Writing for the User Experience

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HI THERE!

- Sue Walsh, UX Writer at GoPro
- Technical writer and editor
- BA in Professional Writing and English Literature
- 17 years in San Diego tech
- User guides, install and config guides, reference manuals and knowledge bases, relnotes, marketing materials, press releases, white papers ...
- Why microcopy?
WHAT IS UX WRITING?

- Designing the words people see when they use software (mobile, desktop, web, IoT)
- Building the conversation between a product and its users
- Goals: Reduce cognitive load. Hide complexity.
- “You encounter UX writing every time you use an app or the internet. When it’s doing its job well, you don’t even notice it.”

John Saito, UX Writer, Dropbox
GOOD UX COPY

1. CLEAR   Accurate, straightforward, natural language
2. CONCISE  Scannable, nothing extraneous
3. USEFUL  Task focused, balance of visual to copy
4. DELIGHTS Makes your user happy!
5. TRANSLATES EASILY  
   Simple language, avoids ambiguity
6. BRAND VOICE  
   Embodies your product’s values
CONSIDER YOUR AUDIENCE

1. What is your user’s goal? What does she want to do?

2. What might he be feeling in that moment? What do you want him to feel?

ARE YOU SURE?

There are some media items currently uploading or waiting to upload to PLUS. If you turn AUTO UPLOAD off now these items will not upload and will be auto-deleted from the GoPro app at the end of their expiry window.

CANCEL TURN OFF

ARE YOU SURE?

Items in your queue will not upload to the cloud, and will disappear from your phone when they expire.

Cancel | Turn Off
DIVING INTO UX WRITING

- Start where you are and look for opportunities
- Volunteer your services
- Take courses on UX design and writing
- In a large company, ask a UX writer or designer to mentor you
- Make sure your portfolio includes a wide range of writing samples
SKILLS YOU NEED

● Kick-ass writer with a clean, crisp style
● Technical aptitude
● Confidence to advocate for your material and accept criticism
● Familiarity with software life cycle
● Ability to live with imperfection
● Sense of humor
Questions?

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