

Writing Portfolio

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Hi! Welcome to my portfolio.

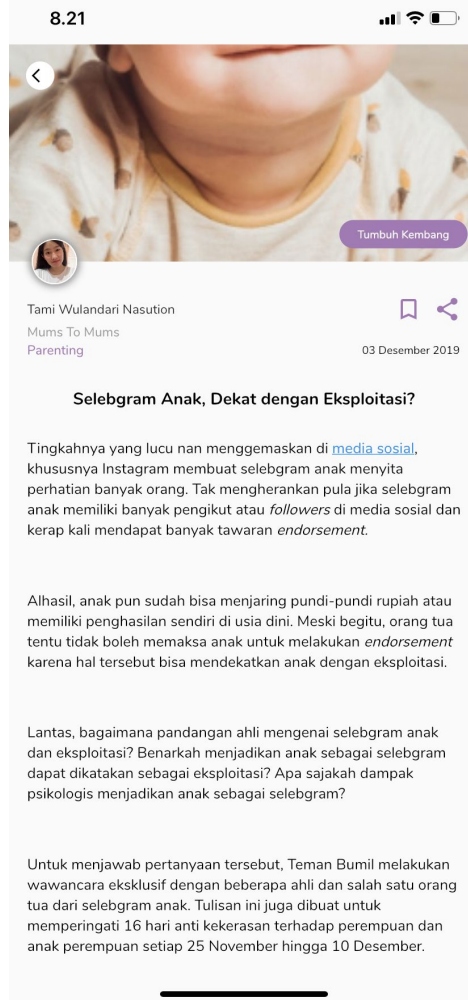
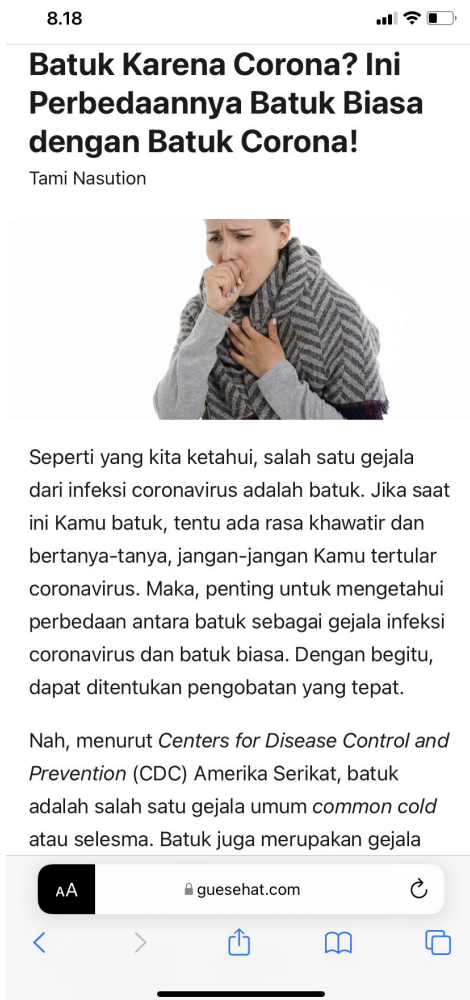
I'll walk you through a different kind of writing.

Hope you enjoy the reading!

Content Writing

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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.

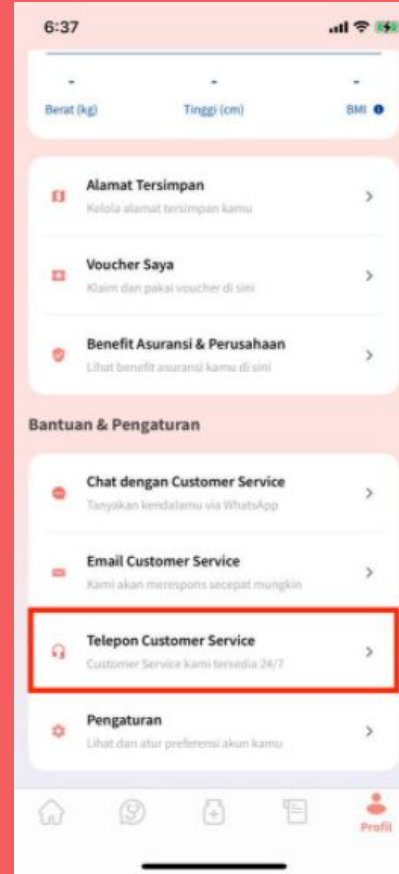
Goal

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.

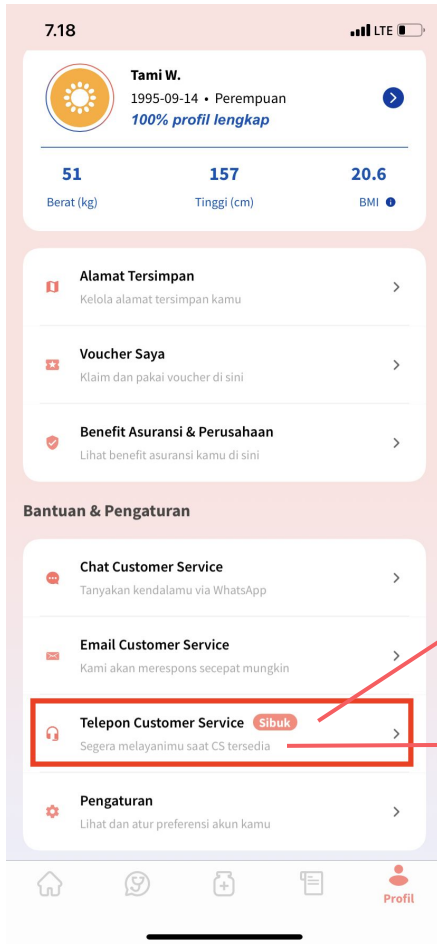
Solution

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



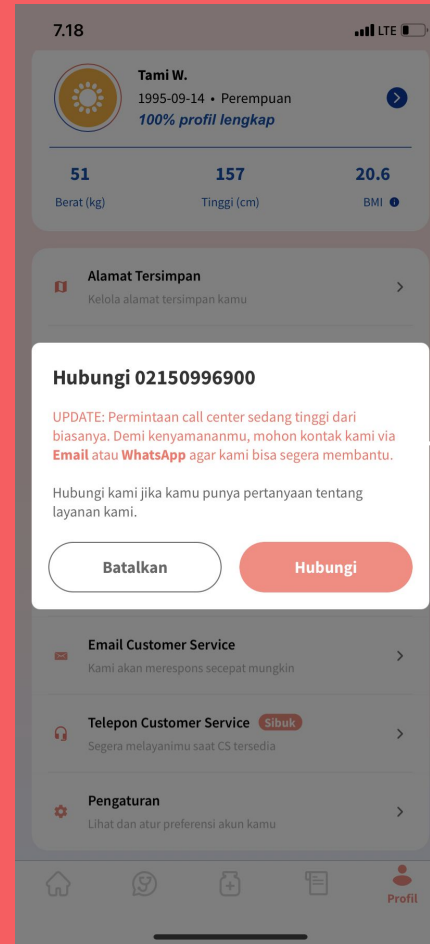
The copies aren't relevant to the situation.



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.

That's all.

Thank you for stopping by!