

OMNICHANNELX

Presentation

Modelling content for omnichannel



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About Precision Content

We are experts in structured content.

We're a full-service, end-to-end technical communications consultancy, technology innovator, and systems integrator offering professional services, training, and technology.



Areas of Expertise

Precision Content is home to thought leaders and expertise in the areas of

- structured authoring methods
- content lifecycle management
- DITA/XML design and implementation
- information architecture
- content strategy,
- and structured content delivery.



Agenda

Introduction to omnichannel

Content fit for omnichannel

Principles of microcontent

Information types and structure of microcontent

Building a customized content model



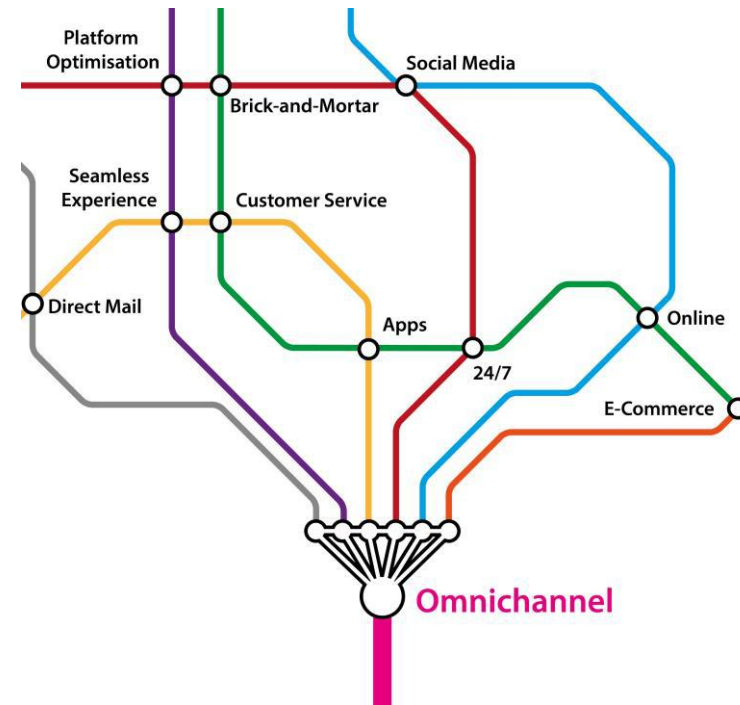
Omnichannel

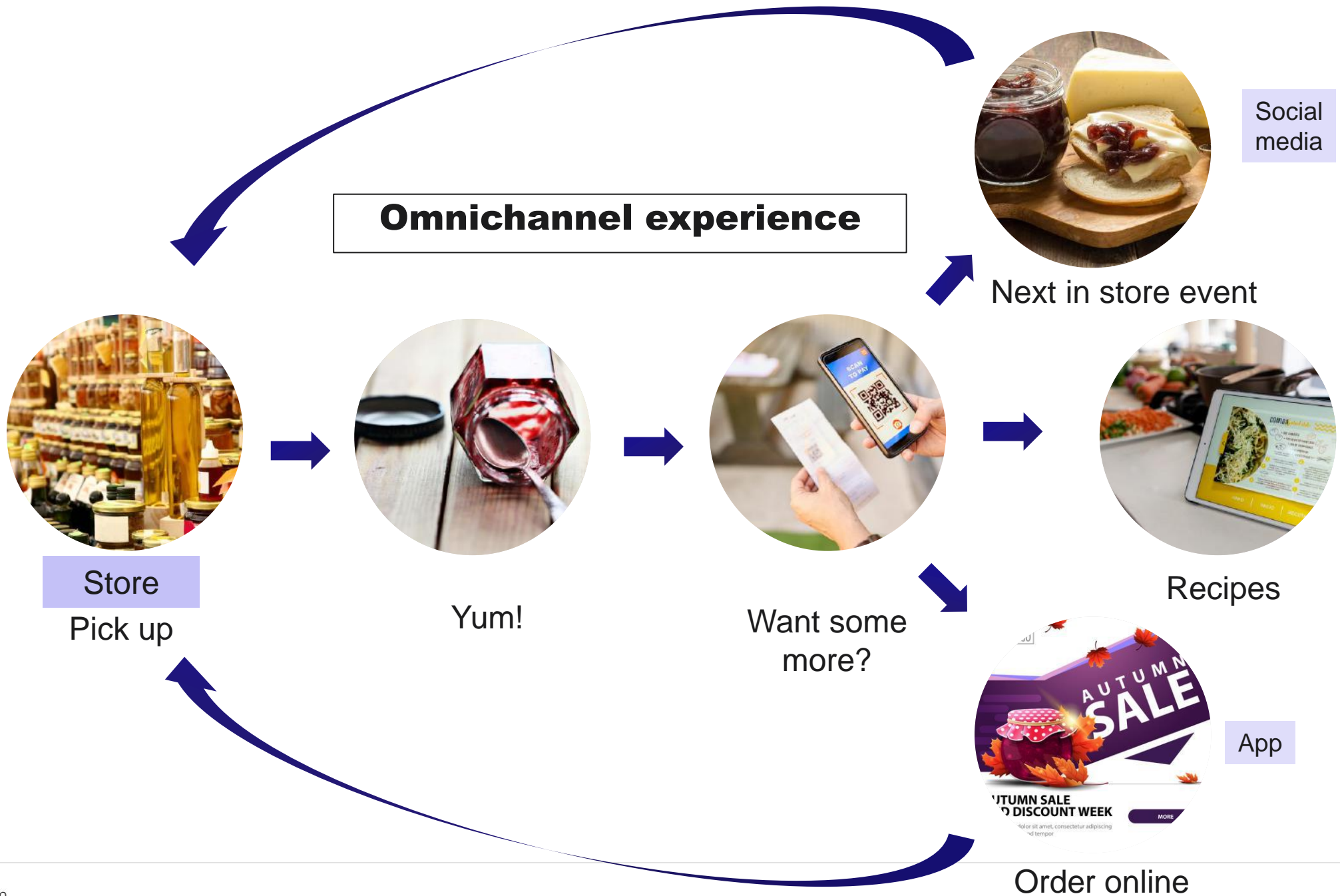




What is omnichannel?

Omnichannel offers users what they need, at the moment they need it, wherever they are.







Benefits of omnichannel strategy

- Provide users with superior UX
- Improve ROI
- Improve efficiency in content operations
 - Promote content reuse
 - Improve information flow and transcend silos
 - Make content future-proof



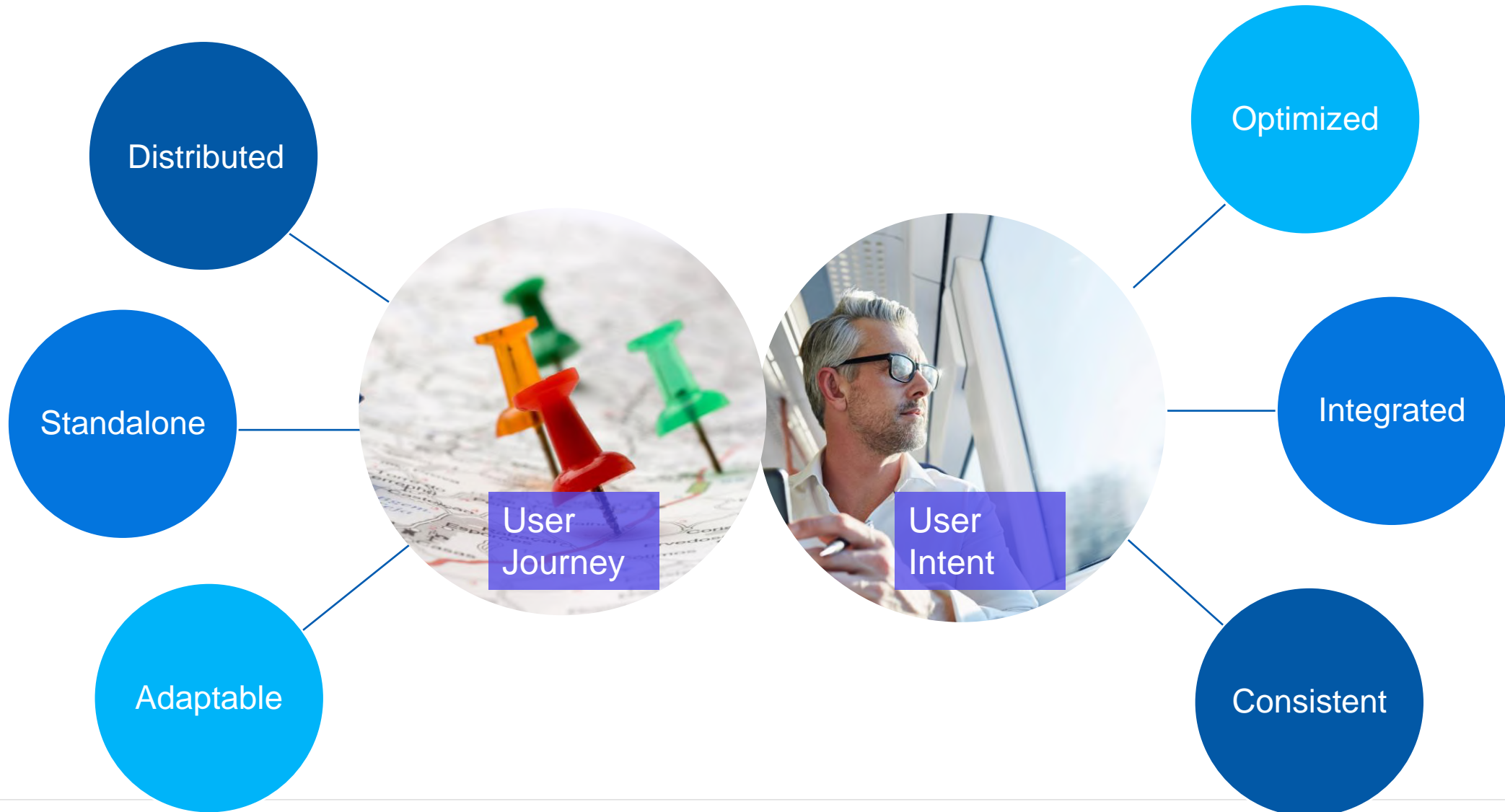
Effective omnichannel requires customers to have trust in your content

- Standardize semantic structure
- Single sourcing





Characteristics of omnichannel content





Making omnichannel work

Microcontent

Semantic structure

Metadata



Microcontent -- a solution for creating content for omnichannel





Microcontent

Is content that is

- about one primary idea, fact, or concept
- easily scannable
- labelled for clear identification and meaning, and
- *appropriately written* and formatted for use anywhere and anytime it is needed.

It is not microcontent just because it is small..



Structured building blocks of information





Four principles of microcontent



Focus



Function



Structure



Context





**Function:
Information types,
user intent, and
semantic structure**



 Reference

 Task

 Concept

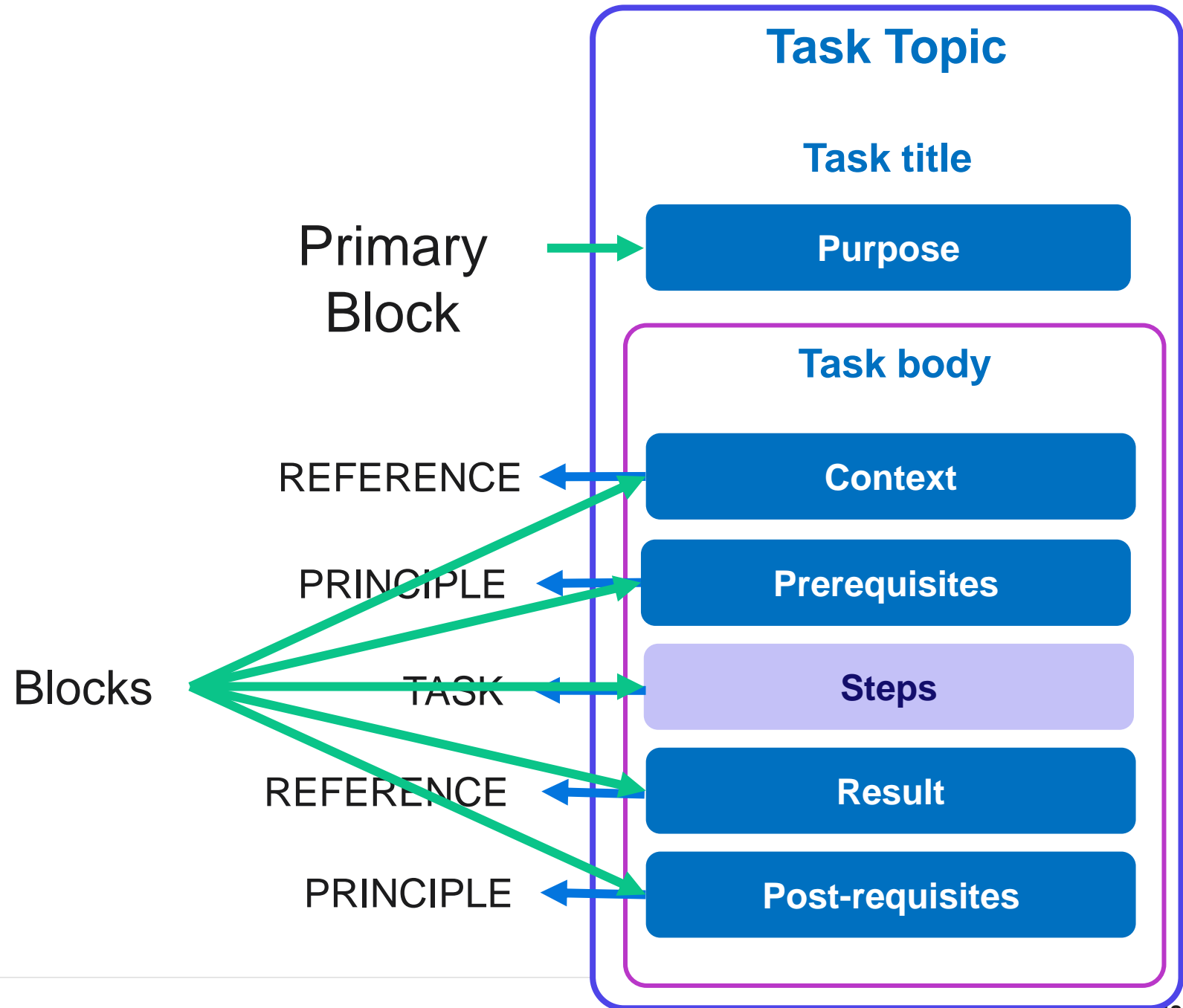
 Process

 Principle

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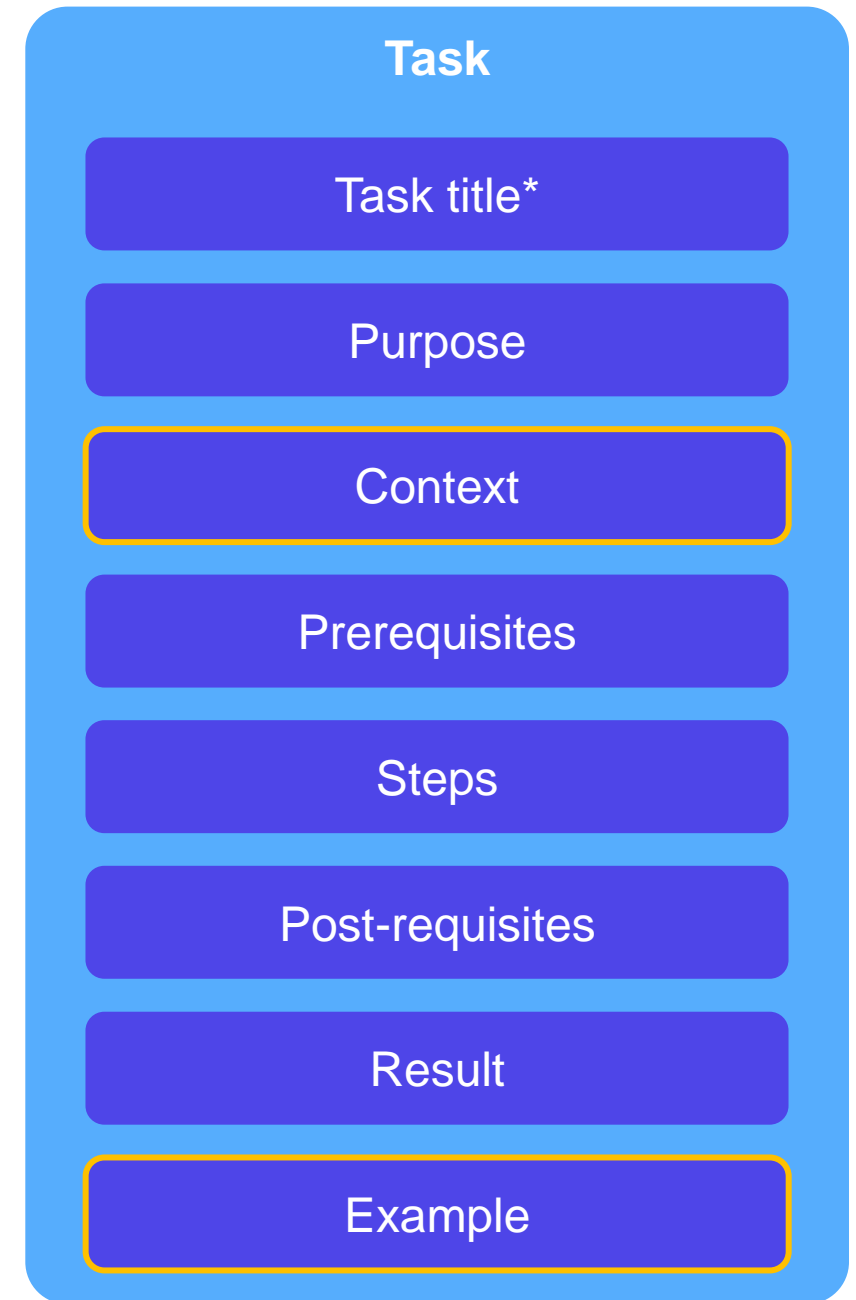


Task topic structure



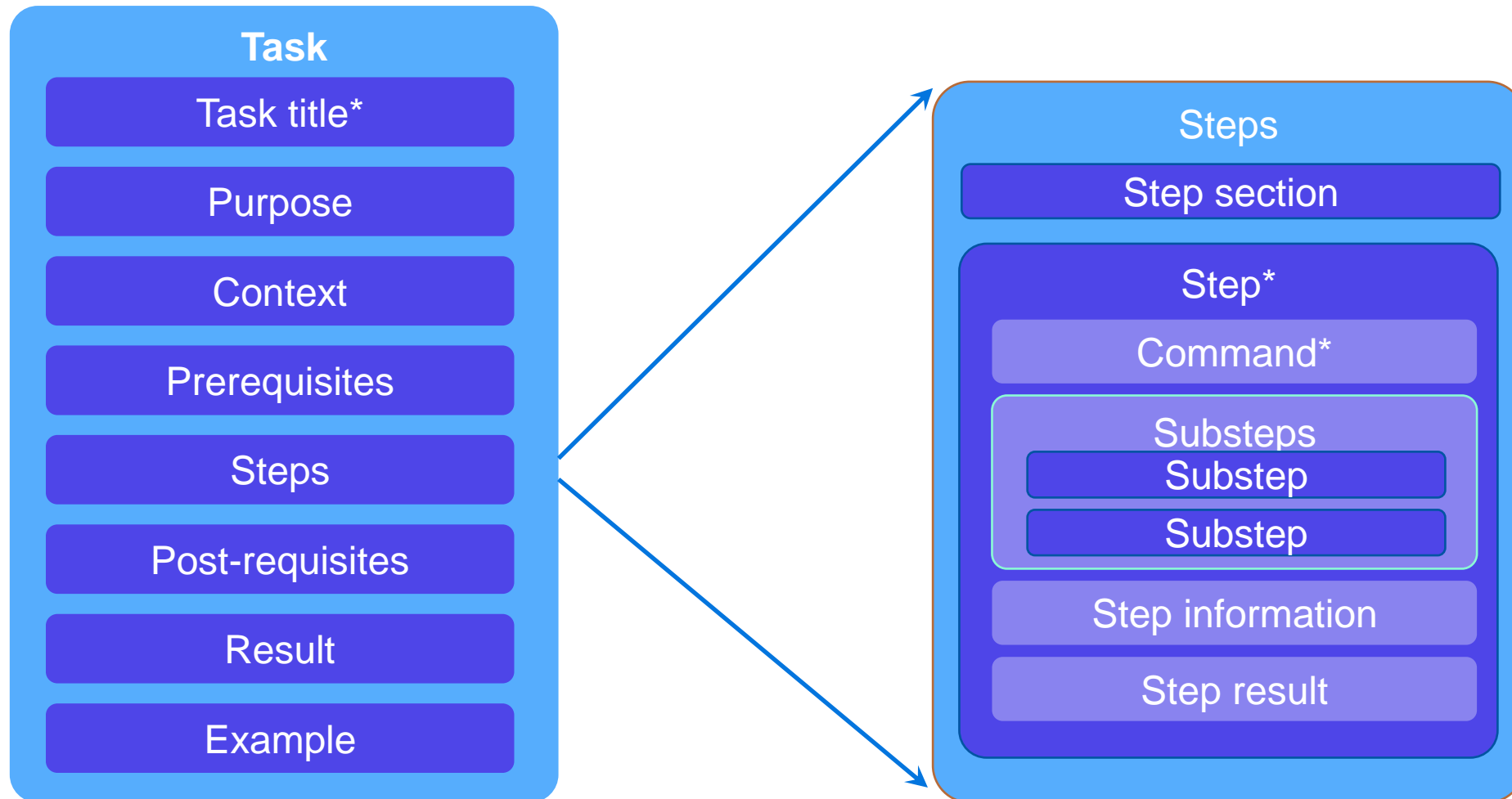


Standardized semantic structure brings reconfigurable topics





Standardized semantic structure brings adjustable granularity





Content modeling

Is the process that defines the structure of content that represents

- the blocks that make up the content
- the granularity of content blocks
- the organization of content blocks for the whole or a part of information product





Benefits of content models

- Align content structure with user intent
- Help writers to create consistent content
- Enable automation for content reuse, configuration, and delivery



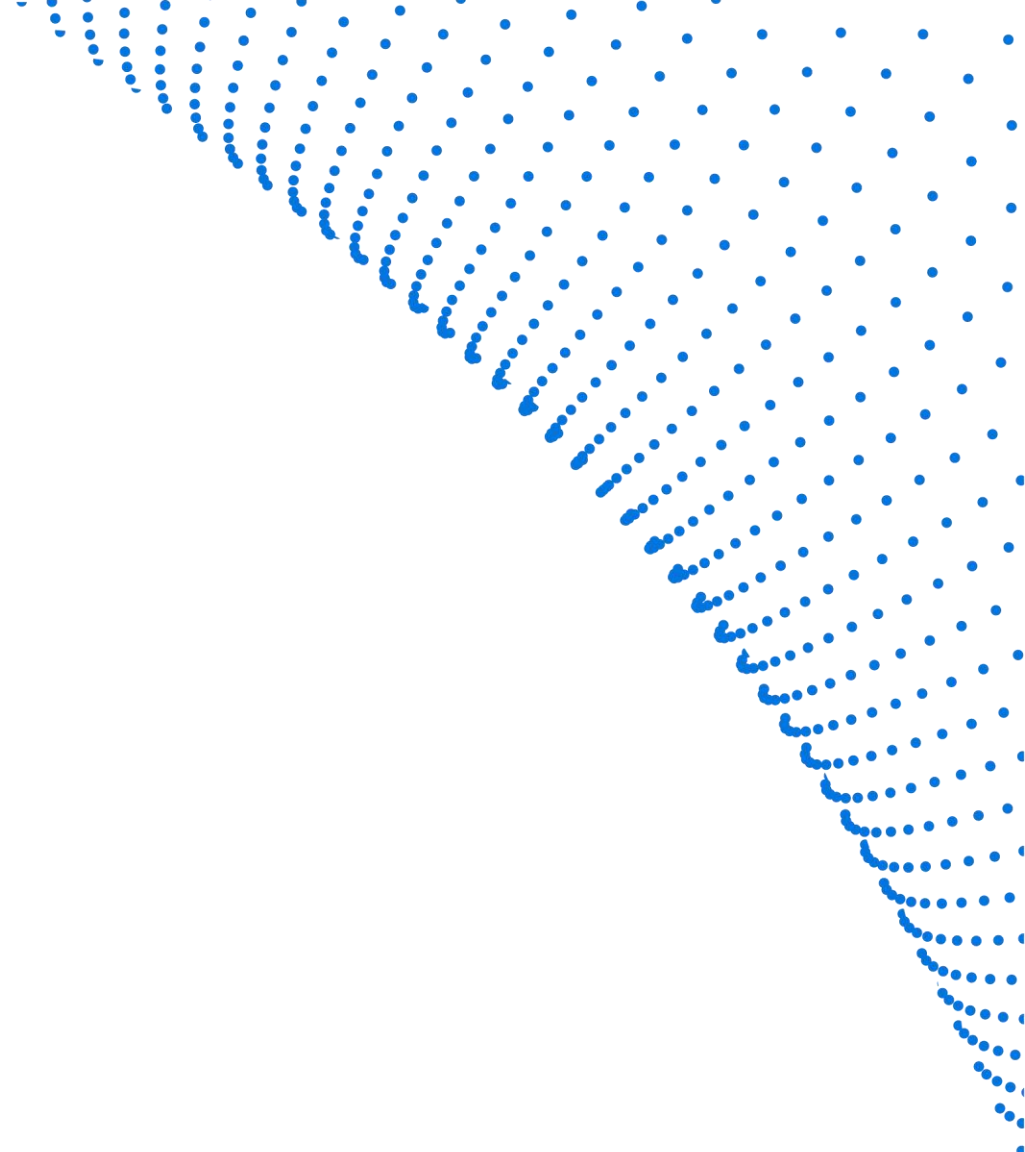
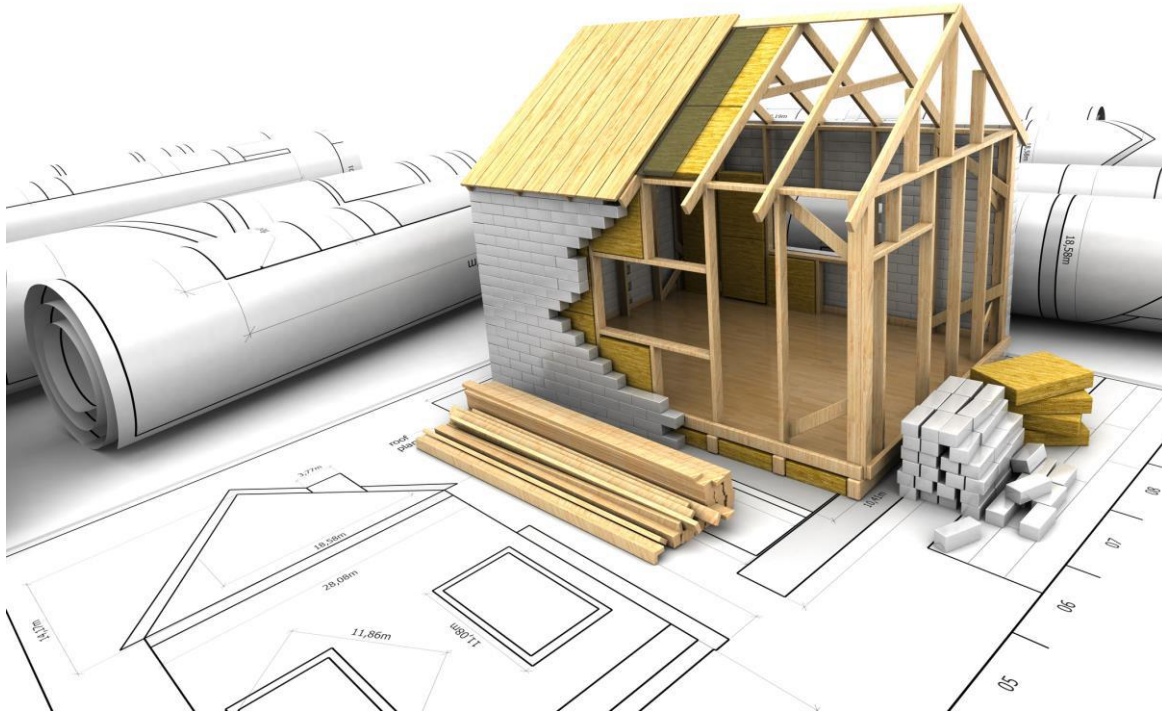


Recipe model – a case study



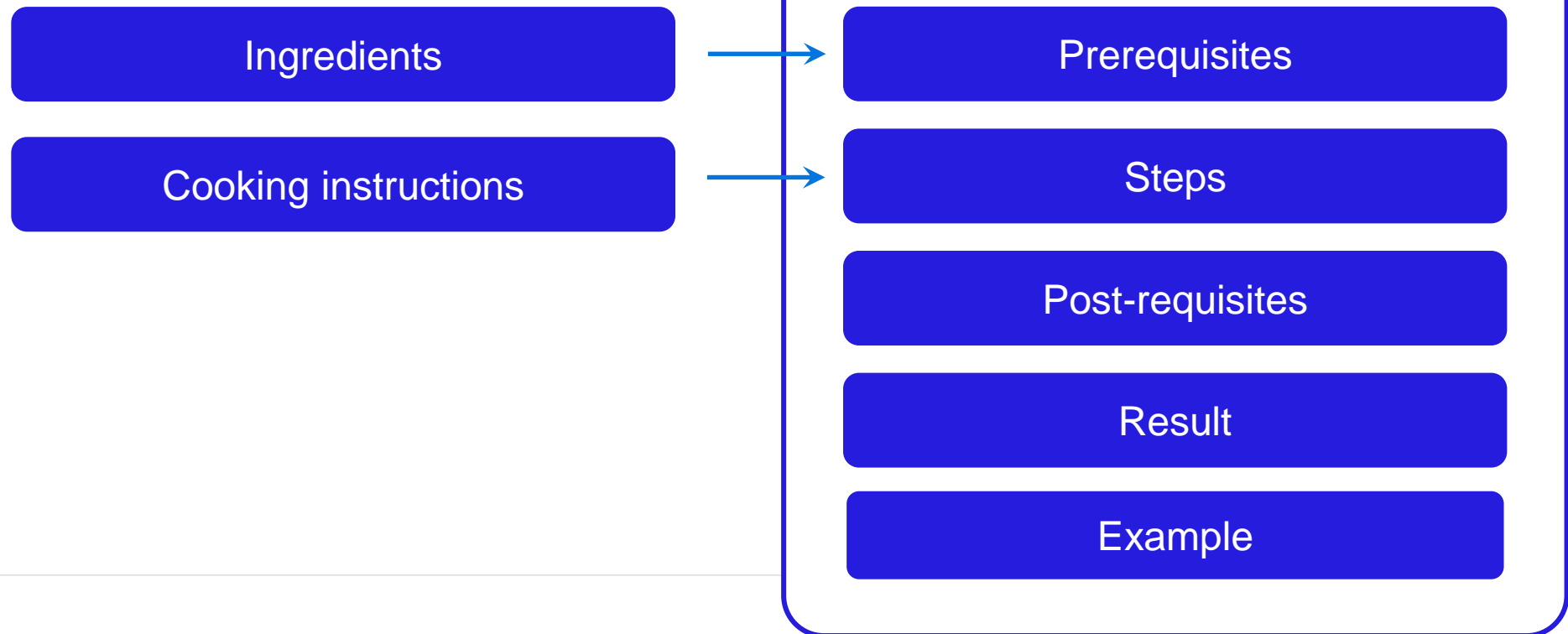


Using existing structure vs custom built structure





Task vs recipe





Reasons to customize content models

- To accommodate new user needs
- To provide better support for writers
- To improve content management and delivery

Task

Task title*

Purpose

Context

Prerequisites

Steps

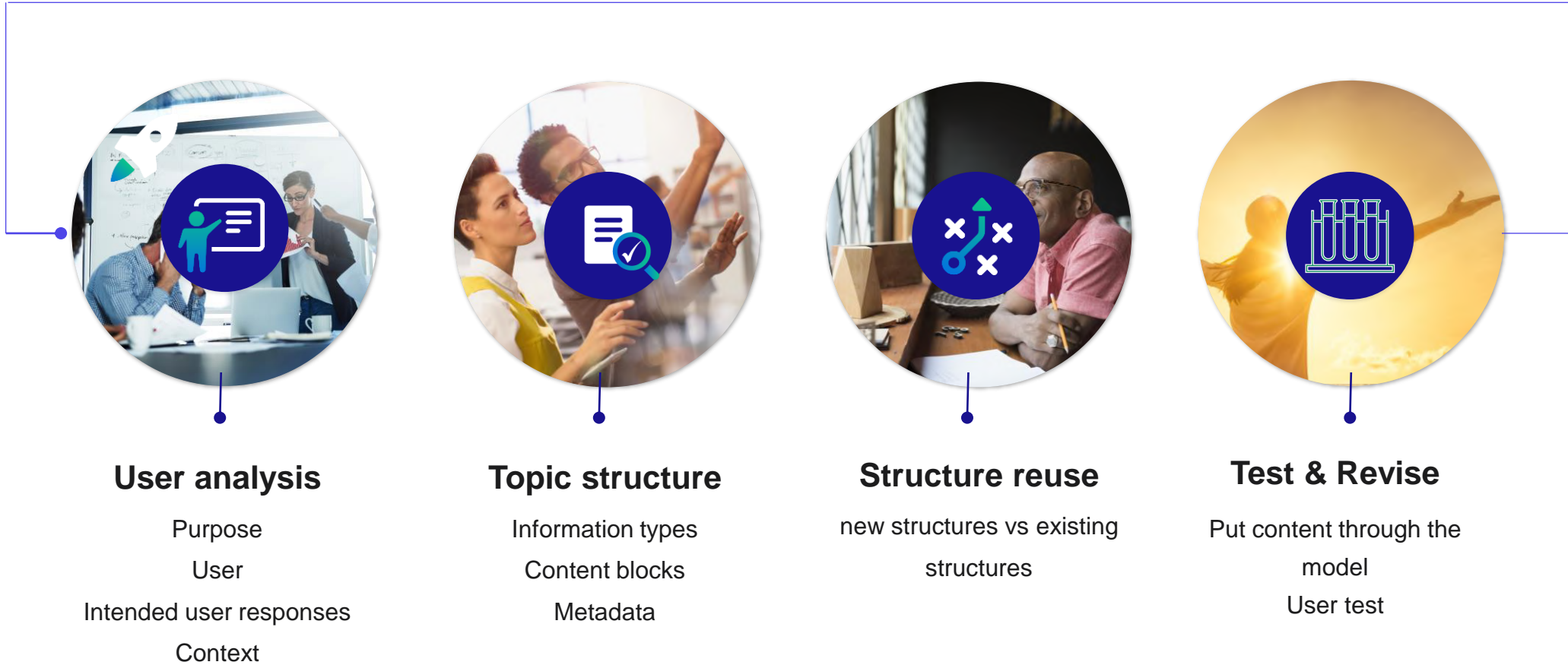
Post-requisites

Result

Example

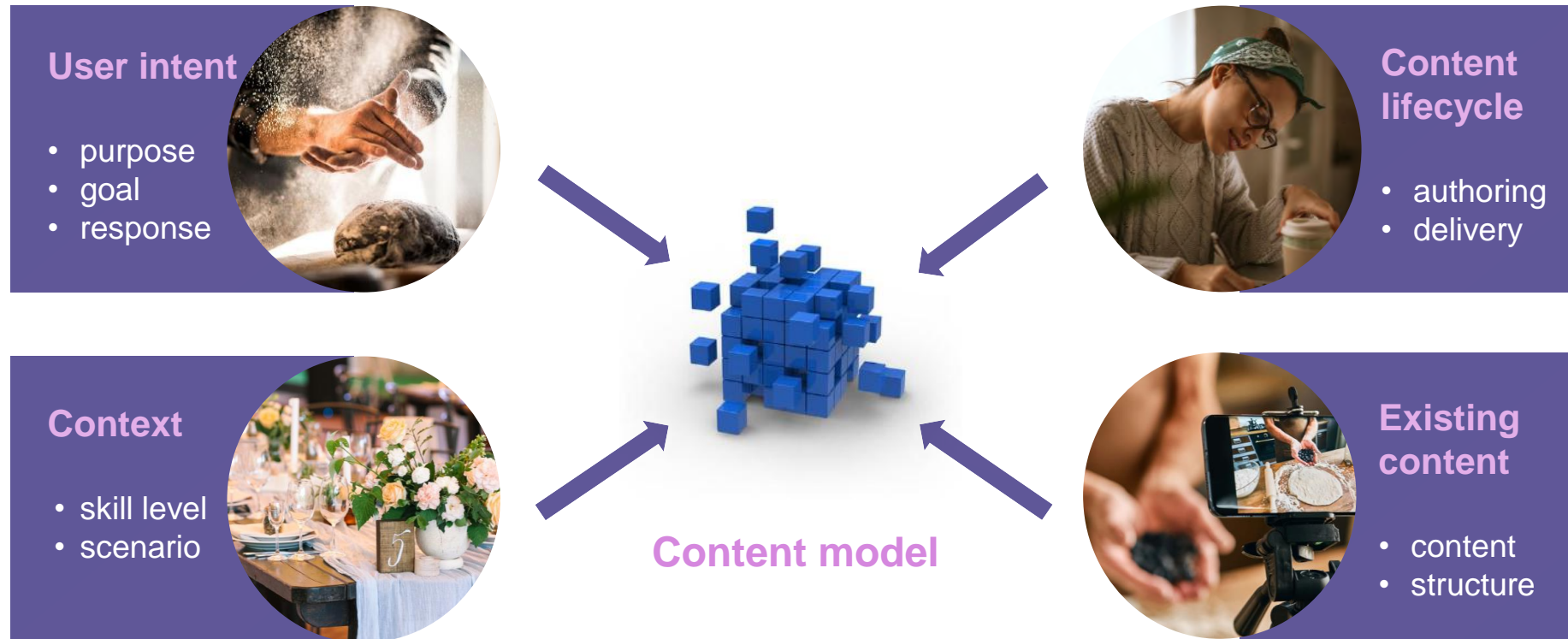


Customizing content model





What informs a content model?





Recipe model – user analysis



Users

Health conscious foodies
with various levels of cooking skills

Model Components

- Nutrition fact
- Instructions
- Difficulty level
- Substitute ingredients
- Yield
- Metadata to aid search based food categories



Context

To cook a meal
To entertain guest
To search for food that meet special
cultural and health needs



Recipe model – content lifecycle analysis



Content creation

Collaborative

Model structure and metadata

- Chunking
- Progressive disclosure
- Metadata for content lifecycle



Publishing format

Recipe book (print)
Recipe blog (web)
Restaurant menu (mobile)



Recipe model: Content blocks

Reference

Concept

Process

Task

Principle

We end up with the following content blocks:

Introduction

Difficulty

Ingredients

Instructions

Allergen alert

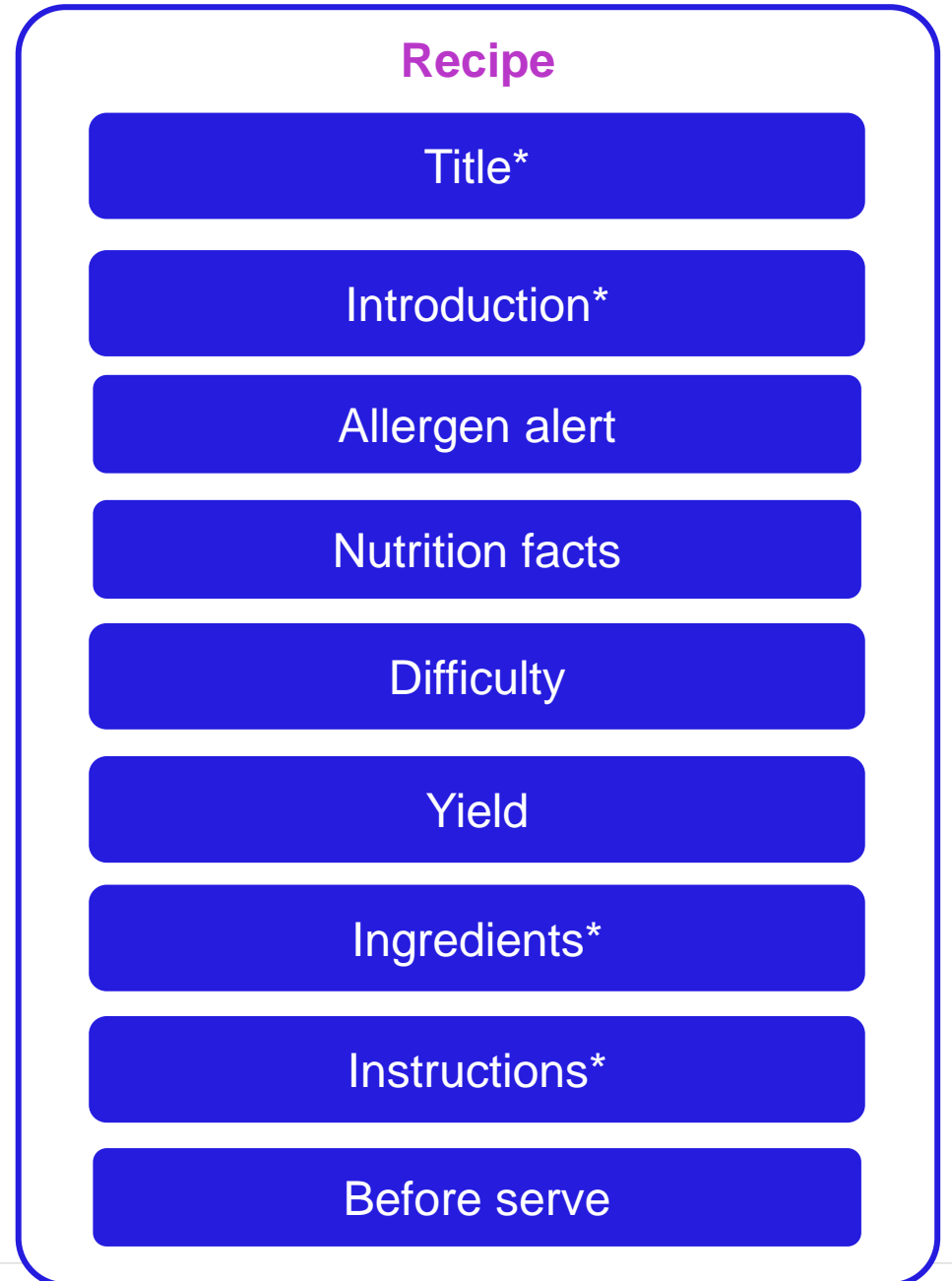
Yield

Nutrition facts

Before serve



The recipe model: structure reuse

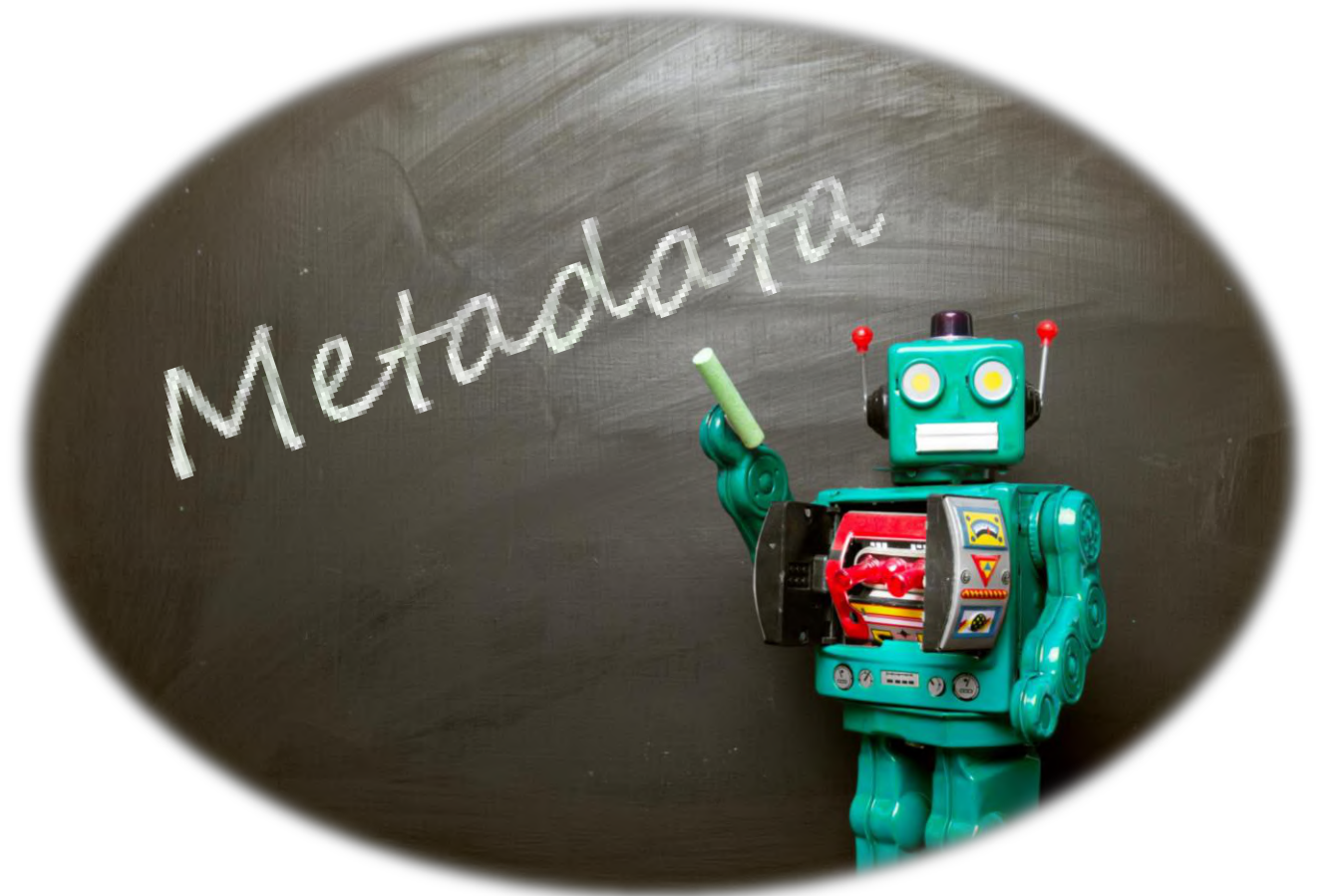




Recipe model: Metadata

The metadata we want to include will identify the

- cuisine (Italian, Indian, Chinese...)
- meal type (breakfast, lunch, dinner)
- course (appetizer, side dish, entrée, dessert)
- key-ingredients (chicken, leafy green, chocolate...)
- recipe id
- source
- authors
- version





Test and revise the model

- Put real content into the model
- Get feedback from writers and SMEs
- Revise user & process analysis
- Revise models
- Let the writers test drive the models
- Conduct user test with the content





Conclusions

- Omnichannel require content to be adaptable, standardized, and enriched with metadata.
- Microcontent provides a solution for creating omnichannel-ready content.
- Content modeling for omnichannel can be done through structure reuse when you've established a standard set of microcontent information types.
- Content modeling requires iterative cycles of design and test.





Thank You!

Are you ready to upgrade, transform, and future-enable your content?
Contact us and we'll show you what's possible.

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