Case Studies
Autumn Kotsiuba

-00-

About Me

-01-

Quantive

-02-

Yotpo

AUTUMN KOTSIUBA

I’m a Senior Content Designer / UX Writer with 5 years of experience. Originally from the States, I’ve worked with international companies in the UK, Bulgaria, Poland, and Ukraine.

I’ve been the sole UX writer—building design systems from scratch and training junior designers—and I’ve worked at large tech companies as part of a writing guild. In both cases, I knew the value of good copy.

A NOTE ON CASE STUDIES

Case studies are only somewhat useful, aren't they?

I don't want to show you an out-of-context screen with some polished copy. Let's work off the assumption that with my experience, I know how to write and clean up the end product.

What I want to focus on instead is the ***process*** I use to make copy decisions. Because if you know *how* to tackle a problem, you'll always stumble across the solution.

CASE STUDY 1

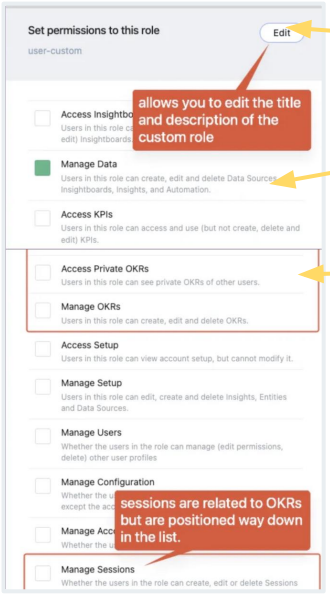
Content Design at Quantive

The company

Quantive monitors business performance via KPIs, OKRs, and other metrics using AI.

The Context

Quantive's admin-level permissions were inconsistent and unclear. We received many questions about how they worked, both externally and internally.

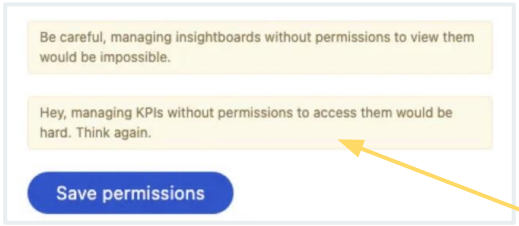


Edit what?

Inconsistent titles that don't contain relevant info

No hierarchy or grouping of settings

No hierarchy or grouping of settings



Awkward warning messages with the wrong tone

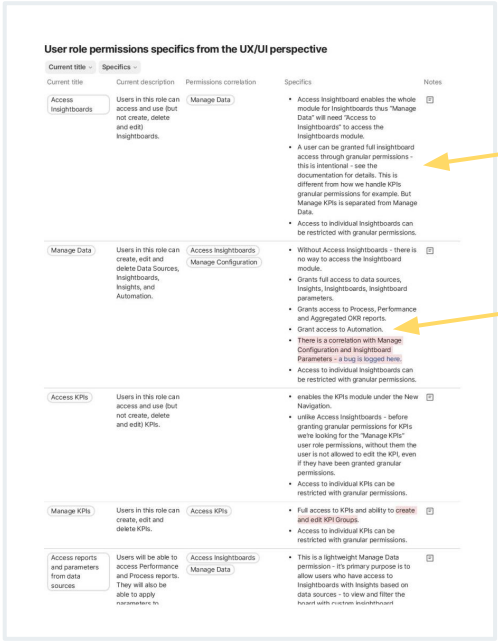
We needed to redesign and rewrite so that the permissions were more intuitive.

The company

Quantive monitors business performance via KPIs, OKRs, and other metrics using AI.

The Process

I began by mapping the existing permissions settings to make sure I understood how they worked. You can't write what you don't know.



User role permissions specifics from the UX/UI perspective

Current title · Specifics

Current title	Current description	Permissions correlation	Specifics	Notes
Access Insightboards	Users in this role can access and use (but not create, delete and edit) Insightboards.	Manage Data	• Access Insightboard enables the whole module for Insightboards thus "Manage Data" will need "Access to Insightboards" to access the Insightboards module. • A user can be granted full insightboard access through granular permissions - this is intentional - see the documentation for details. This is different from how we handle KPIs granular permissions for example. But Manage KPIs is separated from Manage Data. • Access to individual Insightboards can be restricted with granular permissions.	
Manage Data	Users in this role can create, edit and delete Data Sources, Insightboards, Insights, and Automation.	Access Insightboards Manage Configuration	• Without Access Insightboards - there is no way to access the Insightboard module. • Grants full access to data sources, Insights, Insightboards, Insightboard parameters. • Grants access to Process, Performance and Aggregated OKR reports. • Grant access to Automation. • There is a correlation with Manage Configuration and Insightboard Parameters - a bug is logged here. • Access to individual Insightboards can be restricted with granular permissions.	
Access KPIs	Users in this role can access and use (but not create, delete and edit) KPIs.		• enables the KPIs module under the New Navigation. • unlike Access Insightboards - before granting granular permissions for KPIs we're looking for the "Manage KPIs" user role permissions, without them the user is not allowed to edit the KPI, even if they have been granted granular permissions. • Access to individual KPIs can be restricted with granular permissions.	
Manage KPIs	Users in this role can create, edit and delete KPIs.	Access KPIs	• Full access to KPIs and ability to create and edit KPI Groups. • Access to individual KPIs can be restricted with granular permissions.	
Access reports and parameters from data sources	Users will be able to access Performance and Process reports. They will also be able to apply parameters to	Access Insightboards Manage Data	• This is a lightweight Manage Data permission - it's primary purpose is to allow users who have access to Insightboards with Insights based on data sources - to view and filter the board with custom Insightboard	

Who managed each permission wasn't clear

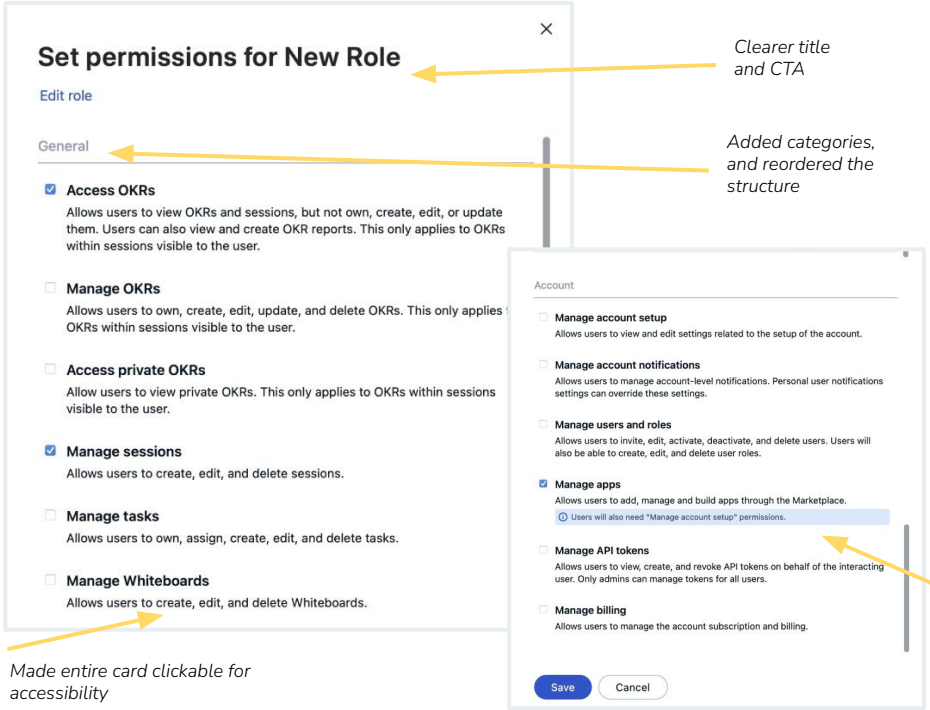
Some settings were actually deprecated

The company

Quantive monitors business performance via KPIs, OKRs, and other metrics using AI.

The Solution

We found that the bulk updates needed to be its own page, where merchants could view their history and make advanced actions.



CASE STUDY 2

Content Design at Yotpo

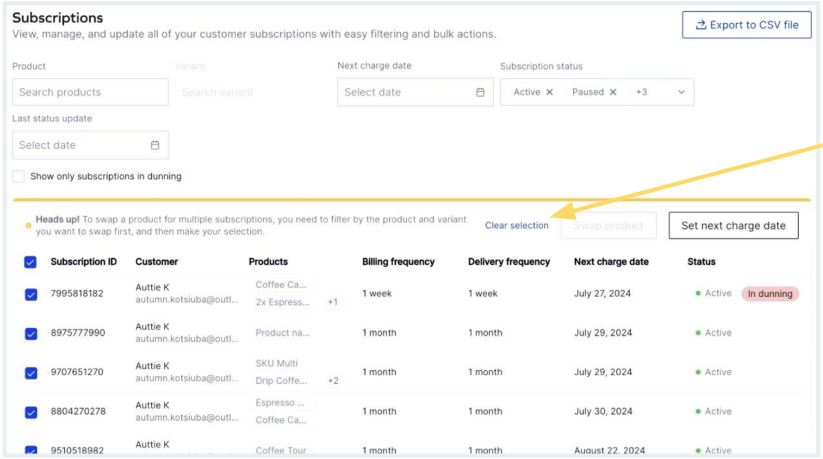
yotpo.

The company

Yotpo helps small business owners manage their online stores: from offering subscriptions, managing reviews, and sending campaigns.

The Context

Many brands manage thousands of subscription contracts, but merchants could only perform bulk actions on 50 at a time. We needed to give them the option to actually make *bulk* updates, and complete more complex actions.



Awkward message that's shown only after merchants try to make a change

We'd measure success by the use of the feature, and the time saved by the brands.

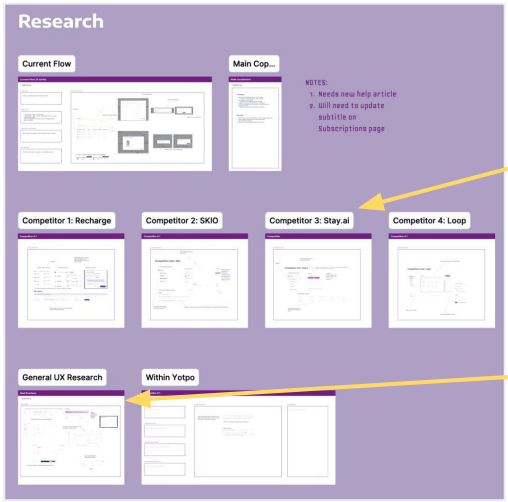
yotpo.

The company

Yotpo helps small business owners manage their online stores: from offering subscriptions, managing reviews, and sending campaigns.

The Process

Before writing, I always devote time to research. This includes understanding the current flow and needs, identifying the main questions, running competitive analysis, and applying general UX principles.



Competitors used complex terminology and wonky hierarchy

Resources like NNG and Yotpo's style guide provided insights into bulk action expectations

I also ran a card sorting exercise, aligned with stakeholders, and understood the main requirements from user interviews.

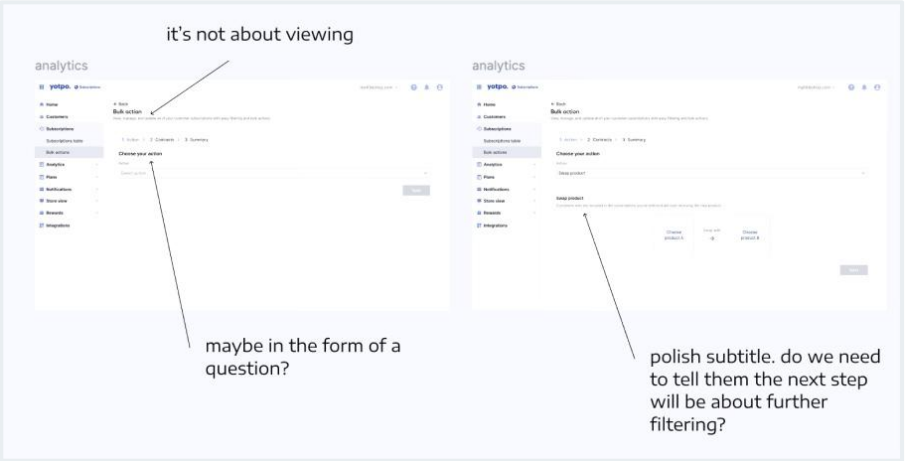
yotpo.

The company

Yotpo helps small business owners manage their online stores: from offering subscriptions, managing reviews, and sending campaigns.

The Process

After running my own research and syncing with other stakeholders, I tried different solutions. This doesn't start with polishing the copy; it's about making sure the information architecture and flow is correct and intuitive, then fine-tuning.



This feature went through multiple iterations. We tried three options before landing on one that performed well in testing. Some considerations included vocabulary, hierarchy, and feature placement.

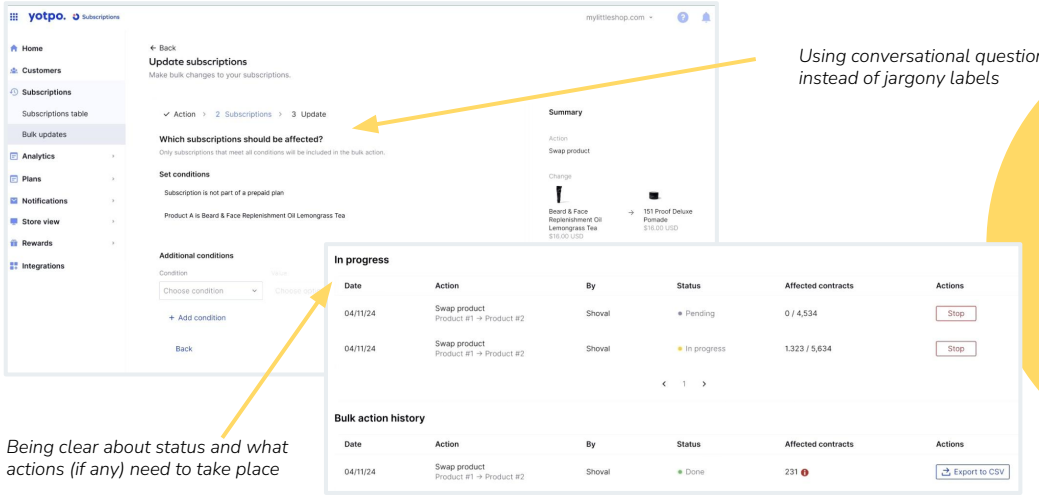
yotpo.

The company

Yotpo helps small business owners manage their online stores: from offering subscriptions, managing reviews, and sending campaigns.

The Solution

We found that the bulk updates needed to be its own page, where merchants could view their history and make advanced actions.



Using conversational questions instead of jargony labels

Being clear about status and what actions (if any) need to take place

What worked? Communicating the feature conversationally; working alongside devs to map and prevent errors; providing a summary of settings; and giving the feature its own page.

Thanks for reading

Like what you see? Reach me at autumn.kotsiuba@outlook.com.