



Initial Content Needs: Mobile-First Strategy

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FUNCTION &/OR PAGE	CONTENT TYPE	MOBILE	TABLET	DESKTOP	PERSONA(S)	NOTE(S)
GETTING STARTED						
Swipe-through onboarding	3–5 illustrations & related copy, demonstrating key features	X	X	X	ALL	ONLY for visitors who are not logged in
	3–5 icons & related copy, highlighting key benefits		X	X	Jacob, Jenny	ONLY for visitors who are not logged in
	Login, sign-up & contact buttons		X	X	Jacob, Jenny	ONLY for visitors who are not logged in
	Logos for affiliations, certifications, partners		X	X	ALL – but primarily Jacob, Jenny	ONLY for visitors who are not logged in
	Linked text to bypass (continue to login/sign-up screen)	X			Anne, Jacob, Jenny (all before signing up)	ONLY for visitors who are not logged in
Login/sign-up screen	Login form fields (vertical), submit button, link to password reset	X			ALL – on subsequent, logged-in visits	ONLY for visitors who are not logged in
	Sign-up button, bypass (i.e. continue without logging in or signing up) linked text	X			ALL – before singing up	ONLY for visitors who are not logged in
UNIVERSAL HEADER/FOOTER/SIDEBAR						
UNIVERSAL main navigation (horizontal)	Linked icons to top-level screens/pages	X	X		Anne, Silvia, Jacob	For mobile: top-aligned if a responsive web app, but bottom-aligned if a native app
	Linked text labels			X	Silvia, Jacob, Jenny	Though Silvia & Jacob will likely first access the service via mobile or tablet, they will also likely conduct video calls (Silvia) & participate in webinars (Jacob) via desktop. Jenny will likely comb the website in desktop format only.
	Linked icon (generic avatar) expanding to show link back to login/sign-up screen	X			Anne, Silvia, Jacob	ONLY for visitors who are not logged in
	Login form fields (horizontal), submit button		X	X	Silvia, Jacob, Jenny	ONLY for visitors who are not logged in
	Sign-up button		X	X	Silvia, Jacob, Jenny	ONLY for visitors who are not logged in
	Rightmost icon with collapsed, expandable menu providing access to settings, profile, account deletion, FAQs, support/contacts, "About Us"	X	X		Anne, Silvia, Jacob	
	Site-wide search, "browse by ___" links		X	X	Silvia, Jacob, Jenny	
UNIVERSAL left sidebar	Quick access icons & text labels to key actions/activities			X	Silvia, eventually Jenny	ONLY for logged-in visitors. Silvia is likely to conduct her voice call consultations via desktop, even if she first accesses the service via mobile, due to their length & framing as a scheduled "appointment". Once converted, this would be Jenny's approach, too.
UNIVERSAL footer (horizontal)	Logos for affiliations, certifications, partners		X	X	Jenny	
	Linked text labels to top-level pages		X	X	Jacob, Jenny	Given Anne's need for rapid, real-team communication in the midst of parenting, she is unlikely to access the service via desktop – but may access it via tablet in certain situations.
	Linked text labels to business pages (e.g. T&C, privacy policy, Impressum, press)				Jacob, Jenny	
	Company name, address, copyright notice		X	X	Jacob, Jenny	
HOME SCREEN ELEMENTS						
Home screen expert/webinar combined search	Home screen search field & button, "browse by ___" text links, optional filtering by experts (only) or webinars (only)	X			ALL	Viewable by all users, logged-in or not. In main content panel (not [only] navigation). Especially important for Silvia, who will search for a recommended expert by name. This could be a secondary search strategy for Anne, too.
Home screen "browse by" categories (e.g. child age ranges, topics, approaches/theories, experts' professions)	Illustrations to serve as buttons, resizable depending on device, for child age ranges, topics/themes, experts' professions	X	X	X	Anne, later Silvia, Jenny	Smaller sizes displayed on home screen, as "see more/also" CTA on individual category pages; larger sizes to be used as header banner images on individual category pages
	Illustrations to serve as buttons, resizable depending on device, for approaches/theories		X	X	Jacob	Jacob is most interested in the specificities of different approaches & theories to various topics. He is most likely to browse according to schools of thought, when possible.
	Additional text descriptions of certain categories (e.g. topics, approaches/theories)			X	Jacob, Jenny	This information would also be important for Anne & Silvia, once their children are older & they become more concerned with parenting choices (& less so with parenting "how-tos".)
	Copy displaying # of experts affiliated with a category		X	X	Jenny	This is an image booster to the skeptical user, like Jenny.
	Overlaid icon indicating availability of related webinar(s) & the next available date		X	X	Jacob	

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	A "see more" illustration to serve as button(s) when fewer category options are displayed, due to screen size	X			ALL	
Home screen "Meet Our Experts" panel	Short intro copy			X	Jacob, but primarily Jenny	
	CAROUSEL displaying expert profile images as well as basic (text) expert profile data & ratings (stars, numerical) (not linked to individual profiles)			X	Jacob, but primarily Jenny	
Credibility/legitimacy content panel	Copy regarding key credibility/legitimacy indicators & quality control mechanisms			X	Jenny	Credibility of the service – symbolized by its institutional acceptance – will be one of the most important factors for Jenny to decide to use it. Other users will also be provided this information, but less prominently (& less often) displayed.
DIFFERENT CONTENT VIEWS: ALL EXPERTS/CATEGORIES (HIGH-LEVEL BROWSE), INDIVIDUAL CATEGORIES (BROWSE DETAILED), INDIVIDUAL EXPERTS/WEBINARS						
ALL EXPERTS home screen	Search bar, button (accessible from Expert home screen); basic optional filters	X			Anne	Anne will search for an expert by name during her first visit.
	Additional & optional search refinement options		X	X	Jacob, Jenny	
	"Suggested" or "popular" search prompts		X	X	Jacob, Jenny	Especially useful for Jenny, who is hesitant about contact an expert & isn't sure what she's looking for – if the prompts learn from her behavior over time, or deliver relevant options from the start.
	Category images & text links, organized by type (e.g. child age ranges, topics, experts' professions)	X	X	X	Anne, later Silvia, Jenny	
	Button to contact an expert ASAP for immediate help	X	X	X	Anne	
ALL EXPERTS search & browse RESULTS screens (e.g. browse by field, browse by topic, browse by location)	Expert profile images, linked to individual profiles	X	X	X	ALL	
	Basic (text) expert profile data & ratings (stars, numerical) – all linked to individual profiles	X	X	X	ALL	
	"Bookmark" icon to save/favorite experts	X	X	X	Anne, Silvia, Jenny	
	Small icon denoting "best match" results	X	X	X	Anne, Silvia, Jenny	Applies only to search results – not browse-by views.
	Additional & optional browse filters, sort-by options		X	X	Jenny	
Individual category pages	Additional & optional browse refinement options		X	X	Jacob, Jenny	
Individual expert profiles	Expert-submitted profile photos, basic profile data, short biographies	X	X	X	Anne, Silvia, Jenny	Fairly strict standards for expert photos will need to be defined & enforced. Experts' photos may need to be additionally edited on our end.
	List of expert's services offered, designated with icons & text labels	X	X	X	Anne, Silvia, Jenny	
	Upcoming webinars, if applicable, with text links	X			Anne, Silvia, Jenny	
	Upcoming webinars, if applicable, with image (illustration) links		X	X	Jacob	
ALL WEBINARS schedule (tiled layout) – same content for ALL WEBINARS search & browser RESULTS (only, dynamically populated/filtered based on user criteria)	Unique images for each webinar, along with basic event data (e.g. title, date, time, host, cost)	X	X	X	Jacob	
	Short text descriptions of each scheduled webinar		X	X	Jacob	
	"Learn more about our webinars/meet our experts" video			X	Jacob	
	Additional & optional browse filters, sort-by options		X	X	Jacob	
Individual webinar pages	Same unique images, basic event details	X	X	X	Jacob	
	Text descriptions of the webinar & its content	X	X	X	Jacob	
	Expert profile image & basic (text) profile data	X	X	X	Jacob	
	Short expert biography		X	X	Jacob, Jenny	Jenny could land on these pages during her initial hunt for an expert specialization meeting her needs. She appreciates transparency & more information might help her pinpoint her approach.
COMMUNICATIONS WITH EXPERTS						
Active webinars	One-way embedded video (via API)	X	X	X	Jacob	
	One-way embedded chat (via API)		X	X	Jacob	Registered participants should be notified ahead of time that, if they'd like to pose a question to the expert during a webinar, they should participate via tablet or desktop.

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	Expert profile image & basic (text) profile data	X	X	X	Jacob	
Expert messaging (chat/voice)	Voice- & text-enabled chat (via API), with experts' & users' avatars inserted & labeled by name	X	X	X	Anne	
Expert voice/video calling	Two-way embedded calling, optionally with video (via API)	X	X	X	Anne, Silvia, eventually Jenny	
Contact an expert form	Form with mandatory name, subject & message fields	X	X	X	Jacob, possibly Jenny	For non-logged-in users, an additional form field asking for the user's email address is needed.
ACCOUNTS, PAYMENTS						
Account settings (not in main navigation)	Separate page providing access to settings, profile, account deletion, FAQs, support/contacts			X	ALL, especially Jenny	
Sign-up without payment details	Single-screen sign-up form, submit button (cancel text link)	X	X	X	ALL	
Payment details entry/modification	Single-screen payment detail form, submit button (cancel text link), T&C/policy acceptance copy with unchecked checkbox	X	X	X	ALL	
Check-out process	E-commerce checkout process, including payment processing	X	X	X	ALL	Applies to any/all types of services purchased.
Account deletion form	Copy, "confirm deletion" button				Legal requirement	Though manual account deletion is possible, this is much more user-friendly.
Individual user profiles	User-uploaded profile photos, replaced by generic avatars when not available	X	X	X	ALL	Jenny is unlikely to upload a photo, but the availability to view & edit her profile data is important to her.
MARKETING/LEGAL						
About Us page	Copy about the following topics: Mission/Vision, Background/Origins, Founders & Team, Advisors, Experts, Quality Control		X	X	ALL – but especially Jenny	Take advantage of collapsible content frames.
	CAROUSEL displaying expert profile images as well as basic (text) expert profile data & ratings (stars, numerical) (not linked to individual profiles)			X	Jenny	
	Images of Founders & Team, Advisors, all labeled with names (text)		X	X	Jacob, Jenny	
	Copy about Affiliations/Certifications/Partnerships, Awards	X	X		ALL – but especially Jenny	
	Logos of Affiliations/Certifications/Partnerships, Awards			X	Jacob, especially Jenny	
	Introduction/image video		X	X	Jacob, especially Jenny	
Terms & Conditions / Privacy Policy	Standard copy	X	X	X	Legal requirement	Check to see if it's allowed to combine in a single screen.
Impressum	Standard copy	X	X	X	Legal requirement	



Thank you for
reviewing!

Questions / Comments / Criticisms?