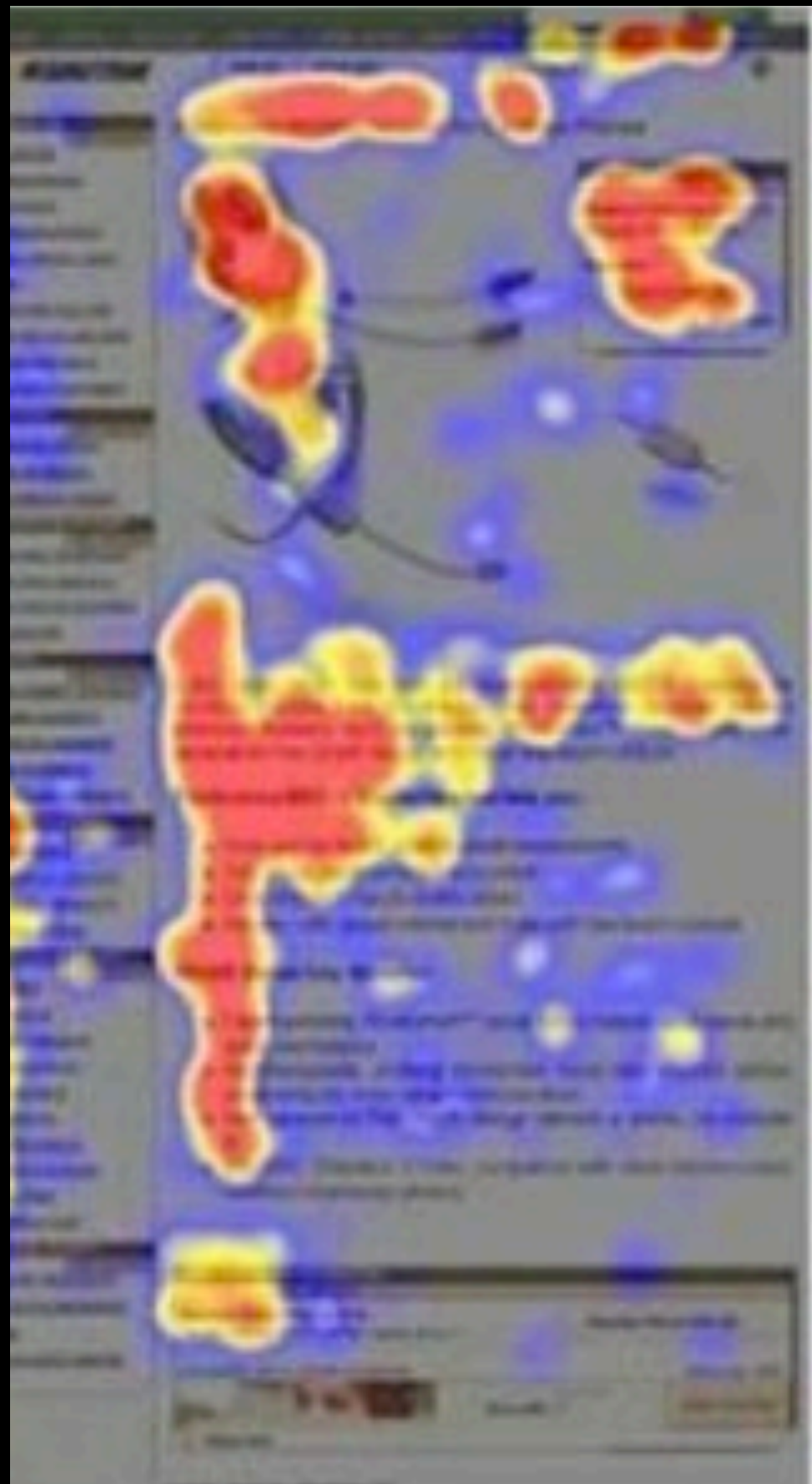
**Design depends
on words.**



Gif: Apollo 13

People don't read.





It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing
about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involu
pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whene
hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from delib
stepping into the street, and methodically knocking people's hats off—then, I account it high time tozz get
as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himse
his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men
degree, some time or other, cherish very nearly the same feelings towards the ocean with me. There now
insular city of the Manhattoes, belted round by wharves as Indian isles by coral reefs—commerce surrou
with her surf. Right and left, the streets take you waterward. Its extreme downtown is the battery, whe
noble mole is washed by waves, and cooled by breezes, which a few hours previous were out of sight o
Look at the crowds of water-gazers there. Circumambulate the city of a dreamy Sabbath afternoon. G
Corlears Hook to Coenties Slip, and from thence, by Whitehall, northward. What do you see?—Posted like
sentinels all around the town, stand thousands upon thousands of mortal men fixed in ocean reveries.
leaning against the spiles; some seated upon the pier-heads; some looking over the bulwarks of ships from
some high aloft in the rigging, as if striving to get a still better seaward peep. But these are all landsmen; o
days pent up in lath and plaster— tied to counters, nailed to benches, clinched to desks. How then is this? A
green fields gone? What do they here? But look! here come more crowds, pacing straight for the wat
seemingly bound for a dive. Strange! Nothing will content them but the extremest limit of the land; loitering
the shady lee of yonder warehouses will not suffice. No. They must get just as nigh the water as they p
can without falling in. And there they stand—miles of them—leagues. Inlanders all they come from lan



**Cognitive load
increases 11% every
100 words.**

**People only read
20% to 28%
of the page.**

**Make it *easy* to read
and understand.**

*“It’s not dumbing down,
it’s opening up.”*

-Sarah Winters

People DO read

Design content in F

Use plain language

tiny words

BIG IMPACT.

Press start.

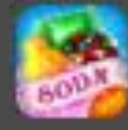
Press start.

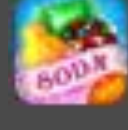




Bubblegum Hill


game

 **Candy Crush Soda Saga:**
Bubblegum Hill ends soon. Play now to prove you're a worthy ruler and claim the crown!

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Bubblegum Hill ends soon. Play now to prove you're a worthy ruler and claim the crown!

 **Candy Crush Soda Saga:**
Show the Bubblegum Troll who's boss! Claim the Bubblegum Hill crown and win Sodalicious prizes now!

character

 **Candy Crush Soda Saga:**
YOU want my crown? HAHA *pause for breath* HAHA 🤪 - Bubblegum Troll

 **Candy Crush Soda Saga:**
Think you got what it takes to rule Bubblegum Hill? *rolls eyes* 🤪 - Bubblegum Troll

 **Candy Crush Soda Saga:**
You again? SERIOUSLY!? You can try, but you're not getting that crown... -Bubblegum Troll

Level completed.

Level up.



Nero's Bingo

Your team:



B	B	B	✓
✋	B	✓	B
B	✓	B	B
✓	B	B	B

NERO 🐾 BINGO

BINGO

FULL!

1534

1533

1540

1539

50

This is a big problem. Some people sit on a square for days. My wife can send a message to the other players (not that it seems to help). I do not have the option to send a message or I would try that.

Same here, you start to play and then someone jumps on a tile and blocks your line, no amount of messages can get them to move!

I feel your pain. Recently had similar issues. I did 2 spots. Waited my 24 hours. Then started on other 2 to make my line. Then someone goes on other spot and doesn't complete it so I had to try another way. Then wait another 24 hours to try and complete. Ppl should just get bumped out if they don't do anything for over 24 hours. It's frustrating

Why is this diagonal not a bingo

I just completed 7 tiles because 2 others were still on the same tiles and blocking any bingos. I did a different four in a row. It happens a lot, and sometimes on first day they are saying let's finish this row...and then they must never come back. This 4 days to finish a bingo is ridiculous! Get rid of these nearly impossible bingos 😞

Is there ANY way to get out of being stuck for 2-3 days in Bingo games with people who have no clue HOW to play?? It's so frustrating for it to take so long when I can do the whole thing myself but only 2 turns per day so I actually get stuck for 3 days sometimes waiting for people to get out of the way.



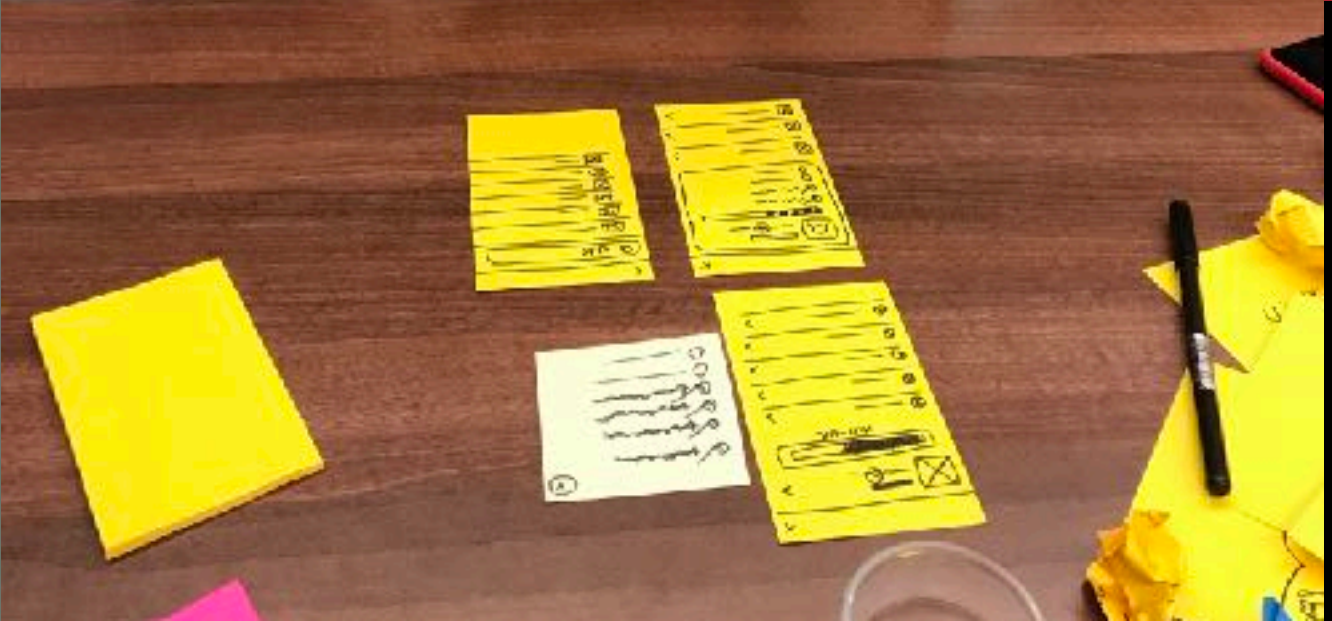


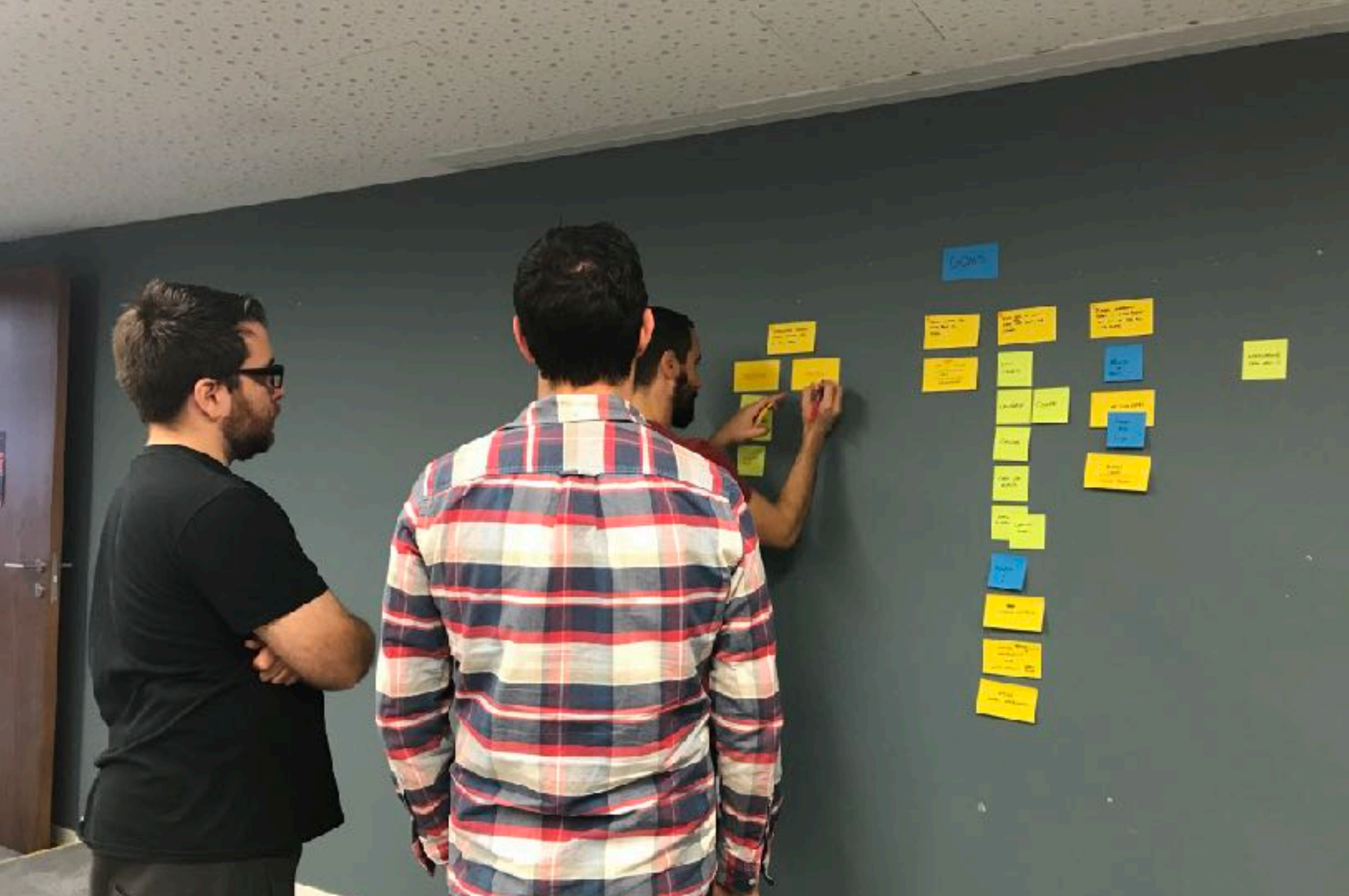


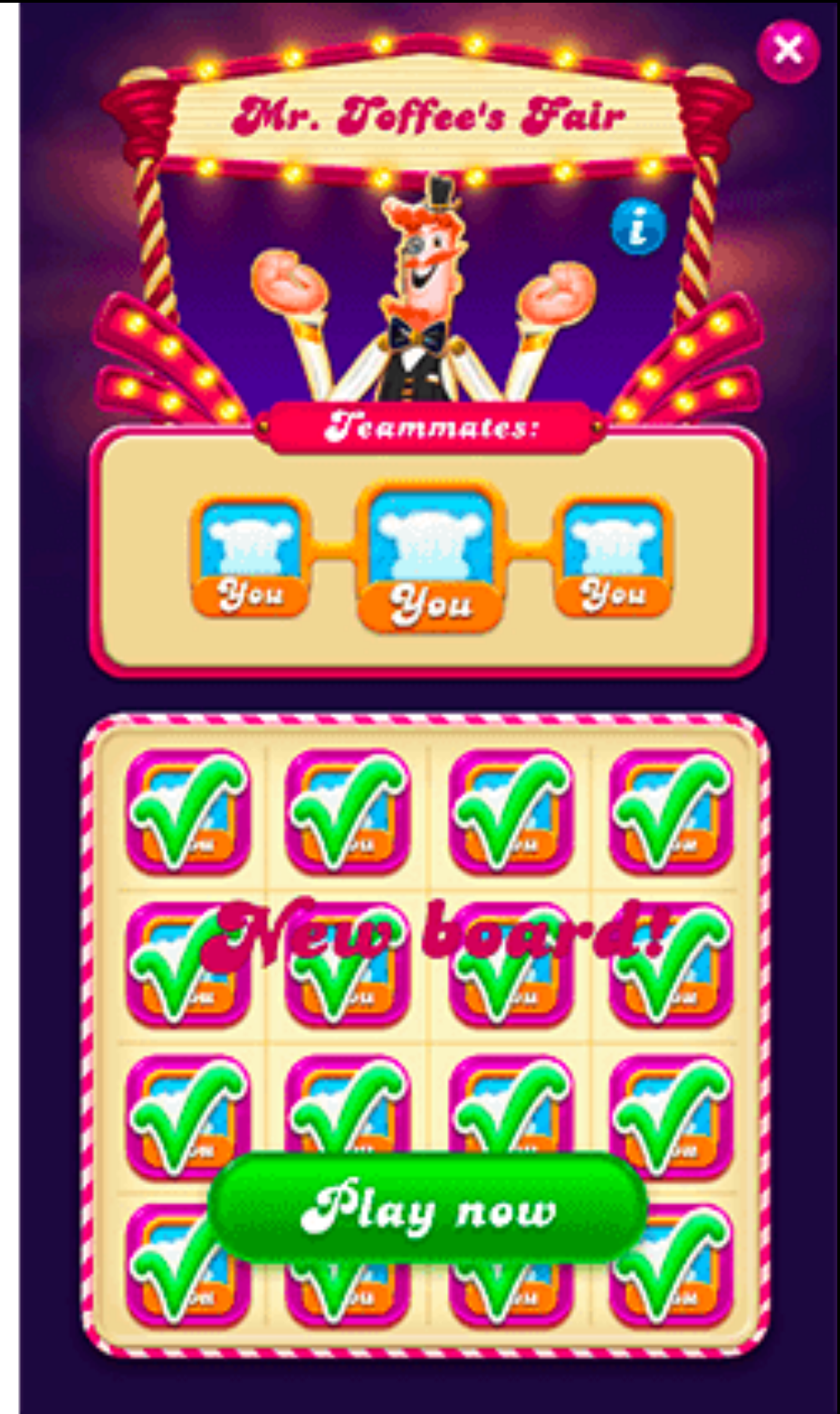
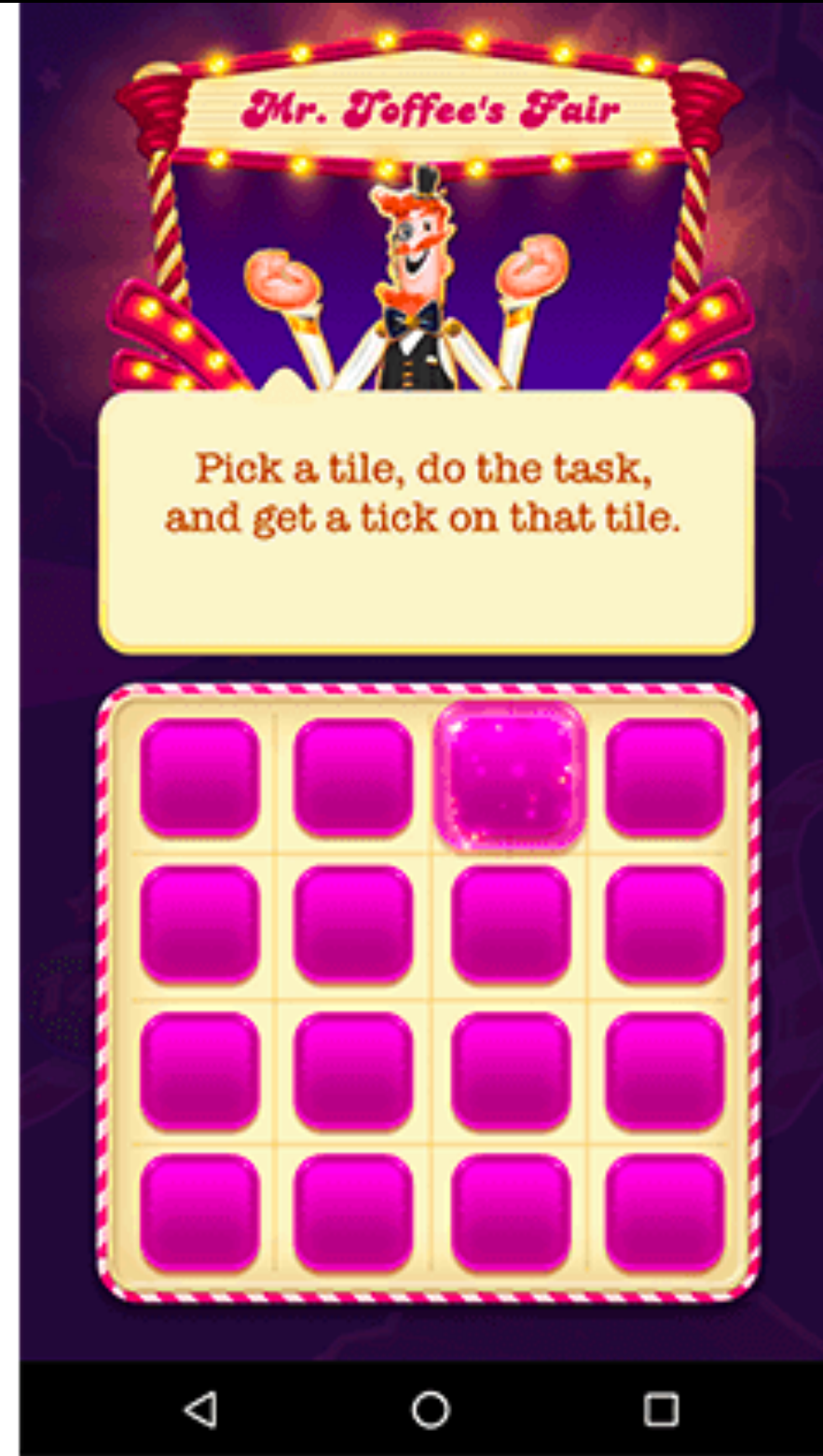
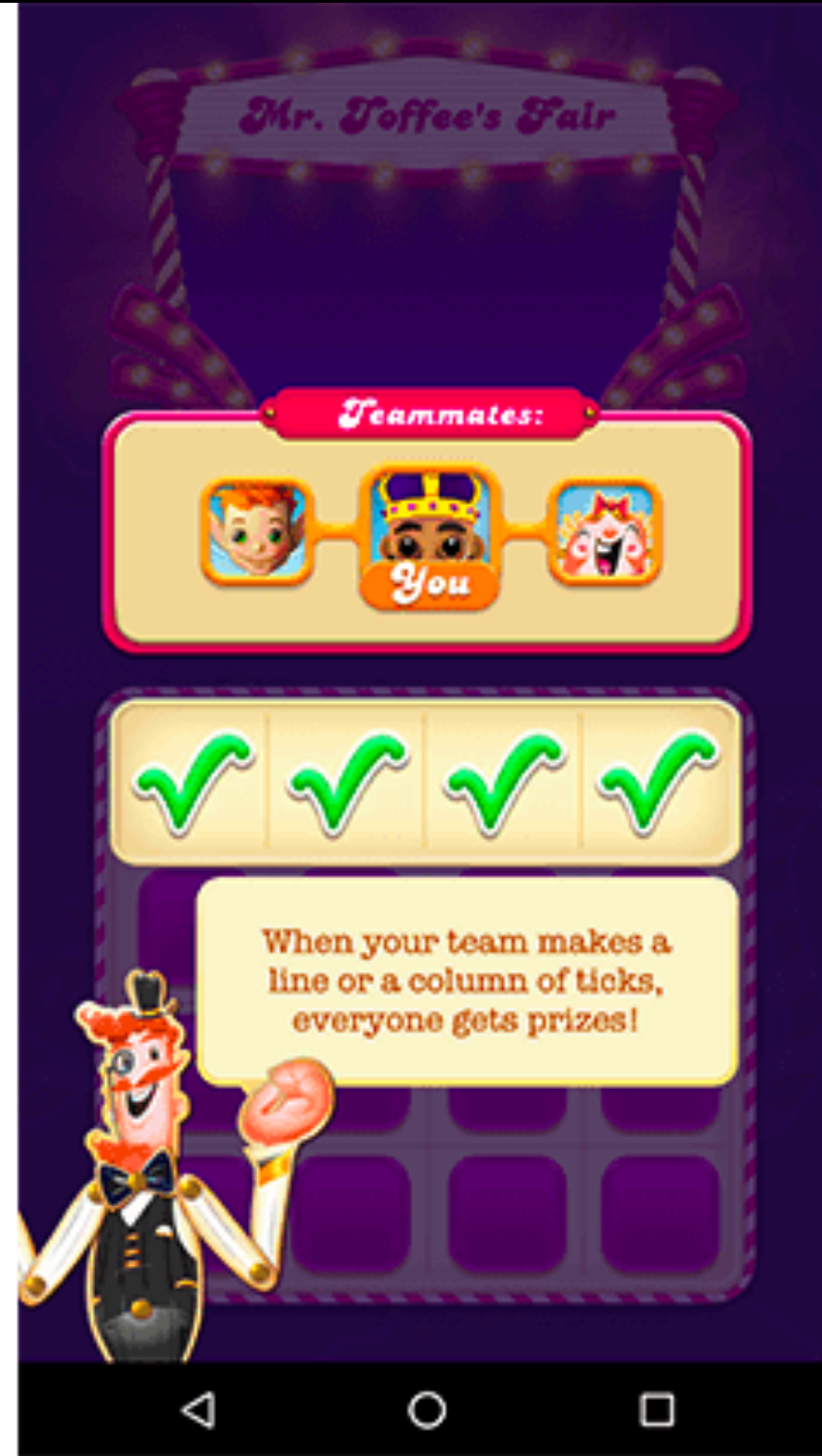
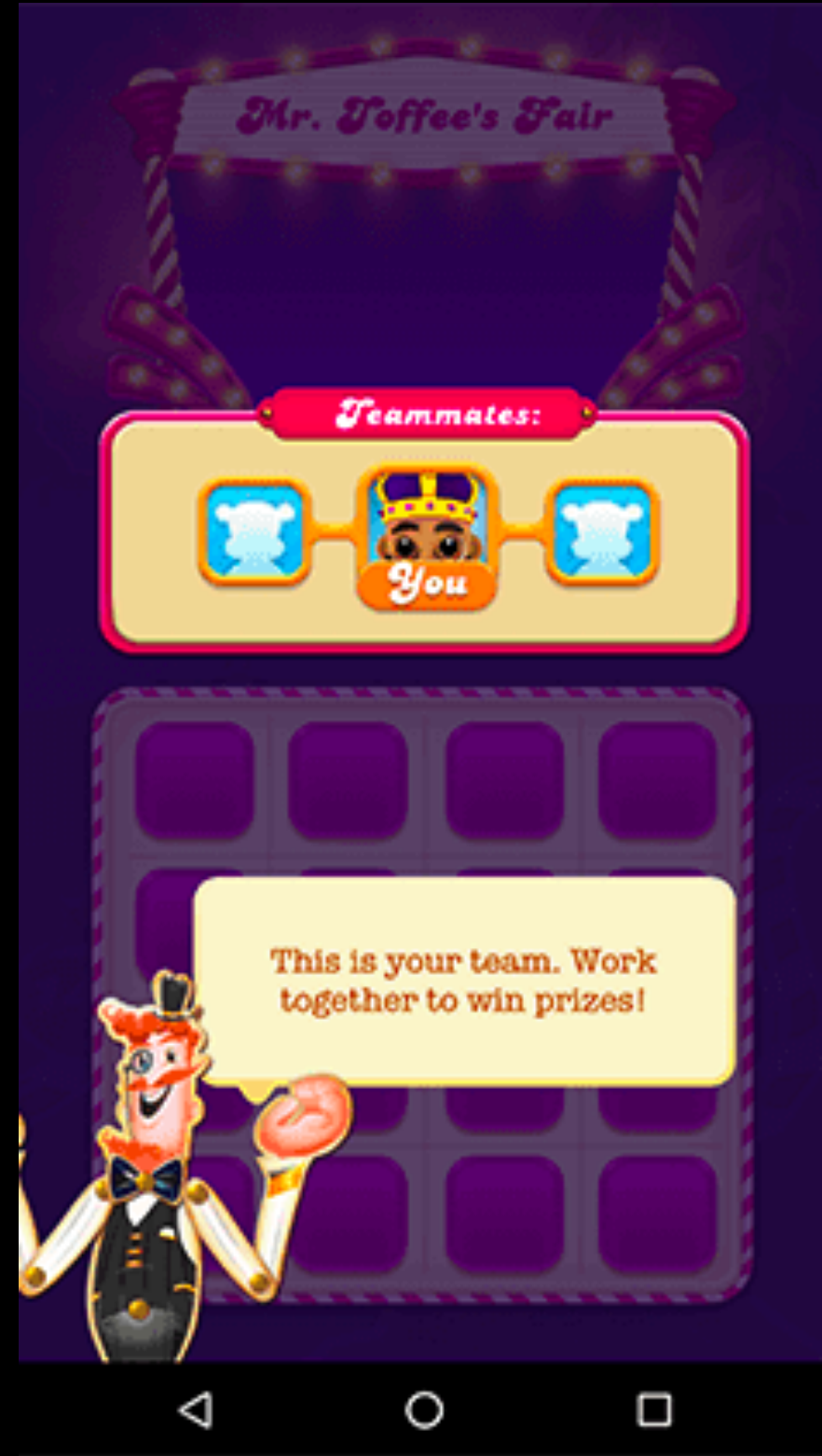
**Bingo is not the same
everywhere.**

**Bingo as a name was
confusing.**

**Figure out
the conversation.**







How to play



Pick a tile, do the task, and get a tick on that tile.

When your team makes a line or a column of 4 ticks, everyone gets prizes!

You can only do 1 task at a time.



Task:

Earn 3 stars. Only new stars will count!



0 / 3

Start

**Collaboration is the
name of the game.**

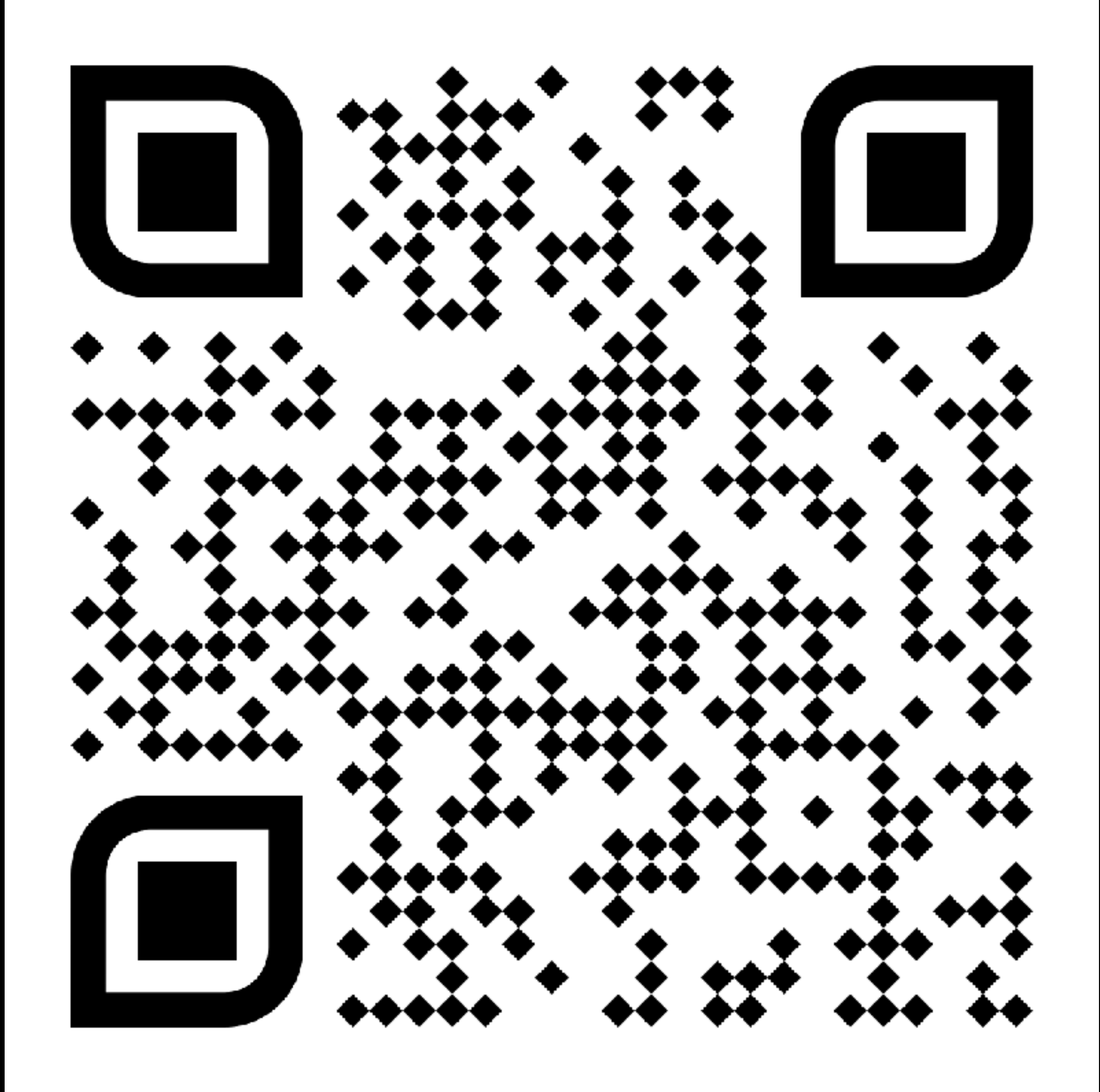
Take these with you.

**Words are also
design materials.**

**Design content that
guides people.**

The **impact** of
Content Design
depends on
collaboration.

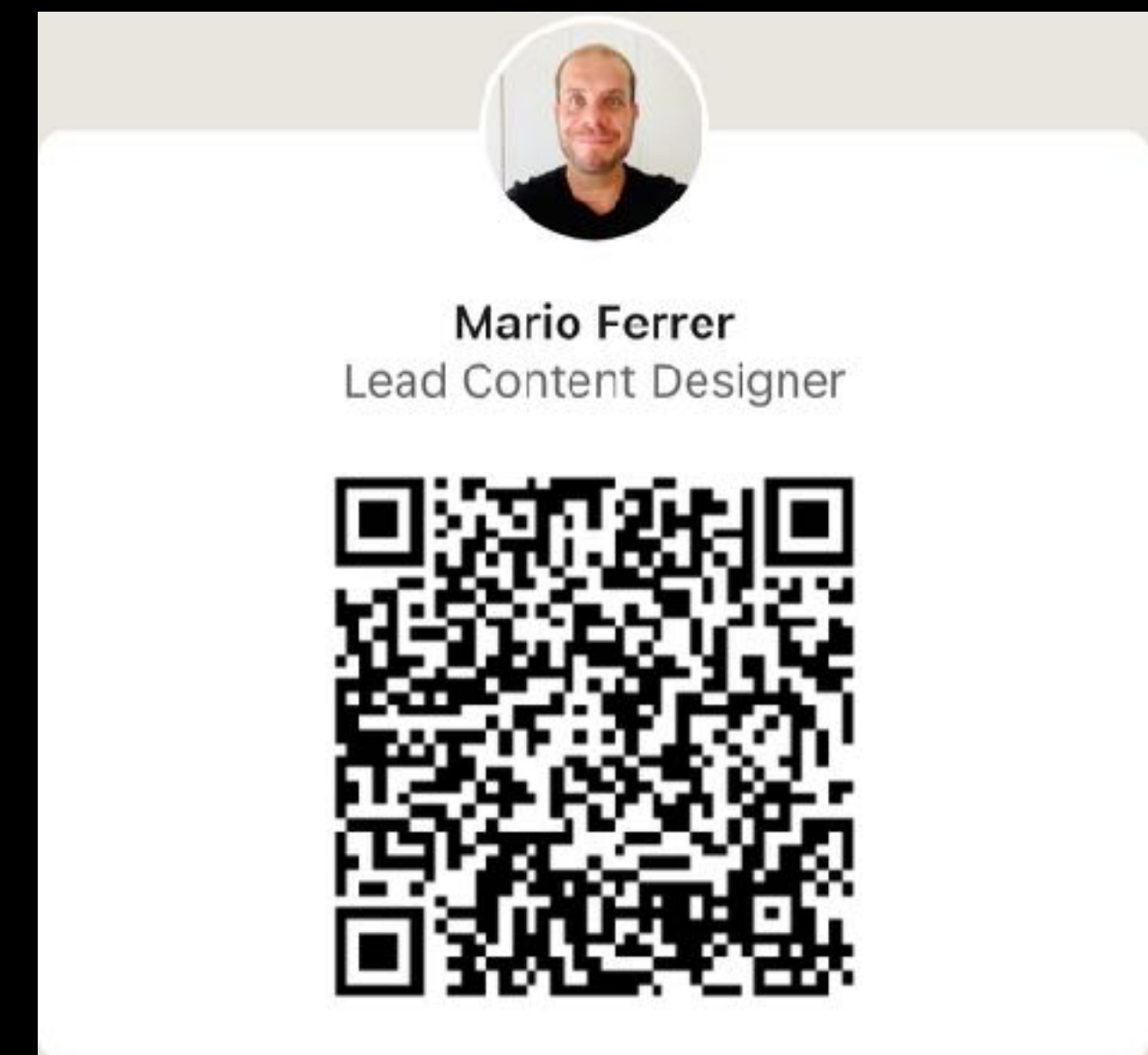
Get your phones out.



Let's talk tacos...



Twitter



LinkedIn

Adiós y gracias 🙌