

Microcopy canvas

Explore these influences in further detail

Purpose of copy

What is the intended purpose of the copy? You should understand this from the brief

e.g Use case - Users receive this email of jobs that may be suitable for them. The job suggestions are identified based upon their similarity user's recent job applications.

Target user

Who will be reading/using the copy and what might there specific needs be?

e.g Job seekers actively looking for a new opportunity that meets their needs

Value proposition

What value are we offering the user to meet their needs and address their concerns?

Input field for product needs

Action or expected outcome

What does the user need to do as a result of this message? Explain a step-by-step process

e.g. The user will open the email and briefly scan it to identify the important content...

User context

What else might they be doing right now? Do you have their full attention?

e.g. On mobile - in distracting environment. On desktop - working through their email inbox with lots to get through

Style and tone notes

This should align with user emotions and concerns, but remain within the company copy guidelines.

Inspiring - Users will be interested and curious in the prospect of new jobs, inspire interest through emotive language.

Channel and platform

Where and how the user will receive this and how might this affect the way the copy is recieved?

The user will receive this in a message delivered to their email address.

User concerns and emotions

List the emotions the user might be feeling and why might they feel this way? By understanding this we can address it with the copy

e.g Tired - from looking through lots repetitive emails in their inbox
Hopeful - They may find the job that they've been looking for

Success criteria

How will we measure the success of the copy?

e.g The user will select a job from the suggestions and follow the link to learn more.