

# **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

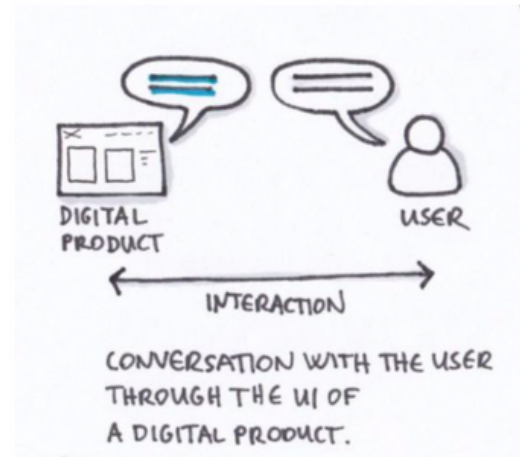
### RAPPORT

**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

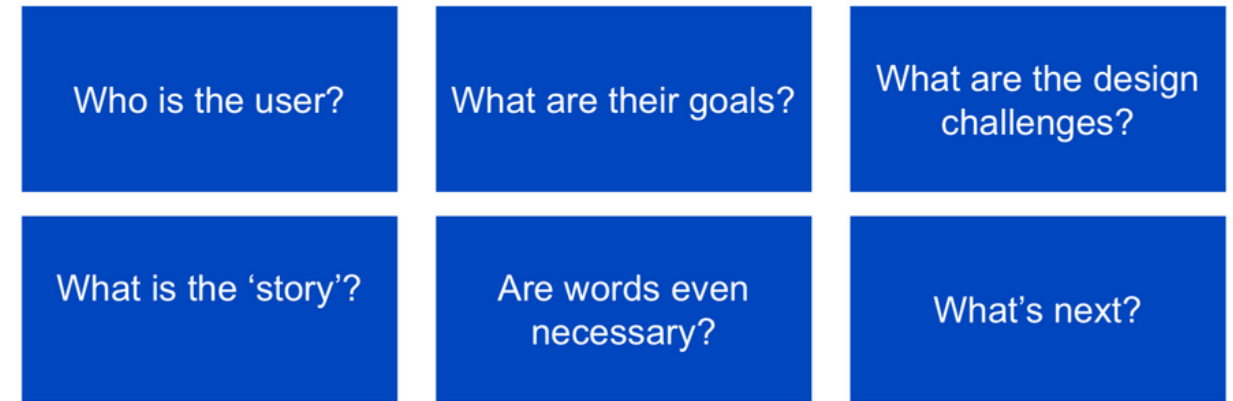
Be consistent

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*

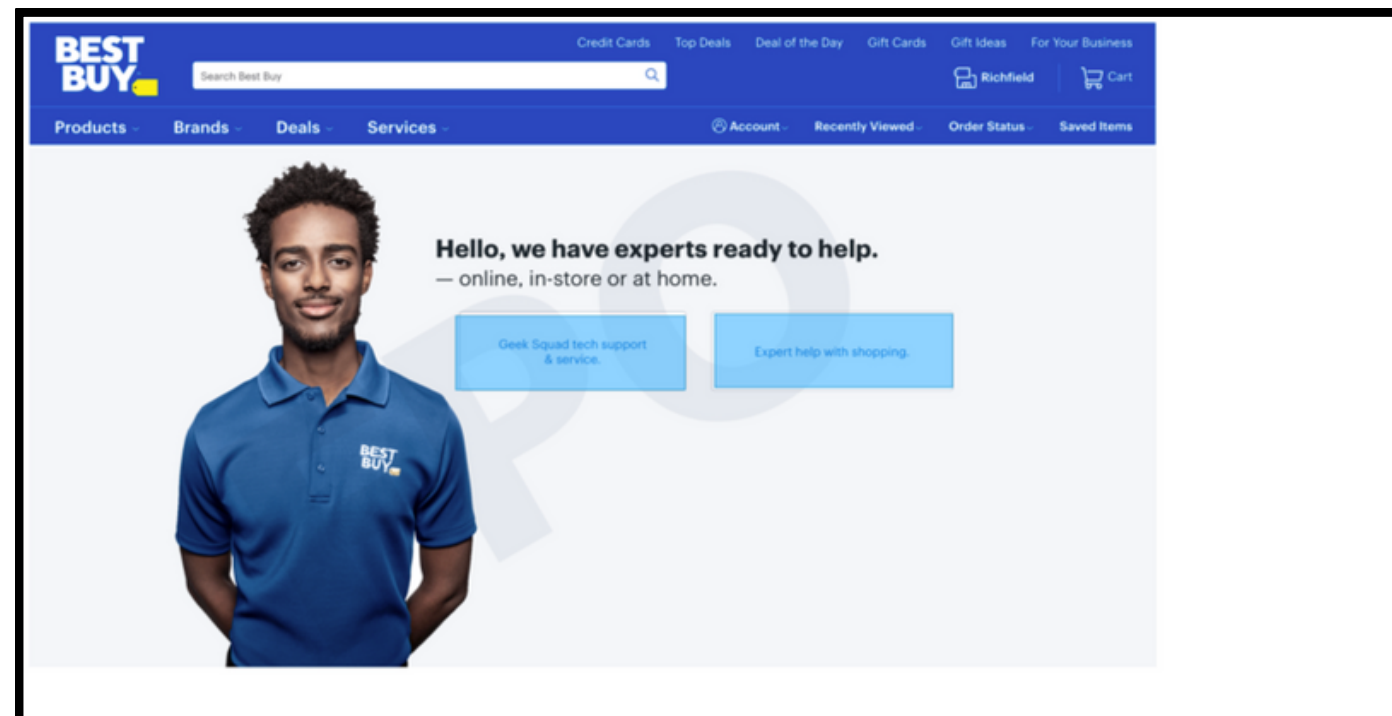
# Day to Day

## 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.**

<strong>Already know what you need?</strong> <ul style="list-style-type: none"><li>• Get fast and free delivery to your home*</li><li>• Get it today using <a href="#">curbside pickup</a>, ready in one hour*</li><li>• Get <a href="#">home installation</a> of appliances, TVs, fitness equipment and more</li></ul>	<strong>Do you have questions about a product or service?</strong> <ul style="list-style-type: none"><li>• 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</li></ul>	<strong>Would you prefer to get advice and shop products in person?</strong> <ul style="list-style-type: none"><li>• Schedule an <a href="#">in-store consultation</a> with a Best Buy team member</li></ul>
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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

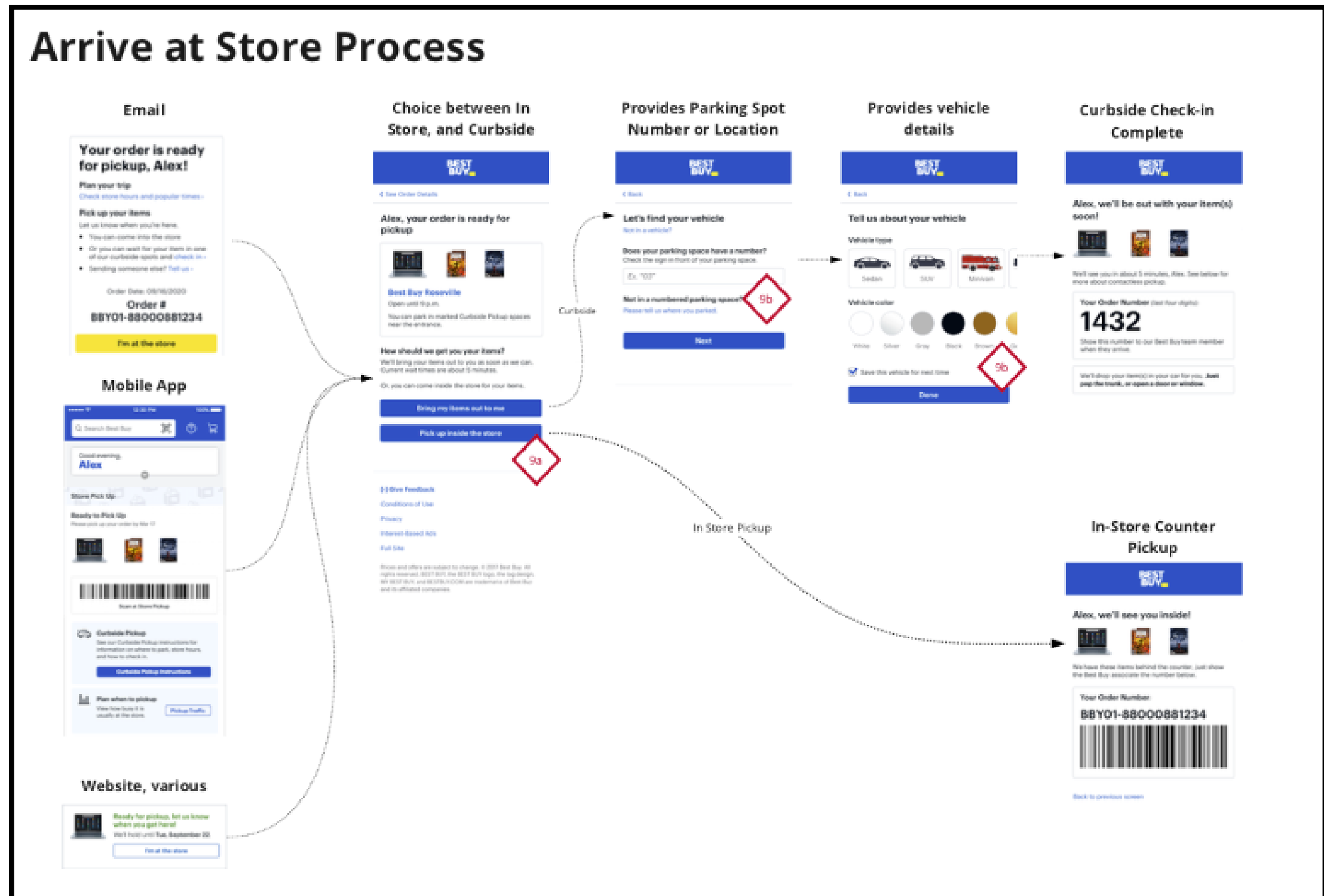




### Now offering virtual In-Home Consultations.

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 techology 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.

The image shows two screenshots of a self-service repair triage form. The first screenshot, labeled with a blue circle '1', is titled 'Tell us what's going on' and asks 'Do any of these choices describe what's going on with your PC?'. It lists six options: 'Frequent computer errors and crashes', 'Software not working', 'Keyboard not working', 'Damaged exterior (top)', 'Damaged exterior (bottom)', and 'None of these'. A speech bubble from the top right of this form says, 'Yup, my computer crashes all the time!'. The second screenshot, labeled with a blue circle '2', is titled 'What's going on with your PC?' and lists six options: 'Needs repair', 'Installation needs', 'PC setup', 'Lost or missing data', 'Data backup', and 'None of these'. A speech bubble from the bottom left of this form says, '“Needs repair”... I think I have a virus, is that a repair?’. A third speech bubble from the bottom left of the entire graphic says, '“Needs repair sounds like something physical is wrong. I don't know if I should chose that.”'. A fourth speech bubble from the bottom right of the entire graphic says, '“My computer is running slow, I don't know what's wrong with it.”'.

Testing self-service repair triage content

# More Testing

## Tech Talk

### KEY FINDINGS

Ease of use and understandability opportunities

The screenshot shows a user interface for PC troubleshooting. The first screen asks "What's going on with your PC?" and lists six options: "Needs repair", "Installation needs", "PC setup", "Lost or missing data", "Data backup", and "None of these". A user feedback callout points to the "None of these" option, stating: "Again, I don't know what to call it, so I will click None of these." The second screen asks "How can we help you?" and lists eight options: "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", and "Adjust Your Webpage Font Size". A user feedback callout points to the "Adjust Your Webpage Font Size" option, stating: "I can't click Next!". Another callout points to the "None of these" option, stating: "I am going to say Needs repair... or should I say None of these. Hmm." A third callout points to the "None of these" option, stating: "I've been through two screens and I still haven't seen virus issues."

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 Adjust Your Webpage Font Size

Chris B.

Next Skip questions

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.

"I can't click Next!"

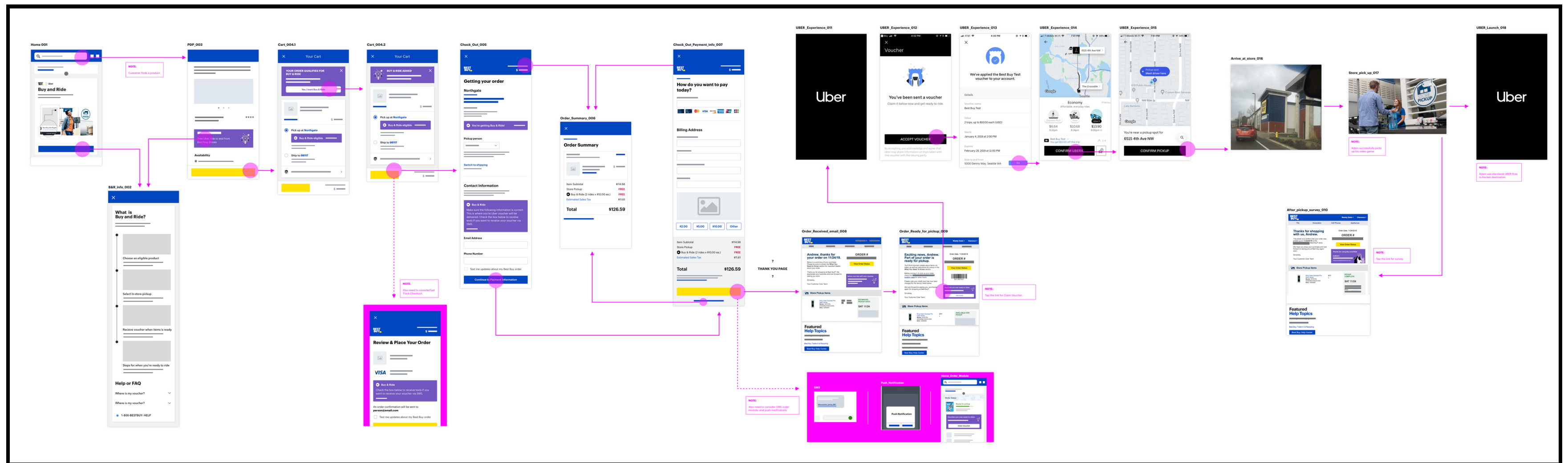
"These are not the problems I am having, so I don't know what to do here."

# Narrative Strategy

New features need both a narrative strategy and a content strategy.

Narrative strategies identify critical messaging requirements and user touch points, helping product teams consider the 'story' in the early stages of ideation and design without getting stuck 'in the weeds' of the actual words.

From there, I design the content UI strategy, working from the instructional, inspirational, accessibility, and legal content requirements established during the narrative strategy ideation.



## Wire-framing for Words