

MEMO

To: Dr. Jonathan Arnett

From: Kendria Miller, Makayla Clark

Date: April 21, 2024

Re: Beth's interface

Hello Dr. Arnett, in this memo we will be discussing the issues with Beth's interface, revisions, and why we made those revisions to enhance the user experience. For additional context, we will provide screenshots for clarity.

To start, Beth's interface had a nice look yet featured many issues that interfered with the user experience of the microcopy. For instance, there were consistency issues with the wording such as all capitalized letters for one file extension (PDF) then lower case for the rest of the extension names, .jpg and .png. Here is an example of the issue:

Select default file extension for file export:
(This can be changed at the time of export.)

- ☐ .jpg
- ☐ .png
- ☐ PDF

Secondly, Beth's interface does not feature "Start with the end" language. When describing an end goal along with the action needed, the end goal must come first. Beth's interface starts with the action and then the end goal afterwards. A screenshot of this issue is shown below:

Select default file extension for file export:
(This can be changed at the time of export.)

Furthermore, we created a table to summarize all the issues associated with the microcopy and solutions we came up with to fix them.

April 23, 2024

Problems	Solutions
Repeats “this can be changed at the time of export.”	Add disclaimer at the top of doc instead: “these options can be changed at the time of export.”
“Close” and “ok” buttons aren’t super specific about what action is going to take place next.	Change buttons from “ok” to “export” and “close” to “don’t export.”
Directions for file size exports are already explanative.	To reduce redundancy, change options under file size option to “1x size” or “1x” and “2x.”
Directions do not use “start at the end language.”	Have the directions explain the benefits first before the action.
Sentence for editing the directory is a bit long and not specific also not fully present tense.	Change to “Edit directory to save export documents.”
A lack of consistency is prominent throughout the choices provided (.jpg, .png, PDF).	Make all options consistent (.jpg, .png, .pdf).
The last 2 steps bleed into each other.	Separate all questions so the user isn’t overwhelmed.
The wording in the directions is wordy and can be more concise.	Limited the number of words used to make the directions easier to follow.
Nav bar spacing looks awkwardly spaced.	Make all the nav bar tabs equally spaced throughout.
Step 1 mentions exporting “files” in general but the other steps mention “mockup files.”	Make the word choice “files” to be general for consistency purposes.

Using our table of problems and solutions, we implemented them into the final draft of Beth’s interface in the image below. Overall, we made these changes to enhance the user’s experience and reduce redundancy while getting through the various steps. For example, separating the steps one by one instead of having the last 2 steps bleed into each other making the user think that it’s 1 step instead of 2 steps that need to be done sequentially. Another example we changed was the submit button from “ok” to “Export” since it explains to the user what specific process is going to happen next.

Settings Menu

General

Export Options

Tools

Plugins

Teams

Export options can be changed at the time of export.

To export file, select default file extension.

☐ .jpg

☐ .png

☐ .pdf

To save export files, select default directory.

C:\

Edit Directory

To export files, select default size.

☐ 1x size.

☐ 2x size.

Cancel

Export

In conclusion, UX writing is effective when done in a minimalist way. Information should be consistent, clear, and not redundant. While Beth’s interface looked nice, she did not show strong UX writing. All the individual pieces must work together and serve a clear purpose for the overall interface. People want to receive information in a quick way that they can understand. The revamp provided strengthens the user experience and the ability to grasp the information. To conclude, we would love to hear feedback on our revisions as our emails are kmill218@students.kennesaw.edu and mclark210@students.kennesaw.edu.

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