



# ux writing portfolio

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## Hi, nice to meet you

This is Aya, a creative writer and editor who is now a UI/UX Enthusiast. She is currently learning about User Interface and User Experience to develop her skills, including research, writing, and design.

In her spare time, this meowmy of 10 cats enjoys being a hermit by climbing the mountains or just gardening all day on her little balcony.

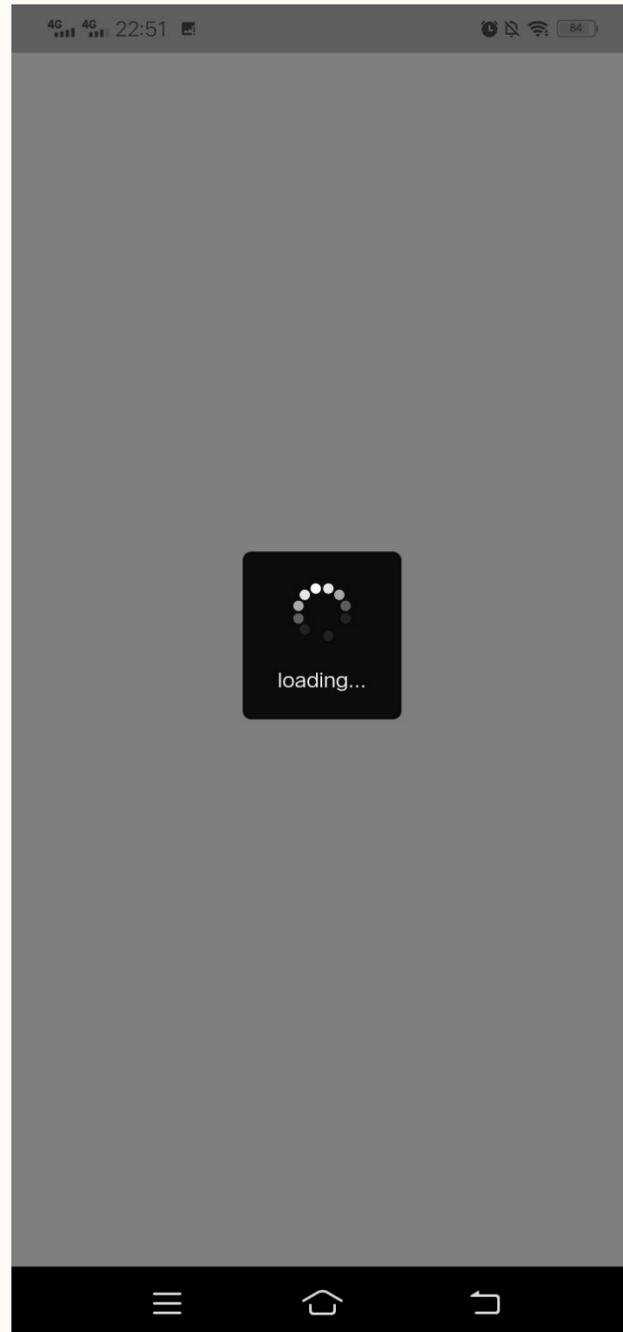


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# Case #1: Sesa Loader Copy



This loading page appears when user clicks on the product to see more detail or description about the product.

## TL: DR

Experiment with whether providing attractive pictures or animations and text on the loading page allows users to enjoy and relax while waiting.

## Problem

Many users are bored and leave while waiting long enough to know more detail about the product.

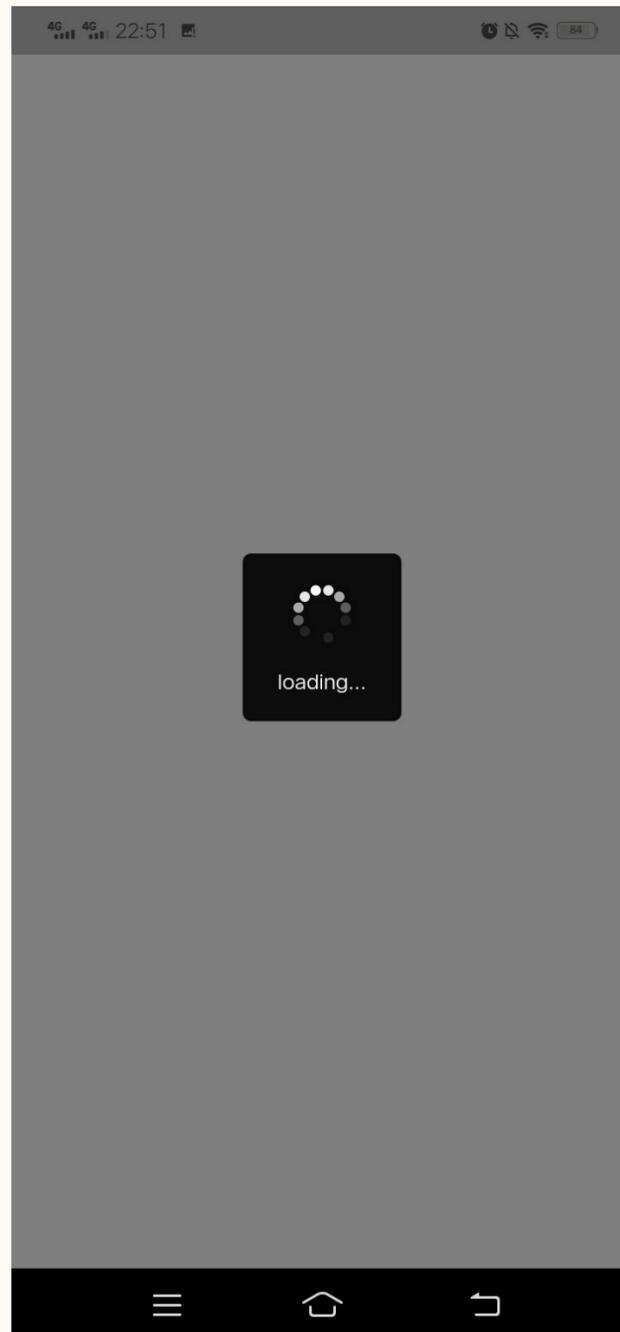
## Context

- Users want to know about the product's description.
- Users spend time searching for products, so they want to add more products to their cart before checkout.

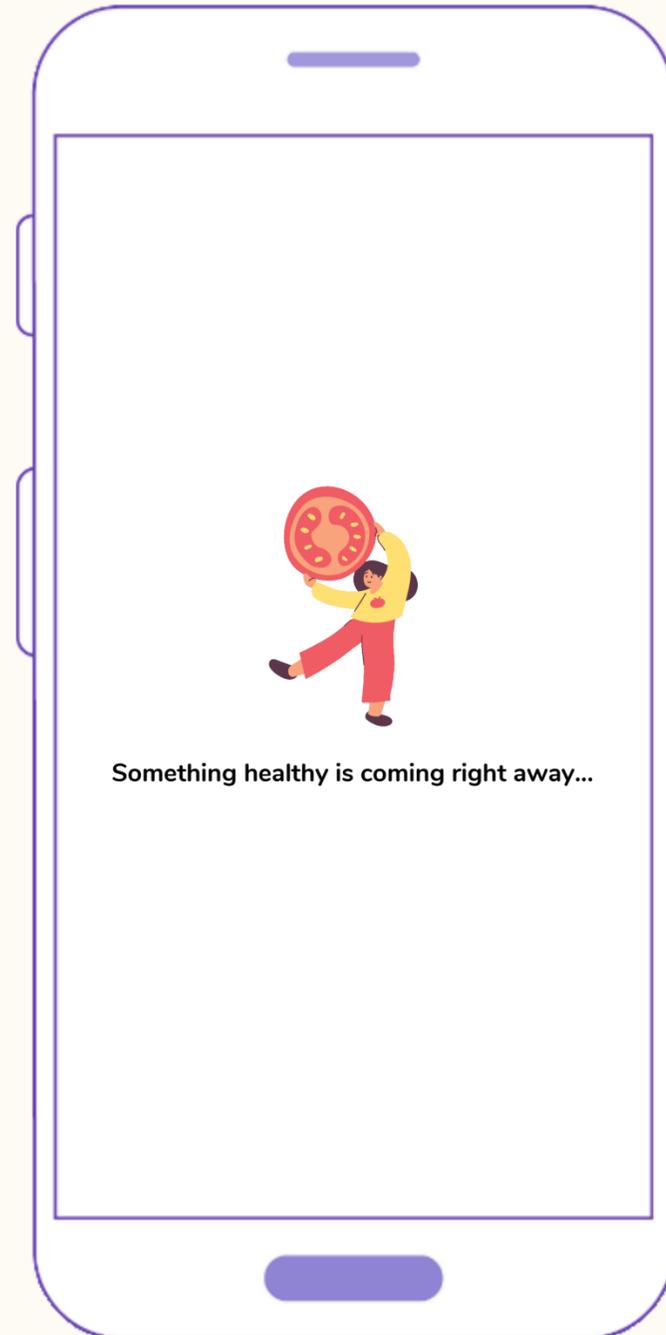
## Solution

While the users are waiting, the loader can be an opportunity for a brand to inform users of what is going on so they don't feel bored or frustrated.

## Before



## After



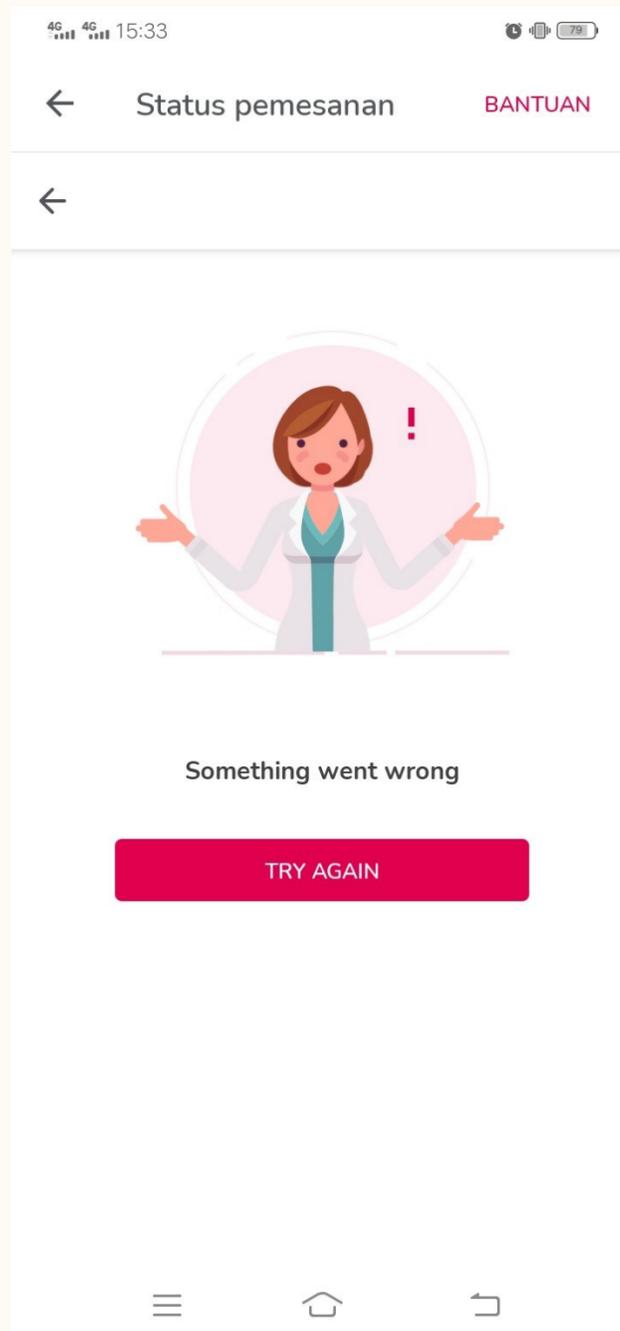
### Copy Rational

Sesa has a tagline that is Supermarket Sehat. This application sells various selected organic products ranging from vegetables, fruits, food, and snacks, to cooking utensils that are claimed to be safe to use. Since this page appears when the user is waiting for the product description to show, the copy I proposed has the same vision as the Sesa tagline.

### Result

Based on the preference test I conducted on **10** participants, all of them prefer the proposed copy as **it is clearer about what is happening and more attractive to see, so they don't feel bored while waiting.**

# Case #2: Halodoc Server Error Copy



Provide a helpful copy on the Server Error page for the user.

## TL: DR

Experiment with whether providing a more detailed confirmation message on the Server Error page can help users know what is happening.

## Problem

This case happened to me while I ordered medicines from Halodoc. I had no idea when this page showed up. I thought it was because of my internet connection. But it confirmed that the Halodoc server was down at the time after I clicked "Bantuan" and chatted with one of their customer service on the Live Chat page.

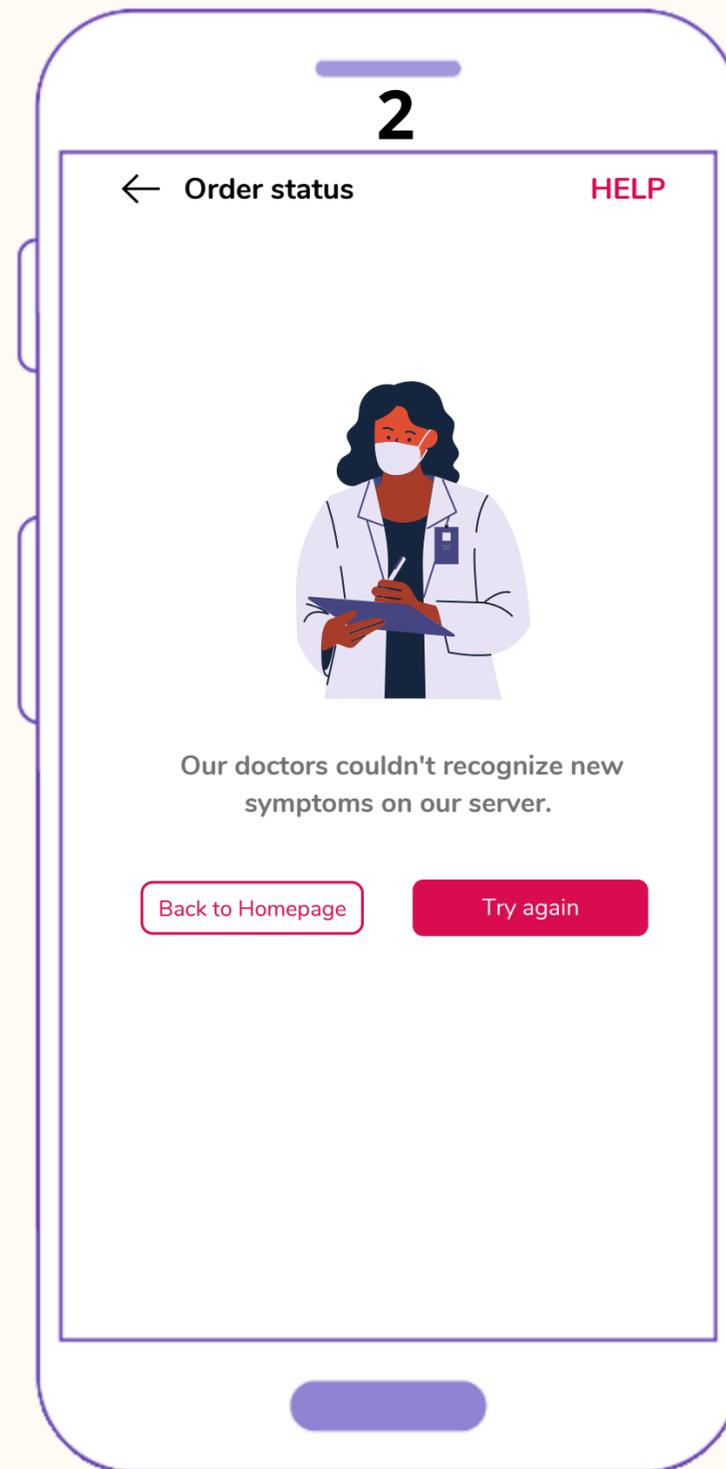
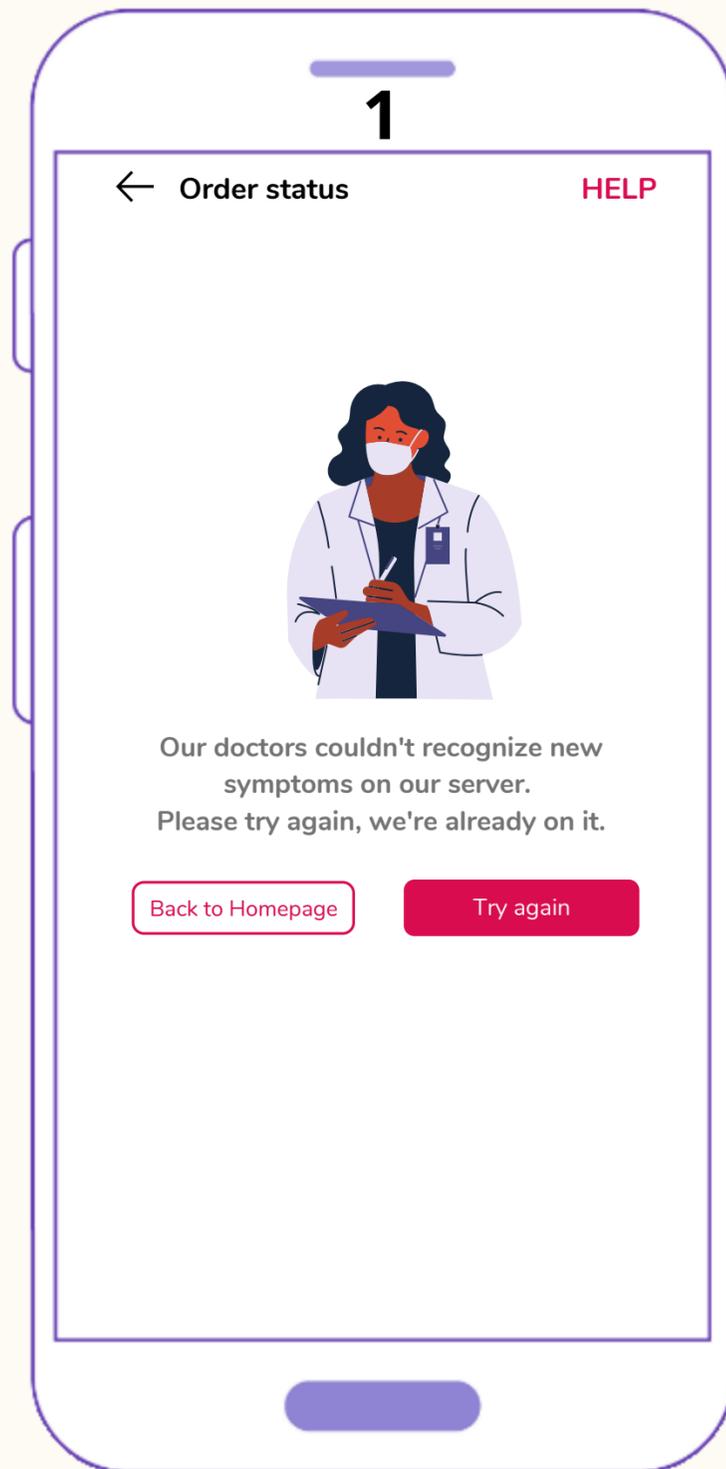
The copy on the page has a presence of a mixture of Bahasa Indonesia and English.

## Context

- Users want to get more information clearly about what is going on.
- Users want to know how they should be reacted when this page appears.

## Solution

Create an attractive and informative Server Error page, so that users know what to do next.



## Copy Rational

I started working on the title page copy, as the initial copy was in **Bahasa Indonesia**, even though I had the app set in **English**.

I proposed a "**thematic**" copy for this page by using "Doctor" as a subject, trying to fix the error that happens on the Halodoc server. I think it would be more related to Halodoc as a brand and make the situation a little more fun or light for users, so they don't have to worry. The new copy also informed users what the problem was and the solution they could take.

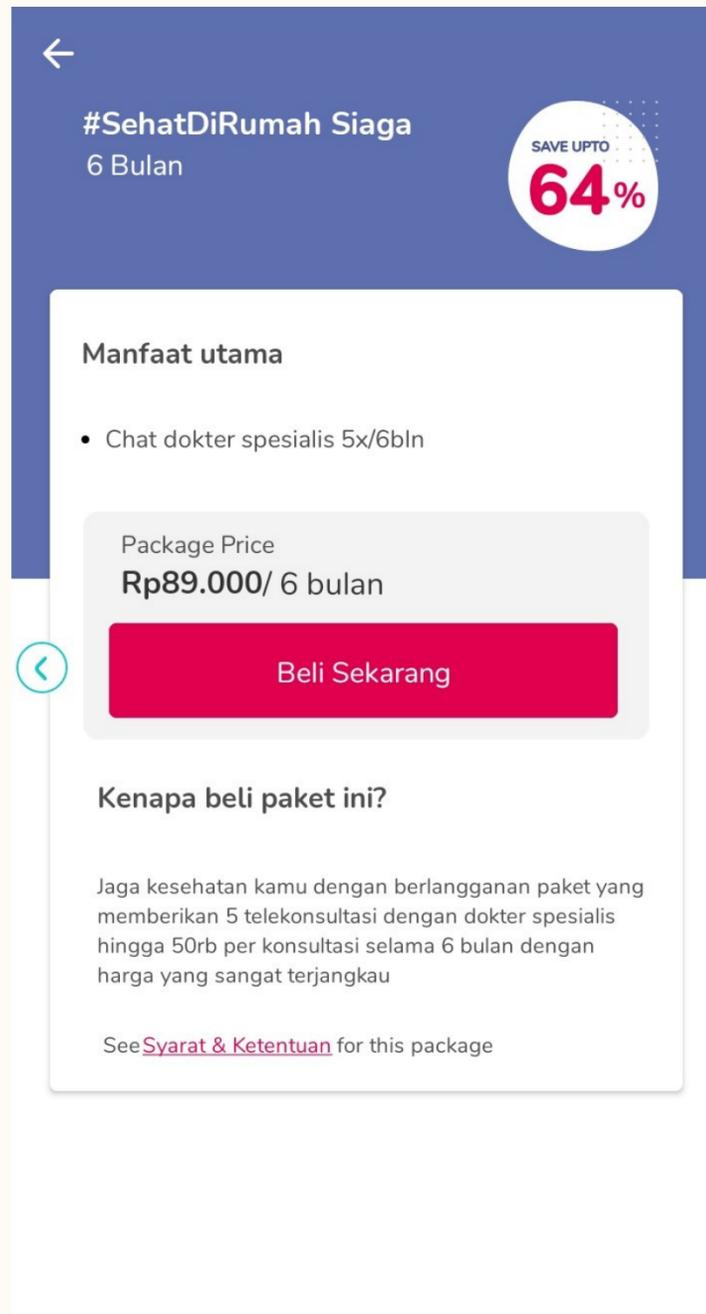
I made **two options** for this proposed copy because some participants said copy #1 is too long.

## Result

Based on the preference test I conducted on 10 participants, **9 of 10** prefer the new copy as **besides it's funny, it also explains the problem and gives users a solution.**

- **5 of 9** prefer copy #1 because it gives users **instructions what the next step.**
- **4 of 9** prefer copy #2 because it's **brief and not redundant of "Try again".**

# Case #3: Halodoc Product Package Copy



This is one of the purchase menus on the Healthcare Package that Halodoc offers.

## TL: DR

Experiment with whether a new copy to break down the product description can help users to understand the package benefits and take the desired action.

## Problem

Users feel confused by product descriptions that are not descriptive enough, many words are abbreviated, and the presence a mixture of Bahasa Indonesia and English on the page.

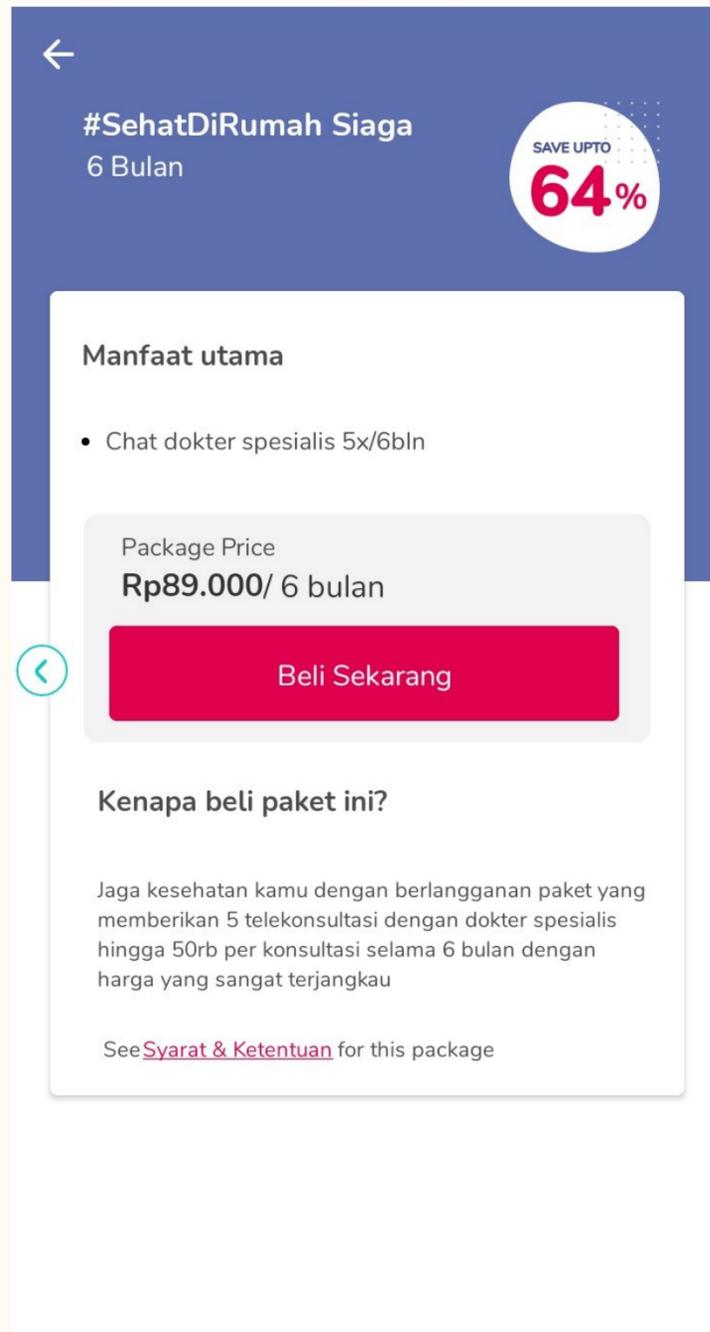
## Context

- Users want to get more information clearly about the package benefits.
- Users want to buy the package, but the description is too confusing.

## Solution

- Make the package benefit looks outstanding by creating listicle content to elaborate the whole benefit that users will get.
- Edit the product description to be more understandable by users.

## Before



## After



### Copy Rational

Usually, the product description is placed at the beginning of a product page so that users can get to know it first. I moved the product description section from the bottom (on the original copy) to the top in the copy I proposed with some editing to make it clearer.

I changed all words or phrases in English to Bahasa Indonesia and some abbreviated words to make the page copy consistent.

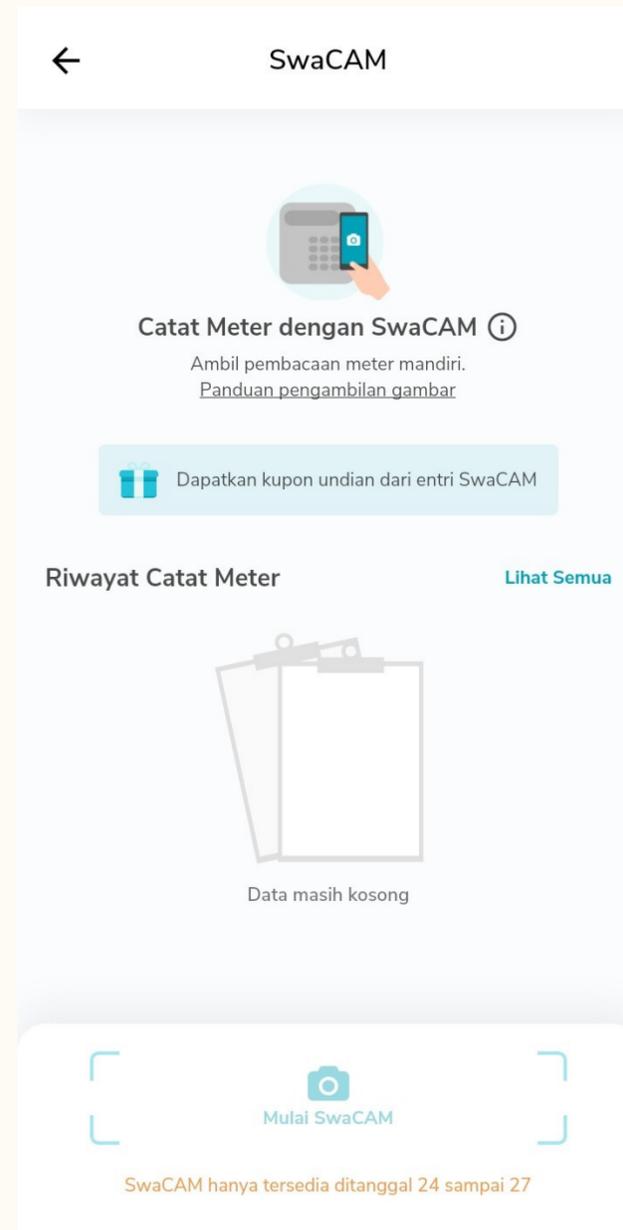
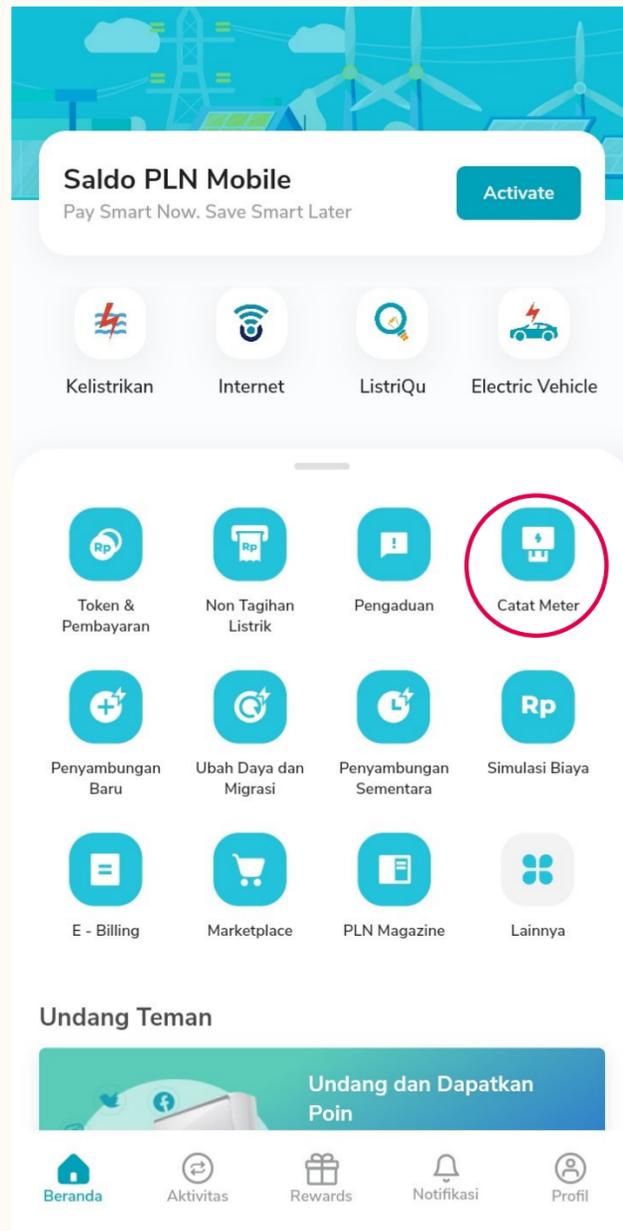
I put more benefits for the "Manfaat Utama" to make it look outstanding and interesting to read.

### Result

Based on the preference test I conducted on **10** participants:

- **8 of 10** prefer the proposed copy as **it looks seamless and structured with a good hierarchy from top to bottom.**
- **2 of 10** prefer the original copy as they don't like a long copy and only read the "Manfaat Utama."

# Case #4: PLN Mobile New Feature Page



This latest feature of PLN Mobile offers the convenience of recording meters independently so that customers can get an estimated electricity bill for the following month quickly and easily.

## TL: DR

Experiment with whether a new copy can help users understand the new feature and take the desired action.

## Problem

Users get confused with this new feature because there is not enough information on the page.

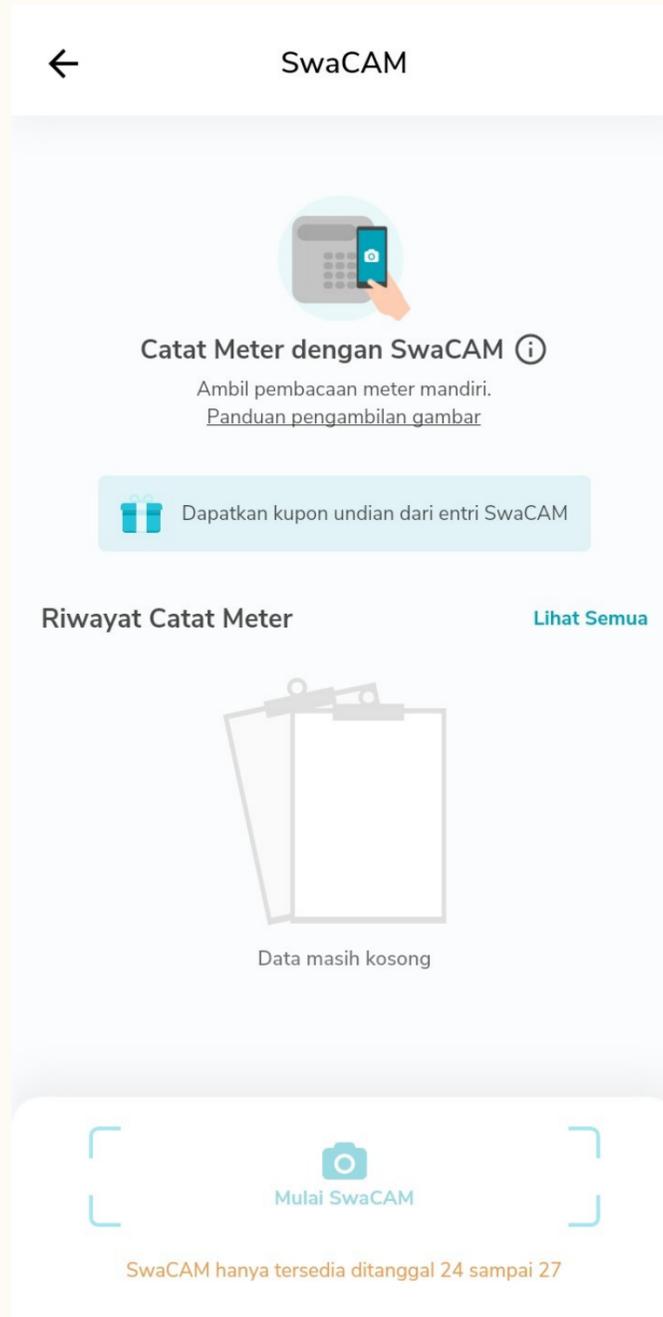
## Context

- Users want to get more information clearly about the new feature and its benefits.
- Users can use the new feature seamlessly.

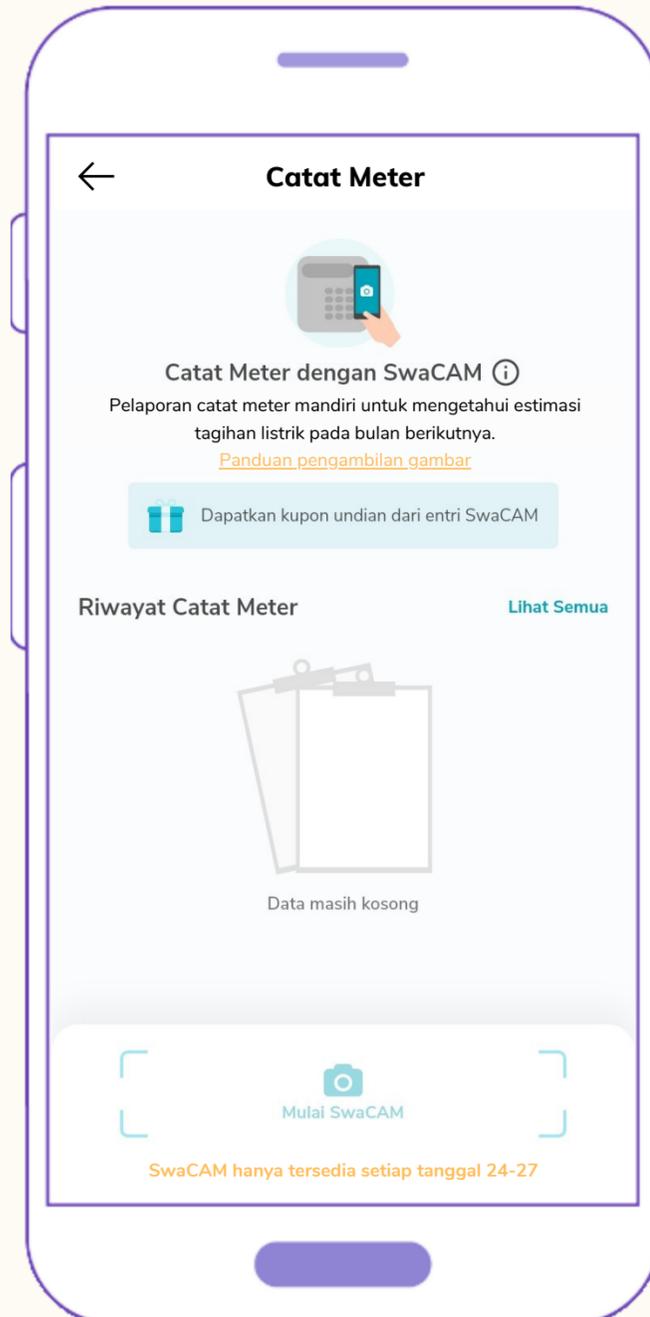
## Solution

Make a better introduction about this feature and why users need to use it.

## Before



## After



### Copy Rational

First, I changed the title name to "Catat Meter" to create consistency from the name on the "Beranda" page.

Second, I created a sentence to explain "Catat Meter dengan SwaCAM" and what it is for.

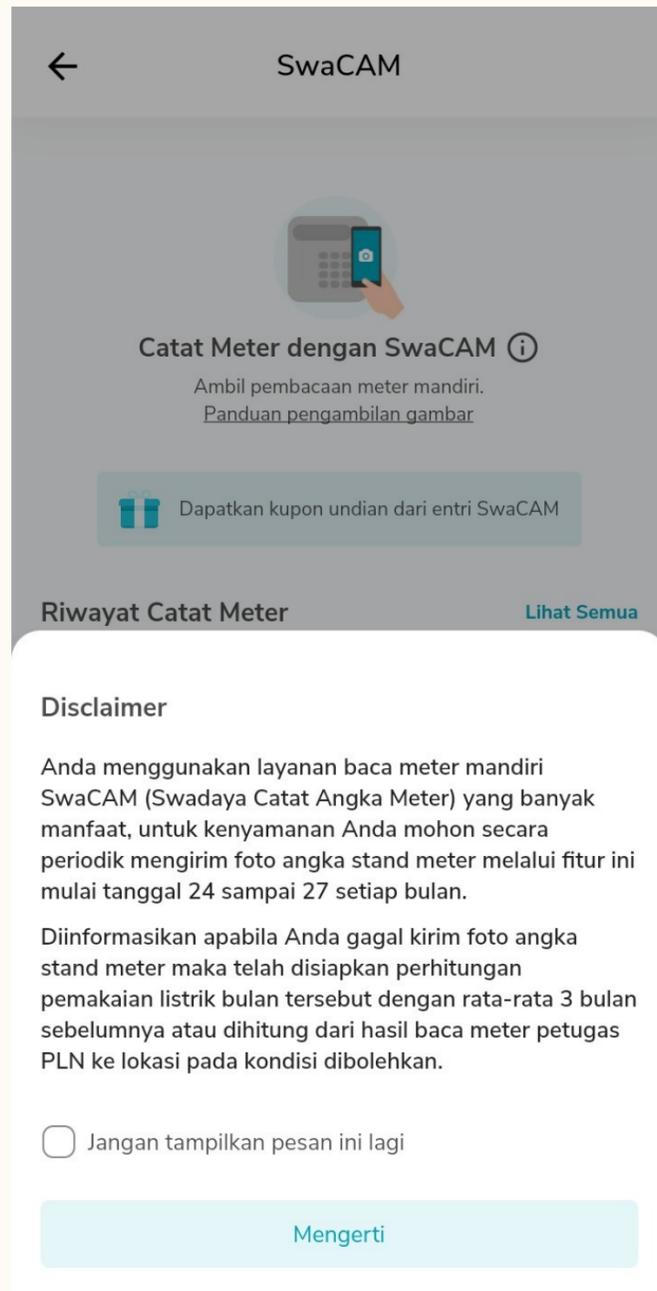
Then for the copy at the bottom of this page, I only changed the word "until" to sign "-" because generally, for the calendar, the "-" sign is clear what it means, other than to save space.

### Result

Based on the preference test I conducted on **10** participants:

- **9** of **10** prefer the new copy as **it provides clear explanations and instructions for users.**
- While **1** of **10** prefer the original copy as it's short.

# Case #5: PLN Mobile New Feature Modal Pop Up



This modal appears as soon as the user is on the "Catat Meter" page.

## TL: DR

Experiment with whether a new copy can help users understand the new feature more.

## Problem

Users get confused with this "Disclaimer" pop-up since the explanation is too long, mouthful, and **bold font**. Users can't decide which one is more important than the others in the paragraphs.

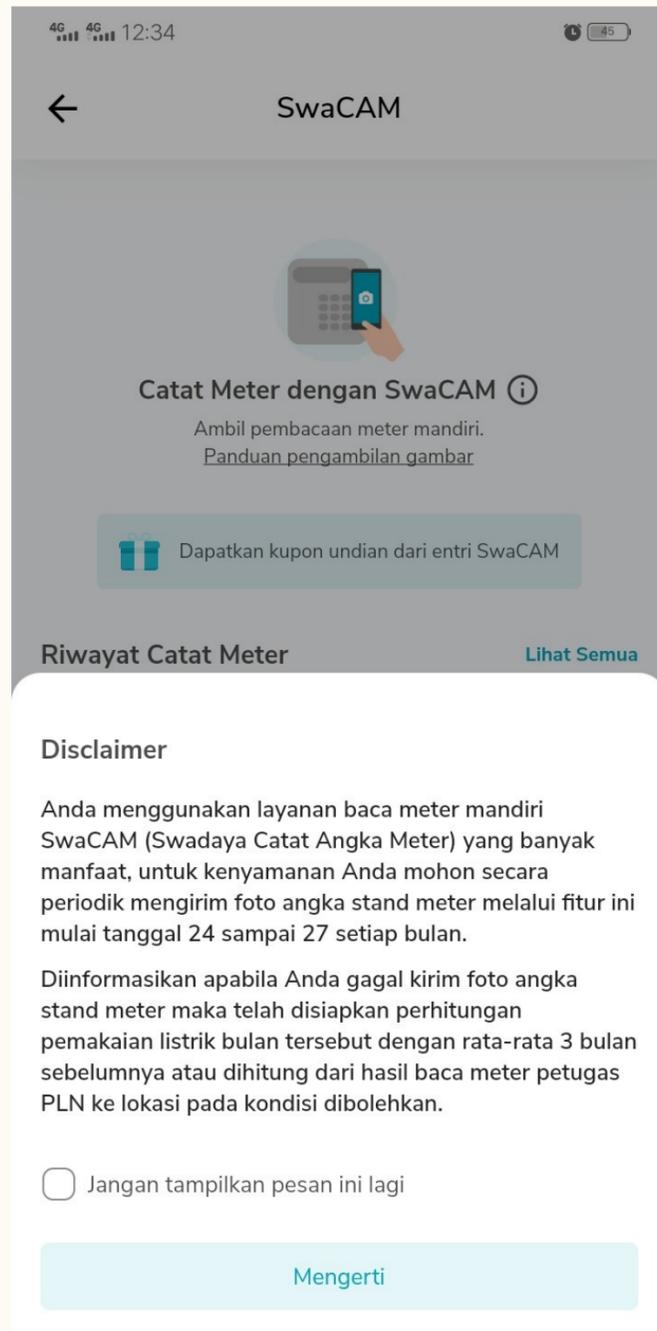
## Context

Users want to get more information clearly about the new feature and its benefits.

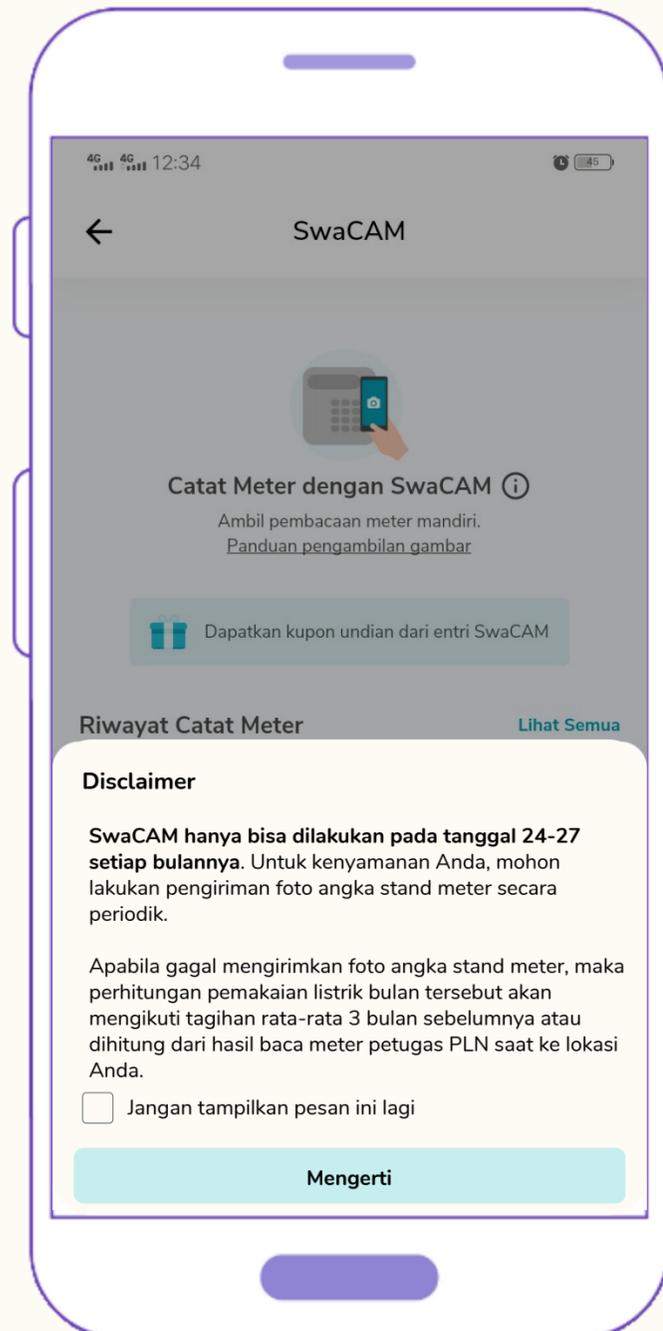
## Solution

Provide a better copy for this modal pop-up, so users can understand the new feature clearly.

## Before



## After



### Copy Rational

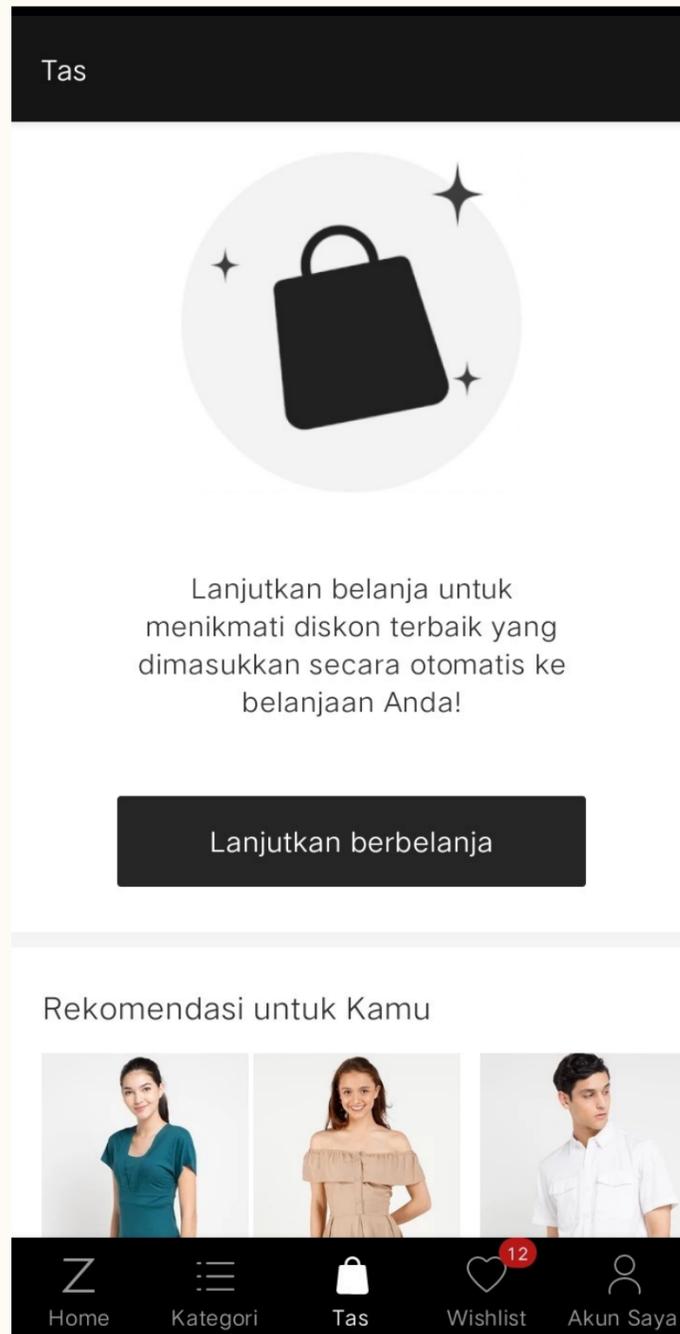
I deleted some mouthful sentences for the first paragraph on the initial copy. I wrote "**SwaCAM hanya bisa dilakukan pada tanggal 24-27 setiap bulannya**" in bold font to make it looks more important for users.

I deleted some words from the initial copy for the second paragraph and made a clear sentence.

### Result

Based on the preference test I conducted on **10** participants, all of them **prefer the proposed copy** as it is **clearer, simple, brief, and straightforward**.

# Case #6: Zalora Cart Empty State



This empty state appears on the "Tas" page when users haven't added any products to checkout.

## TL: DR

Experiment with whether edited copy can encourage users to take the desired action.

## Problem

Users get confused with this copy because it's too long, redundant, ambiguous, or difficult to understand. There is also inconsistency on this page.

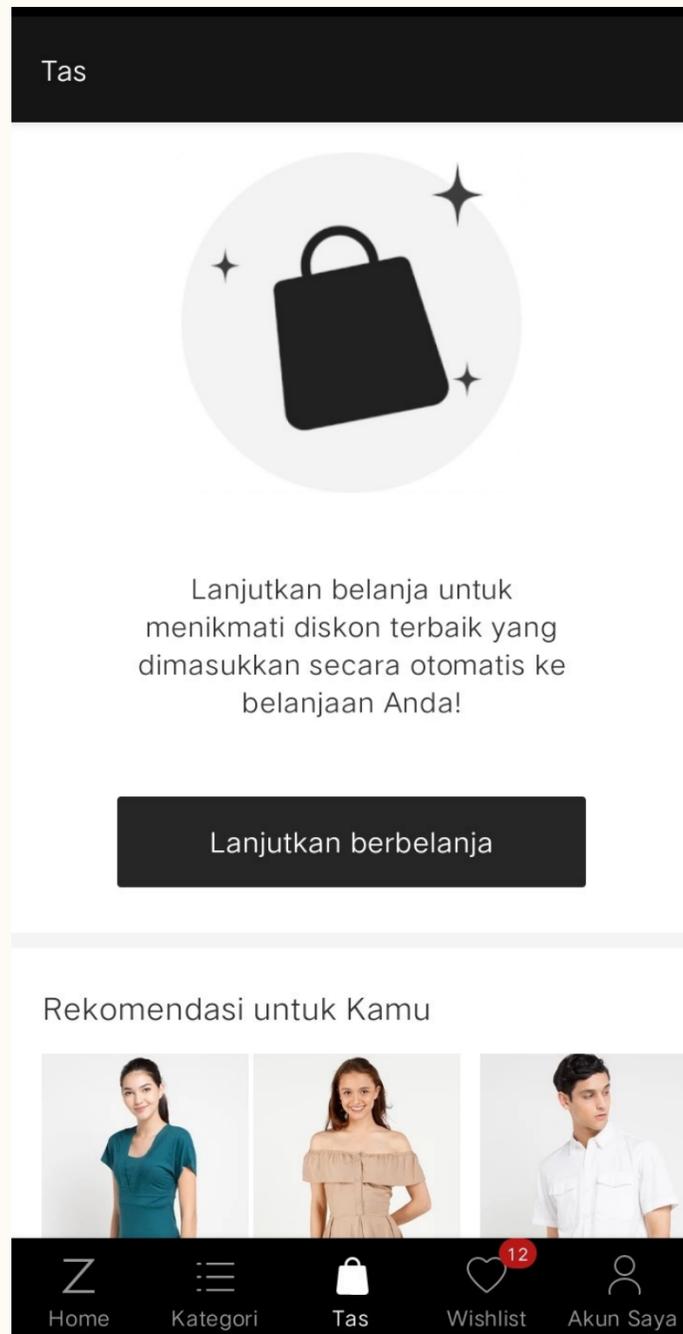
## Context

Users will be more interested in adding their favorite products to the cart and checking them out if they understand the copy.

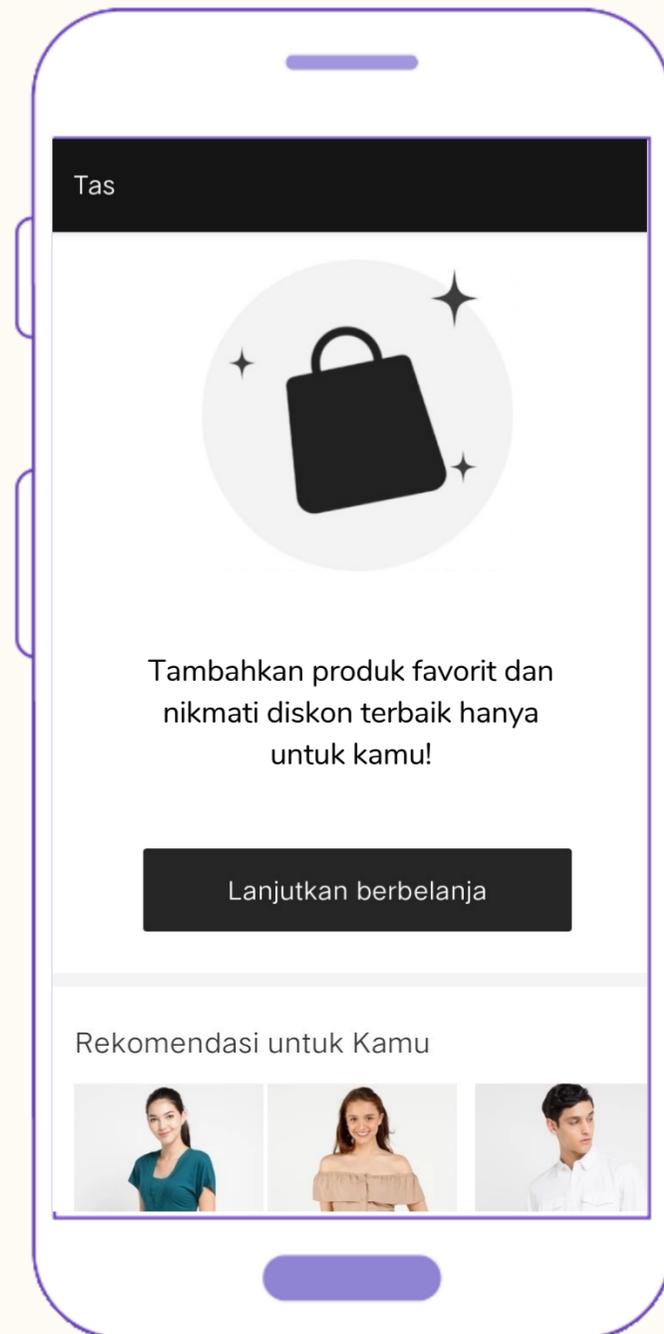
## Solution

Provide a better copy for this cart empty state, so users can continue to shop their favorite products.

## Before



## After



## Copy Rational

Based on my references from any common e-commerce such as Sayurbox, Blibli, Tokopedia, and Shopee, they all use the word "**Tambahkan produk**" on their cart empty state copy to encourage their user to continue shopping. It makes sense since users need to add their desired products first into their cart before checkout.

In the original copy, users were confused when they read the sentence. Then I changed the sentence to "**nikmati diskon terbaik hanya untuk kamu!**" because usually the discount is automatically listed on the product price, so it doesn't need to be entered manually anymore, unlike the promo code, which generally has to be entered first as an additional benefit (can be in the form of discounted prices, discounted shipping costs or vouchers that apply to your next purchase). While "**hanya untuk kamu!**" - I think it would make users feel more special.

## Result

- Based on the preference test I conducted on **10** participants, **9** of **10** prefer the new copy as it **provides users with clear and to-the-point explanations and instructions.**
- While **1** of **10** prefer the original copy as **Zalora asks the user to "Lanjutkan Belanja", so the copy should be the same as the CTA button.**

# Case #7: Gojek Disabled Driver Registration Form

This is a fictional task from a UX Writing class I participated. The task is to incorporate a microcopy that encourages disabled drivers to tell the truth about their condition while filling out the registration form. I collaborated with my partner, Rayditya Kusmana, on the copy to complete this task. Meanwhile, with my beginner skill in Figma, I designed the pages based on GoPartner app.

## TL: DR

Experiment with whether creating a form that is easy to fill can help disabled drivers be more open about their condition.

## User Journey

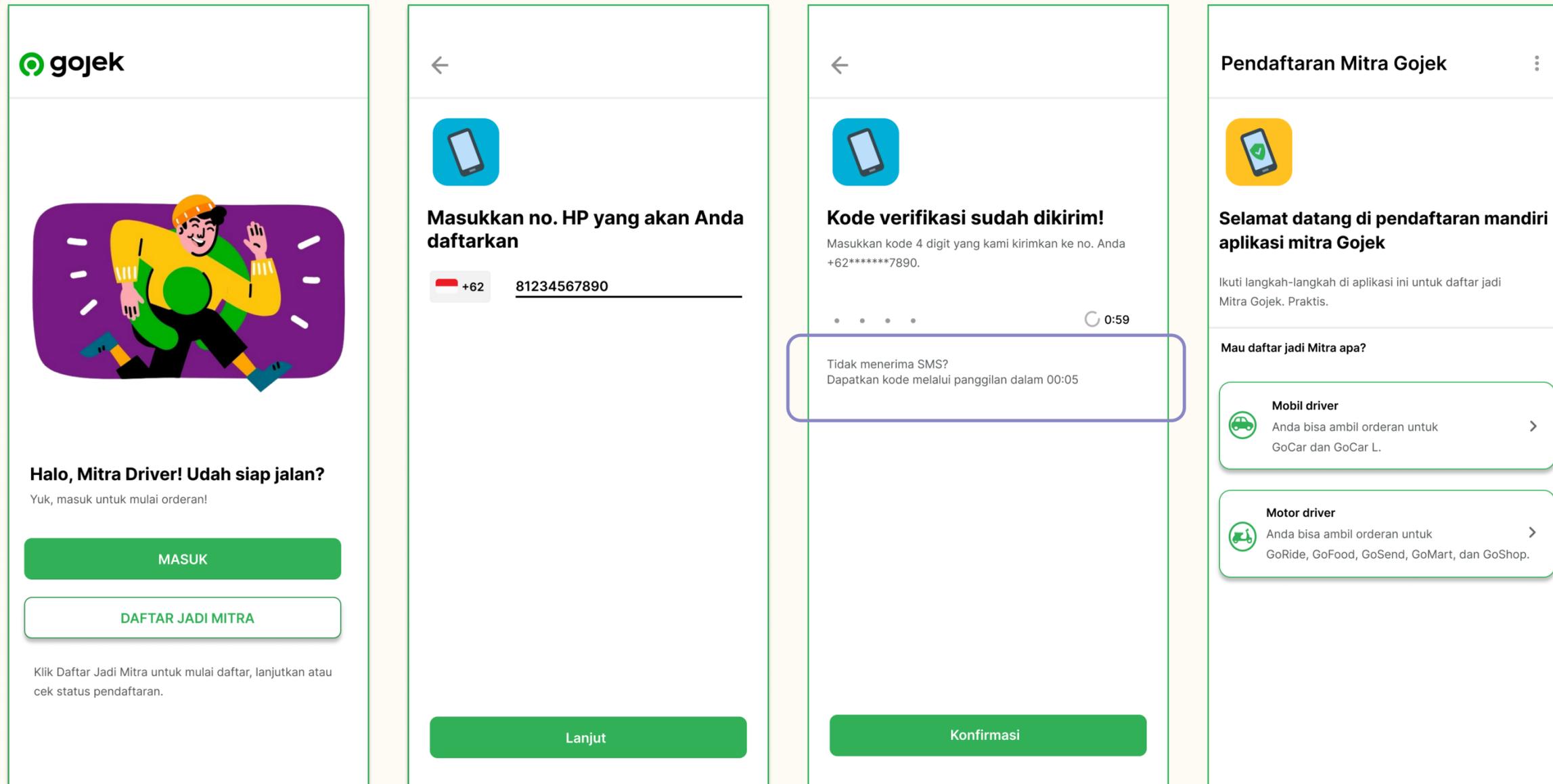
The driver opens the app - click on "Daftar Jadi Mitra" button - input phone number and OTP - choose which vehicle to drive - input personal profile - **disability form** - document form - finish (the driver is waiting for his status confirmation - Gojek will contact the driver for an interview - the driver will show their medical record - approval - become a driver.

## Problem

Drivers' concern is if users know that they have a disability, the order will be rejected.

## Solution

Create a new simple form with more specific questions regarding driver health.



## Copy Rational

For this flow, my partner and I decided not to change the copy much from the original copy. We just added microcopy on the OTP page as a solution if users don't get OTP via SMS.

# Proposed Copy

← Lengkapi Profil Anda

Mendaftar sebagai:  
Motor driver Ganti

Harap isi dengan data diri calon Mitra Gojek, bukan data orang lain.

Nama Lengkap  
Keanu Reeves

Harap isi dengan nama sesuai KTP termasuk tanda baca dan gelar.

Nomor HP Aktif  
+62 81234567890

Nomor Telepon Darurat  
+62 80987654321

Untuk hubungi Anda jika no.HP utama tidak aktif

Email  
keanucarikerja@gmail.com

Kota tempat mendaftar  
BALI

Apakah Anda memiliki riwayat penyakit serius atau penyandang disabilitas?  Ya  Tidak

Lanjut

← Informasi Kesehatan

Harap isi dengan jujur sesuai kondisi Anda.

1. Apakah Anda memiliki gangguan penglihatan seperti rabun dekat atau rabun jauh?  
 Ya  Tidak
2. Apakah Anda memiliki masalah buta warna?  
 Ya  Tidak
3. Apakah Anda memiliki riwayat penyakit jantung atau stroke?  
 Ya  Tidak
4. Apakah Anda memiliki gangguan bicara atau bisu?  
 Ya  Tidak
5. Apakah Anda memiliki gangguan pendengaran atau tuli?  
 Ya  Tidak
6. Apakah Anda memiliki cacat fisik?  
 Ya  Tidak
7. Jika kondisi Anda tidak disebutkan di atas, boleh jelaskan agar kami bisa memahaminya:

Cth: Cedera kepala 3 bulan yang lalu.

Lanjut

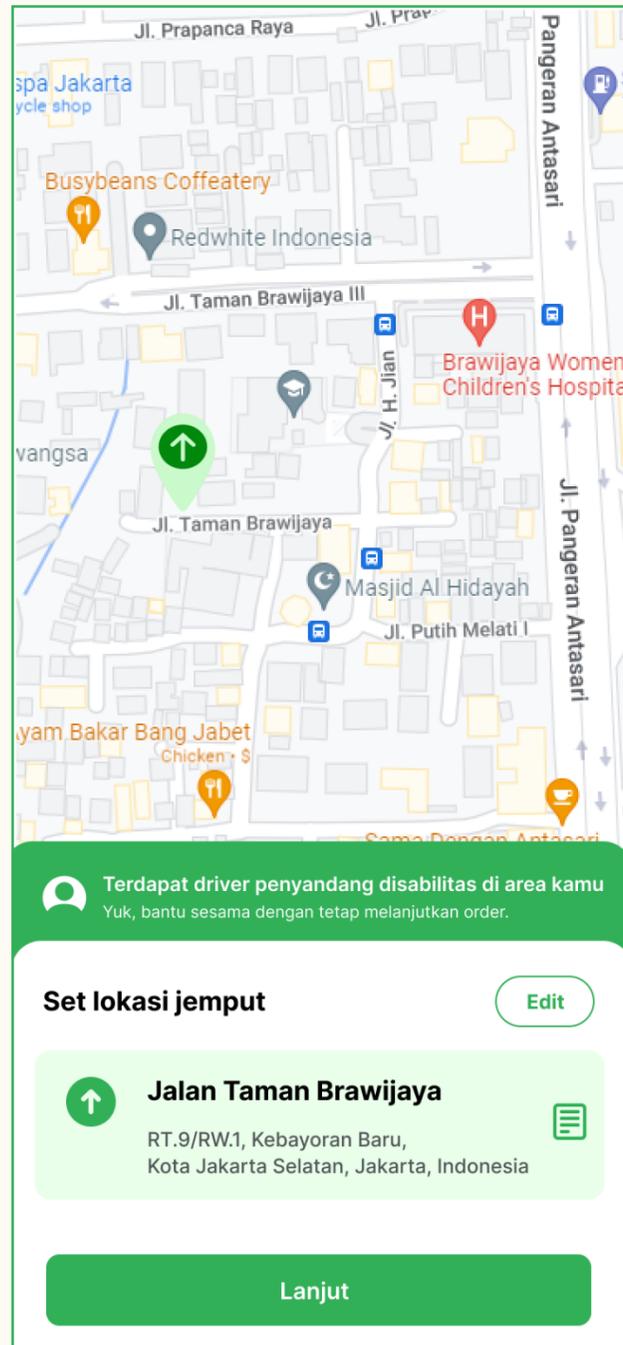
## Copy Rational

Same as the original copy on GoPartner App, we create "Lengkapi Profil Anda" page in the registration flow.

What makes it different is we put an additional question about the driver's health condition, whether it's a serious disease or having physical limitations. We thought these two conditions needed special treatment or medication. That's why we not only put disability as the main highlight.

We put a mini health record form inspired by Grab Examination Report on the next page we created. We encourage the drivers to fill out this page honestly. **To avoid confusion** when filling out the form, **we made simple Yes-No questions** from 1 to 6. While in number 7, we provide an "essay" question if the question on the previous number couldn't relate to the drivers' condition. Not to forget, **we embed a placeholder copy**, so drivers know what they should write.

# Page for customer with a “little” disclaimer



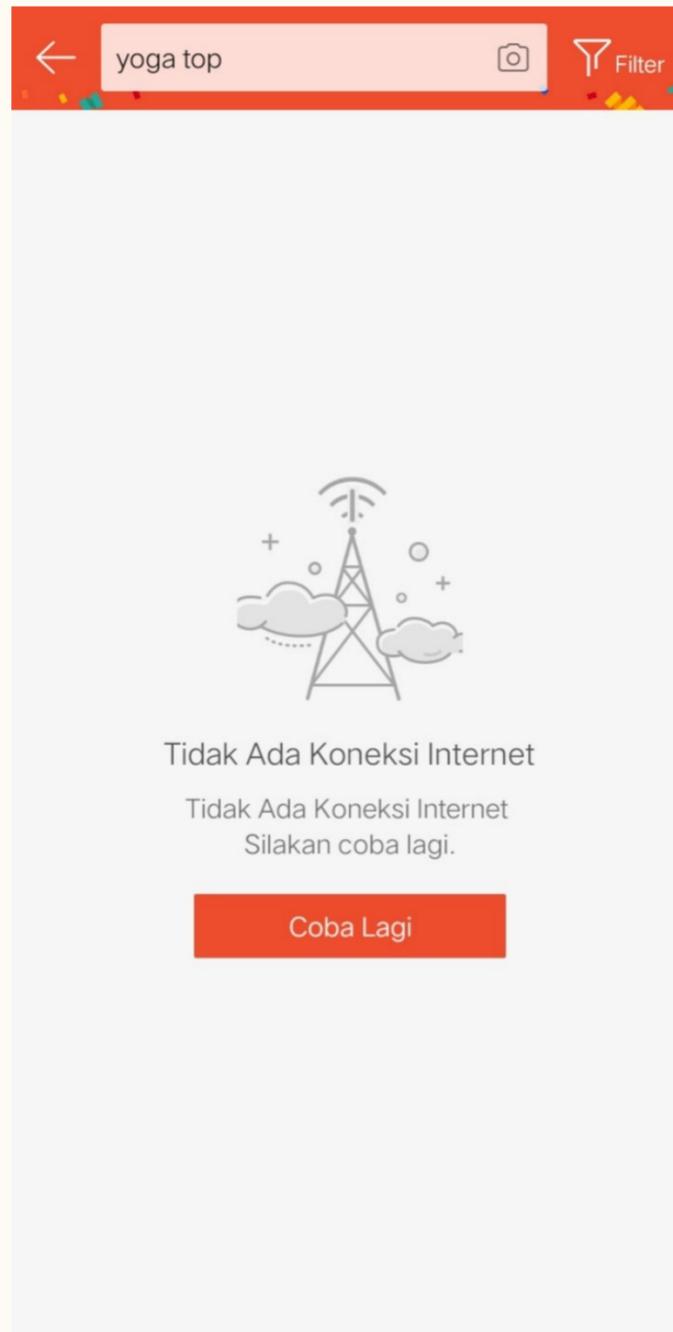
## Copy Rational

Referring to the problem, "**Their concern is if users know that they have a disability, the order will be rejected,**" - we are thinking about how to prevent drivers with disabilities from experiencing rejection when receiving orders from customers by adding notifications like this on the customer's screen. So, before proceeding with the orders, in all Gojek services, customers become aware that there are drivers with disabilities in their area and will continue to order.

## Reference

Inspired by the game **Pokemon Go** which also provides notifications if there are Poke monsters in your area that you can catch.

# Case #8: Shopee No Internet Connection



This is also part of the assignments from UX Writing class I participated. After logging into Shopee account, the user arrives at the home page, then searches for the item user wants by typing the item name in the search bar. Instead of finding the product user wants, Shopee shows a page informing the user that there is no internet connection.

## TL: DR

Experiment with whether a new copy can help users understand what is happening and give them a better solution.

## Problem

Users get confused with this copy because it's redundant with an unclear solution.

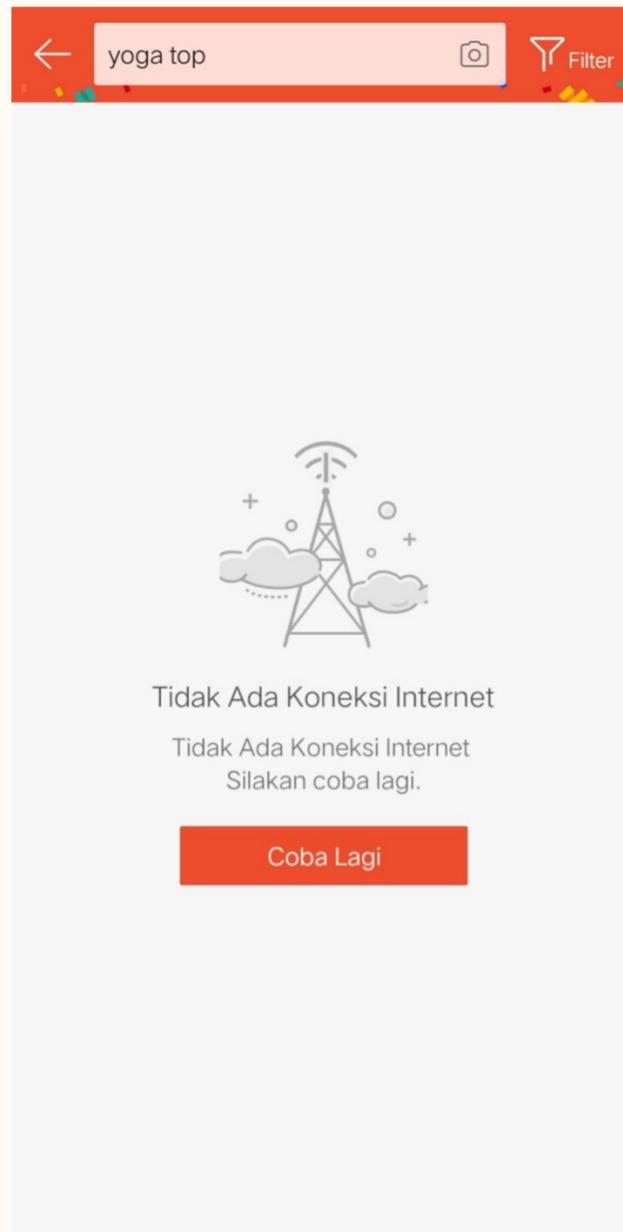
## Context

- Users want to know what is going on.
- Users tried to click "Coba Lagi" many times, but the page remained the same.

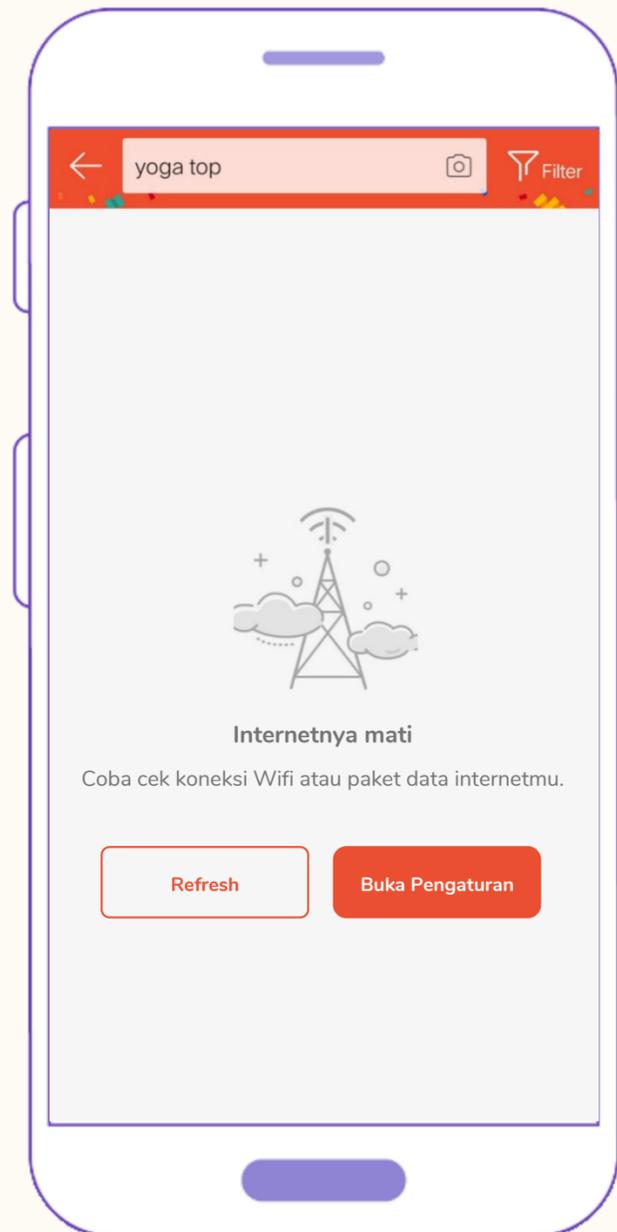
## Solution

Improve the copy on this page so that the user knows the cause of its presence and gets a solution, then the user can continue shopping on the Shopee app.

## Before



## After



## Copy Rational

"Tidak Ada Koneksi Internet" dan "Coba Lagi" are repeated twice on the original page. Besides being redundant, these phrases don't provide any solution to users, thus confusing them.

The phrase "Coba Lagi" sounds ambiguous; what should the user "Coba Lagi"? What if this page remains the same after users click the CTA button? What should users do next?

In the proposed copy, "**Internetnya mati**" is more clear about the situation. In addition, "**Coba cek koneksi WIFI atau paket data internetmu.**" can be a solution for users when the internet is disconnected.

With two button options, users can find a solution to their problem:

- **Refresh** button for reloading the page, or
- **Buka pengaturan** button for taking the user to the network and connection settings on their phone.

## Result

Based on the preference test I conducted on **9** participants:

- **7** of **9** prefer the new copy, as the copy is more clear and provides the right solution. So it feels more helpful.
- **2** of **9** prefer the original copy, as they don't know if they can still open the phone's setting when the internet is disconnected.

# Get to know me more



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