

UX Writing at Best Buy

As a Practice Leader

Leading by Example

As one of the first UX Writers at Best Buy, one of the most important roles I played was championing how words – and the way we use them – help create better customer experiences.

In that capacity, I worked with teams across Best Buy to promote UX writing as a discipline; helped hire and train new UX writers; and established a functional language pattern library to help our Design partners with consistency across experiences, (so we didn't waste time sweating the small stuff.)

I also partnered with research and data partners to establish content testing as part of our usability studies; created a set of UX Writing design principles and guiding actions to inform our work; and designed a few Voice & Tone, design process and Content UI strategy tools to help that work stay aligned and move forward.

Voice and tone guide that defined and aligned our main customer interaction use cases.

1

TRANSACTIONAL

Function: navigational, conformational

Tone: clear, concise

Context Examples: menus, actions

2

INFORMATIVE

Function: answer questions, provides details

Tone: straightforward, specific

Context Examples: option lists, suggested services

3

HELPFUL

Function: suggests options, provides clarity

Tone: friendly, confident

Context Examples: topic introductions, redirecting questions

4

RAPPORT

Function: relationship affirming, trust building

Tone: humor, empathy

Context Examples: greetings, closings, offers, apologies

UX Writing Principles

People don't read. But words really matter.

Understand everybody's goals

Speak in the customers' language

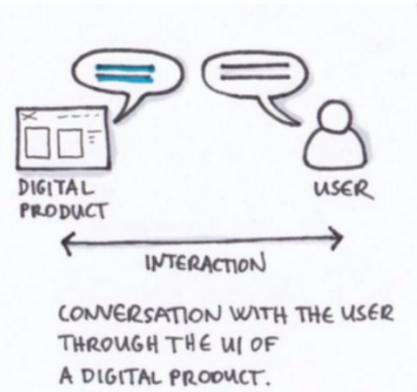
Keep it simple

Be consistent

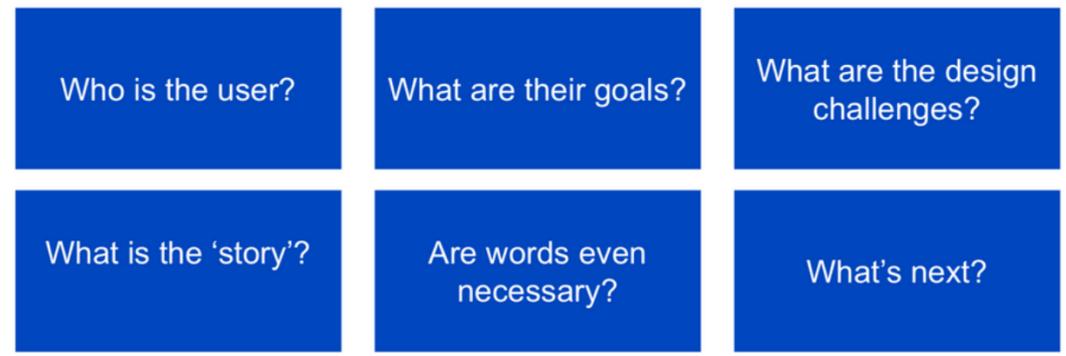
Make room for Brand Love

Write for the future

Test your copy



UX Writing Approach



Design Process

Critical Touchpoints

- **Project kick-off** – establish value propositions, role of content in project.
- **Research & Discovery** – understanding the user's goals and motivations. identify any meaningful instructions or onboarding needed. where does the story fit?
- **Early design iterations** – copy & design ideas develop side by side. identify any technical limitations copy can help gloss over.
- **Prototyping** – socialize 'story' ideation and draft copy (if applicable) for stakeholder feedback.
- **Legal review** – keep projects on track by getting ahead of this.
- **Final review** – socialize final designs WITH final copy to stakeholders.

Also:

- **Accessibility** – translating the action content for multiple abilities.
- **User testing** – did we get it right?
- **Roadmapping** – keeping the story straight for future iterations.

What is UX Writing in Practice?

It's the art of using fewer words to express more meaning

It explains complex things simply

It educates intuitively, helping users feel SMART

It communicates value – of features, products and brands

It solves problems – including yours!

At it's best, UX Writing is clear, concise and useful

Examples of Tools and Processes

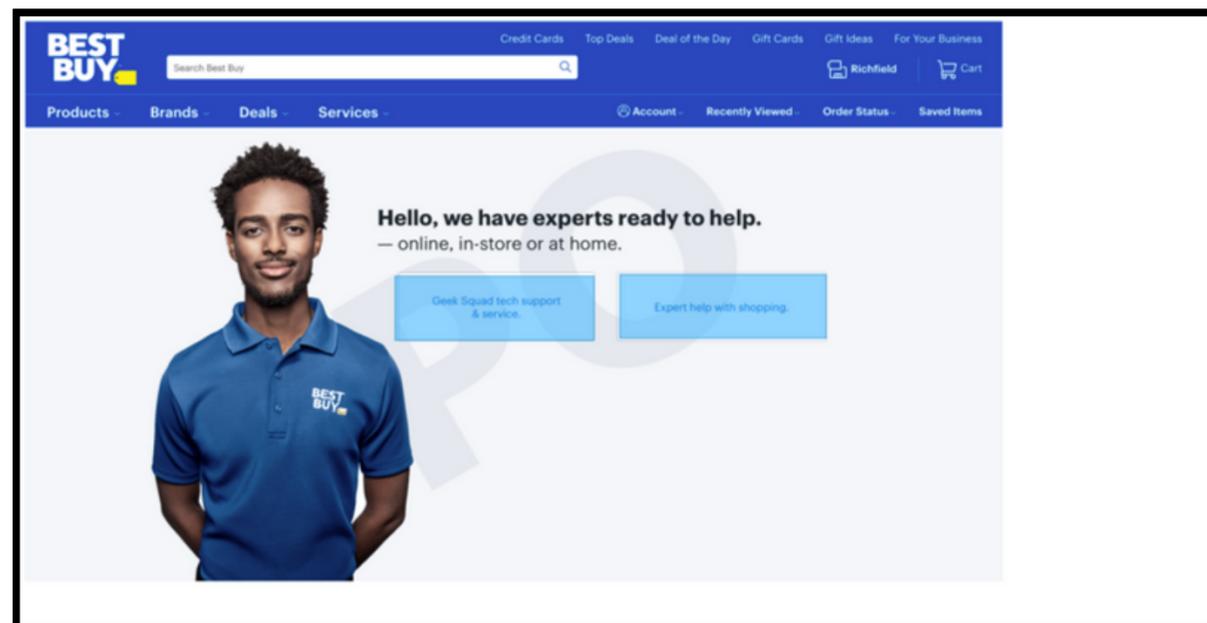
Day to Day

Never A Dull Moment!

In my role as a lead UX Writer and Narrative Strategist, my focus was primarily consumer-facing App experiences, but I also worked across platforms including Dotcom, chat, voice assistants, AR/VR, in-store and other experientials – for both Best Buy’s consumer electronic and Health businesses.

Project Highlight:

Lead UX Writer/narrative strategist for pandemic-related service changes – led product content redesign and customer communication strategy, real-time content testing program; coordinated the successful execution and delivery of this content from our team (recognized by Gartner as an industry standout)



Shop Confidently.

We're evolving how to get you what you need — **fast, free, and safe.**

Already know what you need? <ul style="list-style-type: none">• Get fast and free delivery to your home*• Get it today using curbside pickup, ready in one hour*• Get home installation of appliances, TVs, fitness equipment and more	Do you have questions about a product or service? <ul style="list-style-type: none">• Call 1-888-BEST BUY or click the Help icon on the right to chat with a Best Buy team member about questions big or small	Would you prefer to get advice and shop products in person? <ul style="list-style-type: none">• Schedule an in-store consultation with a Best Buy team member
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Schedule a store visit.

Many of our stores have re-opened, but we're doing things a little differently. For everyone's safety, we're open for shopping and service by appointment.

To **shop**, choose a category to schedule an appointment with a product-savvy team member.

For **Geek Squad** service and support, select **Schedule a Service Appointment** below.

See safety precautions and what to expect at our stores





Computers & Tablets



Cell Phones



TV & Home Theater



Major Appliances



All Other Categories



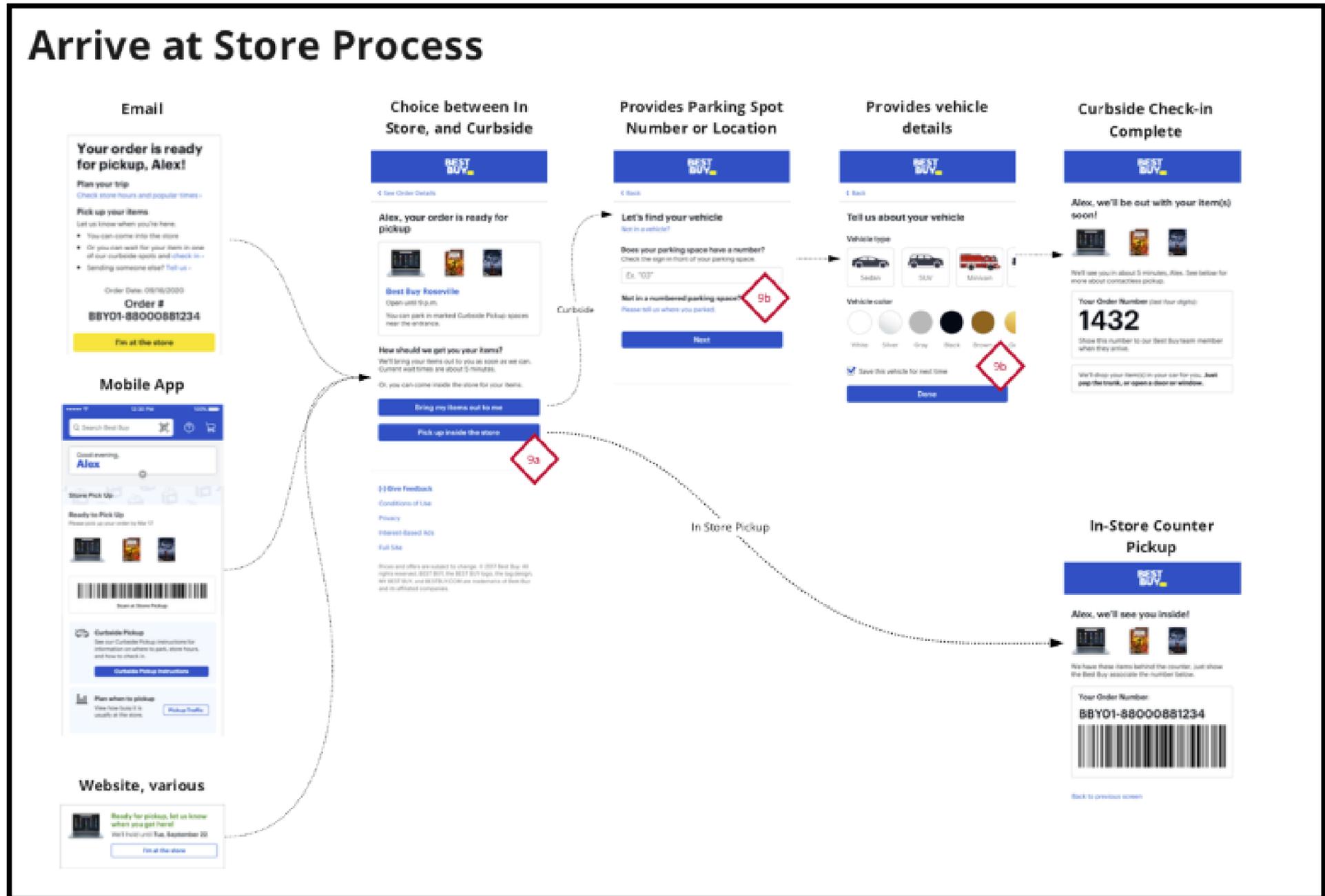
Schedule a Service Appointment



Now offering virtual In-Home Consultations.

Get help finding the tech that's right for you with a virtual In-Home Consultation. It's convenient and free. Schedule an appointment with an Advisor at 1-800-548-0828.

[Learn more >](#)



When the pandemic hit, our homes suddenly became offices, schools, gyms and movie theaters. And Best Buy became a critical resource for everyday Americans trying to make it work.

So we got to work, reimagining service delivery on the super-fly. Within days, we launched "shop from your car" to help people get the critical technology they needed. And we didn't stop there.

Another motivation? Helping our in-store colleagues get back to work.

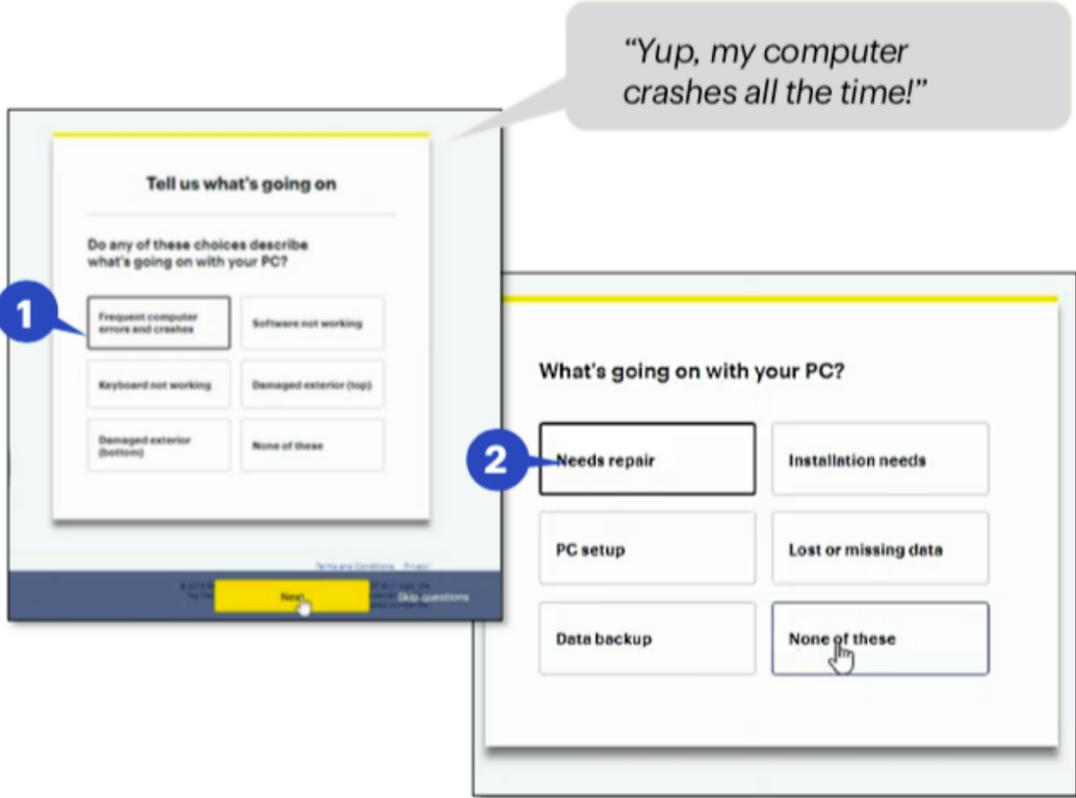
Test Your Work

Testing significant change or launching a new feature is THE key to success

KEY FINDINGS

Ease of use and understandability opportunities

- 1. While some of the choices listed made sense, and users were quick to select, others caused **hesitation and confusion**.
- 2. According to participants, the **'Needs repair'** option has many different possible definitions.



"Needs repair... I think I have a virus, is that a repair?"

"Needs repair sounds like something physical is wrong. I don't know if I should chose that."

"My computer is running slow, I don't know what's wrong with it."

More Testing

Tech Talk

KEY FINDINGS
Ease of use and understandability opportunities

What's going on with your PC?

Needs repair Installation needs

PC setup Lost or missing data

Data backup None of these

How can we help you?

Set Up Your Home Page Clear Your Cache

Set and Modify Bookmarks Restore Default Settings

Zooming In and Out Printing from Google Chrome

Adjust Your Webpage Font Size

Next Skip questions

Chris B.

4

“Again, I don’t know what to call it, so I will click None of these.”

“I am going to say Needs repair... or should I say None of these. Hmm.”

“I’ve been through two screens and I still haven’t seen virus issues.”

“I can’t click Next!”

“These are not the problems I am having, so I don’t know what to do here.”

3. ‘None of these’ was chosen many times due to **lack of confidence** in other choices.
4. Perceived ‘obvious’ choices were **missing**.
5. Additionally the ‘none of these’ choice was also missing, **forcing users** to select something irrelevant.

