

# MADDISON HAFFER

UX Writing & Content Design

[www.maddisonhaffer.com](http://www.maddisonhaffer.com)

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# Introducing:

An adventure-loving, trail running, all around passionate human being who also happens to be an Australian living in St. Louis, Missouri. I transitioned into UX Writing to pursue something I am truly passionate about - designing gratifying user experiences through words .

My previous work experience has taught me a lot of incredible transferable skills:

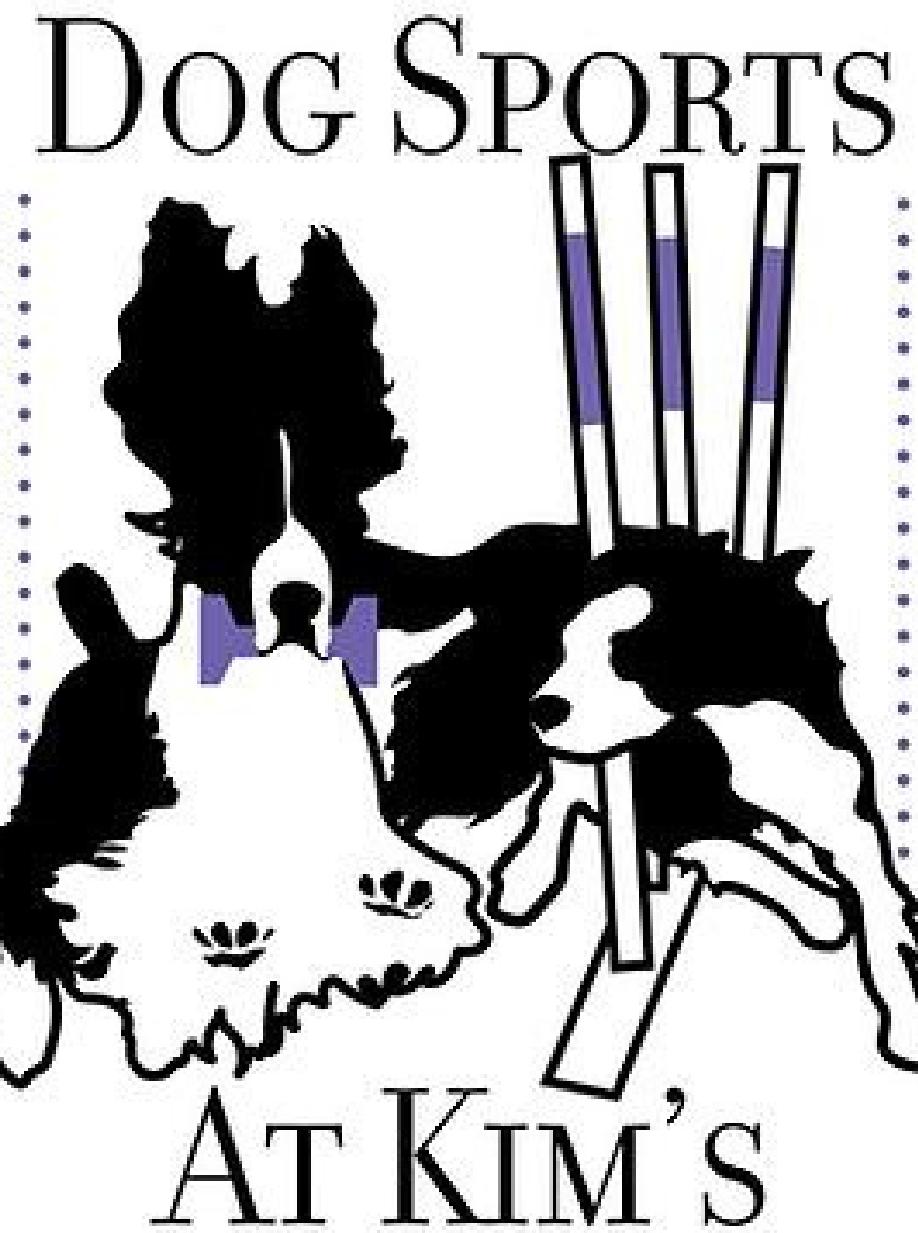
- 3 years in contract administration taught me about understanding the importance of details and communicating complex language into something more palatable
- 3 years in event management taught me adaptability, communication, problem solving and collaboration
- 6 years in customer service in a variety of roles taught me how to empathize and understand the customers needs

Though my past experience is varied, these experiences have allowed for me to gain great skills to be a successful part of your team.



## My values:

- Curiosity
- Positivity
- Compassion
- Collaboration



*Goal:*

To discover the user's response to the current Dog Sports at Kim's (DSK) website, discover pain points and propose a solution to improve their experiences.

## FRAMING THE PROBLEM

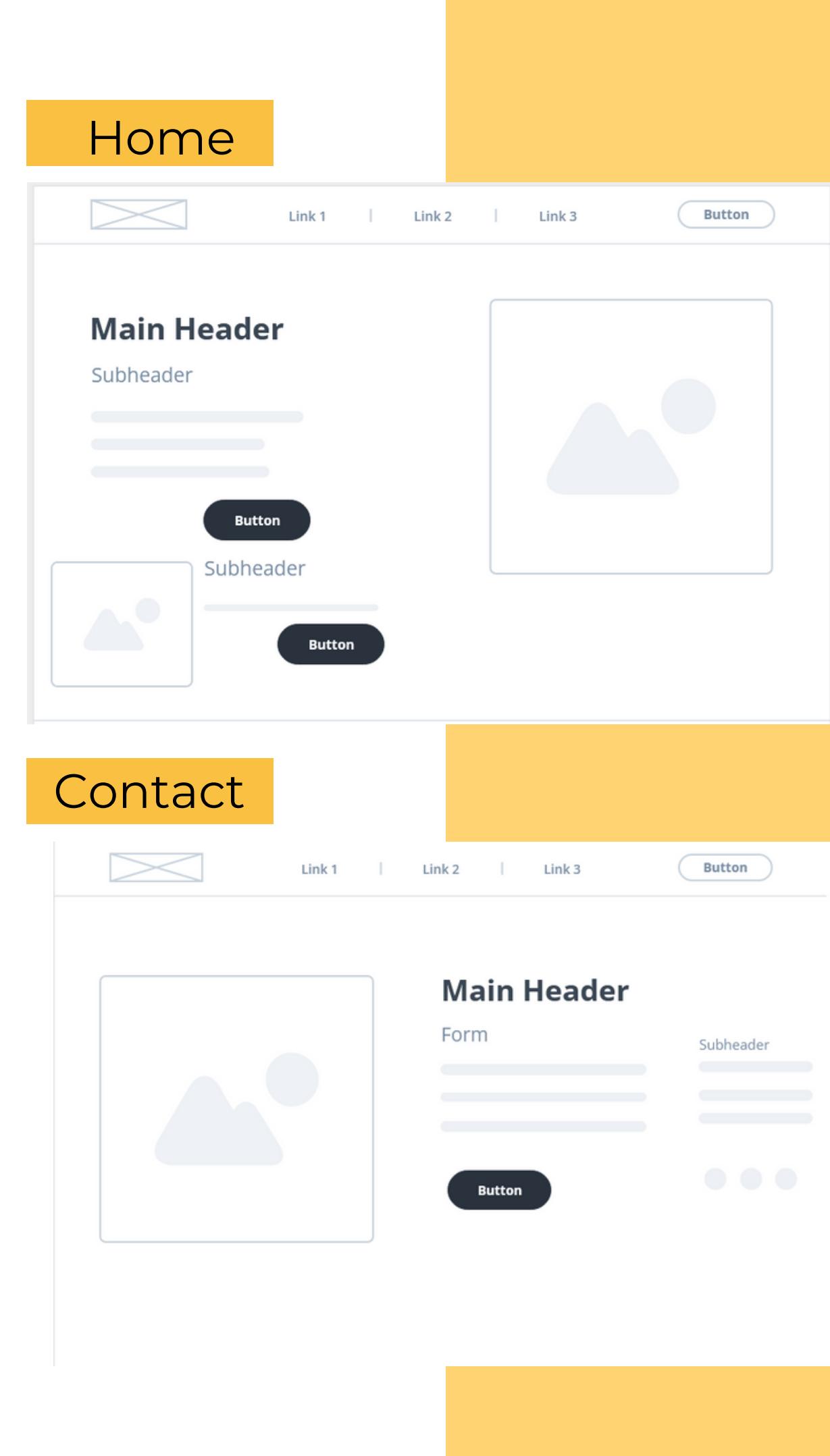
1. The site is a number of pages that are walls of text making navigation and finding information confusing - lack of information architecture
2. Lack of consistency throughout the site including both content and formatting
3. Accessibility challenges - contrast ratio, paragraph spacing, alt text & buttons

# 1.

Based on the established pain points, I sketched multiple options to test and see how initiating changes would optimize the user experience. During the process of redesign, I continued referring to the target audience, company mission, revenue model and my goal to focus on how to improve the user experience. After a few rounds of iterations I came to a good place with the new site design.

Some key changes made in the new design include:

- Condensing similar or doubled up pages together to make it more easily navigable, including less menu options and pages more streamlined
- Buttons! Giving focus points for users - find a class and contact being two of the main ones



# 2.

Moving forward with the process, I turned my Lo-Fi sketches into Hi-Fi prototypes utilizing Figma. Screen comparisons showing before and after side by side will be on the next page. Ultimately I decided to create a more modernized website that focused on the main aspects of the old site giving users more direction and making it overall more accessible, something that was a priority was removing the walls of text that were included in the old site and either condensing or moving to a more appropriate page.

Some key changes include:

- Consistent formatting throughout, including font style, size, color and language
- A direct contact form instead of external link for user confidence (ideally we'd add an online booking system for class registration for ease of use)
- Less "busy" pages with a focus on being streamlined and accessible to users, most users aren't going to read every word and are overwhelmed with too many options so the ultimate goal was to make it more concise overall



# Dog Sports at Kim's

*Bring Out the Best in Your Dog!*

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**Welcome to the new DSKDogs.com!**

...web home of Dog Sports at Kim's, the premier place for competitive and family dog training in St. Louis, Mo., and Metro East/Southern Illinois.

At Dog Sports at Kim's, we believe every dog can be a champion, and every champion should be a well-behaved and well-mannered member of the family.

DSK is filled with people who love dogs, and love to train their dogs. We invite you to take a cyberroll through our website and see if you'd like to join our community – a place where we work and play with our dogs, always with a single goal in mind, teaching you to...

**Bring out the best in your dog!**

**Click here for the latest bulletins!**  
Including schedule updates, new classes, weather postponements, upcoming trials, and all other DSK news...

[The Incomparable Rev](#)



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*Bring Out the Best in Your Dog!*

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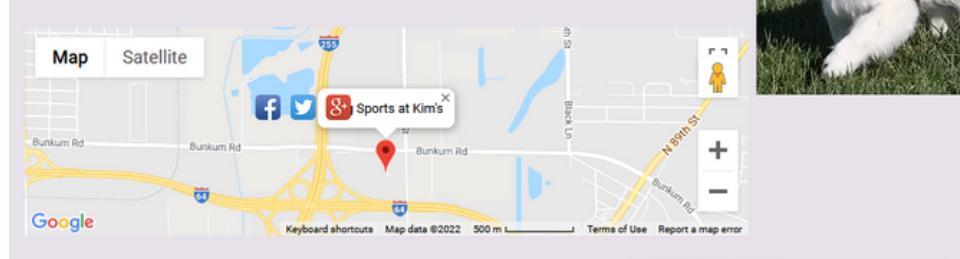
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## Contact Us

**Dog Sports at Kim's**  
1951 Townsley Lane  
Caseyville, IL 62232  
[Kim@DSKDogs.com](mailto:Kim@DSKDogs.com)

**618-293-1750**

[Email us!](#)







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## About us

Dog Sports at Kim's is a community of individuals who enjoy coming together to train their dogs. We offer classes in Obedience, Agility, Rally, and puppy training. Some of us have been training dogs for decades, while others are relative newcomers. And while most of us aim to compete with our dogs, others simply want a well-behaved family pet. Whatever your goals may be, you'll find a rich, energetic program that both you and your dog will love.

Here's what you'll find at Dog Sports at Kim's:

- Competitive obedience and rally
- Basic pet obedience/Canine Good Citizen
- Purebred and mixed-breed dogs
- Rescue dogs a specialty
- Puppy classes

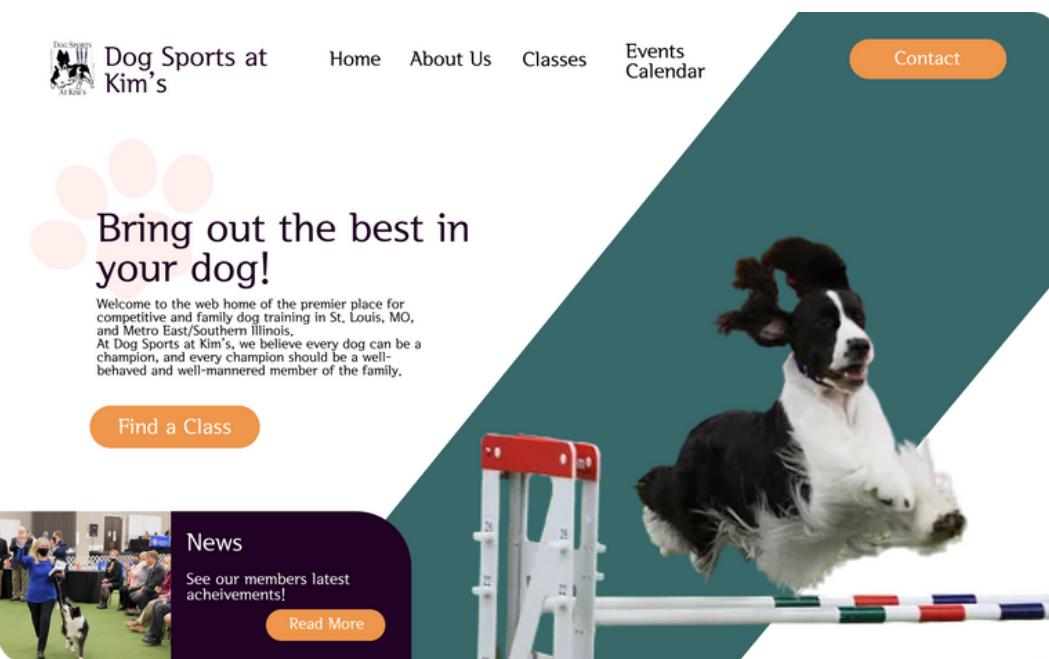
[Check out our Facebook page!](#) 



**Who we are**

Kim Berkley, our lead trainer, brings impeccable credentials to her work, having trained many dogs – including her own – to competitive championships. Kim keeps class sizes small to make sure each





**Dog Sports at Kim's**

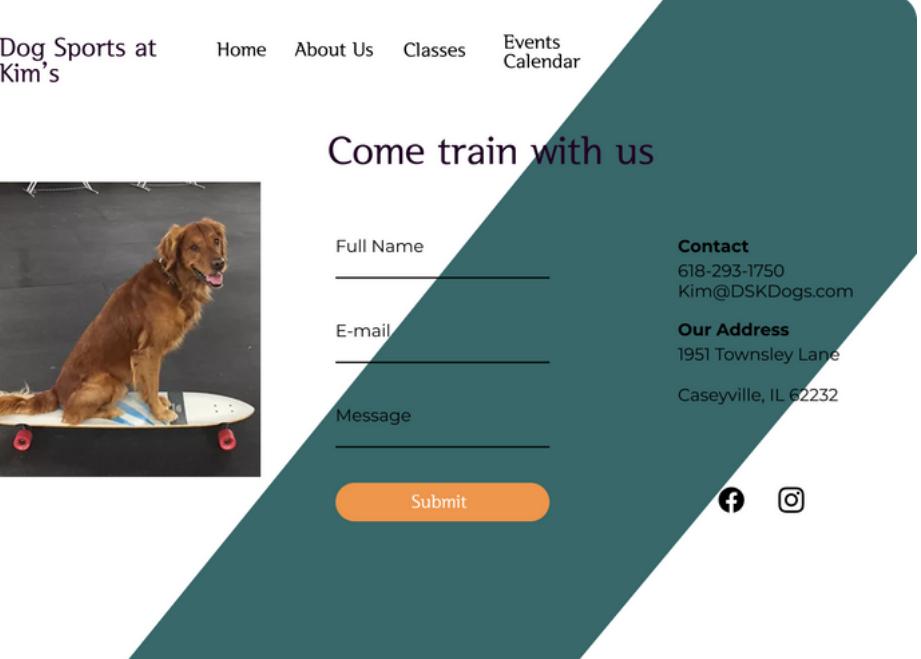
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**Bring out the best in your dog!**

Welcome to the web home of the premier place for competitive and family dog training in St. Louis, MO, and Metro East/Southern Illinois. At Dog Sports at Kim's, we believe every dog can be a champion, and every champion should be a well-behaved and well-mannered member of the family.

[Find a Class](#)

**News**  
See our members latest achievements! [Read More](#)



**Dog Sports at Kim's**

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## Come train with us

**Contact**  
618-293-1750  
[Kim@DSKDogs.com](mailto:Kim@DSKDogs.com)

**Our Address**  
1951 Townsley Lane  
Caseyville, IL 62232

**Full Name** \_\_\_\_\_  
**E-mail** \_\_\_\_\_  
**Message** \_\_\_\_\_

[Submit](#)  







**Dog Sports at Kim's**

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## About Us

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Here's what you'll find at Dog Sports at Kim's:

- Competitive obedience and rally
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- Purebred and mixed-breed dogs
- Rescue dogs a specialty
- Puppy classes

Kim Berkley, our lead trainer, brings impeccable credentials to her work, having trained many dogs – including her own – to competitive championships. Kim keeps class sizes small to make sure each dog-handler team gets targeted, individualized instruction. Also, unlike most training programs, DSK classes are tailored for a minimum of stand-around-and-wait time.

Our other trainers include April Adams, Nancy Curtis, Jeannine Kerr, Joanne Bockhorn, Morgan Kramer, Patty Schneiderjohn, Cindy Simpson, and Christina Ward.

Nancy Curtis also provides administrative and training support at DSK.

[Meet Our Trainers](#)

# 3.

I created a new color palette to allow for accessibility and therefore improved user experience, the current design does not allow for a sufficient contrast ratio for users with visual impairments. Shown are both home page in Monochrome. As you can see from the images, most notably the buttons and menu, are much more accessible to users in the new design to navigate no matter the color scheme.

As well as this the current website needs updates to meet accessibility compliance, from paragraph spacing to alt text for images.

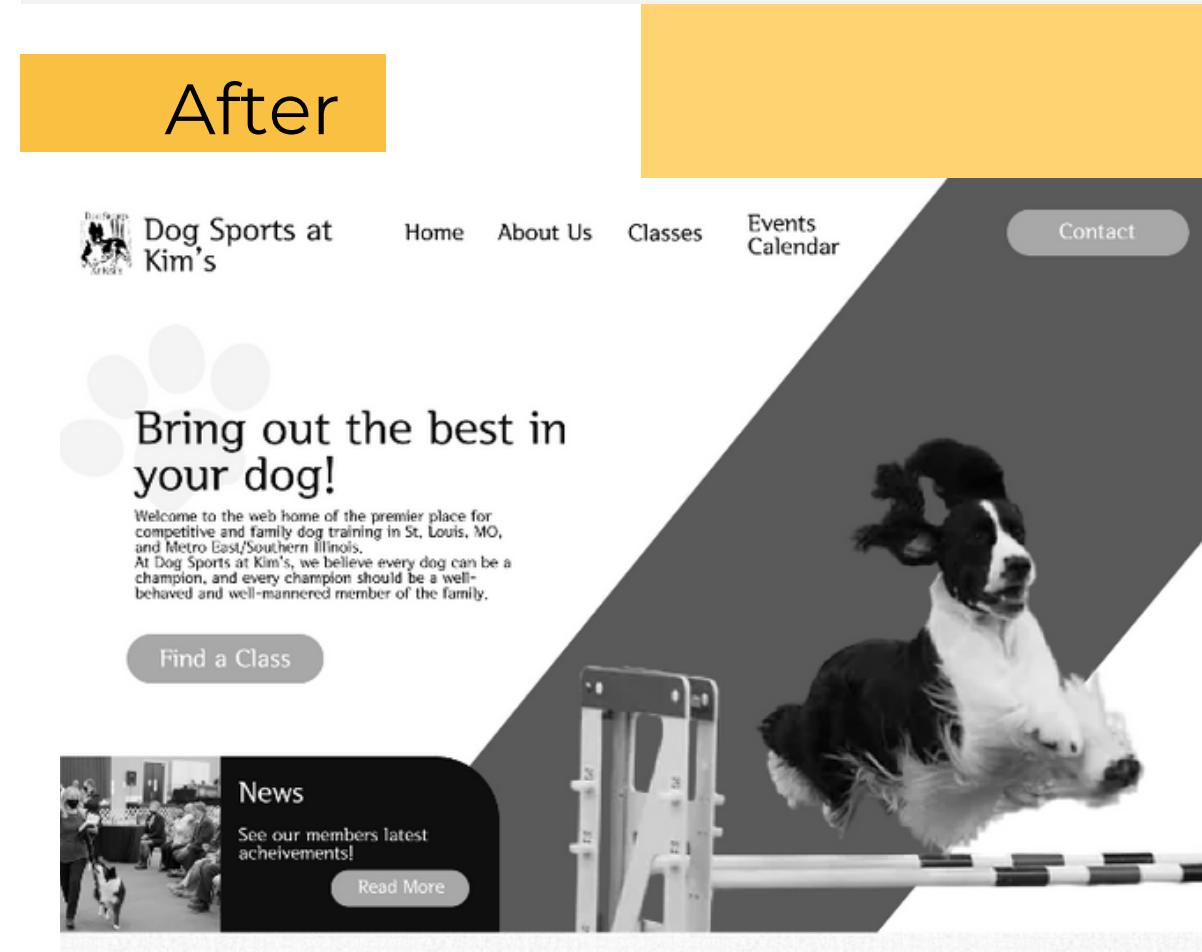
The new site design will allow for greater accessibility including:

- Clearer buttons & navigation
- Included alt text
- Descriptive and sequential headings
- Update HTML to allow for better access by screen readers

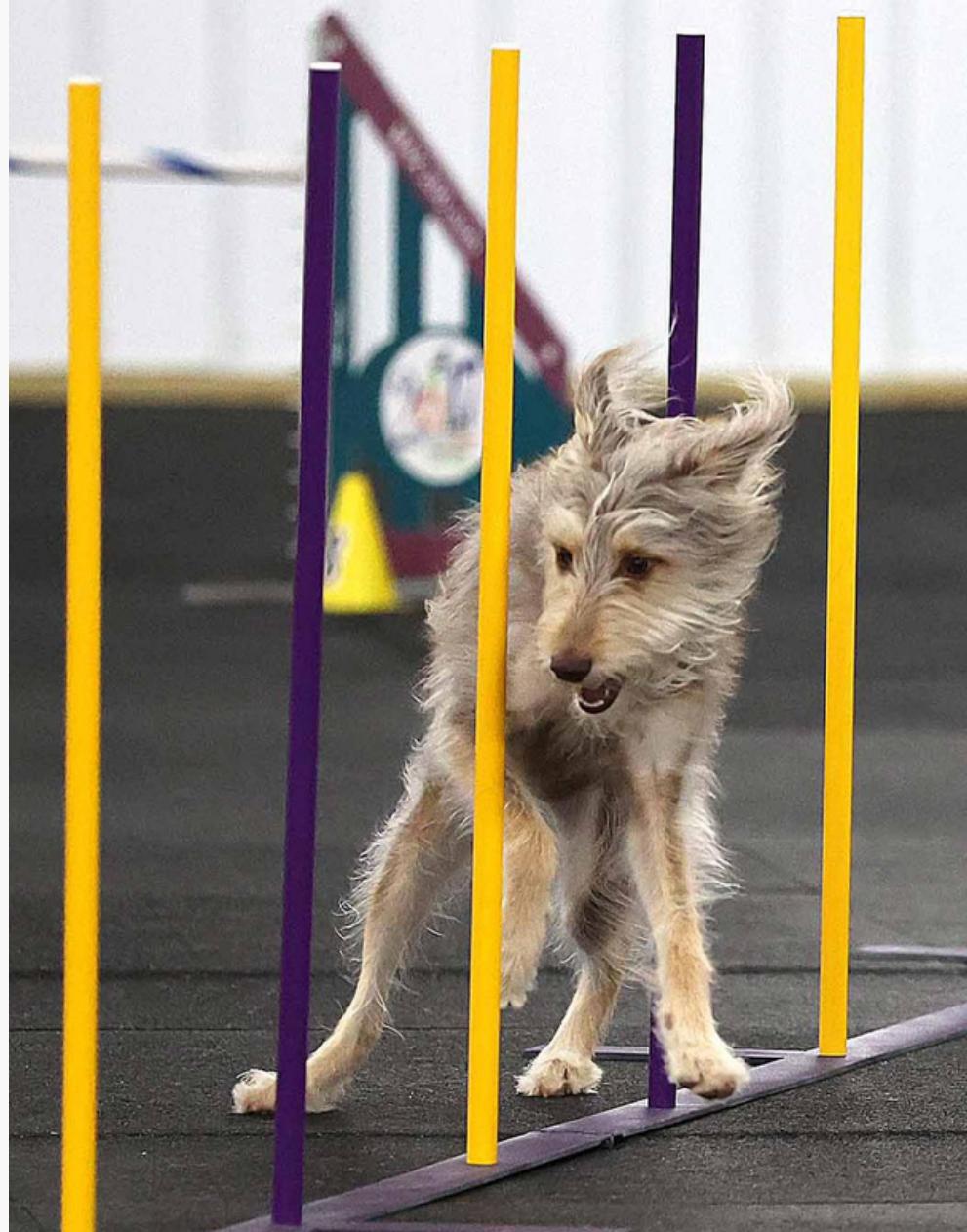
## Before



## After



# UX WRITING



This site was a great example of the importance of Content & UX Writing.

As can be seen throughout prior examples rewriting the copy to be **concise**, **clear** and **actionable** allows for less cognitive demand and greater follow-through.

In this process I was able to create guidelines allowing future additions to the site to be consistent with the new design and content.

# Handshake



## Goal:

Make billing & project tracking between Freelancers & Business Owners easy

My role: UX Writer

Tool Used: Figma

# THE PROJECT

Review the mock-ups and provide all the UI text needed for a big, upcoming Handshake design presentation and review.

Utilizing initial preparation and content audits to create an overarching style guide to ensure a consistent brand experience .

\*Preparing for a review, so working within the confines of the current design.\*

## UX WRITERS COLLECTIVE

FINAL PROJECT SCORESHEET

Handshake App UI Editing Exercise

STUDENT

Maddison Haffer

OVERALL SCORE

22 out of 20; Amazing!

This project was completed as final coursework for the UX Content Collective Fundamentals of UX Writing course

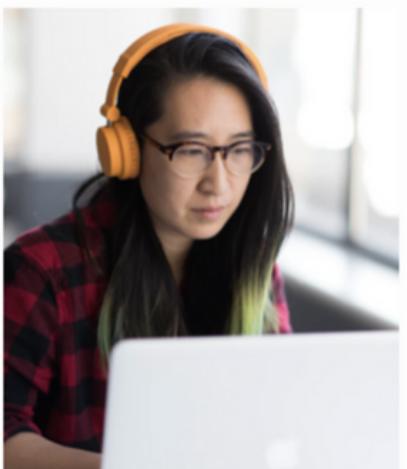
# PERSONA DEVELOPMENT

Based on the interviews and user research, two personas were created.

Kelly Chan: 24 year-old tech-savvy web-developer

Tom Stewart: 64 year-old small business owner

## Kelly Chan, web developer (Freelancer)



### Goals

- Work for herself and save money
- Pay off student loans
- Learn how to run a business

### Frustrations

- Kelly is a digital native and sometimes forgets that other people aren't as technical
- She doesn't like when her parents or her friends hit her up for 'tech support'
- Freelancing is new to her, but she loves the flexible hours
- She fears complicated legal paperwork and tax forms
- Kelly is good with money and budgeting but worries she's not charging enough for her services, especially after working at unpaid internships in college
- She's received excellent feedback on her writing and design work but still worries that clients might not like what she creates for them

"Work hard, but have fun doing it."

Age: 24

Work: Freelancer

Family: Single, no kids

Location: Fresno, CA

### Problem-solving



### Bio

Kelly moved back with her parents in Fresno after graduating with a degree in Web Development from California Academy of the Arts.

Kelly doesn't want to work for a big corporation until later in life. For now, she wants to save up more money to travel before getting serious or settling down. She has a lot of friends and a busy social life. Freelancing suits her. She's a night owl and doesn't like to get up before about 10:00 a.m.

Making websites is easy for her, so it's a great way to make money. Her boyfriend, James, is a house painter. James met Kelly's first client, Tom, on a job site. Tom called Kelly the next day to ask if she could help with his website redesign. Kelly had just completed a project for another big client and had some hours available to work for Tom. She discovered the Handshake app because her sister used it to track and bill clients for her catering business.

## Tom Stewart, small business owner (SBO)



### Goals

- His business website is out of date and some info is even wrong
- He needs an updated website so clients can find him
- He doesn't have a deadline for the website updates but knows it's important
- He'd really appreciate it if people stopped calling him for things like plumbing when he's a heating and air conditioning contractor

### Frustrations

- When he hires subcontractors, he likes to keep up on their progress
- He doesn't like slackers or people who don't get their work done on time
- He'd like a simple tool for tracking hours and progress that isn't complicated and doesn't require much time
- He'd much rather that his workers reported in on progress so he wouldn't have to call them or go physically check the work
- He can learn anything with enough time, but he also doesn't like to focus on administrative or bureaucratic tasks (his job is installing heating and cooling systems)
- Tom manages money pretty well, but sometimes his funds run low, like when he has to pay for a lot of materials before he gets paid at the end of a job

"Running a business is crazy"

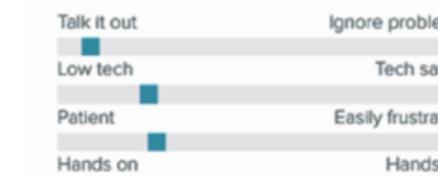
Age: 62

Work: Owner, Stewart HVAC

Family: Married, 3 kids, 2 grandkids

Location: Fresno, California

### Problem-solving



### Bio

Tom grew up in the Midwest and moved to California in 1959. His dad was a carpenter and his mom was a homemaker. His current wife retired from teaching when their kids were born. One of his sons is now a business partner running the commercial side of the business while he runs residential services.

Tom's wife does the bookkeeping using QuickBooks. He's good with money, but doesn't like to press clients to pay late bills. He prefers a gentleman's handshake over a lengthy legal contract for work.

# AUDIT & STYLE GUIDE

## Handshake - Mini Content Style Guide

These content principles will help make the user experience helpful and simple for our users.

When writing for users, you should:

1. Make sure user questions are answered with tooltips or microcopy.
2. Use consistent terms throughout for clarity
3. Emphasise most important information first and least important information last
4. Utilize words in the voice and tone that the user can relate to

### Voice

When we write for the Handshake app, we want to use a consistent voice. Here's how to sound like Handshake.

#### Voice characteristics

- Friendly - easy to understand, approachable and enjoyable
- Trustworthy - honesty and reliable
- Informative - appropriate information is being passed on without being overbearing, clear & concise

#### Word choice

Provide at least 8 examples that describe the preferred terms to use in the Handshake app.

USE THIS WORD	DON'T USE THESE WORDS	SAY WHY (RATIONALE)
Business Owner	User	Clear, concise identification of the person, formal but not overly so, "user" could refer to either business owner or freelancer, need clarity
Freelancer	Contractor/Independent Contractor, 1099, nomad, self-employed, gig-worker,	As the app is advertised for use between freelancers and businesses, continuing to use this term throughout the app for clarity and continuity
Invoices/Invoicing	Billing/Bill	A common term utilized in banking, easy to understand for most users, short enough to not need to be minimized on buttons etc.
Deadline	Due-date	clear language, one word, sets definite time. Due date sounds like high school or pregnancy, not professional or a hard line; stick to deadline
Project	Gig, Job, Service	Clear term for the work to be performed, short and concise
Project Tracking		utilizing the term above – adding tracking gives an idea of what the option is for the users and makes

		it easy to understand
Budget		basic but important, universally understood
Status		clear that it is to see where a project is at the current time, easily understood, short and to the point

### Tone

- Onboarding emails, success messages should have an upbeat tone that encourages the user to move forward with the CTA
  - Welcome! Time to start your first project"
- Error messages should be friendly and solution oriented
  - "Sorry, we cannot find that email address. Need help?"

### Styles

Follow these style rules throughout the app interface.

#### Page (screen) headings

- Title Case
- Minimal punctuation
- Style:
- Begin with a verb on setup pages (Connect, Invite, Choose etc.)

#### Subheadings

- Sentence case throughout
- No punctuation
- Only describe content in that section, specific and concise

#### Instructions

- Sentence case throughout
- Punctuation throughout, utilizing contractions "We're" instead of "We are"
- Place instructional text next to the corresponding button/action (to the right or just below)

#### Tooltips

- Sentence case throughout
- Punctuation throughout, utilizing contractions "We're" instead of "We are"
- Contain short header & body text, clear "x" or "close" option, fewer than 150 characters

Before starting revision of the overall design, I focused on moving through the current design looking at each page individually and as a whole - noting inconsistencies throughout the content, creating options for rewrites and building a style guide from the audit

#### Button text

- Title Case
- No punctuation
- Action verb that matches page overall, "Log In" "Send Message"

#### Date formats

Date format of 'dd mmm yyyy' (eg. 01 Jan 2021) - as the US is the only country that utilizes month first format, putting the month in shortened text allows for clarity for users from all countries.

#### Currency formats

Currency format of \$0,000.00USD - for consistency, currency for clarity (eg USD,CAD, GBP etc.)

# Revisions

Overall design revisions were then made utilizing the style guide & personas, focusing on usability of the app.

Overall revision ideas include:

- Revise text to make words clear and consistent with defined voice & tone
- Added subheadings, micro-copy, tool-tips, placeholder & hint text along with instructional guidance where necessary
- Sentence case utilized throughout - easier to read & scan and more approachable and informal to align with defined voice and tone
- Fixed stylistic inconsistencies

The following pages show before and after of revisions made to the project.

## Before

The 'Before' section displays three mobile screenshots illustrating the initial user flow:

- Welcome:** A screen with a handshake icon and placeholder text "This is some NEW TEXT". A blue "Go forward" button is at the bottom.
- Now?**: A sign-in screen with fields for "Email address" and "Password". It includes a note about account creation and two "Start an ACCOUNT:" fields. A note at the bottom states: "PLEASE ENSURE YOUR PASSWORD HAS 8 DIGITS AND AT LEAST ONE CAPITAL & FOR SECURITY, ADD A SYMBOL IF YOU WISH."
- Now? Next, why are you here?**: A sign-in screen with fields for "Email address" and "Password". It includes a note about account creation and two "Start an ACCOUNT:" fields. It asks "I am the....." with options "Business Owner" and "Consultant", and a blue "OK" button.

## After

The 'After' section displays three mobile screenshots illustrating the revised user flow:

- Handshake**: A screen featuring a handshake icon and the text "Collaboration made easy". It includes a "Create Account" button and a "Sign In" button.
- New Here?**: A sign-in screen with fields for "Name", "Email", and "Password". It includes a note: "Create your free account to track hours, manage payments and communicate with partners." It also includes "Job Title" options "Business owner" and "Freelancer", and a "Create Account" button.
- Welcome Back**: A sign-in screen with fields for "Email" and "Password". It includes a note: "Sign in to see project progress, message your payments and chat with your team". It features a "Need Help?" link, a "Sign In" button, and "Add Project" and "Go to dashboard" links.

## Before

Four mobile screenshots showing the initial steps of a project setup flow:

- Step 1: What is your project name?** (12:22)  
Fields: Project Name (Alpha Web Redesign), Your name (empty), Project Description (Write what your project is). Buttons: Back, Go.
- Step 2: How would you like to pay the 1099 workers who work for you?** (12:22)  
Options:  Paypal,  Credit cards,  Paper checks. Buttons: Back, Go.
- Step 3: Set up your preferred payment method.** (12:22)  
Text: [PAYMENT SETUP DETAILS ARE TBD]. Buttons: Back, SET UP.
- Step 4: Invite the 1099 worker/s** (12:22)  
Text: [PAYMENT SETUP DETAILS ARE TBD]. Input field: Email address (+). Buttons: Back, Go.

## After

Four mobile screenshots showing the revised steps of the project setup flow:

- Step 1: Create Project** (12:22)  
Fields: Project Name (Alpha Web Redesign), Budget (\$1000.00), Expected Completion Date (Day, Month Year). Buttons: NEXT.
- Step 2: Choose your payment method** (12:22)  
Options:  PayPal,  Credit Card,  Paper checks,  Direct Deposit. Buttons: Back, NEXT.
- Step 3: Connect your payment method** (12:22)  
Text: Save your preferred payment method. [PAYMENT SETUP DETAILS ARE TBD]. Buttons: Back, NEXT.
- Step 4: Invite Freelancers to start your project** (12:22)  
Text: We'll send an email with a link to join the project. Fields: Name (empty), Email (empty). Input field: Add another freelancer to this project (+). Buttons: Back, INVITE.

A series of mobile screenshots illustrating the user interface for managing a project, including budgeting, time tracking, payments, and messaging:

- Project Overview**: Shows Project, Time, Pay tabs. Alpha web redesign details: Total amounts for proposed budget (150 hours, 12,000 dollars), Send my approval for this budget now (checked), Budget Accepted & APPROVED, Project Descriptions (This is the project description entered earlier by the biz owner).
- Time Submitted**: Shows Total hours submitted (112.75 hours), Total request for pay (\$10,080.00), Payments (Week 1: \$1200, Week 2: \$120.00), Hours not paid for yet (10/28/19 - \$2160 pending), Total paid up to now: \$3440.00. Buttons: SEND A MSG, Back, Go.
- Requests for Payments**: Shows Fly like the wind! message: You just sent a payment to someone. Hope you didn't make a mistake... Buttons: Cancel, I'm good.
- Project: Alpha Web Redesign**: Shows Send a new message to (Type here: Kelly Steph., Chuck Newton, Add new...), SEND button, Messages (From Kelly (unread): "Hi Tom, I might need..."), Open it button, From Kelly: "Hi Tom, I'm wondering if...", Open it button, YOUR REPLY: "Hi Kelly, that seems ok...", Open it button.
- Project: Alpha Web Redesign**: Shows Alpha Web Redesign details: Proposed budget (150 hours, \$12,000.00 USD), Approve budget? (Approve, Negotiate), Project Description (Write your project goals, needs and deliverables to help your freelancer understand your needs), Unpaid hours (Week 1: 10/22/19 - 10 @ \$80, 10/12/19 - \$380.00, 10/01/19 - \$800.00, Total: \$1,200.00), Paid to date: \$3,440.00. Buttons: Dashboard, Send message, Back, Go.
- Payment Requests**: Shows Confirm Payment: Send \$1,200.00 to Kelly Chan via PayPal? Buttons: Cancel, Pay now.
- Messages**: Shows Alpha Web Redesign details: Send a message to (Select recipient: Kelly Steph., Chuck Newton, Add new...), Send button, Unread messages (From Kelly (unread): "Hi Tom, I might need..."), View button, All messages (From Kelly: "Hi Tom, I'm wondering if...", Your Reply: "Hi Kelly, that seems ok..."), View button, Send reply (Enter your message here, Send button).

# Before

1. What is your project name? (Input: Alpha Web Redesign)

2. How would you like to get money? (Options: Paypal, Credit cards, Paper checks, Direct Deposit. Paypal is selected.)

3. Set up your preferred payment method. [PAYMENT SETUP DETAILS ARE TBD]

4. Invite the person whose paying you (Email address input field)

Buttons: Back, start, Go, SET UP, Back, Send.

# After

1. Create Project (Project Name: Alpha Web Redesign, Hourly Rate: \$200.00, Proposed budget: \$1000.00, PayPal is selected)

2. How would you like to be paid? (Options: PayPal, Credit Card, Paper checks, Direct Deposit. PayPal is selected)

3. Connect your payment account (Save your preferred payment method) [PAYMENT SETUP DETAILS ARE TBD]

4. Invite the Business Owners to get started! (Name, Email address inputs, Add another Business Owner to this project button)

Buttons: NEXT, Back, NEXT, Back, NEXT, Back, INVITE.

1. Project: Alpha web redesign (Budget is client APPROVED, Total amount of paid out invoices: \$0.00, Total hours submitted: 43.00 hours, Total hours remaining in budget: 107.0 hours, Send message button)

2. Put in new hours for Week 4 (Enter total hours you think: today's hours, Type in the total spend: \$0/hour, Save button)

3. Payment not yet requested (Week 3: 22.5 hours, SEND A BILL button)

4. Project: Alpha Web Redesign (Message to Tom: Boom!!! Your done!, Response from Tom: That seems ok for the timeline. We're making good progress, so no problem.)

5. Project: Alpha Web Redesign (Message to Tom: Hi Kelly, response from Tom: Hi Kelly, response from You: That seems ok for the timeline. We're making good progress, so no problem.)

6. Are you for sure? (Cancel, Yes buttons)

1. Alpha Web Redesign (Hours Tracker: Total Hours and Budget, Add hours, Add button, Client approved budget checked)

2. Alpha Web Redesign (Hours tracked: Week 1: 16 hours, Week 2: 21.60 hours, Week 3: 22.5 hours, Send invoice button)

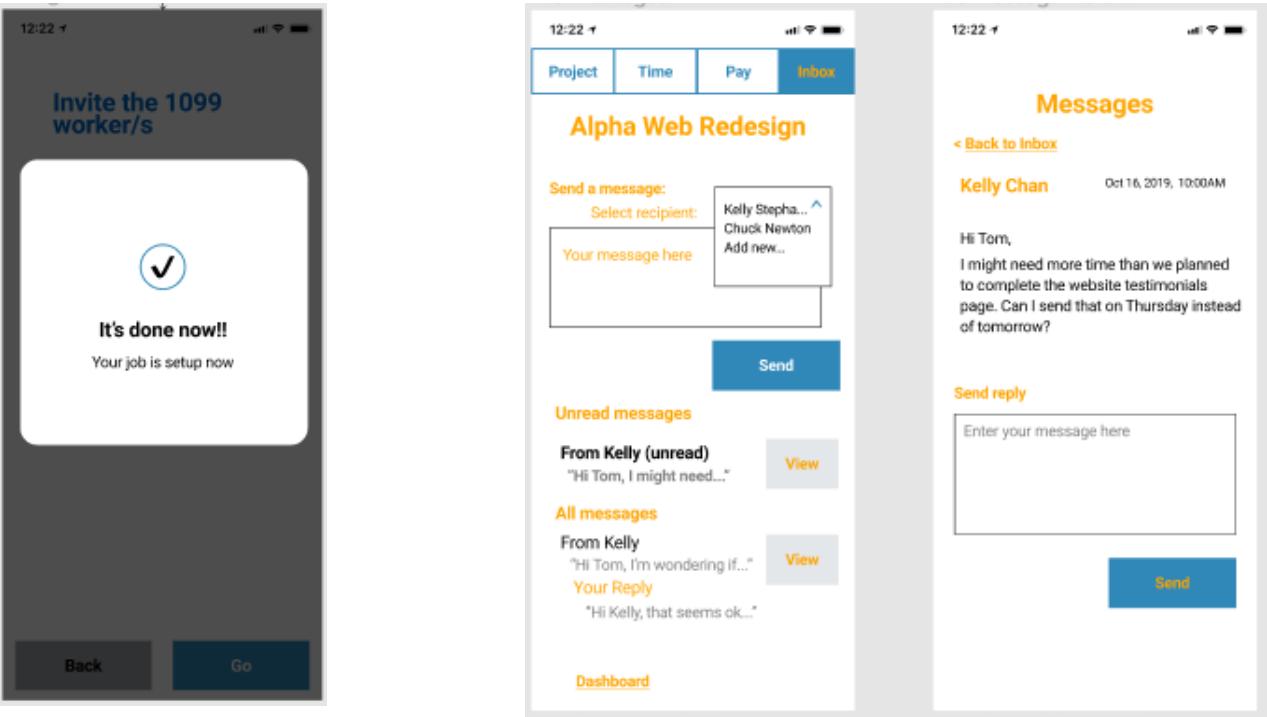
3. Alpha Web Redesign (Payment requests: Hours: 10, Total: \$0.00USD, Send invoice button)

4. Alpha Web Redesign (Request Complete: Your invoice is on its way!)

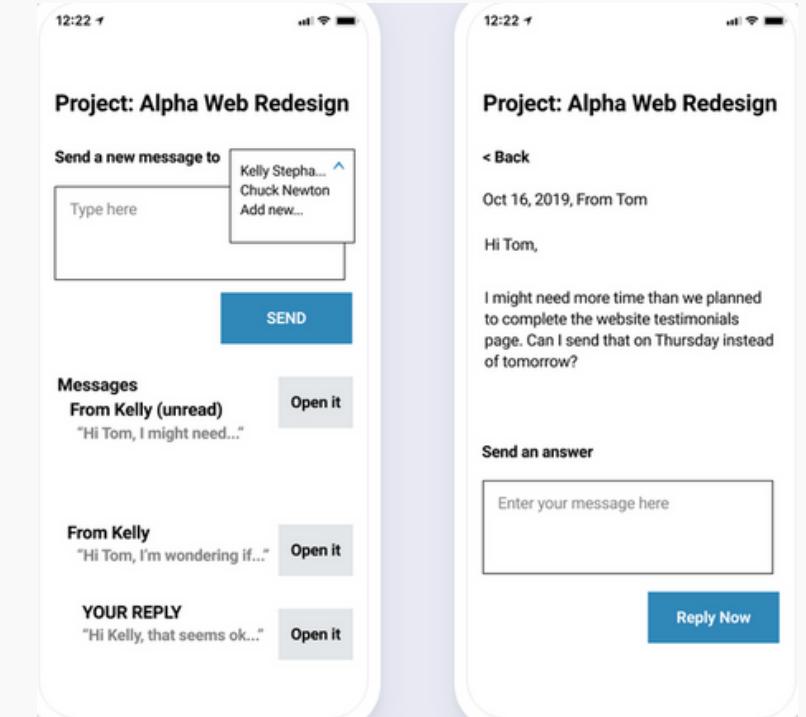
5. Project Description (From Tom Stewart: Oct 16, 2019, Hi Kelly, response from You: That seems ok for the timeline. We're making good progress, so no problem.)

6. Cancel this invoice? (Cancel this invoice? OK, Go back, Yes, cancel buttons)

## Before



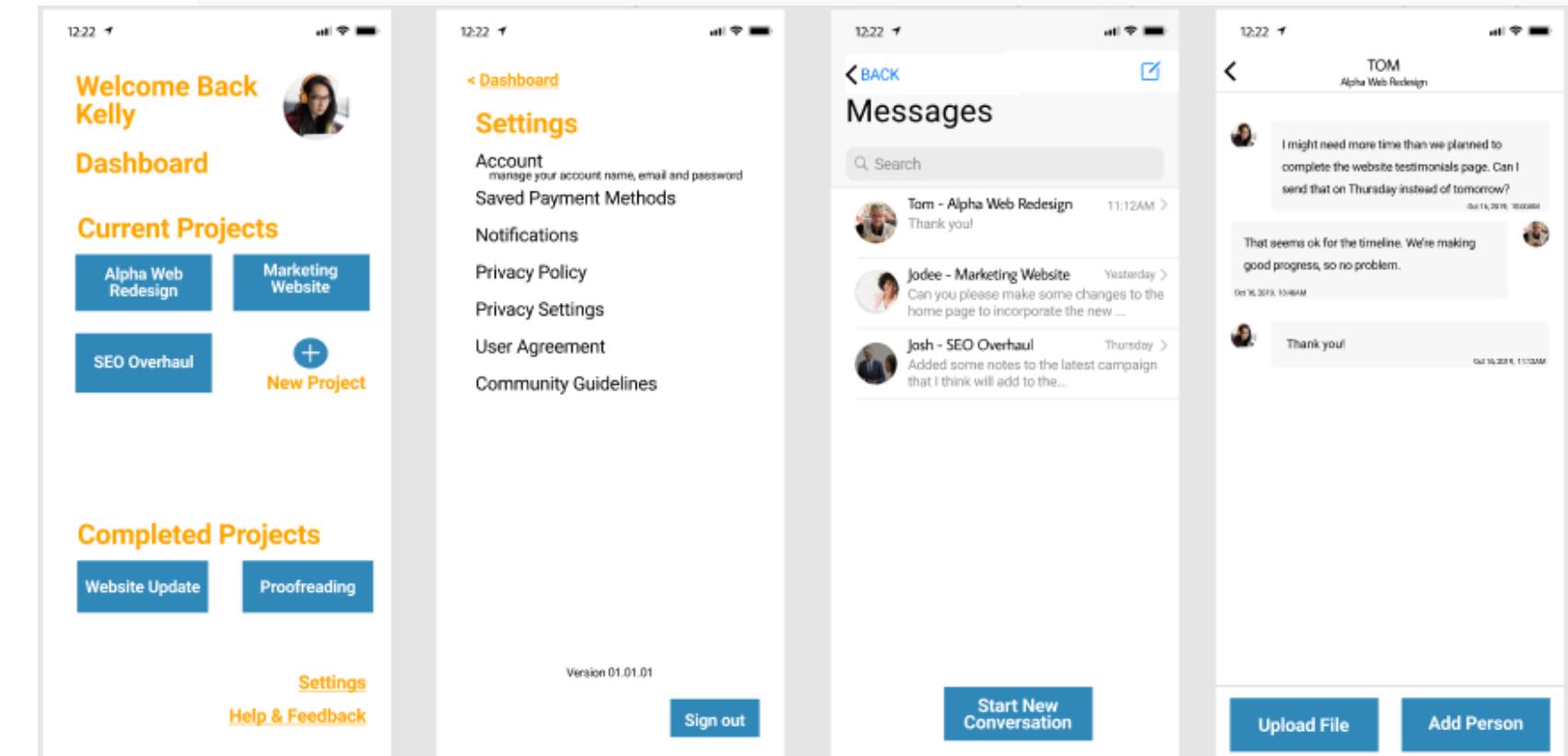
## After



## Additional page suggestions

Clear Dashboard page showing all current projects in one place, as well as links to important information in settings/help  
Settings page which allows users to change account information, see security & legal policies as well as sign out (partner with legal to ensure all necessary information is included)

Suggested layout changes for messaging to streamline conversation, and handle multiple projects at once. Allowing for users to see entire conversations and attach files if necessary





# THANKS!

Get in touch

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