



Portfolio | Yair Rainer

UX Writer & Content Strategist

What is UX writing for me?

I believe the most effective UX writing is so seamless that users don't have to think about it, they just understand.

While some moments call for memorable, witty copy, my primary goal is to help people feel confident and at ease by guiding them effortlessly through an experience.



Here are a few examples of projects I had the privilege of leading →



Background

Hoshen is Israel's leading LGBTQ+ education and advocacy organization. Its primary activity involves sending volunteers to educational, medical, and other institutions for 90-minute sessions where they share personal stories and answer questions.



The Task

The organization, a leading provider of educational activities, needed to redesign its outdated website. Although conversions were steady, users had trouble locating the booking form, which was a simple contact form.

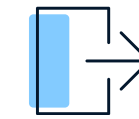
The new site needed to:

- Streamline the booking process with a more comprehensive form.
- Showcase a variety of new activities.
- Ensure return calls were handled by the correct point of contact to improve communication.



Audience

Most users are high school education consultants stationed in schools. They are typically women, 30+, and often not very tech-savvy.



Challenge

The challenge was to make the process of booking an activity easy and clear for the user while simultaneously upgrading Hoshen's service and internal processes.





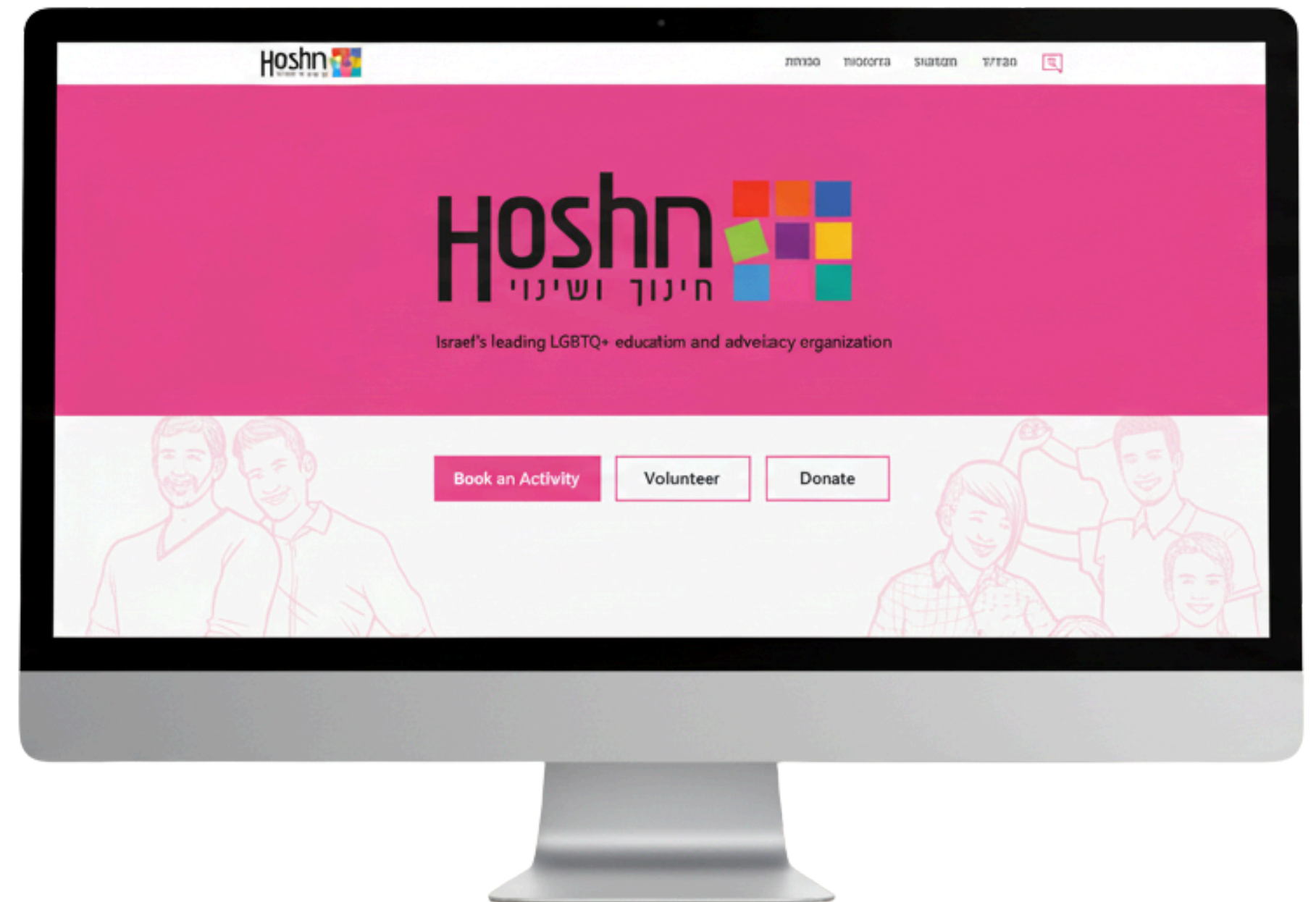
Solution

The entire site was redesigned with two main goals:

1. Convert more users into three primary actions: booking an activity, joining as a volunteer, and making a donation.
2. Transform the site into a platform for anyone seeking to be educated on LGBTQ+ issues, adding a new channel for advocacy.

For the booking process, the homepage was redesigned with a hero banner featuring a welcome message, a one-line description of Hoshen's mission, and three distinct CTAs: Book (primary and colored), Volunteer, and Donate.

Clicking "Book an activity" led users to a new page →

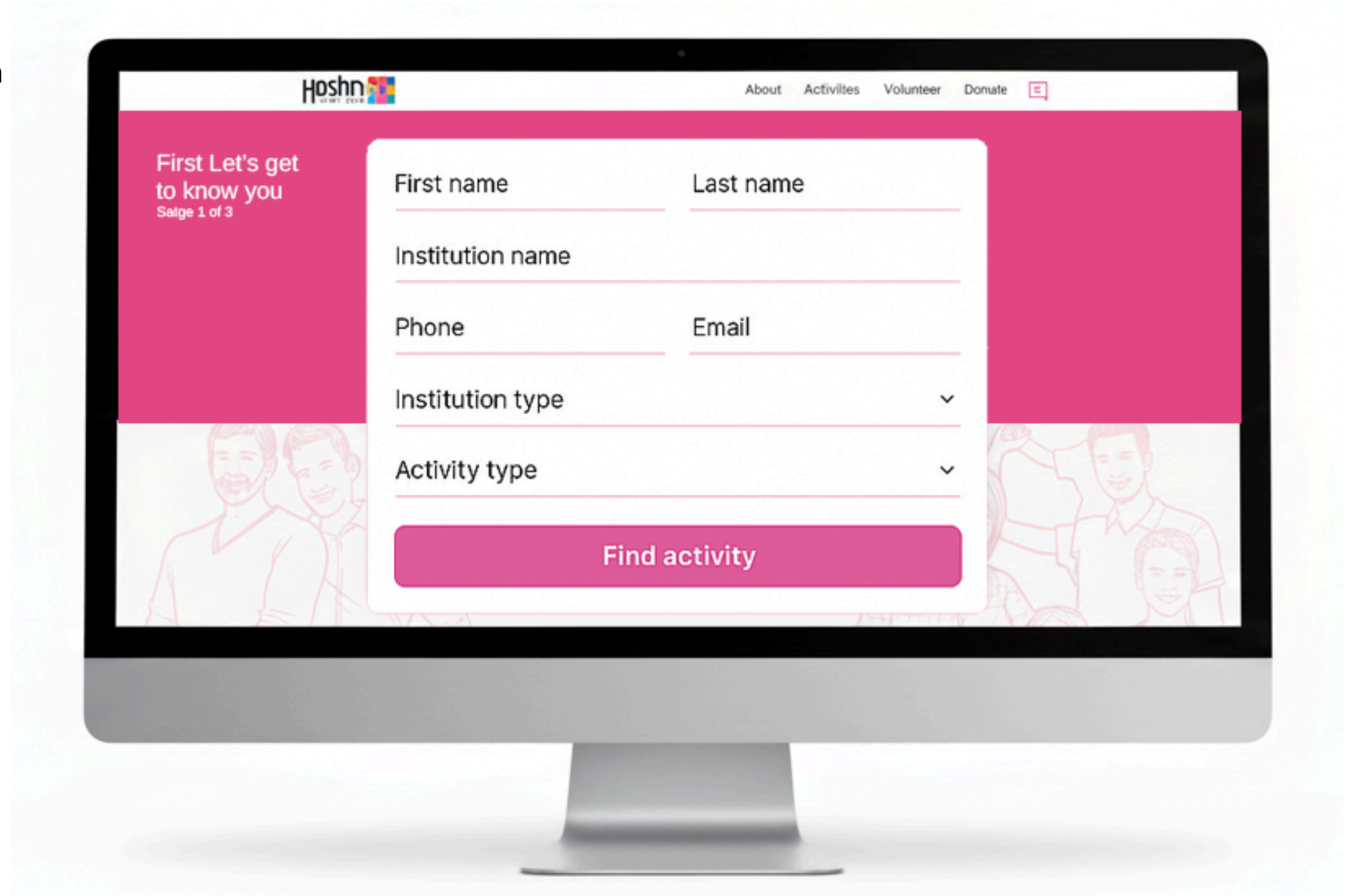


Clicking "Book an activity" led users to a new page with a simple, multi-step contact form:

- **Stage 1 of 3, Contact Details:**

- Fields for First Name, Last Name, Role, and Organization Name.
- Dropdowns for Organization Type and Activity Type.
- **CTA:** Find an activity.

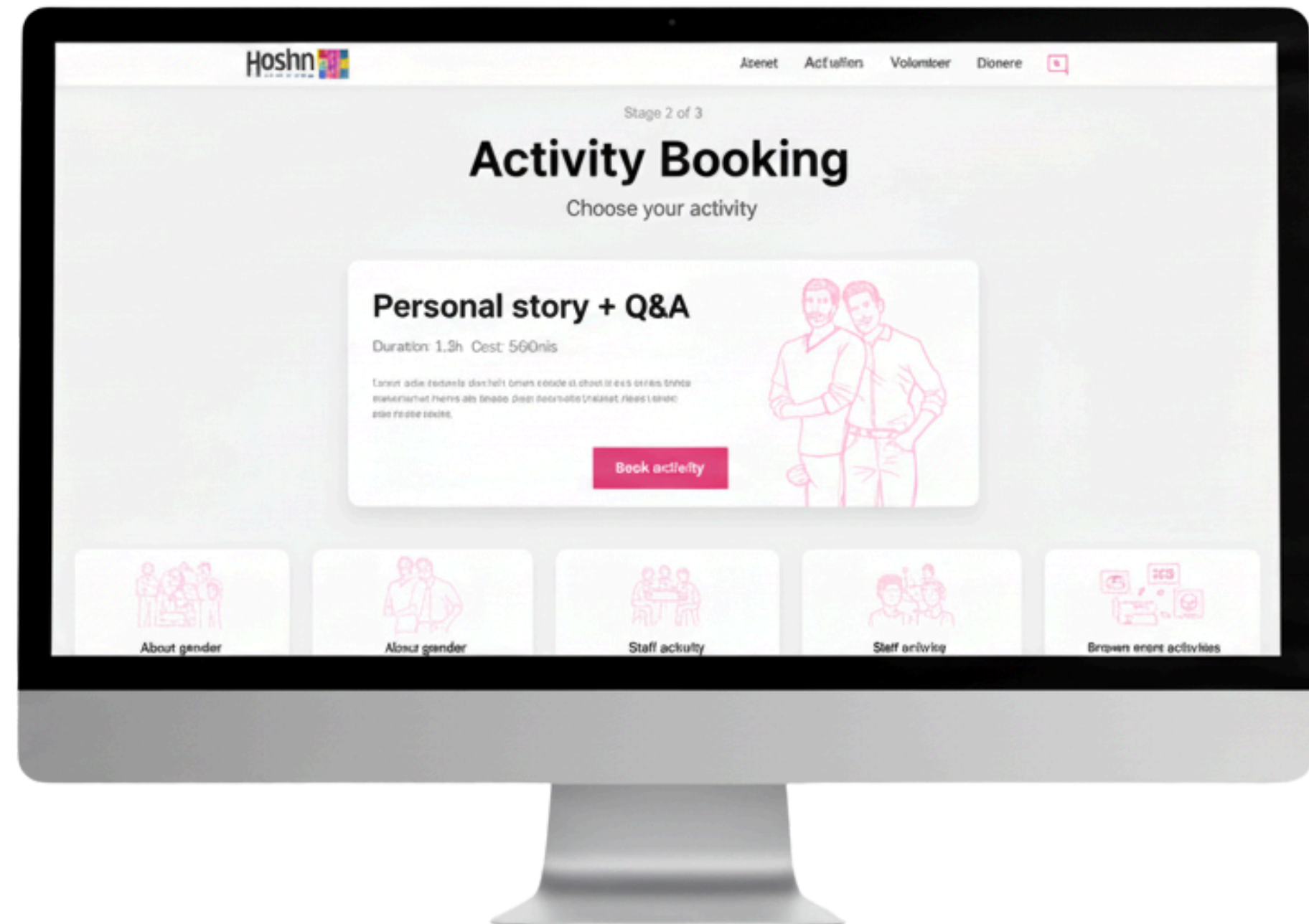
This allowed us to capture user contact information even if they dropped off after the first stage.



Case Study 1: Hoshen | Creating a Booking Process

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After clicking the CTA, users would move to a new screen. The main activity appeared in a card with an image and a short description (detailing the session, length, and basic price). Below this, smaller cards showcased other activities with just an image and title, and the final card was a link to "Browse all activities." The CTA for the main activity was a prominent, colored button with the text **Book Now**.



The final screen was a confirmation page with the reservation details and a message: "Thank you! We've received your booking request. Our activity manager will contact you within two business days."

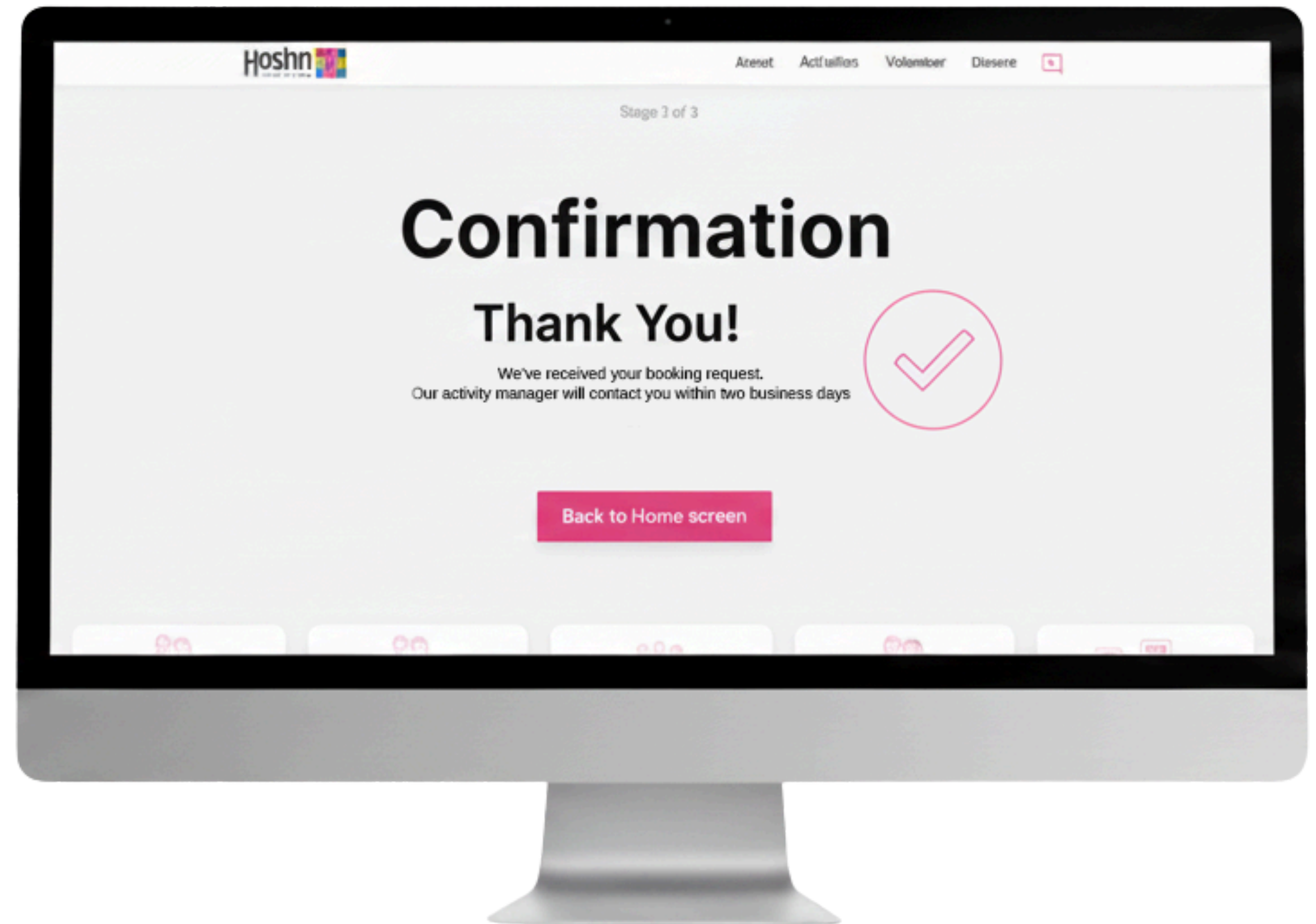


Outcome

Customer satisfaction grew significantly, with users noting how easy it was to book and understand what to expect.

This feedback was particularly strong from contacts over 40, who said it was surprisingly easier than booking processes with similar organizations.

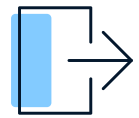
Additionally, booking requests from organizations in different fields rose significantly after the new system went live.





Background

Cal is one of the three largest credit card companies in Israel, but at the time, it was the only one not backed by a major bank. As a result, many cards issued were secondary, used less frequently than customers' primary cards. The new technology allowing customers to choose their own PIN was a way to encourage them to use their Cal card more often, as they could choose a PIN they could easily remember. At the time, using a PIN for purchases was still a new concept for many.



Challenge

The process for changing a PIN had several limitations:

- The PIN could only be changed at a specific list of ATMs.
- Not all cards or customers were eligible (the card had to have a smart chip, and eligibility depended on the card type and the customer's bank).
- Certain codes (e.g., 1111, 1234) were not allowed.

The challenge was to communicate all these conditions clearly and concisely to a broad audience, convincing them to take a new, multi-step action.



Audience

All customers, ranging from 18 to 90+, men and women





Solution

I divided the audience into two main groups for communication:

1. **Avid users:** Targeted with an SMS (if they opted in) and a message in their monthly statement.
2. **All other users:** Targeted with an SMS, a dedicated email, and a special mailing.

All messages directed users to a landing page explaining the service.

The landing page's purpose was to be very clear and easy to navigate, conveying a lot of conditional information in a way that would motivate customers to choose a new, memorable PIN.

We had no way of measuring conversion other than the number of new PINs created, but we could measure traffic to the landing page and clicks on SMS links, which confirmed the campaign's reach.

The screenshot shows the Cal bank website. The top navigation bar includes links for Consumers, Diners, and Business, along with an Account Login button. Below the navigation bar is a header with the Cal logo and a list of services: Online Service, Loans and Credit, Deals and Benefits Abroad, Mobile Payment, New Card, and Cal For You. The main content area features a large blue banner with a woman holding a credit card, with the text "Choose Your Own Pin Code" and "It's easy". Below the banner, a section titled "Now you can choose a pin code that's easy to remember" explains the service. At the bottom, a section titled "How to choose a pin code" provides three steps: "Go to the nearest ATM", "Insert the card", and "Choose from the menu".

Consumers | Diners | Business

Account Login

Cal.

Online Service | Loans and Credit | Deals and Benefits Abroad | Mobile Payment | New Card | Cal For You

Choose Your Own Pin Code

It's easy

Now you can choose a pin code that's easy to remember

Tired of remembering too many passwords? Now you can choose a pin code that's easy for you to remember for any of your Cal cards: Visa, Mastercard, or Diners, especially as more places are asking for it during payment.

How to choose a pin code

Go to the nearest ATM

Non-bank cards work at the ATMs of these specific banks: Leumi, Discount, First International Bank, Mercantile, Massad, Pag'i, Otsar HaHayal, and U-Bank

Insert the card

And enter the current code. If you don't remember, you can view it [here](#)>

Choose from the menu

Change the pin code and follow the instructions on the screen (there may be changes between different bank menus)



Outcome

In the first three months, 20% of customers changed their PINs, a figure that continued to climb until contactless payment became standard.

The initial goal was to reach 8-10%, so this result was an outstanding success.

FAQ PIN Selection

- **What ATMs can I use to change my PIN?**
You can select a PIN for your Visa, Mastercard, and Diners cards at an ATM.

If you have a credit card issued directly by a credit card company:
You can select a PIN at ATMs from Bank Leumi, Discount, The First International Bank of Israel, Mercantile, Massad, Pag'i, Otsar HaHayal, and U-Bank.

Do you have a credit card issued by a bank?
You can select a PIN at an ATM from that bank. For example, if your card was issued by Mizrahi-Tefahot Bank, you can choose a PIN at a Mizrahi-Tefahot ATM.
- + **What is a PIN (Personal Identification Number) used for?**
- + **What is the benefit of choosing my own a PIN?**
- + **Why do I have to go to an ATM to change my PIN?**
- + **Can I choose the same PIN for all my cards?**
- + **Can I choose any PIN I want?**
- + **How can I tell if my card has a smart chip?**
- + **How can I see my current PIN?**

Forgot your PIN?
You can view it instantly and securely.

[View your PIN now>](#)

Background

Cal had numerous co-branded membership cards that offered special deals.

One was with a major supermarket chain. The card had no issuing or membership fees, making it easy to sell on the floor.

The problem was that customers often saw it as a secondary card and would not activate it once they received it.

Goal

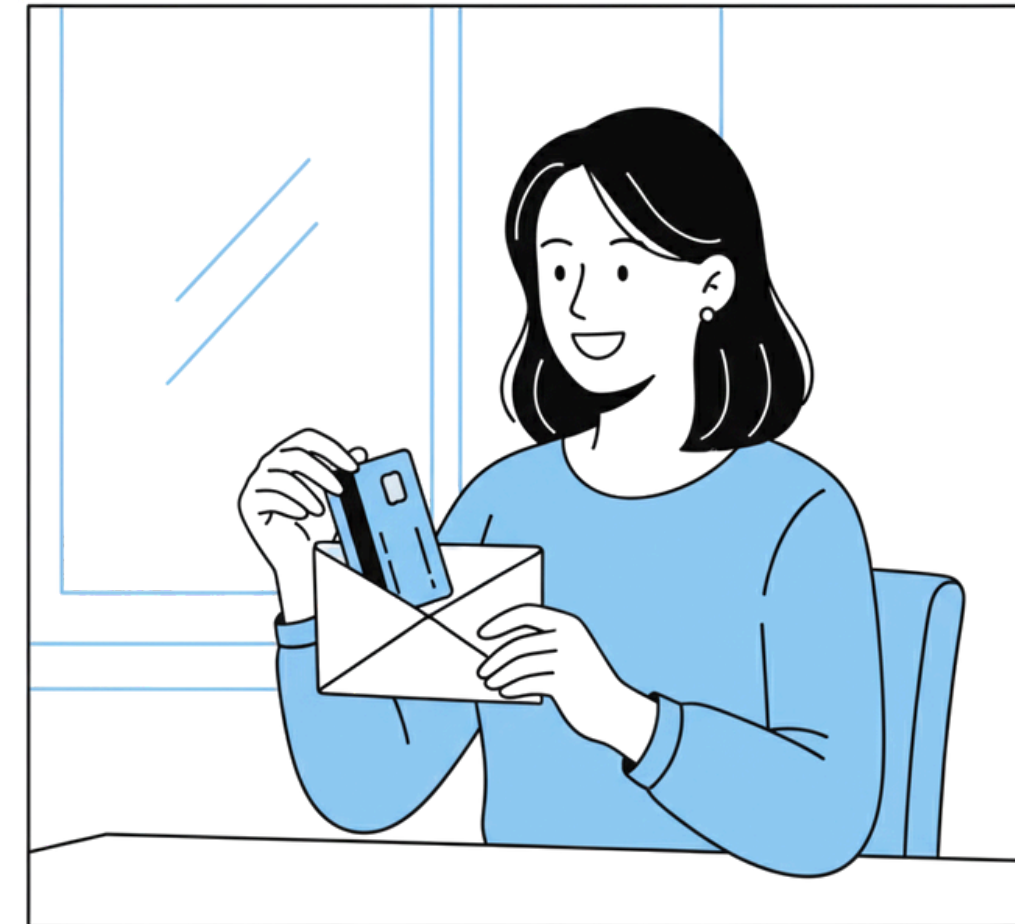
Increase the card activation rate.

Solution

We built a customer journey based primarily on SMS messages to make customers aware of the card and encourage them to activate it.

We ran an **A/B test** with two different tones:

1. **Regular Tone:** Informative and aligned with the company's existing style guide.
2. **Special Tone:** Highly unusual for a finance company; the messages were written directly from the perspective of the card itself.



Case Study 3: Cal | Activating a Membership Credit Card

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Regular

Message 1 - Request Confirmation

Hello [name]. We've received your card request and are processing it immediately. We'll send you another update once the card has been issued.

Message 2 - Card Issued

Hello [name]. Your new card has been issued and is ready for delivery. It will be sent via mail, and you should expect it in 3-10 days. Once received, don't forget to activate the card using the details on the sticker.

Message 3 - Activation Reminder

Hello [name]. We sent your new card X days ago. Please remember to activate it before you begin to use it.

Message 4 - Final Reminder

Hello [name]. This is a reminder to activate your card that was sent X days ago. Just follow the details on the sticker attached to the card. This is a quick action that takes less than one minute.

Special

Hi [name]! It's me, your new card you requested at the supermarket. I just wanted to update you that your forms were received at the office. I can't wait to meet you! 🌟😊

Hi [name]! It's me again, your new card. I'm all ready and about to jump into an envelope on my way to you! You'll see me in 3-10 days. Don't forget to activate me once we meet! See you soon! 🙌👋

Hi [name]! It's me, your new supermarket card. I was sent in the mail X days ago. Just wanted to remind you to activate me once you receive me! Can't wait to get to work! ✨

Hi [name]! I just wanted to remind you to activate me! It's super simple. Just follow the details on the sticker I have on me, and in less than a minute, I'll be ready to use! Let's go! 🚀

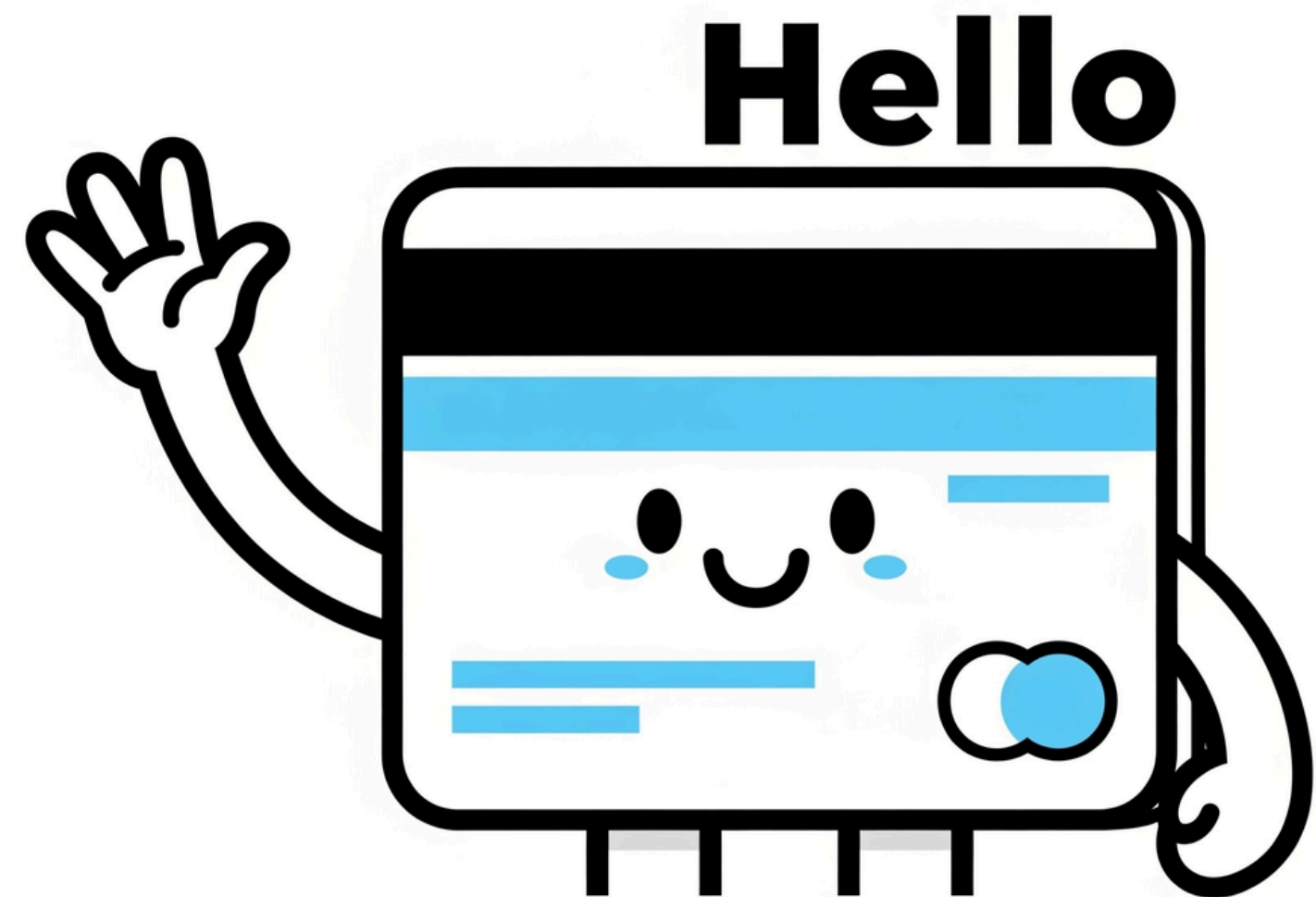


Outcome

The "Special" version was incredibly successful. Activation rates were more than 200% higher than before the campaign.

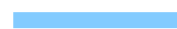
The messaging also generated a lot of discussion in the local UX community.

Many criticized the tone as childlike and not serious enough for the finance industry, but the outstanding results proved that connecting with users on a personal level was far more effective.



The End

Thank You



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