

USER RESEARCH FOR UX WRITING:

PART II: TESTING UX WRITING DECISIONS WITH RESEARCH

by Dr. Katharina Grimm

Resources

Introduction & general reading

Shilpa Ganatra, Alistair Hinde, Gemma Newell: How research is different for UX writing.
<https://www.bbc.co.uk/gel/guidelines/how-research-is-different-for-ux-writing>

Nielsen Norman Group: Legibility, Readability, and Comprehension: Making Users Read Your Words
<https://www.nngroup.com/articles/legibility-readability-comprehension/>

Uzoma Ibekwe: Week 10: Test your copy
<https://medium.com/ux-writers-learn/week-10-test-your-copy-924bd51f7407>

Ryan Williams: How to test content like a pro: A step-by-step guide
<https://maze.co/blog/content-testing/>

Noah Fulton Beale: 6 foolproof steps for user testing microcopy
<https://codewords.tech/6-foolproof-steps-for-user-testing-microcopy-507010ee2841>

Patrick Stafford: The art of content testing and measurement
<https://www.usertesting.com/blog/content-testing-and-measurement>

Tímea Falmann: UX Copywriting: 3 Copy Testing Methods That Beat A/B Testing + QUIZ
<https://uxstudioteam.com/ux-blog/ux-copywriting/>

James McGrath: Five must-try content tests for UX writers
<https://uxcontent.com/five-must-try-content-tests-for-ux-writers/>

Beant Kaur Dhillon: Methods to evaluate the text or content of your UI
<https://uxdesign.cc/methods-to-evaluate-the-text-copy-or-content-of-your-product-a2d5d62d18de>

Piers Scott: Don't confuse your users' literacy with comprehension when designing digital services
<https://uxdesign.cc/dont-confuse-your-users-literacy-with-comprehension-when-designing-digital-services-436750f4b67c>

Annie Adams: Testing for UX writers: know when your words are working
<https://uxdesign.cc/testing-for-ux-writers-78158531179f>

Josh Tong: Ways to test content with users

<https://www.joshtong.io/blog/2019/5/31/ways-to-test-content-with-users>

Avo Agency: Remote content-user-testing-step-by-step-guide

<https://www.avoagency.com/articles/remote-content-user-testing-step-by-step-guide>

Matthew Speiser: 15 Helpful Content Testing Tools

<https://prosandcontent.knotch.com/posts/content-testing-tools>

Kinneret Yifrah: How Usability Testing Improves Microcopy

<https://blog.prototypr.io/how-usability-testing-improves-microcopy-545f0a46da5f>

Search Term Analysis

Connor Lahey: How to Use Google Trends for Keyword Research

<https://www.semrush.com/blog/google-trends/>

UX research and SEO: two sides of the same coin?

<https://blogs.city.ac.uk/hcid-williamson/2016/03/01/ux-research-and-seo-two-sides-of-the-same-coin/>

John Saito: Design words with data

<https://medium.com/dropbox-design/design-words-with-data-fe3c525994e7>

Jennie Tan: The value of ux writing

<https://dropbox.design/article/the-value-of-ux-writing>

A/B Testing

Lindsay Kolowich Cox for Hubspot: How to Do A/B Testing: 15 Steps for the Perfect Split Test

<https://www.bbc.co.uk/gel/guidelines/how-research-is-different-for-ux-writing>

Patrick Stafford: How to become a data-driven UX writer (and how to A/B test copy)

<https://uxcontent.com/how-to-ab-test-copy/>

Oliver Lindberg for Adobe XD Ideas: 6 Essential Tips for Effective A/B Testing

<https://xd.adobe.com/ideas/process/user-testing/effective-ab-testing-essential-tips/>

Damian Rees: The pros and cons of A/B testing

<https://www.experienceux.co.uk/ux-blog/the-pros-and-cons-of-ab-testing/>

Nirmal Govind: A/B Testing and Beyond: Improving the Netflix Streaming Experience with Experimentation and Data Science

<https://netflixtechblog.com/a-b-testing-and-beyond-improving-the-netflix-streaming-experience-with-experimentation-and-data-5b0ae9295bdf>

Adoric Team: A/B Testing: How it Works and Why You Need It

<https://adoric.com/blog/a-b-testing-how-it-works/>

Bayesian A/B Testing Calculator

<https://marketing.dynamicyield.com/bayesian-calculator/>

Qualaroo: 25 Best A/B Testing Tools to Help You Convert in 2022

<https://qualaroo.com/blog/best-ab-testing-tools/>

Gopractice: Peeking problem – the fatal mistake in A/B testing and experimentation

<https://gopractice.io/blog/peeking-problem/>

Optimizely: Optimization Glossary

<https://www.optimizely.com/optimization-glossary/multivariate-test-vs-ab-test/>

Comprehension Survey

Annie Adams for UX Collective: Testing for UX writers: know when your words are working

<https://uxdesign.cc/testing-for-ux-writers-78158531179f>

Tímea Falmann: UX Copywriting: 3 Copy Testing Methods That Beat A/B Testing + QUIZ

<https://uxstudioteam.com/ux-blog/ux-copywriting/>

Exercise:

WeWork Standard office

<https://www.wework.com/en-GB/solutions/standard-office>

Mindspace Mindpass Multi

<https://partners.flexspace.ai/offerings/mindspace-multi>

Ministry of New Individual Memberships

<https://www.ministryofnew.in/individual-coworking-memberships>

Card Sorting

Usability.gov: Card Sorting

<https://www.usability.gov/how-to-and-tools/methods/card-sorting.html>

Sarah Jee Watson for www.boagworld.com

<https://boagworld.com/usability/card-sorting/>

Saurav Pandey: Card Sorting — what, how & the perks

<https://uxdesign.cc/card-sorting-what-how-the-perks-29f6cb020270>

Maze: Card Sorting: Improving Information Architecture

<https://maze.co/guides/ux-research/card-sorting/>

Usability Testing

Raven Veal: How To Write Effective Usability Testing Questions: A Beginner's Guide

<https://careerfoundry.com/en/blog/ux-design/how-to-write-usability-testing-questions/>

Interaction Design Foundation: Usability Testing

<https://www.interaction-design.org/literature/topics/usability-testing>

usability.gov: Usability Testing

<https://www.usability.gov/how-to-and-tools/methods/usability-testing.html>

Cloze Test

CourseUX.com: Cloze test: what is it and why it's important in UX Writing

<https://courseux.com/cloze-test/>

Justin Baker: Cloze Testing— The Leading UX Test for Content Comprehension

<https://medium.muz.li/cloze-testing-the-leading-ux-test-for-content-comprehension-87e03923362b>

Nielsen Norman Group: Cloze Test for Reading Comprehension

<https://www.nngroup.com/articles/cloze-test-reading-comprehension/>

Ashwini Kamath: Filling in the blank with a Cloze Test

<https://medium.com/design-ibm/cloze-test-assessing-if-your-words-make-sense-68ecd52a8a72>

Larry Ferlazzo: The best tools for creating Clozes (Gap-Fills)

<https://larryferlazzo.edublogs.org/2012/04/30/the-best-tools-for-creating-clozes-gap-fills/>

Highlighter Test

Gloria Li: 7 Tests to Quickly Improve Your UX Copywriting

<https://www.ligloria.com/stories/7-tests-to-quickly-improve-your-ux-copywriting>

Annie Adams: Testing for UX writers: know when your words are working

<https://uxdesign.cc/testing-for-ux-writers-78158531179f>

Keith Reynold Jennings: The Marketing Highlighter Test: Does Your Content Make The Grade?

<https://keithjennings.com/marketing-highlighter-test/>

Ayesha Akbar: Dipping my toes into UX Writing

<https://bootcamp.uxdesign.cc/dipping-my-toes-in-ux-writing-5a4a683aaf82>

Other

Nielsen Norman Group: How People Read Online: The Eyetracking Evidence

<https://www.nngroup.com/articles/legibility-readability-comprehension/>

Kai Wong: How to get the most out of an interview with a subject matter expert

<https://uxdesign.cc/how-to-get-the-most-out-of-an-interview-with-a-subject-matter-expert-c3f01cec5f69>

Love Data: Using Google Analytics to Understand Navigation Paths

<https://www.lovesdata.com/blog/navigation-paths>

Jared M. Spool: Getting The Most Out Of Subject Matter Experts

<https://articles.uie.com/getting-the-most-out-of-subject-matter-experts/>

Krisztina Szerovay: Domain Expert Interview

<https://uxknowledgebase.com/domain-expert-interview-90c8db4cbaa>

Copywritely

<https://copywritely.com/readability-checker/>

Readability Analyzer

<https://datayze.com/readability-analyzer>

Clifford Chi for Hubspot: How The Flesch Reading Ease Test Can Help You Write Clear and Concise Copy

<https://blog.hubspot.com/marketing/flesch-reading-score>

Hemingway Editor

<https://hemingwayapp.com>