



# ALIGNING CONTENT TO INFORMATION NEEDS AND EMOTIONS

Use this model alongside an empathy map as a framework for planning new content, or use it as part of a content audit to help assess the value of your existing content to your audiences.

	Useful <i>(Adds value to their lives)</i>	Usable <i>(Something they do something with)</i>
<b>Relatable</b> <i>(Can see themselves or others whom they influence in this)</i>	<p>“THIS IS ABOUT ME”</p> <ul style="list-style-type: none"> <li>• Insights from or about people like them</li> <li>• Stories that inspire ambition or aspiration, aligned to their own values and goals</li> <li>• Authentic insights for or about people like them, or whom they want to be (day in the life, timetables, etc.)</li> <li>• Blogs by, for, or about people like them</li> </ul>	<p>“THIS IS FOR ME”</p> <ul style="list-style-type: none"> <li>• Advice and guidance from people like them</li> <li>• Shareable content that affirms their identity (or their aspirational identity)</li> <li>• “What type of... are you” quizzes</li> <li>• System to enable them to ask questions of others like them</li> <li>• Communities for or connections with people like them</li> </ul>
<b>Relevant</b> <i>(Connected to a specific want, need or emotional state)</i>	<p>“THIS HELPS ME TO UNDERSTAND”</p> <ul style="list-style-type: none"> <li>• Insights from institution</li> <li>• Responses to commonly asked questions</li> <li>• Clear requirements of them</li> <li>• Sources of support and help available to them</li> <li>• Content that empowers them to draw comparisons between institutions or sources of information relevant to a specific need or moment in time</li> <li>• Knowledge materials on a topic of specific interest to them designed to inform (i.e. Research news story)</li> </ul>	<p>“THIS WILL HELP ME TO DO SOMETHING”</p> <ul style="list-style-type: none"> <li>• System to enable them to ask questions of an institution</li> <li>• Advice and guidance from institution</li> <li>• Action plans</li> <li>• Checklists</li> <li>• “How to” guides</li> <li>• Resources</li> <li>• Contact information</li> <li>• Forms that trigger something to happen for them</li> <li>• Knowledge materials on a topic of specific interest to them designed to advance their knowledge (i.e. MOOCs)</li> </ul>