



**Trade In Tool
UX Recommendations**

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UX content recommendations

Concept – adapt our language

To address the negative response to the words ‘guaranteed quote’, suggest we tweak our language: **‘A fixed price for your phone’**.

Shoppers are invited to complete 5 on-screen checks, to ‘fix’ the price of their phone. The terminology of ‘fix’ is softer than ‘guarantee’ and suggests an agreement based on actions.

Reduce cognitive load

User testing has confirmed the journey works but we’re currently overloading users with copy.

Copy to be simplified. Keeping our sentences short and actions clear.
Action, then reward.

Digital Diagnostics

We refer to both ‘tests’ and ‘checks’, suggest we use the less formal ‘checks’ for consistency. The ‘cosmetic test’ is a question, so ‘check’ would be more appropriate.

The headline ‘Touch Sensitivity’ describes the check, so we can remove explanatory sub copy.

Add visual status

‘Test 1 of 5’ – may work better as a visual status. For example, we could display 5 check boxes, once a check is completed, we tick that box. This will assure users they’ve completed the test (addressing any confusion during the ‘rear camera test’).

* If it’s not possible to amend this section, a copy workaround is provided – ‘check 1 of 5 complete’

Surprise and delight

Ditch the default and personalise timeout messages to embed our tone of voice. Instead of saying ‘Session expired. Re-entry’, say ‘Welcome back’ ‘Time for a refresh’.

Accessibility

I’ve assumed all screens have passed accessibility tests, for example the white flecks when looking at screen pixels, (which some users confused with dust). I’ve suggested prompts for users to ‘clean their phones’ before the health check, and to test their camera in ‘good light’.

Improve consistency

Use consistent language/actions throughout the journey to avoid confusing the user.

- Price (replaces value, discount)
- Checks (replaces tests)
- Highlight (replaces mark)

When using a ‘continue’ button this should be used throughout.

We've included timers on some of the 'checks' but we've not mentioned them in the copy. Are the timers needed? If so, let's mention them.

Tone of Voice

Our TOV should be friendly, easy-to-understand and task-based. We speak in the active voice, using their language. A 'device' is a phone. A 'display' is a 'screen'. A 'quote' is a 'price'.

Avoid jargon and keep it personal. It's not 'a phone', it's 'your phone'.

Our language is familiar, relevant and never misleading.

Make every word, work

Read aloud, removing any words that don't add value.

Put grammatical rules aside when writing for UI, focus on the way the brain interprets content, say '5', not 'five'.

Lead with the action first and be specific. Say, 'Complete 5 on-screen checks on your phone'

Shorten copy with contractions, instead of 'I have', say 'I've'. Instead of 'it is' say 'it's'.

Include words of encouragement, or reassurance, for example in the rear camera test, we would say 'Point your camera at an object, we'll do the rest'

Emotional/commitment level

To address dropouts at the IMEI screen, suggest we consider moving it further into the user journey, where they might be ready for a higher level of commitment, or remove it.

**Reference - Maggie Stanphill (Head of Google UX) case study confirmed the relationship between emotional commitment and conversion. Generating a 17% increase in engagement by amending a label, from 'Book a room' to the softer 'Check availability'.*