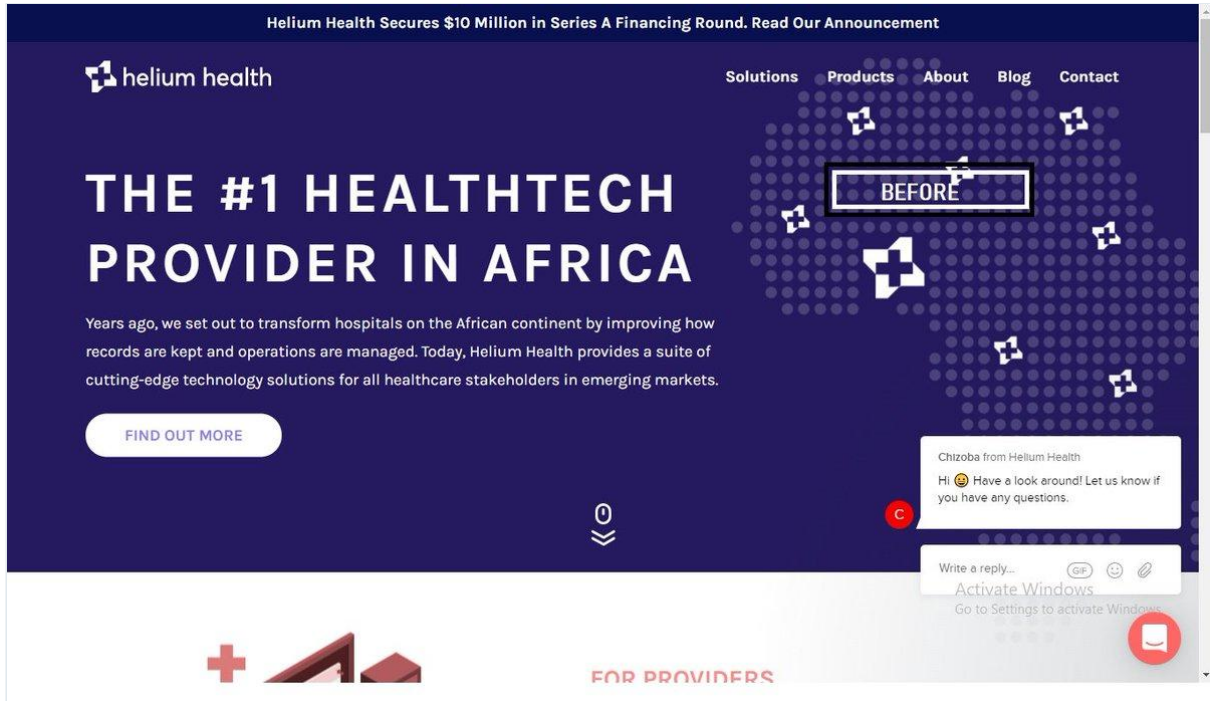


SAMPLE CASE 1:

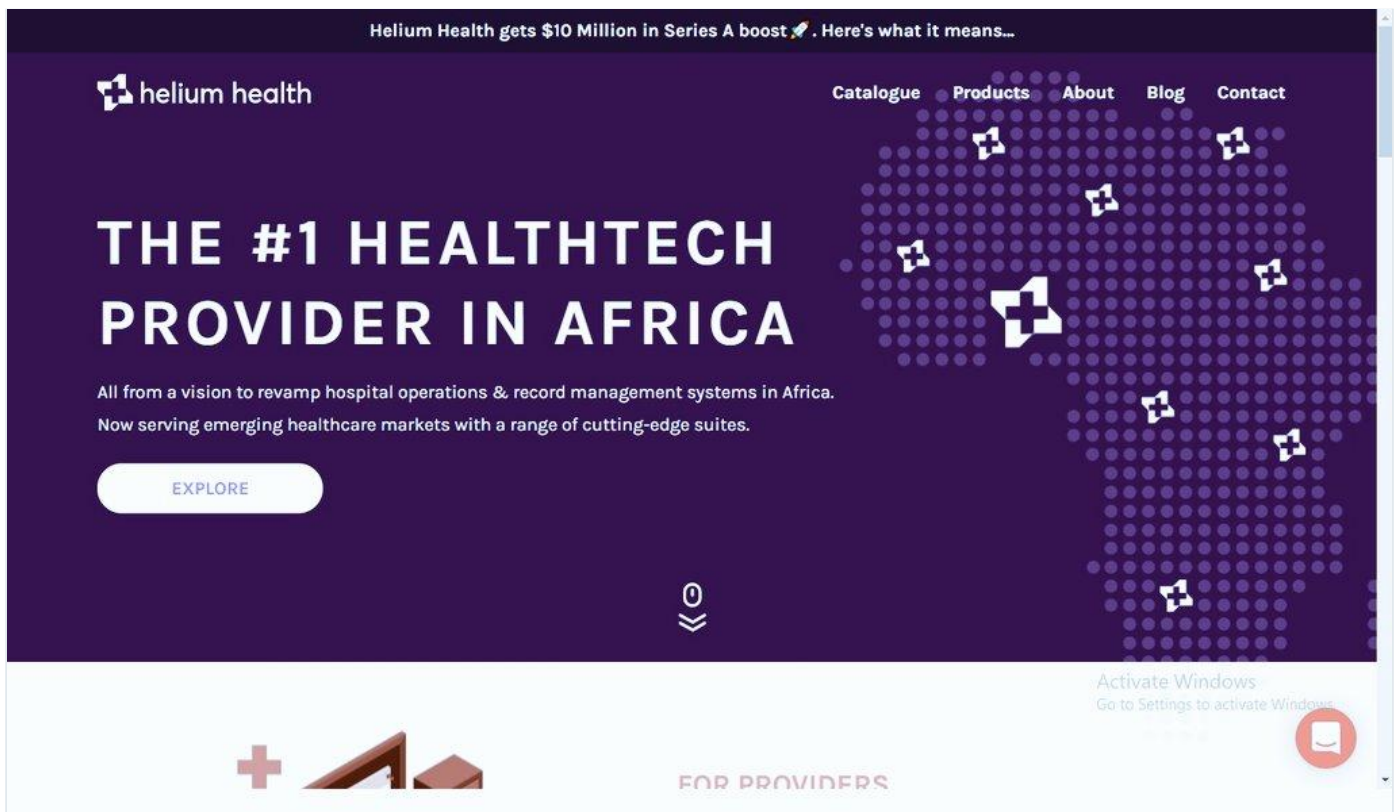
- Helium Health @HeliumHealth

Before & After (Microcopy)

BEFORE



AFTER



My design thinking -

Without trying to knock anybody's work. HealthTech products are notorious for not-so-great copy. In their defence, priority is on making features work.

Starting from the top in the previous pic, the "solutions" ' ' tab was contradictory product wise because helium is in itself a solution based on the text box on the same page .

That tab contained all the guides for every buyer persona for helium but it more likely mistaken for product tab

I have other reasons but my solution was differentiation by using the word "Catalogue"

Benefits

Marketing (It helps SEO wise)

UX (I can find what I am looking for without needless confusion)

Copy/Grammar (it fits and not too high on grammar scale)

Next,

The announcement of the series A funding.

From an obvious marketing view, if I created a funnel to lead people to my blog,I may have just shot myself in the foot.

Relying on that popular saying on brevity, I tried to get attention and keep it brief with my alternative headline

Finally for the CTA and the text box above.

I took a cue from top brands regarding brand retention and tried to cut the wording into 2 lines for visual symmetry and ease of knowledge.

SAMPLE CASE 2:

- Coinbase @Coinbase

Before & After (Microcopy)

BEFORE

The screenshot shows the Coinbase homepage with the following elements:

- Navigation bar: coinbase, Prices, Learn, Individuals, Businesses, Developers, Company, Sign in, Get started
- CTA: Jump start your portfolio →
- Headline: Jump start your crypto portfolio
- Text: Coinbase is the easiest place to buy and sell cryptocurrency. Sign up and get started today.
- Form: Email address input field, Get started button
- Image: Mobile app interface showing Portfolio balance \$1,176.11, a price chart, and asset holdings: Cash (USD) \$59.08, USD Coin 1.25% APY \$439.42, Bitcoin \$677.50.

AFTER

The screenshot shows the updated Coinbase homepage with the following changes:

- Navigation bar: coinbase, Markets, Support, Individuals, Businesses, Developers, Company, Login, Get started
- CTA: Launch your portfolio →
- Headline: Kickstart your crypto journey
- Text: Coinbase is the easiest place to manage, buy and sell crypto assets. Sign up to get started.
- Form: Email address input field, Get started button
- Image: Mobile app interface (identical to the 'Before' version)
- Overlay: A dark grey box with the text "Press F11 to exit full screen" is positioned over the top navigation bar.

My design thinking -

Coinbase serves as one of the biggest DeFi and crypto currency service providers. It caters to mid and high level holders of Crypto, NFT and DeFi traders.

My goal was having an easy experience that be enjoyed by old timer and newbies to crypto exchanges

1st Change - Changing the word "Price" to "MARKETS" because to a newbie it can be mistaken for pricing of the service when it is meant to indicate market value of crypto asset at any period.

2nd Changes - "Learn" was changed to "support" for several reasons

- The FAQ and general self help topic were located in this tab
- There was a chat bot for help, but for accessibility choosing this word remove any ambiguity

3rd Changes - Changing the CTA box text

To reduce the negative spacing and ensure a clear copy that has as sales tone

So I changed **jumpstart** to **launch** which best suit this context and lexicon of crypto

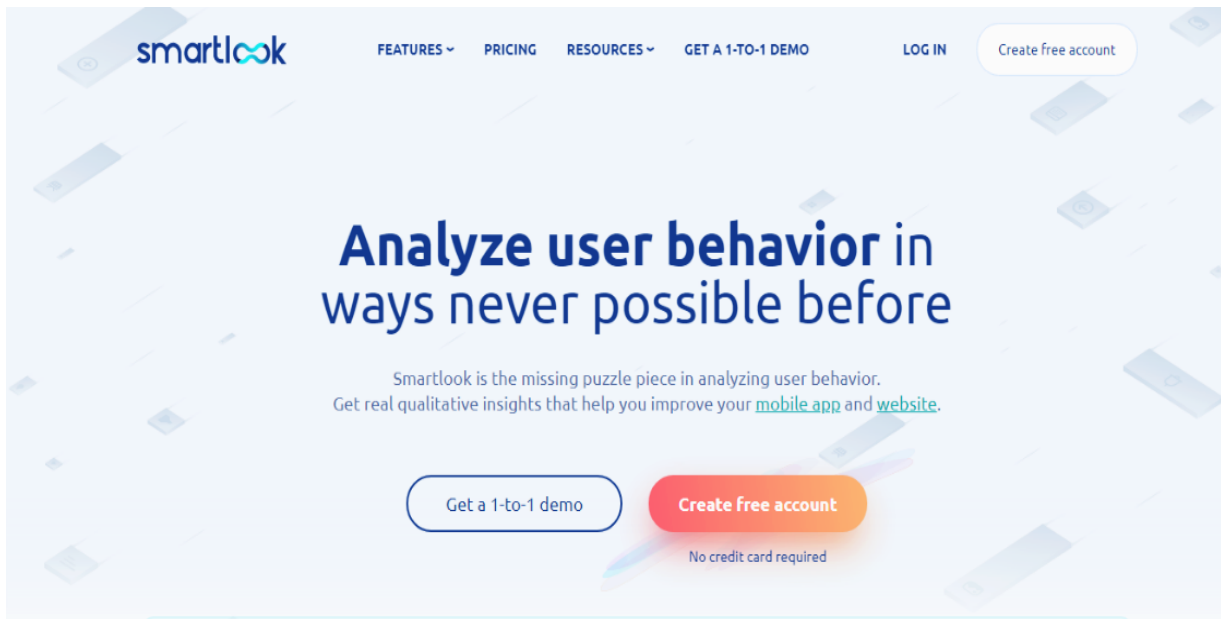
Furthermore I avoid repetitive language in the preceding text to be straight to the point and be clear while capturing what coinbase does with other crypto assets like NFT etc. I also decided to add the word **manage** is used because not all assets are bought and sold. Instead some are staked or auctioned which will appear sensible to crypto natives.

SAMPLE CASE 3:

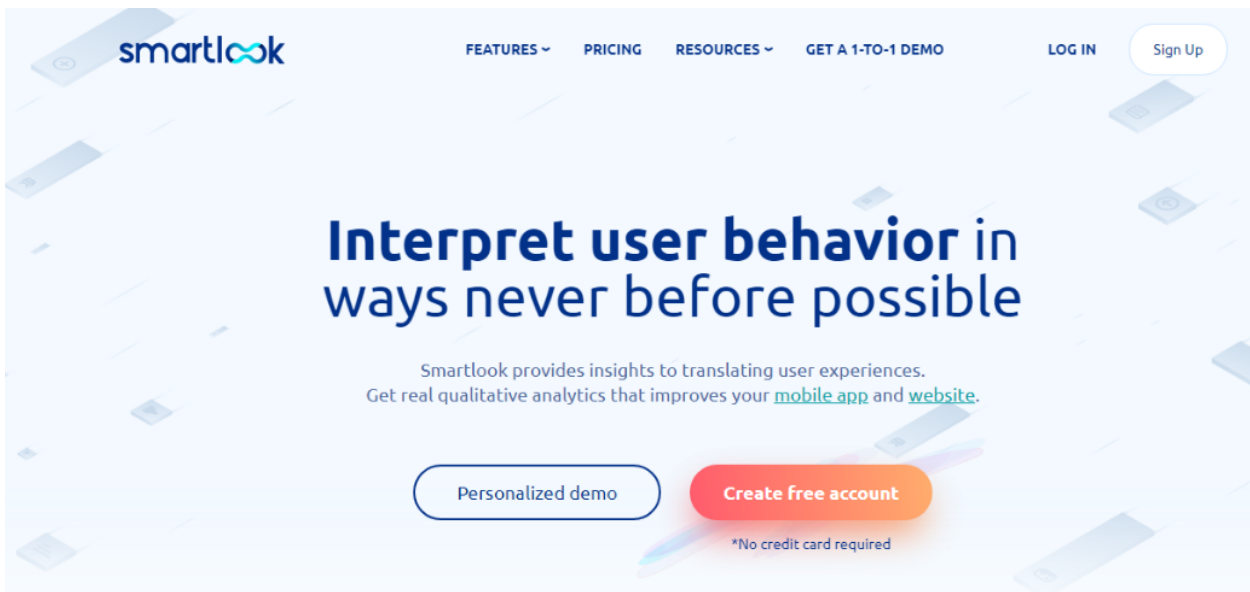
- Smartlook @getSmartlook

Before & After (Microcopy)

BEFORE



AFTER



My design thinking : The copy was basically okay. However, this brand required a certain look of sophistication, in addition to ease in its CTA when compared to its competition.

My changes included using standard ux terminologies in the CTA buttons. Also I elevated to sales copy to have more clarity of it offering and the pain point the product