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State of the Strategy 6/1/21

Recap/On deck

The content audit team had a great discussion last week about our audiences/personas and how to evaluate what level each content item addresses. We've decided to think of our audiences as **User** (someone who adds content or uses the site within predefined parameters, like making a post or viewing form results), **Admin** (someone who configures aspects of the site, from Composer pages to Messages templates to other admin users), and **Superadmin** (someone involved in the deployment project who's responsible for one-off tasks like approving designs, configuring integrations, and launching the site). A Superadmin may perform tasks at the User or Admin levels, but information for Superadmins is never going to be relevant to a User, so we'll consider the audience to be the *lowest-*level persona who might find it useful.

Reading material

How to create content for multiple audiences

I did a lot of research to inform our audience discussion, and this article has a great overview of several approaches, or frameworks, for dealing with content directed at multiple audiences: the star, the ensemble, and the spin-off.

Discussion topic

The above article discusses marketing, but the principles can certainly apply to our support and training content. Which framework do you think would be best for our needs? Should we continue trying to address everyone at once (just more methodically), declare the Admin our star, or maybe spin-off the Superadmin to their own content track?

Bonus: Do you agree or disagree with our audience divisions?

Exemplary content

Intuit Content Design

Taking a break from help centers this week to showcase a brilliant content strategy resource. If you've been wondering what we're working towards with this project, this site is #goals. In addition to the Accessibility & Inclusion section linked, note how they've considered how to design content for each brand (Voice & tone), each type of content (Content patterns), and where the content appears (Channels). Jober and I attempted a style guide back in 2017, but it pales in comparison.