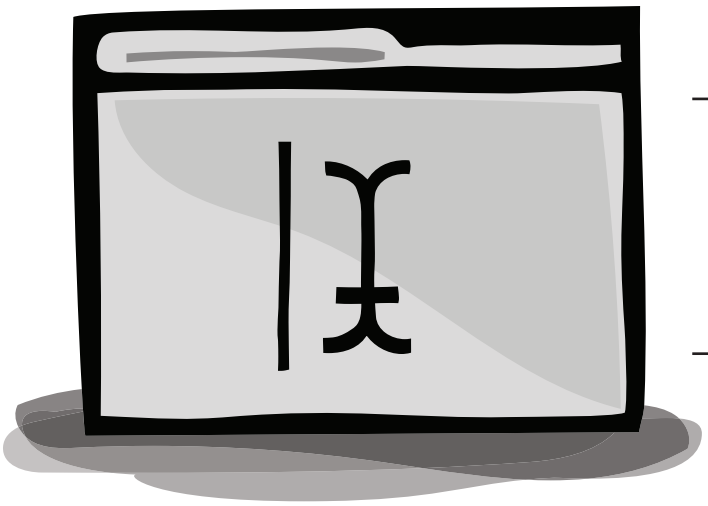


GYMNASIUM

WRITING FOR WEB AND MOBILE

Lesson 5 Handout

Content-First UX Design With Conversation Maps

ABOUT THIS HANDOUT

This handout includes the following:

- A list of the core concepts covered in this lesson.
- The assignment(s) for this lesson.
- A list of readings and resources for this lesson including books, articles and websites mentioned in the videos by the instructor, plus bonus readings and resources hand-picked by the instructor.
- A transcript of the lecture videos for this lesson

CORE CONCEPTS

1. A Conversation Map is a text-only representation of an end-to-end transaction and includes the messaging a user will see from start to finish. From a practical perspective the conversation map becomes the labels, callouts and microcopy that your team needs to design and develop your website or mobile app.
2. To begin a conversation map you start with a conversion point that you identified during the content workbook process and then write a sample conversation that you would happen during a purchase (or other interaction).
3. Because your conversation map is a representation of user interaction, any obvious functional requirements (such as a shopping cart) can be labeled with brackets to help identify it as something that will need to be built by the development team. Any required fields (such as the email address in a form) can also be identified with an asterisk (*).
4. In the process of creating the Conversation Map you will reach points where multiple branches will appear (Choose Your Own Adventure). When this happens, simply document them with “If / Then” statements and write the necessary text for all options.
5. Real life conversations always have an “end”. So be sure that your conversation map has one as well. Specifically, be sure to set expectations about what will happen next.
6. With websites and mobile apps you need to remember that conversations can be mapped across channels (Social Media) and across time (e.g. email confirmations)
7. Once you have solidified the most important conversation (Converting a user to customer) now you can take a step back and write the conversation that leads up to the conversion. In traditional terms this is “the sell”, you need to identify the elements that distinguish your product or service from your competitors and outline them in a clear concise way.
8. After identifying and writing the two most important conversations, now you can write the additional conversations, which are still important. Continue writing any functional requirements as you identify them.

ASSIGNMENTS

1. Quiz
2. Using the Language Board you created in the previous lesson, create a Conversation Map for the highest value Tougher.Me customer

   Option 2: Map a new version of the Tougher.Me sign-up experience
   Sign-up process through email confirmation
   Homepage language (the “sell”)

RESOURCES

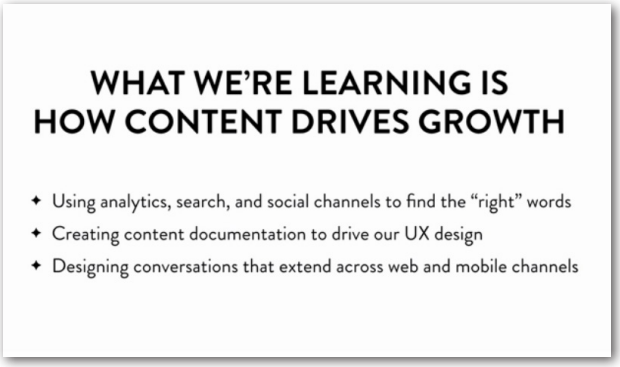
- “Content Strategy,” “Lean Startup,” and “Refresh” events (typically you can find these all on meetup.com (http://www.meetup.com/))
- UIE.com (http://www.uie.com) - Sign up for UIEtips (newsletter), listen to podcasts, and register for their virtual seminars and in-person conferences
- “The Digital Crown: Winning at Content on the Web” by Ahava Leibtag (http://ahamediagroup.com/thedigitalcrown/)
- Content Strategy for Mobile” by Karen McGrane (http://www.abookapart.com/products/content-strategy-for-mobile)
- “Interviewing Users: How to Uncover Compelling Insights” by Steve Portigal (http://rosenfeldmedia.com/books/interviewing-users/)

INTRODUCTION

(Note: This is an edited transcript of the Writing for Web and Mobile lecture videos. Some students work better with written material than by watching videos alone, so we're offering this to you as an optional, helpful resource. Some elements of the instruction, like live coding, can't be recreated in a document like this one.)

Hello, and welcome back. Lesson Five: Content-First UX Design with Conversation Maps is on the docket today. Just as a quick reminder, at the end of this lesson, like all other lessons, you'll have an assignment and a brief quiz. It'll be excellent and you'll love it.

In the meantime, if you have any questions you can always add them to the forum, and I'll answer those questions or your classmates will answer those questions.



As a recap, what we've been learning so far is how content drives growth. Specifically, what we've already done is used analytics, search tools, and social channels to find the "right" words that we should be using whenever we're writing for web and mobile.

We've started creating some content documentation, the Content Workbook, the Language Board, some key takeaways, and content recommendations. And these are going to drive our UX design.

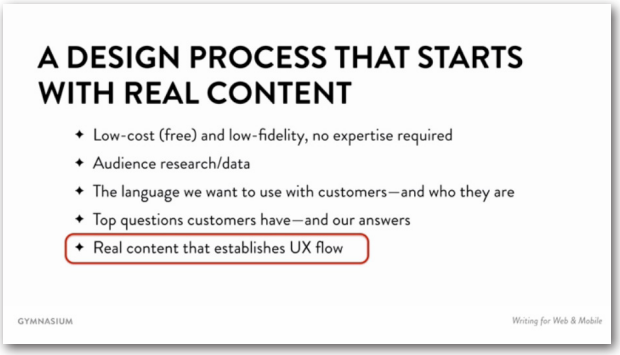
Now, we're going to actually design conversations that extend across time, web, and mobile channels. And we're going to use exactly what we created in the last lesson, the Language Board, as a jumping-off point to doing Content-First UX Design.

CONTENT-FIRST UX DESIGN AND CONVERSATION MAPS

Now, you might be asking yourself "What is Content-First UX Design? What are these Conversation Maps we're going to be doing today?" Well, Content-First UX Design is a design process and it starts with real content.

It starts with all the stuff we've already added to the Content Workbook: real content that establishes user experience flow; the kind of content that will help a designer design a beautiful experience, a developer to make it functional, and to create a cohesive end-to-end journey for the user.

In fact, we've already been doing it. That's pretty awesome, huh? Yes, that's right, because it's the Content Workbook. The Content Workbook is the tool where Content-First UX Design starts, lives, and grows. It is the central point of collaboration for talking about UX design in the lowest-fidelity way.



Now, Conversation Maps are an extension of what we've already been doing. They take the Language Board, the core conversation we want to have with each main customer segment, and they start to develop them into end-to-end conversations. It's a text-only representation of an end-to-end interaction.

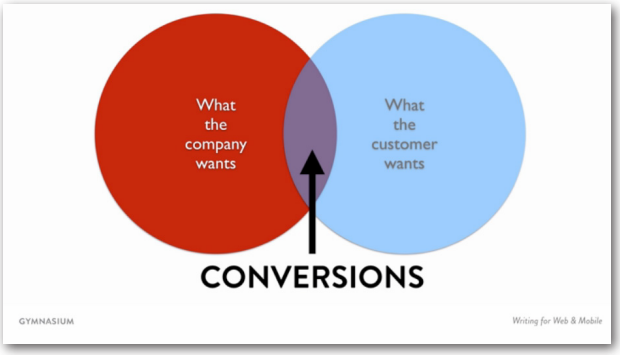
How does a user get from Point A to Point B? And what is the language that we want to give the user along the way? That's what this is. A Conversation Map is the messaging a user will see from start-to-finish. It's written for each customer in the Language Board, the people we've already accounted for.

What we're going to do specifically is capture the labels, the callouts, any microcopy, the sort of language that you see around form fields and that sort of thing, that our team is going to need to help them design or build the experience.

By doing this: thinking about the conversation in bit-sized chunks, we actually-- together-- form a larger experience. By designing each of the conversations that exist at a touch point, we create a cohesive user experience. So that's what we're going to be doing with these Conversation Maps today.

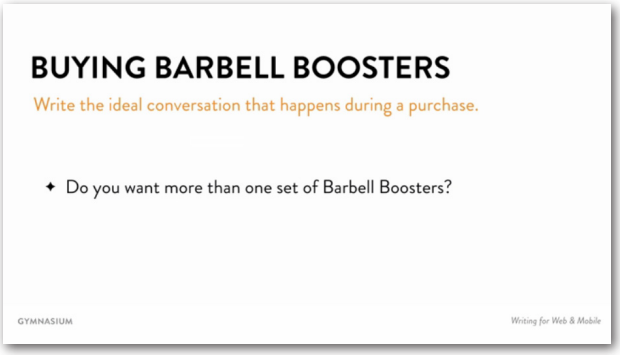
Naturally, you might be asking yourself, "OK, where do we start?" In a Content-First UX Design approach, we're really aiming to increase engagement and convert more users to buyers. So we're going to focus on one area as our starting point and it's the intersection of what the company wants and what the customer wants-- specifically the conversion point.

In Barbell Boosters, the conversion point we already know. For our highest-value customer-- those individuals-- it is to buy a Barbell Booster. This is the point at which the company gets what it wants, money, and the individual gets what it wants, the set of Barbell Boosters.



So we're going to start with the conversion point here, and in fact, to narrow in on this, the actual transaction process. We are going to start where there's the most value to the customer and the company. Conversion point first.

We already know from the customer research that we gathered during the kick-off meeting with Shay that our number one price point is a single set for individuals. They buy 2/3 of all of the Barbell Boosters, and they pay $40 for a single set.



So we can make some assumptions as we start to design this conversation that we're not going to be having a conversation with everyone at the same time. We're going to be designing a conversation for the one individual who most likely wants to buy one set of Barbell Boosters and pay us $40.

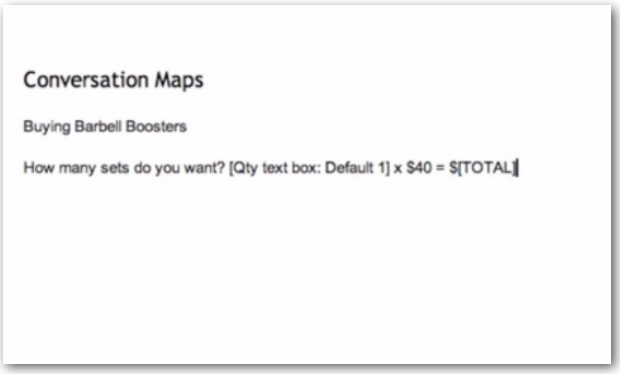
So we're going to go ahead and think about that. The default scenario is that an individual will buy one set. So we're going to design an experience that demonstrates that. Maybe it even asks them if they want more than one set.

Let's now create a new heading in our Content Workbook called "Conversation Maps." and I'm going to go ahead and call this "Buying Barbell Boosters." This is a new Conversation Map and I'm going to ask the question, "How many sets do you want?" At this point, I know that the default is going to be one. They probably want one set. But how do I represent that in plain text? Because that's what my designers and developers are going to need.

They're going to need some context for how I think about things, because we're not sitting around in a discussion. We're not looking at wireframes. We are writing this stuff from scratch to make sure that that conversation is the central part of our user experience.

So we're going to put functional notes in brackets. These functional notes help the designers and developers understand what kind of functionality I am thinking might be beneficial to exist right here. So we know "How many sets do you want?" is already written. We know that most people are going to buy one.

So I'm going to add here a quantity text box and the default is one. I'm going to close that bracket. But I'm actually going to say, "Let's go ahead and add the price point right here, up front and center," right?



You're making a purchase. So we're going to multiply that by $40 equals the TOTAL. So each Barbell Booster, for sure, is going to be $40, right? The default one.

So where are we going to send this Barbell Booster? We have to actually add shipping information now. "Where should I ship your order?" So let's go ahead and add that as another heading here in the same Conversation Map. Someone's buying Barbell Boosters, and they've just told us how many sets they want and now, we're going to say, "Where should we ship your order?"

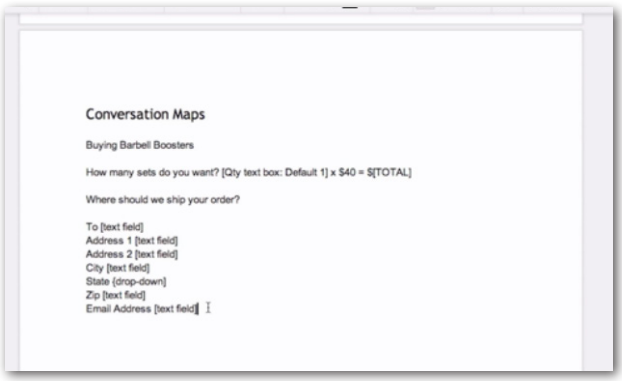
Well, we know there's a To field, an Address 1, maybe an Address 2, definitely City, State, Zip. We should also have an Email Address field here, because we need to be able to send the shipping notification somewhere.

Now, we're thinking about all of these fields up front, because it helps us to understand all the content that's going to be part of this interface without just leaving them to chance later in the process. This often happens when we might have a heading that just says "Shipping Information" or "Billing Information."

So we're making those critical detail decisions up front to ensure a cohesive experience from Point A to Point B. But it can't just end here. What is the To field? What is the Address field?

We're going to add functional notes here in brackets as well to help the designers and developers understand what we're thinking. In fact, for example, the To field, we would probably want to be a text field that somebody could actually use their keyboard to type in their name, right? Text field.

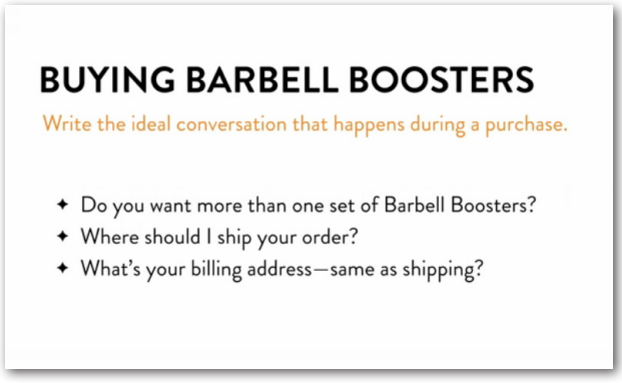
That would probably be the same for Address 1, Address 2, and City for sure. Maybe not State. Zip for sure, and definitely Email Address. So the State might instead be a drop-down or something like that. So we're just going to put that functional note here in brackets.



Once we've actually gone through and added all those functional notes, we also have to help the designers and developers understand which fields we think should actually be required. So this is a collaborative process. We're doing the thinking up front from a conversation standpoint, from a content standpoint.

So we know we definitely want to have the person's name as a required field. So let's go ahead and add an asterisk after To. We need to ship them somewhere, so we have to have an Address line 1 and we have to have a City and the State and we have to have the Zip. We have to have an Email Address too, so that we can get a hold of this person and send them the confirmations that they need.

Now, there are lots of things that we could add to this process, right? And that's often when things start going haywire, because we start thinking about all of the potential use cases.



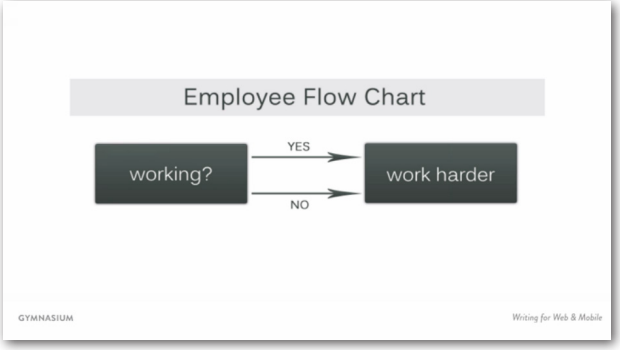
The glory of the Content-First UX Design approach and focusing on this one customer segment right now is that we are making a very streamlined experience. We're trying to strip away all of the distraction. So include only those things that will help the majority of individuals complete a transaction.

Now, we've got their shipping information. What about their billing information? Maybe it's the same as their shipping information. In fact, that's probably the case.

We can make an assumption here. Since Crossfit Gym members, these individuals are our highest-value customer, they make the most purchases, most likely their shipping and billing information is the same. So we're going to make that part of the default language here.

Instead of asking for them to give us their billing information by default, we're going to make this statement. "My shipping and billing address are the same." and it's going to be a checkbox. Let's say that it's checked by default.

So naturally, when someone comes through this experience, we are anticipating that their shipping and billing address are the same, because most likely they are.

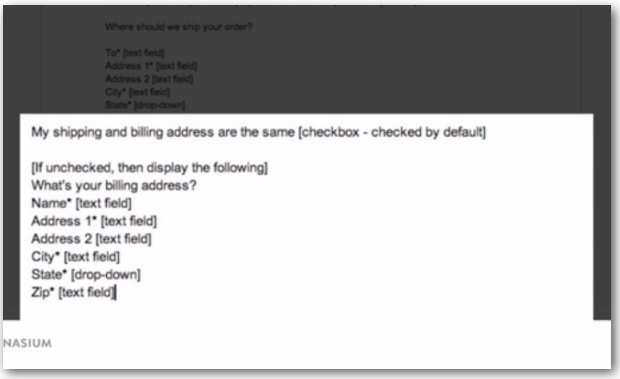


This isn't always the case, right? We don't necessarily always go from Point A to Point B. A user might want to go from Point A to Point C. How do we represent that in the Conversation Map?

CHOOSE YOUR ADVENTURE

This is "Choose Your Adventure." If you remember Choose Your Adventure books, they're written in a way so that you get to page, let's say, 19, and you're presented a series of options. Depending upon which option you choose, you see another page that you should jump to in order to see how the story unfolds. That's what we're going to do. When you discover these sorts of choose-your-adventure possibilities, we're going to note them by writing "if, then" statements in brackets. Again, all these functional notes are going to be in brackets.

So what happens if somebody unchecks that checkbox? Let's go ahead and add that to our Content Workbook in this Conversation Map. Bracket "if unchecked," then we're going to display some of the following information: its billing address, right? So it's probably a lot of the same of the shipping address. So we're just going to copy and paste the fields from the shipping address. Add a new heading here, "What's your billing address?" Let's change "To" to "Name." And we probably don't need Email Address here. And that's it.



With the billing address, we're going to need all of those required fields just the same as the shipping address. So not very much extra work here, but will make a big difference in terms of the flow when it comes to actually designing and building the interaction.

We are almost there. We know how many they want. We know where to ship them. We know what the billing address is. But now we actually need a credit card number.

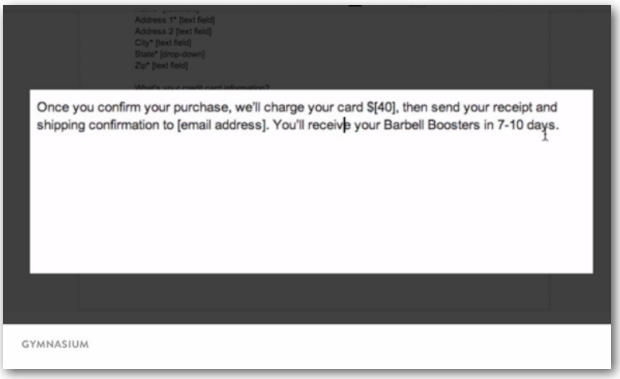
So how are we going to ask, "What's your credit card information?" Just like the same way that we have been asking for their shipping and billing, keeping that same voice and tone. "What's your credit card information?" Let's add a new heading here. We definitely know we're going to need a Card Number. So that's a required field for sure. Let's go ahead and take a guess, even though we're not experts, that this should be a text field. We probably are going to need an Expiration Date. People seem to always ask for that, right? Maybe it's a Month and maybe it's a Year drop-down, or perhaps it's actually a text field. We're not really quite sure.

So I'm just going to go ahead and add another note here in a bracket after all of this so that my team can understand I'm not really sure if this should be a drop-down or text field. Maybe they'll know better.

In fact, that's a big part of this Content Workbook: mapping out, providing a jumping-off point for the UX design and for UX design discussions with the client and the team. Because everyone can read plain text, but you're not going to know exactly what to put in every single one of these conversations. The people around you are going to help to make it a fuller experience.

So maybe somebody on your team knows whether to add the CVV Number, or maybe the person on your team knows that we need to ask for Name on Card. This is just a starting point and the Content Workbook will change. That's what's so beautiful about it-- such low fidelity that you can change it without messing anything up. We're going to continue building out this Content Workbook, knowing that it will change over time to create a better user experience.

Well, what are we missing here? How does somebody actually process a purchase? Well, we need to have something to complete the order, right? Let's go ahead and give them a little extra security blanket right before they make the purchase here. Something like this language: "Once you confirm your purchase, we'll charge your card the amount, then send your receipt and shipping confirmation. You'll receive your Barbell Booster in 7 to 10 days."



So now we're setting an expectation of when they can receive their product, and we need to have a "confirm purchase" button-- something that says "confirm purchase" or "buy it now." Something like that.

In fact, I can't emphasize this enough, that in Content-First UX Design, the number one overlooked thing is always the interaction-- the "buy now" button, the "click here," the thing that takes the user to the next stage. So don't forget about that crucial piece.

In fact, you can even add additional notes. Something like this-- a reminder that we need to actually "process this order" at this point, right? So we're starting to introduce interaction and flow and the thought of hierarchy. It's all happening magically when we're thinking through how this conversation might roll out. So we're done, right? We're totally done.

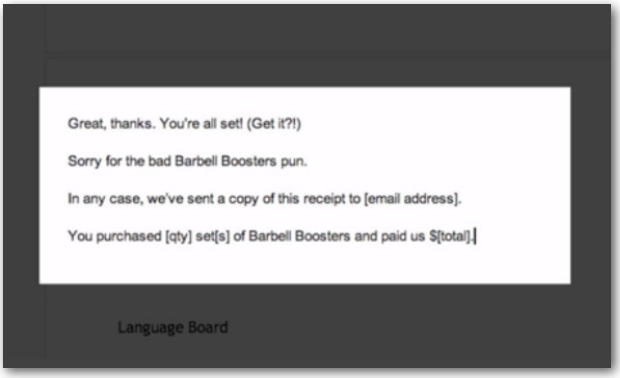
Well, at least with this first Conversation Map. We now know how many Barbell Boosters this person is buying, what the cost is, where to ship the order, how to bill it, and hooray! We are totally done.

Just kidding. We're not done yet. But this is a really great, strong starting point. We now have mapped the conversation on the highest-value customer for the company at the conversion point.

KEEPING THE CONVERSATION GOING

We gotta keep the conversation going because it really doesn't end there. How would this conversation "end" in real life? Let's think about where the conversation goes. Well, naturally we see this in every interaction that we have online, right? There's always some sort of confirmation afterwards-- a "Great, thanks. You're all set. Here's your receipt." Then we've also got that email address so we know we have to send them an email. What's that email say? Who's in charge of coming up with that email? Oh, we are.

So we're going to do that now. Let's think about how that conversation continues to unfold. Something like this-- "Great, thanks. You're all set." This is actually a joke, right, because Barbell Boosters are a set. Let's make this a joke. Get it? Ha. That's hilarious. No, sorry. Let's go ahead and apologize to the customers. "Sorry for the bad Barbell Boosters pun." Hopefully he or she has a sense of humor.

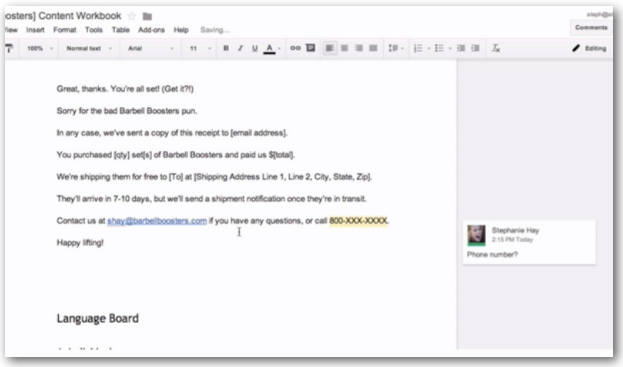


In any case, we've sent a copy of this receipt to-- again, we've got the email address. Let's go ahead and put it there and customize this. Let's make sure that this has some sort of receipt quality to it. This is the page that they see after they make a purchase. "You purchased the number of set or set(s)"-- that's why that "s" is in brackets-- "of Barbell Boosters, and you paid us this amount." Just being very direct, authentic, reliable here with the content because that's the kind of expectation we want to set with them is that they can understand what we are saying to them. We're not burying it in some sort of marketing prose here.

Now what? OK, we've got some sort of basic receipt. You just made a purchase. What's the expectation we want to set for this customer that we can meet? Because remember, this is all about behavior-driven content. Are we setting realistic expectations that we can meet? Let's go ahead and set their expectation about when they can receive these Barbell Boosters.

We're telling them we're shipping them for free, and lets use the To field from their shipping information. So it will be their name most likely. At shipping address-- Line 1, Line 2, City, State, Zip. And still with this idea of setting expectations, let's let them know that they'll arrive in 7 to 10 days and that we'll also send them a shipment notification once they're in transit.

Let's give them one more thing they can do-- "Contact us at shay@barbellboosters.com if you have any questions." Let's offer up a phone number. We don't know this yet. This is a note we're going to add here. I'm going to highlight this, and I'm going to insert a comment to the team to ask whether or not there's a phone number that we could even add here. So we can get that out of the way. How about some cute prose like, "Happy lifting," as our closing, right? Let's go ahead and add that.

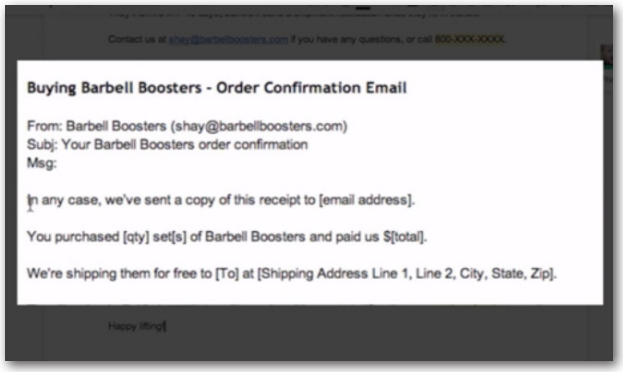


Now, what you see in this language here is some new voice and tone that we've introduced. This is, again, the first week of a project and our writing already has a voice and tone that is reliable, authentic, and direct to who we think is our audience, the people who are buying the Barbell Boosters. We want to create a cohesive voice and tone so the customer trusts us, so we develop a relationship, so it doesn't sound like 15 different people are talking to you in 15 different ways.

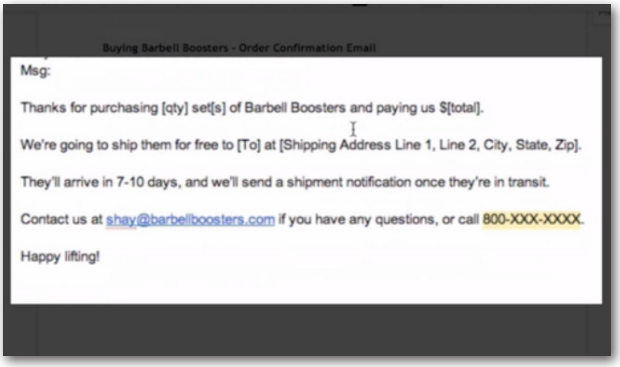
So we're going to take that same content that we started to establish here in the same conversation and map it across channels. We know that they have just made a purchase online. We need to send them their order confirmation email. We just promised it to them on the Confirmation page.

So let's think. Who's this from? Well, let's have it come from Barbell Boosters and actually use Shay's email address. We'll have to get that approved from her. What's the subject line going to be? Well, let's be reliable, authentic and direct here. "Your Barbell Boosters order confirmation." That's all it needs to be. Now they know. Let's use some of the language we've already written here. We're not reinventing the wheel every single time. So we're going to copy and paste some of the language that they saw on the confirmation page and put it right in the email.

Let's go through here and just make sure that everything that they're going to receive in their inbox that they might be reading later seems to be working. So "Thanks for purchasing these and paying us." This is all done in the past. "We're going to be shipping them for free. They'll arrive into 7 to 10 days." Let's make this forward thinking. "We're going to ship them for free.", and we'll send a shipment notification. In fact, I want to change this up in the same area here on the Confirmation page. It's not a "but," it's an "and." Let's go ahead and change this, too. "We're going to ship them."



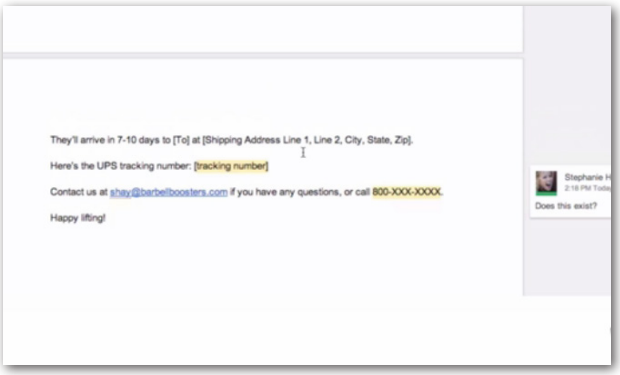
This is part of the process. You will change as you continue to map the conversation. You'll go back and change work that you've already done and that's great. That's why it's living and breathing and evolving. You'll learn more about what kind of cohesive experience you're building as you build more of it.



So now we've got the order confirmation and the email. Let's think about how the conversation continues to fold across time because at some point, they're going to receive their Barbell Boosters in the mail. That's the promise that we just made them, right? So we're going to have to give them a shipment notification, too. Again, we can use a lot of this same content. So I'm just going to copy and paste this. I'm going to change the heading here to being "Shipping Confirmation." And let's change the subject line to say, "Your Barbell Boosters shipped."

Now, we don't need to thank them every single time we send an email. So let's go ahead and get rid of this line. And let's instead infuse a little voice and tone again here: "Hooray!" Let's use that as the opening. And let's add something like this: "Your Barbell Boosters shipped today." Let's go ahead and add the 7 to 10 days expectation. "They'll arrive in 7 to 10 days" to the address.

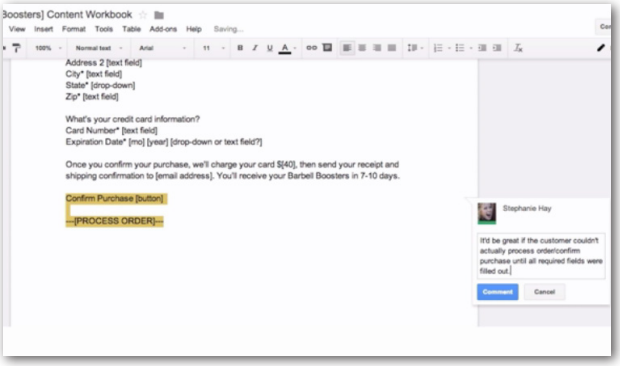
Let's give them a tracking number, too, assuming that we can have a tracking number. We're going to have to get this approved as well from Shay. So "Here's the UPS tracking number," let's say. Here's the tracking number. Let's go ahead and add a note that we want to talk about this with the team to make sure that this is even possible. "Does this exist?" Add that comment. And again, we're going to leave the contact information because it's just nice to do. OK. Cool. So that's great.



Now we've mapped the conversation across channels. It goes from web to email. We've mapped it across time. So now the shipping notification is going to arrive later.

But what happens if something goes wrong during the purchase process? Because we haven't thought about that at all. We've just gotten the user from Point A to Point B as we understand it.

So let's go back through the transaction as we've just designed and add some error messaging where we think something could potentially go wrong. That way the developer knows, when he or she comes to build this, what to expect. So something like this: "It'd be great if the customer couldn't actually process the order without having all the required fields completed."



So let's say if something does go wrong, we do need to have an error message. Here is what I'd like the error message to say. "'Hmm, it looks like there are some required fields that need your attention before we can process this order.' Then let's mark those required fields in some visually prominent way, OK? Something that's easily recognizable." That way we're helping the user to complete the process.

ANTICIPATING THE CONVERSATION

So we've just created an end-to-end conversation of how someone actually buys a Barbell Booster. But what you may have noticed is that we haven't actually sold them. We haven't marketed the Barbell Booster at all. We started the conversation with the highest-value customer at the point of conversion. But how did the customer get here in the first place?

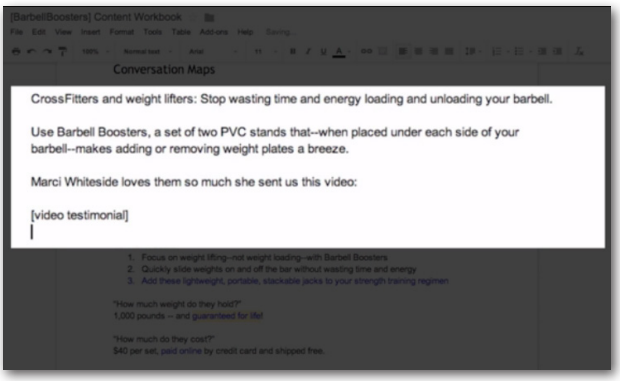
Well, Chapter 4 is on anticipating the conversation with thinking about how the customer got here in the first place. We're going to map the conversation that takes place before the conversion.

You want to think about it as reverse engineering, right? We're going back to the beginning, before this person became a customer. How did they learn about Barbell Boosters in the first place? Let's write the ideal conversation that happens during the quote unquote "sell."

So it might go something like this. "With Barbell Boosters, you can..." And we're going to complete that sentence. But let's go ahead and make another section here called "For Individuals." We know that we are selling to individuals here with this particular language.

Now, we don't-- again-- reinvent the wheel. Let's grab the content from our Language Board. We know that's the core conversation we want to have with individuals. And let's paste it up here for quick reference.

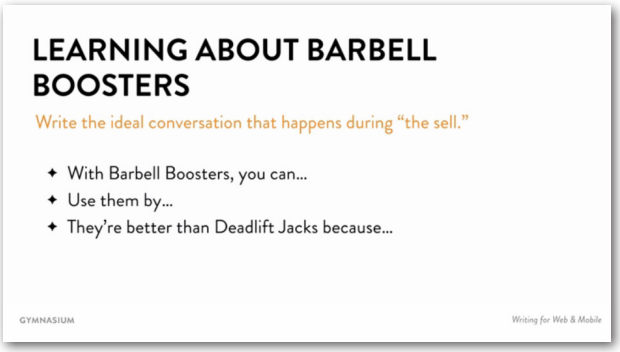
Now we could just use that Language Board as our home page copy, but let's tailor it a little differently. So let's directly name "CrossFitters" and "weight lifters" and say what they get. The benefit of Barbell Boosters. "Stop wasting time and energy loading and unloading your barbell." So there's the main problem that Barbell Boosters solves.



Now, we're going to tell them how to use them. OK. Great. If this conversation was happening in real life, that would probably be the next question. So we're going to answer it this way: "You're going to use Barbell Boosters"-- we're going to explain what they are-- "a set of two PVC stands that when placed under each side of your barbell-- makes adding or removing weights a breeze." Something like that. OK.

Now, we've talked to a customer. Shea gave us access to a customer named Marci Whiteside. And Marci even gave us a video testimonial, let's say. So we're going to add that video testimonial here: "Marci Whiteside loves them so much she sent us this video." Then a little bracket to tell the developer or designer we would like the video testimonial to go here. Great.

Now we know that the primary competitors are Deadlift Jacks providers so let's be upfront about those. How are we different than Deadlift Jacks providers? Because, again, individuals might ask us that question.



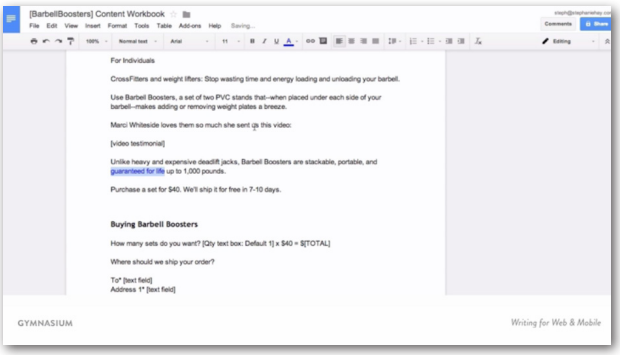
So we're going to say this. "Unlike heavy and expensive Deadlift Jacks, Barbell Boosters are stackable, portable, and guaranteed for life up to 1,000 pounds." So now, we have just listed all the reasons we know individuals are buying Barbell Boosters from us. We've also talked a little bit about the competition, and why we're different than the competition without going into great detail.

Now inherently a lot of this content, of course, from our keyword research is already optimized for the search engines. We're using "CrossFitters" and "weight lifters." We're using the word "Deadlift Jacks." This is all helping us to ensure that when someone does come to see this conversation, the individual does come to see the conversation, they're seeing the kind of language that is familiar to them.

OK, I'm in. How do I purchase them? Well, let's direct them to making the purchase. That's the last part here. It will lead into our other conversation map.

So we have "Purchase a set for $40. We'll ship it for free in 7 to 10 days." We're setting that expectation. And now we don't even need the Language Board because we've actually got everything that we need already written.

Let's go ahead and highlight this "guaranteed for life" because we know that that is going to go to a Lifetime Guarantee language. That's something that we have already been thinking about in previous work in the Content Workbook. So that is looking good for individuals.



This is done. We've now got the sell all in plain text. We have written a full end-to-end Conversation Map for individuals.

MAPPING FOR DIFFERENT AUDIENCES AND DEVICES

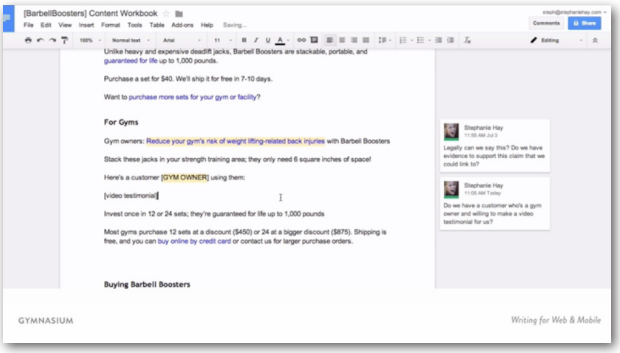
Well we're almost done. We really did a great job today. But there are different audiences who are going to come to our website and they might be looking at them on different devices. So how do we do conversation mapping for those different audiences and devices? Well we've got the core conversation already established. So we're going to go through the Conversation Map that we've just completed and add new content for gyms.

Everything on the home page stands, except we're missing a little bit about what if a gym is here and wants to purchase more sets. So let's add that content at the bottom. "Want to purchase more sets for your gym or facility?" We know that's going to go to a page, so let's make that blue. Let's add the heading for that page below, "For Gyms." Now we're going to write content for the For Gyms page. So I'm going to copy and paste the language from the Language Board that we have for gym owners right here for easy access. I'm going to follow the same format that I have for the individuals.

So I'm going to go ahead and grab the same content from the individuals here at the top and I'm going to paste it into the For Gyms page-- just going to not reinvent the wheel. Just follow the same format and customize this now.

So this is gym owners. What is the benefit of buying Barbell Boosters to gym owners? Well we already know it's reducing their gym's risk-- that's the primary reason. How do they use them? Well this is how you use them-- you can just stack them here; they only need six square inches.

Let's go ahead and-- we don't have this yet-- but let's go ahead and add the possibility for the video testimonial to exist here as well. So let's say here's a customer Marcy Whiteside using them so the gym owner can understand how they're used. We've got already from the Language Board how many they might want to buy, that they're guaranteed for life up to 1,000 pounds, and what they get as discounts if they actually buy 12 or 24 sets. So everything that we had done in the Language Board is used here, following the format from what we had already established for individuals.

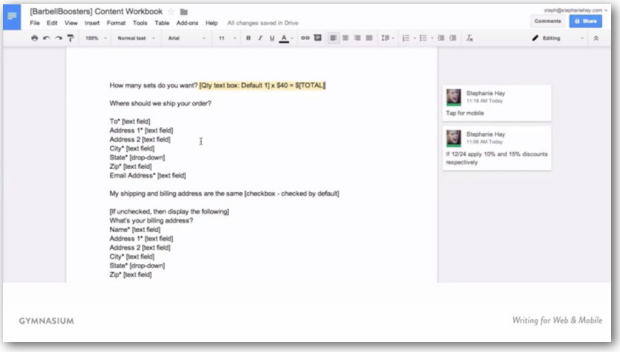


We also want to go through the Conversation Map and mark any of the functional requirements just the way we have been already-- using brackets, blue text, or comments. So if we go through this now we see that Marcy Whiteside is a customer. But it might be really nice if we could actually get a gym owner who's a customer rather than an individual. So let's go ahead and add that as comment-- "Maybe Shay knows somebody she can contact who's a gym owner who's a customer, and we could potentially get a video testimonial." That would be gold.

We probably want to link this “guaranteed for life” language to the same Guarantee page that we haven’t written yet, but we know should exist at some point. Going through here, what are we missing from gym owners? Well this quantity is interesting, right? Because they’re going to get a discount depending upon how many they buy. So let’s give them the option-- let’s make a note here in the comment-- that “depending upon how many they select-- if they select 12 or 24 then we need to apply our 10 or 15 percent discount to the price.” That way they don’t even have to think about it. It’s just happening on the back end; we’ve anticipated that conversation.

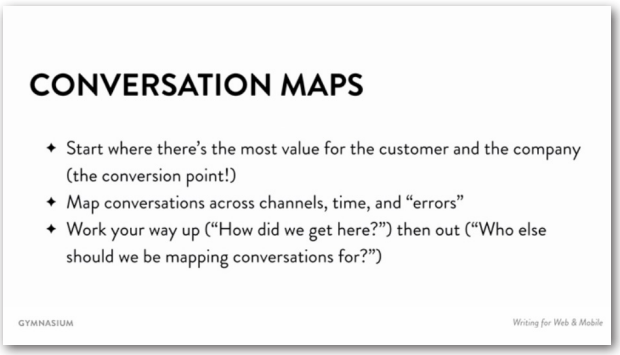
So you can see that everything that exists for the individual in terms of the conversation, 90 percent of it actually works for the gym owners too. So that’s great. We’ve actually mapped two conversations now-- one for individuals and one for gym owners-- without too much extra work.

How do we manage mobile content, though? OK well, this is sort of the beauty of Content-First UX Design. It’s that it’s screen-size agnostic. We’re not writing for web and mobile differently. We’re writing for customer engagement and conversion. Just so happens to be that by doing the content-first approach we’re capturing the core conversation that we want to have to optimize our experience for engagement and conversion. And we’re relying on designers and developers to help us translate whatever that content is in the best possible way to whatever screen size the user is going to be looking at. So we don’t have to think about that. But we might want to.



So again, going through the existing Conversation Map we’re just going to note specifics around mobile differences using comments. But we’re not actually going to write different content necessarily. So if we go through these existing Conversation Maps for individuals and for gyms, not seeing too much different here that I might treat differently on mobile. Maybe the quantity is a little different here. I’m not sure if there’s something that we can do. Maybe it would be a drop-down that someone would tap for mobile, for example. So we’re going to just add a little comment here.

Keep going here. Maybe actually with city, state, zip we could do something with geolocation. I mean I don’t know. I’m just adding this here to think about other device experiences with this existing content. So let’s go ahead and say, “Could we pull the user’s current location if he or she is looking at this on mobile?” That might also apply for billing address potentially. But we’re just going to leave it for now. These are all email, so nothing here specific to mobile.



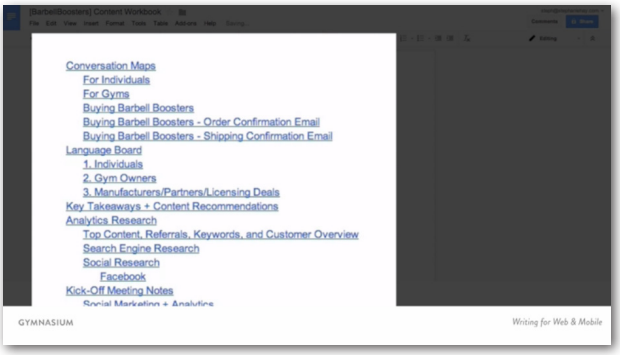
The last thing I’m going to mention here is the video testimonial, right. A video on mobile-- how do we make sure if we’re going to add something like this to the site that it doesn’t end up slowing down the site too much? So how

can we be sure that this doesn't slow the page load on web versus mobile?

So I think that's about it. So we started where there's the most value for the customer and the company-- that's the conversion point. And we reverse engineered how the conversation would unfold. Then we mapped the conversation across channel, time. We even accounted for errors and we just worked our way up ("How did we get here?") and then out ("Who else should we map conversations for?") and across what devices?

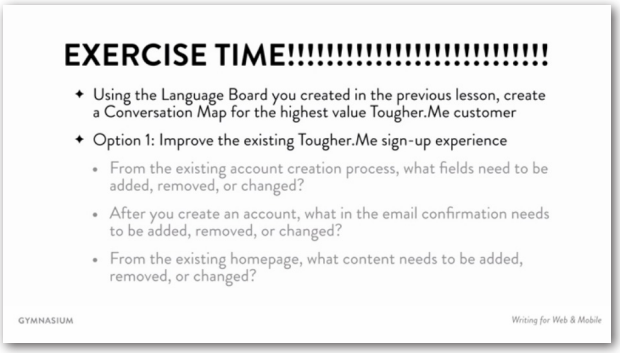
So the core part of all of this is that with Content-First UX design the content is defining the structure, not the other way around. We're coming into a blank document and we are designing a conversation for very specific users with the explicit goal of increasing engagement in conversions. So we're not getting distracted by taxonomies and tagging structures and content management systems and how will this look on a screen. We're thinking about the core communication first. And that's what actually defines the structure.

As you can see for yourself, I mean, when we scroll back up and update the Table of Contents you can see the structure here is starting to unfold. By doing the Conversation Maps we're now starting to establish UX flow. And it's serving as a communication tool for our entire teams to collaborate around UX design and to have conversations with a client about things like voice and tone.

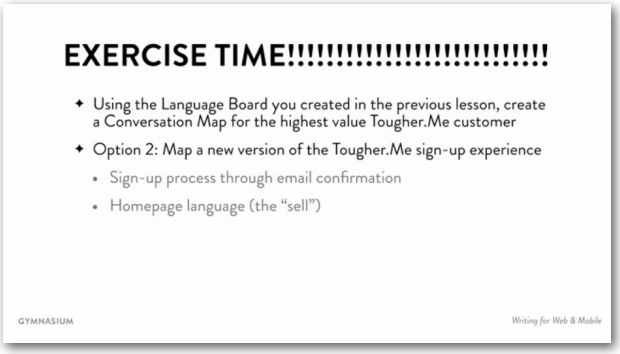


So that's it for Lesson Five: A Content-First UX Design Approach with Conversation Maps. You've got an exercise with two options this time. First you're going to use the Language Board that you created in the previous lesson and create a Conversation Map for the highest-value Tougher.Me customer.

Now here are your two options. The first one is you can either go through the existing Tougher.Me sign-up experience and improve it by thinking about what fields from the existing account creation process could be added, removed, or changed to make a clearer conversation. Or after you create an account, what in the email confirmation needs to be added, removed, or changed. And also from the existing home page, what content needs to be added, removed, or changed. So you're going to do exactly what we just did with Barbell Boosters thinking about the existing Tougher.Me sign-up experience.



As another option, using the same Language Board again that you created in the previous lesson you're still going to create a Conversation Map for the highest-value Tougher.Me customer. But you're going to actually create an entirely new version. Don't even worry about what exists on the Tougher.Me sign-up experience now. You're going to create a new one from scratch just like we did with Barbell Boosters.

So what's the sign-up process look like for Tougher.Me customer-- from the beginning through the email confirmation? Don't forget the language that would probably exist on a home page, the "sell" language. Also don't forget to put your work in the forum, that's where you can offer feedback to others and invite feedback as well.

So great work today. We're going to dig into a case study of how this works in real life for a big company in the next lesson, Making Content-First UX Design Work in Real Life.