Updated on 29/11/2023

Sign up

UX writing training

2 days (14 hours)

Presentation

UX writing is the art of creating concise, clear and attractive text. UX Writing differs from copywriting in that it aims to guide the user through the interface in an intuitive way.

The main role of UX Writing is to find the perfect synergy of words, images and digital elements. Mastering UX Writing is essential for those who want to maximize the impact of their marketing campaigns.

UX Writing will help you avoid customer frustration by improving the usability and ergonomics of your site. Thanks to UX Writing, you'll optimize interactions by applying dialogues between users, and personalize customer relations to assert your brand image and set yourself apart from the competition.

In this UX Writing course, we'll show you a solid grounding in UX Writing. You'll explore how language, user research and design come together in UX writing. Finally, we'll see how UX writers collaborate with different product design teams.

What's more, you'll work on numerous writing projects that will help you practice all the concepts you've learned during the course and build up a portfolio to gain credibility.

At the end of our training course, you'll know how to put words at the heart of your design while meeting SEO imperatives.

Objectives

- Master the main principles of UX writing
- Understanding the role of UX writing in product design
- Be able to align personal and corporate objectives

- Knowing how to speak to your user in the form of a catchphrase
- Adopted a content-driven approach
- Content auditing
- Collaborate with other professions (UI, marketing, developers)

Target audience

- Editor
- Content designer
- UX/UI designer
- Copywriter
- Product Manager
- Webmarketer

Prerequisites

Digital literacy

UX WRITING TRAINING PROGRAM

Introduction

- Discipline definition
- Understanding the role, tasks and responsibilities of the UX Writer
- User search tools and methods
- Basic concepts of UX Writing

Creating user-centric content

- How to put the user first
- Usability testing and measurement
- Principles of microcopy
- Style guide

UX Writing tools

- Building a persona
- Writing principles
- Tone and voice
- Managing Web elements
- Writing convention

UX Writing methods

- Performing an audit
- Benchmarking
- Conducting interviews
- Performing tests

Digital product design

- How to integrate UX Writing into product design processes
- Definition of a clear workflow
- Definition of prerequisites
- Now in the editing phase

Commitment

- How to effectively engage and motivate users
- 4 important tools to boost engagement
- Write attractive registration forms for websites, applications and newsletters

Button text

- Increase conversions with text on buttons
- Writing button text
- The difference between functional buttons and commercial buttons
- The additional text next to the

Error messages

- Write error messages that prevent abandonment
- Minimize the need for error messages
- Essential error message component
- Words to avoid in error messages
- When and how to use humor in error messages

Good writing practices

- Create and edit clear, relevant and attractive content
- Work on the semantics of your project
- Maximizing SEO without changing the meaning of the text
- Adapting the interview protocol and guide

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.