

ITI8740/ITX8522: Software Development Team Project

09. Practical Content: UX Writing Challenge.

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The Challenge

Mini scenarios based on real life situations, for 15 days. The challenge includes character limitations for the headlines, the body and the buttons.

The Problem

Bad UX copy can cause confusion, misconception and lead to different results than what desired. Users can end up frustrated and unable to complete their tasks.

The Purpose

To write the "right" copy, that can properly communicate with the users in order to achieve their goals.

Challenge 1

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 max

Body: 175 characters max

Button(s): 25 characters max

Challenge 2

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

Challenge 3

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

Challenge 4

Scenario: a user is shopping using a price comparison app that boasts “real-time” pricing on items. As they are checking the price of an item, something goes wrong. The problem is unknown.

Challenge: : write a message that informs the user that they cannot access the app right now. You cannot specify "why" the app doesn't work, you also want them to continue using the app.

Headline: 30 characters max

Body: 120 characters max

Button(s): 15 characters max

Challenge 5

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

Challenge 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

Challenges from:
<https://dailyuxwriting.com/>

Thank you!