

The Benefits of Being Boring

Presented by Yossi Nachemi

[LinkedIn](#)

Thanks for attending the UX Salon Words 2023. Here's a summary with key points and references.

Key point: Be "boring" when you can. That way, when you mix it up, your users will take notice.

The critique of being "boring" comes from the writer, PM, etc., **not the user**.

Remember - the combo of a set of messages and the channel we're using to convey those messages can feel repetitive to us, but the user doesn't feel that.

If someone thinks the copy is boring, they'll skip it.

It's ok to repeat your key messages, that's actually a technique FBI hostage negotiators use to resolve situations.

Simple copy is often good copy

- Don't try to over complicate your messaging.
 - Liven-up your copy, but not at the expense of comprehension
 - Don't rely too heavily on industry jargon
 - Yes, sometimes it has to be there, but it always doesn't communicate the same things to everyone
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CTAs are often part of a pattern, so while it might be tempting to change it, understand it can have significant consequences.

Know when it is the right time to change it up.

- Emphasize something new
- Something important (like file deletion, account settings, etc.)
- Ensuring people know where to continue in the flow

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