Be engaged. Feel empowered. Get excited.

The business value of content design

Save time, money, and lives!

Allison Biesboer | Content Strategist and Designer | Design Program Office

IBM
Spark
Design
Festival

Content design case studies

Content Design London

Value of Content Design to your Business

By:
Sarah Winters (Richards)
Lizzie Bruce



Value of content design to your business

Content Design
London

Saves $

Content Design is rooted in research and users, which steers work in the right direction from the start, along with agile processes which yield productivity.

Generates $

When customers are satisfied with these, they'll keep returning:

- They can find something quickly
- They trust in your web content
- They can complete a task
- Their experience is accessible
- They can navigate your site easily

Saves time

Plain language in internal and external communications reduces reading time by 30% (UK Plain Language Commission).

Saves lives

Studies from emergency calls indicates that changes in script result in significantly faster medical attention. And, medical diagnosis can be missed with a poor content experience (St John, Australia).

↓ legal risk

You can be sued if your site isn't clearly understandable, misleading, or not accessible (Richmond Pharmacology Ltd.)

Collaboration ↑

Content Design embraces agile, which yields efficiencies in team communication and expedites sign off delays, because teams can make decisions based off of research. This in turn, saves time and money.

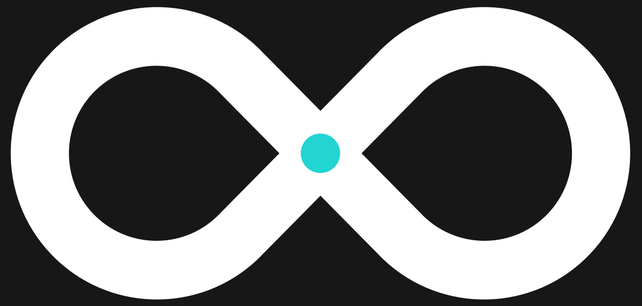
[Learn more: Content Design London]

IBM **Enterprise Design Thinking**

2X faster to market

300% ROI

75% ↑ in efficiency



Observe Reflect Make

[Learn more: Forrester TEI]

Microsoft

ROI of Content Designers on teams

By:
Kylie Hansen

Director of Content Design
Microsoft Cloud + AI Product Studios
First Content Designer at Microsoft hired in 2013



Microsoft

Kylie Hansen, along with other design leaders at Microsoft has articulated the ROI of content design—product teams that include content designers achieve these outcomes:

+8 NPS

8 Point increase in NPS

44%

Solves 44% Task Failures

+92%

Boosts usability by 92%

↑ Retention

Lifts active users and customer retention

Learn more: Elless Media

The value of design

“Pageviews aren’t the goal. Your goal is the goal.”

—Mike Powers,
Director of Electronic Communications at
Indiana University of Pennsylvania

Goals + Measurement

Goal	KPI	Measurement
Get more people to visit the page that explains the program	Specific increase in traffic and/or click-throughs	Analytics—total page views and entrances
Get more people to participate in the program	Specific increase in usage/ participation	Business data related to the content goal: program participation statistics, new registrant lists, etc.
Ensure that information about the program is clear and adequate	Specific decrease in support frequency for a specific program	Number of people contacting customer service because they couldn't find information about the program
Increase engagement with content	Specific increase in the number of people who share the content via email or social media	Number of shares
Increase awareness of the program	Specific increase in the number of people who know about this program	Member survey, event follow-up survey
Increase the number of people who took the action we wanted them to take—register, renew, download, etc.	Specific increase in conversions	Conversion tracking

[Learn more: Content Company]

KPIs for 3 main benefits of design



Time

KPIs:

- Time for task completion
- Time spent waiting for support
- Time saved per day or project
- Time lost per day or project
- Average session duration
- User engagement time



Satisfaction

KPIs:

- CSAT (scale of 1-10)
- NPS
- User return rate within a specific timeframe
- Average time to 2nd session
- Average time between sessions
- Average number of user sessions per week
- User sign-ups
- Churn
- Percentage of active users
- User retention
- Daily active users (DAU)
- Monthly active users (MAU)
- Daily app launches



Revenue

KPIs:

- Conversion rate
- Average purchase value
- Number of new customers
- Acquisition cost
- Lifetime Value (LTV)

Learn more: DESIGN_STRATEGY

Learn more: Nielsen Norman Group

Setting OKRs (Objective and Key Results)

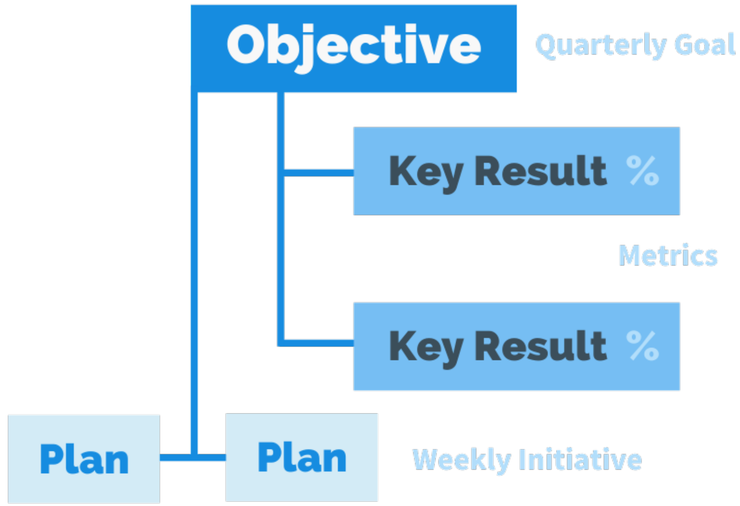
Used by Google, Microsoft

Objective

Goal to be achieved. Sets a direction; like a point on a map

Key Result

Metric with a starting and target value to be achieved; like a signpost showing distance to objective



Source: Weekdone

ROI

The Return on Investment of design

$1

For every dollar spent to resolve a problem during product design

$10

10 dollars is spent on the same problem during development

$100

100 dollars or more would need to be spent to solve the problem after release

Cost-Justifying Usability
Clare-Marie Karat, Ph.D.
IBM T. J. Watson Research Center

Learn more: UX Team

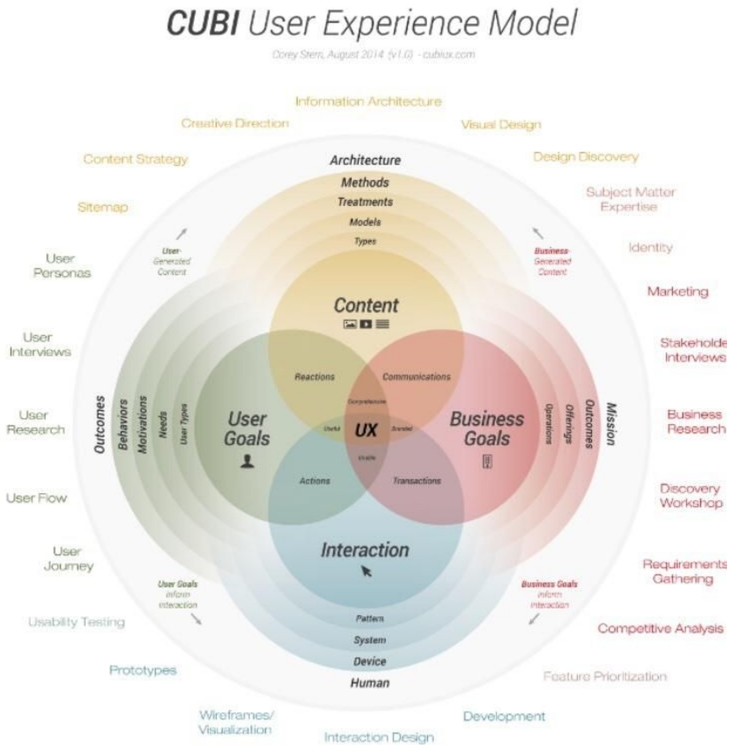
It’s less expensive to prevent a problem than to fix it later. Design prevents problems from festering (with research, prototyping, etc.)

The as-is

A new role

Content design is a newer role.

Content design roles are newer in the industry, in comparison to UX or other roles that have been around longer. While the roles of UX Designer and Technical Writers have been a thing, it wasn't until the last 10 years ago when this particular flavor of "Content Design" started emerging as a subset of UX Design.



Learn more: uxmag

Content design is maturing

IBM is still maturing its content design.

A mature design organization has a high designer-to-developer ratio (better than 1:20). While IBM is staffed up on designers, we need to work on boosting the #s of content designers.



"You know design is having its moment when IBM, the stodgy normcore dad of the tech industry, gets in on the action"

-TechCrunch

Learn more on TechCrunch

Advocacy

We need advocacy for content design.

- Create clarity in job recs for hiring

- Share and participate in research, use cases, or case studies

- Seek executive buy-in and representation
(A VP, DD, or DP with a content design background).



“YASSSSSS! We hired more content designers!!!”
-Formally-dressed hyperrealistic stock photo businesspeople

Let’s talk!

#content-design-guild

@Allison