Google UX writing
interview exercises

Hello, writer. Thanks for your interest in a UX writing role at Google. The next step is to complete these writing exercises. Try to stick to the time limits, taking no more than 30 minutes to finish the worksheet. Unless otherwise noted, assume you're writing for mobile phones.

Notifications

Write notifications that would appear on the lock screen of a user's mobile phone The operating system is Android. You can include action buttons when needed.

Scenario	Notification 30 characters for title, 40 characters for summary	Rationale
Let users know that there will be heavy thunderstorms where they are, starting at around 5 p.m.	Heavy Thunderstorms Near You Heavy thunderstorms arriving at 5p.m.	I utilized "Near You" to speak directly to the user. The word choice of "arriving" denotes the imminence of the oncoming storm.
Let users write a review about a restaurant they visited yesterday.	Review the Restaurant How was your dining experience?	I want a user to interact with the app. Therefore, I utilized an action verb.
Let users know they need to leave in 10 minutes if they want to catch their train to work.	Depart in 10 Minutes to Catch Train To catch your train, leave in 10 minutes.	Action verbs invoke activity upon the user.

Promos *15 minutes*

Your team is working on an app called Grocery Guru. The feature (new on an existing app called Life Guru), will now let users order groceries for delivery, clip virtual coupons, and save items to different shopping lists. Here are two promos they've asked you to review. Critique the two promos, offer another option your team can consider, and explain your thinking behind your suggestion.

OPTION 1	OPTION 2	YOUR SUGGESTION (just the text is fine)

		Grocery Guru Receive convenient 24-hour delivery times for your purchases with Grocery Guru. INSTALL Not Now

Option 1 screen text:

Download Grocery Guru

Grocery Guru offers 24-hour delivery times and thousands of items to choose from. Try it out today.

TRY IT OUT

LATER

Option 2 screen text:

We'll get that for you

Download the Grocery Guru to order items whenever you need them. We offer 24-hour delivery times!

GET GROCERY GURU

NOT NOW

OPTION 1	OPTION 2	YOUR SUGGESTION
Your critique: Title invokes the intended action of downloading the application. However, if 'Download Grocery Guru' is just a title and not a button. The title diminishes optimization because it is not a button. Summary needs streamlining by removing 'times' and 'to choose from', then change 'and' to 'of'. 'Install' is better wording than 'Try It Out' because it is a singular word and verb used widely in the Google Play Store. 'Later' offers the option to download at a later time in one word.	**Your critique:** Although, "We'll get that for you" is a pleasant offer, it does not empower the user to perform the intended function. And it does not contain the name of the app. Plus, the app name is not being imposed into the user's psyche. The summary needs to be condensed. 'Install' is better wording than 'Get Grocery Guru' because it is a singular word and verb used widely in the Google Play Store. The statement utilized uses a verb, but 'get' is not as powerful as 'Install'.	**Your rationale:** To flow properly, I decided to write the app's name, a summary, then buttons. Telling a user to download then having their eyes move down to act is inefficient. The action verb and the capability to perform requires unification for optimization. Less is more. 'INSTALL' is in all caps in comparison to 'Not Now' because I want more prominence to the desired outcome. The decision to add 'Not Now' is the aids in initially reminding the user to return to download as opposed to using a back or home button. 'Later' has a dismissive tone.

Using research *5 min*

Imagine you're working on a cooking app for mobile called Cook's Corner. The app allows you to search for and save recipes, add reviews and photos, and participate in an online community. By looking at data, it seems that many users are browsing recipes on the app, but they aren't saving any recipes to personal folders on the app. How might you use user research to solve this problem? (300 words max.)

There are three user research methods I would utilize for this issue. The first method would be eye tracking to gauge user eye movement on the recipe pages. Next, I would proceed to utilize desirability studies to check the visuals and wording to evoke the desired emotions. Finally, multivariate testing of differing prototypes of a redesigned app.