

ConveyUX 2017, Seattle

Making content objective

Using UX research methods to create user-informed text

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What we'll cover

- Collaboration: UX writing + UX research
- Research methods & case studies
- 1 takeaway

“

We as human beings have a **storytelling problem**.
We're a bit too quick to come up with explanations for
things **we don't really have an explanation for**.

Malcolm Gladwell



UX writing



Elements

+

Application

Why ask why

- What are you trying to get done? /
want to build a fence

- Why?
To surround my yard

- Why?
To plant a garden

- Why?
To grow my own food

- Why?
To save money on groceries



It all starts with people



So now what?



WRITING + RESEARCH =

User-informed text



Research methods

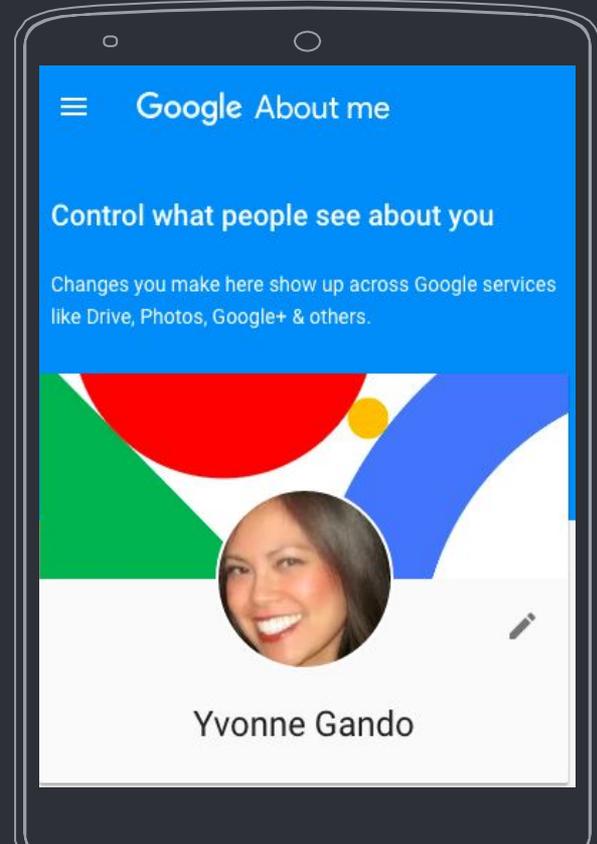
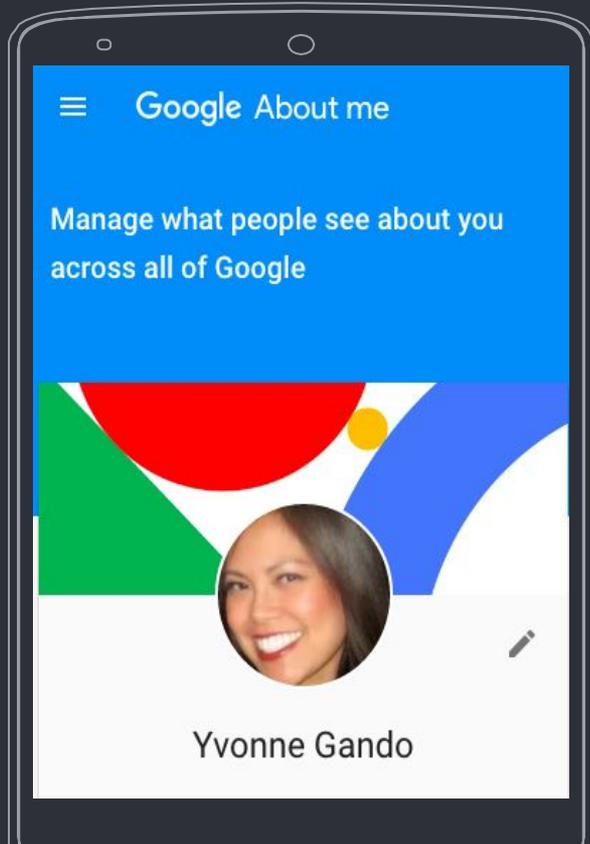


RITE

Rapid Iterative Testing & Evaluation

A method to help your team move forward with design iterations at a faster pace

Case study: About me





Field studies

In-context visits with users to understand product usage or general behaviors, motivations & intents over time.

Case study: Google+ voice & tone



Before

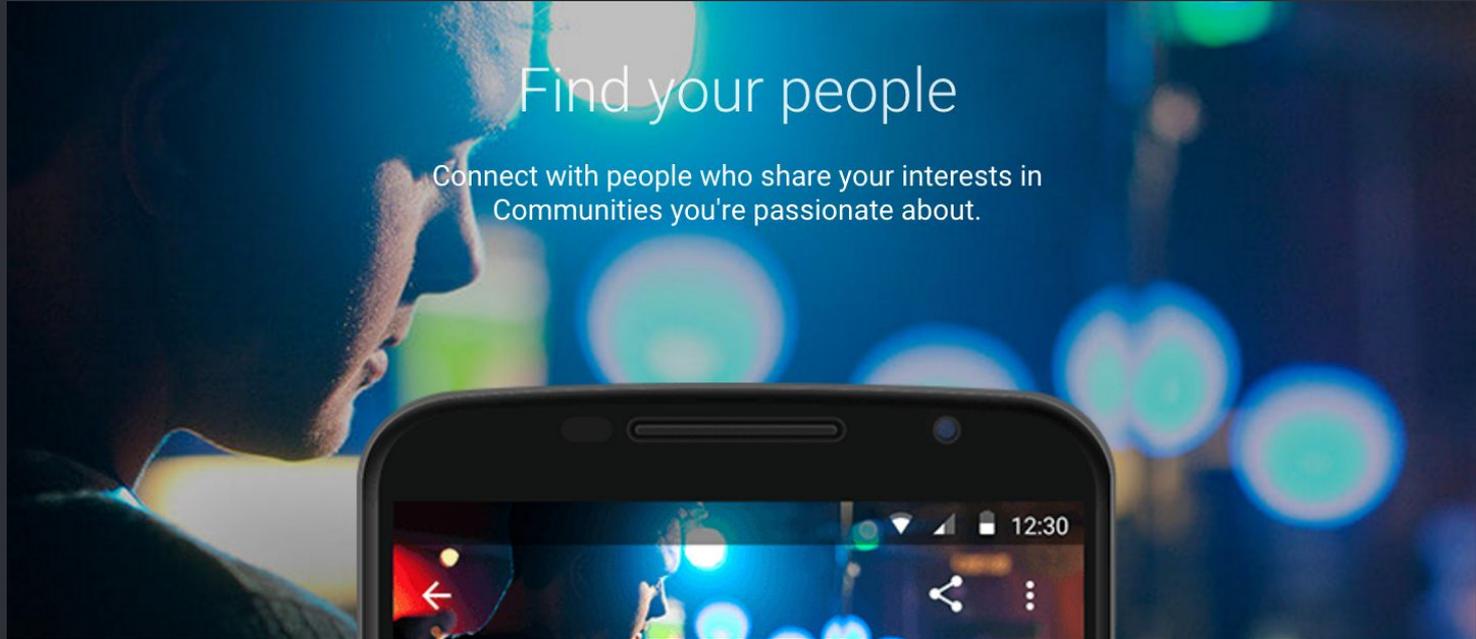
“...an interest-based sharing network”



After

“...people, content, conversations”

Case study: Google+ marketing copy

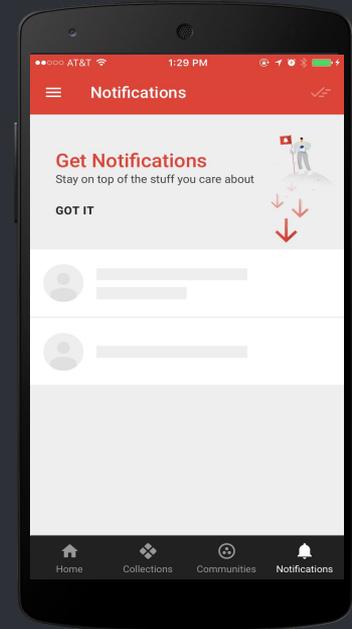
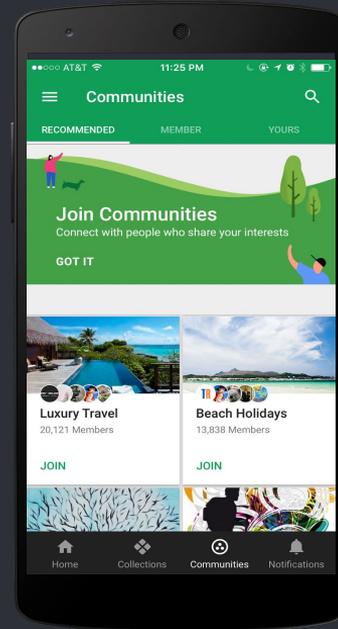
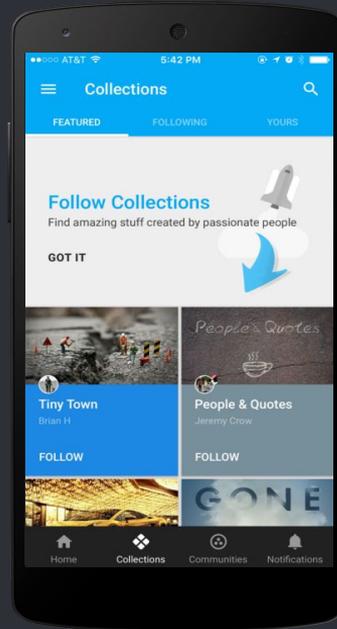
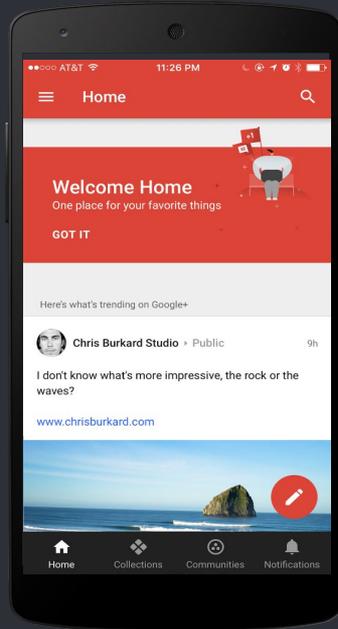




Reaction cards

A method to help you understand desirability attributes and emotional reactions to an experience.

Case study: Google+ inboarding



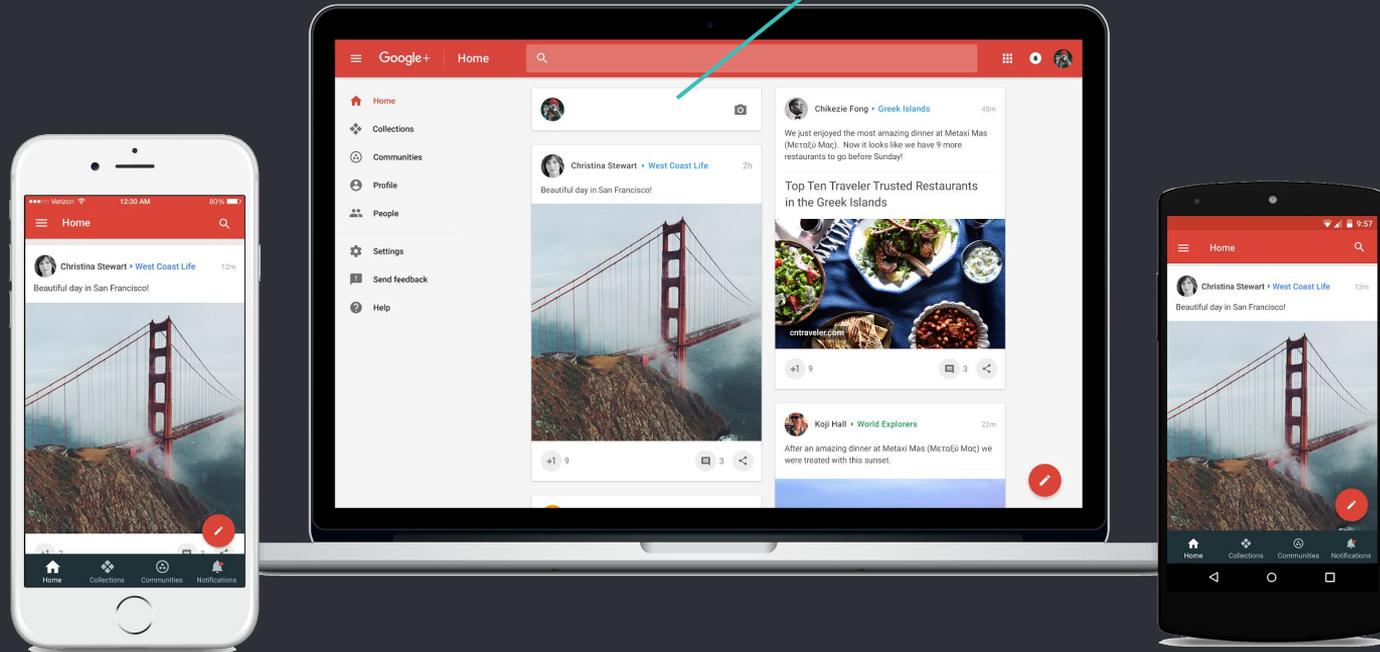
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Surveys

Collecting data from a pre-defined sample of users, with an intention of generalizing the results to a larger population.

Case study: Google+ sharing text

???



Case study: Google+ sharing text



Option 1

Option 2

Option 3

Competitive trend scrape

Google consumer surveys



A/B experiments

Also known as split testing, use A/B experiments to compare 2 versions of text to see which one performs better.

Case study: Google+ sharing text



1 = What's new with you?

2 = Post a photo, link, or more

3 = Share what's new

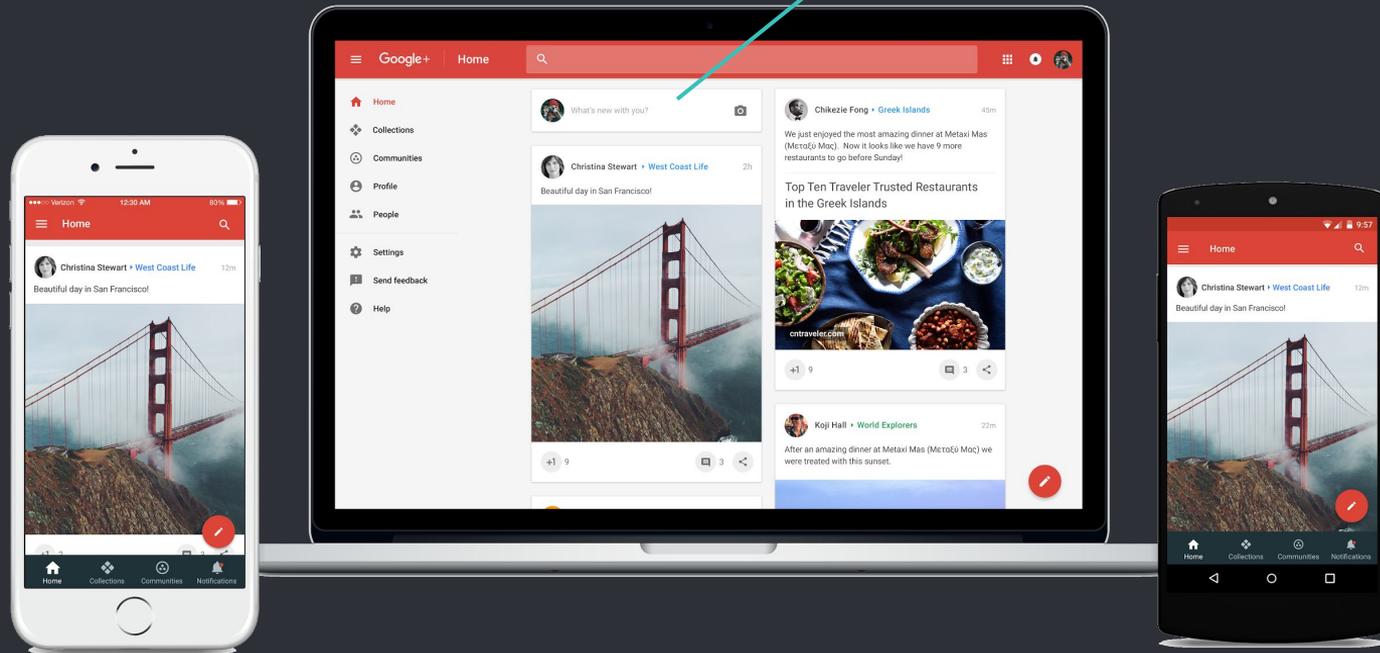


A/B



Case study: Google+ sharing text

What's new with you?



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Heuristic evaluation

A method for finding the usability problems in a UI design. Involves evaluators examining the interface and judging its compliance with recognized usability principles.

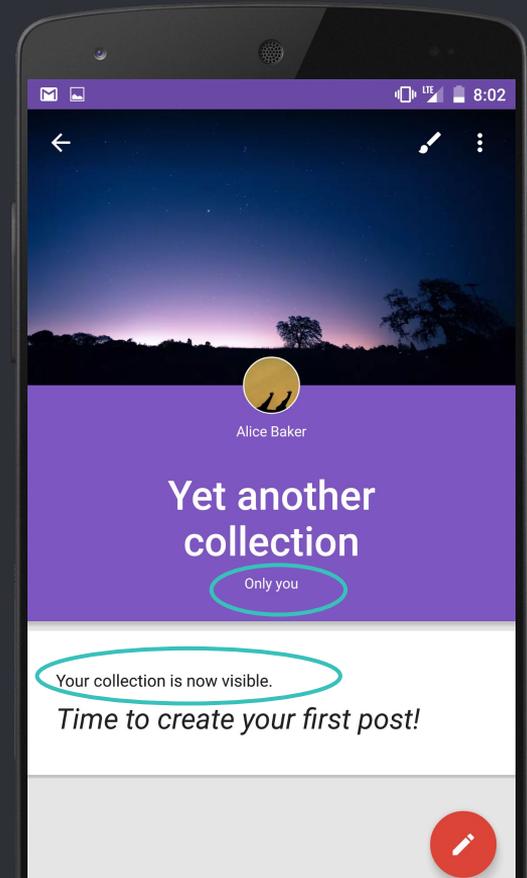
Heuristic evaluation

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency & standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

Case study: G+ empty state

Visibility of system status

'Only you' contradicts with
'Your collection is now visible'





Research methods

1. RITE
2. Field studies
3. Reaction cards
4. Surveys
5. A/B tests
6. Heuristic evaluation



ONE TAKEAWAY

It all starts with people.

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Thanks!

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CREDITS

Medium. (2014, May 20). Never Ask What They Want — 3 Better Questions to Ask in User Interviews [Blog post]. Retrieved from <https://medium.com/user-research/never-ask-what-they-want-3-better-questions-to-ask-in-user-interviews-aeddd2a2101e#.byaxmm8li>