

CHALLENGE 1

Scenario

A traveller is in an airport waiting for the last leg of a flight home when their flight gets abruptly cancelled due to bad weather.

Challenge

Write a message from the airline app notifying them of the cancellation and what they need to do next.

Character limits

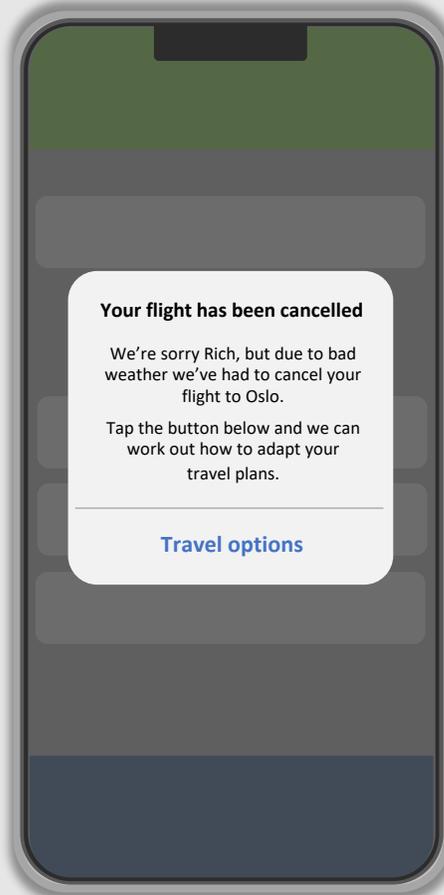
Headline: 45

Body: 175

Button(s): 25

Thinking

Nobody likes bad news. So don't belittle it and don't try to be funny. Just get to the point, be sincere, and do your best to offer a solution.



CHALLENGE 2

Scenario

A user is a working parent and a big sports fan. They're in the midst of their favorite sports season and can no longer attend games.

Challenge

Write a promotional screen for an app that lets a user choose teams, and sends game reminders, real-time score updates and highlight videos.

Character limits

Headline: 40

Body: 175

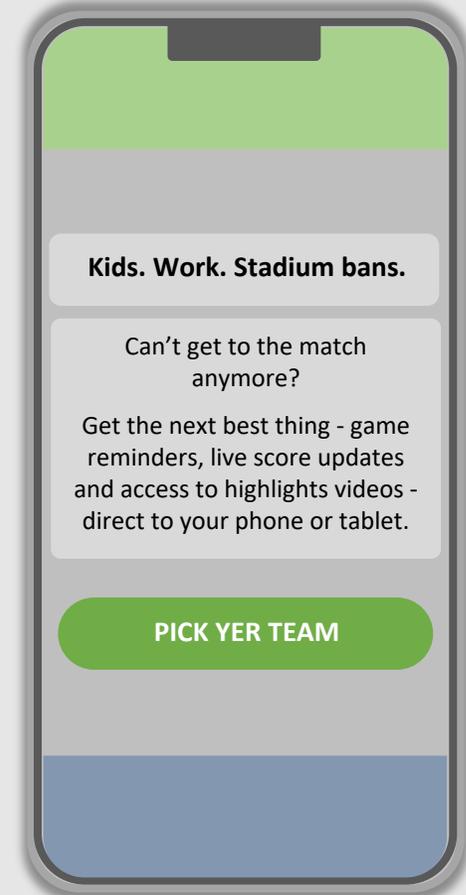
Button(s): 25

Thinking

Whether the messages are for a single or multi-sports app not only influences the explaining copy, but the style of language chosen, too.

I based my messages on an app for football fans only, and went to town, Paddy Power-style!

I also chose modern, informal punctuation rather than the traditionally 'correct' em dash alternative.



R I C H
W R I T E S

CHALLENGE 3

Scenario

The user entered the wrong email address to sign into their account.

Challenge

Tell the user to enter the right email.

Character limits

40

Thinking

Don't insult or patronise users who are in a rush or have forgotten their details.

I've also assumed there will be a 'Set new password' option for those who've forgotten their password (but I avoided specifically suggesting this in case they're adamant they haven't—or on the off-chance the error is occurring due to system issues).



CHALLENGE 4

Scenario

A user is in their favourite 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.

Character limits

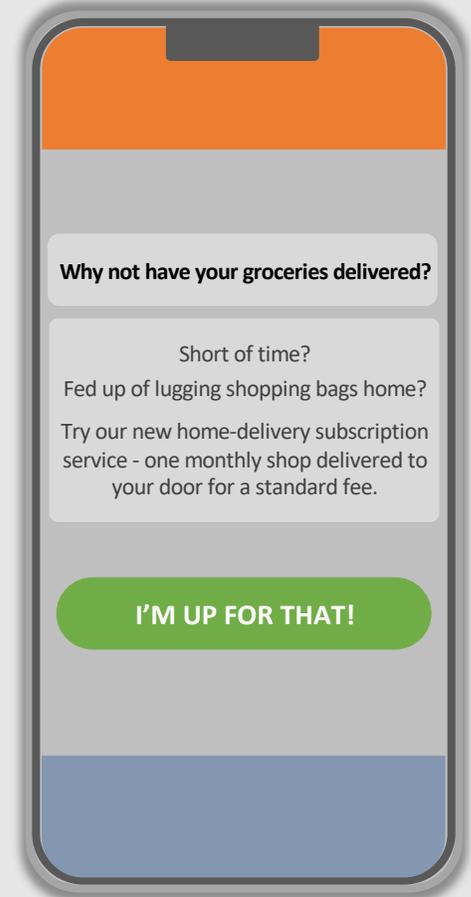
Headline: 40

Body: 175

Button(s): 25

Thinking

Although I wasn't sure that we could be certain the user would be precisely in the scenario described when the promotion showed, I used it as the basis for my writing.



R I C H
W R I T E S

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?

Character limits

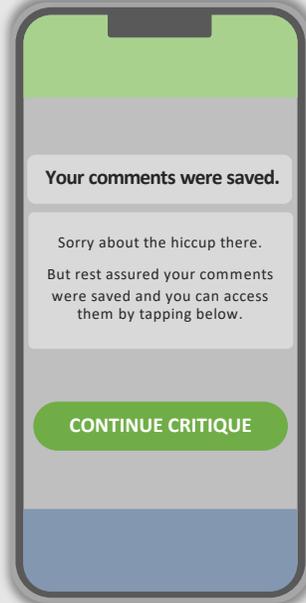
Headline: 40

Body: 140

Button(s): 20

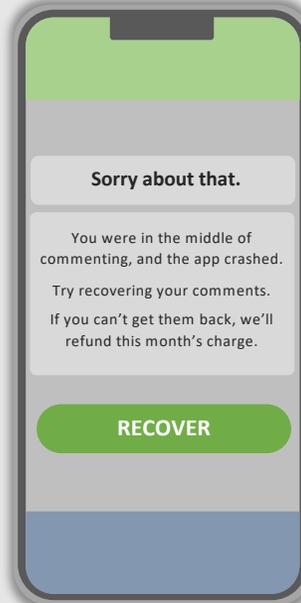
Thinking

Not wanting to shy away from the nightmare scenario of the user not being able to recover their content, I came up with messaging for that, too.



Recoverable

Non-recoverable



CHALLENGE 6

Scenario

It's Monday. A user has just got into their car to drive to work. They plug their phone into the car and start driving.

Challenge

How would you let the user know there's a fire happening in a nearby town that is causing road closures? The effect on their commute is unknown, but there is a definite danger if the fire gets closer. How do you communicate this to them? When? Write it.

Character limits

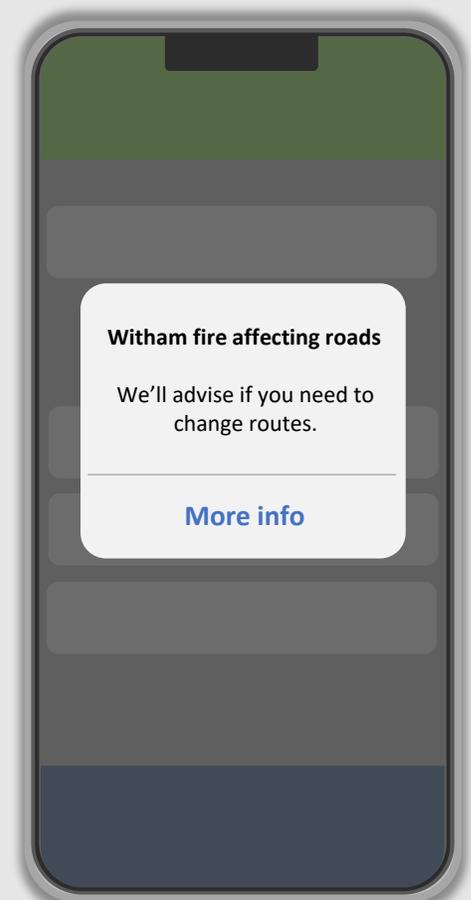
Headline: 30

Body: 40

Thinking

This message should be shown as soon as the phone is connected or the relevant app activated. An audio alert should accompany it.

An option for the user to view more information (if it's available) is of value here.



CHALLENGE 7

Scenario

A sports fan is at a wedding while their favourite team is playing against its arch-rivals. The fan's team scores.

Challenge

How would you, quickly, let the sports fan know about the latest play, the current score, and the key players? Write it.

Character limits

Headline: 30
Body: 45

Thinking

Alerts are pretty tight with the character count, and, given the scenario, the user is only going to be able to glance at the screen.

So leave out the detail (and the humour)... and get to the point!



CHALLENGE 8

Scenario

The user is a casual music fan and (on occasion) goes to live concerts. They have a music player app on their phone.

Challenge

Tell the user that one of their favorite bands is playing live in their town. How would you compel them to want to go?

Character limits

Headline: 30
Body: 45
Button: 25

Thinking

People reflexively dismiss app notifications even if they're important. Front-load the message with the most useful information. That way, you stand the best chance of getting the user's attention.



CHALLENGE 9

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.

Character limits

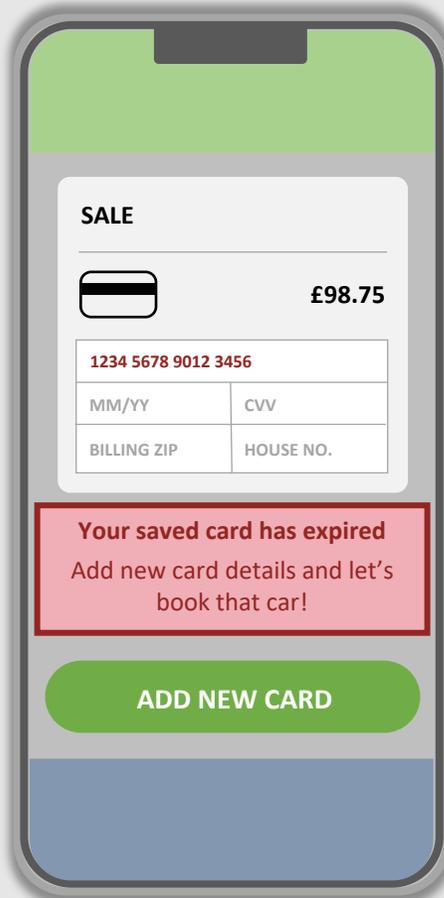
Headline: 30

Body: 45

Thinking

This error message has a simple solution—rectifying it shouldn't get in the way of their experience.

Telling them this in a way that maintains their enthusiasm for completing the booking is therefore key.



CHALLENGE 10

Scenario

The user is trying to view a website to help them buy a car. But the content can't load without the user's location. They need to enter their ZIP code and first name.

Challenge

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

Character limits

Headline: 25

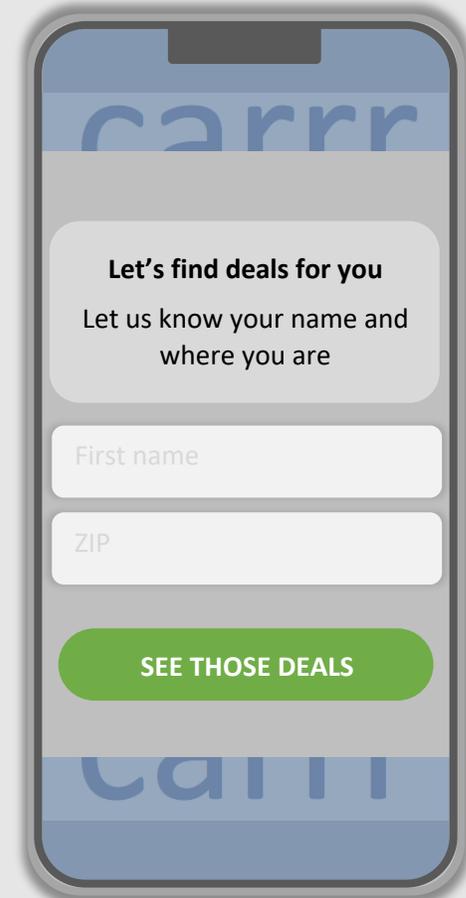
Body: 45

Button: 15

Thinking

Users aren't stupid. When you prompt them to enter personally identifiable info (PII) you're basically asking them to 'pay' with their data. Always let them know what they're getting out of the deal.

Persuasive button copy can help you close.



R I C H
W R I T E S

CHALLENGE 11

Scenario

An elderly user is doing a Google search to find an easy way to buy contact lenses online.

Challenge

Write a title and meta description for a website that sells subscription contact lenses delivered to a user every 30 days—convince them to try it.

Character limits

Title: 60

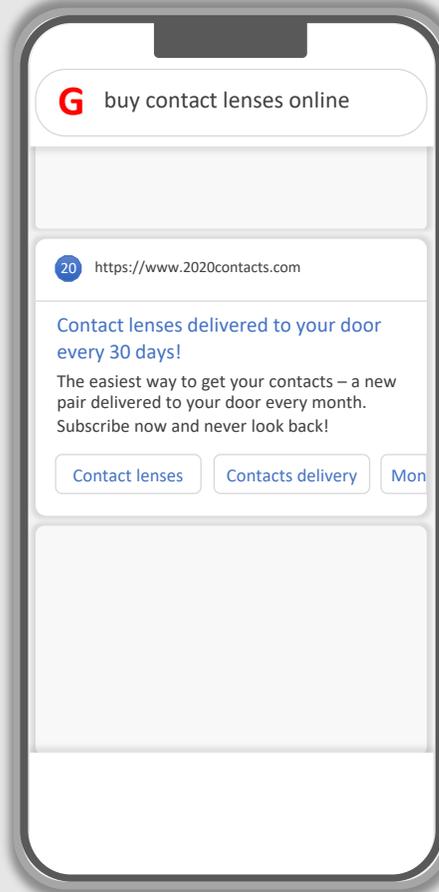
Meta description: 160

Thinking

This challenge is all about writing useful metadata for users first, and search engines second.

The 160-character limit isn't really a challenge without more details to accommodate!

Is there a choice of designer brands, prescription options, free delivery, discount for the first month, competitive prices?



CHALLENGE 12

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

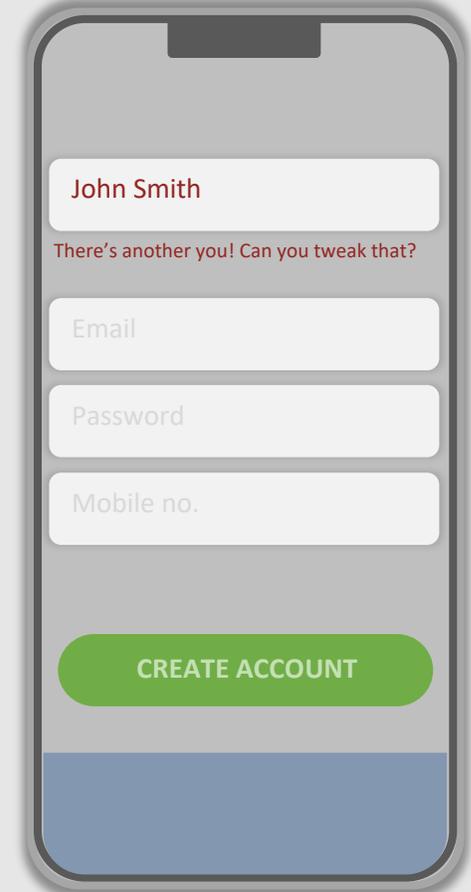
Write an error message that prompts them to fix the error without shaming them for having a fake-sounding name.

Character limits

45

Thinking

With a tight character limit and a potentially frustrating-to-receive 'error' message, I felt that an alternative approach was required. Suggesting the problem was a system one (i.e. it couldn't accept two identically named users—whether true or not) would minimise annoyance and potential offence.



R I C H
W R I T E S

CHALLENGE 13

Scenario

A short-haul truck driver has a phone app that monitors his route, schedule, fuel & deliveries.

He has 6 more deliveries before stopping for fuel and lunch. Due to unexpected traffic, he's behind schedule.

He can stay on his planned route for a few more stops, but risk running low on fuel and missing lunch, or he can get fuel and lunch now and finish the deliveries later.

Challenge

Write a push notification alerting him of this dilemma and options.

Character limits

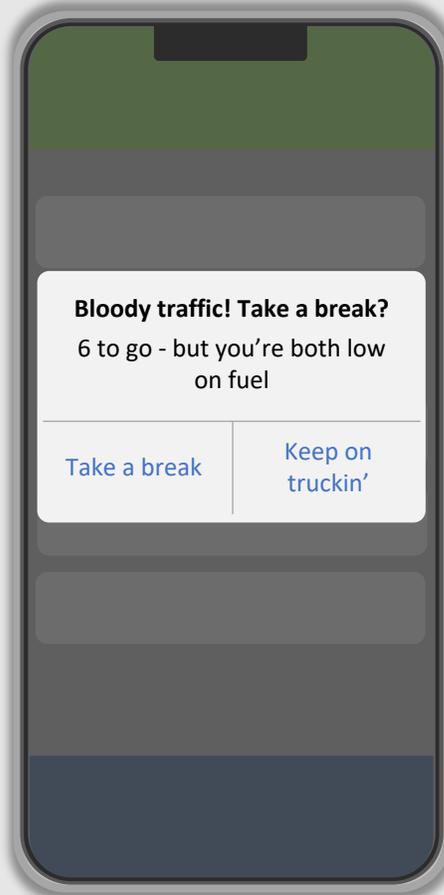
Headline: 30
Body: 45
Button(s): 25

Thinking

Try to empathise with the litany of crap that a truck driver probably has to put up with on any given workday.

Keep message (and button) language informal to minimise irritation. Informing the driver he is substantially behind schedule isn't necessarily a good idea...

NB. 'Break' and 'Keep going' for buttons if 25 is joint character limit.



CHALLENGE 14

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.

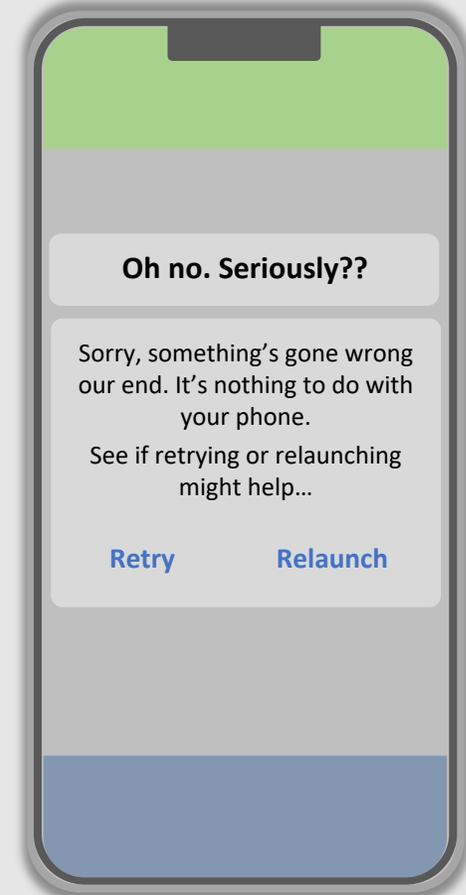
Challenge

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.

Character limits

Headline: 30
Body: 120
Button(s): 15

Error messages come in all shapes and sizes; the two things that they all have in common is they suck to read and they suck to write. Especially ones like this.



CHALLENGE 15

Challenge

Write a multi-screen onboarding experience for a banking app that automatically pays a user's bills every month—as long as they set it up correctly.

Character limits (per screen)

Headline: 45

Body: 100

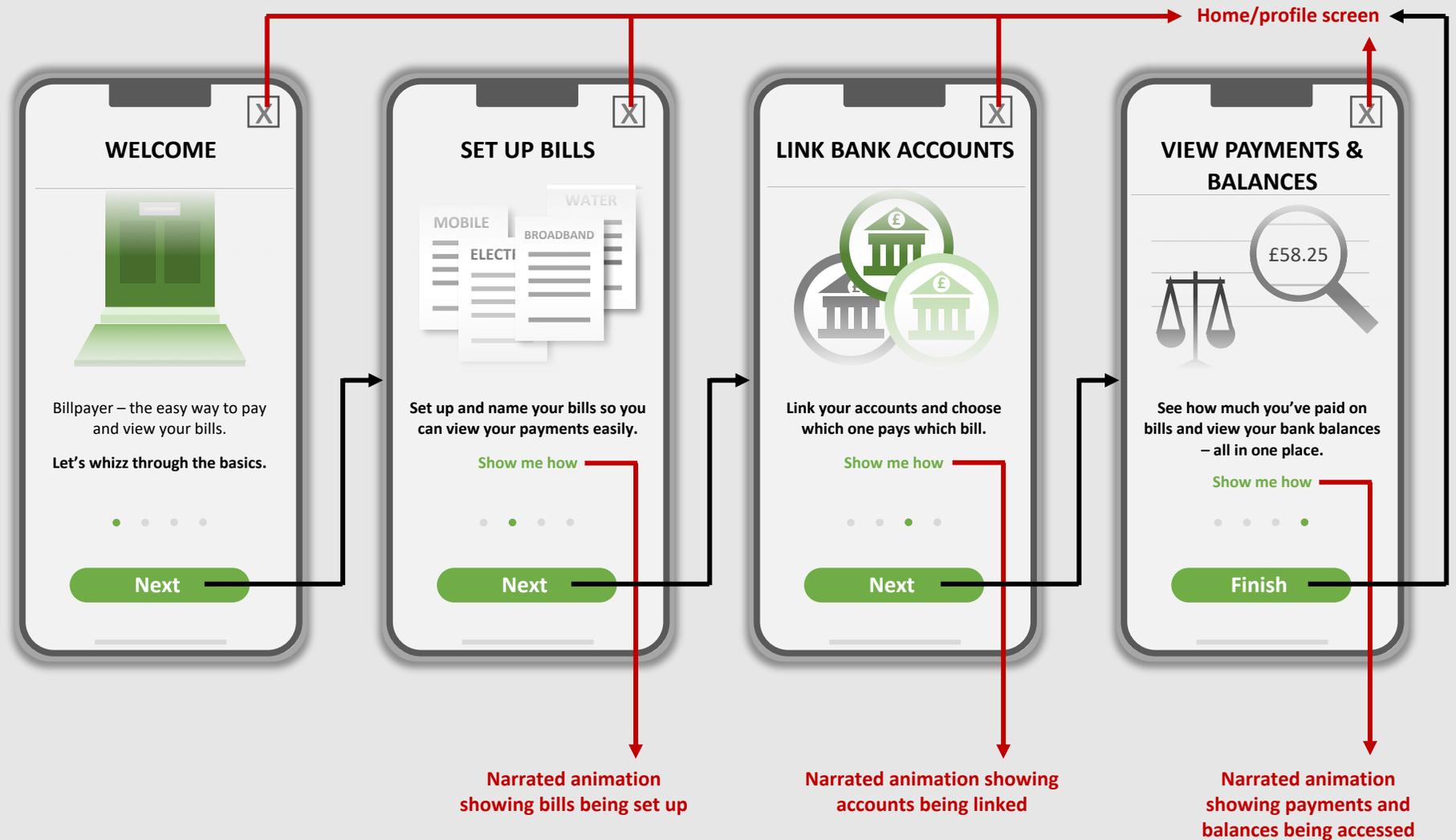
Button: 25

Thinking

Nobody wants to be locked in to a lengthy, complicated tutorial when they could just be learning as they go.

These designs provide an introduction to the key features of the app—and the options to learn more or to exit the onboarding process entirely.

From the home/profile screen mentioned, there would be the requirement to 'Add your bank accounts to get started'.



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