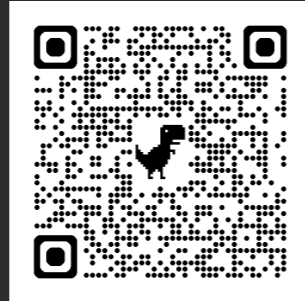


# Hello and welcome to the **design health check**



Scan me to give  
speaker feedback

**INER  
ACTIV**

Hello and welcome to the design health check.

You can use this QR code to leave me feedback. I've popped it in again at the end of this presentation as well.

Interaktiv is a small but mighty **design studio** that helps people level up their **digital** brand, **user experience** and **research**.



My name is Jenny Bjorkman and I am one half of Interaktiv Studio. My husband Patrick is the other half. Between us we cover the full design lifecycle.

Patrick has been a Creative Director in agency land for decades, so he oversees everything from a brand, proposition, strategy perspective. I mostly cover user research and anything else that involves willingly talking to people (like being here today), and then Patrick takes it through wireframes, high fidelity mock ups and on to finished websites.

People often ask me what it's like working with your husband. My stock answer is 'It has its moments'.

If you feel like your stuff is **missing something**, but you're not sure what, or how to go about fixing it, then you'll love my talk today.



But why are we here today?

'If you feel like your stuff is missing something, but you're not sure what, or how to go about fixing it, then you'll love my talk today'.

We know that creating fantastic user experiences can seem hard.

From all the companies we've worked with over the years, we know that user experience and design often have to take a back seat, especially in the early days.

A tight budget means companies can't afford to hire a designer, or bring in a design agency, so the user experience is seen as a 'nice to have', or something that 'we'll get around to later'.

However, in many cases, a good user experience can mean the difference between a successful product and one that unfortunately fails.

So what will you get out of today? A few simple, yet super effective techniques to help you identify, and therefore do something about, potential user experience issues you might have.

### Today

1. WWW method to **assess any page** at a glance
2. Identify problems and elevate your **messaging**
3. Getting good evidence to find real **problem areas**



## The www method

The first thing we'll look at is the www method. Having worked with many, many teams over the years, we know it can be really hard to tell if you have a problem with your designs or not. Often you'll know there's something wrong with a page, but you don't know how to fix it.

The www method is a really easy way to test a page. It allows you to very quickly assess any page or screen to see if it's working as hard as it can, and to pinpoint what's not working.

This is a learned skill. The more you do it, the more comfortable you'll get.

## Messaging

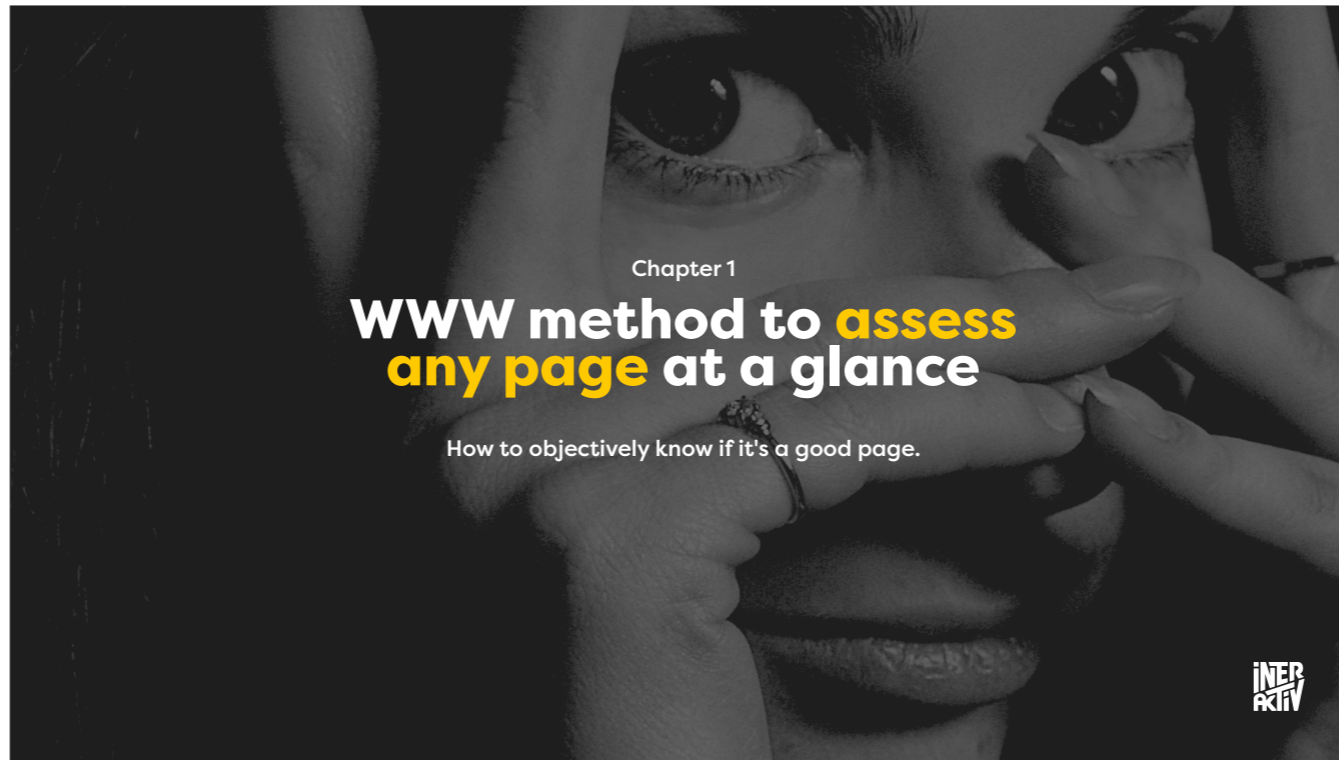
The next thing we'll look at is messaging. In our experience, this is the main area where teams struggle. They just don't know how to frame and pitch their messaging at the right level.

We'll talk about techniques to assess the level that your messaging is currently sitting at, then what you can do to elevate it.

## Evidence

And finally, we'll look at how to inform your design, including your messaging, with evidence. Getting a good design and user experience is not a happy accident, nor is it

a one and done process. It involves continuously going out and getting good insight to help you find the problem areas you should be focussing on. And we'll look at how you can do that.



Chapter 1 'The WWW method to assess any page at a glance'. 'How to objectively know if it's a good page'.

Avoid the **thrift shop** trap of trying to talk to everyone, everywhere, all at once.

Everything is **harder** to find

Doesn't **relate** well to anyone

Can look **cheap** / desperate

Adds avoidable **complexity**



Avoid the thrift shop trap of trying to talk to everyone, everywhere, all at once. We all know that if you try to talk to everyone, you talk to no one.

We've all been there. That meeting with sales, marketing, legal and the business where everyone wants their own piece of the pie. The result is inevitably a screen, a website, or even an entire product that doesn't actually work for anyone.

And remember - anything that doesn't help add to your experience, instead subtracts from it.

**WWW method** asks three simple questions which the page needs to answer within the first few seconds:

What is this **about**?

Why should I **care**?

What do I do **next**?



So what can we do about that?

The www method asks three simple questions which the page needs to answer within the first few seconds.

- What is this about?
- Why should I care?
- What do I do next?

People coming to your site often have something they just need to get done and they don't have time to spend trying to figure out what you do and how you can help them solve their problems.

Your job is to help them get to their end goal as quickly as possible.

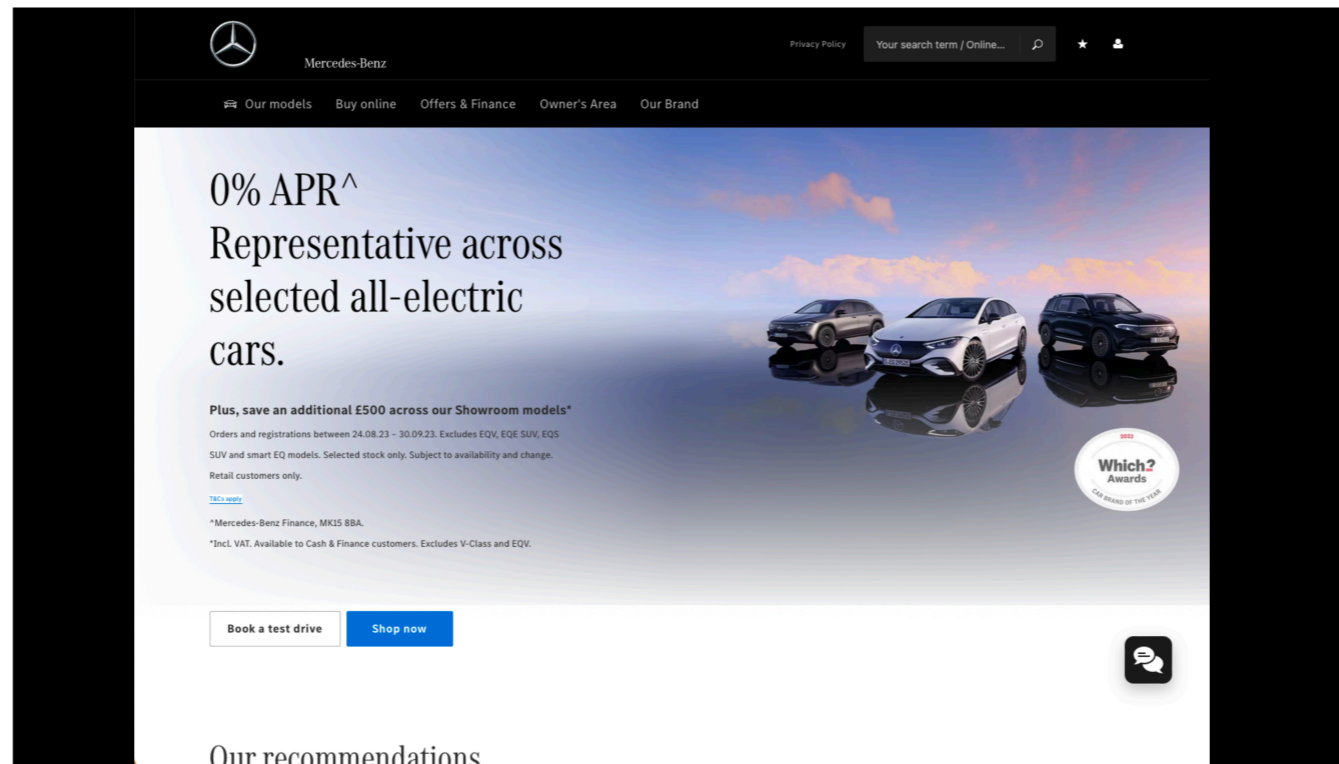
Companies, especially in the early stages, get so involved in what they're doing that it's almost impossible to look at anything they've produced objectively.

The www method can help you take a step back.



Let's look at  
some examples

Let's look at some examples from live websites. All the examples I'll go through are from websites, but this method works just as well for any layout, whether it's a website, or an app, or a dashboard.

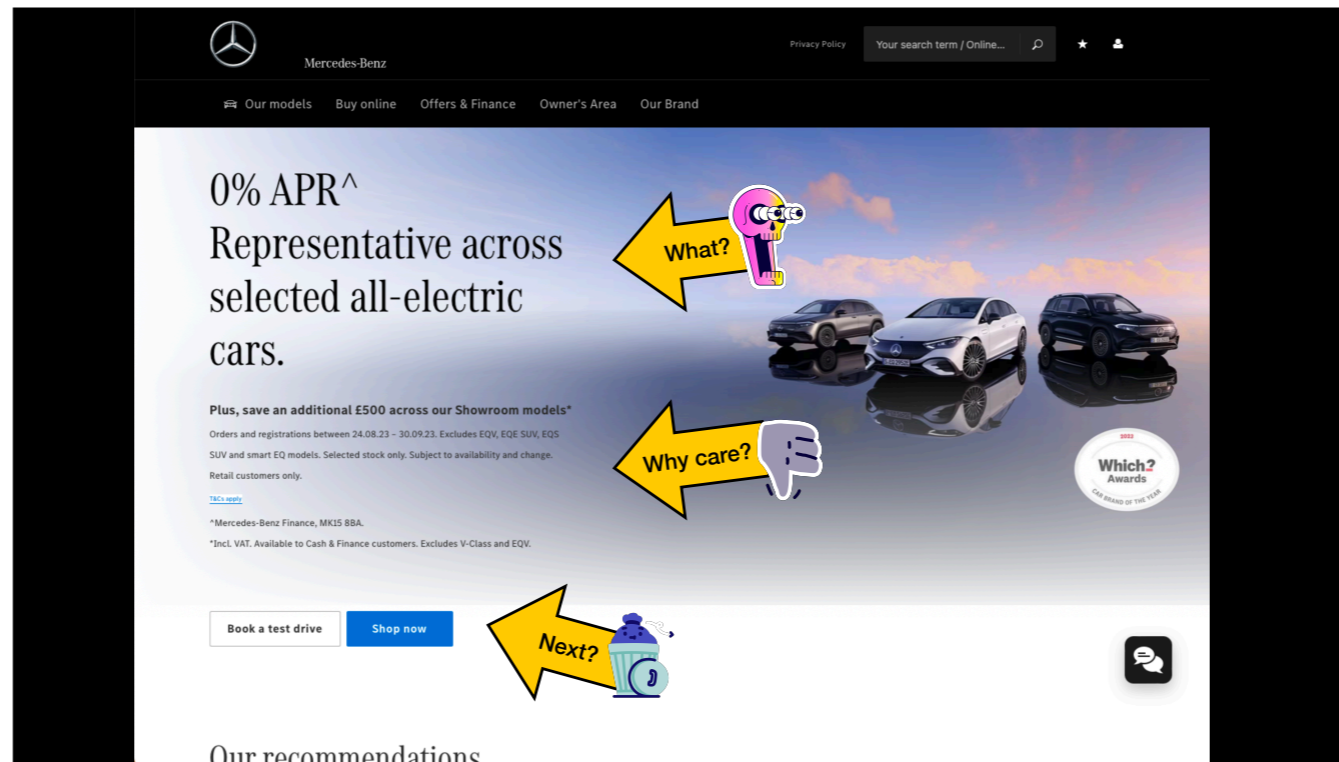


Ok. No. 1. This is Mercedes' actual homepage, or it was when we put this presentation together.

Have a bash. Pretend you don't know much about cars.

Ask the three questions. What is this about? Why should I care? What should I do next?

At a quick glance, this could be a company providing car loans, not one of the biggest car brands in the world.



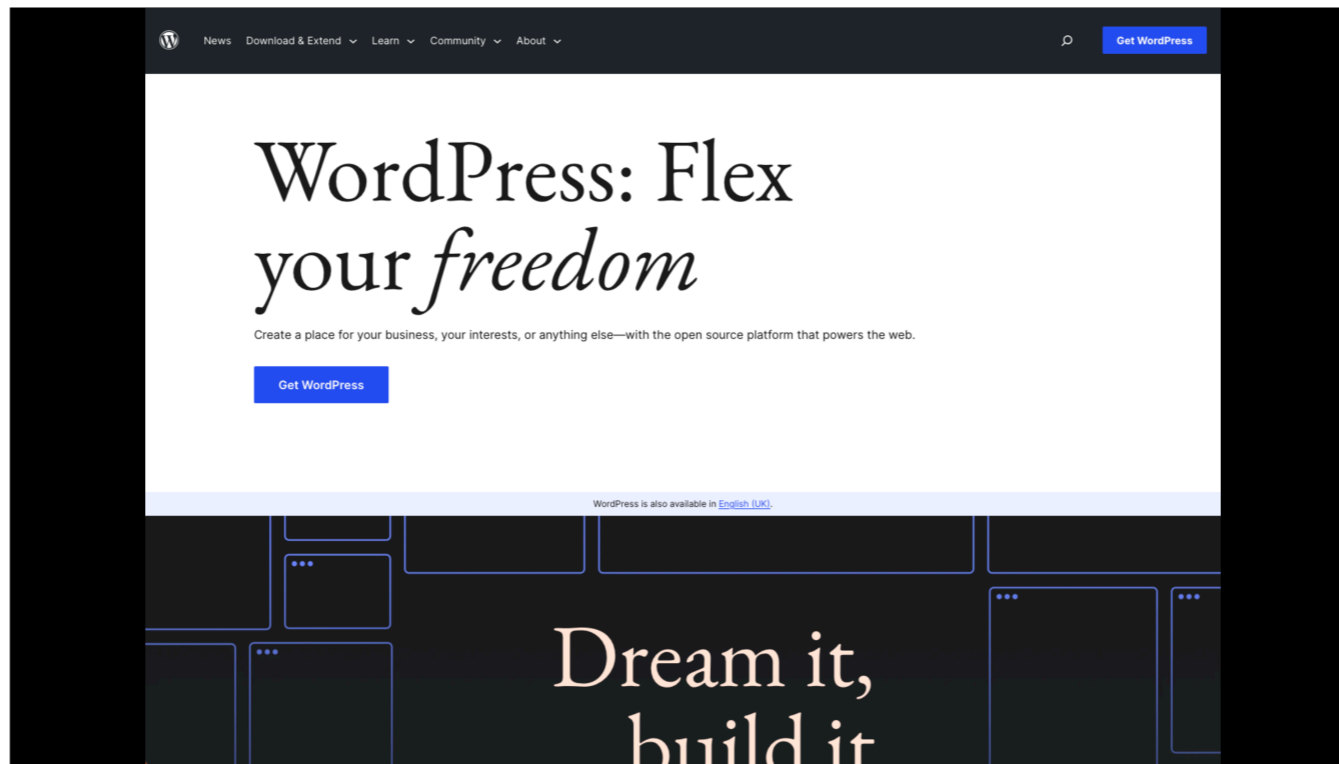
The main problem here is the headline '0% APR Representative across selected all-electric cars'. It sounds like the bit they say really fast at the end of radio adverts.

Apart from being a mouthful, is that really what Mercedes are all about? Is that what they do? Is that a good first impression for anyone looking to learn more about Mercedes? Remember, this is their actual homepage.

Heading down the page, it doesn't get much better. The rest of what you can see on the screen is essentially the T&C's for that offer. So unless you are intimately acquainted beforehand with the exact details of each car and their model numbers, then this will mean nothing to you.

Continuing on to the CTA. The buttons are clear. You can easily book a test drive or start shopping. But from what you've seen previously, who can say they would be ready to book a test drive or buy a car. Bear in mind, you don't know what cars are available and why you might be interested.

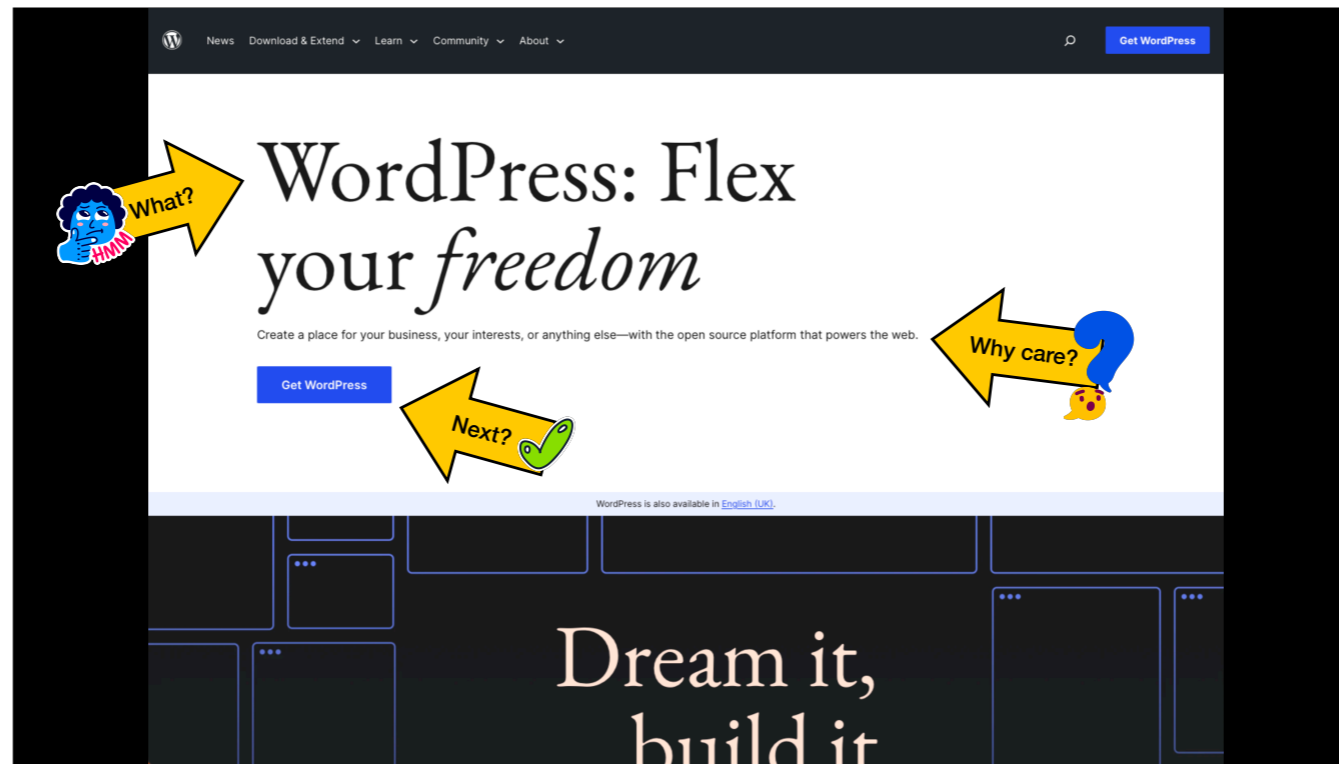
It's perhaps not the inspirational and aspirational impression you would expect from a company like Mercedes.



Next up.

This is the Wordpress homepage.

At first glance, it appears to be very clear, simple and focussed. What could possibly be wrong here?

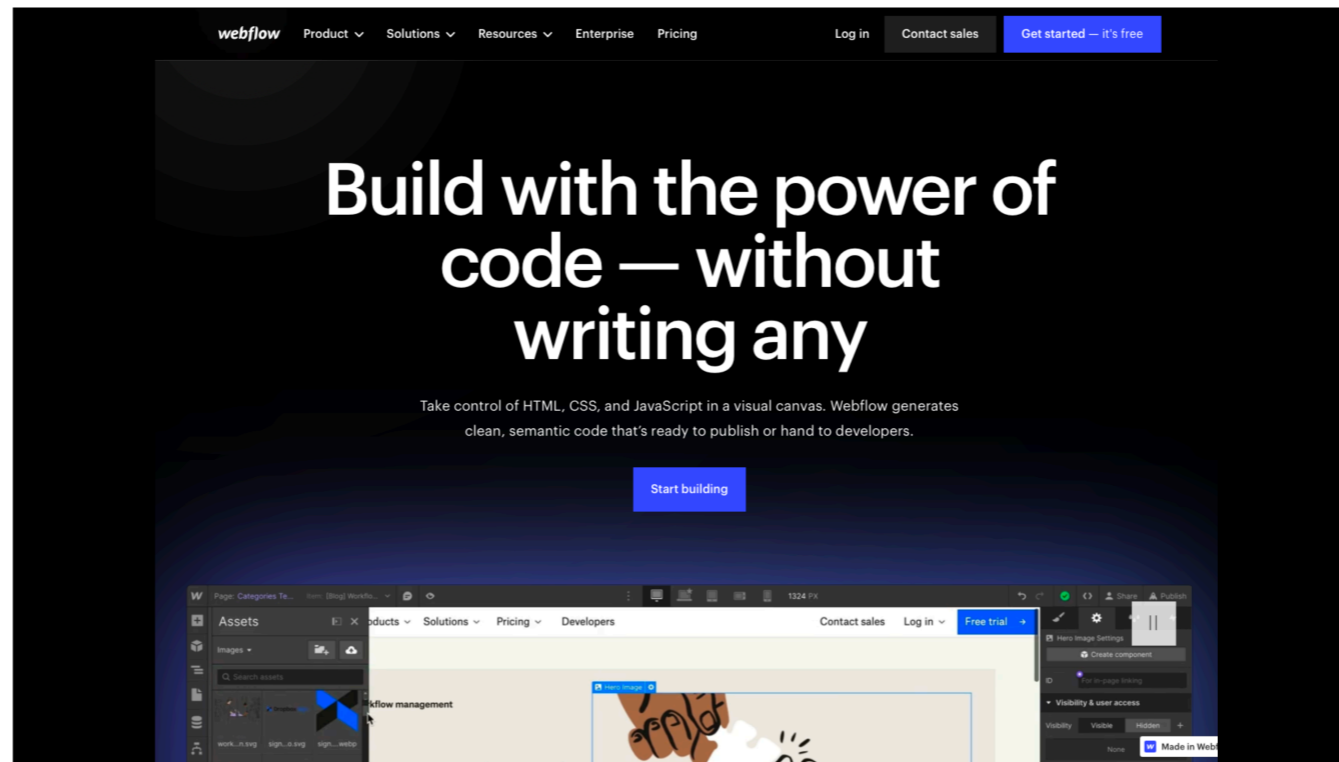


Let's start with the header. What does 'Flex your freedom' actually mean? It could mean anything to anyone. Its could be a travel company. You could swap out 'Wordpress' with almost anything and it would still be just as meaningless. Bodyform: Flex your freedom.

If you're ever in a situation where you can swap your company name for any another company's name, then it's not working.

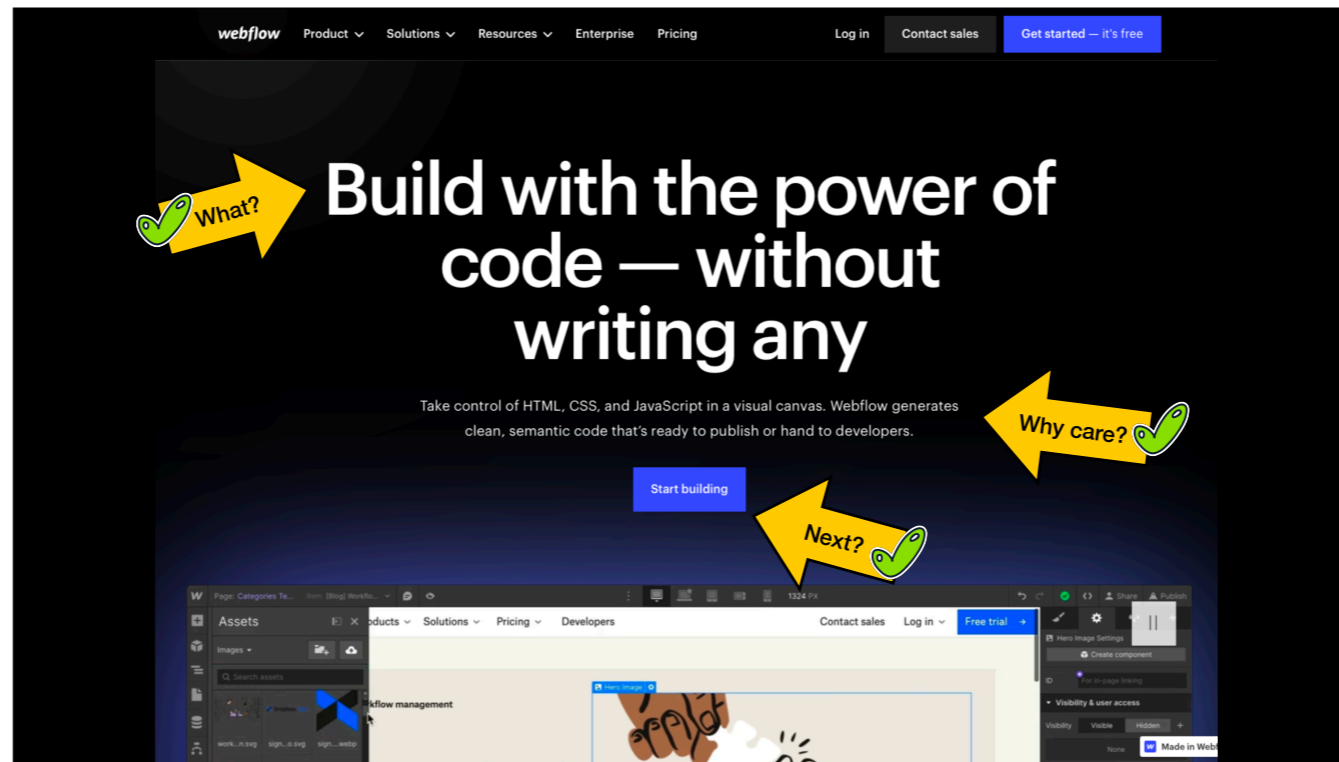
The jargon fest carries on as we move into the 'Why should I care'. 'Create a place for your business, your interests, or anything else - with the open source platform that powers the web'. This could be talking about anyone who supplies hosting.

CTA is great. 'Get Wordpress'. No problem with that. But you've made everyone work unnecessarily hard to get there.



Next up - Webflow, which, if you haven't come across it before, is a no code website builder. So you can build websites without being a front end developer.

How do you feel this measures up? Can you answer the three www's? What is this about? Why should I care? What should I do next?



It couldn't be much clearer. Gets 5 stars.

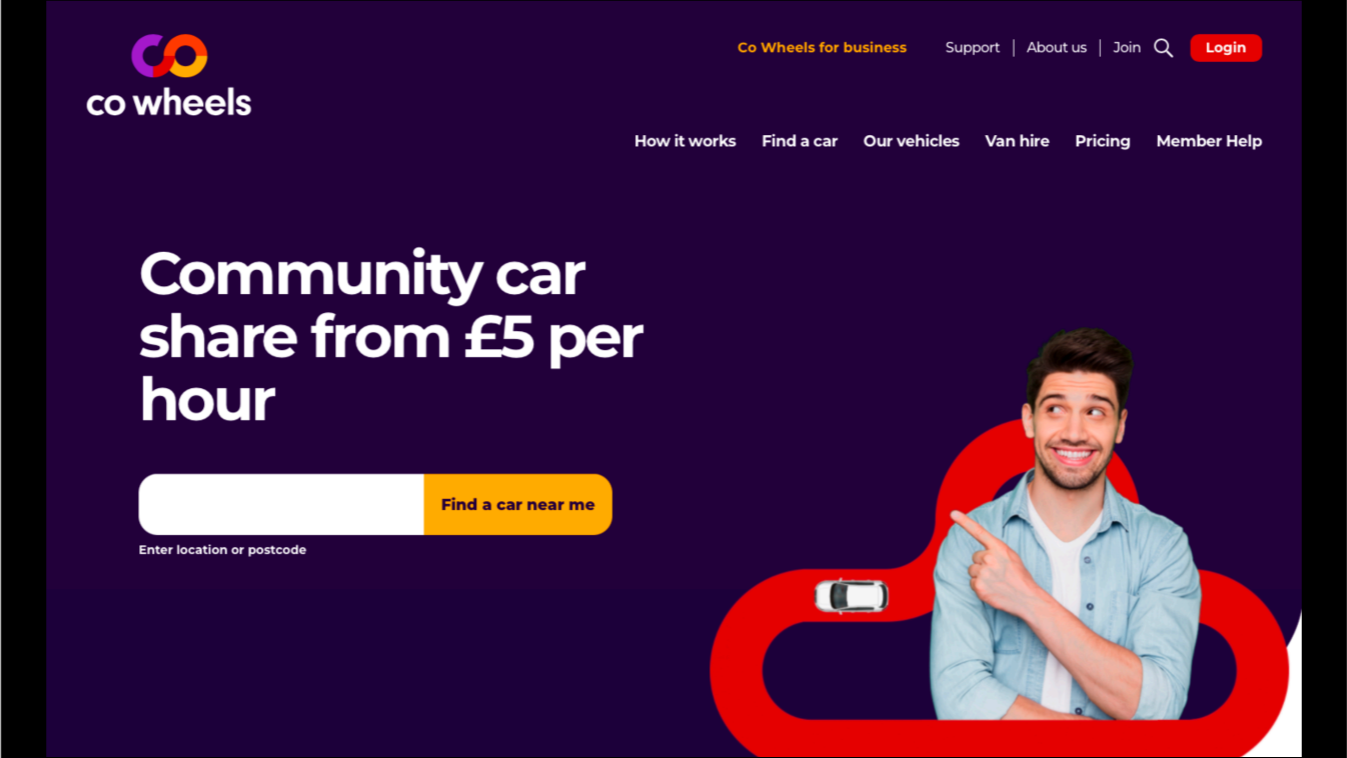
'Build with the power of code - without writing any'. Super clear. Sounds great. Please tell me more.

'Take control of HTML, CSS and JavaScript in a visual canvas. Webflow generates clean, semantic code that's ready to publish or hand to developers.'. In the space of two sentences, they've outlined more than one problem I might have and how Webflow could solve it for me.

I'm now in a much better position to decide whether I want to 'Start building' than I was when I opened the page. Mission accomplished.

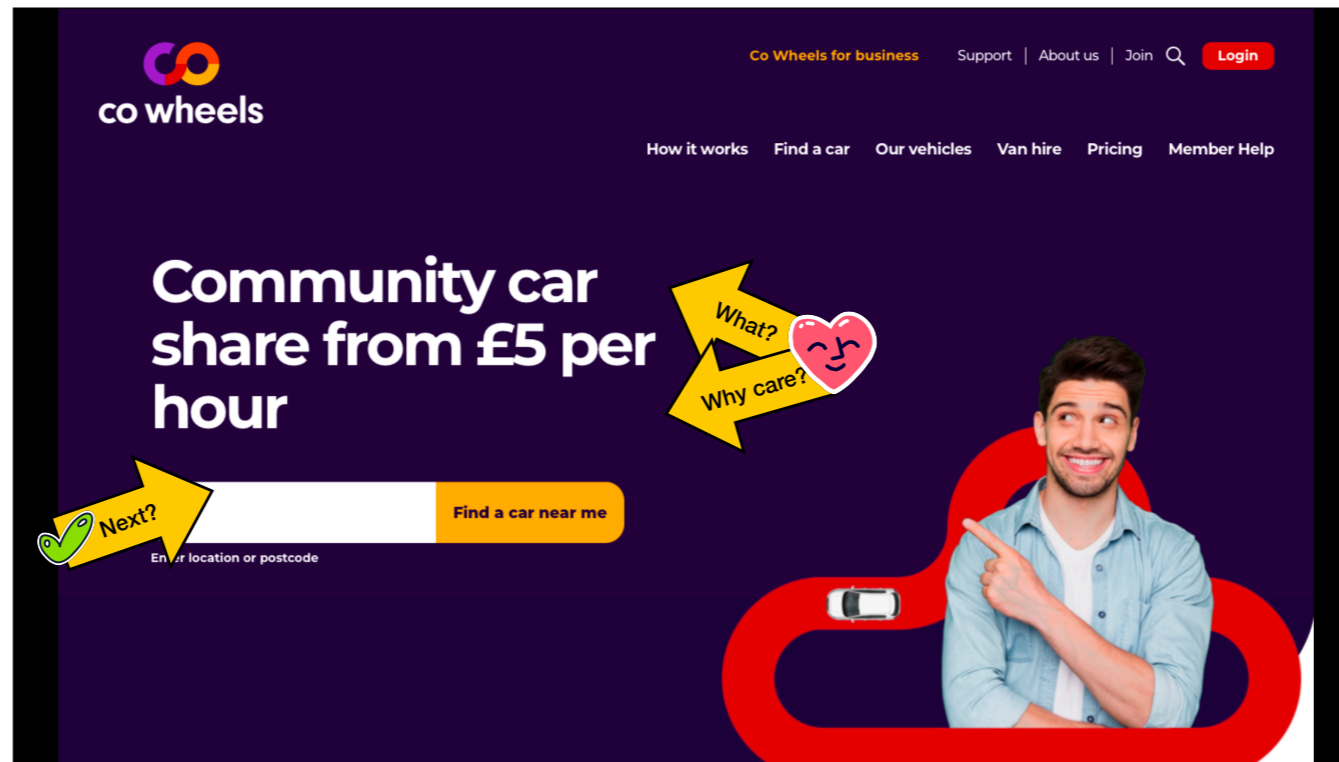
There's nothing on the page that's going to distract me, confuse me, or put me off.

Compare this with the other examples we've just looked at, and you're starting to see how if you can just answer these three questions, it helps create a page that is more focussed and helps people towards their goal.



Let's look at our last example. What is this about? Why should I care? What should I do next?





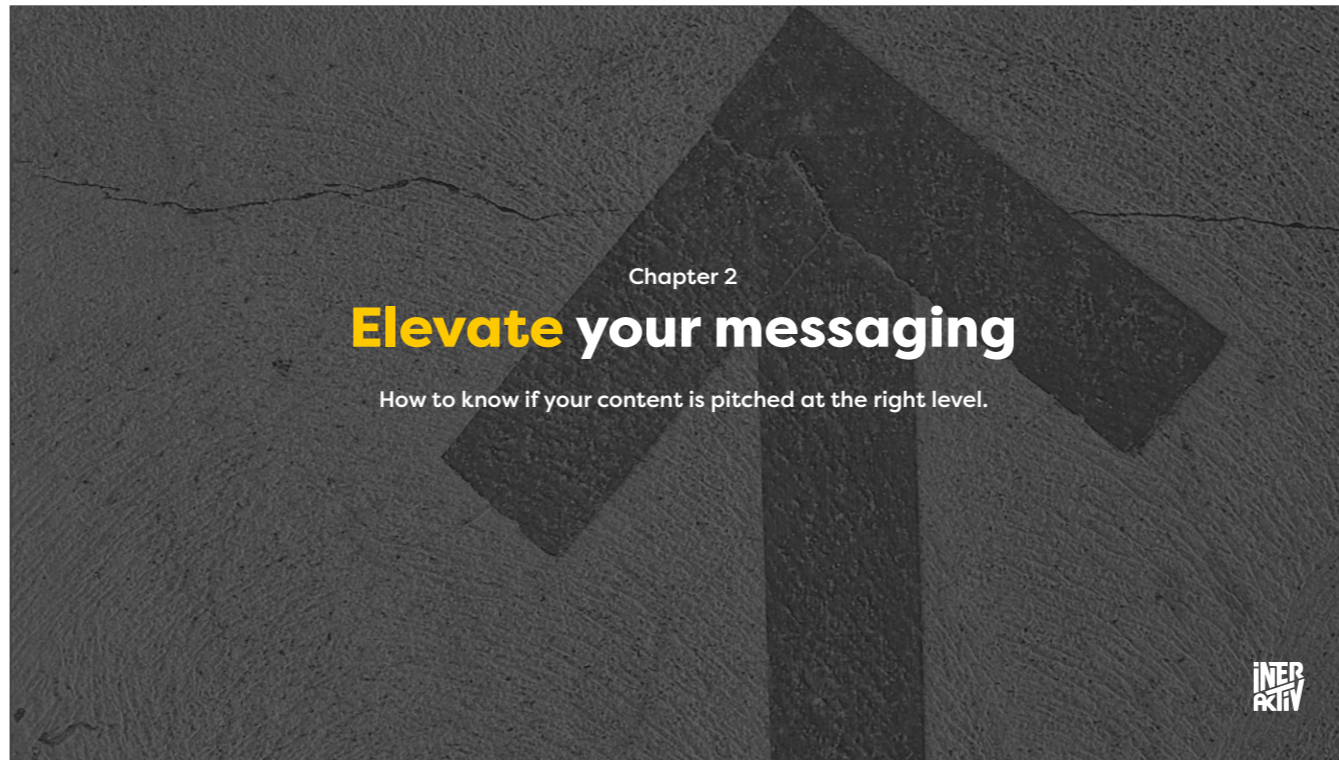
Here we've got bonus points for condensing the 'What is this about?' and the 'Why should I care?' into 7 words. 'Community car share from £5 per hour'. I know what it is and I know how it compares from a price perspective with other travel options I might have.

And the call to action 'Find a car near me' is extra useful because it allows you to put in your postcode to check availability straight away.

We could be here looking at examples all day. But I hope you're starting to see the pattern of how asking these three questions 'What is this about? Why should I care? What should I do next?' will help identify what's not working for any screen in your digital product.

We've just looked at homepages, but this is a tool you keep in your back pocket to bring out anytime you look at a screen.

And remember, again - anything you add to a screen that does not add to the understanding, instead adds clutter and brings you closer to a thrift shop.



Chapter 2.

Elevate your messaging.

How to know if your content is pitched at the right level.

"I've learned that people will forget what you **said**, people will forget what you **did**, but people will never forget how you made them **feel**."

Maya Angelou



Everyone knows this quote from Maya Angelou:

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'

This is equally true when it comes to your communication when speaking to people about your digital products and services. You need to make them feel something.

We could easily fill 100 presentations about messaging and proposition, as it's such a broad topic. But today, we just want to talk about how you can easily assess your current messaging to see which level it's currently pitched at. And we'll come on to the levels in just a second.

We're not trying to learn how to be professional copywriters, but hopefully we'll learn how to identify specific places where you might need their help.

#### MESSAGING LEVELS



So here are the messaging levels: Moving up from jargon fest, to feature, benefit and then need. But what do we mean by these?

#### **Jargon fest**

Jargon fest is when your messaging is littered with internal speak and acronyms. Think back to the Mercedes example where it listed specific model numbers and expected you to know what they are. Or Wordpress, who put words in that they thought sounded nice, but actually didn't mean anything and certainly didn't contribute to understanding. There's never a place for a jargon fest.

#### **Feature**

Feature is when we're focussing on the features, functionality and specs. Yawn.

#### **Benefit and need**

The levels we want to be pitching at are benefit and need. That's what people will relate to and what they're more likely to remember.

**NEED** is better than  
**BENEFIT** is better  
than **FEATURE** (is still better than  
JARGON FEST)



Need is better than benefit is better than feature (is still better than jargon fest).

Let's look at some practical examples.

Let's talk about milk

Let's talk about milk.

In this example we'll have a look at how you would sell milk, based on the different messaging levels (ignoring jargon fest).

# Milk; 2 pints, semi skimmed, 0.5% fat

Leading with **features** means that people have to work to match them to their needs.



Milk; 2 pints, semi-skimmed, 0.5% fat. Leading with features means that people have to work to match them to their needs.

This is not what you would expect to see as the main sell. This is what you would expect to see on the nutrition label on the back of the carton. So why do so many tech companies lead with this?

When you're writing a technical specification, this is fine. But don't lead with it. And certainly don't put it on your homepage.

# Milk has calcium, which is good for your bones

Talking about **benefits** means that people can see how it might match their needs.



Going up to the next level up. Milk has calcium, which is good for your bones. Talking about benefit means that people can see how it might match their needs.

We're now talking about benefits, which is useful, but might not be particularly inspiring or memorable.

Pitching at this level is great for talking about your product features. Rather than just listing features, talk about the benefits instead. It's super easy to get from feature to benefit. Simply add a 'so that...' or 'because...' after it.

For example: This laptop has 32G of RAM so that you never have to close a Chrome tab ever again in your lifetime.

It's also great for comparing yourself directly with competitors in those nice little tables you see with all the ticks and crosses.



# Milk helps you grow up to be the best you

Talking about **needs** means that  
people feel that we 'get' them.



Now on to boss level.

Milk helps you grow up to be the best you. Talking about needs means people feel we 'get' them.

People's needs throughout history, at a basic level, generally stay the same. It's the ways in which we fulfil those needs that change.

In this example you tie in directly to those needs. We're talking about what would help people fulfil their goals. Their goal is not to have stronger bone density. Their goal is to become a stronger, better person.

The key to getting to this level is really understanding your customers and what their wants and needs are, otherwise you won't get there. We'll come on to that a bit later.

## Examples from the wild

So 'Examples from the wild'.

We're now going to look at a handful of examples of these different messaging levels from a few live websites.

LATITUDE ▾

## Latitude Laptops & 2-in-1 PCs

Work becomes an experience wherever you are, on the Dell's most intelligent PCs, featuring built-in AI .

STARTING AT **£754.79**

[Shop Latitude](#) [View Latitude Models](#)

Jargon fest

Windows | Get to know Windows 11 | intel intel intel Intel® Core™ Processors Learn More about Intel

The advertisement features a collection of Dell Latitude laptops and 2-in-1 PCs. A yellow arrow points to the devices with the text 'Jargon fest'. The background is a light gray gradient. At the bottom, there are logos for Windows, Intel Core processors, and a link to learn more about Intel.

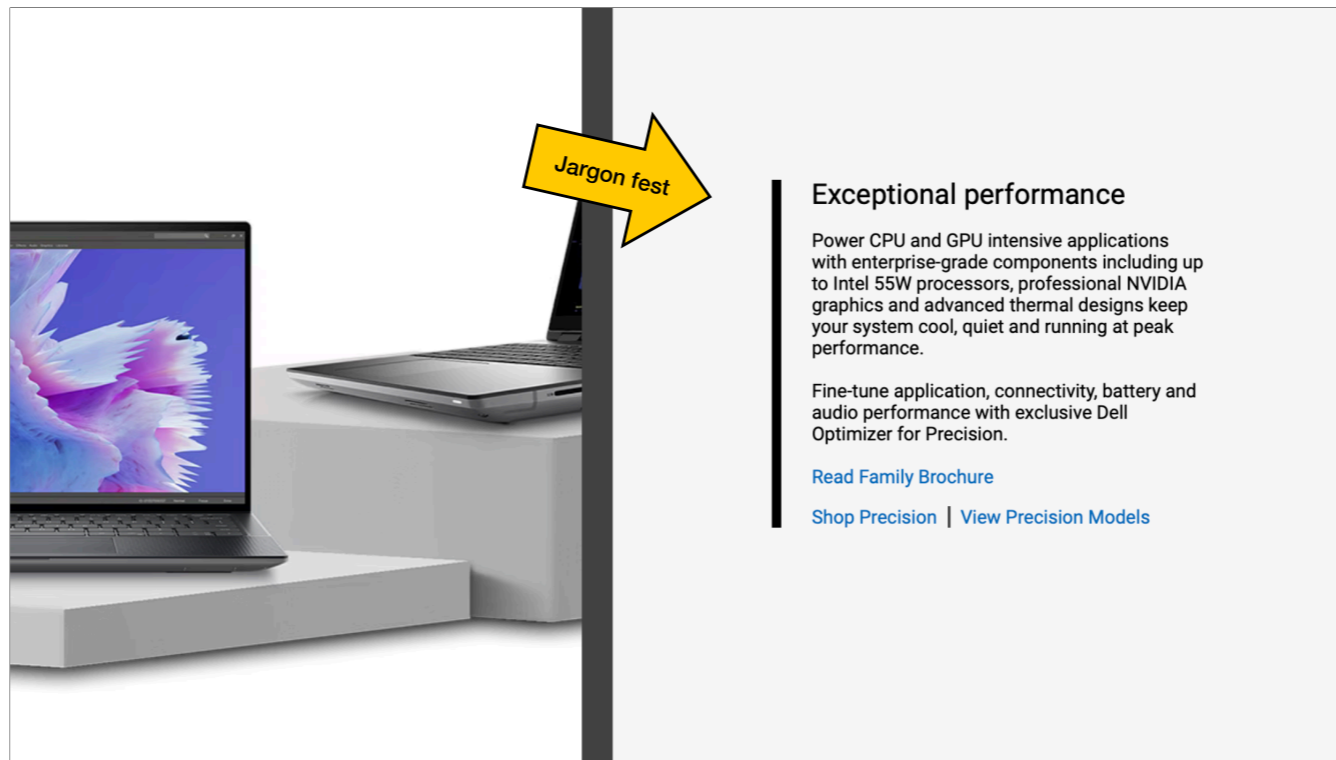
This is Dell. They sell computers. They have loads of different ones. How do you decide which one you need?

A tough ask with this kind of jargon fest.

'Latitude laptops & 2-in-1 PCs. Work becomes an experience wherever you are (what does that even mean?) on the Dell's (eh, hire a proofreader) most intelligent PCs, featuring built-in AI (make sure you drop a buzz word).

What?

Think of poor Tracey trying to decide which laptop her son needs to start secondary school next year. Where would she even start?



We're still at Dell. It's a treasure trove.

Digging a bit deeper into the hierarchy this time, and instead of more meat on the bone, we just get more jargon fest. Yay!

'Power CPU and GPU intensive applications with enterprise-grade components including up to Intel 55W processors, professional NVIDIA graphics and advanced thermal designs keep your system cool, quiet and running at peak performance. (So what?)

Fine tune application, connectivity, battery and audio performance with exclusive Dell Optimiser for Precision.' Eh?

Who in the room can tell me if they have a 55W Intel processor and what that does for them? What is an advanced thermal design and why do I need one? What is Dell Optimiser for Precision and how is it useful?

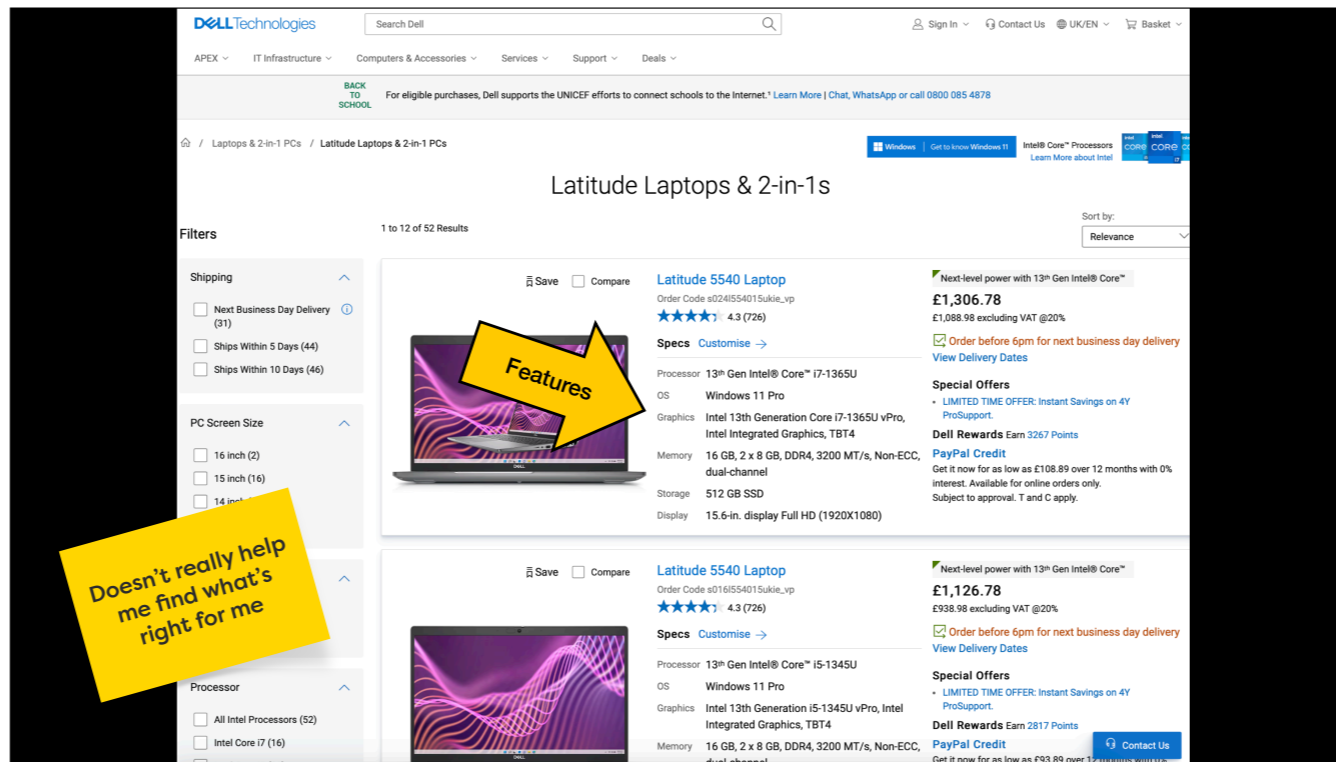
Unless you're a turbo geek, then what we've just read is not going to mean anything to you.

Then we have 'Read Family Brochure'. What is that? Unfortunately for us, it's not a family friendly brochure about which laptop would fulfil the needs of your family. It's a brochure filled with even more jargon about the family of laptops.

You would have a better experience with the text not being there at all.

Poor Tracey is now lost at sea.



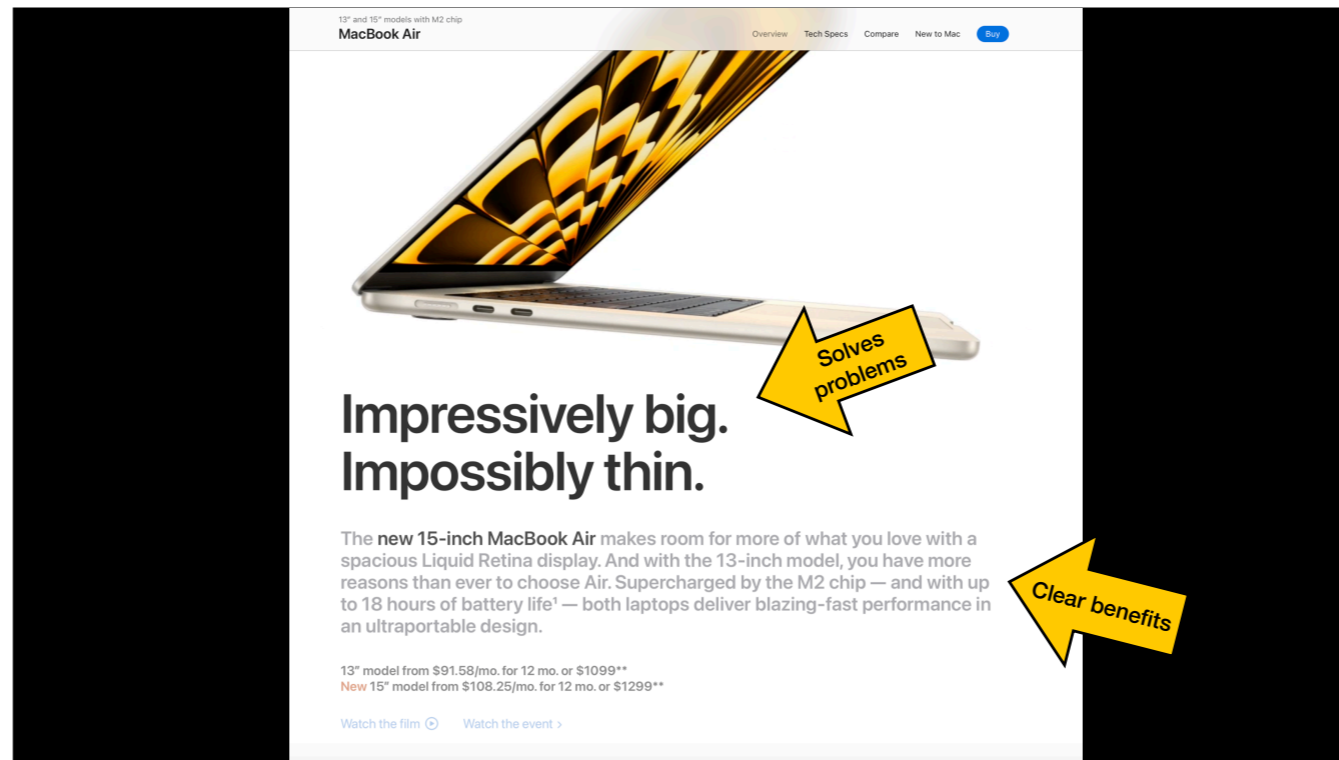


Continuing on with the Dell bashing.

We're going even deeper now and comparing actual computers.

We're just looking at one model and we have 12 pages of results, 52 actual computers, and very little to help me find the one that's most suitable for me.

Traceys head has now exploded.



Now let's have a look at the same experience with Apple, for a model in a similar price range.

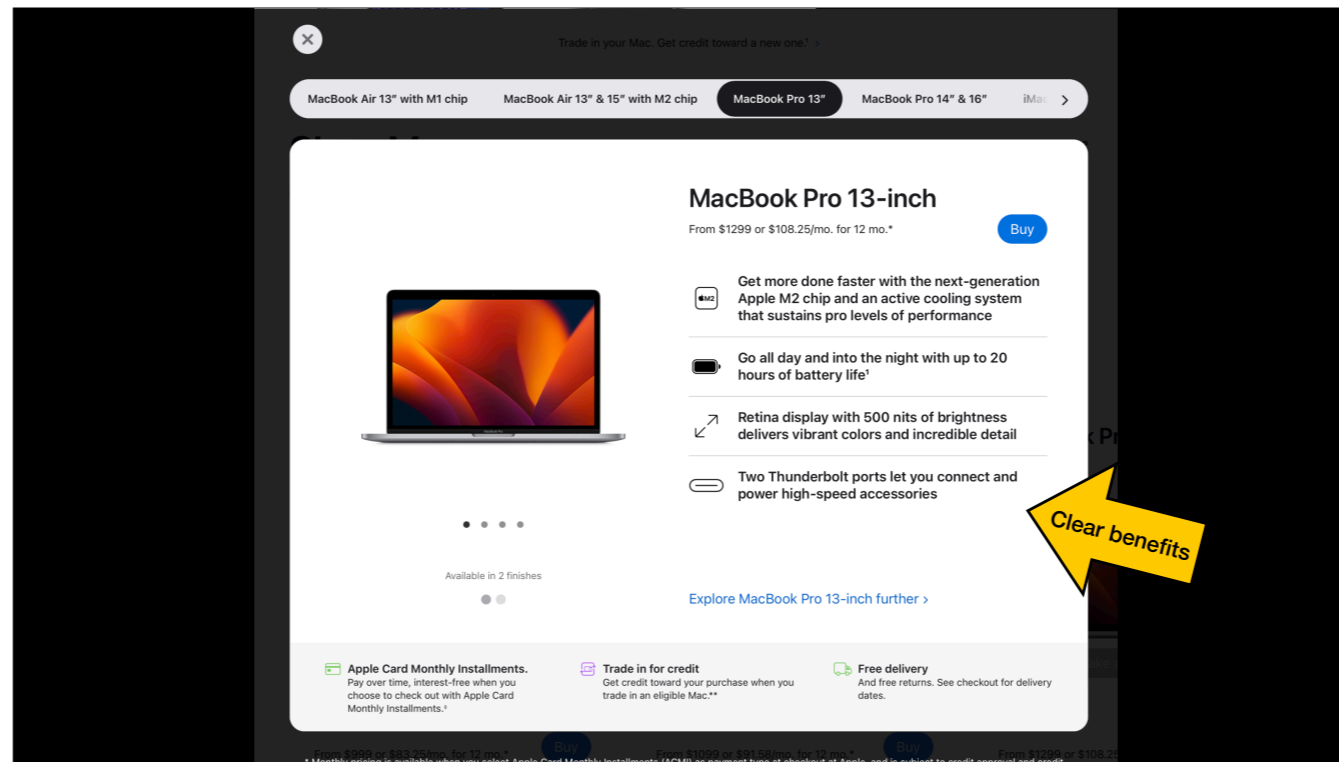
Love them or hate them, they know how to talk to people.

Here they are totally focussed on solving problems and clearly showing the benefits of this product from the start.

'Impressively big. Impossibly thin. The new 15-inch MacBook Air makes room for more of what you love with a spacious liquid retina display. And with the 13-inch model, you have more reasons than ever to choose Air. Supercharged by the M2 chip - and with up to 18 hours of battery life - both laptops deliver blazing-fast performance in an ultraportable design.'

I now know it's got a big screen, the battery will last for ages and it's super light to carry. Tick, tick, tick.

We're starting with solving the problem, then every features is spoken about as a clear benefit. It's incomparable with the Dell experience.



Even when you dig deeper when we're talking about specific features, Apple always have a 'so that...'

You can do the 'So that' or 'Because' for every one of these.

- Better components so that performance is better and you can get more done.
- 20 hours of battery life so that you can go without charging for nearly an entire day.
- Retina display at 500 nits so that your screen is clearer.
- Two thunderbolt ports so that you can connect faster devices.

What most people do in this section is just list the technical specs.



Personal Business Private Banking International Banking

LLOYDS BANK Menu View Yo Log on

Home > Current accounts > All accounts > Joint Account >

Basic Account Classic Club Lloyds Club Lloyds Platinum Gold account Islamic Account Joint Account More

## Joint Accounts

Joint bank accounts are an easy way to help two people manage money together.

I'm ready to apply

### What will you get with a joint account?

- Both account holders get a contactless VISA debit card
- Both people can manage the account through Internet Banking and the Mobile Banking app
- You can apply for a shared, arranged overdraft

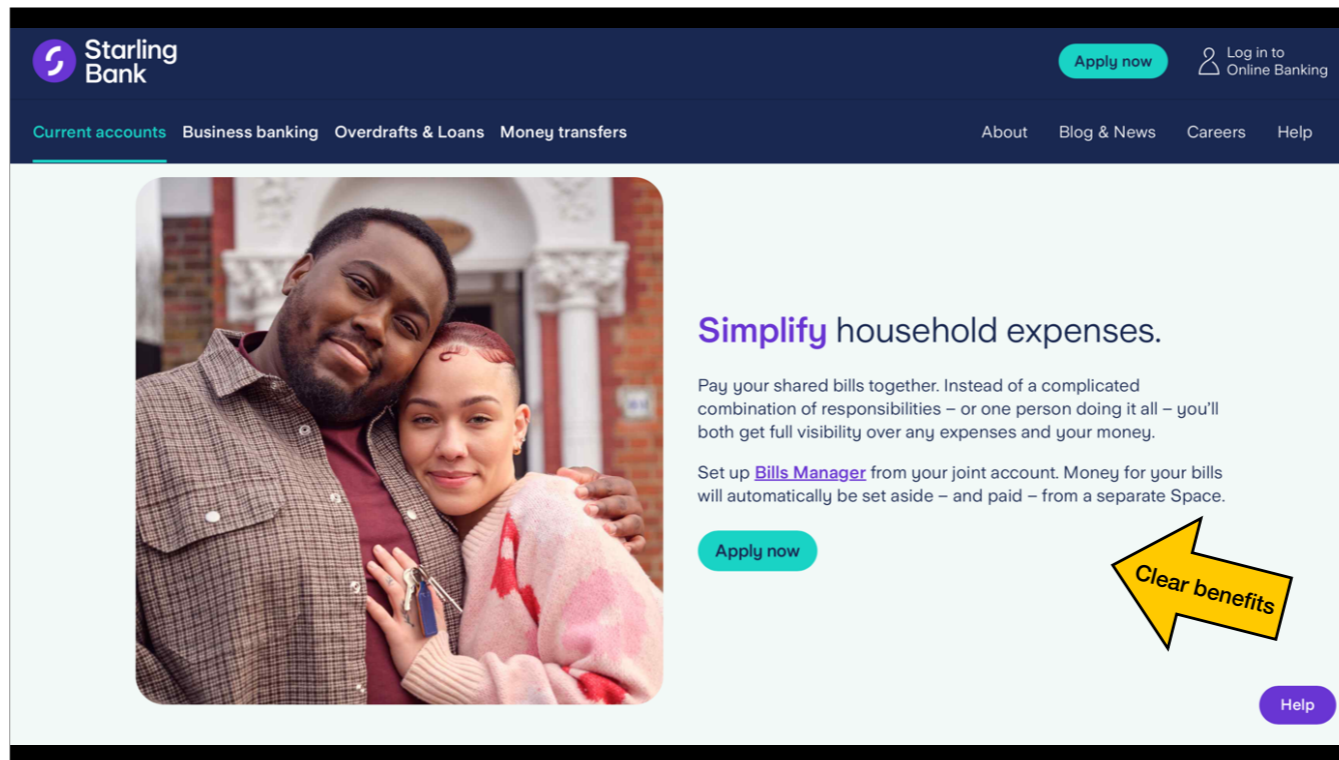
Let's switch it up and look at an example from financial services.

We'll look at two different approaches for how to talk about joint accounts.

First up is Lloyds, which is very cold and transactional, but works fine if you already know what you want and what joint accounts are all about.

'Joint accounts. Joint bank accounts are an easy way to help two people manage money together.' Snore.

Not exactly inspiring. It doesn't tell me anything really and certainly doesn't have me exclaiming 'I'm ready to apply'.



The image shows a screenshot of the Starling Bank website. At the top left is the Starling Bank logo. To its right are navigation links: 'Current accounts', 'Business banking', 'Overdrafts & Loans', and 'Money transfers'. Further right are 'About', 'Blog & News', 'Careers', and 'Help'. In the top right corner, there is an 'Apply now' button and a 'Log in to Online Banking' link with a user icon. The main content area features a photograph of a man and a woman embracing. To the right of the photo is the headline 'Simplify household expenses.' followed by a paragraph: 'Pay your shared bills together. Instead of a complicated combination of responsibilities – or one person doing it all – you'll both get full visibility over any expenses and your money.' Below this is another paragraph: 'Set up [Bills Manager](#) from your joint account. Money for your bills will automatically be set aside – and paid – from a separate Space.' There are two 'Apply now' buttons: one teal and one yellow. A yellow arrow points from the teal button to the yellow one, with the text 'Clear benefits' written inside the arrow. A 'Help' button is located in the bottom right corner of the banner area.

Compare that to Starling.

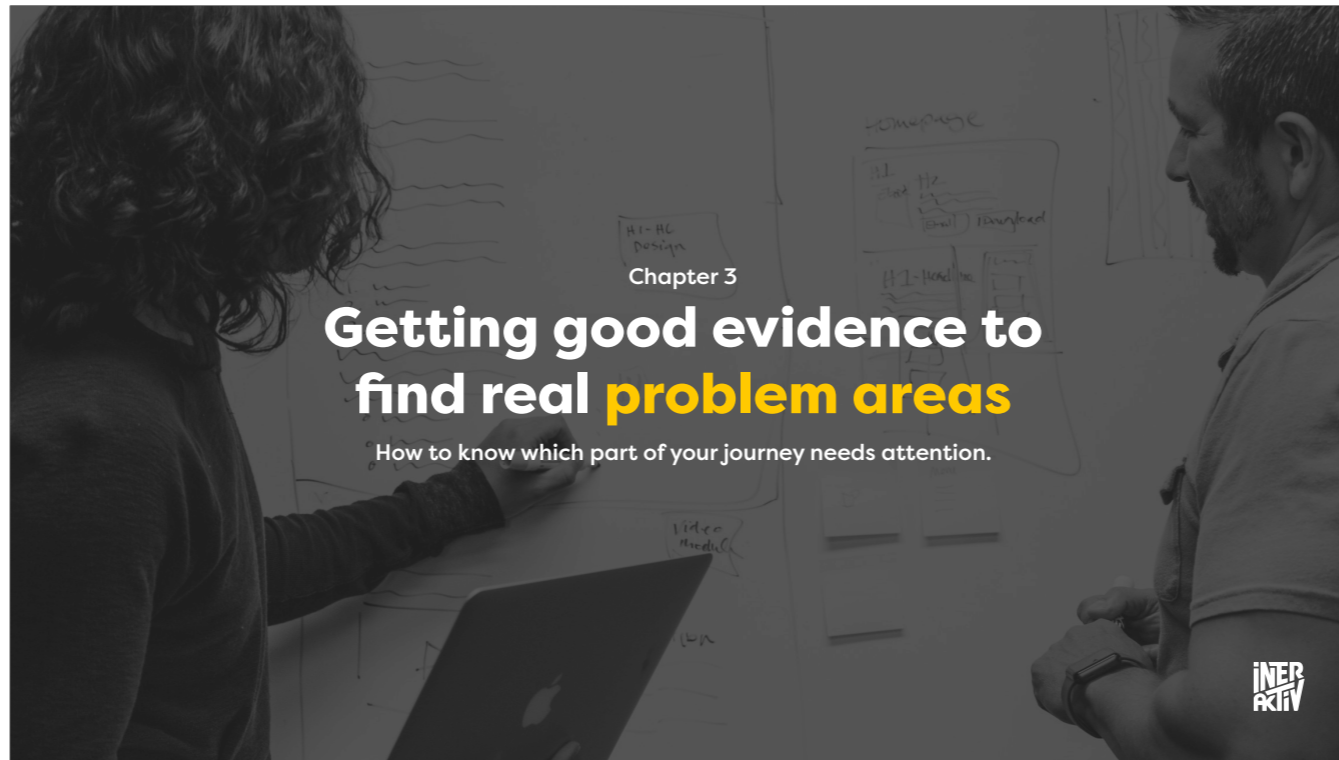
Here they are really taking the time to talk about how their joint account can help you manage your money better and achieve your goals.

‘Pay your shared bills together. Instead of a complicated combination of responsibilities - or one person doing it all - you’ll both get visibility over any expenses and your money. Set up a Bills Manager from your joint account. Money for your bills will automatically be set aside - and paid - from a separate space.’

Fab. Apply now.

We now know what good messaging looks like. As I said before, you can only get there if you understand your customers.

Let’s talk about how to do that.



Chapter 3.

Getting good evidence to find real problem areas. How to know which part of your journey needs attention.

# You $\neq$ your user!

People often fall prey to the false-consensus effect, projecting their behaviours and reactions onto others.

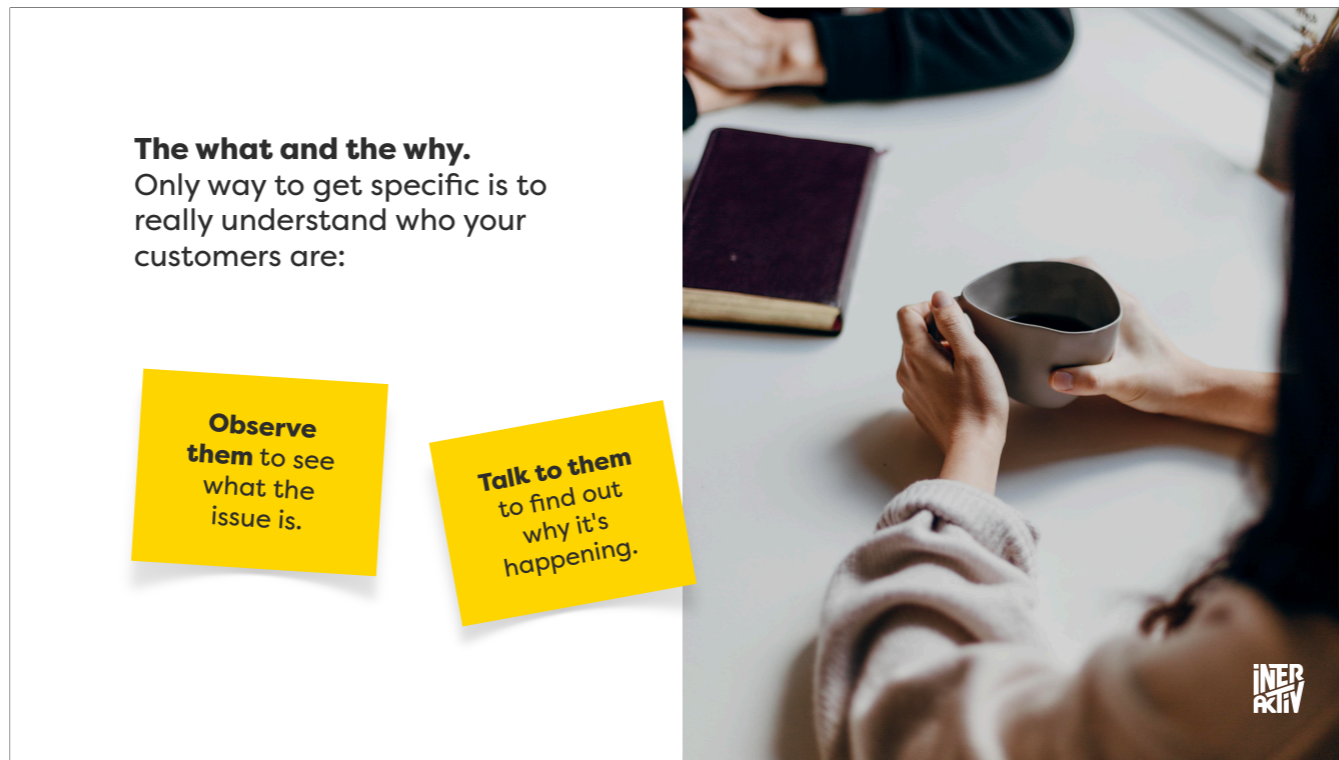


You are not your user. People often fall prey to the false-consensus effect, projecting their behaviours and reactions onto others.

Don't do that. Instead, look at what your customers are actually doing, then talk to them about why they're doing it.

No matter how small your team is, you need to dedicate some of your energy to this. And actually - the less resources you have, the more important it is to know where's best use it.

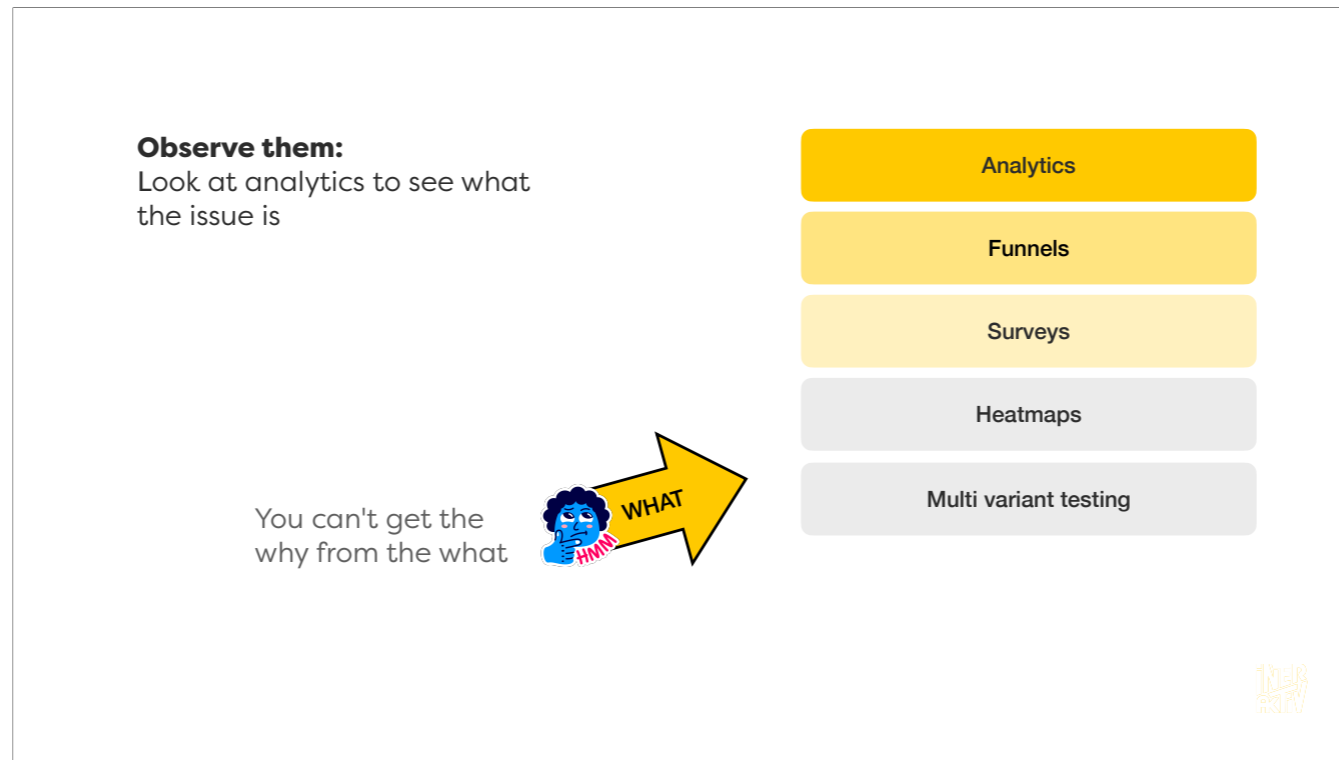
It shouldn't be 'I don't have enough resource to do user research. It should be 'I don't have enough resource not to do user research'.



The what and the why. The only way to get specific is to really understand who your customers are.

There are two ways to do this. You can observe them to see what the issue is, also known as quantitative research, and you can talk to them to find out why the issue happening, also known as qualitative research.

Warning here: You cannot get the why from the what. If you're looking at data and seeing a pattern and make assumptions about why it's happening, that is all you are doing. Making assumptions. You need to actually talk to real customers.



Firstly, observe them. Look at analytics to see what the issue is.

There are so many different types of research. They're all great. But if you have limited resources, here's what we think is worth concentrating on, shown in order of priority.

If you haven't seen some of these terms before, here's a quick overview.

### **Multi-variant testing and heatmaps**

Multi-variant testing is where you test a screen design against another slight variation of that screen design to see which one performs better.

Heatmaps are where you look at where users are clicking and scrolling around your pages.

Heatmaps and multivariant testing are great once you have a huge customer base and you're looking at marginal gains.

### **Surveys**

Surveys is self explanatory. You asks a number of users some questions about how they feel about your product. Surveys can be a cost effective way to get insight IF you manage to frame the questions correctly.

Tread lightly though. Get someone to help you that knows what they're doing. It's very easy to skew the results with confirmation bias.

There's a famous example from Walmart where they issued a survey that asked their customers if they thought Walmart stores were too cluttered, as that's obviously what the person writing the survey thought.

Now, there's only one answer you're going to get to that question if you ask it. It's so leading. Everyone is going to say 'Yes. Of course they're too cluttered. Tidy them immediately. We can't live like this'. And that's exactly what happened. So Walmart spent millions decluttering their stores.

But it did not work out as planned. They lost \$1.85 billion and the executive lost their job. What actually happened was that by tidying their stores, Walmart removed people's urge to impulse buy. We've all been there, when you walk round IKEA and come out with yet another packet of bag clips and tea lights.

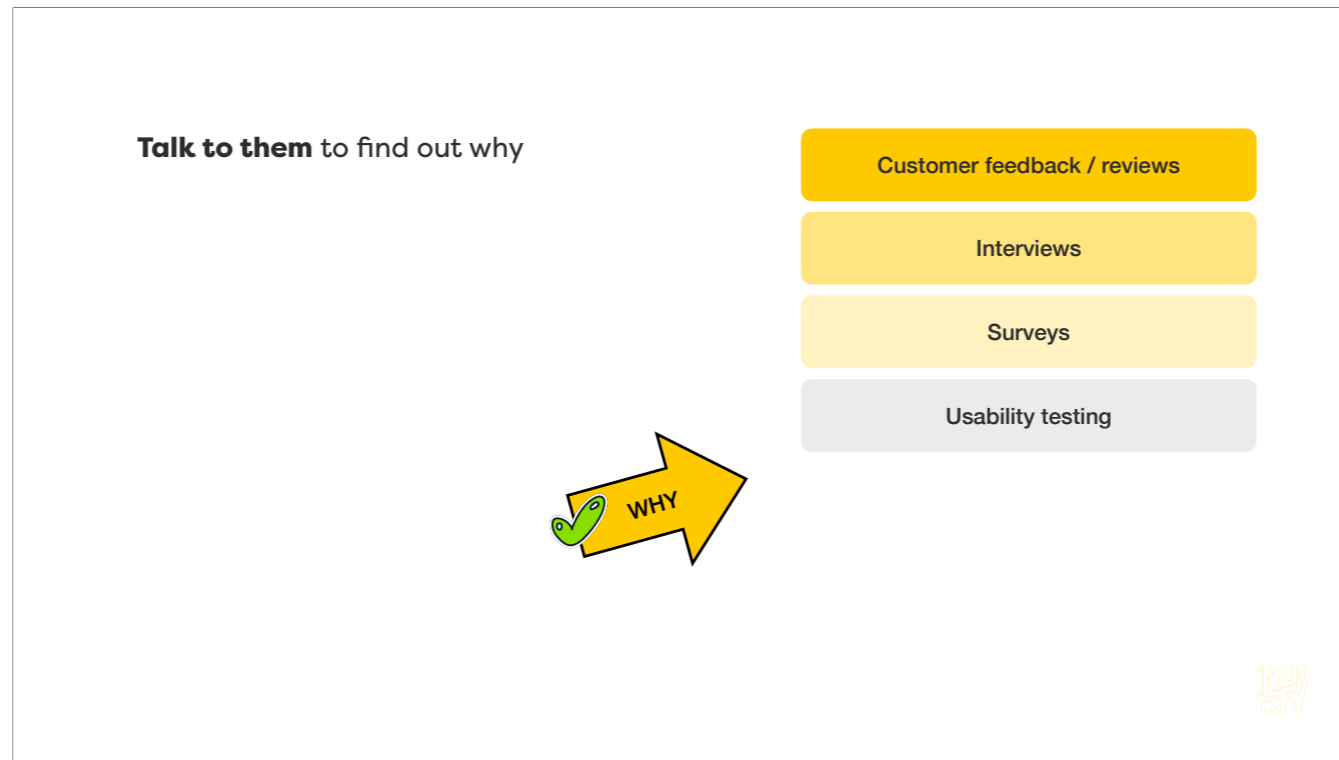
So, the moral of the tale is be careful. Stress test your survey for bias and leading questions before you send it out. A great way to avoid this issue is to simply ask people about the last time they did X,Y or Z and how they felt about it.

## **Funnels**

To really understand where people are having issues in your sales process, you need to set up funnels. Which parts are taking a disproportionate amount of time. Where are people dropping off?

## **Analytics**

And lastly, analytics. Where are users coming from and what are they doing on your site? If you do nothing else, just set up solid analytics so you can see how people are using your product. If you just do that, it'll be a great start.



Now you know where the problem area is, nothing beats talking to people to find out the why the problem is happening.

### **Customer feedback/reviews**

The first place to look is at everything your customers are voluntarily coming to you with. Feedback and support tickets are a gold mine. Not only have they contacted you voluntarily, it's in their own words.

You would be surprised by how many people we've spoken to that haven't cross referenced their feedback and reviews with their analytics.

### **Interviews**

Once you've done that, interviews are a cost effective way of getting more insight. Interviews are not a one and done though. The best companies talk to their customers regularly. You only need a handful each month. Talking to customers regularly not only helps you work out the products and features that are important to them, but also helps you elevate your messaging. And remember to use their words.

### **Surveys**

If you have less customers then survey fall into qualitative rather than quantitative. But again - proceed with caution. They can be useful, but it's just as easy to get misleading information out of them.

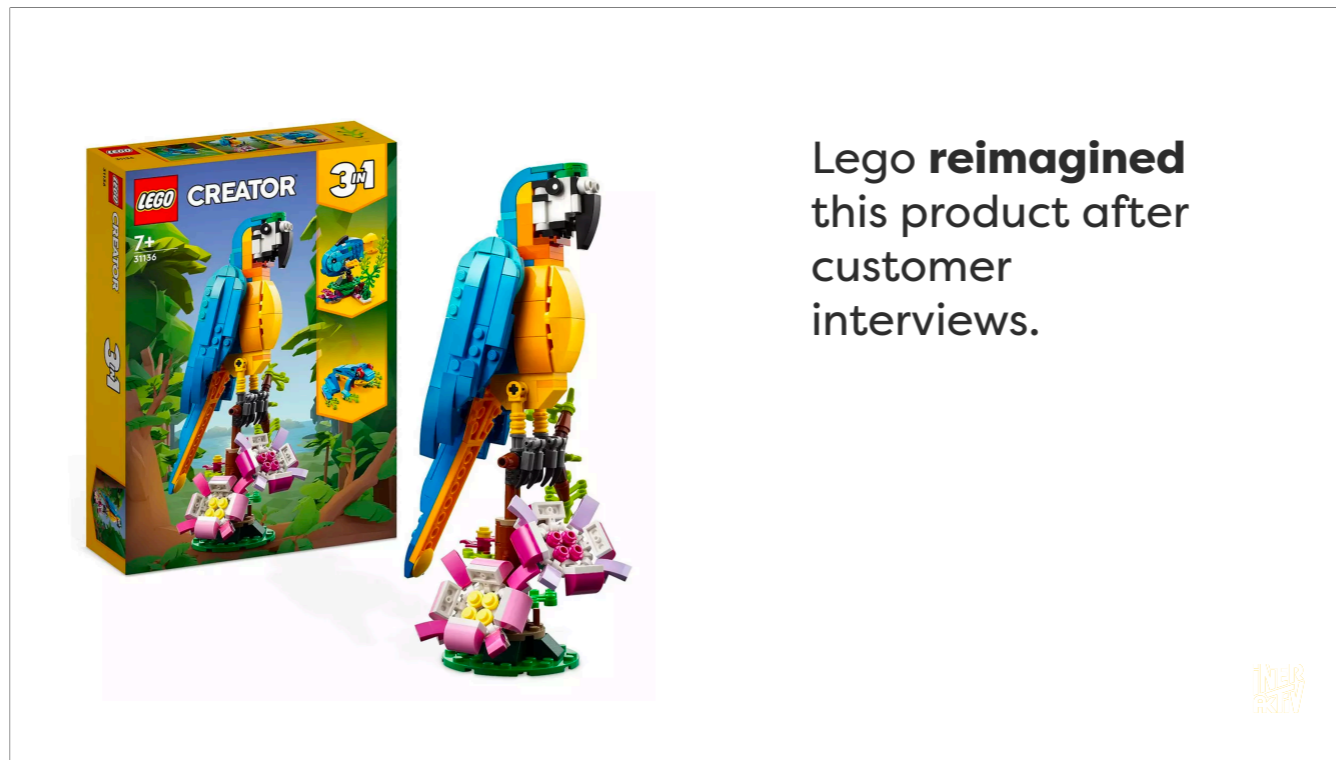


## Usability testing

And lastly - usability testing. If you know what you're doing and you can set up a usability test, nothing beats watching people trying to use your product. If you've gone through the previous levels and you're feeling brave, read 'Rocket surgery made easy' by Steve Krugg and have a bash. Usability test recordings are a great way to persuade senior management you have an issue.

## Some success stories

Let's have a look at some success stories.



Lego **reimagined** this product after customer interviews.

We all know Lego.

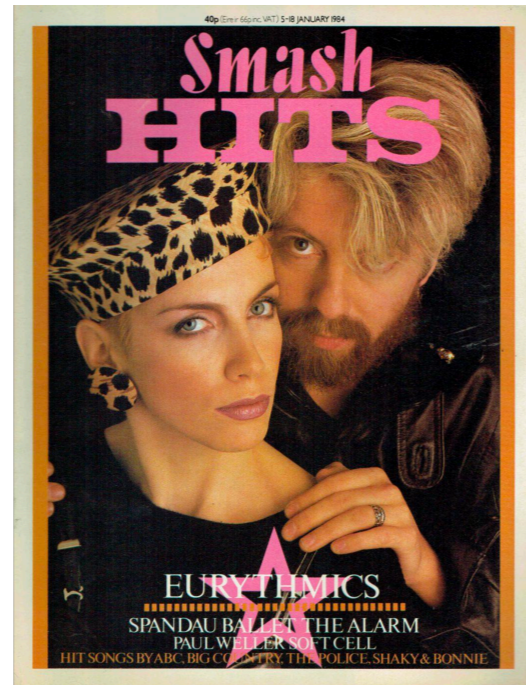
They have an amazing approach to gathering customer insight. They mostly just observe kids playing with Lego and talk to them about how they feel about it.

This is Lego 3 in 1. It didn't start out in life as a 3 in 1 though. It started as simply building a single pet.

Through observing kids playing with the product and talking to them about how they felt, Lego discovered that kids were building the animal and then getting attached to it. They were even giving them names and a bed to sleep in. They definitely did NOT want to take them apart and build them again. Some had even gone as far as gluing them together.

This is obviously against the whole ethos of Lego, so they reimagined the product as this. A 3 in 1 set that would actively encourage kids to take the animals apart and rebuild them.

None of that would have been possible without both observing and talking to their customers.



Analytics and surveys weren't giving the **full picture.**

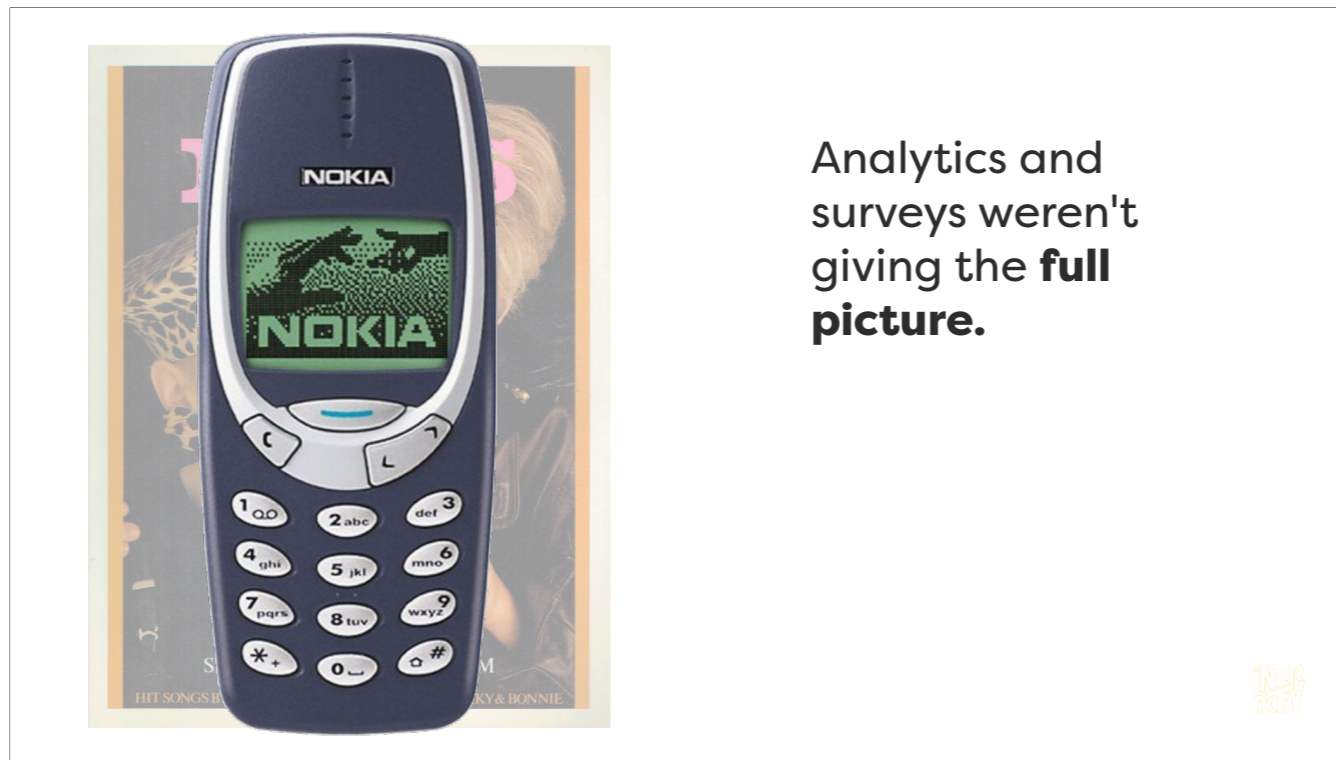
Showing my age now. Who here remembers Smash Hits?

For those of you who don't, before phones and social media, Smash Hits was one of the ways you could prove you were cool to your peers. Using your pocket money to buy a copy, then reading it cover to cover, guaranteed you an elevated social status in the playground.

However, Smash Hits started recording lower and lower sales over a number of years. When they surveyed their readers they asked 'Do you like Smash Hits?', to which they all said a resounding 'Yes'. They asked 'Is there anything we could do to improve it?', to which they answered 'No, it's great'.

But sales kept falling.

It wasn't until they spoke to teens that they discovered what the actual problem was. Their competitors were not another magazine.



Analytics and surveys weren't giving the **full picture.**

They were mobile phones.

At that time mobile phones were just taking off and social status was now determined by not only owning a phone, but by using your hard earned pocket money to buy credit to send texts.

Unfortunately there was no money left for poor old Smash Hits.

Again, without conducting depth interviews with their customers, Smash Hits would never have discovered this. It might not have saved the product in the long run, but it would have allowed them to make better business decisions.

Today

1. WWW method to **assess any page** at a glance
2. Identify problems and elevate your **messaging**
3. Getting good evidence to find real **problem areas**



So, we've talked about the WWW method and how to assess any page at a glance.

We've looked at how to identify problems with your messaging and then elevate it.

And finally, we've seen how getting good evidence can help you find real problem areas.

Hopefully you'll all feel a bit more confident when tackling some of your screens now.

# Thank you



**Jen Björkman**

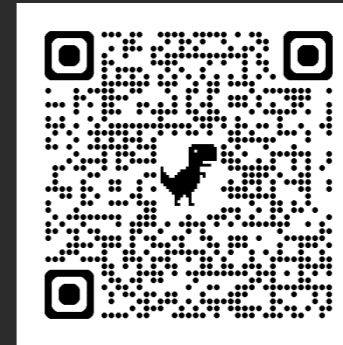
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Thanks for listening.

Here's the feedback code again, so you can follow that link and leave your comments.

I think we have a few minutes for questions, or you can hunt me down and connect with me on LinkedIn.