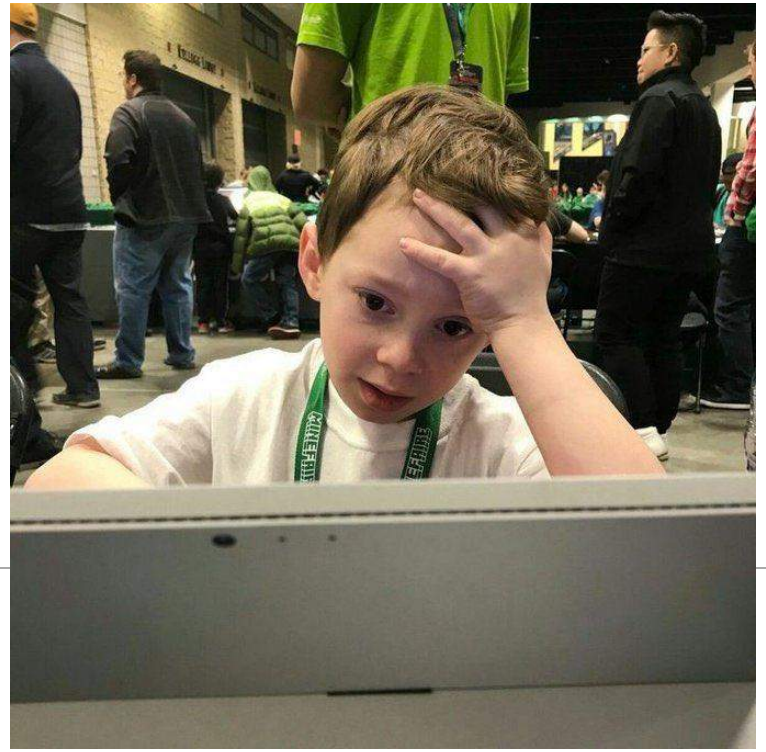
Menulis Microcopy

2024

Prodi D-IV Teknik Informatika
Jurusan Teknologi Informasi

Momen bad UXW

Let’s point out specific areas of improvement with "could be simpler", "could be more efficient", etc. "Good" and "bad" are relative terms.

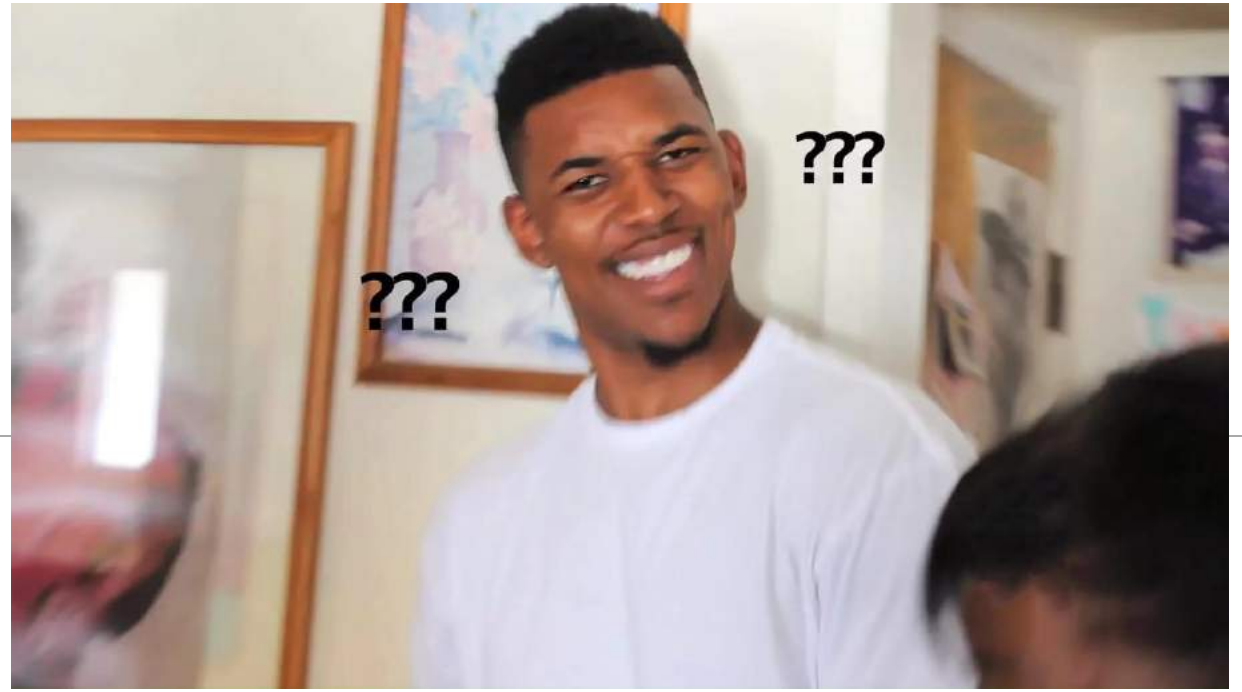


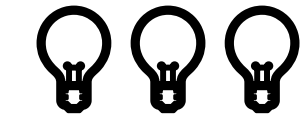
Wait…. is it the right way?

Wait…. is it the right way?

Could be more efficient

kalau kalian gimana?





Sesi sebelumnya, belajar apa aja sih?

1. Good UX brings better life
2. UX Writing: Mendesain pengalaman pengguna melalui kata-kata.
3. UX Writers fokus pada product oriented dan memandu pengguna
4. Yang dikerjakan UX Writer pada dasarnya ada 3: buat strategi komunikasi, research & testing, dan menulis.

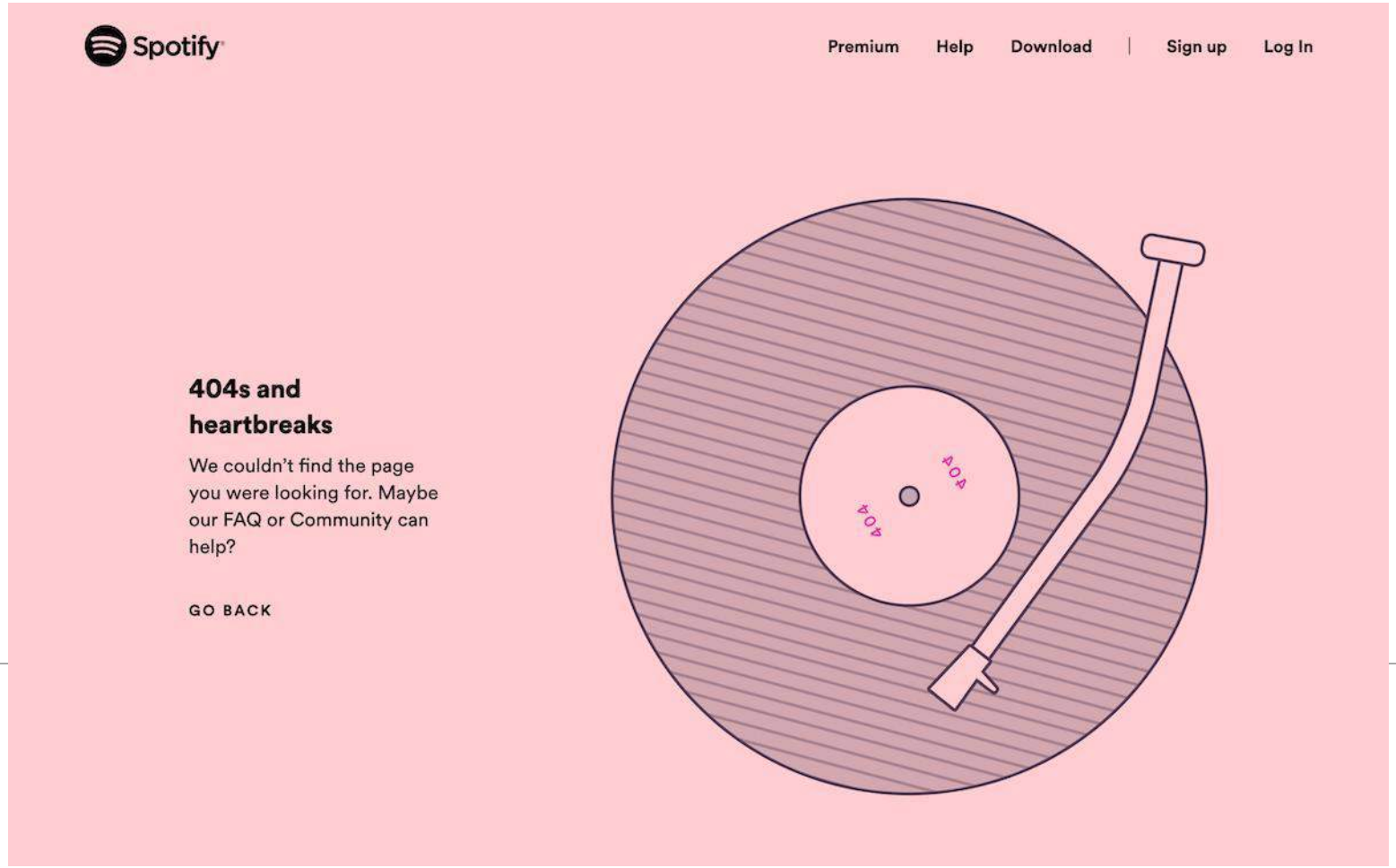
AGENDA

1. **UX Writing Principles:**
- UXW principles
- How to implement

1. **Proses menulis UX Writing:**
- Writing process

1. **Latihan menulis**

Robotic error message 😩



Helpful error message

Error!

App is out of date

Your app is out of date

The latest version has been arrived, download to keep listening.

Download Now

Error!

App is out of date

Your app is out of date

The latest version has been arrived, download to keep listening.

Download Now

Good UX Writing → UX Writing Principles

Informasi jelas

Alasan yang dimengerti

Solusi yang diberikan

Your app is out of date
The latest version has been arrived, download to keep listening.

Download Now

main mission:

Buat pengalaman pengguna makin mudah dan nyaman!

UX Writing Principles?

guideline for standardization and **how to write** the right content for the users

UX Writing Principles?

guideline for standardization and **how to write** the right content for the users

“Easy reading is damn hard writing”

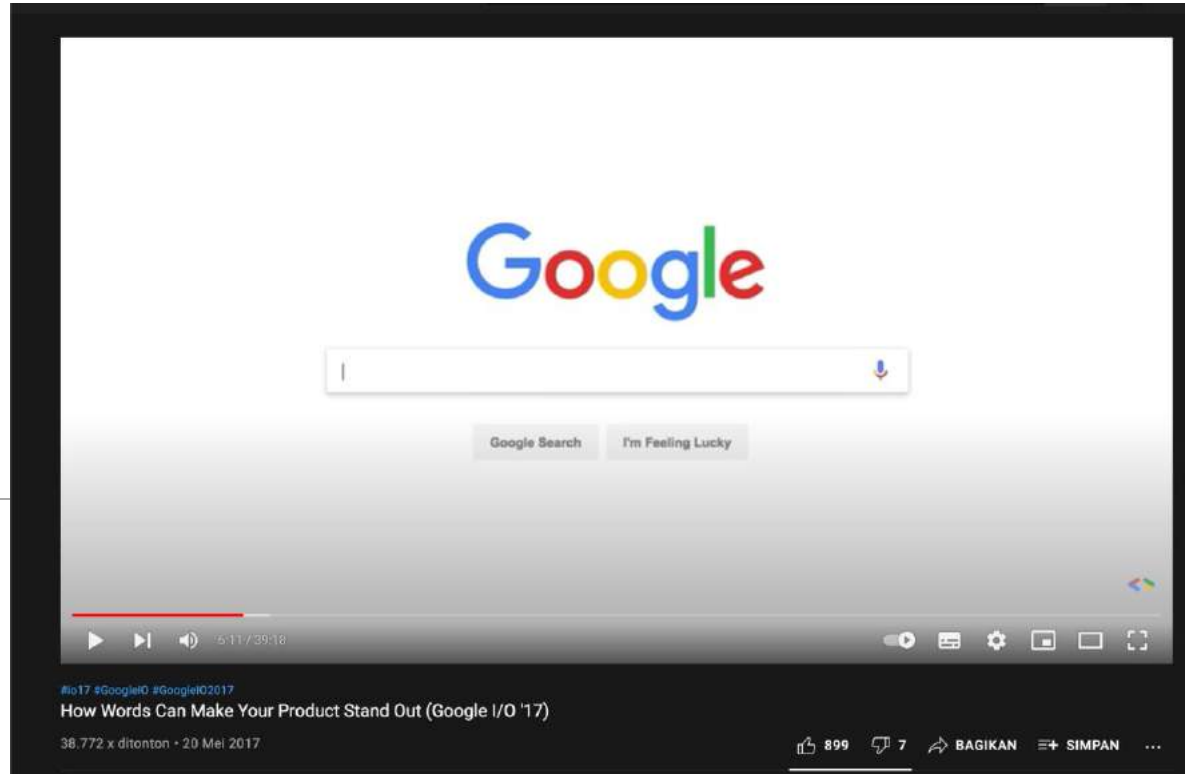
- Nathaniel Hawthorne, American Novelist

UX Writing Principles 😇

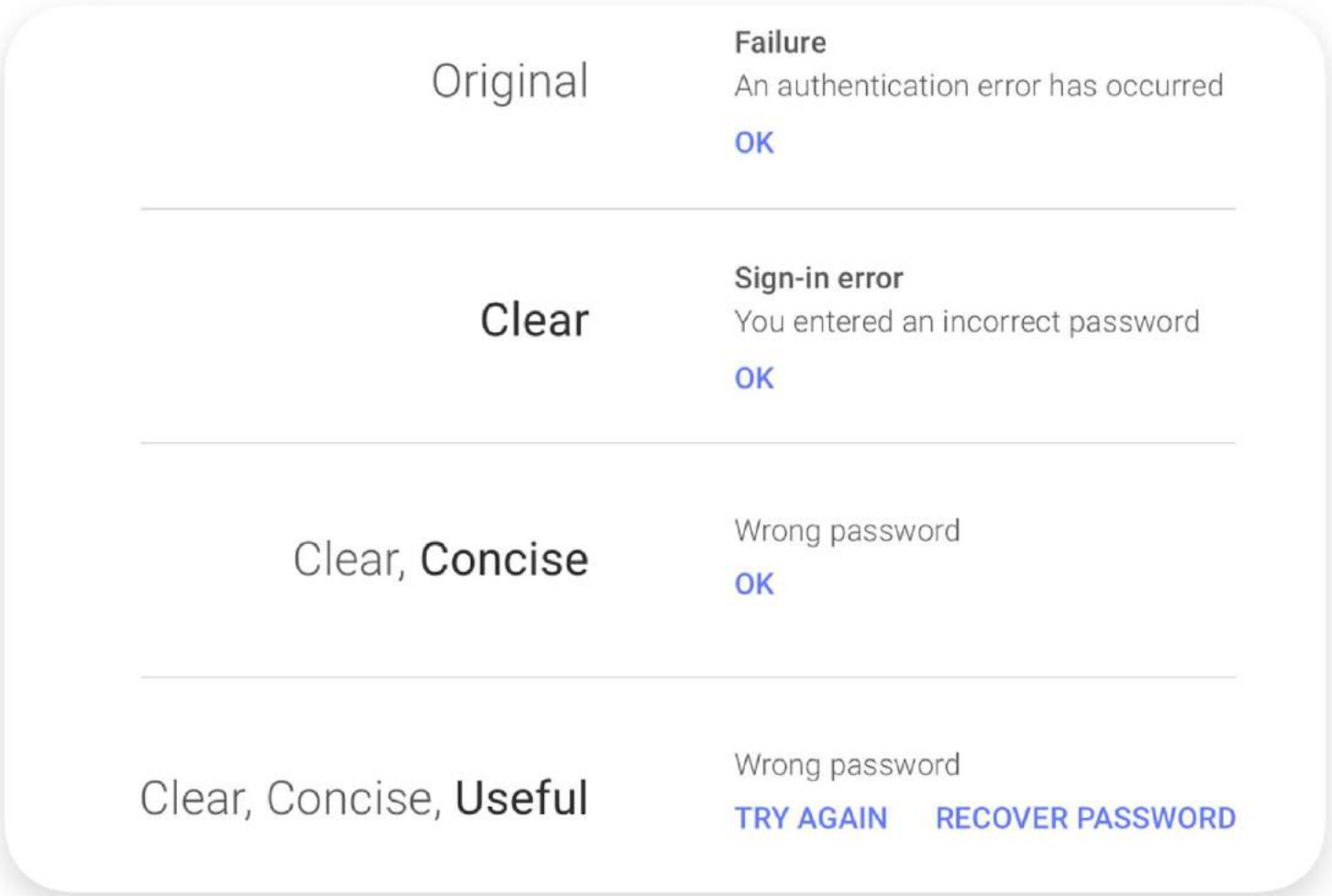
- **Clear**
  - Infonya jelas, jadi mudah dipahami.
  - Hindari ambigu, dan kesalahpahaman

- **Concise**
  - Efektif, efisien dan tampilkan yang diperlukan
  - *User's retention and scannability*

- **Useful**
  - Jadilah solutif!
  - Beritahu apa yang bisa dilakukan selanjutnya



Source: Google I/O '17



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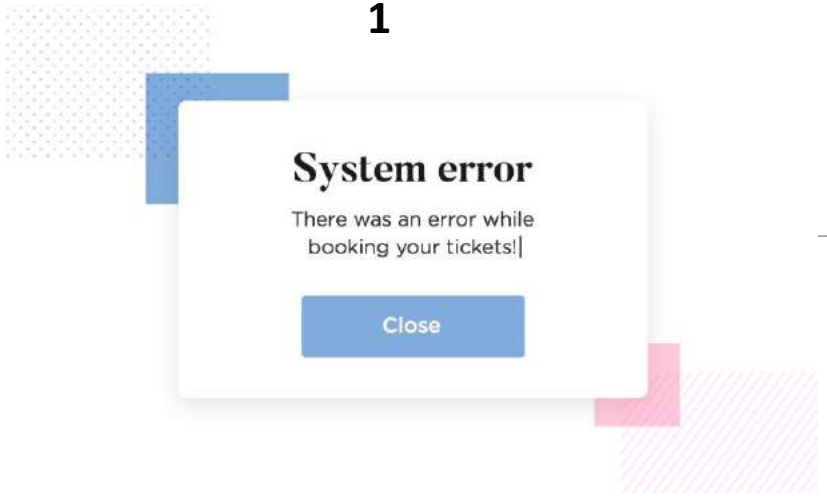
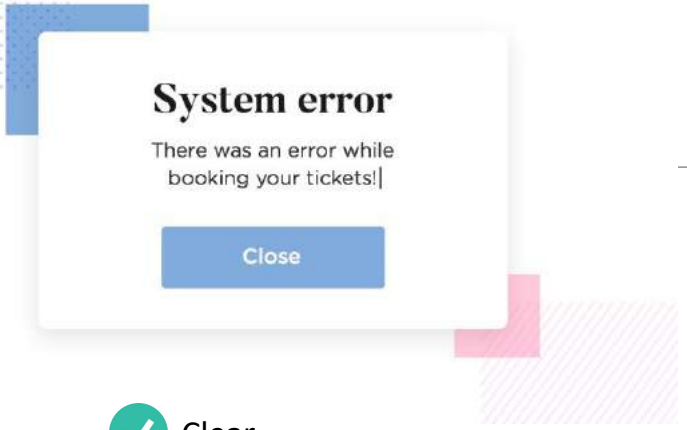
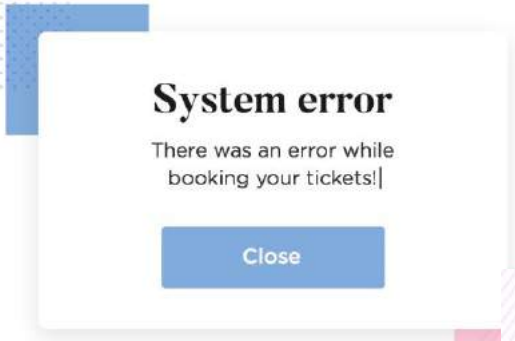

System error
There was an error while booking your tickets!
Close

1



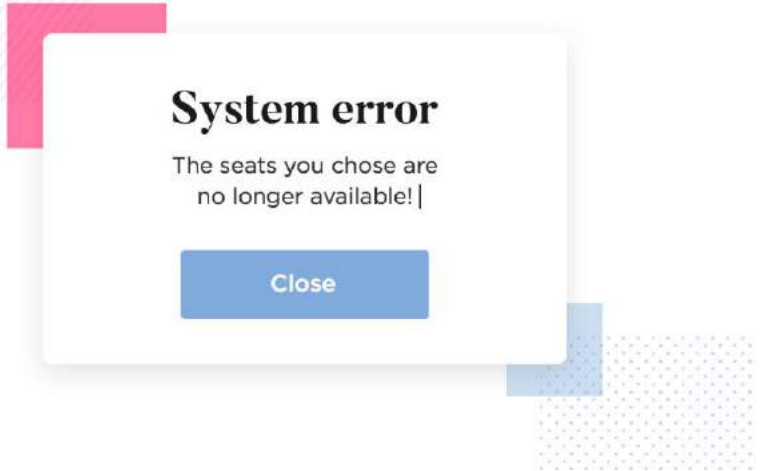
- ✓ Clear
- ✗ Concise
- ✗ Useful

1



- Clear
- Concise
- Useful

2



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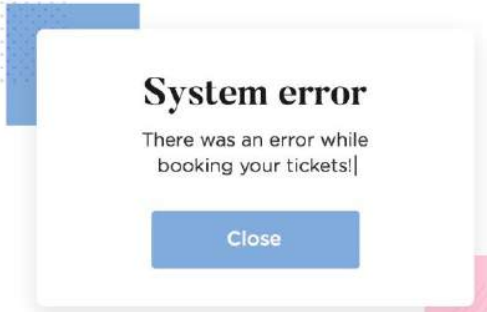

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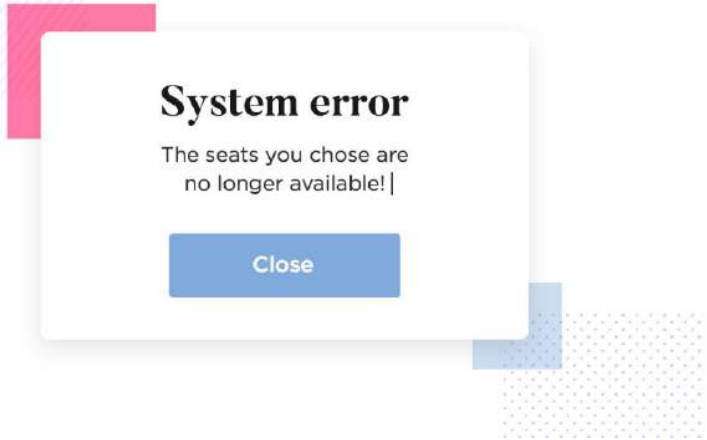

- ✓ Clear
- ✓ Concise
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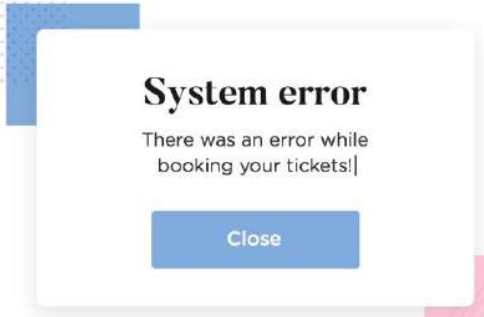

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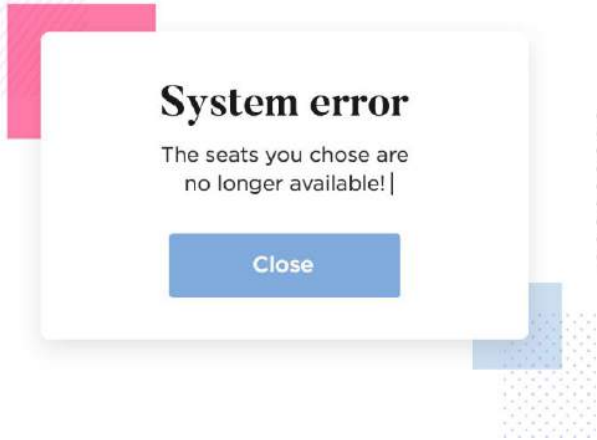
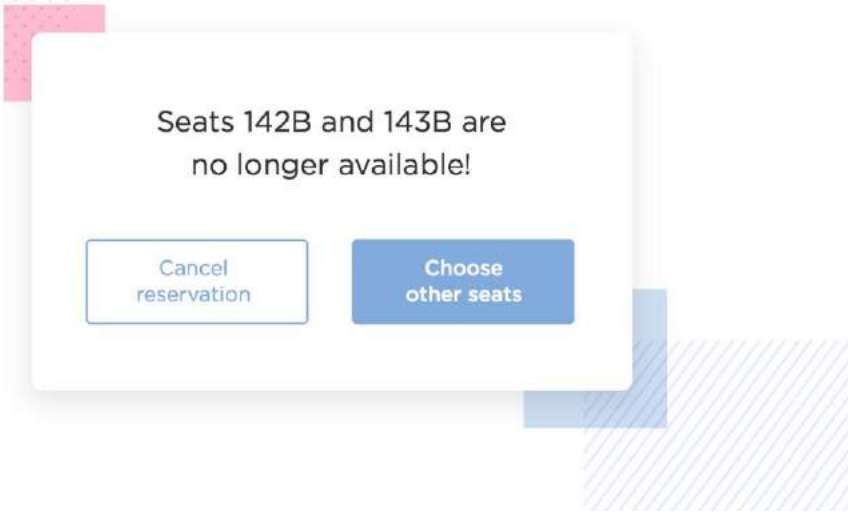


- Clear
- Concise
- Useful

3



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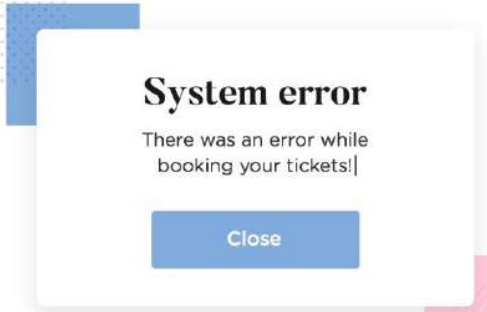

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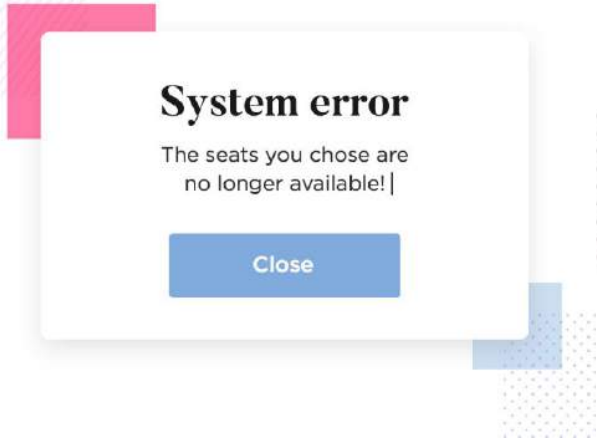

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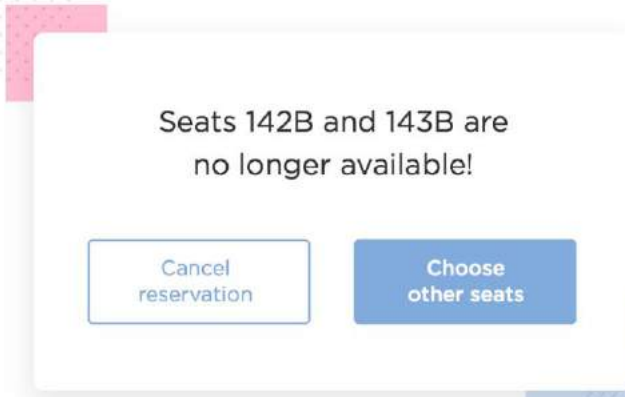
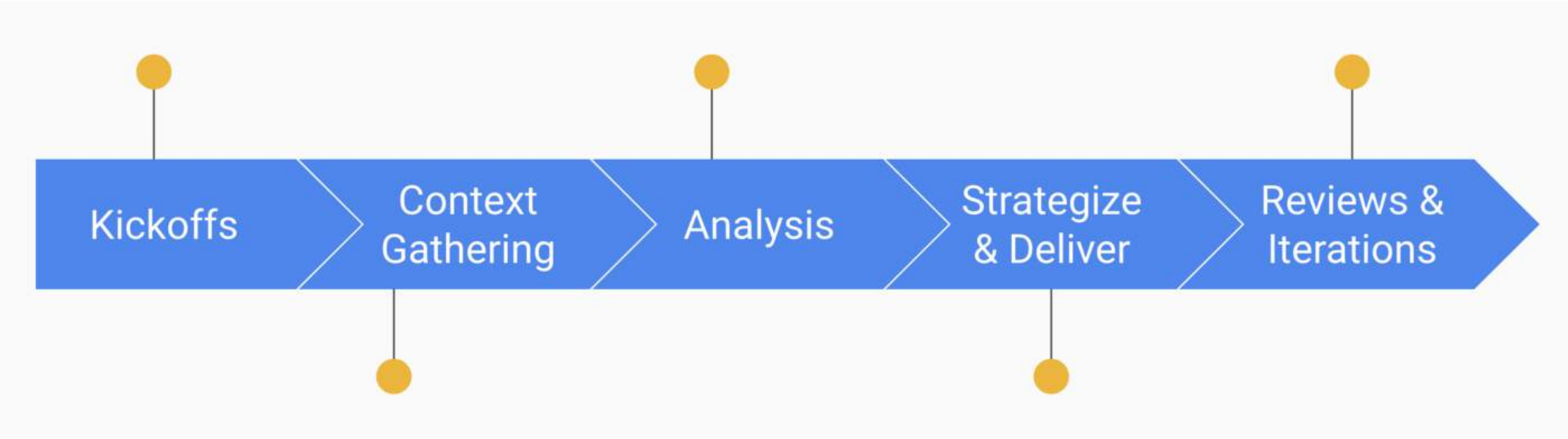


- Clear
- Concise
- Useful

Proses menulis UX Writing

UX Writing Process



UX Writer Process

Kickoff meeting

Gambaran umum dan keseluruhan mengenai project.

** Diikuti dengan beberapa meeting kembali ketika sudah mengumpulkan banyak konteks...

UX Writer Process

Kickoff meeting

Gambaran umum dan keseluruhan mengenai project.

** Diikuti dengan beberapa meeting kembali ketika sudah mengumpulkan banyak konteks...

- What's the project/feature about?
- Why are we doing the feature?
- Who will you be working with?
- What are the business implications of the project?
- What are the design implications? (for both copy and visuals)
- What are the timelines like?

Collaboration with
Business stakeholder, Product Manager, Comms team, Design team, Developer team

UX Writer Process

Content Gathering

Kumpulkan konteks sebanyak-banyaknya

** Perlu memahami mendalam dari fitur ini. Temukan implikasi dari yang diinginkan perusahaan dan user...

UX Writer Process

Content Gathering

Kumpulkan konteks sebanyak-banyaknya

** Perlu memahami mendalam dari fitur ini. Temukan implikasi dari yang diinginkan perusahaan dan user...

- What is the goals of this product?
- Any special expectation for this product?
- Is this a customer request? Who's the customer?
- What does the competition offer? What does it mean to us?
- Have there been support tickets for this?
- Is the project or feature the result of changes in laws? Standards? Compliance?

Collaboration with
Business stakeholder, Product Manager, Comms and Marketing team, Design team

UX Writer Process

Analysis

Buat banyak Analisis untuk pemahaman lebih dalam

** Di sini akan buat banyak dokumen yang akan membantu membuat copy tepat sasaran

UX Writer Process

Analysis

Buat banyak Analisis untuk pemahaman lebih dalam

** Di sini akan buat banyak dokumen yang akan membantu membuat copy tepat sasaran

- Research Report
- Competitive Analysis
- Affinity Diagram
- User Persona
- Customer Journey

Collaboration with
Business stakeholder, Product Manager, UX Researcher, UI Designer, UX Designer

UX Writer Process

Strategize & Deliver

Mulai menulis Copy...

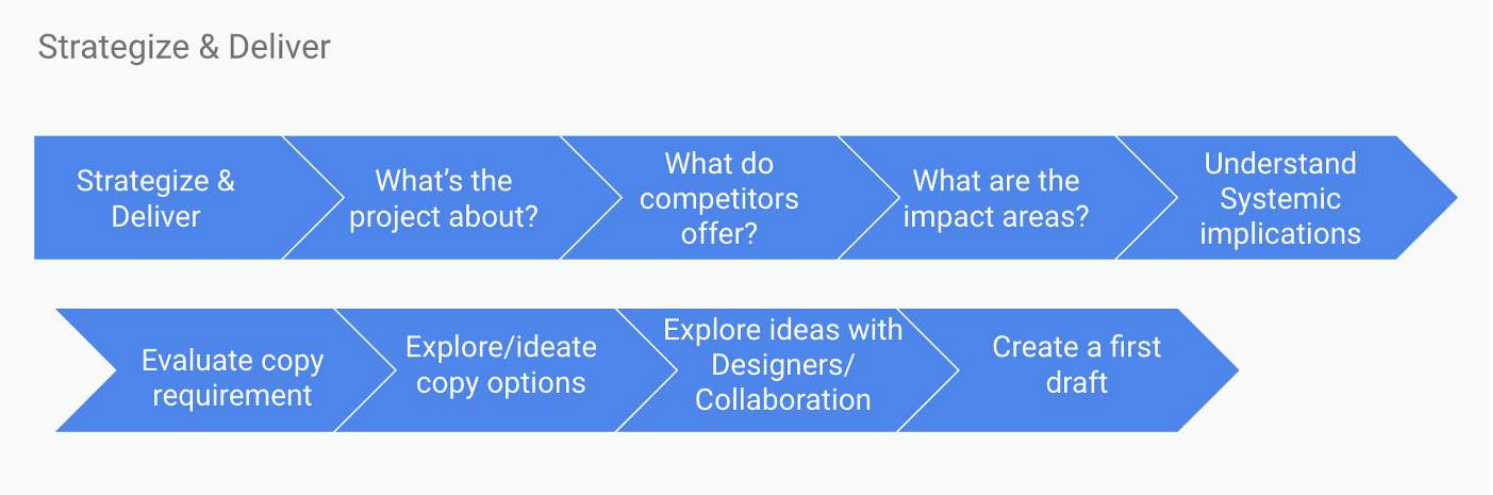
** Pahami kembali hasil analisis dan lakukan *knowledge-sharing*

UX Writer Process

Strategize & Deliver

Mulai menulis Copy...

** Pahami kembali hasil analisis dan lakukan *knowledge-sharing*



Collaboration with
Business stakeholder, Product Manager, UX Researcher, UI Designer, UX Designer

UX Writer Process

Reviews & Iterations

Bersiap untuk ulasan dan perbaikan

** Lakukan ini untuk buat copy makin tepat sasaran!

UX Writer Process

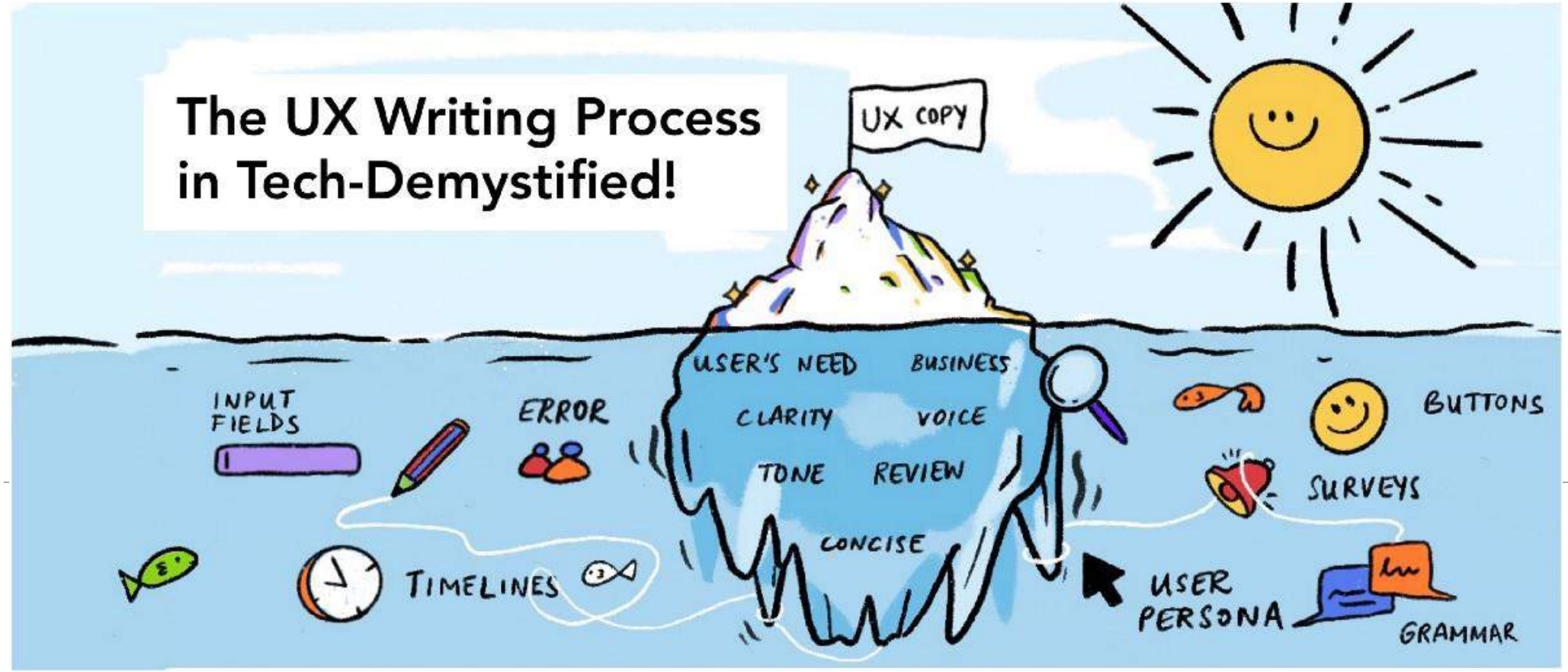
Reviews & Iterations

Bersiap untuk ulasan dan perbaikan

** Lakukan ini untuk buat copy makin tepat sasaran!

- Internal review (Self, Team, and stakeholder)
- External Testing and Review (A/B Testing, Survey, etc.)
- Usability Testing Session
- Gain findings and insights
- Make necessary changes and improvements

Collaboration with
Business stakeholder, Product Manager, UX Researcher, UI Designer, UX Designer, QA, Developer


The UX Writing Process
in Tech-Demystified!
UX COPY
USER'S NEED
BUSINESS
CLARITY
VOICE
TONE
REVIEW
CONCISE
INPUT FIELDS
ERROR
TIMELINES
BUTTONS
SURVEYS
USER PERSONA
GRAMMAR

Contoh Kasus:

Eksplorasi Penamaan Fitur

Let’s recap

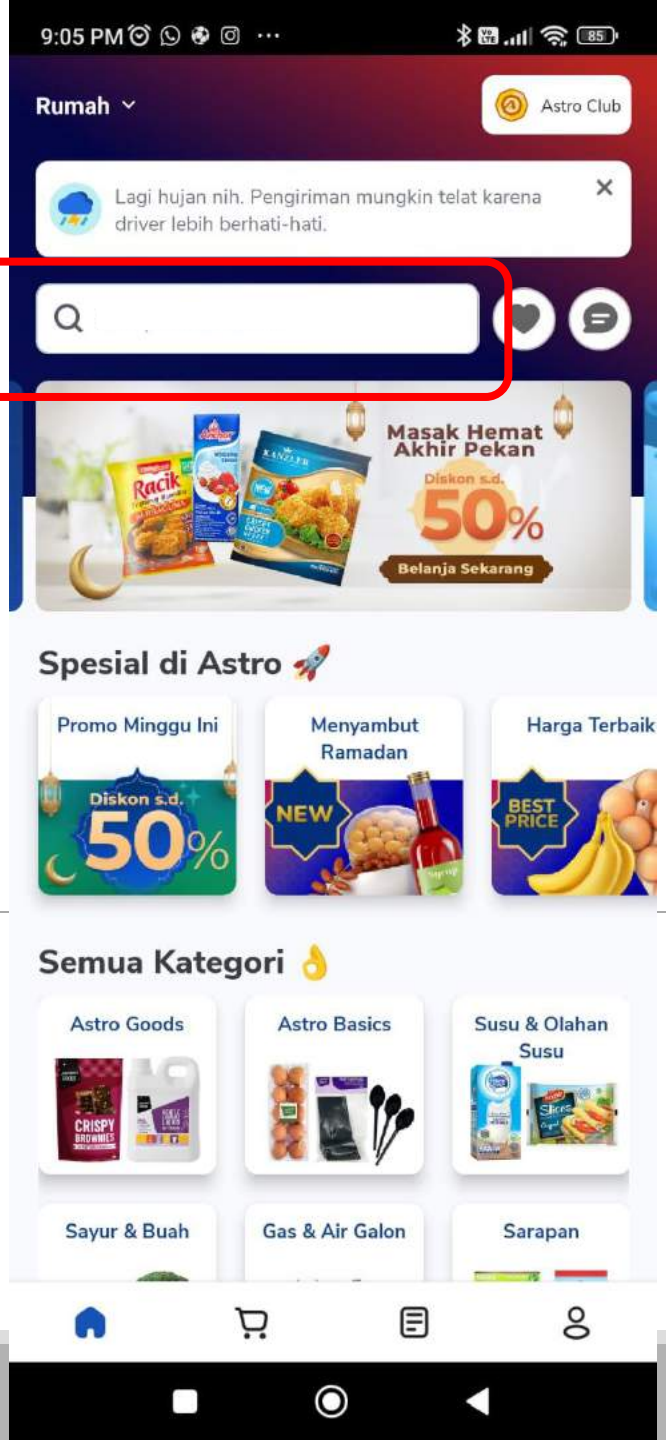
1. **UX Writing Principles** as a **guideline** and **how to write**.

1. We need UXW Principles**:**

Information - Reasoning - Solution

1. **UX Writing Process:**

- Context gathering
- Analysis
- Strategize and deliver
- Review and iteration



📝📝📝 Tugas :

Skenario:
Yanti ingin cari apa yang ada di Astro, tapi bingung apa yang mau dicari.

Tujuan:
Mengetahui inventori Astro yang paling populer

Tugas:
Kasih tau Yanti kalau di Astro tuh bisa cari apa aja sih.
*pakai **bahasa Indonesia**, **35 chars** (termasuk spasi)

Format jawab:
Copy - chars limit - reason (riset atau observasi)

📚📚📚
Bacaan lanjutan

Buku:

- Writing is Designing by Michael J. Metts & Andy Welfle
- Microcopy: The Complete Guide by Kinneret Yifrah
- Conversational Design by Erika Hall
- Writing for Designers by Scott Kubie
- Strategic Writing for UX by Torrey Podmajersky

Artikel:

- https://www.nngroup.com/articles/definition-user-experience/
- https://radahl.no/the-difference-between-product-designers-and-ux-designers-a-comprehensive-guide-6968951466bb/
- https://careerfoundry.com/en/blog/ui-design/common-ui-design-mistakes/
- https://xd.adobe.com/ideas/principles/web-design/what-makes-good-ux/
- https://uxdesign.cc/understanding-ux-roles-23032b94710d
- https://uxplanet.org/how-can-we-relate-ux-to-our-daily-life-ade704ad31a3