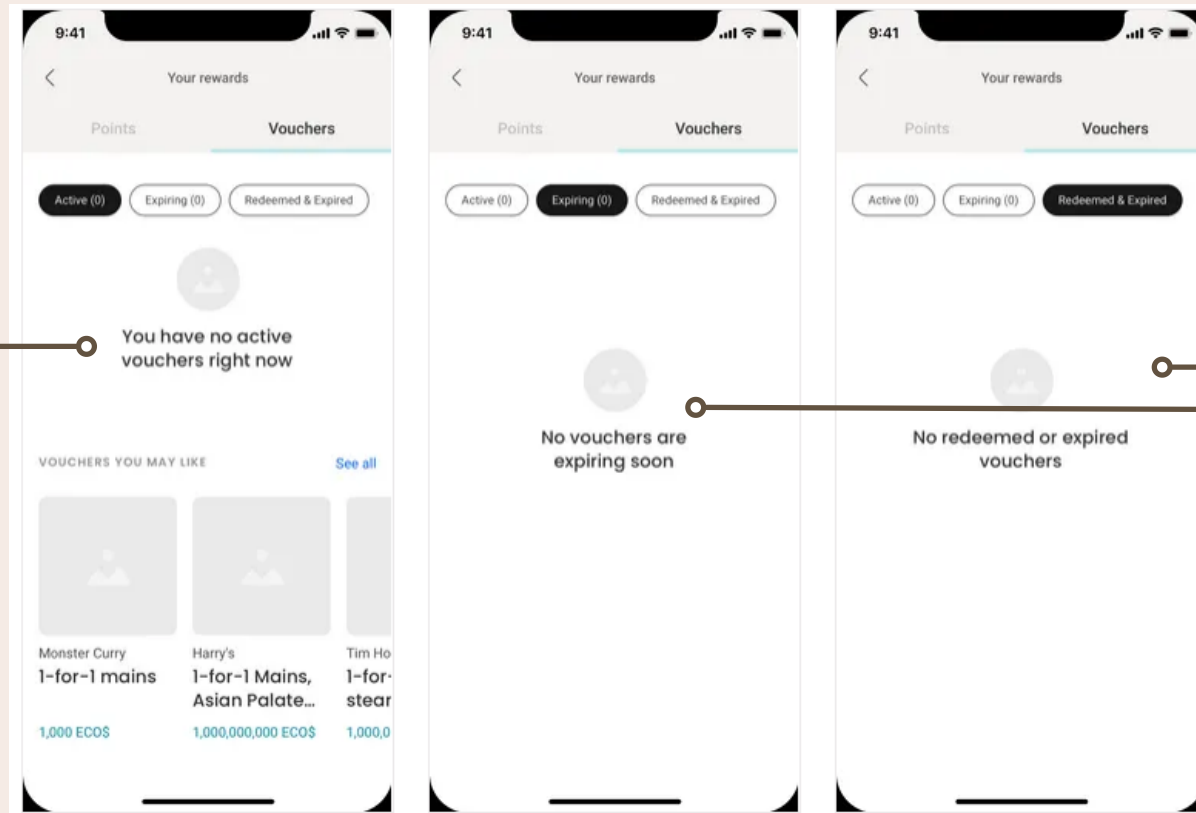


## How do we make each word count? An empty state case



Lacked consistency in how copy is written.

**You have no active vouchers right now** - Very lengthy. Have to read a lot to get to intended message.

Are we able to shorten it down to what counts?

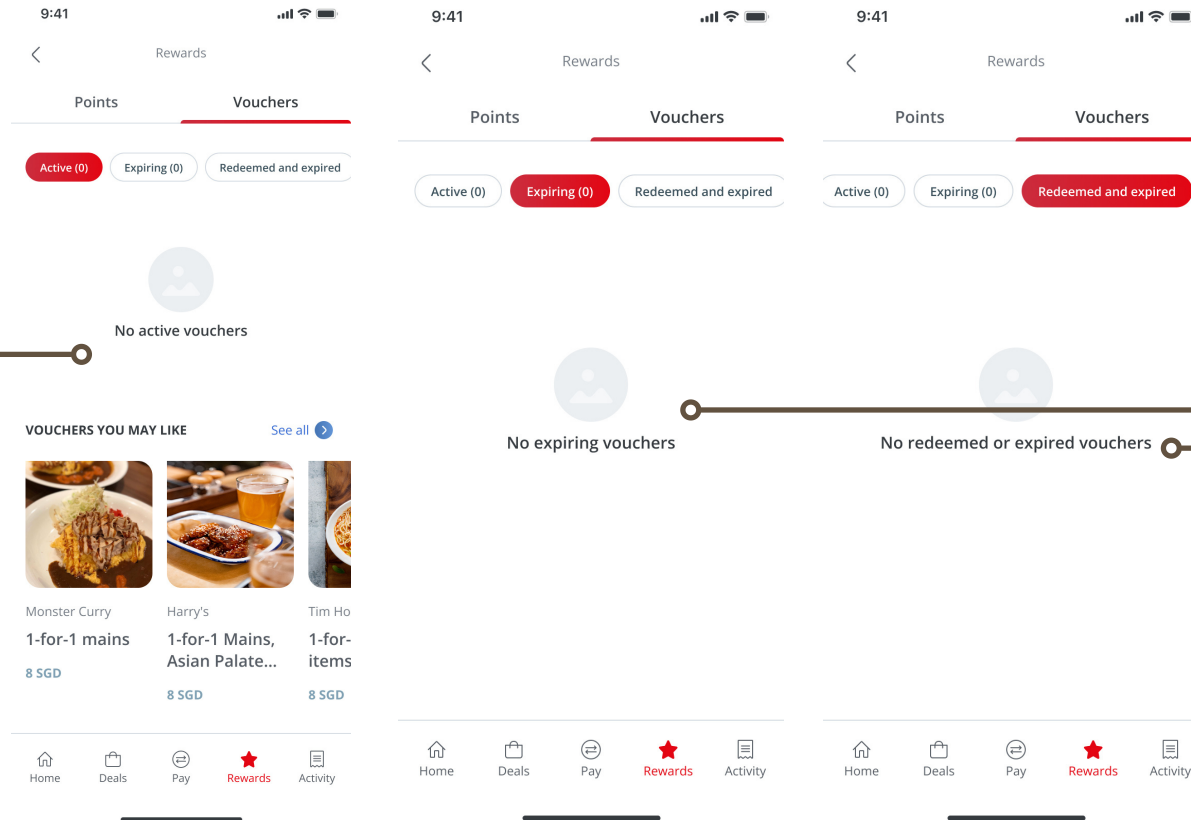
Lacked consistency in how empty states copy are written.

**No vouchers are expiring soon** - Users will have to read through several words to get to the intended message.

Is there are better way to write this?

Scenario: I want to know clearly that I do not have vouchers under each voucher category so that I am aware of the vouchers I have.

# How do we make each word count? An empty state case



Revised copy to:

**No active vouchers**

Short, to the point and still communicates the same message.

Maintained consistency and place key words upfront so users don't have to go on world tour to get to the message.

Scenario: I want to know clearly that I do not have vouchers under each voucher category so that I am aware of the vouchers I have.

## How do we write the way we speak? Voucher redemption bottom sheet case

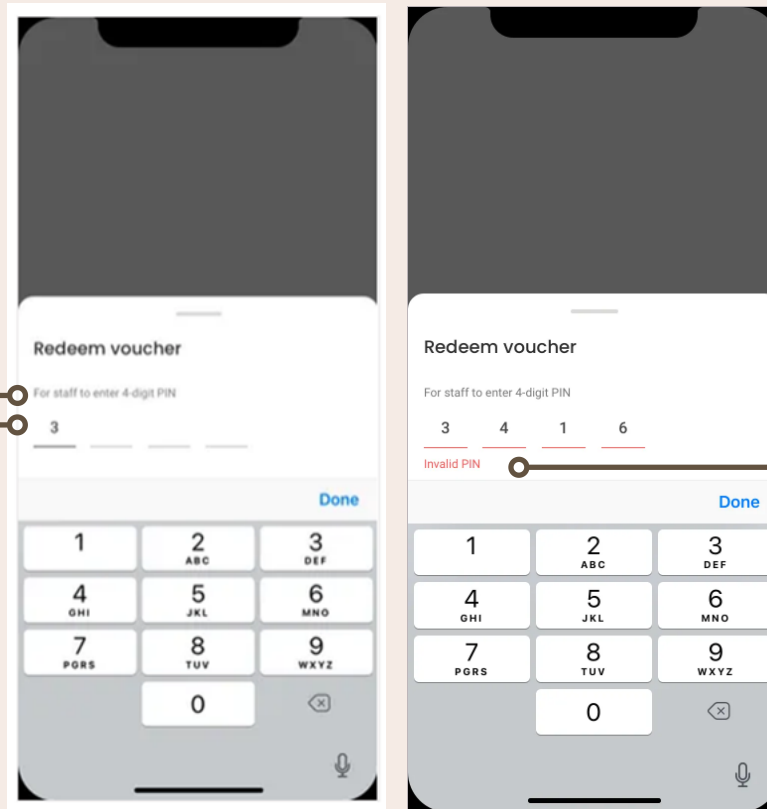
**4-digit PIN** - do we really need to spell out 4-digit PIN when the field below is clear that only 4-digits are required?

Are we able to do away with this? Is it clear enough for shoppers if we did?

**For staff to enter 4-digit PIN** - is not usually the way people speak.

The intention here is to get staff members to key in the 4-digit PIN on shopper's phone when redeeming vouchers.

How should we guide shoppers to do this?



Scenario: I want to know that a staff will need to enter the 4-digit PIN so that I know how to redeem the voucher and I want to know that the PIN entered is invalid so that the staff can retry and re-enter the PIN.

**Invalid PIN** - is this clear enough for retail staff to understand that the PIN they entered is "invalid"? Is there a more concise way to explain this rather than using "invalid"? Is "invalid" conversational enough?

So what happens next when PIN is invalid? No further action is required? Will shoppers be able to use this voucher in the end?

## How do we write the way we speak? Voucher redemption bottom sheet case

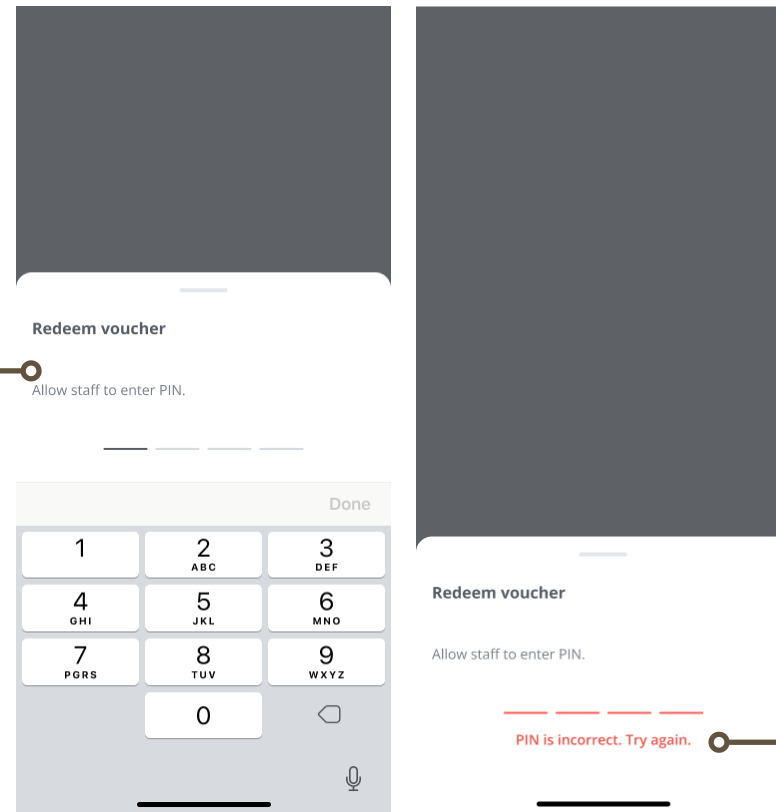
Revised copy to:

### Allow staff to enter PIN

The screen is talking to the shoppers and asking for their permission to allow staff to enter the required PIN.

Did away with "4-digit" as it is clear enough that only 4 numbers are required.

Short, straightforward and clear.



Scenario: I want to know that a staff will need to enter the 4-digit PIN so that I know how to redeem the voucher and I want to know that the PIN entered is invalid so that the staff can retry and re-enter the PIN.

Revised copy to:

### PIN is incorrect. Try again.

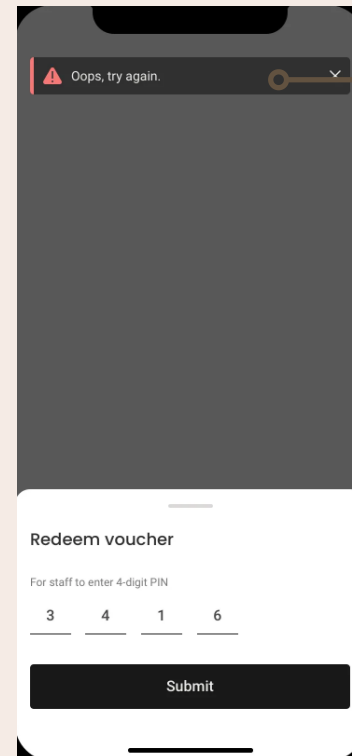
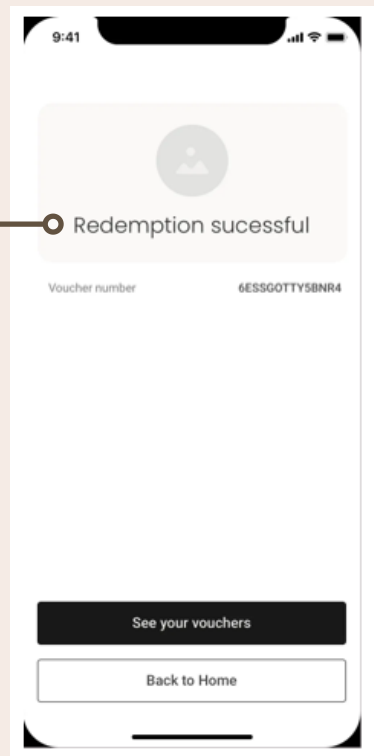
Revised "invalid" which is rather "tech-speak" to incorrect, which is clearer to users.

Added "Try again" as a next step of action for staff to re-enter the correct PIN. No limits to the number of retries, so did not include a limited attempt disclaimer.

## How do we write with flow rather than abruptly? Success and failure acknowledgement case

**Redemption successful** - is rather abrupt and leaves shoppers questioning "what did i just redeem?" Is there a better way to tell shoppers that what they have just redeemed is successful?

But wait, WHAT did they just redeemed?



**Oops, try again** - is a toast message meant to let both retail staff and shoppers know that while the PIN they entered is correct, something went wrong in the process.

The toast message is rather abrupt and does not explain what went wrong, although it does guide them to try again.

Is there a better way to tell users what has gone wrong and how they can try again?

The bottom sheet is still showing the correct PIN entered. Do we retry PIN again or should the journey change?

Scenario: I want to know that my voucher redemption is successful so that I know I do not need to retry and my voucher has been used. I also want to know that the PIN entered has failed so that the staff can retry and re-enter the PIN.

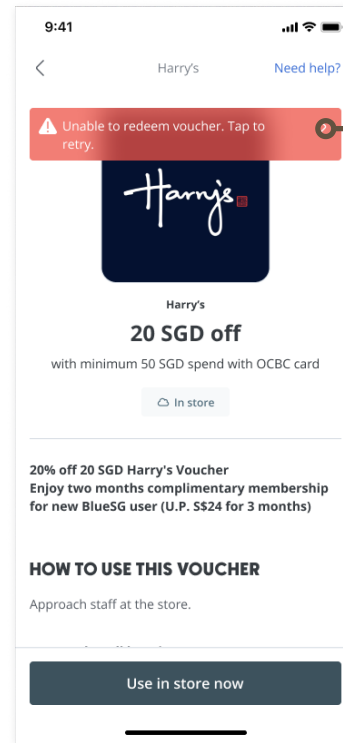
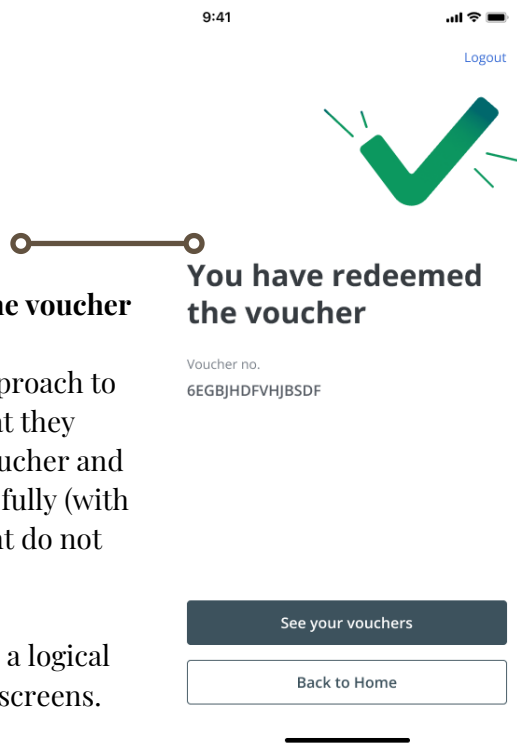
# How do we write with flow rather than abruptly? Success and failure acknowledgement case

Revised copy to:

**You have redeemed the voucher**

A more considered approach to remind users that what they have redeemed is a voucher and it is redeemed successfully (with voucher number, client do not require more details)

Clear, concise and has a logical flow from entry point screens.



Revised copy to:

**Unable to redeem voucher. Tap to retry.**

A clearer message to tell users that they were unable to redeem vouchers even though the PIN input is correct.

Note that journey has also changed - instead of showing bottom sheet with correct PIN, shoppers are brought back to the voucher redemption page where they are required to retry the redemption again.

Scenario: I want to know that my voucher redemption is successful so that I know I do not need to retry and my voucher has been used. I also want to know that the PIN entered has failed so that the staff can retry and re-enter the PIN.