

Library of Messages

Problem

Across 6+ external-facing applications, there was no standard messaging or phrasing for text. Within the same application, verbiage for the same user experience and concepts differed within the same flow, or even across the same page. This lack of consistency negatively affected the user experience and user perception and trust of our applications.

How I helped

- Reached out to SMEs and product owners to gather their most used and created messages
- Prioritized received messages based on frequency of use across applications and visibility patterns for users
- Rewrote messaging using the established tone of voice to improve clarity and consistency
- Compiled messages into a consumable resource, categorized by message type and then user scenario

Deliverables

Using the company's established intranet and working around its limitations, we provided a sortable and searchable library of messages for easy consumption across the organization.

[+ New](#)
[Send to](#)
[Promote](#)
[Page details](#)
[Immersive Reader](#)
[Analytics](#)
Published 7/28/2022 [Edit](#) [Share](#)

Library of Messages

What is the library?

The Library of Messages is a resource for you to find and use the most common messages for your applications. Using messages from the library supports consistency across applications and ensures the correct [tone of voice](#) is used.

How to use the library

You can view the entire library or filtered lists by using the links below.

[View the library](#)

You can filter the library by message type and scenario. (See instructions in the sidebar to the right.)

Types of Messages

These are the definitions for the categories of messages we've included in the library. We understand there will be some grey areas, but we offer these descriptions to help you filter and find what you are looking for quickly.

Error Messages

Warning Messages

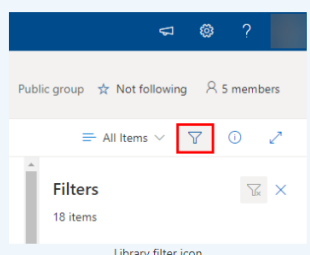
Validation Messages

Have feedback?

[Let us know](#) your feedback or request coaching or new messages.

Filter the library

When [viewing the entire library](#), you can filter by message type and/or scenario.



You can also use **CTRL+F** to search for specific terms.

[+ New](#)
[Send to](#)
[Promote](#)
[Page details](#)
[Immersive Reader](#)
[Analytics](#)
Published 7/28/2022 [Edit](#) [Share](#)

Types of Messages

These are the definitions for the categories of messages we've included in the library. We understand there will be some grey areas, but we offer these descriptions to help you filter and find what you are looking for quickly.

Error Messages

Error messages tell the user something went wrong or there is an issue they need to address. This could be a system or business rule issue.

[View Error Messages](#)

Warning Messages

Warning messages inform the user of consequences of an action and give them a chance to make changes before committing to the action. Warning messages do not prevent the user from moving forward.

[View Warning Messages](#)

Validation Messages

Validation messages inform the user they need to enter or modify information. Be specific about what is missing or incorrect where possible and avoid generic statements. The entry or correction is required before the user can move forward.

[View Validation Messages](#)

Success Messages

Success messages tell the user their action was successful. Success messages should be concise but provide certainty.

[View Success Messages](#)

Informational Messages

Informational messages give the user proactive information that is helpful but not critical to immediately continuing to use the system.

[View Informational Messages](#)

Empty State Messages

Empty state text displays when the intended or expected information is not available or for first-time use of a feature or tool.

[View Empty State Messages](#)

Published 7/28/2022 [Edit](#) [Share](#)

Filters

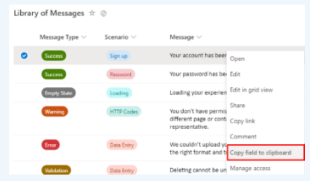
18 items

Library filter icon

You can also use **CTRL+F** to search for specific terms.

Copy Messages

To copy a message, right-click on the message and select "Copy field to clipboard".



Changelog

View a [record of updates and changes](#) to the library.

Library of Messages: Empty state messages

Share Export Automate Integrate ...

Library of Messages ☆

Message Type	Scenario	Message	Example	Notes
Empty State	General Template	We're sorry; [item/results] took too long to load. Please wait [timeframe] and try again. [button: Try again]		
Empty State	General Template	We're sorry; [item/results] took too long to load. Please wait [timeframe] and try again. If this problem continues, please contact [relevant contact].		
Empty State	Permission Template	You currently don't have access to [object]. To request access, [action].		
Empty State	Loading	Loading...		This should be accompanied by the recommended loading visual from Enterprise Design System.
Empty State	Loading	This is taking longer than expected. Please try reloading the page.		
Empty State	Onboard Template	Welcome to [Application]. [Action to [complete a task].	Welcome to [Application]. Select a date to start a quote.	
Empty State	Onboard Template	Start by [action].	Start by searching for a customer.	
Empty State	Onboard Template	Your [objects] will display here. [Action] to start receiving [objects].	Your alert notifications will display here. Set up new alerts to start receiving	

Library of Messages: Error messages

Share Export Automate Integrate ...

Library of Messages ☆

Message Type ↑	Scenario ↓	Message	Example	Notes
Empty state	Template	We couldn't find any updates for [item] yet. Please check back later.		
Error	General Template	We couldn't [action the user wanted]. Please [action that resolves the issue]. [optional addition: See [resource link] for more details.]	We couldn't submit your order. Please enter a valid postal code for the destination and	
Error	HTTP Codes	Your request could not be completed. Please try again later. (Code 400)		Code 400
Error	HTTP Codes	Your session has expired. Please refresh the page to log in again. (Code 401)		Code 401
Error	HTTP Codes	This [object] requires permission to view. Please try a different [object] or contact your [redacted] representative. (Code 403)		Code 403
Error	HTTP Codes Template	Something went wrong. Please wait [timeframe] and try again. (Code 429)		Code 429
Error	HTTP Codes Template	We're currently updating [application] to provide you a better experience. Please try again later. (Code 503)		Code 503 This also applies to server capacity issues, but we don't need to surface that to the user. If the downtime is anticipated, this should be previously communicated to users.
Error	HTTP Codes Template	The request took too long to process. Please try again in [timeframe].		Code 504

Library of Messages: Information and Success messages

Message Type ↑	Scenario ↓	Message	Example	Notes
	Template			
Information	Account recovery	Forgot your username?		
Information	Account recovery	Forgot your password?		
Information	General	[##] [items] selected	10 documents selected	Intended for multiple row selections within a grid or table.
	Template		5 orders selected	
Success	General	[Setting/Object] saved successfully		
	Template			
Success	General	You're ready to [action].	You're ready to get started.	The [action] text can be a link or on a button. Make sure to phrase the [action] as the benefit the user receives. If you
	Template			
Success	Sign up	Please check your email to confirm your email address.		
Success	General	[Setting/Object] updated successfully.		
	Template			
Success	Sign up	We've created your account.		
Success	Password	We've updated your password.		
Success	Email	Thank you for confirming your email address: [email address]		
	Template			

Results

200+ IT professionals (product owners, SMEs, and engineers) used the Library of Messages as a resource for their applications. These predefined messages supported a unified tone of voice, as well as consistency and clarity in messaging across 6+ external-facing applications, increasing customer trust and satisfaction.

Users of the library frequently reached out to thank us for the resource and comment on how much time and effort it saved them.