



UX Writing Case Study

Jenna Morris Harte

Project Purpose

This is a sample project, which serves to showcase my process for approaching UX Writing projects.

The Headway app offers users the chance to read or listen to abbreviated versions of self-help books.

Headway recommends summaries of popular titles based on users' interests.



I chose to analyze and recommend changes to the copy on the Headway App because, as an avid reader, I am drawn to apps designed to promote books.

Overview of Headway App

18 million users

#3 “Education” on Apple

#5 in “Education” on Google

82k ratings on Apple (4.7 avg)

UX Writing Approach | Headway Onboarding

For this project, I aimed to understand how Headway communicates during the **onboarding experience for new users** when downloading and first using the Headway app.

I approached this study with a few UX Writing Principles in mind.

- 1) Is the Headway's value proposition **clear**?
- 2) Is the onboarding process **concise** and efficient?
- 3) Does the user get a sense of the **utility** of the product?

Analysis

Potential pain points for Headway users:

- 1) After downloading the app, there are 28 on-boarding slides, many of which are **redundant and may convolute Headway's story.**
- 2) Users are asked several no/yes questions that have **potential to limit authentic, nuanced response.**
- 3) There were several distracting **issues with grammar.**

Though I am working on this project independently, I see several areas for collaboration with the Headway team:

- 1) If I could consult with UX researchers, I would ask how users feel about the amount of screens, and the quality of questions posed.
- 2) I would consult with additional stakeholders to determine how the data from the on-boarding experience is used so I could better communicate the purpose of the questions to the users.

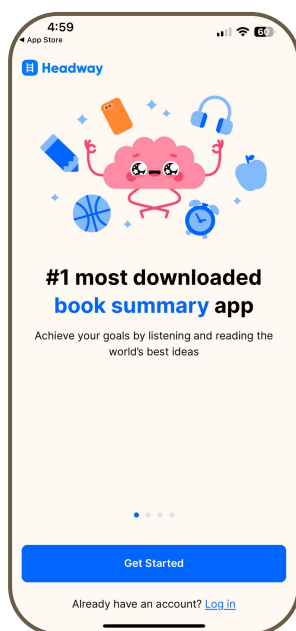
Current Steps in User Flow

After three welcome slides, the onboarding experience is broken down into three steps:

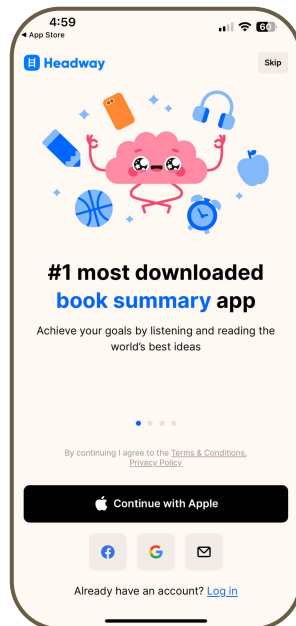
- 1) "About you"
- 2) "Aspiration"
- 3) "Like time"

After these steps, there are four additional questions on slides labeled "crafting your learning experience."

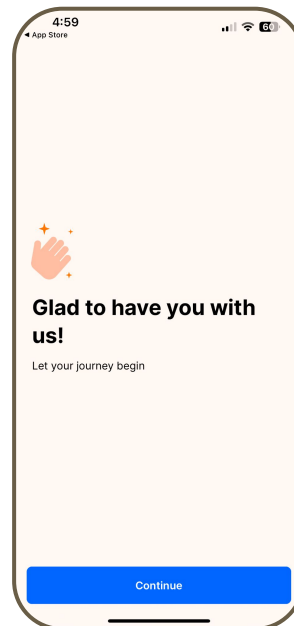
Current Welcome Slides



Get Started

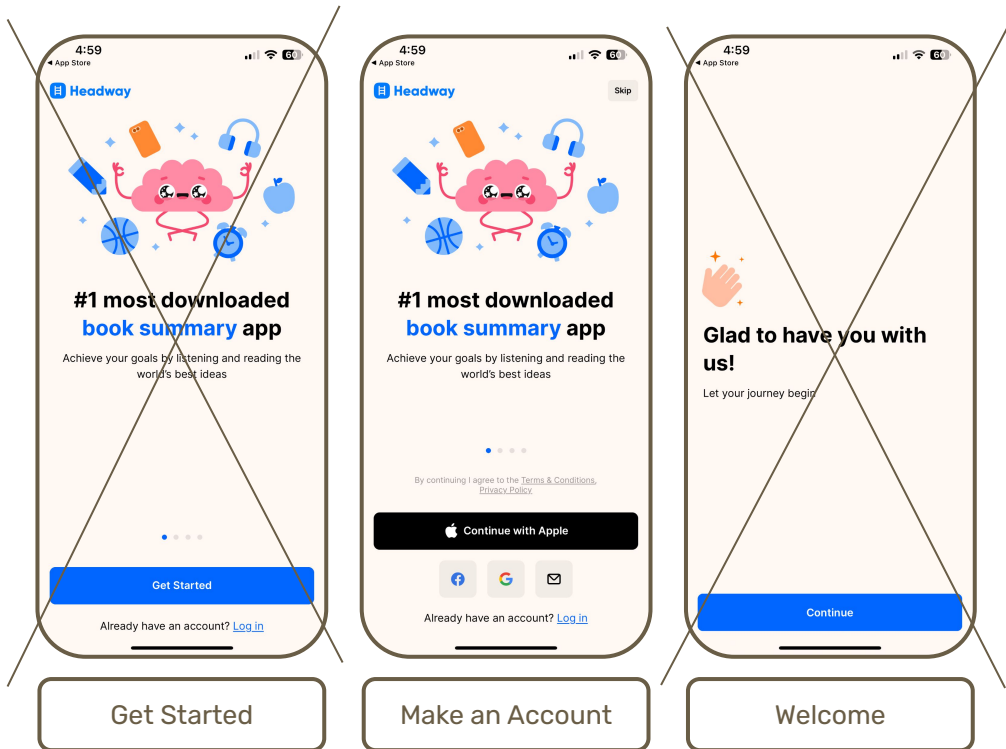


Make an Account



Welcome

Reworking the Flow: Welcome Slides



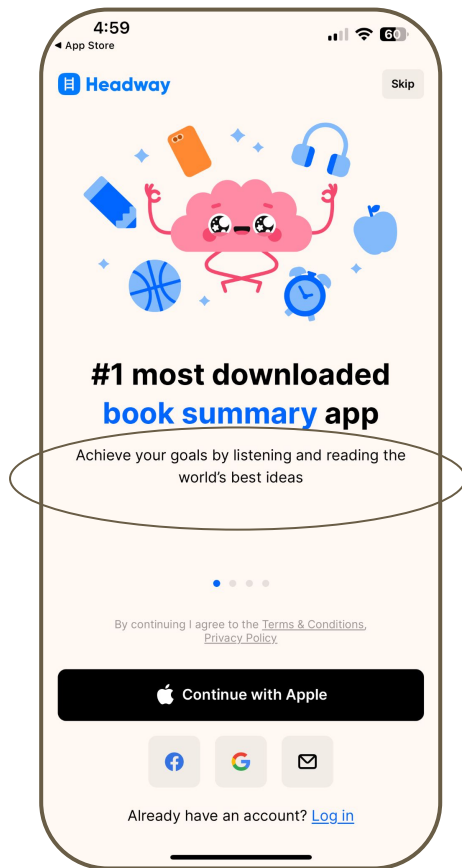
Potential Problem:

Since there are so many screens in this user flow, I would like to reduce any redundancy.

Solution:

I would remove the first and third slide in this section. This would reduce the cognitive load and have users more quickly engage with the interactive onboarding content.

Reworking the Flow: Welcome Slides continued



Potential Problem:

I also noticed issues with grammar on this welcome page.

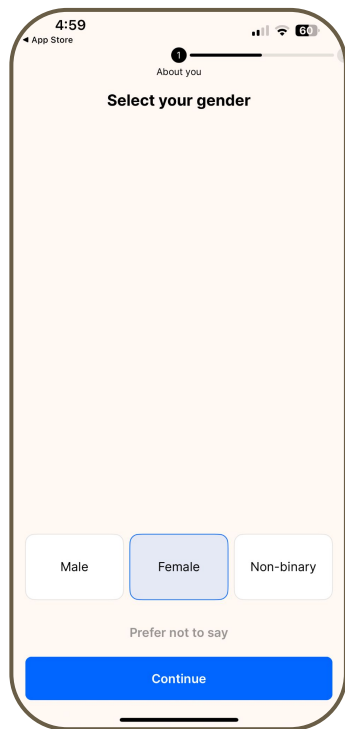
Solution:

The current description of the app reads: "Achieve your goals by listening and reading the world's best ideas." This sentence is missing the preposition "to" after the word "listening."

To avoid this grammar error I would recommend alternate copy:

"Achieve your goals by **reading and listening to** the world's best ideas."

Step 1: “About you”



4:59
App Store

1
About you

Select your gender

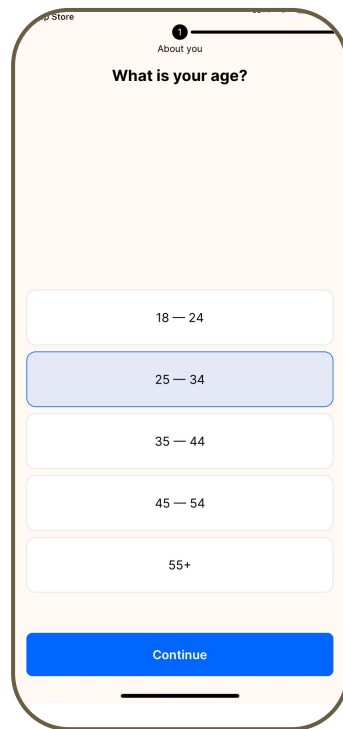
Male Female Non-binary

Prefer not to say

Continue

This screen is the first step of the 'About you' setup. It features a progress indicator at the top with a single step labeled '1 About you'. The main heading is 'Select your gender'. Below this, there are three selectable options: 'Male', 'Female' (which is highlighted with a blue border and background), and 'Non-binary'. At the bottom, there is a link for 'Prefer not to say' and a large blue 'Continue' button.

Gender Selection



App Store

1
About you

What is your age?

18 — 24

25 — 34

35 — 44

45 — 54

55+

Continue

This screen is the second step of the 'About you' setup. It features a progress indicator at the top with a single step labeled '1 About you'. The main heading is 'What is your age?'. Below this, there are five selectable age range options: '18 — 24', '25 — 34' (highlighted with a blue border and background), '35 — 44', '45 — 54', and '55+'. At the bottom, there is a large blue 'Continue' button.

Age Selection

Reworking the Flow: “About you”

4:59
App Store
About you
Select your gender

Male Female Non-binary

Prefer not to say

Continue

Gender Selection

App Store
About you
What is your age?

18 — 24

25 — 34

35 — 44

45 — 54

55+

Continue

Age Selection

Potential Problems:

- 1) Two “About you” screens may feel tedious.
- 2) I suspect that users might be hesitant to share this personal information, especially since the purpose is unclear. I would consult with UX researchers to determine purpose if possible.

Solutions:

- 1) I would ask the user to give their gender and age on one screen instead of two.
- 2) I would include a friendly purpose statement for this section. A couple of possibilities follow:

“We love knowing who uses our app! Sharing this information helps us offer you even better reading suggestions.”

“Help us help you. The more we know about the folks who use our app, the better we are at offering reading recommendations.”

Step 2: “Aspiration”

5:09

Aspiration

What are your goals?

Choose up to 3 goals for more precise personalization

- ☐ Increase productivity
- ☐ Have a successful career
- ☐ Build a close-knit family
- ☐ Become confident
- ☐ Achieve life balance
- ☐ Boost intelligence
- ☐ Develop healthy relationships
- ☐ Create wealth

Continue

Select Goals

5:00

Aspiration

Choose areas you'd like to elevate

- ☐ Motivation ☐ Leadership
- ☐ Management ☐ Planning
- ☐ Time-management ☐ Parenting
- ☐ Emotions ☐ Nutrition ☐ Habits
- ☐ Self-confidence ☐ Intimacy ☐ Mindset
- ☐ Self-care ☐ Communication
- ☐ Exercises ☐ Empathy

Continue

Select areas to
elevate

5:00

Aspiration

Do you know what a book summary is?

☐ Yes

☐ No

☐ Not sure

Continue

Book Summary
Question

5:00

Aspiration

Summary Answer

Typical book
300+ pages
8-10 hours
Read only

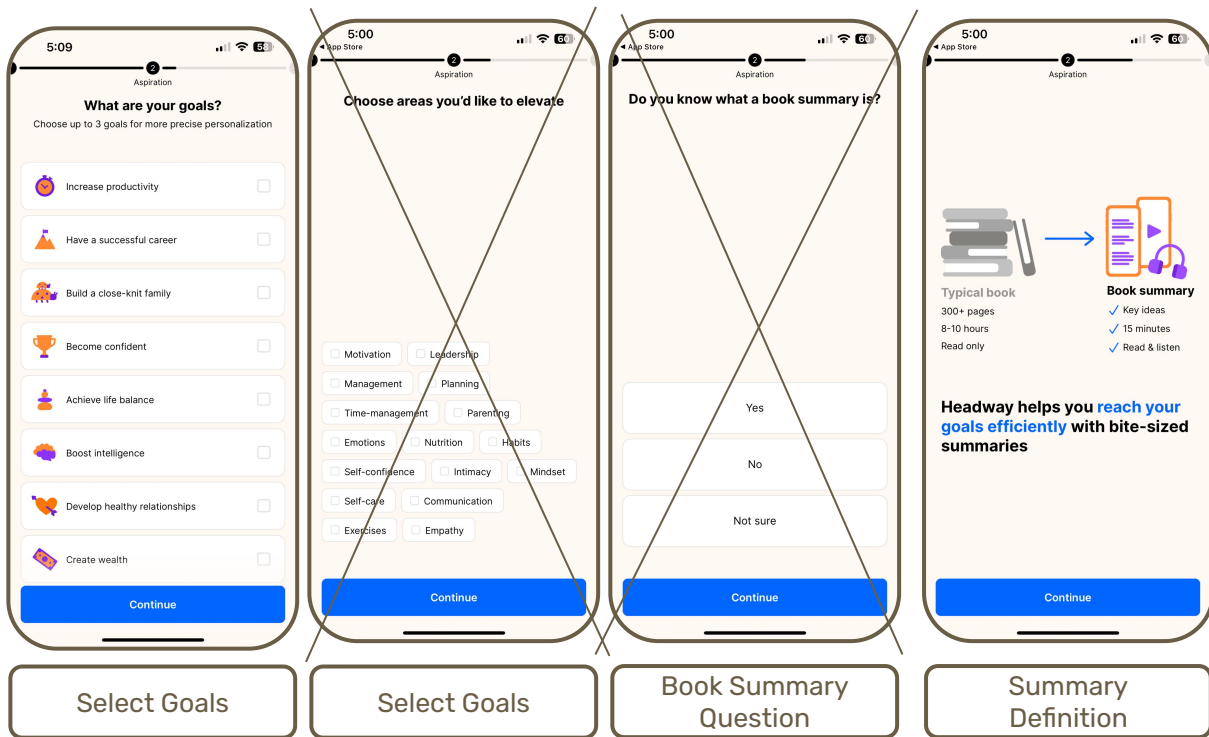
Book summary
✓ Key ideas
✓ 15 minutes
✓ Read & listen

Headway helps you reach your goals efficiently with bite-sized summaries

Continue

Summary Answer

Reworking the Flow: “Aspiration”



Potential Problems:

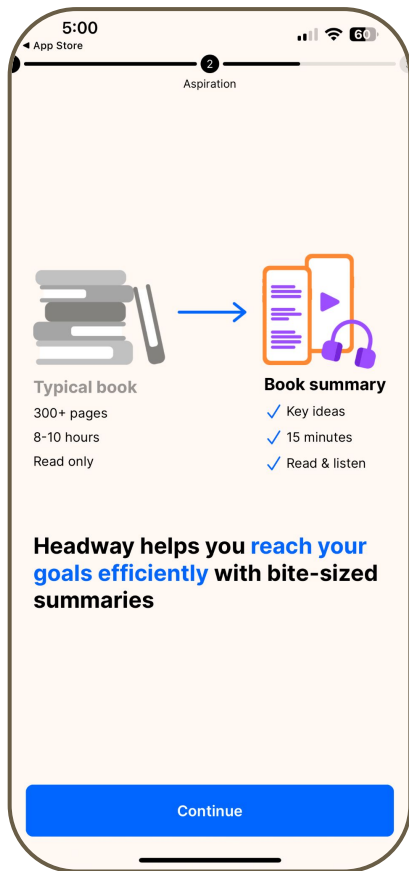
The first two slides seem to ask similar questions. The “Book Summary Question” slide also seems unnecessary because regardless of what the user’s response, the fourth slide appears. Also, it could be embarrassing to answer this question.

Solutions:

I would eliminate the second slide. I like the phrasing of “goals” instead of “areas to elevate,” and the icons associated with the goals help users visualize the ideas.

I would also eliminate slide asking “Do you know what a book summary is?”

Reworking the Flow: “Aspiration” continued



Potential Problem:

In this section, I also noticed a grammatical error in this copy with “efficiently” being a misplaced modifier. I also thought it could better define “summaries” for the user. Right now, the copy asks users if they know what a “summary” is, and then they use the word “summaries” in the definition.

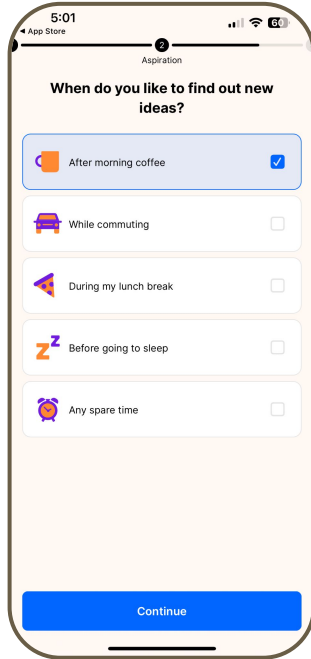
I like the images and bullet points used to make the distinction between a “typical book” and a “book summary.”

Solution:

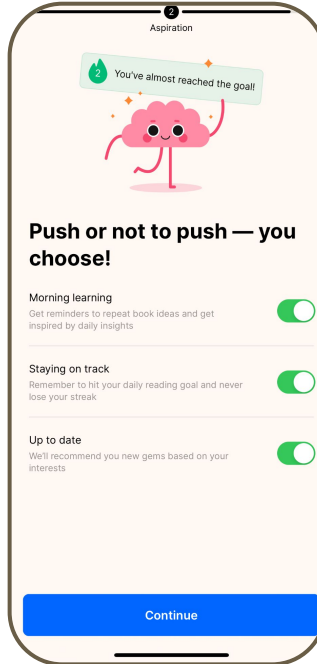
I think a shorter banner at the bottom might allow more emphasis on the existing image and copy. I would recommend the following options:

- Read more, faster!
- Reach your goals with efficiency

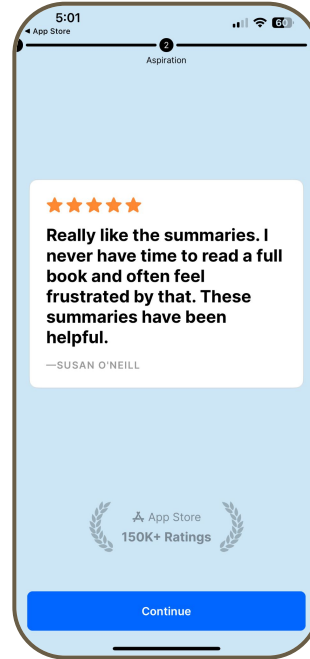
Step 2: “Aspiration” continued



Timing question

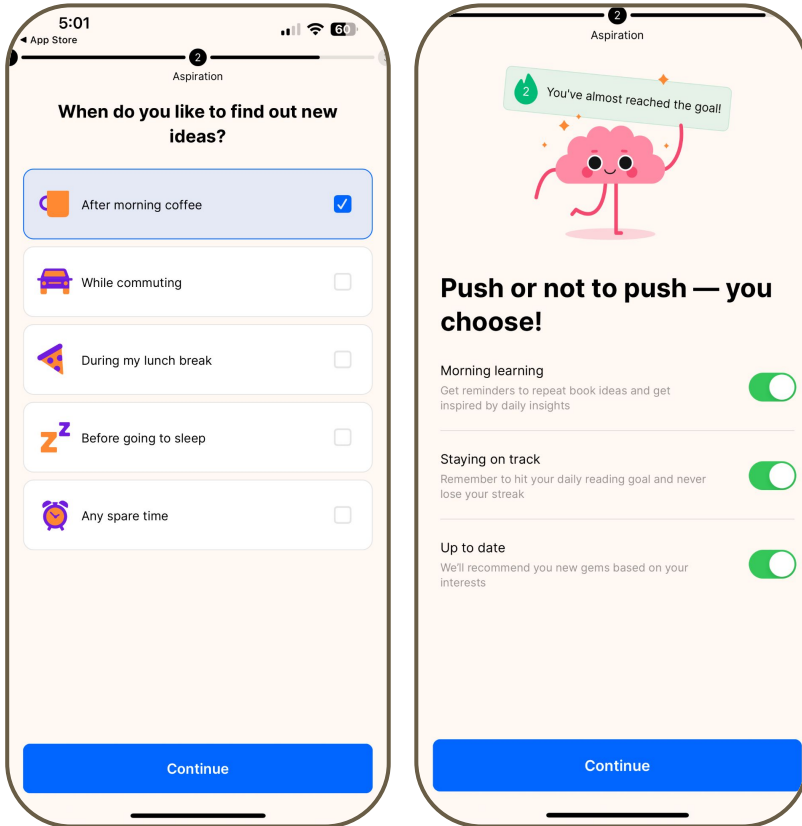


Push notifications



Review #1

Reworking the Flow: “Aspiration” continued



Potential Problems:

- 1) With the current orientation, it is unclear that the first slide is related to push notifications.
- 2) The second slide is grammatically inconsistent to its reference: “**To** be or not to be.”
- 3) The difference between “Morning learning” notifications and “Staying on track” isn’t clear. I would need help from stakeholders in the company to understand the “morning learning” objective.

Solutions:

- 1) Re-order these slides, with the second slide now having the user to determine when they want to be notified.
- 2) Edit the banner: To push or not to push--you choose!
- 3) Describe push notifications more accurately.

Sample Copy:

Build Habits

Daily reminders

At a time of day that is right for you, we’ll remind you to hit your daily reading goal and never lose your streak.

Up to Date

We’ll recommend new titles based on your interests.

Reworking the Flow: “Aspiration” continued



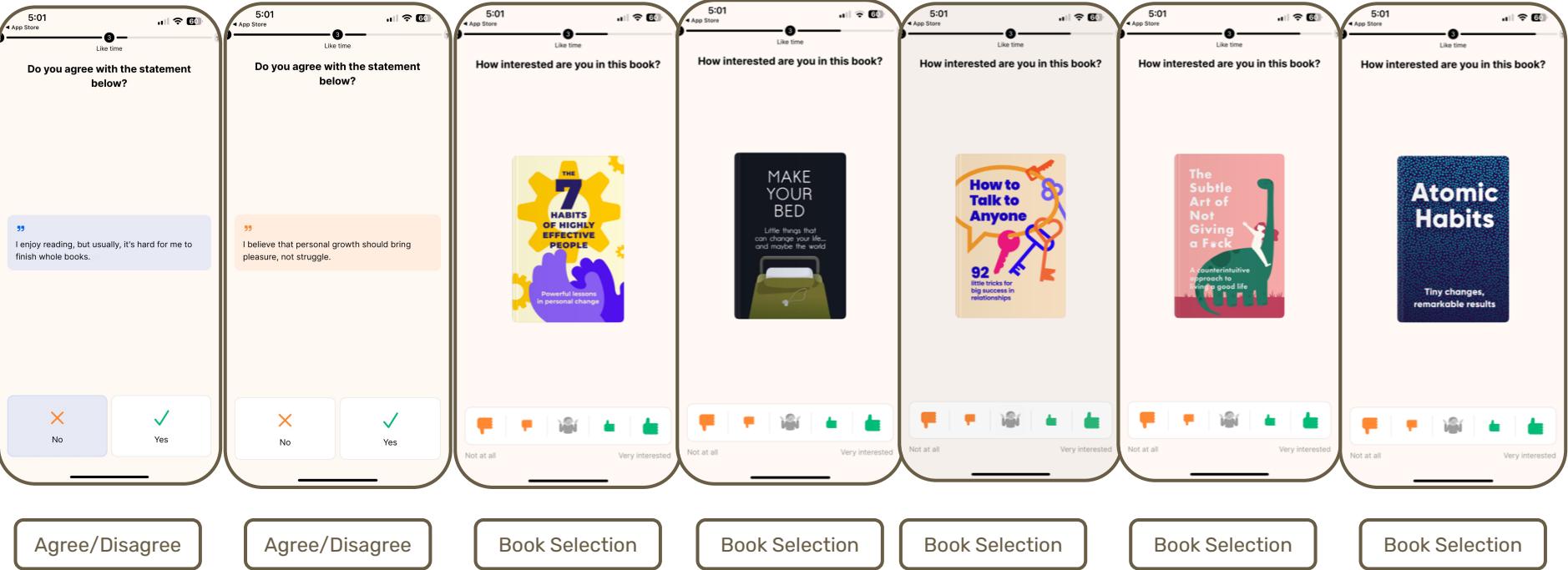
Potential Problem:

The final slide in this section includes a review of the app. The review feels like an ad, which is not a priority since the user has already downloaded the app.

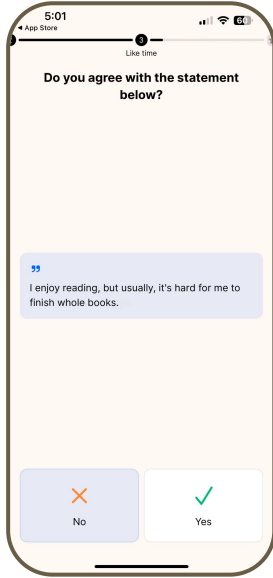
Solutions:

I would eliminate the review, or combine it with reviews that appear later.

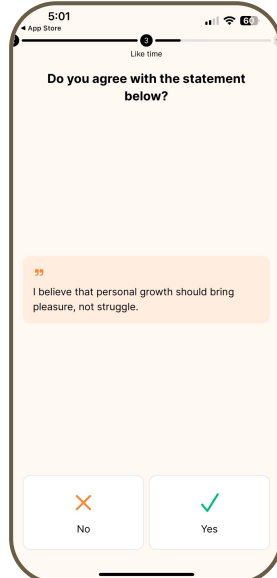
Step 3: “Like time”



Reworking the Flow: “Like time”



no/yes



no/yes

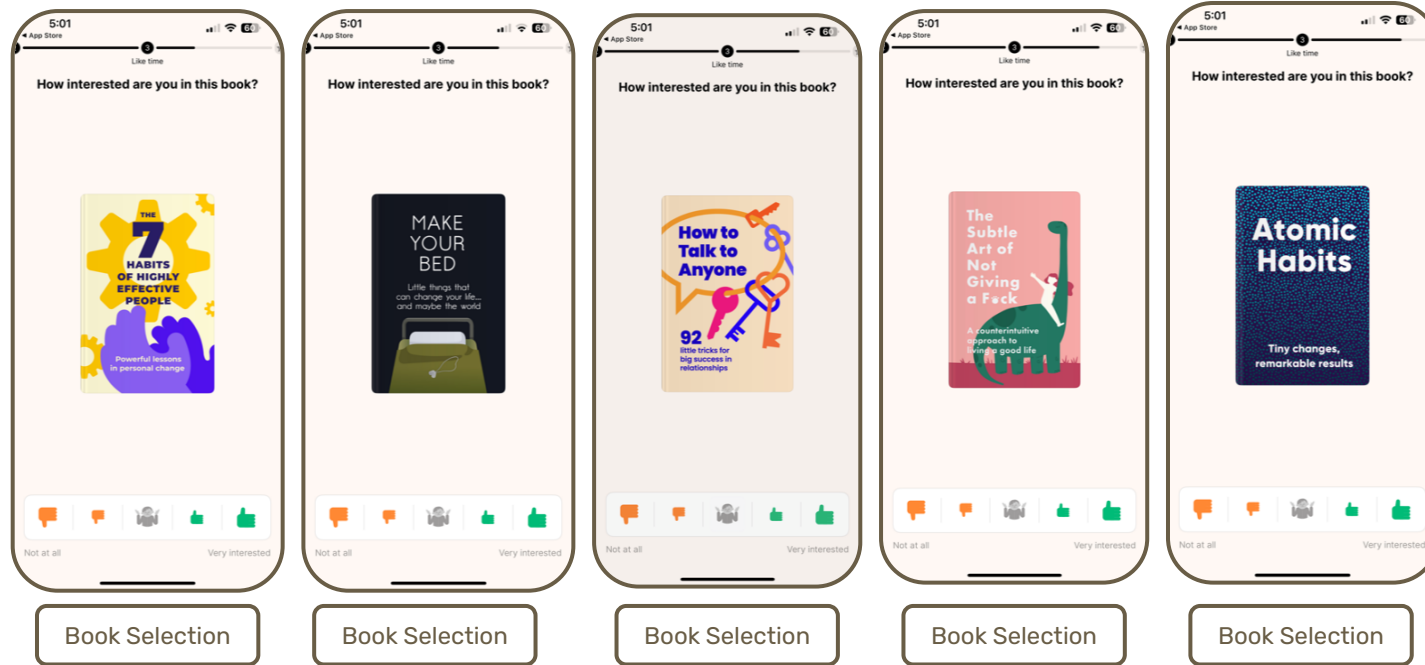
Potential Problems:

- 1) This section is called “Like time.” This phrase is not common, nor is it descriptive enough of the tasks.
- 2) Answering the first question could cause a sense of shame for the user, and the second question seems too complicated to be yes/no.

Solutions:

- 1) I would change the title of this section to better reflect its purpose. Here are some options:
 - Reading Habits
 - Your Reading Interests
 - Reading Goals
- 2) I would change the no/yes questions to a likert scale. A likert scale provides room for the user to report their reading ability and perceptions of personal growth with nuance.

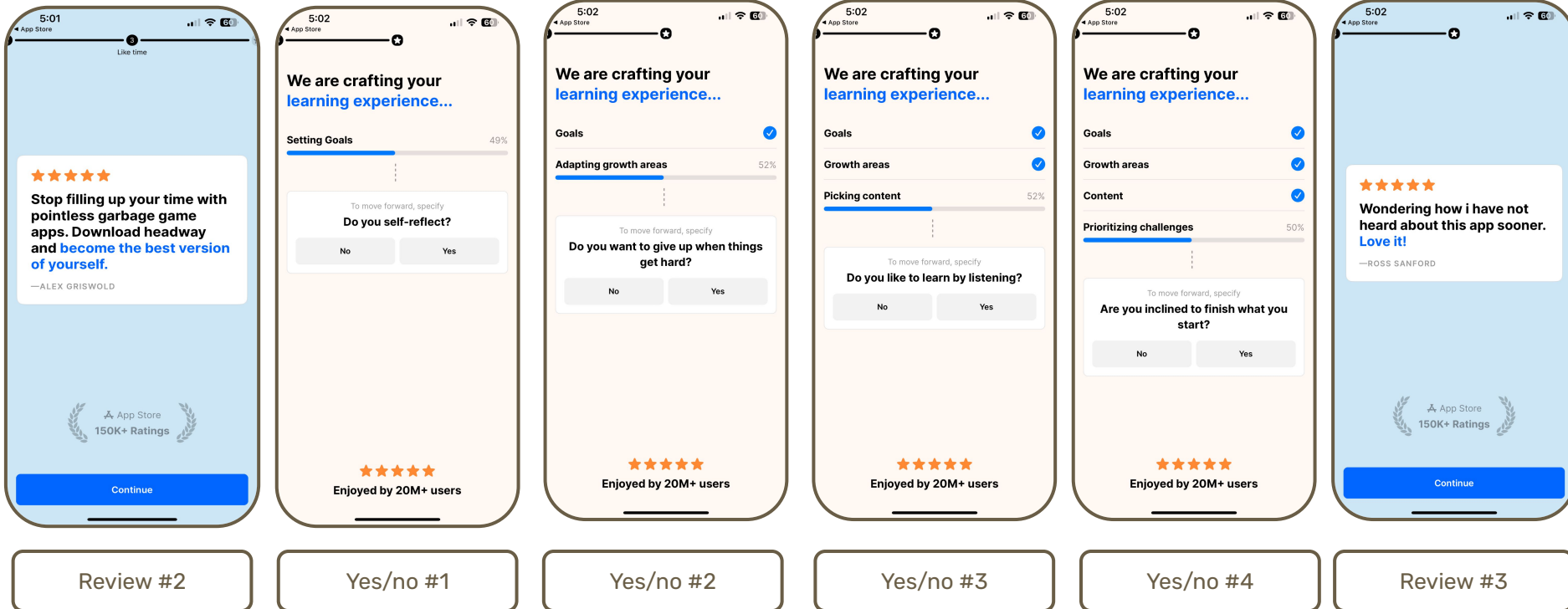
Reworking the Flow: “Like time” continued



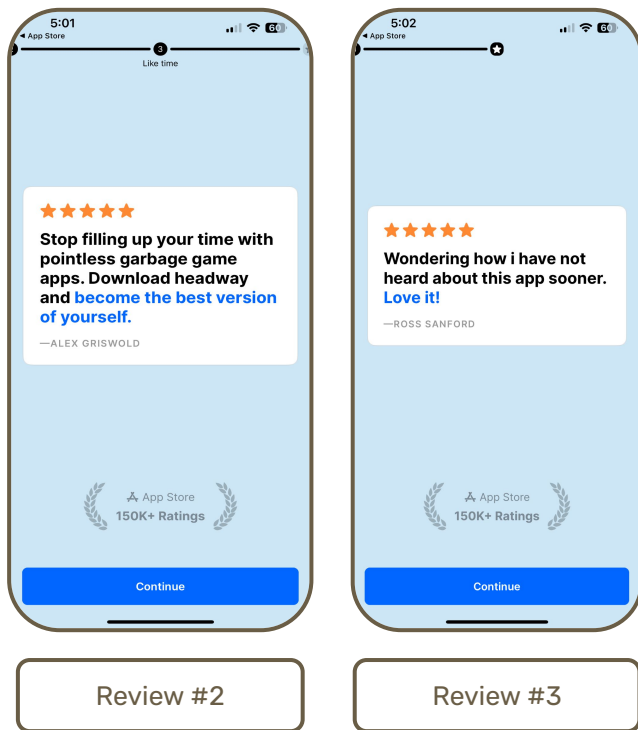
I would not suggest any changes to this section of slides.

- 1) I like that users have the chance the view titles they can expect to encounter using the app. I think this section of the flow builds intrigue.
- 2) I also like that users have five different buttons to choose from in order to authentically describe their level of interest.

Step 5: “Crafting your learning experience”



Re-working the Flow: “Crafting your learning experience”



Potential Problems:

- 1) Like before, I do not know if users would appreciate the reviews interrupting the onboarding process.

Solutions:

- 1) As before, I would eliminate these reviews, or combine them with the previous review in one slide.
- 2) I would also consider moving these reviews towards the beginning of the sequence to prevent the interruption.

Re-working the Flow: “Crafting your learning experience”

The image displays four sequential mobile app screens for a learning experience. Each screen features a status bar at the top with the time 5:02, signal strength, and battery level. The app's header is 'App Store'. The main heading is 'We are crafting your learning experience...'. The progress bar shows 49% for the first screen, 52% for the second, 52% for the third, and 50% for the fourth. The goals are 'Setting Goals', 'Adapting growth areas', 'Picking content', and 'Prioritizing challenges'. The questions are 'Do you self-reflect?', 'Do you want to give up when things get hard?', 'Do you like to learn by listening?', and 'Are you inclined to finish what you start?'. Each screen has a 'no/yes' button at the bottom. The bottom of each screen also displays a star rating and the text 'Enjoyed by 20M+ users'.

Screen	Progress	Goal	Question	no/yes
1	49%	Setting Goals	To move forward, specify Do you self-reflect?	no/yes
2	52%	Adapting growth areas	To move forward, specify Do you want to give up when things get hard?	no/yes
3	52%	Picking content	To move forward, specify Do you like to learn by listening?	no/yes
4	50%	Prioritizing challenges	To move forward, specify Are you inclined to finish what you start?	no/yes

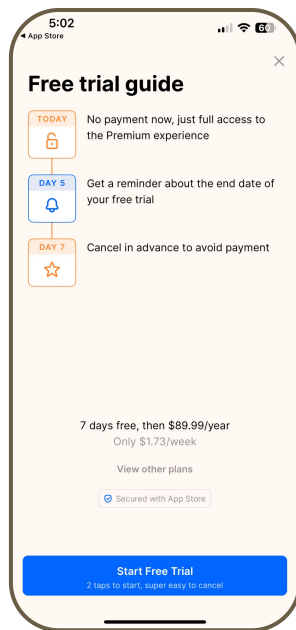
Potential Problems:

- 1) Like before, the no/yes structure limits the user's nuanced perspective.

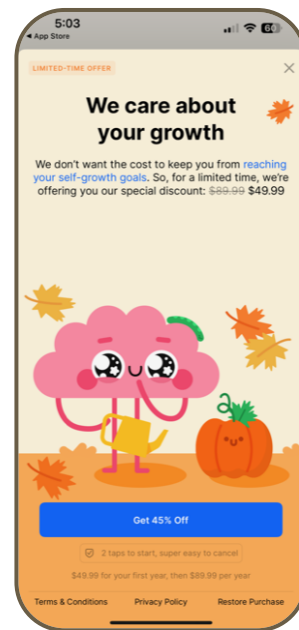
Solutions:

- 1) Use a likert scale rather than no/yes structure.
- 2) Rephrase the question. Rather than “Do you” phrases, which have an interrogative tone, I would consider: “How much” and “How often,” quantity-based sentence structures:
 - How much do you self reflect?
 - How often do you find yourself wanting to give up when things get hard?
 - How much do you prefer learning by listening?
 - How inclined are you to finish what you start?

App Offers

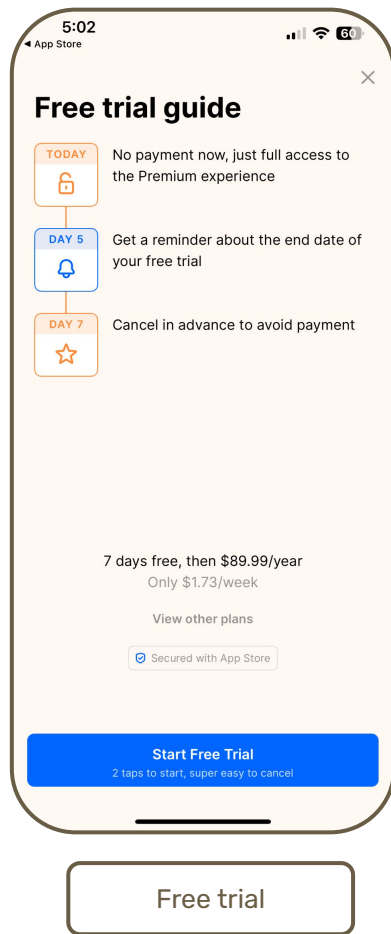


Free trial



45% off offer

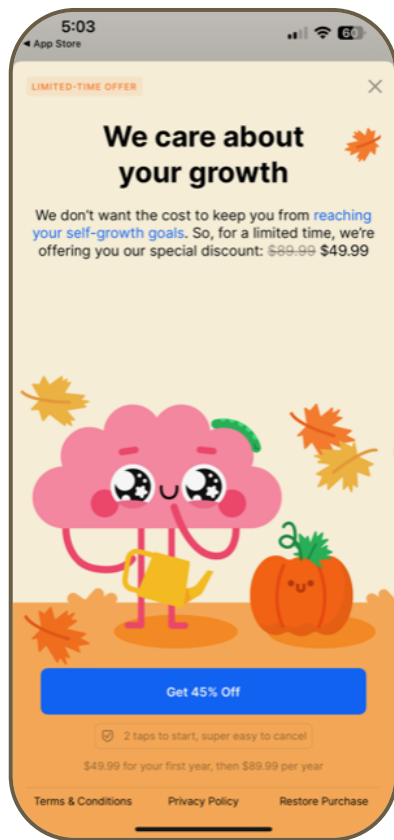
App Offers



Positives:

- 1) I like the “timeline” structure of this slide. It informs the user of what they can expect and when.
- 2) I like the pricing breakdown by both week and year.

App Offers



45% off offer

This pop-up offer appears if the user clicks out of the free trial guide.

Potential Problems:

While the copy of these slide seems caring, the premise could disturb the user.

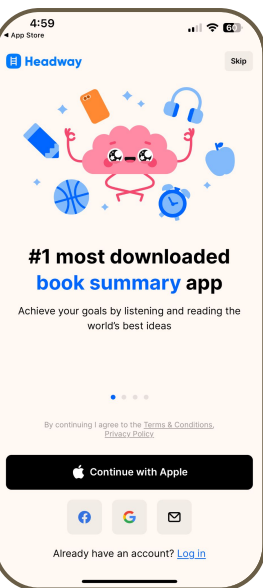
- They might wonder: why not offer this lower price at first?

Suggestions:

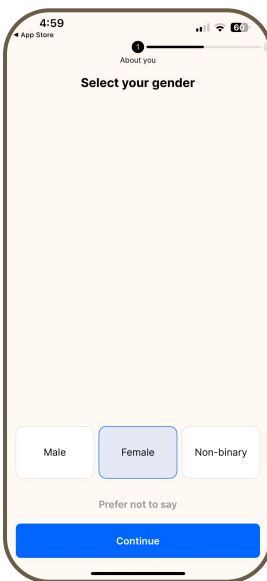
I recognize that, as a UX writer, I may not have direct control over the promotions or marketing strategies an organization chooses to implement. However, I would advocate for the user's perspective and point out that, as the person responsible for helping shape the product's story and voice, I see a potential risk in this type of promotion. It could undermine user trust and make the organization's stated mission feel less authentic.

Revised Flow

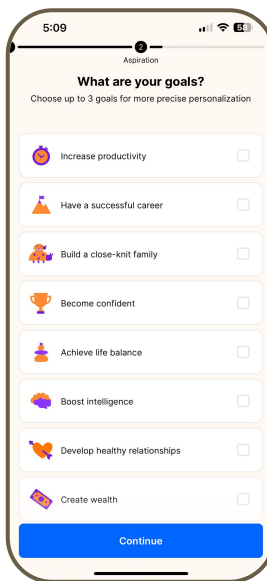
Revised flow



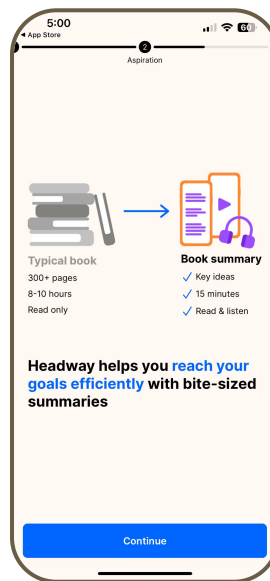
Make an account



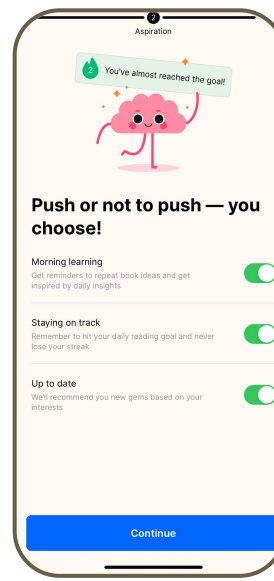
Gender/(add Age)



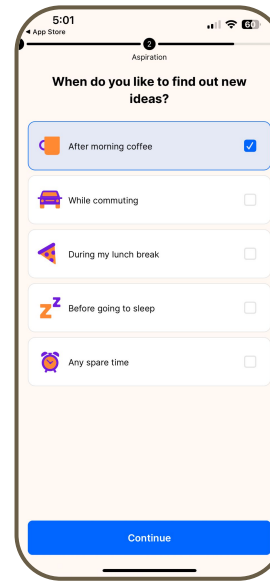
Select Goals



Summary Definition

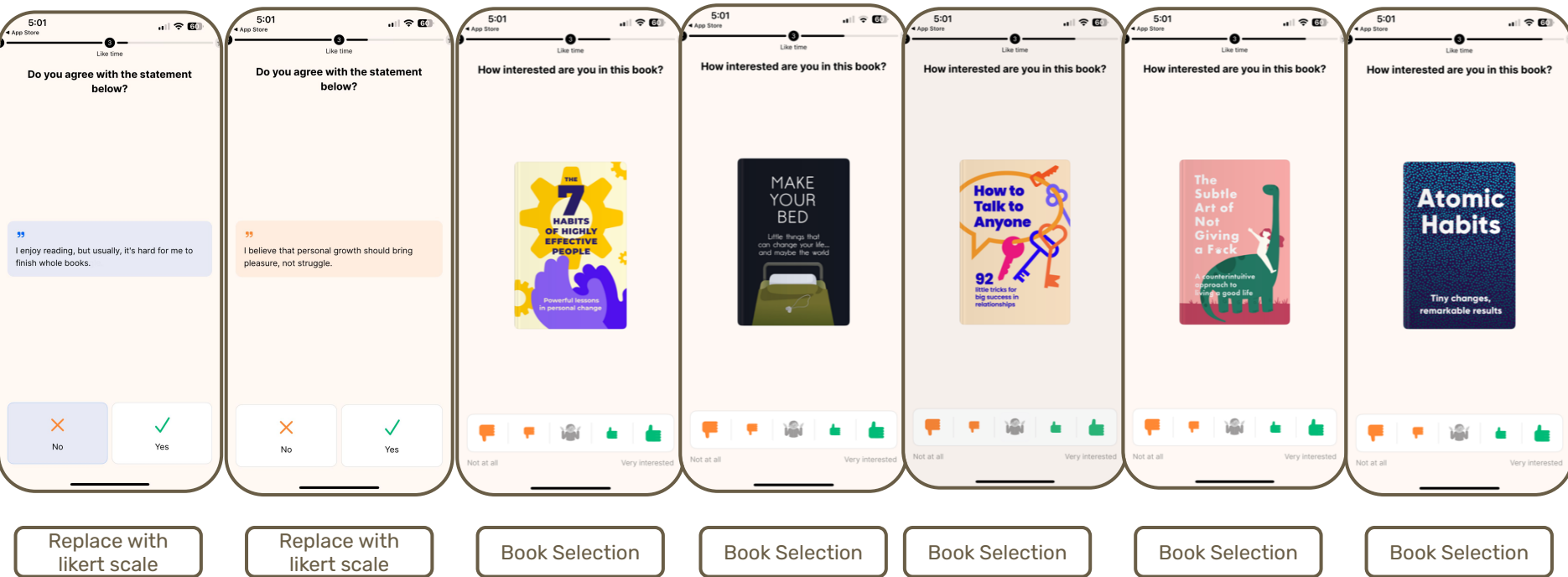


Push Notification

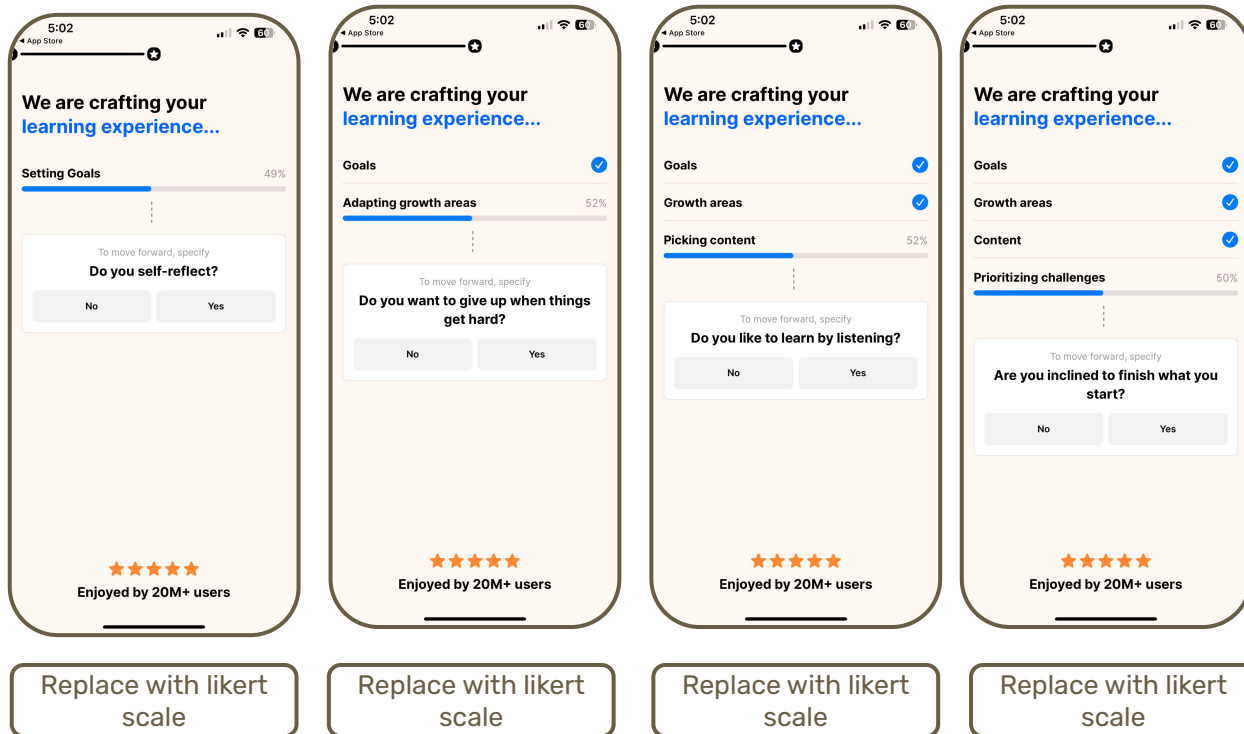


Timing Notification

Revised flow



Revised Flow



Summary of Changes

Flow improvements:

- Eliminated and re-ordered tasks to reduce user fatigue and better represent Headway's story—from 28 to 21
- Added likert scale options to empower the user to more accurately assess themselves
- Adjusted copy for issues with tone and grammar