

UX Copy.

- 01 UX Copy in Product Design
- 02 Content-First Approach
- 03 Takeaways



UX Copy in Product Design.



UX Copy in Product Design.

- -What is UX Copy?
- -Why does it matter?



What is UX copy?

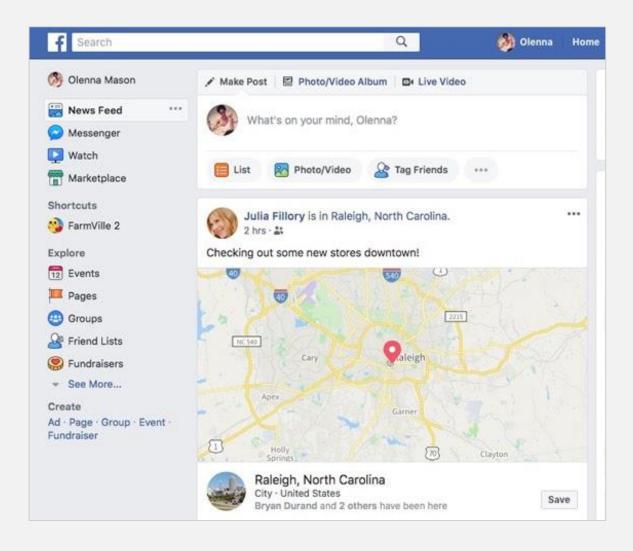


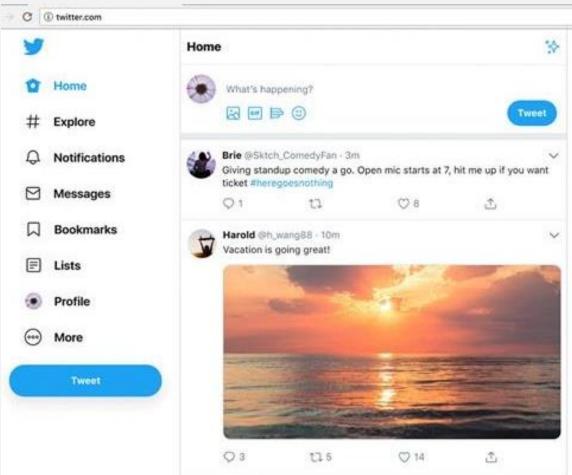
- Tiny words, big impact on the UX.
- Short, small, brief text.
- Copy that you don't even realise is there, barely notice you're reading it.

 Forms part of the product and engages the user.
- Conversational interface.



Microcopy – Tiny Words, Big UX Impact

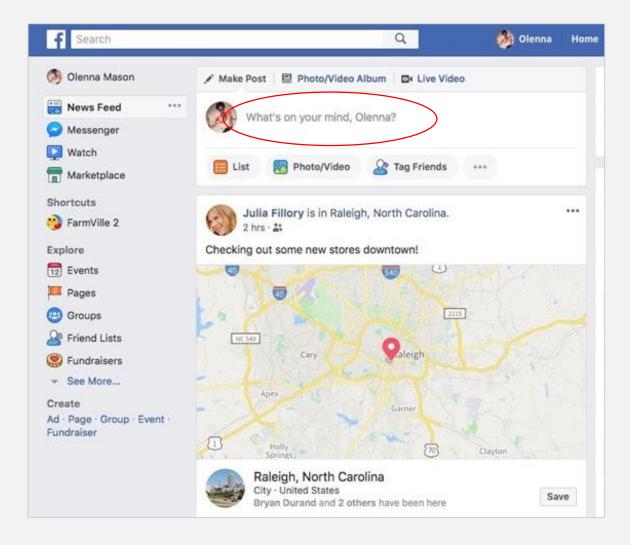


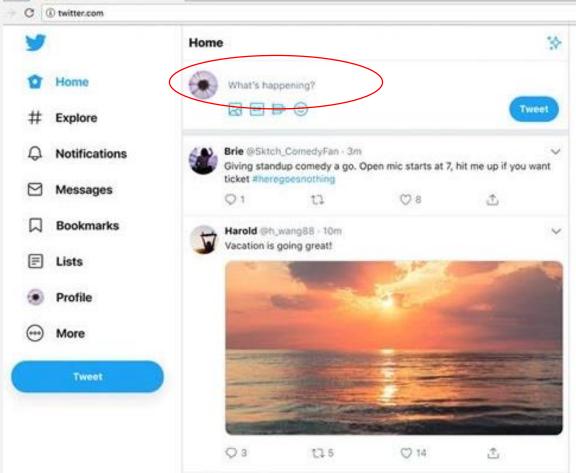






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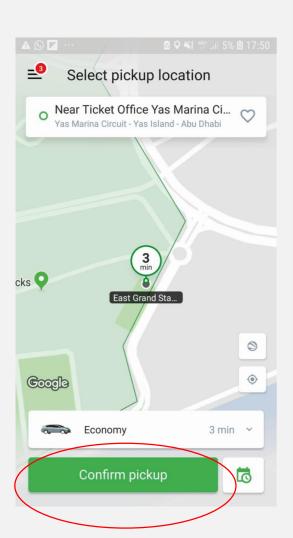
Navigation

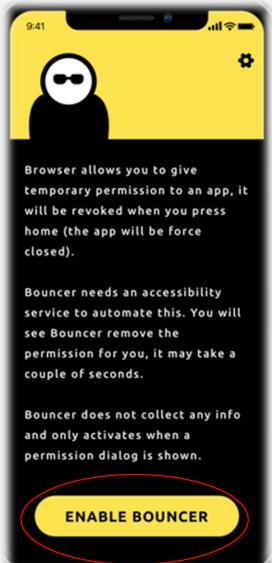
- Anything that is clickable.
- Buttons, dashboard labels, CTAs, prompts, etc.
- Any copy which requires action,
 and moves the user through the
 flow/around the product.



Navigation - *CTAs*

- **X** "Confirm pickup" is ambiguous.
- X Is the user committing to booking a ride, or just selecting their current location?
- X Will they be able to change the location once they have "confirmed"?





- ✓ CTA is supported by the content.
- ✓ It's clear what action is going to happen when they press the button.



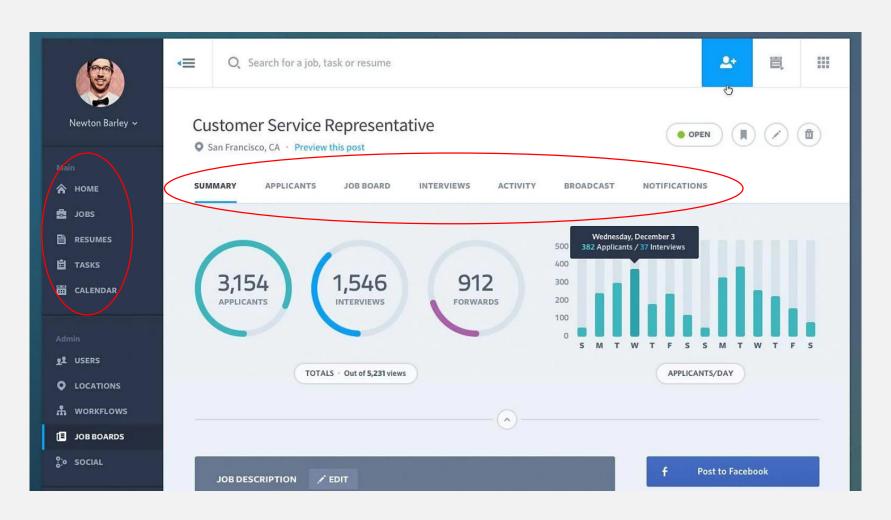
Navigation - CTAs Emirates SkyCargo

Pieces	Dimension	Goods Desc	c *	
Weight *	Kilos	Ready Date	02 APR 2020	
Volume * ?	Cubic Metres	Currency		
Suggest Flight Get Flight Details				
	Departure Date *		From *	To *
Flight Details			From *	To *
Flight Details Flight No. *	Departure Date *		From *	To *

- X Difference between 'Suggest' and 'Get' isn't clear.
- **X** Asking for flight details again below.
- X The "Get Price" CTA seems to have the same value as "Get Flights."



Navigation - *Dashboards*



- ✓ Copy which helps a user find their way around a product.
- ✓ They can navigate to the right part
 of the product to get their task
 done. The wrong word, and they
 won't find the right section.
- ✓ Emirates Partners/Agents



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- Loading handlers, Error messages, support text, alerts etc.
- Should be appropriate. Doesn't have to be clever, cute, or funny.
- Goal is to remove user-anxiety,

 provide reassurance, always

 informing the user what stage of the
- journey they're at.

 Biggest impact on

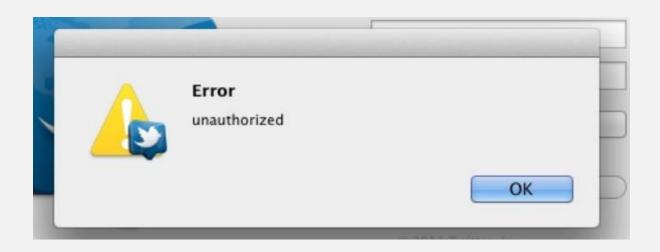
 bounce/abandonment rates.



(P)

Feedback – *Poor Examples*

- X Blames the user. Even if it is the user's fault it is never the user's fault.
- X Doesn't provide any feedback as to why something has gone wrong.
- **X** Blocked path/cul-de-sac. No solution-drive CTA.

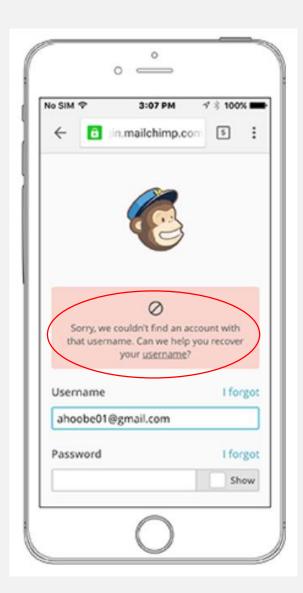






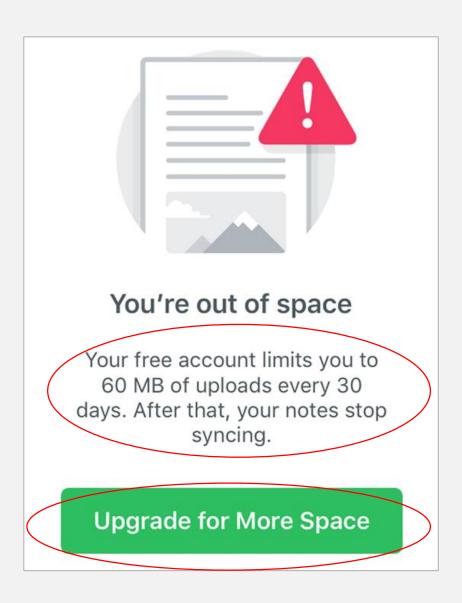


Feedback – *Good Example*



Error Messages

- ✓ Appropriate tone and language.
- ✓ Explains why there is an error/why the user cannot continue the journey.
- ✓ Suggest a solution and an alternative.
- ✓ Lends a "helping hand" to the user.
- ✓ Fully aware of the user's problem and context.
- ✓ Includes a CTA which can help the user solve or improve on the problem.





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- Goal is to remove user-anxiety, provide reassurance, always informing the user what stage of the journey they're at.
- Biggest impact on bounce/abandonment rates.



- Informational, explanatory, "long-
- form"
 - Short space to communicate

important information/message.

- "Content," push notifications, sales
 - copy, "wordy" but succinct.



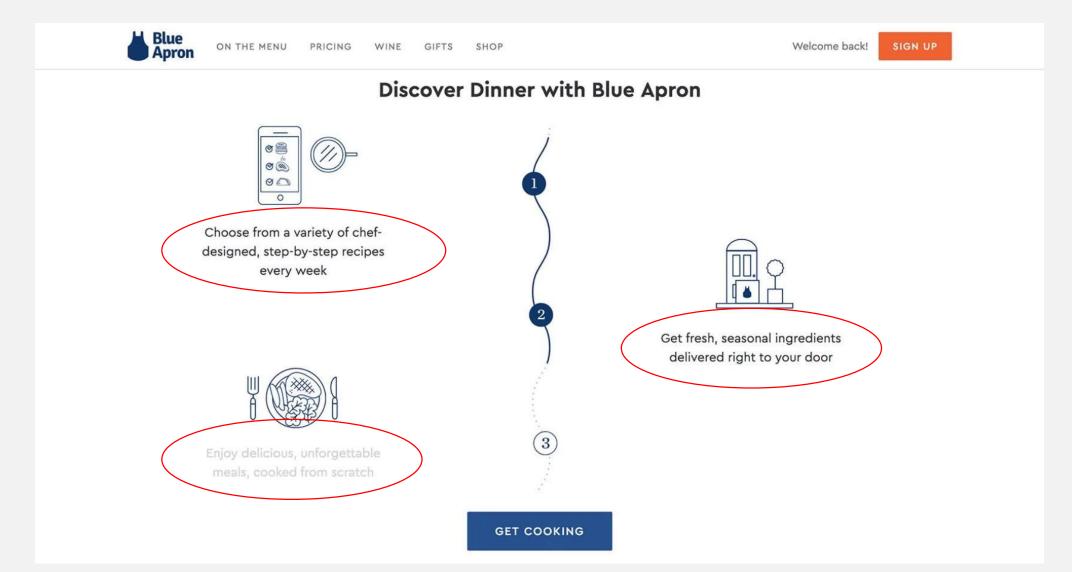
[Informational



- ✓ Important information, condensed.
- ✓ Informational, instructional content.
- ✓ Well edited.
- ✓ Succinct, to the point.
- ✓ Tone is appropriate to the product and the task.









Why does UX copy matter?

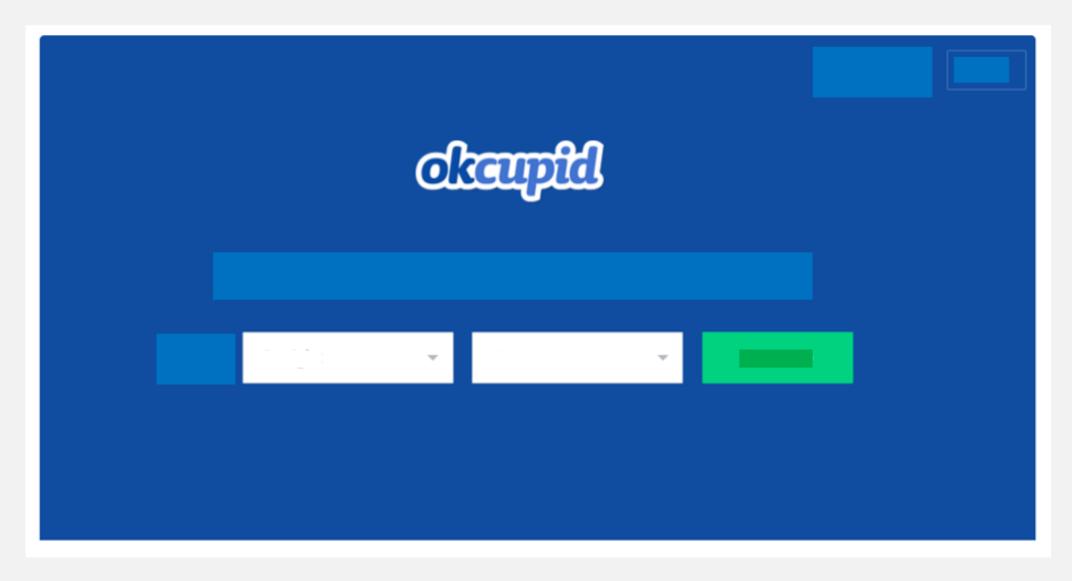


Makes the product usable.



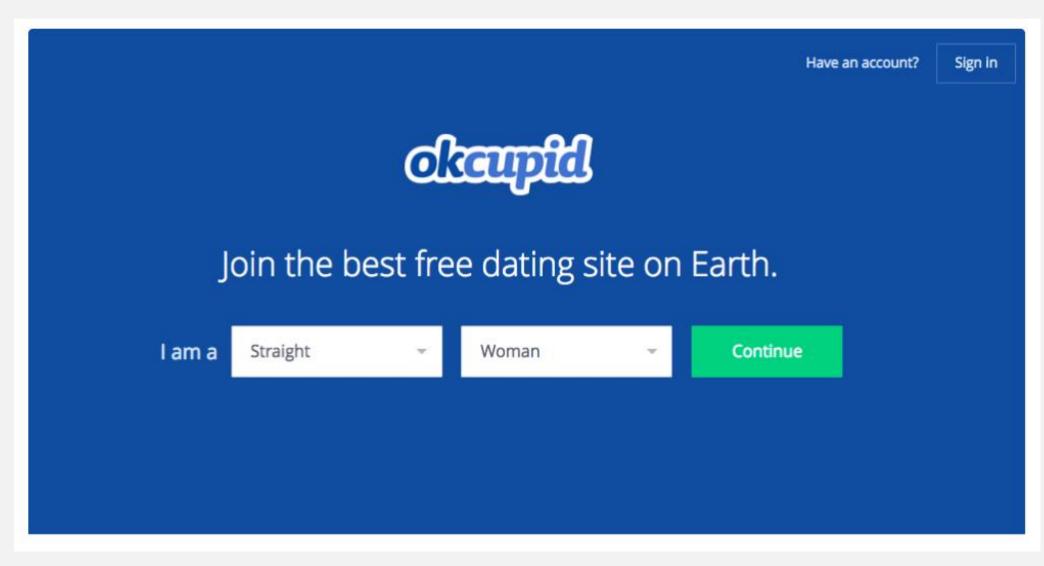


Usability



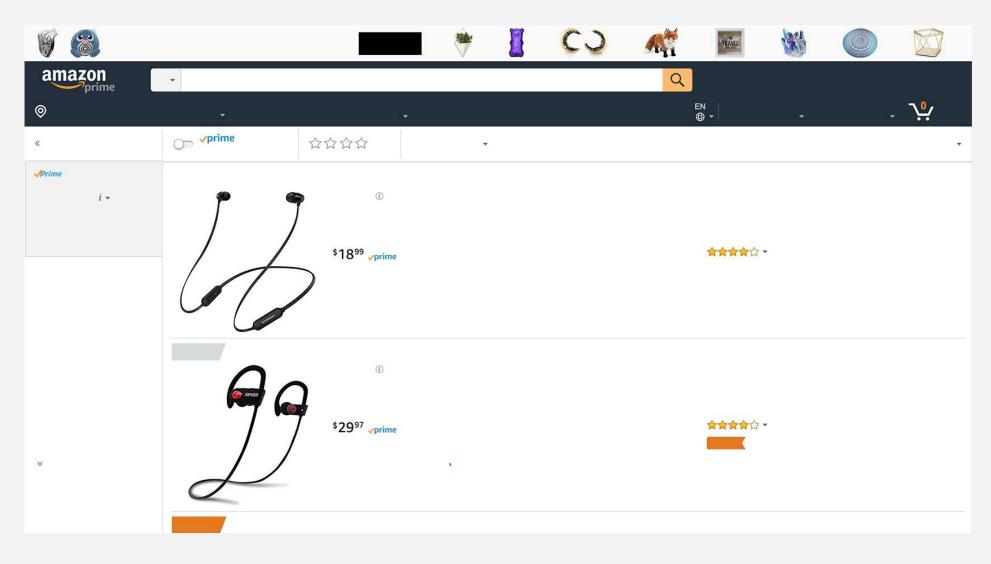








Usability

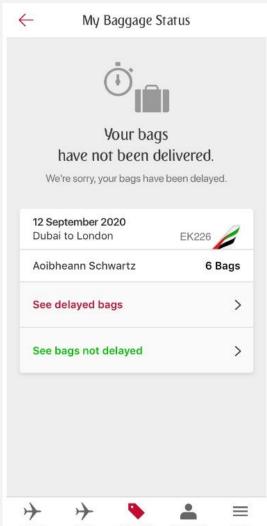




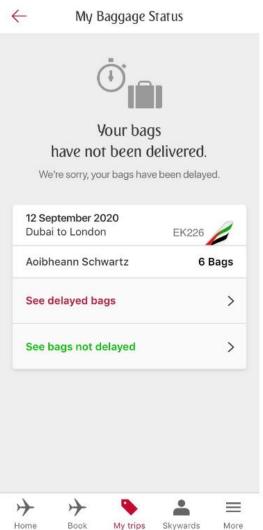
100%

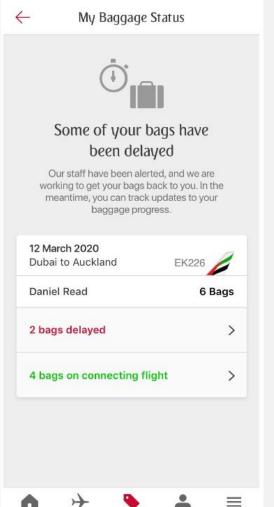






Usable





My trips

Skywards

More

9:41 AM

●●●● Sketch 令









Why does UX copy matter?



Usability



Makes the product usable.

- Users' reading behaviour online is different. People rarely read web pages word by word. They scan pages, picking out individual words and sentences.
- Helps with attention spans and accessibility and how users process information.



Scannability – Reading internet content

Nielsen Norman Group: How Users Read on the Web

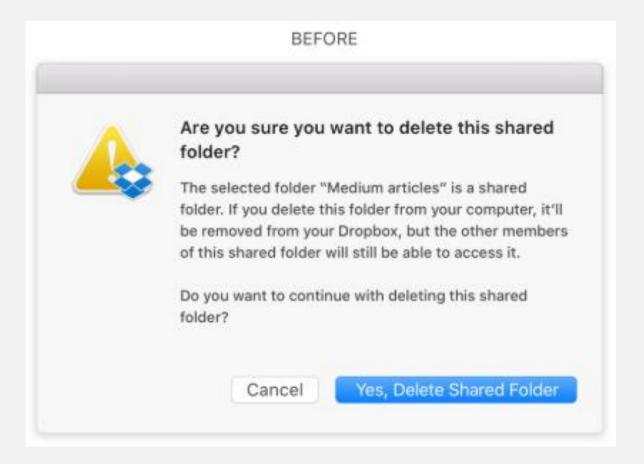
Summary: They don't.

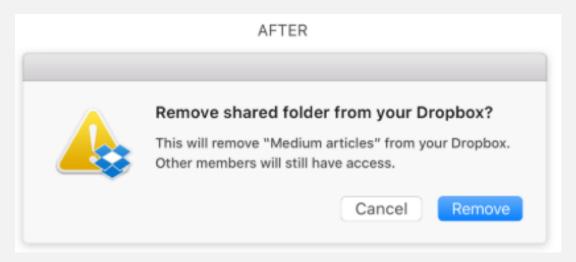
- People rarely read web pages word by word (16%).
- Users scan the page, picking out individual words and sentences (79%).
- As a result, web pages have to employ scannable text.
- Measuring the effect of improved web writing.





Scannability – Writing important messages, for users who hate to read

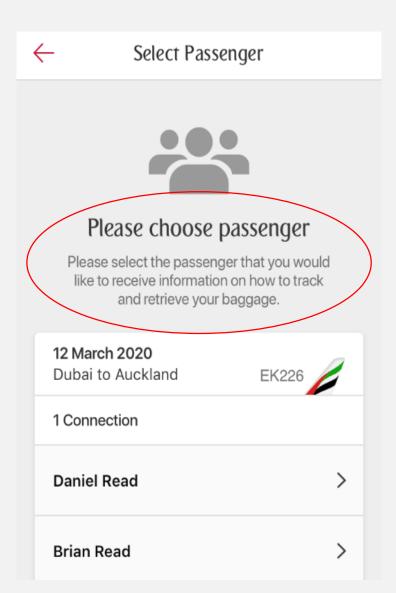




- ✓ Scannability.
- ✓ As brief and as accurate as possible.
- ✓ Average attention span of Internet user has dropped to 8 seconds as compared to 12 seconds in 2000.
- ✓ Design words for people who hate to read.



Scannability – Writing important messages, for users who hate to read



- Less is more!
- Be as brief and as accurate as possible.
- Write for people who hate to read.





GOV.UK research study: Design principles for reading on-screen

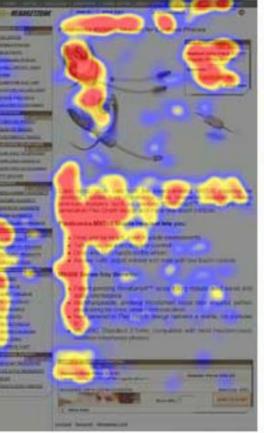
- People read differently on screen, than on paper.
- F shaped pattern.
- Two horizontal stripes, followed by a vertical stripe.





F-shaped Pattern





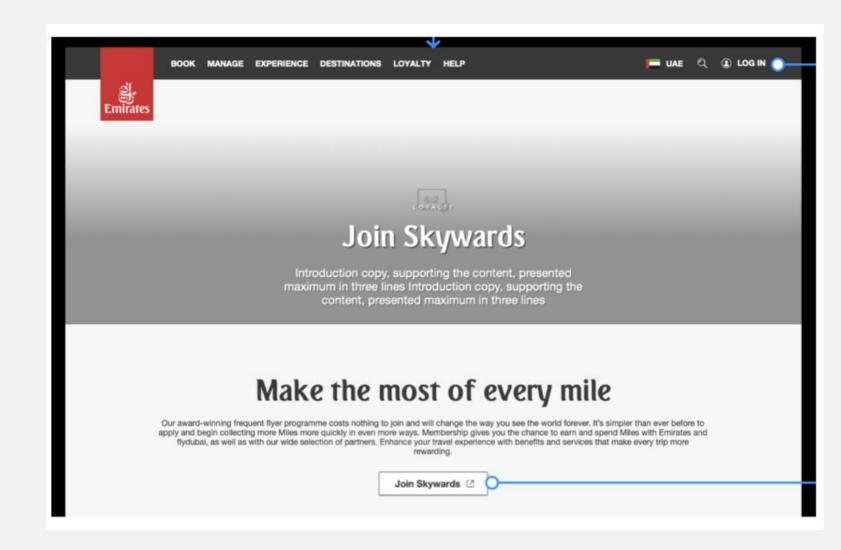






Readability issues?

- X Text too small?
- X Is centered text readable and accessible?
- X How many words should be on one line?
- X Does the order of information and content make sense? Could we erase any of it or move it around? Is it scannable?
- X Would someone who hates reading want to read this?





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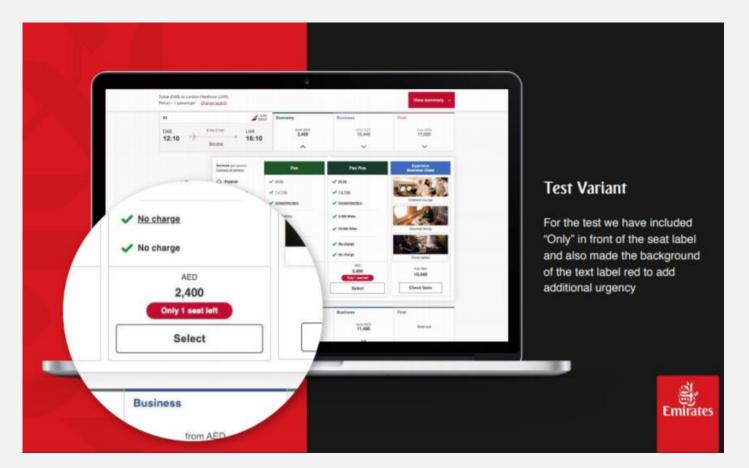
Conversion

- The right copy can reducebounce rates and make surethe user completes to journey.
- Makes tasks easier and more seamless to complete.





Conversion – Selling seats





Designing for anxiety

With this test we have only changed subtle instances in the UI such as colour (Red) and wording ("Only"), these combined factors have helped to add a touch of anxiety in the users purchase decision, we sometimes have to design negative experiences for the user, to have positive effects on the business.

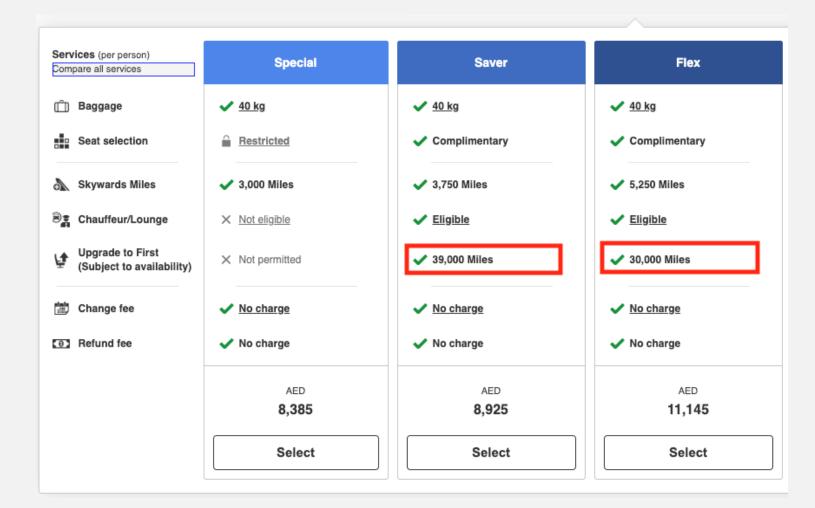






Before

- X <u>Eligibility:</u> Users couldn't understand whether a Miles Upgrade was *eligible* for the particular fare.
- X <u>Availability:</u> Users couldn't understand whether a Miles Upgrade was *currently* available for the particular fare.
- X <u>Future potential availability</u>: Not clear whether some of the fares may, at some stage in the future, become available. The subject to availability wasn't clear.

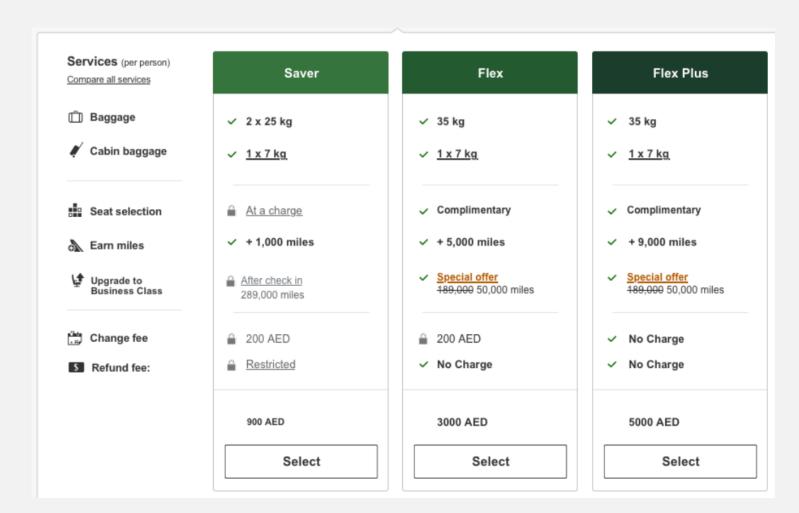






After

- ✓ Renamed the sidebar
- ✓ Aligned design, copy and content.
- ✓ Clearly shows when the upgrade would become available: now, in the future, etc.
- ✓ Included incentive price comparison
- ✓ User doesn't have to do as much "figuring out" in their head when reading the Upgrade states.

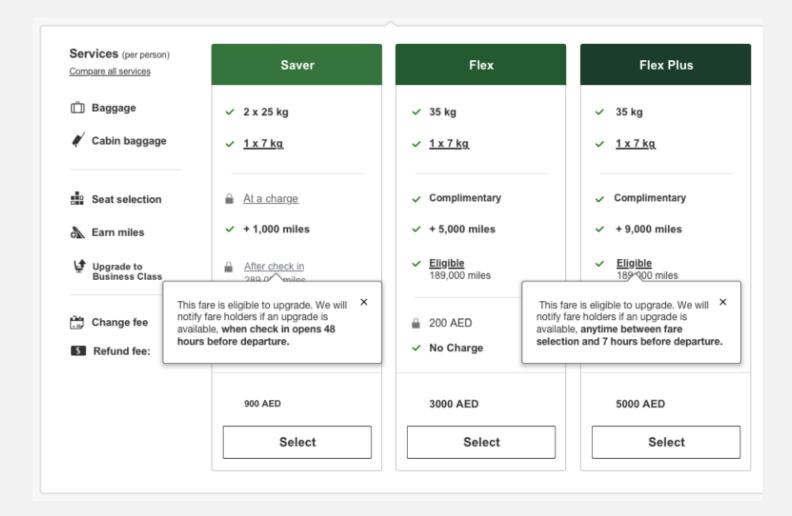






After

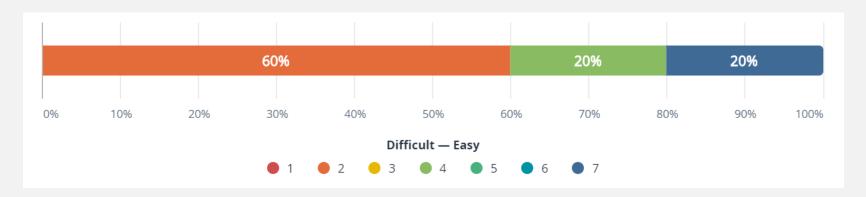
- √ Improved the tooltip copy
- ✓ Clearly shows <u>whether the fare is eligible</u> for an Upgrade
- ✓ Emphasizes the exact times and conditions







Live Version



New Version





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- "Well-crafted words impact the way people feel when they interact with a product, and they provide users with decision making certainty."
 - Increase brand and product loyalty.





Reassurance – Empathy and "Emotional" UX content & copy approach

Think of a task that you hate doing, which stresses when you even think about doing it...



- Washing dishes
- Laundry
- Paying bills/organizing finances
- Taxes
- Delayed/lost bags





Reassurance – Empathy and "Emotional" UX content & copy approach

Imagine if a machine or a product could understand your stress - and hold your hand throughout the process?



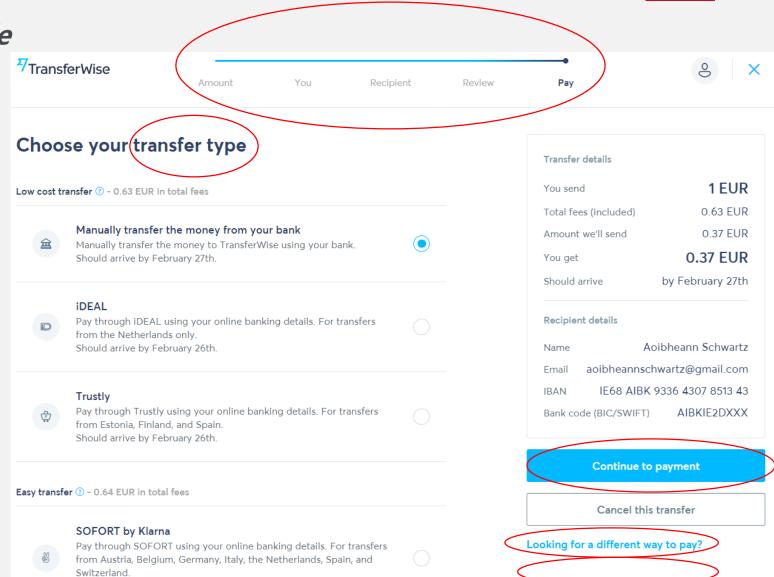
Good UX copy puts the "Human" into

"Human-Computer Interaction Design"



Reassurance – Bad Example

- X Top progress bar doesn't match the CTA. No idea what the next step is. Copy terms aren't consistent (eg. "Transfer," "Pay.").
- X The CTA should have sub copy reassuring me that I can change payment details etc. (if that's possible, or a message to say I can't).
- X Doesn't take context and user-anxiety into account here. Could be transferring very large amounts of money, I need more assurance and guidance throughout this whole journey.
- X Too much text on the page, and the clear and important info isn't standing out. Unnecessary text ("Looking for a different way to pay?")

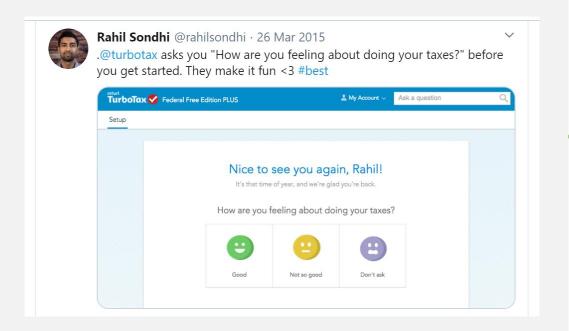


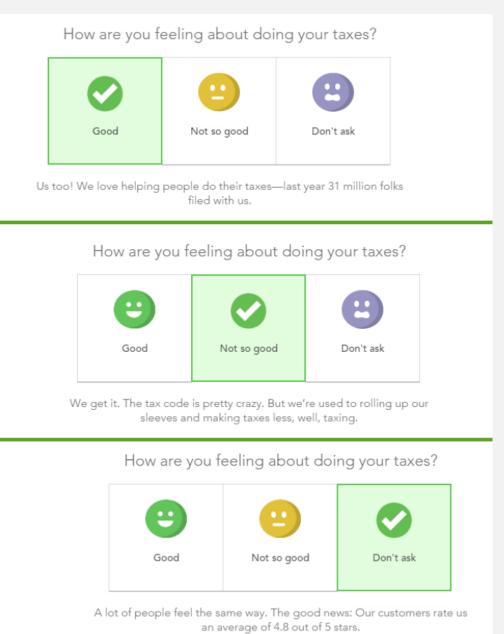




Reassurance – *Good Example*

"Well-crafted words impact the way people feel when they interact with a product, and they provide users with decision making certainty."







Content-First Approach.



Content-First Approach.

- -Lorem Ipsum Debate
- -Content-First vs Design-First



Lorem Ipsum Debate: Design First?

Pros

- ✓ It helps with laying out the elements and estimating content needs without worrying about the real copy.
- ✓ The design itself undergoes several rounds of amends prior to the sign-off.
- ✓ Tight deadlines.
- ✓ No content resources.

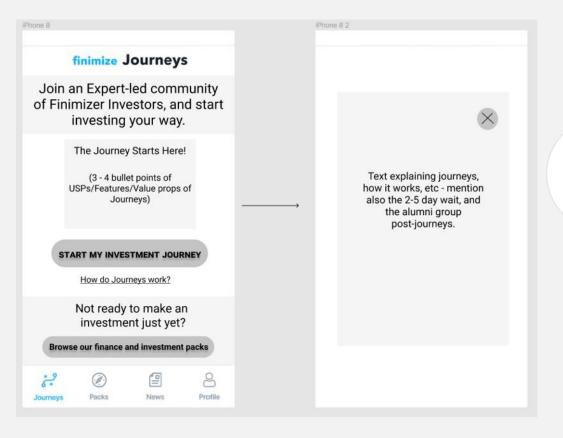
Cons

- X "The problem with Lorem Ipsum is it conveniently fills the available space like an expanding gas. Unfortunately, it is inert, meaningless and lacks context, revealing very little about the relationship between the design and the content."
- X Uninspiring to stakeholders and users in user testing.
- X Design-first creates the illusion that content is secondary, resulting in boxes to be 'filled in' at a later time. Copywriters then fill in spaces that could be simplified into a single sentence, or miss out placing effective content elsewhere.
- X The chances that your actual content will match the same space as your placeholder are very slim. In most cases at least some redesigning and restructuring must be done, which wastes time and resources.

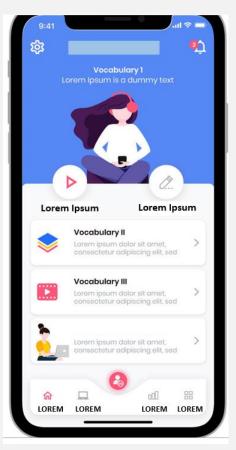
VS



Content-First vs Design-First



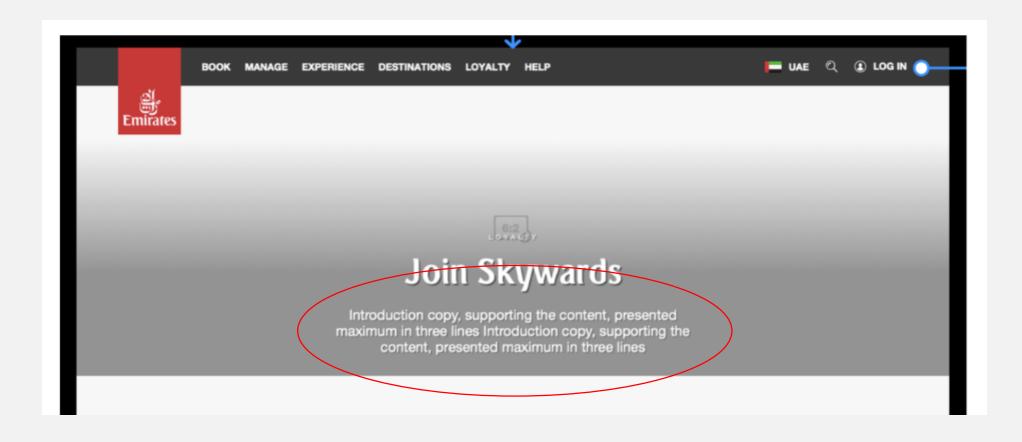






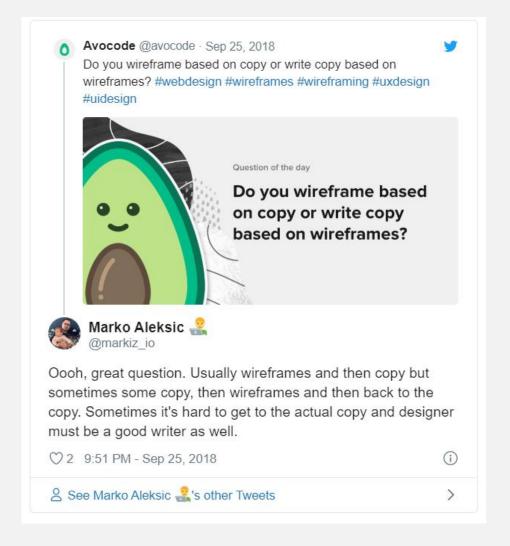


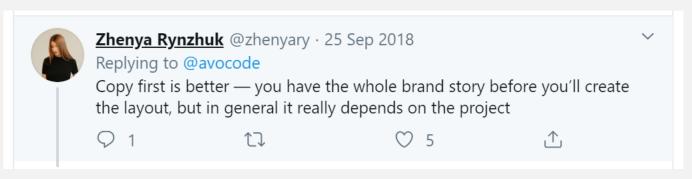
Content-First - Labelling





Copy & Wireframes











Takeaways.



Suggestions/Takeaways

- □ Lorem Ipsum to be avoided at testing stage.
- More labelling, as much **content direction** as possible in wireframes. Think of the function of each content section. Eg. What type of UX copy/content should go here in this empty box?
- ☐ If we are **copying copy/content from a word doc** straight into the design, it should be reviewed again before presenting.
- **Testing copy.** How can we test how effective the content and copy is during user testing, as well as testing how well the design works?
- □ Collaboration between content & design.
- ☐ Agile process/workflow between design, content, and business.



Collaboration - Content & Design





Content Briefs



: Information Storytelling

- What is the user problem?
- How is the product solving this problem?
- Before and after user state.

- User personas.
- "Emotion" mapping.
- What content needs to be on each page/screen? Written out in plain basic English beside each screen.
- Ask for requirements from business that incorporate content, not just features.

- Thinking of how content and design can sell the product.
- Map the "Plot points" of the product.
- Beginning/middle/end.
- Not so much for functional app use like Baggage Tracking, but for Flight Pass and Skywards, it's useful.
- Can be for one page, or over the whole product flow.



Resources

- Collaboration between designers and copywriters
- UX copywriting tips for designers
- Copywriting & UX: Why copywriters need wireframes
- Designing content-first for a better UX
- Content first, Design second
- Nielsen Normal study
- Why designers should never use fake text
- Gov.uk research
- Writing & Designing for Web Accessibility