

UX - Content Workshop

Step 1

We split into three groups

We identified:

- ▶ Which questions users might ask before purchasing a product online
- ▶ What might prevent a user from purchasing from a particular website

We wrote our answers onto postits



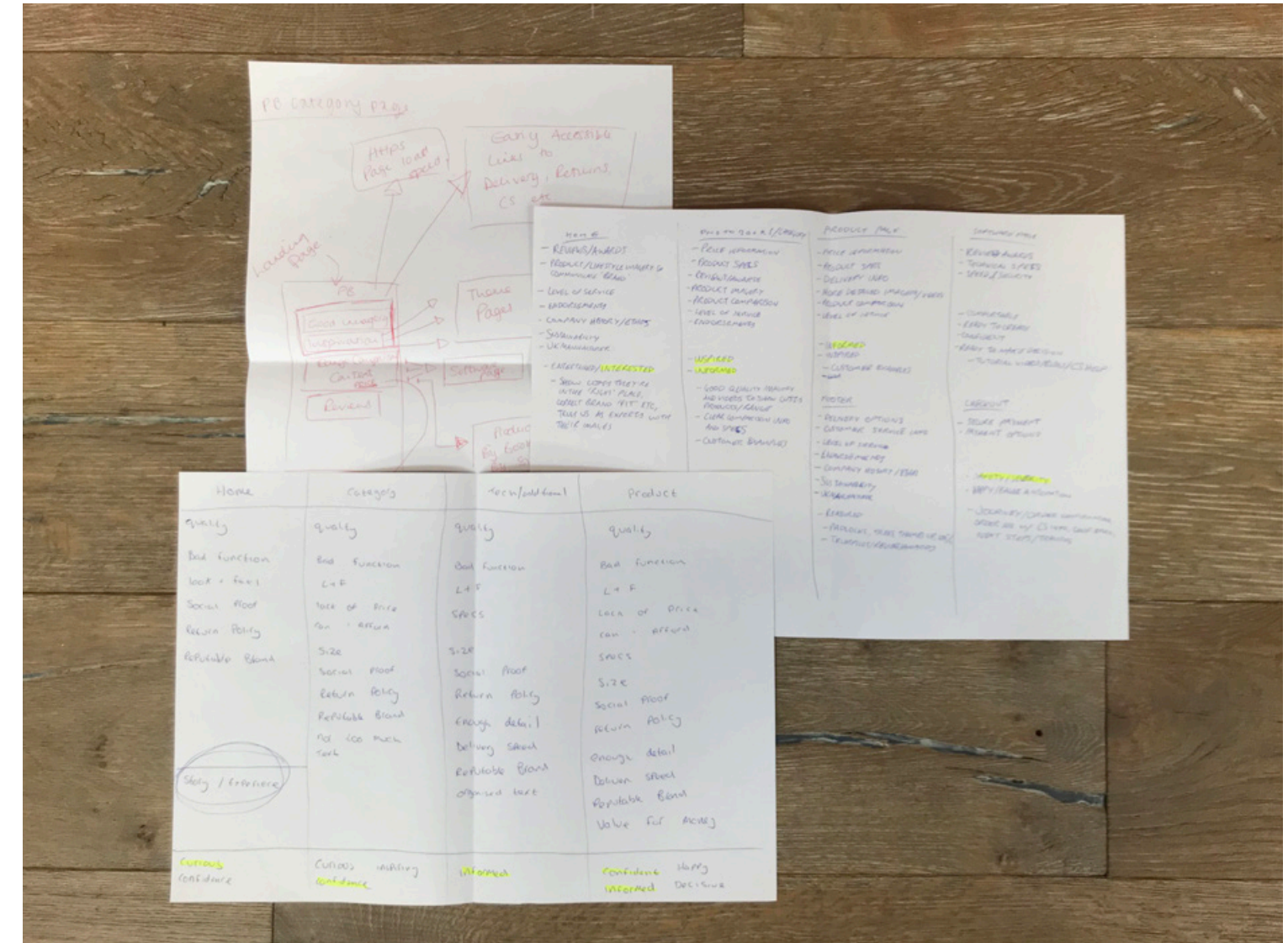
Step 2

We prioritised our answers...



Step 3

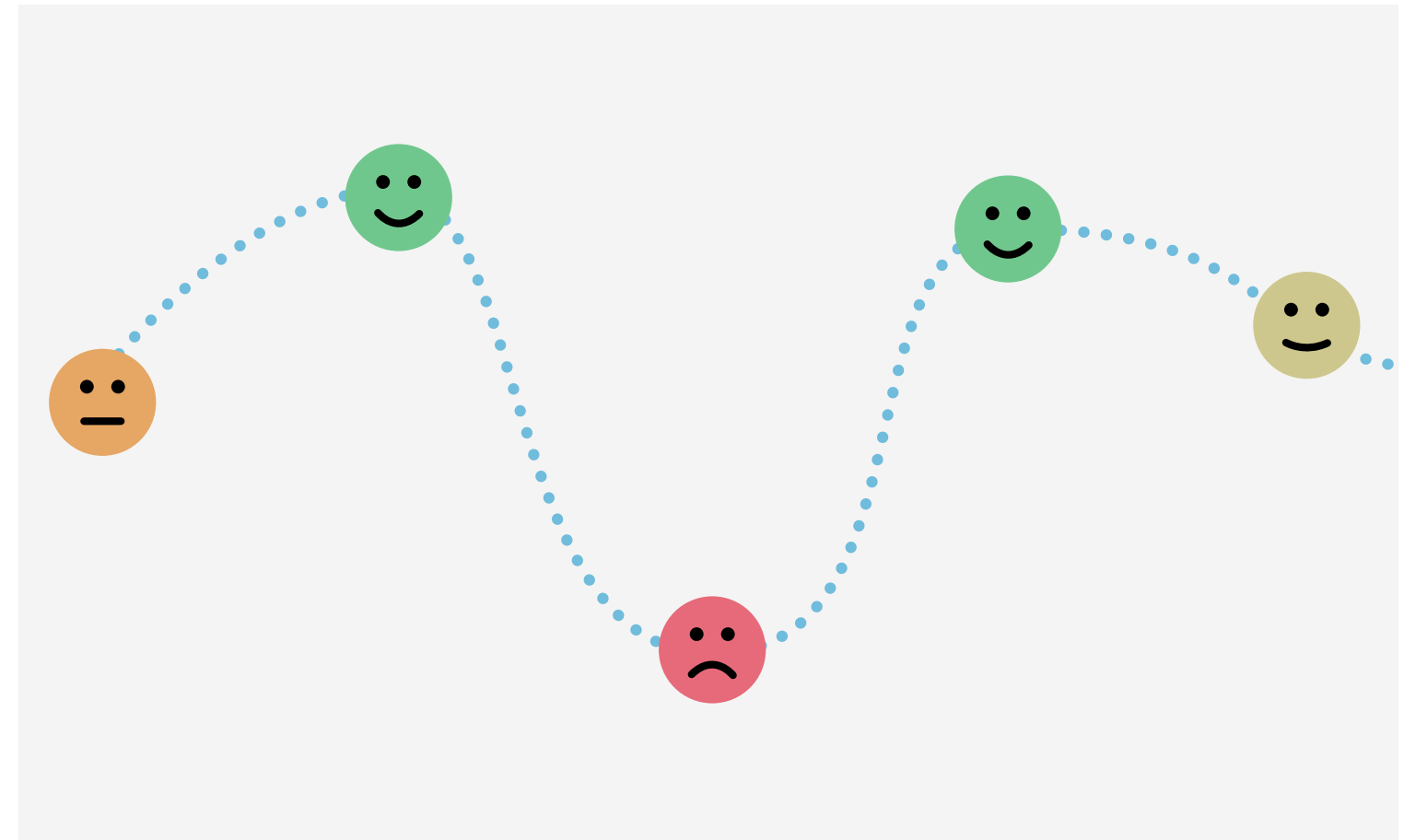
We mapped out a typical user journey from arriving on site to downloading our software



Step 4

We considered how the user should feel at each step of the journey

We thought about ways to elicit those emotions



Workshop Output Analysis

Prioritisation

- I compiled all of the data and created a column for each team, plus an additional column for UX considerations.
- Each item was assigned a score based on the importance each team gave it.

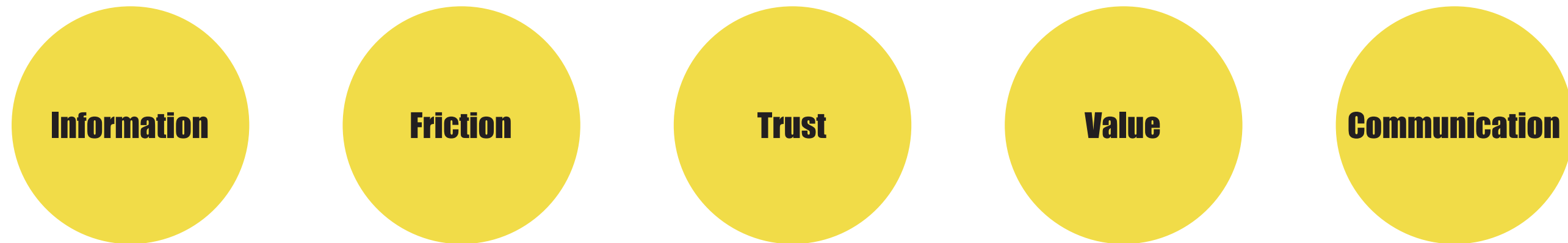
Most important = 1
 Secondary = 0.8
 Tertiary = 0.6
 Quaternary = 0.4
 Low = 0.2
 Unconsidered = 0

- The scores were then totalled.

Item	Team 1 - Darren	Team 2 - Sam	Team 3 - Clare	UX - Dan	Total (sum)
Brand Recognition	0.6	1	0.8	0.8	3.2
Value for money / competitive price	0.6	1	0.6	0.6	2.8
Speed / load time / Page speed	1	0.6	0.4	0.8	2.8
Spec / Materials	1	0.8	0	1	2.8
Can I afford it?	1	1	0	0.8	2.8
Poor imagery (quality / range)	0.4	0.8	0.2	1	2.4
Returns policy / options / process	0.8	0.4	0.6	0.6	2.4
Speed of delivery	0.6	0	1	0.6	2.2
Product specific reviews	0	0.4	0.8	1	2.2
Reviews / feedback	0	0.6	0.8	0.8	2.2
Poor grammar / poorly written content	0	1	0.4	0.8	2.2
Reputation	0.6	1	0	0.6	2.2
Price of delivery	0	0.4	1	0.6	2
Fixings / installation	0.4	0	1	0.6	2
Delivery service / options	0.4	0.4	1	0.2	2
Insecure Site	0	0.6	0.4	1	2
Secure Payments	0	1	0	1	2
No prices	1	0	0	1	2
Non-responsive / cross device functionality	0	0.6	0.4	0.8	1.8
Lack of imagery	0	0.8	0	1	1.8
Lack of information	0	0.8	0	1	1.8

Categorisation

- ▶ I organised the data into categories
- ▶ There were 5 clear categories that emerged





Information

What I need to know:

- ▶ What am I getting?
- ▶ When will I get it?
- ▶ What if I don't like it?
- ▶ Who the heck are _____?
- ▶ Why should I purchase with _____?

Spec / Materials	1	0.8	0	1	2.8	Information
Poor imagery (quality / range)	0.4	0.8	0.2	1	2.4	Information
Returns policy / options / process	0.8	0.4	0.6	0.6	2.4	Information
Speed of delivery	0.6	0	1	0.6	2.2	Information
Price of delivery	0	0.4	1	0.6	2	Information
Fixings / installation	0.4	0	1	0.6	2	Information
Delivery service / options	0.4	0.4	1	0.2	2	Information
Lack of imagery	0	0.8	0	1	1.8	Information
Lack of information	0	0.8	0	1	1.8	Information
Do I know what I'm getting?	0	0.8	0	1	1.8	Information
Enough detail / description	0.8	0	0	1	1.8	Information
Unorganised information	0.6	0	0	1	1.6	Information
No videos	0.4	0.6	0	0.6	1.6	Information
Quality	1	0	0	0.6	1.6	Information
Extras	0	0	1	0.4	1.4	Information
Company history	0	1	0	0.2	1.2	Information
Inspirational Content	0.4	0	0	0.6	1	Information
Customer Examples	0	0	0.8	0.2	1	Information
T&Cs	0	0	0.4	0.2	0.6	Information



How easy is it?

- Is it easy to get what I want?
- Can I do it on my terms?
- Why would I want to download software?

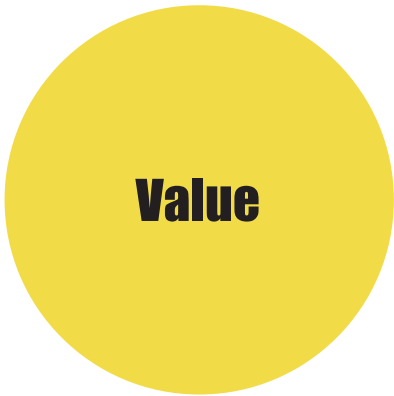
Speed / load time / Page speed	1	0.6	0.4	0.8	2.8	Friction
Non-responsive / cross device functionality	0	0.6	0.4	0.8	1.8	Friction
Guest Checkout	0.4	0.2	0	0.8	1.4	Friction
Forcing the buying journey	0.4	0	0	1	1.4	Friction
Ability to compare products	0	0.8	0	0.6	1.4	Friction
Complicated checkout	0.4	0	0	0.8	1.2	Friction
Forcing downloads	0	0.2	0	0.8	1	Friction
Payment types	0	0	0.4	0.6	1	Friction
Ads / Pop-ups	0	0.2	0.4	0	0.6	Friction



Can I trust you?

- ▶ What do others think of _____?
- ▶ What do others think of _____ products?
- ▶ Do _____ care about their customers?
- ▶ Can I trust this website?
- ▶ Are _____ reliable?
- ▶ Are _____ ethical?
- ▶ Are there hidden charges?

Product specific reviews	0	0.4	0.8	1	2.2	Trust
Reviews / feedback	0	0.6	0.8	0.8	2.2	Trust
Poor grammar / poorly written content	0	1	0.4	0.8	2.2	Trust
Reputation	0.6	1	0	0.6	2.2	Trust
Insecure Site	0	0.6	0.4	1	2	Trust
Secure Payments	0	1	0	1	2	Trust
No prices	1	0	0	1	2	Trust
Confidence in the service	0	1	0	0.8	1.8	Trust
Reliability (product & company)	0	1	0	0.8	1.8	Trust
No social proof	1	0	0	0.8	1.8	Trust
Trust signals	0	0	0.8	0.8	1.6	Trust
Guatantee	0	0	0.6	0.4	1	Trust
Awards	0	0.6	0	0.4	1	Trust
Latest Technology	0	0.8	0	0.2	1	Trust
Ethical Credentials	0	0	0.2	0.4	0.6	Trust



Is it worth it?

- ▶ Can I get better elsewhere?
- ▶ Can I save money with _____?
- ▶ Does the price align with percieved value / quality?

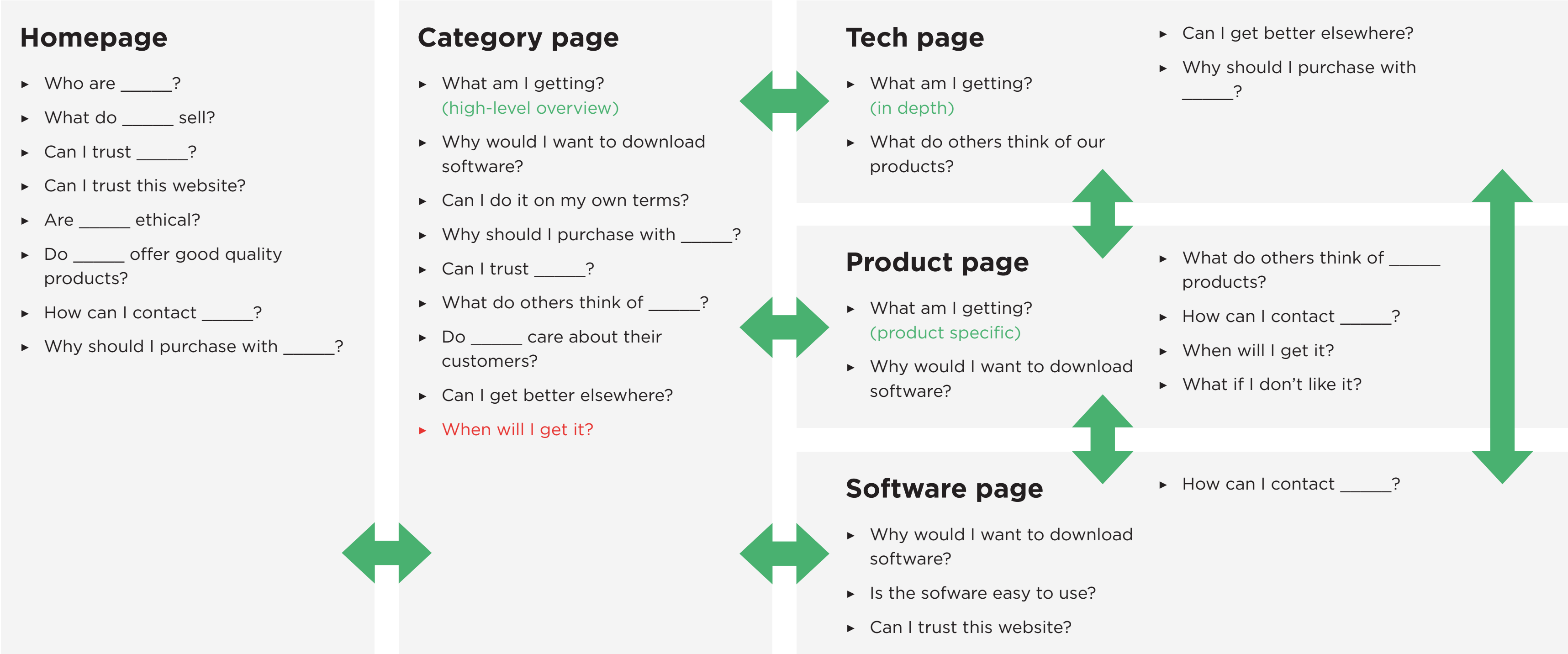
Value for money / competitive price	0.6	1	0.6	0.6	2.8	Value
Can I afford it?	1	1	0	0.8	2.8	Value
Price matches percieved quality	0.8	0	0	0.8	1.6	Value
Offers?	0	0.4	0	0.4	0.8	Value



Can I get in touch?

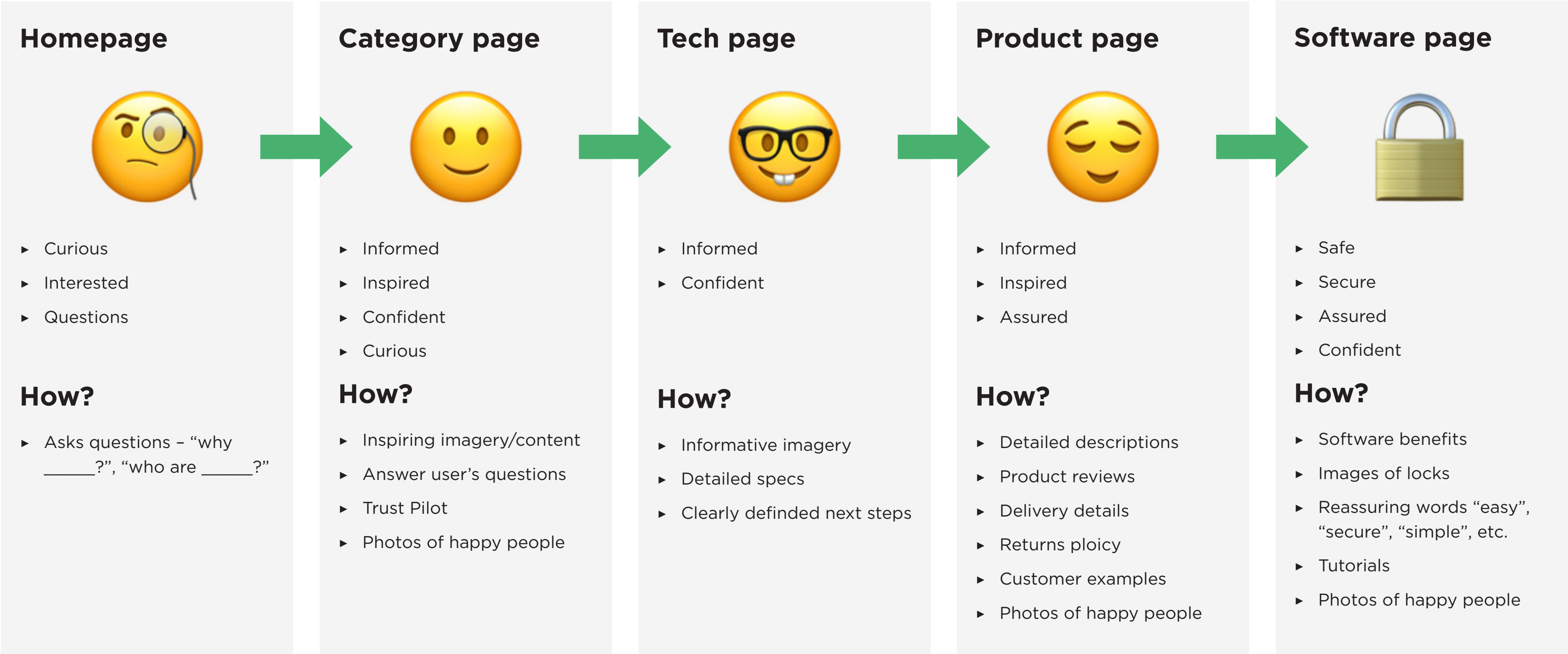
- ▶ How can I contact _____?
- ▶ How can I stay updated?

Brand Recognition	0.6	1	0.8	0.8	3.2	Communication
Available Support / Customer Service	0	0.6	0.6	0.6	1.8	Communication
Social Channels	0	0.2	0.8	0.4	1.4	Communication
Push notifications	0	0.2	0	0	0.2	Communication



General Questions

- Is it easy to get what I want?
- Can I do it on my own terms?



The user should always feel in control

Category page suggestions

UX / UI Considerations

- ▶ Clearly chunked / organised information
- ▶ Broad / high-level information
- ▶ Content must be structured according to the user's mental model
- ▶ User must be allowed the freedom to browse and consume content on their own terms
- ▶ Must not force into a buying funnel

Content Considerations

- ▶ **Product selector** showcasing our products with a short description
- ▶ **Link to spec page** - high level spec details with link to spec page
- ▶ **Software section** answering the question “why download _____ software?” focusing on benefits and ease of use
- ▶ **FAQ section** addressing some of the most common questions relating to that product
- ▶ **Themes section** focusing on the most popular themes
- ▶ **USP section** answering the question “what is it that distinguished _____ products from our competitors?”
- ▶ **Testimonials** featuring photos of happy customers
- ▶ **Blogs section** providing links to relevant inspirational content

SEO Considerations

- ▶ Links to software page
- ▶ Links to tech page
- ▶ Quality content without forcing keywords
- ▶ FAQs that link through to relevant pages
- ▶ Links to theme pages

Next steps...

Full Team

- ▶ Decide which areas will be most beneficial
- ▶ Decide how complex each feature will be to develop
- ▶ Choose which area we would like to start work on first

Design & Dev

- ▶ Create some wireframes communicating how pages should be structured and where content will be most effective
- ▶ Test page performance based on implementation of new content blocks
- ▶ Test location / priority of each content block on the page
- ▶ Build any additional functionality that is required

Content

- ▶ Create copy that aims to answer the questions that have been outlined in this document
- ▶ Decide how we speak to our customers to engage them
- ▶ Decide what kind of imagery we need to successfully communicate spec information and invoke appropriate emotional responses

SEO

- ▶ Keyword analysis to find gaps in what users are looking for