

# UX Writing Portfolio

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## Contents

Executive Summary.....	2
Audience Persona Definition.....	2
Target Persona Introduction.....	2
“The Artist-Entrepreneur” .....	2
About.....	3
Goals and Needs .....	3
Motivations .....	3
Concerns .....	3
Everyday Activities .....	3
Frustrations .....	4
Device Usage.....	4
Audience Definition - “Creative Connoisseurs” .....	4
Key Characteristics of the Audience.....	4
Voice and Tone for Sara Mortimer’s business, TekDesign.....	5
Content First Design.....	6
Information Architecture .....	7
Microcopy: UX Scenarios and Challenges .....	8
Scenario #1: Browsing Products:.....	8
Scenario #2: Adding to Cart: .....	8
Scenario #3: Viewing Cart: .....	8
Scenario #4: Checkout Process: .....	8
Scenario #5: Payment: .....	8
Scenario #6: Order Confirmation: .....	9
Scenario #7: Tracking Order: .....	9
Scenario #8: Contacting Seller: .....	9
Scenario #9: Leaving Reviews: .....	9
Scenario #10: Requesting Returns/Refunds:.....	10
Scenario #11: Favorite Items:.....	10
Scenario #12: Exploring Seller's Profile:.....	10
ChatBot Flow Diagram .....	11
Accessibility Analysis.....	12
Introduction .....	12

Suggestion 1. Headers.....	12
Suggestion 2. Alt text .....	12
Suggestion 3. HTML Resources .....	13
Suggestion 4. TabIndex.....	13
Suggestion 5. Image Descriptions .....	13
Customer Journey Map.....	15

## Executive Summary

Welcome to TekDesign – an imaginative venture I've created. This is my UX (User Experience) Writing portfolio, inspired by the fictitious business of Sara Mortimer. These are meant to be read as instructions for Sara to create her online gallery.

The first sample, the Audience Persona Definition, establishes the imaginary business and its proprietor.

Next, for both art enthusiasts and the tech-savvy, my Voice and Tone guide for TekDesign is sophisticated, trendy, and friendly.

Finally, I have created 12 shopping Challenges and Scenarios, with microcopy for website implementation. From simplifying browsing ("Explore handcrafted wonders by Sara Mortimer."), to guiding users through a secure checkout ("Follow these steps to own your favorite work of art."), each item of microcopy focuses on user-centered design.

Enjoy and feel free to reach out to me with any questions or comments!

## Audience Persona Definition

### Target Persona Introduction

The target persona is an artist with some experience using online systems to create and sell her art. She is familiar with shopping online and using Instagram so is not entirely new to technology. Sara Mortimer is a 35-year-old artist-entrepreneur hailing from Boston, Massachusetts. As she has a Bachelor's degree in Art History, she has an appreciation for creativity and aesthetics. Her passion for art and entrepreneurial spirit led her to establish her own online art gallery. Sara's journey is one of constant innovation, balancing the roles of artist, curator, and business owner. Her creativity and entrepreneurial drive cause her to seek engaging user experiences that reflect her brand's personality.

**"The Artist-Entrepreneur"**

Name: Sara Mortimer

Age: 35

Location: Boston, MA

## Education: BA in Art History

### About

Sara is preparing her art collection to get it ready for public consumption via her company, TekDesign. She is used to using websites to shop. Sara's educational background in Art History has given her an understanding of visual aesthetics, symbolism, and historical context. She has experience in interpreting the emotions that art can elicit and is determined to bring this awareness to her online presence.

### Goals and Needs

Sara wants a clear and concise set of instructions to help her set up her shop. These instructions should convey how to engage the user from the start. Sara wants her art gallery to be a platform that celebrates diversity in art. She aims to make a collection available that reflects her taste. Sara is committed to creating a strong brand identity that aligns with her artistic vision. She seeks to capture the essence of her gallery, conveying its quirkiness and passion. As an art history graduate, Sara believes in the power of storytelling and contextualization. Sara wants a user-friendly website that allows visitors to have fun exploring her offbeat categories, including Doodles, Humanoid representations, Conundrums, and Wacky Art. She wants a secure browsing experience that encourages exploration and purchases.

### Motivations

Sara wants to sell her art and share it with the world. She is excited to sell prints of her work. As an artist-entrepreneur, Sara is motivated to build a successful online art gallery. She wants her gallery to become a recognized brand that represents quality, innovation, and a celebration of creativity.

### Concerns

- As a relatively new player in the art world, Sara is concerned about gaining credibility and trust among both artists and collectors. She wants her gallery to be seen as a reputable and reliable source for high-quality art prints.
- Sara recognizes the importance of engaging her online audience effectively. She wants to make her website appealing to both art enthusiasts and potential buyers.
- Also, the art market can be competitive, and Sara would like to set her gallery apart from others. She wants to find ways to differentiate her brand and create a distinctive identity that stands out in a crowded space.

### Everyday Activities

Sara loves to spend time on social media and plans to use her web presence to advertise for her shop. Her daily routine is as follows. In the morning, she settles into her studio corner, ready to create. With a palette of her favorite watercolors, Sara loses herself in the strokes of her brush, bringing her imagination to life. As the day continues, she transitions to her laptop, where she curates her online art gallery. With an eye for detail, she refines each pixel, ensuring that the essence of the artworks is brought to the fore. Evenings find her engaging in virtual conversations with fellow artists, exchanging marketing ideas, as well as insights and inspirations that fuel her creativity. Sara

Mortimer's everyday activities mirror her idiosyncratic expression and entrepreneurial drive.

### Frustrations

Sara very much wants to get this right the first time around. Sara wants her UX copy to be imaginative and artistic, but she's wary of it becoming too esoteric or convoluted, which might alienate potential buyers who aren't as familiar with art. Convincing visitors that investing in art from her gallery is not only an aesthetic choice but also a meaningful experience that enriches their lives can be a challenge. As an online gallery owner, Sara needs to establish credibility and build trust with potential buyers who may be cautious about purchasing art online.

### Device Usage

Sara has a laptop and a smart phone. She is always on her phone checking her social media. Her laptop has the basics – a web browser, a word processor, and she has an email address that she uses constantly as well. Her smartphone and laptop serve as the tools that enable her to curate her online art gallery and connect with a global community of artists and collectors. With her smartphone, Sara captures the details of her artwork and shares them on social media platforms, driving brand recognition. Her laptop, a gateway to her virtual gallery, empowers her to generate and polish her online presence. Sara's device usage extends beyond functionality – it's the way she bridges the gap between her creative expression and business savvy.

### Audience Definition - "Creative Connoisseurs"

Sara is a member of a set of people who are not web experts but still want to use all that modern technology has to offer. They are college educated and technology savvy. The "Creative Connoisseurs" is a dynamic and diverse audience segment characterized by individuals who share similarities with Sara Mortimer, the Artist-Entrepreneur. This audience is united by their passion for art and entrepreneurial spirit. They seek out unique and meaningful creations that resonate with their emotions and values.

### Key Characteristics of the Audience

1. They are drawn to art that tells a story, evokes emotion, or sparks introspection.
2. They appreciate authenticity and value art that reflects the artist's unique perspective.
3. They are tech-savvy and comfortable navigating online platforms for art exploration and purchase.
4. They appreciate well-crafted user experiences that marry creativity with functionality.
5. They are willing to invest in art that aligns with their personal tastes and resonates with their values

## Voice and Tone for Sara Mortimer's business, TekDesign

<b>Characteristic</b>	<b>How it applies to TekDesign</b>	<b>Do</b>	<b>Don't</b>
Confident Sophistication	The brand exudes confidence in its unique artistic perspective while maintaining an air of sophistication that appeals to a diverse audience.	Express your unique artistic perspective with conviction and poise.	Overcomplicate your message with overly complex jargon.
Inclusive Excitement	The voice conveys excitement about art and creativity, ensuring that everyone feels welcome and inspired to explore.	Make everyone feel welcome and valued, regardless of their level of expertise.	Use exclusive language that might alienate those who are new to the art world.
Trendy Connection	The tone establishes a trendy and stylish connection, reflecting an understanding of contemporary aesthetics while fostering a sense of approachable companionship.	Create content that resonates with a modern and fashion-forward audience.	Disregard the timeless aspects of art and creativity.
Empathetic Engagement	The brand engages with empathy, understanding that art is a personal journey for each individual, and valuing the diverse ways it impacts lives.	Acknowledge your audience's perspectives and experiences.	Disregard the individuality of your audience's responses to art.

# Content First Design

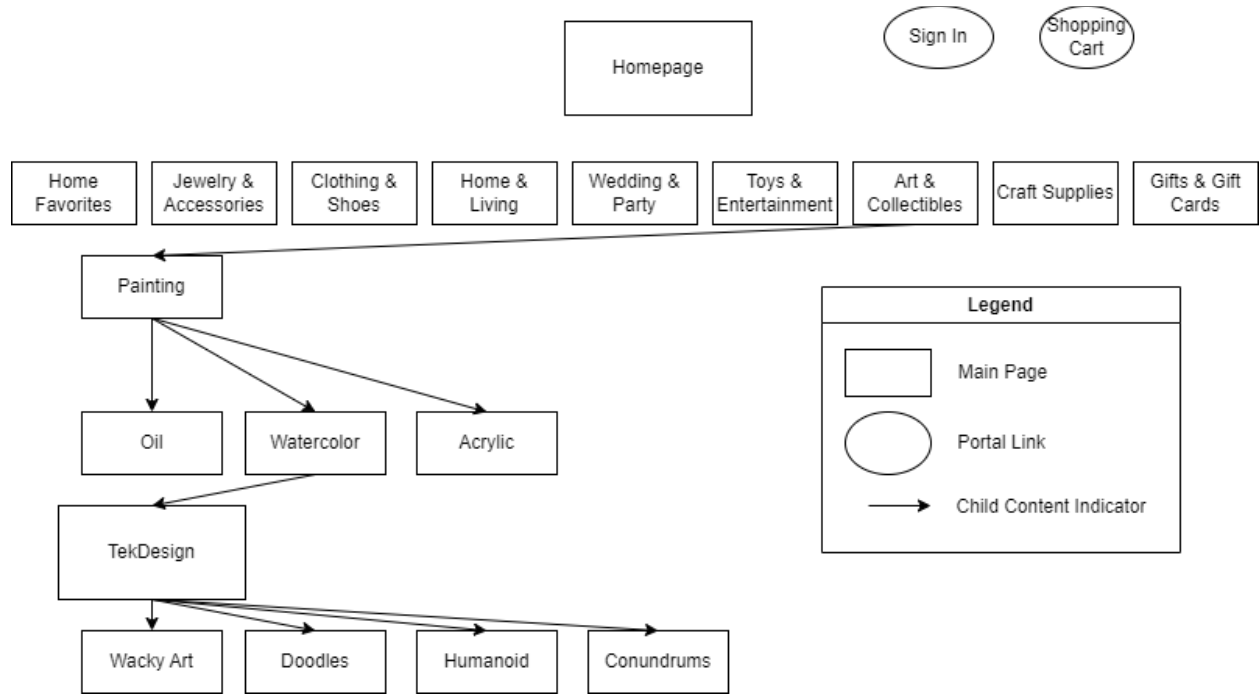
The following is a draft of the main page of the Etsy shop for TekDesign.

The screenshot displays the Etsy shop page for TekDesign. At the top, the Etsy logo is on the left, followed by a search bar containing the text "Search for anything". To the right of the search bar are links for "Sign in" and a shopping cart icon. Below the search bar is a horizontal navigation menu with categories: Home Favorites, Home & Living, Jewelry & Accessories, Clothing & Shoes, Wedding & Party, Craft Supplies, Art & Collectibles, Toys & Entertainment, and Gifts & Gift Cards.

The main content area features a large banner titled "Art by TekDesign" in white text on a blue background. The banner includes several images of abstract art prints. Below the banner is the seller profile section for TekDesign. On the left is a small image of an art print. To its right, the seller's name "TekDesign" is displayed above a blue box with the text "Art Prints to brighten any room." Below this box, it says "Star Seller" with a star icon, "1,452 Sales", and a five-star rating. To the right of the seller name, it says "TekDesign is a Star Seller!". Below this are three service icons: "Smooth shipping" (truck icon) with the text "Has a history of shipping on time with tracking.", "Speedy replies" (envelope icon) with "Has a history of replying to messages quickly.", and "Rave reviews" (star icon) with "Average review rating is 4.8 or higher". On the far right of the seller profile is a profile picture of a woman and a "Contact" button with an envelope icon.

# Information Architecture

The following is the Information Architecture for a future part of Etsy, the TekDesign shop.



## Microcopy: UX Scenarios and Challenges

### Scenario #1: Browsing Products:

Scenario: The user visits the shop's homepage and starts browsing through the various products available, using filters and search options to narrow down their choices.

Challenge: Help users quickly understand the type of products available.

Headline: 40 Characters Max. "Looking for Artistic Treasures?"

Body: 100 Characters Max. "Explore handcrafted wonders by Sara Mortimer."

Button: 15 Characters Max. "Explore More"

### Scenario #2: Adding to Cart:

Scenario: The user finds an item they like, selects the desired options (e.g., size, color), and adds it to their shopping cart.

Challenge: Create a clear and engaging call-to-action (CTA) for adding items to the cart, conveying action and choice succinctly.

Headline: 40 Characters Max. "Grow Your Collection?"

Body: 100 Characters Max. "Choose options and add to your gallery."

Button: 15 Characters Max. "Add Now"

### Scenario #3: Viewing Cart:

Scenario: The user clicks on their shopping cart to review the items they've added, to make modifications (e.g., adjust quantities), and to see the total cost.

Challenge: Provide a way for the user to review their cart.

Headline: 40 Characters Max. "Ready to View Your Cart?"

Body: 100 Characters Max. "See the prints in your cart."

Button: 15 Characters Max. "Review Cart"

### Scenario #4: Checkout Process:

Scenario: The user proceeds to the checkout process, enters their shipping and payment information, and confirms their order.

Challenge: Keep users engaged and reassured during a multi-step process with minimal friction, ensuring they understand each step's purpose.

Headline: 40 Characters Max. "Want to Check Out?"

Body: 100 Characters Max. "Follow these steps to own your favorite work of art."

Button: 15 Characters Max. "Checkout Now"

### Scenario #5: Payment:

Scenario: The user completes the payment using their preferred payment method, such as credit card, PayPal, or other available options.



Challenge: Encourage user confidence during payment, using reassuring language to emphasize security and privacy.

Headline: 40 Characters Max. "Make Secure Payment?"

Body: 100 Characters Max. "Your transaction is safe and private."

Button: 15 Characters Max. "Pay Now"

Scenario #6: Order Confirmation:

Scenario: After successful payment, the user receives an order confirmation page or email with details about their purchase, estimated delivery time, and a summary of their order.

Challenge: Convey gratitude for the purchase while also providing the important detail of estimated delivery time without overwhelming the user.

Headline: 40 Characters Max. "TekDesign Order Confirmed"

Body: 100 Characters Max. "Thank you for choosing TekDesign. Estimated delivery: [Date]"

Button: 15 Characters Max. "View Order"

Scenario #7: Tracking Order:

Scenario: The user can track the status of their order by accessing the order history section or by following the tracking link provided, allowing them to monitor the shipment's progress.

Challenge: Design a clear way to access the tracking interface.

Headline: 40 Characters Max. "Want to Track Your Print?"

Body: 100 Characters Max. "Follow your artwork's journey."

Button: 15 Characters Max. "Track Now"

Scenario #8: Contacting Seller:

Scenario: If the user has questions about the product or the order, they might use Sara's messaging system to contact the seller for clarification or customization requests.

Challenge: Write copy for a message template that encourages polite and clear communication while also setting expectations for response time.

Headline: 40 Characters Max. "Want to Connect with Sara?"

Body: 100 Characters Max. "Questions? Reach out to the artist and hear back in 24 hours."

Button: 15 Characters Max. "Message Us"

Scenario #9: Leaving Reviews:

Scenario: After receiving the purchased item, the user can leave a review and rate their experience, product quality, and overall satisfaction.

Challenge: Encourage users to leave balanced and helpful reviews, including guidance on what aspects of the product or experience to address.

Headline: 40 Characters Max. "How Was Your Art Experience?"

Body: 100 Characters Max. "Help art enthusiasts with your feedback."

Button: 15 Characters Max. "Write a Review"

Scenario #10: Requesting Returns/Refunds:

Scenario: If the received item is damaged or not as expected, the user may need to initiate a return or refund request based on the shop's policies.

Challenge: Draft compassionate and empathetic messages that guide users through the returns process without causing frustration.

Headline: 40 Characters Max. "Need Assistance?"

Body: 100 Characters Max. "We're here to assist with returns."

Button: 15 Characters Max. "Contact Us"

Scenario #11: Favorite Items:

Scenario: The user can mark certain items as favorite, in order to easily revisit them later or perhaps to signal interest to the seller.

Challenge: Prompt users to save items as favorites in a way that feels like a personal touch, fostering a sense of connection to the products.

Headline: 40 Characters Max. "Interested in or Inspired By This?"

Body: 100 Characters Max. "Click to keep this artwork close to mind."

Button: 15 Characters Max. "Save Favorite"

Scenario #12: Exploring Seller's Profile:

Scenario: The user may visit the seller's profile to learn more about their shop, read reviews from other buyers, and see the seller's other available products.

Challenge: Link to a bio that conveys the seller's personality and brand ethos.

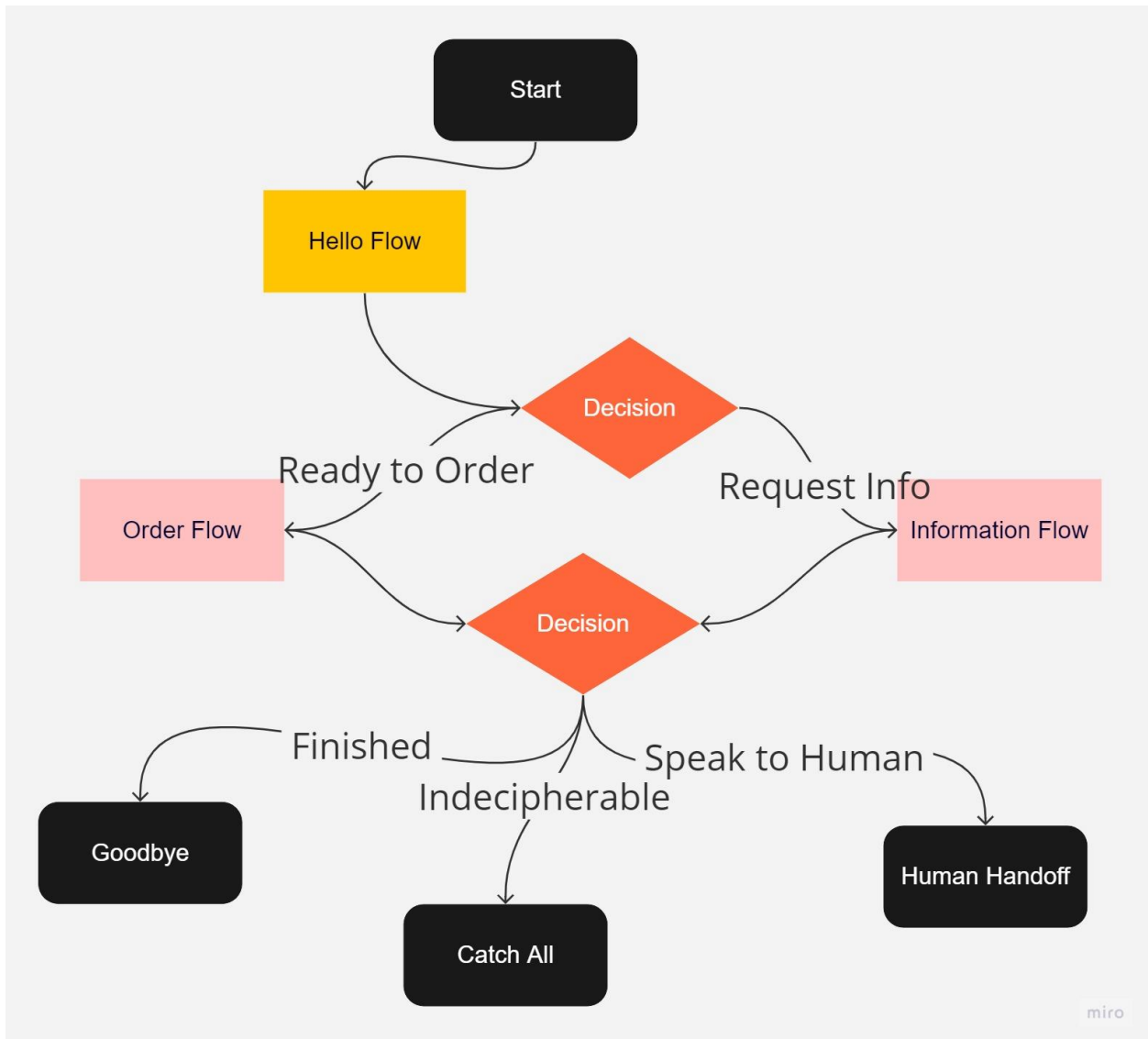
Headline: 40 Characters Max. "Want to know more about Sara?"

Body: 100 Characters Max. "Unveil the story behind Sara Mortimer's creations."

Button: 15 Characters Max. "Learn More"

# ChatBot Flow Diagram

Below is a flow diagram for a ChatBot based on TekDesign requirements. For the ChatBot text flow, see the accompanying excel spreadsheet.



# Accessibility Analysis

## Introduction

The following suggestions are the result of an analysis of the Village Squares Quilter website (<https://www.villagesquaresquilters.com/>) for accessibility standards. Five improvements are suggested. Many of these same improvements will also function to improve SEO.

## Suggestion 1. Headers

The different text blocks should be separated by headers so that screen readers can read aloud the sections of the page. Right now, when tabbing through, most of the text gets skipped in favor of the links.

Example screen shot from the homepage:

Welcome to the Village Squares Quilters!

We are a Westchester County, NY-based guild motivated by a love for quilting in its many forms. We welcome those who share our passion.

For current activities and plans, see [News](#) and [Calendar](#).

[Meetings](#) are held during the day, usually on the second Tuesday of each month at [Westchester Reform Temple in Scarsdale](#), or on Zoom. Visitors are always invited. Our annual dues are \$45.

The Guild sponsors a number of [outreach programs](#). Through "[Cuddle Quilts](#)," we donate baby quilts made by members to needy babies and children in local hospitals. "[Bedford Babies](#)" is our prison outreach program; members regularly visit the Bedford Hills Correctional Facility to teach quilting to prisoners with babies. Our "[Friendship Quilts](#)" programs gives lap quilts to adults in hospice and nursing homes, as well as to veterans. We regularly donate quilts to a variety of other organizations, both local and afar.

The Welcome message could be H1, and the second line could say "About Us," in H2. The third and fourth paragraphs could be similarly marked by an H2 that says something like, "Meetings and Programs."

## Suggestion 2. Alt text

All images on the site should have clear and concise Alt Text. For example, the homepage has this image:



This image should have an Alt text that says something like "VSQ Logo of a Quilt Square," so that the alt text not only describes the image but gives it context as well.

### Suggestion 3. HTML Resources

Right now, the Newsletters (<https://www.villagesquaresquilters.com/newsletter.html> ) are downloads in PDF format, without a warning that they are this. This should be made clear and an HTML version of each newsletter should also be made available for reading online.

Example Screen Shot:

VSQ Newsletter

2022-2023

- June 2023 Newsletter
- May 2023 Newsletter
- April 2023 Newsletter
- March 2023 Newsletter
- February 2023 Newsletter
- January 2023 Newsletter
- December 2022 Newsletter
- November 2022 Newsletter
- October 2022 Newsletter
- September 2022 Newsletter

### Suggestion 4. TabIndex

Right now the Calendar page is not fully accessible (<https://www.villagesquaresquilters.com/calendar.html> ). Right now the contents are skipped and the links only are tabbed to in the tab order. It would help to add a TabIndex number in sequence to every section in the table of the Calendar. This includes the Month and the Program content. Example screen shot:

#### 2023-2024 Calendar

Month	Program
July 11 <i>DONE</i>	Summer meeting: Informal sewing Plan to arrive anytime after 11 a.m. NOTE: Currently there is no plan for an August meeting.
September 12	In person speaker: <i>Michelle Renee Hiatt</i> "When Life Gives You Fat Quarters, Make a Quilt"

### Suggestion 5. Image Descriptions

In addition to Alt Text, there are some places where exciting images are displayed, such as the Bedford Babies page (<https://www.villagesquaresquilters.com/bedford-babies.html> ). So, in addition to Alt Text, for these busier images it would help to have a couple of sentences in text describing each one.

Screen shot example:



# Customer Journey Map

The following is a customer Journey Map, to be used in UX design for TekDesign.

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	Want to buy prints to decorate	Reputation of parent site, Etsy Reassurance that checkout is secure Reassurance that items will ship promptly.	Success messages Short checkout process Confirmation emails Encouraging copy	Positive experience Great products Niche market
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Quick shipping experiences Avoid high prices	Do not want a lot of marketing emails. Would like to browse before buying. Need high quality prints.	We need to keep the checkout process brief. Info on shipping time needs to be easily available. Want immediate confirmation emails. Want to feel encouraged.	They like the product. Etsy makes finding related content easy.
<b>Touchpoint</b> What part of the service do they interact with?	Browse prints and checkout.	Email confirmation. Checkout process Success screen.	Give correct information including shipping Checkout allows them to review before submitting Email is verified. Congrats message for a positive experience.	Free shipping to USA. Quality prints for less.
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	😄	😄	😄
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	Increase conversions by tailoring copy.	Increase sales by offering many options.	Decrease bounce rate by supplying less information.	Decrease bounce rate by offering intriguing prints.
<b>Process ownership</b> Who is in the lead on this?	Sara	Sara	Sara	Sara miro