



Final Content aka The Story

Final content is the copy, imagery, and every other piece of content that will be published in the launch version of the end product.

OWNER:



CONTENT STRATEGIST

CONTRIBUTORS:



PROJECT
MANAGER



CLIENT



DESIGNER

DESCRIPTION:

Final content is all the images, words, videos, etc. that are in place when the live product goes public at launch time. It's been planned for and developed over the course of the production phase and is added to the stage version of the product for review.

"Final" is a bit misleading, since many projects require changes and updates after launch. In this case, final refers to publish-ready content that populates the product when it launches.

SPECIAL CONSIDERATIONS:

- Outline all content needs early so there is no unexpected content to create.
- As content is developed, review against the messaging and tone agreed to in the strategy and user experience brief.
- All content should work at the service of a stated project goal.
- A copywriter may also be involved in this deliverable.

LOCATION IN THE PROCESS:

