UX - Content Workshop

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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
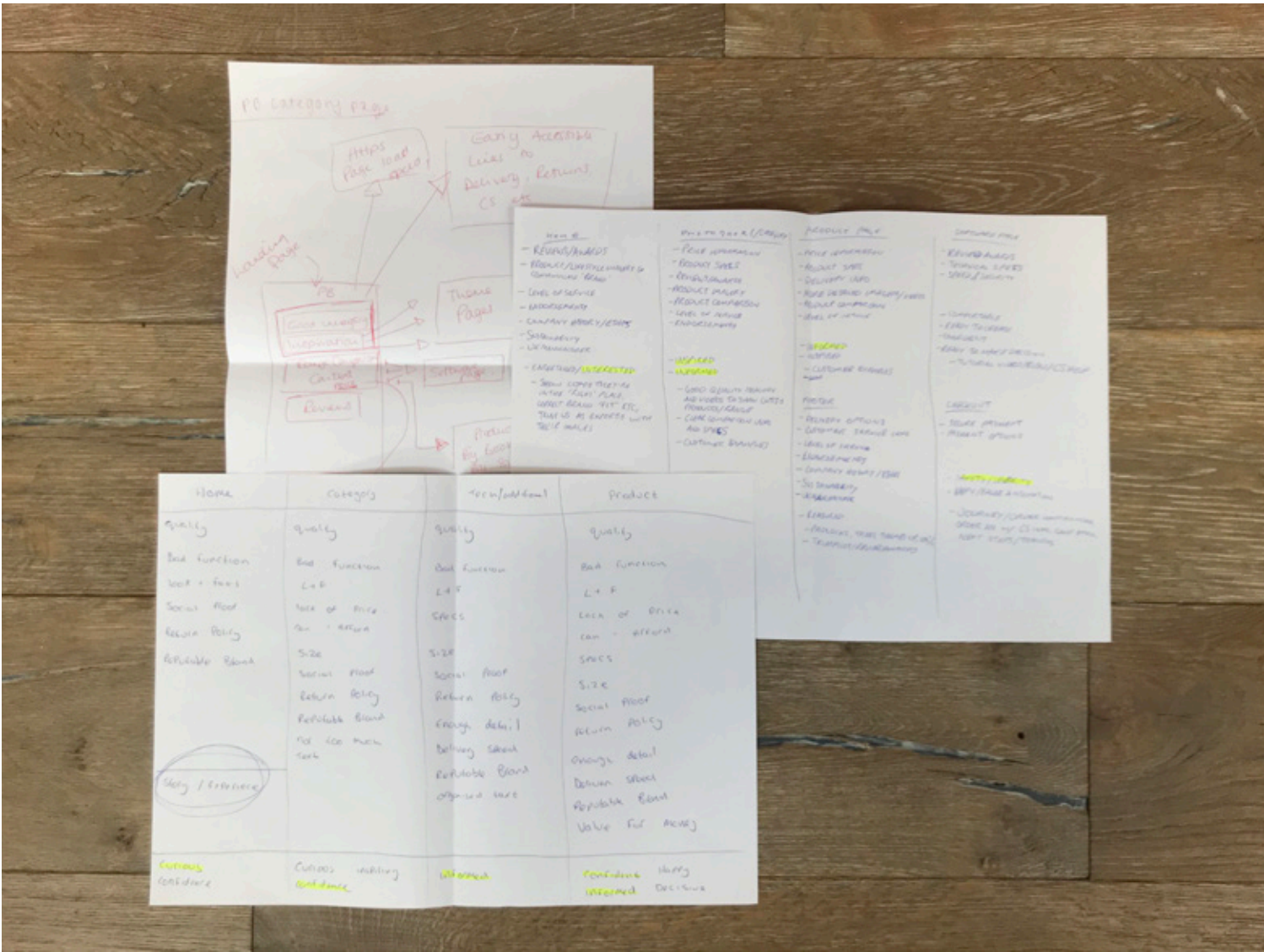
We wrote our answers onto postits

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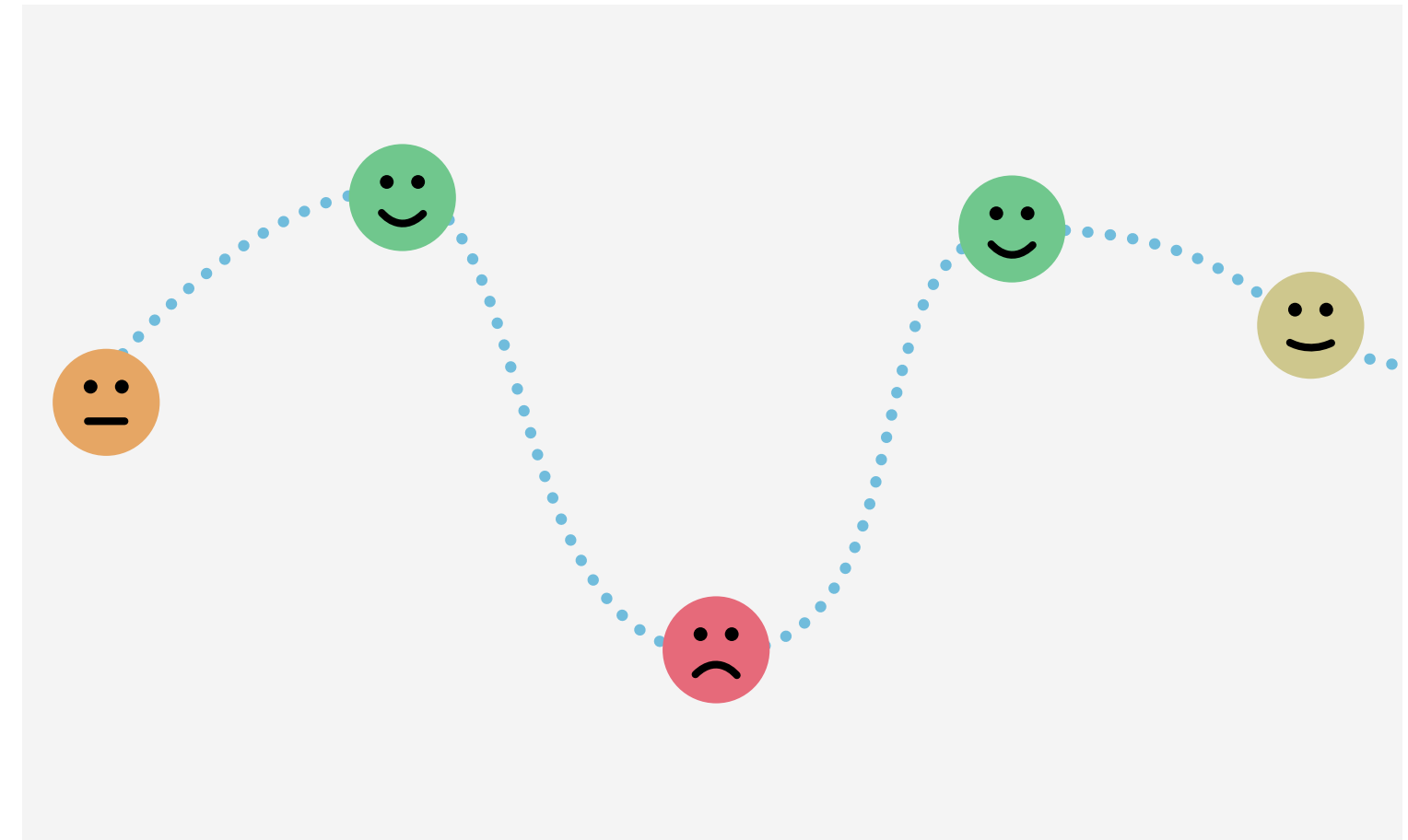# Step 2

We prioritised our answers...

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Step 3

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

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Step 4

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

We though about ways to elicit those emotions

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Workshop Output Analysis

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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

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Categorisation

► I organised the data into categories

► There were 5 clear categories that emerged

Information   **Friction**   **Trust**   **Value**   **Communication**
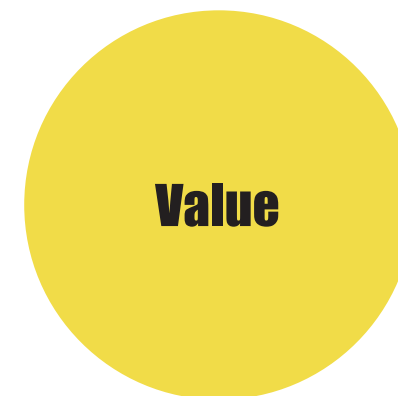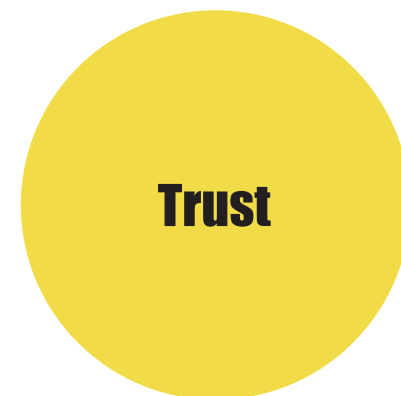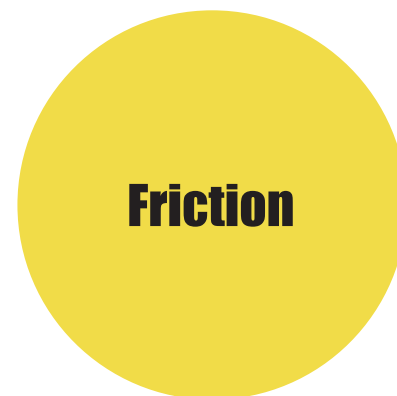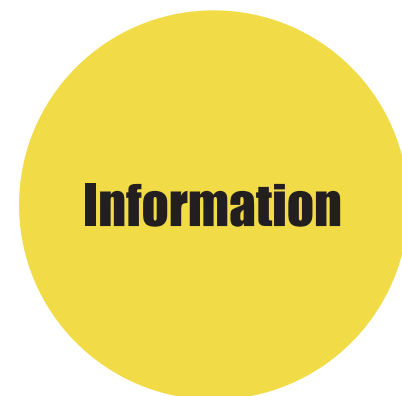
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Information

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 CEWE?

► Why should I purchase with CEWE?

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

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Friction

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

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Trust

Can I trust CEWE?

▶ What do others think of CEWE?

▶ What do others think of CEWE products?

▶ Do CEWE care about their customers?

▶ Can I trust this website?

▶ Are CEWE reliable?

▶ Are CEWE 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
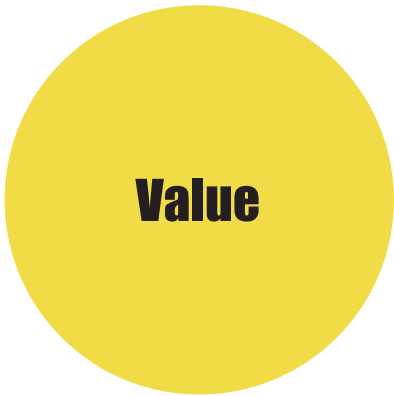
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Value

Is it worth it?

▶ Can I get better elsewhere?

▶ Can I save money with CEWE?

▶ 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

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Communication

Can I get in touch?

▸ How can I contact CEWE?

▸ 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

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User Journey

Homepage

- Who are CEWE?
- What do CEWE sell?
- Can I trust CEWE?
- Can I trust this website?
- Are CEWE ethical?
- Do CEWE offer good quality products?
- How can I contact CEWE?
- Why should I purchase with CEWE?

Category page

- What am I getting? (high-level overview)
- Why would I want to download software?
- Can I do it on my own terms?
- Why should I purchase with CEWE?
- Can I trust CEWE?
- What do others think of CEWE?
- Do CEWE care about their customers?
- Can I get better elsewhere?
- When will I get it?

Tech page

- What am I getting? (in depth)
- What do others think of CEWE products?
- Can I get better elsewhere?
- Why should I purchase with CEWE?

Product page

- What am I getting? (product specific)
- Why would I want to download software?
- What do others think of CEWE products?
- How can I contact CEWE?
- When will I get it?
- What if I don't like it?

Software page

- Why would I want to download software?
- Is the sofware easy to use?
- Can I trust this website?
- How can I contact CEWE?

General Questions

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

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User Emotions

Homepage

▸ Curious

▸ Interested

▸ Questions

How?

▸ Asks questions – "why CEWE?", "who are CEWE?"

Category page

▸ Informed

▸ Inspired

▸ Confident

▸ Curious

How?

▸ Inspiring imagery/content

▸ Answer user's questions

▸ Trust Pilot

▸ Photos of happy people

Tech page

▸ Informed

▸ Confident

How?

▸ Informative imagery

▸ Detailed specs

▸ Clearly definded next steps

Product page

▸ Informed

▸ Inspired

▸ Assured

How?

▸ Detailed descriptions

▸ Product reviews

▸ Delivery details

▸ Returns ploicy

▸ Customer examples

▸ Photos of happy people

Software page

▸ Safe

▸ Secure

▸ Assured

▸ Confident

How?

▸ Software benefits

▸ Images of locks

▸ Reassuring words "easy", "secure", "simple", etc.

▸ Tutorials

▸ Photos of happy people

The user should always feel in control

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UX / UI Considerations

- ▶ Clearly chuncked / organised information
- ▶ Broad / high-level information
- ▶ Content must be stucrtured according the the users 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 CEWE 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 distiguished CEWE 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 anaylsis to find gaps in what users are looking for