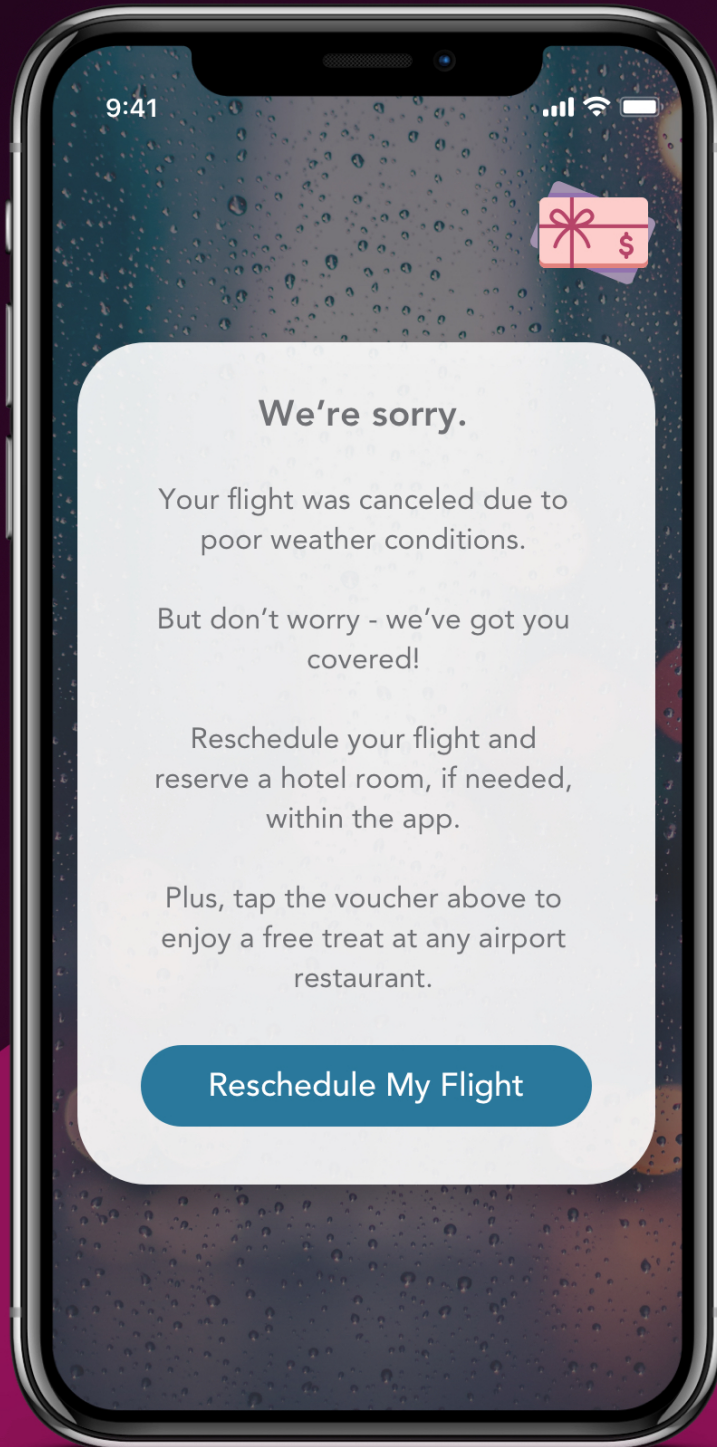


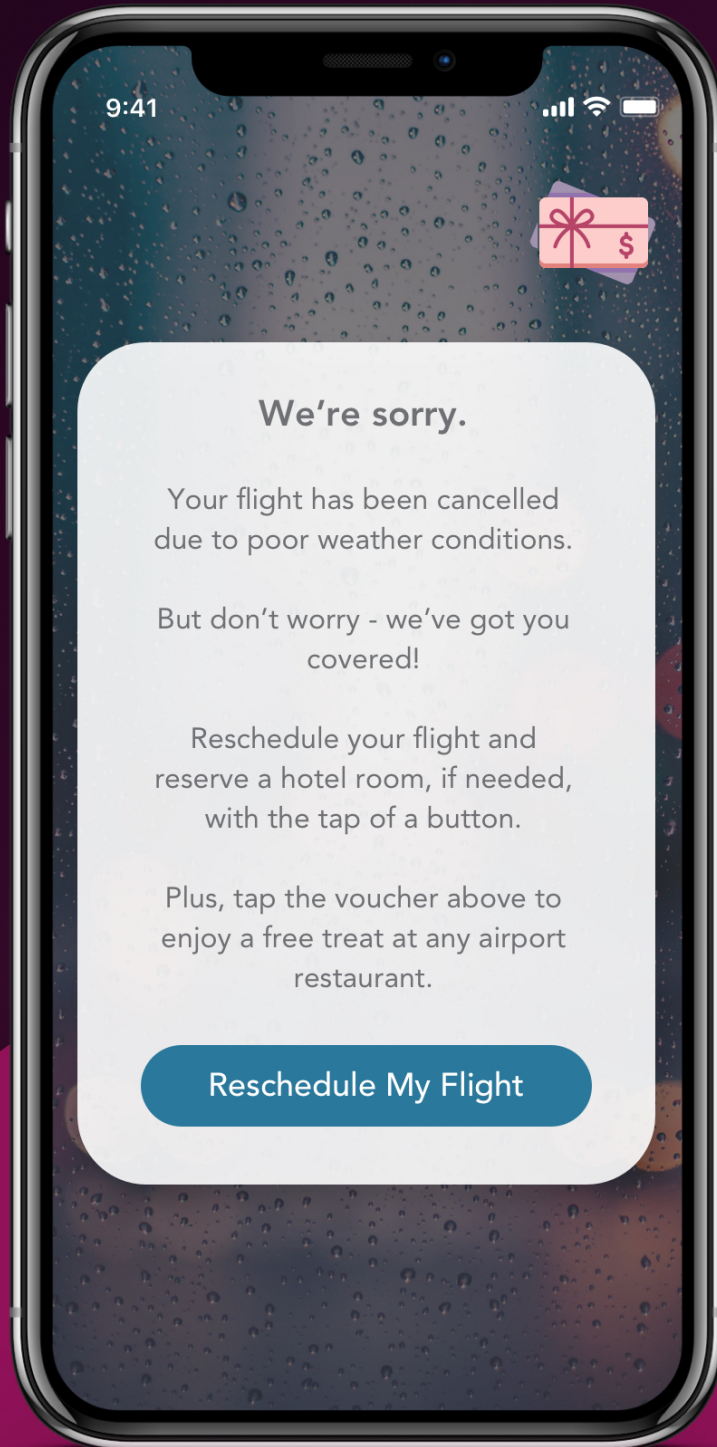
Notes

- “Poor weather conditions” is wordy and a bit vague, so I opted for the clearer and more concise “bad weather,” which immediately makes sense to everyone.
- In the interests of cutting down on the character count, I omitted “we’ve got you covered” because, in general, it’s better to demonstrate how you’ve got someone covered rather than just stating it in an empty fashion; luckily for me, I already offered solutions that propose to fix the customer’s problem, so I didn’t need to add verbiage to my otherwise concise message.
- I also omitted “above” in “voucher above” because I imagined the interaction design to include an animation of the voucher appearing on the screen after this message, complete with a sound effect so that the user can’t miss it.
- Finally, I removed “My” in “Reschedule My Flight” as it was clear from context; I actually realized I didn’t need it when I stopped to translate the on-screen text. Somehow, in Hindi it was immediately clear that this word was unnecessary and would take up precious real estate on a tiny button.



Notes

- As a writer, “was cancelled” and “has been cancelled” carry very different meanings - simply using the past tense verb “was” indicates a finality to an event that has already happened whereas “has been” softens the blow a bit and makes the event sound more recent, as if the user just found out about it. However, due to character limits and the desire to keep the message concise, I changed this to “was cancelled.”
- The purpose of “But don’t worry...” is not only transitional, but it’s also a segway into a more positive message and experience. In this way, users will experience more empathy from the product/ service regarding their distressing situation as well as an effort on the service’s part to fix the situation, even if they haven’t caused it.
- “With the tap of a button” was getting too wordy and literal, so I opted for “within the app” to make it clear that the user need not seek solutions outside the app to fix their situation and thus the solution we’re offering them is much more convenient and streamlined.



Notes

- Starting off with a genuine expression of remorse is key; after all, the service and/or product didn't deliver the expected outcome, so owning up to that is the bare minimum.
- "Your flight has been cancelled" is the key piece of information the customer needs to know and fast, thus I placed it at the beginning of the sentence. In addition, including an explanation for why something didn't work as expected is very important: it gives the customer more information and thus more power and, in this case, deflects some of the blame from the service/product.
- Offering a concrete and easy solution to the problem is also crucial to a cancellation message; you can't just leave the customer hanging, you have to continue taking care of them. Thus, I added copy re: rescheduling your flight and booking a hotel room and a helpful button as well.
- In addition, adding a "treat" for the customer's trouble drastically softens the blow they've just received, so why not do it?