Daily UX writing

Flight Cancel Notification

Scenario: A traveler is in an airport waiting for the last leg of a flight home when their flight gets abruptly canceled due to bad weather.

Challenge: Write a message from the airline app notifying them of the cancellation and what they need to do next.

Headline: 45 characters

Body: 175 characters max

Button(s): 25 characters max

The important thing with critical notifications is to cut to the chase and give users a way forward.* This is not a time to make light of anything or exercise the playful side of the brand voice.

*(This scenario assumes the best possible options for solving the situation.)

Flight AA1234 has been cancelled due to bad weather

We're sorry for the inconvenience, and are committed to getting you home safely.

We're booking you on the next available flight, and will let you know when you're confirmed.

View flight info

Call Customer Care

Considerations for content patterns

Considering my first iteration, I realized that it didn't allow for other forms of communication by notification. By having "due to bad weather" in the headline, that didn't allow for future use of the headline when there was a flight cancelled due to some other reason.

By moving the reason to the body copy, I was able to use a few more characters to explain why, and exercise brand voice in a way that was not making light of the situation.

Apologies and safety are retained, and a promise to get the customer on the next available flight (with perks).

I also adjusted the button copy as these could also be used in multiple situations.

Flight AA1234 has been cancelled

There's bad weather out there.

We're sorry for the inconvenience, and are committed to getting you home safely.

We'll get you on the next available flight--WiFi on us.

View flight info　　**Contact us**