

15-Day UX Writing Challenge

Key

[] = CTA button

< > = form field

() = variable text

-UX Writing Challenge: Day 1-

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 max

Body: 175 characters max

Button(s): 25 characters max

SEVERE WEATHER ALERT: Flight Canceled

Hi (firstName),

Regrettably, due to unsafe weather conditions, your flight to PDX has been canceled. We know this is frustrating and are standing by to reserve an alternate flight for you.

[Book Alternate Flight]

-UX Writing Challenge: Day 2-

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

It's Nearly Kickoff. Don't Miss a TD or a FG!

Your favorite season is in full swing. Get notified of every game, highlight, and real-time score for all your teams! So you won't miss out, even with a very busy schedule.

[Pick Your Teams Now!]

-UX Writing Challenge: Day 3-

Scenario: The user entered the wrong email address to sign in to their account.

Challenge: Tell the user to enter the right email.

40 characters max

Please enter different email. [Need Help?]

-UX Writing Challenge: Day 4-

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

Take a Break From the Grocery Store!

Spend time elsewhere and get your groceries DELIVERED for a simple flat fee.
Subscribe today for a special deal on monthly deliveries!

Choose your schedule; cancel anytime.

[Sign Up Here]

-UX Writing Challenge: Day 5-

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

Sorry, the app closed unexpectedly.

Something caused your session to end before you were finished. We saved some progress, but it's possible not all of it is recoverable.

[Review Saved Session]

-UX Writing Challenge: Day 6-

Scenario: It's Monday. A user has just gotten into their car to drive to work. They plug their phone into the car and start driving.

Challenge: How would you let the user know there's a fire happening in a nearby town that is causing road closures? The effect on their commute is unknown, but there is a definite danger if the fire gets closer. How do you communicate this to them? When? Write it.

Headline: 30 characters max

Body: 45 characters max

CAUTION! Fire Spreading Nearby

Nearby fire causing road closures - MORE

-UX Writing Challenge: Day 7-

Scenario: A sports fan is at a wedding while their favorite team is playing against their arch-rivals. Their team scores.

Challenge: How would you, quickly, let the sports fan know about the latest play, the current score, and the key players? Write it.

Headline: 30 characters max

Body: 45 characters max

SF scores; takes the lead!

75-yd TD pass to CMC, 21-17 SF. 2:01 left 4Q.

-UX Writing Challenge: Day 8-

Scenario: The user is a casual music fan and (on occasion) goes to live concerts. They have a music player app on their phone.

Challenge: Tell the user that one of their favorite bands is playing live in their town. How would you compel them to want to go?

Headline: 30 characters max

Body: 45 characters max

Button: 25 characters

The Strokes Are in Town!

First time in 9 yrs! The Strokes LIVE in PDX.

[Get Tickets Now]

-UX Writing Challenge: Day 9-

Scenario: The user is trying to rent a car using an application but the credit card on file has expired.

Challenge: Write them an error message so that they can correct the problem.

Headline: 30 characters

Body: 45 characters

Let's update your card first.

The card we have for you has expired.

[Update]

-UX Writing Challenge: Day 10-

Scenario: The user is trying to view a website to help them buy a car. But, the content can't load without the user's location. They need to enter their ZIP code and first name.

Challenge: Ask them where they live and who they are without sounding like you're unnecessarily mining their data.

Headline: 25 characters

Body: 45 characters

Button: 15 characters

We need two quick items!

For relevant results, please include:

<Zip>

<Name>

[Cars please!]

-UX Writing Challenge: Day 11-

Scenario: An elderly user is doing a Google search to find an easy way to buy contact lenses online.

Challenge: Write a title and meta description for a website that sells subscription contact lenses delivered to a user every 30 days—convince them to try it.

Title: 60 characters max

Meta Description: 160 characters max

Get Quality Contact Lenses Delivered Every Month!

Sign up for free delivery of high-quality contact lenses every 30 days. Affordable contacts from name brands right to your home. Easy to order, cancel anytime.

-UX Writing Challenge: Day 12-

Scenario: A user is creating an account. When they come to the step where they are asked to enter their name, they get an error message. A fraud detection software thinks their name is fake—but it's wrong 5% of the time.

Challenge: Write an error message that prompts them to fix the error without shaming them for having a fake-sounding name.

45 characters max

Sorry, we hit a snag. Re-enter or [Contact Us].

-UX Writing Challenge: Day 13-

Scenario: A short-haul truck driver has a phone app that monitors his route, schedule, fuel & deliveries.

He has 6 more deliveries before stopping for fuel and lunch. Due to unexpected traffic, he's behind schedule.

He can choose to stay on his planned route for a few more stops, but risk running low on fuel and missing lunch, or he can get fuel and lunch now and finish the deliveries later.

Challenge: Write a push notification alerting him of this dilemma and options.

Headline: 30 characters max

Body: 45 characters max

Button(s): 25 characters max

Lunch & Fuel Now? Or Later?

Traffic delaying route & stops. Change it up?

[Confirm Route]

-UX Writing Challenge: Day 14-

Scenario: A user is shopping using a price comparison app that boasts “*real-time*” pricing on items. As they are checking the price of an item, something goes wrong. The problem is unknown.

Challenge: Write a message that informs the user that they cannot access the app right now. You cannot specify “why” the app doesn't work, you also want them to continue using the app.

Headline: 30 characters max

Body: 120 characters max

Button(s): 15 characters max

We've hit a snag; hang tight!

Pricing isn't loading right now. Yeah, we're annoyed, too. Please reload the app or check back soon.

[Reload]

-UX Writing Challenge: Final!

Challenge: Write a multi-screen onboarding experience for a banking app that automatically pays a user's bills every month — as long as they set it up correctly.

Headline: 45 characters

Body: 100 characters

Button: 25 characters

Time limit: 1 hour

– Screen 1

X

Forget About Your Bills with EPay

EPay automatically pays your bills each month. Link your accounts and relax!

[Get Started]

[Log In]



– Screen 2



Customize Your Spending Experience

Connect as many recurring bills as you want; schedule payments from multiple funding accounts.

[Get Started]

[Log In]



– Screen 3



Set Up in Minutes, Make Updates Anytime

Thousands of supported merchants & financial institutions. Add or remove them as you need.

[Get Started]

[Login]



This challenge outlined a simple product, “a banking app that automatically pays a user's bills every month,” and I wanted to focus on that core competency. There was also a 1-hour time limit so I couldn't do a ton of research, but I saw the main *benefit* of that competency, auto-pay, as “peace of mind.” The implicit problem with similar apps is that they are not easy to set up properly.

I also wanted to convey that achieving that peace of mind is also *simple*! My fictional app, *EPay*, makes it easy to link your accounts and allows the user to change their bill lineup and payment methods at any time. In the spirit of keeping it simple, there are only 3 onboarding screens, each with an option to exit the onboarding process to either log in or begin setting up their account.