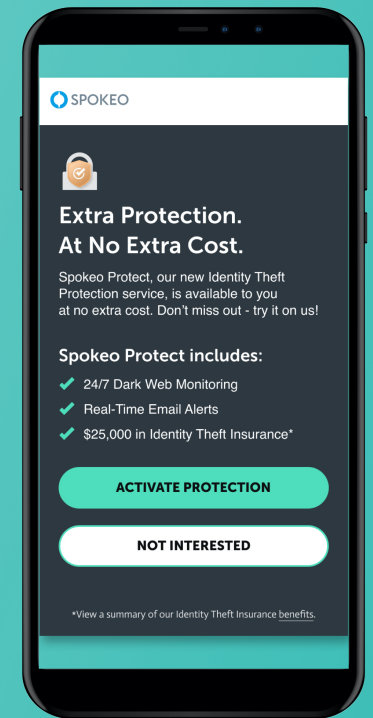
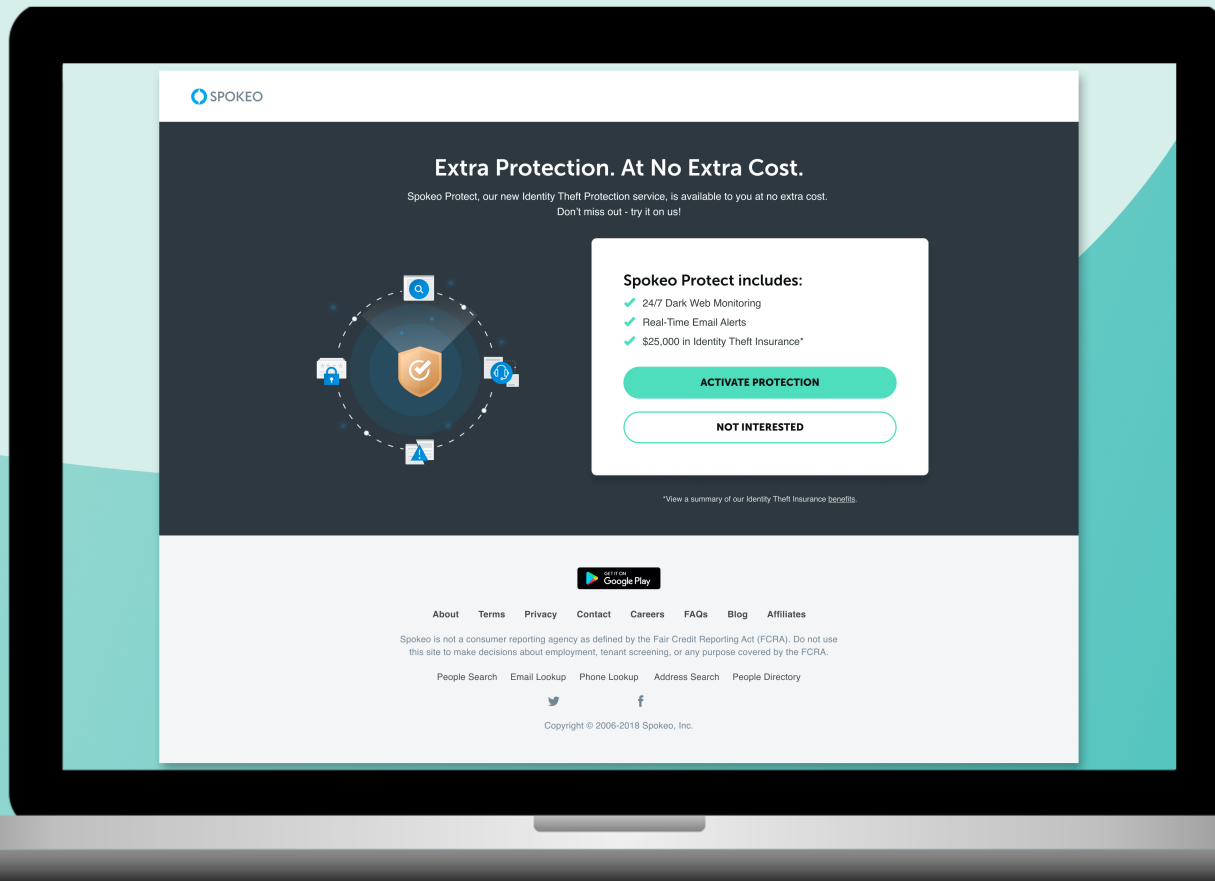
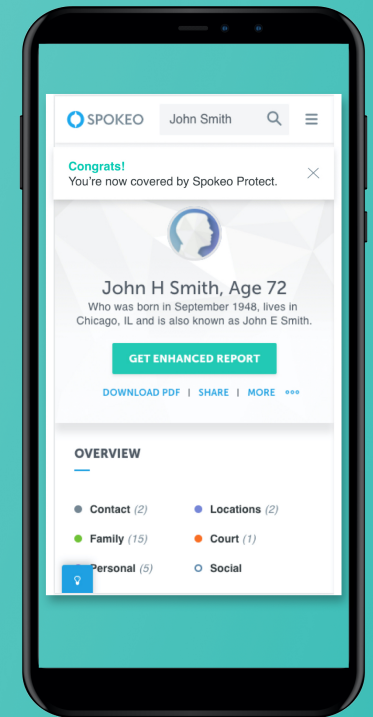
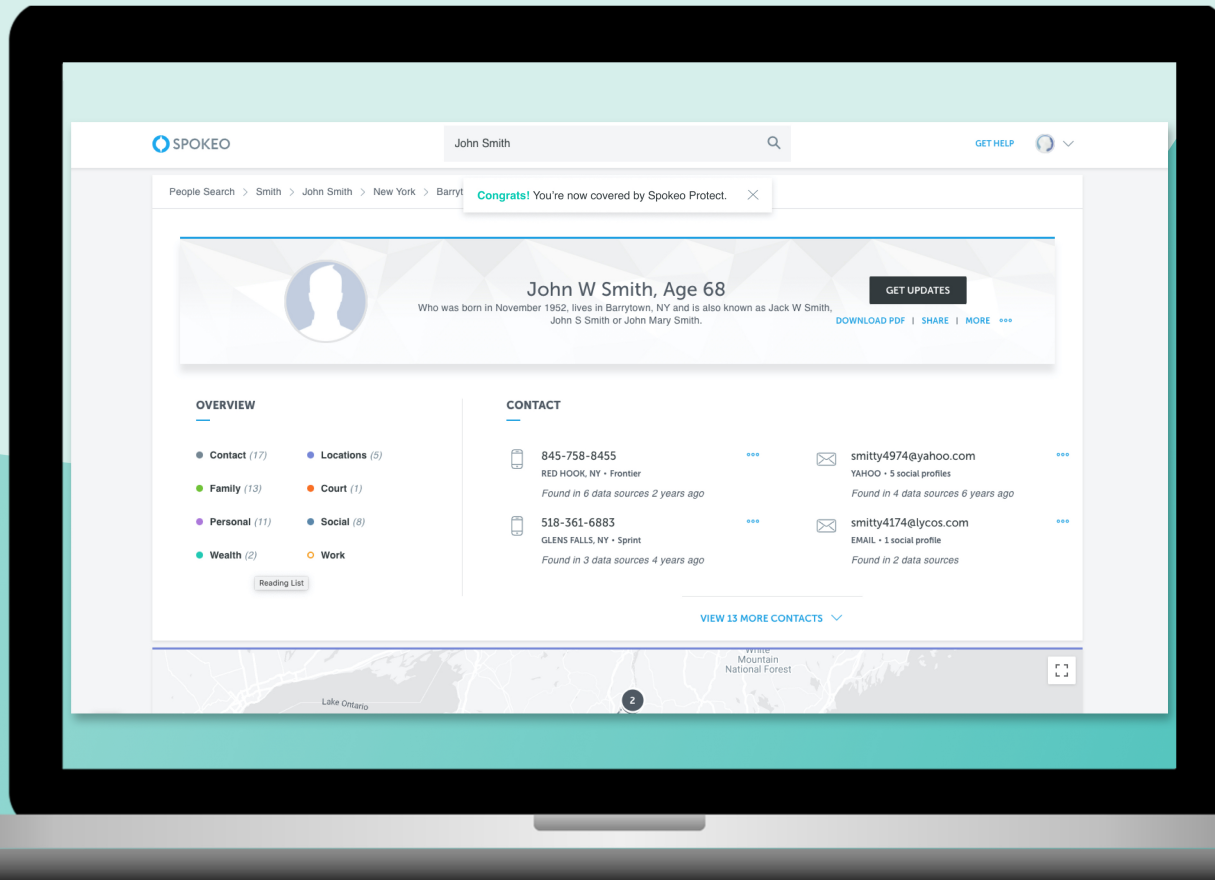


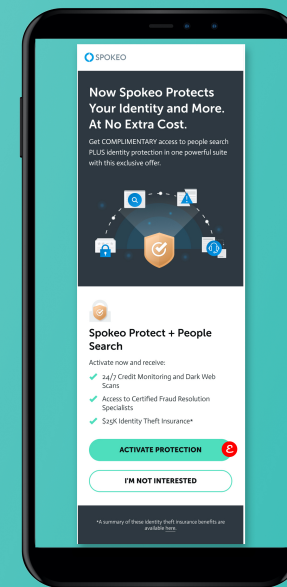
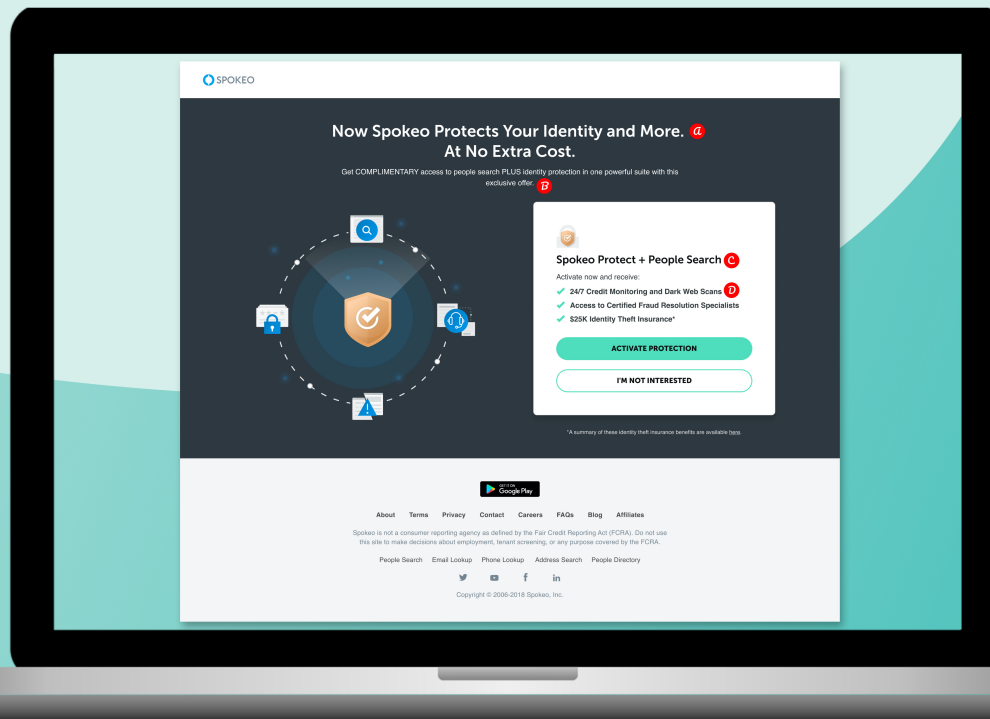
Final Versions: Desktop & Mobile



Final Versions: Desktop & Mobile



Original Versions: Desktop & Mobile



Suggested Changes

A) For copy that seems like marketing copy (i.e. trying to sell the user on this service), there is no hook in the headline that would draw the user in. That is to say, there is no emotionally evocative appeal to the user based on the things most people hold dear. Thus, the headline, which is arguably the most important opportunity you have as a writer to get a user's attention, falls a bit flat.

B) It's no secret I'm not a big fan of using "all caps" text; 1) I prefer not to use it because it is not aesthetically appealing and is disruptive and 2) because it's almost universally acknowledged as the writer's form of yelling at the user. Again, in the description, this appears to be a hard marketing sell but, when I met with my manager, she told me that this wasn't meant to be marketing copy but was meant to "inform" the user above all and thus gauge through analytics how much interest exists in the current user base for an Identity Protection service. So, the marketing language needed to be toned down significantly because it is an immediate turn off to many users and wasn't fulfilling our goals for this screen.

C) "Spokeo Protect" is the name of the Identity Protection service, but you wouldn't know that because you haven't yet been formally introduced. So, I aimed to rectify this in my final copy by mentioning the name twice in a clear way that both builds brand name recognition and formally introduces the user to this new service for clarity's sake.

D) These offerings were changed in the final copy based on what we actually offer users at the lowest, "basic" tier. Importantly, we decided to focus on the positive, preventative services we offer, rather than the damage control after the fact. Here, we are putting too much emphasis on what will happen after an identity theft incident rather than what we can do to prevent it, so I added 2 services for prevention and only one for damage control to focus the user on the positive. Additionally, I followed UX writing best practices by using full numerals for the insurance rather than "K", which dulls the impact of one of our most popular services.

E) In user testing prior to my working on these screens, the Desktop version performed significantly better than the mobile version. After examining the screens, although the copy was the same, I surmised that the mobile version was doing significantly worse because the user must scroll to access the CTA. So, I made it my mission to ensure that the CTA was easily accessible and noticeable in the final mobile version, as it is in the Desktop version. Users are always weighing effort vs. reward and asking them to scroll just to tap a CTA is asking too much at this introductory point in the process.