

# Example 1: Error Message

## Before:

"Sorry! We can't seem to find the resource you're looking for.  
Please check that the Web site address is spelled correctly.  
Or go to our home page, and use the menus to navigate to a specific section."

## After:

"Oops! We couldn't find that page. Double-check the URL or go back to the homepage to explore more."

## Explanation:

The original message is polite but lengthy and uses unnecessary formality ("Please check that the Web site address is spelled correctly"). The revised message is more concise and casual ("Oops!" and "Double-check"), which aligns with a **user-first focus** and creates a friendlier tone. This rewrite improves **conciseness** by simplifying the instructions and removing redundant information like "use the menus to navigate." It also enhances **clarity** and **usefulness** by offering a clear action (check the URL or return to the homepage), which lowers the user's cognitive load and improves the user experience.

# Example 2: Button Label

## Before:

"Download Now"

## After:

"Get Your Free Guide"

## Explanation:

The original label "Download Now" is generic and doesn't communicate what the user will receive. Changing it to "Get Your Free Guide" improves **clarity** by specifying the type of content the user will get. It also enhances **usefulness** because it tells the user exactly what they are downloading, which can increase user trust and motivation to click. Additionally, it aligns better with a **user-first focus** by emphasizing that the guide is free and available to them, making the action more engaging and encouraging interaction. This also reinforces a friendly and transparent **brand voice**.