

Content & Experience Activities & Deliverables

2020

Content inventory

Core

Description: Captures the current state of the content of a digital experience. Beyond copy, it also includes all asset types, such as videos and images.

May be used as the base for migration work in later phases (i.e. mapping pages to their new page types and site map locations if they will be migrated).

Dependencies: Site list

Informs: Content Audit

				Assessment Criteria												
L1	L2	L3	Status	Duplicate?	Review?	Brand Fidelity	Readability	Relevance	Timeliness	Accuracy	Clarity	Composite Average	Composite Score	K,E,R?		
			OK		Yes	2	4	3	2	4	2	2.833333333	3	Edit		
careers			OK		Yes	3	2	3	2	3	2	2.5	3	Edit		
company			OK		Yes	2	2	3	4	4	2	2.833333333	3	Edit		
media	1366	ava.wav	OK		Yes	2	2	3	3	4	2	2.666666667	3	Keep		
media	1367	ava2.wav	OK		Yes	2	2	3	3	4	2	2.666666667	3	Keep		
media	1368	ava3.wav	OK		Yes	2	2	3	3	4	2	2.666666667	3	Keep		
media	1369	zoe.wav	OK		Yes	2	2	3	3	4	2	2.666666667	3	Keep		
media	1370	zoe2.wav	OK		Yes	2	2	3	3	4	2	2.666666667	3	Keep		
media	1371	zoe3.wav	OK		Yes	2	2	3	3	4	2	2.666666667	3	Keep		
media	1391	cerence-ux-services	OK		Yes	2	2	3	3	4	2	2.666666667	3	Keep		
media	1408	cerence-ceo-corona	OK		Yes	3	3	5	5	5	3	4	4	Keep		
news		blog	OK		Yes	4	4	3	3	4	3	4	4	Edit		
news		categories	OK		Yes	3	4	2	2	4	4	3.5	4	Edit		
news		in-the-news	OK		Yes	3	3	3	2	4	3	3	3	Edit		
news		press-releases	OK		Yes	3	3	3	5	4	3	3.5	4	Edit		
news		posts	OK		Yes	2	4	4	4	4	4	3.666666667	4	Keep		
news		posts	OK		Yes	2	3	3	3	2	3	2.666666667	2	Retire		
news		posts	OK		Yes	2	3	4	4	4	4	3.333333333	3	Keep		
news		posts	OK		Yes	2	3	4	4	4	4	3.333333333	3	Keep		
news		posts	OK		Yes	2	3	4	4	4	4	3.333333333	3	Keep		
news		posts	OK		Yes	2	3	4	4	4	4	3.333333333	3	Keep		
news		posts	OK		Yes	2	3	3	4	4	4	3.166666667	3	Keep		
news		posts	OK		Yes	2	3	3	4	4	4	3.166666667	3	Keep		
news		posts	OK		Yes	2	5	3	4	4	5	3.833333333	4	Keep		
news		posts	OK		Yes	2	3	3	4	4	4	3.166666667	3	Keep		
news		posts	OK		Yes	2	3	4	4	4	4	3.333333333	3	Keep		
news		posts	OK		Yes	2	4	4	4	4	4	3.666666667	4	Keep		
news		posts	OK		Yes	2	4	4	4	4	4	3.666666667	4	Keep		
news		posts	OK		Yes	2	2	3	4	4	4	3	3	Keep		
news		posts	OK		Yes	2	5	4	4	4	4	5	4	Keep		
news		posts	OK		Yes	2	3	3	3	4	4	3.166666667	3	Keep		
news		posts	OK		Yes	2	4	4	4	4	4	3.666666667	4	Keep		
news		posts	OK		Yes	2	4	4	4	4	4	3.666666667	4	Keep		
news		posts	OK		Yes	2	2	3	4	4	4	3	3	Keep		
news		posts	OK		Yes	2	5	4	4	4	4	5	4	Keep		
news		posts	OK		Yes	2	3	3	3	4	4	3.166666667	3	Keep		
news		posts	OK		Yes	2	4	4	4	4	4	3.666666667	4	Keep		
news		posts	OK		Yes	2	4	4	4	4	4	3.666666667	4	Keep		
news		posts	OK		Yes	3	4	3	4	4	4	3.666666667	4	Keep		

Content audit

Core

Description: Once the inventory is complete, the content is audited and assessed to identify opportunities for improvement and areas that are working. Each piece of content is scored qualitatively based on previously identified criteria such as brand fidelity and timeliness. This document can then be used to help inform a 'keep-edit-retire' exercise.

Dependencies: Content Inventory

Informs: Content Strategy Brief

Assessment quantitative scoring

Content Quality

A three-tier evaluation scale of 0-2 allows for quantitative findings

Points are given for each positive value in each of 5 categories, for a total value of up to 10.

This tactic creates an easy way to parse the quality of any specific asset at a glance, by percentage of total. An asset rated a 7, for example, is at the 70% quality range, or very good but not excellent.

Raw scores are then averaged for a more bird's-eye view of the quality of the content.

We include comprehensive explanatory notes that provide insight into the decision-making around content quality.

accurate

1. Is correct: contains no false or misleading information
2. Is complete: includes all necessary and useful information

clear

1. Has high "production values" as appropriate for its content type
2. Is engaging and effective

relevant

1. Aligns with project goals, especially for content workstreams
2. Aligns with digital strategy and additional inputs

suitable

1. Is on-brand or can easily be transformed to be on-brand
2. Is stylistically appropriate; achieves desired voice and tone

timely

1. Has been published recently enough for its content type
2. Contains no outdated information or other indications that it should be archived

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Content inventories by the numbers

131,156 pages and assets crawled across the ecosystem

85 pages and assets of global or corporate content	Pages and assets observed on regional sites: <ul style="list-style-type: none">• Central America: 1,846• Middle East Africa: 305
Pages and assets observed on country sites: <ul style="list-style-type: none">• United States: 3,162• Great Britain: 1,512• Australia: 1,789• South Africa: 637• Brazil: 2,197• China: 1,446• Japan: 1,321• India: 1,263	Pages and assets observed on Off-Platform Sites: <ul style="list-style-type: none">• Investor Relations: 2,582• Mastercard Data & Services: 288• Corporate Newsroom: 100,325• Center for Growth: 448• Microsites: 307•

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Competitive assessment

Description: Offers a review of other sites. Competitive site selection may be based on similar domains, similar functionality, or similar style, depending on project needs.

NOTE: This typically is not a formal deliverable, but an input into larger deliverables for the Explore phase, Content Strategy Brief.

Dependencies: Competitive and adjacency set

Informs: Content Strategy Brief

Competitive Assessment Overview

Functionality	MDA	Memorial Sloan Kettering	Mayo Clinic	Stanford Health Care
Ease of Use	●	●	●	●
Layout & Hierarchy	●	●	●	●
Navigation & Wayfinding	●	●	●	●
Look & Feel	●	●	●	●
Brand Fidelity	●	●	●	●
Content Experience	●	●	●	●
Relevance	●	●	●	●
Social Integration	○	●	●	●
Emotional Appeal	●	●	●	●
Consistency & Standards	●	●	●	●
Contact Support	●	●	●	●
Mobile & Tablet Optimization	○	●	●	●

Score: Excellent ● Good ● Average ● Poor ● Non-Existent ○

Content strategy brief

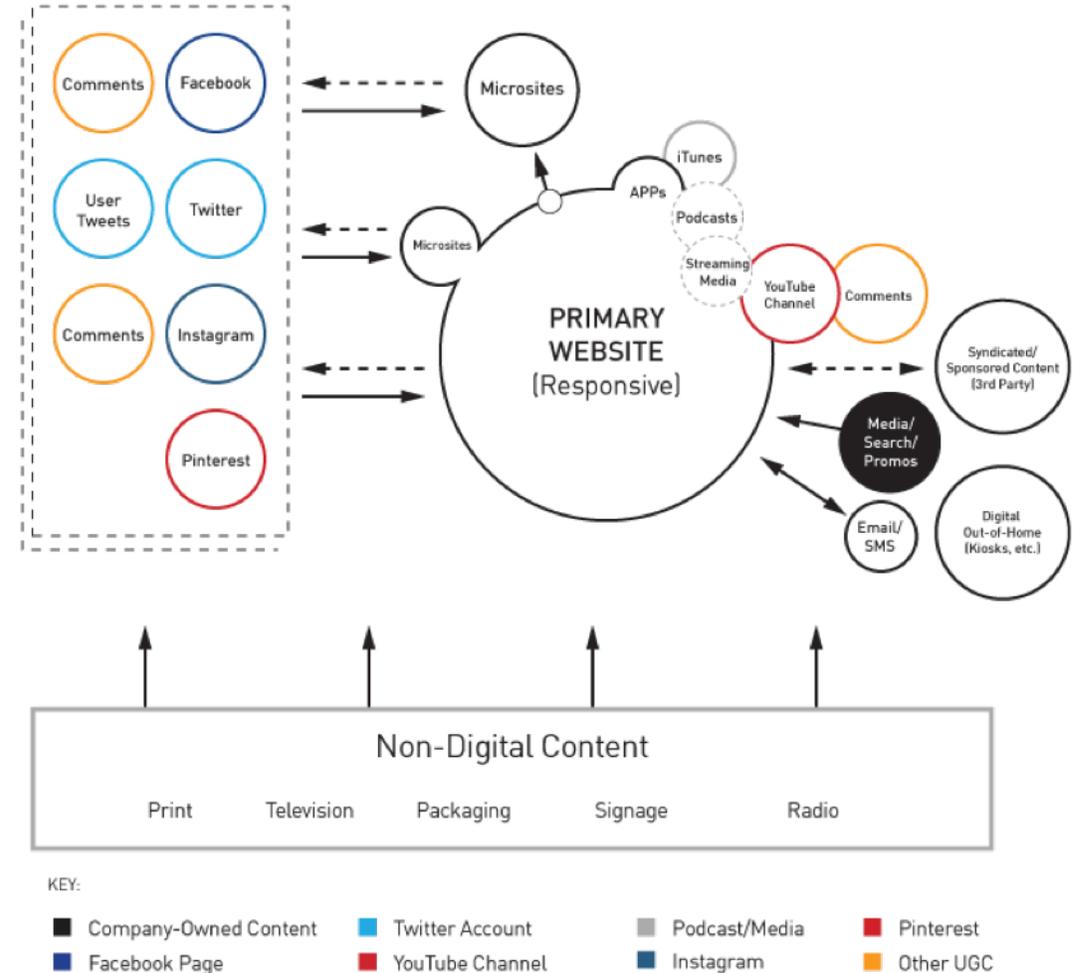
Description: Provides directional, high-level recommendations for content on the site to meet not only the stated business goals, but also user needs.

These recommendations focus not only on site copy, but inform other types of content as well (i.e. video, audio, imagery, and social content).

Dependencies: Content Audit

Informs: Site Map, Messaging Framework, Wireframes

Core



Content strategy playbook

Core

Description: Developed from collaborative ideation. It provides tactical guidance around future-state recommendations for content on the specific page templates to meet not only the stated business goals, but also user needs. These recommendations outline the story architecture of a particular page or page type, informing the overall design.

Dependencies: Content Strategy Brief, Voice and Tone, Brand Guidelines

Informs: Copydeck, Wireframes

Category listing

WHAT IT IS

Users can browse through different product categories offered by SGWS and discover information about varietals and spirit styles while also being surfaced a list of products that fall into that category

FEATURES

- Category landing outlines the full categorical hierarchy (Category, Class, Sub-Class, Varietal) to allow user to browse through and identify new product styles
- When a category filter/tag is selected, a category image and short description appears above the product listing on the results page that sets context around the product type as well as displays all the products in that category
- User can click a CTA from that category feature image that leads to an article/guide on that specific category or varietal so they can learn more about the history, flavor profiles, regional specs of that category
- Promotion can be run on a specific product category which filters the product list and displays the discount

DEPENDENCIES

- PIM – Product Details, Product Assets, Product Tags
- Marketing DAM
- CMS

CONTENT TYPES

- Categories
- Products
- Promotions
- Article

NOTE: Might be useful to start with Wine types and varietals and gradually move into other categories

CHANNELS



AUDIENCES All – Customers, Sales, Service

CUSTOMER VALUE

Category Landing	–	■	■	■	+
Category Feature Section	–	■	■	■	+
Category Article/Guides	–	■	■	■	+

BUSINESS CONSIDERATIONS

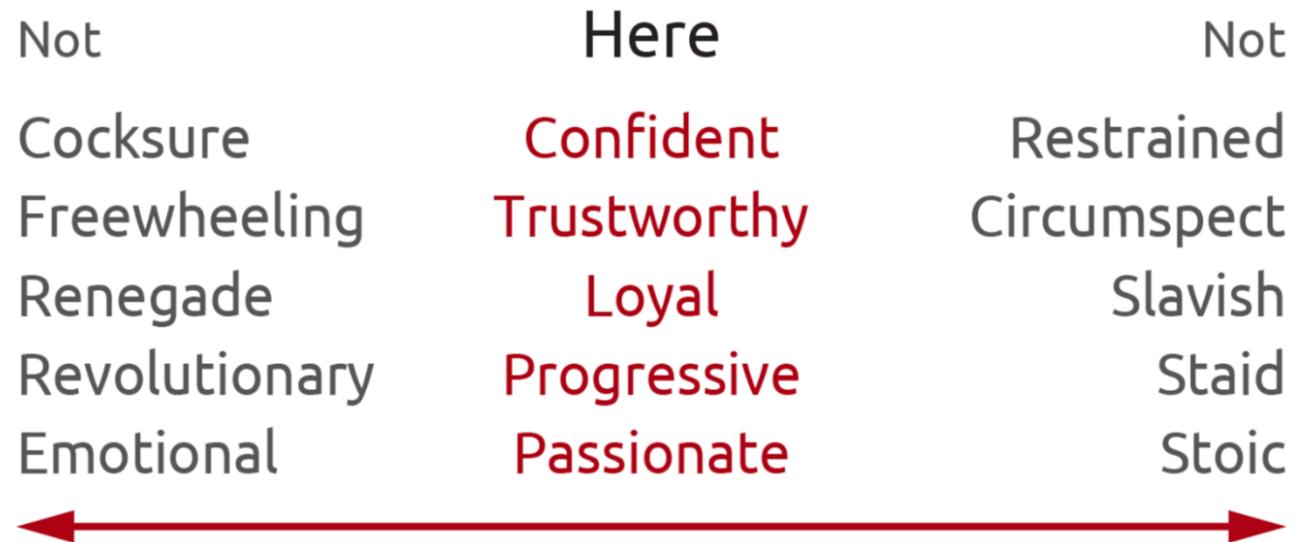
Business Value	–	■	■	■	+
Operational Complexity	–	■	■	■	+
Implementation Complexity	–	■	■	■	+

Voice and tone

Description: The editorial execution of a brand. It ensures that communication is consistent across a digital experience and aligns with other important communications. Voice is how the brand sounds. Tone is how it feels. Together, these determine the words, nomenclature, and style that should be used. In short, it's how we talk to our users.

Dependencies: Brand Guidelines, Content Strategy Brief

Informs: Messaging Framework, Editorial Guidelines

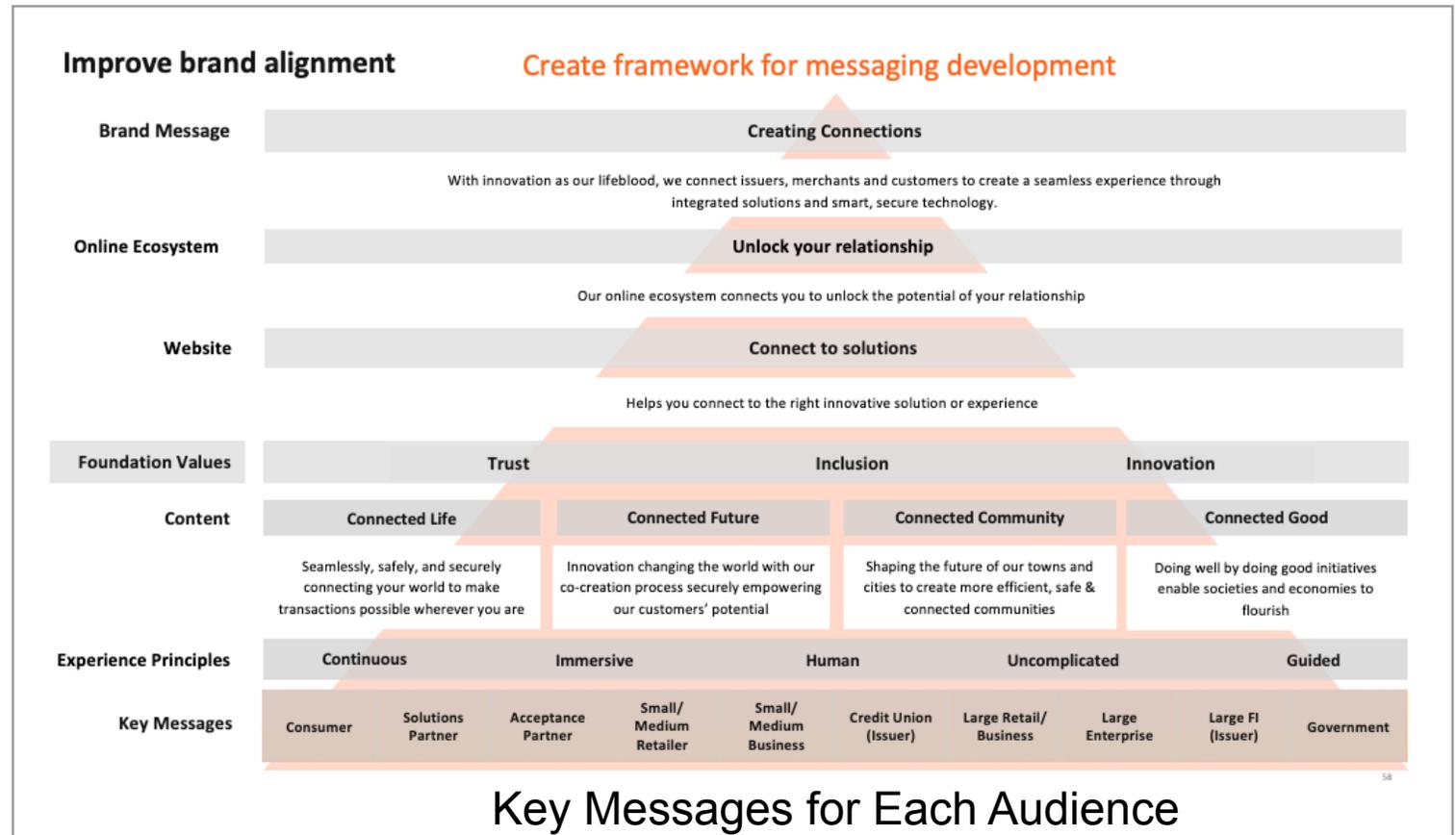


Messaging framework

Description: A Messaging Framework is used to develop key messages for each audience that ladder back to the brand values and experience principles.

Dependencies: Content Strategy Brief, Voice and Tone, Brand Guidelines

Informs: Copydeck, Editorial Guidelines, Content Strategy Playbook



Editorial Guidelines

Description: Defines the content style and usage needs for future content across all audiences and channels.

They also define key quality attributes for all content to be produced, supporting the rollout of the appropriate branding and execution for all digital content.

Dependencies: Content Strategy Brief, Voice and Tone

Informs: Copydeck

Table of Contents	
Introduction	1
Voice and Tone	2
Digital Voice & Brand	2
The Brand Personality	3
Voice Scale	5
Target Audiences	6
Consumers	6
Businesses	6
Usage Guidelines	7
User-Centered Writing	7
Voice and Editorial Strategies	10
Usage and Style	13
Naming and Nomenclature	27
Content Types and Attributes	30
Recommended References	31
Essential References	31
Other References	31

Page copy

Core

Description: Works as a collaborative tool during the design process. It illustrates how the eventual site copy will be displayed on key pages within the design, highlighting the key messaging, embodying the voice and tone, and adhering to best-of-breed digital writing principles. It may inform final copy, but is not intended to replace it.

Dependencies: Content Strategy Brief, Voice and Tone, Editorial Guidelines, Content Strategy Playbook

Informs: Copydeck, Wireframes, Visual Designs



Technologies that are reinventing transport

Cerence Drive	Cerence ARK Assistant	Beyond Voice	Applications	Cerence Studio
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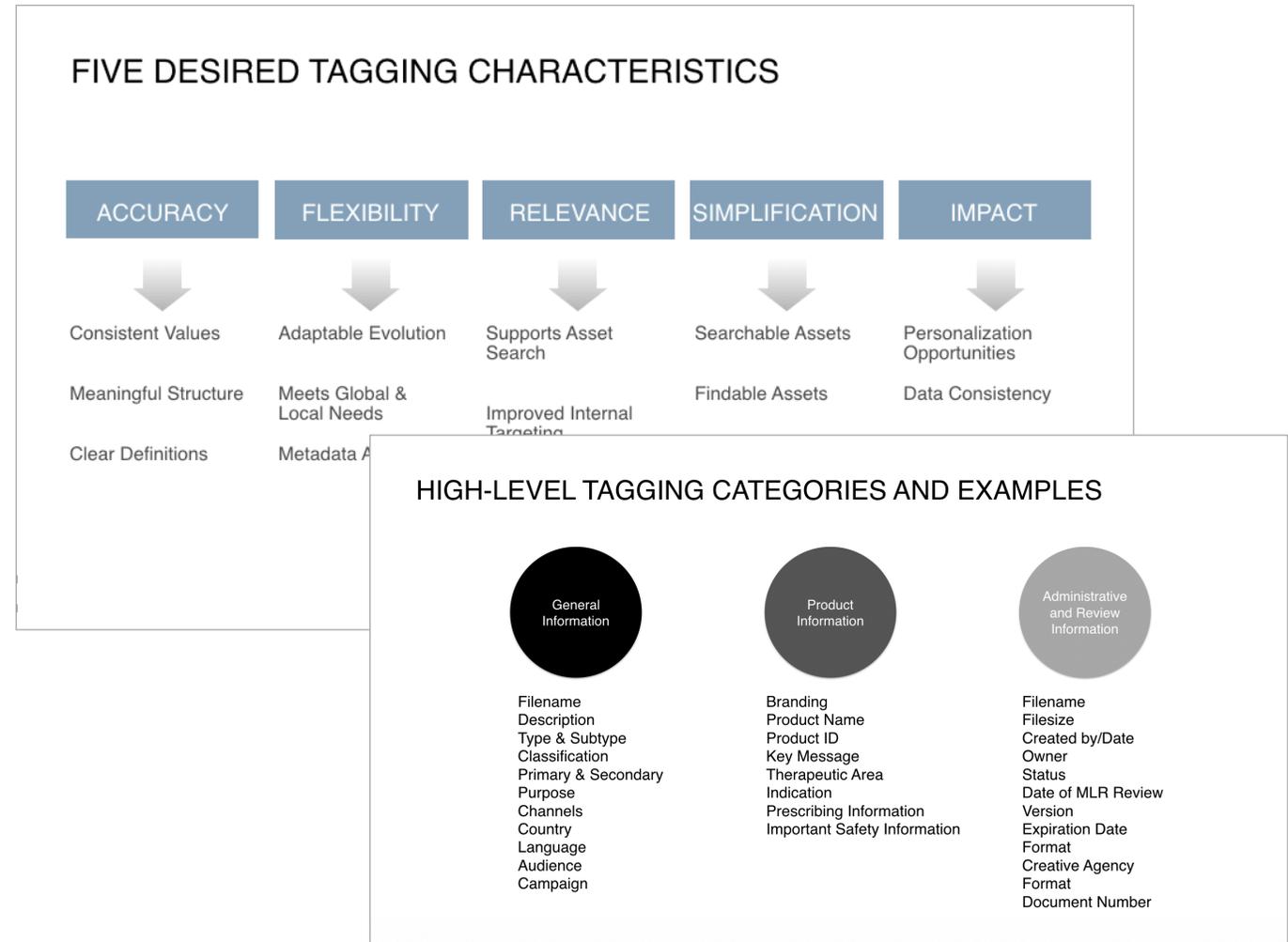
We're on the front end of the innovations and technologies that are reinventing transport. Virtual assistants, empathic AI, machine learning, contextual reasoning, voice biometrics—these are only just the beginning of where we're going on the road ahead. We're bringing cars, the cloud, personal devices, the IoT, and more enjoyable and safer journeys for drivers together.

Metadata and tagging strategy

Description: Defines the overall strategy for tagging data. It may also define the actual metadata and tag attributes. This is required if metadata/tagging for future states will be different than for current CMS or DAM implementation. Assumes the tags themselves are defined in the taxonomy.

Dependencies: Content Strategy Brief

Informs: Taxonomy



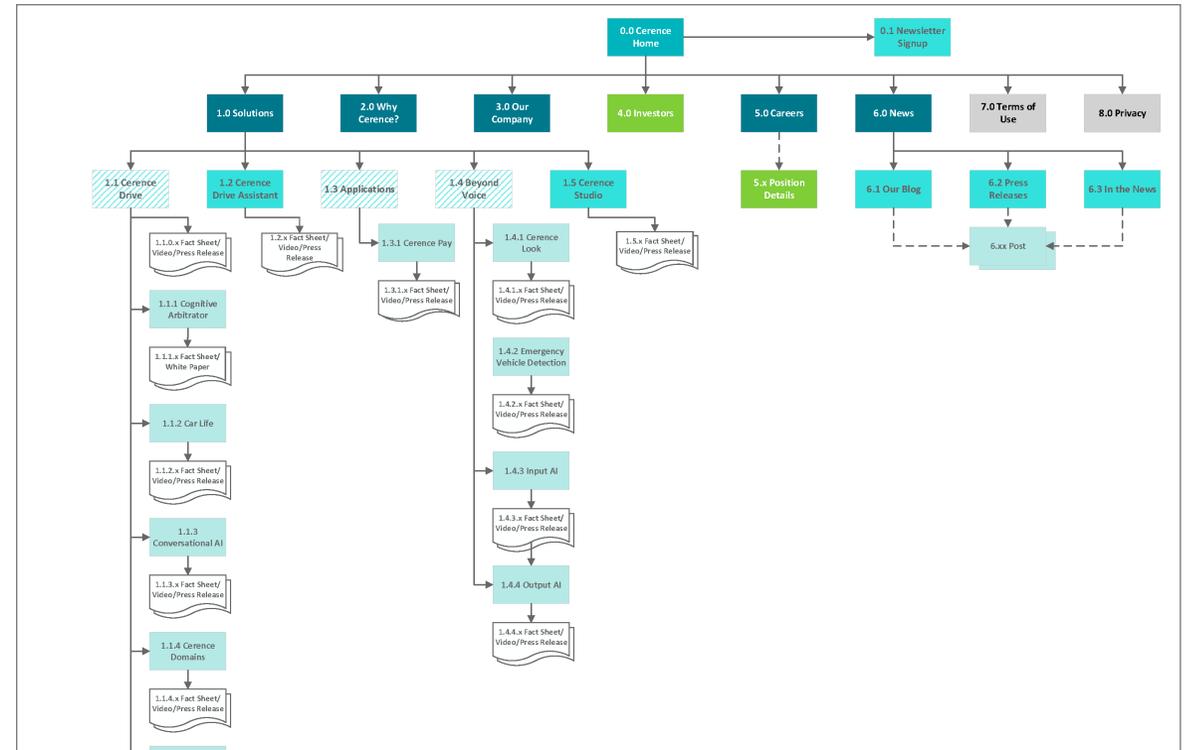
Site map

Description: Visual mapping of the future-state site structure, representing the pages of the site in a hierarchical format. This deliverable may be owned by CS. If it is owned by the UX, as typical, it should be created with significant input from CS. Content recommendations from Explore and Define should be inputs to site map.

Dependencies: Taxonomy

Informs: Content Model, Content Matrix

Core



Content matrix

Core

Description: Documents annotations for the content elements on each module or page in the wireframe/ design. It's a page-by-page (and sometimes component-by-component) map of the future-state content. It maps each page to a template and identifies which components will be required to build the page. The content matrix detail will vary based on if a CMS is being leveraged and which one is being leveraged.

Dependencies: Site Map, Wireframes

Informs: Copydeck, Content Model

ID	Level 1	Level 2	Level 3	Level 4	Title	Update Frequency	Module/Component	Wireframe	Page Template	Personalization	Personalization Priority (L/M/H)	Content Status
1.0.rd	Sprint Cup Series				NASCAR Sprint Cup Series Home	Daily	Page		Homepage			New
1.0.rd.RDAY	Sprint Cup Series				Live Race Overview	Real Time	Dynamic Race Details		Homepage			New
1.0.rd.HERO	Sprint Cup Series				[News Item 1]	Daily	In Season Homepage Hero			Implicit: Audience, Explicit: Driver	H	New
1.0.rd.PREV	Sprint Cup Series				Next Race	Weekly	Race Preview			Implicit: Audience, Explicit: Driver	M	New
1.0.rd.NEWS	Sprint Cup Series				News & Media	Hourly	News & Media			Implicit: Audience, Explicit: Driver	M	New
1.0.rd.STND	Sprint Cup Series				Standings	Weekly	Standings & Statistics					New
1.0.rd.DRV	Sprint Cup Series				Drivers	Weekly	Drivers			Explicit: Driver	H	New
1.0.rd.PRED	Sprint Cup Series				Predictions	Weekly	Predictions					New
1.0.rd.TRCK	Sprint Cup Series				Tracks	Weekly	Track Experience					New
1.0.rd.SOCB	Sprint Cup Series				Social Trends	Hourly	Social Trends			Explicit: Driver, Track	H	New
1.0.rd.GALL	Sprint Cup Series				Media Gallery	Weekly	Media Gallery			Implicit: Audience, Explicit: Driver	M	New
1.0.rd.POLL	Sprint Cup Series				Fan Poll	Daily	Poll			Implicit: Audience, Explicit: Driver	M	New
1.0.rd.SPRO	Sprint Cup Series				[Promotion Names]	Semi-Annually	Promotion Small			Implicit: Audience	L	New
1.0.in	Sprint Cup Series				NASCAR Sprint Cup Series Home	Daily	Page		Homepage			New
1.0.in.HERO	Sprint Cup Series				[News Item 1]	Daily	In Season Homepage Hero			Implicit: Audience, Explicit: Driver	H	New
1.0.in.PREV	Sprint Cup Series				Next Race	Weekly	Race Preview			Implicit: Audience, Explicit: Driver	M	New
1.0.in.NEWS	Sprint Cup Series				News & Media	Hourly	News & Media			Implicit: Audience, Explicit: Driver	L	New
1.0.in.STND	Sprint Cup Series				Standings	Weekly	Standings & Statistics					New
1.0.in.DRV	Sprint Cup Series				Drivers	Weekly	Drivers			Explicit: Driver	H	New
1.0.in.PRED	Sprint Cup Series				Predictions	Weekly	Predictions					New
1.0.in.TRCK	Sprint Cup Series				Tracks	Weekly	Track Experience					New
1.0.in.SOCB	Sprint Cup Series				Social Trends	Hourly	Social Trends			Explicit: Driver, Track	H	New
1.0.in.GALL	Sprint Cup Series				Media Gallery	Weekly	Media Gallery			Implicit: Audience, Explicit: Driver	M	New
1.0.in.POLL	Sprint Cup Series				Fan Poll	Daily	Poll			Implicit: Audience, Explicit: Driver	M	New
1.0.in.SPRO	Sprint Cup Series				[Promotion Names]	Semi-Annually	Promotion Small			Implicit: Audience	L	New
1.0.os	Sprint Cup Series				NASCAR Sprint Cup Series Home	Daily	Page		Homepage			New
1.0.os.HERO	Sprint Cup Series				[News Item 1]	Daily	Offseason Homepage Hero			Implicit: Audience, Explicit: Driver	H	New

Content model

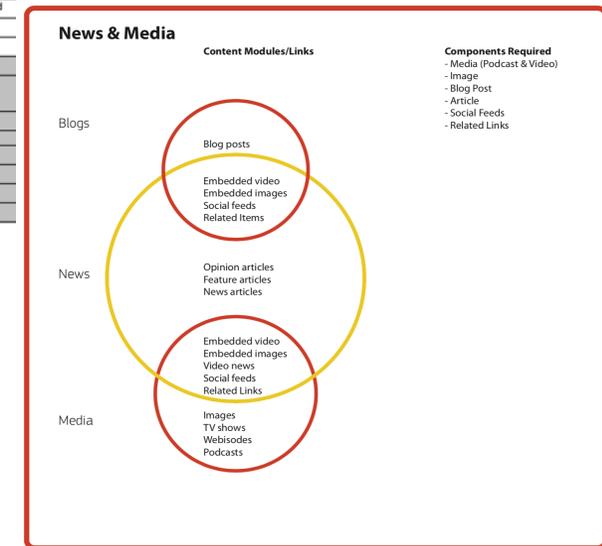
Core

Description: Defines future-state page types, modules, and elements that make up each content type or component. It typically includes a metadata specification at both the content type/component and page template level. This document is ultimately used to design the authoring experience within a CMS.

Dependencies: Wireframes, Content Matrix, Business Requirements

Informs: CMS Design

Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Blog Post	Component to create blog posts with tags.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Post	User Entered	Rich Text Field	Y	Unlimited	Alphanumeric	Rich text should also include ability to include images
			Image/Media	DAM/VMS	Browse	N	100	Alphanumeric	Browse to DAM/VMS. Ability to include multiple
			Image/Media ALT Text	User Entered	Text Field	N	100	Alphanumeric	Entered in DAM or VMS
			Tags	User Entered	Text Field	N	100	Alphanumeric	Keywords. Comma separated
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Featured Content?	User Entered	Radio Button	Y	100	Alphanumeric	Use this to feature article in Homepage hero
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Article	Component for editorial news and copy, including inclusion of media or images.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Teaser Text/Subtitle	User Entered	Rich Text Field	N	100	Alphanumeric	
			Body Copy	User Entered	Rich Text Field				
			Image/Media	DAM/VMS	Browse				
			Pull Quote	User Entered	Text Field				
			Description	User Entered	Text Field				
			Featured Content?	User Entered	Radio Button				
Series	User Entered	Multiselect							
Driver(s)	User Entered	Multiselect							
Audience	User Entered	Dropdown							
Author	System Generated	NA							
Review Required	User Entered	Radio Button							
Create Date	System Generated	NA							



Metadata specification

Description: Outlines the metadata fields and values available for tagging content and assets within a CMS or DAM system. It indicates which values are inherited from the folder structure, versus which are applied directly to the content or asset. Additionally, it specifies which fields are required and which are optional.

Dependencies: Content Model, Taxonomy

Informs: CMS Design

DAM Asset Entry Attributes & Metadata								
62 = Attributes								
	Attribute	Source	Control/Field Type	Required?	Max Char Count	Char Set	Notes	MVP?
Descriptive	Title	User-Generated	Text Field	Y	40	Alphanumeric		Y
	Description	User-Generated	Text Area	N	400	Alphanumeric	Do we need this?	N
	Brand	System-Generated	N/A	Y	40	Alphanumeric	Autopopulate based on asset location	Y
	Asset Type	System-Generated	N/A	Y	40	Alphanumeric	Autopopulate based on asset location/file type. Image/Digital MCU.	Y
	Region	System-Generated	N/A	N	40	Alphanumeric	Based on location/country. Autopopulate	?
	Country	User-Generated	Multi-Select	Y	40	Alphanumeric	Location. Can infer region from this.	Y
	Language	User-Generated	Dropdown/Multi-Select	N	40	Alphanumeric	e.g., English, Spanish, French	Y
	Campaign	User-Generated	Text Field	N	40	Alphanumeric		?
	Channel	User-Generated	Multi-Select	N	40	Alphanumeric	Does this need to be required	N
	Active Collab #	User-Generated	Text Field	Y	40	Alphanumeric	Job # for Agencies	Y
	Campaign/Product Name	User-Generated	Text Field	Y	40	Alphanumeric		Y
	Collecton ID	User-Generated	Text Field	N	40	Alphanumeric	Used for Campaign, Product, Collection. Is this related to Active Collab #?	?
	Keywords/Tags	User-Generated	Text Field/System Generate	Y	500	Alphanumeric	Search taxonomy and suggest keywords for asset	Y
	ALT Text	User-Generated	Text Field	N	40	Alphanumeric	Alt Text to be displayed when used on the web.	Y
	Audience	User-Generated	Dropdown	N	40	Alphanumeric		?
	Customer Lifecycle	User-Generated	Dropdown	N	40	Alphanumeric		N
Related Assets	User-Generated	Browse	N	40	Alphanumeric	Replicable. Used to create Campaigns, etc.	N	

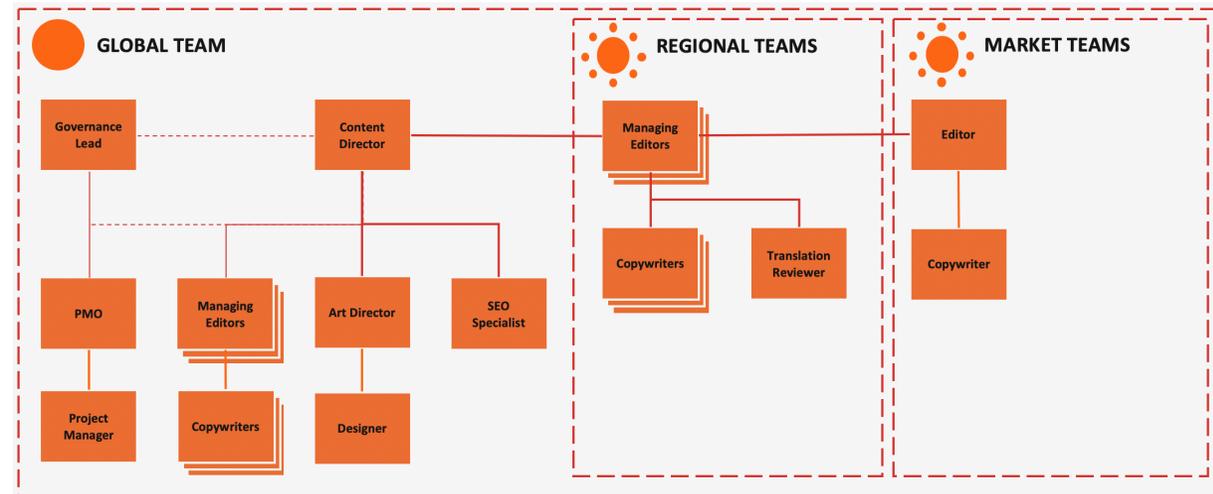
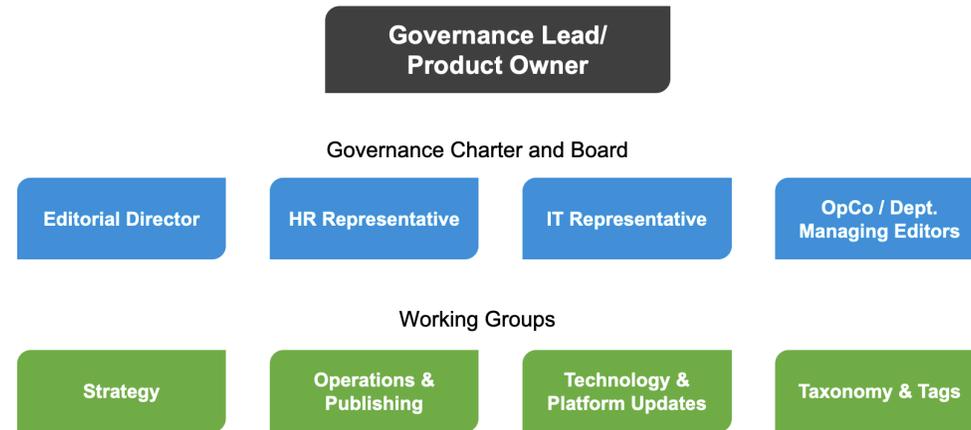
Governance model

Description: Provides the post-launch model (decentralized, centralized, or hybrid) to manage the ongoing content needs of the organization. This document defines the process of managing content roles, responsibilities, processes, documentation, tools, and training. It can also provide staffing recommendations for roles that are required to maintain and govern content.

Dependencies: Stakeholder Interviews, Content Strategy Brief

Informs: Editorial Workflows

Content governance board structure



Workflows

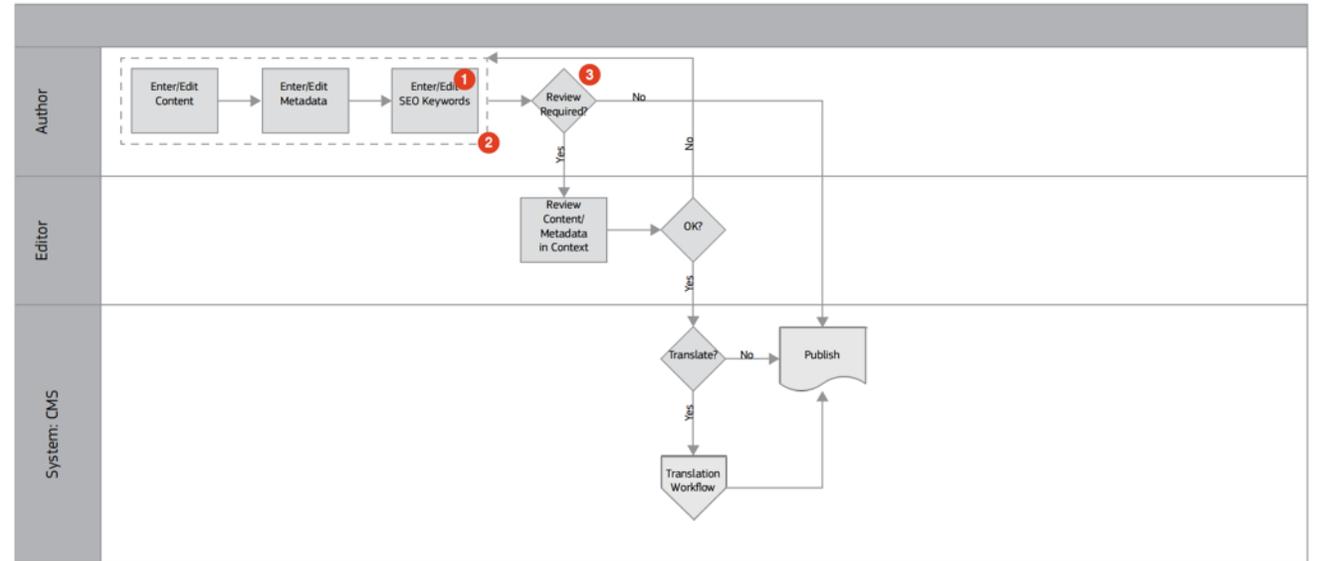
Description: Defines the CMS and Business workflow for content creation, including both manual processes and tool-enabled processes. It outlines the roles and responsibilities required for content maintenance and content creation.

NOTE: This is at a more granular level than the Governance Model. The workflows may be included as an appendix in the final Governance Model document.

Dependencies: Governance Model

Informs: CMS Design

2A Basic Editorial Workflow



Annotations

- 1 This approach assumes that SEO keywords will be added as part of the metadata by the author. If needed, a separate task for SEO Keyword Review can be added. For the sake of brevity, this is not a recommended workflow step and it is not represented on succeeding workflows.
- 2 For the sake of brevity, these three different steps for creating content will be collapsed into a single, "Enter/Edit Content" step for succeeding workflows.
- 3 Which content should undergo additional review should be determined by a larger governance process that is focused on keeping the site current insofar as it is reporting news, but on brand in the more experiential areas of the site. For example, news articles may not require editorial approval to ensure timely and fresh information on the site.

Copydeck

Description: Provides a mechanism for capturing all copy (new and existing) in a digital experience, including metadata, open graph, accessibility tags, and link opportunities. The format provides an easy handoff for dev to be entered into a content management system. These can be mapped to specific pages in the content matrix.

Dependencies: Editorial Guidelines, Copydeck Template

Informs: Site copy

1.0 → Solutions

Module	Copy
Hero-Module <i>[Note: Hero-Module -- Image]</i>	AI for a world in motion
Full-Body-Intro-Copy	We're on the front end of the innovations and technologies that are reinventing transport. Virtual assistants, empathic AI, machine learning, contextual reasoning, voice biometrics—these are only just the beginning of where we're going on the road ahead. We're bringing cars, the cloud, personal devices, the IoT, and more enjoyable and safer journeys for drivers together.
In-Page-Navigation	Cerence Drive Two-Column-Module <i>[Note: Two-column Module with Image]</i> Cerence-ARK-Assistant Accelerated deployment of a world-class voice assistant More than half of U.S. adults have used voice in their vehicles. Cerence Drive Assistant gives automakers the ability to quickly deploy a turnkey voice assistant to meet this growing demand with minimal customization. It provides the most desired voice capabilities without losing any of the performance or flexibility you expect from Cerence. Learn about Cerence Drive Assistant
Two-Column-Module <i>[Note: Two-column Module with Image]</i>	Two-Column-Module <i>[Note: Two-column Module with Image]</i> Beyond Voice Go beyond voice with the most intuitive interaction available Go beyond voice with the most intuitive interaction available. Speak, gesture, write or look—your automotive assistant will understand. Voice isn't always the most convenient way to communicate—so we've evolved our voice assistant to just <i>get it</i> , shifting seamlessly from one mode of human interaction to the next. Learn more about beyond voice
Two-Column-Module <i>[Note: Two-column Module with Image]</i>	Two-Column-Module <i>[Note: Two-column Module with Image]</i> Cerence Pay Cerence Pay delivers a contactless payment experience through voice-powered AI in a car. Designed to meet the increasing demand for faster, safer and more convenient payment options for drivers,

Thank you.