

# Lingual: Toast, Pop-up, or New Screen?

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## Project overview:

Lingual is a leading mobile app for language learning. Similar apps are Duolingo, Babbel, and Mondly. Several scenarios within the app require microcopy to be written for a toast/snackbar, standard pop-up, or as part of the flow of screens (whichever is most appropriate). All copy should be written according to the guidelines in Lingual's content style guide.

## Excerpt from Lingual's content style guide:

Lingual is:

- *Magical*: Anything is possible inside the world of Lingual
- *Encouraging and positive*: We're all about rooting for our learners and helping them make progress
- *Playful*: We put the fun in language learning

Scenario	Delivery + rationale	Copy explorations	Final copy
In Lingual, users earn badges that they display on their user profiles. The users just earned the Word Wizard badge for adding their first 500 words to their word bank.	<p><u>Pop-up</u></p> <p>Too much information to condense into a toast, not enough to warrant breaking the flow with a new screen. This message is an acknowledgement of the time the user has spent on Lingual, so it's worth pausing to give encouragement.</p> <p>"Bequeath" was chosen to add an air of mock gravity to the pop-up, a nod to the Lingual's playful style. The emojis have magical connotations. The body of the text focuses on praising the user's progress.</p>	<ul style="list-style-type: none"><li>- You earned a Word Wizard Badge 🧙🏻‍♂️🔮</li><li>- We bequeath upon you the Word Wizard Badge 🧙🏻‍♂️</li><li>- The Word Wizard badge is being added to your profile</li><li>- Toutes nos félicitations! You got a Word Wizard badge</li><li>- 500 words have been added to your word bank. That's remarkable!</li><li>- A badge has been added to your profile. Keep it up!</li><li>- What an accomplishment! Your Word Bank contains over 500 words.</li><li>- 500 words in your Word Bank? No small feat. You'll be fluent in no time!</li><li>- Learn another 500 words to reach the next level</li></ul>	<p><b>We bequeath upon you the Word Wizard Badge</b> 🧙🏻‍♂️</p> <p><i>500 words have been added to your word bank. That's remarkable! You'll be fluent in no time.</i></p> <p>CTA 1: View badges CTA 2: Keep going</p>

		<p>CTA 1:</p> <ul style="list-style-type: none"> <li>- Open trophy case</li> <li>- See badge collection</li> </ul> <p>CTA 2:</p> <ul style="list-style-type: none"> <li>- Keep learning</li> <li>- Resume lesson</li> </ul>	
The user tries to exit in the middle of a learning session. All session data will be lost if they exit.	<p><u>New Screen</u></p> <p>Because this scenario involves data loss, it's wise to add extra friction requiring users to interact with this message. Since this is for a mobile app and a pop-up can be easily ignored, a new screen would better capture attention. The secondary CTA reinforces the impact of this action.</p>	<p>Hang on, [user]! You're about to erase all progress from this session. Are you sure you want to exit?</p> <p>Wait! If you exit now, all your lesson progress will be lost. Finish a few more questions?</p> <p>CTA 1:</p> <ul style="list-style-type: none"> <li>- Continue session</li> <li>- Back to lesson</li> <li>- Keep studying</li> <li>- Finish lesson</li> </ul> <p>CTA 2:</p> <ul style="list-style-type: none"> <li>- Exit</li> <li>- Close lesson</li> </ul>	<p><b>Wait a minute!</b></p> <p>If you exit now, all your lesson progress will be erased. Poof. Gone forever.</p> <p>Want to knock out a few more questions?</p> <p>CTA 1: Keep studying CTA 2: Erase progress and exit</p>
The user chose to unfollow a fellow learner.	<p><u>Toast</u></p> <p>Gives users a quick way to reverse the action without interfering with the user's flow. This is low-priority feedback.</p>	<p>Learner unfollowed UNDO</p> <p>[StudentName] unfollowed FOLLOW</p> <p>REFOLLOW, CANCEL</p>	You unfollowed <b>Ann B.</b> UNDO
Next lesson can't load because the user lost internet connection.	<p><u>Pop-up</u></p> <p>To correct this error message, users will need to leave the app. Displaying this message as a pop-up will stop users in their tracks until internet connection is restored.</p>	<ul style="list-style-type: none"> <li>- Internet connection lost</li> <li>- To start the next lesson, re-connect to the internet</li> <li>- To continue your French lesson, connect to WiFi</li> </ul> <p>Go to WiFi settings Go back</p>	<p><b>Uh oh, internet interruption</b></p> <p>Reconnect to start your next French lesson. Merci!</p> <p>CTA 1: WiFi Settings CTA 2: Go Back</p>
Users have daily word bank goals based on their daily target of new words. For example, a user can set their goal as adding 10 new words per day to their word bank. The user has just met their daily word bank goal and earned a reward.	<p><u>Toast</u></p> <p>This message likely signals the end of the user's session for the day - worth celebration and positive reinforcement. But it's not over-enthusiastic: this is a <i>daily</i> milestone, not a rare occurrence like the Word Wizard badge pop-up.</p> <p>If the goal is for users to engage with the app as much as possible, toasts would be a good choice. They're minimally intrusive and don't interrupt the</p>	<p>You hit your daily goal of <b>10</b> new words</p> <p>Good work! 10 new words were added to the Word Bank today</p> <p>You reached your daily word bank goal. Nice job!</p> <p>Daily Word Goal met! A badge has been added to your profile.</p> <p>A badge for day 4 in your Word Bank Goal challenge has been added to your profile.</p>	You earned <b>+25xp</b> for hitting your Daily Word Goal

	user's flow like a pop-up would. Low-friction scenario, so no CTA is required.	You earned +10xp for completing your Daily Word Goal.	
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