

Your name: Maciej Duraj
Date: 3/01/23

UX writer/Lead Content management administrator challenge

Guidelines

Task 1

Write a few paragraphs about something you're really passionate about. This can be anything from family and friends, to saving the planet, to collecting Harry Potter memorabilia.

Talk about what your passion is and why.

Try and use the guidelines above to write in our style and check spelling and

I have a big passion for studying and reading about history. I think the events of the past shape the present or at least present thought and geopolitics. We can also study events of the past to figure out where certain events might be heading or to find what worked or what didn't in the past to fix current issues we face.

I enjoy reading about historical events and famous battles or warriors of the past. Examples include about the battle of Troy or Homer's Odyssey, which is more of a poem than historical fiction. Another example is a famous Polish novel called The Coming Spring by Stefan Żeromski, but it is also less pure historical and more of a historical fiction of a novel. I also enjoy watching good historical movies if they are at least somewhat historically accurate.

History is very interesting and there are many eras I find interesting and passionate about. From the Egyptian pyramids and the original Pharaohs who were or are mummified to more modern events like the second world war. History is truly fascinating.

grammar.

Task 2

(New task) How I might improve the UX/UI in the image below:

I would make the H1 or title text bolder (maybe this is due to low resolution of image attached however) and stand out more with maybe larger font and a color change (like blue). I would make the body text or copy more connected, or as one paragraph, and without a space in between the two sentences.

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I would also add more white space below it and before the “Your countries linked to the United Kingdom” text appears. I would play around with making the font smaller within this text, but bold or italicized (basically larger than the previous body text but not same as title text). I would also change the phrase “Your countries linked to the United Kingdom” into something that sounds better, or makes more sense, like “Countries connected with this account” or “Countries you have linked to this account” (my choice if it makes sense in this regard, but I would have to study this application to be sure). I would also make titles consistent either like the way it is with everything lower case except initial word and names of software or products (Global View) - or AP style title case.

I would change the “Logged on” and “Link” phrases to the right of the countries that link to the Global View account. Probably “Logged In” vs “Logged on” and all upper case for emphasis since it is only two words. I would play around with changing the linked phrase, but maybe keep it, if I found out how the software linking actually works. Maybe make it more descriptive like “Linked to Account” but this may make it take out too much white space, so this would just be something to consider.

There is a slight difference between “Logged on” and “Logged in”. According to [this explanation](#):

*“ **log on** often means to visit (especially a website), and **log in** means to sign in with a username and password”*

Below this section I would take out a line or a line of white space to make the section below this more consistent with the text above the “Your countries linked to the United Kingdom” text/heading. So, there would be the same amount of white space between the body text above this and under “Global View link management” that starts out with “from here...” and the white space it has until it hits the “Your countries linked to the United Kingdom” text/heading with that of the white space above “Link a country/territory” and the two countries named.

(Please note the image is very low res so the same amount of line spaces or white spaces might exist, but me, it looks slightly different).

I would make the Link a country/territory text also bolder just as I would “Your countries linked to the United Kingdom”. I would make this the same font style and size of both subtitles or headers. Keep in mind I would also change “Link a country/territory” to “Add a country or territory to this account”. This would be longer of a subhead but more consistent with the longer subhead above anyway in the above section or what is currently shown as “Your countries linked to the United Kingdom”, which I would change anyway as suggested above slightly.

Below this I would add a space or line and increase the distance or white space slightly with this subtitle or header with the text below it, which reads currently:

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“To link a country/territory to Global view, you will need to be registered for online banking in that country/territory.”

By adding space here or above this text and below header/subtitle, it would feel less cramped and more in line with the way the text bodies above are below their subtitles or headers. There is slight space below anyway to have the “Continue” and “Back to my accounts” buttons lowered.

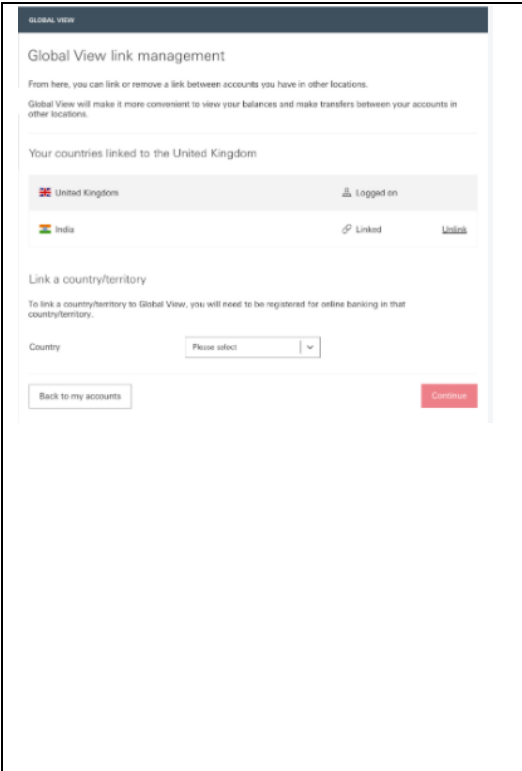
I would change the text mentioned two paragraphs above or the one below “Link a country/territory” to:

“You will need to have registered an online banking account in the country or territory you want to link to your account.”

Finally, I would take out the black bar above in the header, especially since the right side of it is not fully black or there is a column of white space on its right side. This for sure I would change, but more likely I would just take it out and have Global View in the same font and black, font/text instead of the way it is now, which is white.

I would also change the “Continue” button red box or outline of it being red to clear and make Continue in black font to keep consistency with the rest of the text.

Using the wireframe (you can adjust the size), create a short copy deck using the example in Task 2 to help with layout.

	#	Copy	
	Header	Global View	
	Title (h1)	Global View link management	
	Page URL	Unknown	
	Description tags	Link management, global view, United Kingdom links, UK link management	
Body	From here, you can link or remove a link between		

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			accounts you have in other locations.
			Global View will make it more convenient to view your libraries and make transfers between your accounts in other locations.
		CTA	Link or remove a link between accounts

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Task 3

Create an appropriate message for the below scenarios

Scenario	Copy
Known system downtime for essential upgrade	Please be aware that we will be experiencing today (or given period) a system downtime in order for an essential upgrade to take place.
Unexpected error, unable to proceed	There was an unexpected error that occurred, thus try again to proceed.
Payment unable to be processed	Your payment was unfortunately not able to be processed. Thus, you will need to enter your payment detail once again.
Customer completes information incorrectly	Some of the information you entered had errors, so please go over it again to fix the errors present.

Task 4

We're looking at attracting new Mortgage applicants via an innovative new product. Explain how you would go about researching this. You can add screenshots to help.

I would research mortgage software and ways people apply for mortgage including for credit and for finding real estate agents. I would hope the product offers exactly what clients are looking for and I would also compare the product to others on the market already available – such as specialized software or mobile apps specializing in mortgage. I would then look at the strengths of our product and put this at the forefront to clients or advertise/market it and as a UX writer put aspects of this advantage on top of the website copy such as title and other tags.

Basically, a lot of research on the market or topic the app specializes in and comparison to other software available. Then finding the strengths of the software I am covering or working with to highlight these strengths and bring them to potential customers' attention. I will also brain storm and write good taglines or call to action statements based on the strengths of the product or software after research and as I analyze it.

Task 5

Provide a screenshot or two below of what you consider to be a good example of best practice UX copy, and briefly explain why. The example can be from any digital channel and any industry but should reflect a great user experience.

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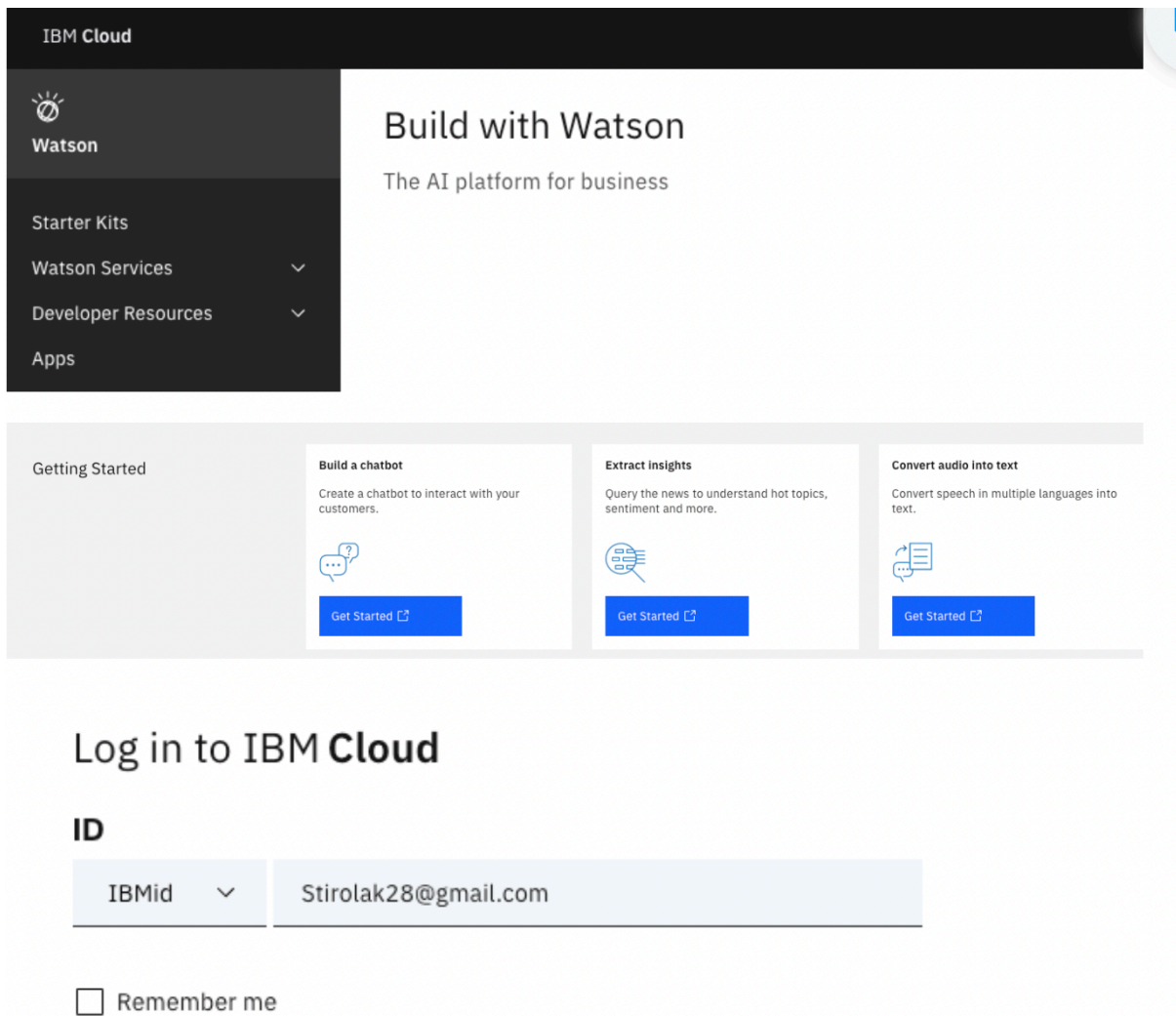
Below is one example from a company called Candy Kittens that puts a microcopy or a short tagline to make customers smile in odd places on its products such as the bottom of the strawberry-flavored sweets below:



Here is another example of good UX design based on this article I wrote and I took this screenshot as I was setting up an IBM Watson chatbot:

<https://www.pluralsight.com/guides/how-to-build-a-chatbot-using-ibm-watson>

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The example above has good UX design or IBM hired a good UX design team (including the UX writer) because it has good use of blue color for the CTA button or simply the get started icon users can click on. It is also spaced nicely and is brief. Meaning, the three selectable windows of microcopy have good and brief writing, explaining the three choices users have, icons showing users visually what they are clicking on, and a nice square button in a different color – blue in this case for users to navigate to simply.

The “log in” section below is also nice and large and there is a lot of white space so users do not get discouraged by walls of text. Everything is simply and all comes from the navigation column on the top left corner.