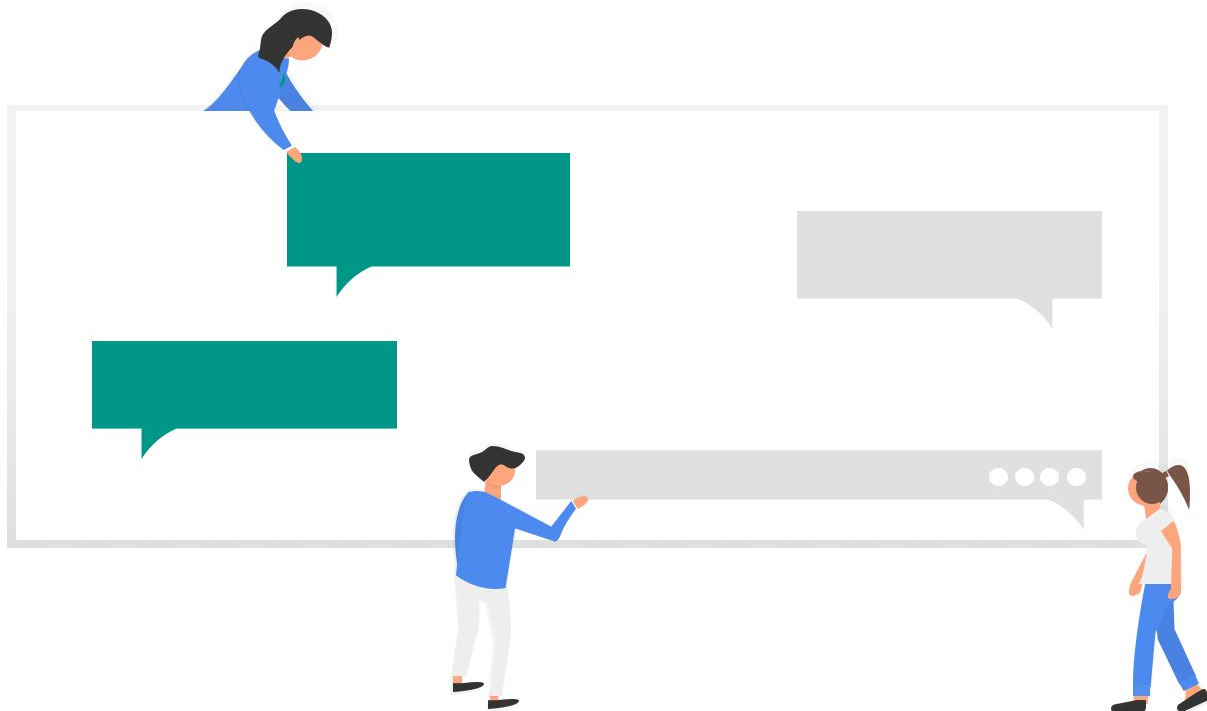


# DESIGNING A CONVERSATION

AN INTRO TO UX WRITING AND CONVERSATIONAL MICROCOPY



BY LAURA STRADER

# ABOUT THIS HUMAN TALKING TO YOU

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[Insert clumsy description of myself here]



# MICROCOPY

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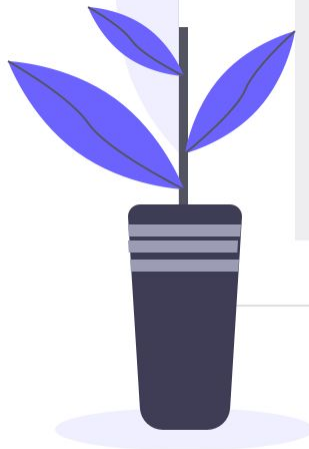
The small bits of words that instruct and reassure users as they interact with your website.

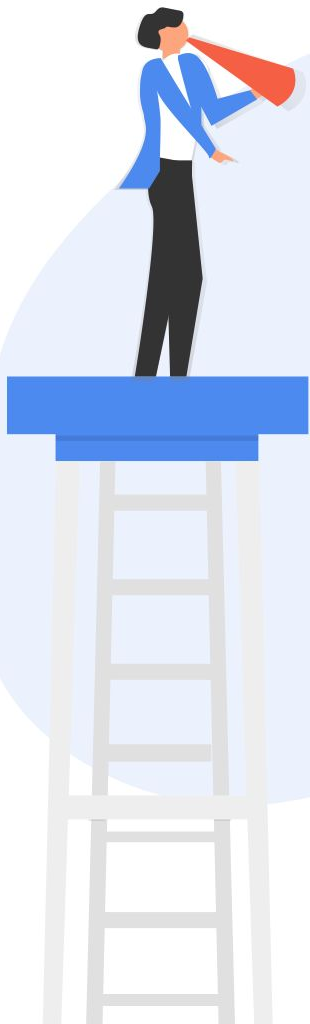
# **BORKED CONVERSATIONS**

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A term used to describe awkward, robotic, or confusing microcopy.

SUCH ERROR,  
MUCH CONFLICT.





You've *\*clearly\**  
failed to log in.

## PARTICIPANT SITE

[Register](#) | [Forgot](#)

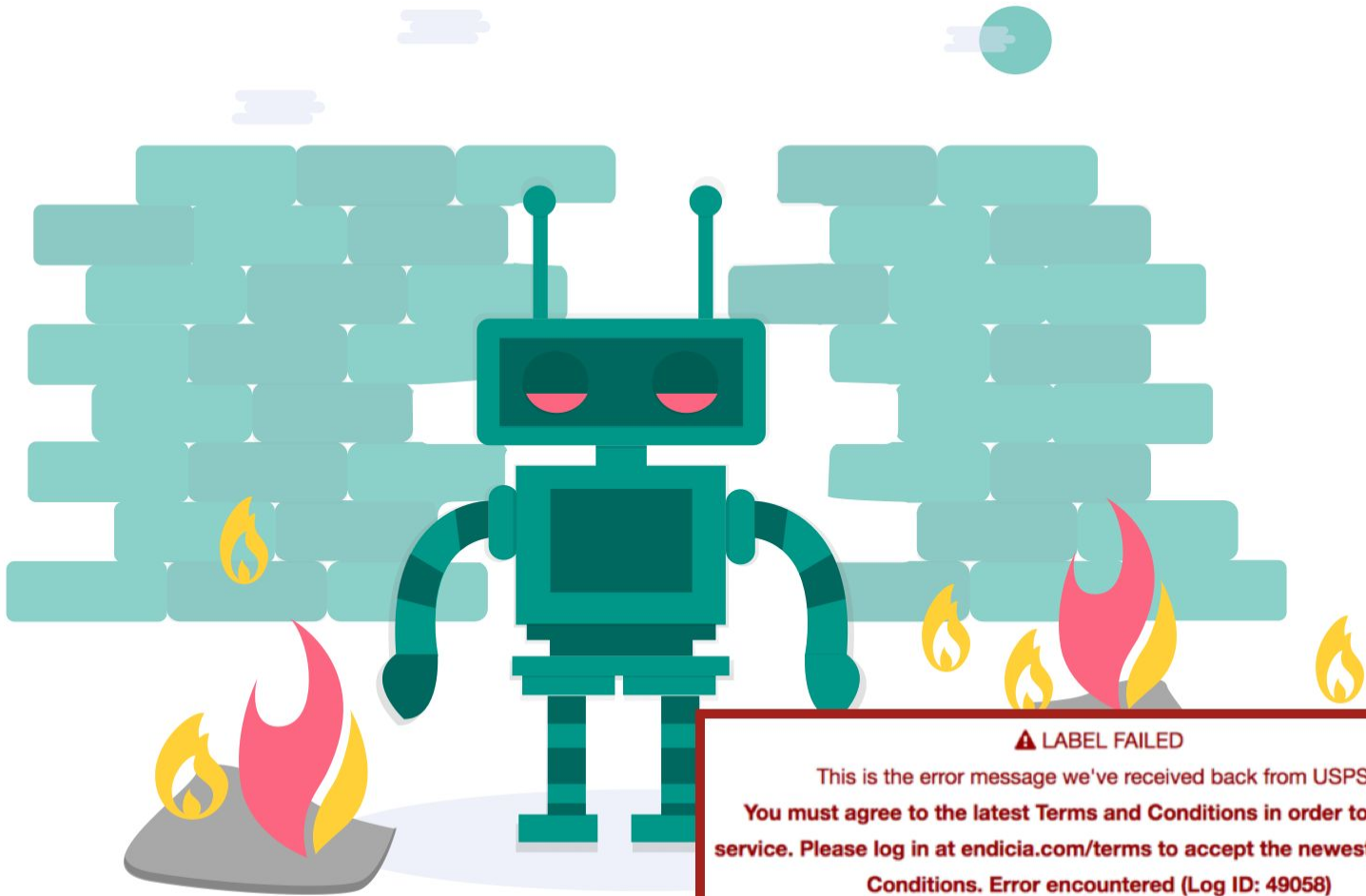
**!** The username and/or password you entered does not match any account in our system. The username and password you enter must exactly match the one you created when you registered (or later changed in your Profile). Note that password is case-sensitive. Be sure the Caps Lock on your keyboard is not On if you do not intend to enter capitals. Please re-enter your username and password. If you have forgotten your username or password click on "Forgot Username or Password?" link. If you believe you are entering the correct username and password, please contact Customer Service for assistance.

### Username

Name selected when you registered. (Not email address.)

### Password

**Log In**



**⚠ LABEL FAILED**

This is the error message we've received back from USPS:  
**You must agree to the latest Terms and Conditions in order to use this service. Please log in at [endicia.com/terms](https://endicia.com/terms) to accept the newest Terms and Conditions. Error encountered (Log ID: 49058)**

 RETRY

**Let's just have a real conversation.**





# 3 Principles of UX Writing

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**CLEAR**      jargon-free, offers context

**CONCISE**      efficient, purposeful

**USEFUL**      directs next action

# KNOW YOUR AUDIENCE



# VOICE

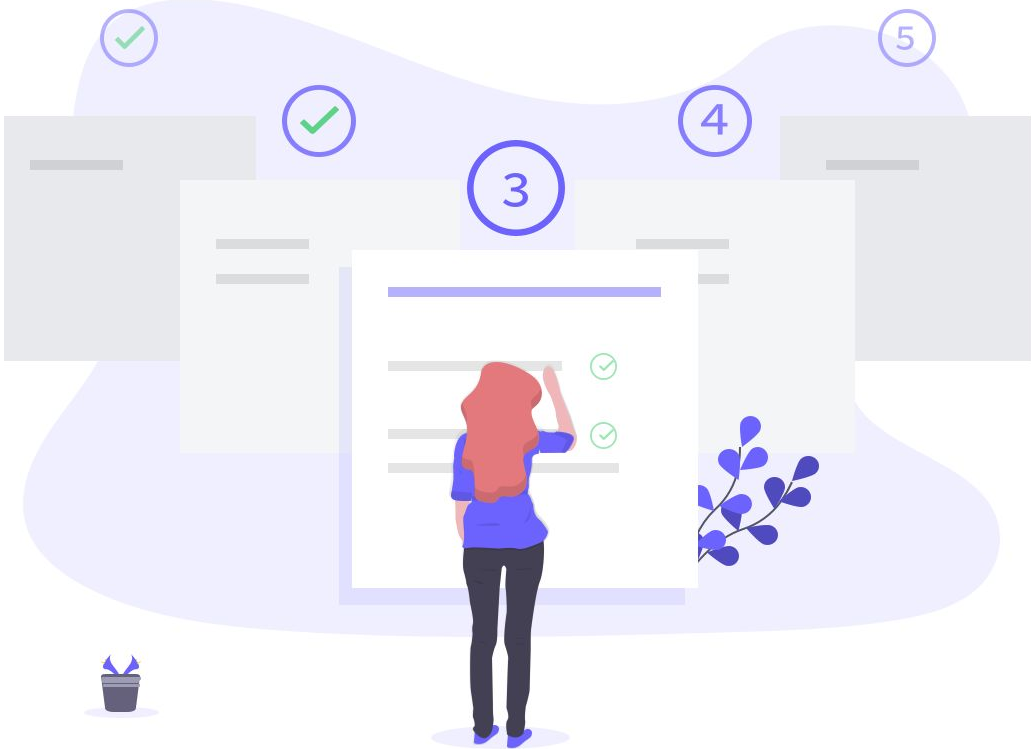
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The perceived personality of your brand.

# tone



# USER FLOW & CONTENT-FIRST DESIGN



# THE CONVERSATION

## SET UP YOUR SITE

What's the name of your site?

Ashley's pet shop

## GREAT! NEXT, CREATE AN ACCOUNT.

What username would you like to use?

rarepetshop27

## NOW, SET YOUR PASSWORD.

Something secure but memorable.  
You'll need it to make changes to your site.



# How to get better at UX Writing

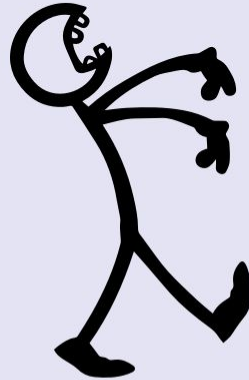
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- 1 Pay attention to the words
- 2 Simplify complex ideas
- 3 Map an existing user flow, then rewrite it

# IN CONCLUSION...

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Let's just talk human to one another —  
at least until the zombie apocalypse strikes.



Questions? Comments? Tips for surviving the apocalypse?



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