Sample UI Microcopy ? Google Photos (You-Attitude Style)

1. Welcome Screen

Header:

Welcome back. Your memories are ready.

Subtext:

Find photos fast, revisit your best moments, and keep everything safe in one place.

Button:

Open Google Photos

2. Navigation Tabs

Photos

See all your photos in one simple timeline.

Search

Find anything?people, places, or moments.

Library

Access albums, favorites, and folders at a glance.

Sharing

Stay connected through shared memories.

3. Search Suggestions

People & Pets

See the faces you care about?anytime you want.

Places

Go back to the places you love, without leaving your screen.

Dates

Keep your favorite days close?birthdays, holidays, and big moments.

4. Memory Carousel (Top of App Home)

Header:

Your memories, revisited.

Subtext:

Tap to relive great moments from this week in years past.

Button (optional):

View Memory

5. Storage Notification

Header:

You're running low on storage.

Subtext:

Free up space by deleting blurry photos and large files you don?t need.

CTA:

Clean Up Now

6. Photo Upload Success Message

Header:

All caught up.

Subtext:

Your photos are safely backed up and ready to view.

7. Edit Tools Prompt

Header:

Make every photo your best one.

Subtext:

Use powerful editing tools to adjust lighting, filters, and more.

Button:

Try Editing

8. Subscription Upgrade Prompt

Header:

Need more space?

Subtext:

Get extra storage and exclusive editing features with Google One.

Button:

Explore Plans