



Gaining influence on your teams

Building collaboration from the ground up

Content designers have much to offer with regard to product direction and design thinking

We bring strategic content design skills:

- We think about the conversation between the user and the product
- Our tendency toward systems thinking underpins cohesive user experiences
- Distilling goals, strategies, and tactics is in our DNA
- We are articulate and document our thinking

Chasing the elusive seat at the table

- The “**why content design is so great**” pitch
- The “**how to work with me**” presentation
- The “**here are my activities and deliverables**” show

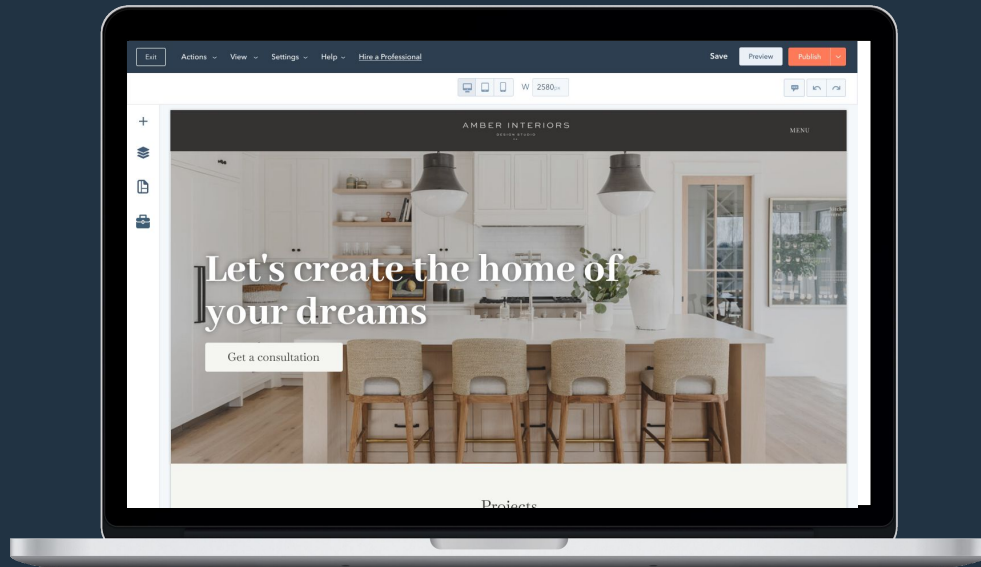




Integrating and gaining a voice

Unclear areas

- What is the rationale behind the information architecture?
- How will we communicate a framework for making design decisions to teams adopting scalable editor?



Guidelines for integrating

01

**Acknowledge
previous work**

Be aware of any work that has already been done. Acknowledge it in your own thinking.

02

Be a learner

Ask questions and be genuinely curious about their answers.

03

Synthesize

Create connections among ideas, summarize them, and repeat them back to the team to show you understand.

04

**Build
connections**

Make recommendations based on a combination of your own expertise and the expertise of others.

Raising red flags and making decisions

Discovery tasks

- ✓ Stakeholder interviews
- ✓ Feature usage metrics
- Card sort
- User interviews
- Task success metrics
- User interviews



Guidelines for raising red flags

01

Start with the good

Express and compliment where you see strong thinking and process.

02

Be compassionate

Acknowledge that there may be some pain in pivoting and show you're willing to take some of it.

03

Explain your rationale

Be clear about what success looks like from your perspective, and why the issues detract.

04

Be inclusive

Refer to things you've learned from other team members and questions they have.

05

Bring solutions

...not just problems. Have a plan for how to remedy the situation. Be willing to flex.

Becoming a leader

Design process



Guidelines for leading

01

Lead with
humility

Ask for the team's thoughts and knowledge, and show that you're taking it into account.

02

Be strong and
be soft

Let your opinions be solid (because they've been thought through), but deliver them with warmth and a smile.

03

Be an advocate

Understand and appreciate what the team members bring to the table, and advocate for them.

04

Document

Create artifacts that can be referenced by the team when questions come up.

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Collaborating

The 6 C's of collaboration

- **Context:** Why are we here? What are we working toward?
- **Clarity:** Defining the questions that need to be answered, the tools we'll use, and the responsibilities of each team member.
- **Communication:** There can (almost) never be enough. Expressing the thought processes and opening things up to discussion.
- **Critique:** Allowing time for constructive feedback is a sure way to elevate design thinking and open creative solutions.
- **Cooperation:** Goes hand in hand with communication. A respect for each team member's contribution is key to success.
- **Compassion (or collegiality):** A spirit of supportiveness and general friendliness goes a long way toward strong outcomes.

Case study: CMS domain set up flow

Design goals

Based on recent CSAT scores, we needed to:

- Ensure that users are getting accurate error information by improving our DNS validation system
- Reduce confusion around the steps in the connection flow
- Contextualize what's happening as users go through the process

} *Content*

Key collaboration actions

The product designer and I...

- discussed the problem space together
- looked at the product design timeline and negotiated room to do content design activities
- looped each other in on our thinking prior to making decisions, and made decisions together
- were explicit about working phases, responsibilities, and priorities
- worked in the same Figma document with an agreed-upon page structure



V1 Priority 2
LIGHT RESEARCH AND WRITE (add brief subtitle with a little explanation)

V2 Priority 3
HEAVIER RESEARCH AND WRITING

Design: more lines of text

Connect a primary domain

SELECT DOMAIN ✓ VERIFY URLS ○ HOSTING SETUP ○ Step 2 of 3

Specify where your content will be hosted

	SUBDOMAIN ⓘ	BRAND DOMAIN ⓘ	TOP-LEVEL DOMAIN ⓘ	PRIMARY LANGUAGE ⓘ
Blog and Website	<input type="text" value="e.g. www"/> 1	<input type="text" value="hstestdomain1"/>	<input type="text" value="com"/>	<input type="text" value="English"/>

Want to connect a root domain? [Learn how](#) 2

< Back Cancel Next >

1 For free, we should use a different example from www. Most people think www. is just part of every URL.

Also, why and when would I choose to add a subdomain? Especially www?

2 I didn't realize I *wasn't* connecting a root domain... we should tell folks that they have to specify a subdomain, and that www counts.

NEED EXPLANATION - concept and functionality

There may be a cost associated with this - depending on the DNS provider.

This may be low priority

This needs to reflect the subdomain that the user selected when they set up the URL. So it's just something they need to know or be able to look up.

From UX Tracker usability issues deck:

As a first time user, it's not clear to me what to put in the subdomain input.

What we did

- Improved messaging to contextualize the process, give assurances, and clarify complex actions
- Simplified the interaction to allow users to clearly see steps

You're ready to set up your hosting

We estimate that hosting set up will take a total of 15-80 minutes, which includes a possible wait time while systems work in the background to update DNS information.

Notice Correct DNS records are essential for your site to be published. Exercise care as you edit their settings.

1. Locate DNS record settings

What is DNS?

Log in to [your domain provider \(Namecheap\)](#) and locate your DNS record settings. Where they live varies by domain provider; we suggest using their support resources if you need help finding them.

Pre-provision your SSL to avoid downtime

It looks like this domain already has an SSL certificate from another provider. Getting a new SSL certificate can take anywhere from a few minutes to 4 hours, but with your existing SSL certificate you can avoid any downtime by [pre-provisioning](#) before you update your DNS records. [Learn more about SSL](#)

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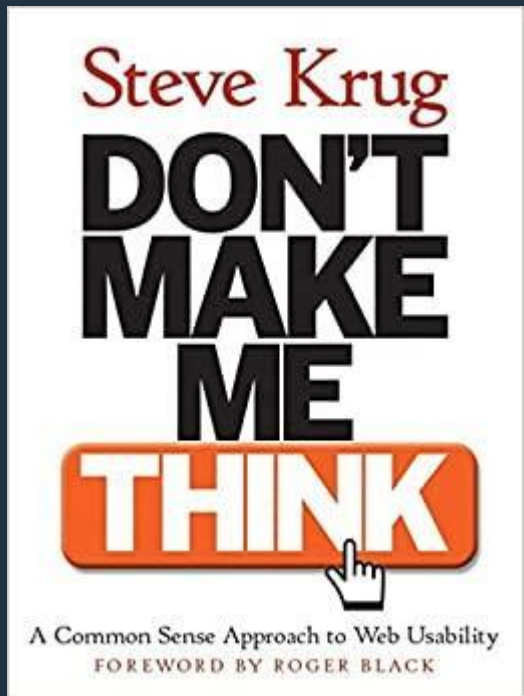
point CSAT increase

Customer satisfaction
increased significantly
in just one month

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“ I was able to follow the whole process smoothly and feel assured that I did it correctly. ”

“ It’s really smooth. Most of the time in content platforms it doesn’t work like that. Thanks, guys. ”



“I didn’t
have to
think.”

Success factors

- Improved messaging contextualized the process, gave assurances, and clarified complex actions
- Simplifying the interaction allowed users to clearly see steps
- Tight collaboration and communication between product designer, content designer, and engineering team reduced churn and fostered solutions



Overall takeaways

Be brave

Believe in
yourself

Have
compassion

Communicate
early and
often

Thank you