

## DUX 2005 Presentation Script

### *Title Slide*

#### *Slide: Jared & UIE Logo*

Hello. I'm Jared Spool

#### *Slide Update: Thought Bubble "Hi There"*

and I'm a researcher at User Interface  
Engineering.

#### *Slide: "Goldilocks Content Framework"*

Today I'd like to talk to you about a research  
project we've been working on called the  
Goldilocks Content Framework.

#### *Slide: DUX2005 logo*

To submit this work to the conference, the DUX  
2005 program committee asked me to do something  
quite difficult:

#### *Slide: Image of paper*

they wanted me to condense 3 years of work into a  
21-page paper. As if that wasn't difficult enough,  
upon acceptance

#### *Slide: Image of clock with 5 mins greyed out*

they informed me that I get to condense that work  
into an even smaller five-minute presentation.

Five minutes is not much time.

*Slide: Collage of friends*

As my friends will tell you, it's very difficult for me to keep my comments focused in such a short period.

*Slide Update: speech bubbles saying "Jared can't stay focused!"*

I've been known to digress occasionally. I'll try not to.

*Slide: Collage of friends with speech bubbles saying, "Don't believe him!"*

So, let's talk about the Goldilocks Content Framework. In web site design, we know a lot about how to design for the structure of a web site.

*Slide: Web page zoomed out so that you can't make out anything beyond the basic structure*

We know how to build in a site's search capabilities.

*Slide update: Circle search box*

We know how to provide navigation.

*Slide update: Circle where navigation appears*

We know how to lay out pages in an organized fashion.

*Slide Update: Circle basic layout elements*

---

But we don't know much about designing the portion of the site that users come for -- The content?

*Slide Update: Put big "?" where content typically goes*

Imagine you work at a university that is creating a new graduate school in Experience Design.

*Slide: Put up picture of college-like building*

Your program will combine the disciplines of business, technology, information systems, and psychology in a brand new way.

You've hired the top faculty

*Slide Update: Add pictures of Bill Gates, Martha Stewart and Jakob Nielsen*

and put together an ideal curriculum. Now you need the web site for this new venture.

*Slide Update: Add big "?" to center of screen*

How do you know what content to provide on the site?

*Slide: Course listings page*

As a new program, you'll need to move beyond listing course descriptions and faculty bios.

*Slide: Faculty Bio page*

---

You'll need to do a good job of selling the program.

*Slide: "Why is Experience Design Important?"*

You may need to introduce each site visitor to the importance of the field.

*Slide: Team in brainstorming activity*

Many teams, when determining the content for a new site, work through a collaborative brainstorming exercise, guessing at all the content that might be necessary.

*Slide: People staring at computer obviously writing*

Another common approach is for one or more individuals to just write whatever content comes to mind, without asking if they've covered all the important topics at enough depth.

*Slide: Collage of other sites*

We've noticed that a few teams choose their content strategy purely based on what other sites have done, copying the themes and outlines almost verbatim in a if-it-was-good-enough-for-them-then-it-should-work-for-us mentality. Our studies show this is rarely satisfactory for users.

*Slide: Bullets: "Building Content: Identify, Plan, Budget, Execute"*

---

We think it would be useful to have an organized approach to building the content -- a structured way to identify, plan, budget, and execute the delivery of content.

*Slide: Goldilocks Content Framework*

This is the motivation behind our project we call the Goldilocks Content Framework.

If you didn't grow up in an American culture or you suffer from a sheltered childhood, we derived our project's name from the children's story of Goldilocks and the three Bears.

*Slide: Goldilocks and the Three Bears image*

This story involves a little girl who wanders into the home of a family of bears to discover three bowls of porridge sitting out on their table.

*Slide: "What do bears make their porridge out of?"*

As she samples each bowl, she declares the first one is "too hot", the second one is "too cold", and the third bowl is "just right".

*Slide: "How do the bears manage to heat up their porridge?"*

This is what we're trying to do with the framework.

---

*Slide: "And, if all three bowls are poured out at the same time, how does one get significantly cooler than the other two?"*

We want to build a process to help web designers know when they've gotten their content "just right".

*Slide: "Studied 3,000 posts of chronically ill patients and caregivers"*

We began our research for the framework by studying the questions posted to online forums by thousands of patients and caregivers of chronic neurological illnesses, such as

*Slide update: "Multiple Sclerosis" + person in wheelchair image*

Multiple Sclerosis,

*Slide update: "Parkinson's Disease" + Michael J. Fox image*

Parkinson's,

*Slide update: "ALS" + Lou Gehrig image*

ALS (known as Lou Gehrig's disease),

*Slide update: "ADHD" + DUX Logo*

and ADHD.

We discovered that there were fourteen types of questions users asked each other. These became our framework.

*Slide: List of 14 question types*

---

We then validated these fourteen types against other types of online discussions, such as lawyer forums, people new to investing, and individuals seeking computer admin support. In each case, the fourteen types of questions worked well to encapsulate the contents.

*Slide: "Why do the bears bother to serve their porridge and then go out for a walk without eating it?"*

While many sites currently support content for one or two of these areas, few support all fourteen. The framework would allow the site designers to ask if the other areas need addressing and to what depth.

*Slide: "More information: "What Users Want" at [www.uie.com/audio](http://www.uie.com/audio)"*

In the paper, Josh Porter and I discuss this work in greater detail. There's also a recording of a one-hour presentation on the framework, called What Users Want, available on our website blog: W W dot UIE dot COM slash audio.

*Slide: "Blog: [www.uie.com/brainsparks](http://www.uie.com/brainsparks)" + Image of Jared saying "Thank You"*

Thank you very much for encouraging our behavior.