



UX/UI audit of feedcollab.com

Storytelling

JUNE 27, 2023



Site goals : content

Content: The site amplifies the positive impact of the work done by a dynamic group of researchers conducting high-quality studies by serving as a resource for policymakers and the media to direct policy change.

Design: The user-friendly design has succinct, easy-to-find information with a professional yet approachable aesthetic.

Storytelling & content strategy

STORYTELLING & CONTENT STRATEGY

Align your content with a core content strategy statement.

A core content strategy statement expresses your goals, primary audiences, and the value your content provides to both the organization and users.

It serves as the North Star for all content initiatives present and future.

An example statement

The core content strategy statement we produced with the NYU School of Global Public Health helps them communicate strategically and effectively with their audiences.



The content we create connects us with prospective students, community members, and donors by providing concise, inclusive, and trustworthy content that drives enrollment and positions NYU GPH as a leader in the global health movement.

Tell *your* story.

Use storytelling to gain the trust of policymakers and the media, establishing yourself as the definitive source for nutrition-related topics.

Demonstrate your positive impact. The homepage mission statement is a great start, but adding examples of how your resources have been used to affect policy change will put the mission into action. Are there any news stories tying your research to policy change? Quotes from organizations and/or lobbyists that leveraged your research? How might audiences observe your impact?

Create a human connection.

Utilize the Team page to introduce and **promote your dynamic group of researchers and interns** instead of simply listing of bios.

Show audiences they are people with innovative ideas, compassion, and dedication to societal improvements in nutrition. Who are these people and how do they relate to the collaborative? How do they work towards the mission? What range of backgrounds do they have?

Tell visitors what you can accomplish together on the Media and Collaborations page. Why would they want to contact you, and what should they expect?

Share your work.

Publications and News Coverage are the site's core, where the site's **service as a resource for policy change** manifests.

What are these two categories of content and why might someone want to explore one over the other or both? How can these resources be utilized? Why should the publications be used as a trusted resource?

Is there a strategy for outbound marketing? How will others share your research? Is the site prepared for social sharing, rss feeds, and through other vehicles?



Context is kindness.

Never use generic calls to action such as Read more, Learn more, or Click here. Calls to action should tell the user what is happening next in clear concise language. For example, “How carrots got their reputation” is more engaging than “Read more.” Linked headlines also give users the cue that they will follow a path to more information regarding the subject, so you don't need repeat links to the same destination.

Keep information visible. Expose the team’s bios. If keeping them collapsed, include summary teasers so visitors have a reason to read more about a person.

STORYTELLING & CONTENT STRATEGY

In summary:

- 1** Align your efforts to a core content strategy statement.
- 2** Use storytelling to demonstrate your positive impact.
- 3** Establish a human connection.
- 4** Ensure your work is optimized for internal and external sharing.
- 5** Always provide context to your content.

Thank you!



Four Kitchens



feed collaborative