UX content and the pursuit for ice cream

Rachel McConnell
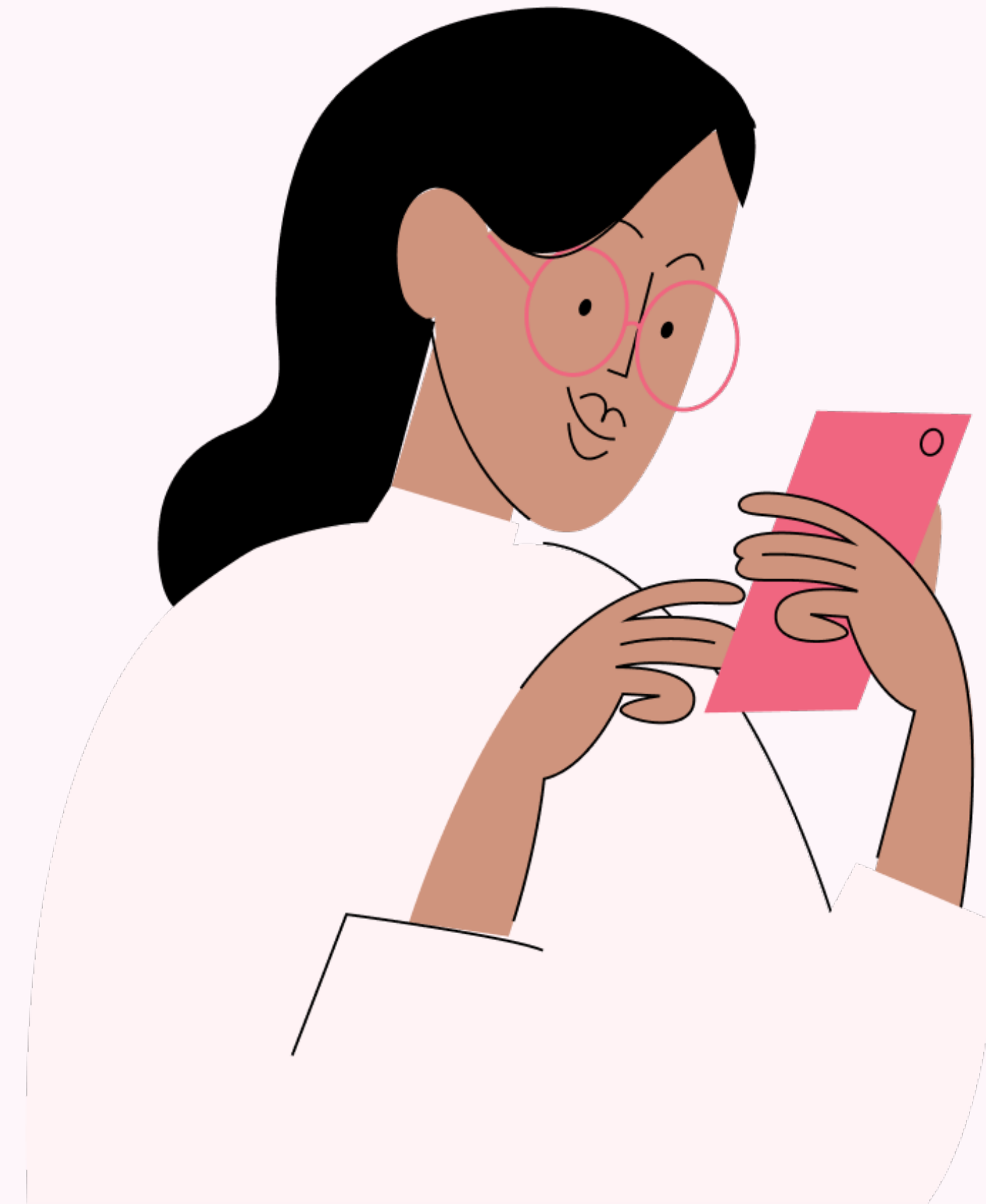
Why content matters
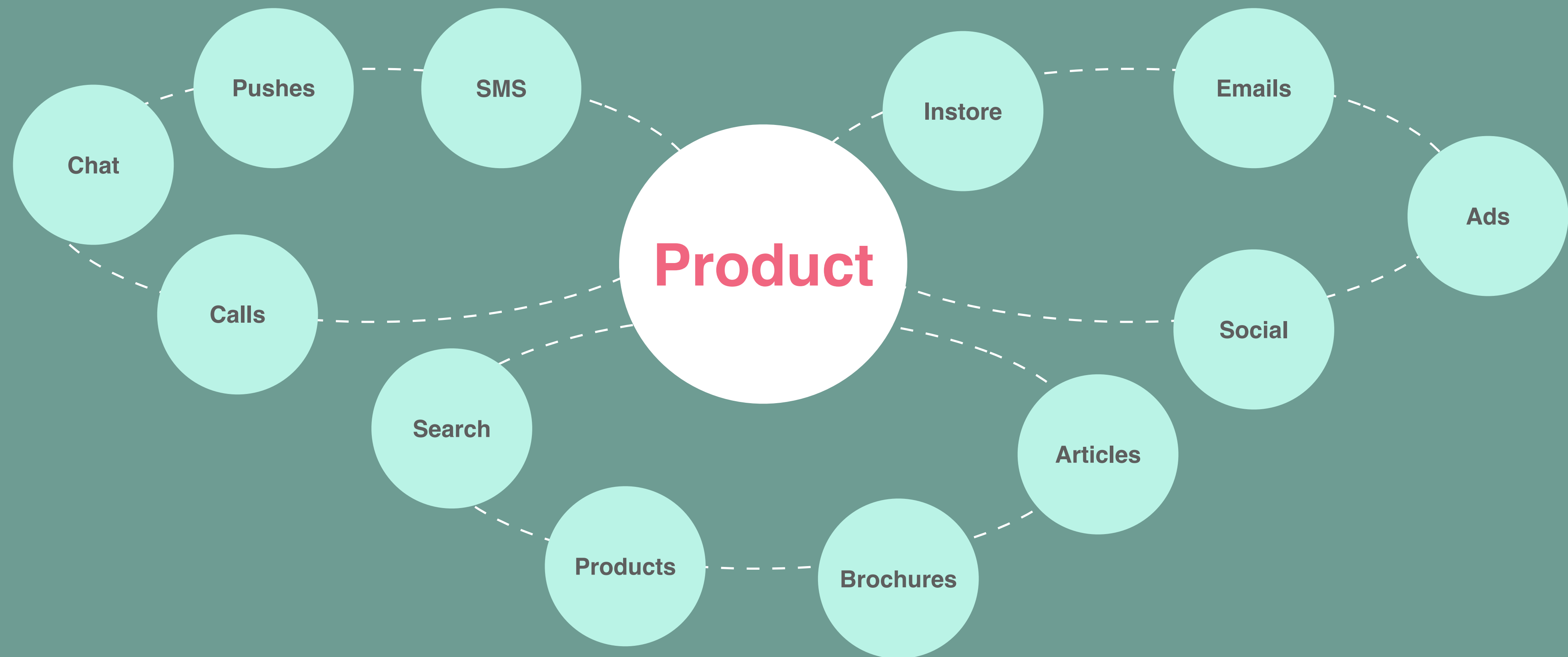
Taking the right tone

Shortcuts to success

Rachel McConnell

Flo

Why content matters

Your content is usually part of something much bigger

Pushes

SMS

Chat

Calls

Instore

Emails

Ads

Product

Social

Search

Articles

Products

Brochures

Rachel McConnell

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"…if an actor does something that seems out of character, your audience will immediately notice, it breaks the scene.

It's the same with writing. If your user reads a line of text that sounds unlike anything else in your product, it breaks the experience and makes your user start doubting you."

John Saito

Flo

How a user feels about content is more important than we think

PHYS.ORG

Topics

Nanotechnology   Physics   Earth   Astronomy & Space

Home / Other Sciences / Economics

DECEMBER 3, 2018

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Inc.

rvard Professor Says 95
rchasing Decisions Are
bconscious When marketing

← **Strategic intent**

Rachel McConnell
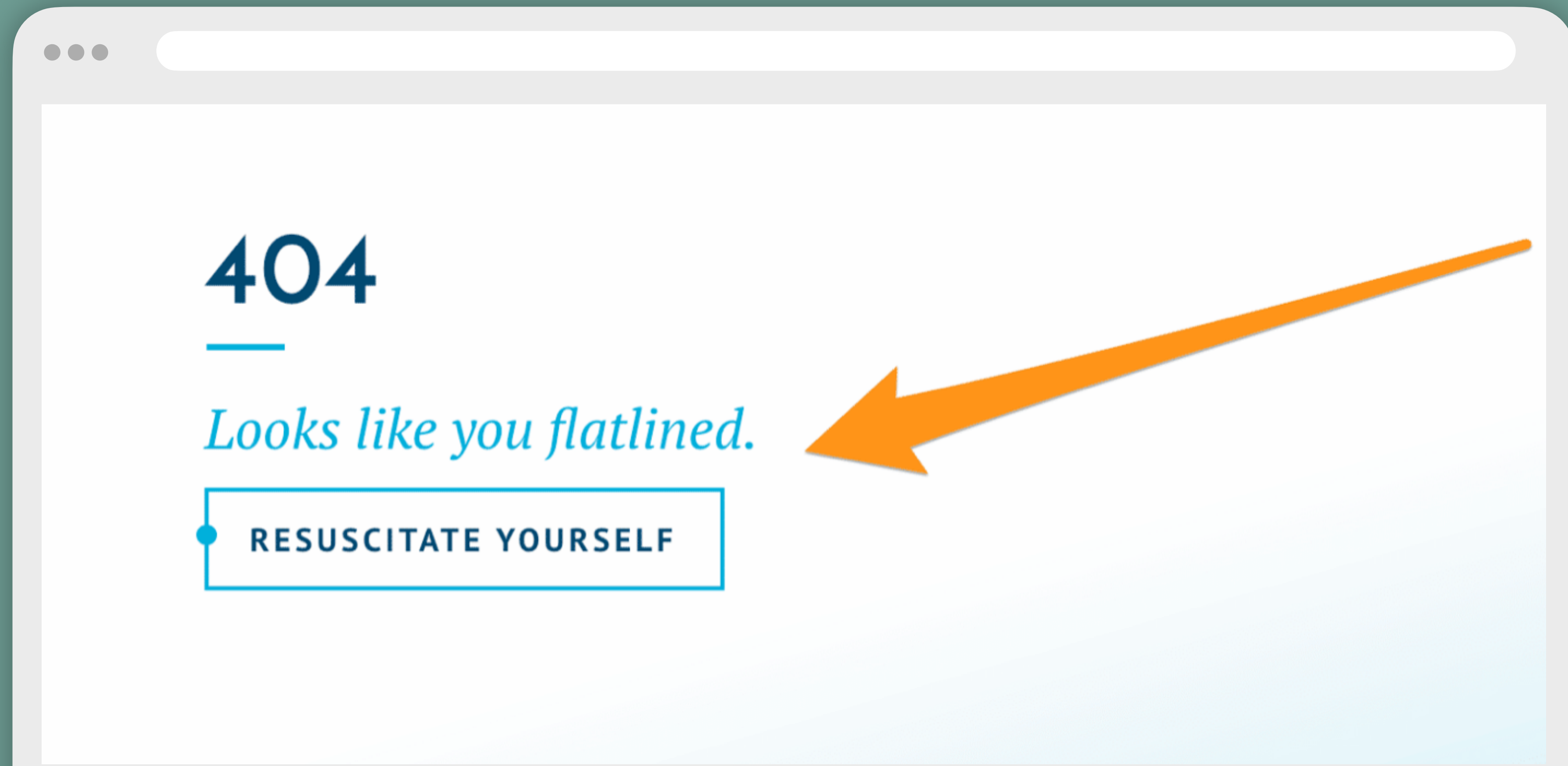
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← **Usability**

← **Strategic intent**

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← **Voice and tone**

← **Usability**

← **Strategic intent**

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It's all so easy to create the wrong feelings

404

Looks like you flatlined.

RESUSCITATE YOURSELF

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Voice

Constant

Unique

Reflects your brand
personality

Flo

Voice

Constant

Unique

Reflects your brand
personality

Tone

Adapts to situation

Not unique

Conveys mood or
emotion

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"Voice is knowing who you are, how you speak, and why.

Tone is about understanding your audience and knowing when to speak, and when not to."
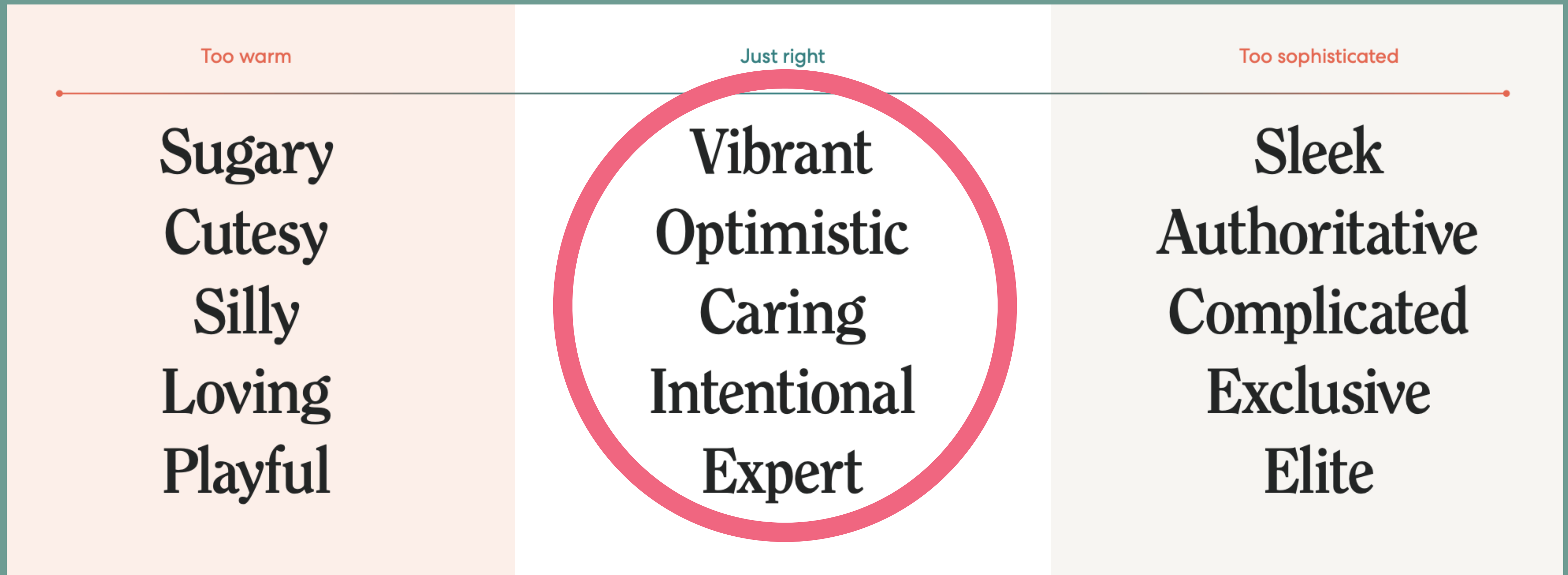
Anna Pickard

Rachel McConnell

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Who creates your product content guidelines?

Flo

This is not enough

Too warm	Just right	Too sophisticated
Sugary	Vibrant	Sleek
Cutesy	Optimistic	Authoritative
Silly	Caring	Complicated
Loving	Intentional	Exclusive
Playful	Expert	Elite

Source: columnfivemedia

Rachel McConnell

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'Just right' can't be the same for every bit of copy

Too warm	Just right	Too sophisticated
Sugary	Vibrant	Sleek
Cutesy	Optimistic	Authoritative
Silly	Caring	Complicated
Loving	Intentional	Exclusive
Playful	Expert	Elite

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Every bit of copy isn't up for grabs

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Tone can't be left open to interpretation

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Taking the right tone

Which attributes are appropriate at which moments?

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Brand voice

Warm and friendly
Knowledgeable
Straightforward
Timely
Reassuring
Enthusiastic

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A tone framework will help you see when attributes are appropriate

Constant voice attributes

Friendly   Straight-forward   Timely
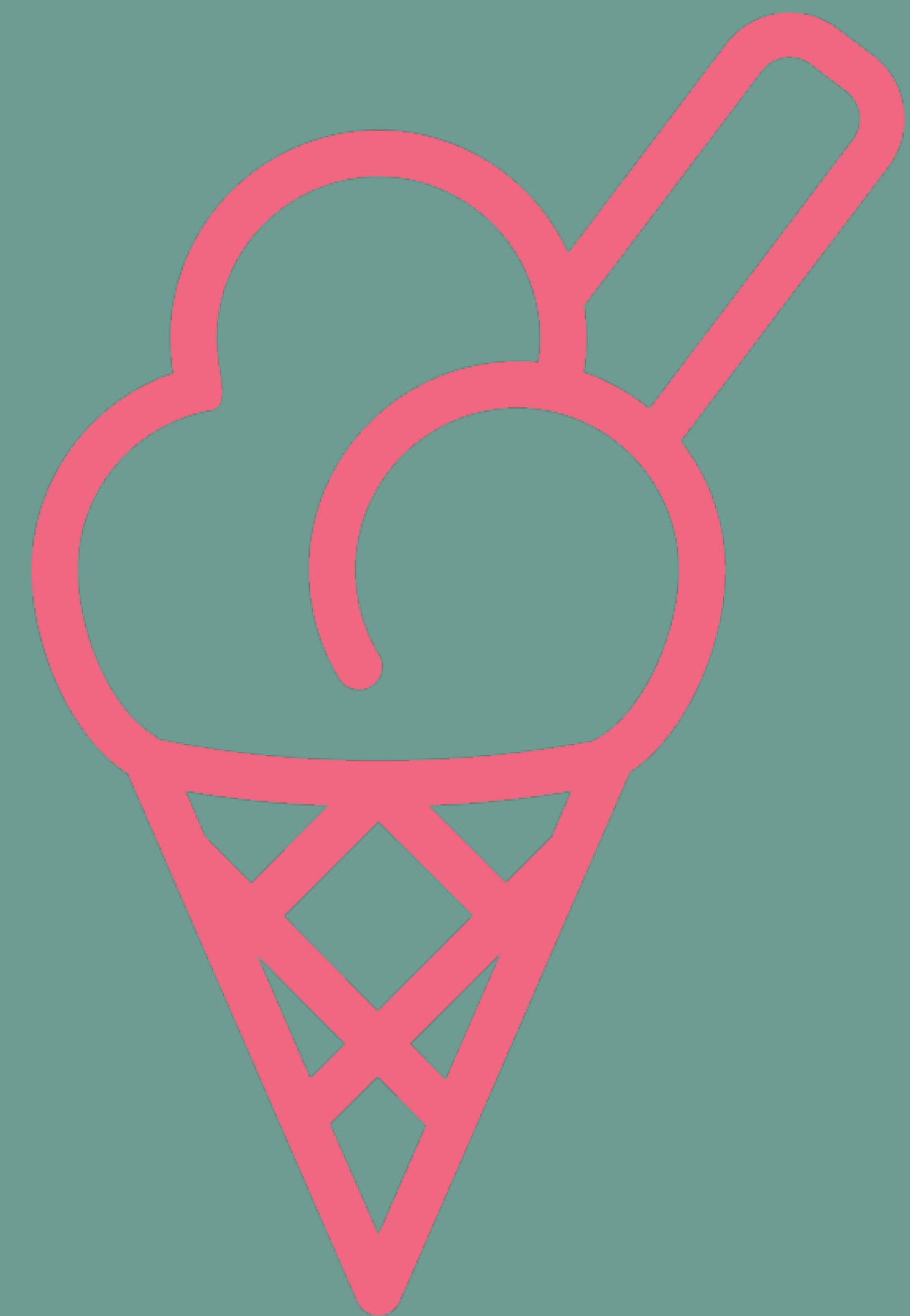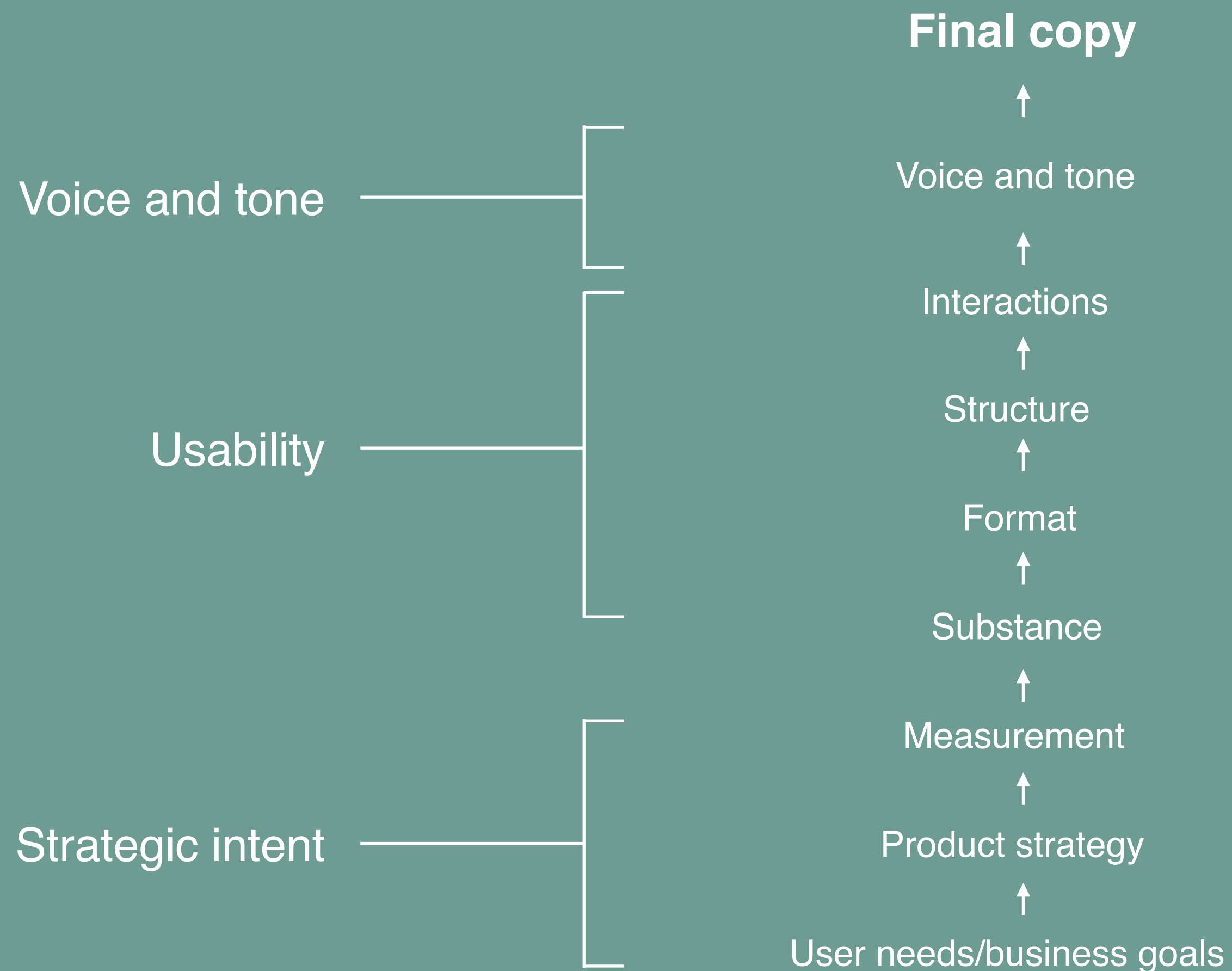
Variable tone attributes and when to apply them

User's emotions	Tone attributes
Neutral	Enthusiastic
Interested	Knowledgeable
Confused	Reassuring
Happy	Enthusiastic

The foundations to good copy guide you to the right tone

Final copy

↑

Voice and tone

↑

Interactions

↑

Structure

↑

Format

↑

Substance

↑

Measurement

↑

Product strategy

↑

User needs/business goals

Voice and tone ——

Usability ——

Strategic intent ——

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Start with some basic journey mapping

Stage	Product selection	Onboarding	Service centre	Error resolution
Doing	Researching Browsing Comparing	Setting up their app	Seeking help Needing reassurance	Trying to fix what's gone wrong

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See what your empathy mapping tells you
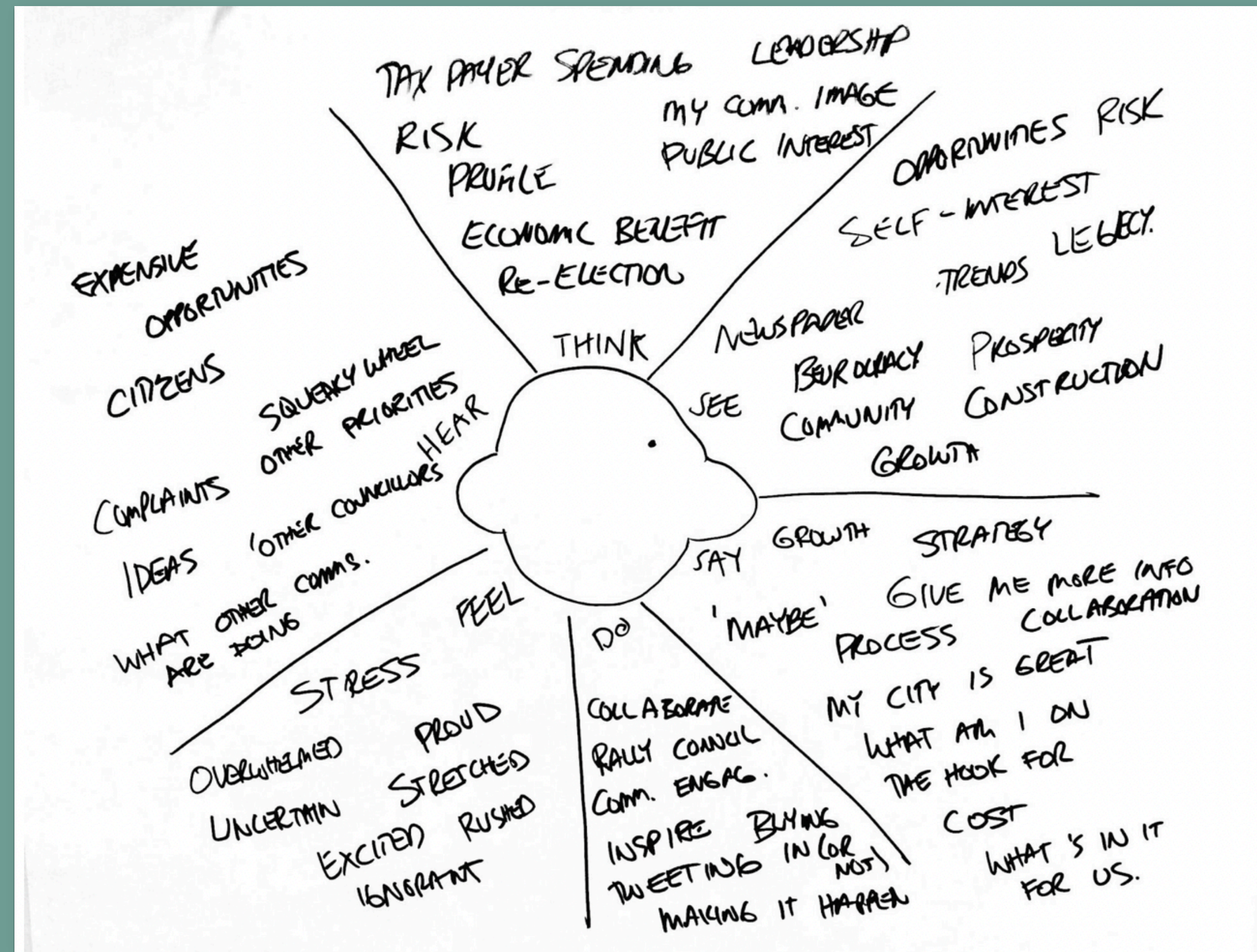
Add feelings into your map

Stage	Product selection	Onboarding	Service centre	Error resolution
Doing	Researching Browsing Comparing	Setting up their app	Seeking help Needing reassurance	Trying to fix what's gone wrong
Feeling	Curious Interested	Curious Happy and excited	Confused Disappointed	Angry Frustrated

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Then add your content examples

Stage	Product selection	Onboarding	Service centre	Error resolution
Doing	Researching Browsing Comparing	Setting up their app	Seeking help Needing reassurance	Trying to fix what's gone wrong
Feeling	Curious Interested	Curious Happy and excited	Confused Disappointed	Angry Frustrated
Content	Product descriptions Homepage copy Search snippets	Confirmation messages UI copy Tooltips	Help copy FAQs Navigation	Error messages Chat responses

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Let your framework be (some of) your guide

Constant voice attributes

Friendly   Straight-forward   Timely

Variable tone attributes and when to apply them

User's emotions	Tone attributes
Neutral	Enthusiastic
Interested	Knowledgeable
Confused	Reassuring
Happy	Enthusiastic

How does your team interpret brand attributes?

Rachel McConnell

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Play with the dials

Long time no see!!! Come on in, our members have really been missing you!!!

Enthusiastic   **Warm & friendly**

Rachel McConnell

Find the right level

Enthusiastic

Warm & friendly

Long time no see – our members have been missing you. Hop back in!
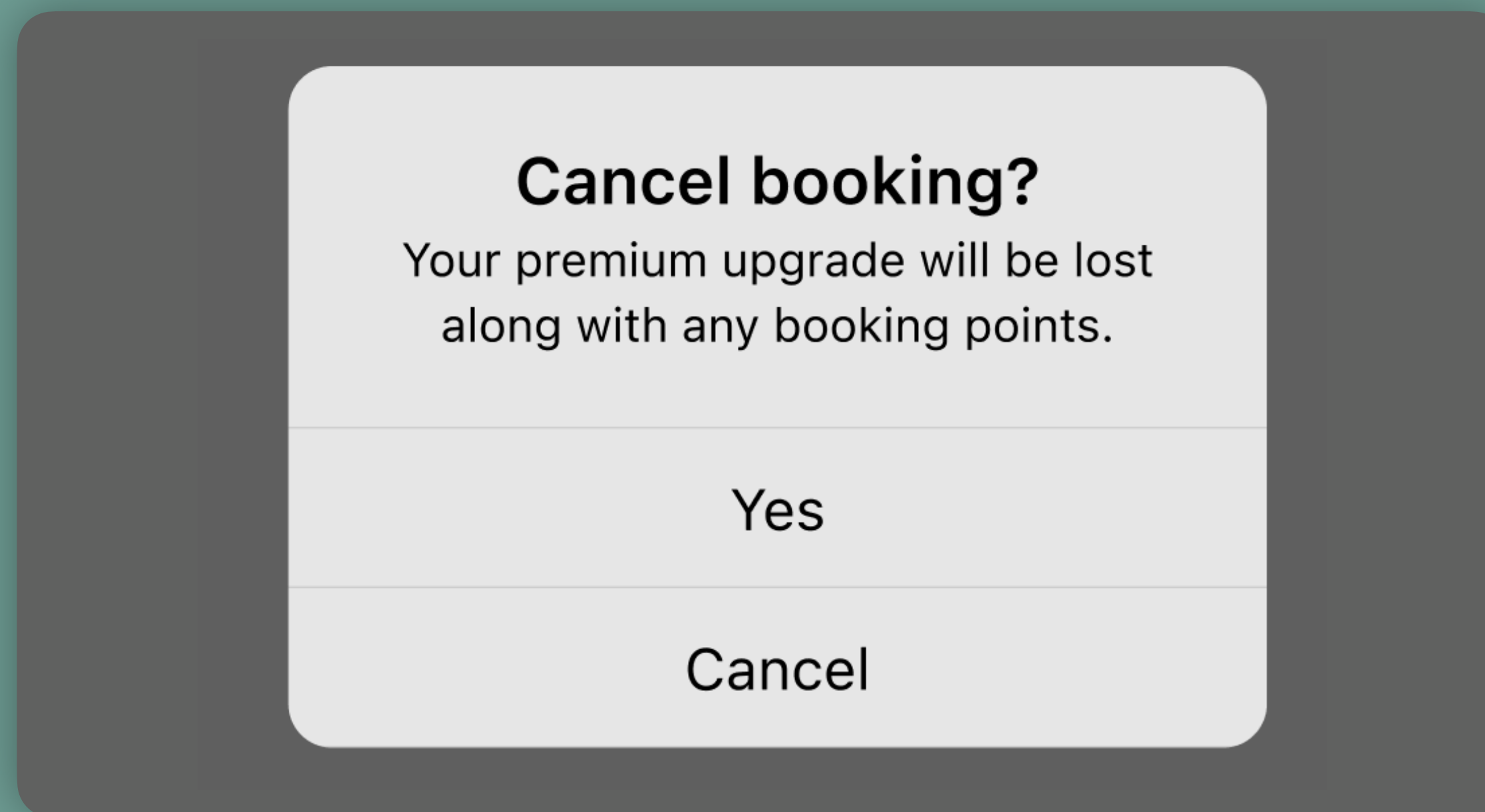
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Don't neglect errors and confirmations

Reassuring

Straightforward

Cancel booking?
Your premium upgrade will be lost along with any booking points.

Yes

Cancel

Rachel McConnell

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Don't neglect errors and confirmations

Reassuring **Straightforward**

Cancel your booking?

You'll lose your premium upgrade and any points associated with it, but you'll keep the points already in your account.

Yes, cancel

Go back

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Understand how word choice can impact your tone

Timely
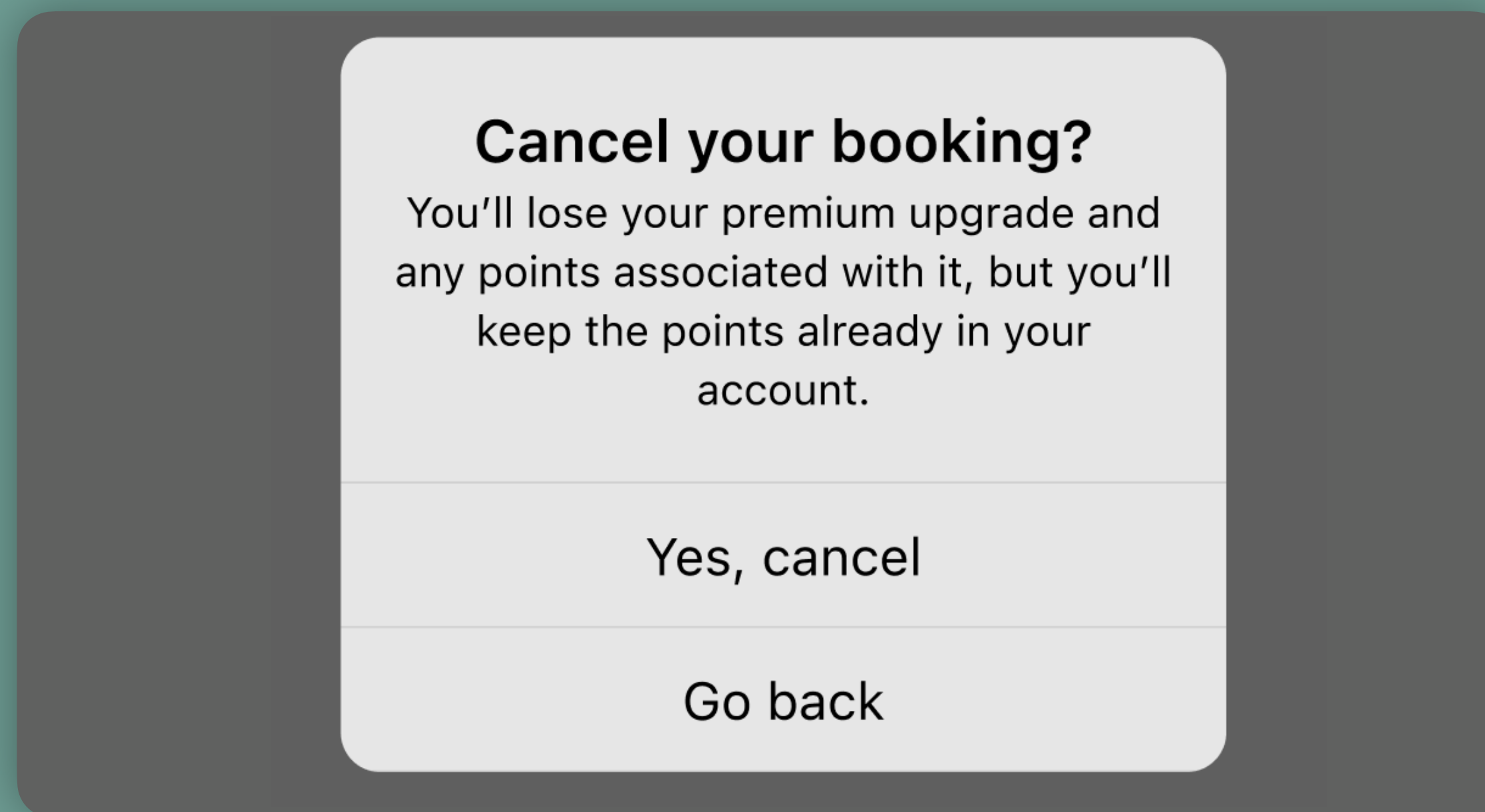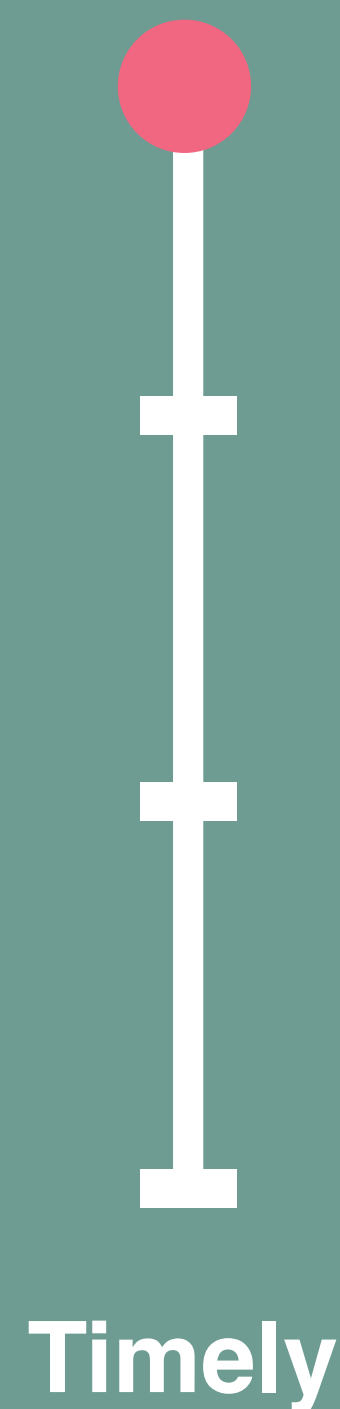
Hurry! Free trial ends in 3 days
Then $4.99 a month

3 days left

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Understand how word choice can impact your tone
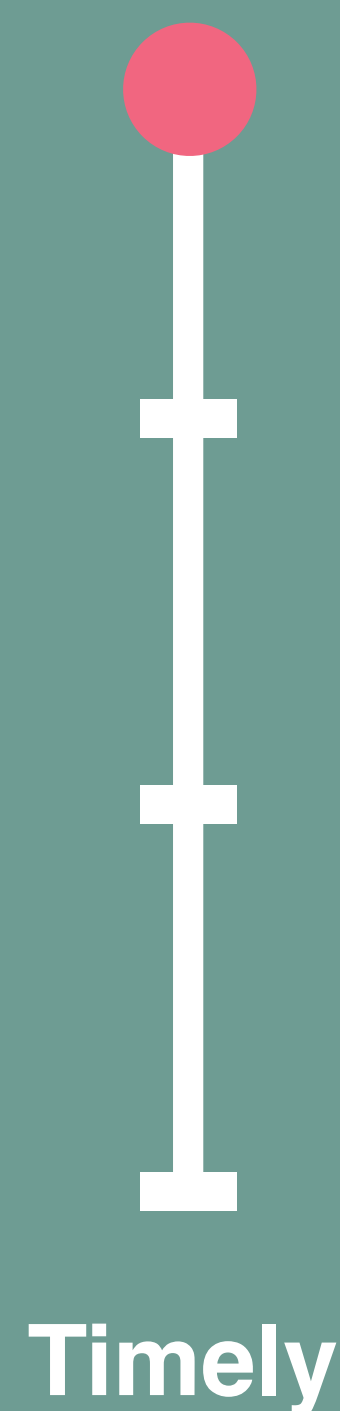
3 days left

Your free trial ends in 3 days
Then $4.99 a month

Or subscribe today for $2.99 a month

Subscribe

Timely

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Shortcuts to success

Spend more time on the right hand-side of product design

Product design/ UX design

How it looks and works

Product design

What it means and says

Content design/ UX writing

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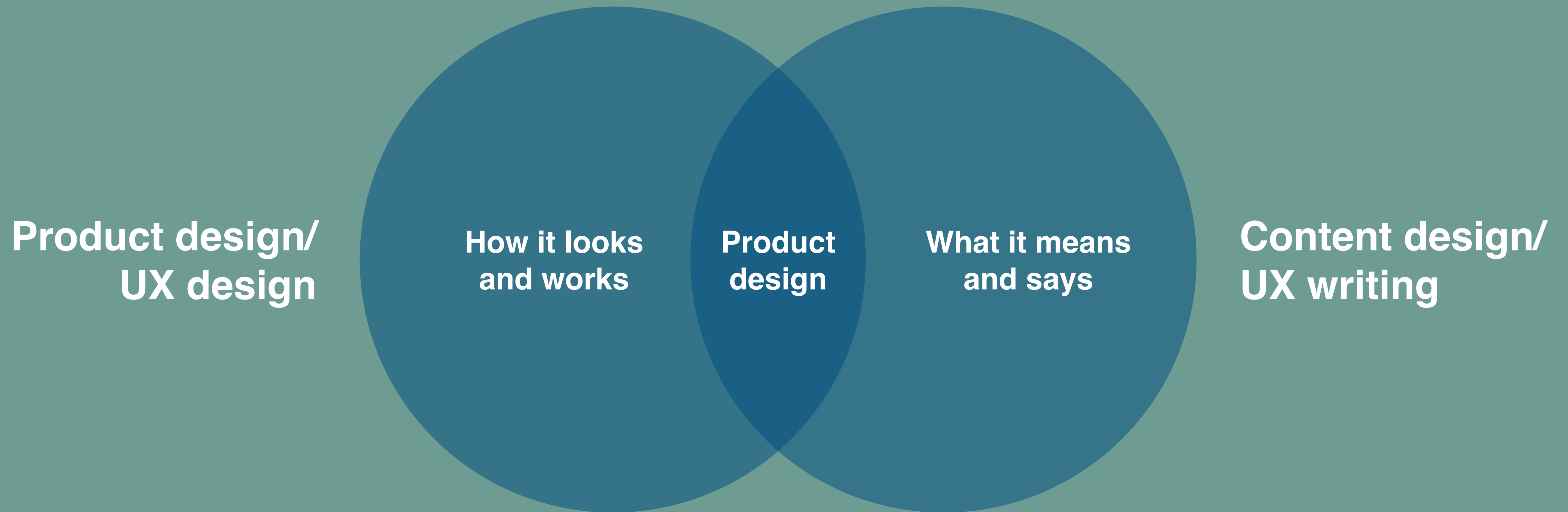
Try conversational design exercises

Creates appropriate tone

Highlights vocabulary and interactions

Defines order and structure

Surfaces misalignments

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Role play your user and business interaction

Take your conversation into prototyping

Rachel McConnell

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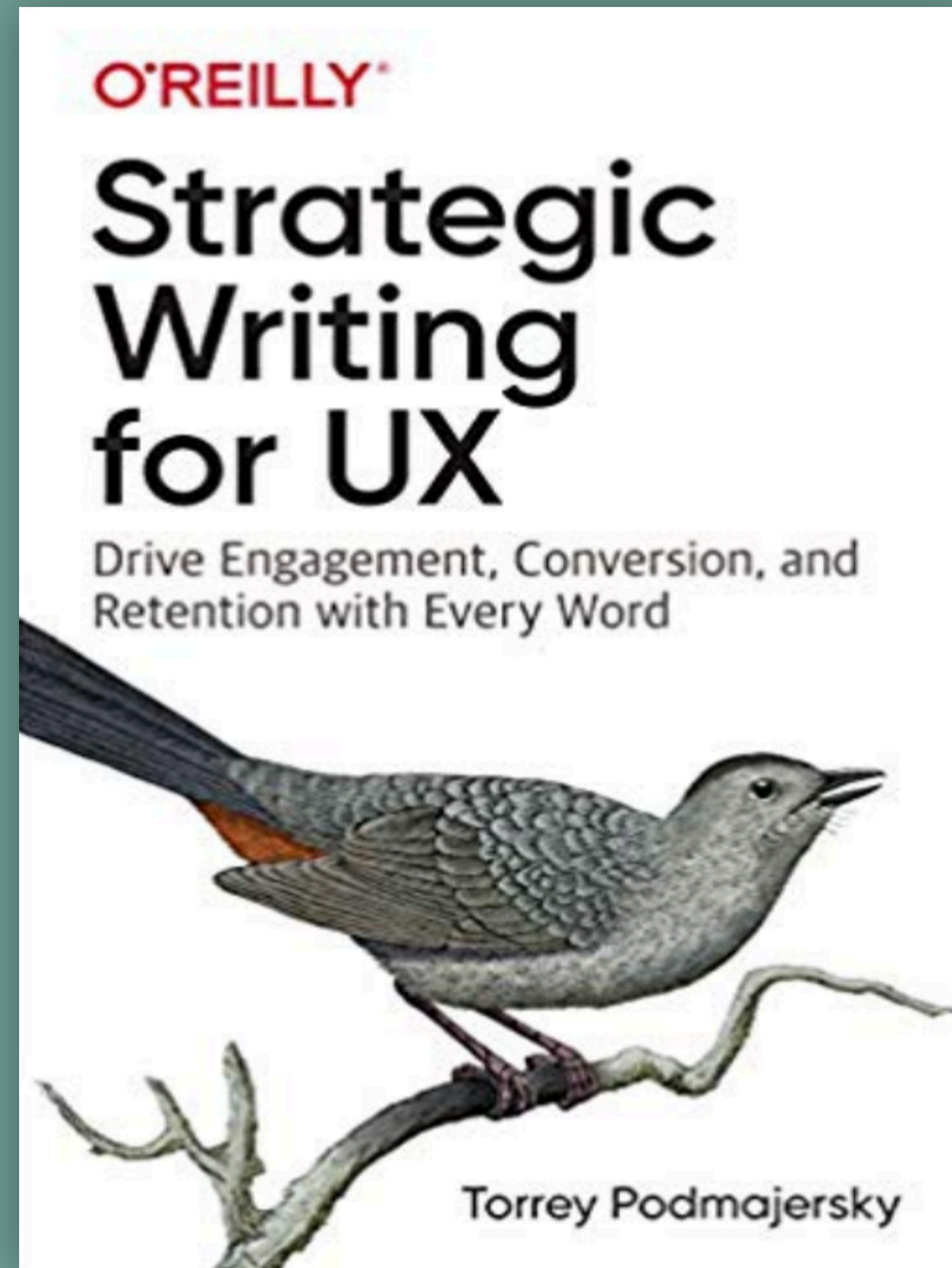Why do you want to track your period?

I want to:
(Choose as many as you'd like)

Know when my period is coming ○

Understand my symptoms or conditions ○

Upskill your team in thinking content-first

Rachel McConnell

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Understand the expectations of your brand

Dang

😟

That's a very nice photo, but it's a bit too big. Try one that's smaller than 4,000px tall by 4,000px wide.

Rachel McConnell

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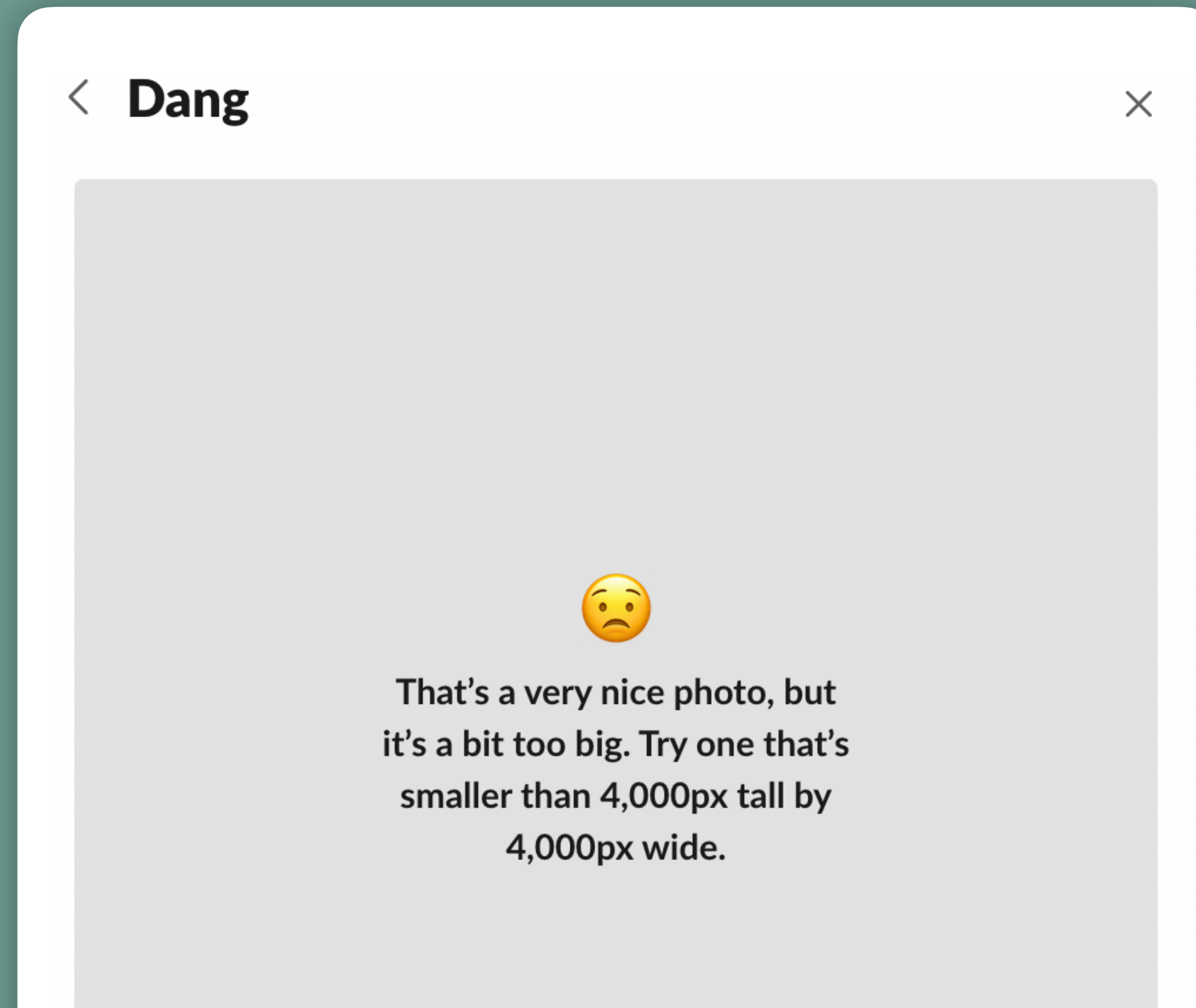
Opt for usability over quirkiness

Featured ⦿

Best selling ○

Alphabetically: A-(Jay)Z ○

Alphabetically: Z-A ○

Cheap to expensive ○

Rich to poor ○

Date: New to Old ○

Rachel McConnell

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Never assume someone will have the same sense of humour

It's on the way Martyn!

Await your parcel
It's that time. Those countless hours spent crying into the pillow are over; your order has left our warehouse.

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Whoopsies aren't cute

YOUR MOBILE (in case we need to contact you)

Oops, you forgot to pop in your number! Don't be shy.

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Read it out loud

The entire Tefal team thanks you for your order!

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Study brands that do content well

Shiny New Things

See your monthly stats, custom animated race reports and more through email.

Update Settings

Rachel McConnell

Flo

Study brands that do content well

LOOK AFTER ME

Avoid post-wash regrets
Always check the label
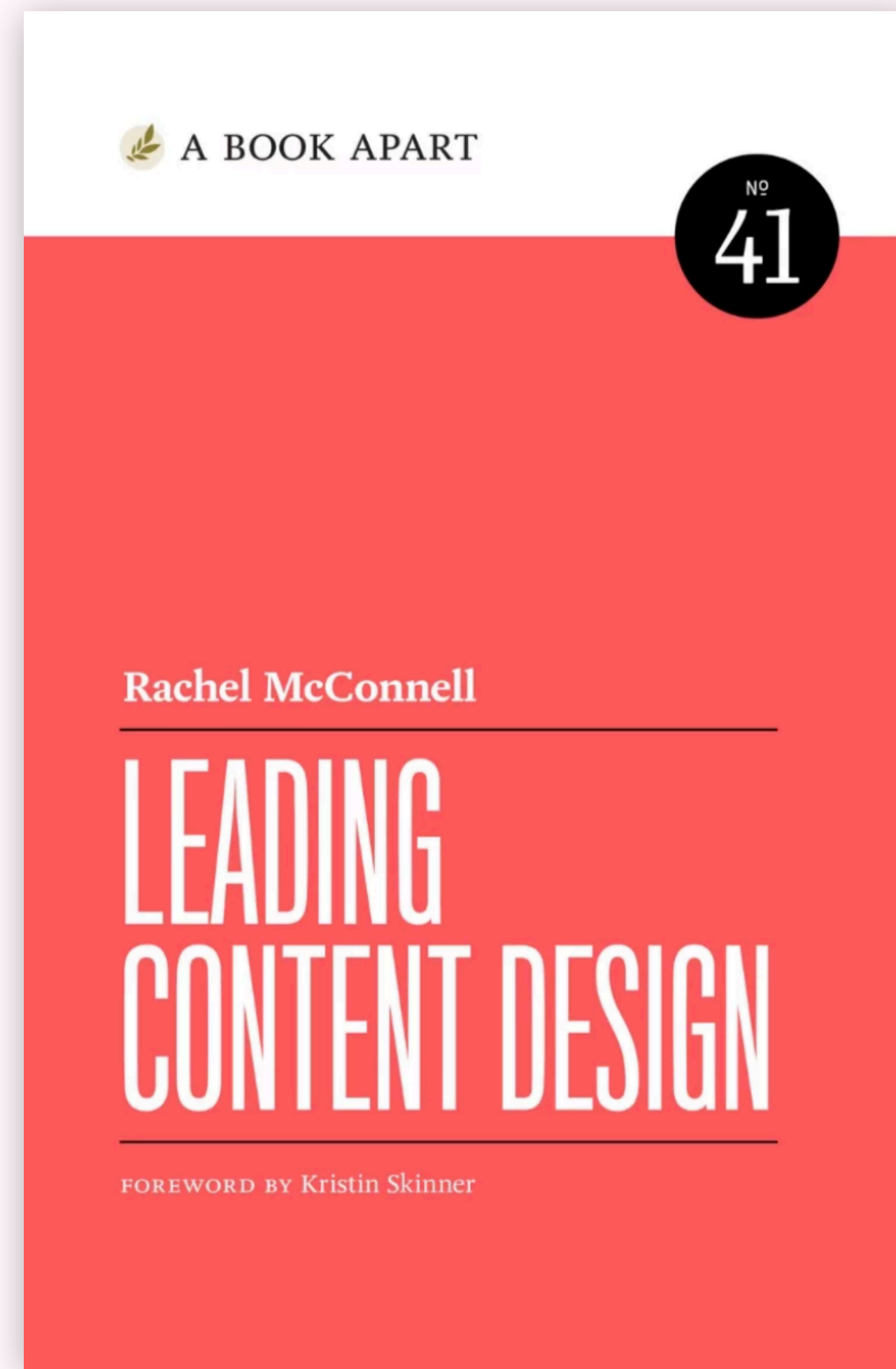
ABOUT ME

Soft textile
No sheen, just feels

Main: 100% Cotton.

Rachel McConnell

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Always keep ice cream in mind

Rachel McConnell

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Thank you
Rachel McConnell

A BOOK APART

№ 41

Rachel McConnell

LEADING CONTENT DESIGN

FOREWORD BY Kristin Skinner

Why you need a content team

and how to build one

Rachel McConnell

DESIGNMATTERS15