

Tobacco Industry Client: September – November 2021

OVERVIEW

My first UX writing project with Avanade was with a client who needed microcopy for keeping the user motivated along with instructional articles for teaching correct product usage & benefits.

THE CHALLENGE:

Our UX team in Italy needed a native English speaker to assist with editing the existing microcopy and creating knowledge base articles for users to help them understand the intricacies of their new smoking cessation device.

THE SCOPE OF WORK:

- I proofed the app's existing microcopy for correct English usage & grammar
- I wrote seven original knowledge base articles for the app rollout teaching customers how to use and interact with the product
- I created a series of tips, short quizzes, and push notifications to ensure users felt engaged, motivated, and supported throughout their journey

Challenges: The biggest challenges were the character spacing, along with making sure the English translations made sense to users, as the app was created for a device sold in the Ukraine.

Technology & skills used: Figma (wireframe copy)