

WriteTheDocs

Boulder/Denver Chapter
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Measuring the value of your content



What's value?

- * What's **Value** to you?
- * What's **Value** to your customers?
- * What's **Value** to your stakeholders?
 - * Your management
 - * Your company
 - * ???

Customer journeys

- * A customer journey map is a very simple idea: a diagram that illustrates the steps your customer(s) go through in engaging with your company, whether it be a product, an online experience, retail experience, or a service, or any combination.*

Adam Richardson

Using Customer Journey Maps to Improve Customer Experience, HBR, Nov 2010

Define your content's goals

- * Define customer success
 - * From the customer's perspective
- * Define stakeholder success
 - * From the stakeholder's perspective
- * Define business success
 - * From the business' perspective
- * Remember, different content can have different goals

Understand the customer

- * Customer success IS NOT
 - * Customer buys our product
- * Customer success IS
 - * Customer solves a need with our product
- * With help content, customer success
 - * Is often achieved outside of the help experience.

Operationalize content goals

- * Make the goals measurable
- * What happens when a customer is successful?
 - * Understand their journey to success
 - * Find where you can measure their progress along that journey
 - * Identify those steps and what to measure as the customer takes them

Measuring customer progress

- * Funnel-shaped
 - * Goal oriented content (where the goal is somewhere in the content)
 - * Shopping cart interactions, for example
 - * Landing page interactions?
 - * Introduction, Value-proposition interactions?
- * Non-funnel shaped
 - * Most information (help) content...

Non-funnel success

- * Tutorial
 - * Learn to do something elsewhere
 - * Can you move “elsewhere” elsewhere?
 - * E.g. closer to your content?
 - * Can you observe “elsewhere” differently?
 - * Can you monitor their activity, e.g. through API activity?

More non-funnel success

- * Help/reference
 - * Challenging
 - * Help interaction is a short % of overall journey
 - * Help is often a secondary cognitive task
 - * Something that distracts from the primary task even though it ultimately supports it.
 - * Feedback opportunities are fleeting
- * Leave time/space to iterate on this

Measuring performance

- * Web metrics are not the answer...
 - * ...to every question, anyway.
- * Customer success does not always correlate to page traffic, unless it does.
 - * Know which is which
- * Understand the tools and the goals
 - * They should cooperate
 - * Content might be easier to track in a different format

Reporting the performance

- * Report metrics in terms of success factors
 - * Don't make people do math in their heads when they read your reports
- * Understand the difference between performance metrics and forensic metrics.
 - * Performance measures how well your content is delivering value
 - * Forensic metrics tell you where things broke down

Lather, rinse, repeat

- * Think in terms of iterations
 - * If you're not iterating (at some level), why are you collecting data? What will you do with it?
- * Think not only about how you can design the metrics, but what decisions they will inform.
 - * If they don't inform a valuable decision, what will you use them for?
- * Remember forensic data is different from performance data

Thank you!

- * Questions?
- * Experiences?
- * Opportunities?