GuerillaBox Exercise

Style Notes
- V&T: Conversational, knowledgeable, and compassionate. Dry humor, when appropriate.
- Not critical errors - tone should stay light
- Try to lead to an action whenever possible

Scenario 1:
Write error messages for these five occurrences. Explain in your copy doc what should trigger each message and the rationale behind your design and copy choices.

Invalid email

Your Email Address

Example: yourname@host.com...

Something's not quite right.
Please try again.

Your Email Address

Example: yourname@host.com...

That email is already linked to an account.

Need help logging in?

Email already exists
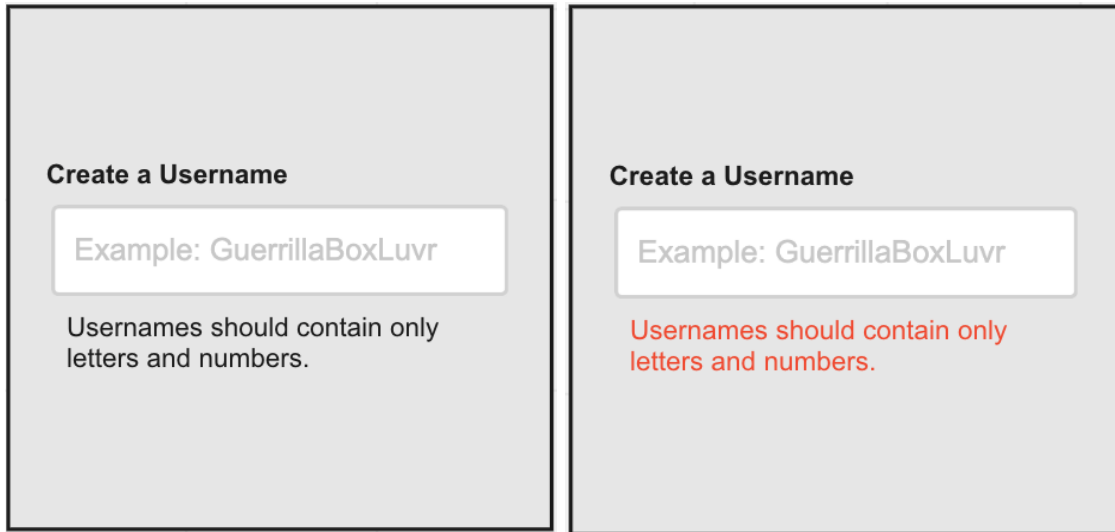
Create a Password

Example: Xzmk98PnOy7

Passwords should be 8 or more characters and contain letters and numbers.
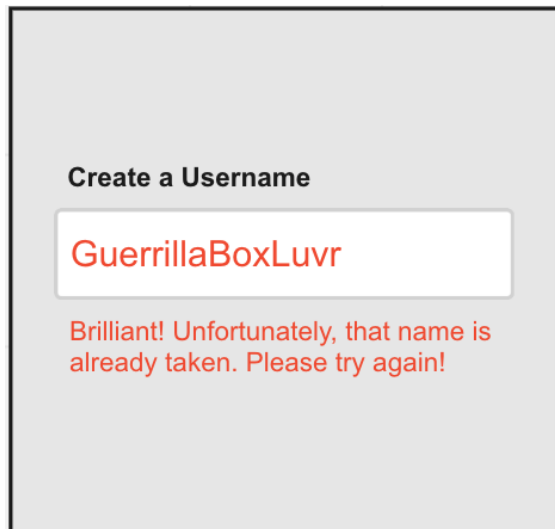
Create a Password

Example: Xzmk98PnOy7

Passwords should be 8 or more characters and contain letters and numbers.

Invalid password (passwords must be a least eight characters long and contain at least one number)
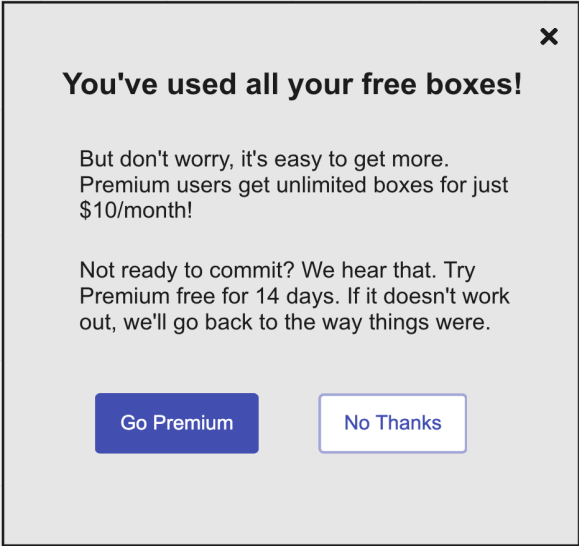
Create a Username

Example: GuerrillaBoxLuvr

Usernames should contain only letters and numbers.

Create a Username

Example: GuerrillaBoxLuvr

Usernames should contain only letters and numbers.

Invalid username

Create a Username

GuerrillaBoxLuvr

Brilliant! Unfortunately, that name is already taken. Please try again!

Occurrence	Final Copy	Copy Exploration	Rational
Inavalid Email	Example: yourname@host.com Something's not quite right. Please try again.	- Invalid email - That email isn't quite right. - Something's wrong. Please try again.	I added a microcopy example to help prevent the error, but I thought an error message was still needed. This one is simple and fairly straightforward but uses hedging to limit

			the blame.
Existing Email	That email is already linked to an account. Need help logging in?	- We already have that one. What else you got? - That email address already exists. - That email is already linked to an account. Log in, instead? / Return to login screen? / Want to try logging in? / Need help with your password?	If the email already exists, chances are it's the same user! Maybe they ended up on this screen by accident or they forgot their password and thought they could create one here. I think this option could return them to the login screen and also highlight how they can reset their password.
Invalid Password	Passwords should be 8 or more characters and contain letters and numbers. Example: Xzmk98PnOy7	- Wrong password - Password should be at least 8 characters long and contain both letters and numbers.	I added a microcopy password example to help guide the user (although, I could see there being an issue with multiple users just using the example). I also imagined the password guidelines underneath serving as before-action instructions, and then the same text could turn red if the user makes a mistake.
Invalid Username	Usernames should contain only letters and numbers. Example: GuerillaBoxLuvr		Like the Invalid Password message, I imagine the Username messaging working as instructions that can then change color to red if the user makes a mistake.
Existing Username	Brilliant! Unfortunately, that name is already	- Great choice! Unfortunately, someone else	Tried for a little humor!

	taken. Please try again!	thought so too. Please try again! - Great idea - but someone already picked it.	

Scenario 2:

GuerillaBox gives users up to three boxes on the free plan. (Remember, communication channels are called 'boxes' at GuerillaBox.) When a user on the free plan has three boxes in use and tries to add a fourth, they get a pop-up/error message explaining that they've used all of their boxes on the free plan.

> ✕
>
> ## You've used all your free boxes!
>
> But don't worry, it's easy to get more. Premium users get unlimited boxes for just $10/month!
>
> Not ready to commit? We hear that. Try Premium free for 14 days. If it doesn't work out, we'll go back to the way things were.
>
> **Go Premium**   No Thanks

Tag	Final Copy	Copy Exploration	Rational
H1	You've used all your boxes!	- Whoa! - Hold on there! - You've reached your 3-box limit. - Oops, looks like you've reached your 3-box limit! - You've reached your 3-box limit! - Need more boxes? - You've reached your limit - You're out of free boxes!	Simple, straightforward, but kind of playful.

H2			
Body	But don't worry, it's easy to get more. Premium users get unlimited boxes for just $10/month! Not ready to commit? We hear that. Try Premium free for 14 days. If it doesn't work out, we'll go back to the way things were.	- But don't worry, more boxes are right around the corner. - Once you start creating boxes, it can be hard to stop. We know! But did you know Premium Users ... - But don't worry, more boxes are right around the corner. Premium users get unlimited boxes for just $10 a month!	Retains the playful tone from the H1 and introduces the wonders of Premium. Second part adds some dating humor, using that to introduce the 14-day free trial, while also trying to subtly reinforce that all the things you love about GuerrillaBox will still be there if you decide you don't want to pay for Premium.
CTA	Go Premium No Thanks		Easy options. There's also an X in the corner to close out the pop-up if you don't want to read it again.
Sub-CTA			