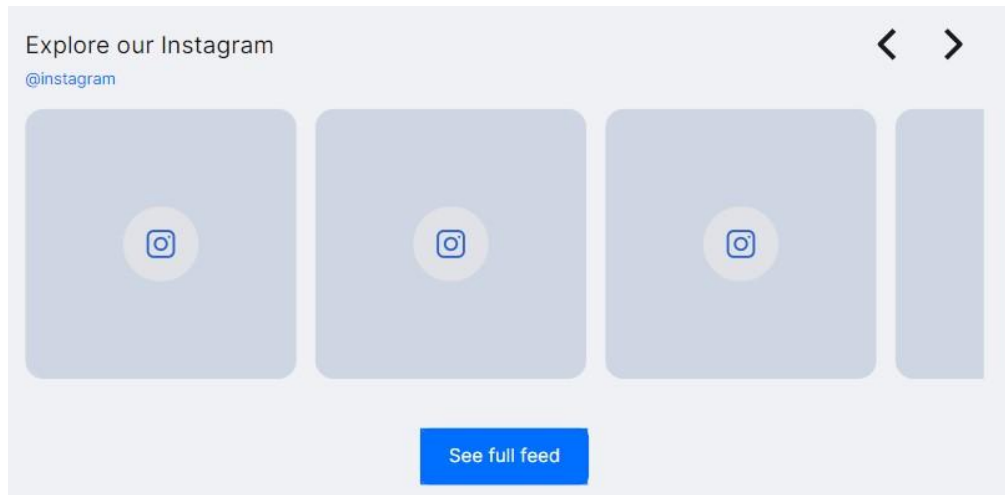


UX Writing Work

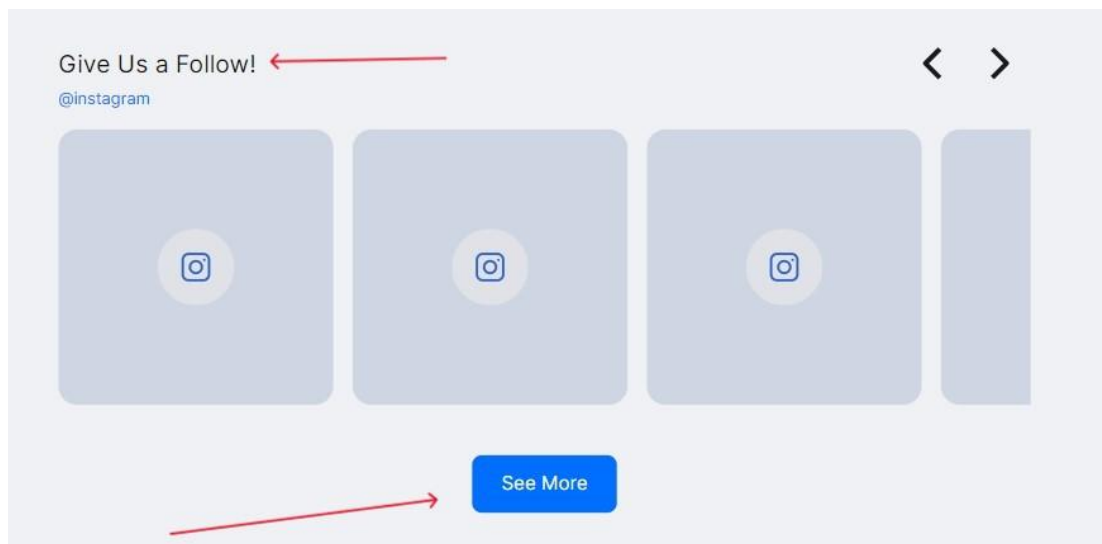
By Patrick Noon

Sample 1

Before:



After:

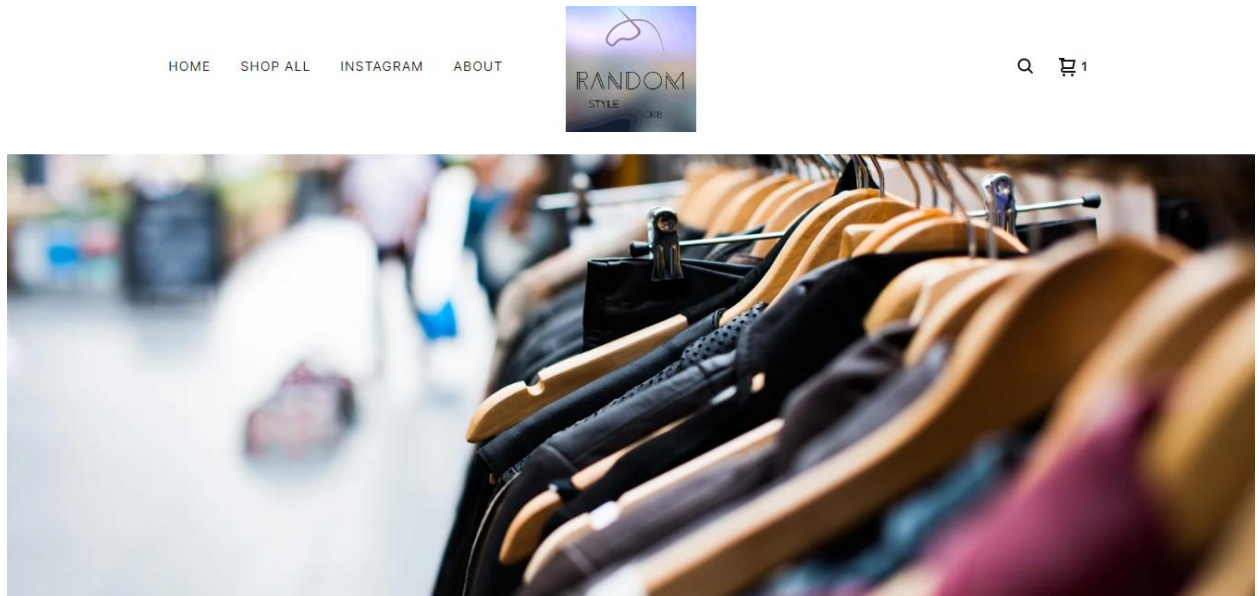


Changes Made:

- By changing the header from “**Explore our Instagram**” to “**Give Us a Follow!**” the user sees a more positive tone which gives a confident, yet friendly atmosphere.
- The “**See full feed**” icon seems robotic and having one word with an uppercase “S” and the other two lowercase “f” disrupts the cohesiveness of the icon. “**See More**” creates a more cohesive, shorter message as well as a tone of exploration and discovery that the previous icon doesn’t display well

Sample 2

Before:



After:

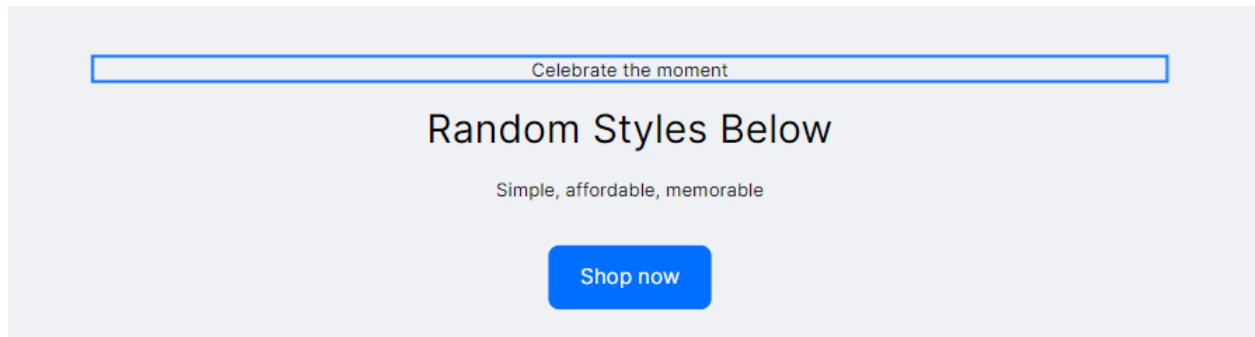


Changes Made:

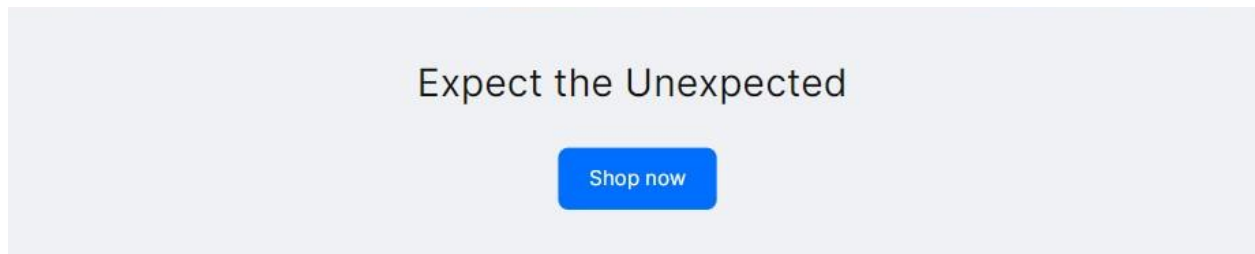
- The icon at the center took away from the options of “[Home](#)”, “[Shop All](#)”, and “[About](#)”. By shrinking it, the icon doesn’t distract the user from the other options.
- Changing the “[Shop All](#)” to “[Shop](#)” emits the same idea for the customer while keeping the text shorter.
- By removing the “[Instagram](#)”, and leaving it at the bottom makes the header interface look neater.

Sample 3

Before:



After:



Changes Made:

- The biggest changes I made were removing the smaller captions above and below "**Random Styles Below**" to clean up the interface in order to make it look less clustered.
- I changed "**Random Styles Below**" to "**Expect the Unexpected**" to make the phrase daring and leave the user curious about what they want to see. It also is more in line with the theme of "Random Style Crib".