—

Designing for Success.
Content-First Design.

Point Blank.

Drupal / Web agency based in Thessaloniki, Greece
We do strategy, design and development.
Focusing on custom, premium solutions.

Me.

Developer background.
Currently doing IA, Strategy and Technical Management.
Bridging the gap between clients and technology.

Designing for Success
Content-First Design

Design **Success** Content **First**

DESIGN

"

Form follows function.

Louis Sullivan, modernist architect

"

Web design is an extension of page design, and page design was all about crafting the perfect paragraph. To craft the perfect paragraph you need to be working with the content.

Mark Boulton, acclaimed web designer

Websites are tools for communication.
Effective communication solves needs.

The message itself.

Includes text, visuals, media, functionalities.

"
Content precedes design. Design in the absence of content is not design, it's decoration.

Jeffrey Zeldman, A List Apart

"The content is the client's responsibility."

"Waiting for final content takes ages!"

"The title only accepts five words."

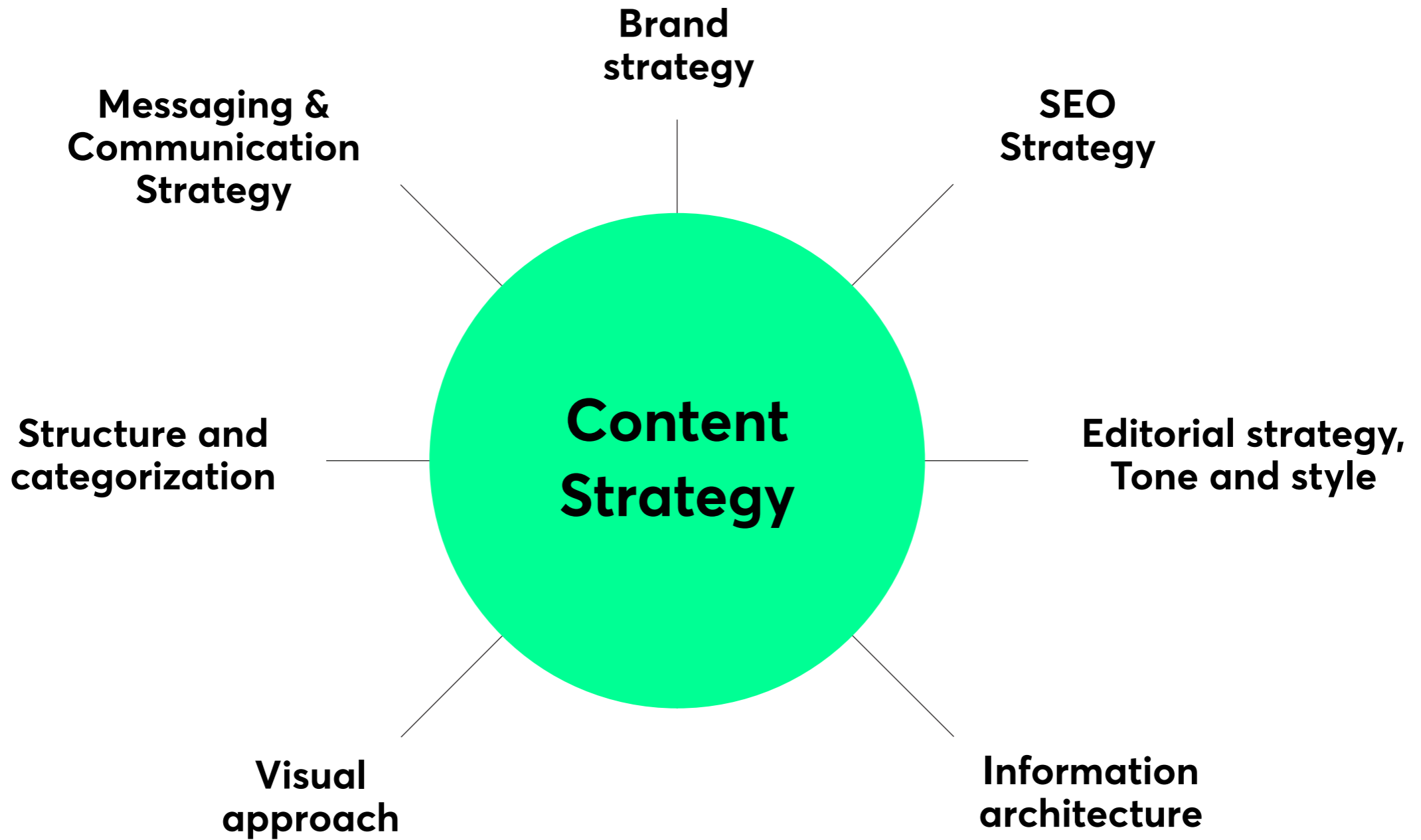"You need map markers in your posts, and you mention it now?"

Content Strategy.

"

The practice of planning for the creation, delivery and governance of useful, usable content.

Kristina Halvorson, Brain Traffic

Brand
strategy

Messaging &
Communication
Strategy

SEO
Strategy

Structure and
categorization

**Content
Strategy**

Editorial strategy,
Tone and style

Visual
approach

Information
architecture

- Marketing

- Communications Experts

- SEO Experts

- Information Architects

- UX designers

Content Strategy Methodology

Audit

Create
CONTENT INVENTORY

Analyse

- Goals

- Target Audience

- Success criteria

Define content needs

Create sitemap

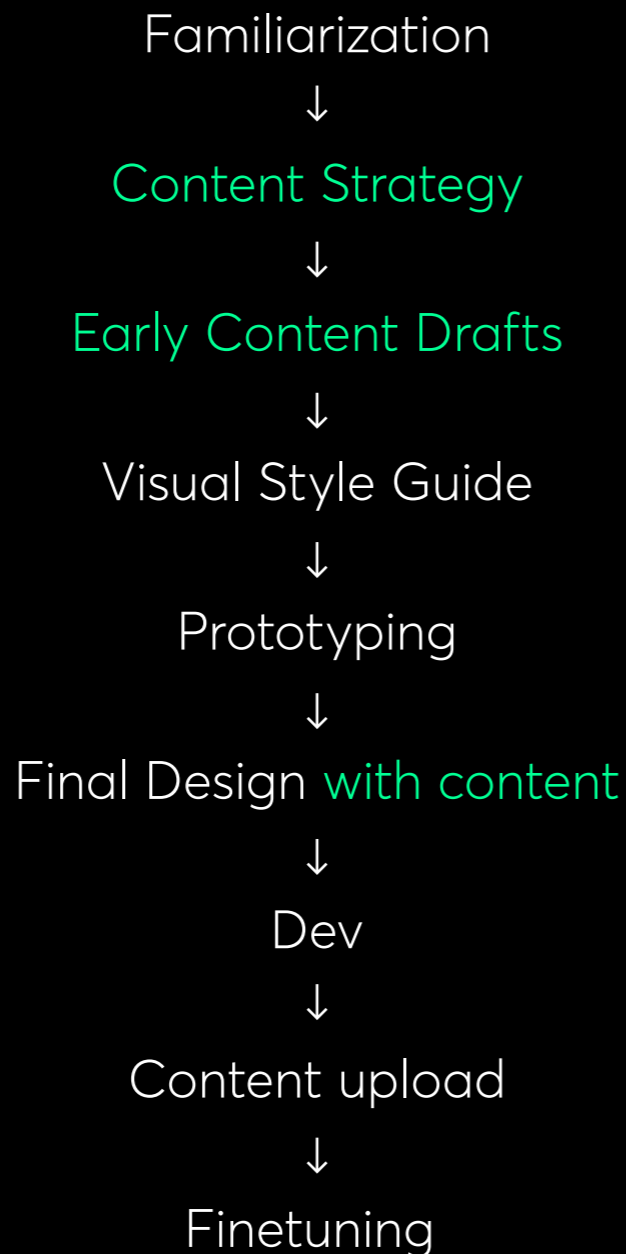## Create

Start producing

Have early drafts soon

How do we work?
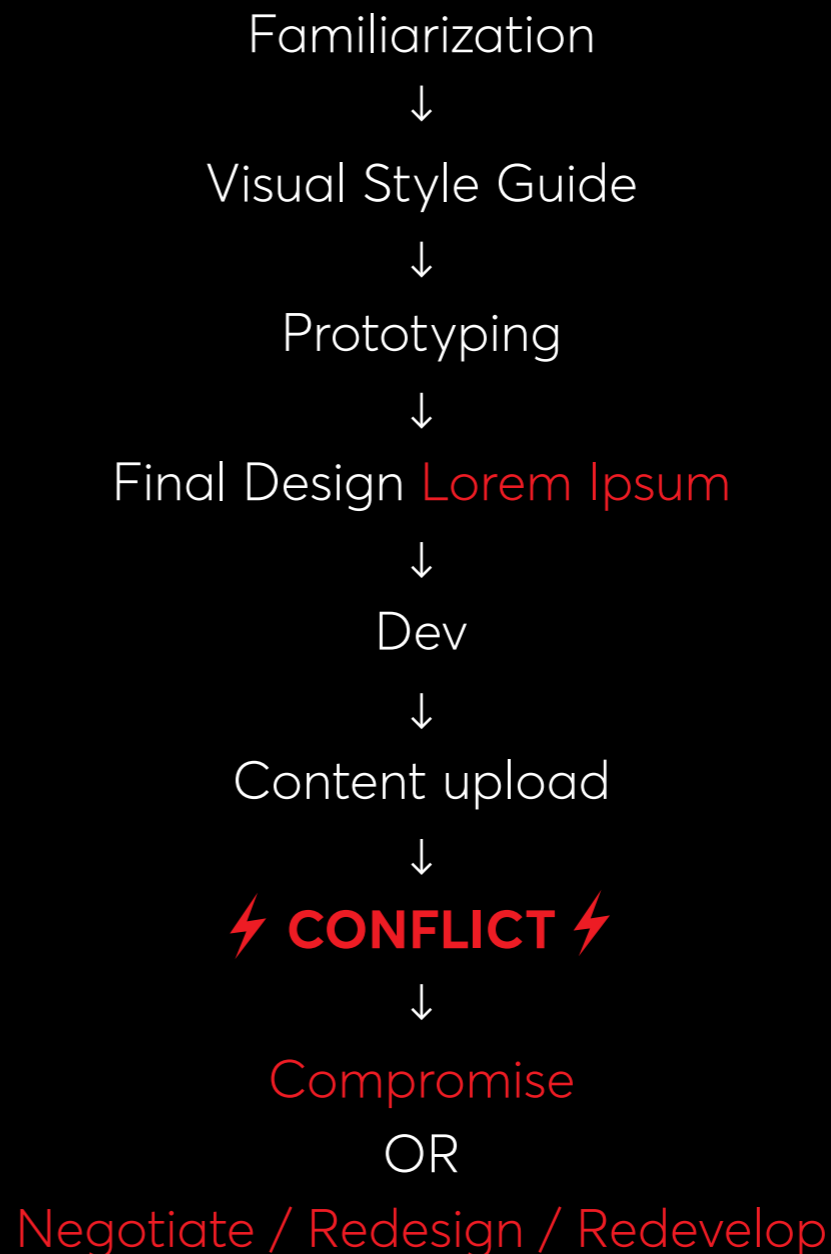PROPOSED PROJECT WORKFLOW

1. Familiarization with problem space

2. Content Strategy

3. Early content drafts

4. Visual style guide

5. Wireframing & Prototyping with content

6. Final Design with content

7. Development

8. Final content upload

9. Finetuning

Comparison with typical project flow.

Content-first	Typical approach

Familiarization

↓

Content Strategy

↓

Early Content Drafts

↓

Visual Style Guide

↓

Prototyping

↓

Final Design with content

↓

Dev

↓

Content upload

↓

Finetuning

Familiarization

↓

Visual Style Guide

↓

Prototyping

↓

Final Design Lorem Ipsum

↓

Dev

↓

Content upload

↓

⚡ CONFLICT ⚡

↓

Compromise

OR

Negotiate / Redesign / Redevelop

When things go WRONG

QUICK INTRO

CLIENT

Seeds and seedlings vendor

SECTOR

Agriculture

PROJECT TYPE

Corporate Presentation

QUESTION

How do we present the company?

Content Inventory

- Introduction

- Vision

- People

- Sister companies

- Installations

- Investment data

Marketing

- Minimal and to the point

- Keep it short and succinct

IA

- Single-page wireframe

The Company

Our Vision

Our People

> find your corresponding vendor

Operation commitee

Agris Bulgaria

Agris Romania

Installations

Investments

> Research and development

Financial Data
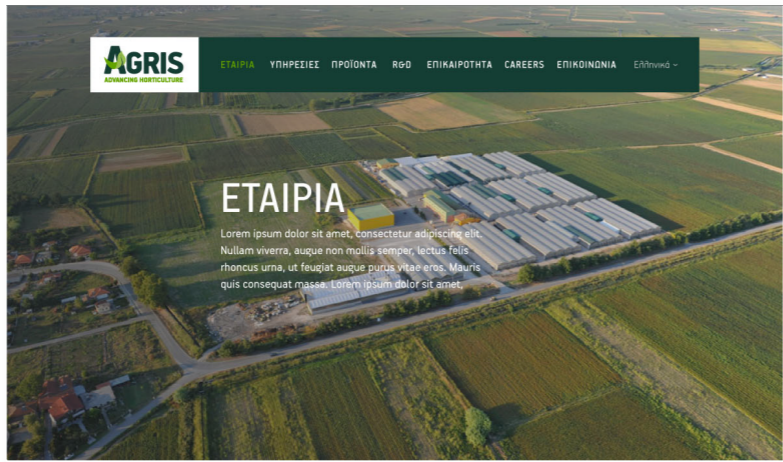
Client

- Agrees to the proposal

- Signs off wireframes

Design

- Follows the wireframe

ΕΤΑΙΡΙΑ

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ΒΡΕΙΤΕ ΤΟΝ ΠΩΛΗΤΗ ΠΟΥ ΣΑΣ ΕΞΥΠΗΡΕΤΕΙ ›

Operation Commitee

Κώστας Παπαδόπουλος
Managing Director

Μαρία Μεταξά
Managing Director

Γιάννης Κωνσταντίνου
Managing Director

Κώστας Παπαδόπουλος
Managing Director

Μαρία Μεταξά
Managing Director

Γιάννης Κωνσταντίνου
Managing Director

Agris Bulgaria

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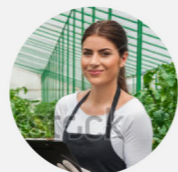
Agris Romania

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Στοιχεία

Ισολογισμός 2015   ↓

Ισολογισμός 2014   ↓

Ισολογισμός 2013   ↓

Site

Εταιρία
Υπηρεσίες
Προϊόντα
R&D
Επικαιρότητα
Ευκαιρίες Καριέρας
Πιστοποιήσεις
Επικοινωνία
Privacy

Agris

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Τηλ: 23330 53500
e-mail: info@agris.gr

Βουλγαρία
Τηλ: +359 2 9737997 / 9737979
e-mail: info@agris.bg

Ρουμανία
Τηλ: +4 021 3151567
e-mail: info@agrisromania.ro

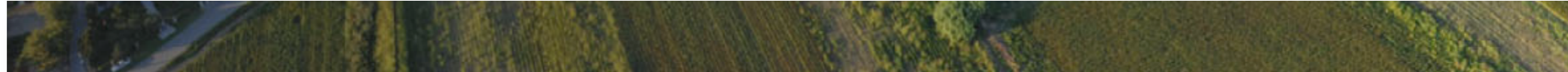### Newsletter

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Zooming in:

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Client

- Happy with the proposal

- Signs off design

- Development begins

Design

- Interviews personnel

- Identifies messages that have not been treated

- Disregards wireframes and writes *what should be told*

- Sends first draft to team

Team

- Heart attacks

How the design would look with the real text content:

Client

- Realises intrinsic value of new content

- Commissions new IA/design/dev process

Team

- Split section into five sub-sections

- Re-design

- Discard and rebuild

- Changes incur a budget increase of ~15%

END RESULT LIVE @

www.agrishorticulture.com

What went wrong?

- **Client failed to identify all important messages**

- **Design went in "blind"**

- **Copywriter should have been introduced after IA**

- **Initial designs should contain real copy**

When things go
RIGHT

QUICK INTRO

CLIENT

Inland shrimp farm

SECTOR

Fresh Food Industry

PROJECT TYPE

Business Plan presentation

GOALS

Attract investors, get talked about

Content Inventory

- Importance of freshness

- Controlled growth environment

- Consistent, high quality

- Positive environmental impact

- Investment presentation

- Business data and estimates

Concept

- Narrative approach, "let us tell you a story"

- Two-level navigation: get the basics fast, drill deeper where you find interest.

- Needs to feel real and relevant.

Concept curated by partner Blender SKG
http://www.blenderskg.gr/en/

Content Strategy

• Split into narrative sections

• Prepare first copy for all sections ASAP

• Make notes on infographics per section

• Draft Design is guided and inspired by the content

• Draft review to be performed early, by team + client

• Adjust copy

• Prepare final design & visuals

Results

- Extended pre-design analysis phase

- Communication impact could be fully assessed in first draft

- No surprises during development

- Only minor adjustments post-beta

- Critical acclaim on release

END RESULT LIVE @

www.shrimps.eu/en

POINTBLANK°

Thank you.

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