

## Fundamentals of UX Writing



Badge Awarded to

# Matt Dobbin

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This micro-credential outlines the fundamentals of writing for user experiences by addressing the role and responsibilities of the UX writer within product design. It covers the processes and practices that enable UX writers to craft an engaging experience through words. Upon successful completion of this microcredential, students are equipped to craft clear, concise and useful microcopy – identifying user interface patterns, applying best practices and using appropriate tone and voice.

**#ContentDesign #ContentStrategy #ProductWriting #UXCopyrighting #UXWrting**

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Seneca College of Applied Arts and Technology is a multiple-campus public college located in the Greater Toronto Area of Ontario, Canada. It offers full-time and part-time programs at the baccalaureate, diploma, certificate and graduate levels.

## Criteria

# The recipient of this micro-credential has demonstrated the ability to:

- Define UX writing and identify where it is applied within content design
- Generate user/business insights using user experience design tools and practices
- Apply user research and brand insights in the design of effective voice and tone
- Develop content that adheres to writing principles for user interface patterns
- Write microcopy (the words or phrases within an interface that helps users complete their goals) for different elements of a product experience including: actions, messages, instructions, explanations, labels and states.

### By providing:

- Evidence of the ability to complete a set of writing challenges that test the outlined skills and competencies. Each challenge is based on a pattern within a product experience and contains a user scenario, a set of requirements and a wireframe of the design solution. The student is also provided with a voice chart to enable them to reflect the appropriate voice and tone. The student must write effective microcopy that meets the goals of the user and the business to complete each challenge.

### And by reflecting on the entire process by:

**Preparing two responses to typical interview questions, using the medium of their choice. Some typical examples are:**

- How would you approach a UX writing problem?
- What is the value of a UX writer in product design?
- How does your audience factor into your approach to UX writing?
- How do you incorporate best practices for UX writing into your work?
- What is the difference between UX writing and other forms of writing?
- How do evaluate if the writing within a digital product experience is clear, concise and useful?

## Alignments

### Essential Employability Skills

<http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/essential.html>

Mandated by the Government of Ontario. All graduates with the following Ontario College credentials, Ontario College Certificate, Ontario College Diploma and Ontario College Advanced Diploma, must be able to reliably demonstrate the Essential Employability Skills required in each of the following six categories: Communication, Numeracy, Critical thinking & problem solving, Information management, Interpersonal and Personal.

## Evidence

### I have...

- ☒ Completed and submitted the final assignment for the course
- ☒ Reflected on my learning as outlined and submitted the reflection

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