Apple
QA6: Your Subscription Confirmation **a**
To: rachael.hyland@apple.com

July 30, 2020 at 2:29 PM

Subscription Confirmation **B**

Earn $50 with your new Apple Card for a limited time. Terms apply. Learn more **C**

Video Partner Billing
VPBService (1 month) **D**
$9.99/month

Dear Joan,

This email confirms your subscription purchase: **E**

Subscription	VPBService
App	Video Partner Billing
Content Provider	Apple Inc. - Gamekit Tester
Date of Purchase	Jul 30, 2020
Subscription Price	$9.99/month

F

Details	Banana Base 1
	$9.99/month
	You will be charged $5.99 for 3 months, then $9.99/month

Prorated charges may apply until Jul 30, 2020.

Payment Method	Visa 4448

Your subscription automatically renews for $9.99/month starting Jul 30, 2020 until canceled. To avoid being charged, you must cancel at least a day before each renewal date. **G**

To learn more or cancel, review your subscription. **H**

For support with this subscription, please contact: **I**
Apple Inc. - Gamekit Tester Support: 1-800-123-4567

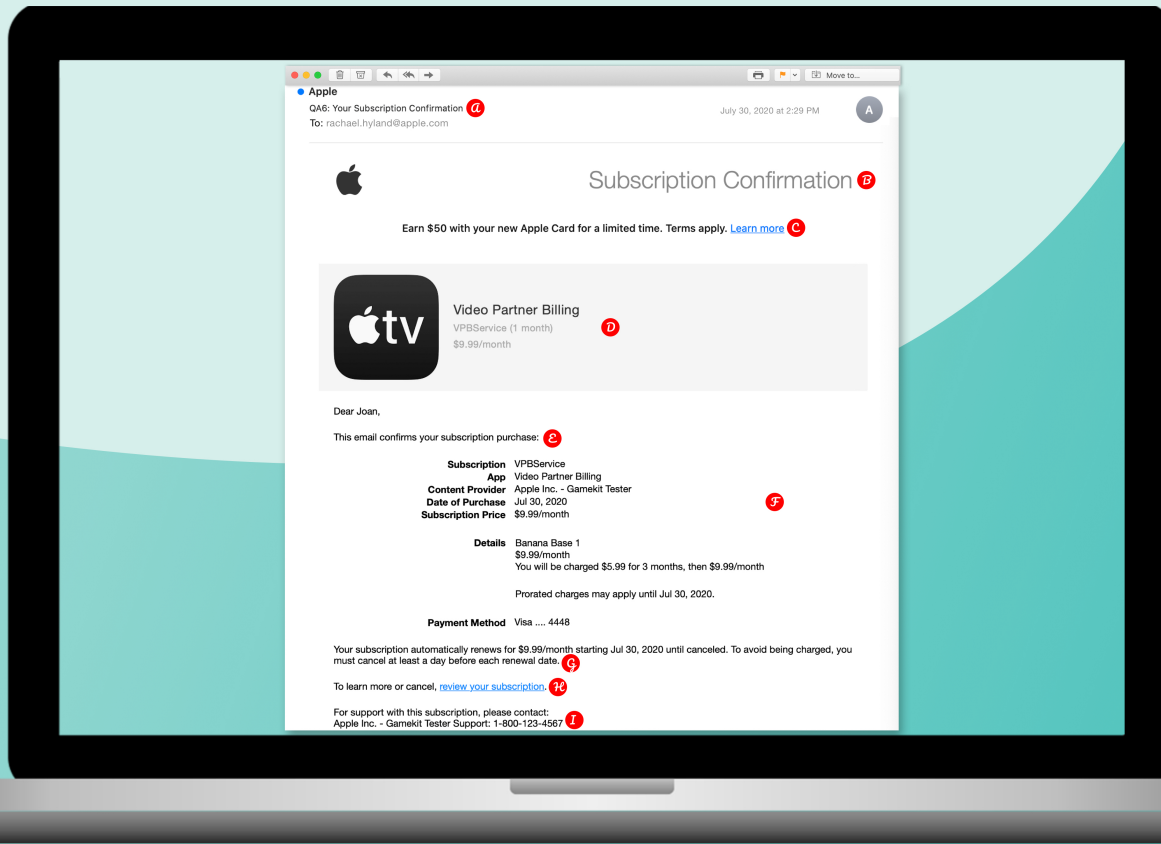## Suggested Changes

A) At a glance, the title of this email, "Your Subscription Confirmation," is not clear or informative enough from a user's perspective. Since this is a receipt for a purchase, we should refer to it as such so that customers know what to look for in their inbox. In addition, referring to this as a "receipt" is in accordance with the heuristic of mimicking real life as much as possible.

B) Likewise, "Subscription Confirmation" is not clear or informative enough and does not match the first title mentioned here ("Your Subscription Confirmation"). Moreover, right aligning this title is not conducive to the F-pattern that most users typically read in.

C) "Earn" may not be the correct word choice here as you would receive this $50 as a reward for signing up for an Apple Card and do not have to "earn" it as such. In addition, this sentence implies that the user already has an Apple Card and isn't inclusive of users of who have yet to sign up for one.

D) Some of these strings are from QA, so we later updated them with the actual product name: Apple TV. The information about the service and the price per month isn't as informative as it could be and isn't accurate as it doesn't take into account the user's 3-month promotional rate.

E) Again, while it's important to use the word "confirm/confirmation" to signal to the user that their subscription purchase has been successful and they now have access to Apple TV, it's also important to reiterate that this is a receipt for accuracy, consistency and clarity.

F) Some of the subscription details here can be cleaned up and clarified so that the user can understand the most important information at a glance.

G) This information could be streamlined and clarified so that the subscription flow and the user's option to cancel are clear.

H) Including such a long link here is a bit distracting and unnecessary; shortening this link to one or two words would be preferrable to keep the message focused and brief.

I) This information could be shortened considerably so that it's easier for users to scan and take action if they need additional support.

Final Version: Desktop

Apple
Receipt for your Apple TV subscription
To: rachael.hyland@apple.com
July 30, 2020 at 2:29 PM

 Receipt for your Apple TV subscription

Get a $50 reward when you sign up for an Apple Card for a limited time. Terms apply. Learn more

Apple TV subscription
Enjoy everything Apple TV has to offer for just $5.99/month for 3 months, then $9.99/month

Dear Joan,

This email receipt confirms your subscription purchase:

Subscription	AppleTV
Content provider	Apple Inc.
Date of purchase	July 30, 2020
Price	$9.99/month
Details	You'll be charged $5.99/month for 3 months, then $9.99/month thereafter.
Payment method	Visa 4448

Your subscription automatically renews every month starting July 30, 2020 until canceled. To avoid being charged, cancel at least a day before each renewal date.

To learn more or cancel, review your subscription

For support with this subscription, contact Apple Inc. at 1-800-123-4567