

USER JOURNEY BREAK DOWN

While I freelanced for May & Co., a business and company culture coaching service, I told a story about a business that wasn't well known at the time. Company culture was beginning to be talked about and hiring a coach to attain these goals was not a common afterthought. I condensed their business pitch into 2 concise sentences and rebuilt their branding story within a case study and a pitch deck. The script strategy for their product was broken down as follows:

1. Narrow down the main goals. Who is the audience? Why do they want to hear this story? Why will they care?
2. Craft a Wireframe for the story. I use a technique often used in my creative writing workshops called 'Sprints.' With a few tasks in mind, a subject, theme, and setting, I quickly write a paragraph—like 'flash' writing. This provides a basic template.
3. Expand on the story. I focus on the main brand message, provide data points to explain why the product is important and then build up for the finale that explains the payoff.
4. Grab attention. I take most of my time focusing on the intro and closer. Like a chapter in a book, grabbing the reader's attention is essential to keep them engaged. A red thread also keeps it tidy and interesting. It will always end in a call to action that nestles into the story instead of feeling out of place.
5. UX Principles. At this stage, I apply essential UX principles to create a product for user happiness and usability. I view the script as a user, consider how to create less friction, adjust tone and vocabulary, address equitability, and, most importantly, make it concise with a strict adherence to editing principles.
6. Feedback. Feedback is also an essential UX principal but it is its own step all together: it's that important.

My strategy and visioning starts with clarity. I identify the purpose, choose a focus and stick to the values outlined in the Content Style Guide.

Next, I gather information. It is imperative to attain as much information on the task, specific to the purpose. I ask internally, seek out customer feedback, and look at industry trends. After gathering an enormity of data and information, I will organize it to better interpret meaning using charts, graphs, case studies, etc.

The next step is my favorite: creativity. It is time to think differently. This can come in the form of a think tank or sprint, for example. The purpose here is to innovate and come up with a meaningful idea that stands out.

Once the idea has been formed, the process must be broken down into achievable milestones. Using SMART management tactics is a pivotal way to stay on task.

And last, is effective communication. A great way to really know that an idea, vision or strategy is excellent is by being able to effectively communicate it, and in different ways. It shouldn't be confusing and it should resonate with the user.