CALL TO ACTION

How tech writers can improve UX

Holli Hamilton TCUK 2018

For more information or a copy of this presentation contact:
hollicooper@hotmail.co.uk

NAME:

PHOTO

AGE:
OCCUPATION:
FAMILY:
LOCATION:

PERSONALITY

Introvert | Extrovert
Thinking | Feeling
Passive | Active
Analytical | Creative

BIO

Brief paragraph describing user's
background leading up to this use case.

MOTIVATIONS

-
-
-
-

GOALS

-
-
-
-

PAIN POINTS

-
-
-
-

TECHNOLOGY

Hardware
Software
Internet Browsing
Mobile Apps
Social Networks

NAME:

PHOTO

AGE:
OCCUPATION:
FAMILY:
LOCATION:

PERSONALITY

Introvert — Extrovert
Thinking — Feeling
Passive — Active
Analytical — Creative

MOTIVATIONS
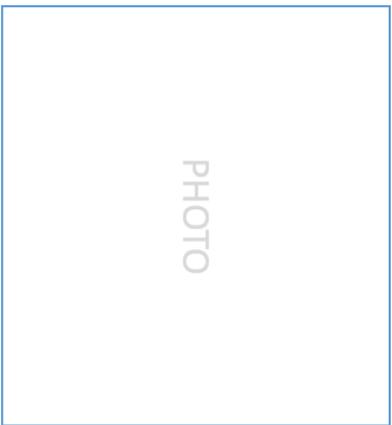
GOALS
-
-
-
-

PAIN POINTS
-
-
-
-

TECHNOLOGY

Hardware
Software
Internet Browsing
Mobile Apps
Social Networks

USER

Name:
Occupation:
Technical level:

SCENARIO
What does the user want to do and what are the motivating factors?

EXPECTATIONS
• • •

Phase 1:
1.
2.
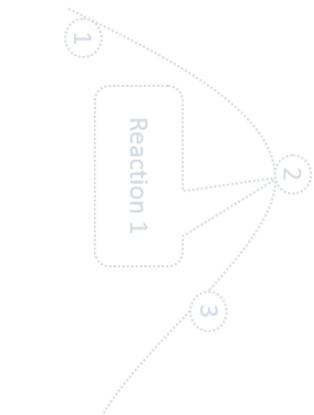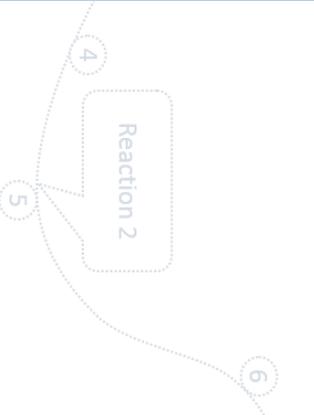3.

Phase 2:
4.
5.
6.

Phase 3:
7.
8.
9.

Phase 4:
10.
11.
12.

Reaction 1

Reaction 2

Reaction 3

Reaction 4

Reaction 5

1 2 3 4 5 6 7 8 9 10 11 12

PAIN POINTS/OPPORTUNITIES
• • • •

PAIN POINTS/OPPORTUNITIES
• • • •

PAIN POINTS/OPPORTUNITIES
• • • •

PAIN POINTS/OPPORTUNITIES
• • • •

USER

Name:
Occupation:
Technical level:

SCENARIO

What does the user want to do and what are the motivating factors?

EXPECTATIONS

Phase 1:

1.
2.
3.

Phase 2:

4.
5.
6.

Phase 3:

7.
8.
9.

Phase 4:

10.
11.
12.

Reaction 1
Reaction 2
Reaction 3
Reaction 4
Reaction 5

1 2 3 4 5 6 7 8 9 10 11 12

PAIN POINTS/OPPORTUNITIES

PAIN POINTS/OPPORTUNITIES

PAIN POINTS/OPPORTUNITIES

PAIN POINTS/OPPORTUNITIES

Paradise Hotel

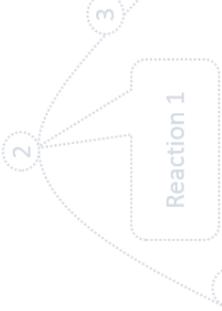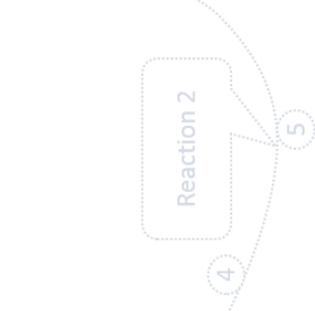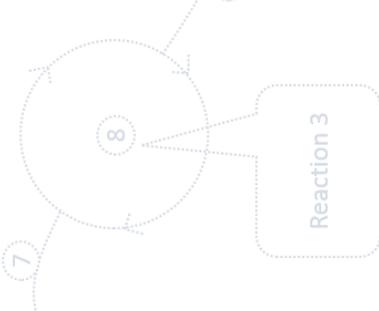| Usability Heuristic	Notes	Pass?
Visibility of system status Do I know what's going on? If I have to wait, is it obvious how long for?		
Match between system and the real world Does the language sound right for our users? Is anything company jargon?		
User control and freedom How easy is it to abort an action? Can I always find my way back to where I was?		
Consistency and standards Is the use of labels and icons consistent? Do we use colours to indicate the same things?		
Error prevention Can I check myself before I wreck myself? Is it easy to make an unrecoverable action?		
Recognition rather than recall Did I have to look up information elsewhere? Did I have to remember choices made previously?		
Flexibility and efficiency of use Is there a way to accelerate the process if I'm a power user?		
Aesthetic and minimalist design Is the design focused on the points of interest and interaction? Am I distracted by anything?		
Help users recognize, diagnose and recover from errors Do the error messages make sense and provide clear next steps?		
Help and documentation Is there relevant help available? Is it easy to search for information about this process?		

Rita vs AT&T

Rita wants to setup her new iPhone 6s on her existing AT&T account. She's not highly technical but she does understand online shopping (searching, menus, following links).
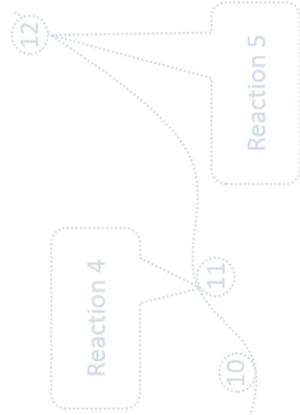
Website: **https://www.att.com/**

Journey Steps	Pain Points

Rita vs AT&T

USER

Name:
Occupation:
Technical level:

SCENARIO

What does the user want to do and what are the motivating factors?

EXPECTATIONS

· · ·

Phase 1:

1.
2.
3.

Phase 2:

4.
5.
6.

Phase 3:

7.
8.
9.

Phase 4:

10.
11.
12.

Reaction 1

Reaction 2

Reaction 3

Reaction 4

Reaction 5

1
2
3
4
5
6
7
8
9
10
11
12

PAIN POINTS/OPPORTUNITIES

· · · ·

PAIN POINTS/OPPORTUNITIES

· · · ·

PAIN POINTS/OPPORTUNITIES

· · · ·
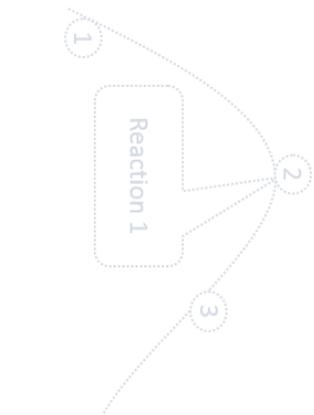
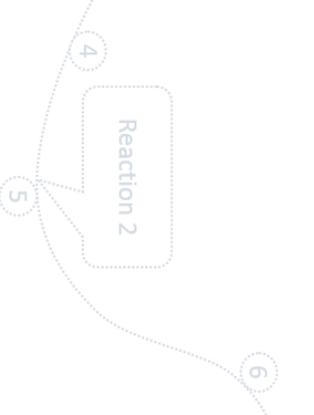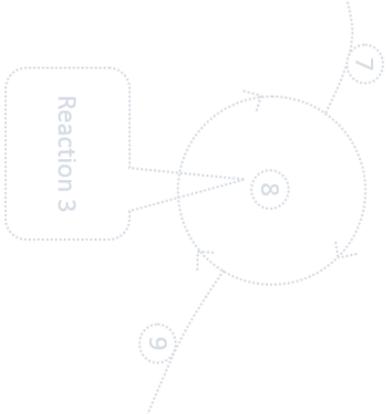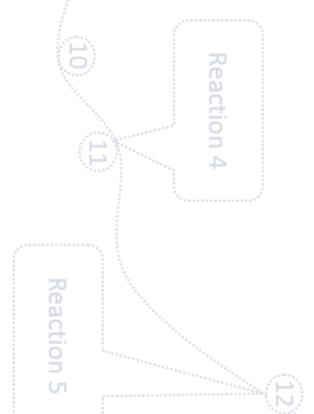PAIN POINTS/OPPORTUNITIES

· · · ·

Improvements for AT&T

Sam vs NYC

Sam wants to find his local firehouse, so he can take his excited sons. He's just moved to Queens (NYC) and isn't very familiar with the area. He's been given a leaflet for this resource site but has limited time to spend searching.

Website: **http://www1.nyc.gov/**

Journey Steps	Pain Points

Sam vs NYC

USER

Name:
Occupation:
Technical level:

SCENARIO

What does the user want to do and what are the motivating factors?

EXPECTATIONS

· · · ·

Phase 1:
1.
2.
3.

Reaction 1

1

2

3

Phase 2:
4.
5.
6.

Reaction 2

4

5

6

Phase 3:
7.
8.
9.

Reaction 3

7

8

9

Phase 4:
10.
11.
12.

Reaction 4

Reaction 5

10

11

12

PAIN POINTS/OPPORTUNITIES

· · · ·

PAIN POINTS/OPPORTUNITIES

· · · ·

PAIN POINTS/OPPORTUNITIES

· · · ·

PAIN POINTS/OPPORTUNITIES

· · · ·

Improvements for NYC

Find the MSY Store

The MSY home page does not make it easy to find the online store and browse for a product. The easiest way Holli found was to click the **Clearance** button.

Clearance

Website: **https://www.msy.com.au/home.php**

Journey Steps	Pain Points

Find the MSY Store

Usability Heuristic	Notes	Pass?
Visibility of system status Do I know what's going on? If I have to wait, is it obvious how long for?		
Match between system and the real world Does the language sound right for our users? Is anything company jargon?		
User control and freedom How easy is it to abort an action? Can I always find my way back to where I was?		
Consistency and standards Is the use of labels and icons consistent? Do we use colours to indicate the same things?		
Error prevention Can I check myself before I wreck myself? Is it easy to make an unrecoverable action?		
Recognition rather than recall Did I have to look up information elsewhere? Did I have to remember choices made previously?		
Flexibility and efficiency of use Is there a way to accelerate the process if I'm a power user?		
Aesthetic and minimalist design Is the design focused on the points of interest and interaction? Am I distracted by anything?		
Help users recognize, diagnose and recover from errors Do the error messages make sense and provide clear next steps?		
Help and documentation Is there relevant help available? Is it easy to search for information about this process?		

Improvement Proposal for MSY