

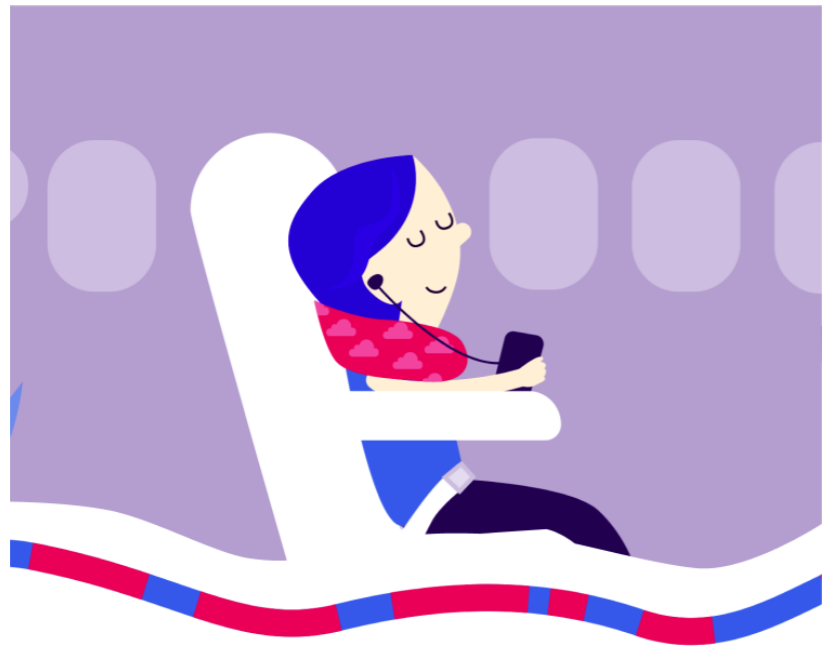
A red, multi-pointed starburst graphic with a jagged, sunburst-like edge. It is positioned behind the first two letters of the word 'GONG'.

**GONG**

Analyze calls anywhere  
and anytime  
(even offline)



This screen is from the App Store and highlights the mobile app's purpose: analyzing calls on the go.



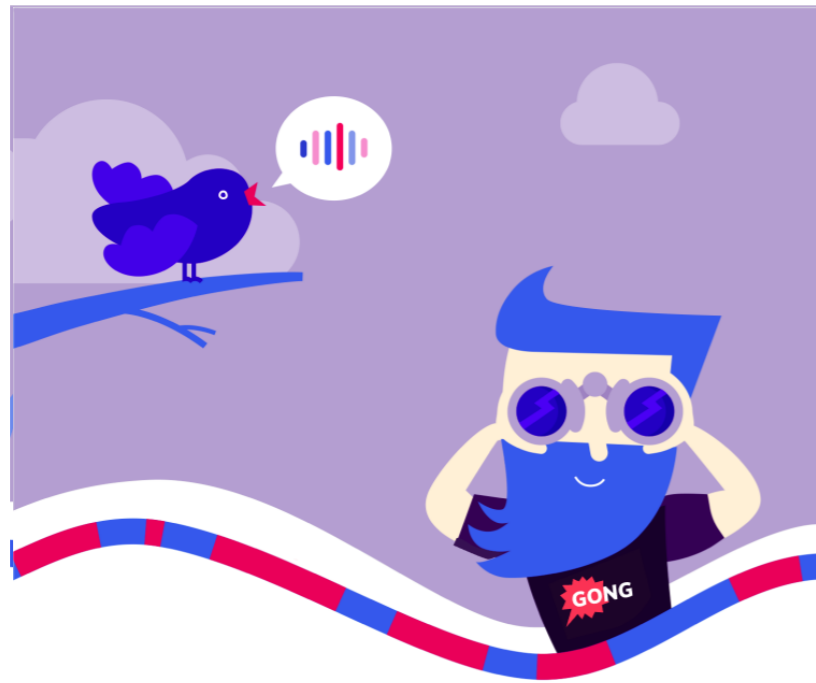
This is the second screen of the onboarding flow.

## Listen to Calls Anywhere, Anytime

Coach, comment, and review calls,  
even offline



**NEXT**



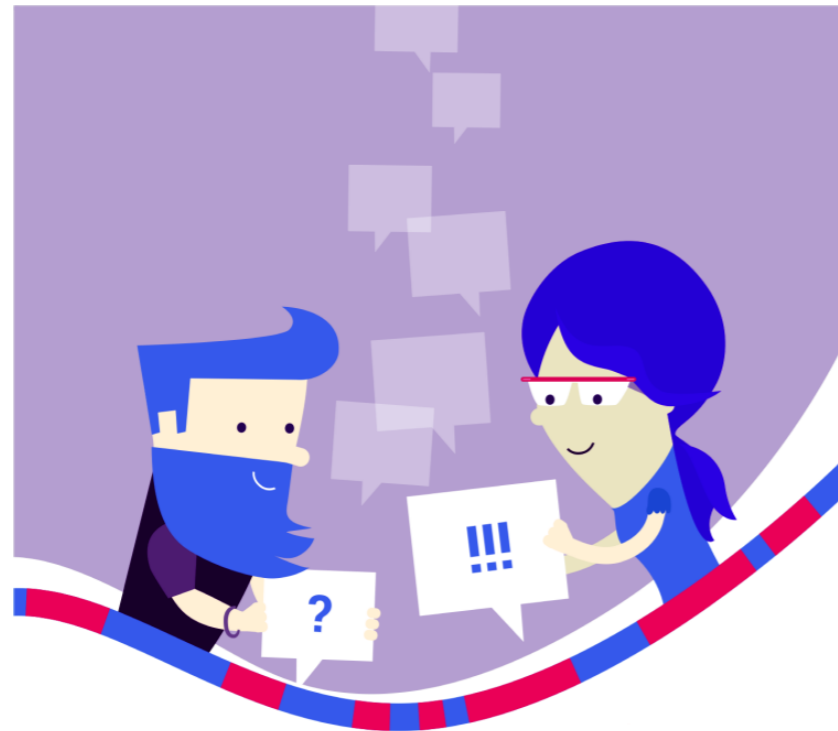
This is the third screen of the onboarding flow.

## Easily Find Any Call

Search calls by customer name, team  
member, or call title



NEXT

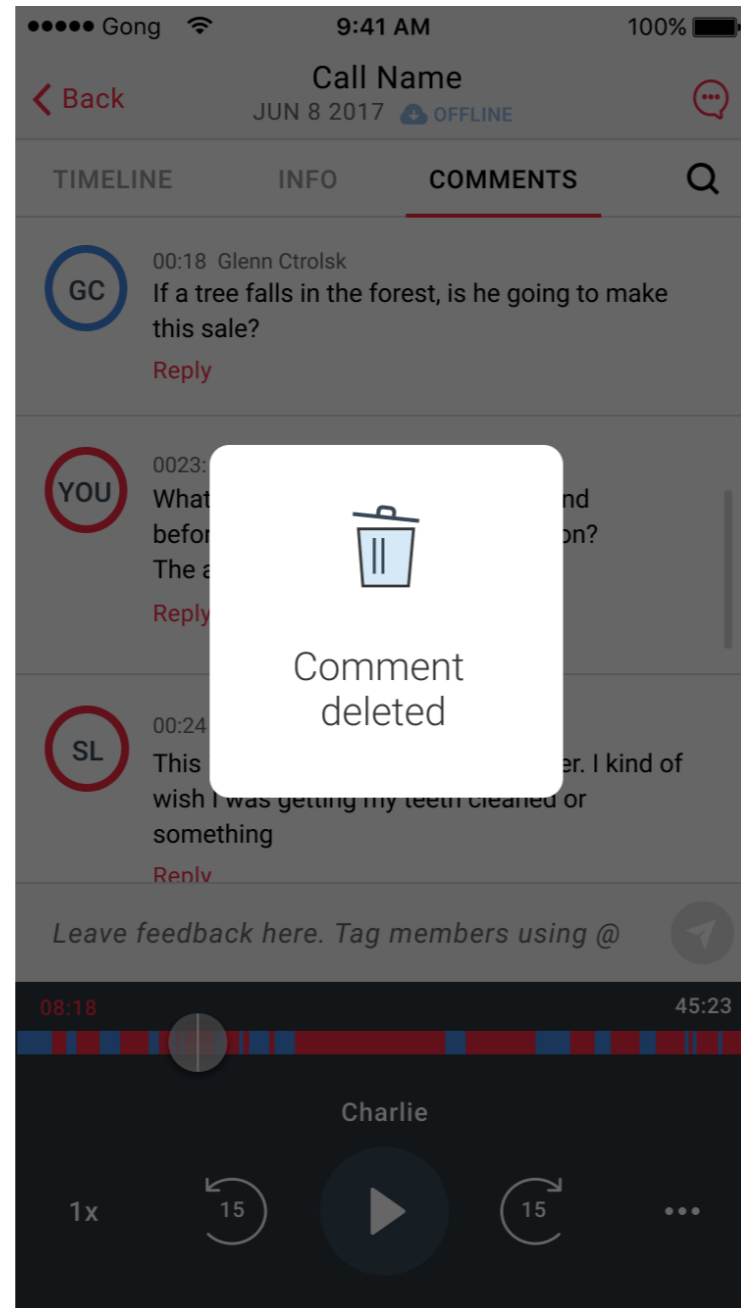
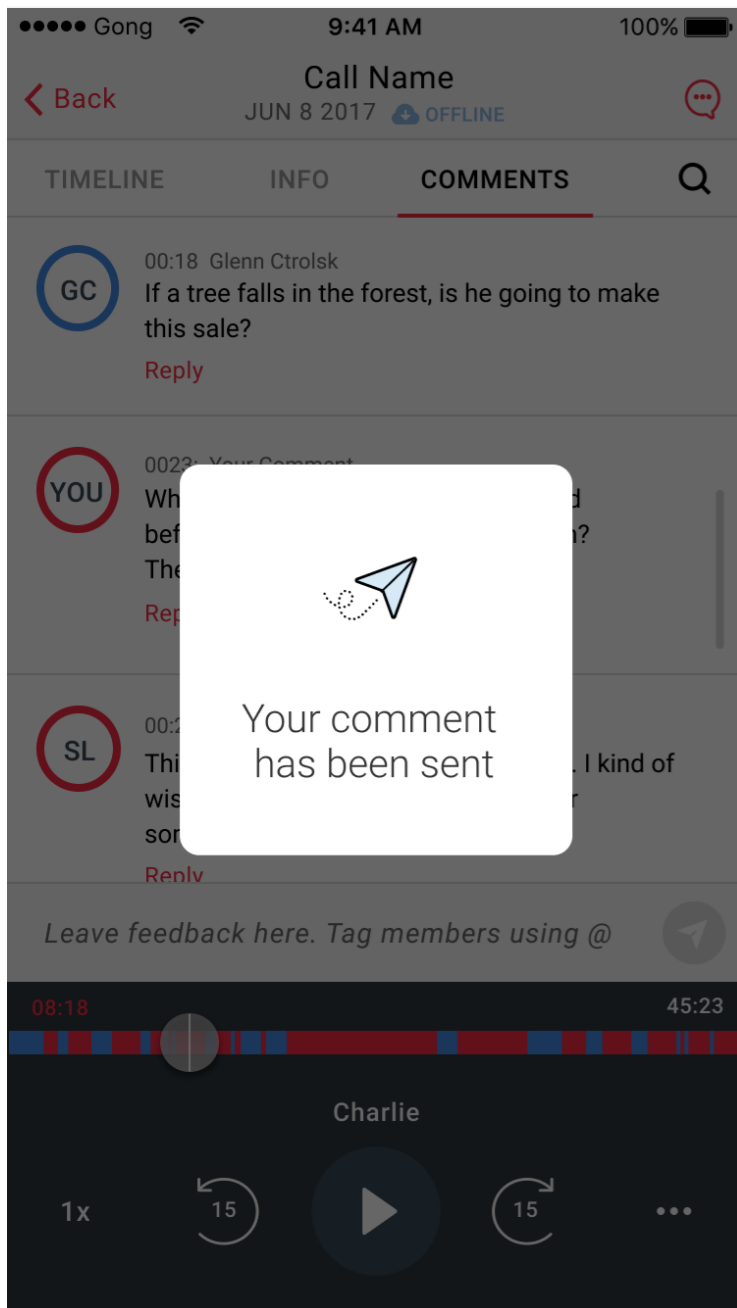


This is the fourth screen of the onboarding flow.

## Provide and Receive Feedback

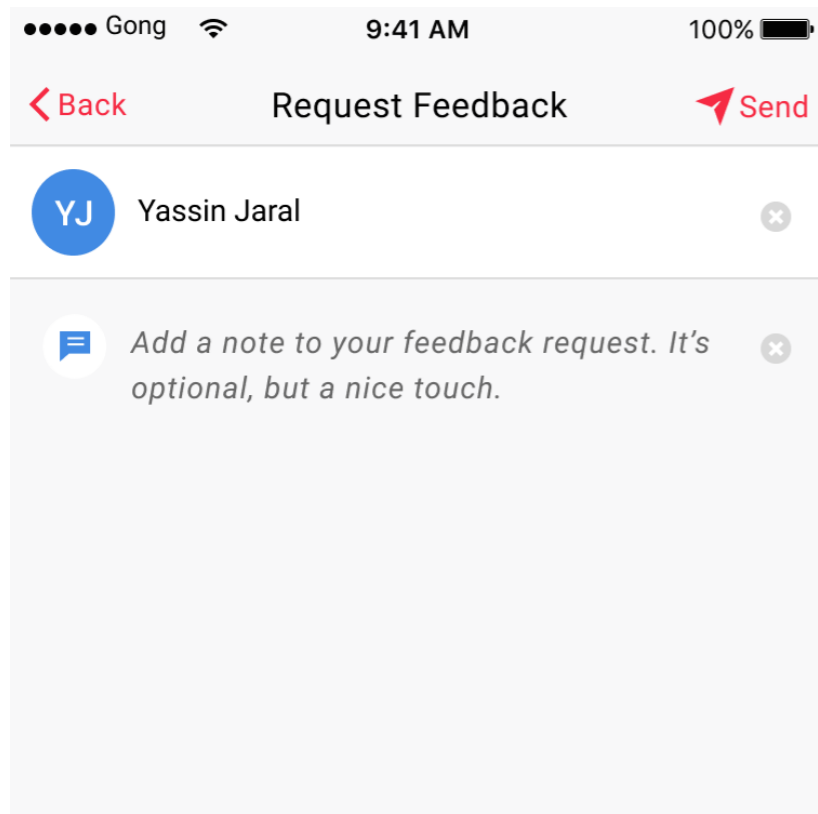
Share feedback, comments, and calls with your team members

● ● ● ● [GET STARTED >](#)

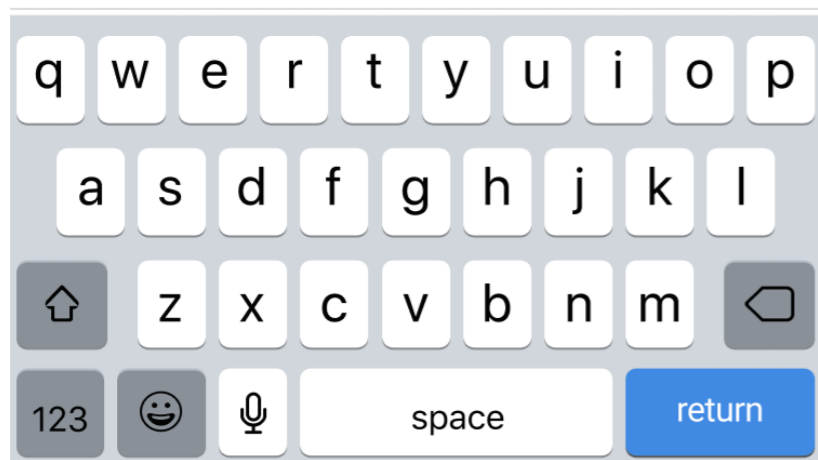


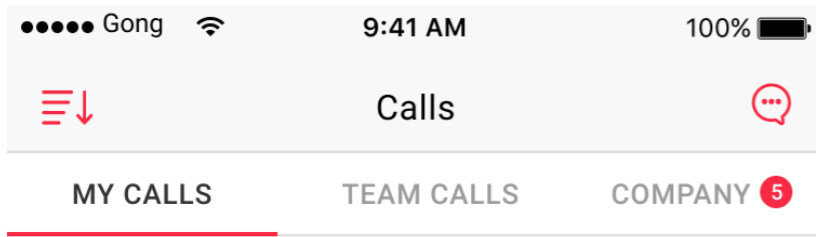
These screens are from within the app. The writing process included the chat conversation in the background, between salespeople eagerly awaiting the big moment.


Sold.



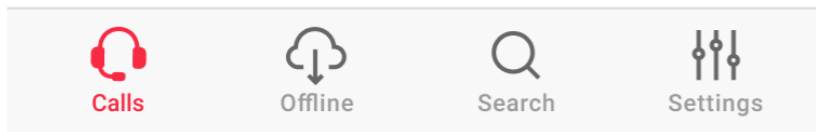
This screen is from within the app, and is reached via a “Request Feedback” CTA on a user-owned call recording.





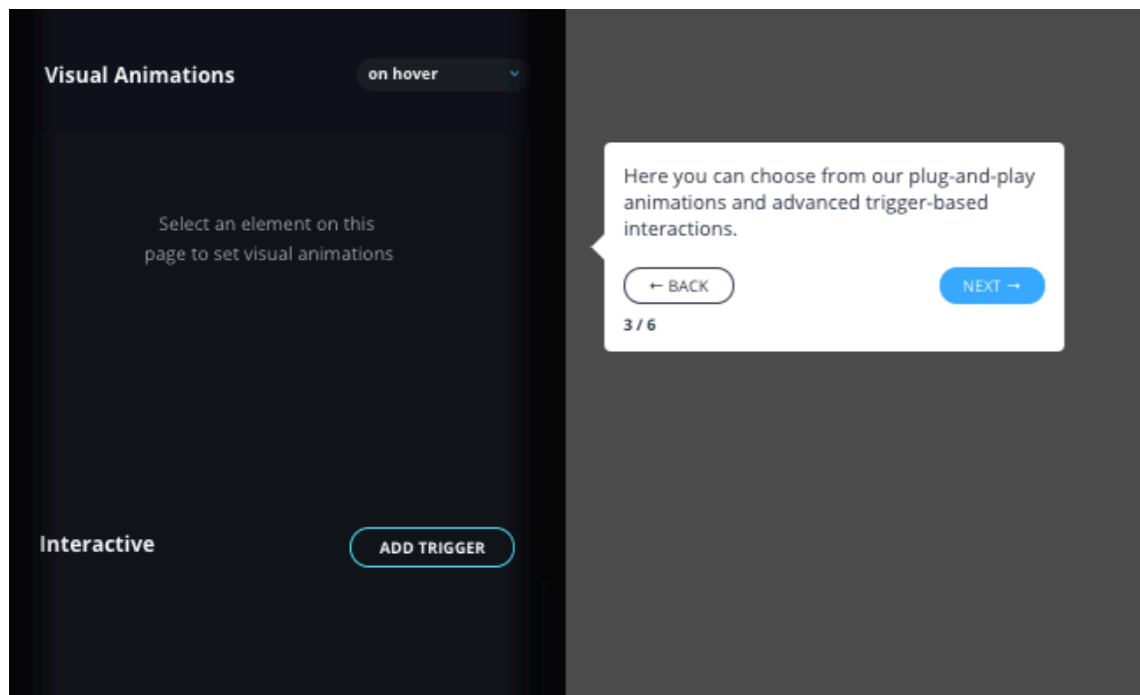
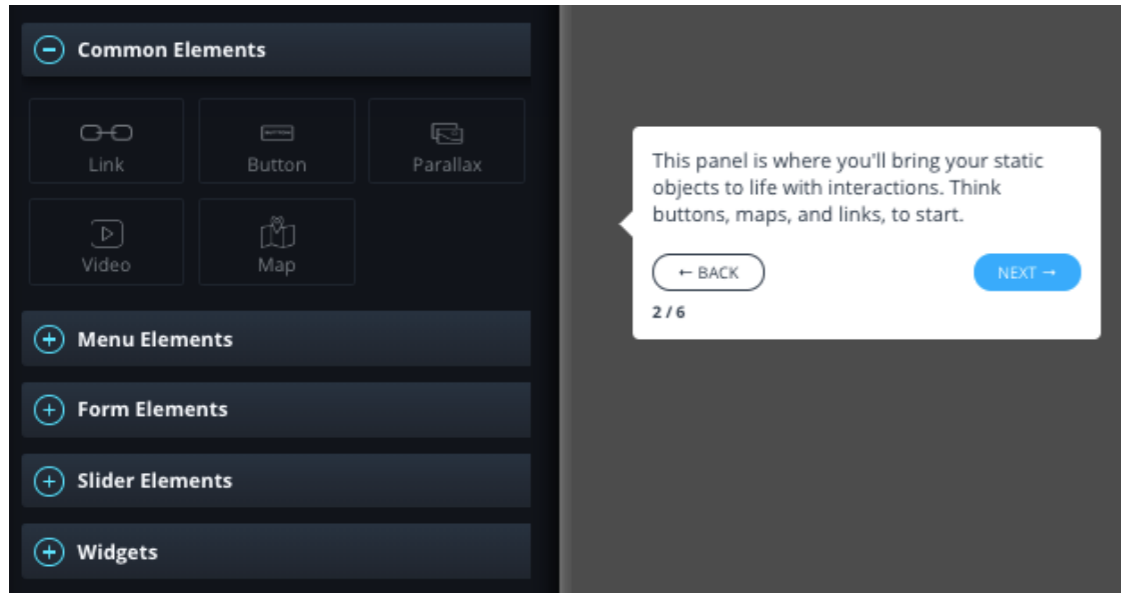
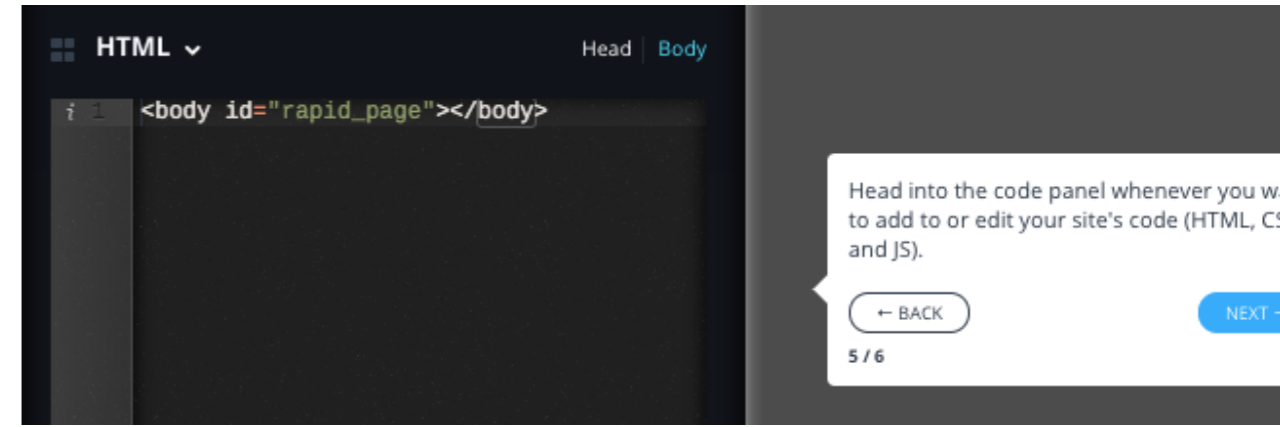
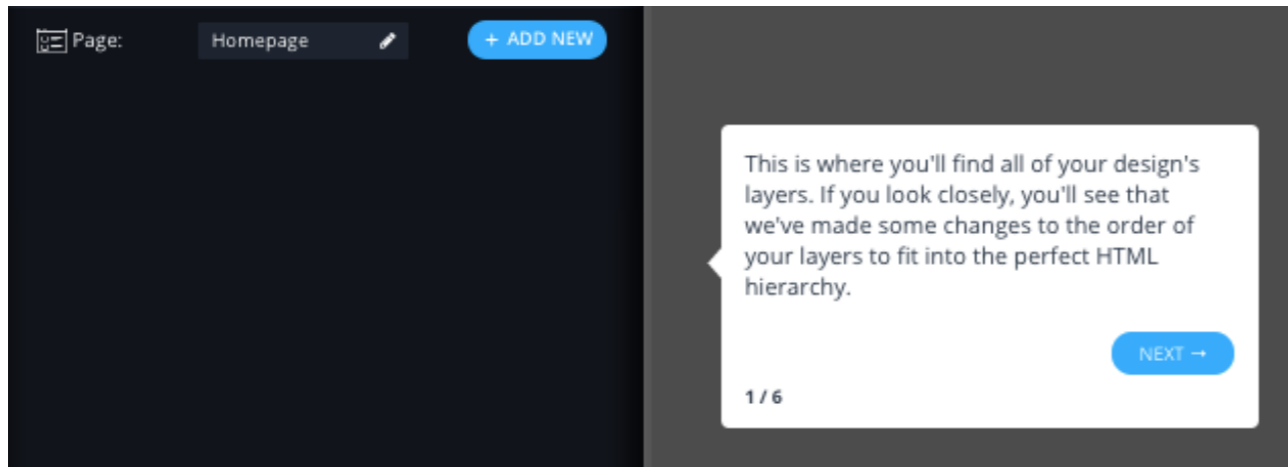
  
No calls yet  
It's pretty quiet here...

This is the home screen for users who have yet to make a sales call.





**RapidUI**



These are tooltips from RapidUI's onboarding flow. Because RapidUI's users were primarily designers but the platform hosted a number of HTML-based features, the product language needed to balance advanced design speak with basic code explanations.

# Longform writing

UX writing/microcopy posts translated for Kinneret Yifrach:

[Who should write your microcopy?](#)

[Writing microcopy doesn't \(necessarily\) mean being cool](#)

[UX checklist: the invisible pieces of microcopy you're forgetting](#)

[Humor in microcopy: 7 guides to doing it right](#)

UX writing posts edited for the InVision blog:

[UX writing principles for designers](#)

[UX writing explained in 5 F words](#)

[5 ways UX writing can fight fear-induced friction](#)