

UX Copy Doc

Related Links

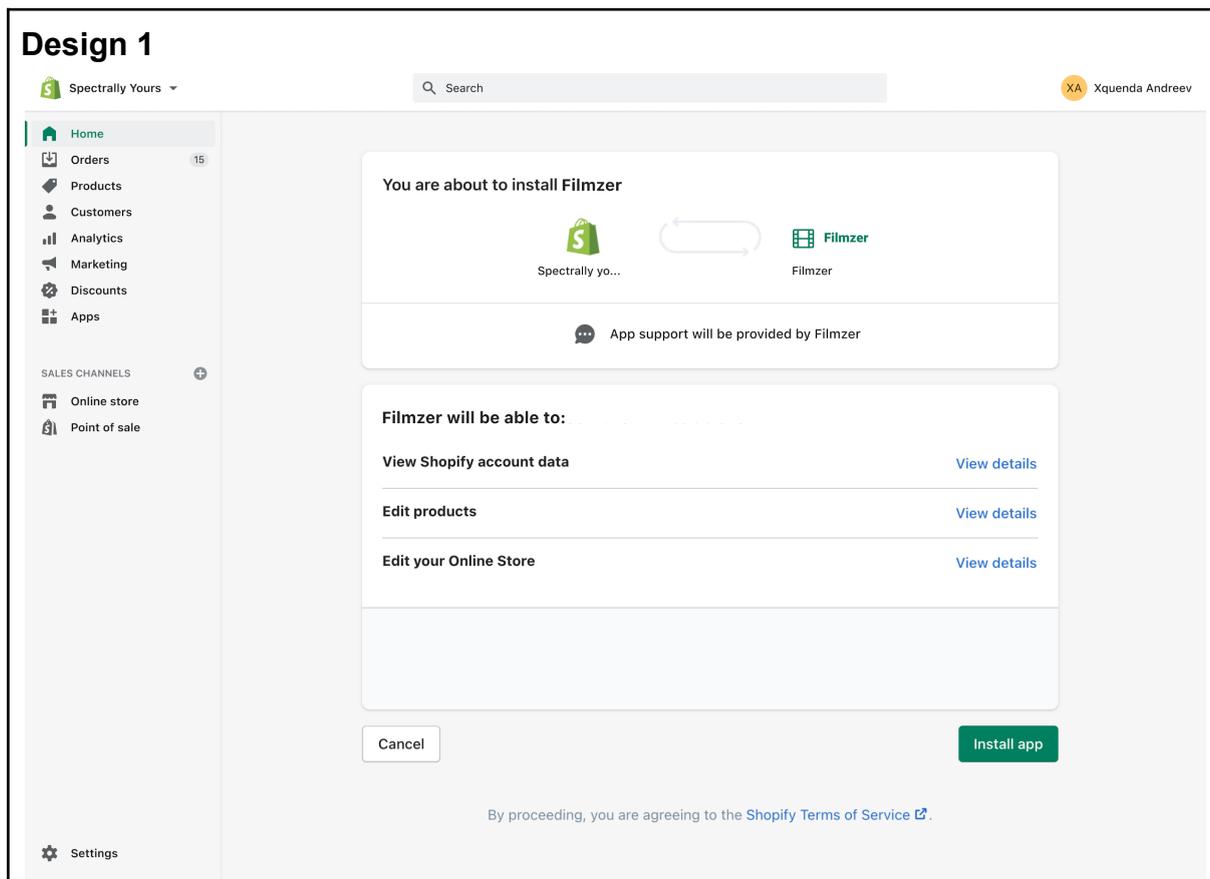
- na

Challenge

- Create a third-party Shopify app onboarding experience that converts new users.

Approach

- Create UX writing to guide users and support business goals.
- Maintain Shopify style guide voice and tone.



Element	Version 1	Version 2
	no UX writing on this frame	

Design 2

Spectrally Yours

Search

XA Xquenda Andreev

- Home
- Orders 15
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps

SALES CHANNELS

- Online store
- Point of sale

Settings

Filmzer

Convert more visitors

Create professional video ads with product images in minutes.

Get started

Filmzer

Video name

Text

Text 01

SALE ENDS SOON

Text 02

Text 03

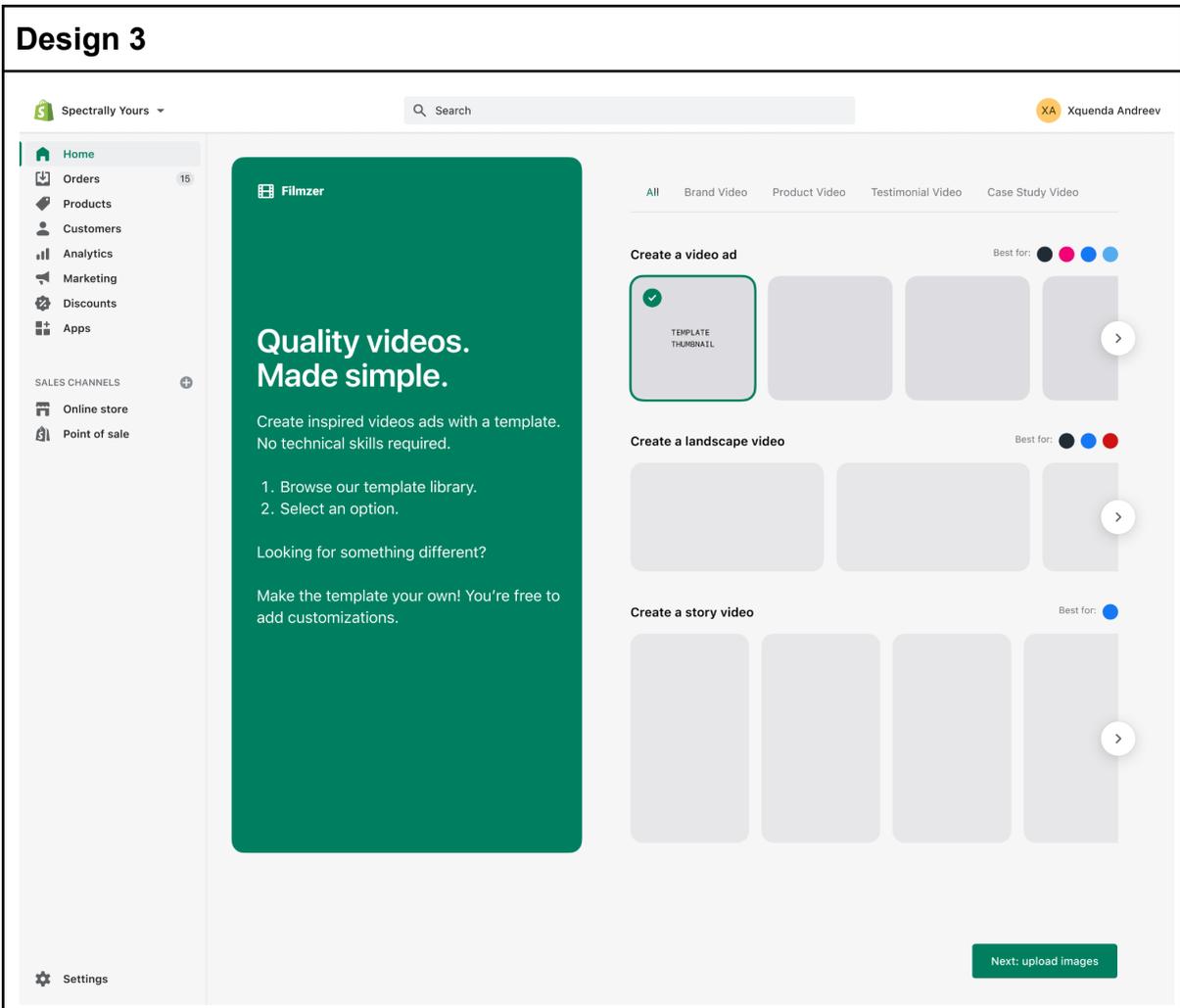
Text 04

Video

SALE ENDS SOON

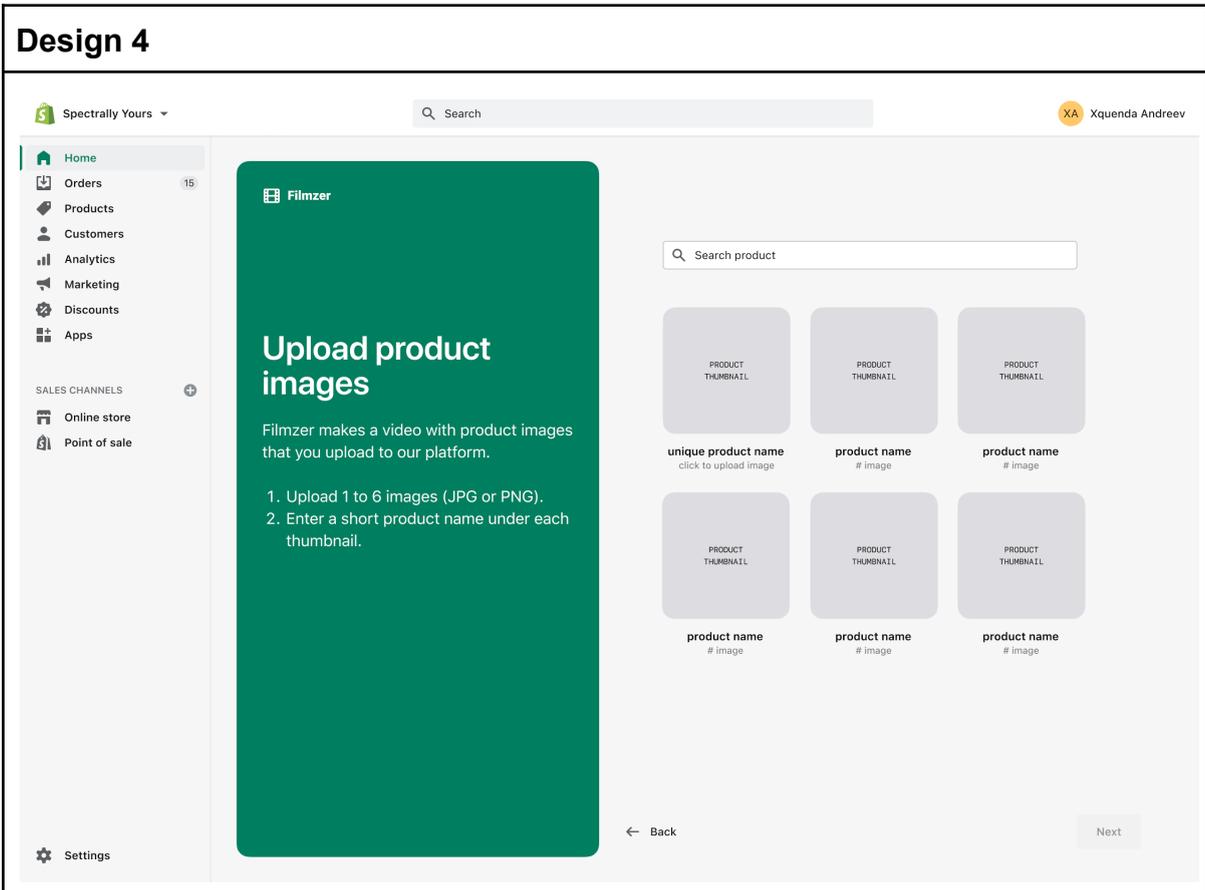
Element	Version 1	Version 2
H1	Convert more visitors	
Body	Create professional video ads with product images in minutes.	
Btn 1	Get started	

Design 3



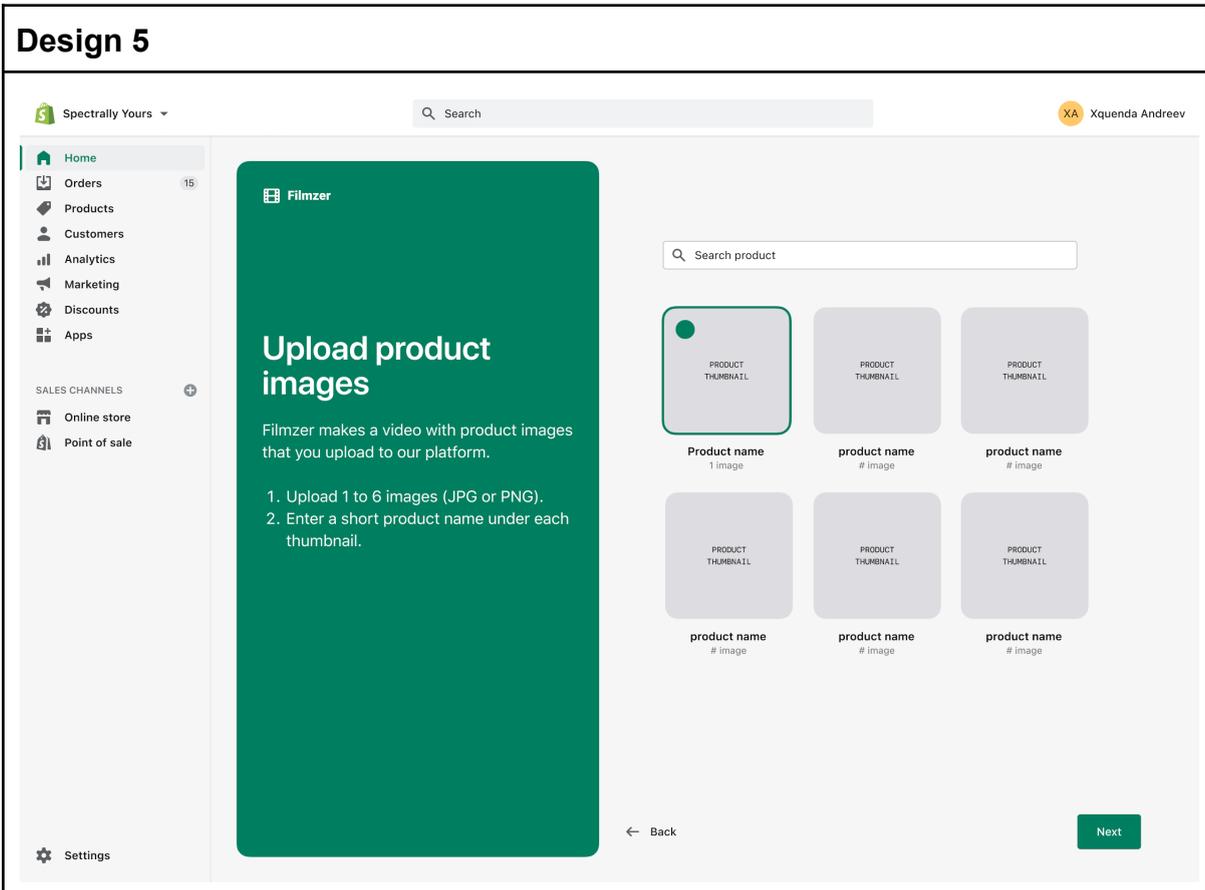
Element	Version 1	Version 2
H1	Quality videos. Made simple.	
Body	<p>Create inspired video ads with a template. No technical skills required.</p> <ol style="list-style-type: none"> 1. Browse our template library. 2. Select an option. <p>Looking for something different?</p> <p>Make the template your own! You're free to add customizations.</p>	
Btn 1	Next: upload images	

Design 4



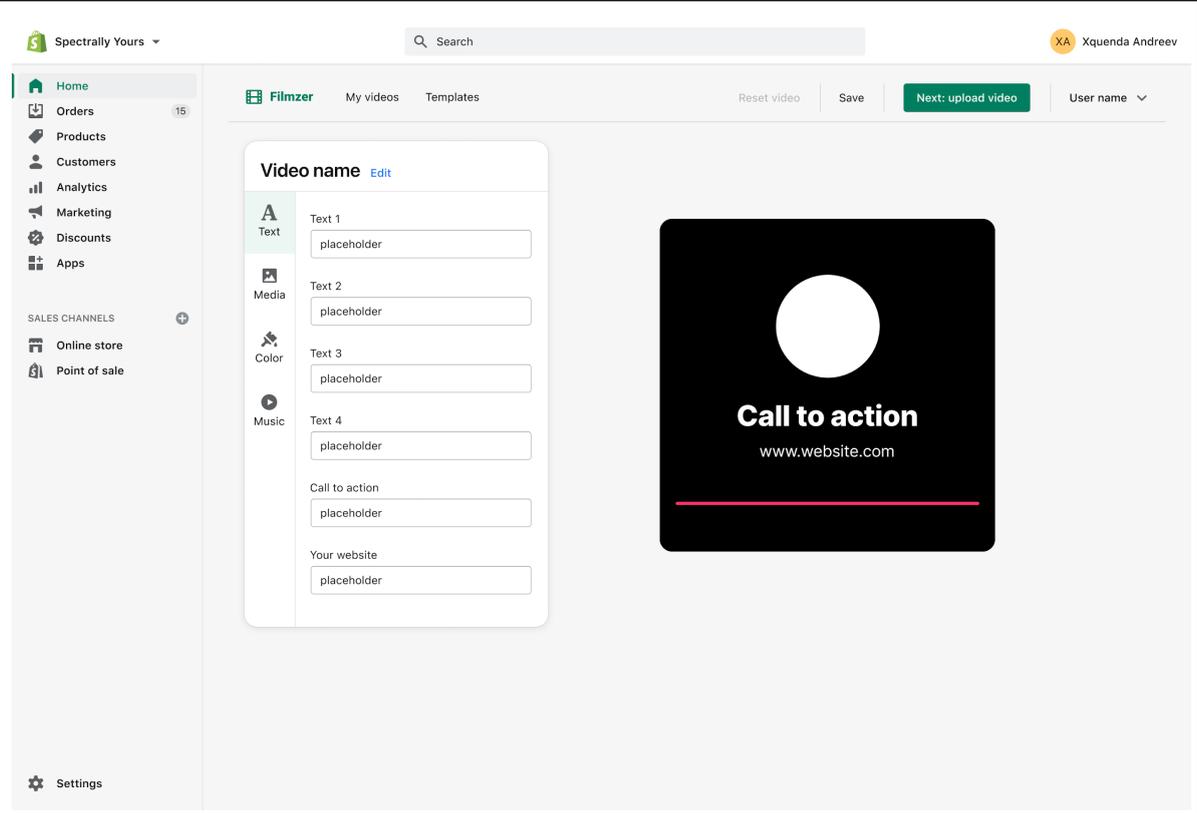
Element	Version 1	Version 2
H1	Upload product images	
Body	<p>Filmzer makes a video with product images that you upload to our platform.</p> <ol style="list-style-type: none"> 1. Upload 1 to 6 images (JPG or PNG). 2. Enter a short product name under each thumbnail. 	
Btn 1	hidden in this state	

Design 5



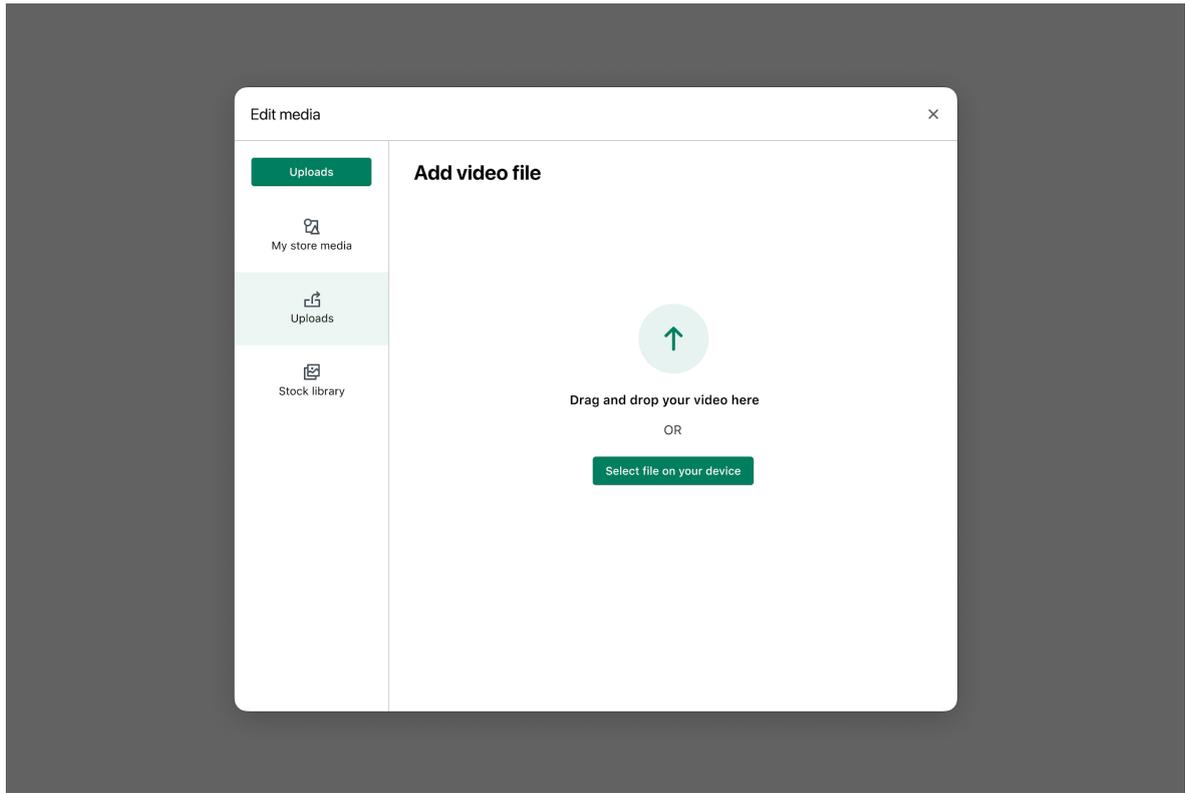
Element	Version 1	Version 2
H1	Upload product images	
Body	<p>Filmzer makes a video with product images that you upload to our platform.</p> <ol style="list-style-type: none"> 1. Upload 1 to 6 images (JPG or PNG). 2. Enter a short product name under each thumbnail. 	
Btn 1	Next	

Design 6



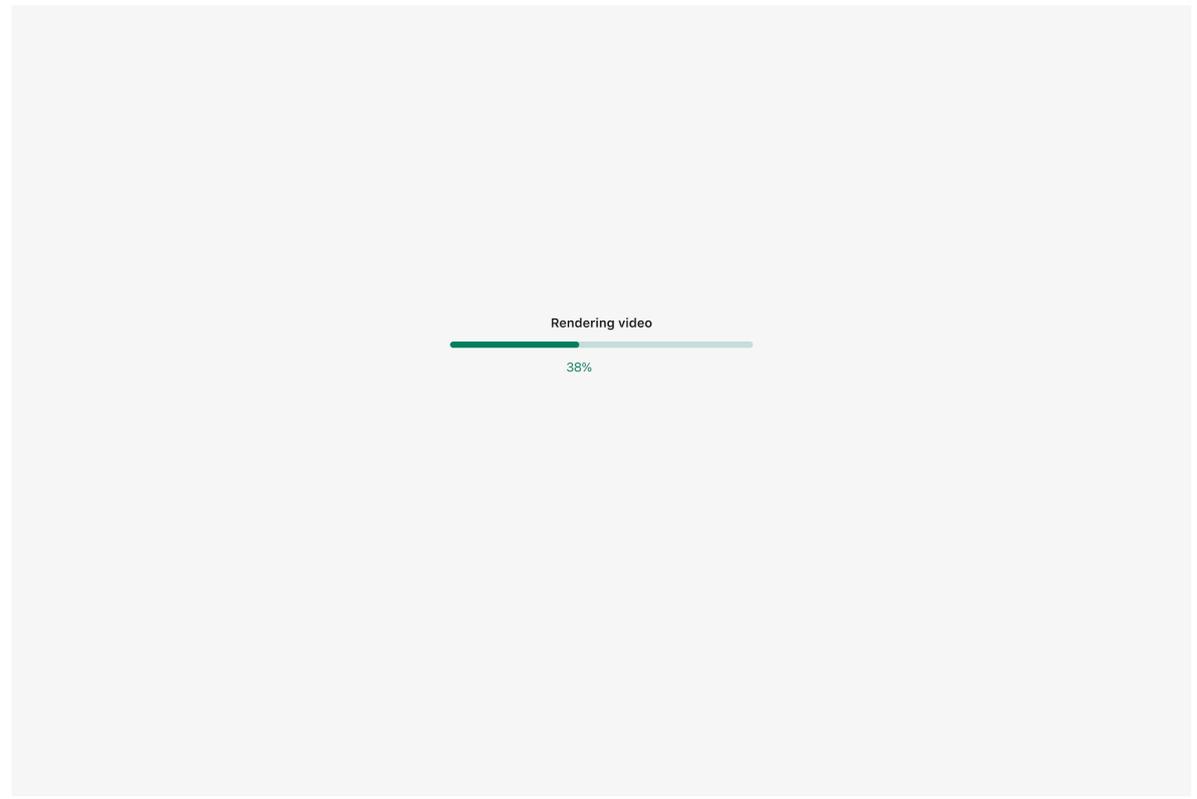
Element	Version 1	Version 2
H1	na	
Body	na	
Btn 1	Next: upload video	

Design 7



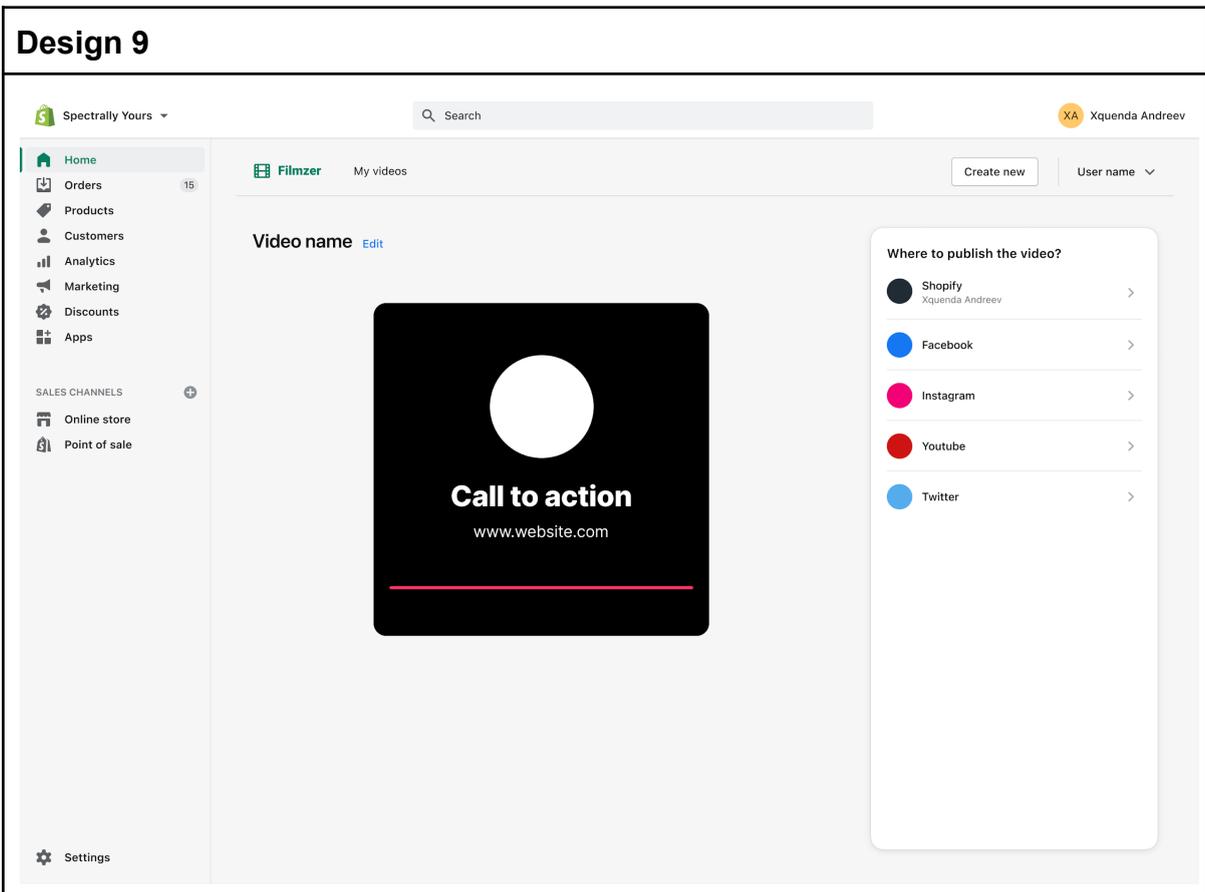
Element	Version 1	Version 2
H1	Add video file	
Body line 1	Drag and drop your video here	
Body line 2	Or	
Btn 1	Uploads	
Btn 2	Select file on your device	

Design 8



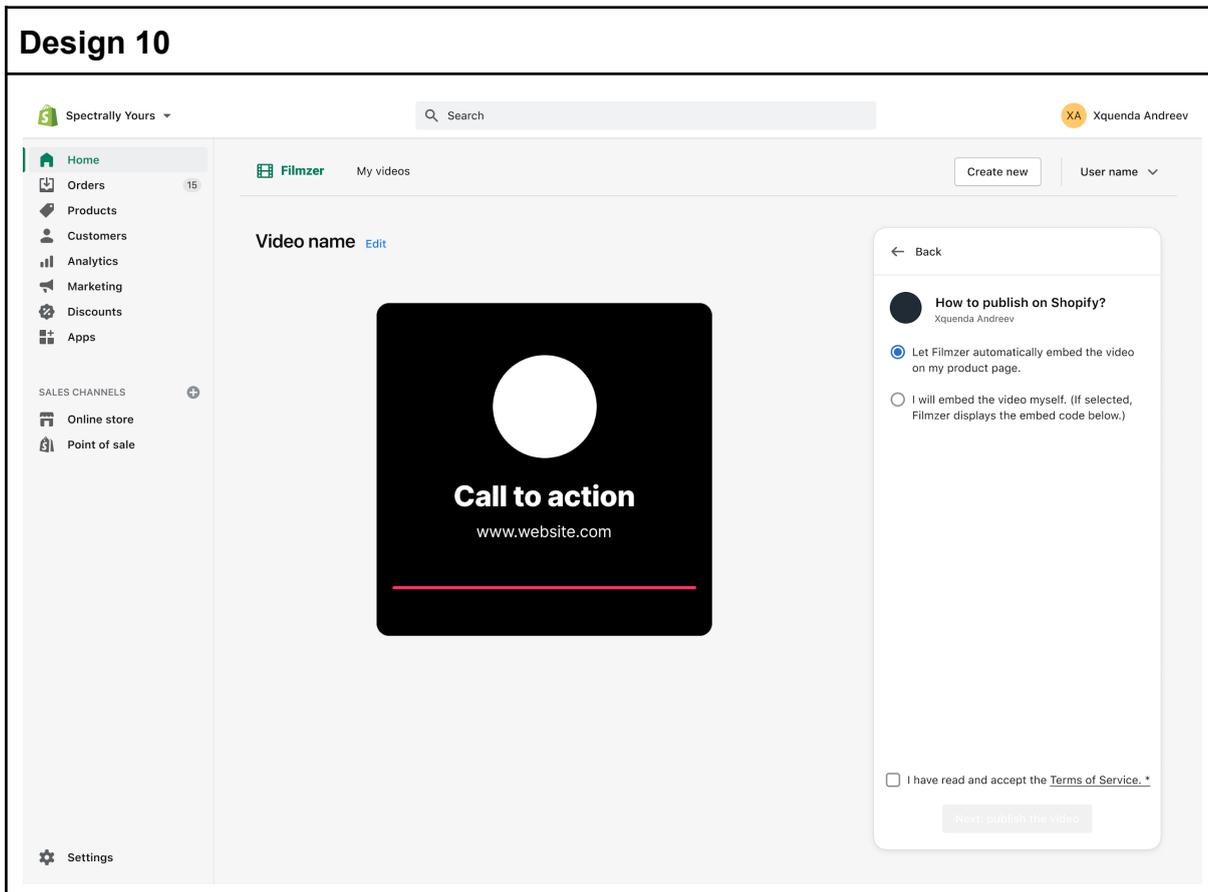
Element	Version 1	Version 2
H1	<i>na</i>	
Body	Rendering video	
Btn 1	na	

Design 9



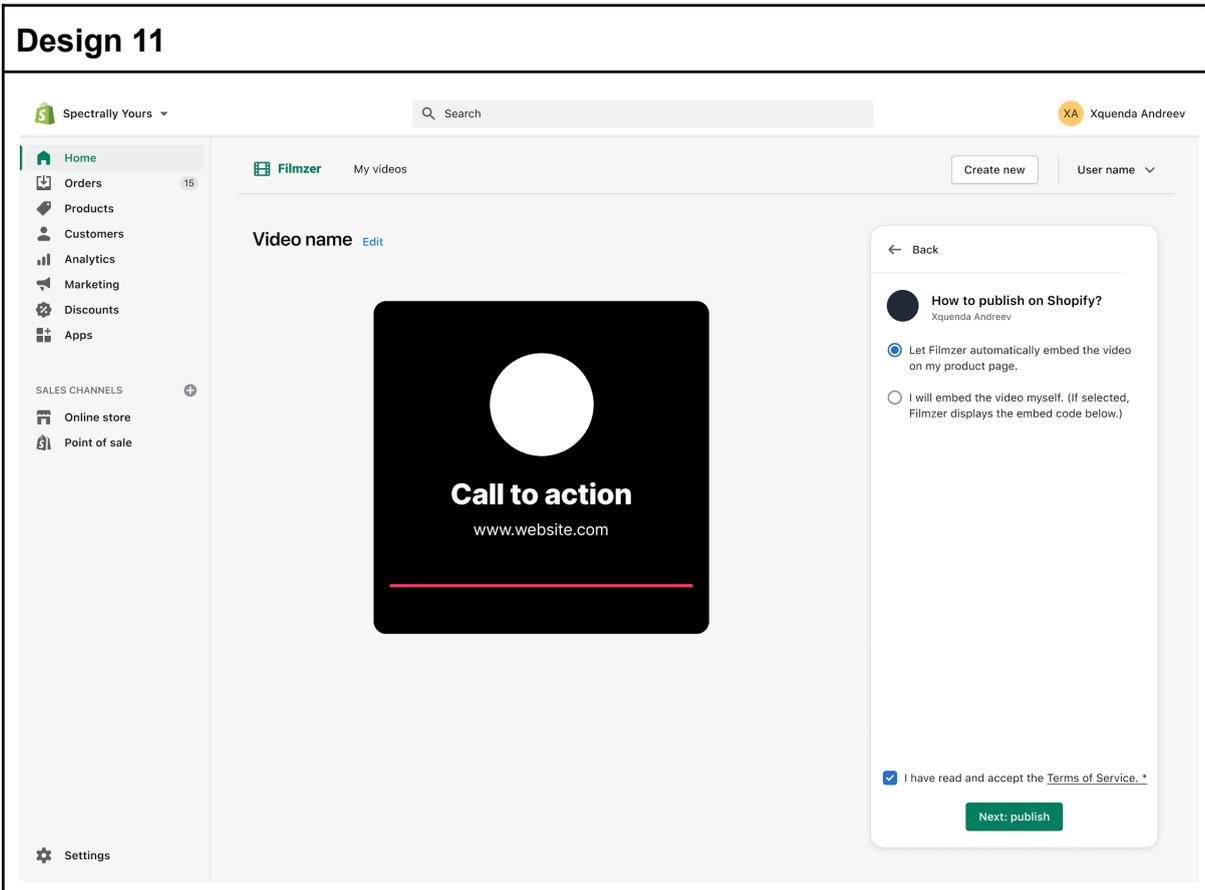
Element	Version 1	Version 2
Menu title	Where to publish the video?	

Design 10



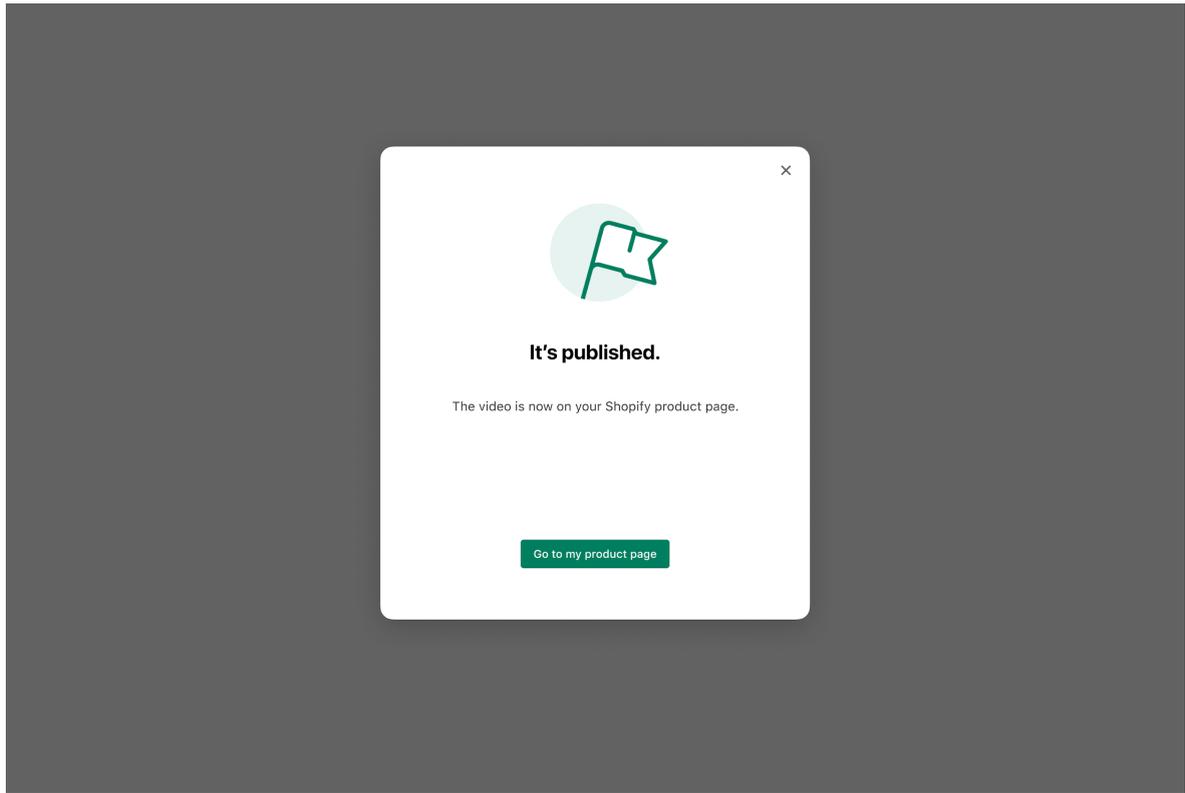
Element	Version 1	Version 2
Menu title	How to publish on Shopify?	
Label 1	Let Filmzer automatically embed the video on my product page.	
Label 2	I will embed the video myself. (If selected, Filmzer displays the embed code below.)	
Checkbox label	I have read and accept the Terms of Service. *	
Btn1	hidden (Next: publish)	

Design 11



Element	Suggested Text	
Menu title	How to publish on Shopify?	
Label 1	Let Filmzer automatically embed the video on my product page.	
Label 2	I will embed the video myself. (If selected, Filmzer displays the embed code below.)	
Checkbox label	I have read and accept the Terms of Service. *	
Btn1	Next: publish	

Design 12



Element	Version 1	Version 2
Body line 1	It's published.	
Body line 2	The video is now on your Shopify product page.	
Btn	Go to my product page	