

Microcopy Challenges

Rashi Shetty

“I am ready to face any challenges that
might be foolish enough to face me”





Michael Scott

58, Male

London, Ontario

Not tech-savvy.

Needs to know about everything.
Believes someone is following him.
Wants to keep his data safe.

Impulsive

Dramatic

Loud

Eager

Moody

Curious

Sensitive

#1 CHALLENGE

Scenario: The user is trying to create a personalized TrainLinks schedule. But, the content can't load without the user's location. They need to enter their postal code and name.

Challenge: Ask them where they live and who they are without sounding like you're unnecessarily mining their data.



User Emotion

The user will be curious to know why they need this particular information.



Solution

To inform the user why we need the information. It is important to answer the unsaid questions.

A screenshot of a mobile application interface. At the top, a black status bar shows the time 9:30 and icons for Wi-Fi, signal strength, and battery. Below is a large grey rectangular area. A white rounded rectangle contains the heading "Create personalized trip". Underneath is the text "We need some details to create a trip tailored to your location and preferences!". There are two input fields: "First name" and "Postal code". Below these is the text "Rest assured, we do not store this information." and a blue rounded button labeled "Create my trip". A home indicator bar is visible at the bottom of the screen.

#2 CHALLENGE

Scenario: The user is trying to create a TrainLinks VIP account. The form asks for a variety of information in order for TrainLinks to provide a better experience. There are also privacy and security measures taken in the form that need to be explained to the user.

Challenge: Write the copy for the on-demand UI elements that appear when the user clicks/taps or hovers on the icons in the following two scenarios:



User Emotion

The user would want to know what kind of image to upload.

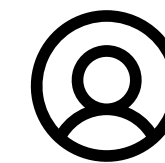


Solution

To give concise and simple information.

The user is uploading a profile image and needs to understand what kind of image to upload. For the best results, the image should be: High-resolution , .jpeg or .png , Less than 10 MB

Profile image ⓘ



Enhance your profile with a picture!
We suggest using JPEG or PNG
and under 10 mb for best results.

#2 CHALLENGE

Scenario: The user is trying to create a TrainLinks VIP account. The form asks for a variety of information in order for TrainLinks to provide a better experience. There are also privacy and security measures taken in the form that need to be explained to the user.

Challenge: Write the copy for the on-demand UI elements that appear when the user clicks/taps or hovers on the icons in the following two scenarios:



User Emotion

The user would feel bored or uninterested in adding another number.



Solution

To give a simple reason why we are asking for an extra number.

The user does not have a recovery phone number associated with their account. Having this information associated with their account will allow TrainLinks to text a recovery code to the phone number in the event that the user is locked out of their account.

Recovery phone number ⓘ

Add phone number

Add a recovery number to help us send you a code when you are locked out of your account. Your privacy is important to us!

#3 CHALLENGE

Scenario: The user is a TrainLinks VIP member and travels frequently for work in business class. They have the TrainLinks app on their phone.

Challenge: Write a message to tell the user that their train, scheduled to leave London, ON at 5:45 pm and arrive in Toronto, ON at 8:30 pm, is delayed by two hours because of inclement weather.



User Emotion

The user is clearly annoyed and would like to immediately know the next steps.



Solution

To give them a reason as well as give them a quick solution.

Uh-oh! Your train is delayed

Due to bad weather conditions, your train from London, ON at 5:45 to Toronto has been delayed for two hours. We are sorry for the delay.

Do you want to book a different train **for free**?

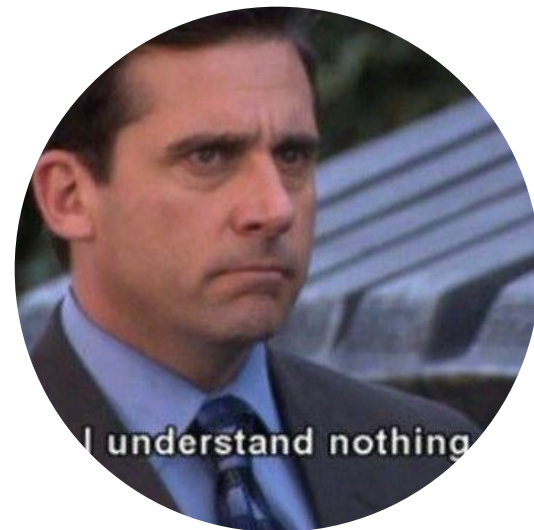
Yes, book different train

No, I will take the same train

#4 CHALLENGE

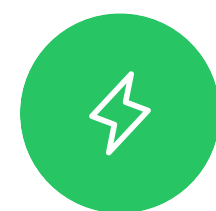
Scenario: A user is trying to buy a ticket using the TrainLinks app but the credit card on file has expired.

Challenge: Write them an error message so that they can correct the problem.



User Emotion

The user is confused and wants to know why he can't book his ticket.



Solution

To give them a solution rather than just showing an error.

Update payment information

Seems like your credit card has expired. Just update your payment details to continue.

Update payment information

#5 CHALLENGE

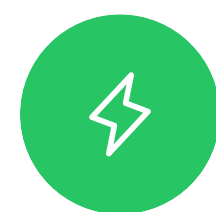
Scenario: A traveler is trying to adjust their settings on the TrainLinks app. They want to turn off email notifications and unsubscribe from the TrainLinks newsletter.

Challenge: Write the microcopy for these actions, and use the wireframe as a guideline to help you understand the potential layout and order of the actions.



User Emotion

The user wants to easily access how he receives communication from the app.



Solution

To mention the benefits of the action, maybe they will change their mind before turning it off.

Communication preferences

Allow email notifications



Email notifications help you stay updated with important information.

Subscribe to our newsletter

Our weekly newsletter is all about travel ideas, discounts and offers.

#6 CHALLENGE

Scenario: A traveler has completed the form to cancel their upcoming, one-way train booking (business class) from Toronto to Ottawa on July 7th. They have pressed the 'Cancel' button.

Challenge: Write the copy for the dialog window that appears when the user has pressed 'cancel', use the wireframe as a guideline. (Hint: the purpose of this window is for the traveler to confirm that they would like to cancel the booking)



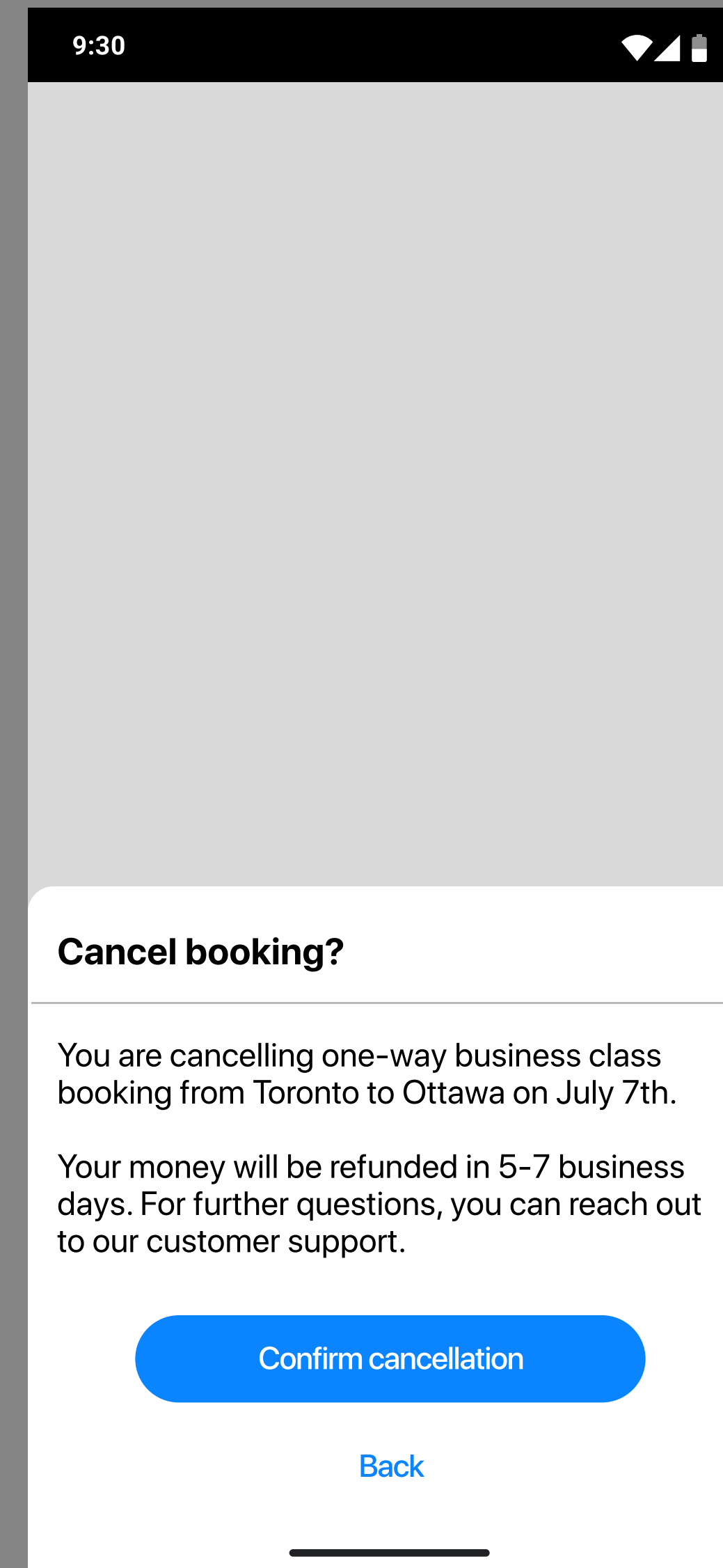
User Emotion

Cancelling the ticket means he is in some urgency and wants the money ASAP.



Solution

To confirm their action and give them their answer.





PERFECTENSCHLAG!