

UI Writing Example: Internal Productivity Tools Help Hub

Polished case study based on UI microcopy written for an internal help hub supporting common workplace tools and troubleshooting flows.

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|----------------------|---|-----------------|--|
| Document Type | UI writing case study | Audience | Employees using internal productivity tools |
| Focus | Microcopy, support flows, and action-oriented UX language | Goal | Help users resolve common issues quickly and confidently |

Overview: Workmates frequently use tools such as Slack, Google Workspace, Zoom, and Microsoft 365 to collaborate across teams. This feature introduces a centralized help hub where employees can quickly find troubleshooting resources, setup guidance, and support options. The writing goal is to help users understand what to do next with clear, concise microcopy.

1. Entry Point: Horizon Help Hub Homepage

| Page Title | Page Description | Search Placeholder |
|------------|---|--|
| Help Hub | Find quick answers, troubleshooting guides, and setup instructions for the tools you use every day. | Search for help with Slack, Zoom, Google Drive, and more |

Category labels: Slack, Google Workspace, Zoom, Microsoft 365, Account Access

Call to action: **Level Up Your Skills**

2. Example Flow: Google Drive Troubleshooting

| Element | Microcopy |
|-------------------|---|
| Page Title | Get Help With Access Issues |
| Short Description | Having trouble connecting Drive to your Workday account? Try the steps below to reconnect your account. |
| Primary Button | Reconnect Drive |
| Secondary Button | Submit |

3. Message States

| State | Copy |
|---------------|--|
| Error Message | We couldn't sign you in to Google Drive. Your session may have expired, or your account may need to be reconnected. Action: Sign in again |

| | |
|-----------------|---|
| Empty State | No recent help requests You're all set. If something isn't working, search the Help Center to find troubleshooting steps. Action: Search Help Articles |
| Success Message | Slack successfully reconnected. You can now continue using Slack normally. |
| Tooltip | Need help finding the right article? Try searching for the tool name or the issue you're experiencing. |

4. UX Writing Decisions

- **Clear, action-oriented language:** Buttons and instructions focus on what the user should do next, such as *Reconnect Slack*, *Sign in again*, and *Search Help Articles*.
- **Short, scannable instructions:** Content was written for users who are actively working and need quick support, so longer explanations were replaced with concise guidance and direct actions.
- **Friendly but professional tone:** The voice is supportive without becoming overly technical, helping users feel guided rather than overwhelmed.

5. Outcome

- Helps employees quickly identify the issue they are experiencing
- Clarifies the next action they should take
- Supports self-service resolution for common issues without contacting IT
- Improves the overall employee experience with internal tools

Portfolio note: This sample was adapted from the original five-page document into a cleaner UI writing case study with stronger hierarchy, grouped message states, and a more polished technical portfolio presentation.