

# Conversational Framework Examples

This piece is a complement to my article discussing conversational frameworks, [Navigating the Awkward: A Framework for Design Conversations](#), published on A List Apart.

To help you visualize the framework (without going into too much detail), here are examples of a few hypothetical triggers to capture what exploration related to each may look like.

Feel free to adapt it for your own work!

<b>Reactions</b> What's the trigger?	<b>Values</b> Possible related values/areas to begin a conversation with a partner	<b>Opportunities</b> How you can turn a learning opportunity into a recommendation
<b>Lack of empathy or social awareness</b>  Examples: "you are not your users," "diversity is more than white women," accessibility issues, etc.	Business/Organizational values  Content/Product purpose  Ability of users to do something/Conversion  Public perception	Connecting organizational values and product purpose to human values.  Telling stories of user groups whose needs are unmet by the product/service.  Demonstrating how diversity and accessibility are interlinked with other usability issues.
<b>Poor visuals or misalignment between visual and textual elements</b>  Examples: service offering that claims to be simple with an overly busy design, etc.	Audience/User definition  Public perception	Explaining how style impacts users' perception of an organization or product, including their ability to trust it.  Demonstrating how text, visuals, and interactions all need to work together as a coherent experience.
<b>Misalignment between the problem and the proposed solution</b>	Ability of users to do something/Conversion  Business/Organizational values	Highlighting the importance of having information at the point of users' need.

<p>Examples: FAQs, chatbot for poorly structured content, etc.</p>	<p>Risk of losing business or increasing financial costs</p> <p>Compliance and accountability</p> <p>Time and effort</p>	<p>Using systems thinking to demonstrate gaps between the problem and the solution.</p> <p>Connecting time and effort a solution would take with risks.</p>
<p><b>Misinterpreting outputs for outcomes</b></p> <p>Examples: Views as engagement metrics</p>	<p>Content/Product purpose</p> <p>Risk of losing business or increasing financial costs</p> <p>Compliance and accountability</p>	<p>Highlighting the importance of aligning outputs to a clear purpose (outcome).</p> <p>Discussing what success looks like early on and taking apart and clarifying any abstract concepts.</p> <p>Showing how certain outputs could lead to increased risk rather than positive impact.</p>
<p><b>Bias towards constant innovation and desire to create new things rather than update/fix</b></p> <p>Examples: creating new designs instead of using a design system</p>	<p>Ability of users to do something/Conversion</p> <p>Risk of losing business or increasing financial costs</p> <p>Compliance and accountability</p>	<p>Using systems thinking to uncover possible innovation blindspots and risks.</p> <p>Asking what will really support users in doing what they need/want to do.</p>
<p><b>Path of least resistance or comfort with status quo</b></p> <p>Examples: blindly following best practices from other organizations, using organizational chart for navigation, etc.</p>	<p>Audience/User definition</p> <p>Ability of users to do something/Conversion</p> <p>Risk of losing business or increasing financial costs</p> <p>Compliance and accountability</p>	<p>Asking what the expectations of the users are and if they align with the organization's comfort zone.</p> <p>Drawing a parallel between staying in the comfort zone and risk.</p> <p>Exploring what changes have been successful in the organization and which failed.</p> <p>Proposing to make small, incremental, and validated changes to minimize fear of failure and risk.</p>