

**Global Relay  
Senior UX Writer  
Take-Home Assignment**

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30 January 2026

# Intro to my content design approach



I design UX copy by focusing on:

- What users need to know to complete their task
- When they need that information
- How to present it clearly, with the right hierarchy and minimal friction

# **Task 1. Logout modals**

# Logout modals

## Key terms

- Draft (standard term for 'unsent message')

## Benchmarks

- Slack
- Teams

## Questions I asked while designing

- Most messaging apps automatically save drafts, even when users log out. If drafts are permanently deleted, this breaks common mental models. I would consider adding a link to a help centre article explaining why. See explorations on [page 7](#).

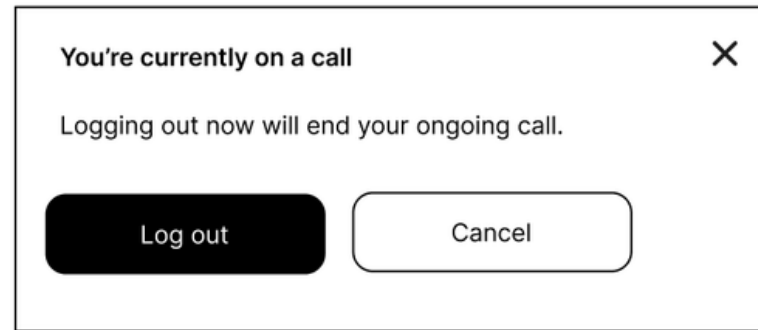
## Metrics for measuring success

- Number of users who complain about losing draft messages (feedback from CS)

## Key decisions

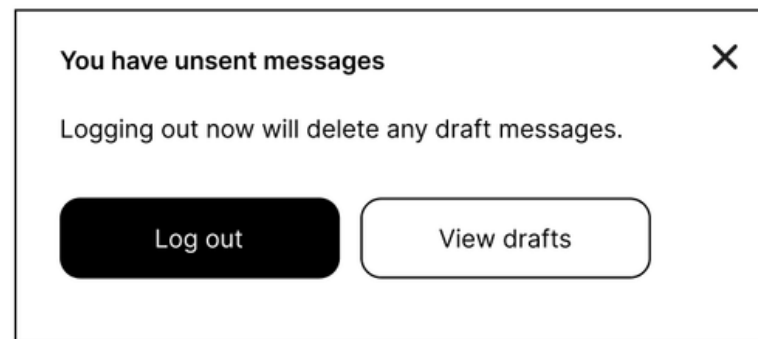
- Used a single modal pattern for one or multiple drafts to avoid edge-case copy
- Limited actions to two CTAs to reduce cognitive load during destructive moments
- Omitted 'Cancel' in the call + drafts scenario to avoid presenting a false sense of safety

### User is on a call

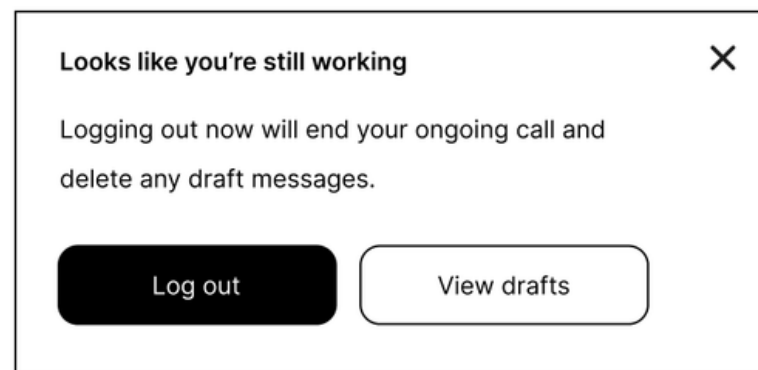


- Title explains why the modal interrupts the user
- Description makes destructive consequences explicit
- Primary CTA supports the user's original intent
- Secondary CTA provides a safe exit when appropriate

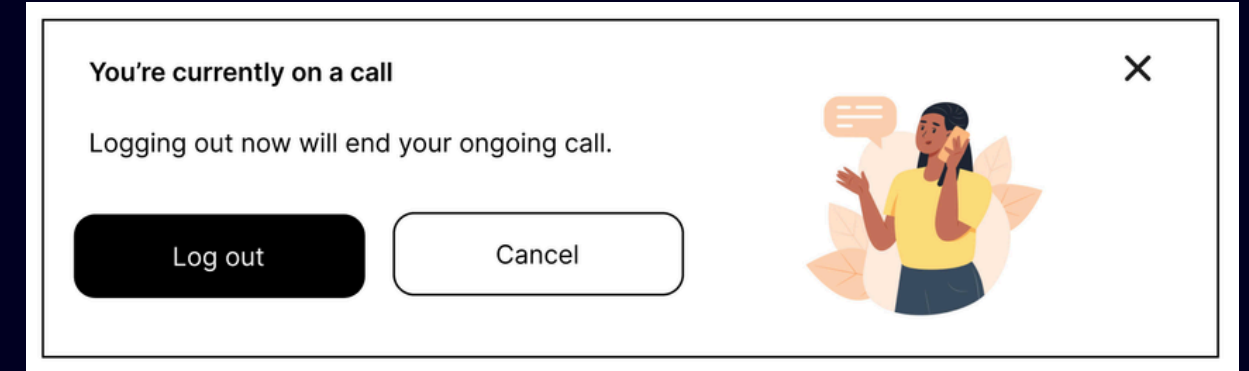
### User has unsent messages



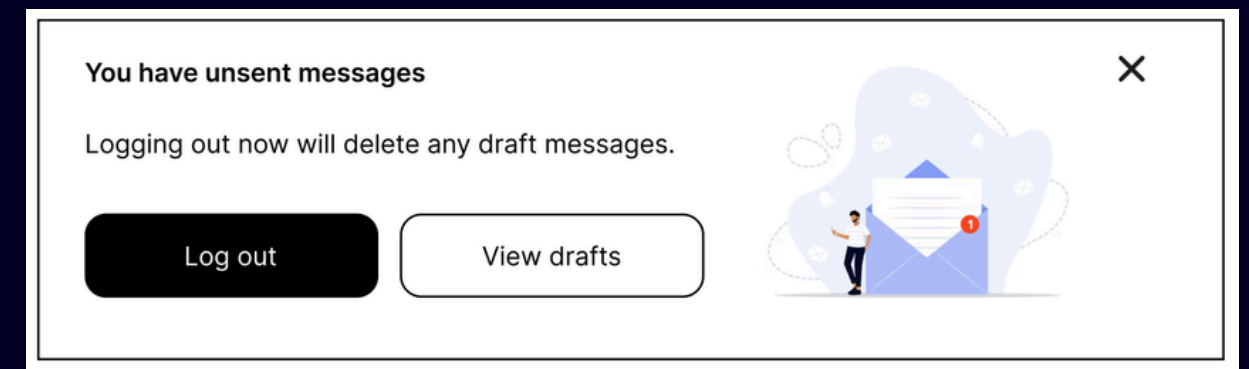
### User is on a call and has unsent messages



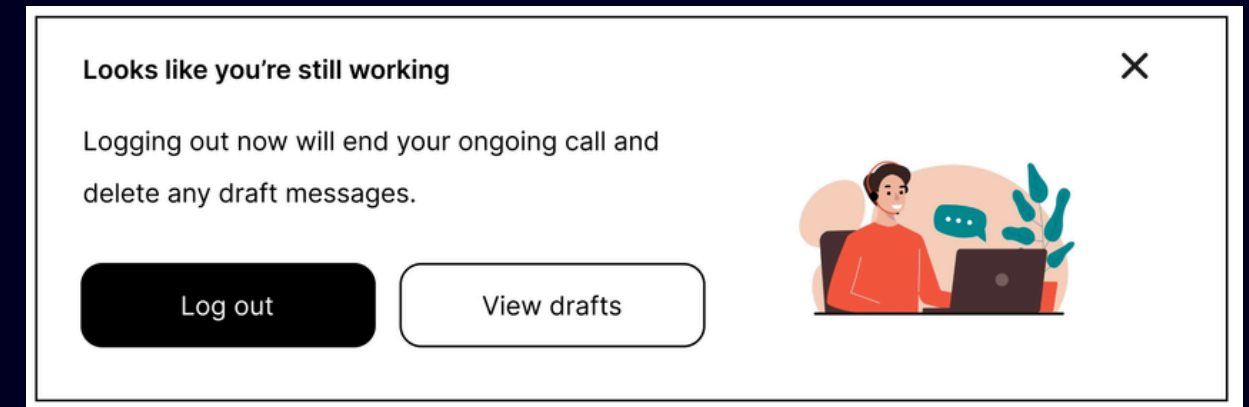
### User is on a call (with illustrations)



### User has unsent messages (with illustrations)



### User is on a call and has unsent messages (with illustrations)



# **And what if the user isn't in the middle of anything?**

Easy. They're logged out — just like that!

If there's no destructive action, then there's no reason to add friction.

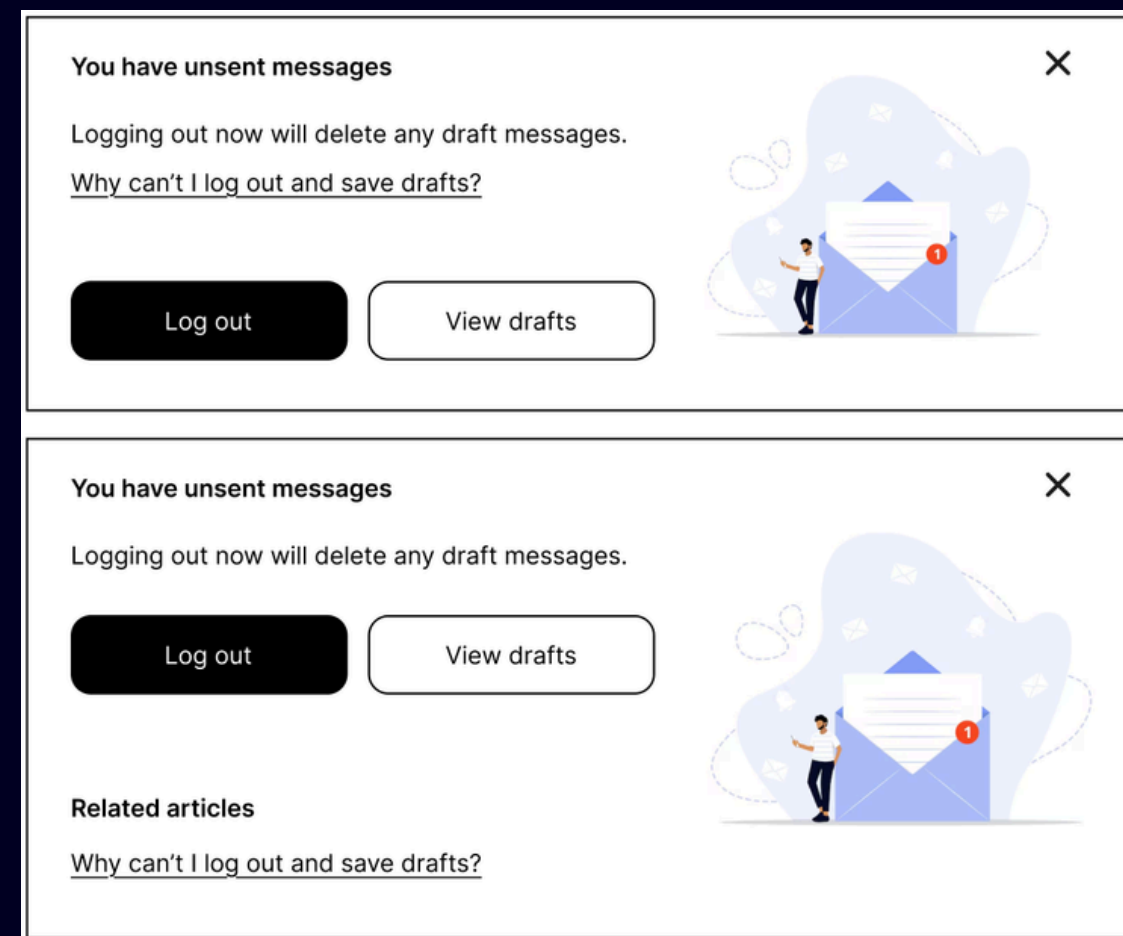
Just let the user do what they want, without any interruptions.

# Optional exploration

I explored modal variations that include links to additional information. This could be useful if Customer Support receives frequent questions about why it's not possible to log out with drafts, as this limitation may be unexpected for some users.



- Preferred version



- Adding link text increases visual complexity. A UX designer may be able to find a better balance, but in this exploration the illustrations risk increasing cognitive load

# **Task 2. Set up Apple Message archiving**

# Set up Apple Message archiving

## Key terms

- Authentication
- Apple Account
- Email
- Phone number
- Password

## Considerations

- Apple recently retired the term ‘Apple ID’ ([source](#))
- The authorization process described in the task instructions equates to authenticating a new device in order to set up Apple Message archiving. To simplify the language, I dropped the term ‘authorize’ in favor of ‘set up’, combined with the industry-standard term ‘authenticate’

## Benchmarks

- Apple Account sign in
- Device authentication (specifically in fintech — e.g., RBC, ING, N26, Wise)

## Metrics for measuring success

- Percentage of failed authentication attempts — link clicked but Apple Message archiving not set up
- Percentage of users who click ‘Forgot password’
- CS requests for sign-in issues related to password

## Key decisions

- Dropped the term ‘authorize’ in favor of plain language
- Avoided exposing any information about email/phone number or password
- Kept copy at a Grade 8 reading level (actual: Grade 6–7 on Flesch-Kincaid)

## Email

**Subject: Authentication link – Set up Apple Message archiving**

Hi %s,

To set up Apple Message archiving, you'll need to authenticate your device. Click the link below and follow the on-screen instructions.

As an extra security step, you'll have 10 minutes to complete the process after clicking the link. If you need more time, you can request a new link.

[Authenticate your device](#)

[Insert transactional email footer]

- Subject highlights the inclusion of the authentication link
- The email opens with the 'Hi %s', with a variable for the user's first name to reassure them that this is a legitimate email
- The email leads with the user's goal and clearly explains the required next step
- I chose to reference the time limit here for the first time, to give the user fair warning and avoid any potential panic. I also chose to explain that this isn't a hard time limit: the user can simply request a new authentication link if they run out of time
- The email includes Global Relay's standard transactional email footer to reassure users that this email is legitimate

## Sign-in – Email is prefilled

Set up Apple Message archiving Session expires in 9:59  
[Get a new link](#)

Sign in to your Apple Account to authenticate this device

Required

[Forgot password](#) [Continue](#)

**i** This device will be associated with your Apple Account, allowing you to securely archive data from Apple Messages.

**?** **Password not working?** If you recently changed your Apple Account password, the update may not have synced yet. Try signing in with your previous password, or reset your password to continue. [Learn more](#)

## Sign-in – User manually deletes prefilled email

Set up Apple Message archiving Session expires in 9:59  
[Get a new link](#)

Sign in to your Apple Account to authenticate this device

Required

[Forgot password](#) [Continue](#)

**i** This device will be associated with your Apple Account, allowing you to securely archive data from Apple Messages.

**?** **Password not working?** If you recently changed your Apple Account password, the update may not have synced yet. Try signing in with your previous password, or reset your password to continue. [Learn more](#)

- Page title describes the user's primary objective
- Section title instructs the user how to authenticate their device
- The email address Global Relay has registered to the user's account is prefilled by default
- By clicking 'Continue', the user confirms their email address
- A countdown timer tells the user how much time they have to complete the authentication flow. The new link clickable copy becomes active on the session expires
- An info section highlights the consequences of authenticating and setting up Apple Message archiving
- As we anticipate that some users will encounter an error that's outside of our control, I chose to preemptively explain this situation and share how to resolve it. The learnmore leads to a help centre article with complete explanations of how to resolve password issues
- When the user deletes their email – for example, if they want to sign in using a different email address – placeholder copy appears instructing users how to proceed

## Sign-in – Password entry

Set up Apple Message archiving Session expires in 9:59 [Get a new link](#)

Sign in to your Apple Account to authenticate this device

Required

ⓘ This device will be associated with your Apple Account, allowing you to securely archive data from Apple Messages.

ⓘ **Password not working?** If you recently changed your Apple Account password, the update may not have synced yet. Try signing in with your previous password, or reset your password to continue. [Learn more](#)

## Sign-in – Password entered incorrectly

Set up Apple Message archiving Session expires in 9:59 [Get a new link](#)

Sign in to your Apple Account to authenticate this device

Required

Incorrect username or password – try again

ⓘ This device will be associated with your Apple Account, allowing you to securely archive data from Apple Messages.

ⓘ **Password not working?** If you recently changed your Apple Account password, the update may not have synced yet. Try signing in with your previous password, or reset your password to continue. [Learn more](#)

- After the user clicks ‘Continue’ to confirm their email, they are prompted to enter their password
- If the user enters their password incorrectly, they’re served an error message. Error messaging is intentionally generic to avoid exposing credential-level information, following standard security practices

## Sign-in – Password entered incorrectly too many times

Set up Apple Message archiving Session expires in 9:59 [Get a new link](#)

Sign in to your Apple Account to authenticate this device

Required

Incorrect username or password – try again

ⓘ This device will be associated with your Apple Account, allowing you to securely archive data from Apple Messages.

ⓘ **Password not working?** If you recently changed your Apple Account password, the update may not have synced yet. Try signing in with your previous password, or reset your password to continue. [Learn more](#)

**Is your password not working?**

If you recently changed your Apple Account password, the update may not have synced yet. Try signing in with your previous password, or reset your password to continue.

- After a set number of failed login attempts (to be decided together with the PM), we serve the user a dialog explaining the potential issue



**Task 3.**  
**Introduce a new  
feature**

# Introduce a new feature

This task doesn't include user research or product context, which normally informs feature messaging. In a real project, I'd align with Product, Research, and Marketing before defining value propositions.

For this assignment, the following is a best-practice hypothetical based on common contact-sync patterns.

## Core value proposition

Contact Sync keeps your Global Relay contacts automatically up to date without manual imports — with clear permissions, visibility, and enterprise-grade security.

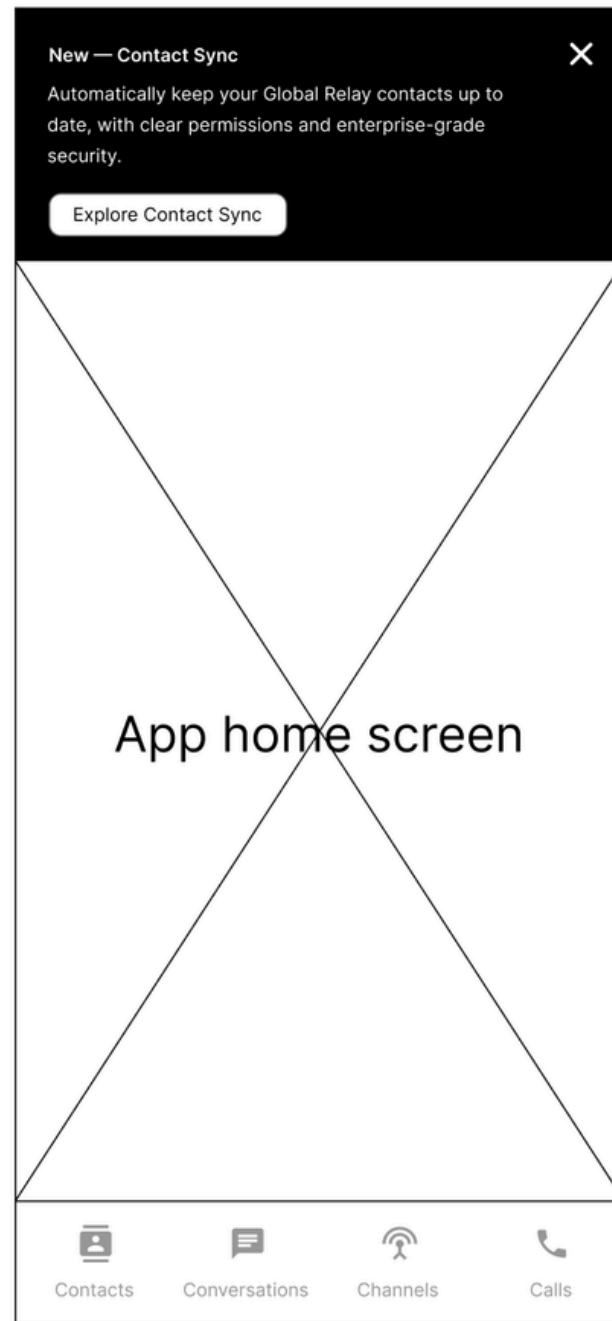
## Messaging approach

I used progressive disclosure to introduce the new Contact Sync feature gradually, allowing users to discover more information at their own speed.

Messaging follows this structure:

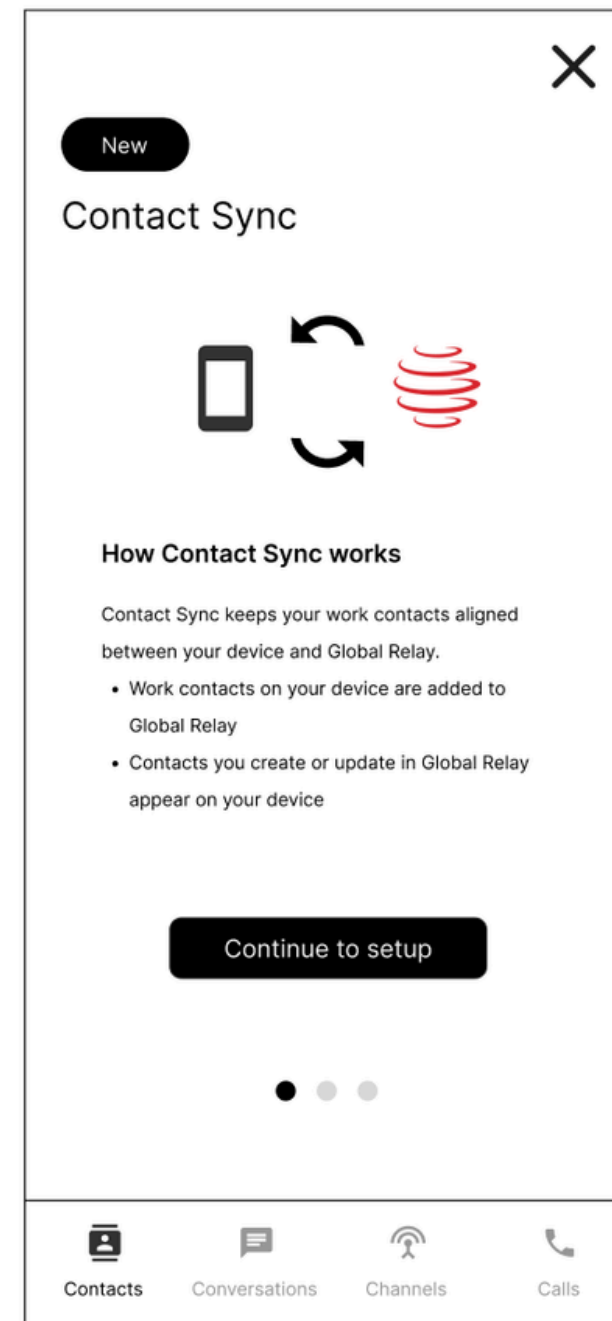
1. How Contact Sync works
2. Benefits
3. Security

## Home screen – Banner

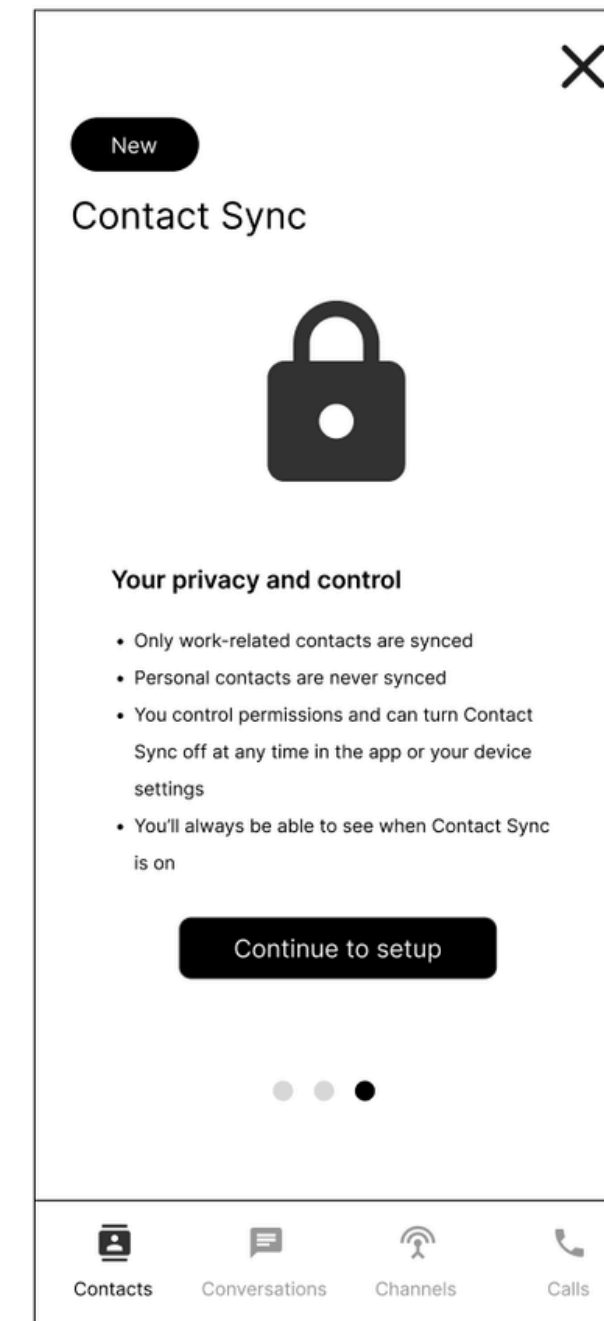
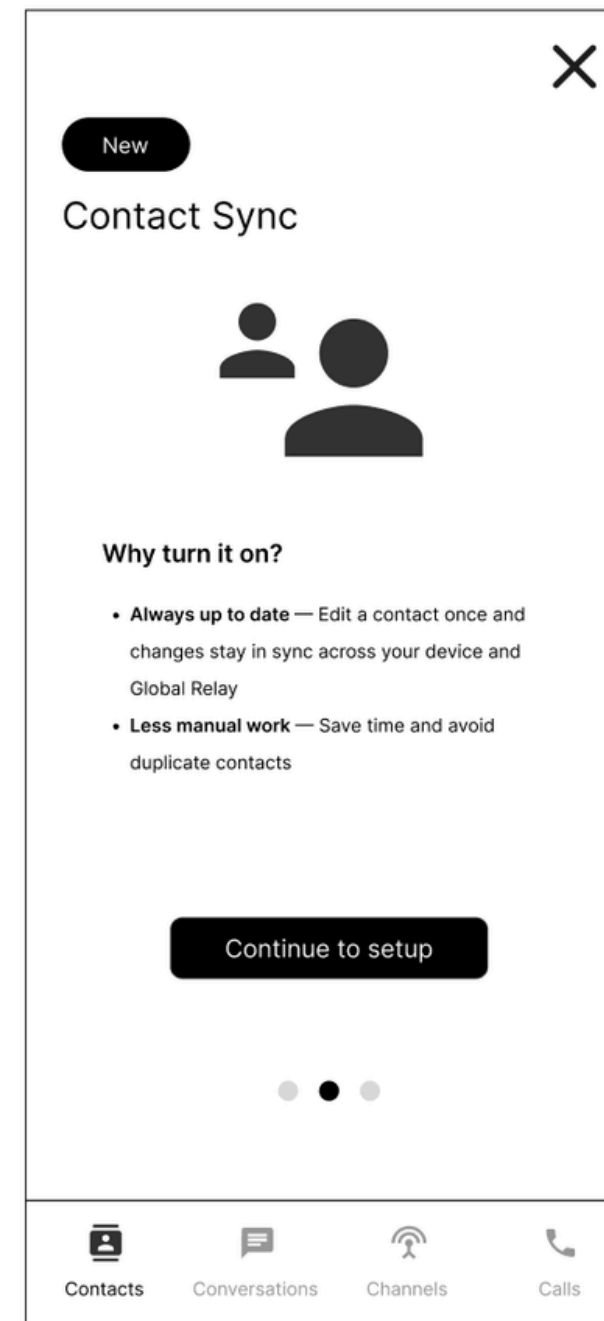


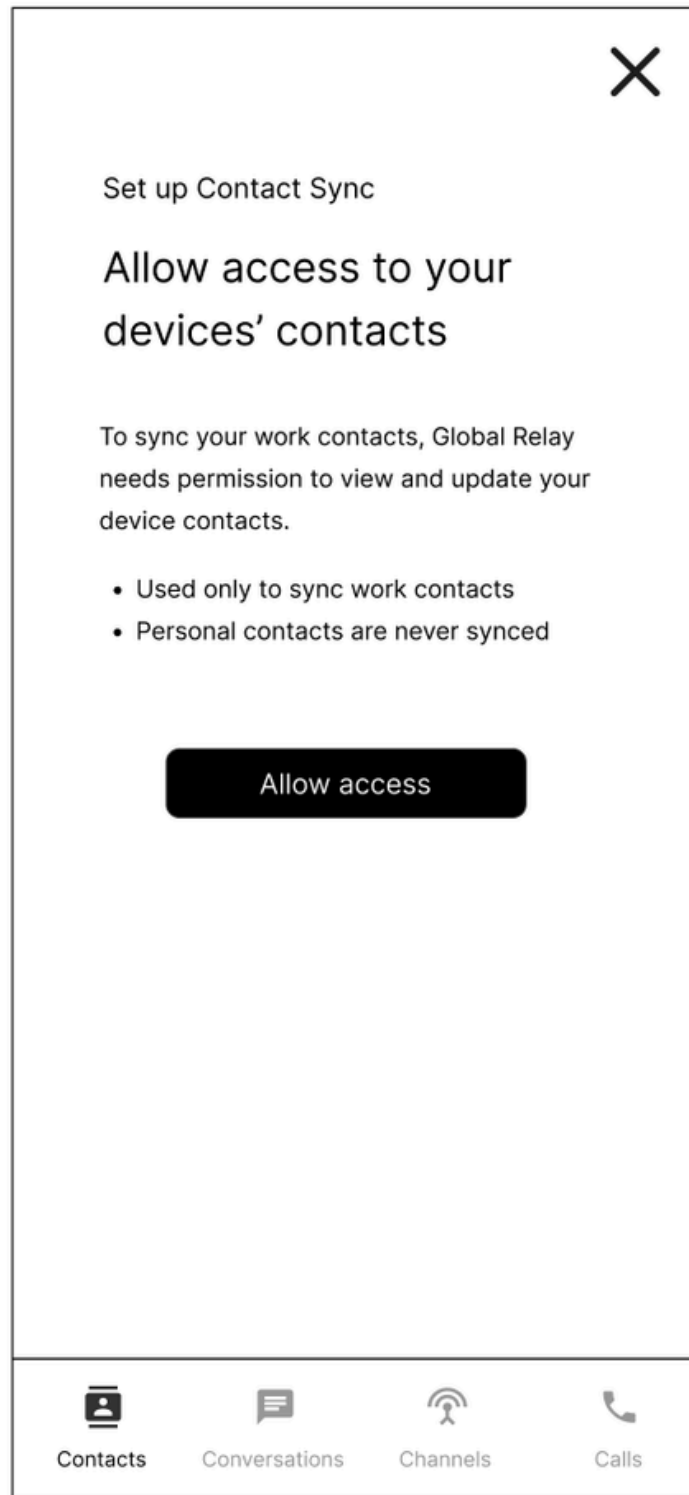
- A home screen banner introduces the feature
- The 'Explore Contact Sync' button takes the user to their Contacts page, where they see the next screen

## Contacts page – Feature onboarding

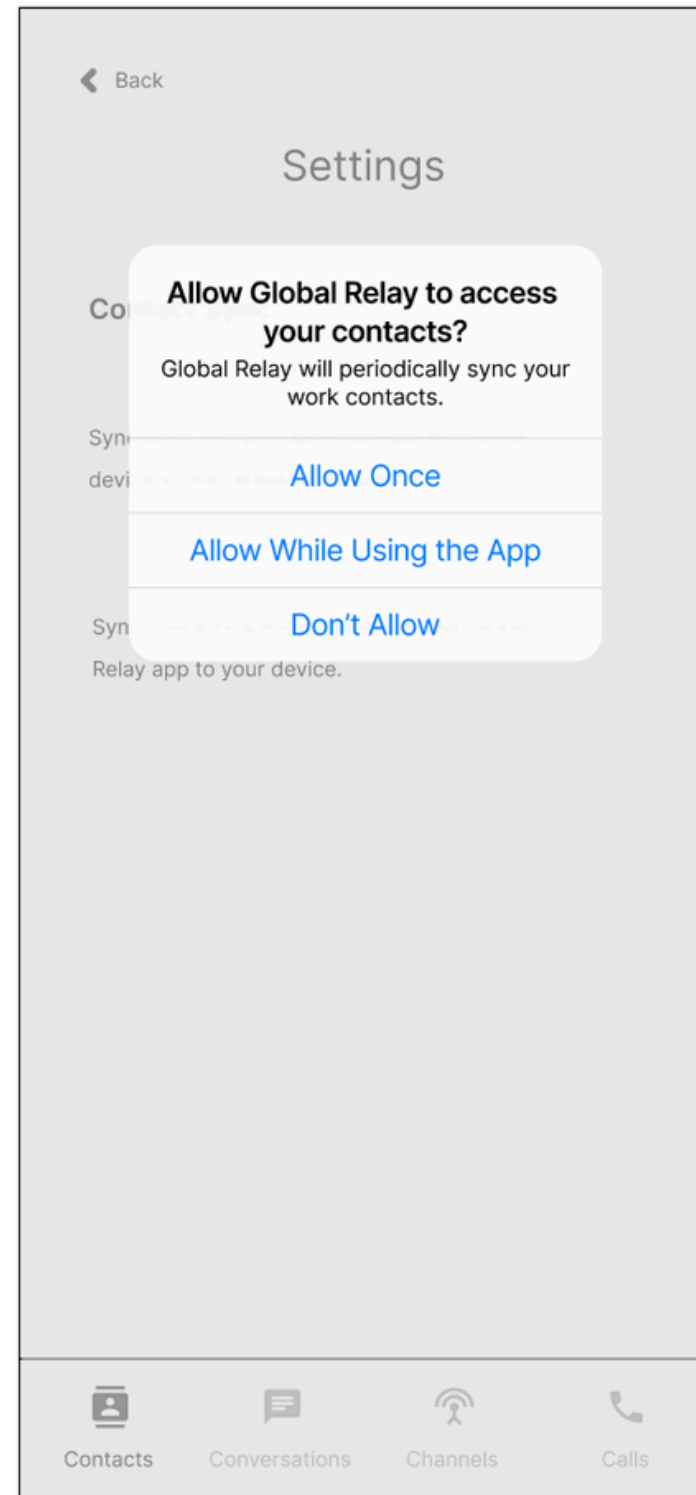


- On the Contacts page, a feature onboarding click-through appears
- The CTA takes users to the permission screen (see next page)

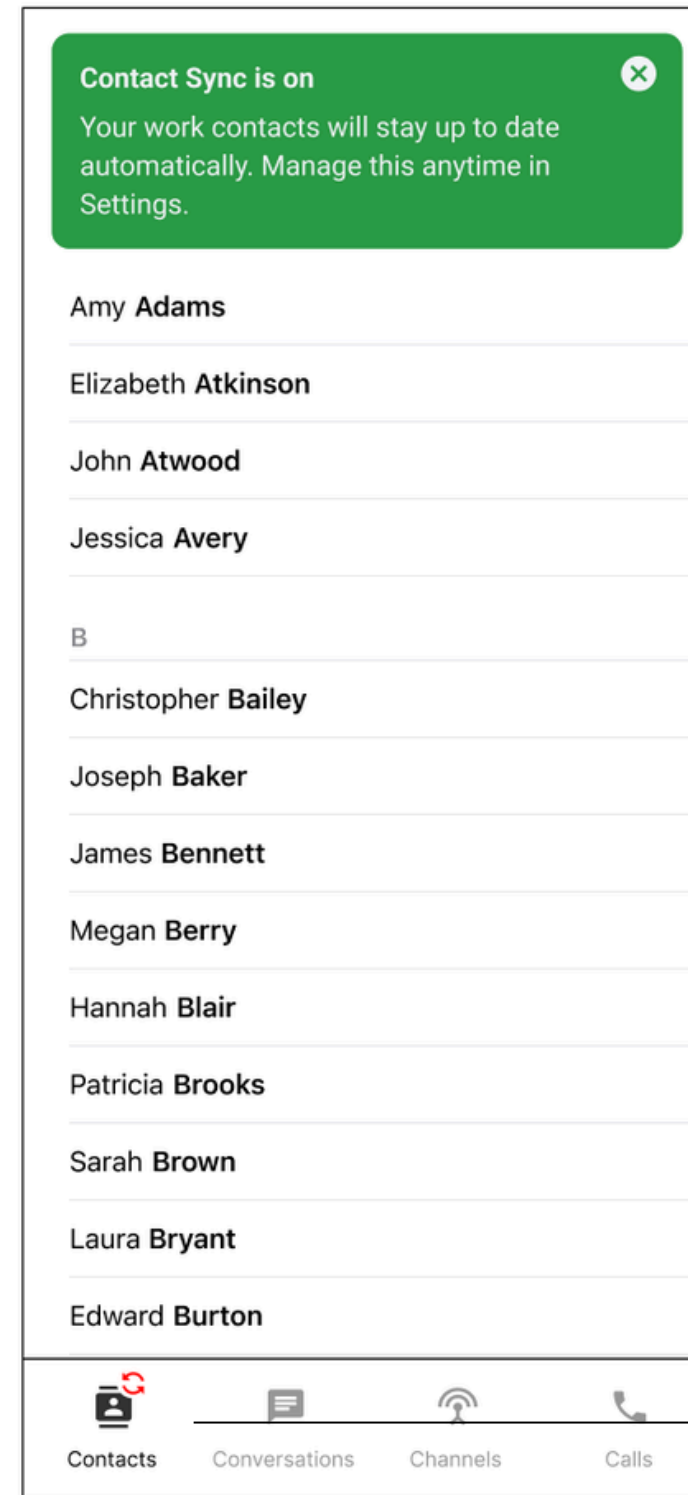




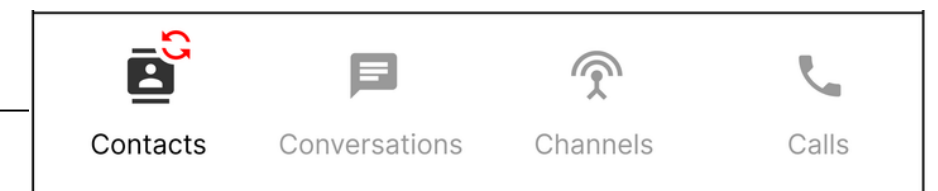
- A home screen banner introduces the feature



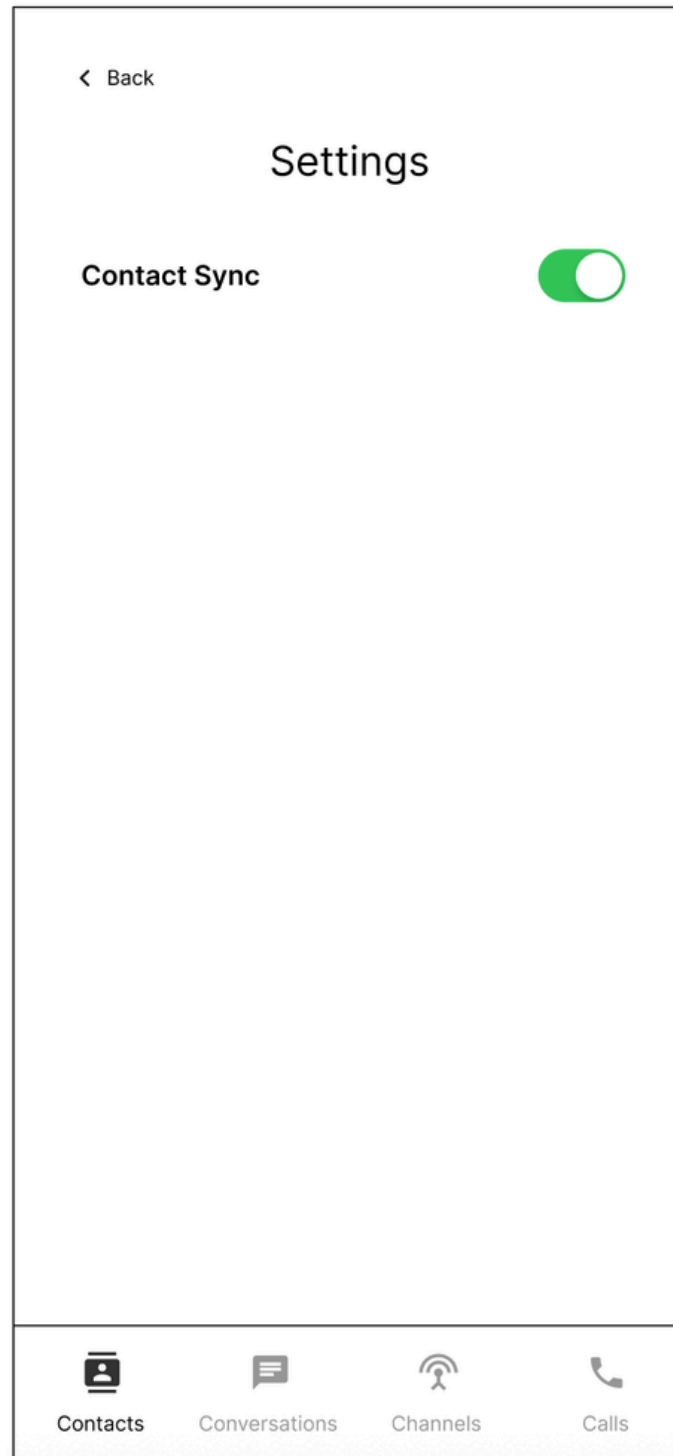
- OS-level permission



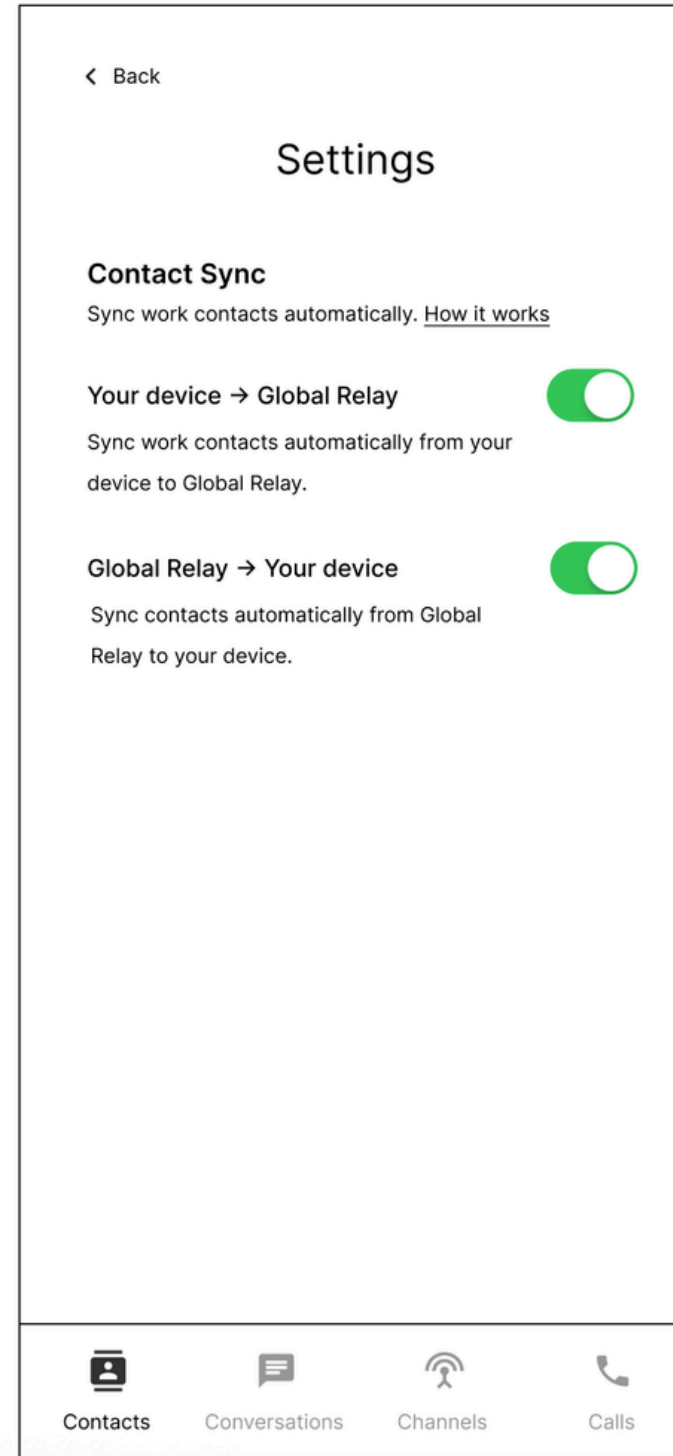
- After Contact Sync is turned on, the user lands back on their Contacts page
- A success toast informs the user that Contact Sync is on and they can manage it from their Settings page



- As control and visibility are part of the core value proposition, a Global Relay red sync indicator appears over the Contacts icon in the lower navigation, showing that the feature is active



- Users can turn Contact Sync off and on from Global Relay's app Settings page



- If Contact Sync supports configurable sync directionality, the Settings page could include controls like this