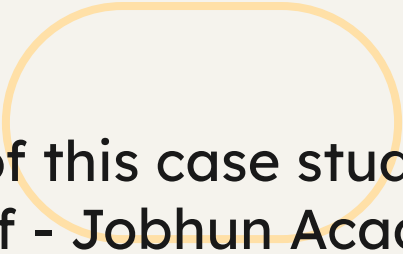# UX Writing Case Study
## Nisa Ulfatimah

Jobhun Academy: UX Writer Class

The purpose of this case study is to fulfill the requirement of - Jobhun Academy: UX Writer Class as the final assignment.

About Matahari App

Matahari is known as one of the biggest department store in Indonesia. Matahari Application provides its shopping services through an online platform. Not only customers can buy clothing products but also beauty and kids products from numerous brands. This is why the app offers various products in accordance to their actual display at the offline store.
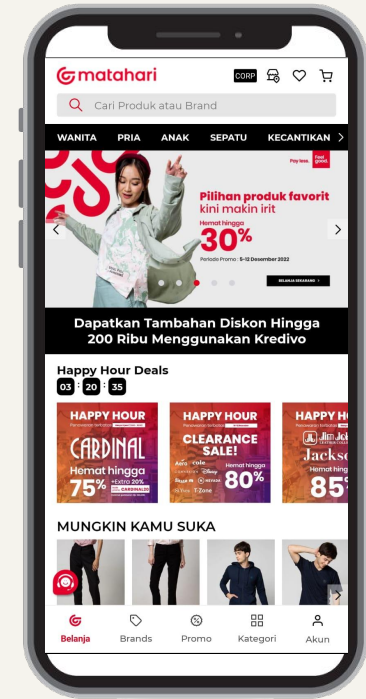
Matahari App
V4.6.8 (810.161.c542f)

The analysis will cover these screen targets

Sign Up Page

Empty State

CTA Button

Screen Target 1
Sign Up Page

Flow:
Homepage -> Akun -> Daftar

Nomor Handphone*

| +62 ˅ | 0812345678890 / +6512345678 |

Contoh: 0812345678 (Lokal) atau +6512345678 (Internasional)

This field confuses users because phone numbers with international code and local numbers are actually different.

MASUK   DAFTAR

f Facebook   G Google

Atau

Email*

Nama Anda*

Nomor Handphone*

| +62 ˅ | 0812345678890 / +6512345678 |

Contoh: 0812345678 (Lokal) atau +6512345678 (Internasional)

Tanggal Lahir

DD / MM / YYYY

Password (minimal 8 karakter)

○ Wanita   ○ Pria

Nomor Matahari Rewards (opsional)

Dengan mendaftar, Anda setuju dengan
Syarat, Kentetuan dan Kebijakan dari Matahari & **Kebijakan Privasi**

DAFTAR

Solution

Using only one phone code. It's preferable and more efficient to use the universal country phone code. Local or international users can register their account according to their country phone code provided in the app.

Before

After

MASUK | DAFTAR

Facebook | Google

Atau

Email*

Nama Anda*

Nomor Handphone*

+62 ˅ | 081234567890 / +6512345678

Contoh: 0812345678 (Lokal) atau +6512345678 (Internasional)

Tanggal Lahir

DD / MM / YYYY

Password (minimal 8 karakter)

○ Wanita   ○ Pria

Nomor Matahari Rewards (opsional)

Dengan mendaftar, Anda setuju dengan
Syarat, Kentetuan dan Kebijakan dari Matahari & **Kebijakan Privasi**

DAFTAR

MASUK | DAFTAR

Facebook | Google

Atau

Email*

Nama Anda*

Nomor Handphone*

+62 ˅

Tanggal Lahir

DD / MM / YYYY

Password (minimal 8 karakter)

○ Wanita   ○ Pria

Nomor Matahari Rewards (opsional)

Dengan mendaftar, Anda setuju dengan
Syarat, Kentetuan dan Kebijakan dari Matahari & **Kebijakan Privasi**

DAFTAR

Screen Target 2
Empty State (Wishlist)

Flow:
Homepage -> Wishlist

- The Wishlist page doesn't display anything and it's just a blank space.
- An empty state without any copy isn't helpful since it lacks user experience.
- It will lead to confusion, disappointment and looks uninteresting/unappealing.

WISHLIST

Solution

WISHLIST

Wishlist masih kosong
Slimpan barang favorit Anda di sini

Tambah barang

1. **Add a copy** instead of leaving it blank page so that it informs user what is happening.

2. **Add a CTA button.** Not only informing that the wishlist page is empty but a CTA button will guide the user doing something with it. The CTA will take user to homepage and and let them to choose their wishlists from the products.

Before

After

WISHLIST

Wishlist masih kosong
Slimpan barang favorit Anda di sini

Tambah barang
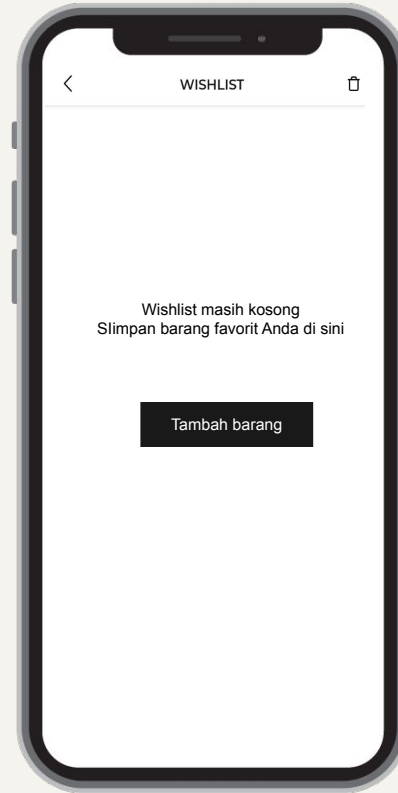
Screen Target 3
CTA Button

Flow:
Homepage - Bag Promo - Nevada bag
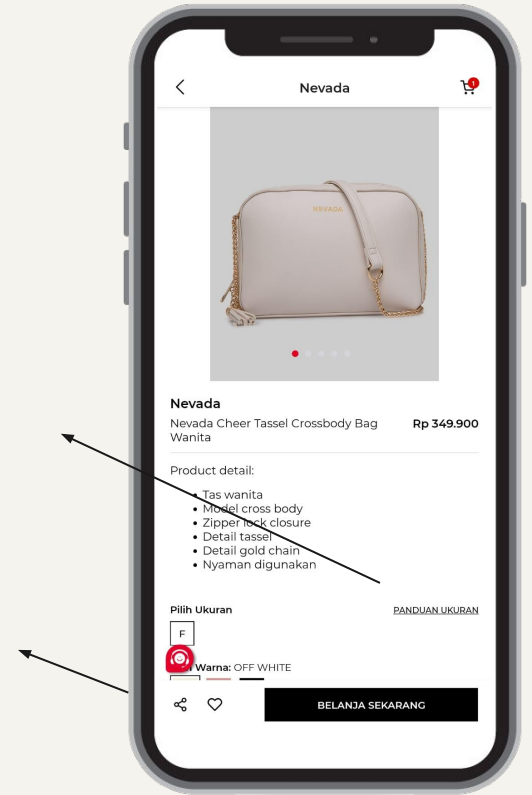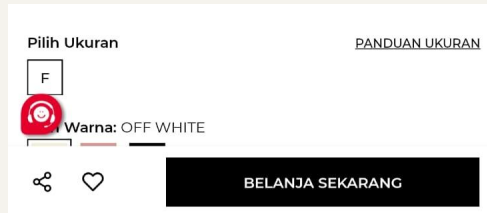
PANDUAN UKURAN

PANDUAN UKURAN

PANDUAN SIZE - WANITA - ATASAN					
INTERNATIONAL	EU	UK	LINGKAR DADA(CM)	PINGGANG (CM)	PINGGUL (CM)
XS	34	6	78.5	60.5	86
S	36	8	81	63	88.5
M	38	10	86	68	93.5
L	40	12	91	73	98.5
XL	42	14	96	78	103.5
XXL	44	16	101	83	108.5
XXXL	46	18	108.5	90.5	116

PANDUAN SIZE - WANITA - BAWAHAN				
INTERNATIONAL	EU	UK	PINGGANG (CM)	PINGGUL (CM)
XS	34	6	60	87
S	36	8	62	89.5
M	38	10	67	94.5
L	40	12	72	99.5
XL	42	14	77	104.5
XXL	44	16	82	107
XXXL	46	18	85	112

PANDUAN SIZE - PRIA - ATASAN			
INTERNATIONAL	EU	UK	LINGKAR DADA(CM)
S	38	8	95-100
M	40	10	100-105
L	42	12	105-110
XL	44	14	110-115
XXL	46	16	115-120

PANDUAN SIZE - PRIA - BAWAHAN			
INTERNATIONAL	EU	UK	PINGGANG (CM)
S	46	30	76
M	48	32	81
L	50	34	86
XL	52	36	91
XXL	54	38	96

Pilih Ukuran   PANDUAN UKURAN

F

Warna: OFF WHITE

BELANJA SEKARANG

Nevada

Nevada Cheer Tassel Crossbody Bag Wanita   Rp 349.900

Product detail:
- Tas wanita
- Model cross body
- Zipper lock closure
- Detail tassel
- Detail gold chain
- Nyaman digunakan

Pilih Ukuran   PANDUAN UKURAN

F

Warna: OFF WHITE

BELANJA SEKARANG

What do we find?

The placement of Panduan Ukuran (size guide) and Pilih Ukuran (choose size) don't match with the product category section.


The CTA of "Belanja Sekarang" is kind of ambiguous and it misfits with the overall context.
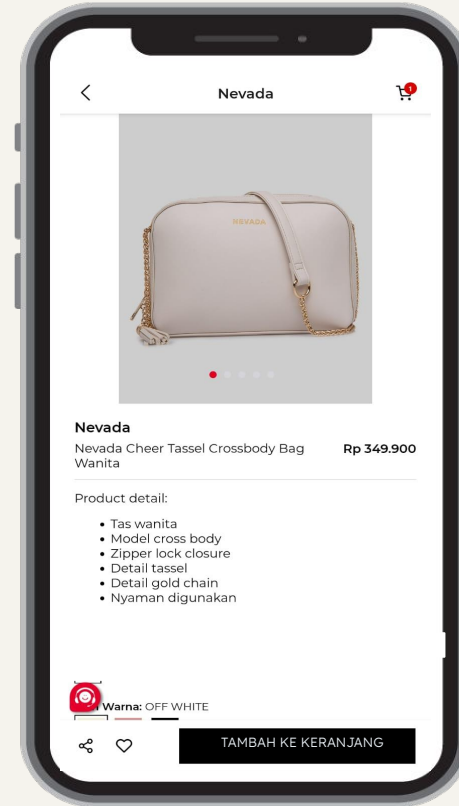
Solution
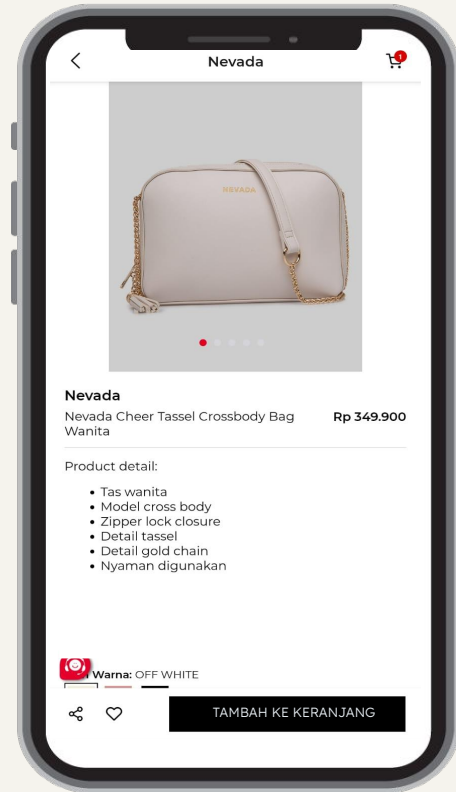
1. Change the CTA phrase so that it makes sense to the actual purpose. 'Tambah Ke Keranjang' clearly tells the user to add the product they desired to their cart.

2. Remove 'PANDUAN UKURAN' and 'Pilih Ukuran' because they are unnecessary. The product displayed is women crossbody bag that doesn't need size measurement.
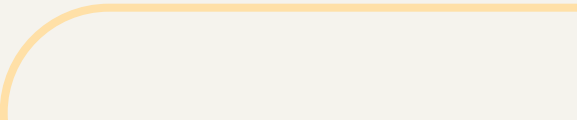
Before
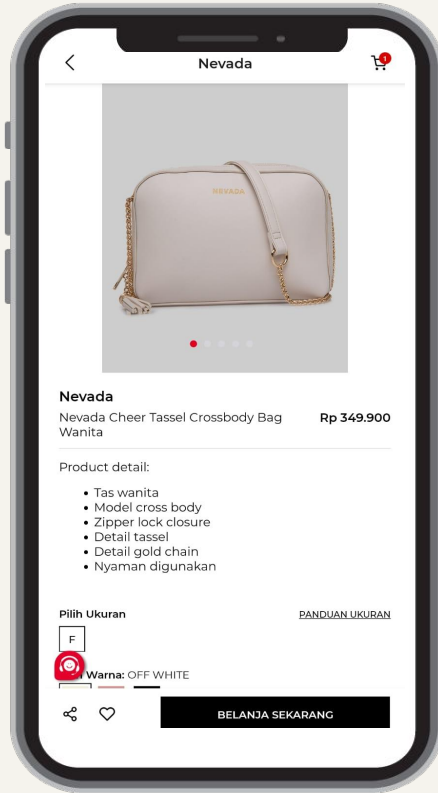
After

To conclude

UX Writing isn't just writing. It's really challenging because there are many important aspects that can't be overlooked. One of the goals is to create intuitive and user-friendly experience when using the app or website.

Thanks!

Let's get connected

www.linkedin.com/in/nisa-ulfatimah