



SEPT 30, 2021

WEBINAR

Content-first Design with Wireframes



Presented by Billy Carlson
Design Educator



PRIVACY

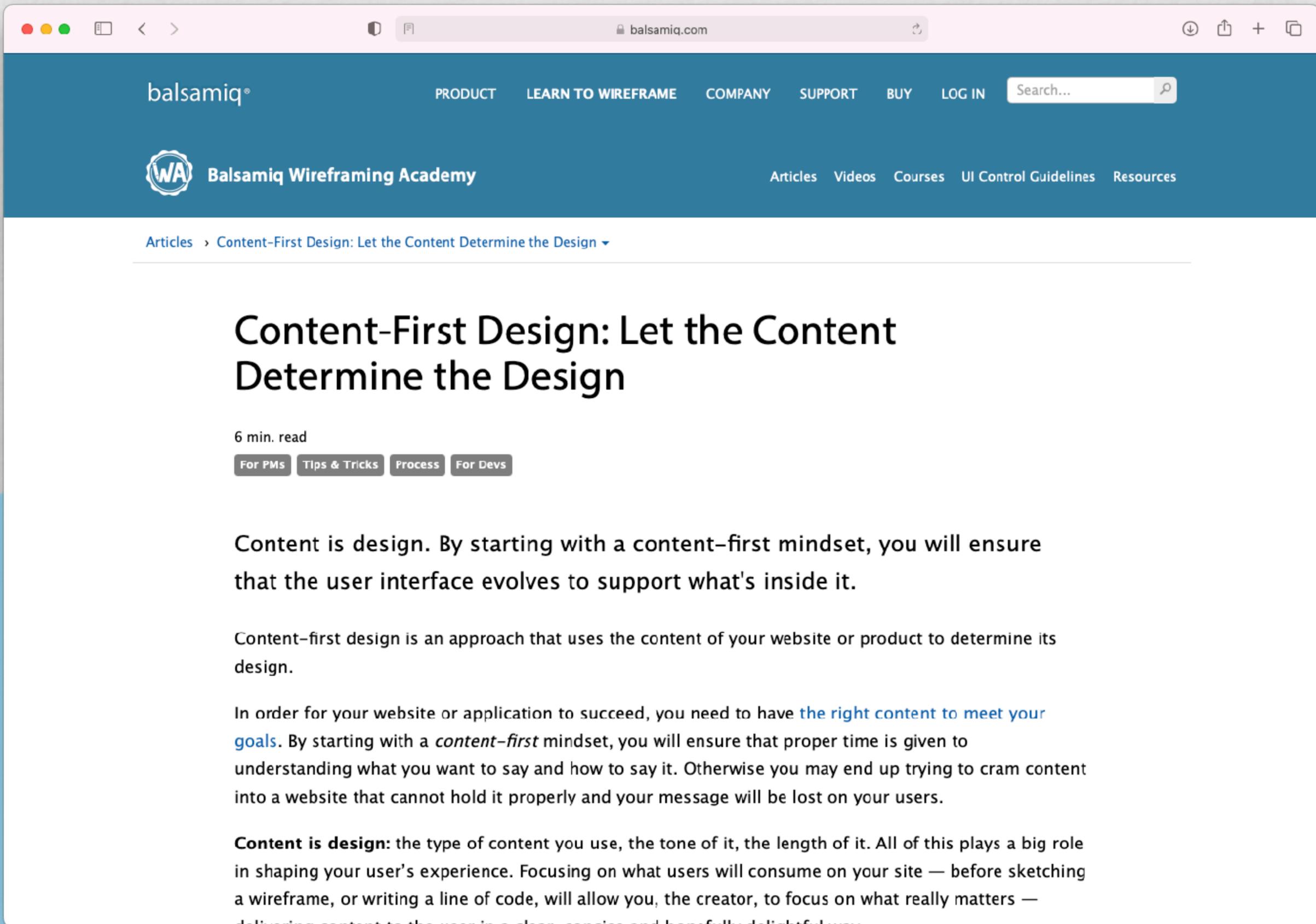
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You can ask questions anonymously if you don't want to share your name with other attendees.



What we'll cover

1. Defining Content-First Design
2. Content-First for a Redesign
3. Starting a Project Content-First



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Videos > The Process Behind > The Process Behind Starting a Project Content First

The Process Behind Starting a Project Content First



I recently had a chance to sit down with Emileigh Barnes, a content designer who leads a design group at Capital One. We discuss content, why it's so important to think content-first, why and how to wireframe as a writer, and some great advice from her mom.

Billy Carlson: Hello everyone, I am joined today with Emileigh Barnes, who is a Content strategist among other things, at Capital One and she's going to talk with us today about content and design. Welcome

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Videos > The Process Behind > The Process Behind Improving the Firefox Application Menu

The Process Behind Improving the Firefox Application Menu



We sat down with Betsy Mikel, a senior content designer at Mozilla, to talk about her work on the redesign of the Firefox browser that launched in June 2021. We talk about the role content played in the redesign and walked through the process her and her team went through to redesign the application menu.

What does content-first mean?

Content-first design is an approach that uses the content of your website or product to determine its design.







Jeffrey Zeldman ✓

@zeldman



 **Follow**

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

RETWEETS

1,893

LIKES

1,720



1:48 PM - 5 May 2008



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New Camper Vans Are Turning Heads And Finally On Sale. Discover Deals With...
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Daniel Gizmo
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Brianna
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BREAKFAST SANDWICH
2 WAYS
12:14

Lesnar going up!!
8:04

LAST TO LEAVE \$500,000 LAMBORGHINI KEEPS IT!!
Carter Sharer
6.7M views • 1 year ago

LankyBox's 5 WAYS TO PRANK YOUR BEST FRIEND...
LankyBox
452K views • 7 months ago

MY 4 MINUTE AND 4 HOUR BREAKFAST SANDWICHES...
Brian Lagerstrom
48K views • 5 days ago

BEST ever DIVING moves in WWE 2K20!
EspacioNX
29K views • 1 month ago

Latest YouTube posts

BJEFF • 3 hours ago (edited)

Thank you for 30k!!!
I started this channel with no real intention to grow

BJEFF • 6 days ago (edited)

What if the Warriors traded for Ben Simmons?
Video drops at 2pm EST!

Dhar Mann • 12 hours ago

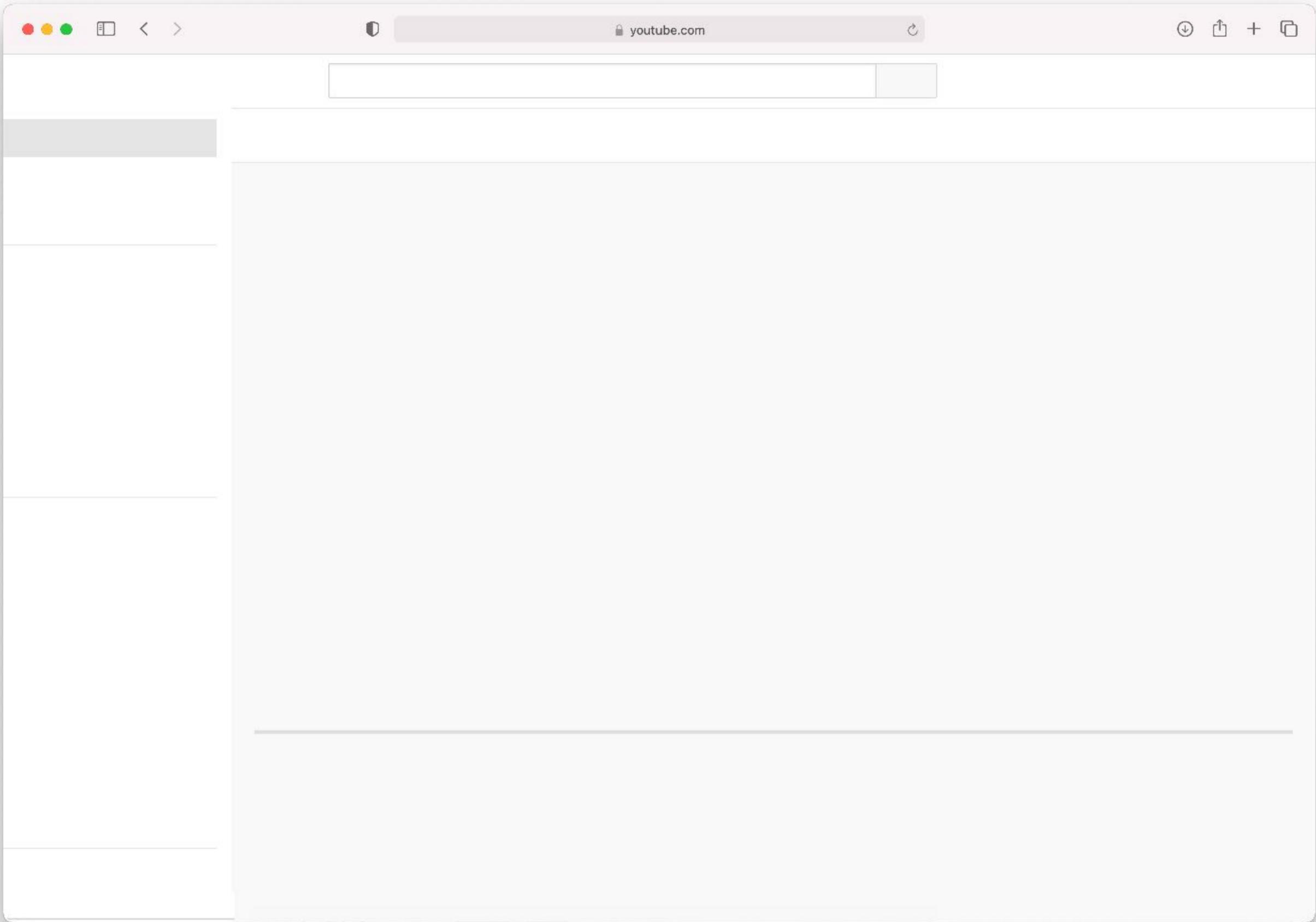
Hey #DharMannFam, which TITLE do you like best for an upcoming video?
131K votes

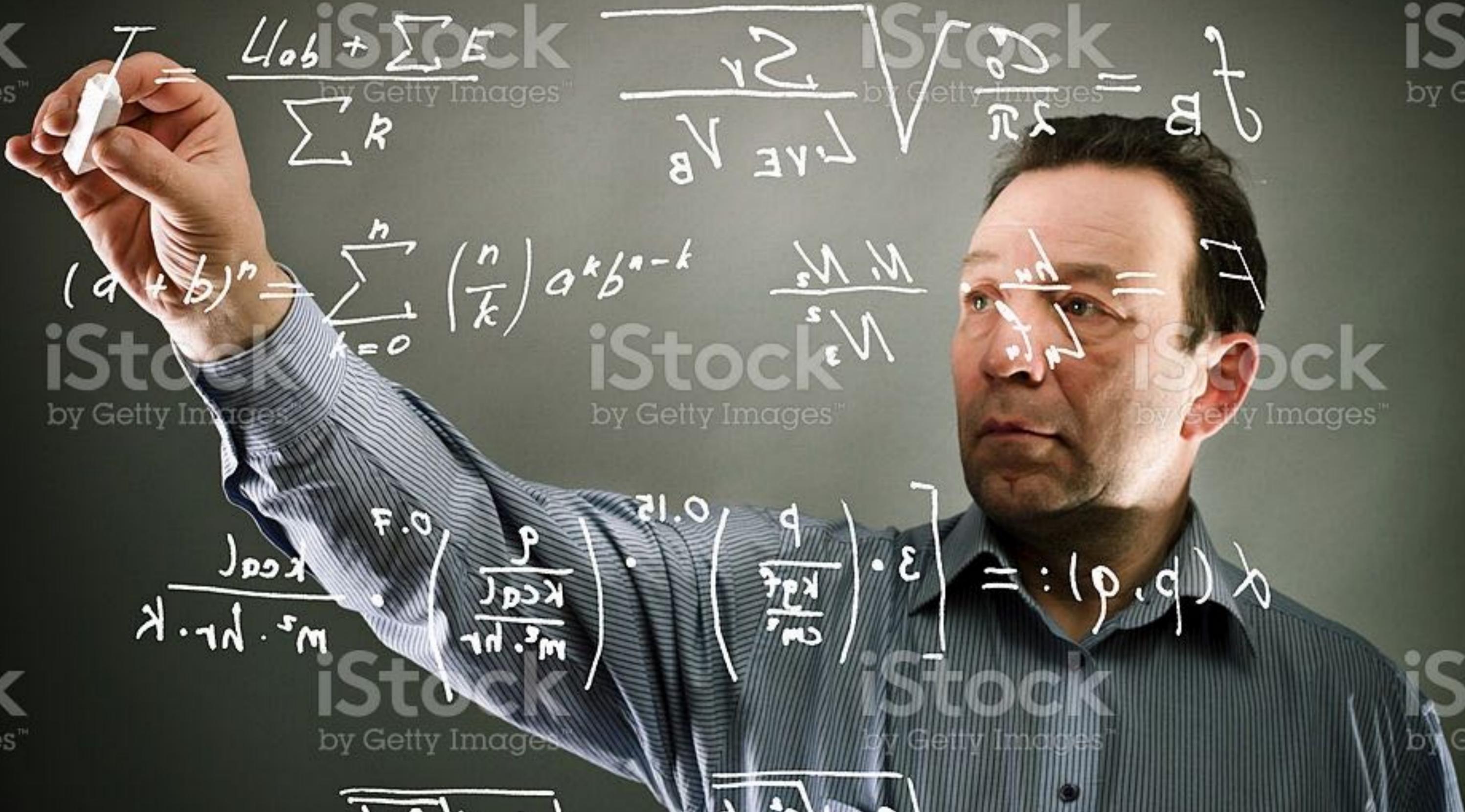
- Home icon
- Search icon
- Library icon
- History icon
- Watch Later icon
- Playlists icon
- Subscriptions icon
- Community icon
- Account icon



...







$$T = \frac{U_{ob} + \sum E}{\sum R}$$

$$\frac{\sum v}{\sum N_B} = \frac{\sum v}{\sum R} = f_B$$

$$(a+b)^n = \sum_{k=0}^n \binom{n}{k} a^k b^{n-k}$$

$$\frac{M_s V_s}{M_s V_s}$$

$$a(p, d) = \left[\frac{p}{kdf} \right] \left[\frac{d}{kcal} \right] \left[\frac{ms \cdot hr}{kcal} \right] \left[\frac{0.12}{0.12} \right]$$



Content 1

Content 1 text block 1

Section 1

Content 1 text block 2



Section 2

Content 1 text block 3

Content 1 text block 4

Content 1 text block 5

Section 3

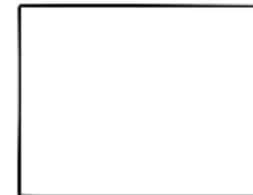
Content 1 text block 6

Content 2

Section 1

Content 2 text block 1

Content 2 text block 2



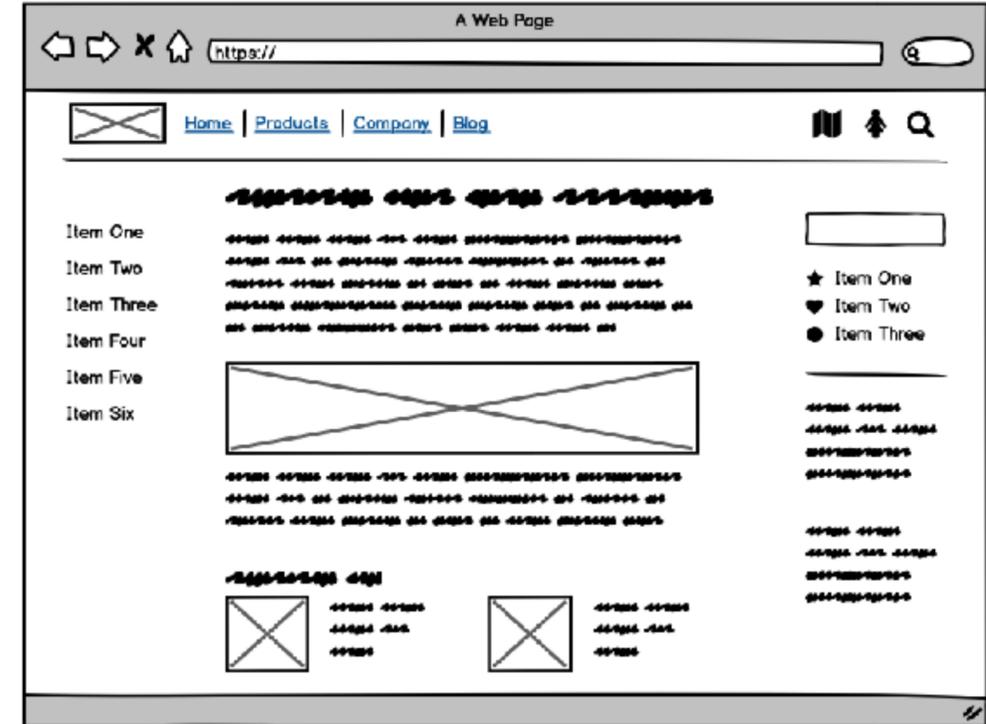
Content 2 text block 3

Content 2 text block 4

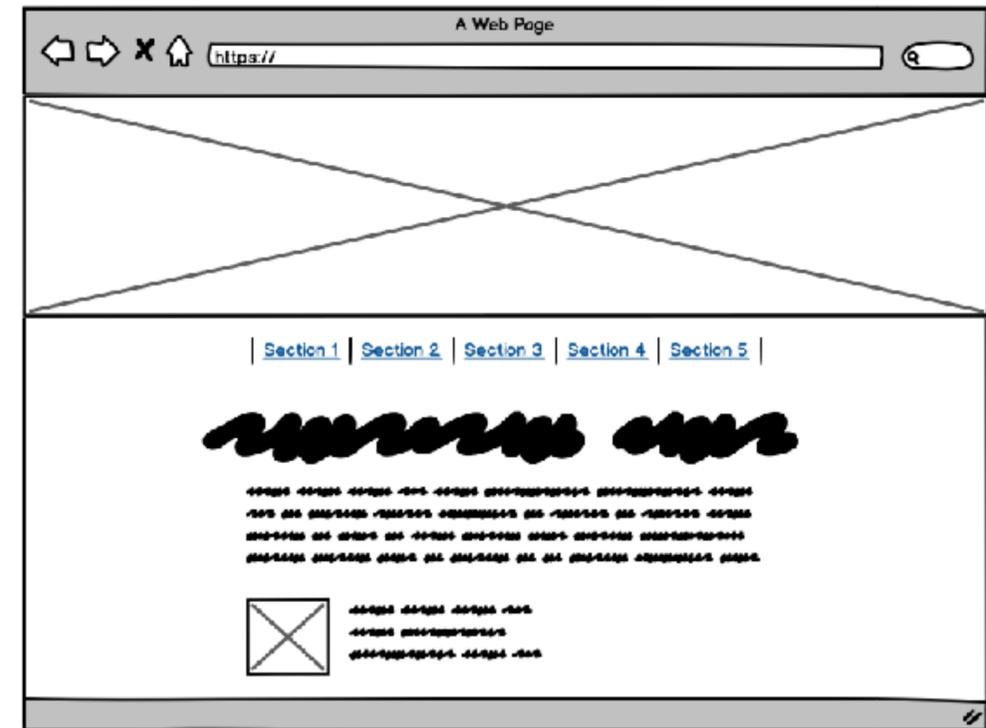
Section 2

Content 2 text block 5

Design 1



Design 2



Content-first for redesigns

1. System based design vs People based design
2. Content-first in application design
3. Adding a small feature to a product





System based design vs People based design

A focus on systems

A focus on people

HOME / CAMPAIGN FINANCE DISCLOSURE PORTAL

Campaign Finance Disclosure Portal

The Federal Election Commission's Campaign Finance Disclosure Portal provides a single point of entry to campaign finance data. You'll find easy-to-use maps and charts that display the campaign finance data you're most interested in. You'll also find many search tools that will help you through our data source and can download many of these data sets to perform your own analyses.

Political Action Committee Stats

Political Party Stats

Category	Cooperative	Corporate	Democrats	Republicans	Labor	Membership	NonConnected	Trade
Receipts	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000
Disbursements	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000
Cash on Hand	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000
Debts	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000	~180,000,000

Hot Topics

- Presidential Elections
- House and Senate Elections
- Super PACs and Other Independent Expenditure Filers
- Candidate & Committee Viewer

Graphic Presentations

- [Presidential Map](#)
- [House and Senate Map](#)
- [House Independent Expenditure Map](#)
- [Senate Independent Expenditure Map](#)
- [National Party Committee Summaries](#)
- [Political Action Committee Summaries](#)

Searchable Presentations

- [Candidate & Committee Viewer](#)
- [Data Catalog](#)
- [Independent Expenditure Search](#)

[More](#)

Downloadable Data

- [Contribution Files](#)
- [Campaign Summaries](#)
- [Electronically Filed Reports](#)

[More](#)

Campaign finance data

See how candidates and committees raise and spend money in federal elections. This financial data helps voters make informed decisions.

Look up candidate and committee profiles

CANDIDATE OR COMMITTEE NAME OR ID

Examples: Obama for America; C00431445; Bush, George W.; P00003335; or enter an image number for a filing.

Top raising candidates running in 2022:

- WARNOCK, RAPHAEL [DEM] | GA-Senate
- SCHUMER, CHARLES E. [DEM] | NY-Senate
- SCOTT, TIMOTHY E. [REP] | SC-Senate

Find contributions from specific individuals

INDIVIDUAL CONTRIBUTOR NAME

Examples: your name, a celebrity, someone running for office.

Possible uses of this data:

- [All contributions over \\$2,000](#)
- [All contributions in this year](#)
- [Browse all and apply custom filters](#)

Compare candidates

STATE

Select state

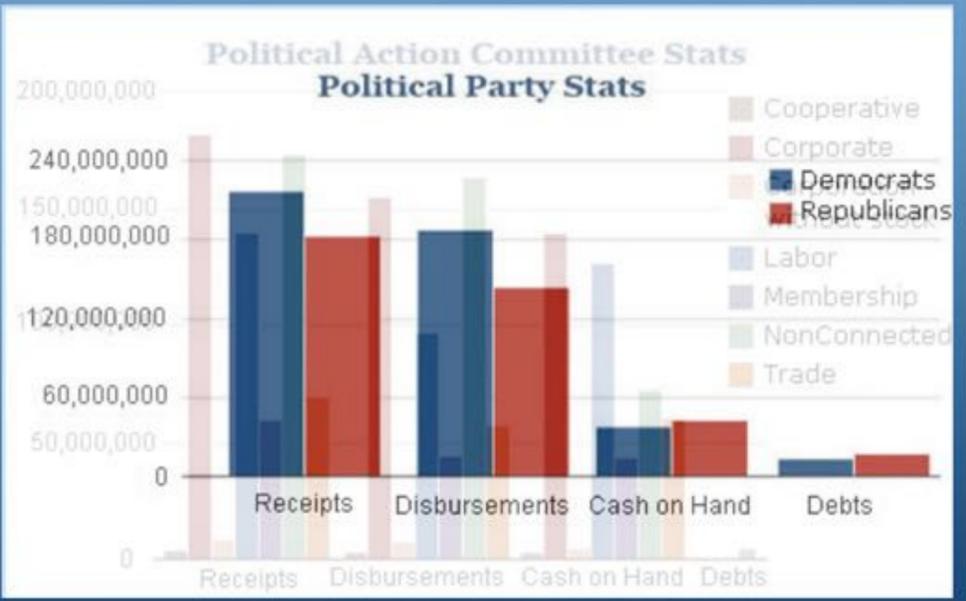




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-  **Data Catalog** ▼
-  **Maps** ▼
-  **Charts** ▼
-  **Search** ▼
-  **Download** ▼



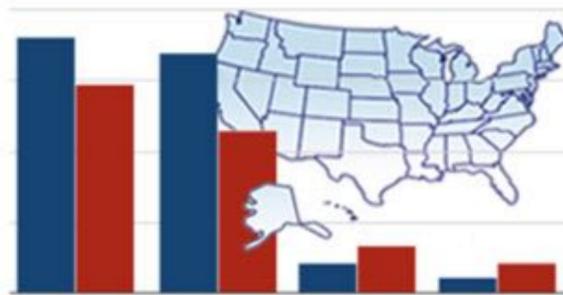






Hot Topics

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Graphic Presentations

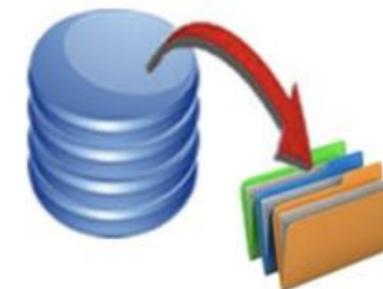
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Downloadable Data

- [Contribution Files](#)
- [Campaign Summaries](#)
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[More](#) ➔

Candidate and Committee Viewer

The Candidate and Committee Viewer allows you to search for and find any candidate, political committee, independent expendor or other campaign finance report filer. The viewer includes two-year summaries, report summaries, images of reports and statements and viewable and downloadable electronic filings all in one place.

[What's included here?](#)

Search

Partial Name, Partial ID or
Complete Image Number :

State or Territory :

Default Tab: Two-Year Summary Report Summaries Filings

[Get Listing](#)

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 Data Catalog ▲

Data Catalog Home

Administrative Fines

Bundled Contributions

Committee Report
Summary

Candidate
Disbursements

Candidate Summary

Committee Summary

Electioneering
Communications

Independent
Expenditures

Leadership PACs
and Sponsors

Lobbyist/Registrant

New Committee
Registrations

New Statements
of Candidacy

 Maps ▼

 Charts ▼

 Search ▼

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[All contributions in this year](#)

[Browse all and apply custom filters](#)

Compare candidates



STATE

Select state ▼



WARREN, ELIZABETH

CANDIDATE FOR PRESIDENT

ID: P00009621

DEMOCRATIC PARTY

FINANCIAL SUMMARY

Total raised

Total spent

Cash summary

ABOUT THIS CANDIDATE

RAISING

SPENDING

SPENDING BY OTHERS TO
SUPPORT OR OPPOSE

FILINGS



Compare to
opposing candidates

Financial summary

ELECTION

2020



TIME PERIOD

All years: 2017-2020

2017-2018

2019-2020

Data is included from these committees:

- [WARREN FOR PRESIDENT, INC. \(C00693234\)](#)

Total raised



Browse receipts

Coverage dates: 01/01/2019 to 06/30/2019

TOTAL RECEIPTS

\$35,654,983.51

TOTAL CONTRIBUTIONS

\$25,185,068.82

Total individual contributions

\$25,177,888.32

Itemized individual contributions

\$8,205,705.00

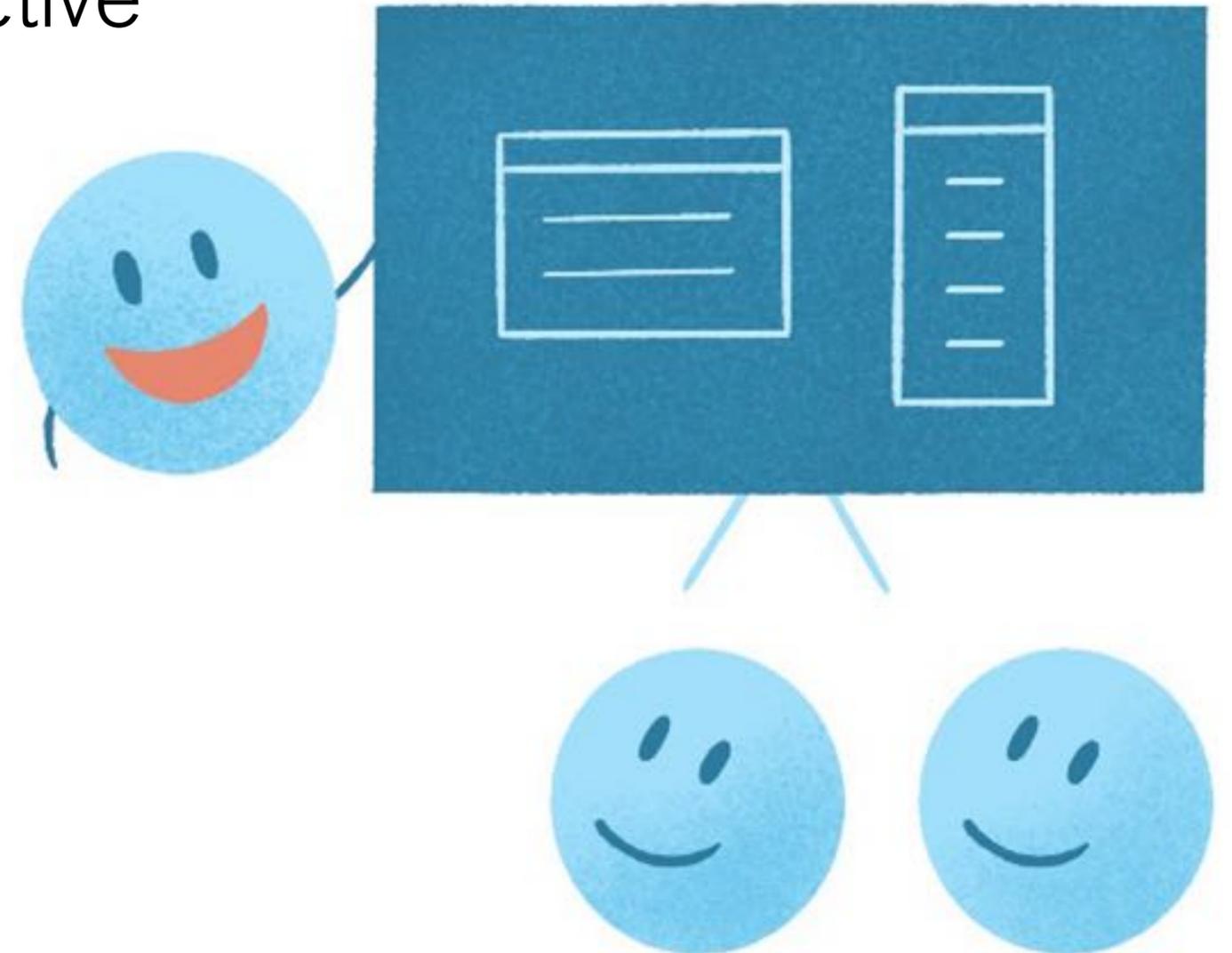
Unitemized individual contributions

\$16,972,183.00

Organization's mental model < User's mental model

- ✓ Understanding the organization's system
- ✓ Understanding the customer's perspective

= Content and design focused on how a system is expected to work



Redesigning an application





New Tab



Search with Google or enter address



Getting Started

It looks like you haven't started Firefox in a while. Do you want to clean it up for a fresh, like-new experience? And by the way, welcome back!

Refresh Firefox...



Personalize



Say hello to a new Firefox

Designed to get you where you want to go, faster

Streamlined toolbar and menus

Prioritize the important things so you find what you need.

Modern tabs

Neatly contain information, supporting focus and flexible movement.

Fresh icons and clearer messages

Help you find your way with a lighter touch.

[Make Firefox my default browser](#)

[Not now](#)



Recommended by Po



lennysnewsletter.com



domino.com

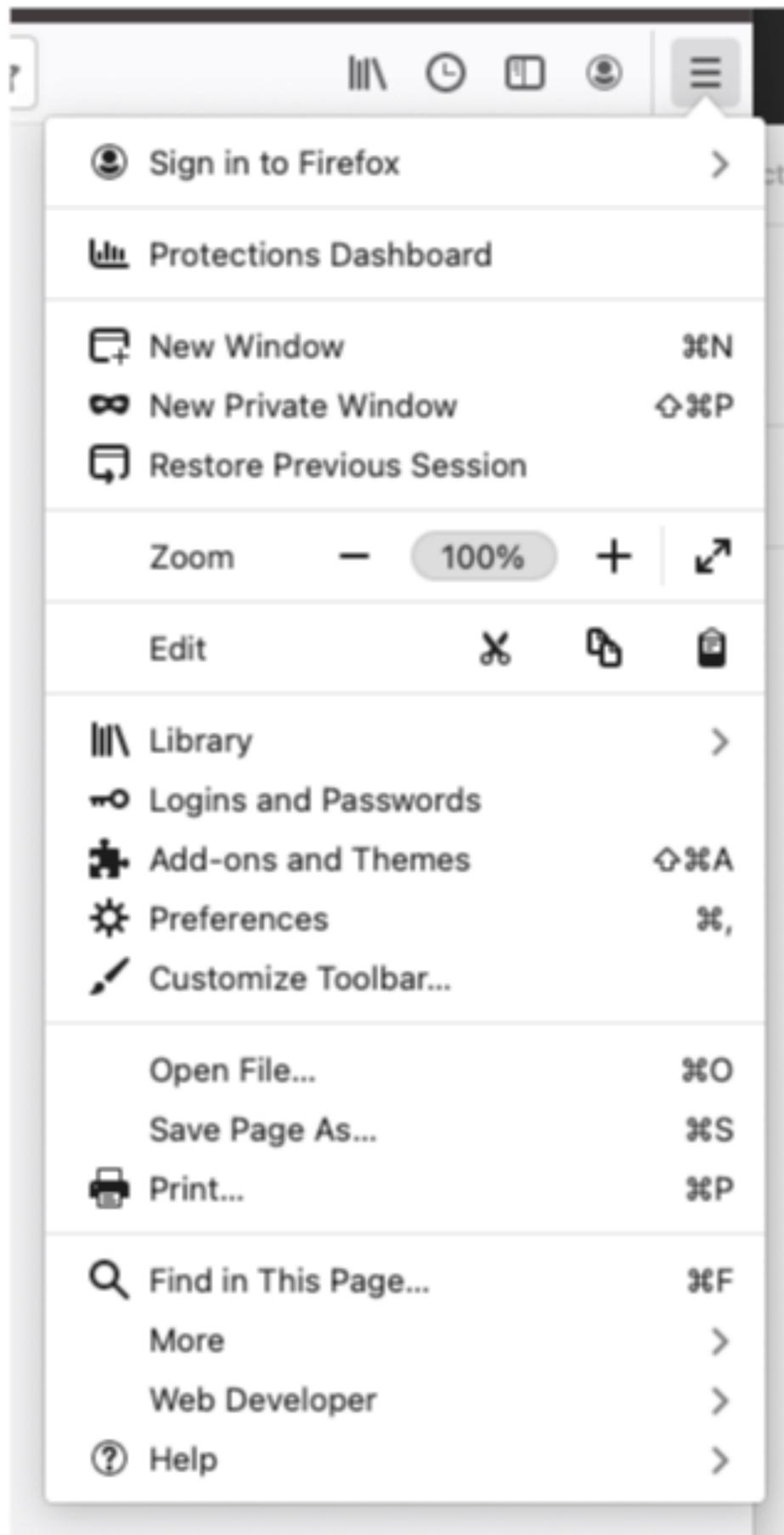


journiest.com



Some labels had icons while others didn't, leading to trapped space and cognitive load

Unclear why some items were grouped together, making it difficult to move quickly



User research showed that people found some labels confusing, such as Library

Many sub-menus were buried beyond this top-level menu



Semantic groupings

Information type	What's included
Notification management	<ul style="list-style-type: none">• Restart to update Firefox
Firefox account management	<ul style="list-style-type: none">• Signed in/Signed out• Manage account• Sync ON/Sync OFF
Window management	<ul style="list-style-type: none">• New tab• New window• New private window
Data management	<ul style="list-style-type: none">• Bookmarks• History• Downloads• Passwords
Page actions	<ul style="list-style-type: none">• Print• Find in page• Edit• Cut• Copy• Paste• Open file• Save page as
Browser management	<ul style="list-style-type: none">• Zoom• Add-ons• Customize• Settings• Help



1

Signed Out

Sync and save data	Sign in
New tab	⌘T
New window	⌘N
New private window	⇧⌘P
Bookmarks	>
History	>
Downloads	⌘J
Passwords	
Extensions and themes	⇧⌘A
Print...	⌘P
Save page as...	⌘S
Find in page...	⌘F
Zoom - + /	
Settings	⌘,
More tools	>
Help	>
Exit [Windows & Linux only]	

Redesigning a feature



Step 1: Employee details

Welcome, [manager_firstname]!

We're happy you joined Lead Honestly and are excited to help you lead your team.

To get started, add an employee and schedule your first 1-on-1 meeting:

Employee name

[_____]

Email address

[_____]

Would you like us to send them a short welcome email (preview) introducing Lead Honestly?

If not, please personally introduce them to Lead Honestly so they're aware of your 1-on-1 meetings and questions we'll be sending them.

Add employee →

You can edit this information and add additional employees later.
Not quite ready? Skip this for now.

“ The one thing that is core and really doesn't change for me is that **I always start with the words...** even if it's just the sketch on the page. I'm usually not doing scribbles to say this is the heading... and this is the subheading. No, what does it actually say? **It's going to really influence the design.** I'll put more effort there than... how something looks. ”

— Shay Howe



Step 1: Employee details

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Not quite ready? Skip this for now.

Customer feedback > Copy iterations with customers

- ✓ Mature product
- ✓ Customer feedback
- ✓ Ability to make changes to the product

Zero fidelity design
or content-first design



Lead Honestly



Welcome, Shay!

Your 1-on-1 Meeting Questions

This Week — October 9-15th

- Take me through what would be a productive and ideal work day for you?
- Tell me about a time you've been concerned or frustrated by one of my actions or decisions.
- Given the opportunity, what would you like to focus more of your time on?
- Please describe the division of work amongst the team. What would make this more optimal?
- Given a day in my role, what's one change you would make?

+ Add a new question here

Add an Employee

Add new employees and schedule your 1-on-1 meetings.

Employee Name

Gatsby Walker

Email Address

gatsbywalker@gmail.com

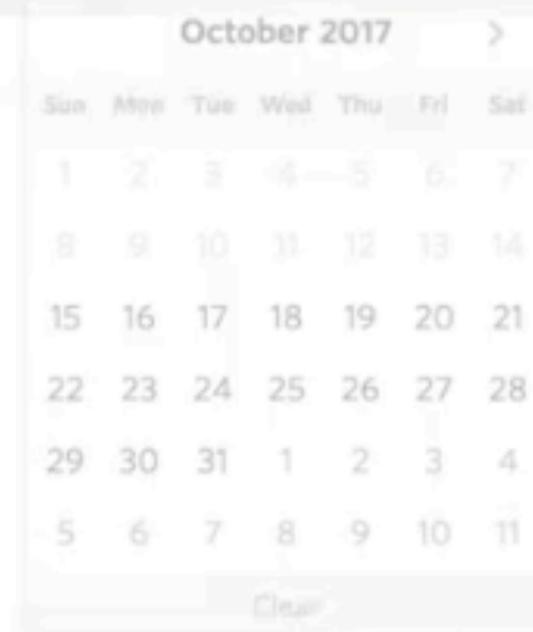
Meeting Schedule

Every 2 weeks

starting

Choose a date

[Add Another Employee](#)





AS AJ Self

Meeting Schedule

Every 2 weeks on Tuesday

Next Meeting

Tuesday, October 1

AJ's responses for

Tuesday, October 3, 2017

What keeps you engaged?

More recently, I've been trying to improve my design skills and any work where I get to exercise these skills really keeps me engaged. It's not to say that I don't enjoy my other work, however, these new challenges are stretching my capabilities and I'm really excited by what I'm learning.

Employ

How would

10

Lead Honestly

Be a Better Leader

Hi AJ,

In preparation for your 1-on-1 meeting Wednesday, Shay would like you to answer the following questions.

- What keeps you engaged?
- What is your largest frustration?
- What is something new you would like to try?
- Are there any areas in which you would like more coaching?
- Tell me about something you've done for fun in the past that you haven't had as much time for lately?

Answer These Questions

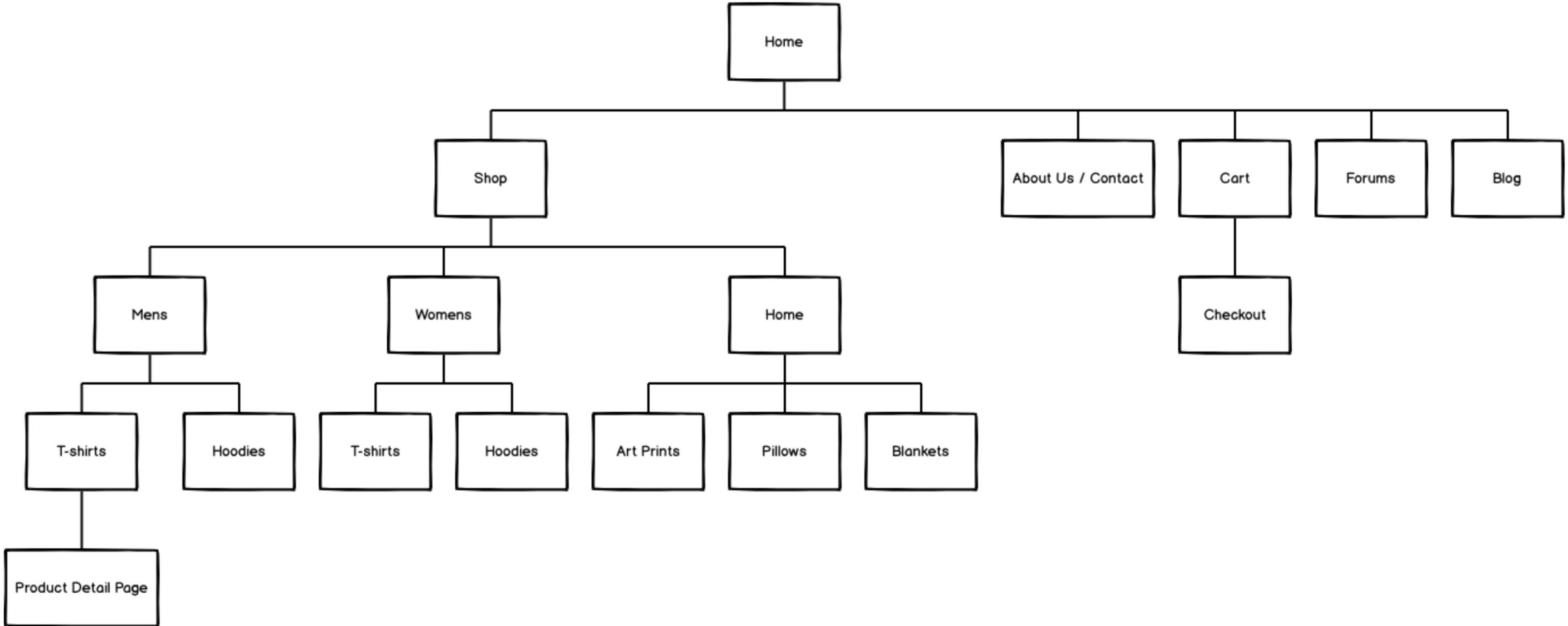
New Products

1. Site maps and user flow
2. Competitive analysis
3. Wireframing
4. Content-modeling



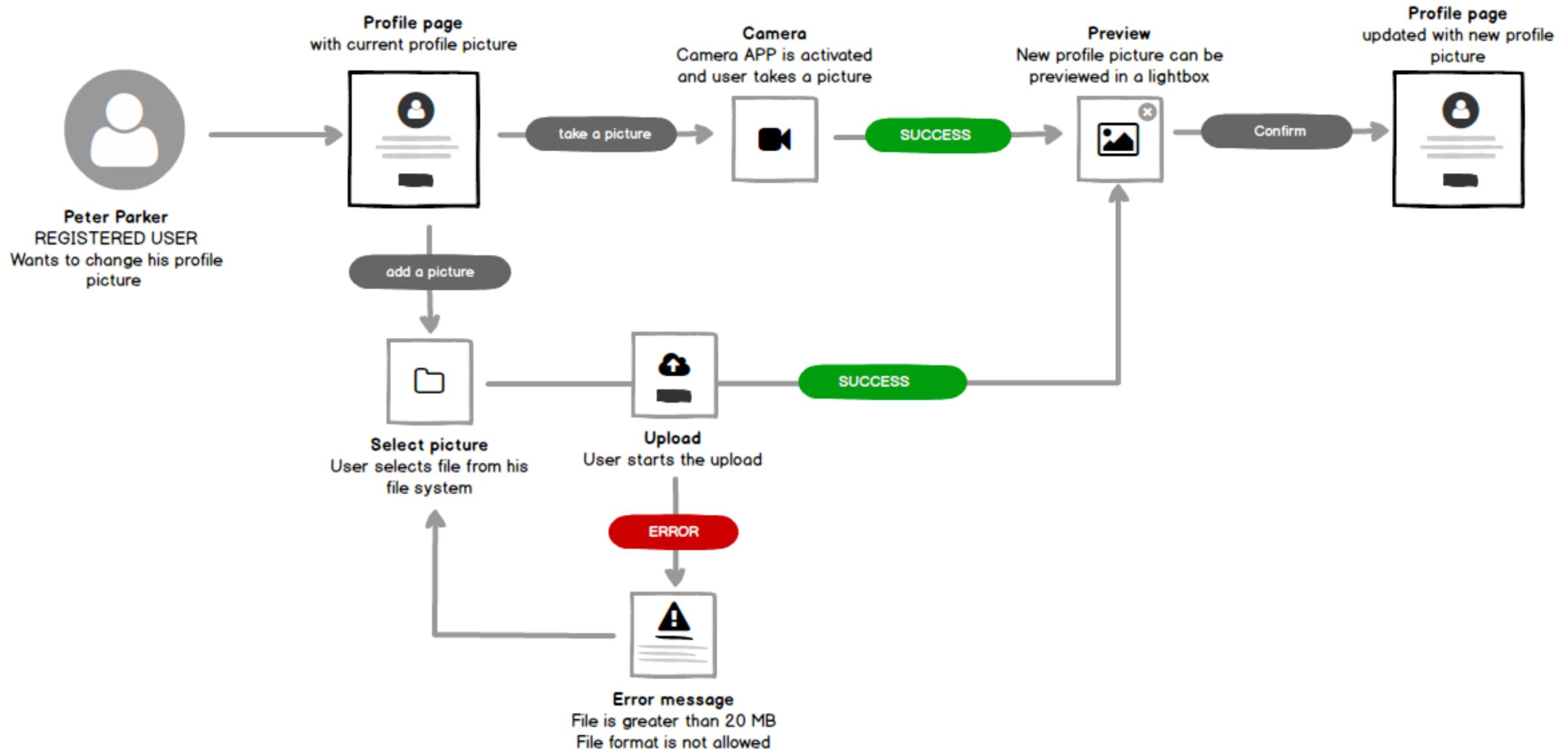


Site Maps and User Flows



Userflow: Changing Profile Picture

A registered user changes his profile picture.





Competitive Analysis



100% | \$ % .0 .00 123 | Arial | 10 | B I U A | [Grid] [Table] [List] [Align] [Indent] [Link] [Image] [Filter] [Sum]

A1 | fx | Company

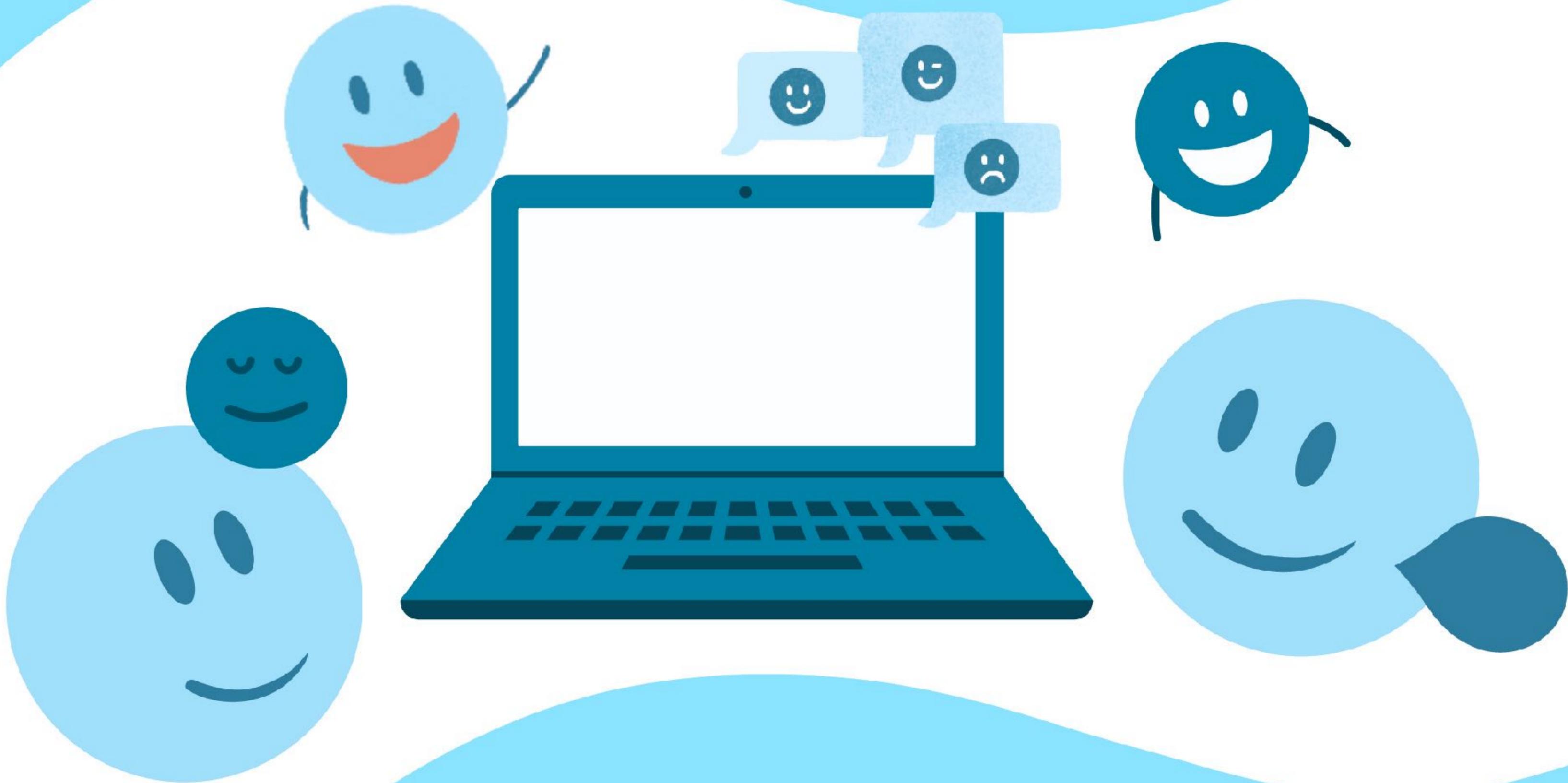
	A	B	C	D	E	F	G
1	Company	URL	Values Communicated	Key Features	Target Audience	UI Notes	Positives
2							
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31 | [Lightbulb] | [Checkmark] | +



	Flights	Cars	Hotels	Bundle and Save (Flights, Cars, Hotels)	Multi-City Planning	Date Specification	Support
 Expedia	✓	✓ Rental cars but not personal cars	✓	😊 Available for flights, cars, hotels. Can sort by price, ratings, and more	😐 Is an option, but must specify order of visit	😞 Must input specific dates	😐 Not clear if 24/7 for regular customers. Included for gold members
 Lola (business travel)	✓	✗ Neither rental cars or personal cars	✓	😞 No bundles. Must plan flights and hotels separately	😐 Is an option, but must specify order of visit	😞 Must input specific dates	😊 24/7 support for all customers
 Deem (business travel)	✓	✓ Rental cars but not personal cars	✓	😞 No bundles. Must plan flights and hotels separately	😐 Is an option, but must specify order of visit	😐 Can input specific dates or between dates	😐 Person only during business hours. Bot during other hours
 Upside (business travel)	✓	✓ Rental cars but not personal cars	✓	😊 Selecting multiple flights, cars, or hotels gives discount	😞 Can only plan one destination at a time	😞 Must input specific dates	😊 24/7 support for all customers

Content Modeling



Discuss the goals of the site

1. What does the audience need to come away with
2. What are must-haves from the business perspective
3. What are our priorities in communicating to them
4. What is the order of importance

What we want to communicate



1. Write out all the content blocks you'll need

2. Organize them how they'll flow on the page

Customer perspective

I want to know contract details so I feel comfortable with the options

Types of payment options

When are you open?

What is your cleaning procedures like?

What comes with a membership?

What equipment do you have?

Can I get a personal trainer?

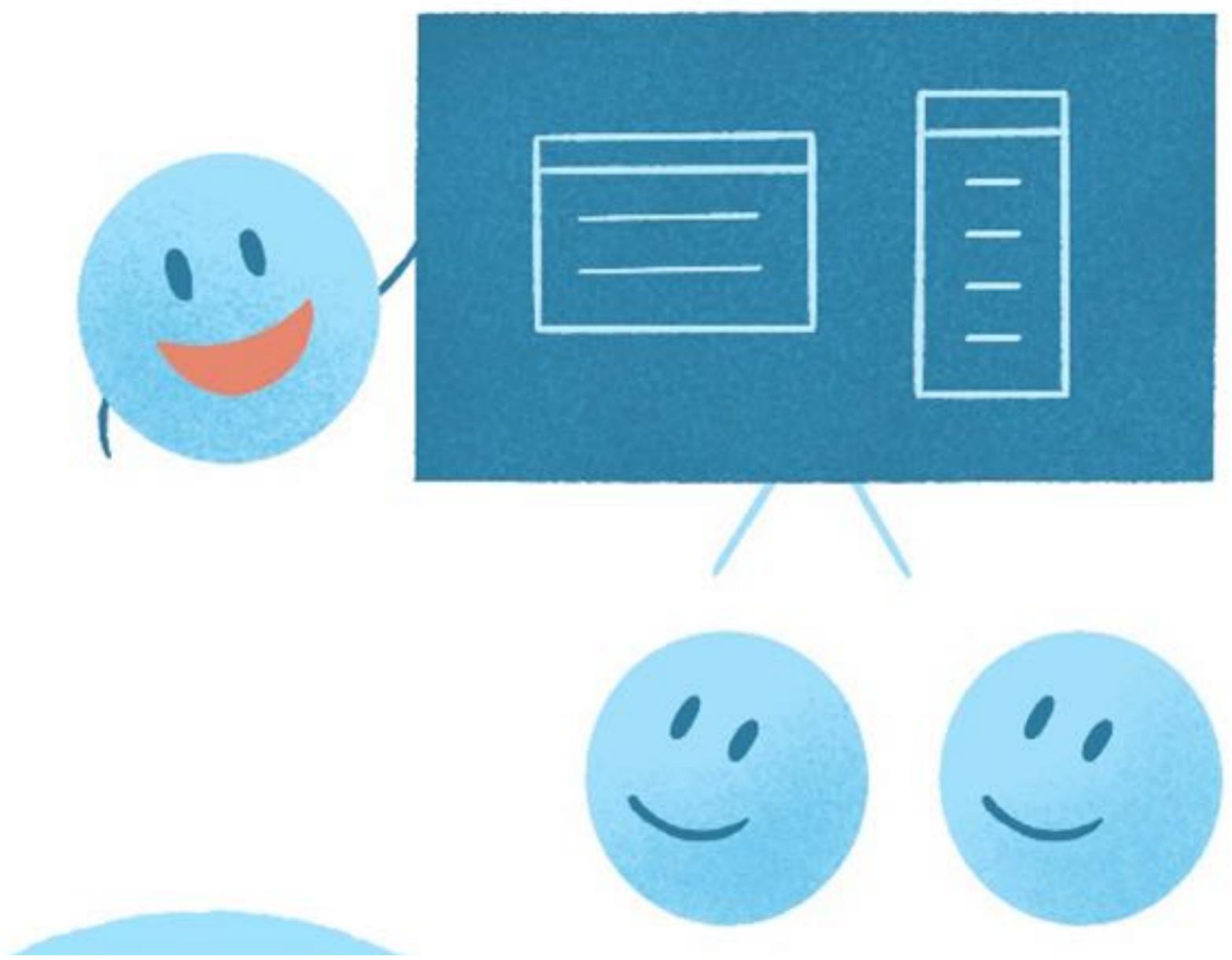
Help with getting started workign out again

Blog posts

Video Workouts

Our Community

List of Video Series



We're small, local and care about our members

Types of payment options

Flexible payment options

Great hours

When are you open?

I want to know contract details so I feel comfortable with the options

Introduction Video

Highlights of our space

What equipment do you have?

What is your cleaning procedures like?

What comes with a membership?

Our Community

Video Workouts

Video Work

Can I get a personal trainer?

Help with getting started workign out again

Inspiration

List of workouts

We're small, local and care about our members

Flexible payment options

Great hours

Introduction Video

Highlights of our space

Our Community

Video Workouts

Inspiration

communicate how we're different

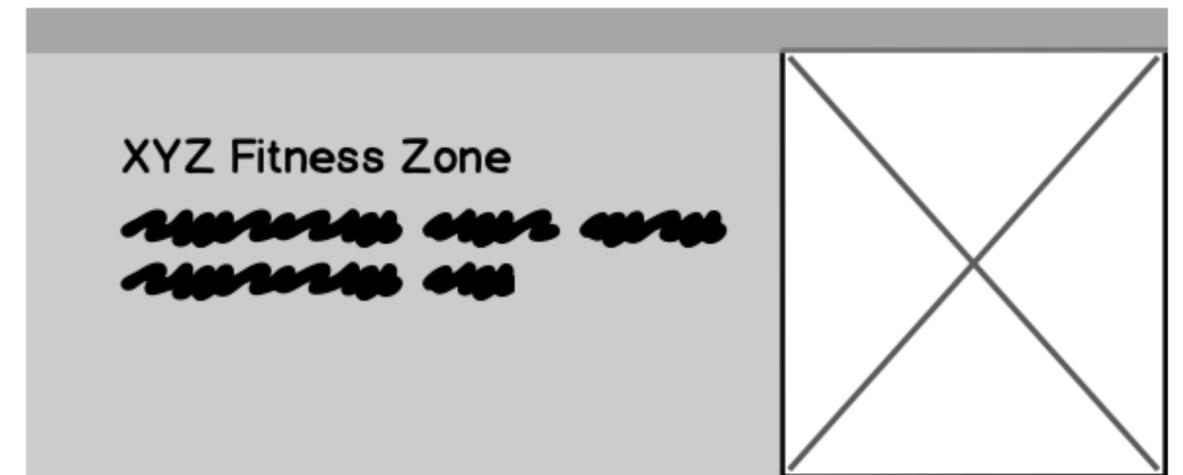
Our payment options are designed for people who don't like all the bad practices other gyms use to keep members stuck

We want to make sure we're here when you need us!

Video of our space and culture

Our community of members help and encourage each other. We're a family and want each other to succeed in

List of workouts and ways to help you get started.



Introduction Video



Ways to get started

Decorative wavy lines

No more diets, just lifestyles

Decorative wavy lines

Article #3

Decorative wavy lines

Flexible Payments

Decorative wavy lines

Hours / Class Schedule

Decorative wavy lines

Our Community

Decorative wavy lines

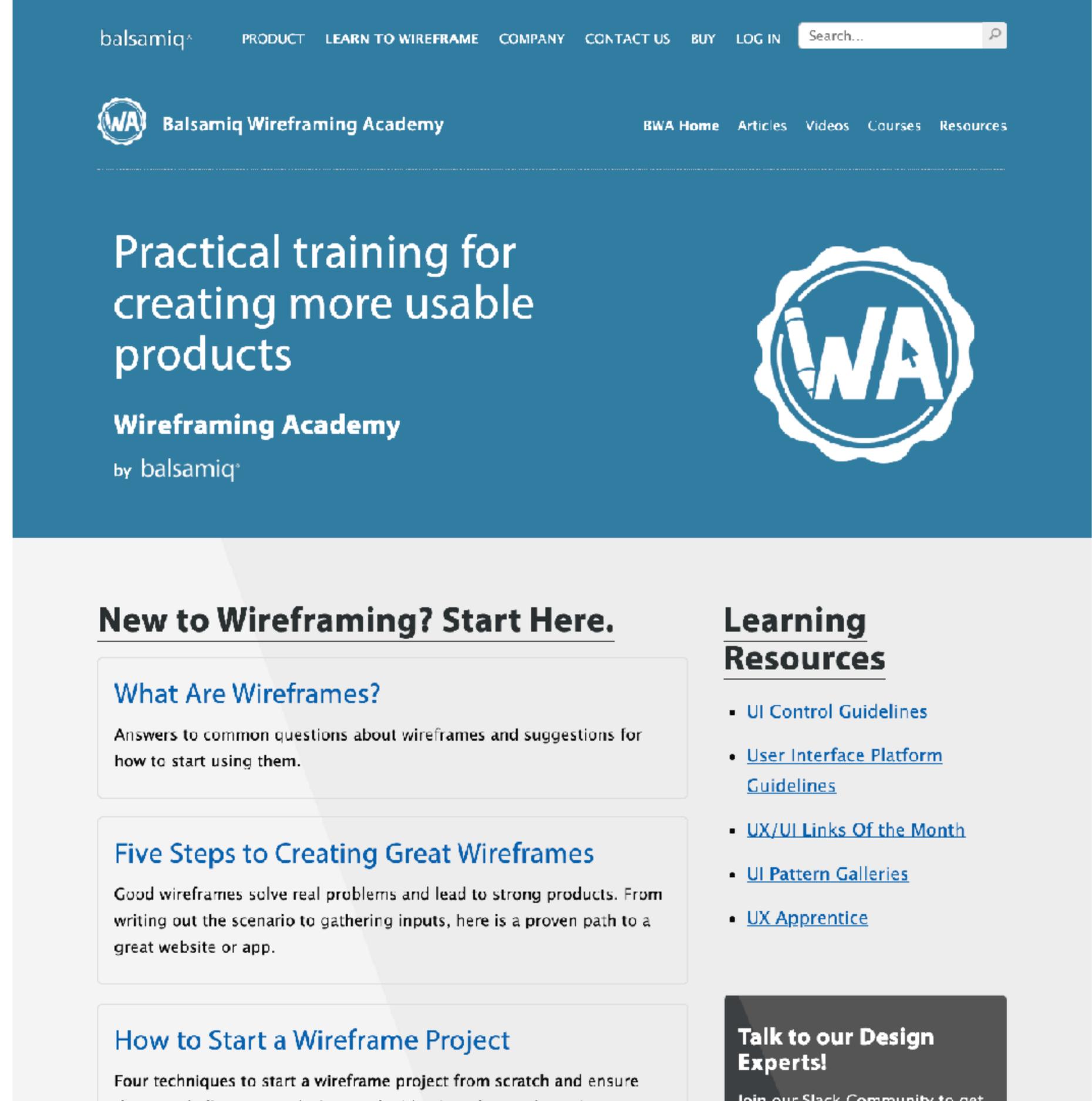
Thanks

Learn more at balsamiq.com/learn

Contact Me:

billy@balsamiq.com

@billycarlson



We can use your help!

Consider joining the Balsamiq Research Program to help us make Balsamiq great for everyone!

balsamiq.com/support/make-us-better/

Why Join the Balsamiq Research Program?



Be invited to research studies that relate to your interests



Share your feedback with us



Hear what we're working on



Test new features



Swag



Product credit



Give back to our community

And, of course, our infinite gratitude :)

We're GOOD people & we CARE!



Balsamiq Retreat 2019 - Bologna, Italy