



Support and respect

Designing omnichannel experiences together


Francis Rowland

OMNICHANNELX 2019

Hello

Oh great.

Another 40-something white guy with a beard.



@francisrowland

Setting the scene



Working with Mind

Mind are one of the UK's largest mental health charities.

Their mission:

“We won't give up until everyone experiencing a mental health problem gets support and respect.”

Starting with website and its content

- ▶ A website of 3500+ pages
- ▶ Mental health; fundraising; donation; the organisation itself
- ▶ Aiming to reach 10.5 million people (20 million stretch goal)
- ▶ Information about *anxiety* and *depression* are most popular
- ▶ CMS “held together with sticky tape and Rizlas”
- ▶ Staff are highly-motivated information and fundraising experts



Your donation could give someone hope and help them know they're not alone

Single donation			Monthly donation	
£3	£8	£21	£50	Other amount

£8 could answer a call to our Infoline, providing someone with vital support and information about help in their area.



Some of the people in this story

Mind

Eve (Head of Digital)

Gareth (Digital Development Manager)

Emma (Digital Content and Marketing Manager)

Elizabeth (Digital Transformation and Communications Specialist)

Sigma

Rick (Lead developer)

Liz (Business Analyst)

Steve (Lead designer)

Lou (Business Designer)

The omnichannel mindset matters

Omnichannel matters because that is how people – the audience, users, customers, etc – think and behave.

This is demonstrably true for a charity like Mind, as people might engage with them via one channel, find what they need in another, and then return via a different one.

Omnichannel can support changing needs, and transitions between personas.

To provide support & respect in projects...

- ▶ Get to know the people
- ▶ Use tools wisely
- ▶ Consider your role in all of this

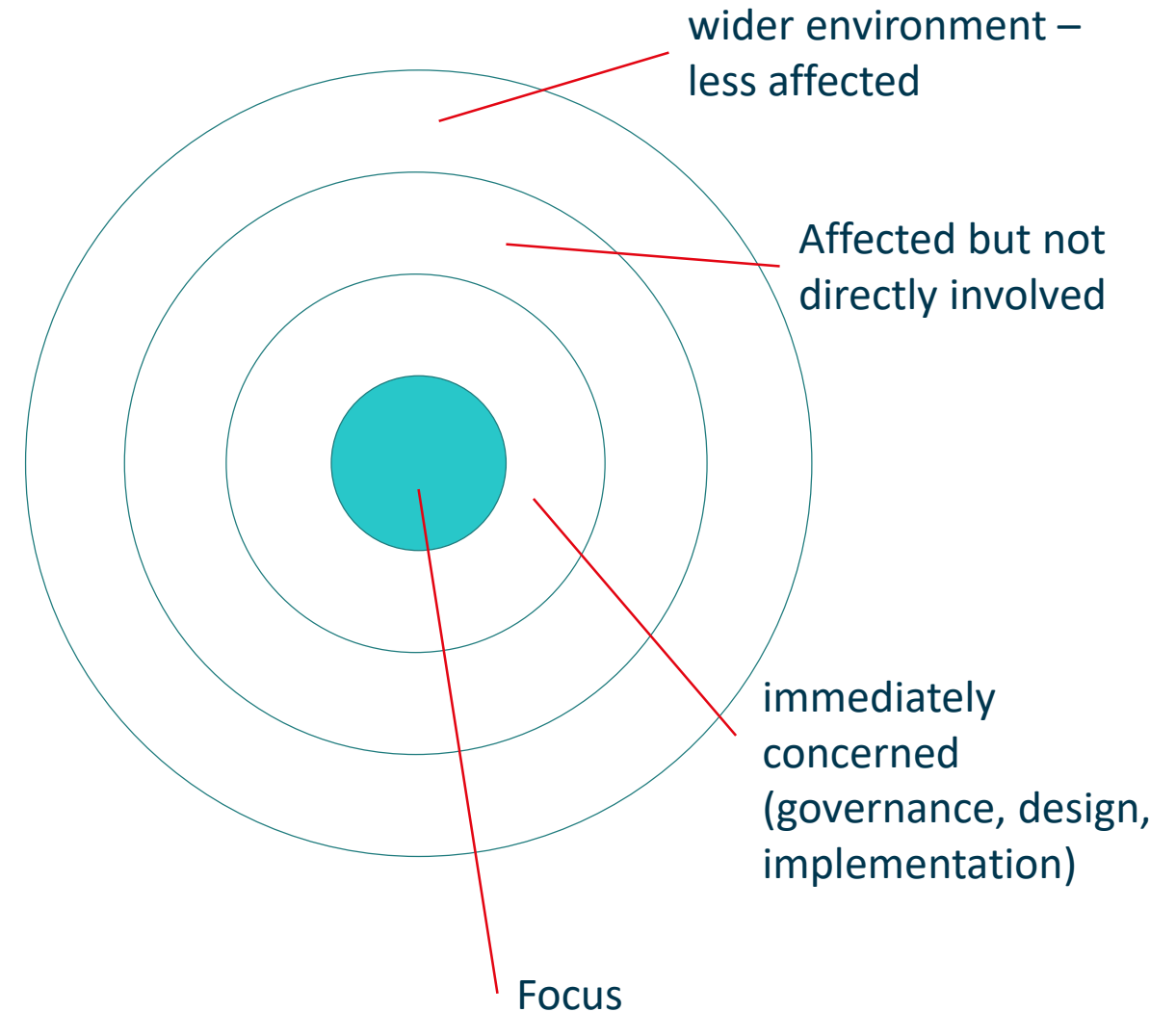
Get to know the people



Who's who and what to they do

Using things like stakeholder analysis and a RACI matrix to try and get a strategic view of the people involved.

In big projects, you obviously need to form good working relationships with the people closest to the core.



Characters and their interactions

Paying attention to who talks to whom, and in what way.

Is communication working?

Introducing daily standups.

Meeting face-to-face.

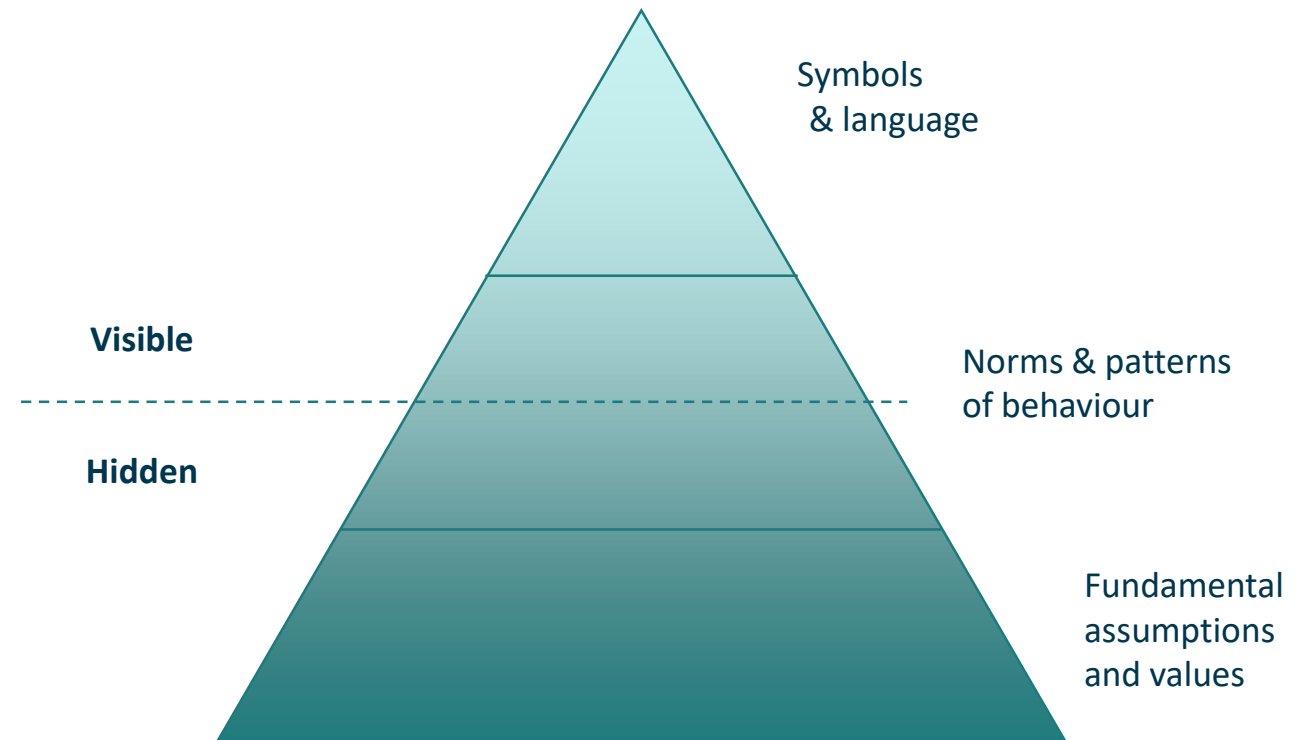
Going deeper – what do people care about?

Learning about culture.

Expertise and ownership.

What this means for them.

Hopes and fears.



after Michael D. Watkins

“Bring people with you”

“Learn about one another’s language and modes of thinking. Make communication easy!”

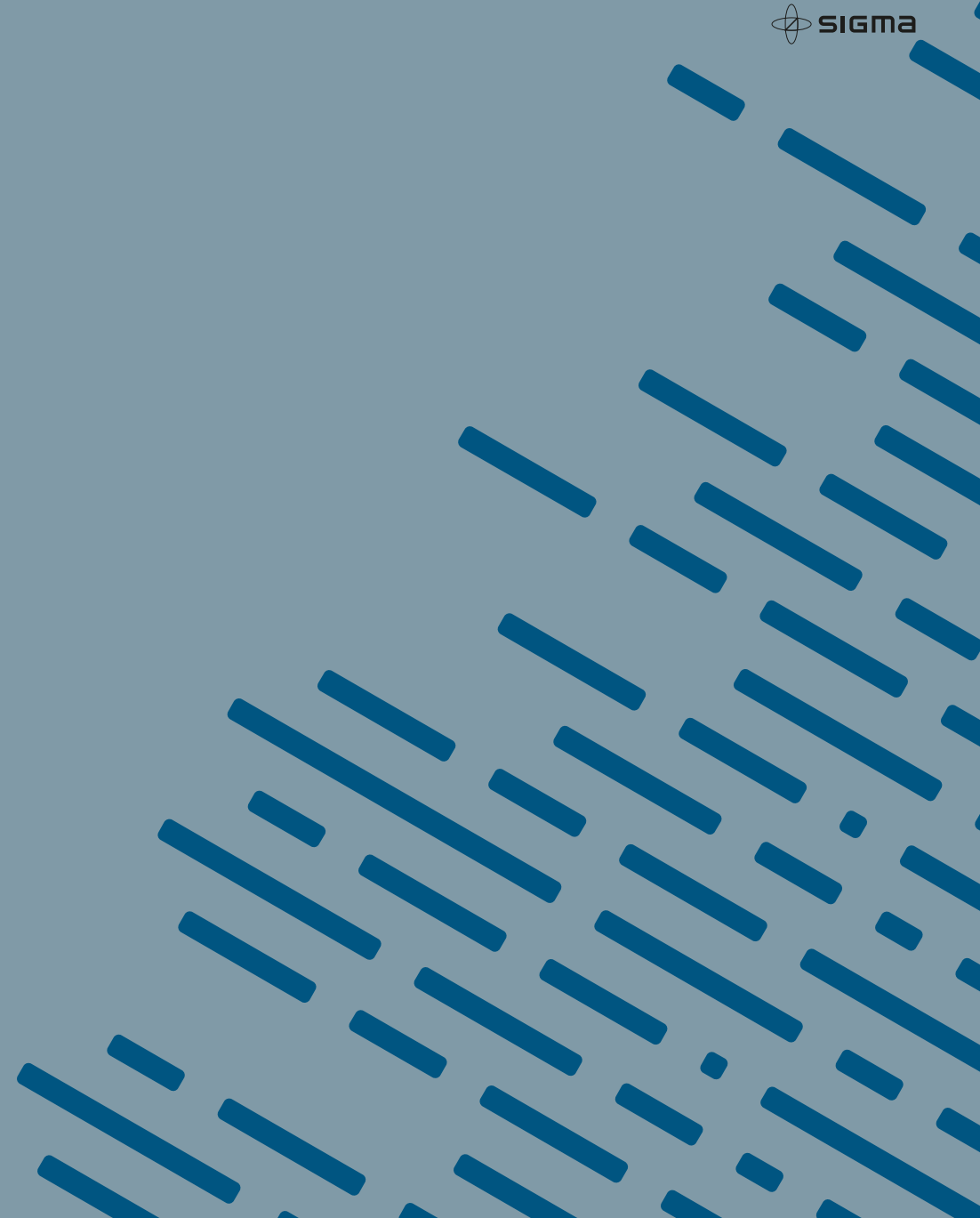
– Sarah Richards

Content Design London

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Use tools wisely



Co-creation leads to shared understanding

New ways of doing things.

Being engaged and involved... ownership.

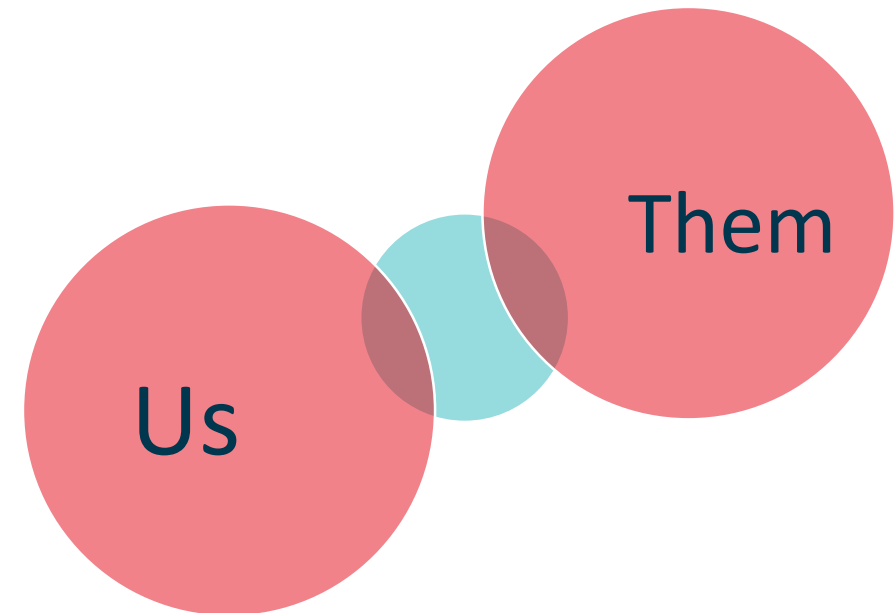


Artefacts as boundary objects

Translating things for other staff.

Finding bridges and overlaps.

Building resilience and sustainability.



Core content models

Collaborative workshops,
viewing content through both
the lens of the audience, and
of the organisation.

Prioritising content.

Keeping track of intent.

Core content model for

How would you categorise or name this collection of content?

User goals, needs, key activities

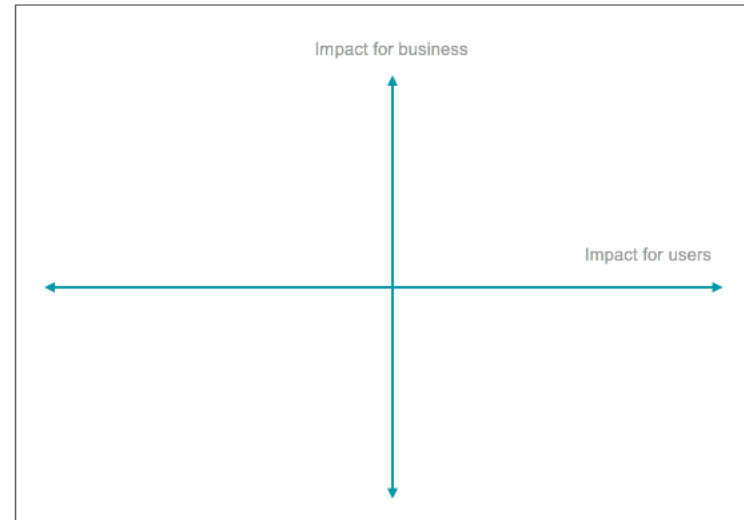
Your goals (achieve at least one)

Inward paths

Where have users come from, to get to this page?

Core content

What is required to support different needs & goals?



Forward paths

Where do we wish users to go?

Intent

What should be the outcome?
Does it address the goals?

New ways of working

You leave behind more than just artefacts and products.

You may also introduce new ways of working.

This may be part of a wider culture change or strategic objectives.

The tools you use can be like Trojan horses...

Understand what has currency for this organisation

“Yes, you want to create something that you are proud of but there needs to be some flexibility in the outputs of your work.

You, or your colleagues, or your client should be able to build on and adapt things, and perhaps incorporate new knowledge as it emerges”

– **Jason Mesut**

Design Partner at Group Of Humans



**Consider your role
in all of this**



Practicing empathy

We think about the “user” or the “customer” but what about our colleagues and clients?

We may often need to act as guides and partners.
For many, this is both professional *and* personal.

It's not just about your technical or domain expertise

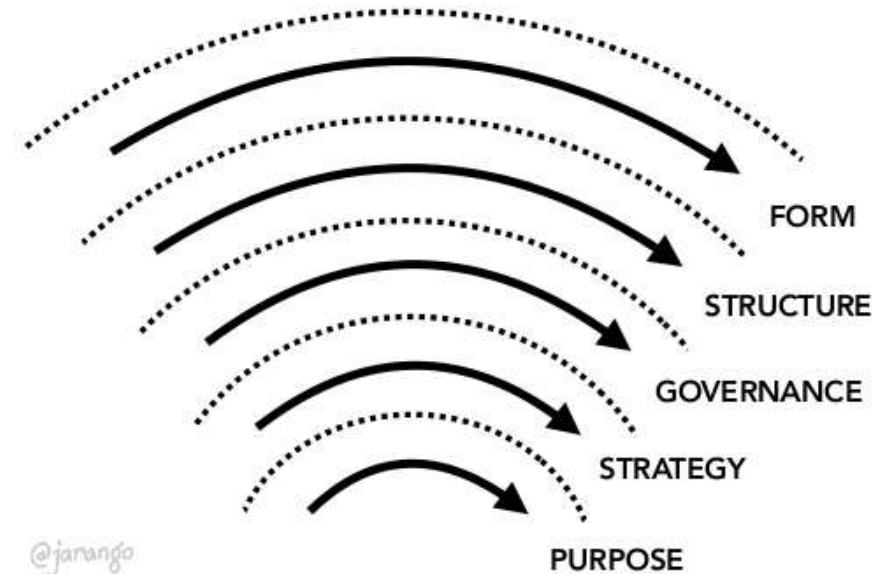
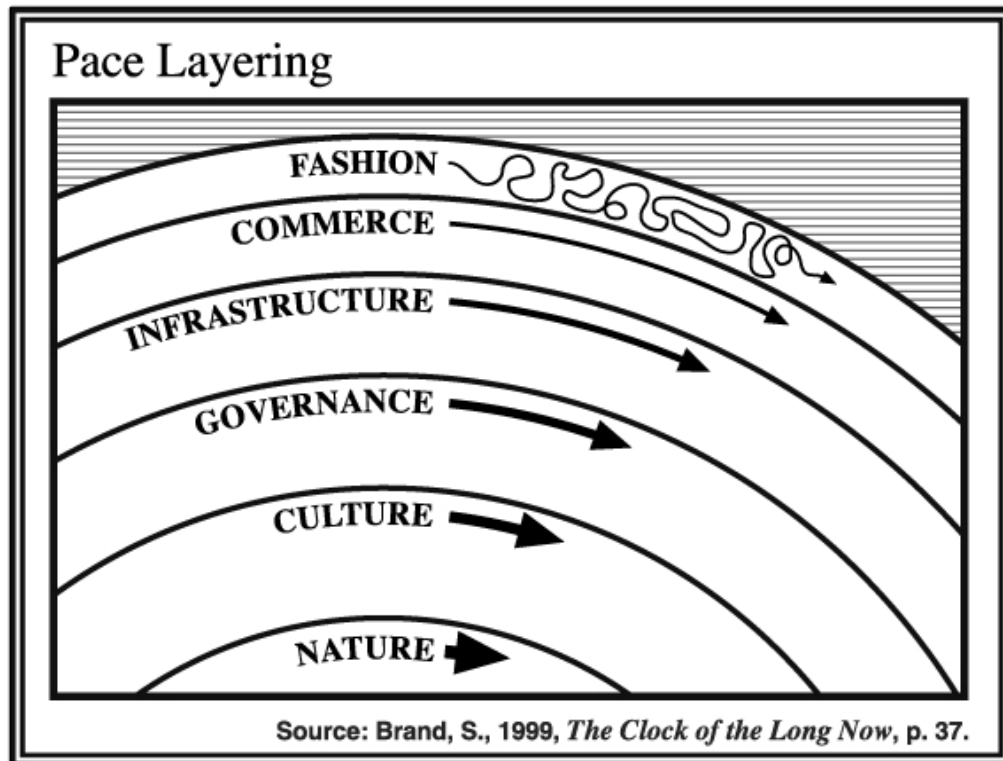
A website, a document store, a parts catalogue, a campaign.

These are things that you might be asked to work on, to start with, but there is likely to be more to it than that.

Pace layering and complex projects

Where will you have an effect?

What needs to happen in the future, and how can you support that?



“What could this partner bring to our culture?”

“When looking for third party support on a project, you’re not just considering their capabilities to deliver but also whether they can empower the voices of your internal team and users, provide challenge to established ways of thinking, and help to bridge relationships.”

– **Eve Critchley**
(Head of Digital, Mind)

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Support and respect



What's next in this story?

- ▶ Working with content teams on migration
- ▶ Using core content models as the guide
- ▶ Considering other channels
- ▶ Working at different pace layers

Provide support and respect

- ▶ Get to know the people
- ▶ Use tools wisely
- ▶ Consider your role in all of this