UX Writing Checklist

Always check if your texts are:

- Understandable (use simple sentences that even a sixth-grader would understand)
- Concise (remove unnecessary words)
- Useful (only write text if it's useful to the user)

Consult the UI style-guide for more information:

https://helpcenter.theobald-software.com/ui-style-guide

Best Practices

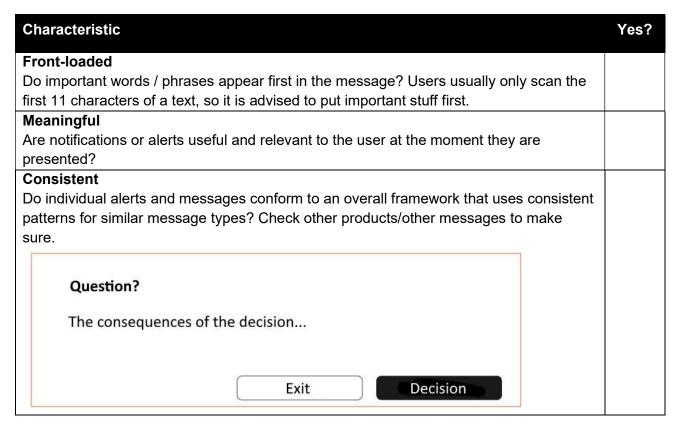| Characteristic	Yes?
Simple / Readable Is the text simple and not overloaded? 1 information = 1 sentence and vice versa.	
Concise Are headlines and instruction text as short and clear as possible with no repetition, redundancy, ambiguity, or unnecessary words?	
Universal Does the word choice avoid technical jargon, idioms, and hard-to-translate phrases?	
Consistent Do text elements or UI components of the same type use the same patterns and styles (e.g., see yunIO styleguide)? Check the other products or components to make sure.	
User-focused Does the content focus on how the product will benefit users in solving their problem (and less on features or technical details)?	
Guiding Is the next required action clear?	
Prioritized If you squint at any screen, is the info hierarchy clear? Do important actions stand out?	

Instructions & Tooltips

Characteristic	Yes?
Informative Do users have enough guidance and info about consequences at every point in the flow to make a (critical) decision with confidence and continue?	
Supportive Do tooltips provide additional details for users who need help understanding?	

Error Messages

Characteristic	Yes?
Actionable Does the error say what happened in simple terms and explain what the user needs to do next to get back on task?	
Compassionate Do the language and the tone of the message match the severity of the issue and avoid blaming the user for the error?	

Notifications & Alerts

Characteristic	Yes?
Front-loaded Do important words / phrases appear first in the message? Users usually only scan the first 11 characters of a text, so it is advised to put important stuff first.	
Meaningful Are notifications or alerts useful and relevant to the user at the moment they are presented?	
Consistent Do individual alerts and messages conform to an overall framework that uses consistent patterns for similar message types? Check other products/other messages to make sure. Question? The consequences of the decision… Exit Decision	

Dialogs / Modals

Characteristic	Yes?
To-the-Point Headlines Does the headline communicate a single concise message?	
Distinct Buttons Does the primary button text state a clear action and indicate what happens on-click?	
Explanatory UI Texts Does the text in the UI clarify any consequences and explain options in simple terms?	
Guided User Input When data needs to be entered, is it clear where the user can find that data?	

Onboarding (First-Use)

Note: We currently do not offer onboarding functionalities, e.g., wizards, beginner guides, etc.

Characteristic	Yes?
Value-oriented Does the text show the user how to experience the value of the product as soon as possible?	
User-focused Does the content focus on how the product will benefit users in solving their problem (and less on features or technical details)?	
Cohesive Do the stated product benefits match the major selling points promised in marketing materials?	
Necessary Do the initial screens convey only the essential info needed to inspire action and avoid any info not meaningful to first-time users?	
Reassuring Does the onboarding content answer the user's most pressing questions and remove mystery or doubt on first use?	

Examples

Not Helpful

Helpful

Authentication error
Log-in failed.

OK

Wrong Password

Try again

Reset password?

Not clear (generic words as button text)

Clear (action verbs as button text)

Are you sure you want to cancel your subscription?

Cancel

Cancel Subscription

Are you sure you want to cancel your subscription?

Keep Plan

Cancel Subscription

⚠ **Save Changes?**

Would you like to save your changes before exiting?

No   Yes

⚠ **Save Changes?**

Would you like to save your changes before exiting?

Discard   Save