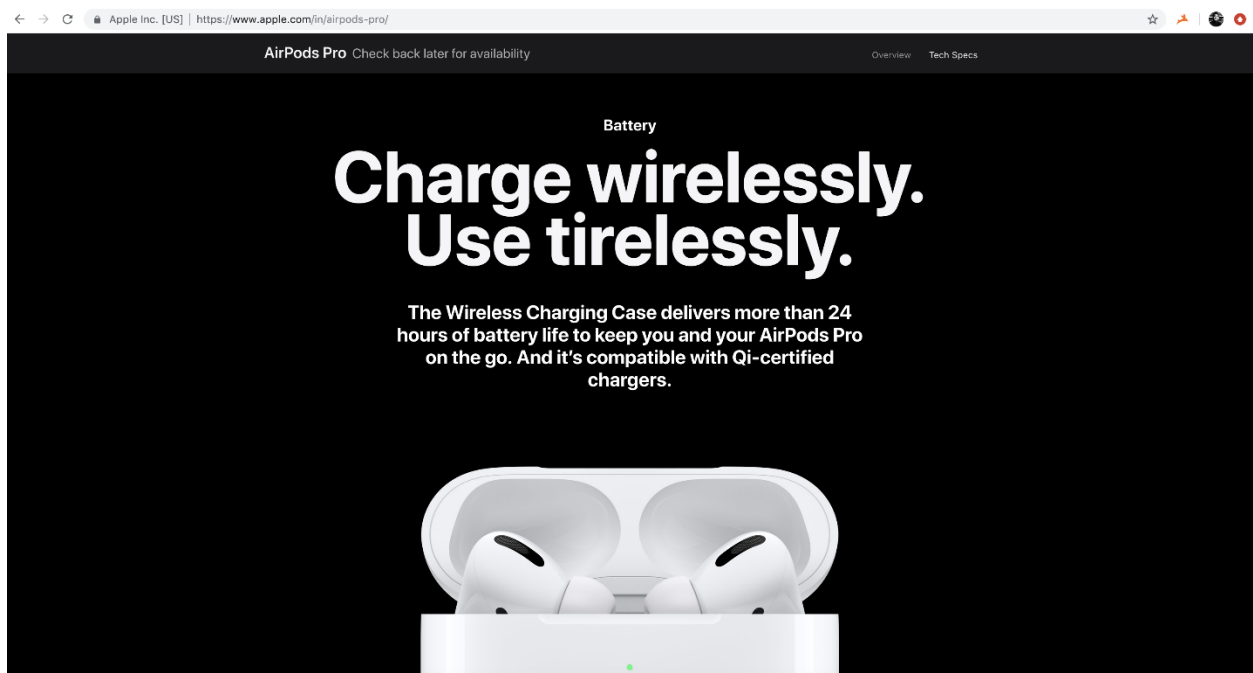
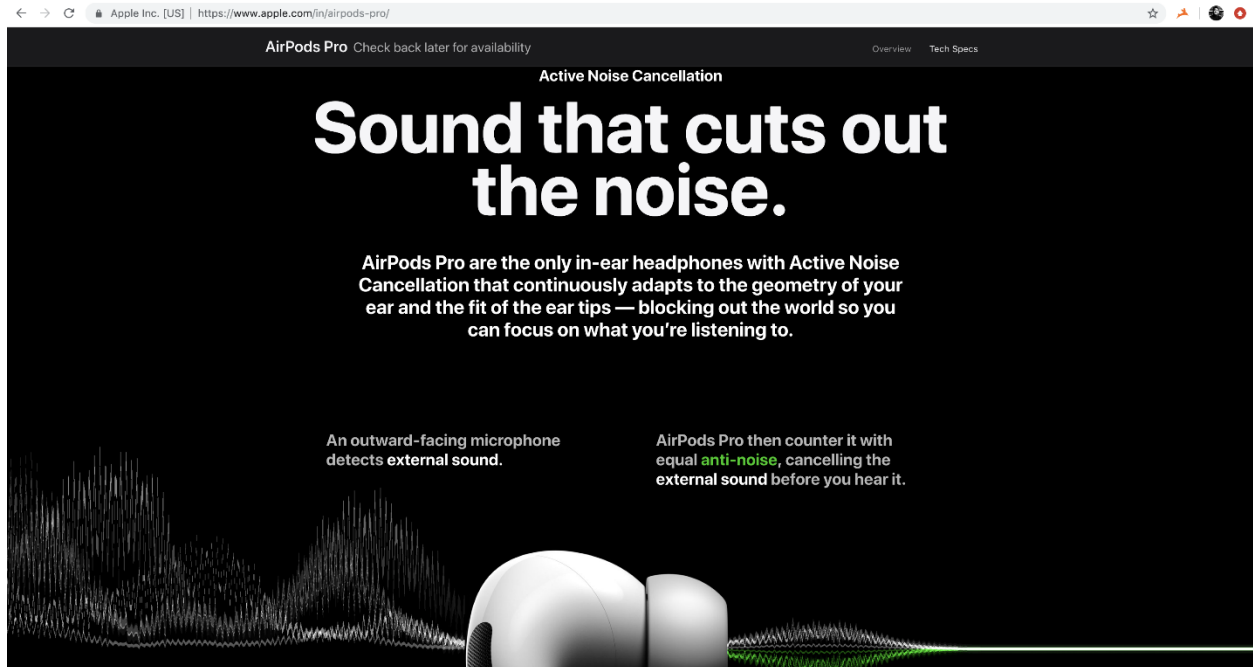
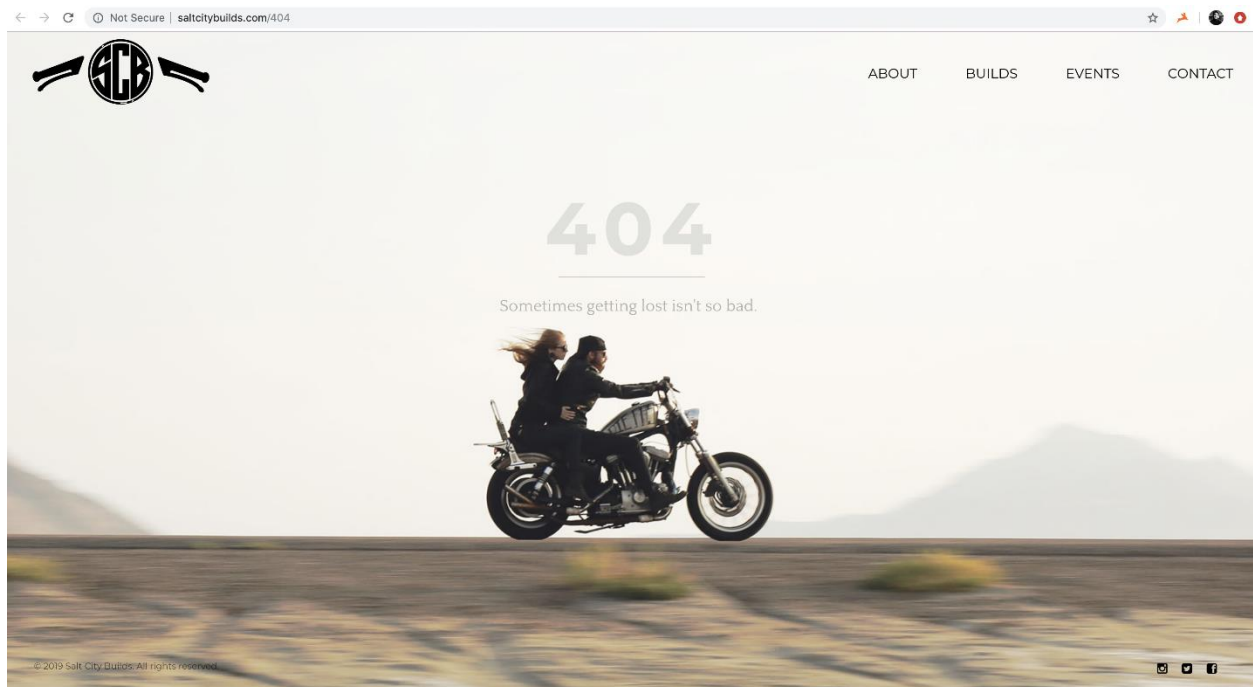


# 3 practical examples of good UX writing

## 1. Humour



## 2. Error screens



P I X A R

FEATURE FILMS SHORT FILMS CAREERS EXTRAS TECHNOLOGY ABOUT



Awww...Don't Cry.

It's just a 404 Error!

What you're looking for may have been misplaced  
in Long Term Memory.

### 3. Minimal writing



## 3 practical examples of bad UX writing

### 1. Buttons that take your credit card and run

#### Payment Details



CREDIT CARD NUMBER

EXP. MONTH



EXP. YEAR



CVV



#### Billing Address



Same as shipping address

Have a promo or gift card code?

CONTINUE

## 2. Confirm shaming

Photo by Amelia Schwartz

# Health is hard.


We collected all the nutrition basics, healthy living tips and easy recipes you need to navigate the real world.

[Get the PDF](#)

**No thanks, I like to make bad choices.**


## 3. Aggressive % off headlines

**HOME SALE**



**50% off**  
All Serta® memory foam mattress toppers and pillows. Ends October 21.

[SHOP NOW](#)



Don't have a Kohl's Charge? See if you pre-qualify today with **no impact to your credit score!**

[GET STARTED](#)

Once approved, take an extra

# 30% OFF

your first Kohl's Charge purchase. Ends October 21. [details & exclusions](#)

[APPLY NOW](#)

save **20%** when you spend \$100+, or save 15%.

PROMO CODE **WELCOME**  
Ends October 21. [Get pass for details and exclusions.](#)

Everyone gets **\$10** Kohl's Cash® for every \$50 spent through October 21. Redeemable October 22-28. [details & exclusions](#)