UX writing for behavioral design

110231

Behavioral content design

~~UX writing for behavioral design~~

Behavioral content design

Hello, I'm Jason Fox

I'm a content designer at Chime (not a bank).

Hello, I'm Jason Fox

I'm a content designer at Chime (not a bank).

You can call me Jace!

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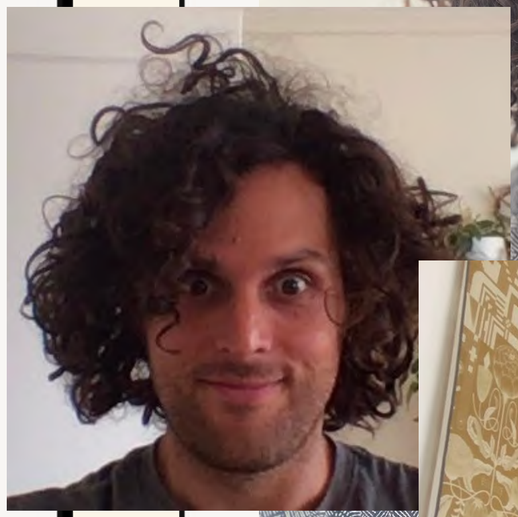


First of all, what is content design?

“

Content design is a way of thinking.

– Sarah Winters, Content Design London

Confluence Home Recent Spaces People Apps Create Search 9+

NUX Design

Overview

Blog

Space Settings

SPACE SHORTCUTS

Jira Board

PAGES

Everything NUX Design

Framework - Cognitive Lo...

Admin/ Evaluator Onboar...

Archived pages BETA

NUX Designers

My first page

Created by Justin Baker
Just a moment ago • Analytics

This is my first page content! Wahoo. Organizing my team squad structure. My team is goir
awesome once I get everyone on here.

Like Be the first to like this

Write a comment...

Confluence Quickstart

Create a space

Create a page

Invite your teammates

Share a page

You can share with a link, by email address, or user name.

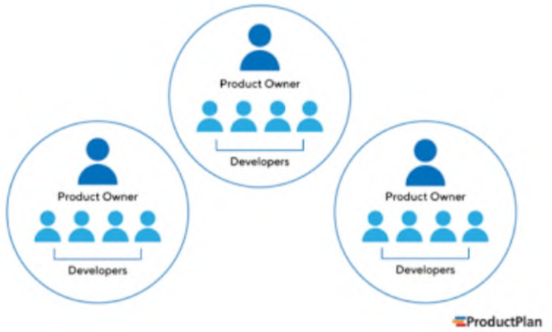
Press "k" to get a shareable link for any page.

Learn about sharing

Explore integrations

Find help

Cancel Quickstart

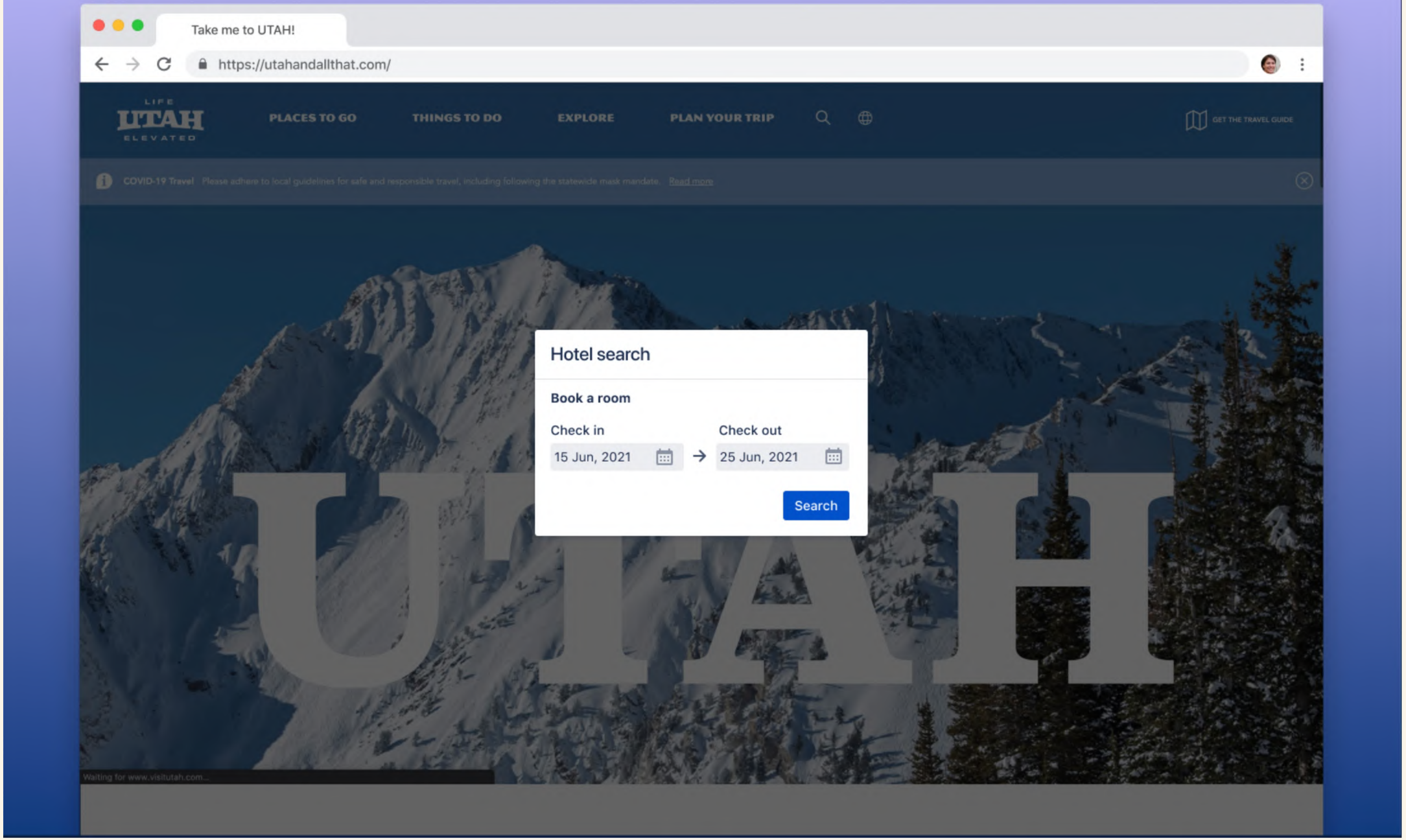

Product Owner
Developers
Product Owner
Developers
Product Owner
Developers
ProductPlan

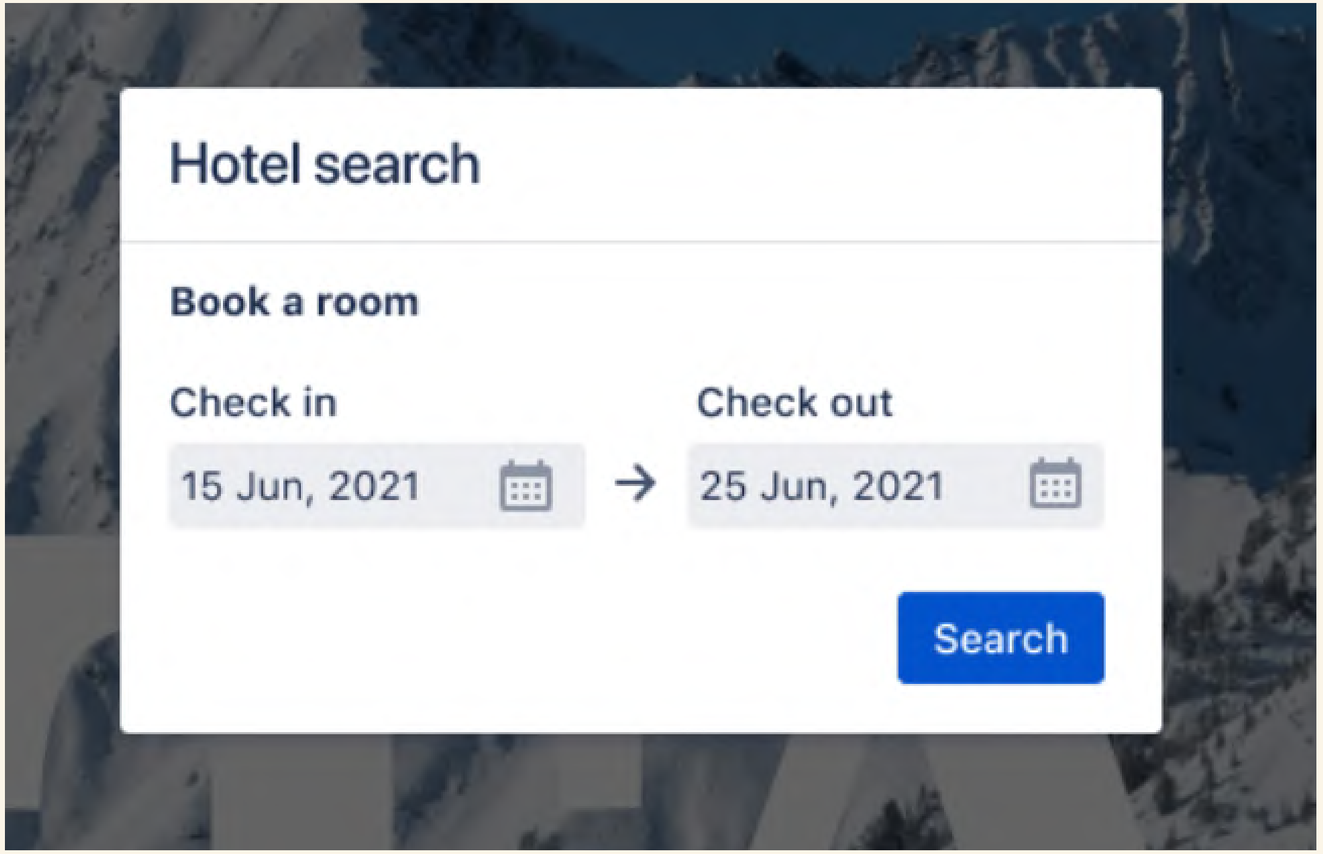
“

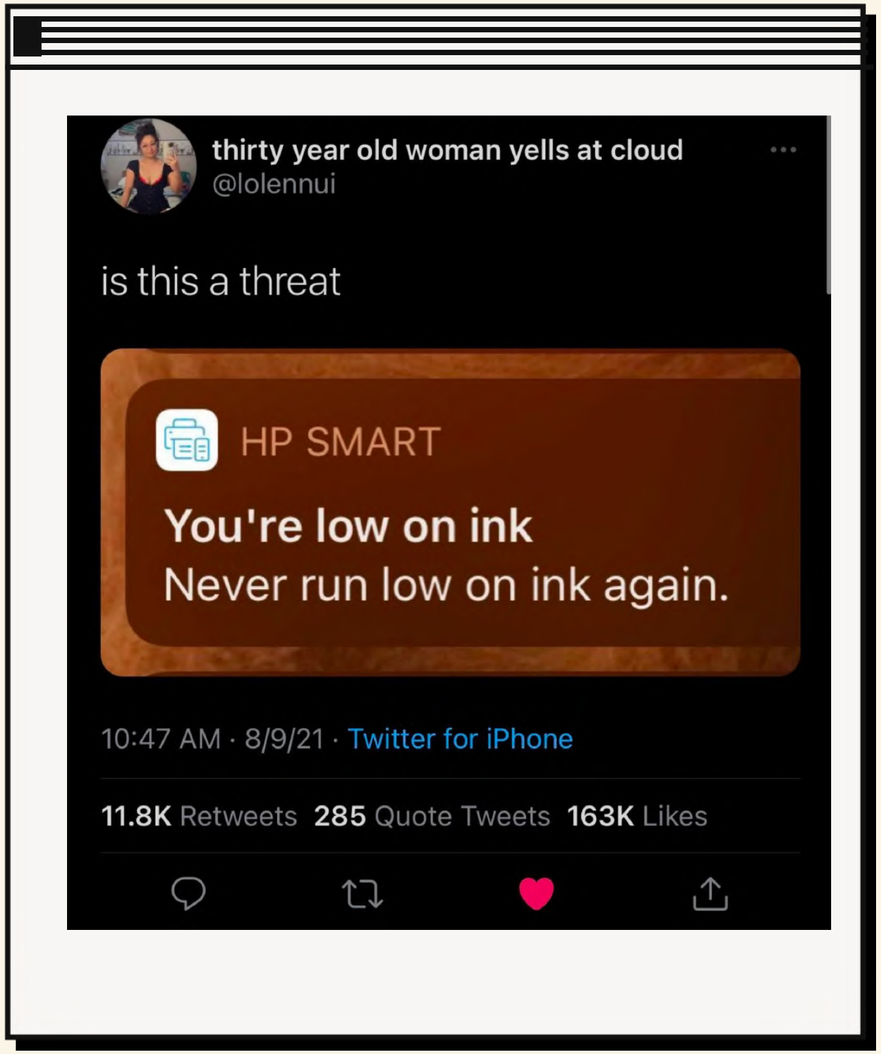
Behavioral content design is the practice of writing content to influence behavior or behavioral decisions.

– Jasin

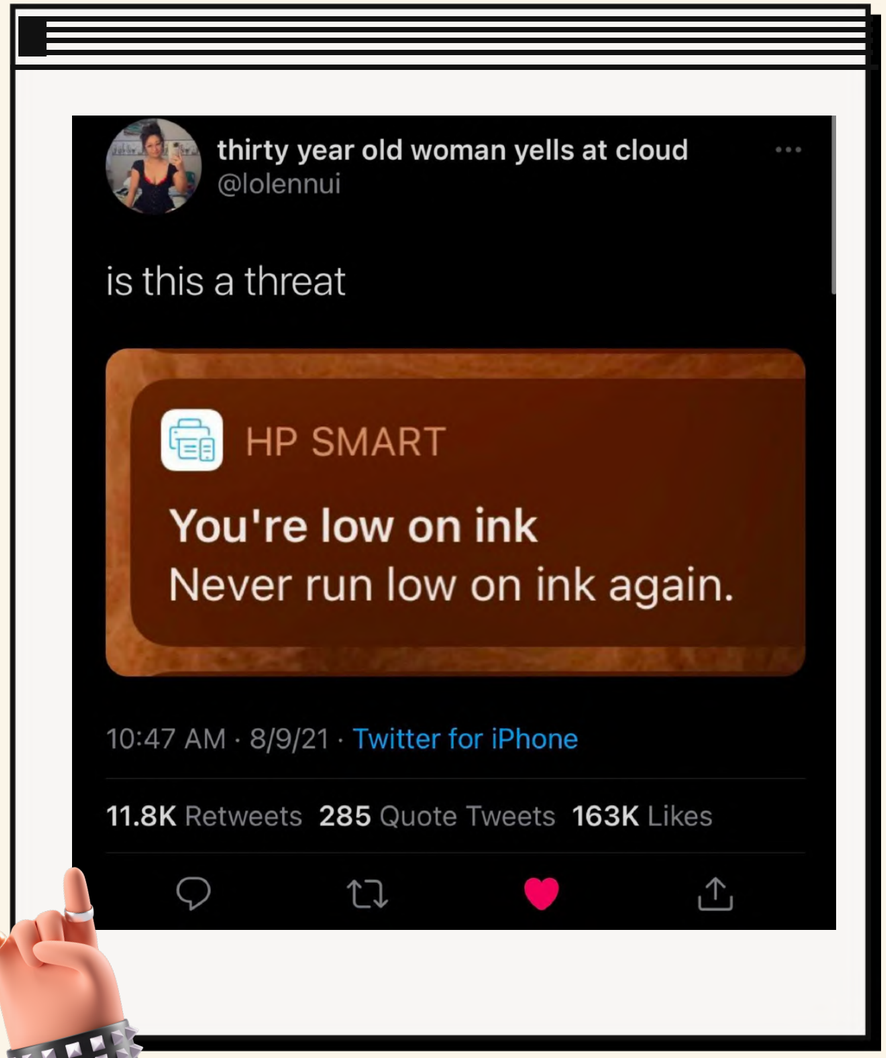
Congrats, you work for the state of Utah!


Take me to UTAH!
https://utahandallthat.com/
LIFE
UTAH
ELEVATED
PLACES TO GO
THINGS TO DO
EXPLORE
PLAN YOUR TRIP
GET THE TRAVEL GUIDE
COVID-19 Travel Please adhere to local guidelines for safe and responsible travel, including following the statewide mask mandate. Read more
Hotel search
Book a room
Check in
15 Jun, 2021
Check out
25 Jun, 2021
Search
UTAH
Waiting for www.visitutah.com...


Hotel search
Book a room
Check in
15 Jun, 2021
Check out
25 Jun, 2021
Search



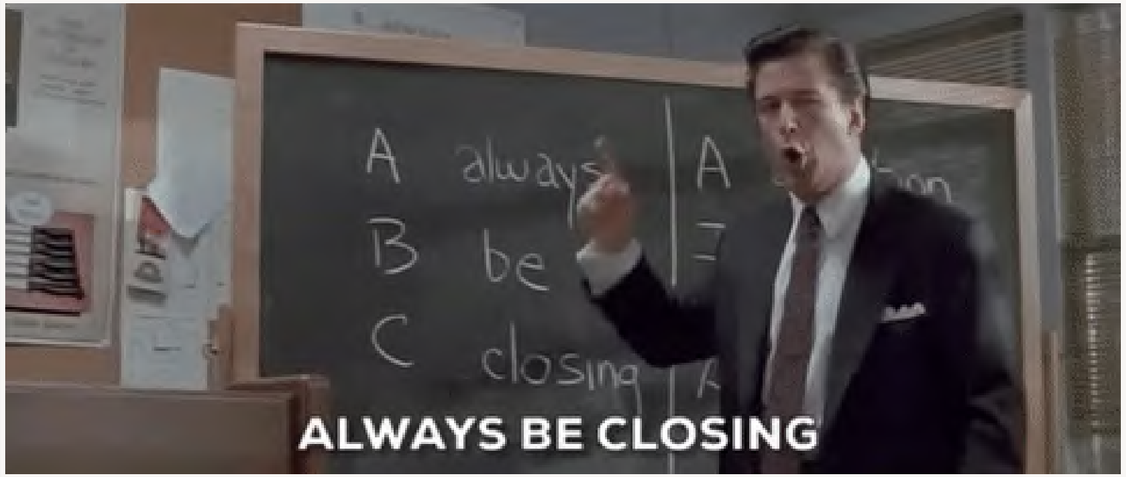
The Glengarry Bob Ross effect



YES.

The Glengarry Bob Ross effect

The Glengarry Bob Ross effect!



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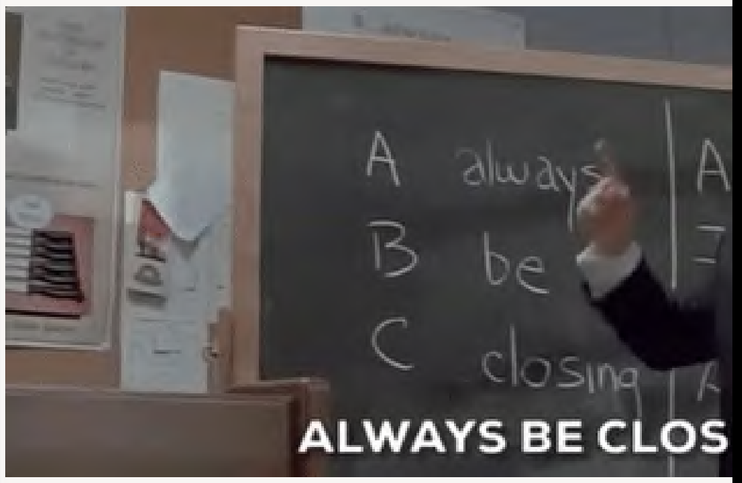

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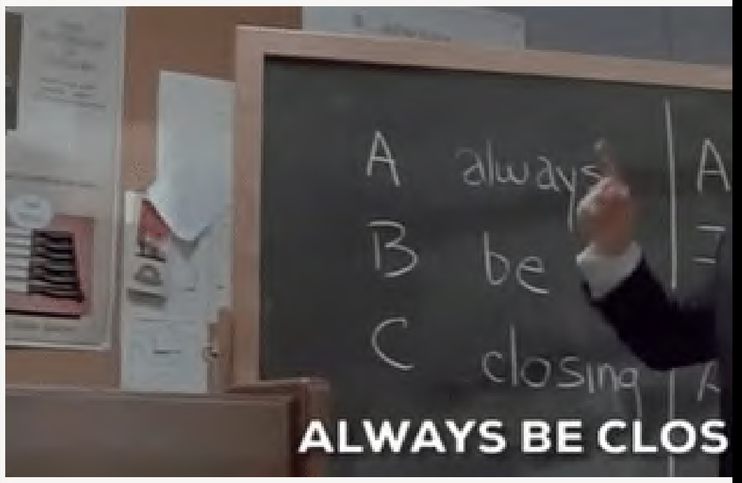

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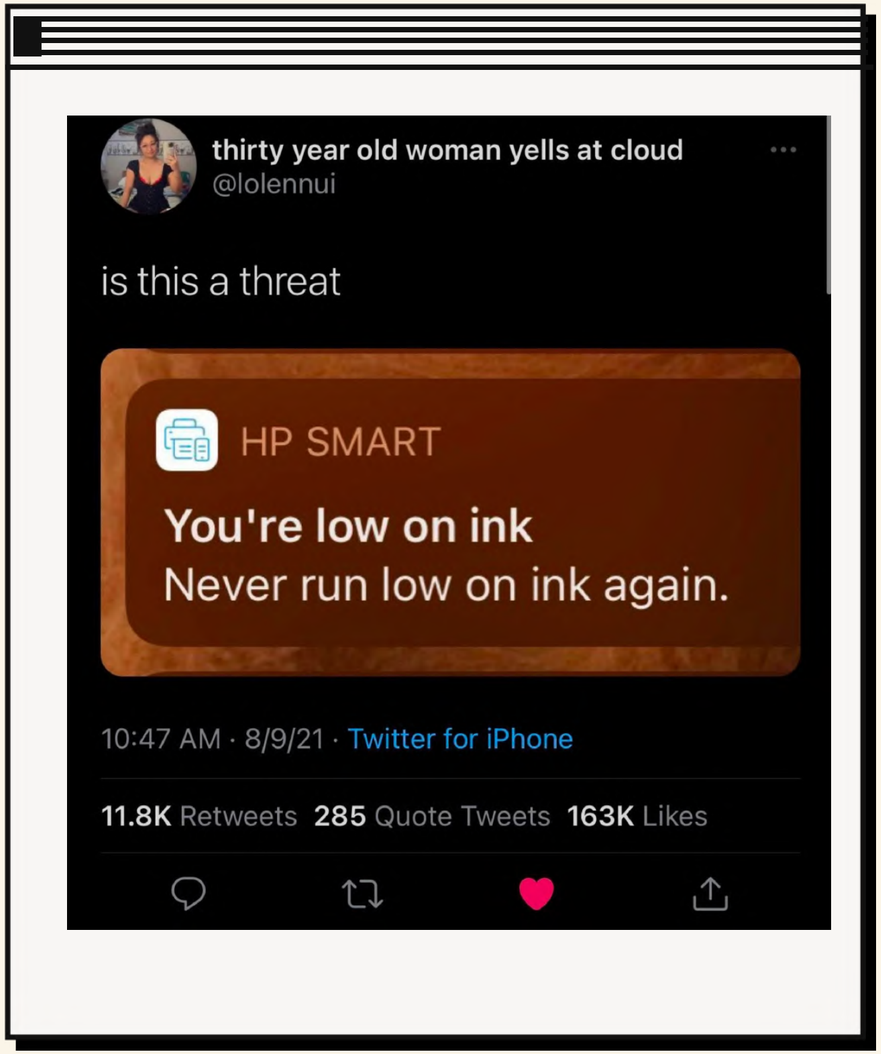
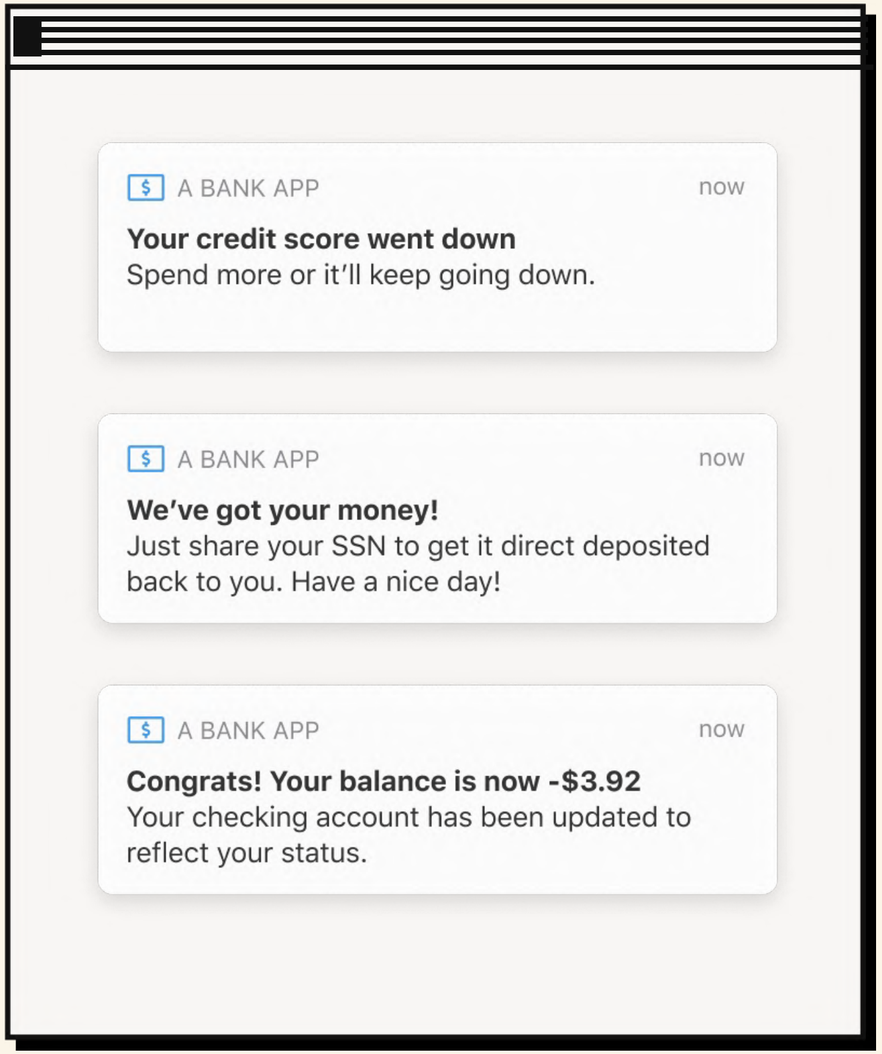
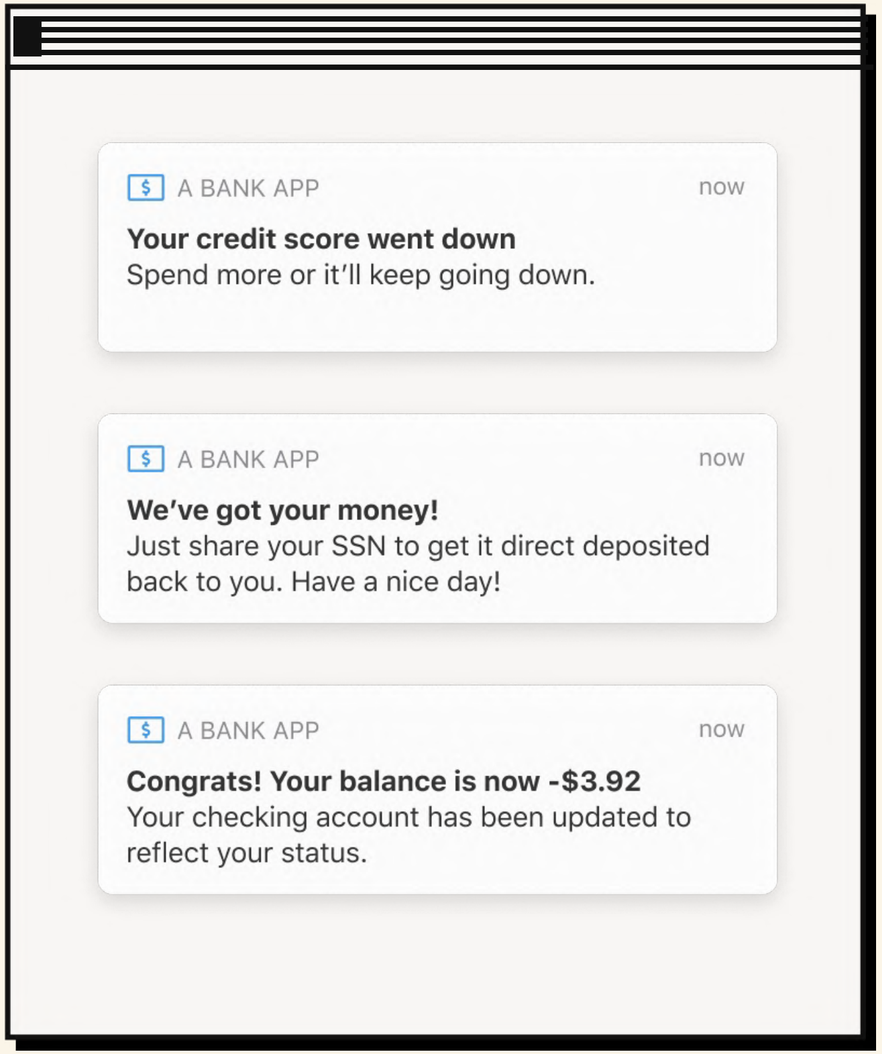


Impact will topple intention

Even the most well-intentioned content can have a negative impact if there's no strategy.



A dark fintech timeline



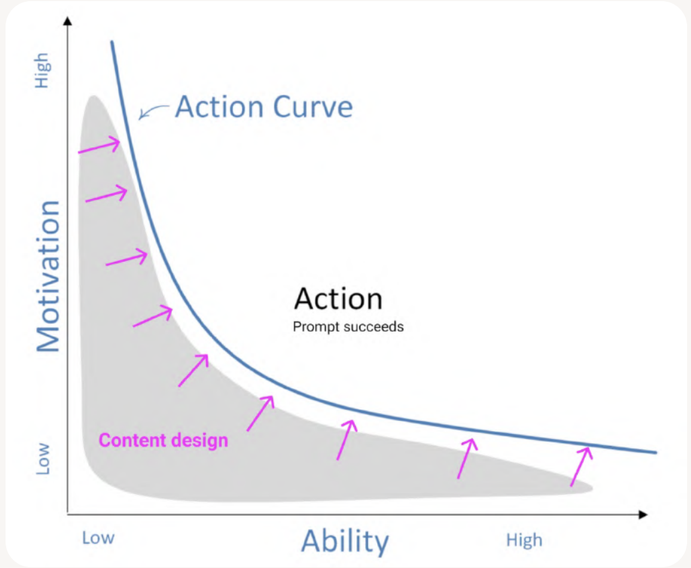
Member impact is emotional

Anxiety

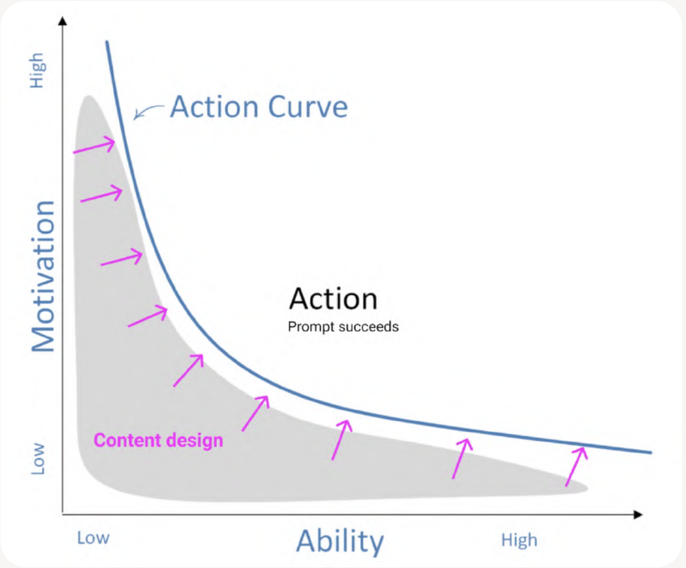
Confusion

Distrust

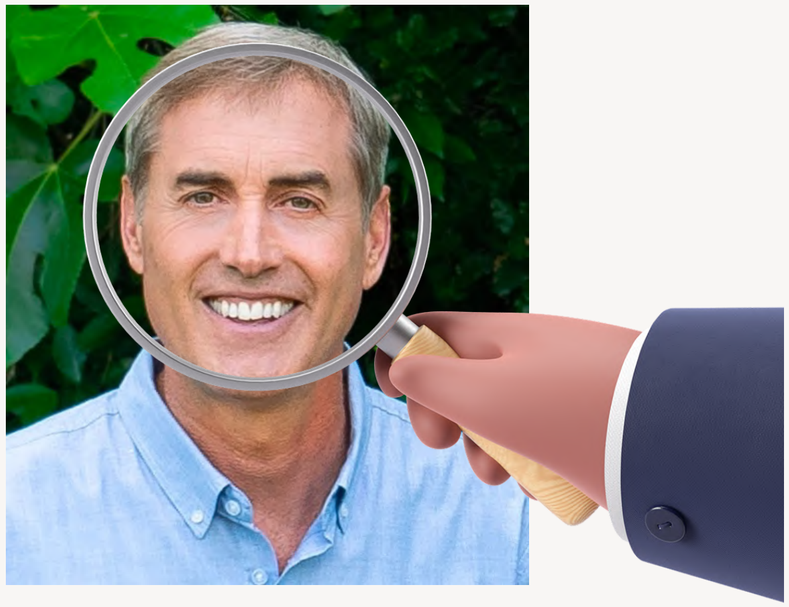
Fogg Behavior Model

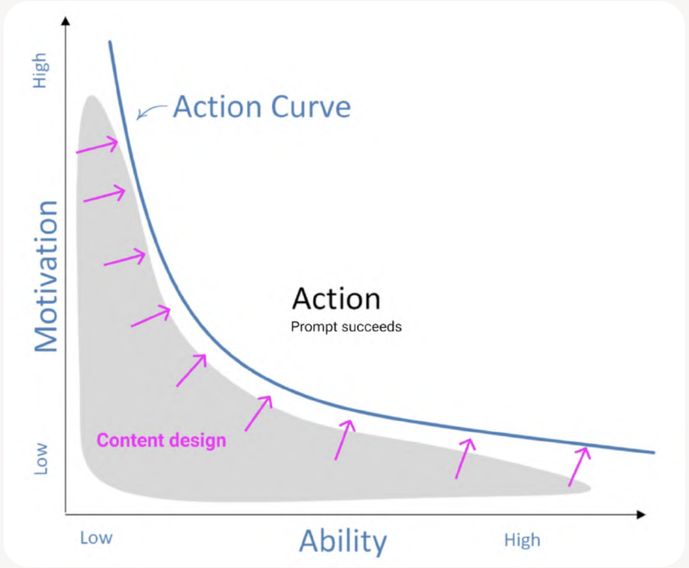


aka BJ


High
Motivation
Low
Action Curve
Action
Prompt succeeds
Content design
Low
Ability
High

aka BJ




High
Motivation
Low
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Action
Prompt succeeds
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Low
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B=MAP

Behavior = Motivation, Ability, Prompt

Motivation

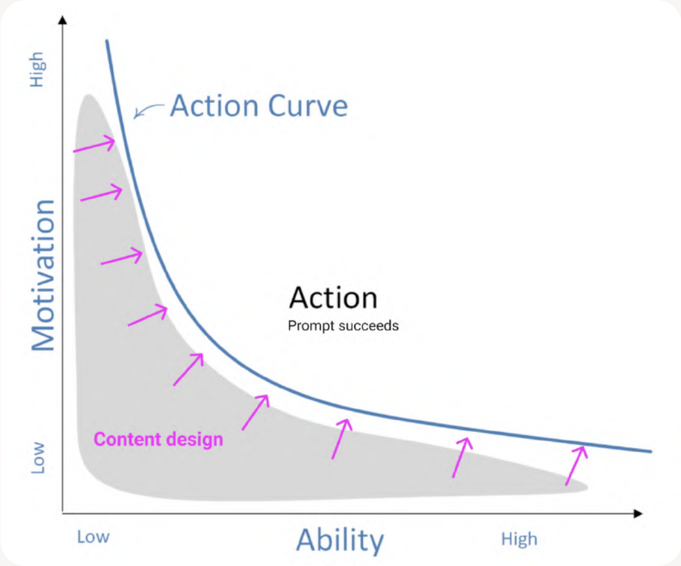
The willpower to take action

Ability

The capacity to take action

Prompt

The push to make it happen



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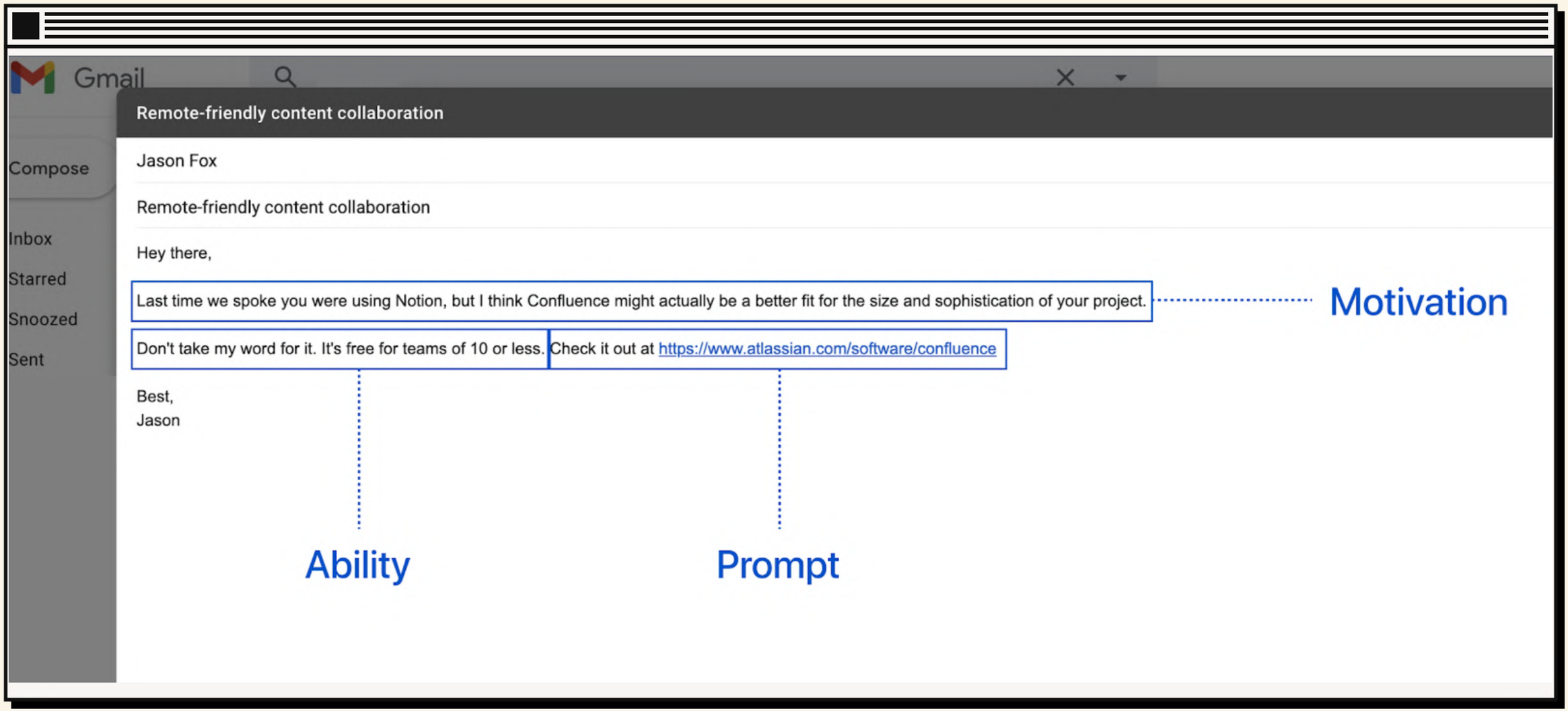
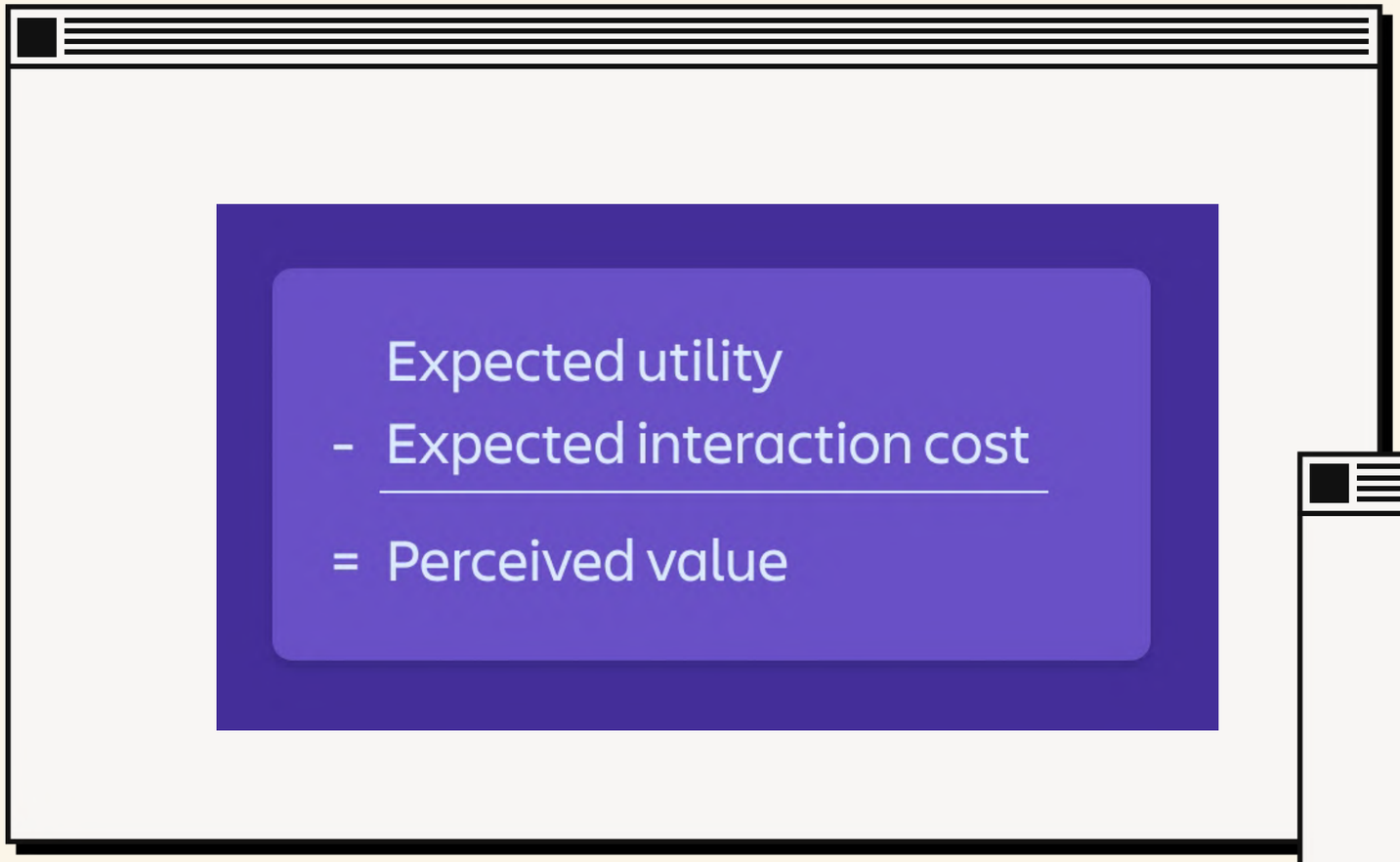
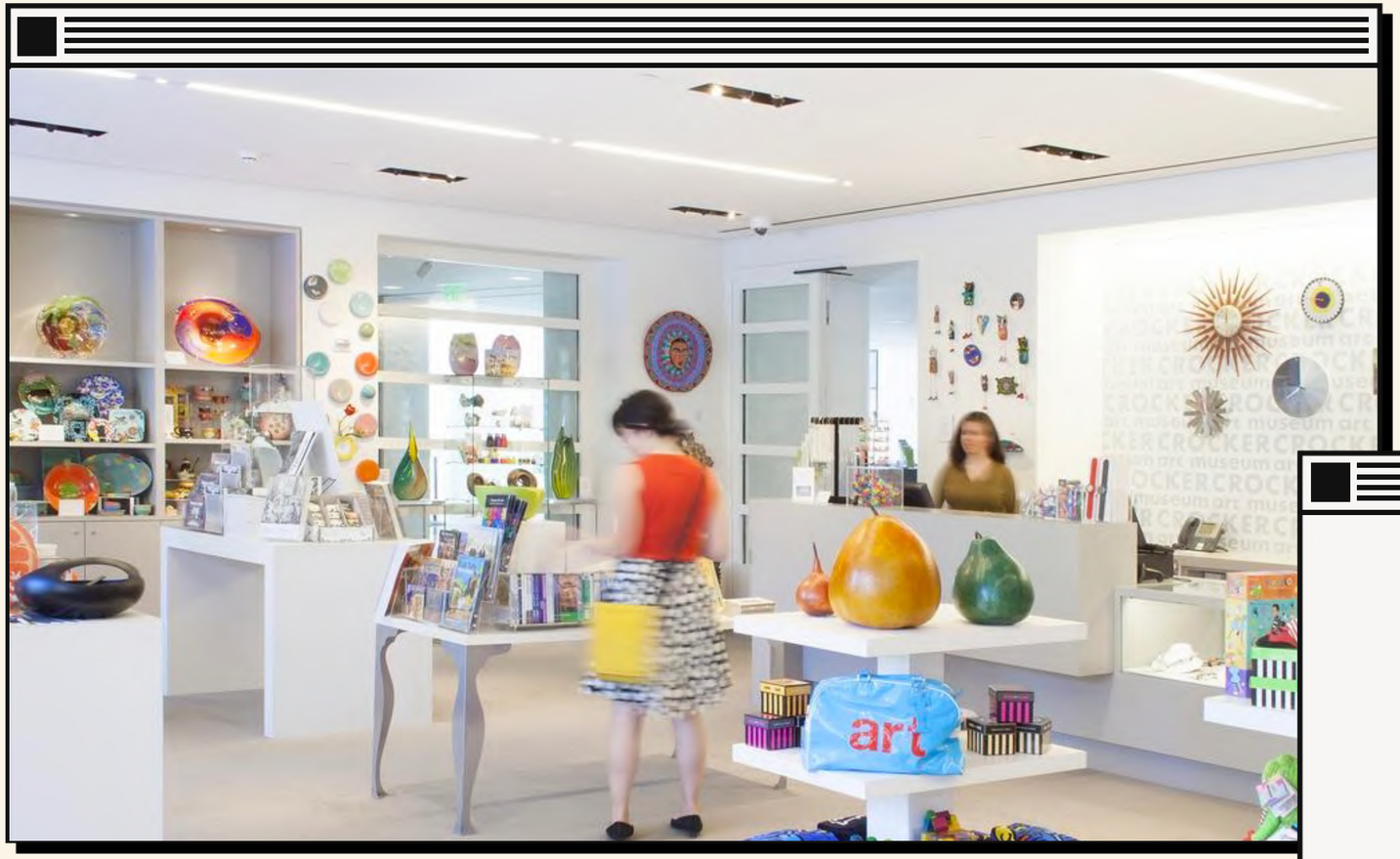


Behavioral content design happens a lot



Influencing perceived value

What's the perceived value?



What's the perceived value?

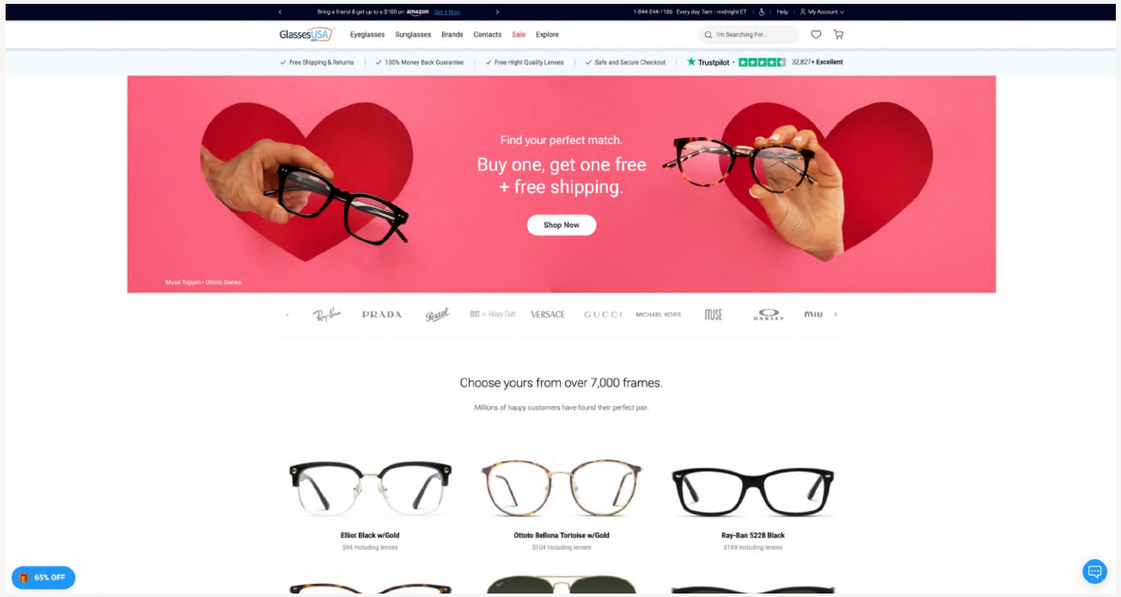
Interaction costs impact perceived value

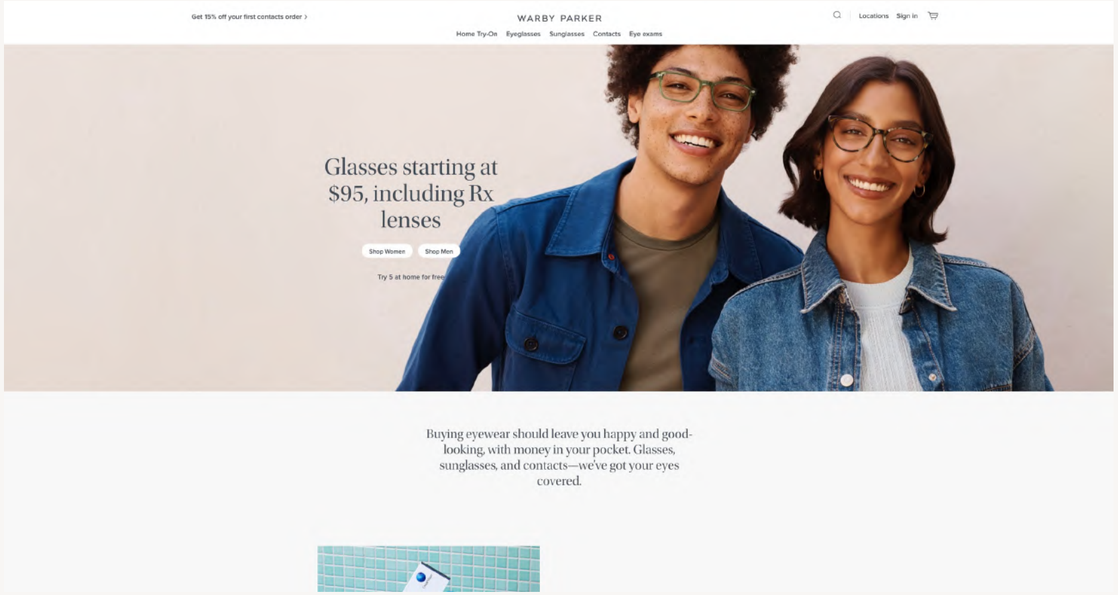
Low value, high interaction

Expand on it here. Why is it important?
Why does it matter?

High value, low interaction

You already know that it's important.
But what about your listeners?





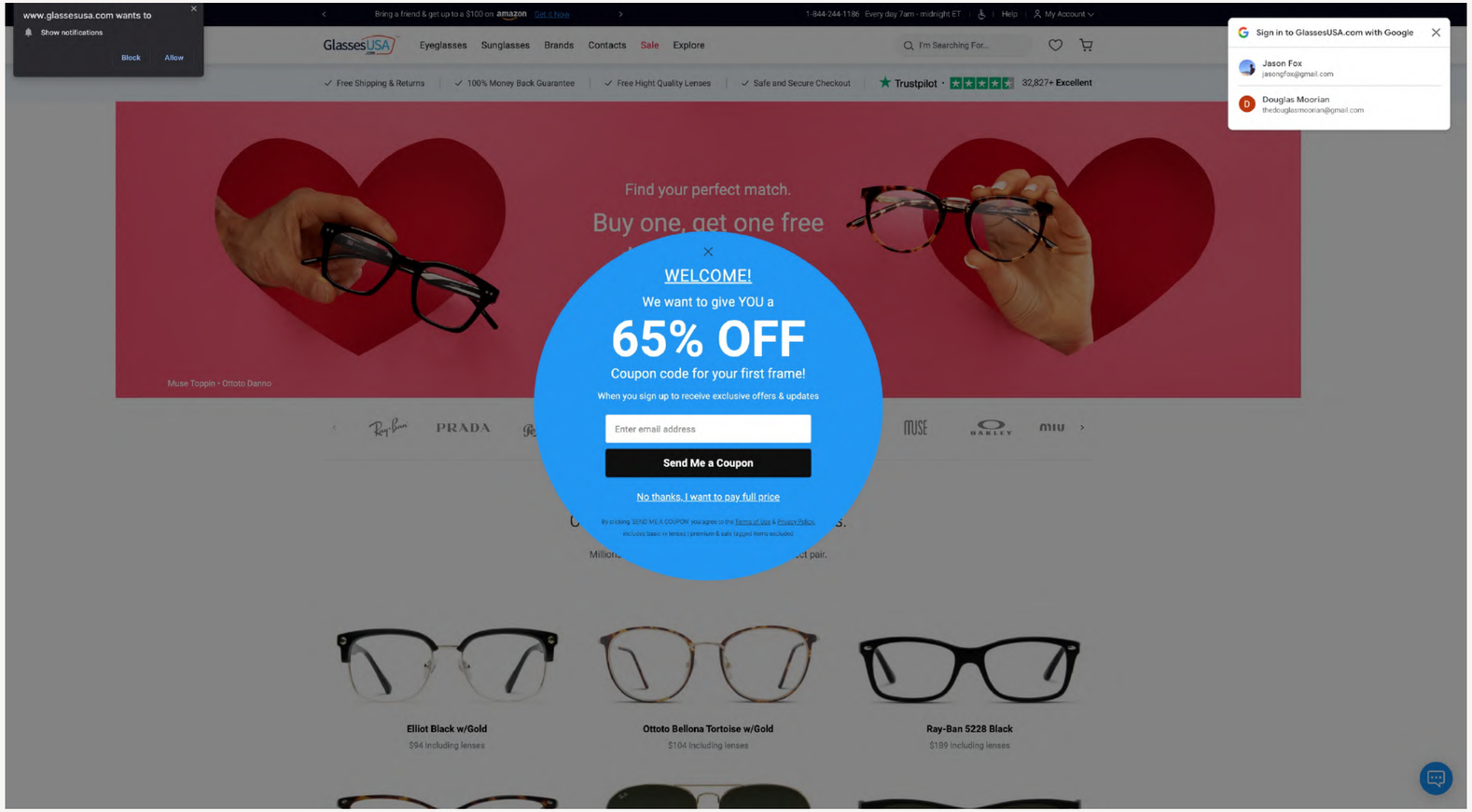
How about these ones?

ANIMAL FORAGING		INFORMATION FORAGING
Food	**Goal**	Information
A site containing one or more potential sources of food	**Patch**	A website (or other source of information)
Search for food	**Forage**	Search for information
The animal's assessment of how likely it is that a given patch will provide food	**Scent**	How promising a potential source of information appears to the user
The totality of food types that an animal may consider in order to satisfy hunger	**Diet**	The totality of the information sources that a user may consider in order to satisfy an information need

NN/g's graphic describing the information foraging theory.

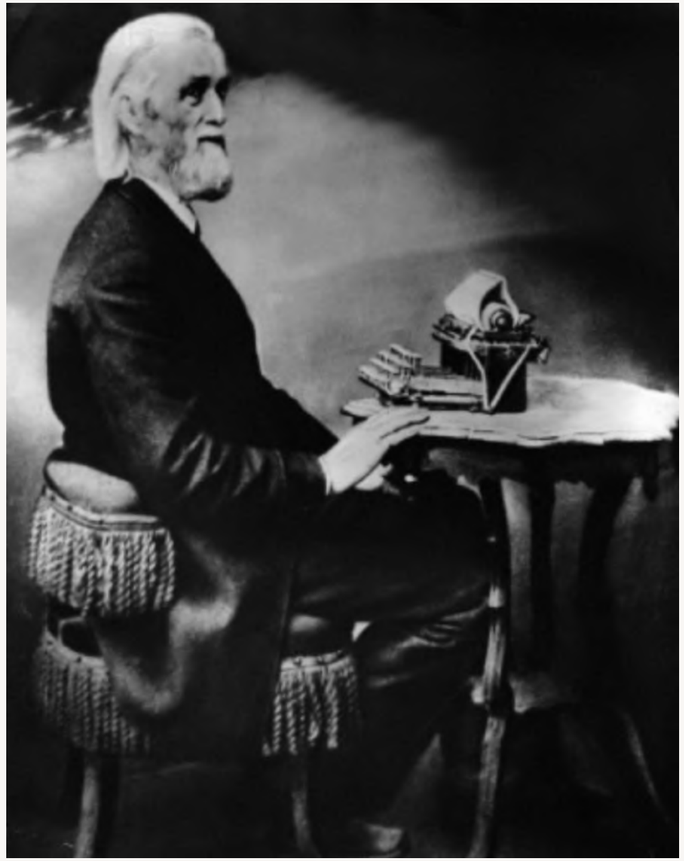
The information foraging theory

people who use digital products spend a lot of time foraging for information


www.glassesusa.com wants to
Show notifications
Block
Allow
Bring a friend & get up to a $100 on amazon Get it Now
1-844-244-1186 Every day 7am - midnight ET
Help
My Account
GlassesUSA
Eyeglasses
Sunglasses
Brands
Contacts
Sale
Explore
I'm Searching For...
Free Shipping & Returns
100% Money Back Guarantee
Free Hight Quality Lenses
Safe and Secure Checkout
Trustpilot
32,827+ Excellent
Sign in to GlassesUSA.com with Google
Jason Fox
jasongfox@gmail.com
Douglas Moorian
thedouglasmoorian@gmail.com
Find your perfect match.
Buy one, get one free
Muse Toppin • Ottoto Danno
WELCOME!
We want to give YOU a
65% OFF
Coupon code for your first frame!
When you sign up to receive exclusive offers & updates
Enter email address
Send Me a Coupon
No thanks, I want to pay full price
Ray-Ban
PRADA
MUSE
OAKLEY
miu
Elliot Black w/Gold
$94 Including lenses
Ottoto Bellona Tortoise w/Gold
$104 Including lenses
Ray-Ban 5228 Black
$189 Including lenses

Three shortcuts to behavioral content design

Guaranteed to work 100% of the time



Write everything on a typewriter

Only eat solid food after 9pm

Have a hole drilled in the top of your skull to increase blood flow to your brain

There are no shortcuts

Behavioral content design takes

time, patience, and collaboration.

It takes a team

Behavioral content design doesn't happen in isolation – collaboration happens with:

- Product managers
- Researchers
- Execs
- Designers
- Engineers
- Marketing
- Customer support

The entire team!

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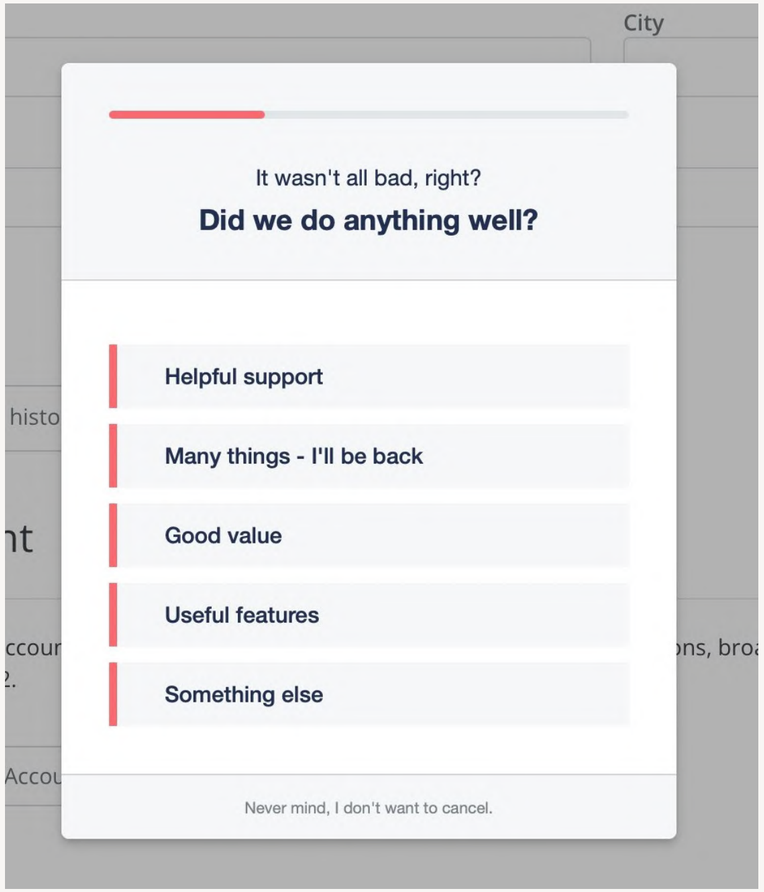
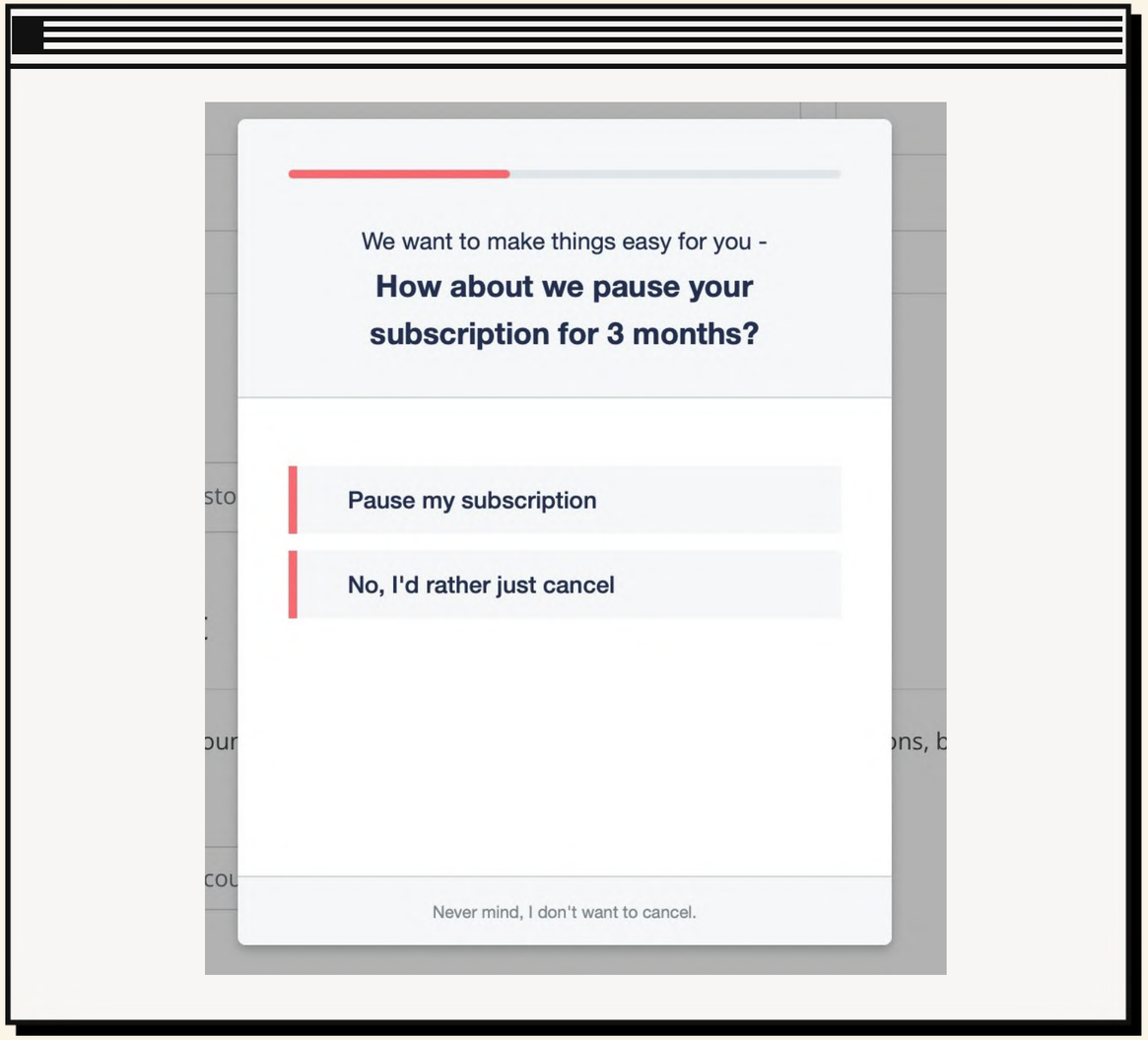
The entire team!



ConvertKit

One cook in the content kitchen

Thanks @ScottKubie



One cook in the content kitchen

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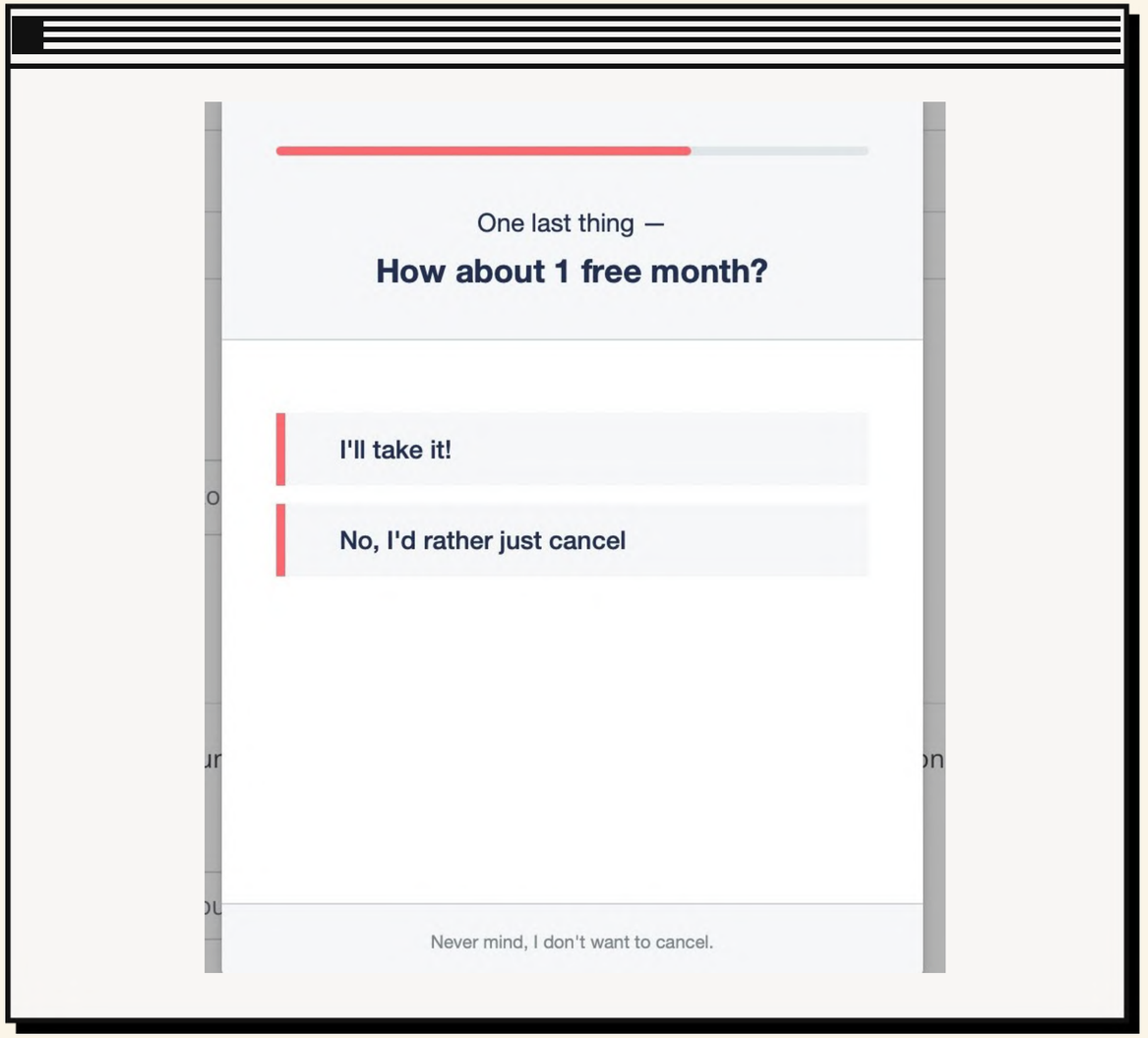

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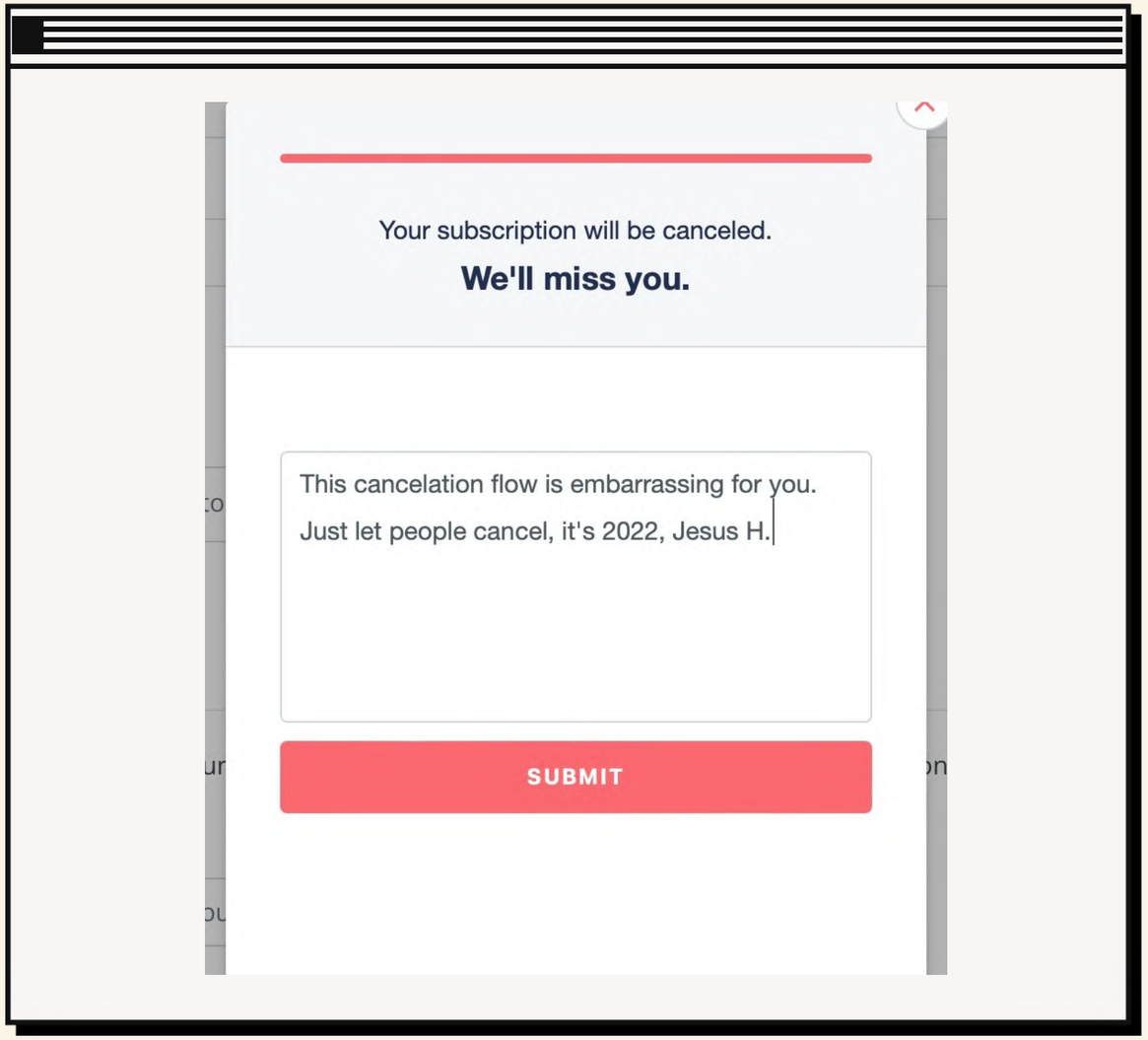

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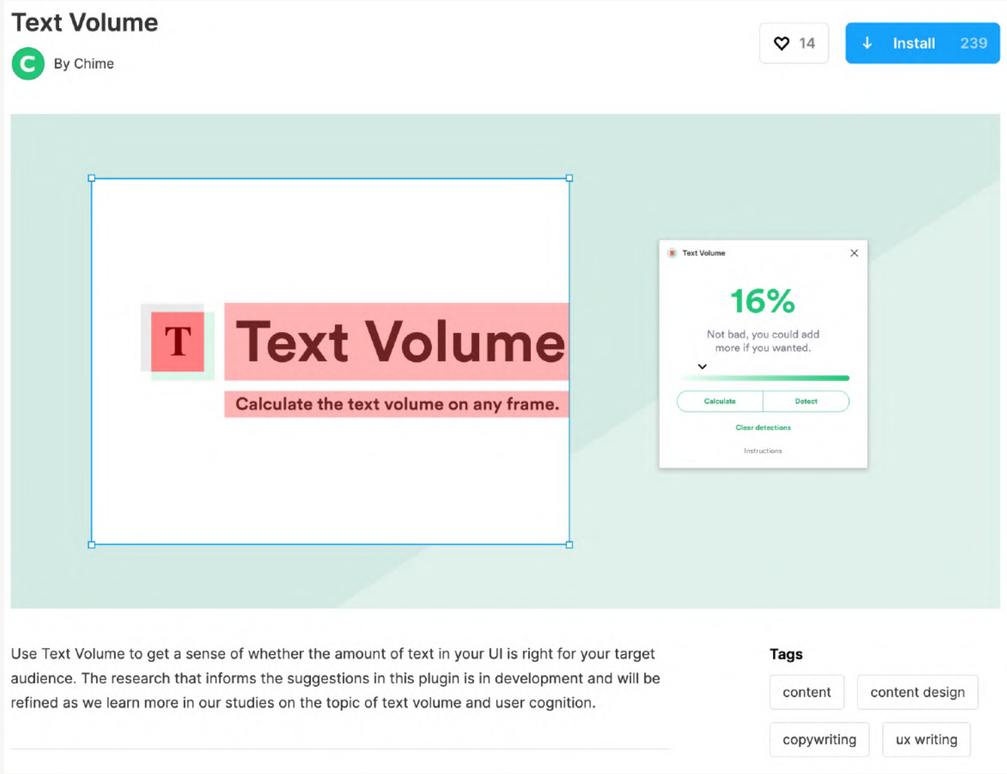
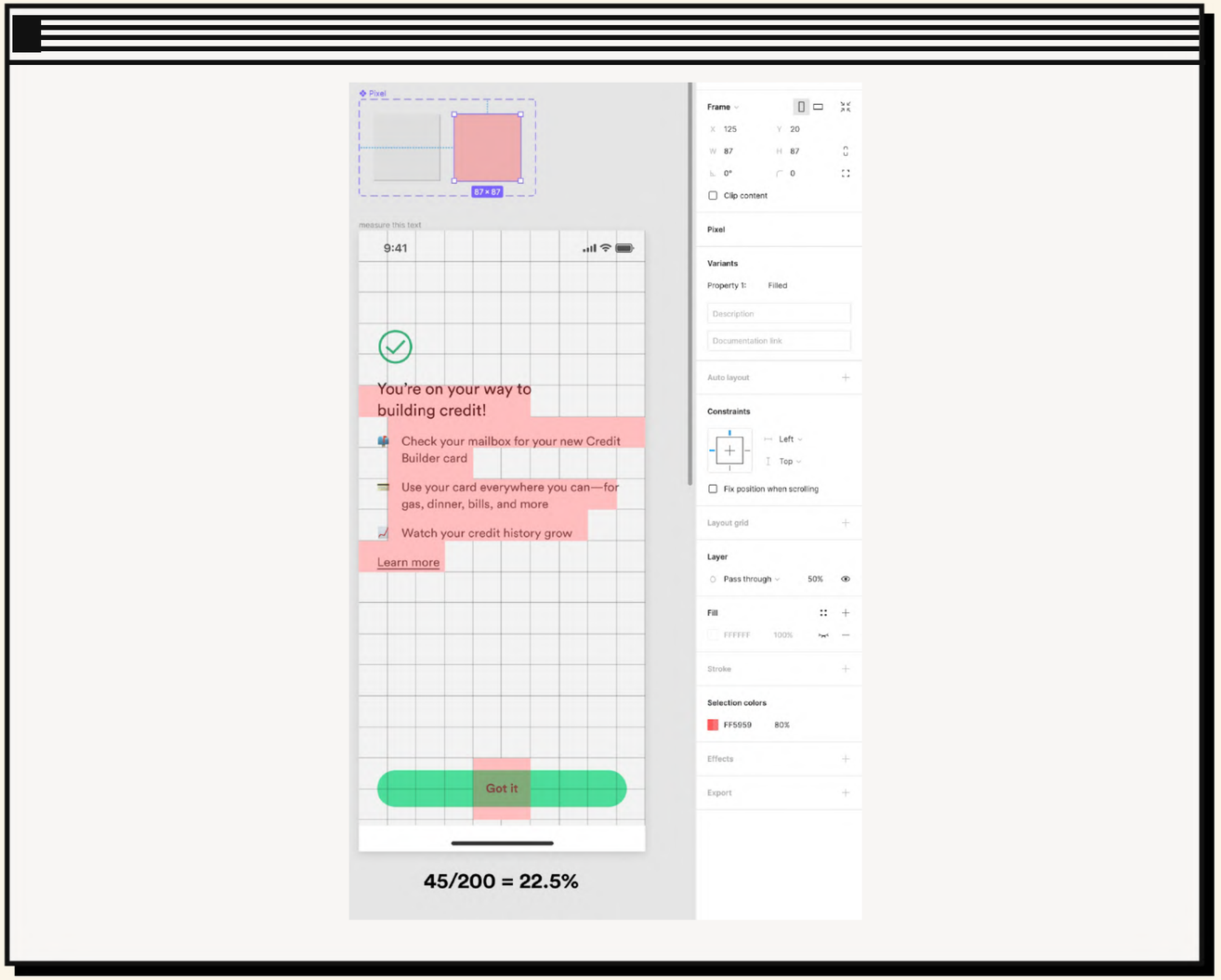
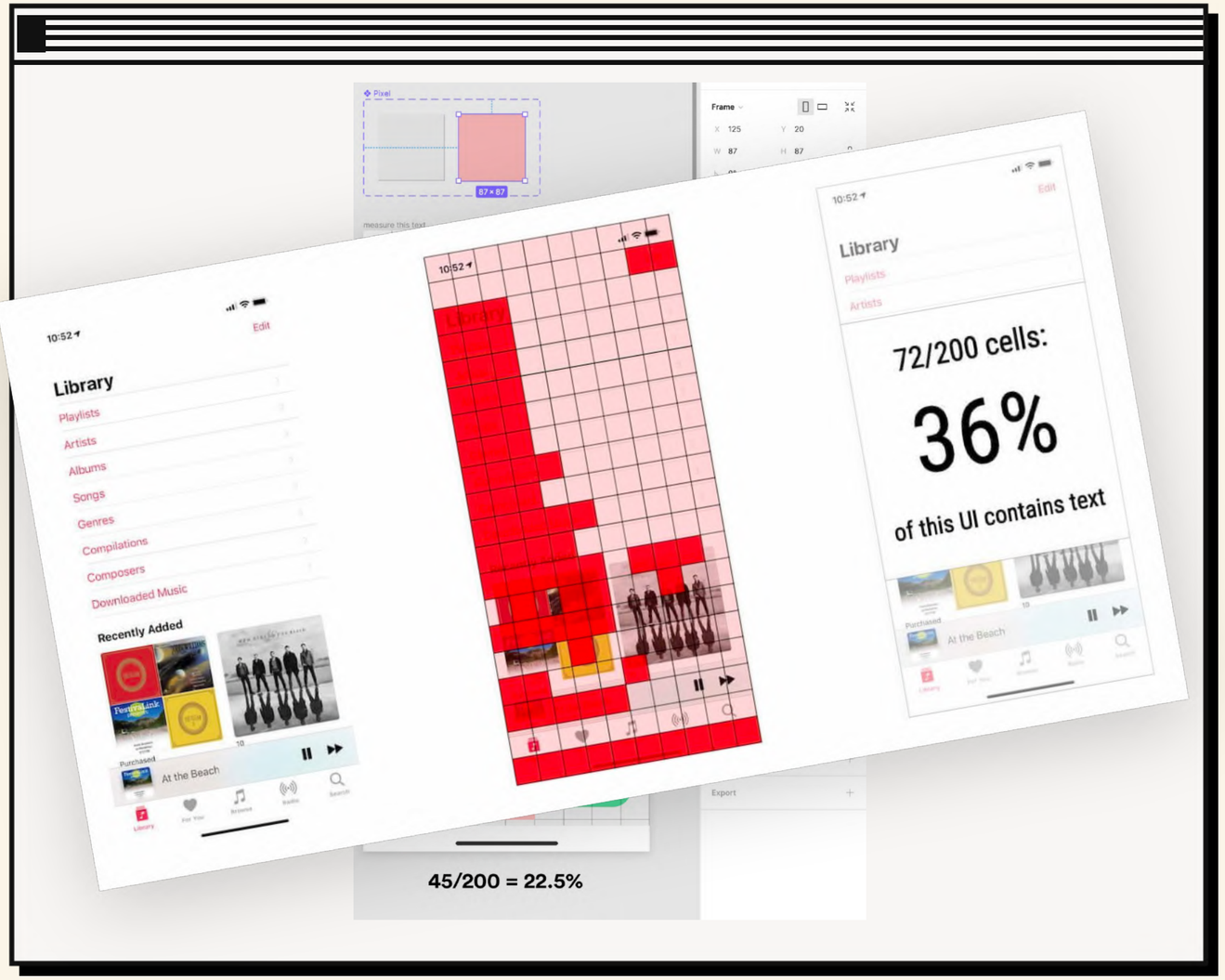


"Is this too much text?"



An early prototype of our text volume measurement tool



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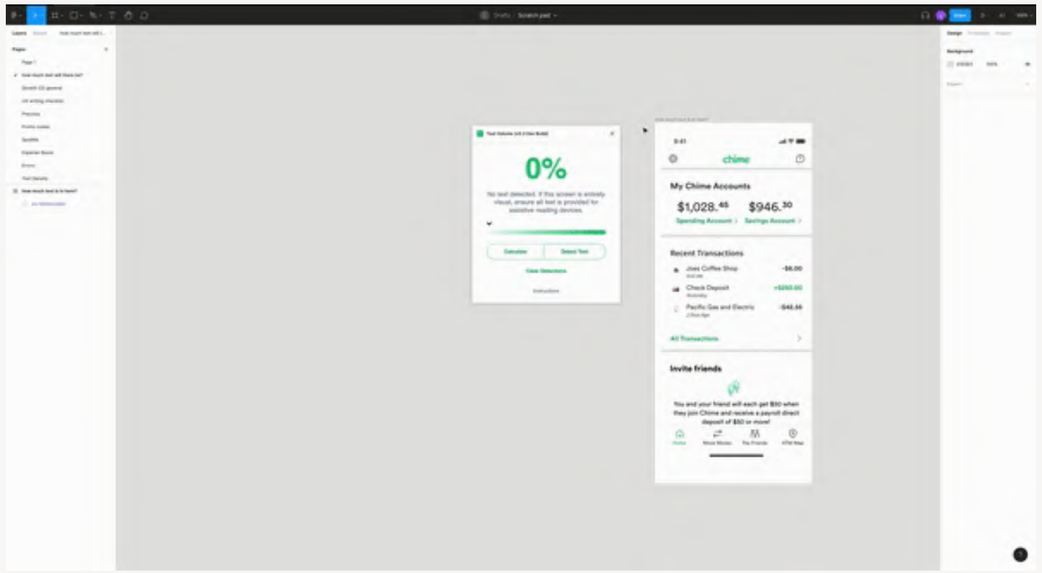


Version 1 of Text Volume by Chime

The elevator chat

How we clarify our language

The elevator chat exercise helps us keep our core message on point

The elevator chat

Use this workshop to simplify language, consolidate concepts, or jumpstart a piece of content that's "stuck."

Prep time
5 minutes

Run time
10-15 minutes

People
3-15

Instructions

1. Select participants

Pre-workshop

Invite anyone who might need to create, contribute to, review, approve, or be informed about content for the project at hand. The more the better.

2. Set up and configure

Pre-workshop

Duplicate this Figma file, then replace the bracketed placeholder items in the introductory slide, which can be found on the "Elevator chat challenge workshop" page.

3. Introduce the exercise

5-minutes

Walk your participants through the scenario, required info, and goals of your elevator chat challenge.

4. Heads-down writing

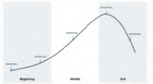
10-15 minutes

Assign each participant to an elevator, set a timer, and start writing!

5. Synthesize findings

Pre-workshop

1. Take note of recurring words or phrases and record them in your terminology bank
2. Sketch and label key narrative arc moments
3. Write your core narrative



The elevator chat

Required info

Required information you must communicate:

The first step is creating a Confluence Space – and it's they've already done it!

Scenario

You're in an elevator with someone who wants to start setting up their team to use Confluence together. Your goal is to tell them everything they need to know to invite their first group of teammates.

To do this, you'll need to talk to them in plain language, anticipate their questions, and consider their experience.

Goals

Help people feel comfortable and motivated to invite some teammates to Confluence within their first five days of creating an account.

ELEVATOR DOORS CLOSE

Zander (just created a Confluence account): Oh hi, I sure do feel anxious in elevators, heh heh

Me: You and me both, friend. I work for Atlassian, by the way. I remember meeting you when you signed up for Confluence. How's it going?

Zander: Huh, I don't remember you, but it's going alright. I haven't really spent much time setting up my account and getting everything ready to invite my team.

Me: The most important step is creating a space for your team to join and work within, and you've already done that part!

Zander: Did I? Ok. I don't even know what a Space is yet but I guess it's fine that I've created one.

Me: A Space is a container for all of the pages and files that your team will share and work on together. You can have as many spaces as you want.

Zander: I don't want to invite my colleagues to an empty space with nothing in it. They'll just leave and I'll have a hard time getting them to come back.

Me: Start by creating a page to share with them and ask them to edit it with a personal intro.

Zander: Willl they know how to do that?

Me: They'll all get a Confluence educational tour when they first log in, so you don't need to worry about teaching them the basics.

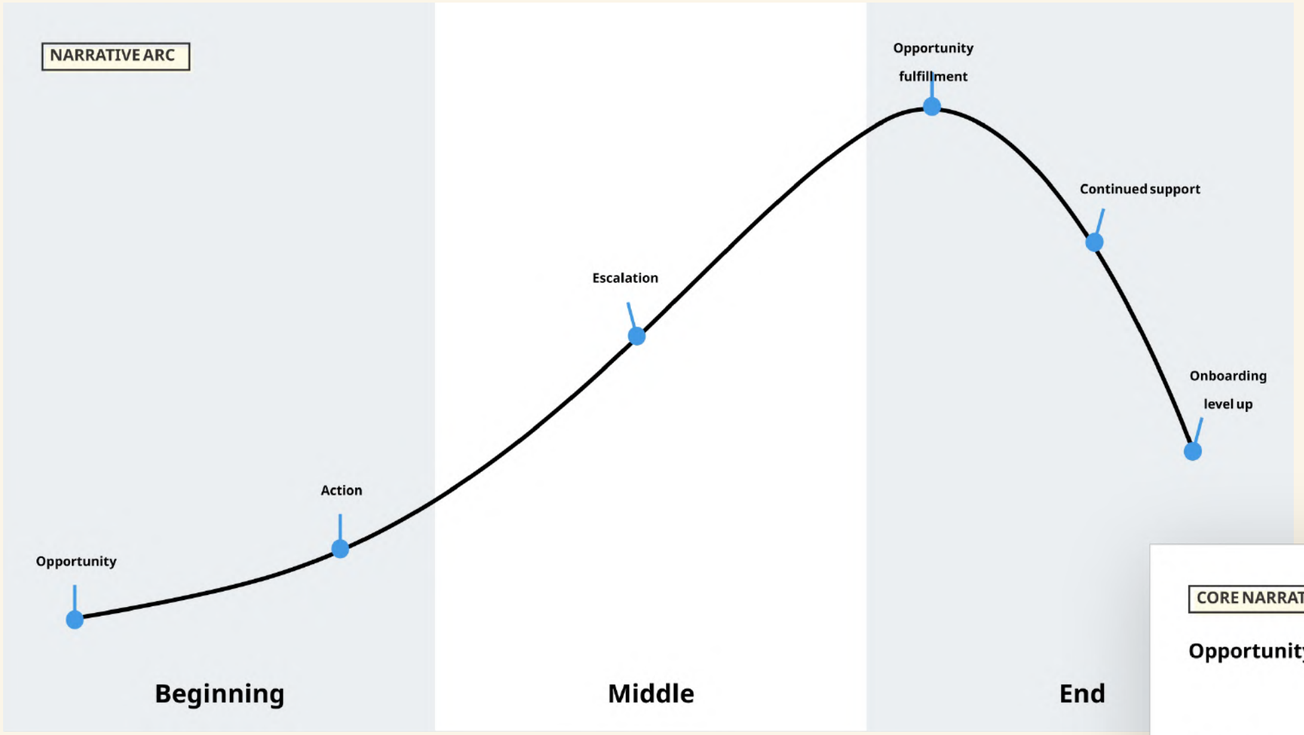
Zander: Ok, so I create a page, invite my teammates, and then waht?

Me: Share the page with them.

Zander: I'll give it a shot.

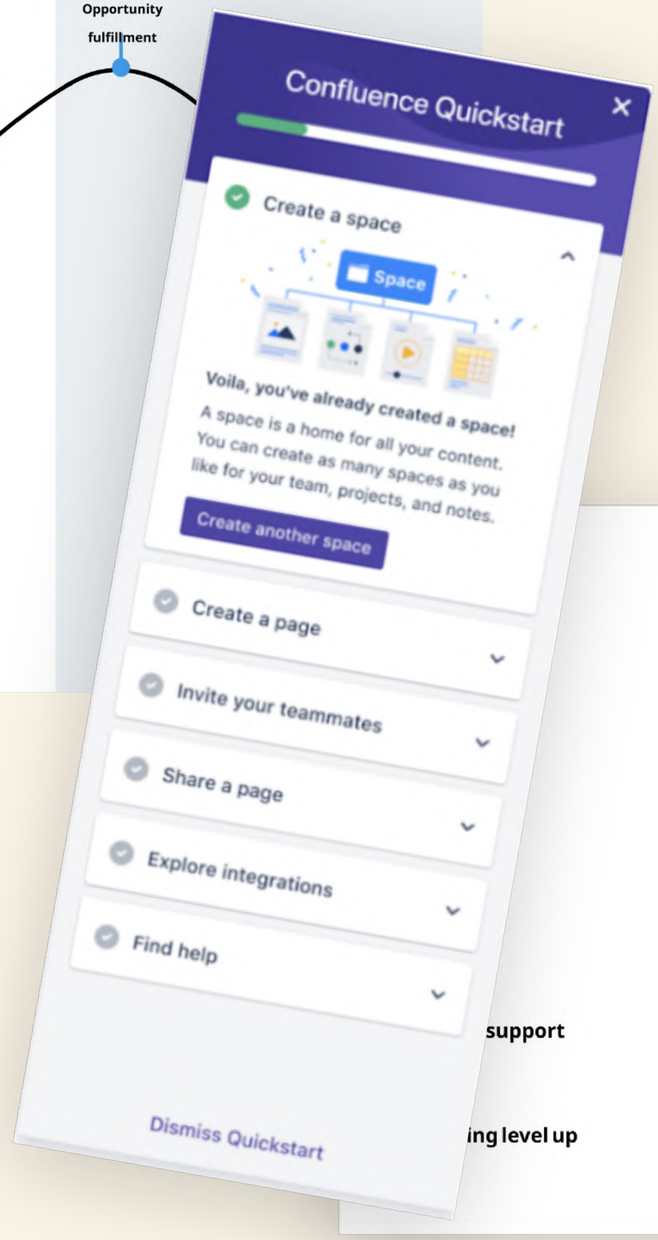
Me: Sounds good. I'll be here in this elevator if you need me..

ELEVATOR DOORS OPEN



CORE NARRATIVE

Opportunity	**There's a pristine Confluence space waiting for every team, every project, every dream.**
Action	**As a team begins to move in, they set up shared spaces to create, collaborate, and get organized.**
Escalation	**Because Confluence is best when shared, most start by inviting other collaborators.**
Opportunity fulfillment	**Publish pages are shared among teammates and work begings to move forward.**
Continued support	**When it's needed, help is there – in person, from the community, or in writing.**
Onboarding level up	**As ideas become structured content, teams celebrate, reflect, and repeat. Welcome to Confluence!** 😊



There's a pristine Confluence space waiting for every team, every project, every dream.

As a team begins to move in, they set up shared spaces to create, collaborate, and get organized.

Because Confluence is best when shared, most start by inviting other collaborators.

Publish pages are shared among teammates and work begings to move forward.

support

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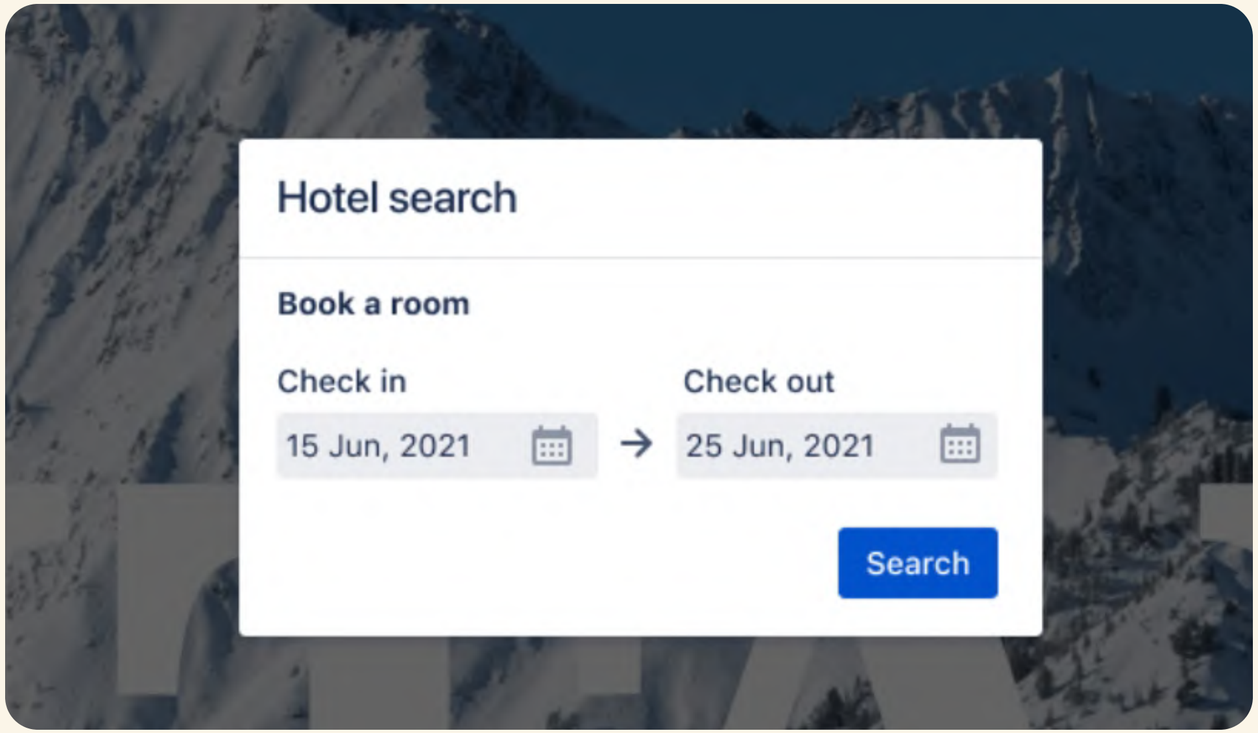
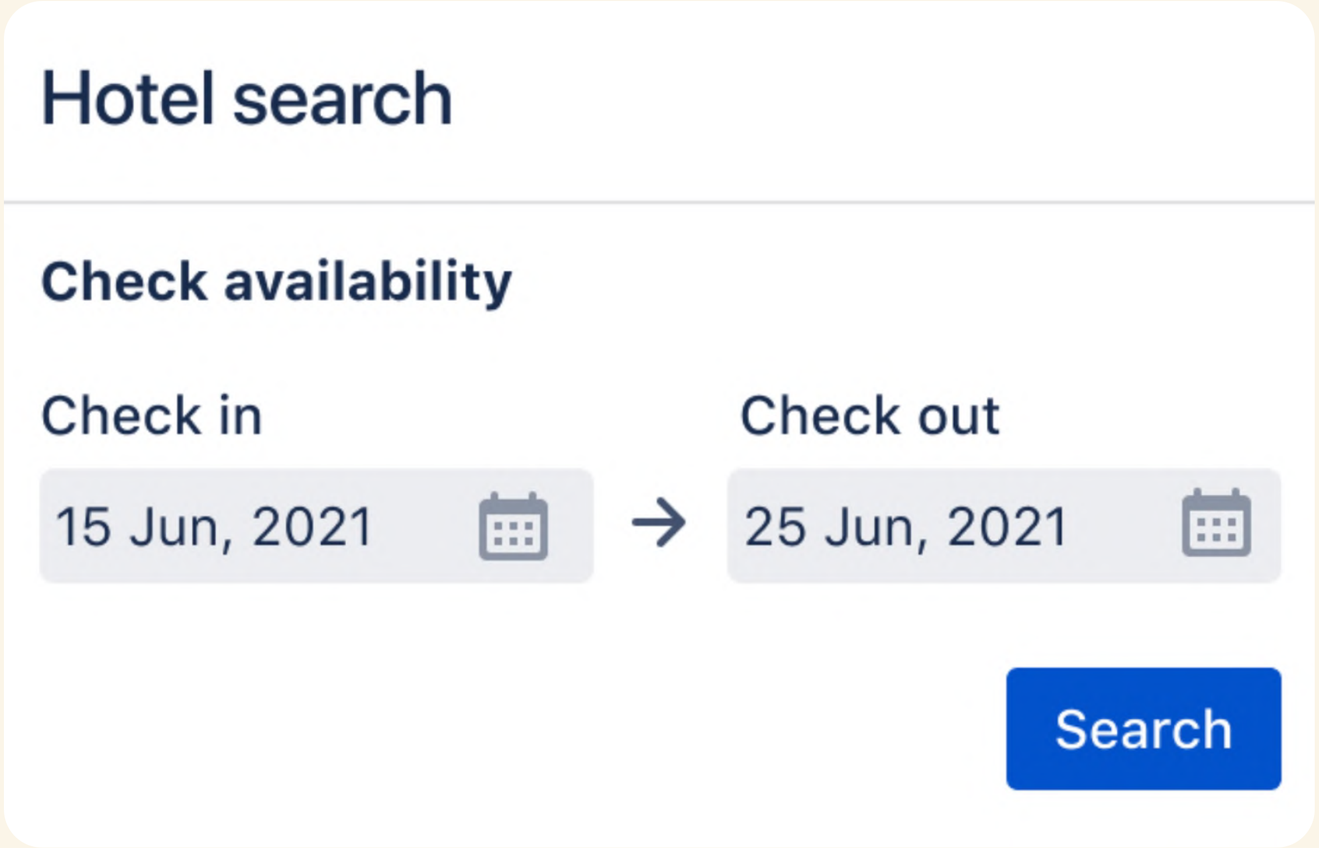
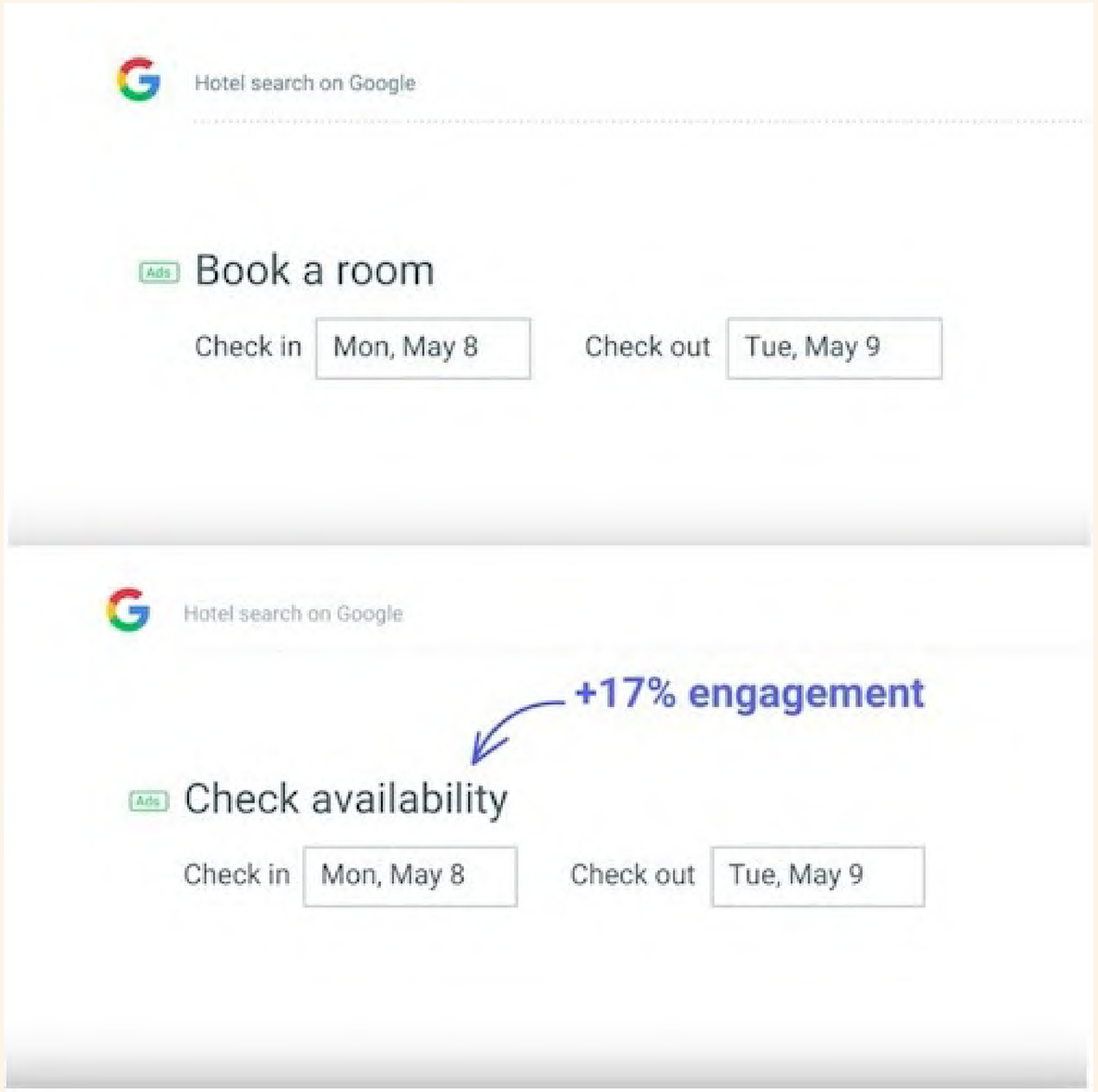

Hotel search
Book a room
Check in
15 Jun, 2021
Check out
25 Jun, 2021
Search

Book a room → Check availability = +17% engagement

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Thanks and I hope you enjoyed the show!

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