

# MICROCOPY EXAMPLES

Below is the microcopy used across the platform to help users understand actions, trust signals, filters, and contact flows. The copy is concise, informative, and tailored for hardware-focused hiring.

## SECTION 1 — SEARCH & ENTRY MICROCOPY:

**AI Search CTA:** “Let AI find talent for you”

**Manual Search CTA:** “Browse on your own”

**Search placeholder:** “What do you need help with? (e.g., PCB, robotics, firmware)”

**Location placeholder:** “Enter city”

**Search button:** “Get Matched”

**Popular searches label:** “Popular Searches”

The wireframe illustrates a search interface for finding verified developer teams and professionals. At the top left is a placeholder for a logo, and at the top right is a 'Sign in / Log in' button. The main heading reads 'Find verified developer teams & professionals in your city'. Below this, there are two primary search options: 'Let AI find for You' and 'browse on your own'. A search bar contains the placeholder text 'search for developers, designers...', followed by a location input field with a placeholder 'location' and a 'search' button. Below the search bar, a 'Popular Searches' section lists three categories: 'hardware engineer', 'UI/UX Designer', and 'Robotics engineer'. To the right of the search bar is a large square placeholder with an 'X' inside. At the bottom, there are three smaller square placeholders with 'X' marks. The footer contains links for 'FAQ', 'terms and conditions', and 'company policies', along with a 'join as developer' button.

## SECTION 2 — CLUSTER VS FREELANCER MICROCOPY:

**Cluster label:** “Cluster / Team”

**Cluster description:** “A small specialized team working together for hardware prototypes.”

**Freelancer label:** “Freelancer”

**Freelancer description:** “Individual specialist for specific tasks.”

## SECTION 3 — TRUST & VERIFICATION MICROCOPY:

**Verified badge:** “Verified”

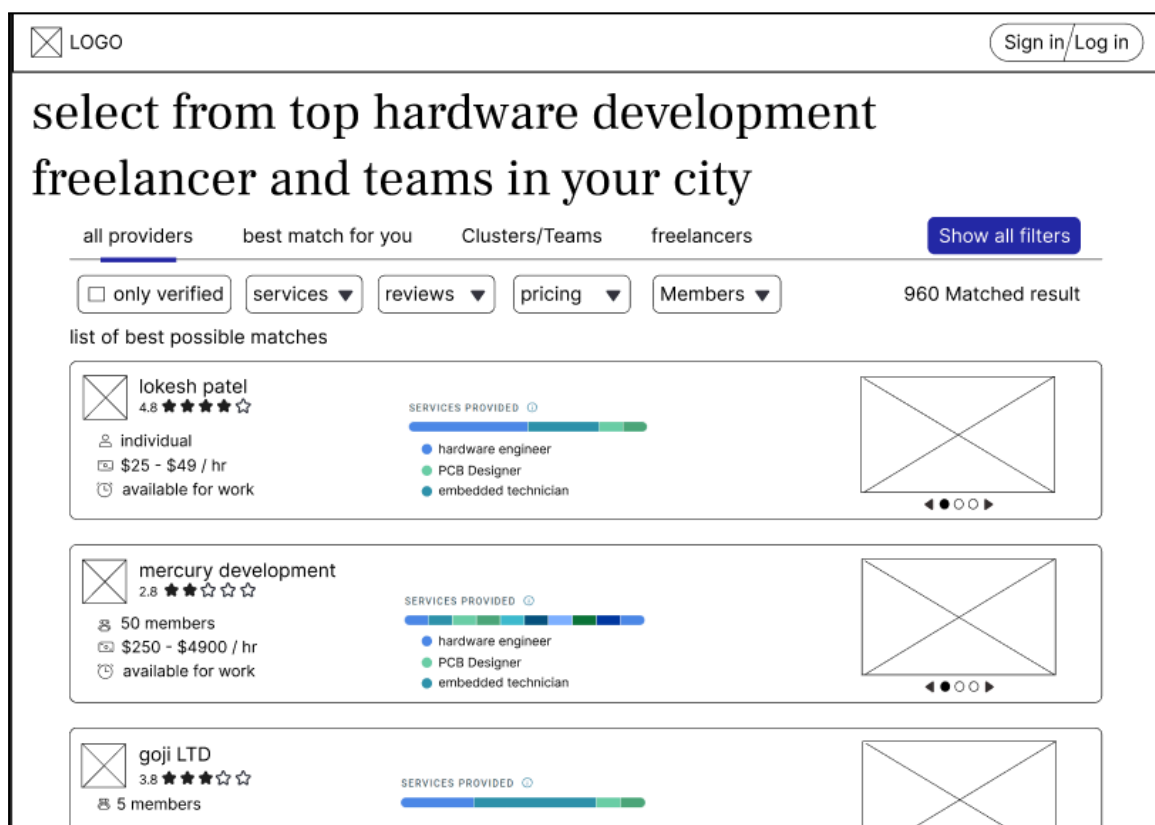
**Review count:** “(200 reviews)”

**Cost rating label:** “Rating for cost”

**Case studies tab:** “Case Studies”

**Images tab:** “Images.”

**Reviews tab:** “Reviews.”



## SECTION 4 — PROFILE DETAIL MICROCOPY:

**Description header:** “Description”

**Pricing snapshot header:** “Pricing Snapshot”

**Hourly rate:** “Avg. hourly rate”

**Services provided:** “Services Provided”

**Contact CTA:** “Contact”

**Ask CTA:** “Ask a question”

## SECTION 5 — EMPTY & ERROR STATES

**Empty results:** “No matching talent found. Try adjusting filters or expanding your city.”

**Empty case studies:** “No case studies uploaded yet.”

**Empty reviews:** “No reviews available for this provider.”

**Error (network):** “Something went wrong — please reload the page.”

**Error (form):** “Please fill all required fields.”

