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Content Strategy and UX Assessment

Assignment: Navigate to help.cryptocompany.com and review the support page. What can be done to improve the page? How are users interacting with the page? What information is required? What are goals? Do you have any experiments to run? What should logged in and logged out customers expect?

Rationale: I cross-referenced Kraken's support page with CryptoCompany. To summarize Kraken, much of their design mimics CryptoCompany in feel but there are three differences: they choose to use "support" rather than "help," navigation was easier, and you could contact support without logging in. (I'm not including chatbots since it's not a human response to dig deep in the issue. Chatbots can only do so much.)

Note: Attempted to set up an account on CryptoCompany to do a deep dive, however, when attempting to generate a passkey, received the error, "An error occurred registering your key. Please try again later today." This is a frustrating experience. Despite not having a passkey added, I was able to login to the Help site.

Information Access Required

- Heat map to determine how customers are interacting with the site
- 30 days of analytics to determine if customers are logging in to the support page to find help or are anonymous users
- Site map
- 30-day analytics of keywords used with failure/success rates

Goals With the Help Center Page

- Provide clear and accessible language in the content
- Allow users to access support via email, chat, or phone
- Provide summary on subject page of what the article is about
- Provide direction to related topics

Experiments to Run

- Heat map to determine where customers expect the login / log off location and other points of interest

- 30 day analytics to determine how customers are accessing the page logged in versus anonymous
- Content audit to determine what content is useful vs not
- Test if synonyms work
- Check for 404s

Difference Between Logged In / Logged Out Customers

Support pages, regardless of how the customer is accessing them, should be identical experiences.

An accepted-ism in UX is that it is not about the designer but about the end user's experience. While I agree with this, to a point, if *I* am having an issue, so are others. (Testing the design with end users will provide more information and should take priority.)

Example: I forgot I changed my email address on coursera.org so I could not log in to work on homework. It took over 15 minutes to find an option to open a ticket without logging in. After digging into my password stores, I found the correct email address. Logged in, I could obtain support via the chatbot since the option was prominent on the page. It took Coursera nearly three weeks to respond to my ticket. If I wasn't in a time crunch to finish my homework, I would be out of luck.

(Upon further reflection, allowing only logged in users to open tickets would alleviate spam, but wouldn't using reCaptcha help with that? Or offering at least one option for non-logged in users rather than all options? In these instances, chatbots are often not enough.)

Recommendations
- Be consistent with language. "Help" and "Support" are used interchangeably
- Redesign the support pages to match Help Center landing page
- Add title to right sidebar
- Change order on landing to page to the following:
  - Help by topic
  - Help by product
  - Top articles
  - Trending articles: Remove. Customers will search to find what they are looking for and this provides no help
- Move the menu "individuals / business / developers" at the top to the sections on the landing page since it's already in the hamburger menu
- Some link text is blue and others, like landing pages for topics (https://help.cryptocompany.com/en/support/getting-started), is black. Links should be consistent in design
  - This also includes the links in the right sidebar menu
- Train generative AI in search with synonyms
  - Testing "login" and "sign in" in the chatbot brings up the same response but not in search

- Change the title "Top Articles" to "Featured Articles" as it is clearer to the user
- Error messages (see above note under rationale) should be descriptive and not generic
- Add date when KB article was last updated to inform currency of the KB article
- Option to see tickets (open and closed) in user account
- Chat bot auto response is every 45 - 90 minutes if no response from the user. This should be allocated once at 15 minutes and then at 30 and should stop after that