

# ADAL GONZALEZ



## CONTENT STRATEGY

Planning for the creation, delivery, and governance of useful, usable content.



## UX CONTENT DESIGN

Crafting delightful experiences with words.



## LOCALIZATION MANAGEMENT

Building delightful local product experiences for global users.

MY WORK PORTFOLIO

# Revamping the sign up / sign in page

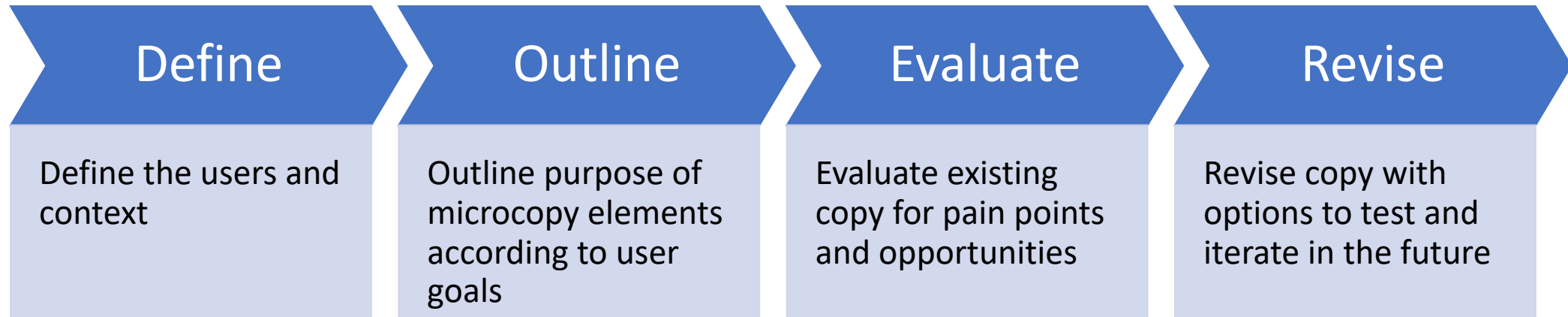
**Design case study:  
ecommerce website**

Adal Gonzalez  
Content Strategist

# Goal:

- To make it easy for registered users to sign in and to encourage new users to register and create an account.

# Process:



## Already have an account? Sign in

Add your email address

Add your password

Remember my login credentials

[Forgotten your password?](#)

OK

## New user? Sign up for a free profile now

Create your free account

- 😊 Place your order on any of the 50,000 exceptional items for sale every week
- 😊 Receive an automatic notification if your selected item is on sale
- 😊 Get your items shipped fast with express delivery

## Sign up

**User Goal:** Easily and quickly sign up for a new account.

**User Needs:** Motivation to commit action and clear visibility of value provided.

**Context:** User has not yet made the commitment to signing up. May still be debating the value of doing so and the effort involved.

### Component Purposes

**Title:** Provide immediate clarity of action to be taken.

**Button:** Allow user to commit to action and advance towards their objective.

**Description details:** Define value proposition, establish brand, inspire user to take action.

## Log in

**User Goal:** Log in to an existing account efficiently.

**User Needs:** Understanding of what information is required from them.

**Context:** User has previously committed and is accessing their account for several potential purposes: buying, comparing, browsing, or updating their information

### Component Purposes

**Title:** Provide immediate clarity of action to be taken.

**Input fields:** Help people enter accurate information.

**Button:** Allow user to commit to action and advance towards their objective.

# Let's evaluate **the current copy**

What's working? What isn't — **and why?**

- Identifying **pain points**
- Focus on **what needs to improve**



Potential for error



New user? Sign up for a free profile now



Redundant copy

Ambiguous terminology



Create your free account

- 😊 Place your order on any of the 50,000 exceptional items for sale every week
- 😊 Receive an automatic notification if your selected item is on sale
- 😊 Get your items shipped fast with express delivery

Wordy and boring



Potential for error

Already have an  
account? Sign in

Add your email address

Add your password

Remember my login  
credentials

[Forgotten your password?](#)

OK

Verbosity

Vague

Unclear

Not plain language

The image shows a sign-in form with several elements: a title, two input fields, a checkbox, a link, and a button. Orange arrows point from external labels to these elements: 'Potential for error' points to the title; 'Verbosity' points to the input fields; 'Vague' points to the checkbox; 'Unclear' points to the link; and 'Not plain language' points to the button.



UX Writing is  
an iterative  
process

- relies on testing
- validating
- feedback

UX New user?  
Sign up for a  
free profile

## Inviting

Join us. It's free!

## Informative

Create a free account.

## Expressive

Discover the unexpected.

# Sign up screen revisions

Title	Join us. It's free!
Button	Create account
Description	<ul style="list-style-type: none"><li>• Browse thousands of items</li><li>• Stay up to date on your favorite items with automatic notifications</li><li>• Buy unique items easily and securely</li></ul>

# Log in screen revisions

Title	Welcome back!
Input fields	email@domain.com
Button	Sign in
Save info	Remember me
Password reset	Forgot password?

## Welcome Back!

 Remember me[Forgot password?](#)

## Join us. It's free!

- Browse thousands of items
- Stay up to date on your favorite items with automatic notifications
- Buy unique items easily and securely



Always ask  
yourself



Is it clear?



Is it concise?



Is it consistent?



Is it conversational?



# Learnings for UX Writing

- friendly tone of voice.
- kept the language direct and concise.
- the focus is kept on the user.
- observe how people speak.

Q&A





Thank you!

