

Banner text for an in-app purchase. *Maybe*: *Interactive's* mobile games drew a romance-focused audience. Users' top priority was to grow closer to their love interest, Jason. I used short, simple text to drive users toward purchases that served this goal.



A paid outfit choice for *Maybe: Interactive's* games. I used a short line to encourage users to purchase a pretty outfit. The description of the dress was developed early in the product cycle. It was purposefully generic in order to accommodate the art team's decisions about style and color.



Banner text after an in-app purchase. This line served as a callback for a previous user purchase. The callback reminded users that they pleased their love interest and achieved their purchase goals. Additionally, it encouraged users to make future purchases by putting their actions in a positive light.

