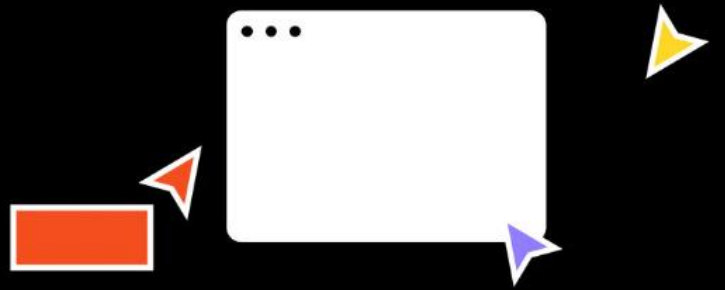

Think DESIGN

6th Jan 2020 | Ravenshaw University, Cuttack

#1 HackWeek

UTKALHACKS 2.0

Code your moonshot!

Organised by

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UX Trends in 2020

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1.

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UX Writing.

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Yes, there’s a new job in town. Well, maybe not be “new,” but it's popping up everywhere.

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Google's looking.
Amazon's looking.
Dropbox, Paypal...many of the big players in tech are now looking for User Experience Writers.

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Don’t believe me?

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The future is in UX writing. And it's no kidding.

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But, what the heck is UX writing? 🤔

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UX writing is something that's being written for **user experience. UX writers** write the **words** we **read** or **hear** when we use a **digital product.** Their texts must be **clear, concise,** and **useful.** Their **goal is to help and guide** the **user.**

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This is what it used to be before.

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Let’s see how UX Writing Improves User Experience?

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1. Simplifies decision-making process.

“ During the **Google I/O 2017, Maggie Stanphill** of **Google, explained how adjusting a copy** can result in **17%** better **user engagement.** ”

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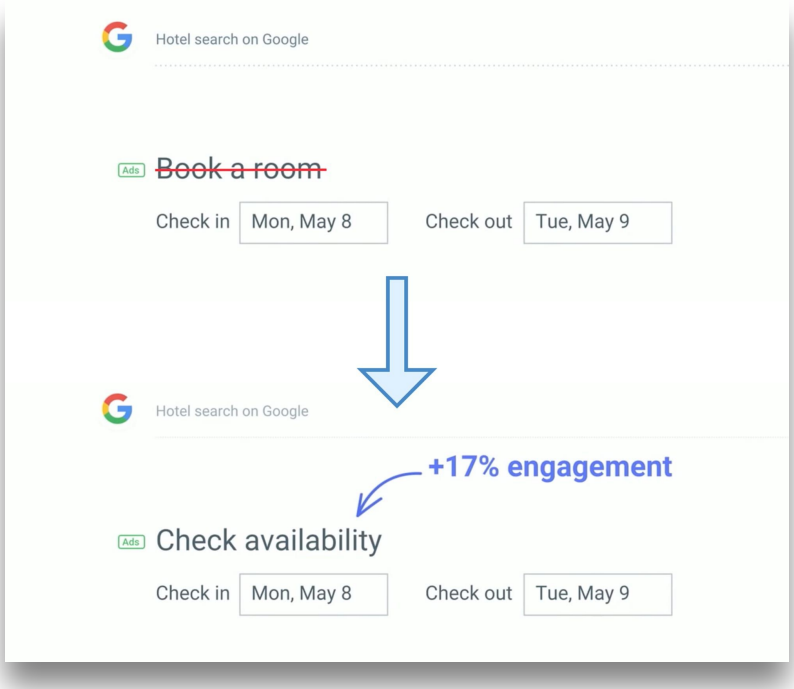
Hotel search on Google.



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What was wrong before?

The team **found** that having **‘Book a room’** at the time when user is **still considering** different **options** was very much **forceful**. So they switched it to **‘Check availability’**, and found the new copy **worked!**

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2. Reduces users fears

“ **Imagine** a situation when you have to send an **email campaign** to **1000 subscribers** for the **first time.** “

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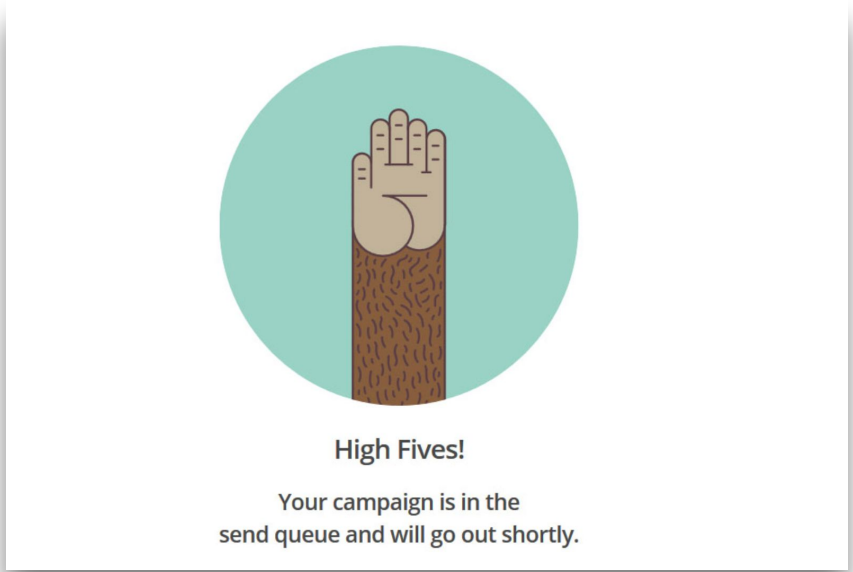
Mailchimp does not just report a status, it congratulates the user.



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Let’s look at some Example

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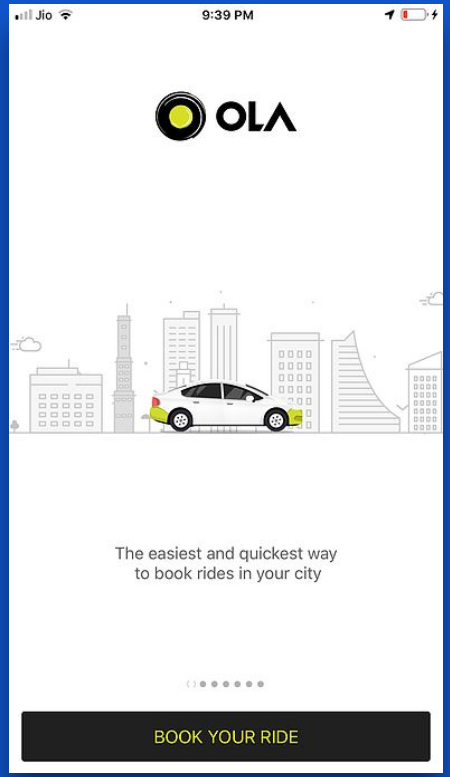
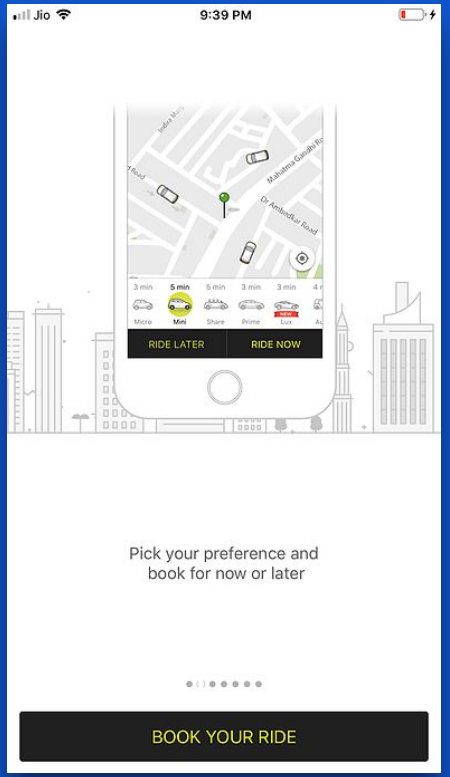
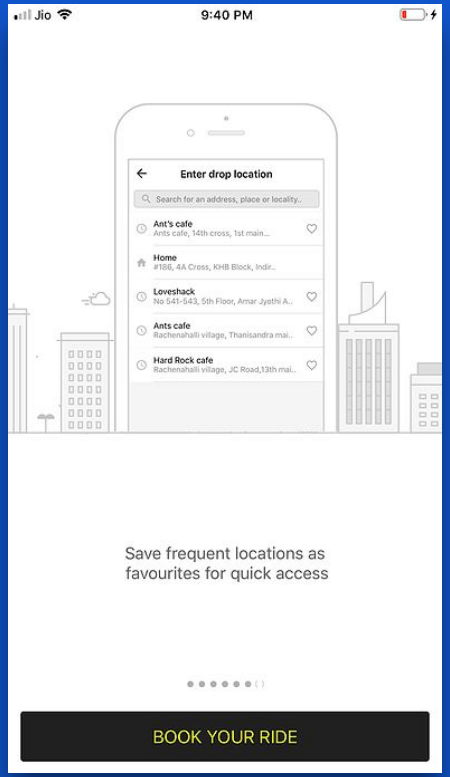
Onboarding Screens of Ola







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Onboarding Screens of Swiggy

delivered quickly to your doorstep

Ready to order from top restaurants?

SET DELIVERY LOCATION

Have an account? Login

Order from a wide range of restaurants

Ready to order from top restaurants?

SET DELIVERY LOCATION

Have an account? Login

with a wide collection of cuisines

Ready to order from top restaurants?

SET DELIVERY LOCATION

Have an account? Login

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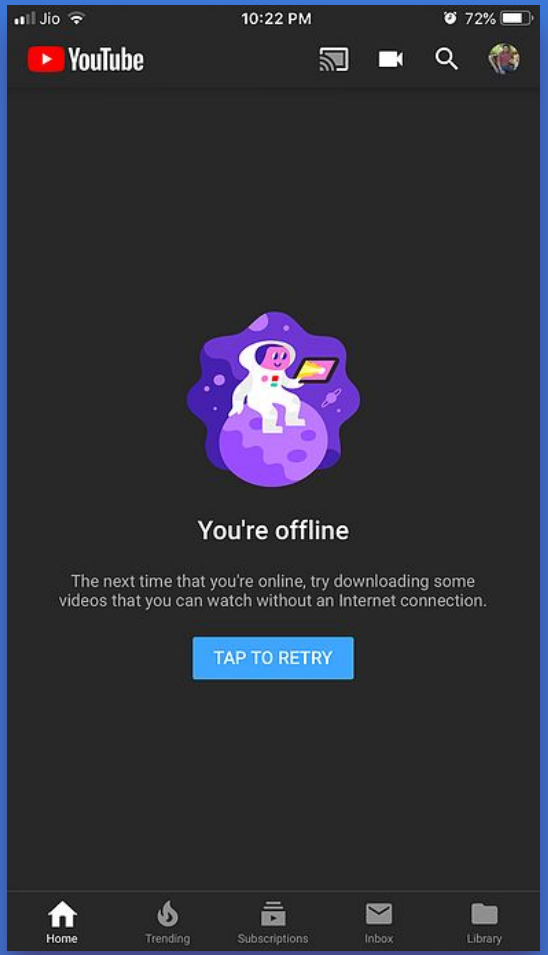
YouTube in Offline Mode



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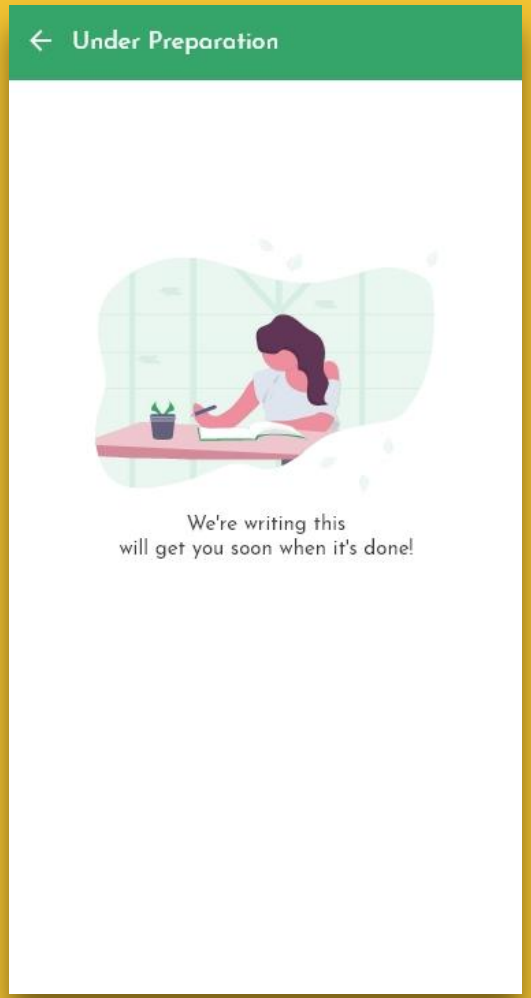
Empty state screen in GradeX



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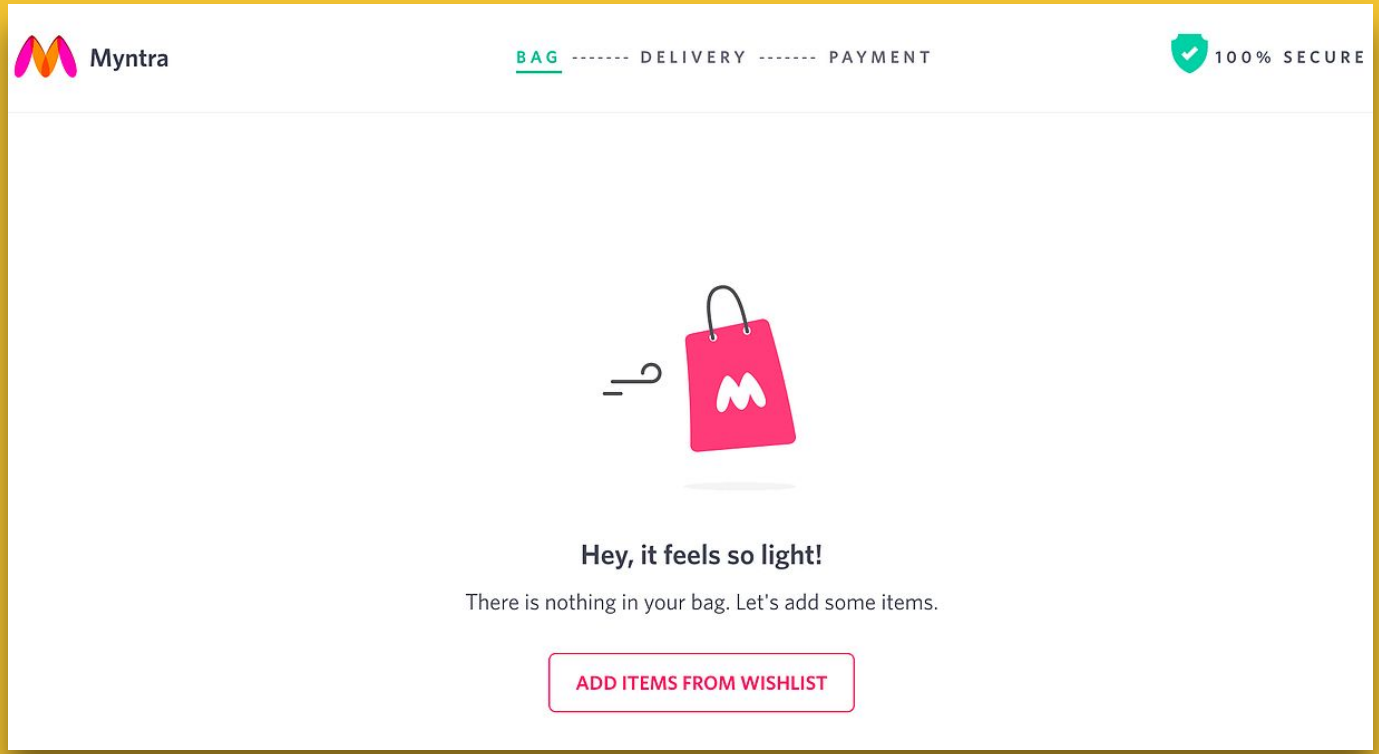
Myntra Keeps it Casual



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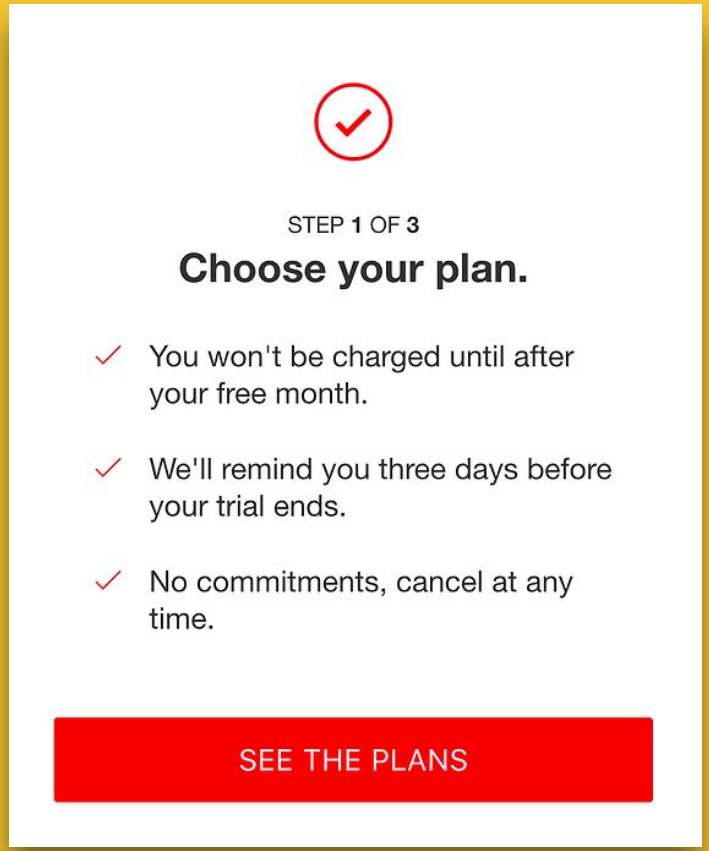

Netflix follows the “Don’t Make me Think” concept.

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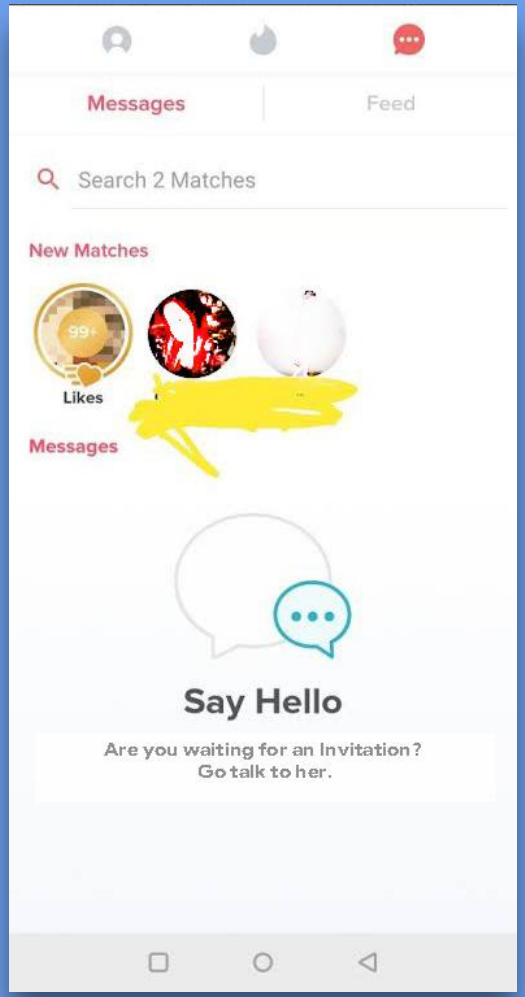
Even

tinder

also uses UX Writing.



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Tips on writing Microcopy.

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1. Be concise

“Writing is **easy.** All you have to do is **cross out** the **wrong words.”**

Don’t: You must log in before you can write a comment

Do: Log in to comment

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2. Begin with the objective

"When a **sentence** describes an **objective** and the **action** needed to achieve it, **start** the sentence with the **objective.**"

Don't: Tap on product to see it's specification

Do: To see product's specification, tap on it

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3. Make the copy consistent

Inconsistency creates **confusion.** It's the most common **pitfall** in **UX Writing.**

Don't: Change **your** preferences in **My** Account

Do: Change **your** preferences in **Your** Account

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4. Avoid jargon

“Clarity and **Simplicity** is one of the **significant characteristics** of **effective UX writing.”**

Don’t: Change **your** preferences in **My** Account

Do: Change **your** preferences in **Your** Account

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5. Write in presentence

“**Avoid** using the **future** tense to describe the **action.**”

Don’t: Video has been downloaded

Do: Video downloaded

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6. Use numerals

"Use **numerals** in place of **words** for **numbers.**"

Don't: You have **two** missed calls

Do: You have **2** missed calls

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Conclusion

“ Every **word** in your **app** is part of a **conversation** with your **users.** And it’s your **goal** as a **designer** to design this **conversation** to be **effective.** ”

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Design Systems.

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Also, here we got another new job role. We call them Design Engineer or Design Systems Engineer or UX Designer.

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They are like: One foot in both camps!

Do you feel that you are both into Design and Development?

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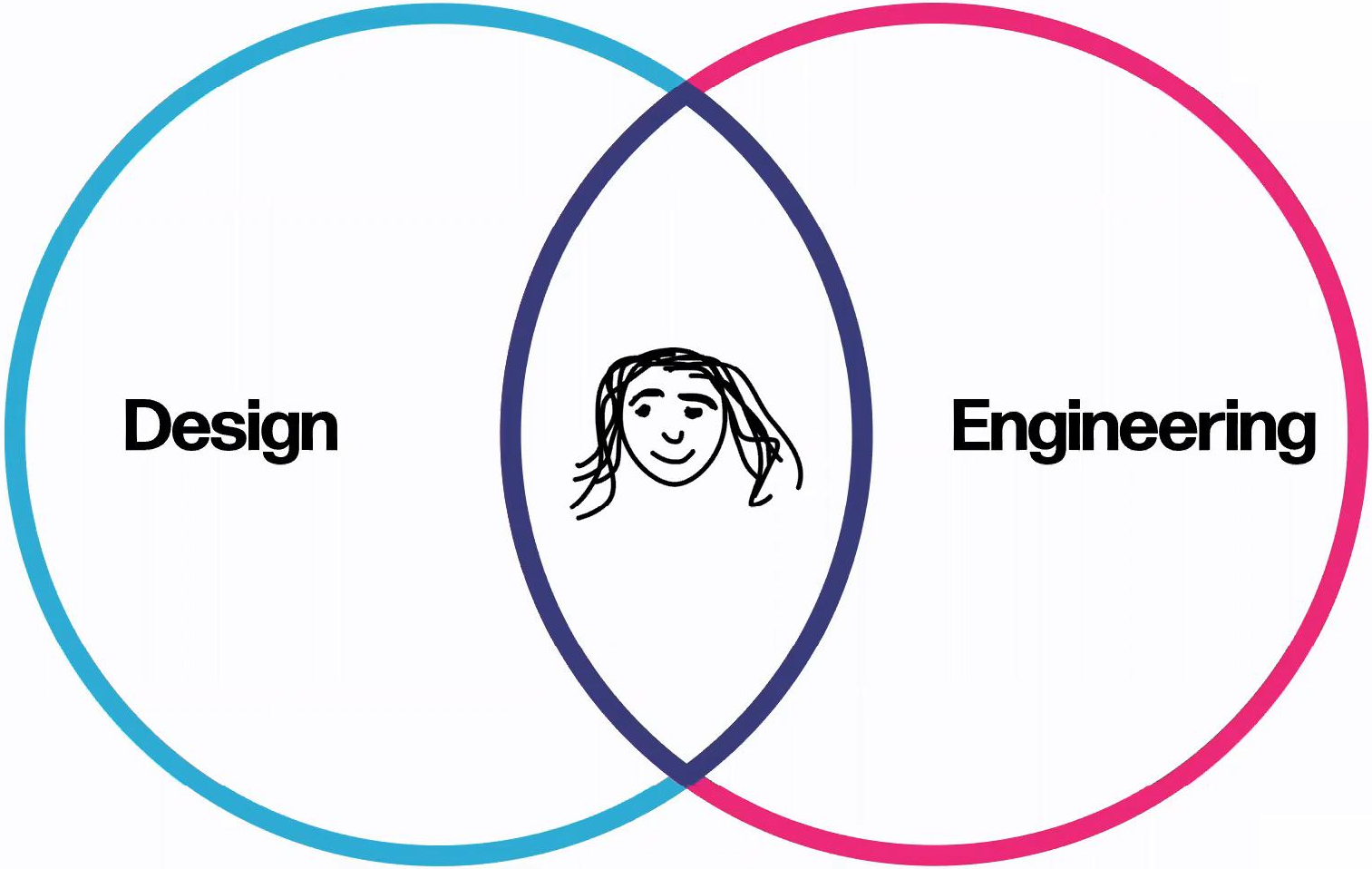
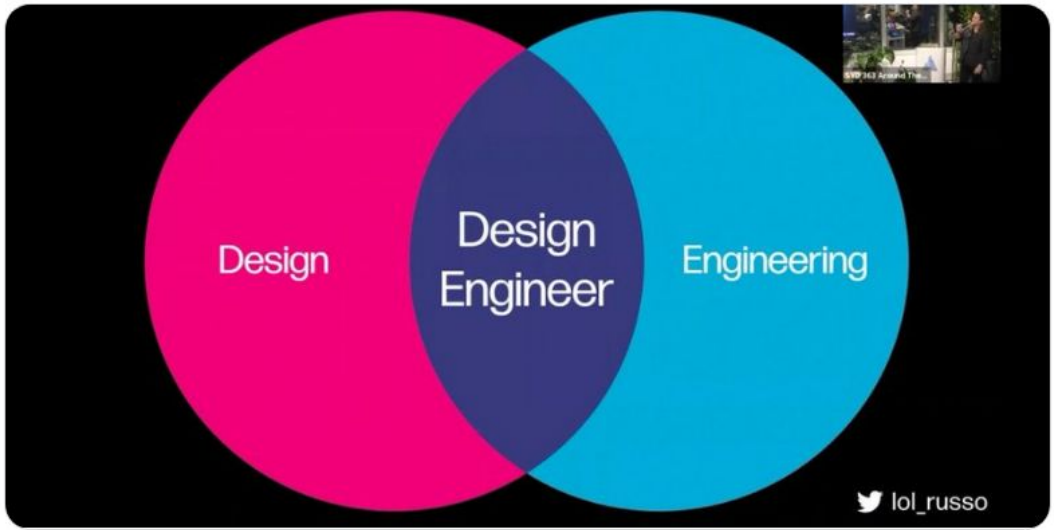

Design
Engineering

Sourav Kumar Nanda #UtkalHacks 2.0
@SouravInsights

"Are you a #designer or #developer", Does this question bothers you? 🧐 Do you think you're more of a hybrid of both? 🤔 You aren't sure about what'd be your job title? 😕
Don't worry, you're a #DesignEngineer. 😬
Watch this talk by @lol_russo #Vimeo
vimeo.com/358956867



But again, what's Design System?

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A design system is a collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications.”

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Let’s simplify it… Design Systems makes design easier, better & faster.

Yeah, okay.. But what’s exactly it is?

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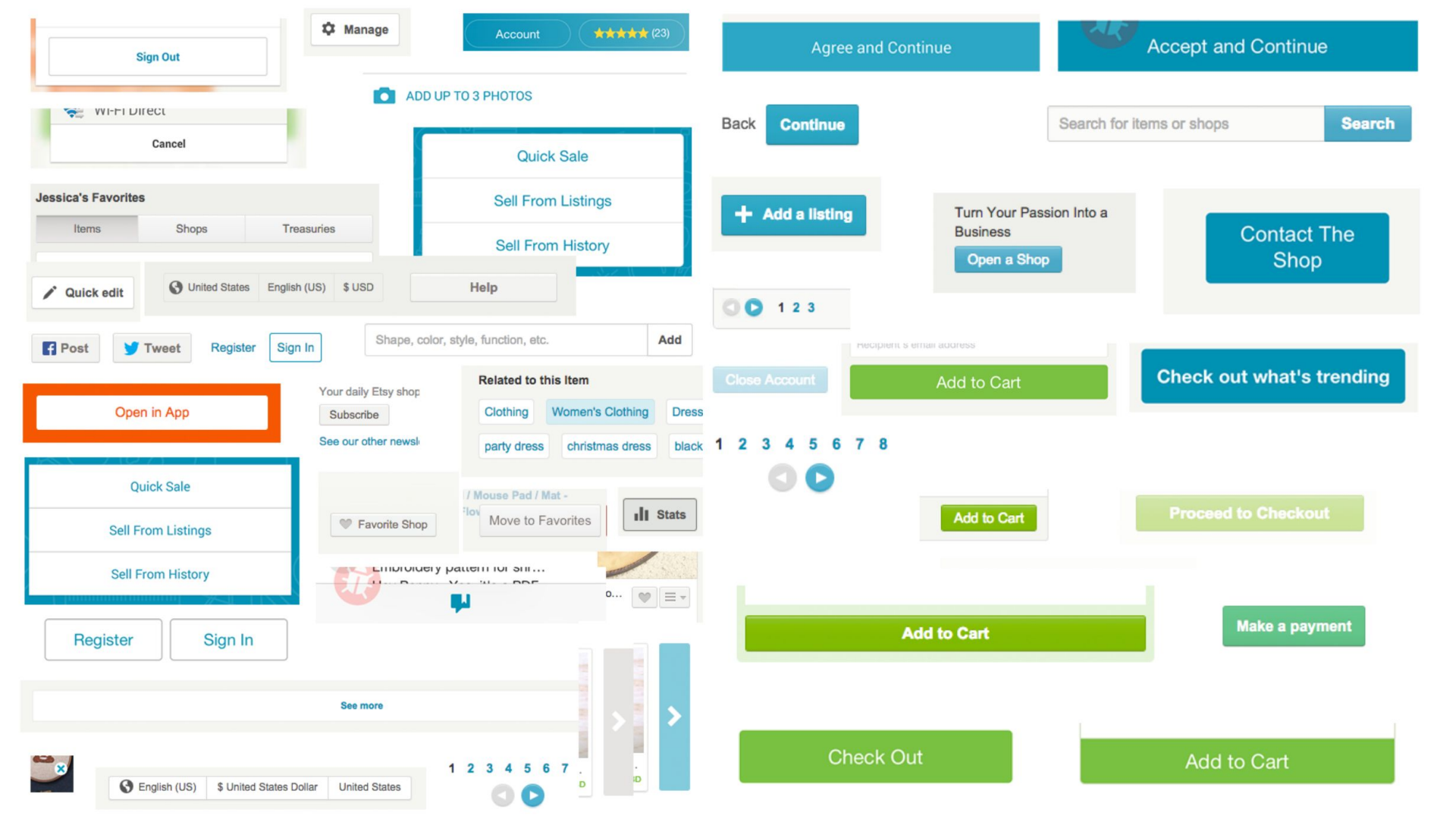
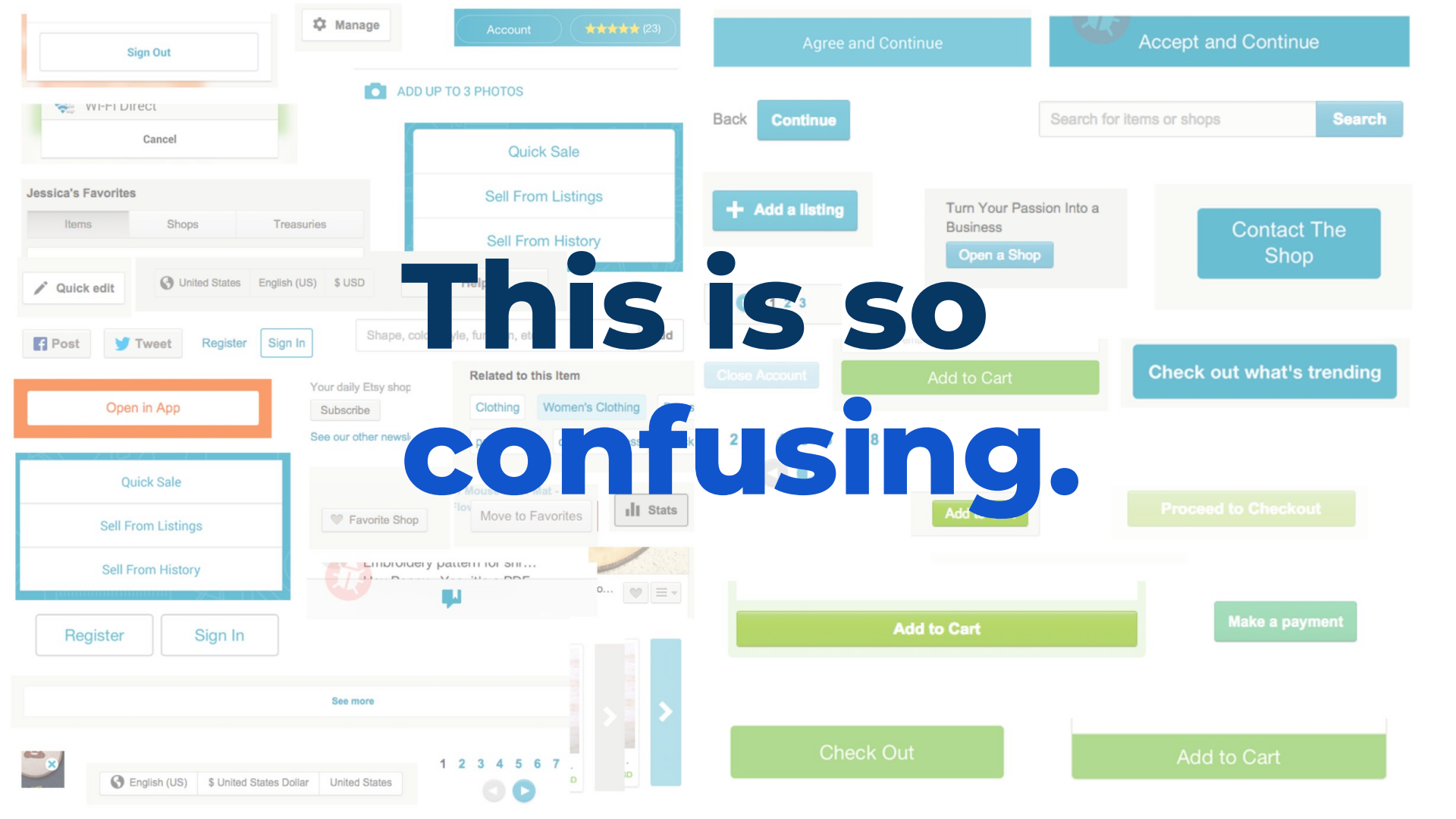

Sign Out
Manage
Account
(23)
Agree and Continue
Accept and Continue
ADD UP TO 3 PHOTOS
Cancel
Back
Continue
Search for items or shops
Search
Quick Sale
Sell From Listings
Sell From History
Jessica's Favorites
Items
Shops
Treasuries
Add a listing
Turn Your Passion Into a Business
Open a Shop
Contact The Shop
Quick edit
United States
English (US)
$ USD
Help
1 2 3
Post
Tweet
Register
Sign In
Shape, color, style, function, etc.
Add
Close Account
Add to Cart
Check out what's trending
Open in App
Your daily Etsy shop
Subscribe
See our other newsl
Related to this Item
Clothing
Women's Clothing
Dress
party dress
christmas dress
black
1 2 3 4 5 6 7 8
Quick Sale
Sell From Listings
Sell From History
Favorite Shop
Move to Favorites
Stats
Add to Cart
Proceed to Checkout
Register
Sign In
Add to Cart
Make a payment
See more
1 2 3 4 5 6 7
English (US)
$ United States Dollar
United States
Check Out
Add to Cart



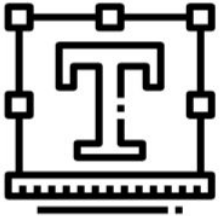
This is so confusing.

COLOR

ICONOGRAPHY

ELEVATION

COPY



TYPO

ANIMATION

LAYOUT

ILLUSTRATION

COLOR

COPY

TYPO

ANIMATION

LAYOUT

ILLUSTRATION

What we did is we organised them in groups.

The benefits of Design Systems.

- Consistency
- Higher quality
- Faster Design Process
- Focus more on UX, less on visuals

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Well, if I go on like this, it will take a whole day to cover “Design Systems”.

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UX Designer HIRING has been rapidly increasing...

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In the last year alone big companies acquired more than 45 design agencies.

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Facebook, Google and Amazon have hired 65 percent more designers in 2018 - 2019.

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Why’s the demand happening now?

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“Because technology is so mainstreamed, that anyone can make an app."

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“But now that everybody can do that, how does it make someone feel, how relevant is it to someone’s life? That’s where Design comes in.

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Venture Capital firms are now investing in design-focused companies.

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So, what's the message for you here?
This is High Time you need to think about Design.

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But, it’s not that easy. It may sound exciting right now, but Design comes with with it’s own challenges.

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That’s it. You have reached to the end of the slide. Good Bye! Sorry, to see you go...

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You can reach out to me @SouravInsights. It's same for Twitter, LinkedIn, GitHub, Facebook.
Yes, consistency.
Cause...

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