

User Testing

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The Human Insight Summit

# Creating the Right Experiences: Integrating Content, Research, and Design



**UBS**

salesforce





**Cecelia Wu**

Sr. Product Marketing Manager



**Arend Kooij**

Experience Design & Analytics



**Lori Sanders**

Principal Content Designer



**Sabrina Kang**

Principal Researcher



# How (and why) to test content with your users

Lori Sanders  
Principal Content Designer, Salesforce



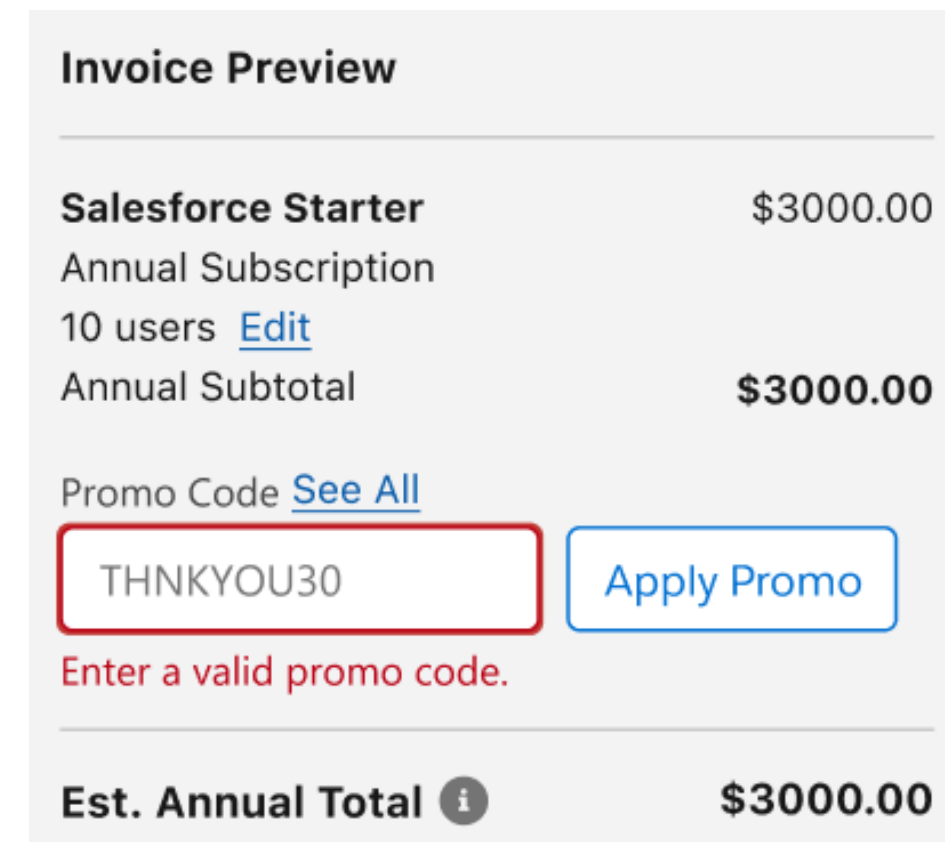
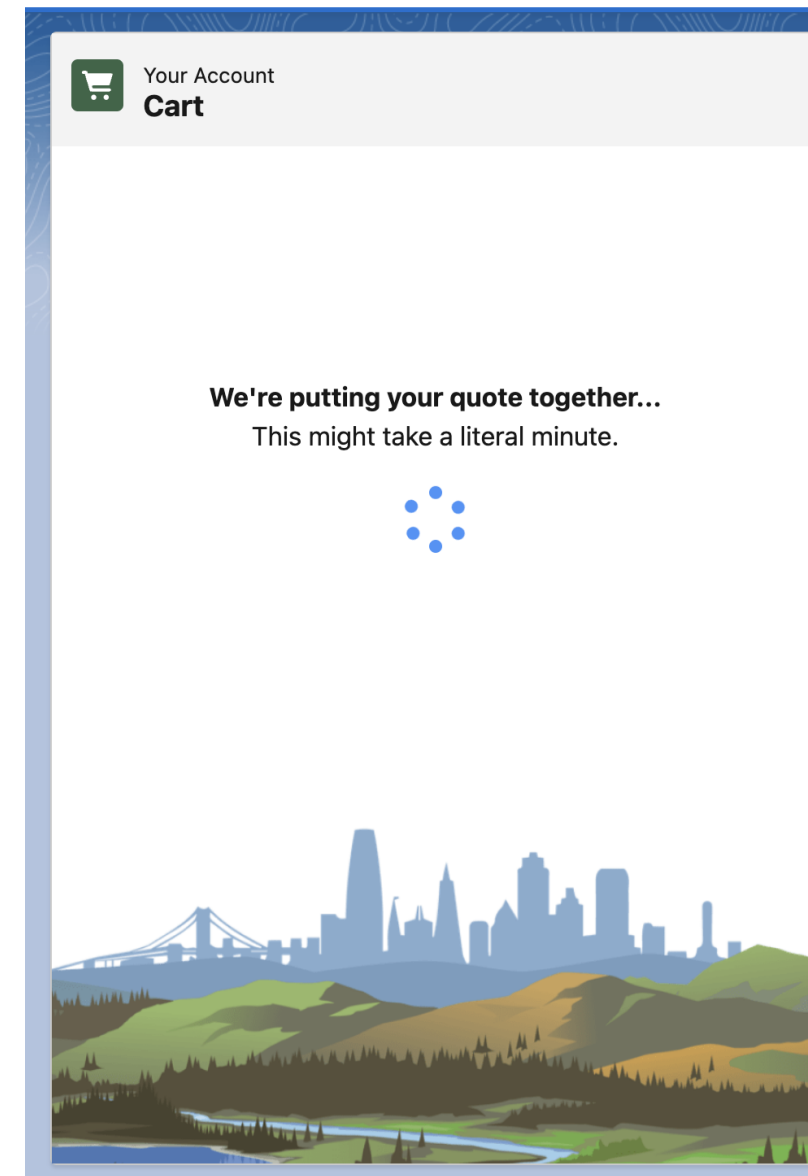
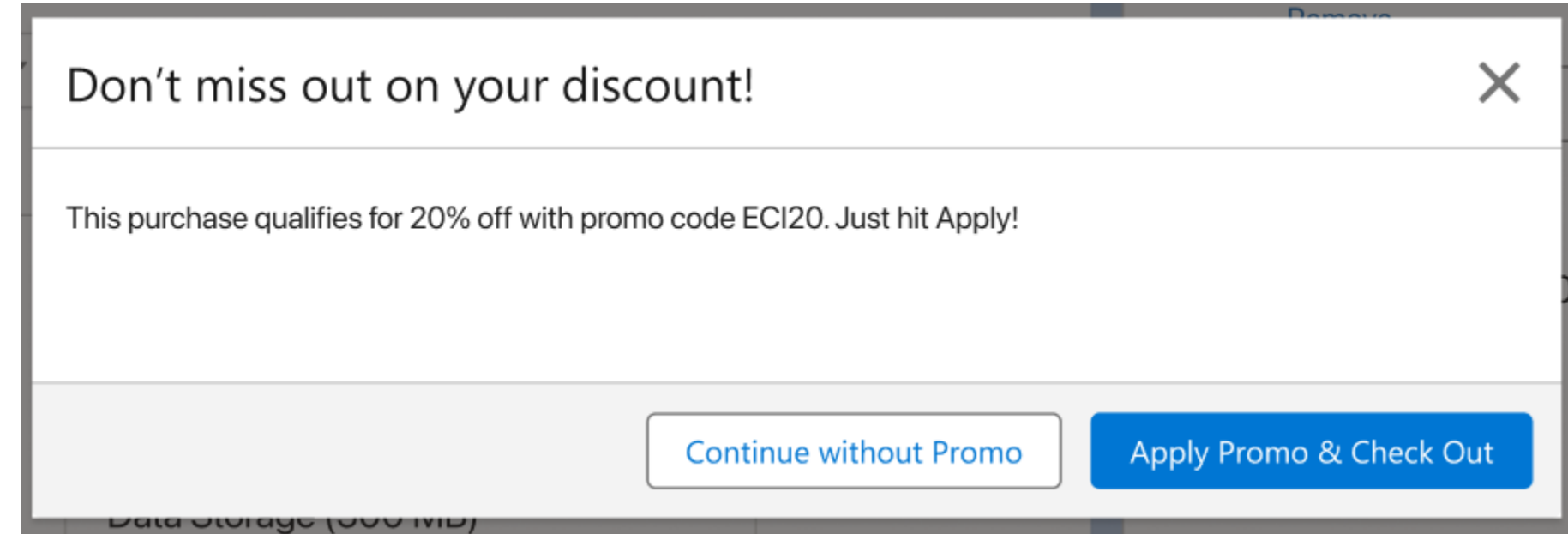
# You're testing content anyway

Even when you're not explicitly trying to test the content in your design, you're testing it.

- Do the words guide the user to do the thing, or do they get in the way?
- Is playful language received as delightful or irritating?
- Do button labels drive the right actions, or derail?

## Why test content?

- Words matter! The wrong words are distracting.
- Find out if users can complete the task.
- Discover if users get hung up on a word or phrase.



14 Days left in trial

Buy Now

14 Days left in trial

Ready to Buy

### Sales Engagement

Close deals faster with guided selling and AI-powered insights.

Configure

### Einstein Forecasting

Build a smarter pipeline and bring visibility to your forecasts.

Set Up

# How we tested action buttons

Configure or Set Up? Buy Now or Ready to Buy?

- How we avoided order bias
- Keeping it action/task-focused rather than preference
- The gold is in the talk track



Einstein Conversation Insights

Quantity Owned: 0

Remove

ECI20

Apply

\$45.00/mo

- 3 +



Einstein Conversation Insights

Quantity Owned: 0

Remove

ECI20

Apply Promo

\$45.00/mo

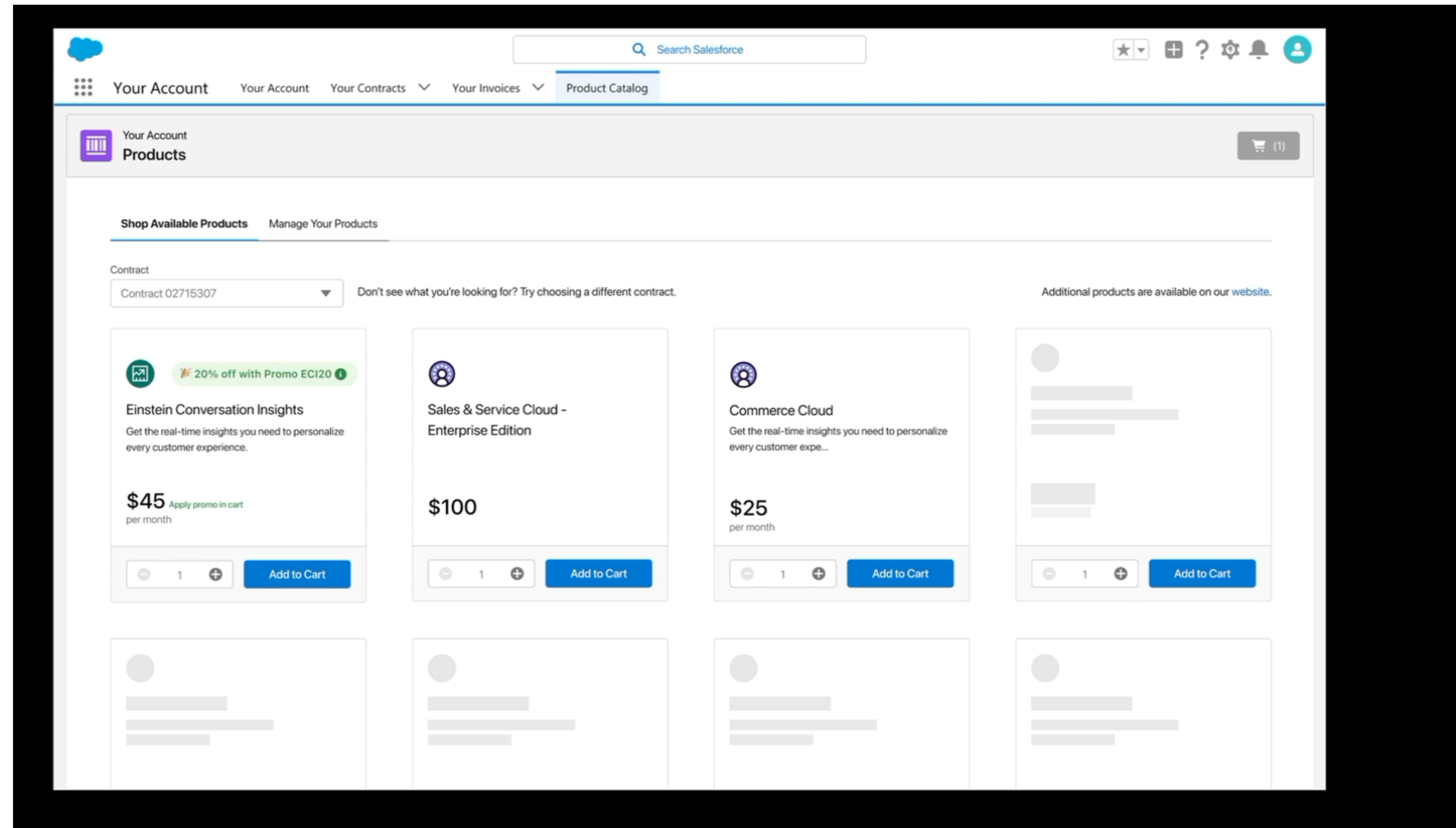
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# Testing a content flow: promo codes

Watch how users interact with the language you use:

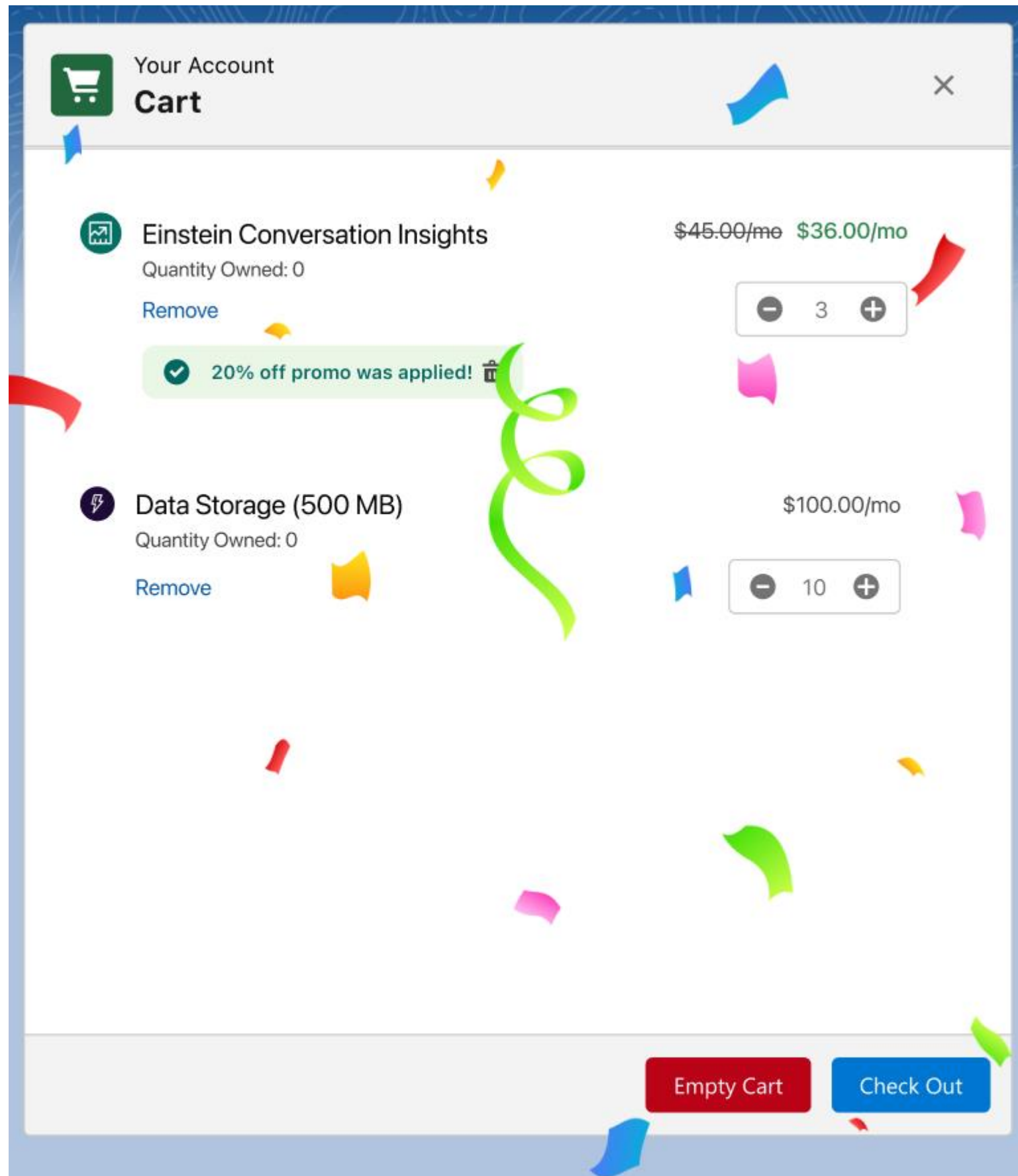
- Repetition was seen as reassuring, not annoying
- Problem-solving reminders were seen as helpful, and improved the experience
- How one word can make all the difference on a button



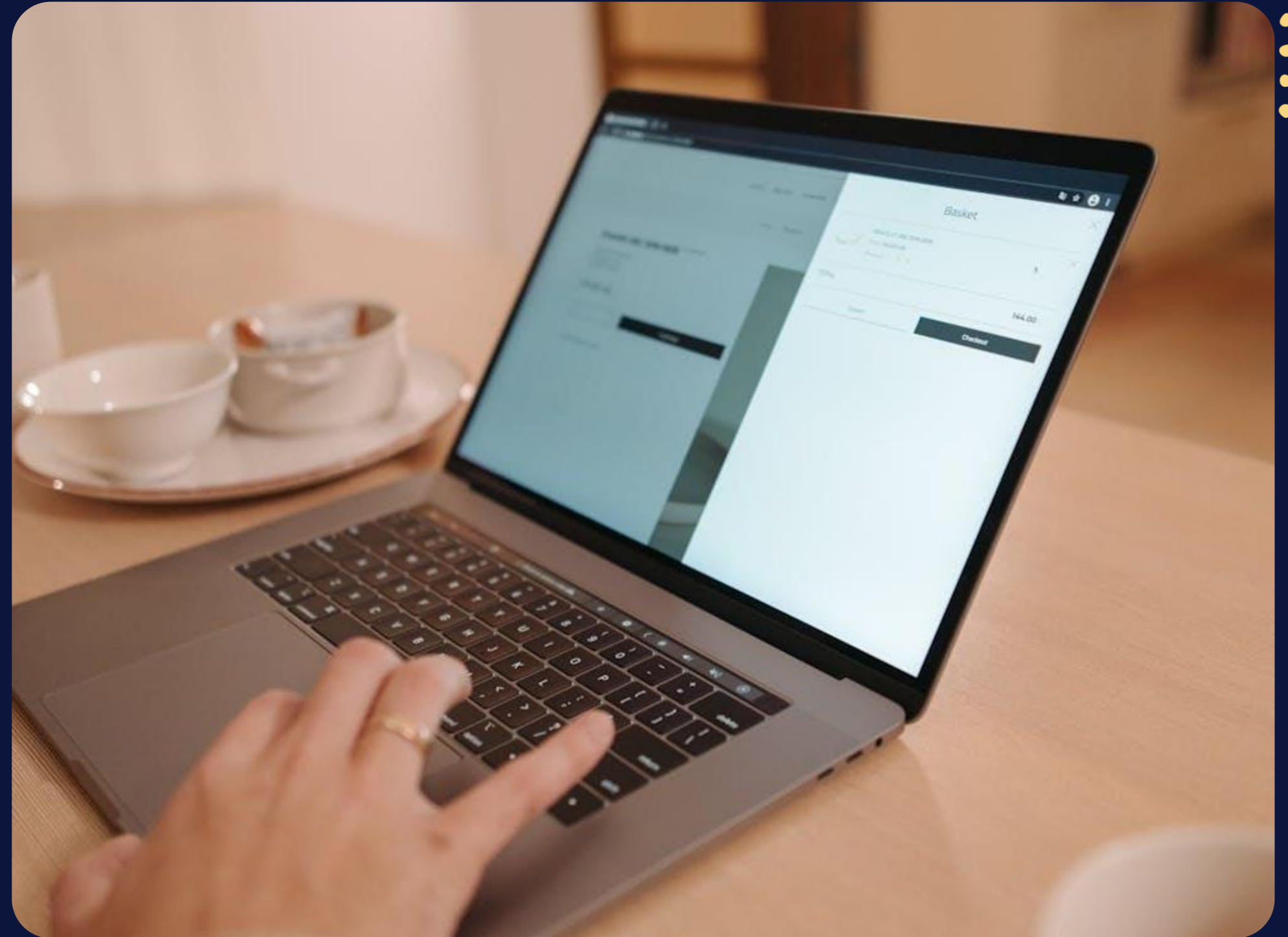
# Celebration moments

Integrating images and words to spark delight

- Minimalist approach
- Ending with positive sentiment after a difficult task
- Choosing the right tone



# What role does content play in creating personalized user experiences?

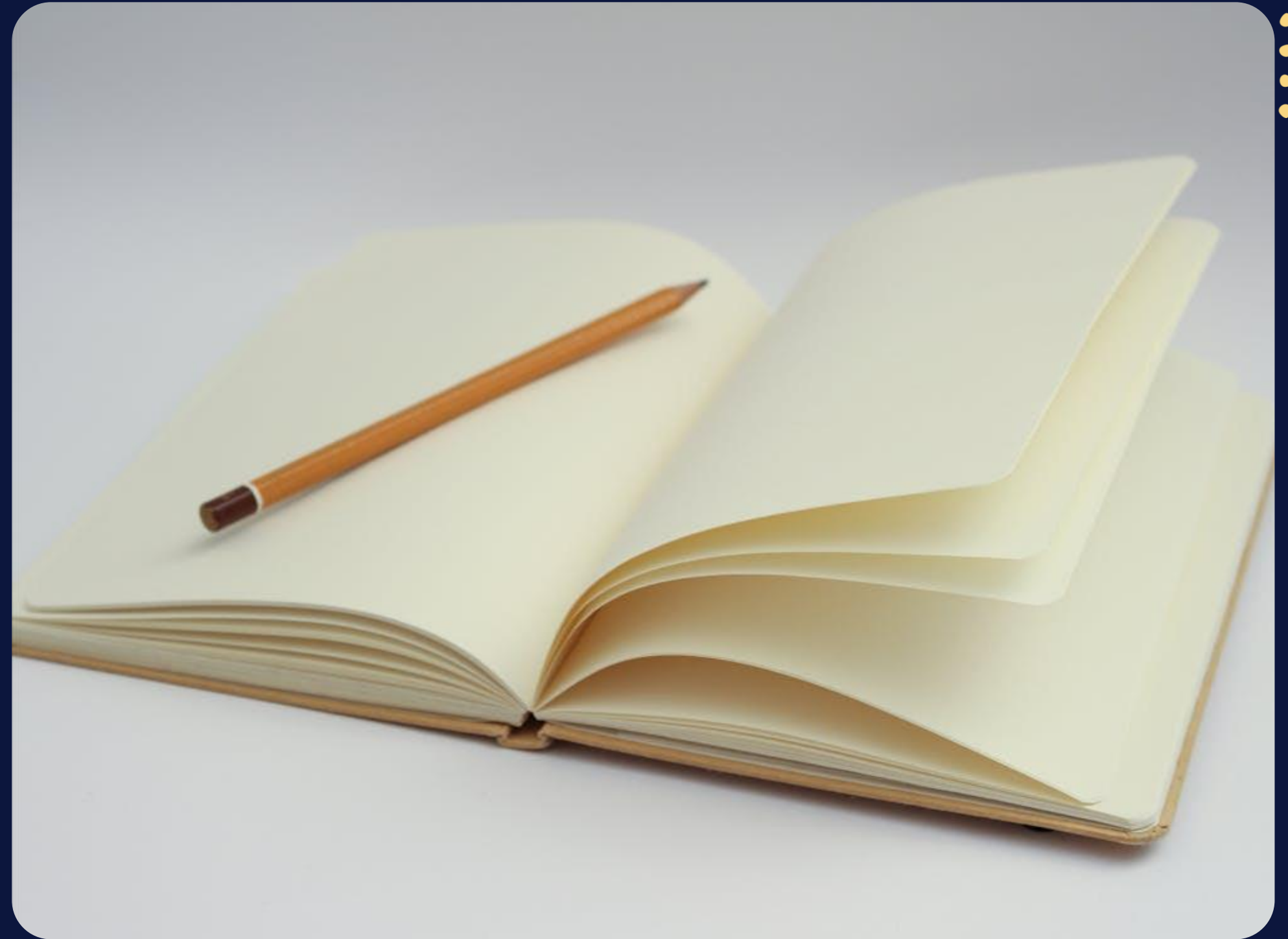




# How are you approaching integrating content and research?



**What do you  
see on the  
horizon for  
creating  
the right  
experiences?**



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# Thank you!

