

# Content research and testing

February 10, 2021

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Microsoft 365 content experiences team

# Agenda

- What is content testing?
- Examples
- Hierarchy of content-research needs
- Tools and how-tos
- Q & A
- Resources

Content Strategy  
Meetup Seattle  
hashtags:

#CSSeattle

#ContentStrategy

#UXWriting

#ContentDesign

#CSSeattle

# Erica Jorgensen

Senior content designer  
Microsoft 365



Expedia

Amazon

Rover

Premiera Blue Cross

Starbucks

Bill & Melinda Gates Foundation

*Seattle Times*

*Seattle Magazine*

*Boston Globe*

# What is content testing or content-focused research?

# Content testing

The process of asking a specific audience for focused feedback on your content, then analyzing results for actionable insights.

# How can content testing help?

Content testing is a powerful tool for more effective content creation.

## What content testing can accomplish

- Provide directional data about what content is or is not engaging your audience.
- Determine **why** content is or is not engaging your audience.
- Provide additional audience insights.
- Help develop an effective, consistent voice and tone for your content.
- Inform your messaging frameworks.

It can also provide answers **quickly**—online content testing can often take minutes to engage test takers and provide you with initial results.

## What it doesn't do!

- It's not foolproof. All tests have some degree of "noise" in them, which is part of the nature of testing.
- Don't expect to share a *full-length* content piece with for feedback--it's too much to expect of test participants.

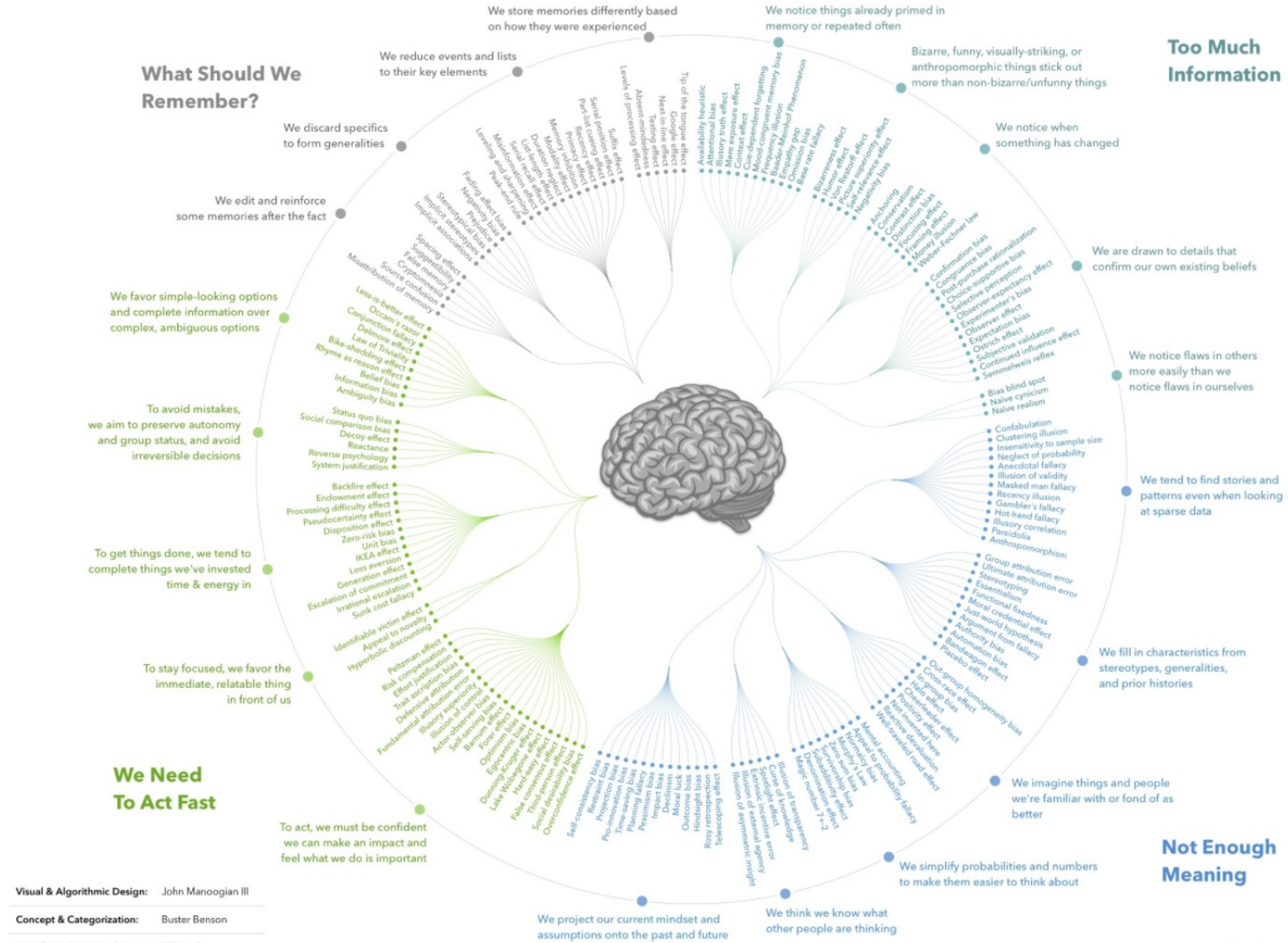


# What does it accomplish?

- Helps you find out how clear—or unclear—specific words & terms are to your customers
- Brings in the voice of the customer!
- Challenges your biases



# COGNITIVE BIAS CODEX



Visual & Algorithmic Design: John Manoogian III  
 Concept & Categorization: Buster Benson  
 List of 188 Cognitive Biases: Wikipedia

designhacks.co

<http://bit.ly/bias-poster>

#CSSeattle

# Why I'm a fan:

- It's quick!
- It can be done with current or potential customers
- It highlights the value of content

&

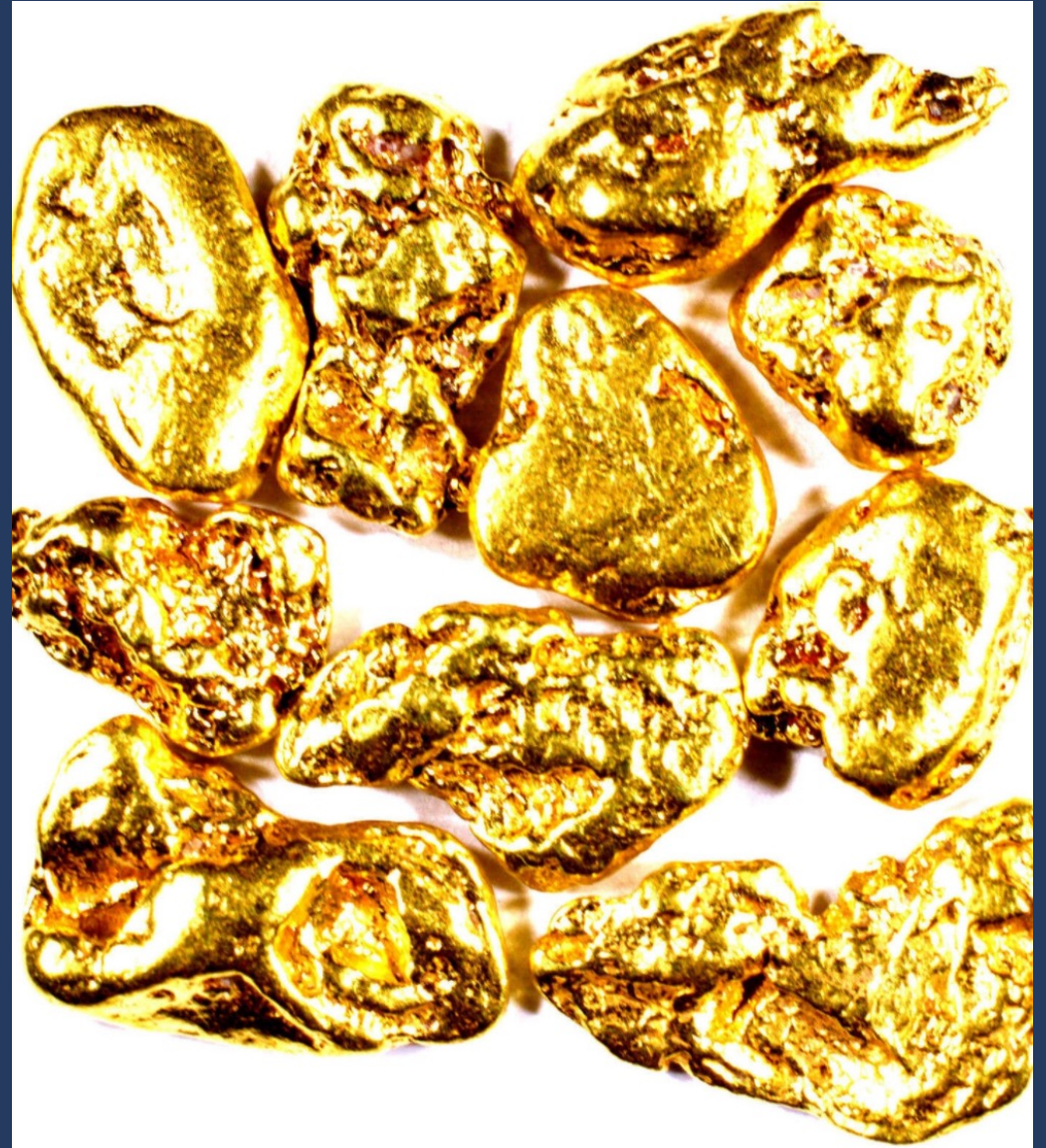
*You don't know what you don't know!!*





# Content testing:

- Provides you with tons of insights
- Helps you speak your customers' language
- Builds customer trust & loyalty
- Builds authority for content strategy across your company
- Informs your voice and tone guidelines
- Helps your business!





# What content research \*isn't\*

- It's NOT A/B experimentation
- &
- It's not "statistically significant"  
—and that's PERFECTLY OK!





## Content test *before* A/B experimentation

- A/B experiments are live, customer-facing, and higher risk
- Content testing makes A/B experiments more efficient





## Tools for content testing:

- UserZoom
- UserTesting.com
- Survey Monkey

OR

Get scrappy—just your phone,  
or even a clipboard & paper

#CSSeattle

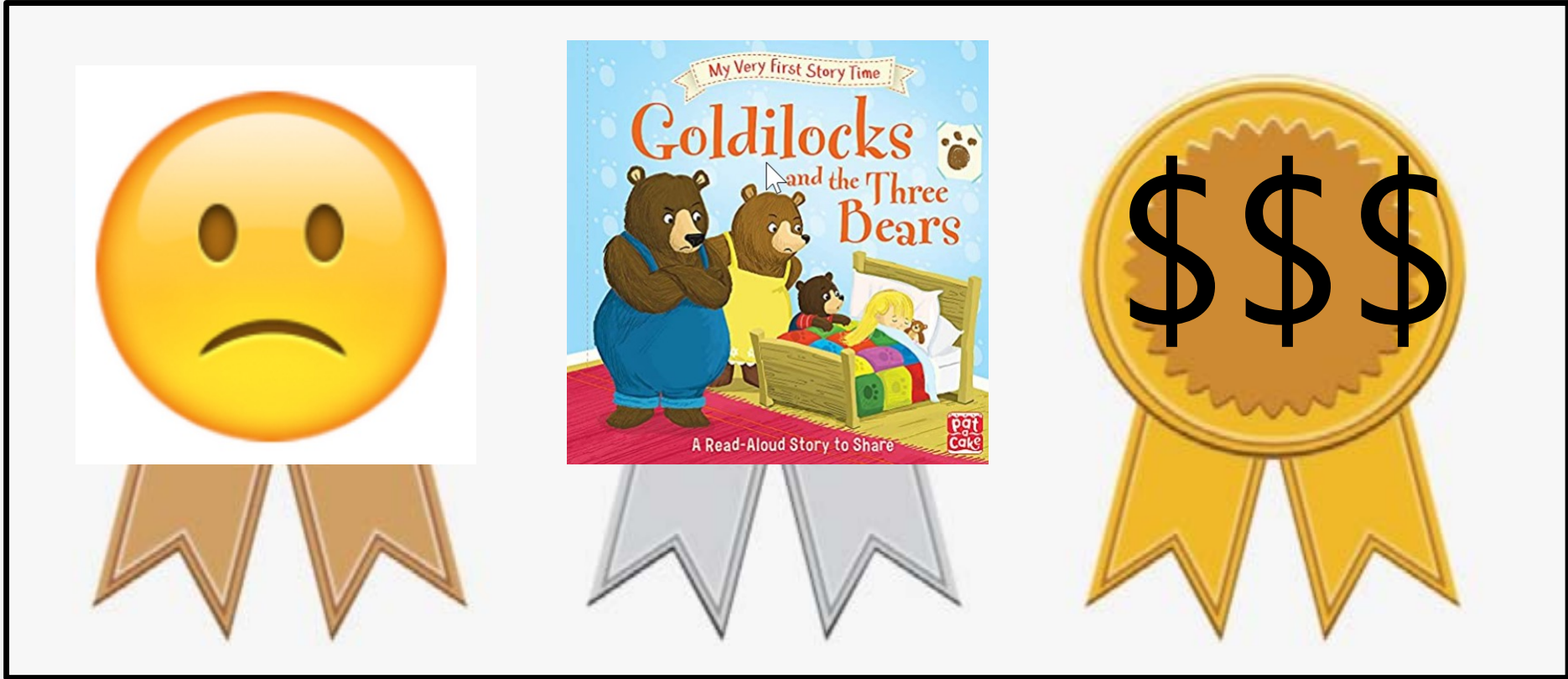
## Example 1: Premera Blue Cross



## Bronze, silver & gold







SILVER = Customers most likely to renew + lowest customer-service costs

### Content-testing questions:

1. Which plan is most appealing to you: bronze, silver, or gold?
2. **Why?** Tell us a bit about why you chose the one you did.





Silver plans, according to customers=  
MEDICARE!

**WHAT** (how many)

Which plan is most appealing to you: bronze, silver, or gold?

**(quantitative data)**

**65%** bronze

**5%** silver

**30%** gold

**WHY:** Tell us a bit about your choice.

**(qualitative data)**

"Silver means Medicare, and isn't right for me"

*FLABBERGASTING*



## Net result of this content test:

We added a bit of essential copy to the homepage

These 3 plans are available for ages 18 to 64.  
If you're 65 or better, [shop Medicare plans](#).









## Example 2: Microsoft 365

**Context:** Small business owners buying software for their company

**Hypothesis:** “Seat” will be clearer; “license” is too formal

**Test audience:** US business owners with 9 or fewer employees

\*\*\*\*\*

**What do you think of when you think of seat?**

Seat for a show, movie theater, football game

Mainly positive associations

**What do you think of when you think of ‘license’?**

DMV, expired license, speeding ticket, \$\$,  
wasting time waiting in line, bureaucracy

## Verbatims for "seat"

Time On Task	Response
▶ 2:08	I'm not sure what "seats" means at all and as a result, no it is not clear to me. If i was to guess- i would guess the number of users allowed per license agreement purchased.
▶ 0:57	It is not clear to me what seats means.
▶ 0:58	It relates to the licenses. If you bought 2 licenses then you get 2 seats. If you only use one then another will still be available.
▶ 0:55	It means, number of people to use this software, It is somewhat clear because i have heard of this, If I were new to software, this might be confusing.
▶ 3:40	At this point I would say no I don't know what it is but in relation to software I think it does not make sense.
▶ 1:21	Somewhat not so clear...seats is the number of products available.
▶ 0:41	I'm not quite sure what this means at all. My first guess was that it was something similar to licenses, where it dictates the number of people who have access? But if it's separate from licenses, I am not sure at all what that would mean.
▶ 2:17	I don't remember seeing that term. However its not very clear. On a hazard guess, I would think that would be a reference to how many people could use it. And once again this is a guess.
▶ 1:49	It is not totally clear to me but when thinking in context it seems to indicate number or users or number of people who can access certain functions of accounts. However, I am not familiar with this term when purchasing software so not sure.

## Quick coding

Time On Task	Response
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# Verbatims for "What does the term 'seat' mean to you?"

=( "It is not clear to me..."

=( "I'm not quite sure what this means at all"

=( "I think it does not make sense"

=( "It seems to indicate the number of people who can access certain accounts"

=| "It means, number of people who will use this software. It is somewhat clear because I have heard of this. If I were new to software, this might be confusing."

# Quantitative test results: What customers think

"Seat"

Familiar to 4 participants

Unfamiliar to 16 (!!)

"License"

Familiar to 17 participants (!!)

Unfamiliar to 3

# Qualitative info: WHY customers think or feel the way they do

"I'm guessing that it means I'll be purchasing the ability to use this program on two or more computers"

"To me that means I can download this product on 2 devices--phone and laptop."

"Licenses is how many people/terminals/computers are allowed to use the program. So for example, with Microsoft Office you are licensed to use it on one PC or device per download & if you need Microsoft Office on additional computer, you would have to purchase an additional license"



## Verbatims for “license” had big implications:

- 17 of 20 stated they understood “license”  
BUT: Verbatims showed they really didn’t.
- 3 testers were very confused about the # of licenses needed
- To prevent customers from under- or over-buying,  
*copy needed to be clarified*

## Net result of this content test:

- “License” stays in the copy
- Tiny bit of new copy added, for clarity:  
“You need one license for each user”







# Microsoft 365 Admin Center: Signup Content Terminology Testing for VSB Customers

Published: Sep 15, 2020 | survey, unmoderated remote study



Veronika Hanson



Erica Jorgensen

## Table of Contents

### Is the sign-up terminology used in the Microsoft 365 admin center clear to VSB customers?

- 💡 Most of the VSB study participants claimed they were familiar with the majority of the tested terms when used as part of the product sign-up process in the Microsoft 365 admin center: ...
- 👍 Avoid the term "seats" in product sign-up and other experiences targeting VSB customers. Use the term "license" instead. ...
- 👍 To ensure that customers don't over-purchase licenses, clearly explain in the signup flow that one license is needed for each user, and that users can use their apps on as many ...
- 👍 Further research is needed to better understand whether this audience is truly as comfortable and familiar with the terms they claimed they understood. ...

Ensuring our content is clear to and resonates with the very small business audience (VSB, <20 org size) is essential to Microsoft's success. In this test, we evaluated the clarity and familiarity of a number of words that appear throughout the product sign-up process (aka "sign-up flow"). A series of terms that were assumed to be clear to this audience, including "license," "cloud," and "domain", were evaluated. The goal was to validate which specific terms are familiar to this audience, and which need to be defined (using in-flow messaging or tooltips) or replaced with alternate words.

# The story of “savvy”

Dynamics 365 e-book series



# The savvy sales leader's guide to building profitable relationships

Use relationship selling to connect  
with customers and accelerate sales





## Content marketing e-book

Lifespan: 18+ months

6-figure marketing budget

Related social media & email campaigns

Localized into 30+ languages

(hard to edit after launch!)



Smart?

Wise?

Intelligent?

Savvy?

Strategic?





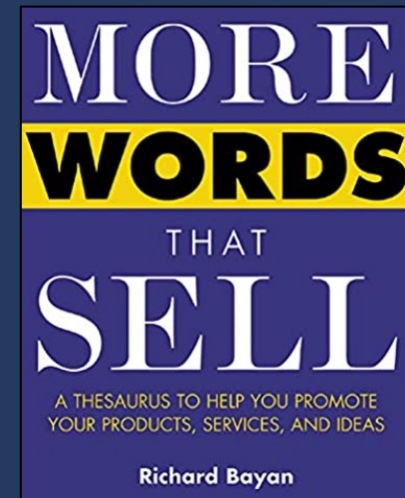
Smart?

In-the-know?

Intelligent?

Savvy?

Astute?



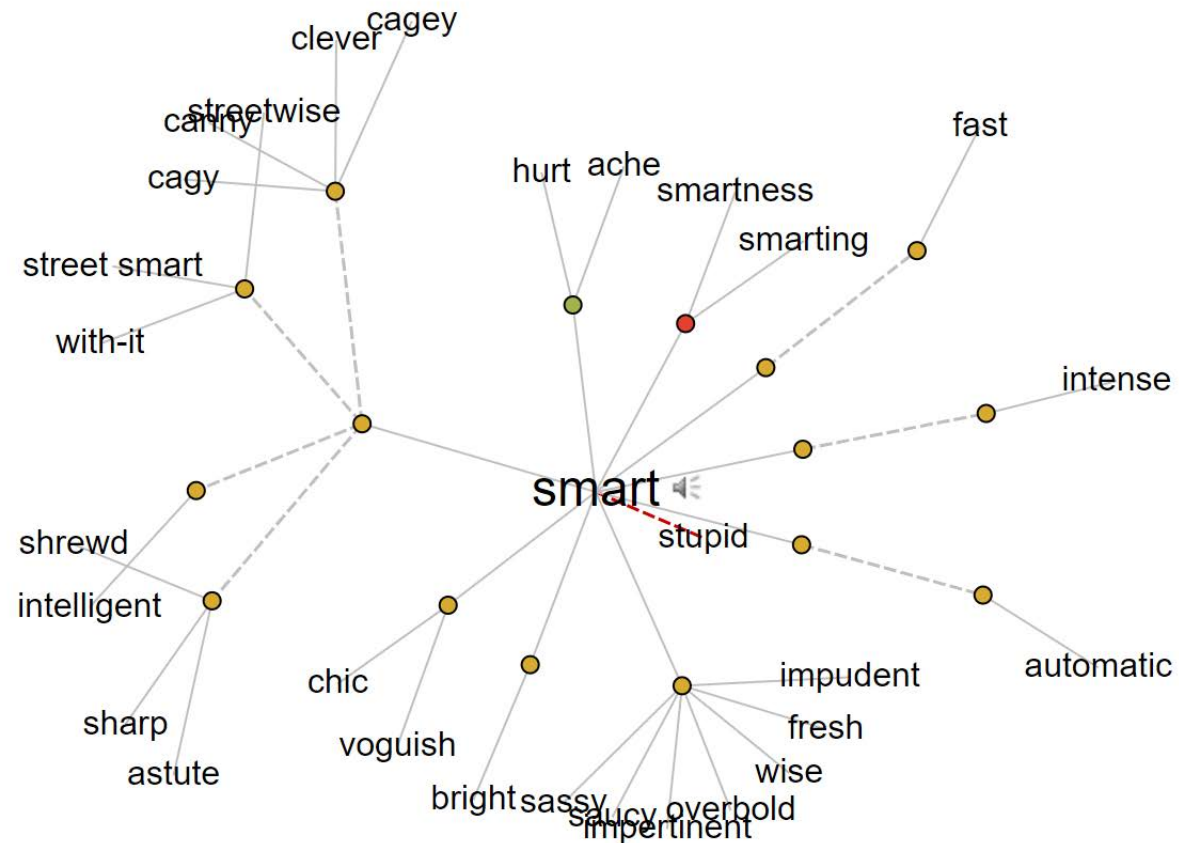
Smart?

Astute?

Intelligent?

Savvy?

Knowledgeable?



From VisualThesaurus.com

#CSSeattle



Smart?

Astute?

Intelligent?

Savvy?

Knowledgeable?

# Hierarchy of content research needs

# Hierarchy of content-testing needs



# Formulating content tests



# What high-priority word or phrase would you want to test?

## 1. What type of content is it, and where does it appear?

It could be a product name, feature name, navigation label, etc.

*It could appear on your homepage, mobile app, on social media, in an email subject line, etc.*

## 2. Which other words could you include in a multiple-choice question, to see which one testers prefer? (3-5 options is good)

## 3. What “why” questions could you ask, to get verbatims?





## LET'S BE CLEAR

### GUIDELINES

Health insurance language is confusing. Creating a simple and easy experience means being clear in how we talk about it. “Let’s Be Clear” is a company-wide initiative to do just this. Research tells us that a customer’s understanding of our communications has a major impact on their trust with us.

No matter what role you play, be sure to apply these guidelines to every type of communication.

## LET'S BE SIMPLE

- Use everyday words. **No jargon.**
- **No acronyms.** Or at the very least, say/write the full phrase the first time.
- Communicate in **plain language.** Aim for 6<sup>th</sup> grade reading level or lower.
- **Use bullets** to arrange and highlight the key information.
- Use plenty of **white space.**
- Whenever possible, **use words with one or two syllables** instead of three or four.
- Use **short, direct sentences.**

## LET'S BE HELPFUL

In this list, you’ll find some words our members find confusing. While we can’t always replace some of these words, we can explain what they mean. Have other words you want simplified? Email us at [OurPurpose@premera.com](mailto:OurPurpose@premera.com).



Confusing words	Action	Let's be clear
activate	avoid use	start
adhere	avoid use	follow
adjudicate	avoid use	process
advise	avoid use	tell; let you know; recommend
associate	avoid use	employee
balance billing	cannot replace, but provide explanation	A healthcare professional who is out of your plan network can set a higher cost for a service than professionals that are in your health plan network. Charging this extra amount is called "balance billing."
claim	cannot replace, but provide explanation	Request to an insurance company for payment of amount due.
coinsurance	cannot replace, but provide explanation	A percentage of healthcare costs you're responsible for. You start paying coinsurance after you pay your deductible. (Depending on your plan, you may also be responsible for paying a copay at the time of visit.) Note: Not all of our plans include a deductible.
coordination of benefits (COB)	cannot replace, but provide explanation	If you have another health plan, Premera will work with that other plan so that both plans may share a part of the costs.
copay, copayment	cannot replace, but provide explanation	The fixed amount you pay at the time of service for each healthcare visit.





## LET'S BE HELPFUL

Confusing words	Action	Let's be clear
cost share	cannot replace, but provide explanation	The part of healthcare costs that you have to pay. Examples are deductibles, coinsurance, copayments, and similar charges. It does not include monthly health plan bills, amounts balance billed by health care professionals who are out of your plan network, or the cost of services not included in your plan.
covered	avoid use	(Explain the benefits for the service.)
deductible	cannot replace, but provide explanation	The amount you pay each year before the health plan starts to pay for certain services. Copayments do not count toward meeting your deductible.
effective date	avoid use	start date
explanation of benefits	cannot replace, but provide explanation	Statement that shows what you will owe and what we will pay for healthcare services received. It's not a bill.
facility	avoid use	Any location where you get healthcare services. (Use the specific term when possible: doctor office, hospital, lab, urgent care center, etc.)
formulary	avoid use	drug list
in-network	cannot replace, but provide explanation	The specific doctors, hospitals or labs that Premera contracts with to provide healthcare services. When you have an in-network healthcare service, you usually pay less.
out-of-network	cannot replace, but provide explanation	Services from doctors, hospitals, and other healthcare professionals that have not contracted with your plan. Depending on the healthcare professional, the service could cost more or not be paid for at all by your plan.
out-of-pocket maximum	cannot replace, but provide explanation	The most you will have to pay for health services before the health plan begins to pay 100%.
physician	avoid use	doctor
polychronic	avoid use	A customer who has many health issues.
portal	avoid use	website
premium	avoid use	monthly health plan bill
prior authorization	avoid use	Pre-approval from your health plan for certain healthcare services.



# Tools and how-tos

1. Loop in stakeholders!
2. Keep tests short—about 10 minutes max
3. Be mindful you may be critiquing someone's work
4. In multiple-choice questions, avoid including options that are off-brand or shouldn't go live

# Macro vs. micro content testing

## **Bigger-picture, macro-level tests:**

- Is our core message clear/effective/resonating? *[Hint: go on a jargon hunt & eradicate it]*
- What information, if any, do you think is missing?
- Are the content sections on our homepage appearing in the right priority order or hierarchy?
- Is this content blurb/list of items/chunk of copy addressing customer needs?
- How is the language on this landing page resonating with our core audience vs. secondary audience?

## **Narrowly focused, micro-level tests:**

- Which description (adjective) is the most effective?
- Is this [feature name/navigation label/subheader] clear?

# Content types to test

**UX copy like navigation labels:** Which do you think is the most clear? | Why?

**H1s or page titles:** Is this title clear to you? | If no, what specifically is unclear? | How would you rewrite it?

**Promotional or social media content:** Which call to action (CTAs) is most appealing?

**Product or feature names:** On a scale of 1-7, how clear/appealing/attention-getting would you say this name is?

**Onboarding or new-customer content:** On a scale of 1-7, with 1 being not at all confident and 7 being very confident, how does this word/phrase/sentence make you feel?



# A few test-question formats

## **MULTIPLE-CHOICE format**

- **Preference question:** Which of the following [content examples] do you prefer?
- **Naming question:** Which name of the following options would you select for this (feature/product/label etc.)?

## **SCALE format**

- **Confidence question:** On a scale of 1-7, from not at all confident to very confident, how would you describe how you feel after reviewing this content?
- **Next-action question:** On a scale of 1-7, from not at all to very likely, how would you describe the likelihood that you would (buy/upgrade/select/whatever action you hope customers will take)?
- **Clarity question:** On a scale of 1 to 7, from not at all clear to very clear, how would you describe this [word/phrase/bullet point copy]?

## **OPEN-ENDED (fill in the blank) format**

- **Hedonic question:** How does this content make you feel? What 3 adjectives come to mind first?

# UserTesting how-to



## I want to test:

### Prototype



- InVision, Axure, and more
- Your own prototype URL
- Zip of your HTML prototype

**Prototype**

### Website



- Computers
- Smartphones
- Tablets

**Website**

### App



- iOS
- Android
- Unreleased apps


**App**



# 1. Choose your participants

I want to test with people from:

**Panels**




We invite participants from:

**UserTesting Panel**, a selection of people from all over the world

**My Panel**, customers, fans, employees and more on panels you create

**Panels**

**My Recruit**



Create a one time test link to send to anyone you choose

**My Recruit**

# Choose your participants

Screen your participants by job role, industry, locations, and more.

The screenshot shows the 'Untitled Participant Group' setup page in the UserTesting interface. The page is divided into three main sections: General Settings, Demographic Filters, and Screener Questions. A blue 'CHAT' button is visible on the left side of the Demographic Filters section.

**General Settings**

- How many participants do you need?  
5
- Which type of device should the participants use?  
☒ Computer ☐ Tablet ☐ Smartphone

**Demographic Filters**

Optional: Check the demographics on the right to filter down to your target participants.

**Panel Options**

- ☒ UserTesting panel
- ☐ Specified participants

**Demographic Filters**


<input type="checkbox"/> Age	<input type="checkbox"/> Household income
<input type="checkbox"/> Gender	<input type="checkbox"/> Employment status
<input type="checkbox"/> Industry	<input type="checkbox"/> Company size
<input type="checkbox"/> Job role	<input type="checkbox"/> Job level
<input type="checkbox"/> Countries	<input type="checkbox"/> Web expertise
<input type="checkbox"/> Operating system	<input type="checkbox"/> Web browsers
<input type="checkbox"/> Social networks	<input type="checkbox"/> Language
<input type="checkbox"/> Parental status	<input type="checkbox"/> Other requirements

**Screener Questions**

Optional: Drag & drop questions here to build your screener.

**Screener Questions**

Saved Screener Questions >

 **Filters**

**Industry**

☐ Advertising/Marketing/PR

☐ Arts and Design

☐ Broadcast Media/Publishing

☐ Construction, Machinery and Homes

☐ Entertainment, Leisure and travel

☐ Food & Beverages

☐ Health Care & Pharmaceuticals

☐ Manufacturing

☐ Retail & Consumer Durables

☐ Telecommunications, Technology, Internet and Electronics

☐ Other

☐ Airlines, Aerospace and Defense

☐ Automotive

☐ Business Support & Logistics

☐ Education

☐ Finance & Financial Services

☐ Government/Legal/Public safety

☐ Insurance

☐ Nonprofit

☐ Real Estate

☐ Utilities, Energy, and Extraction

[Remove](#)

[Select All](#) | [Unselect All](#)

**Countries**

☐ United States

☐ Australia

☐ United Kingdom

☐ India

☐ Canada

☐ Rest of World

**Additional Country Filters** ⓘ

☐ Argentina

☐ Brazil

☐ Denmark

☐ Greece

☐ Israel

☐ Malaysia

☐ New Zealand

☐ Poland

☐ Singapore

☐ Sweden

☐ United Arab Emirates

☐ Austria

☐ Colombia

☐ France

☐ Indonesia

☐ Italy

☐ Mexico

☐ Norway

☐ Portugal

☐ South Africa

☐ Switzerland

☐ Belgium

☐ Costa Rica

☐ Germany

☐ Ireland

☐ Japan

☐ Netherlands

☐ Philippines

☐ Saudi Arabia

☐ Spain

☐ Thailand

**Filters**

☐ Age

☐ Gender

☒ Industry

☐ Job role

☒ Countries  
(Defaults to all)

☐ Social networks

☐ Parental status

☐ Operating system

☐ Test Frequency

☐ Household income (\$)

☐ Employment status

☐ Company size

☐ Job level

☐ Web expertise

☐ Language

☐ Other requirements

☐ Web browsers  
(Defaults to Chrome)

☐ Prior Studies

# Add screener questions

Screeners questions are an effective way to ensure your test participants are as close to your target audience as possible. For example, if you want to target experienced developers, set up your UserTesting test with a “hoop” that test participants have to jump through to ensure they have the right experience or familiarity with your industry or product area.

The screenshot shows the 'Add screener question' interface in UserTesting. The main panel is titled '1 Screener question' and includes links for 'Add to saved screener questions', 'Duplicate', and 'Delete'. It features a 'Question' text area with the placeholder 'Type your screener question here...'. Below this are two 'Answer' sections, each with a text input field (placeholder: 'Type an answer option here...'), a 'Reject' button with a dropdown arrow, and a 'Delete' link. A blue 'Add Another Answer' button is located below the second answer section, followed by a checkbox labeled 'Add "None of the above" as a choice'. Under the heading 'Multiple Choice Options', there are two radio buttons: 'Allow participants to select more than one answer' (unselected) and 'Allow participants to select only one answer' (selected). A link 'Add another screener question' is at the bottom of the main panel. On the right sidebar, there is a 'Screener Questions' section with a link 'Saved Screener Questions >', a 'Screener Question' button, and a 'Preview Screener' button.

## 2. Create test questions

Keep in mind that the ideal test should take at most 10 to 15 minutes for your participants to complete.

The most common types of questions you'll use in a UserTesting test will likely be:

- Multiple choice
- Rating scale
- Written response



### Note

In some cases, you'll want to show screenshots of content before asking your test participants questions related to those screen grabs.

The screenshot shows the 'Create Test' interface in UserTesting. At the top, there is a toggle for 'Balanced Comparison' which is currently 'OFF'. Below this is the 'Assets' section with two buttons: 'URL' and 'Image'. The 'Tasks and Questions' section contains six buttons: 'Task', 'Five Second Test', 'Verbal Response', 'Multiple Choice', 'Rating Scale', and 'Written Response'. The 'Multiple Choice', 'Rating Scale', and 'Written Response' buttons are highlighted with green borders. Below this is the 'Popular Tasks' section with a link 'View Examples »'. At the bottom, there is a toggle for 'Post-Test Questionnaire' which is also 'OFF', and a blue 'Preview Test' button.



# Back to bias!

## Example of a leading question

What do **you like** about this homepage?

- Test participants will try to think of positive things to say about the content, which will skew the test data.

## Example of a more neutral question

What do **you think** about this homepage?

# Writing multiple-choice questions

## Multiple choice

Great for determining customer preferences and opinions, multiple-choice questions can provide both quantitative and qualitative data.

To create a multiple-choice question, drag and drop the **Multiple Choice** box under **Tasks and Questions** into your Test Plan.

## Four steps to writing an excellent multiple-choice question

- Provide a “None of the above,” “I don’t know,” or “Other” option, so participants don’t have to answer questions they don’t know or understand.
- Provide clear and distinct answers that don’t overlap, so participants are not confused about which answer to choose.
- Avoid asking leading questions or pure yes/no questions, so participants don’t perceive that there’s a “right” and “wrong” answer.
- Ask the participant to “Please explain your answer aloud” in their video recordings. This can be used to collect qualitative information that can be enlightening.

# Rating-scale questions

## Rating scale

Rating scale questions are the most commonly used of UserTesting's quantitative questions. They're also known as **Likert** scale questions.

The responses provide data for the creation of charts and graphs, which can help convey to others how your team's product is performing.

## Four things to keep in mind when setting up this task

- Clarify the endpoints of your scale (the labels for 1 and 5, 7, 9, or 11, depending on which point scale you select).

**Example:** "How likely are you to download this e-book, on a scale of 1 to 9, with 1 being not at all likely and 9 being very likely?"

- Include both ends of the scale in your question in addition to the endpoint fields. To avoid introducing bias into the response, it's best to mention both ends of the spectrum as you ask your questions (in this example, how likely or not likely). Including both sides of the scale in the body of your question also reinforces the endpoints you have defined and lowers the chance that a participant will misread your question.
- The number 1 should always be the "pain" point of the scale, and 5, 7, 9, or 11 (whichever scale you select) should always be the "positive" point.
- Write individual rating scale questions for each element that you want to test; don't combine two elements into one question, as that can quickly get confusing for participants.

# Open-ended questions

## Written response

Some people are less inclined to type out their responses or have accessibility issues that make this difficult. You should aim for a balance of written and verbal response questions.

While written response answers are easier to analyze, verbal response answers often result in “golden nugget” insights, as people are verbalizing their initial thoughts and revealing them through comments.

### Introduction

You're an IT leader who is considering moving from an on-premises IT infrastructure to the cloud. You're doing a bit of web research and find a checklist about how to migrate successfully. The following image is taken from the first page of the checklist; please take a minute to review it.

### Tasks

1. Launch URL: <https://ut-assets.com/f8ddbea6-87ca-4f84-9f2f-fbff5f38148e/index.html>  
You will be shown an image. Once you see it, move on to the next step.
2. What's your immediate impression of the title, "Cloud Migration Quick-Start Checklist"? [Written Response]
3. On a scale of 1 to 7, how helpful do you think this kind of content would be to you as you consider pursuing a cloud migration, where 1 is Not at all helpful and 7 is Very helpful? [7-point Rating Scale: Not at all helpful to Very helpful]
4. How do you imagine you might use this checklist? You may choose more than one: [Multiple Choice: I'd read it online, I'd share it with coworkers, I'd download it for future reference, I'd make a printout, I wouldn't use it]
5. Do you have any additional comments you'd like to add? [Written Response]
6. Overall, from the sample you've seen, do you think a checklist like this would work for you as you begin your cloud migration? [Multiple Choice: Yes, No, it's not detailed enough, Somewhat, No, it's too complicated]
7. What topics would you definitely want to see included in this checklist? [Written Response]
8. What would you likely do after reading this? Choose as many as apply. [Multiple Choice: Visit the website for more details, Start a trial, Contact a specialist to get more information, Share with a co-worker]
9. Does the sample of the checklist you've seen make you more interested in learning about Azure? [Multiple Choice: Yes, No]
10. Would this checklist be helpful to you whether or not you're considering Azure as your cloud platform? [Multiple Choice: Yes, No]
11. If your answer was "no," can you please briefly explain why? [Written Response]

# Sharing test results



# Time for tact!

Remember that you may be testing the work of your colleagues—be sensitive!

## 1 Multiple Choice Question

Which headline option do you prefer?



- IT Strategy: Driving efficiency through low-code app development (10)
- 7 advantages of a low-code app development platform (3)
- The IT leader's guide to low-code app development (3)
- The savvy leader's guide to low-code app development (1)

## Multiple-choice test: Donut graph UserTesting.com

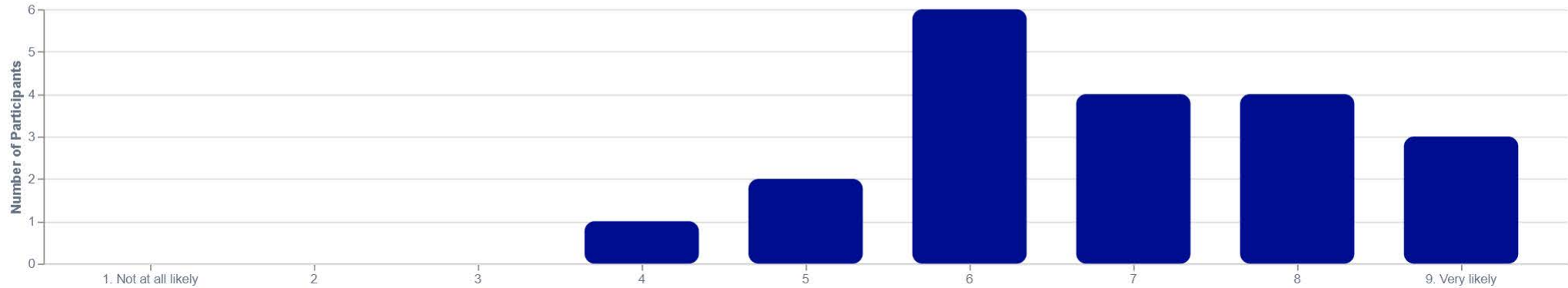
*Question: Which headline option do you prefer?*

*Note that the title with 'Savvy' was in last place for this particular test—  
this is a completely different audience than the Sales leader guide!*

## 2 Rating Scale Question (Group A Task)

[▶ Watch Task 2 29:11](#)

On a scale of 1 to 9, with 1 being Not at all likely and 9 being Very likely, how likely do you feel you are to upgrade, given what you see in this content?



## Scale question: Bar graph

UserTesting.com

*Question: How likely do you feel you are to upgrade your software, given what you see in this content?*

# PowerApps: Low-code e-book title test

## Test goal

Determine which of 4 e-book titles resonates most

Date: 7/3/2020

## Test audience

Role: Director or Above

Company size: Any

Industry: Any

Audience size: 20 total

## Results/insights

The title featuring "efficiency" resonated the most. Testers said they felt it related to cost savings and even the ability to hire additional staff.

## Verbatims

"Greater efficiency with fewer errors means more quality work and ultimately reduces cost down the line. It also means greater capacity for development with new staff."

### 1 Multiple Choice Question

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## Advanced placement: Meta analysis: Identifying trends in a body of test results

Content tests for Audience A showed they strongly prefer e-book titles that include the product name.

Content tests for Audience B indicate they prefer video content over webinar content.

Content tests for Audience C indicate they only open emails from us when the word “Xyz” is included.

*Share this info with Branding, Marketing, Product management, etc.!*



# Build testing into your content process

- 1) Test new content prior to launch
- 2) Pre-test content before A/B experiments
- 3) Build testing capacity into your sprints
- 4) Test to validate your style guide, voice and tone guidelines, etc.
- 5) Test content for specific targeted audiences

- 6) Test competitors' content to see how customers are reacting to it!
- 7) Regularly share results with colleagues—visual design, product owners, marketing, branding, social media, etc. etc. to build an appetite for testing throughout your team
- 8) Test translated content to ensure it's resonating
- 9) Re-test content periodically!

Customer tastes change, language changes, products change—  
A test result from this month may not be valid next year...

# Q & A

# Resources



# Resources

*UserTesting University*

<https://university.usertesting.com/>

*Capital One on content testing*

<https://medium.com/capitalonedesign/when-should-we-turn-to-content-testing-429f8bddf622>

*UX Writers Collective on content/copy tests*

<https://uxwriterscollective.com/how-to-research-and-test-content-and-copy/>

Why every copywriter should test content: UX Design Collective

<https://uxdesign.cc/why-every-copywriter-should-test-content-and-how-to-do-it-if-youre-a-newbie-6e6806e3724e>

*How to evaluate the content of your product*

<https://uxdesign.cc/methods-to-evaluate-the-text-copy-or-content-of-your-product-a2d5d62d18de>

*UX Matters: Testing content concepts*

<https://www.uxmatters.com/mt/archives/2009/12/testing-content-concepts.php>

# Resources

## ***Gather Content***

<https://gathercontent.com/blog/usability-testing-needs-to-include-content>

<https://gathercontent.com/blog/a-step-by-step-guide-to-a-b-testing-your-content>

## **Cloze test explainer/evaluation guide**

<https://uxdesign.cc/methods-to-evaluate-the-text-copy-or-content-of-your-product-a2d5d62d18de>

## **Super-nerdy**

<https://boxesandarrows.com/content-analysis-heuristics/>