UX Copy
Case Study
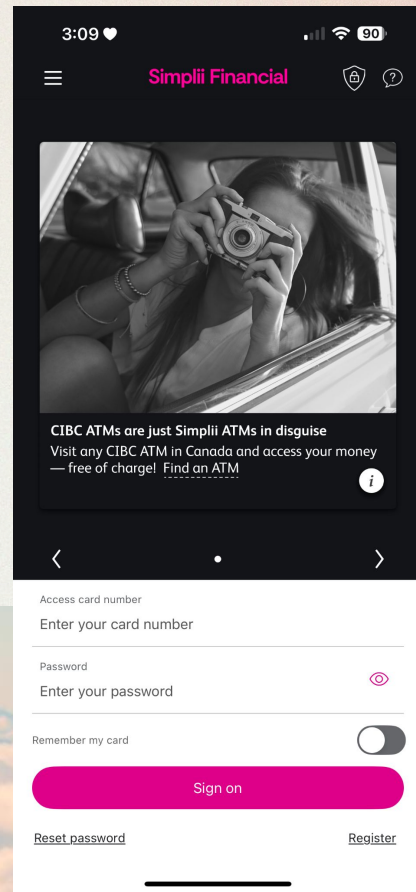# Simplii Login Page

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Introduction

A short and focused redesign to make the Simplii login experience more accessible, human, and easy to understand.

Small changes in wording can reduce confusion, improve trust, and support both new and experienced users. I redesigned two core moments:

– the login screen copy
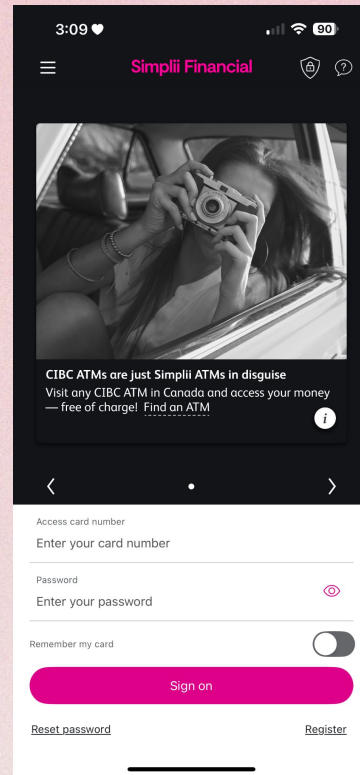**– the error message flow**

UX Copy Issues Identified

a) Login screen copy

The phrase "Sign on" is uncommon and less recognizable than "Log in."

Placeholder "Enter your card number" lacks instruction or hint on format.

"Remember my card" doesn't clarify security.

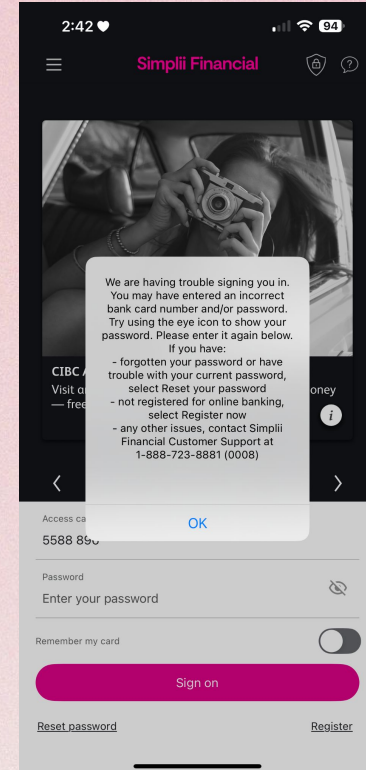The ATM info above the form is long and a bit technical.

b) Error message

Message is too long and crowded.

Too many instructions with no visual hierarchy.

Uses technical phrases like "bank card number" that may confuse new users.

UX Copy Goals

Improve clarity and reduce reading load.

Guide users with clear next steps.

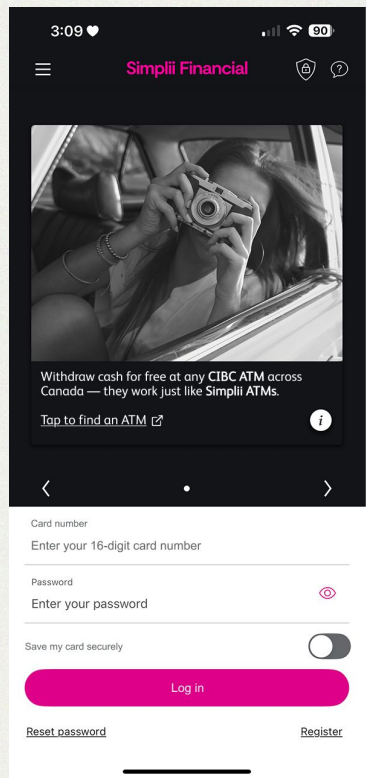Use everyday language without sounding too casual.

Respect financial tone while improving user experience.

Copy Rewrites & Redesign

Before → After: Login Screen

Element	Original	Rewritten
Button	Sign on	Log in
Input Label	Access card number	Card number
Placeholder	Enter your card number	Enter your 16-digit card number
Toggle	Remember my card	Save my card securely
Banner text	CIBC ATMs are just Simplii ATMs in disguise. Visit any CIBC ATM in Canada and access your money — free of charge!	Withdraw cash for free at any CIBC ATM across Canada — they work just like Simplii ATMs. Tap to find an ATM

Before → After: Error Message

Original Message:

We are having trouble signing you in.
You may have entered an incorrect bank card number and/or password.
Try using the eye icon to show your password. Please enter it again below.
If you have:
forgotten your password or have trouble with your current password, select Reset your password
not registered for online banking, select Register now
any other issues, contact Simplii Financial Customer Support at
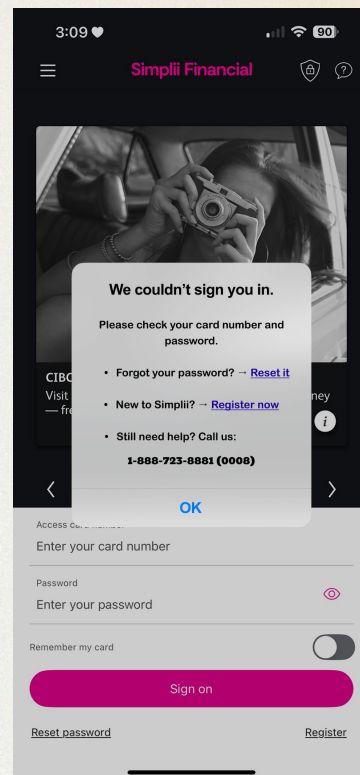1-888-723-8881 (0008)

New Copy:

We couldn't sign you in.
Please check your card number and password.

• Forgot your password? → Reset it
• New to Simplii? → Register now
• Still need help? Call us:
1-888-723-8881 (0008)

Impact (Expected Outcomes)

🧠 Reduced cognitive load in login step

⏱️ Faster error recovery by guiding next steps

🔒 Maintained financial tone while improving clarity

💬 More human experience for both tech-savvy and less experienced users

What I Learned

Small words matter. Through this exercise, I practiced balancing brand tone, user needs, and simplicity—especially in fintech where every word affects trust. Writing less, but meaning more, is what UX copywriting is all about.

Thank You!

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