LEARN TO CHANGE

Co-funded by the
Erasmus+ Programme
of the European Union

DIGITAL STORYTELLING (DST) STEP 5: PUBLICATION AND ENGAGEMENT

DST5-3: BUILDING ENGAGEMENT WITH WOW MOMENTS

Phase 1) Define your WOW moment

- **Concentrate on the quality of your content**: Try to to create **memorable content** that provides added value to your target audience.
- When encountering your DST content, when exactly does your target audience feel this: "**WOW, now I really** see the value of this content/found what I needed/can solve my pains/feel excited and want more"?
- **Such WOW moments are powerful steps** when you aim to build interaction and engagement with the users of your digital content. Not all features of you content are WOW moments, but the features should lead to WOW moments and make the WOW experience possible.
- Go through useful background materials to gain understanding of the diverse ways to build engagement and WOW experiences. For example, study these [Steps to WOW by UserPilot](#).
- **Think of the WOW moment from the perspectives of your target audience(s)**. Bear in mind that different audiences may have different WOW moments. It is therefore important that you collect and analyse your findings separately for each target group.

Phase 2) Test the steps by interviewing members of your target audience

- Start by **counting how many steps** it takes for your audience to reach their WOW moment. Count every step, such as: click, scroll, play video, download, log-in, etc.
- Draw **a picture of your audience's path to their WOW moment** - try to make it as simple as possible.
- **Reduce the number of steps** and touchpoints leading to WOW. Try to have your audience reach their WOW moment with only 2 steps. Also aim at having the WOW moment before your audience needs to sign up or download.
- **Test your content** by interviewing members of your target audience(s)**.** Start by asking: What do you love the most? When and why did you decide to click/scroll/play video/download content/log in/share?

Phase 3) Analyse feedback results and act on them

- **Analyse the results of your interviews and feedback.** What similarities and differences are there in your users' responses and other user data? How willing are your users to share the DST content? Is there just one path to their WOW moment or are there several?
- **Summarize** the key findings about your audiences' WOW moments and user experiences and modify your digital content accordingly.