

What is UX Writing?

UX writing is the practice of crafting clear, concise, and helpful text within digital interfaces to guide users and enhance their experience.

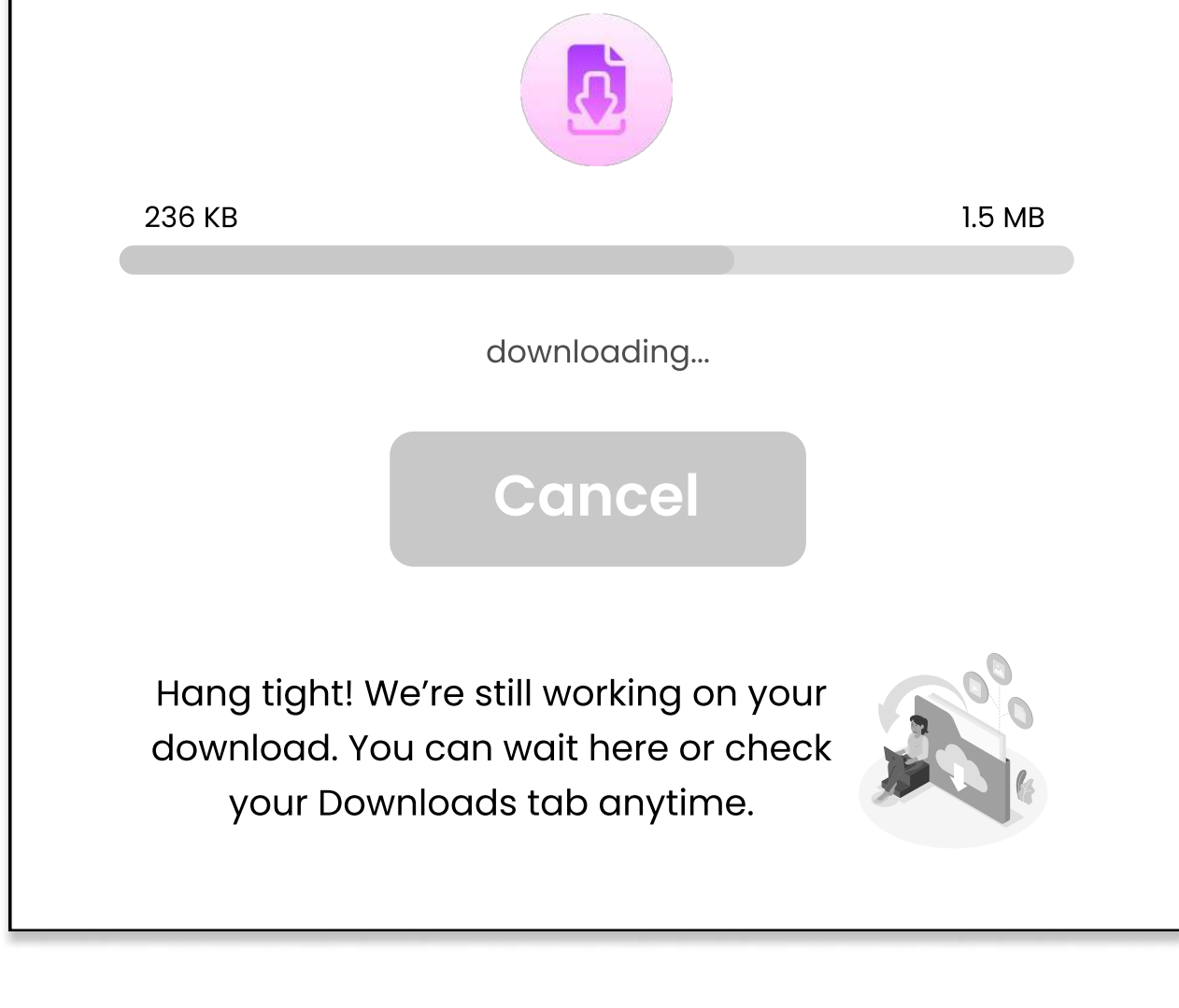
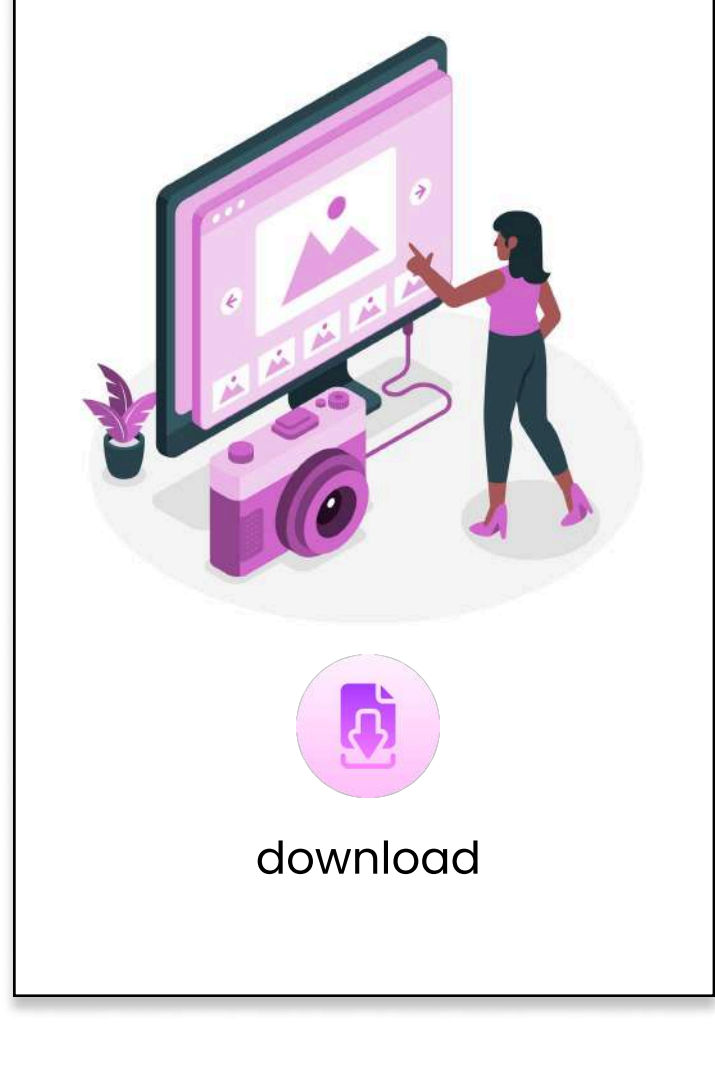


Context

A user's download is taking longer than expected. Provide an update and suggest alternative actions.

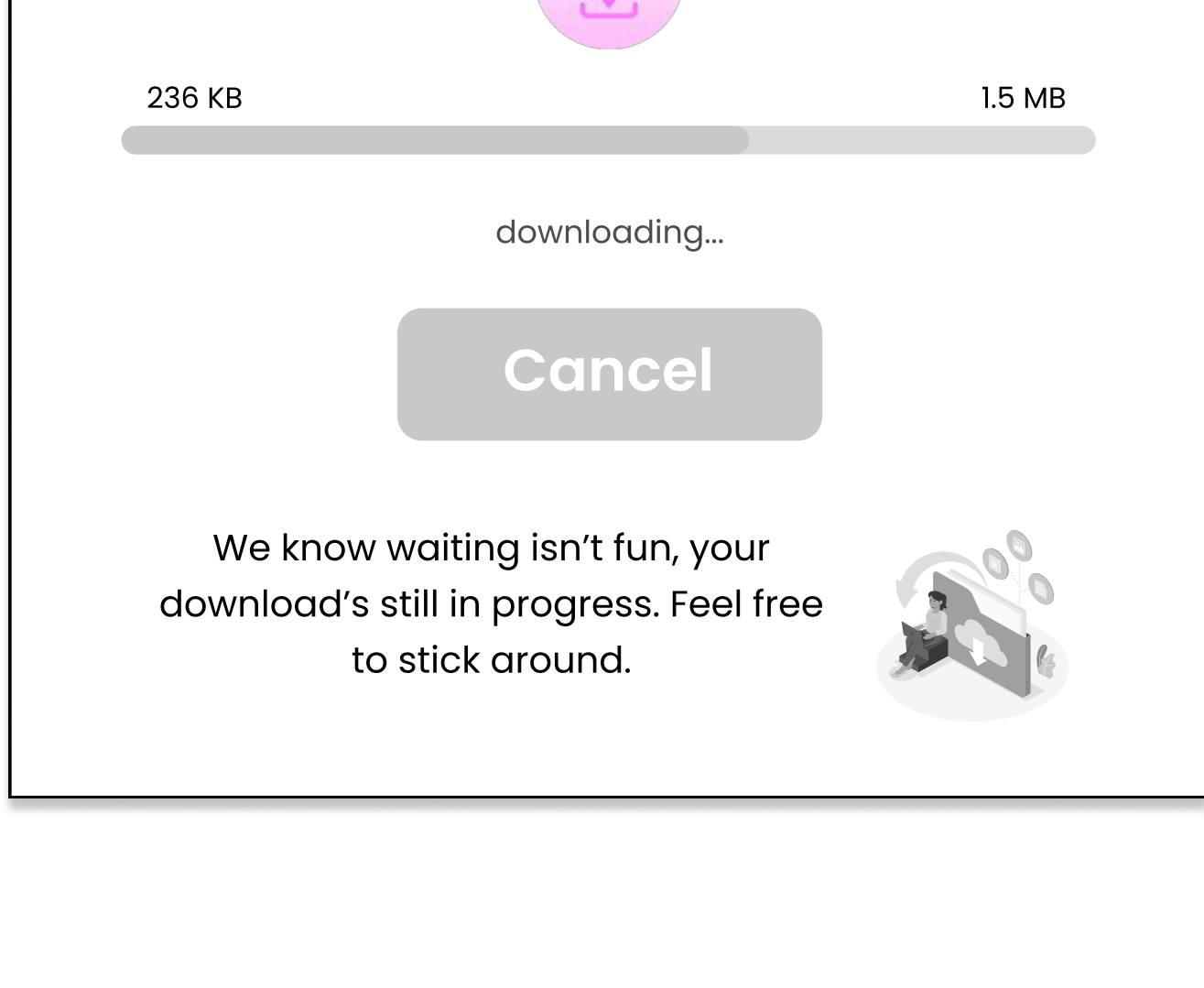
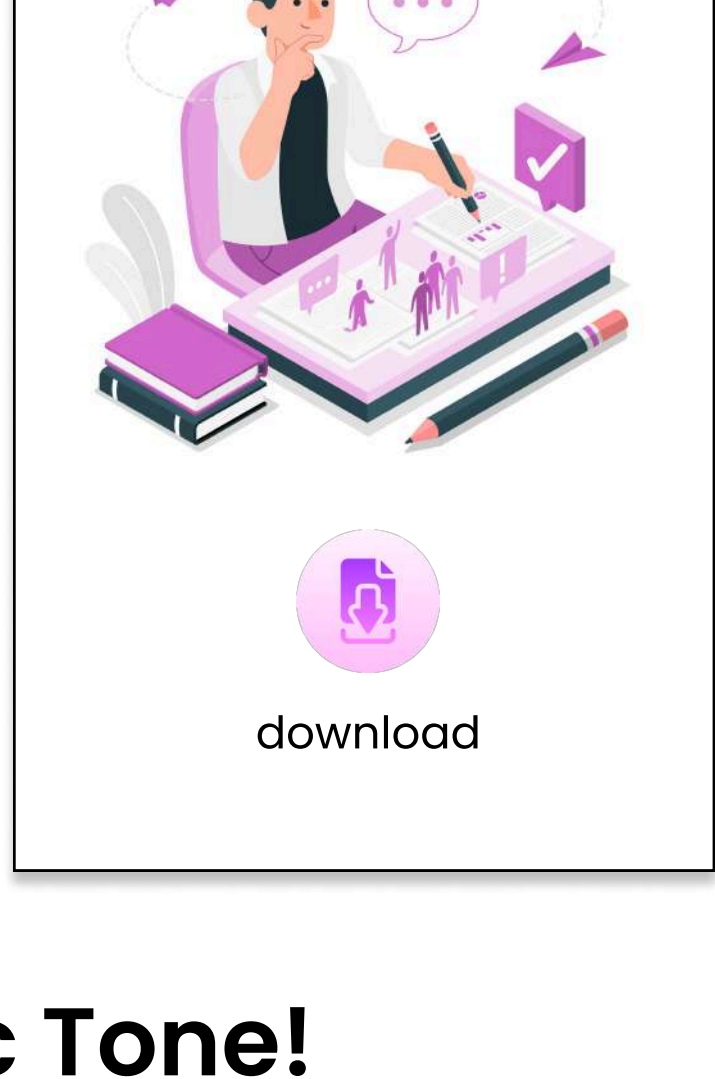
Challenge

The challenge was to craft concise, reassuring, and helpful microcopy that keeps the user informed and offers clear next steps.



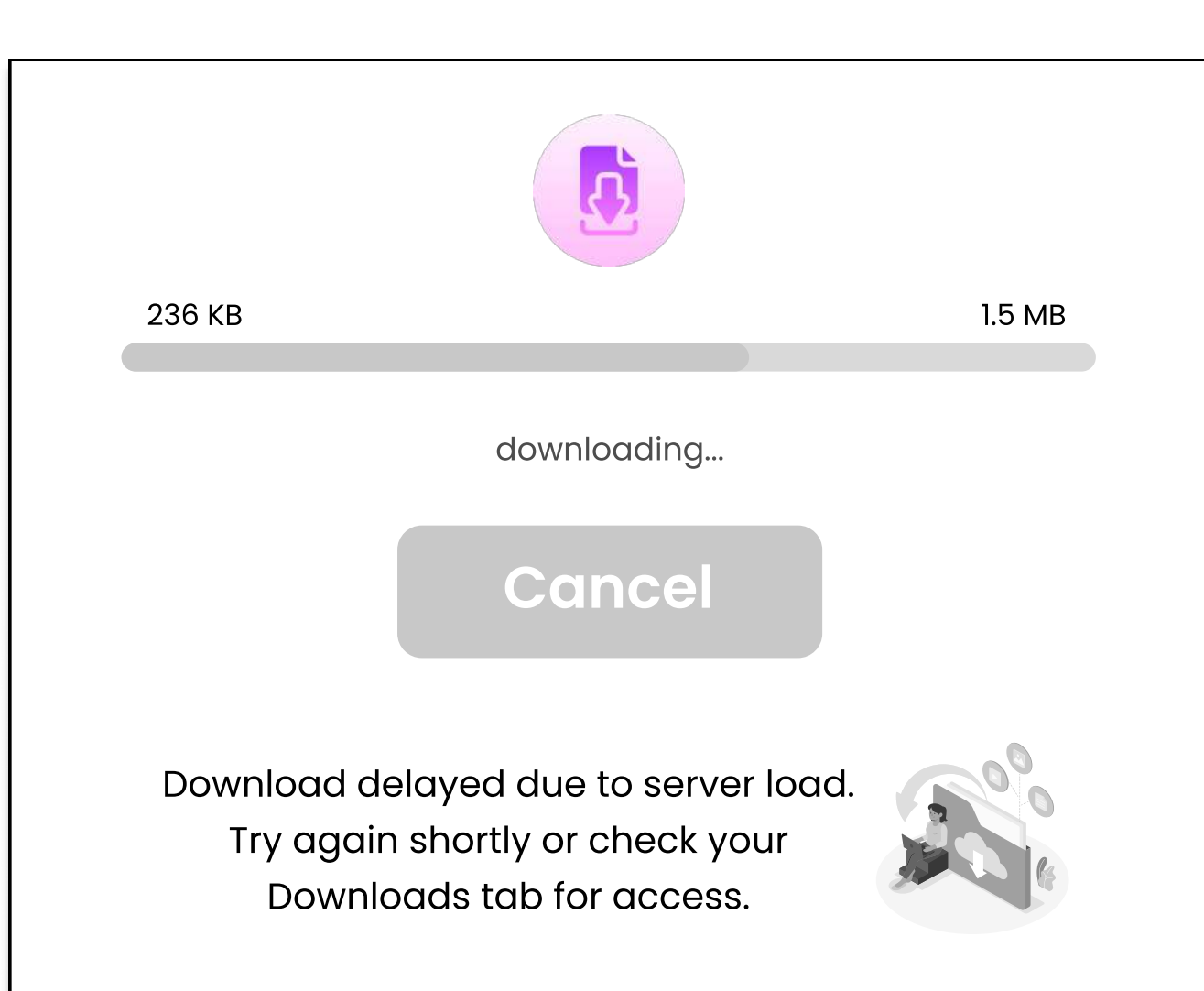
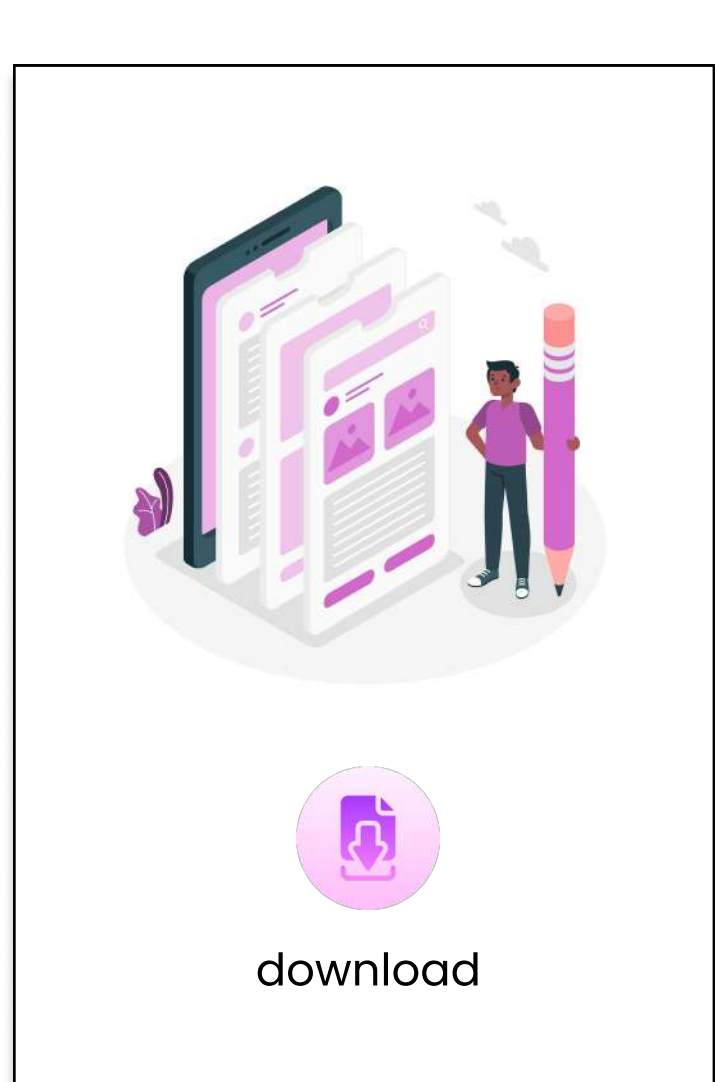
Friendly Tone!

A friendly tone in UX writing is warm, simple, and conversational, helping users feel comfortable without sounding robotic or too formal.



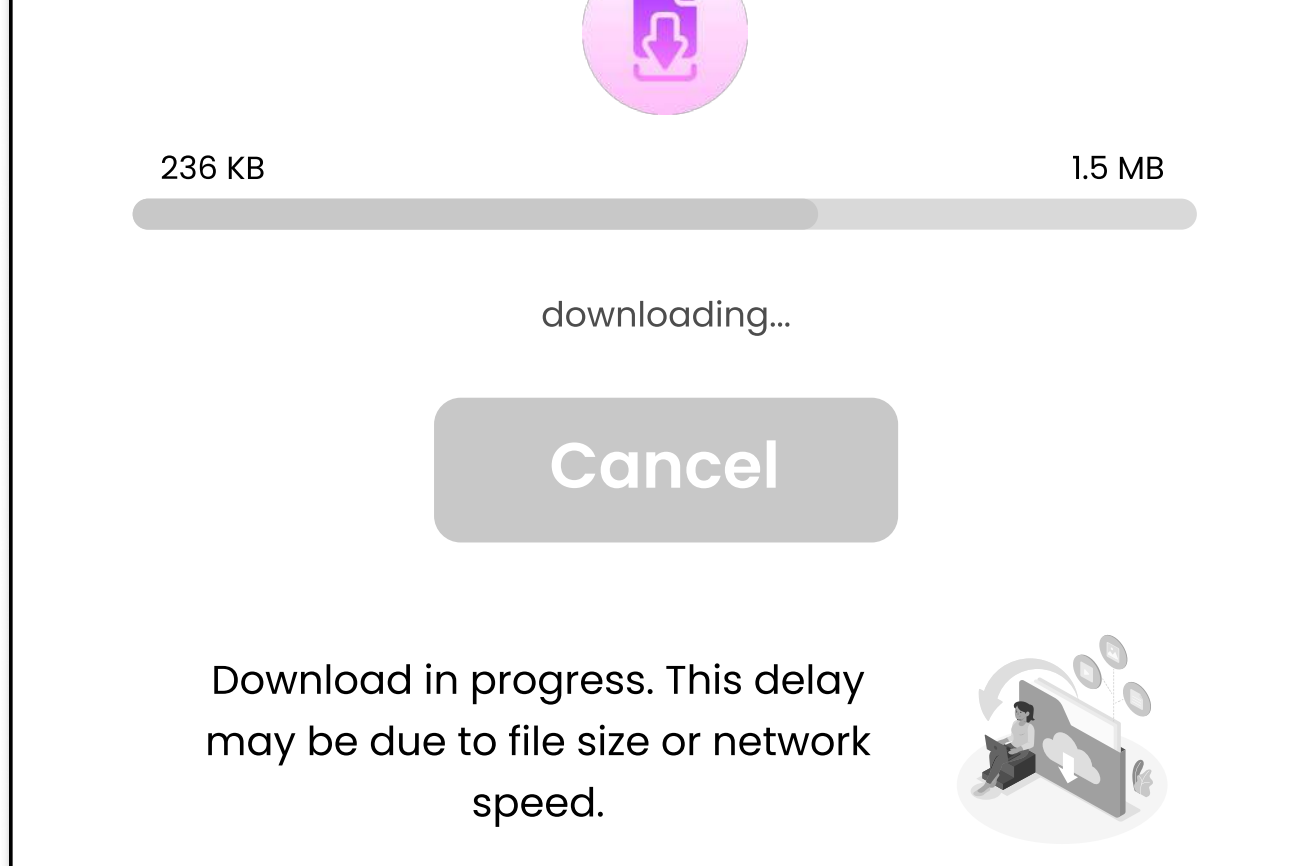
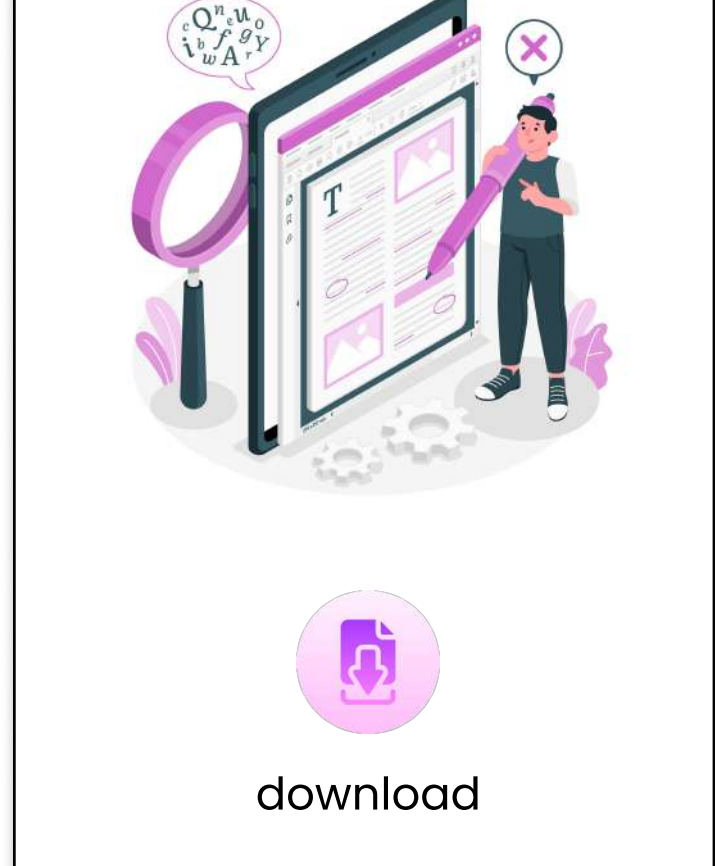
Empethic Tone!

An empathetic tone in UX writing shows care and understanding, responding to users with kindness and support to make the experience feel more human.



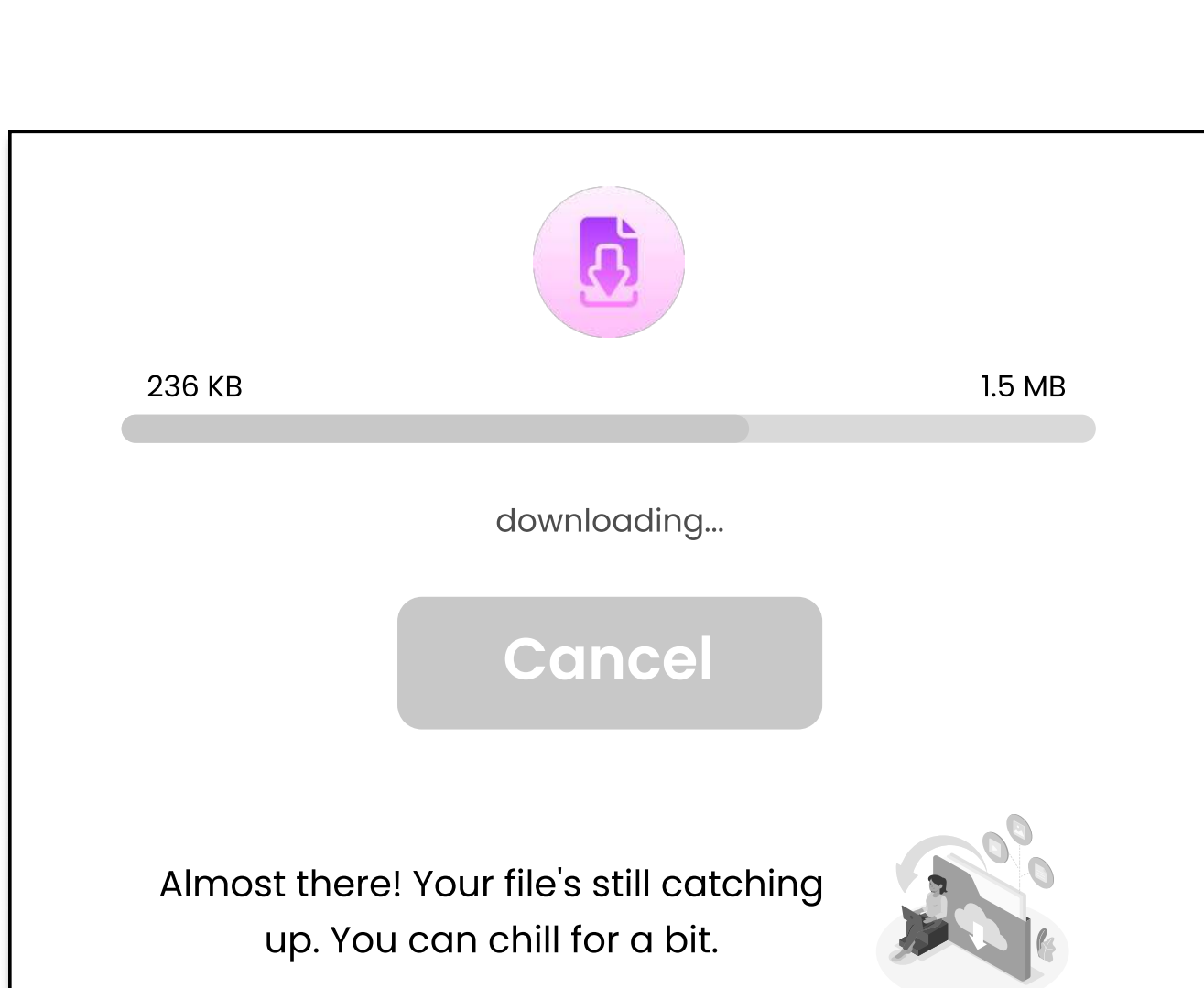
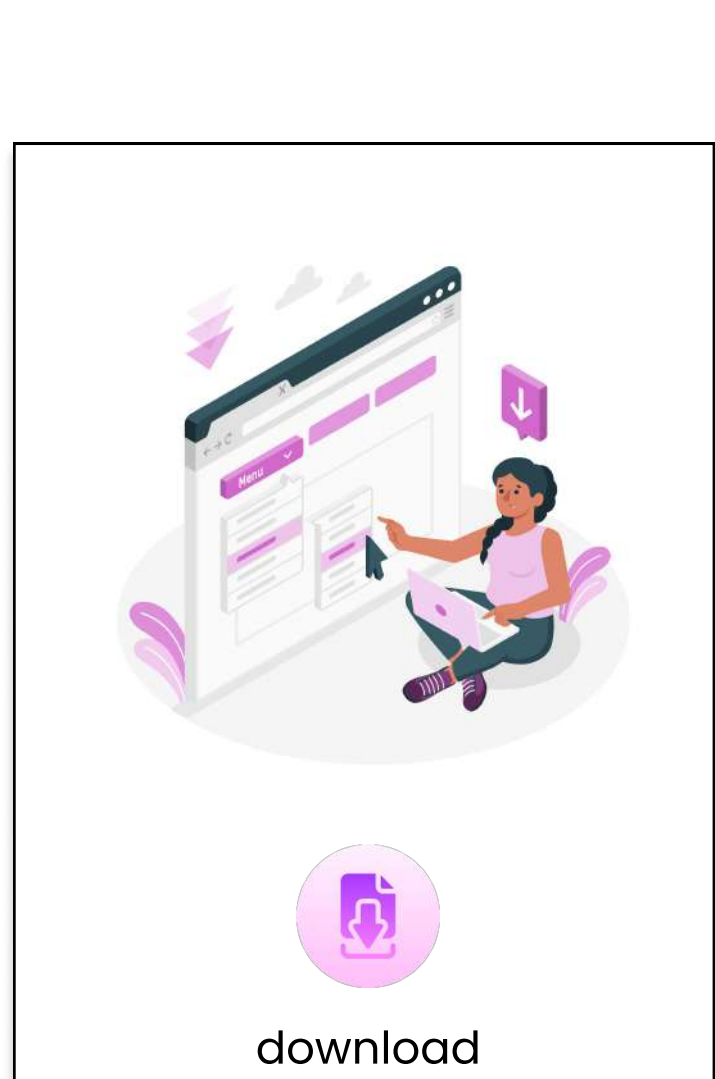
Informative Tone!

An informative tone in UX writing is direct and clear, aiming to explain a situation or guide users with accurate, helpful details without adding emotion



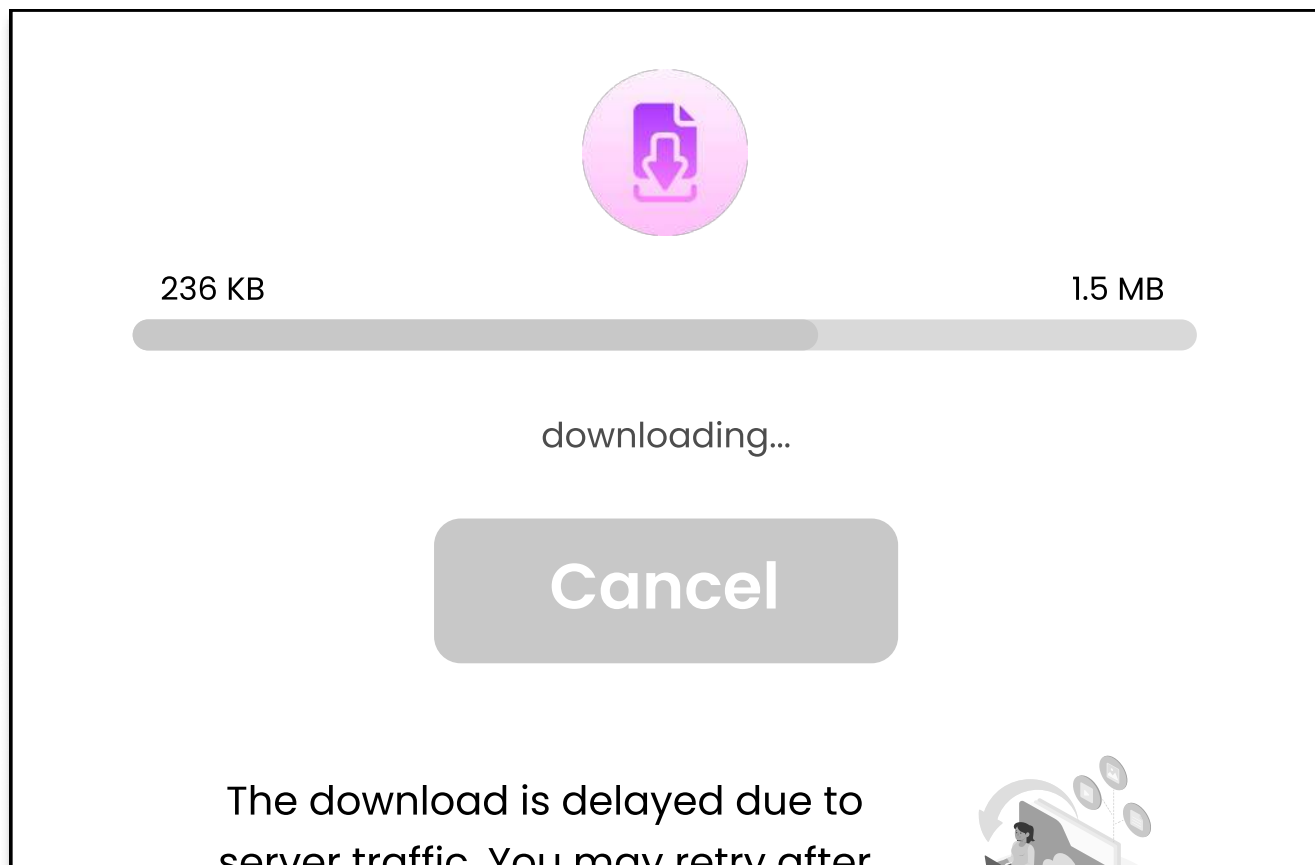
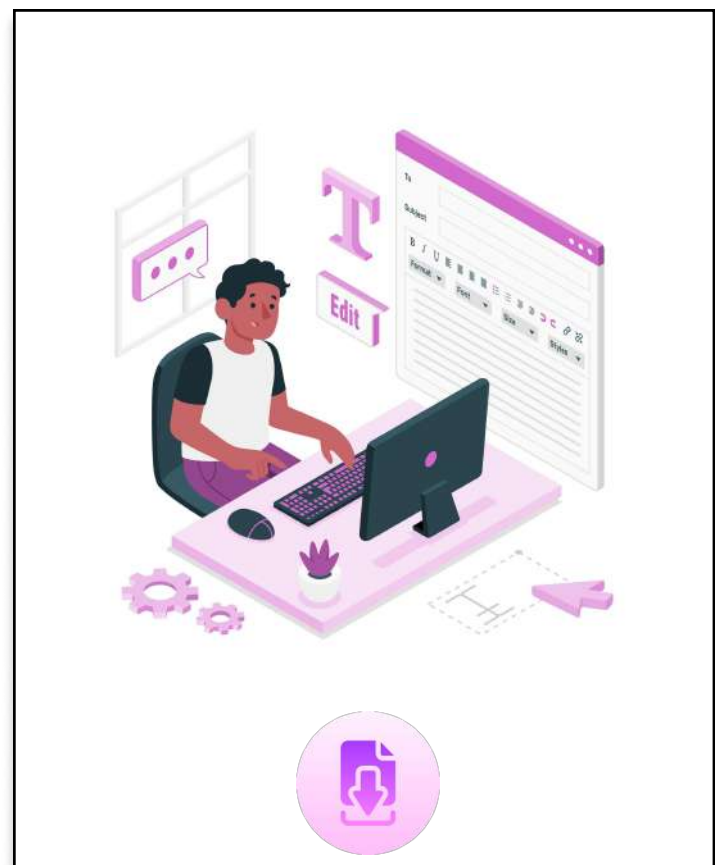
Authoritative Tone!

An authoritative tone is confident, clear, and direct, establishing trust by sounding knowledgeable and in control, while remaining firm but not rude or robotic.



Playful Tone!

A playful tone is lighthearted, fun, and engaging, often using humor, wit, or creativity to make interactions more enjoyable.



Instructional Tone!

An instructional tone is clear, structured, and action oriented designed to guide the user step-by-step with precision and ease.

That's a wrap!

Got feedback? I'd love to hear your thoughts.

