



AVENTIS
LEARNING GROUP

Introduction To UX Writing: The Rules & Tips To Effective UX Writing

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Introduction



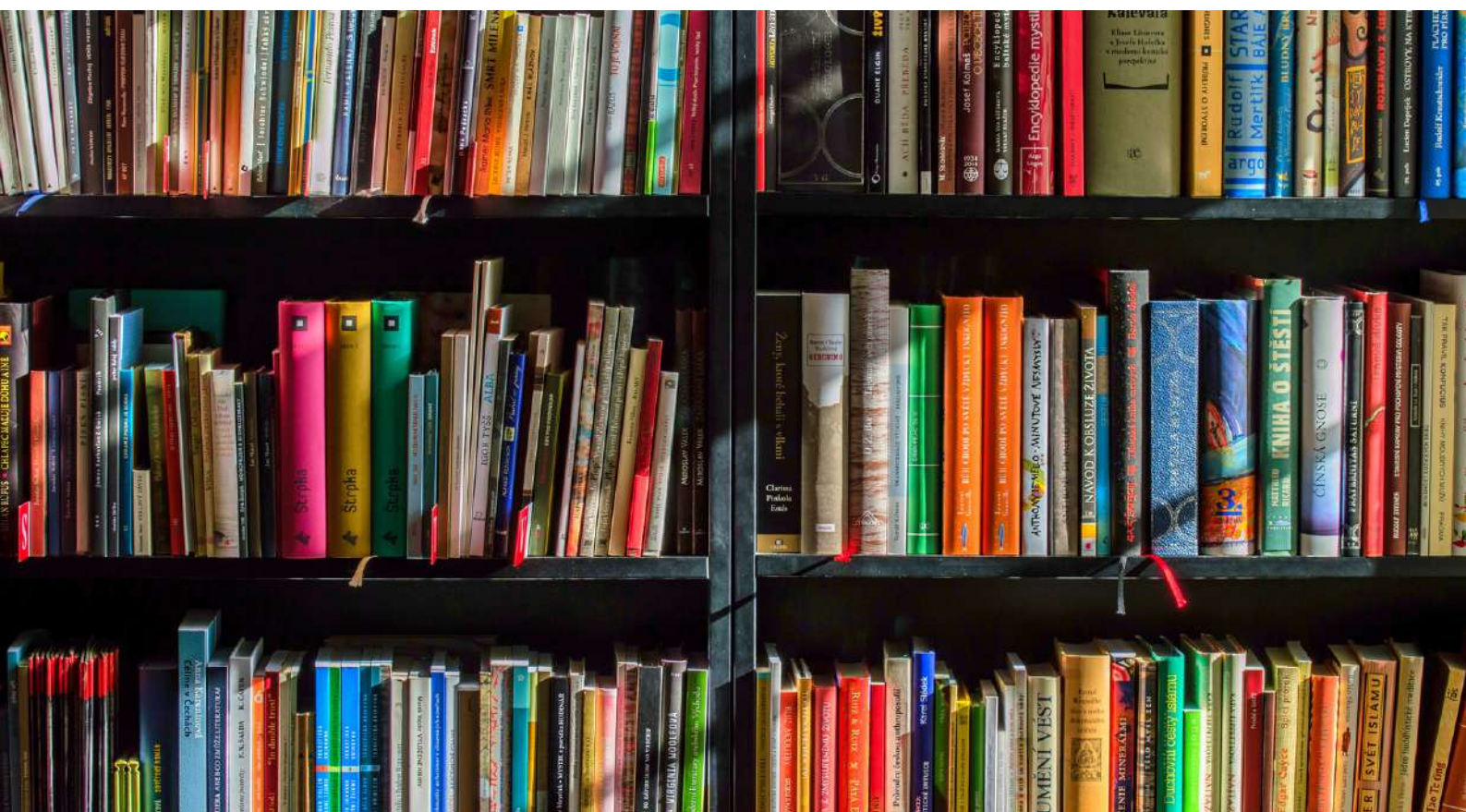
User Experience writing, in short, better known as UX writing can be summed up by the phrase “less is more”. It involves a style of writing that guides users as they interact with a product, and it is completely different from copywriting and technical writing. Call-To-Action buttons, error pages, sign-up forms, menu labels and pop-up messages are just some of the examples of micro-copies across the web you barely notice (but desperately need).

In this 1-day beginner-friendly UX Writing course, you will learn the foundations of UX writing, how it fits into the UI/UX industry, acquire some best practices UX writers apply to their job and try your hand at UX writing tasks and assignments.

****Learners should have an internet-enabled laptop for this course.***

Learning Outcomes

- Learn to create microcopies for products, websites, apps, etc
- Optimise the use of language whilst providing clear instructions to users when they use a product
- Audit and test the effectiveness of your microcopies via A/B Testing
- Attempt real UX-writing tasks



Course Outline

Module 1: Intro to User Experience – A Quick Refresher

- What is UX
- Steps in UX
- Why the need for UX

Module 2: Problem Statements – How To Write An Effective Problem Statement

- Ask yourself
- The 5 Ws
- The 5 Whys
- Problem Statement Exercise (contextualised for apps and websites / UI Design)
 - Provide bad website examples and have students explain what the problems are when trying to achieve a task

Module 3: Understanding Your Users

- What are user personas?
 - Why are they important?
 - Benefits of user personas
 - Characteristics of a good user persona
- What is a customer journey map? Piecing it together with user personas
 - Revisit the earlier problem statement (if applicable)
 - What is a customer journey map
 - Characteristics of a customer journey map
 - Why do we use it
 - When we use it

Module 4: User Flows

- User flows (Exercise)
 - What is a user experience flow? How does your role as a UX writer fit into this?
 - Essentially it is a flow chart mapping out the user's journey when using your app or website or service

Course Outline

Module 5: User Interface Design

- Nielsen Norman heuristics
- Run through the 10 steps

Module 6: UI Design Considerations

- What makes a great UI? – 10 Points

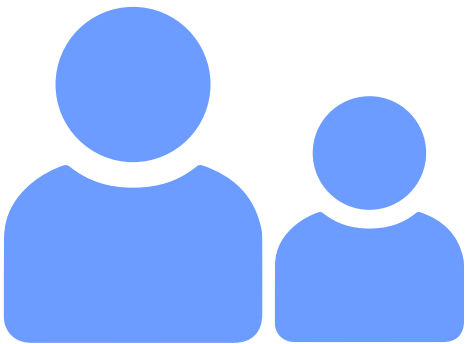
Module 7: UX Writing

- What is UX writing?
- Why is UX writing important?
- UX writing examples
- UX writing tips
- What do UX writers do?
- UX writing exercises
 - Travel app notification about flight cancellation
 - Login error
 - Promotional popup message to drive sales (What sort of sales tactics will you use?)
 - Checkout page copy
 - Subscription message (Users tend to have concerns about subscribing to a service. Craft a message to reassure them that they will not be charged again when the subscription period/trial period is over.)

Module 8: Testing Your Copy

- Identifying goals and defining conversions
- Optimising with microcopy
- A/B Testing with Google Optimise

Who Should Attend?



- Professionals in Digital Marketing, Corporate Communications, Web Design, and Media
- Professionals and Individuals who wish to equip themselves with UX Writing skills

Course Details



9.00am - 5.00pm (Classroom)
930am - 4.30pm (Virtual)



Classroom Learning at
Holiday Inn Orchard City
Centre / **Virtual Learning**
via Zoom



(65) 6720 3333
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\$680 Before GST



Trainer's Profile



Jeremiah Lim

Jeremiah Lim is a Singapore-based UI/UX and Digital Marketing practitioner. He is the founder of UNGRUMP.CO and has uniquely applied his knowledge in UI/UX to not only web design, but also business operations to improve workflows, and product innovation, create dining experiences and much more. He is experienced in UX design, UX research, design strategy, prototyping, and UI designing. Key clients include Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia and North America. Jeremiah believes in UX as a problem-solving method that can be applied to any industry, and he hopes to see more firms investing in it to improve the quality of their products, and in turn improving in the quality of lives around the world.