The Brief

1. A health app to avoid dehydration.

Scenario: A user wants to build a new health habit so they can lose weight. They want to drink 2 litres of water per day, but keep forget- ting to do it.

Task: Write an app notification message to encourage users to drink more water.

UX copy written by ✐olicopy

Headline: Time to drink!

Body: Take a sip of water so you can hit your daily target of 2 litres and shed those pounds.

Buttons: Rehydrate before you dehydrate.

The Brief

2: Grammar and spellcheck app

Scenario: A young professional sends over 50 emails per day at work. Unfortunately, half of these messages have typos, which create a poor impression.

Task: Design a message to gently encourage the user to proofread business emails more carefully before sending them.

UX copy written by ✐olicopy

Headline: Make sure it's ~~write~~ right.

Body: Remember, writing is re-writing. Take another look, read it out loud, or break it into syllables to catch any mistakes.

Buttons: I'm on it.

The Brief

3: Cinema Ticket Booking System

Scenario: A movie fan wants to buy tickets for a new release coming to cinemas tomorrow. They try to buy a movie ticket on a mobile app, and they're unsure if they have received the ticket.

Task: Provide a message to movie ticket buyers after they complete a transaction or to try again if the transaction failed.

UX copy written by ✐olicopy

Headline: Transaction failed.

Body: You're nearly there! We just need your card expiry date.

Buttons: Try again.