

Portfolio

Tami Wulandari

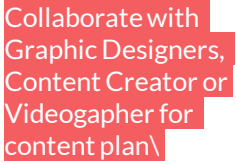
Hi! Welcome to my portfolio.

First, I'll walk you through a different kind of content.

Hope you enjoy the reading!

Social Media

**JHL Solitaire &
All Outlets under
JHL Solitaire**



Gue Sehat & Teman Bumil



SEO Content

To access the articles, please tap on each screen.

Find more articles written by me [here!](#)



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UX Writing

Scenario

Good Doctor

App

Users complaint on Good Doctor's social media pages because Good Doctor hotline call which users access through the mobile app is busy. How would I write the copies in this situation?

Problem

Users complain on Good Doctor's social media pages because Good Doctor hotline call is busy.

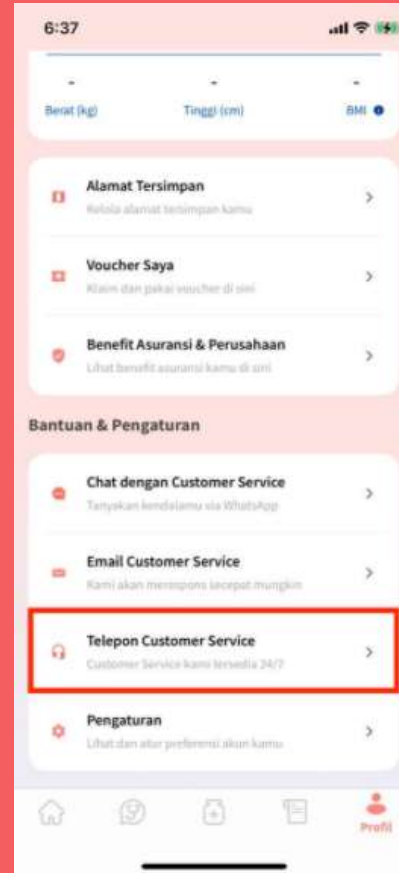
Goal

Encourage users to avoid calling the customer service hotline since each call will be lengthy. CS team can effectively support users via WhatsApp and Email, which reduces the number of complaints on Good Doctor's social media pages.

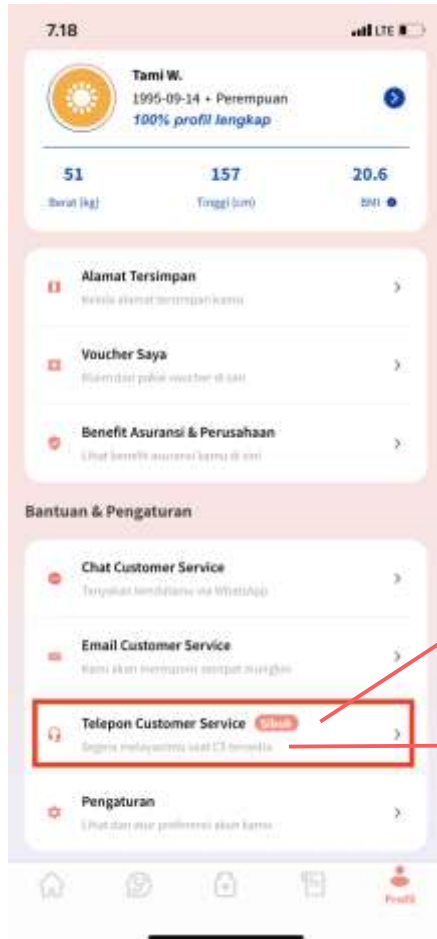
Solution

Users need instant solutions to their problems. They might think they will get faster responses by contacting CS through phone calls. We should provide information about the actual situation and give them another option to contact CS through WhatsApp or Email.

Previous screen



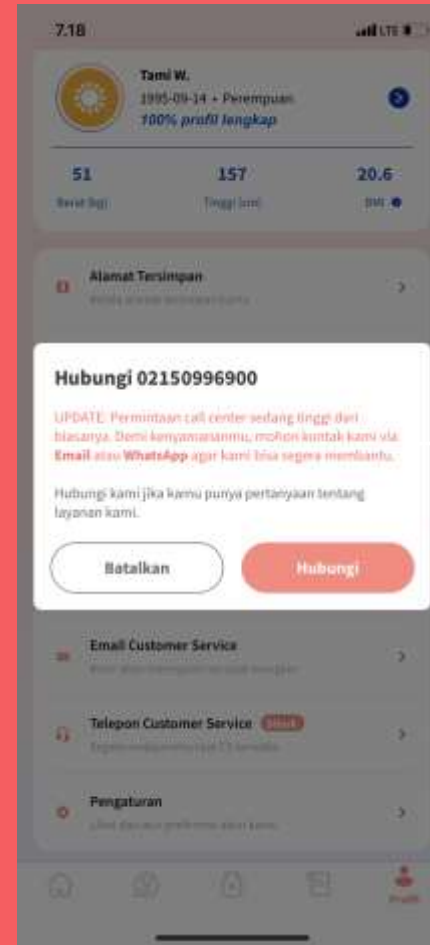
The copies aren't relevant to the situation.



Why I wrote this?

We need to inform users shortly about the actual situation. We want to sound straight to the point and clear.

These copies will show users that we're approachable and make them feel calmer with the situation they face. We want to demonstrate that we're aware of their pain points and try to solve their problems.



Why I wrote this?

If users still insist to call CS, we try to emphasize to users about the current situations and provide another solution by contacting us through Email or WhatsApp. These copies will help users what to do next if they need to contact our CS team.

**To increase awareness, traffic, or conversions,
KOL Collaborations & Marketing Activations
are also needed.**

KOL Collaboration

Expert & KOL Collboration



During my time working
at GueSehat,
TemanBumil &
JHL Soliaire



Marketing Activation

Marketing Activation

ACQUA
Spa & Wellness

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Empower *Focus & Clarity*



With Jull B.P.
(Healing Sound Practitioner)

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Marclesia Karim

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During my time working
at JHL Solitaire

That's all.

Thank you for stopping by!