

Lingual Exercise

Style Notes: V&T

- Magical: Anything is possible inside the world of Lingual
- Encouraging and positive: We're all about rooting for our learners and helping them make progress
- Playful: We put the fun in language learning

Project Notes

Write microcopy for the scenarios below. Decide how to deliver the message using a toast/snackbar, standard pop-up, or as part of the flow of screens. Explain why you chose the delivery you did and your rationale. Feel free to make assumptions about what the user flow would be or other design decisions, explain those assumptions, and write for the scenario with that assumption in mind.

Scenario 1

In Lingual, users earn badges that they display on their user profiles. The user earned the Word Wizard badge for adding their first 500 words to their word bank. This is shown after the user completes a lesson.

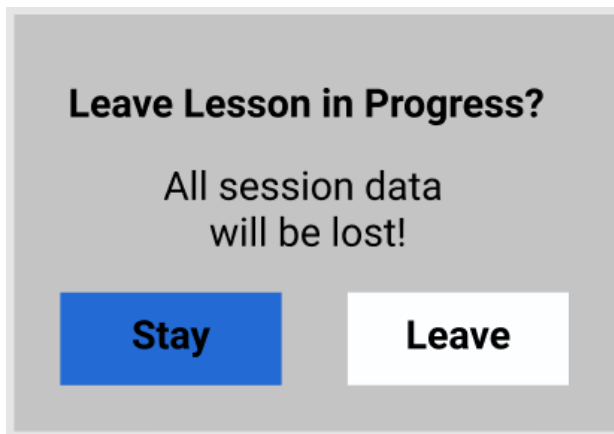


Tag	Final Copy	Copy Exploration	Rational
Delivery Method	Toast (no CTA)		- Seems perfect for a toast pop-up - it's a short alert the user doesn't need to interact with
H1	You're a Word Wizard!	- Word Wizard Unlocked! - You're a Word Wizard! - Congratulations! You're a Word Wizard	- I'm assuming the user knows about the whole badge system and I don't need to explain. - I imagined adding info on the 500 word achievement will make it too long - Struggled to keep this short but informative

			- Final choice is fun and engaging!
H2			
Body			
CTA			
Sub-CTA			

Scenario 2

The user tries to exit in the middle of a learning session. All session data will be lost if they exit.

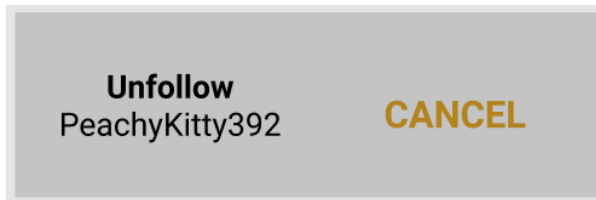


Tag	Final Copy	Copy Exploration	Rational
Delivery Method	Pop-Up		
H1	Leave Lesson in Progress?	- Are you sure you want to leave?	- Simple, straightforward, clear on what is being asked.
H2			
Body	All session data will be lost!		- Clearly stating what will happen if user leaves
CTA	- Stay - Leave	- Go Back - Stay - OK - Leave	- Wanted to be as clear as possible, but was worried about space. I think when combined, the CTAs

			“Stay” and “Leave” are fairly clear.
Sub-CTA			

Scenario 3

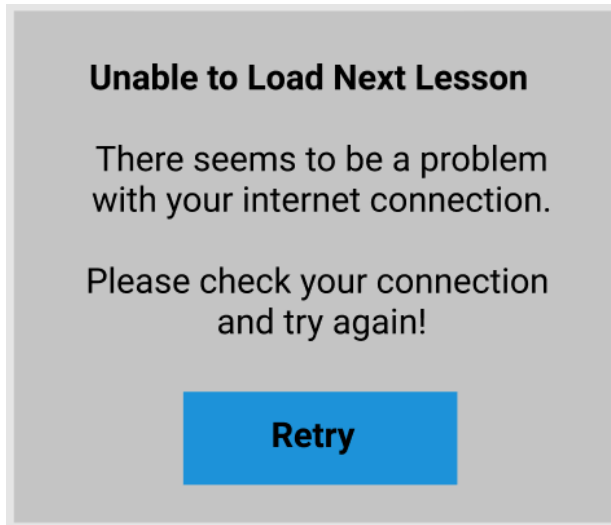
The user chose to unfollow a fellow learner.



Tag	Final Copy	Copy Exploration	Rational
Delivery Method	Toast (w/ CTA)		
H1	Unfollow PeachKitty392	- Unfollowing {name} - Unfollowed {name}	- Not sure what the best tense is. - I thought making the person's name non-bold would allow for a variety of lengths of names
H2			
Body			
CTA	CANCEL	UNDO	- Straightforward - Used color and capitalization to offset, although I imagine just one would be enough. - Undo would work, too. It's shorter, but I'm already using an "un-" word in the first part, so might be good to mix it up.
Sub-CTA			

Scenario 4

Next lesson can't load because the user lost internet connection.

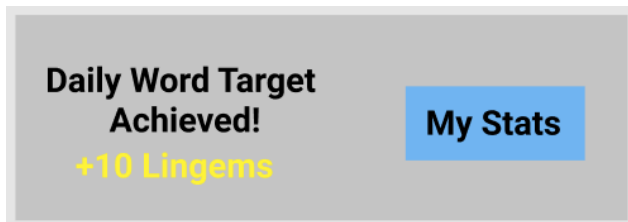


Tag	Final Copy	Copy Exploration	Rational
Delivery Method	Error Message	Loading State	- If there is a connection issue, a loading state can't give an accurate estimate of loading time.
H1	Unable to Load Next Lesson	- There's a problem! - Unable to Load Lesson	
H2			
Body	There seems to be a problem with your internet connection. Check your connection and try again!	- There's a problem with your internet connection that's preventing us from loading your next lesson. - We're having trouble connecting to the internet. - There seems to be a problem with your internet connection. - There seems to be a problem connecting to the internet.	- Hedging to take the edge off. - Explains the issue and gives user a feeling of being in control

CTA	Retry		- CTA works with heading and makes sense whether body copy is read or not.
Sub-CTA			

Scenario 5

Users have daily word bank goals based on their daily target of new words. For example, a user can set their goal as adding 10 new words per day to their word bank. The user has just met their daily word bank goal and earned a reward: 10 Ling-gems. (It's up to you to decide where in the flow to present this information and how. During the lesson? After a lesson is complete? Only when the user visits their profile? Explain where you chose to put this message and why.)



Tag	Final Copy	Copy Exploration	Rational
Delivery Method	Toast w/CTA		<ul style="list-style-type: none"> - By informing the user of their achievement the moment it happens, the user can decide their next action - do they call it a day, knowing they met their goal; or do they start work on their next achievement? - Also, in my experience, it's nice to know right when you've met your goal, rather than having to stop what you're doing to go somewhere else and look. - But I also think a user might want to go to their dashboard

			from there to see how everything is stacking up.
H1	Daily Word Target Achieved!	- You did it!	
H2	+10 Lingems		
Body		- Daily Word Target Achieved! Congratulations!	- Maybe this is too much content mashed in there for a toast? Just seems like there's a lot to say, but a full-size pop-up would be too invasive.
CTA	My Stats		So user can quickly and easily see where all their numbers are and how they compare.
Sub-CTA			