

Smart Content

Tips and suggestions for the creation of multiscreen-ready content
For more and related information see book »Multiscreen UX Design«



Five core characteristics of Smart Content

Reusable

- Features of headlines (with keywords, link-capability, search engine optimization)
- Individual headlines (as/for article title, link title, appropriate for search engines)
- Varying headlines (each one applicable for various usage, see above)
- Alternative content appropriate for the context of use (device, connectivity, user, intention, location, etc.)
- Alternative content, e.g. for images, data visualization, audio/video (descriptive text, fallback, substitute formats)
- Images (main image and optional images)

Structured

- Chunks instead of blobs (single elements instead of one big content blob) → see Chapter 6
- Single, separated, structured content elements (Main copy text, infotext, short and long texts, abstracts, teaser text, text with a limit of 140 characters, quotes, image gallery, video, etc.)
- Content Modeling (differentiate, define, organize, and relate content) → see Chapter 7
- Differentiation according to content types (article, product information, slideshow, animation, chart)
- Attributes (Which content elements have to be specified? ... headline, main copy text, images, caption, author, information about the author, etc.)
- Restrictions (numeric format, image specifications, character limit, date format, etc.)
- Relations (Do content or content types relate to each other? Which attributes and restrictions generally apply to different content types?)
- Flexible content packages instead of page based content for a more simple and flexible output

Presentation-dependent

- Separate content from form (no styling and visual design)
- Styling implies structure, but just for the particular designed page or presentation
- WYSIWYG only in documents, that do not change (e.g. PDF)

Metadata

- Code content by meaning instead of by presentation and design
- Aggregate and combine content automatically and cleverly

Content Management (Workflow)

- Content creation has to suit editors and authors (at best it's easy, fun and enjoyable) → see Chapter 6
- Editors must learn to rethink (have potentially to be trained and convinced)
- Preview is just a approximation of the subsequent presentation (there's no guarantee) → see Chapter 6