

# UX AREAS OF INTEREST

#ChangeTheFace website



## Challenge

Content redesign of existing #ChangeTheFace website.

Create a simpler, cleaner site that attracts, engages and converts new members to change the face of technology.

## My approach

- Outline areas to improve the user experience of the existing site
- Simplify, restructure and edit existing content to tell our narrative with purpose
- Strengthen TOV and rewrite copy samples (before/after)
- Build site map and wireframes to support developers

## UX areas of interest

In addition to the TOV, I've outlined areas that present opportunities to improve the user experience and increase conversion of members.

## Less is more

Simplify copy to get to the point, fast

Reduce cognitive load on the page to make information easier to navigate and digest

Guide users in an intuitive way, using predictable actions to create enjoyable interactions

## Tell a story

Reorder content to tell the narrative with purpose, to attract, retain and convert new members.

Reset information hierarchy to put the most important content, first.

- Start with explaining CTF (before jumping into articles)
- What is CTF (challenge, mission)
- Who is CTF (meet our members)
- Join the CTF movement (become a member)

\*This content is currently on Tab 2, let's move to the homepage.

## Be purpose led

All content should serve a purpose. Categorise and group content to amplify our message.

Remove content that doesn't serve our purpose of attracting, retaining & converting members.

Example categories

1. **Attract/Inspire** – present the challenge and our mission
2. **Engage/Interact** – what we're doing (real time) and how you can help
3. **Convert/Provoke action** – Join us / Get involved / Make a change

## Split content – power of three

1. **Build** a digital future that works for everyone
2. **Stand** for (our values)
3. **Join the CRF movement**

## Empower our TOV

Evolve our tone of voice to give the content more power. Think less textbook, more lift speech.

Write to think **and feel**, using bold emotive language that **provokes action**

Instead of '**Guiding principles**' say 'We stand for'.

Keep it short and action based, instead of 'rectify' say 'fix'.

## Show, more than we tell

Use copy to embed our key messages. Don't rely on it alone.

Replace blocks of copy with a mix of static content, animations and infographics to increase engagement and action.

Every interaction should visually speak the same language. By combining design principles with UX copy, we're guiding prospective members the same way.

## **Remove words that don't add value**

Read aloud and remove any words that don't add value. Our tone of voice is powerful and persuasive. Avoid long sentences that detract from the action.