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Author Experience: Bridging the gap between people and technology in content management

Rick Yagodich

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In recent years, information architecture and user experience have become recognized fields with mature methodologies, What has been lacking in the world of content strategy has been attention to the foundation these disciplines are built on: authors.

Author Experience focuses on the value of managing the communication process effectively and efficiently. It deals with this process from the point of view of those who create and manage content.

This book defines author experience, outlines the challenges that stand in the way of a good author experience, and provides a set of design patterns that will help you define and implement an author experience that improves content quality and author efficiency.

About the Author

Rick Yagodich has experience with most aspects of web technology, from front-end design to back-end development. His consultancy, Excolo, has served clients in industries ranging from financial services to retail to business services to communications.

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