# COVID UX: How to engage users in a crisis

**Expertise webinar**

April 3, 2020

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# Our agenda for today

1. What does this pandemic mean for users?

2. Channels, patterns and examples

3. How to create your own COVID UX

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# 1. What does this pandemic mean for users?

1.   Users are people first; health & wellness primary importance (> than product)

2.   Lifestyles and working practices are changing

3.   Lot of flux and uncertainty (jobs, workflows, budgets, planning)

4.   Businesses are under cost-pressure

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# Your connection with users is at a juncture

## Connection reduces

✗ Product is unreliable at a time of need

✗ No empathy with people's situations

✗ (Newly) critical UX flows are not clear

✗ Support is overwhelmed and takes too long

✗ Low ROI / value found

✗ Irrelevant attention / cognitive load taken

## Connection deepens

✓ React to product issues quickly

✓ Proactively address (new) needs

✓ Help users discover new value

✓ Scale help and support for self-service

✓ Choose effective channels to communicate

✓ Handle cancellations with empathy

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# To do any of this, you need to understand your user

- Get a shared understanding of how your users are being affected, and what they care about most

- Can identify trends from product analytics or session recording software

- Might be better to ask users directly

- We recommend doing so in-product with a microsurvey



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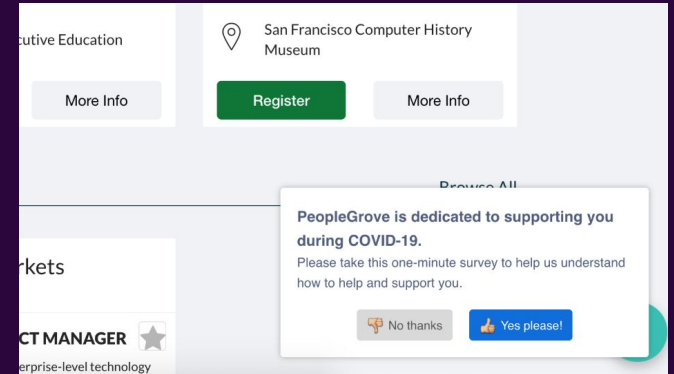
# Build an empathy map to understand true situation



EMPATHY MAP

SAYS · THINKS · USER · DOES · FEELS

NNGROUP.COM NN/g
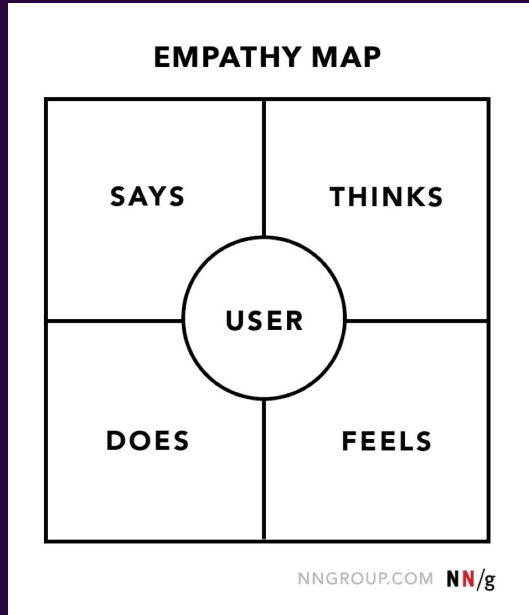
- Used at beginning of design process

- Useful to align team and set clear focus

- Reduces bias, identifies motivations

- Can be for individual or segment / persona

- Requires qualitative research as inputs

- We'll share link for more reading

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# Once you understand needs, then define info plan

| Why | 1. What do we want to achieve? |
| | 2. Is this a business priority? |
| | 3. What is the key action we want to drive? |
| | 4. How will we measure success? (KPI baseline and target / change) |
| **Who** | 1. Which users does this apply to (most)? |
| | 2. What defines them? (specific user attributes and their values) |
| **What** | 1. What information does the user not already have? What is the aha moment? |
| | 2. If the user has the information, why are they not acting? What is the friction? |
| | 3. What is the compelling message / point? (think about motivation!) |
| | 4. What is the CTA? |
| **When / where** | 1. When will it be triggered (what does a user have to do to be receptive?) |
| | 2. What is the best channel and pattern for this? |

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# 2. Channels, patterns and examples *(1 of 6)*

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# 2. Channels, patterns and examples *(3 of 6)*



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# 2. Channels, patterns and examples *(4 of 6)*

# 2. Channels, patterns and examples *(5 of 6)*

# 2. Channels, patterns and examples *(6 of 6)*

# 3. How to create your own COVID UX

1. Create an empathy map and understand main issues/needs from users

2. (Define business / product strategy to deal with this)

3. Build plan to communicate key information to users, incl. channels and patterns

4. Build, measure, and improve

5. Share with us for feedback or to be featured on our blog; email us anytime at hello@trychameleon.com

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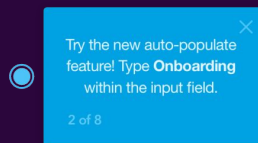# Q&As and links

- [trychameleon.com/blog/covid-ux](http://trychameleon.com/blog/covid-ux)
- Subscribe to Chameleon blog for more COVID related updates... upcoming articles include cancellation deflection and tips for Zoom

- If you'd like a demo of Chameleon then visit [trychameleon.com/demo](http://trychameleon.com/demo)

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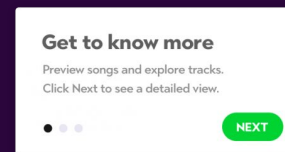# Chameleon enables many use cases for customers

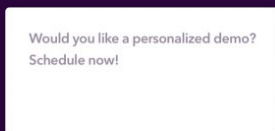### Onboarding & activation
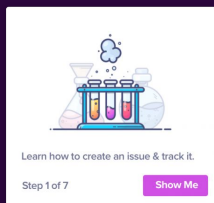
### Feature launches

### Passive learning

### Self-serve support

### Continuous feedback
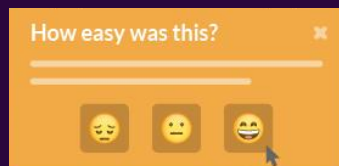
### Other

# Chameleon Products (1/4): Tours
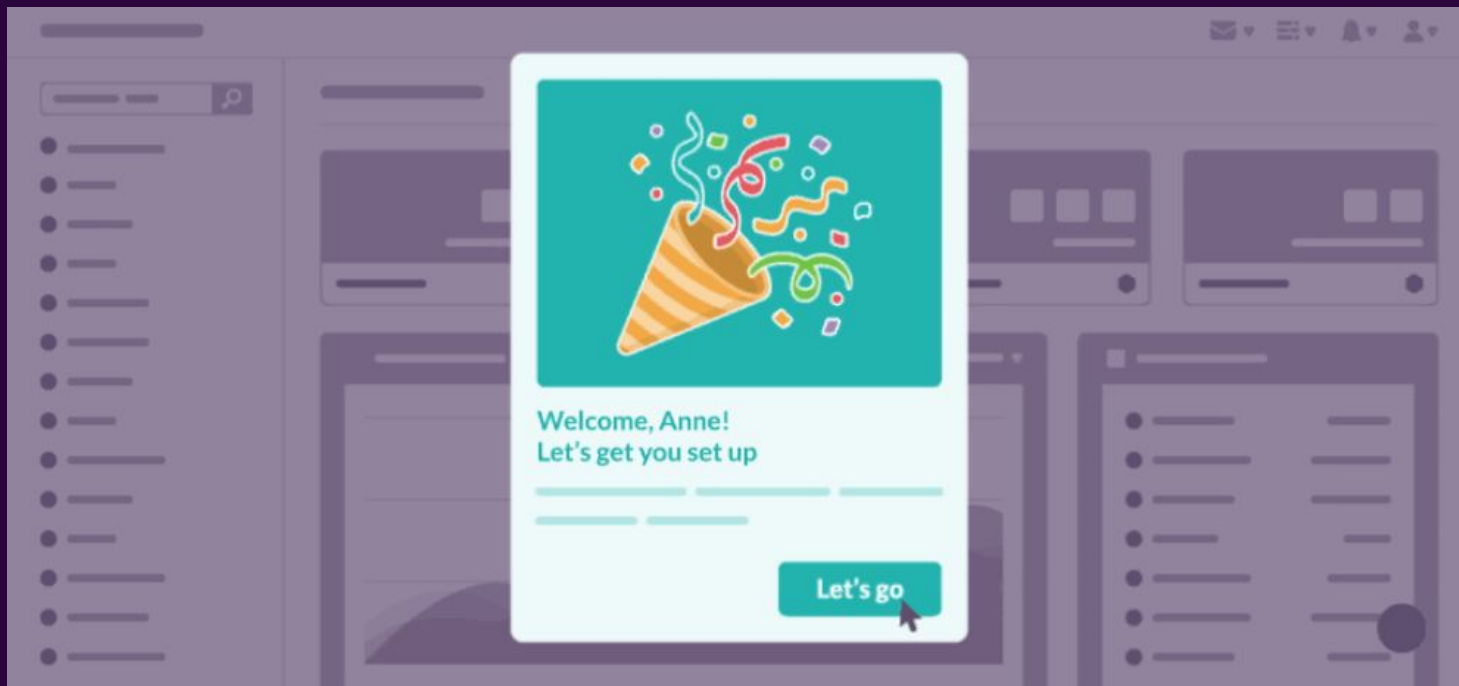
# Chameleon Products (2/4): Tooltips
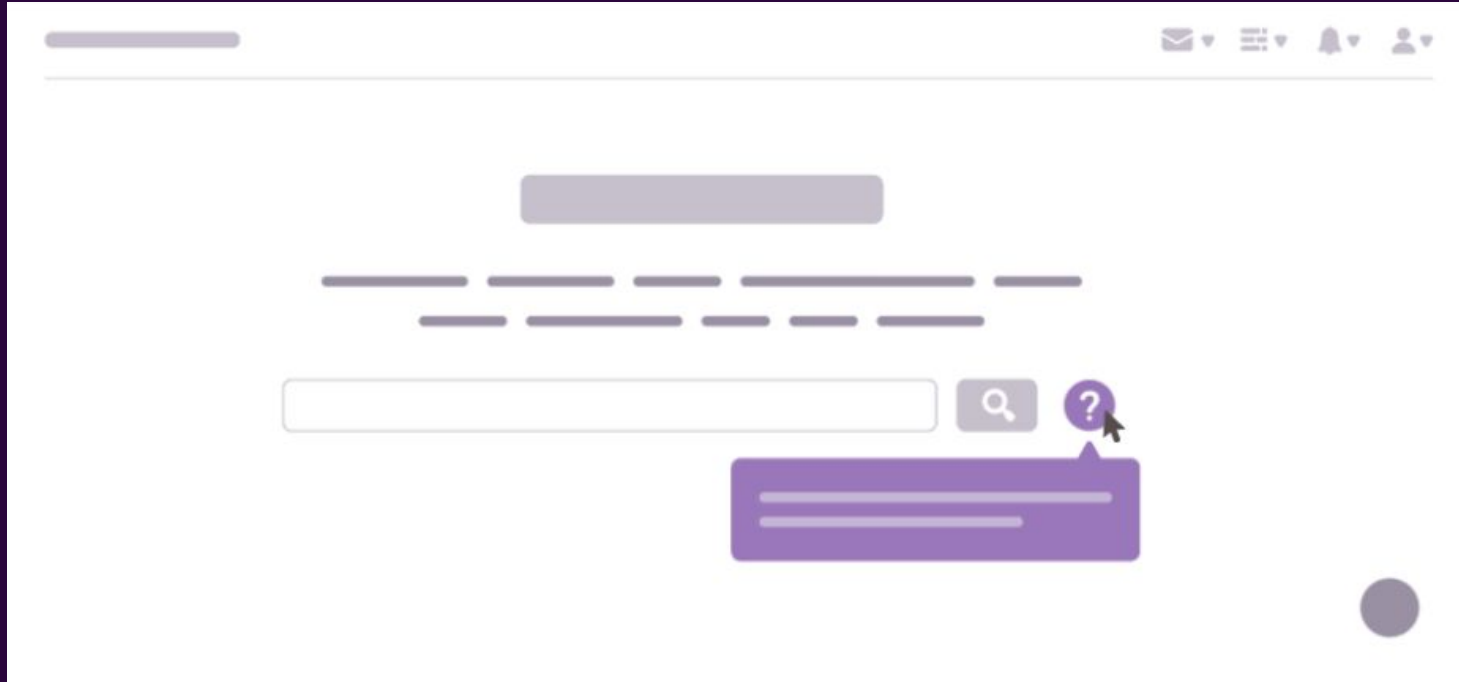
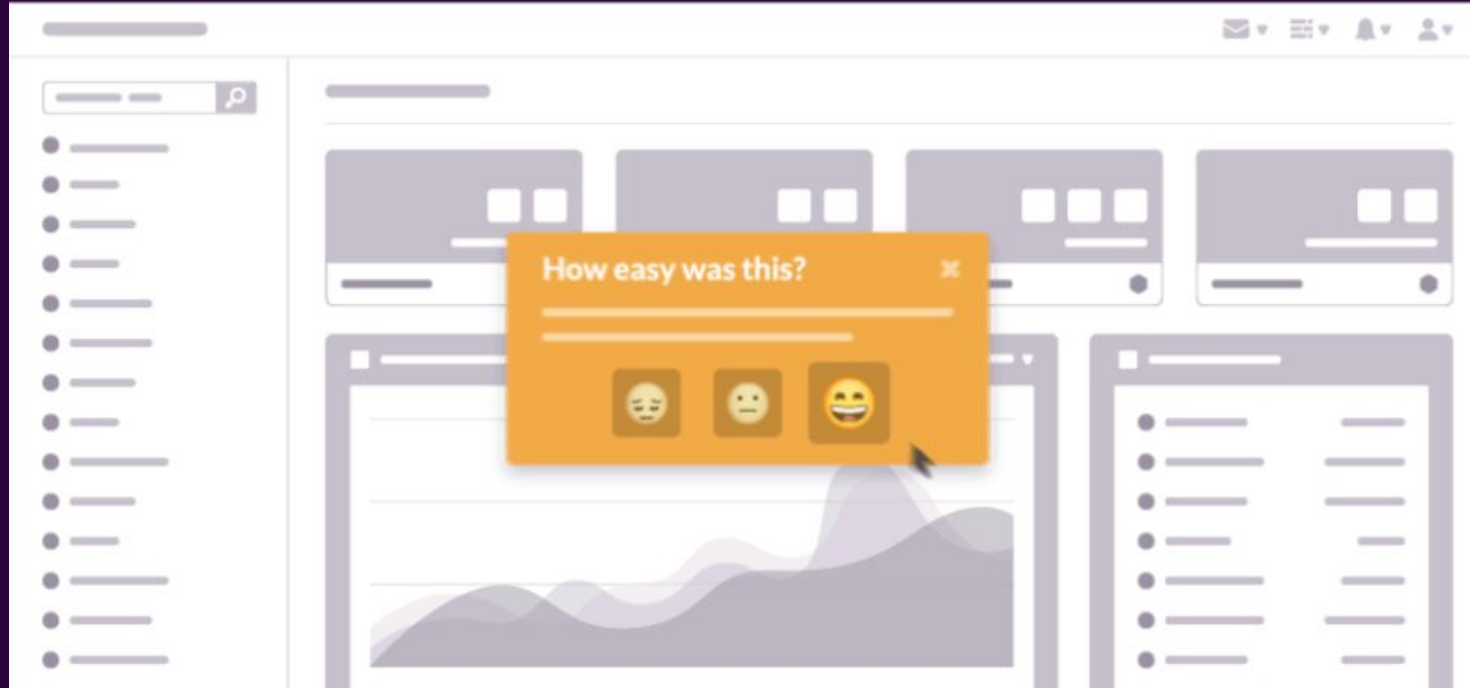# Chameleon Products (3/4): Launchers

# Chameleon Products (4/4): Surveys

# Enable product success

To get **personalized advice** on improving key product flows and try our **Product Success platform**, visit [trychameleon.com/demo](trychameleon.com/demo)

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