


Content Led Design at CVS

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Agenda

- Content-led design
 - Process
 - Case study
 - What we learned
 - How to get started
- 

Content design

Content design considers user needs, business goals, and content research to ensure users have the information they need.

Through collaboration with design, a11y, UXR, and product, content designers work to deliver content at the **right time, place, and format** for our customers.



Content-led design

Content-led means implementing a strong content discovery phase to get into the user's head before bringing in UX to design/solve problems.

We'll walk through each of the steps involved in discovery, and how each of them informed our final proposed design

Content Design Double Diamond

SOLVE THE RIGHT PROBLEM

SOLVE THE PROBLEM RIGHT

DISCOVER

DEFINE

DEVELOP

DELIVER

Requirements Gathering

Research & Analysis

Content Design

Content Testing

Test & Iterate

- Business goals & objectives
- User needs
- Functional requirements
- Technology constraints

- Content audit
- Competitor analysis
- Customer journey mapping
- User research

- User flows
- Information architecture
- Content hierarchy
- UX writing

- Usability testing
- User feedback
- Metrics & analytics

Case Study: Narvar Track Page

Design Status - Discovery

Context

When an order is placed on CVS.com, a customer receives email and SMS updates about their order through Narvar, linking them to a tracking page that shows a full history of shipping events.

Customers are eager to know when their packages will be arriving, but default carrier tracking pages often lack detail, providing a less than stellar customer experience.

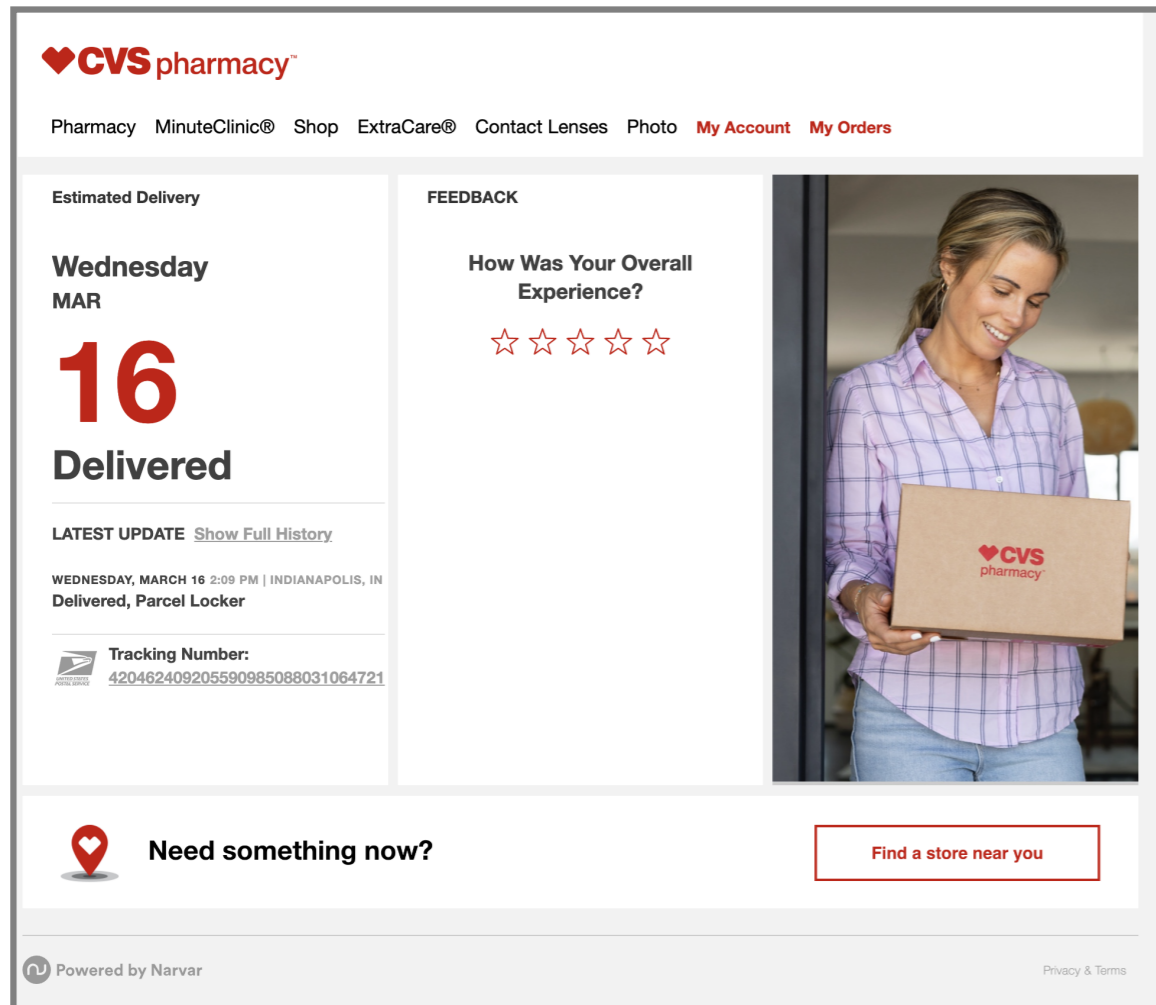
Opportunity

Narvar's upgraded tracking solution would allow us to create branded tracking pages based on delivery status -- providing customers the most up-to-date and contextual information around delivery of their order



Case Study: Narvar Track Page

Requirements Gathering



Business objectives



Consider what solutions already exist for CVS and other companies



Determine what capabilities the Narvar system has for dynamic content and design

Customer needs

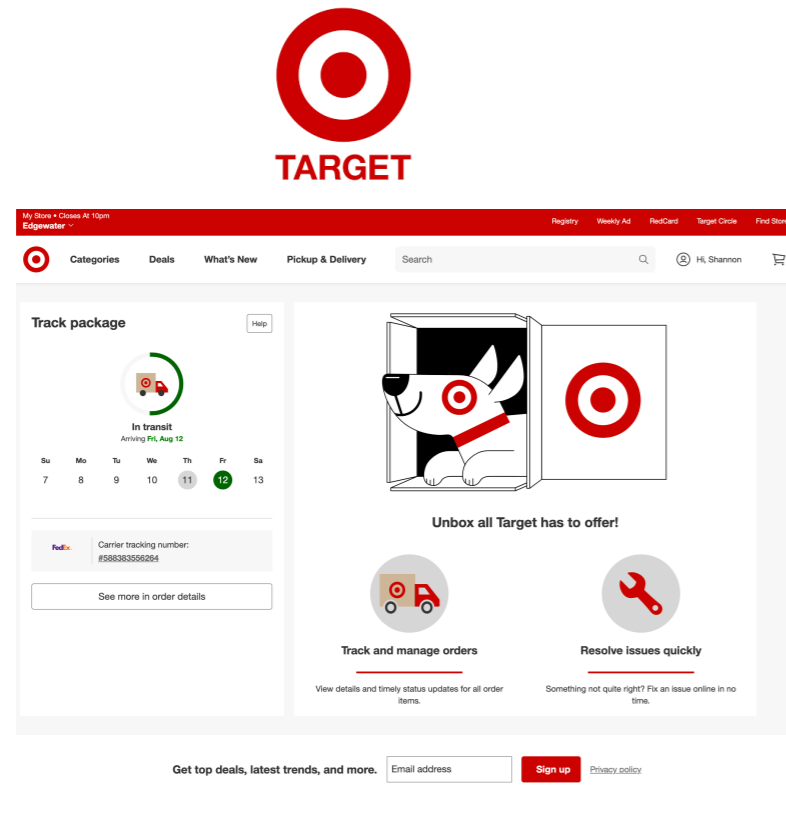


Understand the existing online order to shipping/delivery journey flow

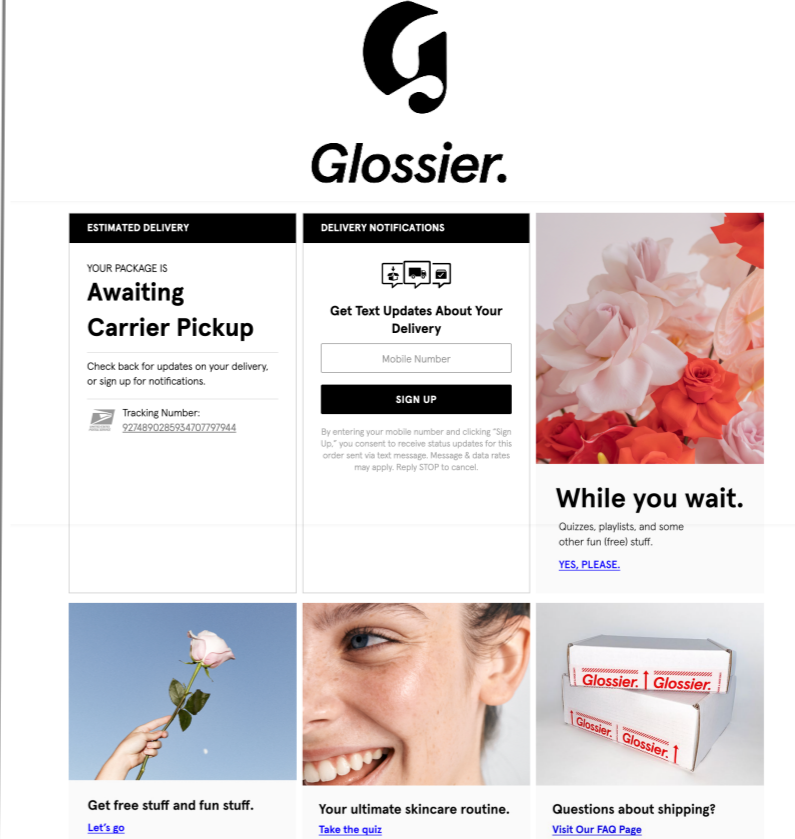
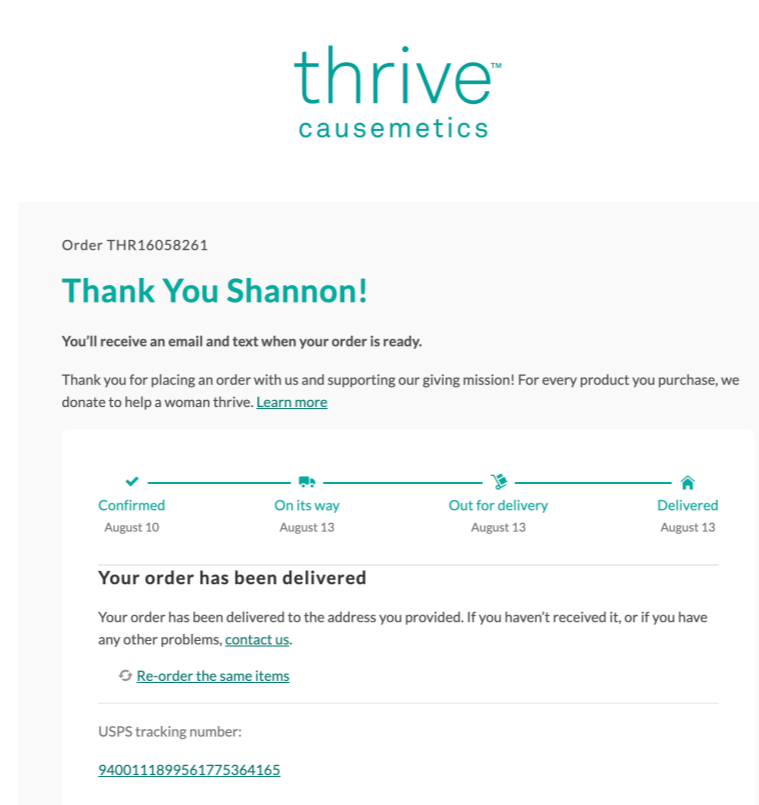


Explore what information customers want, need, and/or expect at different stages of that process

Case Study: Narvar Track Page Competitive Analysis



Custom-built



Key findings

- Dynamically updating the tracking page isn't common and leaves users wanting information
- Building a tracking page from scratch has limited benefits for the work it requires, compared to a customizable solution like Narvar

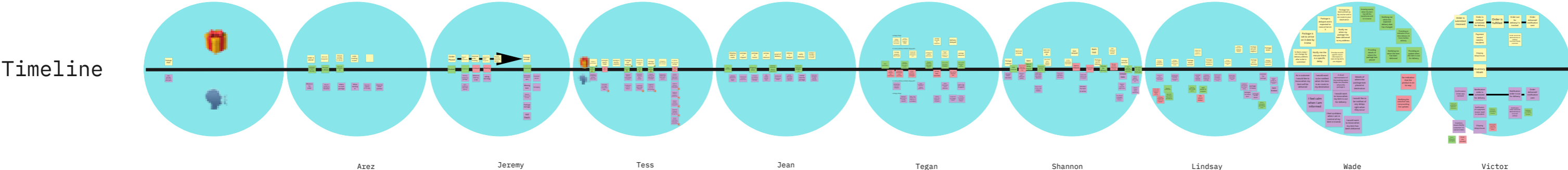
Case Study: Narvar Track Page

Empathy Mapping Workshop

To better understand our end users, we collaborated with our colleagues to consider the steps a package might take to get from CVS to the customer, and at what points a customer might want to know more.

Workshop Instructions

1. Map out the timeline of a package, from the package point of view. You can include all potential outcomes.
2. Imagine how the customer would experience this journey- what they would be aware of, how they would feel, what they would do, what actions they might take, etc- and map that experience out below the line.
3. Now place what you imagine to be the ideal touchpoint for the customer in this journey, using green for happy and red for sad.

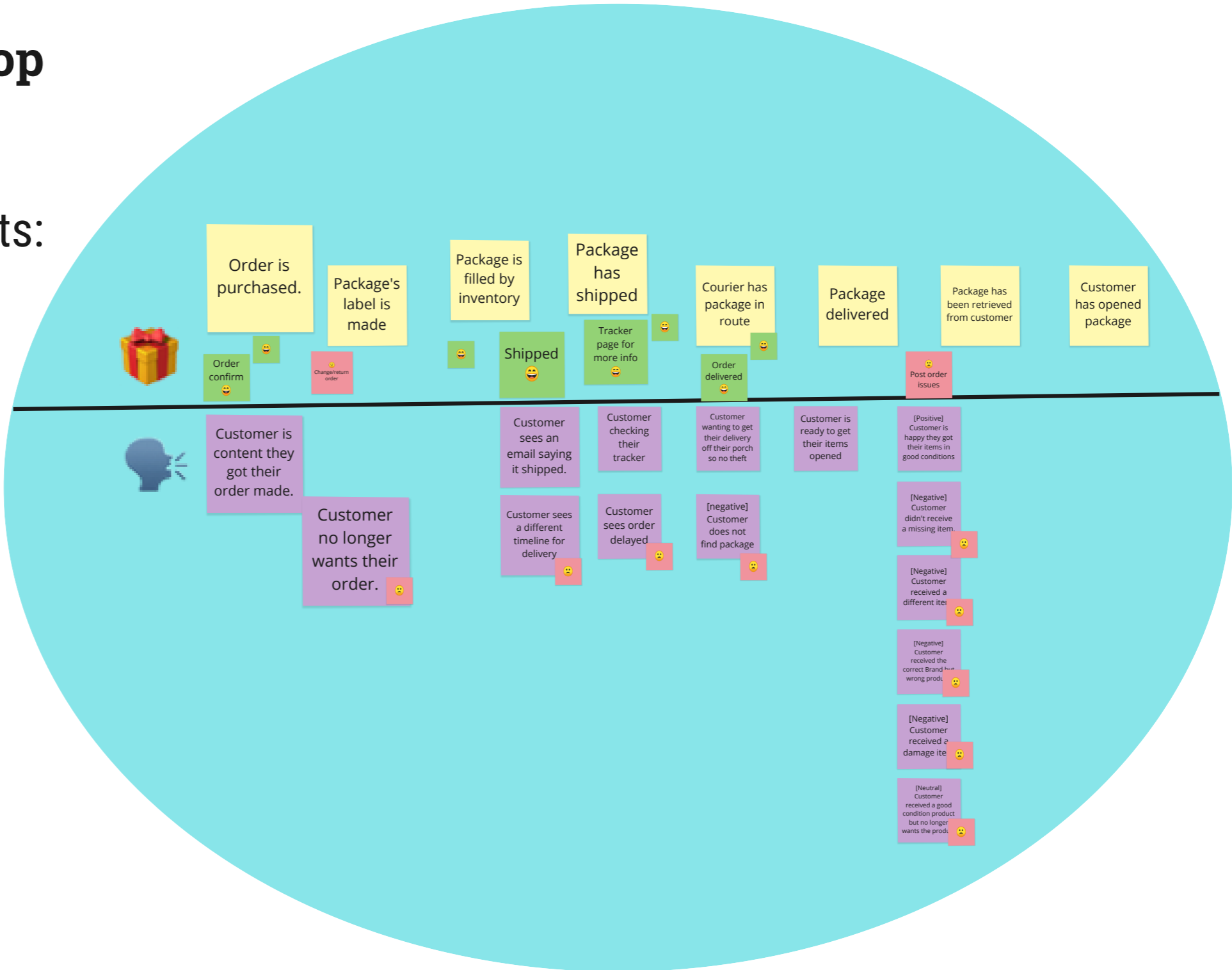


Case Study: Narvar Track Page

Empathy Mapping Workshop

And here is an example of the results:

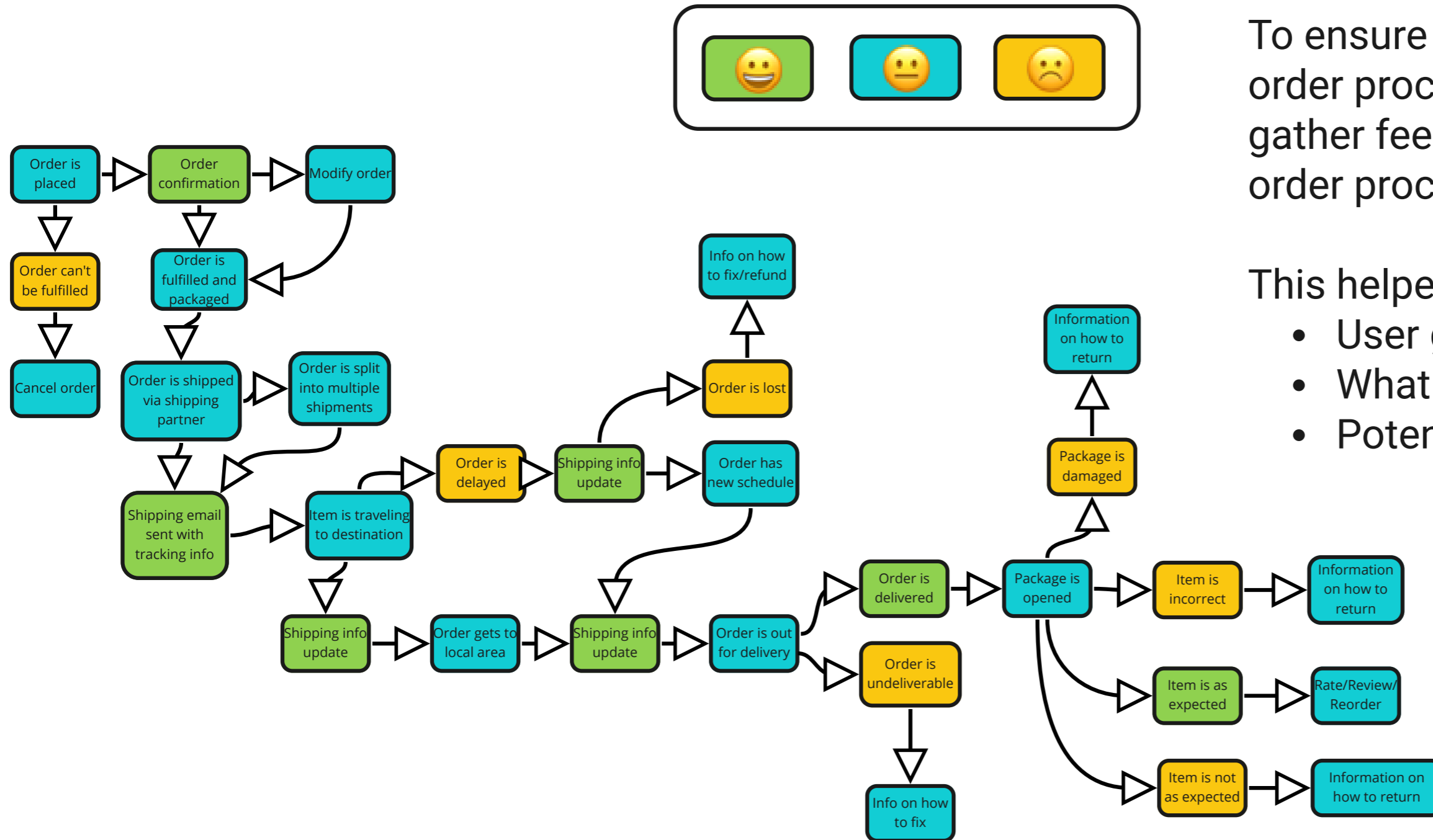
Timeline



Tess

Case Study: Narvar Track Page

Creating the User Journey



To ensure we captured all steps in the order process, we held a workshop to gather feedback on the journey and order process.

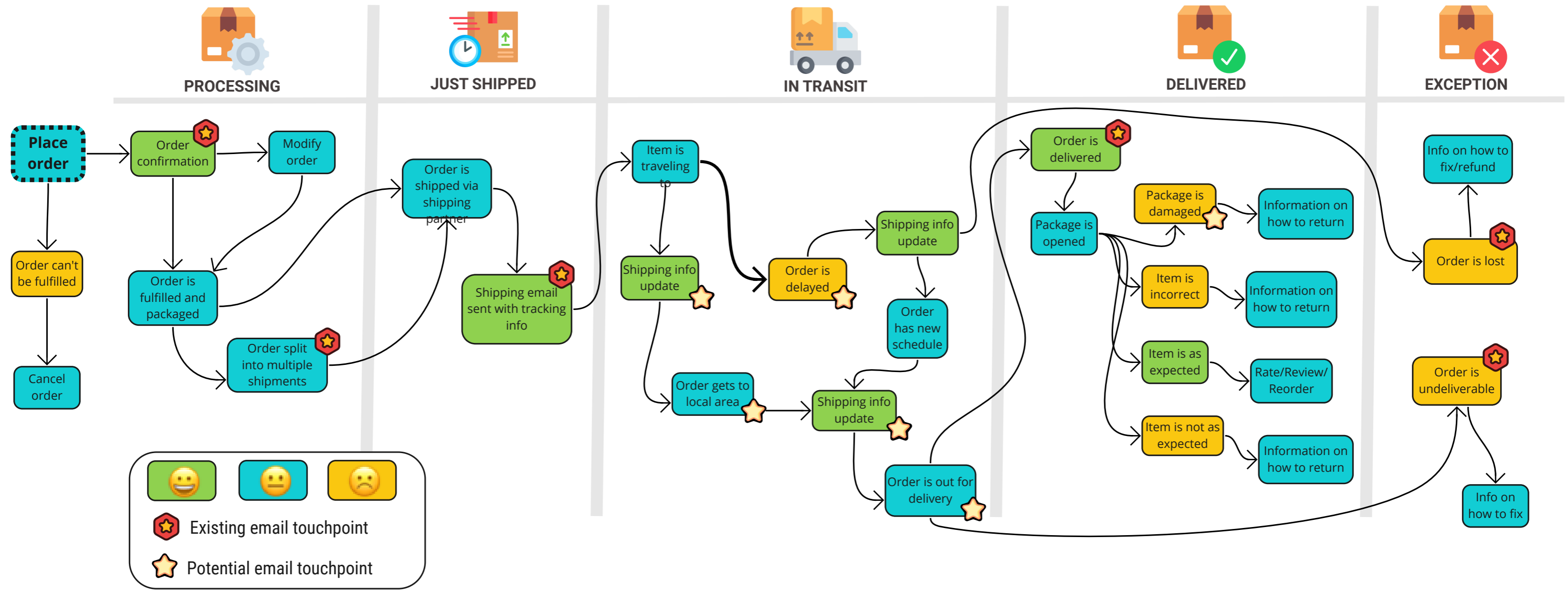
This helped us better understand:

- User goals
- What success looks like
- Potential pain points

Case Study: Narvar Track Page

Mapping the User Journey

We aligned the user journey to Narvar's predefined tracking pages to determine content needs for each page



Case Study: Narvar Track Page

Design outlines

Our discovery work and collaboration helped us:

1. Determine the flow and information hierarchy of content
2. Create text-based outlines for each tracking page
3. Make recommendations that support the delivery of content in the right place and format



Global navigation
Estimated delivery date
Delivery status

- Delivery details, including carrier and tracking number
- Highlight if this has changed from original estimate

Items in shipment

- Click to view product page

Shipping FAQs



Global navigation
Delivered date
Delivery status

- Delivery details, including carrier and tracking number
- Photo of delivery

Items in shipment

- Click to view product page

Customer service information
How to return
Leave feedback/review
Buy something new?



Global navigation
Explain what's gone wrong
Delivery status

- Delivery details, including carrier and tracking number

Items in shipment

- Click to view product page

How to get refund or redelivery
Customer service information
Leave feedback/review

Case Study: Narvar Track Page



Global navigation

Estimated delivery date

Delivery status

Delivery history

Carrier tracking

Items in shipment

CVS pharmacy

Pharmacy MinuteClinic® Shop ExtraCare® Contact Lenses Photo **My Account** **My Orders**

Estimated Delivery

Friday
OCT
28
On Its Way

SHIPPING HISTORY [Hide Shipping History](#)

SATURDAY, OCTOBER 22
12:00 AM | SANTA MONICA, CA
Departed from Facility

FRIDAY, OCTOBER 21
12:00 AM | SANTA MONICA, CA
Origin Scan

THURSDAY, OCTOBER 20
12:00 AM
Order Processed

Tracking Number:
[PREVIEW INTRANSIT](#)

Delivery Notifications

Get Text Updates About Your Delivery **SIGN UP**

By entering your mobile number and clicking "Sign Up," you consent to receive status updates for this order sent via text message. Message & data rates may apply. Reply STOP to cancel.

Items In This Shipment

	JEANS Quantity: 1 Size: Small Color: Blue Price: 65		SHOES Quantity: 1 Size: Small Color: Black Price: 100
	SHIRT Quantity: 1 Size: Small Color: White Price: 30		SWEATSHIRT Quantity: 1 Size: Small Color: Purple Price: 56

Content Title
Content body. This is info about shipping FAQ

https://www.cvs.com/help/help_subtopic_details.jsp?subtopicName=Shipping+Information&topicid=300004

What did we learn?

- Using content as our starting point, the content led design process provided real findings that helped determine design
- Collaboration with all stakeholders provided the necessary perspectives to align the product direction, helping avoid unnecessary and potentially costly revisions
- **Biggest takeaway:** understanding what information and content the customer needed at different points in the journey informed the page designs in a way that working without a content led process could not

Case Study: Narvar Track Page

Content Discovery Roadmap

DISCOVER

DEFINE

DEVELOP

Requirements Gathering

Research & Analysis

Content Design

**Confirm
business
objectives**

**Understand
customer
needs**

**Conduct
competitive
analysis**

**Empathy
mapping
workshop**

**Create user
journey
flows**

**Establish
content
hierarchy**

**Advise on
info
architecture**

Let's get this party started!

Takeaways for supporting a content-led design approach



Engage content early and often at every stage of the design process to help identify key areas for improvement of the customer experience.



Collaborate to ensure a shared understanding of the customer and product through regular working sessions.



Align with design partners *before* presenting to stakeholders, using draft copy instead of lorem ipsum in Figma when possible.



Plan ahead for content led design during PI Planning, allotting time for content research and testing.

Comments?
Questions?