UX Writing Challenge

Context: One of the ways I found I could get started in learning and practicing UX Writing was through the Daily UX Writing Challenge, where each day I've been receiving a UX writing exercise to solve. It has been fun and definitely interesting, as I took into account each unique situation and considered how a user might feel, what a user might want, and how a user might respond in the midst of the situation. I wrote the copy and also created a mockup for each challenge, as words and visuals ideally partner together in typical User Experience Design.

Day 1: Flight Cancellation

Scenario: A traveler is in an airport waiting for the last leg of a flight home when their flight gets abruptly canceled due to bad weather.
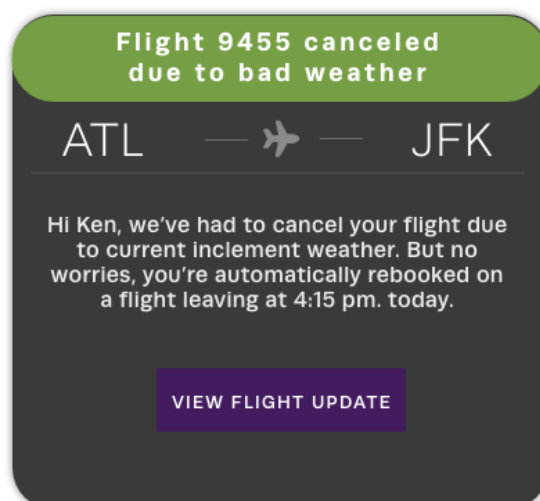
Challenge: Write a message from the airline app notifying them of the cancellation and what they need to do next.

Headline: 45 characters
Body: 175 characters max
Button(s): 25 characters max

Thought Process: No traveler wants to hear their flight has been canceled, and this has happened to me so I could definitely relate! I tried to write this with a personal voice and empathetic tone, and thought about what would the passenger want to know in a situation like this? What are they most concerned about? What are key pain points for them? I find one of the largest pain points when it comes to canceled flights is rebooking, and this message reflects that this has already been taken care of. It also clearly states why the trip is canceled, as well as the flight number and airports to further lessen confusion.

Flight 9455 canceled
due to bad weather

ATL —✈— JFK

Hi Ken, we've had to cancel your flight due to current inclement weather. But no worries, you're automatically rebooked on a flight leaving at 4:15 pm. today.

VIEW FLIGHT UPDATE

Day 2: Sports App Promo

Scenario: A user is a working parent, and a big sports fan, in the midst of their favorite sports season who can no longer attend games.

Challenge: Write a promotional screen for an app that lets a user choose teams, sends game reminders, real-time score updates and highlight videos.

Headline: 40 characters max
Body: 175 characters max
Button(s): 25 characters max

Thought process: I thought this could be a bit lighter in tone, so I started off with a sports-related colloquialism in the headline that seemed to match the mood of this working parent, who is likely juggling a lot and is disappointed they can no longer attend games. I love basketball, so I used it as my focus for this writing challenge. I believe a pain point that would be solved for the user is being able to gain all access to their favorite team's games and related information -- anytime and anyplace. Ideally the copy reflects just that, persuading them to check out the app.
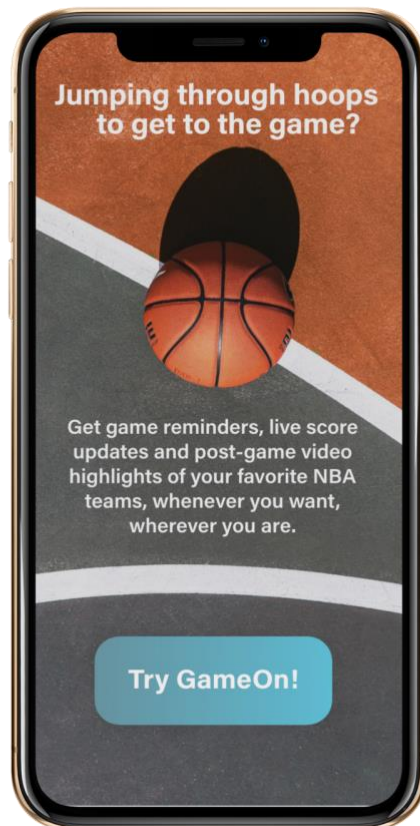
Day 3: Incorrect Email Sign-in

Scenario: The user entered the wrong email address to sign-in to their account.
Challenge: Tell the user to enter the right email.
Message copy: 40 characters max

Thought process: As I study UX Writing, there seems to be such strong feelings around the error message. A mistake is made, whether it is the user's fault or not, and how can words help to resolve the problem with as little friction as possible and no assigning of blame? Here, I took a slightly lighter approach making it clear that an error was indeed made, telling the user what the error likely was, and that all they have to do is try again. Hopefully not too frustrating for a user, and they can quickly move on and get to logging in.
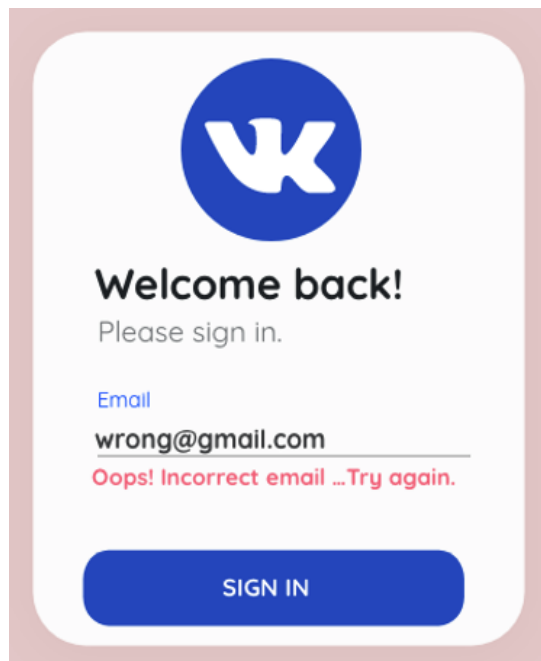
Day 4: Grocery Delivery Service Promo

Scenario: A user is in their favorite supermarket. They open the supermarket's app on their phone to see what's on sale and are greeted by a promotion.

Challenge: Write a promotional home screen for a subscription service that delivers groceries to the user once a month for a flat fee.

Headline: 45 characters max
Body: 175 characters max
Button(s): 25 characters max

Thought Process: This challenge is so timely, given the various Covid-19 quarantine restrictions we've had and the concerns about spending time outside the home. Not only that, but other pain points could be related to stress, lack of time, and just being tired, especially as a parent who might be working and homeschooling children – the chance to nap sounds inviting! In the copy I used a light tone and presented a solution to ease the pain. And to make it even more attractive I added a free trial offer, which I've seen other grocery delivery services offer. I also included a "not interested" button as a way for the store to perhaps track how many "no" responses they receive, which could offer further insight on how much interest there truly is in a delivery service among its customers.
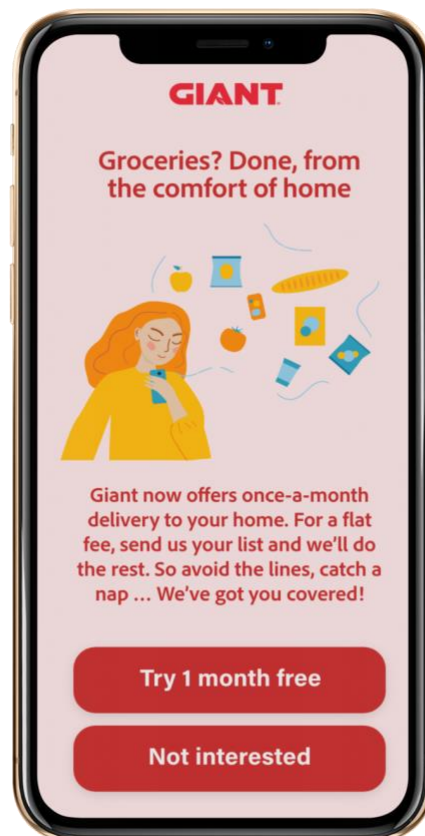
Day 5: Recovery Message

Scenario: The user works in graphic design. While critiquing a design in a mobile app, their phone abruptly turns off. When they restart the phone, they reopen the app.

Challenge: Write a message that the user will read immediately upon opening the app. What do they need to know? What steps (if any) do they need to take to recover their content? What if they can't recover the content?

Headline: 40 characters max
Body: 140 characters max
Button(s): 20 characters max

Thought Process: I've been there before where I've worked hard on a project and then all of a sudden, it disappears from the screen! The biggest concerns are: 1) is the file lost, and 2) if not, where can I find it? I didn't want to be too light in this scenario's copy, but I also didn't want to cause the user to panic or be alarmed. I wanted to offer acknowledgement that something happened, reassurance that we've got this because of auto-saving technology, confidence that finding the file won't be challenging, and steps to move forward on how to actually retrieve the file.