

## UX Writing

### For a travel app – 404 error message:

404

Sorry, this page went on vacation.

Would you like to be there as well?

[Button]Find your dream destination...

### Newsletter sign-up appearing at the end of an article:

Like what you're seeing?

Let's keep in touch and we'll send more your way.

Add your email address [Subscribe button]

### Subscribe for blog content:

Can we send you our next blog post?

We'll send you 1 email per week. And only our best stuff.

[Subscribe]

### For a flight cancelation:

#### **Headline:**

Flight Canceled. Your Hotel Is Reserved.

#### **Body:**

Hi John, your flight has been canceled due to the bad weather. But there's good news. The airline has rescheduled your flight to the next available one. We also reserved you a hotel that's next to the airport.

#### **Button:**

Take Me to My Hotel

## **Energy supplier:**

Managing your energy just got easier. Check your usage, get outage updates, and access your account whenever you need to.

## **Energy supplier:**

### **Headline:**

Outage Reported. Help Is on the Way.

### **Body:**

Hi Joyce, we know your power is out right now. But there's good news. Our team is already responding and working to restore service as soon as possible. You can check progress and get updates anytime.

### **Button:**

See Updates

## **Internet supplier:**

### **Headline:**

Service Interrupted. Updates Ready.

### **Body:**

Hi Ed, we know your Wi-Fi service is out. But there's good news. Our team is on it, and you can check the latest updates on restoration progress anytime.

### **Button:**

View Updates

## **B2B or B2C:**

### **404 error – E-commerce**

404

Well, this is awkward.

The item you're looking for is out of stock.

Let's help you find something else to love.

Button: Keep shopping

### **404 error – Finance app**

404

This page didn't balance.

It looks like something's missing.

Let's get you back to your account.

Button: Go to dashboard

### **Newsletter sign-up – Lifestyle brand**

Enjoying the read?

We had a feeling you might.

Sign up and we'll send more good stuff your way.

Enter your email:

### **Newsletter sign-up – B2B**

Finding this useful?

Get insights like this delivered straight to your inbox.

No fluff. Just practical ideas you can use.

### **Blog subscribe prompt**

Want the next one?

We'll send our newest post straight to your inbox.

No overload. Just the highlights.

Button:

### **Abandoned cart message**

Left something behind?

It looks like your cart is still waiting for you.

Come back anytime to pick up where you left off.

Button:

### **Empty state – Favorites list**

Nothing saved yet.

A little empty now, full of potential later.

Start saving your favorites and we'll keep them right here.

Button:

### **Search with no results**

No matches this time.

We looked everywhere. Really.

Try a different keyword, or explore a popular category instead.

Button:

### **App onboarding**

You made it.

Let's get things set up so this feels a little more like yours.

Button:

### **Password reset**

Forgot your password?

It happens to the best of us.

Enter your email and we'll help you get back in.

Button:

**Maintenance notice**

We'll be right back.

Our site is getting a little tune-up behind the scenes.

Thanks for your patience while we freshen things up.

Button: Check status

**Free trial ending**

Your free trial is almost up.

Still enjoying things?

Choose a plan to keep everything going without interruption.

Button: View plans

**Order confirmation**

It's official.

Your order is in, and we're getting it ready now.

We'll let you know the second it ships.

Button: Track order

**Mobile app prompt**

Take us with you.

Download the app for faster access, real-time updates, and a smoother experience on the go.

Button: Get the app

**Contact form success message**

Message received.

Thanks for reaching out.

We'll be in touch soon.

Button: Back to home

**404 – General**

404

Looks like this page took a wrong turn.

Good news: we know the way back.

Button: Take me home

**Email sign-up**

Want more where that came from?

Join the list and we'll send the good stuff straight to your inbox.

Button: Subscribe

**No notifications yet**

All quiet here.

When there's something worth your attention, you'll see it here first.

Button: Go to Home

**Upgrade prompt**

Ready for more?

Unlock extra features and get even more out of your experience.

Button: See what's included

### **Survey request**

Got two minutes?

Tell us how we did.

Your feedback helps us make this better.

Button: Take the survey

## **Utilities:**

### **SMS: payment reminder**

Your bill is due tomorrow. The good news? Paying it takes about a minute. Tap here to take care of it now.

Button: Pay now

### **SMS: payment confirmation**

You're all set. We received your payment and your account is up to date. Nicely done.

### **SMS: autopay enrollment confirmation**

Autopay is on. One less thing to remember each month.

### **SMS: outage alert**

We're aware of an outage in your area and our crews are on it. We'll keep you posted with updates here.

Button: View status

### **SMS: service restored**

You're back on. Service has been restored in your area. Thanks for hanging in there with us.

### **SMS: high bill alert**

Heads up — Your bill may be higher than usual this month. Want to see what changed?

Button: View details

### **SMS: appointment reminder**

Reminder: Your service appointment is tomorrow from 1 to 3 PM. Need to make a change?

Button: Manage appointment

### **SMS: paperless billing prompt**

Still waiting on the mail? Go paperless and get your bill faster each month.

Button: Switch now

### **Empty state: notifications center**

Nothing new just yet.

When there's an update worth your time, you'll see it here.

Button: Go to dashboard

**Empty state: payment methods**

No payment method saved.

Add one now and checkout next time will feel a lot easier.

Button: Add payment method

**Form guidance: phone number field**

Use the mobile number where you'd like to receive account updates.

**Form guidance: password creation**

Use at least 8 characters, with one letter and one number.

**Error message: login**

That email and password combo didn't work. Try again or reset your password.

**Error message: payment**

Hmm, that payment didn't go through. Check your card details and try again.

**Error message: form completion**

Almost there. A few fields still need your attention.

**Confirmation message: address update**

Your address has been updated. Easy as that.

**Confirmation message: service request submitted**

Request received. We've got it from here.

**Instructional text: outage reporting flow**

Tell us what's happening and we'll guide you through the next step.

**Instructional text: upload document**

Snap a photo or upload a file. Just make sure the full document is clear and easy to read.

**Chatbot welcome message**

Hi there. Need help with your bill, service, or account? I can help you get to the right place.

**Chatbot disambiguation prompt**

I can help with that. Is this about your payment, your service, or something else?

**Chatbot fallback**

I'm not quite getting that yet. Try rephrasing it or choose one of the options below.

**Push notification: bill ready**

Your new bill is ready to view.

Button: See my bill

**Push notification: payment posted**

Payment received. Your account is looking good.

**Push notification: appointment window updated**

Your technician is running a little early. Want to check the latest arrival window?

Button: Track appointment

**Email subject line + preview text**

Subject: Your payment went through

Preview: Good news — your account is up to date.

**Email subject line + preview text**

Subject: A quick reminder about your upcoming bill

Preview: It's due soon, and paying online only takes a minute.

**404 page**

Well, this is awkward.

The page you're looking for wandered off.

Let's get you back on track.

Button: Go home

**No search results**

No luck this time.

We couldn't find a match, but a different keyword might do the trick.

Button: Try again

**Account locked**

Too many tries.

Your account is taking a short security timeout. Reset your password to get back in.

Button: Reset password

**Service eligibility checker**

Let's see what's available at your address.

A few quick details and we'll point you in the right direction.

Button: Get started