

COVID UX: How to engage users in a crisis



Expertise webinar

April 3, 2020

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

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

Your connection with users is at a juncture

Connection reduces

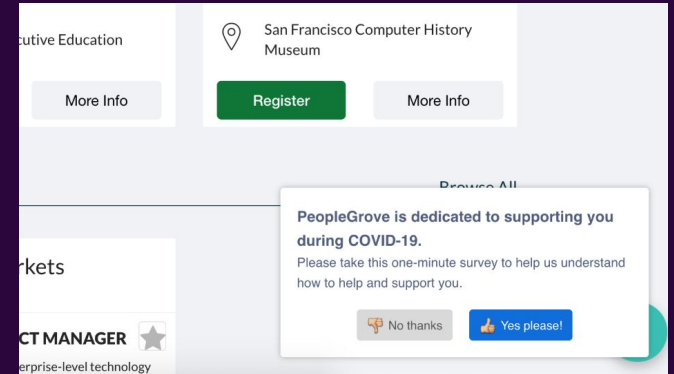
- ✗ Product is unreliable at a time of need
- ✗ No empathy with people's situations
- ✗ (Newly) critical UX flows are not clear
- ✗ Support is overwhelmed and takes too long
- ✗ Low ROI / value found
- ✗ Irrelevant attention / cognitive load taken

Connection deepens

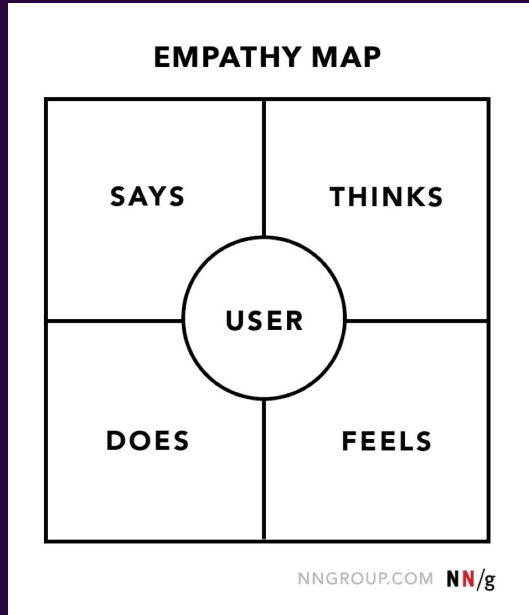
- ✓ React to product issues quickly
- ✓ Proactively address (new) needs
- ✓ Help users discover new value
- ✓ Scale help and support for self-service
- ✓ Choose effective channels to communicate
- ✓ Handle cancellations with empathy

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



Build an empathy map to understand true situation



- 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

Once you understand needs, then define info plan

Why	<ol style="list-style-type: none">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	<ol style="list-style-type: none">1. Which users does this apply to (most)?2. What defines them? (specific user attributes and their values)
What	<ol style="list-style-type: none">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	<ol style="list-style-type: none">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?

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

The screenshot displays the Catalant website homepage. At the top, a light blue banner contains the text "COVID-19 Support: We're waiving fees for qualified 501(c)(3)s helping those affected by the global pandemic – [Learn More](#)". Below this, the Catalant logo is on the left, and navigation links for "Sign Up", "Login", "Are you an Expert or Firm?", "Solutions", "Resources", "About", and "Contact Us" are on the right. The main heading reads "One software platform to get from strategy to execution faster" with the subtext "and flexibly access elite independent consultants and firms for your most critical work". Two buttons are present: "Let's Talk" and "Access Our Expert Marketplace". The central graphic shows a laptop displaying a dashboard with four floating panels: "Reporting & Insights", "Strategy", "Internal Resources + Marketplace Experts", and "Work Elements".

COVID-19 Support: We're waiving fees for qualified 501(c)(3)s helping those affected by the global pandemic – [Learn More](#)

CATALANT Spectacle 1.2
The best people, on demand

Sign Up Login Are you an Expert or Firm?
Solutions Resources About Contact Us

One software platform to get from strategy to execution faster

and flexibly access elite independent consultants and firms for your most critical work

[Let's Talk](#) [Access Our Expert Marketplace](#)

Reporting & Insights Strategy Internal Resources + Marketplace Experts Work Elements


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

THRISTLE

We are still making deliveries! [Read Our Response To COVID-19](#)

Globally Inspired Menu

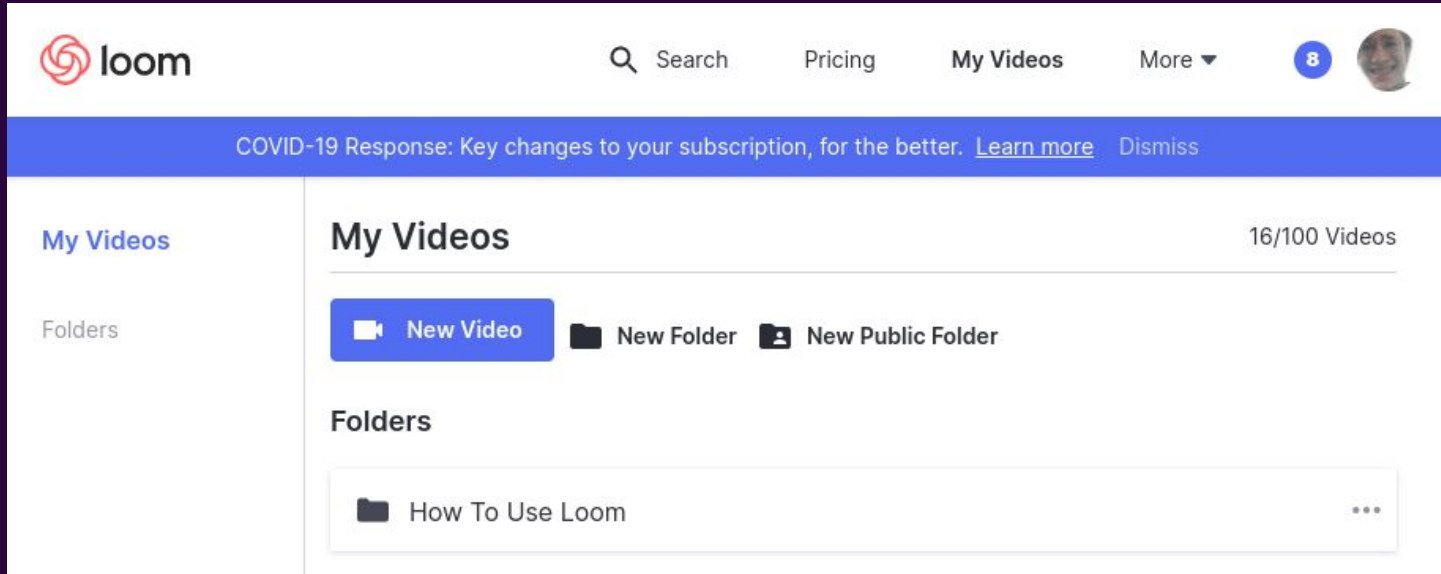
We believe eating delicious is crucial to a healthy diet. Each week, our team of chefs design a new menu for what's in season, fresh and flavorful.



Yucatan Root Salad Tri-Bean Chicken Chili Persephone's Salad Peach Melba Smoothie Miso Ramen

[BROWSE OUR MENU >](#)

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



The screenshot displays the Loom web application interface. At the top left is the Loom logo. The top navigation bar includes a search icon, 'Search', 'Pricing', 'My Videos', and 'More' with a dropdown arrow. A user profile picture and a notification badge with the number '8' are on the right. A blue banner below the navigation contains the text: 'COVID-19 Response: Key changes to your subscription, for the better. [Learn more](#) Dismiss'. The main content area is titled 'My Videos' and shows '16/100 Videos'. Below the title are three buttons: 'New Video' (highlighted in blue), 'New Folder', and 'New Public Folder'. A 'Folders' section below contains a single folder named 'How To Use Loom' with a three-dot menu icon to its right. A left sidebar contains the text 'My Videos' and 'Folders'.

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

The screenshot displays the Gusto employee portal interface. A central modal window titled "New COVID-19 programs and resources" is overlaid on the page. The modal contains the following text:

New COVID-19 programs and resources

Federal and state governments are taking action to protect small businesses and affected employees during this difficult time. Gusto is committed to ensuring your business can access relevant resources—visit our COVID-19 resource center to learn more and get started.

[Go to resource center](#)

Don't need this now?
Access the COVID-19 page in the left menu anytime.

The background interface shows a sidebar menu with items like "Dashboard", "People", "COVID-19" (marked as new), "Run payroll", "Pay contractors", "Time off", "Benefits", "Stay compliant", "Reports", "Company details", "Refer & earn", "Documents", "Settings", "Help", and "Change plan". The main content area features several informational cards, including one about WA PFML liability for 2020, a "Complete Q1 Filings" reminder, and a "Process any missed payrolls For Q1 2020" notice. There is also a "Refer a friend" promotion and an "Upcoming" section for Sunday, March 29.

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

gusto | mwc | ACCOUNTS

Search people

Pulkit Agrowal
Admin - Chameleon Intellig...

Dashboard
People
COVID-19 **NEW**
Run payroll
Pay contractors
Time off
Benefits
Stay compliant
Reports
Company details
Refer & earn
Documents
Settings
Help
Change plan

Good evening, Pulkit

Here's what's going on with your team at Chameleon Intelligent Tech Inc.

Payroll on AutoPilot® is activated and runs your payrolls for you, hooray! [Learn more.](#)

New COVID-19 resource added: Gusto payment options during COVID-19
Visit the [COVID-19 resource center](#) to learn more.

Things to do

Select your WA PFML liability for 2020 by Mar 31
Let us know if you're required to pay the employer portion of WA Paid Family and Medical Leave by Mar 31. If you don't respond, we won't withhold employer contributions.

Complete Q1 Filings
We need some information in order to file your quarterly forms. Please complete this by 4/7/2020.

Process any missed payrolls For Q1 2020
Any payrolls missed with check dates on or before March 31st should be processed no later than April 5th at 4 PST.

Reminders

Want \$100? Refer a friend
Share Gusto and you'll both earn Amazon gift cards.
[Learn more](#)

<https://gusto.com/d/pulkit2> [Copy link](#)

Upcoming

Sunday, March 29
Payroll on AutoPilot

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

The screenshot displays the LivePlan software interface. At the top, the user is logged in as 'test's Company'. The navigation bar includes options for PITCH, PLAN, FORECAST, BENCHMARKS, SCHEDULE, DASHBOARD, and OPTIONS. The main content area features a video player with the title 'Prepare a sensible financial forecast' and a duration of 2 minutes. The video shows a woman sitting at a desk with a laptop, holding a tablet with the LivePlan logo. To the right of the video, there is a text description: 'Translate your business strategy into an easy financial forecast. Make sure your business is capable of turning a profit, and set good targets so you can reliably track your progress. No financial expertise is required. Just walk through the steps to estimate your revenue, plan hires, budget for your expenses, and so on. We'll take care of the rest, including generating your official financial statements.' Below the text is a 'Watch' button with a play icon. At the bottom of the video player, there is a message: 'You can view the video later in the Help Center.' with a 'Get Started' button. The footer of the page includes the text 'LivePlan® is a service of Palo Alto Software' and links for 'Contact us', 'Privacy Policy', 'Security & Confidentiality', and 'Terms of Use'. A blue 'Help' button is located in the bottom right corner.

3. How to create your own COVID UX

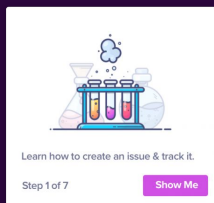
1. Create an empathy map and understand main issues/needs from users
2. (Define business / product strategy to deal with this)
3. Build plan to communicate key information to users, incl. channels and patterns
4. Build, measure, and improve
5. Share with us for feedback or to be featured on our blog; email us anytime at hello@trychameleon.com

Q&As and links

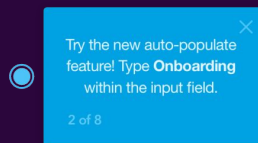
- trychameleon.com/blog/covid-ux
- Subscribe to Chameleon blog for more COVID related updates...
upcoming articles include cancellation deflection and tips for Zoom
- If you'd like a demo of Chameleon then visit trychameleon.com/demo

Chameleon enables many use cases for customers

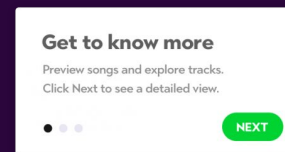
Onboarding & activation



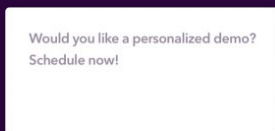
Feature launches



Passive learning

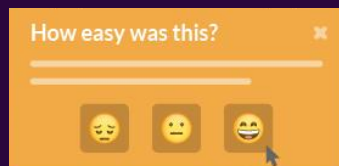


Self-serve support



[Need help?](#)

Continuous feedback

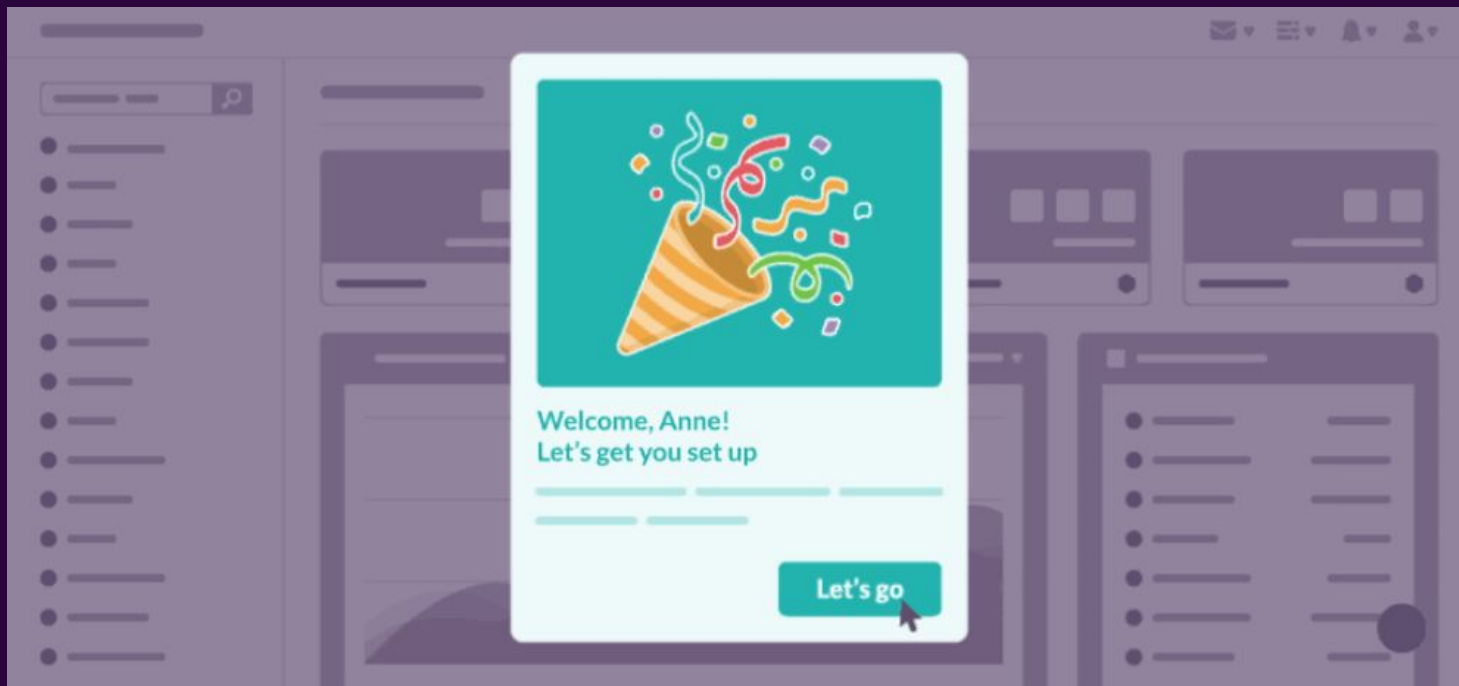


Other

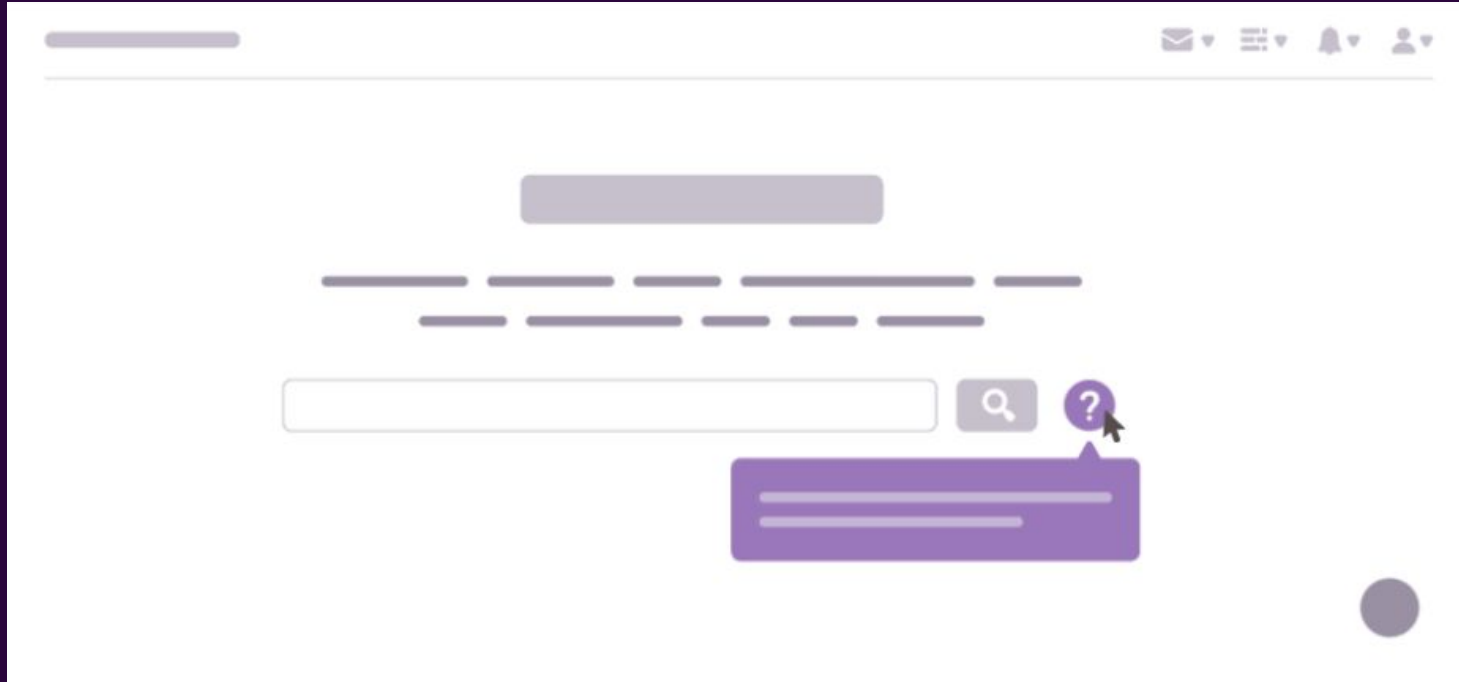
Heads-up: We just changed our brand colors! 🎨 But you can still find all of our features right where you'd expect 😊



Chameleon Products (1/4): Tours



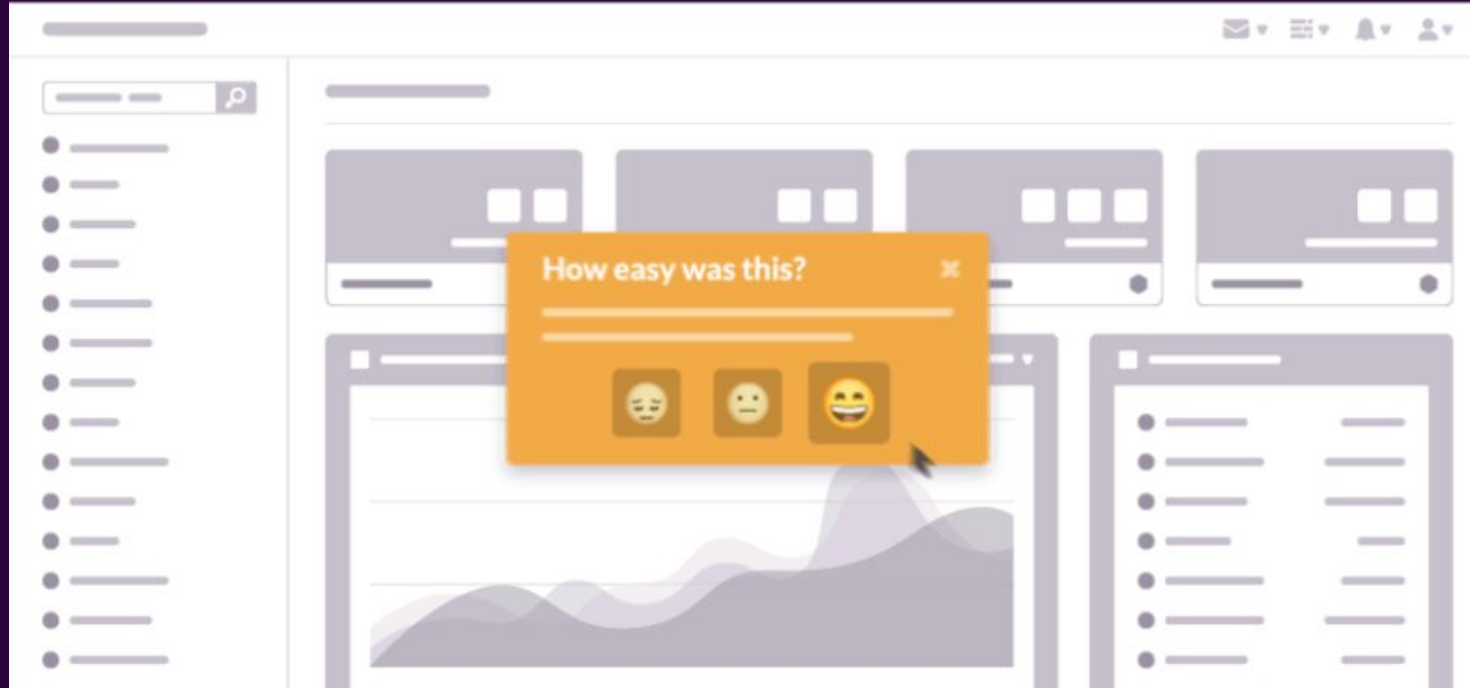
Chameleon Products (2/4): Tooltips



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