

Clarifying chat cheatsheet

Translate and breakdown your UX writing brief

What type of copy is it?

Is the copy instructional, a call to action, a name or other?

e.g This copy is intended for instructional purposes to assist the user journey

Has similar copy been used before?

Has similar copy been used elsewhere that we can use for inspiration to maintain consistency of language across the product?

e.g Whe have used similar copy as a cta on the product homepage to encourage sign ups “Share your ideal job preferences and we’ll recommend great jobs that meet your needs!”

Are there any limitations?

Are there any limitations that effect our copy options such as word count, space on page, language considerations etc.

e.g This area on the ui has space for no more than 50 words. Any more will not fit the entire form entry on a single mobile screen

Where will the copy be used?

Which product or channel will this copy be seen by the users?

e.g. The copy will be used in the sign up process on the job preferences page over the form entry.

What initiated the need for this task?

Why have we decided this task is necessary? e.g gap in UX journey, new product, usability issue

e.g. We noticed that during user testing that users thought entering an ideal job title would hide all jobs that did not meet have that title. They were concerned that they would miss out on other jobs they might be interested in

What is the success criteria?

How do we know that the copy we decide upon has been successful? These could be conversion rates, reduced reading age, etc.

e.g When asked in user testing users understand that entering an ideal job title prioritises results with that title but does not exclude other job titles.

What is the purpose of the copy?

What is the intended use of this text? What do we intend to happen as a result?

e.g The copy will inform the user on how their ideal job title will inform their job recommendations by prioritising jobs that have this, or similar, titles

Is UX writing the ideal solution?

Some ux problems can be solved through improved Ui design, this is usually preferable to including additional text in the product

e.g In this situation there is no alternate Ui solution that could fix this issue

What is the due date and priority?

When is the copy change needed for and should it take priority over other tasks?

e.g This needs to be fix before the next round of user testing on 20/03/23