

# Final UX writing project for Introduction to UX Writing course (Domestika)

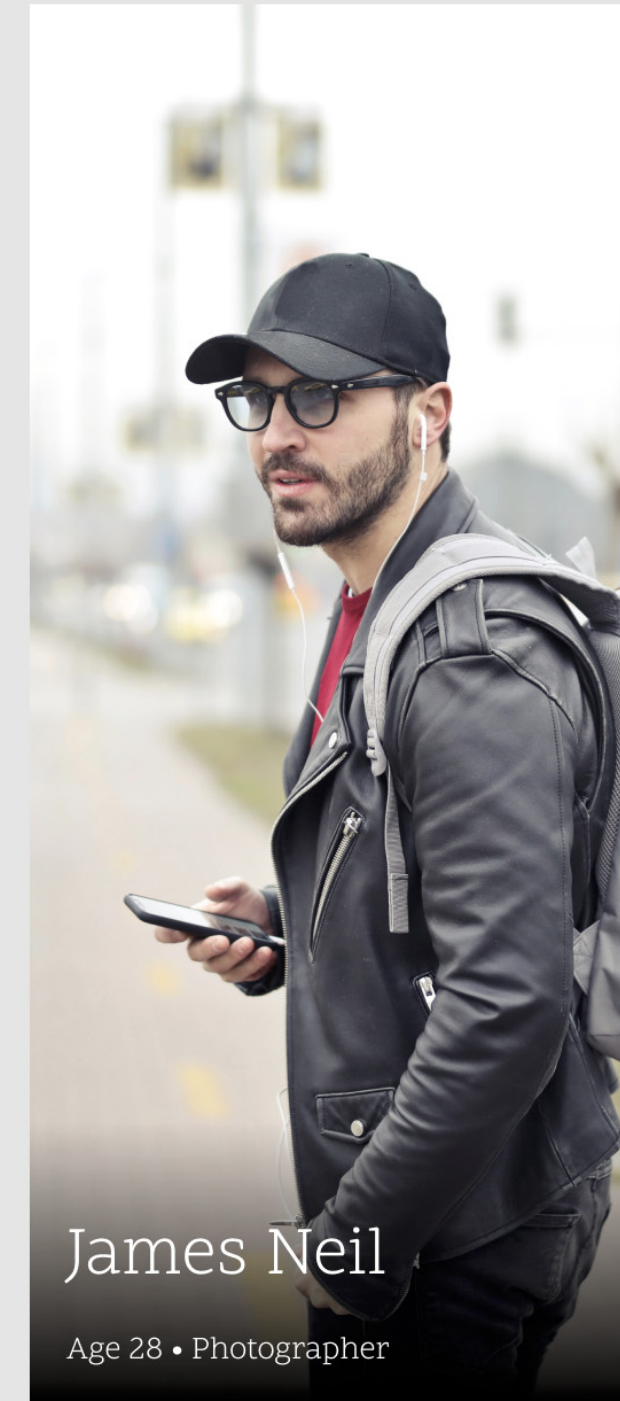
As part of my online course, I was briefed to create the proto-persona and microcopy for a new brand.

## About us

How can Travelgolist help you?

Travelgolist is a platform for travellers to get the information they need, with a minimal amount of effort.

## Proto-persona



James Neil

Age 28 • Photographer

“

### Aspirations

“Discovering the world one city at a time.”

### Drive

- Exploring and discovering new places
- Learning about new cultures
- Wants to travel fuss-free
- Likes using technology to make travel easier

### Goals & Needs

- Keep travel cost-effective
- Broaden his horizons by exploring the world
- Constantly improve himself by learning
- Be able to discover the most without spending too much time on the research

### Hesitations & Pain Points

- Can't find an app that addresses all his needs in one place
- Doesn't have a big budget
- Doesn't have a lot of time to conduct research

## Authentication error message

Oh no!  
You haven't selected the country you would like to visit.

Go back

## WhatsApp / Messenger conversation

I want to find out which  
restaurants I can visit in  
Budapest.

Great! What kind of cuisines  
are you most interested in?

I want to try traditional  
Hungarian dishes.

Perfect! We will put together  
a list for you and send it to  
you within 48 hours.

Okay, thank you!

## Onboarding

Hello! Welcome to Travelgolist. We're here to help you plan your next holiday.

Find out more

Where would you like to go?

Pick a destination

That's a great choice! Let's get started.

Start planning

## App error messages

We don't recognise the email address you entered. Please check it, and try again.

Retry

Travel is currently not permitted to this destination. Do you wish to continue or pick another destination?

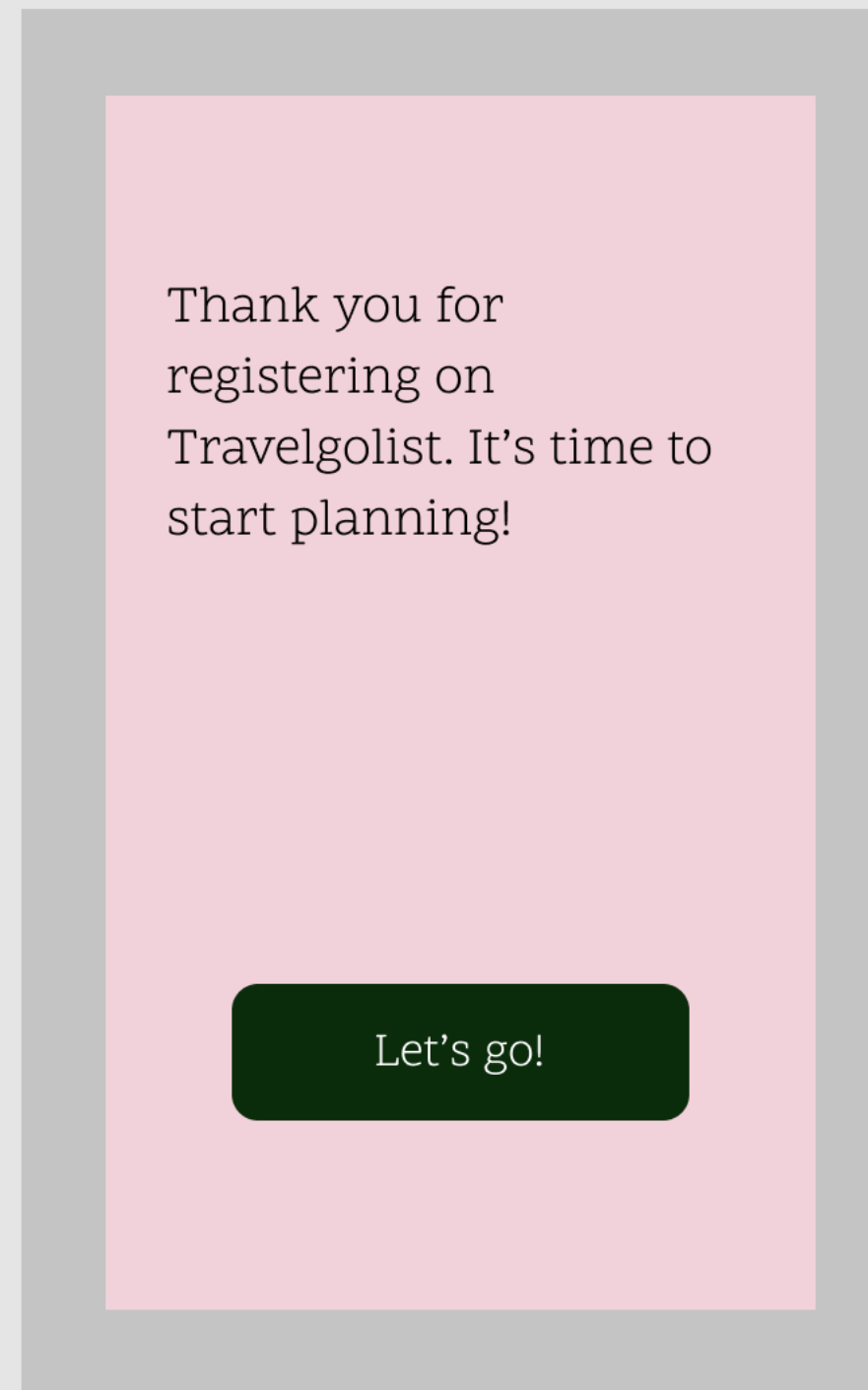
Continue

Pick a destination

The password you entered doesn't match our records. Please try again.

Retry

## App account creation screen



## Push notification and app alert

