UI WRITING

FTUX HEADINGS

The goal was to create headings that would orient a user to their location within FTUX. The proposed headings were a good start, but they needed to be tightened up. In particular:
- They were not grammatically parallel.
- "Smart Setup" was unnecessarily vague. (This section covered Wi-Fi and remote setup.)
- "Device Setup" implied hardware setup when in fact this was a final stage of setup where the user accepts terms.

Original

| Getting Started | Smart Setup | Personalize | Device Setup |

Final

| Get Started | Connect | Personalize | Finish Up |

WELCOME SCREEN

On the seemingly simple screen, I began by eliminating the potential confusion behind "Choose your Country." I was looking out for a user who might choose the country where the device was purchased, or where they live, rather than the location where the device was being set up.

Once I replaced "Country" with "Location," however, I realized that *no* heading was needed, as the intended action was quite clear without it. In fact, the screen real estate could be better used for a friendly introduction to the brand in the form of an animated TiVo guy and the word "Welcome" cycling through different languages.
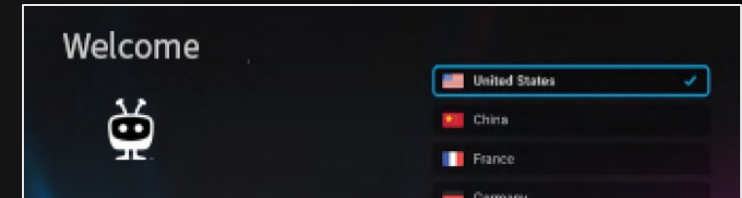
Original
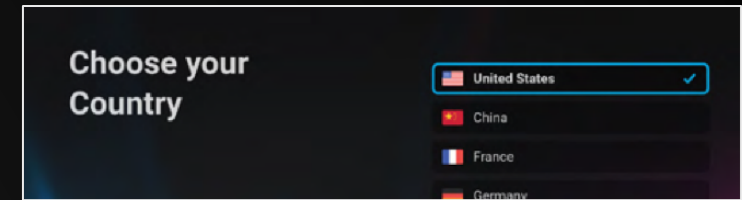
Draft 1
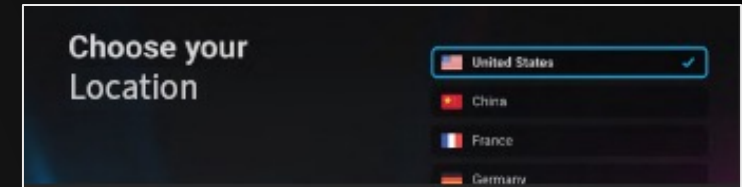
Final

ERROR MESSAGE

This error message suffered from classic UI writing pitfalls:
1. The phrasing was hard to parse.
2. The confusing phrasing misrepresented the error (which was that the device could connect to the home network, but it could not reach the internet).
3. It used passive voice.
4. It was overly formal.
5. It didn't represent the company's style, which is to keep "internet" lower case.

Original

There is a problem connecting to the service. Go to your device settings to verify that your device is connected to the Internet, then see if Internet can be accessed from another device connected to the same network. If not, reboot your router and check.

Final

There is a problem reaching the internet even though your device is connected to your home network. Make sure that other devices using this network can connect to the internet. If they can't, try rebooting your router.

ERROR MESSAGE

Here, a Jira ticket described a specific use case and asked for a succinct, clear message to represent it.

Jira

The STB doesn't have an HSN. It makes the STB critically broken in the way that it cannot be used almost at all. We need some kind of a message to advise the user on actions they can take:

a. Reboot device, maybe be it will help.

b. Contact the customer service. Most likely user will be forced to return the device.

Message

Missing Serial Number

Your device's hardware serial number is missing. Restarting may resolve this issue. If you continue to see this message after restarting, contact Customer Support at <phone>.

Need more samples?

Let me know at
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