

UI/UX DESIGN

Lecture 11. UX writing

What is UX writing?

UX-writing is the process of creating texts for a product. UX texts are also called **microcopy** or interface texts.

- Headers
- Buttons
- Tooltips
- Error messages
- Success screens and much more.

The most important difference between an interface text and an ordinary one, for example, an article on a website, is its conciseness and at the same time maximum informativeness: a button should explain to the user in just one word why it is there. At the same time, a small number of characters should work as efficiently as possible - to give the user answers to all the questions that arise in the process of using a service, program or application.

What problems do microcopies solve?

Texts accompany the user throughout the entire interaction with the product. They help people and businesses achieve their goals.

- They familiarise the user with the product.
- Engage in interaction.
- Motivate to do something.
- Help to get through scenarios.
- Prompt explain how to deal with errors.
- Relieve fears and concerns.
- Manage expectations.

Text in the interface

Prompts

how to interact
with this interface .

Helps

solve the problem
that the interface is
aimed at solving.

Prompt

Two mobile app screens are shown side-by-side, illustrating a prompt or form structure.

Left Screen:

- Header: < (back arrow) and Заккрыть (Close)
- Title: **Заголовок**
- Input Field: Поле для ввода (Input field)
- Button: Кнопка (Button)

Right Screen:

- Header: < (back arrow) and Заккрыть (Close)
- Title: **Получит заказ**
- Input Field: Имя (Name)
- Button: Дальше (Next)

Help

Заккрыть

Название компании

Полное название

Сокращенное название

Заккрыть

Название компании

В нем не должно быть упоминаний государства, органов власти, общественных организаций и ненормативной лексики

Полное название

Сокращенное название

Как можно скорее ^ Укажите адрес доставки v



Найти товары и магазины



7

Выберите дату доставки

Желаемое время доставки

Часовой пояс: Алматы

☐ Как можно скорее

☒ Ко времени

Сегодня 14 Завтра 15 Вт 16 Ср 17 Чт 18 >

21:30 - 22:00 v

☐ Узнаем у получателя

Сохранить

Смотрите в приложении

Продавайте на Flowwow

KZT v



Цена v

Цветы в составе v

Уже собран

★ Рейтинг v

Доставка до 90



Мужские букеты



Цветы поштучно



Букеты невесты



Букеты из зефира



Букеты из сухофруктов



Открытки



Букеты из орехов



Киндерторт М

Завтра
11:20 - 11:50

19 000 ₸

★ 4.88 ²⁹⁴

🚚 2500 ₸



Сладкая корзина L

Завтра
11:40 - 12:10

29 000 ₸

★ 4.88 ²⁹⁴

🚚 2500 ₸



Kinder букет

Завтра
14:00 - 14:30

16 500 ₸

★ 4.90 ¹⁰¹

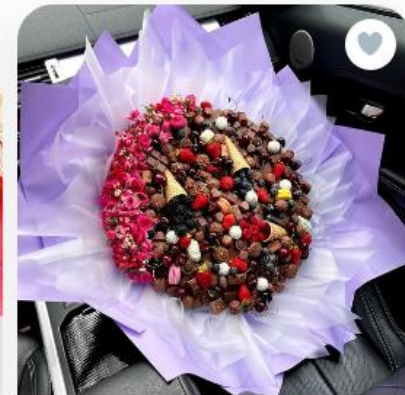
🚚 2000 ₸



Киндер набор сладкий



Сладкий подарок



Шоколадный гигант

Как можно скорее ^ Укажите адрес доставки v



3

Выберите дату доставки

Желаемое время
доставки

Часовой пояс:
Алматы

☐ Как можно скорее

☒ Ко времени

14

15

16

17

18 >

21:30 - 22:00 v

☐ Узнаем у получателя

Сохранить

игрушки

сухоцветов

новые цветы

доставан

Букеты
невесты



Смотрите в приложении

Продавайте на Flowwow

KZT v



Цена v

Цветы в составе v

Уже собран

★ Рейтинг v

Доставка до 90



Мужские
букеты



Цветы
поштучно



Букеты
невесты



Киндерторт М

Завтра
11:20 - 11:50

19 000 ₸

★ 4.88 294

🚚 2500 ₸



Сладкая корзина L

Завтра
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29 000 ₸

★ 4.88 294

🚚 2500 ₸



Kinder букет

Завтра
14:00 - 14:30

16 500 ₸

★ 4.90 101

🚚 2000 ₸



Kinder набор сладкий

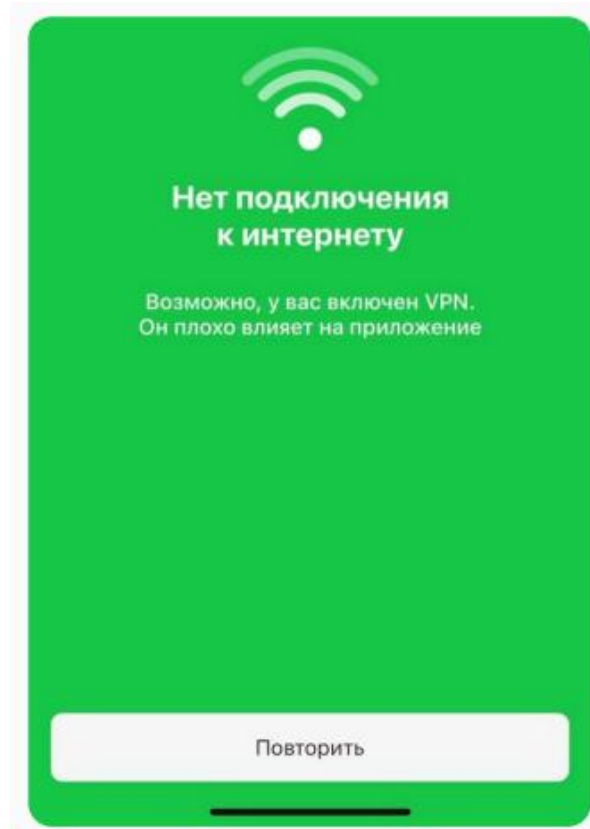


Сладкий подарок



Шоколадный гигант

Compare texts



Problem: it is not clear what happens after the button is pressed



Benefit: it is clear what happens after the button is pressed.

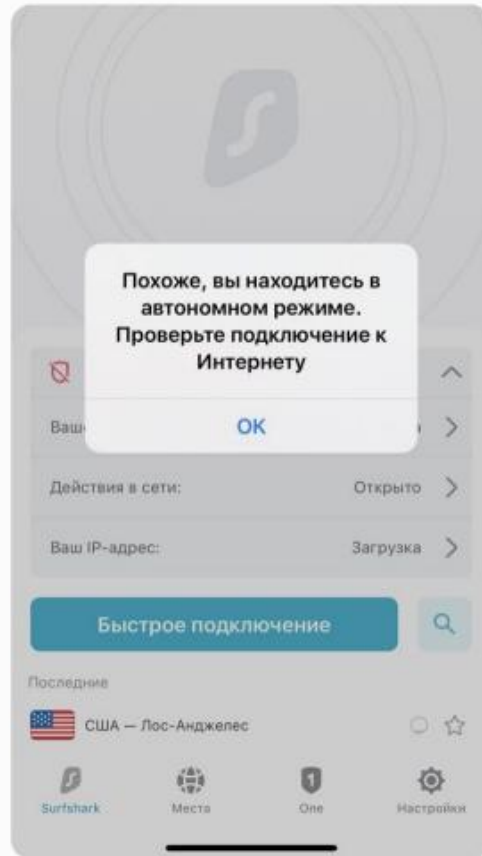
Compare texts

<div>Фамилия, имя, отчество ?</div> <div>Ваши данные невалидны</div>	<div>Фамилия, имя, отчество ?</div> <div>Напишите ваши фамилию, имя, отчество</div>
<div>Фамилия, имя, отчество ?</div> <div>Использованы недопустимые символы</div>	<div>Фамилия, имя, отчество ?</div> <div>Используйте русские буквы</div>

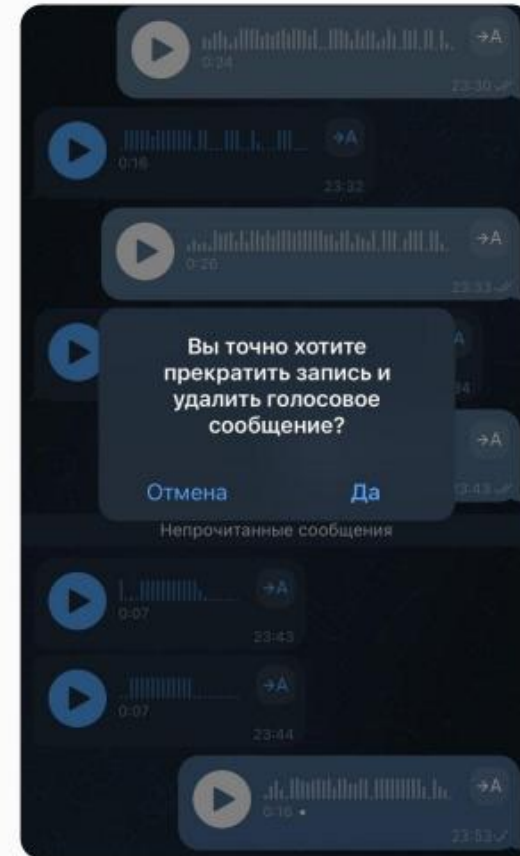
Problem: don't help

Benefit: help

Compare texts



Problem: it is not clear



Benefit: it is clear

Work without an editor

1. Think about the text immediately, no "Lorem ipsum".
2. One screen - one thought or part of User Flow.
3. Ask "what happens if", "why so", etc.
4. Get into the user's task.

Work with the editor

1. Connect the editor at once, no “Lorem ipsum”.
2. Do not separate design and text.
3. Properly set the terms of reference.

Terms of reference for editor

1. Global user objective. *For example, order food, buy clothes, easily understand the movement of money on his card.*
2. Business task. *For example, increase the average cheque per customer.*
3. Ways of solving these tasks in the interface, existing patterns.
For example, payment for an order only through the shopping cart.
4. Limitations, if any. *For example, technical features, legislation.*
5. Criteria for evaluating the final solution. *For example, conversion rate, retention.*
6. Timeline.

How to write texts for interfaces

- Remember who you're writing for;
- Understand your place as a writer on the product team, be proactive, collaborate with the team, and be in the process from start to finish;
- Always start by making sure the text is needed;
- Be concise.

Clear

jargon-free, offers context

Concise

economical, frontloaded

Useful

directs next action

Clear

A clear interface text helps any user - even the one who has visited a website, program or service for the first time. You should write honestly, directly and simply, avoid internal slang that only company employees know. Pay special attention to verbs. A verb implies action, which makes it the most powerful part of a sentence. In a perfect world, a verb describes some action on the part of the user.

To make it clearer, we remove the technical terms and make the user the actor.

BEFORE

Failure

An authentication
error has occurred

~~OK~~

AFTER

Sign-in error

You entered an
incorrect password

OK

Concise

A UX writer should be able to work both in a situation when he has a lot of space for text and when there is almost none and the text must be squeezed into small lines and blocks. Concise doesn't mean short, rather more efficient. Avoid unnecessary words, modal verbs. In addition, in short texts there is no room for abstractions and emotions.

When a text is concise, each word accomplishes a specific task.

BEFORE

Sign-in error

You entered an
incorrect password

OK

AFTER

Wrong password

OK

Useful

A call to action (CTA) tells the user the next step - and that step should be towards their goal. The call to action should bring the person closer to what they want to achieve. "OK" is not suitable as a call to action.

<p>BEFORE</p> <p>Wrong password</p> <p>OK</p>	<p>AFTER</p> <p>Wrong password</p> <p>TRY AGAIN RECOVER PASSWORD</p>
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Original

Failure

An authentication error has occurred

[OK](#)

Clear

Sign-in error

You entered an incorrect password

[OK](#)

Clear, **Concise**

Wrong password

[OK](#)

Clear, Concise, **Useful**

Wrong password

[TRY AGAIN](#)

[RECOVER PASSWORD](#)

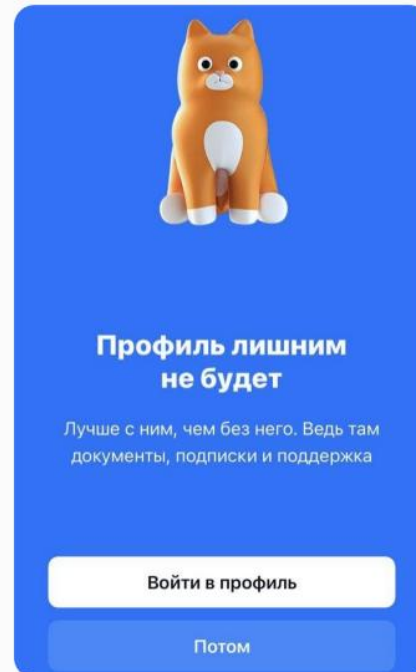
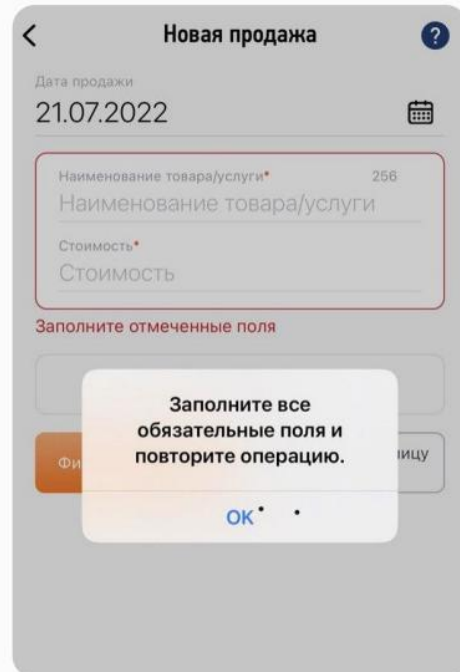
Main points

1. Text and design solve the user's task together.
2. The goals of good UI text: to prompt and to help.
3. Good UI text should be clear, useful, and concise.
4. To write good UI text, you need to know not only the rules of UX copywriting, but also your user.

Tone of voice

ToV refers to the characteristic style with which a brand communicates with its audience through texts, photos, videos, audio, illustrations. The right communication style sets a brand apart from competitors and reinforces the integrity of the image.









Don't ignore the creation of a product's Tone of Voice if you want to be persuasive. Focus on your target audience and your own values, think about the deeper meanings of the brand, and look for individuality.



- Increases brand awareness.
- Helps to establish an emotional connection with the audience.
- Transmits the company's values.
- Gives you the opportunity to set yourself apart from competitors.
- Affects the level of sales.

Tone of voice

Four dimensions of the tone of voice

	Funny	Neutral	Serious	
	Casual	Neutral	Formal	
	Irreverent	Neutral	Respectful	
	Enthusiastic	Neutral	Matter-of-fact	

Tone of voice

Microsoft communicates respectfully and demonstrates calmness and confidence. These principles work at all touch points with users. Respect in design is reflected in the careful selection of illustrations that do not hurt anyone's feelings

Уважительный Tone of Voice — Microsoft



Welcome to Microsoft UK. Over the last three decades, Microsoft has consistently transformed the way that people live, work, play, and connect through great technology. We are inspired every day by the genuine belief that we can change the world for the better. Here on our UK website you'll find out more about how we are driving advances in cloud computing, developing new ways for people to interact with technology at home, at work and on the move, while transforming education and public services and supporting the UK economy.

Microsoft is still a young company. We've been at the centre of the revolutionary changes that technology has brought to every aspect of our lives and we'll be at the centre of tomorrow's transformations. The best is yet to come.

Tone of voice

Bold, daring and humorous. Not every company dares to sell liquid death. Now look at how they approached advertising their project to protect the underwater world from plastic. The voice remained recognizable, but the tone softened in context.

The visual content reflects the same principles - provocative packaging design and an unusual logo for the environmental project.

Дерзкий Tone of Voice — Liquid Death Mountain Water



A decorative graphic on the left side of the slide. It features a large, light blue arc that curves from the top right towards the bottom right. Overlapping this arc and each other are numerous circles of various sizes and shades of blue, ranging from very light to a medium blue. The circles are scattered across the left half of the slide, creating a dynamic, abstract pattern.

THANK YOU!