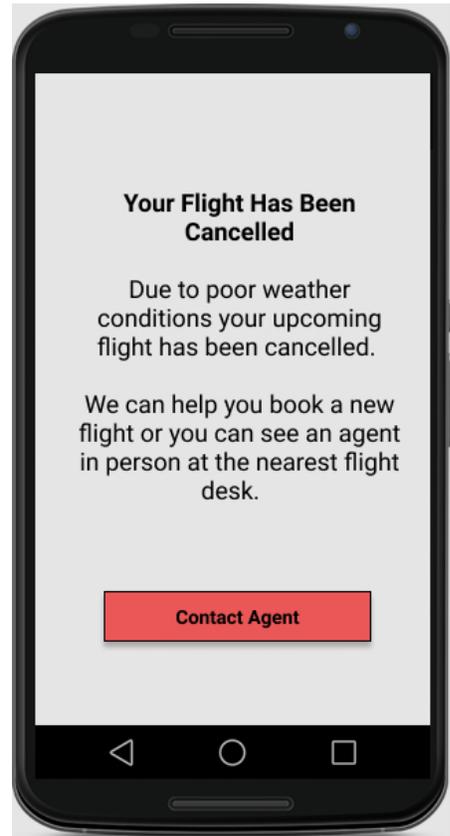


UX Microcopy

Scenario 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.

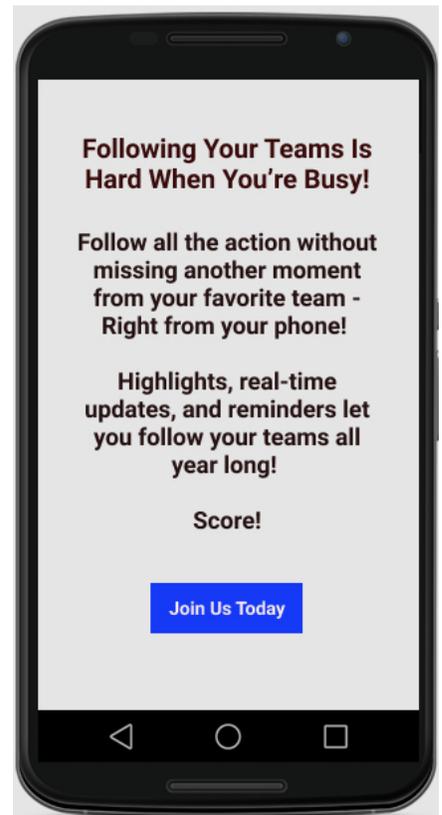
Challenge: Write a message from the airline app notifying them of the cancellation and what they need to do next.



Scenario 2

Scenario: A user is a working parent, and a big sports fan, in the midst of their favorite sports season who can no longer attend games.

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



Scenario 3

Scenario: The user entered the wrong email address to sign in to their account.

Challenge: Tell the user to enter the right email.



Scenario 4

Scenario: A user is in their favorite 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.

