

# Coming to America:

*The UX Writing Journey of Widr Pay*

I'm going to tell you a little about my journey to help Widr Pay—a startup in the FinTech space that helps lawyers bill their clients more simply.

## Software



Figma



Google Docs

The software used was Figma, Google Docs, and Hubspot.



John Banner

WidrPay

This is John Banner. He's an accomplished businessman in France.

The graphic consists of a dark blue background. On the left, there is a square portrait of a man with curly hair, wearing a dark suit jacket over a light-colored shirt. Below the portrait, the name "John Banner" is written in white, bold, sans-serif font. To the right of the portrait, there are two white icons. The top icon is a stylized figure of a person in a suit, holding a scale of justice in their right hand and a briefcase in their left. Below this icon is a white outline map of France, with the left side filled with diagonal hatching. At the bottom center of the graphic, the text "WidrPay" is written in a green, sans-serif font.

Banner, with a group of developers, had created a billing platform for lawyers that helped them invoice clients electronically and get paid faster; in a short time, it became the top platform for independent lawyers in France.



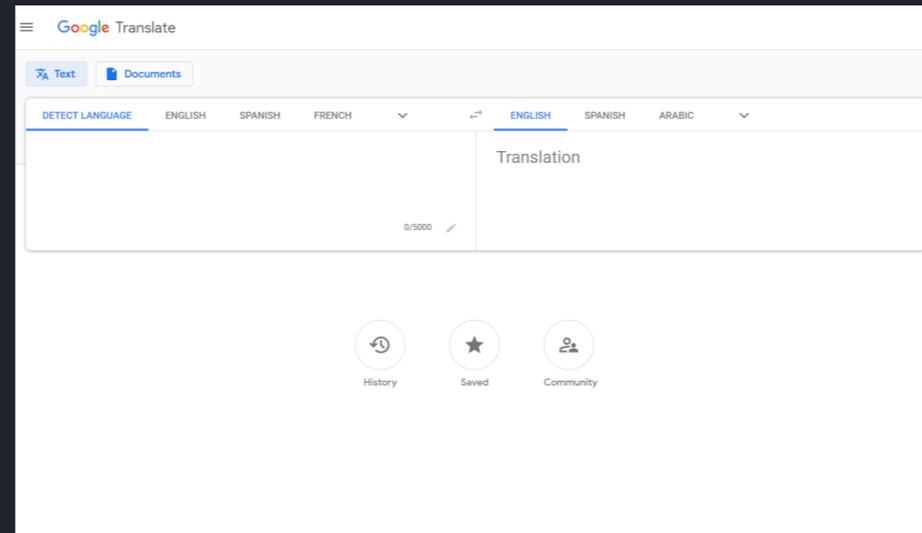
After proving his MVP, Banner decided it was time to bring his platform across the pond to the United States.

# The Problem



But Banner had a very obvious problem. His platform was in French. Being a young entrepreneur trying to save money, he committed the cardinal sin of localizing a website....

# The Solution, Part One



WidrPay

He used Google Translate! Not surprisingly, this did not speak to users and he had a difficult time building trust with the North American legal audience.

## The Solution, Part Two

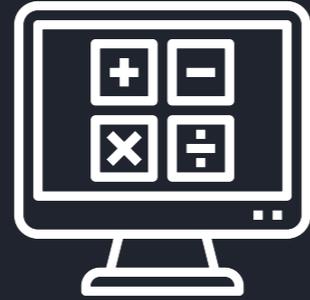


WidrPay

Banner decided if he was going to succeed in the United States, he needed a UX Writer who could work alongside him to help him understand their ICP and create a story that spoke to them.

# The Process

Understand...



The Product



The User

WidrPay

To get started I had two goals: understand the product and understand the user.

## The Process



The Product

- Developers
- Project Manager
- Designer

WidrPay

To understand the product, I wanted to not only understand how it worked, but learn about the decisions that went into to making it—what limitations there were, current bugs and friction points, and what was the roadmap for the future. I talked to all those involved and made it clear that they were apart of the story as well.

## The Process

- French lawyers
- U.S. Lawyers



The User

WidrPay

To understand the user, I didn't want to limited myself at talking to just lawyers in the United States; I wanted to learn how current users were using it—what they liked and disliked, and what was confusing. I didn't interview French customers directly because I don't speak French, but had several interviews with Banner to help me understand the user.

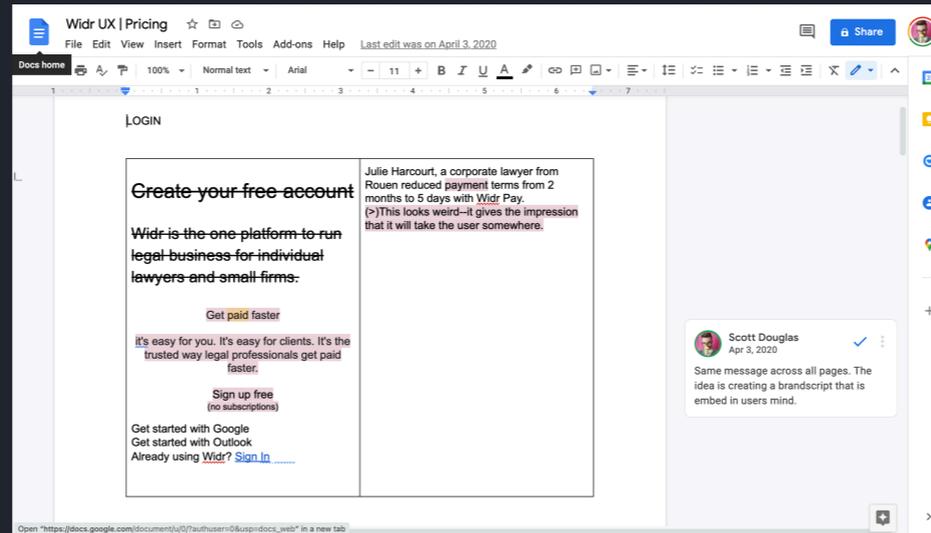
## The Process



WidrPay

What I was trying to understand with user interviews were how lawyers each county were both the same and different. Getting paid faster was obviously important in both places, but one thing I learned was status was a much bigger factor in France. We couldn't talk about saving them money because it would make them feel poor and unsuccessful.

# The Process



Widr Pay

When it came time to start the actual writing, we used Google Docs to collaborate. We were working in an unofficial agile environment, so we were getting changes out quick and testing them often.

# The Process

**Create your free account**

**Widr is the one platform to run legal business for individual lawyers and small firms.**

**—> START NOW <—**

**WidrPay**

The writing they had wasn't as clear as it could be and wasn't speaking to what the user was thinking as they came to the page for the first time. This is the CTA on the landing page, as an example.

# The Process

Create your free account

Widr is the one platform to run legal business for individuals

—> START NOW <—

WidrPay

- Why
- Who
- How / How Much

The first thing a user sees on a SAAS page should really answer why it's important, who it's for and how to get it. With that in mind, I made the first revision.

# The Process

~~Create your free account~~

Get paid faster (Why)

Widr is the one platform to run legal business for individual lawyers and small firms.

—> START NOW <—

WidrPay

Get paid faster spoke to what was important to every lawyer—French or English. They both had a similar problem. It took them weeks—months sometimes—to get an invoice paid. The most important thing to them was getting paid as fast as possible.

# The Process

~~Create your free account~~

Get paid faster (Why)

~~Widr is the one platform to run legal business for individual lawyers and small firms.~~

It's easy for you. It's easy for clients. It's the trusted way legal professionals get paid faster. (Who)

—> START NOW <—

WidrPay

Next, I made it clear that this was going to be easy not only for them, but for their lawyers.

# The Process

~~Create your free account~~

Get paid faster (Why)

~~Widr is the one platform to run legal business for individual lawyers and small firms.~~

It's easy for you. It's easy for clients. It's the trusted way legal professionals get paid faster. (Who)

~~—> START NOW <—~~

—> Sign Up Free <— (How)

WidrPay

Finally, I used a CTA that was clear that there was no charge.



Another challenge very early on was the website tried to explain every single thing it could do, but it came off sounding not only feature-creep, but confusing. This created a bad experience because the user couldn't quite understand the main selling point—they were highlighting almost 30 selling points.

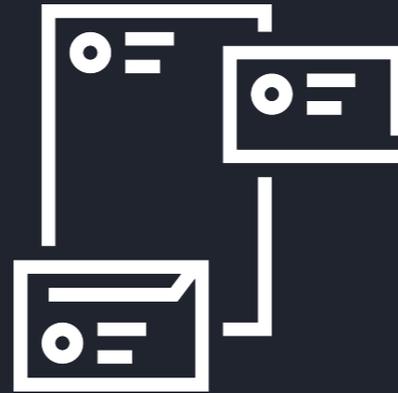
# The Process



WidrPay

So I worked with Banner to establish the top features and make sure this is what the user would keep seeing across all the pages—users, on average, have to see something at least three times before it starts clicking, so it was important to keep reminding users on different pages (like the about and pricing page) what the software did.

## The Process



WidrPay

And on that same note, the website struggled with branding. I don't mean visual branding, rather content branding—so the call to action on the landing page was different from the pricing page, for example. I wanted to ensure that there was a story that kept appearing on all the pages to reinforce what the website was doing.

# The Process

	A	B	C	D	E	F	G	H
	Recipient	Event	Subject	Alert text	Label	Label color	Document type	Text
1	Client	New invoice	New invoice from %provider_name	{%provider_name} has been notified that you've viewed this invoice.			Invoice	
2								
3	Provider	Notification about successful payment	{%client_name} has sent you a payment		Paid in %days	Green		{%customer_name} has paid invoice #({%invoice_number}) sent ({%invoice_date}). Excluding the {%app_fee} fee, this money will your account up to 72 hours after it is confirm bank. This invoice has now been paid in full.
4	Client	Receipt	Receipt for your payment to %provider_name on %payment_date				Receipt	
5	Client	Notification about failed payment	We couldn't process your payment to %provider_name attempted on %payment_date		Payment failed	Red		Dear {%client_name}, We were unable to process your payment to {%provider_name}. Please verify your billing information to continue payment or try another payment method.
6	Client	Reminder about invoice/payment DUE TODAY	Due today: invoice from %provider_name	{%provider_name} has been notified that you've viewed this invoice.	Due today	Red	Invoice	
7	Client	Reminder about invoice/payment OVERDUE	Overdue %numbers_of_days: invoice from %provider_name	{%provider_name} has been notified that you've viewed this invoice.	Overdue %days	Red	Invoice	{%business_name} sent you invoice #({%invoice_number}) %numbers_of_days days ago for {%service}. click the button below to view and pay the invoice.

WidrPay

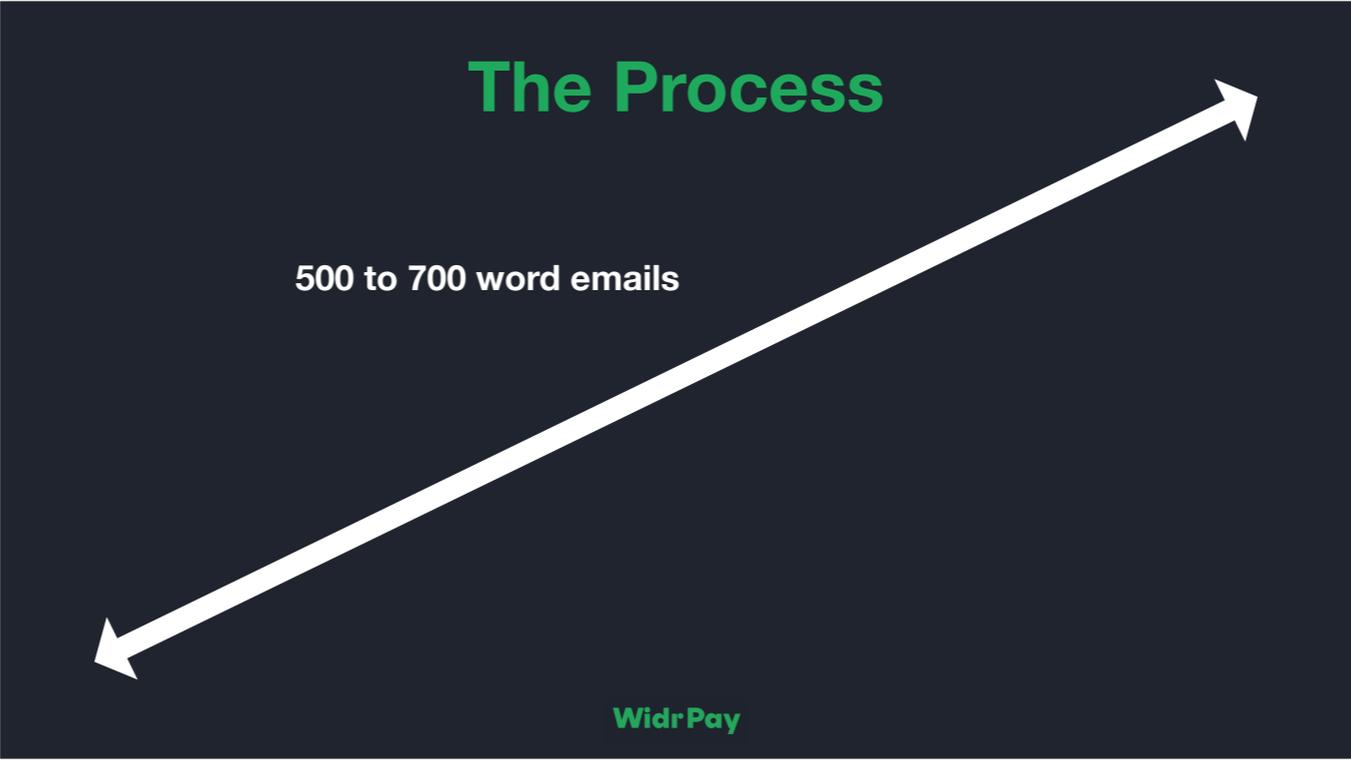
Once the copy on the website was complete, I moved to emails; there were about 30 to 40 emails that would go out depending on different trigger events. It was managed in spreadsheet created by one of the developers.

# The Process

User Registered (No Invoice Sent)					
	Type of email	User Problem	Message	Gif	CTA
Email #1	Informative	I don't have time	They are busy. They don't have to learn (or train staff) on yet another piece of software. They don't have to! Add a link. Done. Simple	Yes	Get a unique link
Email #2	Informative	I can't afford this	They know how these services work—they don't want to lose money because of more fees. They don't have to. Clients can pay the fees	Yes	Send an invoice
Email #3	Informative	I don't need this	It's interesting, but do I <i>really</i> need it? What else does it do? Start a subscription to increase the chance of payment by X%	Yes	Start a subscription

WidrPay

The spreadsheet was helpful, but as I worked on the content for the email, I also wanted something that managed the flow a little better. This spreadsheet helped speak more to what the content of the email—what was the mood of the user, what should the theme of the message be, and what's the CTA.



The emails that were going out were very long. They were written by the CEO and they were on average 500 to 700 words in length.

# The Process

Less than 100 words



WidrPay

I told CEO the important of having shorter, punchier messages. His writing wasn't bad—but the user was new and they had no trust for the software...and they didn't have a lot of time. We had to win them over as quickly as possible, so I worked with the CEO to keep his message in a more condensed format.

# Questions?

WidrPay

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