



+

# **Evolving User Experience in 2020: 10 Ways to Build Trust**

Reason One

**To put it mildly,  
2020 has been rough.**





2020

**The events of this year have had (and continue to have) an enormous impact on the way users\* feel, act, and speak.**

\* We are users ourselves! We all use online experiences like websites, donation forms, ad campaigns, and blogs.







**“Money is tight during quarantine. Is this worth it?”**

**“How can I do [insert action] virtually from home?”**

**“Where does this company stand on [insert social issue]?”**

**“How does [insert company] help the environment?”**





# UX is influenced by our environment

From the COVID pandemic and raging wildfires to police brutality and the Black Lives Matter movement, 2020 has changed the way we live and work. These changes have caused an evolution in our needs and expectations, too.



POST  
TRUTH

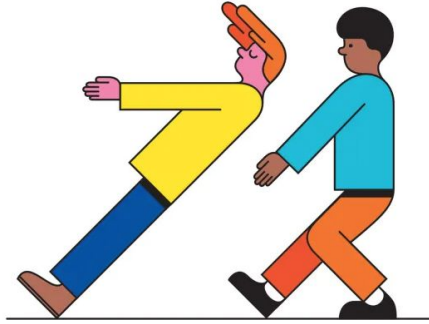




# We're living in a post-truth world

The 'post truth era' (also Oxford Dictionary's word of the year in 2016) means that every time we look for information online, we are wading through nearly infinite sources — some legitimate, some trustworthy, and some not.





**It's hard to know  
who to trust.**

**And trust is the foundation of all  
donor-brand relationships.**



**User behavior has changed.  
User experience has to adapt.**





# Keeping up with the times takes a lot of effort

But don't call 2020 a total loss just yet. We've seen brands get incredibly creative this year, and it's paid off big time for them. Brands are connecting with their audience like never before, but a few foundational changes need to be made.

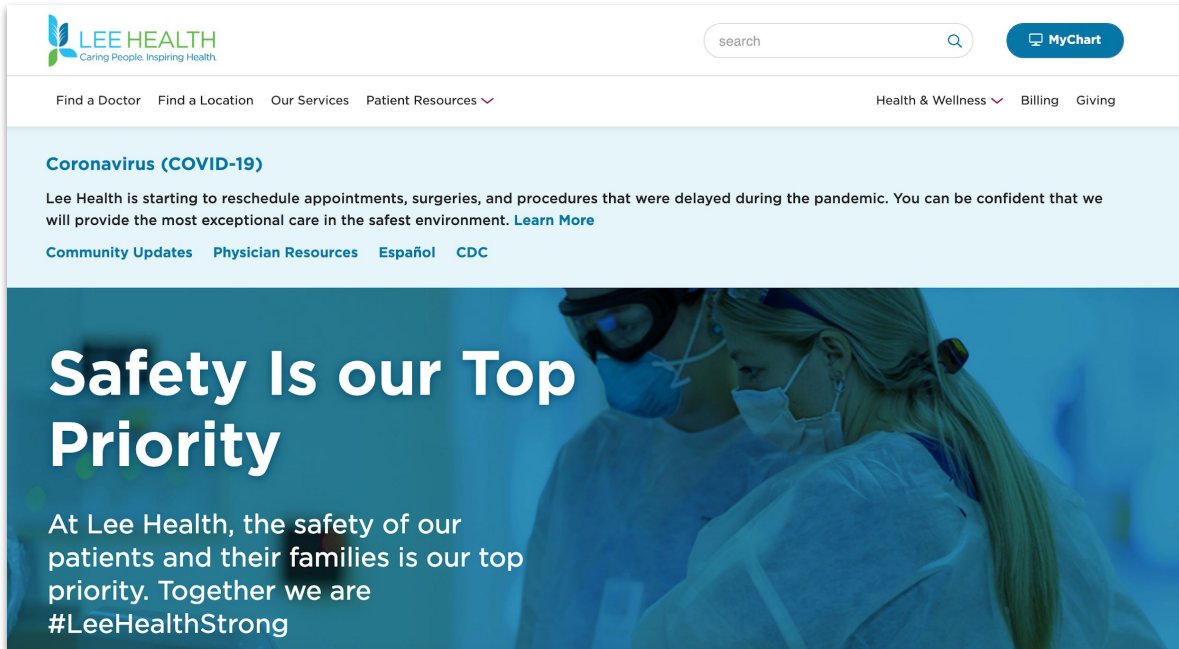




**Take these 10 steps to build trust with  
your audience in 2020 (and beyond).**




# 1. Reassure users with safety measures & action plans.



The screenshot shows the Lee Health website homepage. At the top left is the Lee Health logo with the tagline "Caring People. Inspiring Health." To the right of the logo is a search bar and a "MyChart" button. Below the logo and search bar is a navigation menu with links for "Find a Doctor", "Find a Location", "Our Services", "Patient Resources", "Health & Wellness", "Billing", and "Giving". A light blue banner below the navigation menu contains the text "Coronavirus (COVID-19)" and a message: "Lee Health is starting to reschedule appointments, surgeries, and procedures that were delayed during the pandemic. You can be confident that we will provide the most exceptional care in the safest environment. [Learn More](#)". Below this banner are links for "Community Updates", "Physician Resources", "Español", and "CDC". The main content area features a large blue-tinted image of two healthcare workers in full PPE. Overlaid on this image is the text "Safety Is our Top Priority" in large white font, followed by the message: "At Lee Health, the safety of our patients and their families is our top priority. Together we are #LeeHealthStrong".

**LEE HEALTH**  
Caring People. Inspiring Health.

search  [MyChart](#)

[Find a Doctor](#) [Find a Location](#) [Our Services](#) [Patient Resources](#) [Health & Wellness](#) [Billing](#) [Giving](#)

**Coronavirus (COVID-19)**

Lee Health is starting to reschedule appointments, surgeries, and procedures that were delayed during the pandemic. You can be confident that we will provide the most exceptional care in the safest environment. [Learn More](#)

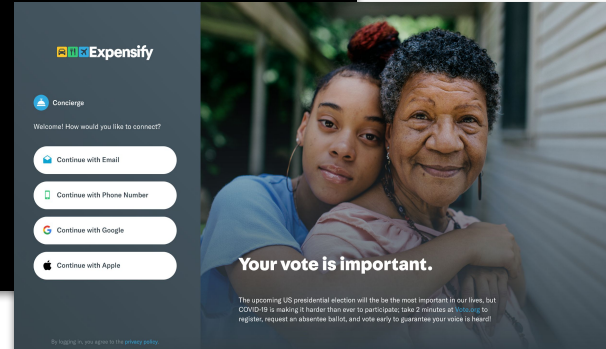
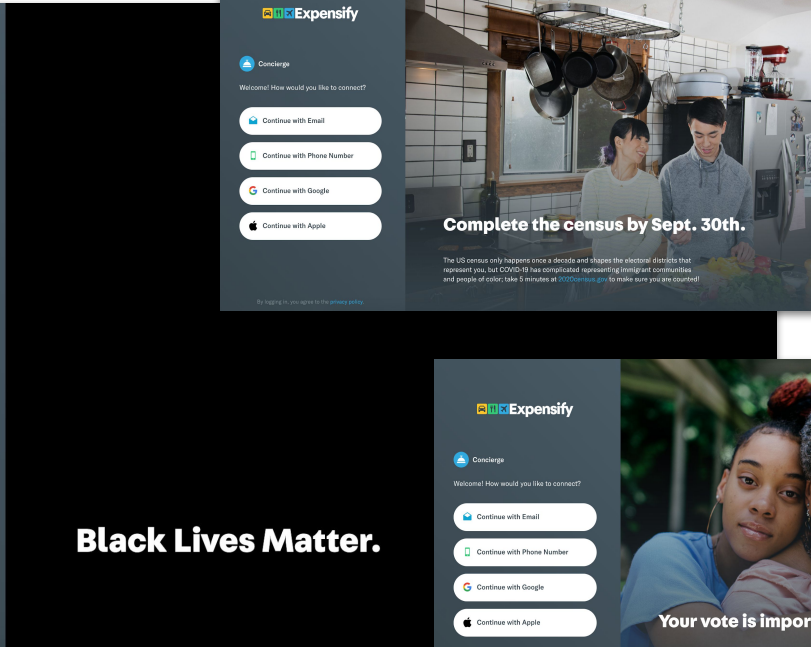
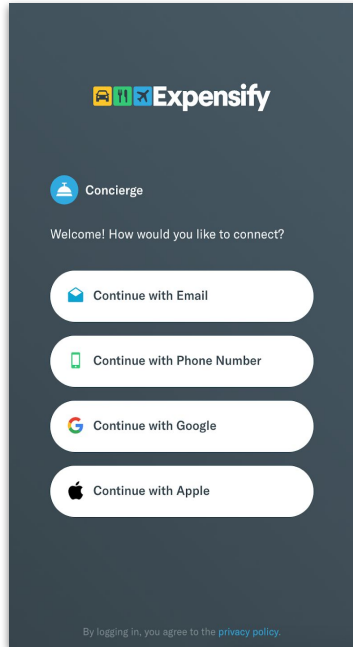
[Community Updates](#) [Physician Resources](#) [Español](#) [CDC](#)

## Safety Is our Top Priority

At Lee Health, the safety of our patients and their families is our top priority. Together we are #LeeHealthStrong

Here, [Lee Health](#) displays a COVID response statement (and resources) in a highly visible alert banner on their homepage.

# 2. Take a stance on social & political issues.



Expensify, an expenses reporting software, dedicates their entire homepage to causes they care about.

Taking a stance can build trust with your target audience.

# 3. Adapt designs & experiences to support older users 🧓



As all major services shift online, UX needs to accommodate older adults more than ever before.

Better hierarchy, prominent calls to action, and clear microcopy will help older adults use and understand what they see online.

## 4. Acknowledge that language and word choice matters. 🖋️



JUNE 30, 2020

### Uppercasing 'Black'

The Times will start using uppercase “Black” to describe people and cultures of African origin, both in the U.S. and elsewhere. Read more in this note from Dean Baquet and Phil Corbett.

Dear Colleagues,

At The Times and elsewhere, the nationwide protests over racism and police violence have prompted discussions about many aspects of our

Investing in inclusive language welcomes users from all backgrounds and abilities to feel a part of your brand’s cause.

Your competitors are updating their race and gender language, instituting accessibility practices, and editing for plain language. Adapt or be outdated.



# 5. Leverage user-generated (peer) content. 👍

Designate a place to show real users (donors, supporters, advocates) in their own photos

Give your audience a chance to provide feedback so they feel invested in the future of your cause. Then, share that feedback (good and bad!) for transparency points.

Your audience will trust their peers more easily than they will trust your organization. Share donor and advocate stories in their own words.

The screenshot displays a product page for 'Retrospec IRL'. At the top, there is a header with the product name 'Retrospec IRL'. Below the header is a row of six small images showing people using the product in various outdoor settings. Underneath the images is a 'Customer Reviews' section. This section features a star rating of 4.8, based on 266 reviews. To the right of the rating is a 'Write a Review' button. Below the rating is a search bar for reviews. Two reviews are visible: one from Anita V. (verified buyer) with a 5-star rating, and another from Wendy M. (verified buyer) with a 5-star rating. Both reviews are positive and mention the product's performance and ease of use. The page also includes a 'Most Recent' dropdown menu and a 'Search Reviews' input field.

# 6. Show sources & proof to add legitimacy ✓

Co-brand or partner with other organization users already trust

Share additional expert sources

Demonstrate partnerships and share sources / verification of any medical or scientific content.

The screenshot displays the 'COVID-19 Screening Tool' website. At the top, it features the Apple and CDC logos. The main heading is 'COVID-19 Screening Tool'. Below this, a paragraph explains the tool's purpose: 'This tool can help you understand what to do next about COVID-19. Let's all look out for each other by knowing our status, trying not to infect others, and reserving care for those in need.' A prominent blue button labeled 'Start Screening' is visible. To the right, there is an illustration of a person in a green shirt looking at a smartphone. Below the main content, there is a 'State Information' section with a dropdown menu to 'Choose a state'. Further down, there are four informational cards: 'About COVID-19' (gear icon), 'What You Can Do' (person icon), 'COVID-19 Testing' (ID card icon), and 'Supporting Yourself' (heart icon). Each card includes a brief description and a 'Learn more' link. Below these cards is an 'Updates from Apple News' section with a link to 'Trusted sources on the coronavirus'. A 'Our Commitment to Privacy' section follows, stating that Apple collects usage information but does not personally identify users. At the bottom, a 'Developed With' section features logos for the CDC, The White House, and FEMA. A final line of text at the very bottom states: 'This site was developed in partnership with The Centers for Disease Control and Prevention (CDC). It is not meant as an endorsement of any Apple products.'

# 7. Communicate eco-benefits & impact

## Girlfriend Impact

We work hard to do the right thing, but we couldn't do anything without you. By choosing Girlfriend, you help us support the well-being of both the planet and the people on it. Here's a snapshot of what we've done together in 2020.



4,482,875

water bottles  
recycled



3,811,434

lbs of CO2  
prevented

Here, [Girlfriend Collective](#) shows us their impact in real numbers and graphics we can understand. They commend their audience for joining the cause alongside them.

Climate change affects *everything*. How does your nonprofit act against climate change? Or, how is your cause affected by climate change?

## 8. Ditch stock for authentic imagery. 🧑‍⚕️



At first glance, which image feels more legitimate? Trustworthy? Professional?

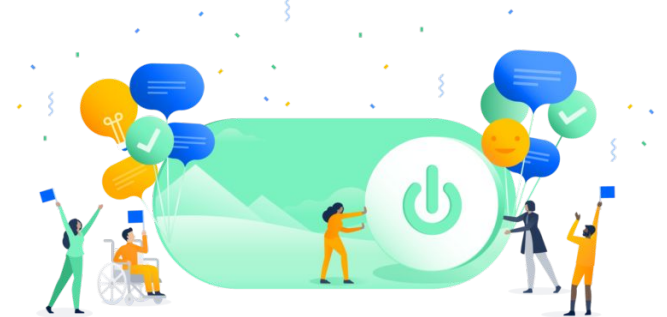
Opt for real photography whenever possible (it's worth the investment), and add captions to let user know what they're seeing is authentic.

# 9. Use illustrations & graphics that represent the real world and its people.



Representation matters!

When your audience can see themselves represented in your organization's imagery, illustrations, icons, and graphics, they are more likely to trust and engage with you.





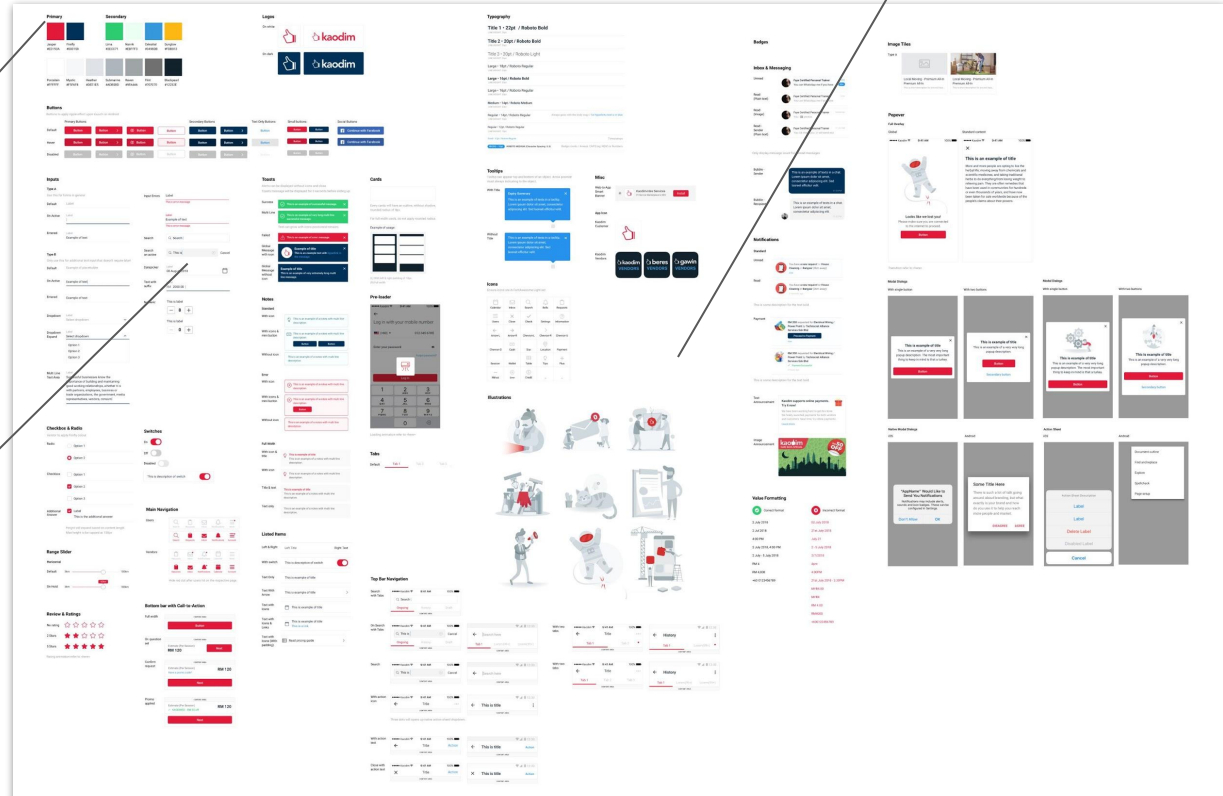
# 10. Establish a flexible design system.



Ensure graphics are consistent across all domains, microsites

Establish a flexible color palette for accessibility compliance and use across different mediums.

Create components that are visually consistent but fit many different types of content. This gives you more flexibility for all types of communication with your audiences.



**What do all of these  
steps have in common?  
Empathy. Authenticity.  
Understanding.**



**Show genuine care and  
compassion beyond your cause.**



**Sound overwhelming?**

**Don't worry. We can help  
2020-proof your UX.**



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