

UX Writing Challenge: Day 1

Writing for an app

Scenario: A traveler is in an airport waiting for the last leg of a flight home when their flight gets abruptly canceled due to bad weather.

Challenge: Write a message from the airline app notifying them of the cancellation and what they need to do next.

Headline: 45 characters

Body: 175 characters max

Button(s): 25 characters max

I made this change to indicate what is to go there. In addition, by the message being 159 characters in length, I've ensured that this field can accommodate a first name of up to 16 characters in length

My work:

Head: Your flight update

I made this change so that the connotation is positive (it feels like a reveal) and the latest, "in-the-moment news", psychologically relegating the flight cancellation to "old news."

Body: [NAME], we're sorry that your flight has been cancelled. But here's there's good news: your seat has been reserved on the next flight & you get a free beverage of your choice.

Button: Yes, get me there now!
Yes, let's do this!

I made this edit for several reasons: To add to the positive tone of the message; to engage the recipient in a playful way; and to provide the connotation that "we're in this together, in essence, to show empathy."

UX Writing Challenge: Day 2

Scenario: A user is a working parent, and a big sports fan, in the midst of their favorite sports season who can no longer attend games.

Challenge: Write a promotional screen for an app that lets a user choose teams, sends game reminders, real-time score updates and highlight videos.

Headline: 40 characters max

Body: 175 characters max

Button(s): 25 characters max

HEADLINE: [NAME], don't miss the next game

BODY: Life's busy. We get it. But don't miss out on game day. Choose your teams, get game reminders, real-time score updates and highlight videos right to your phone. It's game on!

BUTTON: Count me in!

UX Writing Challenge: Day 3

Scenario: The user entered the wrong email address to sign in to their account.

Challenge: Tell the user to enter the right email.

40 characters max

COPY: Are you sure that's the right address?

UX Writing Challenge: Day 4

Scenario: A user is in their favorite supermarket. They open the supermarket's app on their phone to see what's on sale and are greeted by a promotion.

Challenge: Write a promotional home screen for a subscription service that delivers groceries to the user once-a-month for a flat fee.

Headline: 45 characters max

Body: 175 characters max

Button(s): 25 characters max

VERSION #1:

HEAD: [NAME], you could be home now.

BODY: You could be home now, your groceries at the door. So sign-up now for our new grocery delivery service. For one flat monthly fee, you get your groceries delivered.

BUTTON: Sign me up now!

VERSION #2:

HEAD: [NAME], ditch your cart

BODY: Ditch your cart and sign-up now for our new grocery delivery service. For one flat monthly fee, you get your groceries delivered directly to your door. (No carts allowed.)

BUTTON: Sign me up now!

UX Writing Challenge: Day 5

Scenario: The user works in graphic design. While critiquing a design in a mobile app, their phone abruptly turns off. When they restart the phone, they reopen the app.

Challenge: Write a message that the user will read immediately upon opening the app. What do they need to know? What steps (if any) do they need to take to recover their content? What if they can't recover the content?

Headline: 40 characters max

Body: 140 characters max

Button(s): 20 characters max

RECOVER:

Headline: Hold on. Help's on the way.

Alt head #1: Don't worry. All is not lost.

Body: Your work is still here. Just click and you're right back where you left off.

Button(s): Restore now!

CAN'T RECOVER:

Headline: [NAME], we're so sorry.

Body: Wish we didn't have to say this: your work can't be recovered. But we want to make it right, so have a free month on us.

Button: Getmy free month.

UX Writing Challenge: Day 6

Scenario: It's Monday. A user has just gotten into their car to drive to work. They plug their phone into the car and

start driving.

Challenge: How would you let the user know there's a fire happening in a nearby town that is causing road closures? The effect on their commute is unknown, but there is a definite danger if the fire gets closer. How do you communicate this to them? When? Write it.

Headline: 30 characters max

Body: 45 characters max

Hint: You can use negativity and 'click-bait' tactics to get a user's attention as a force for good. Seriously, [check out this article](#).

Post to [Facebook](#) for feedback

Headline: Danger! Fire along the 526.
Body: Take alternate route or remain at home.

UX Writing Challenge: Day 7

Scenario: A sports fan is at a wedding while their favorite team is playing against their arch-rivals. Their team scores.

Challenge: How would you, quickly, let the sports fan know about the latest play, the current score, and the key players? Write it.

Headline: 30 characters max

Body: 45 characters max

Hint: Alert dialogs for mobile devices are usually never generous with the character "budget." Also, the user will (at best) "glance" at the screen with limited attention to spare. Make every word meaningful—and blank spaces *do* count.

Get feedback on [Facebook](#)

HEAD: Score!

BODY: Now 21 to 20.

UX Writing Challenge: Day 8

Scenario: The user is a casual music fan and (on occasion) goes to live concerts. They have a music player app on their phone.

Challenge: Tell the user that one of their favorite bands is playing live in their town. How would you compel them to want to go?

Headline: 30 characters max

Body: 45 characters max

Button: 25 characters

Hint: People reflexively dismiss app notifications even if they're important. Front-load the message with the most useful information. That way, you stand the best chance of getting the user's attention.

Post to Facebook for feedback

HEAD: [NAME OF BAND] is coming!
ALT HEAD: See [NAME OF BAND] live!
BODY: Live in concert on [DATE].
ALT BODY: In concert on [DATE].
BUTTON: Get tix now!

This message is sent to you because you subscribed to the Daily UX Writing Challenge newsletter. If you are not interested in receiving more emails from us, just hit unsubs

UX Writing Challenge: Day 9

Scenario: The user is trying to rent a car using an application but the credit card on file has expired.

Challenge: Write them an error message so that they can correct the problem.

Headline: 30 characters

Body: 45 characters

Hint: Helping to solve sticky problems fast is one of the most important jobs that a UX writer does. This is one of those problems. The user may be vulnerable. Be clear, compassionate and concise.

Post to Facebook for feedback

HEAD: Your credit card has expired.
BODY: Sorry for the inconvenience. Please update.

UX Writing Challenge: Day 10

Scenario: The user is trying to view a website to help them buy a car. But, the content can't load without the user's location. They need to enter their ZIP code and first name.

Challenge: Ask them where they live and who they are without sounding like you're unnecessarily mining their data.

Headline: 25 characters

Body: 45 characters

Button: 15 characters*

Hint: Users aren't dumb. When you prompt them to enter personally identifiable info (PII) you're basically asking them to "pay" with their data. Always let them know what they're getting out of the deal.

*Persuasive button copy *can* help you close.

Post to [Facebook](#) for feedback

UX Writing Challenge: Day 11

Scenario: An elderly user is doing a Google search to find an easy way to buy contact lenses online.

Challenge: Write a title and meta description for a website that sells subscription contact lenses delivered to a user every 30 days—convince them to try it.

Title: 60 characters max

Meta Description: 160 characters max

Hint: This challenge is all about writing useful metadata for users first, and search engines second. What the hell are we talking about? Here are a few quick "WTF" articles on search engine optimization (SEO) and UX writing.

[How to write title tags](#)

[How to write meta descriptions](#)

[Seo and UX writing; a short primer](#)

UX Writing Challenge: Day 12

Scenario: A user is creating an account. When they come to the step where they are asked to enter their name, they get an error message. A fraud detection software thinks their name is fake—but it's wrong 5% of the time.

Challenge: Write an error message that prompts them to fix the error without shaming them for having a fake-sounding name.

45 characters max

Sound weird? Need some assistance? We wrote an article on "[How to write with empathy when there is no "answer" to an error](#)".

Post to [Facebook](#) for feedback

UX Writing Challenge: Day 13

Scenario: A short-haul truck driver has a phone app that monitors his route, schedule, fuel & deliveries.

He has 6 more deliveries before stopping for fuel and lunch. Due to unexpected traffic, he's behind schedule.

He can choose to stay on his planned route for a few more stops, but risk running low on fuel and missing lunch, or he can get fuel and lunch now and finish the deliveries later.

Challenge: Write a push notification alerting him of this dilemma and options.

Headline: 30 characters max

Body: 45 characters max

Button(s): 25 characters max

Hint: Before you write your solution, try and empathize with the litany of crap that a truck driver probably has to put up with on any given workday. Once you feel like you have some perspective, give this challenge a shot.

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