

**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

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

**Thank you!**