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FANCY POP-UPS

Applying this principle to the pop-ups on postal.ninja/en, it's crucial to present data usage information clearly and succinctly, minimizing cognitive load. Overly detailed or complex language can overwhelm users, leading to confusion or disengagement.

Rewritten Pop-up Content:

Initial Pop-up:

- We use cookies to enhance your experience. Manage your preferences or accept all.

[Accept All] [Manage Options]

Upon Clicking 'Manage Options':

Select which cookies you'd like to enable:

Essential Cookies: Necessary for site functionality.

Analytics Cookies: Help us improve our services by analyzing usage.

Marketing Cookies: Personalize ads based on your interests.

[Save Preferences] [Back]

This revision aligns with Krug's advice by providing only the necessary information in a straightforward manner, allowing users to make informed decisions without unnecessary complexity.