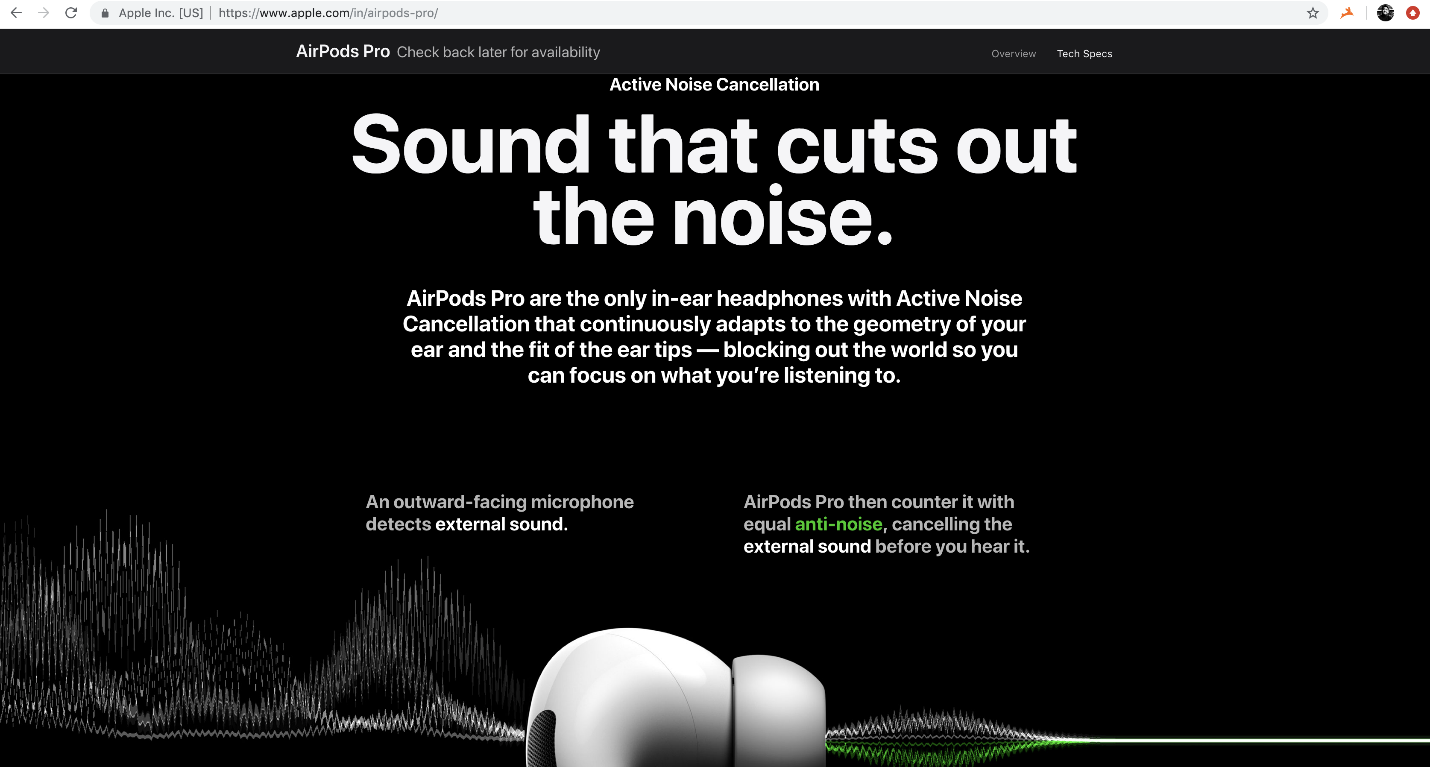
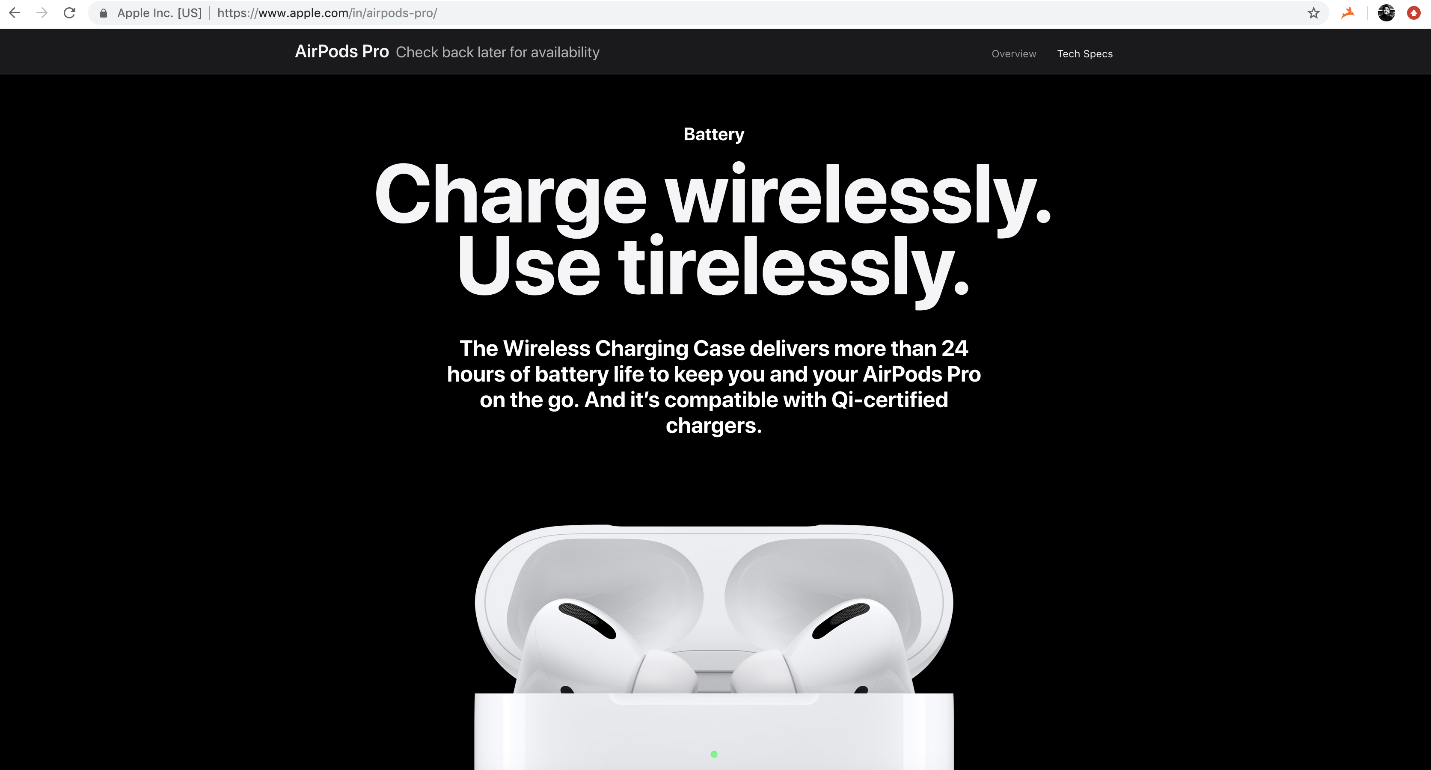
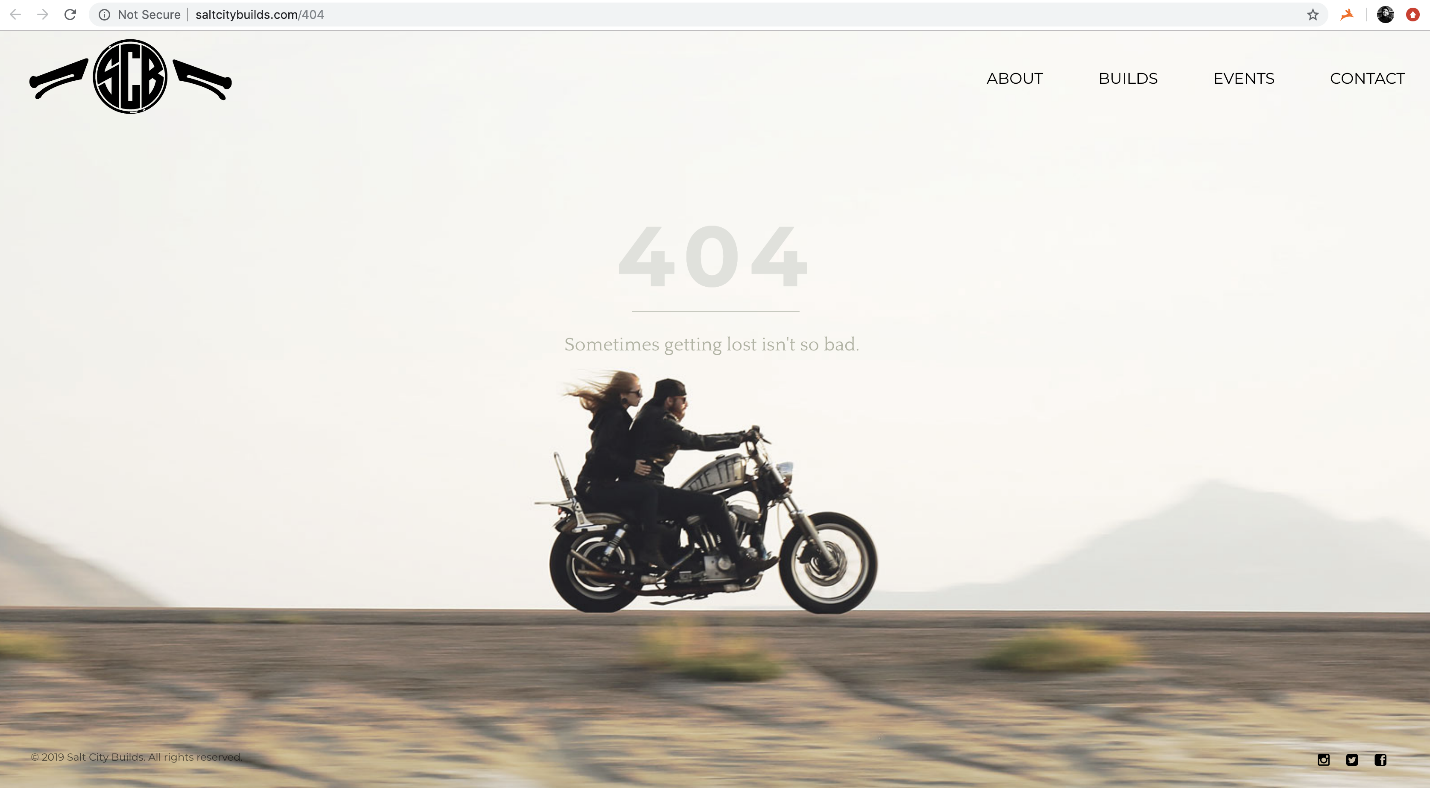
3 practical examples of good UX writing

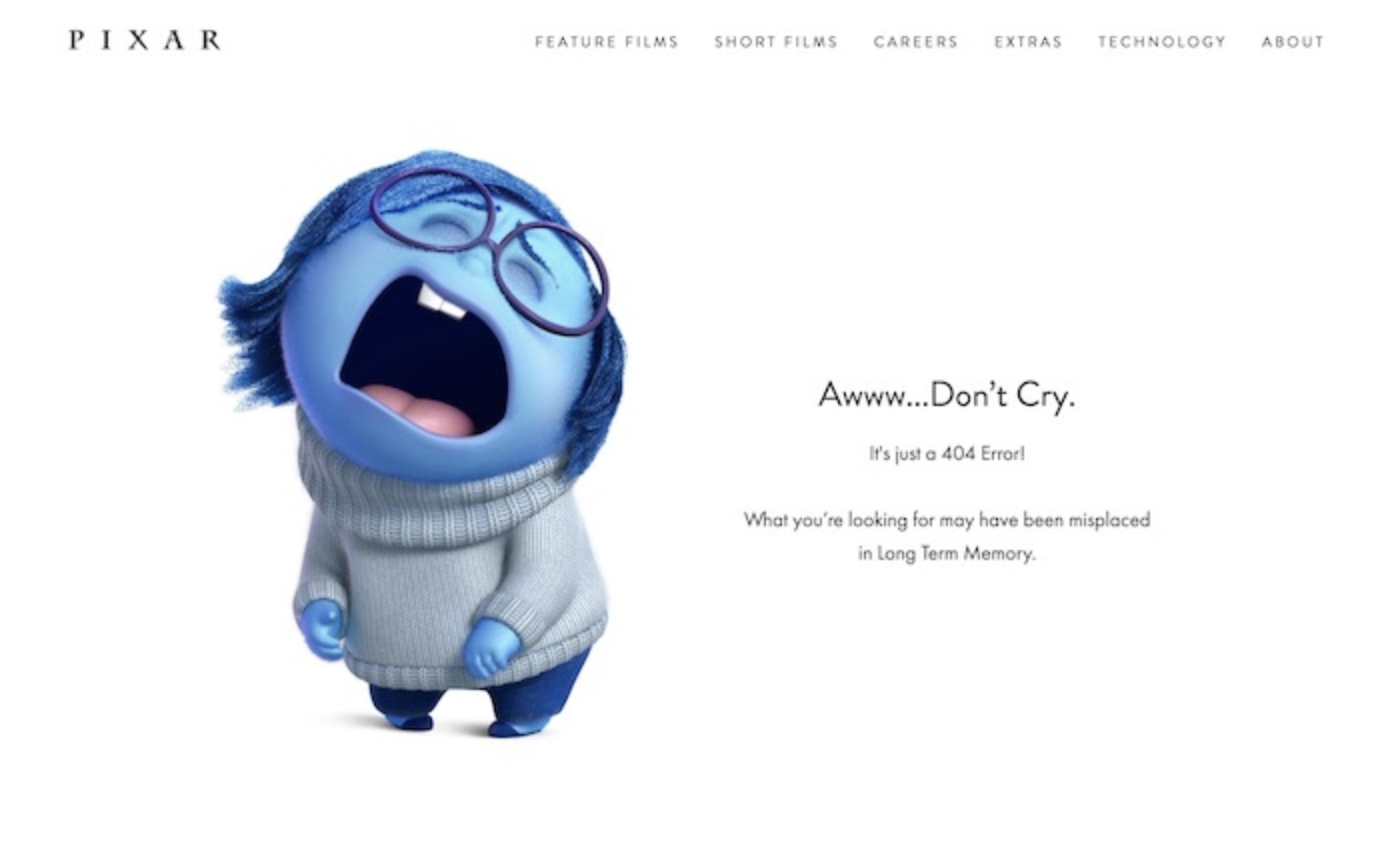
1. Humour



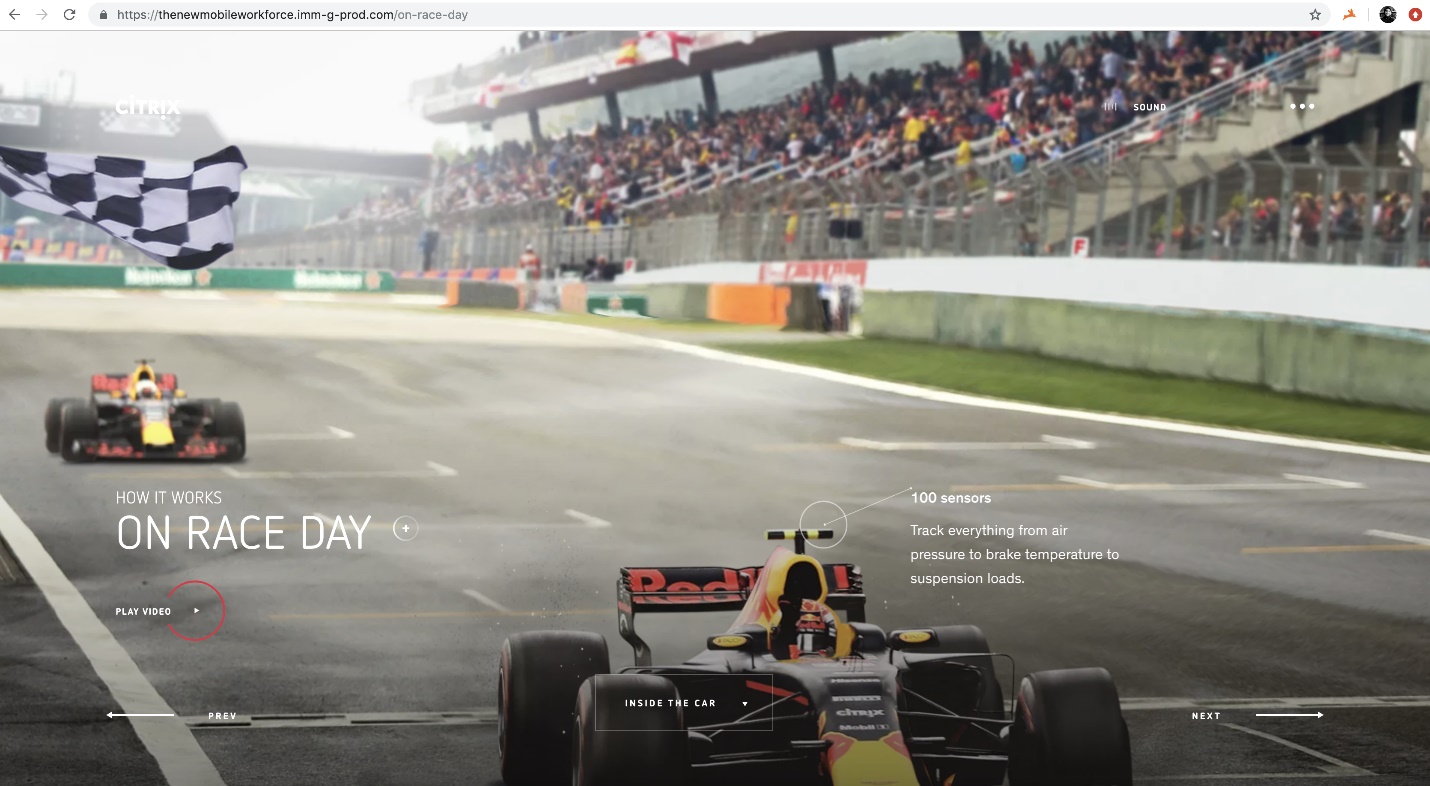


1. Error screens



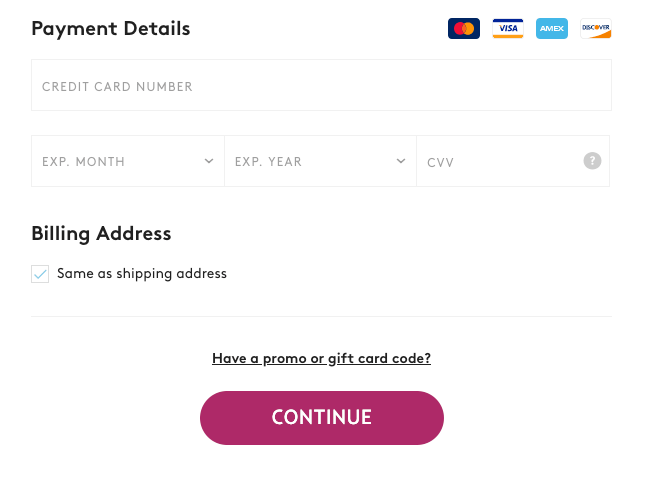


1. Minimal writing

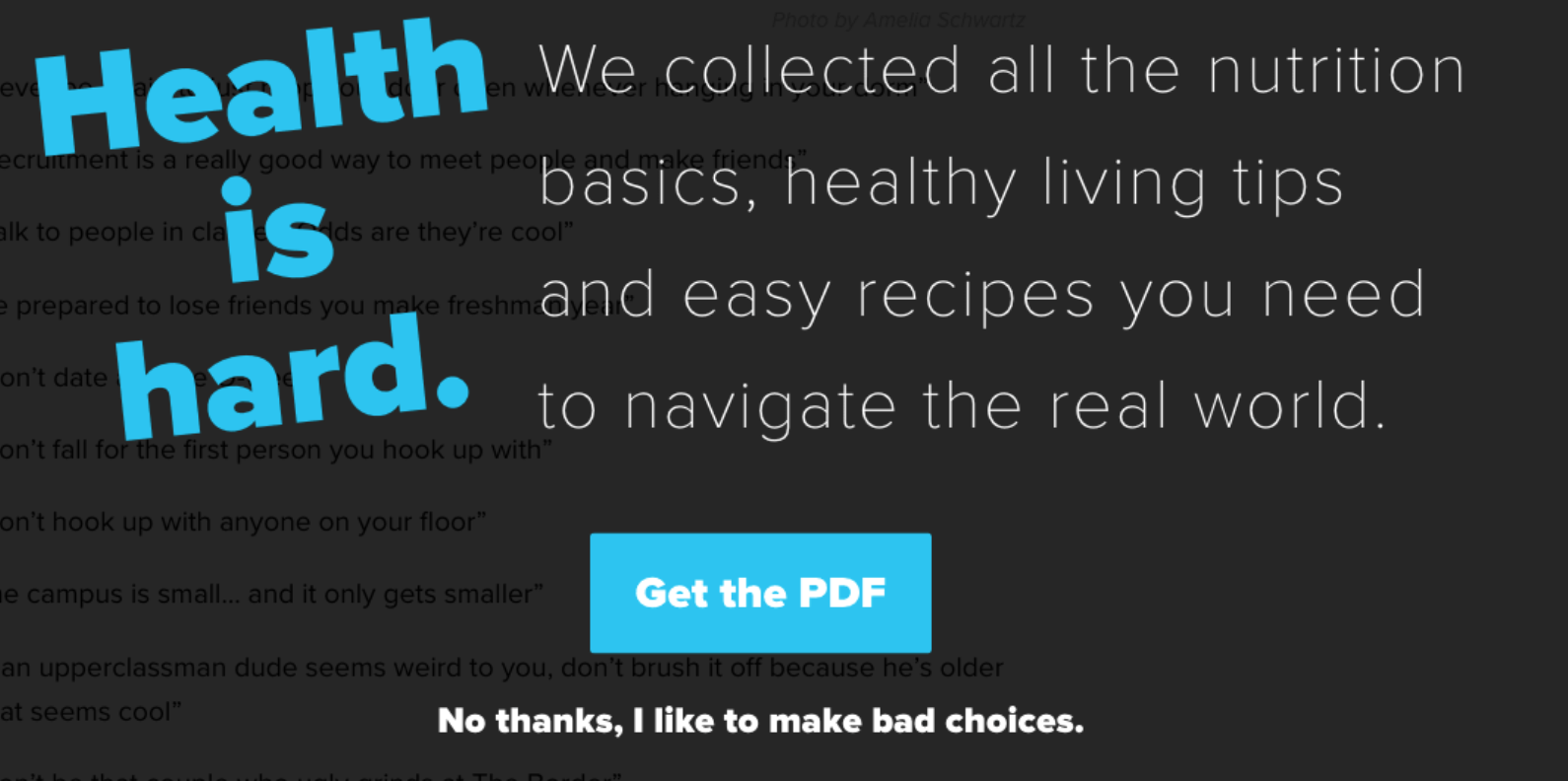


3 practical examples of bad UX writing

1. Buttons that take your credit card and run



1. Confirm shaming



1. Aggressive % off headlines

