

● OVERVIEW

This case study covers UX writing work for **emigreat**, a B2B SaaS platform that helps companies manage employee immigration and work permits. The project focused on the **Add Employee** onboarding flow: the first interaction HR managers have with the product, and a moment where clarity directly determines whether the setup succeeds or fails.

Key craft areas: **empty state copy**, **form microcopy**, **confirmation patterns**, **error prevention dialogs**, **success messaging**, and **next-step guidance** across a multi-screen task flow.

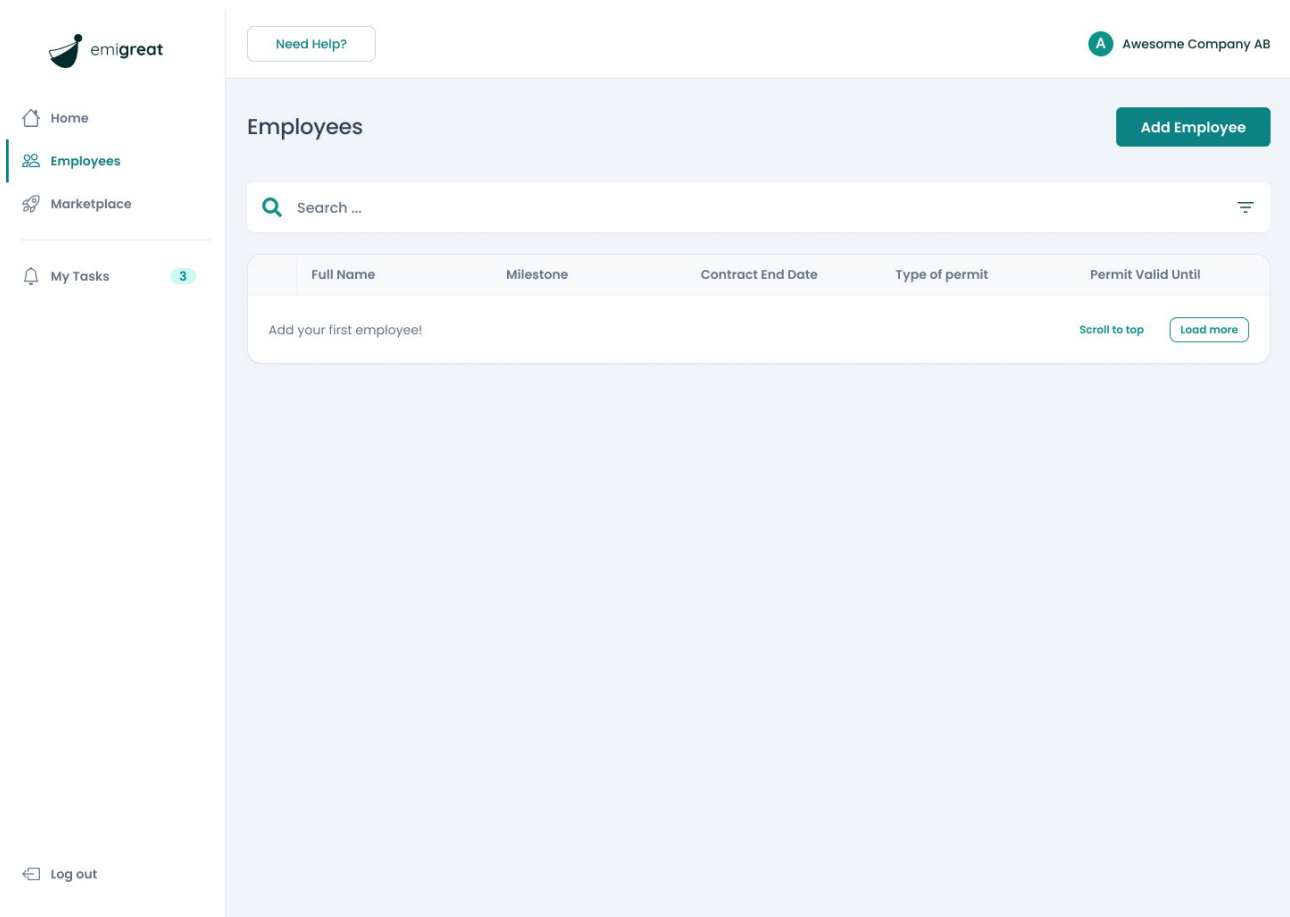
● FLOW & CONTENT STRATEGY

The Add Employee flow spans six key states. Each required a distinct content approach based on user context and the consequences of error.

1 Empty state	Prompt copy motivates action without pressure. 'Add your first employee!' sets a friendly, low-stakes tone.
2 Add Employee form	Field labels, optional markers, and helper text guide input. The form collects only what is needed at this stage.
3 Filled form	Reviewed state before submission. User can verify all fields before committing.
4 Cancel confirmation	Destructive action dialog. Warns of data loss clearly without being alarming. Offers a safe 'No' path.
5 Success toast	Inline confirmation after submission. Names the employee to personalise the confirmation and reduce ambiguity.
6 First employee added	Modal celebrates the milestone and gives a clear next step: complete the employee profile.
7 Employee profile	Profile view with outstanding tasks surfaced as expandable items with time estimates to set expectations.

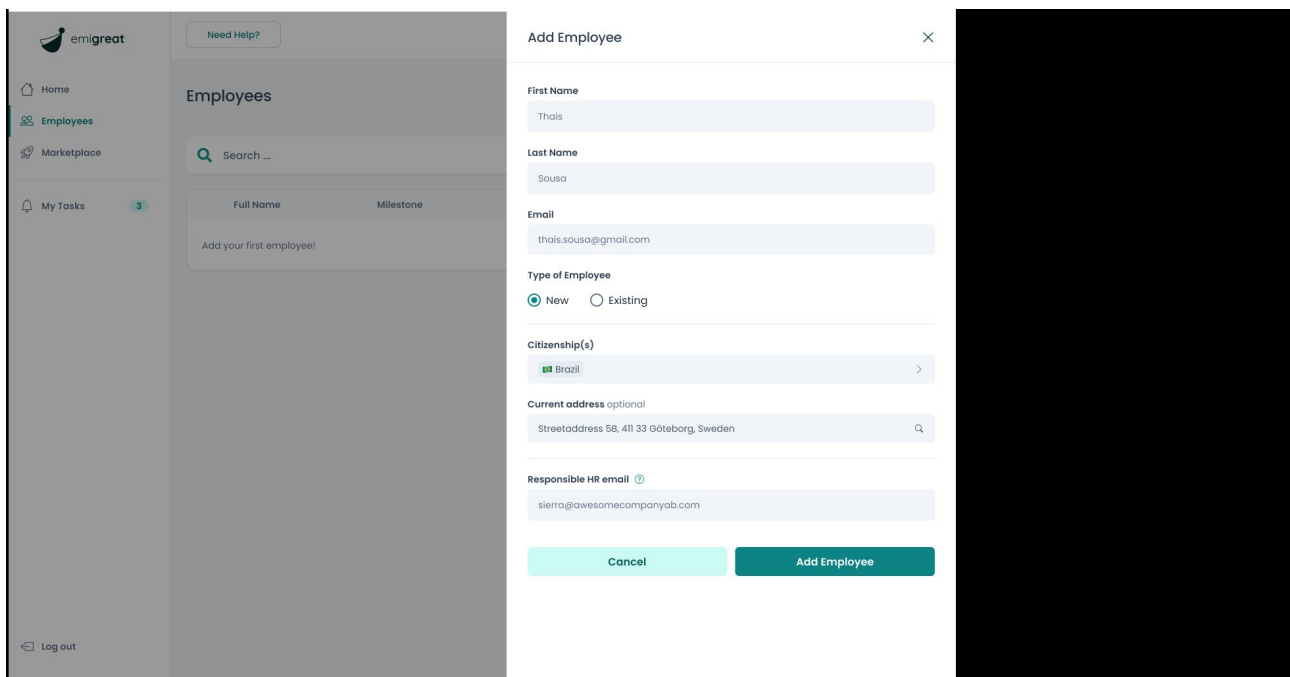
● SCREEN ANNOTATIONS

1 Empty State



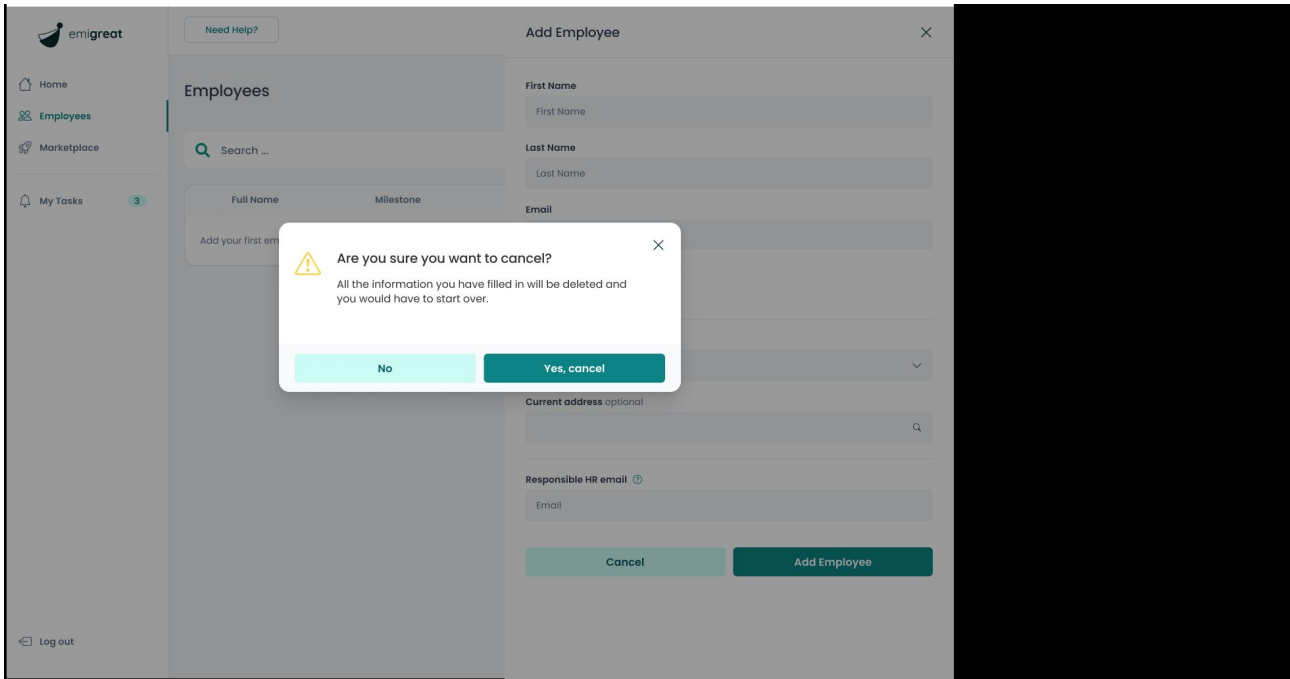
The empty table uses 'Add your first employee!' rather than a generic placeholder. The exclamation mark signals this is a starting point, not an error. The primary CTA 'Add Employee' is prominent in teal, making the path forward immediately clear for a first-time HR user.

2 Add Employee Form (Filled)



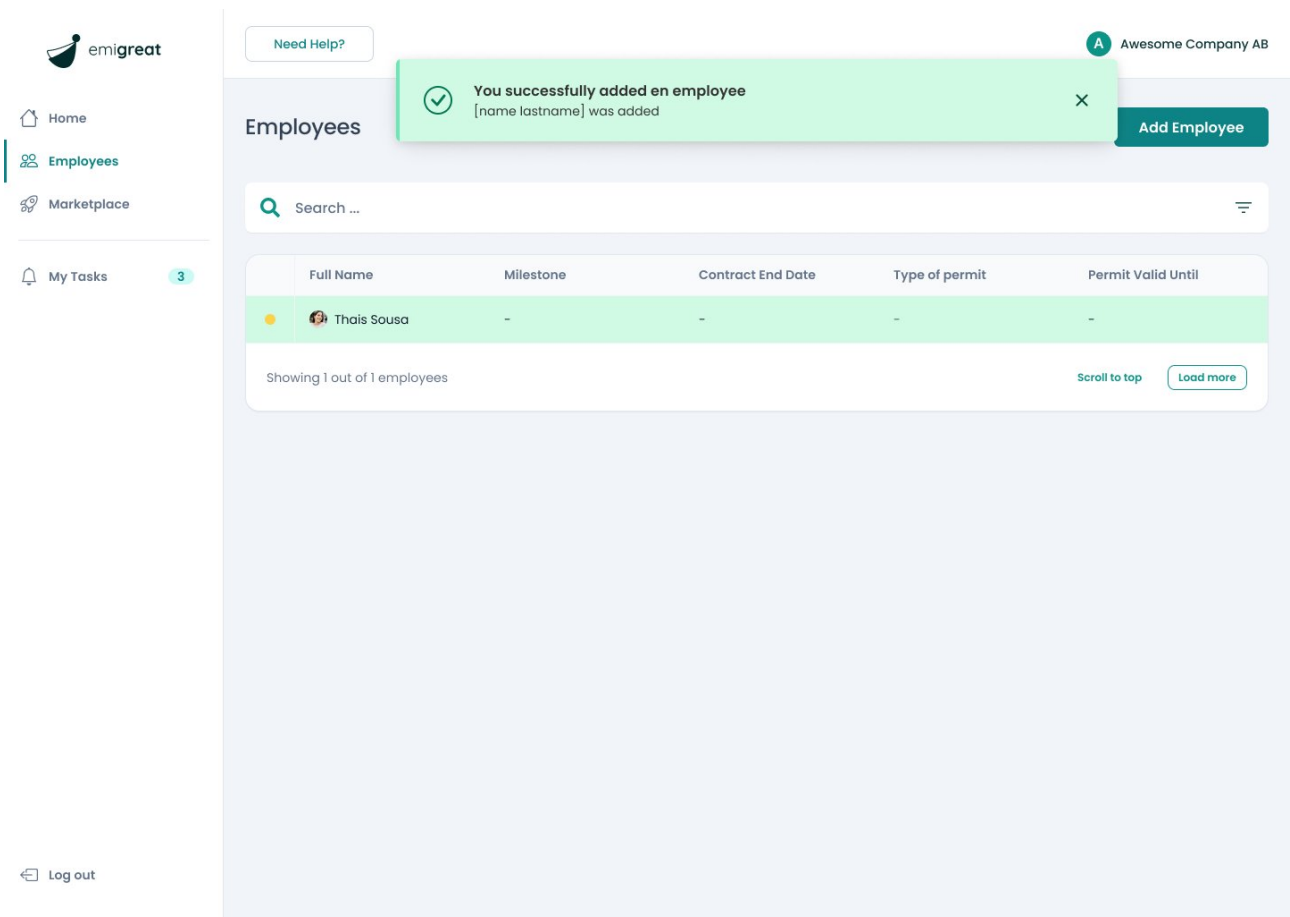
Field labels are concise and consistently cased. 'Current address' is marked optional to reduce friction and set accurate expectations about what is required. 'Responsible HR email' uses a tooltip (?) for users who need to understand the field's purpose without cluttering the label. Type of Employee (New / Existing) is surfaced as a radio group, not buried in a dropdown.

3 Cancel Confirmation Dialog



The destructive action dialog asks a direct question: 'Are you sure you want to cancel?' The body copy specifies the consequence plainly: filled information will be deleted and the user will need to start over. Button labels are action-oriented ('Yes, cancel' and 'No') rather than ambiguous ('OK' / 'Cancel'), making the outcome of each choice unambiguous. The warning icon signals risk without using alarming language.

4 Success Toast Notification



The toast confirms the action with a specific, personalised message: '[name lastname] was added'. Using the employee's name avoids generic 'Action completed' copy and gives the HR manager immediate confidence that the right record was created. The green check icon reinforces success state without relying on colour alone.

5 First Employee Added Modal

The screenshot displays the emigreat HR system interface. On the left is a navigation sidebar with 'Home', 'Employees', 'Marketplace', and 'My Tasks' (3). The main content area is titled 'Employees' and features a search bar and a table with one entry: 'Thais Sousa'. A modal window is centered, displaying a green checkmark icon and the text: 'Awesome, you added your first employee. Now, navigate to your employee profile to finalize the profile setup process and ensure all necessary information is entered.' A 'Continue' button is at the bottom of the modal. The top right shows the user 'Awesome Company AB' and an 'Add Employee' button. A 'Log out' button is in the bottom left.

'Awesome, you added your first employee' marks the milestone with appropriate warmth without being over-the-top. The supporting copy immediately redirects to the next action: navigate to the employee profile to complete setup. This prevents the user from wondering what to do next after the celebratory moment passes. 'Continue' is a low-commitment label that moves the user forward without implying a new form.

6 Employee Profile with Outstanding Tasks

Home

Employees

Marketplace

My Tasks

3

Home > Employees > Thais Sousa



Thais Sousa

Information Documents Milestones

Citizenships

Brazil

Email

thais.sousa@gmail.com

Current address

Streetaddress 48, 123 45 Stockholm, Sweden

Edit

Finish Employee Profile



Permit

2 min to fill



Contract

5 min to fill



Log out

Outstanding tasks (Permit, Contract) are presented as expandable items with time-to-complete estimates ('2 min to fill', '5 min to fill'). This reduces the perceived effort of each task and helps HR managers prioritise. The section heading 'Finish Employee Profile' frames these as completions of a started task, not new burdens. The 'Edit' button on the information row is contextually placed and labelled simply.

● CONTENT PRINCIPLES APPLIED

Action-first labels

Buttons and CTAs lead with verbs: 'Add Employee', 'Yes, cancel', 'Continue', 'Edit'.

Consequence clarity

Destructive actions name the consequence explicitly before the user commits.

Personalised confirmation

Success messages name the specific record created, not just the action type.

Optional field signals

Fields not required for task completion are marked 'optional', reducing form anxiety.

Time-boxing tasks

Time estimates on profile tasks ('2 min to fill') lower perceived effort and motivate completion.

Milestone acknowledgment

First-time achievements are celebrated briefly, then redirected to the next step.

Consistent terminology

Employee, Milestone, Permit, Contract used consistently across nav, tables, and profiles.