What happens when you put 50 tech writers in a Design team?

Sarah Baillot, HANA & Analytics Design
8ème Conférence internationale communication technique: Design d’expérience
Paris, 30 January 2020
“I love...

...learning about how people engage with machines
...helping people to be successful.”

Sarah Baillot
Head of Analytics User Assistance
SAP HANA & Analytics Design
New technology...

Mobile #1 + Software as a Service + Experience Management

...changes customer expectations
It’s COOL working in Design!
User eXperience wins writers!

We discovered “UX Microcopy”
Don’t blindfold your users!

#1 Visibility of System Status

Use errors to build a great relationship

#5 Error Recovery
We fit into UX guidelines

We fit into UX guidelines

Donald Norman
Guru of workable technology

Jakob Nielsen
Guru of usable web pages

10 Usability Heuristics for User Interface Design

https://www.nngroup.com/articles/ten-usability-heuristics/
Storytelling & Visual Communication

30,000 Linked connections and another 80,000 followers looking at your video now!
Know your customer!

User & Persona research, we add learning behaviors + information requirements

Emma
Financial Analyst

Goals
- Provide accurate and compliant financial reports in time
- Lead efficient planning processes
- Ensure overall financial healthiness

“
I live on data. I feel comfortable when the data is accurate and feel satisfied when the data conveys insights for financial planning.”

Job Responsibilities
- Build and maintain planning model
- Lead budget and forecast activities
- Analyze economic and business trends and company’s past performance to support decision making
- Prepare reports and do ad hoc analysis for stakeholders

Pain Points
- Getting data from one system to another
- Collecting and validating input
- Big files, slow performance
Design Services

Know your customer!
Shared Career Development

Designer’s Career Path

What skills can we develop?

COPYWRITING
MULTIMEDIA
TERMINOLOGY
CONTENT MANAGEMENT
INFORMATION ARCHITECTURE
STYLE & GUIDELINES
VISUAL DESIGN
USER RESEARCH
USABILITY TESTING
PROTOTYPING
INTERACTION DESIGN
Questions?
Designers’ Career Path

What skills can we develop?