

No writer? No problem!

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Thanks for attending the UX Salon 2022. Here's a summary with key points and references.

The goal of this presentation is to be able to write copy for mocks without the help of a UX Writer. HOWEVER, writing should be reviewed by your writer unless **they tell you otherwise**.

REMEMBER - NU?

- No *lorem ipsum* - it wastes everyone's time and isn't useful
 - Use your product - just do it :-)
 - Ask questions - ask questions as if you were a five year old
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Tips for writing copy

1. Ask strategic questions

- What's the problem we're solving?
- Who is this for?
- What are the key user benefits?
- What are our known constraints?
- What does success look like?

2. Research like a writer

The goal is to understand how your project fits in to the larger market

- Is there a similar product/feature already out there?
 - i. What words do they use?
 - ii. What's the tone?
 - iii. Jot down anything that surprises you.
- Something completely new?
 - i. How are new features introduced?

3. Build a flow

- Everyone has their own method, but I find fake conversations are very helpful. Here are a couple of online tools to make your own:
 - i. [Fake Chat Generator](#) (for Whatsapp chats)
 - ii. [Fake Text Messages](#) (for that iMessage look/feel)

4. Pick the words

- Remember those strategic questions!
 - i. *What are key user benefits?* This is great for showing users the benefit of your product
 - ii. *What does success look like?* These are going to be your button text ("Register now", "Buy now", etc.)
- Short beats good
 - i. Not always - but let the writer make the decision to go long.

Questions? Find me on [LinkedIn](#)

- ii. Need short words?
 - 1. Look to printed newspapers for inspiration
 - 2. You can also use a thesaurus. My personal favorite online favorite is:
www.wordhippo.com
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Fixing copy

- If you think there might be an issue with the copy, you can try:
 - **Switch it up** - Switching up the location of the copy. Does moving it somewhere else in the flow help or hurt comprehension?
 - **Giving more context** - will an additional screen improve comprehension? (Think of App permissions as a good example)
 - **Play “take-away”** - Ask yourself what people would miss out on if you removed the copy
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