

UX Writing for Wireframes

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UX Salon WORDS 2020



I'm Derek

- 4 years writing in tech 🧑💻
- 1.5 years at Wix in Kyiv, Ukraine 🇺🇦
- 4 product launches at Wix 💪

The Way it Works

- The PM creates wireframes
- The designer adds a bit of color to the “final” designs
- The writer adds “final content” to the designs

This *works*, of course.

But we can do better.

**Design and write
together from the very
first wireframe.**

You'll get better products.

When Content Comes Last

5 choices, 2 of which are multi-step,
and a few seconds to figure out what's
going on.

Content can't save this screen.



Why you need a writer in the room.

**I can't fix this with
content.**

Content will fix it!

- When wireframes have dummy text, the assumption is that content will solve difficult flows.
- Add a knowledge base article, tooltip or more text!
- Real content in wireframes doesn't allow you to do that. There is no "fix it later".

A False Dichotomy


- UX is both content & design.
- Writers and designers work best in tandem.
- Content is design. Design is content.





The Right Content in the Wrong Place

Add a Mailbox @mellowbars.com ×

Complete Your Purchase

PAYMENT METHOD


My saved card
Igor Shegolev  **** 6724

Use another card
   

Quantity of Mailboxes i

SUMMARY

1 Mailbox, Yearly Subscription	\$50.00
Adjusted to Current Cycle i	-\$0.13
Subtotal	\$49.87
VAT (17.0%)	\$8.48
Total	\$58.35

 Safe & Secure Payment

By purchasing you agree to auto renewal of your yearly subscription for \$108.35, which can be disabled at any time through your account.


The Right Content in the Right Place

Add a Mailbox ✕

No. of additional Mailboxes @mellowbars.com 2 ▾


Total [View details ▾](#) **\$108.35**

PAYMENT METHOD

Igor Shegolev  **** 6724

Use another card

By purchasing, you agree to auto renewal of your yearly subscription for US\$58.50, which can be disabled at any time through your account. Renewal price includes all Mailboxes in this subscription.

 [Submit Purchase](#)

Different Times, Different Roles

- Proofreader
- Content Writer
- UX Writer
- Content Designer
- Content Strategist

Content Strategy

- Writers need to name (or not name) features and products
- Content becomes strategic, not tactical
- Branding, voice, coordination across verticals

The best product-design-content team ever

Wix Challenges

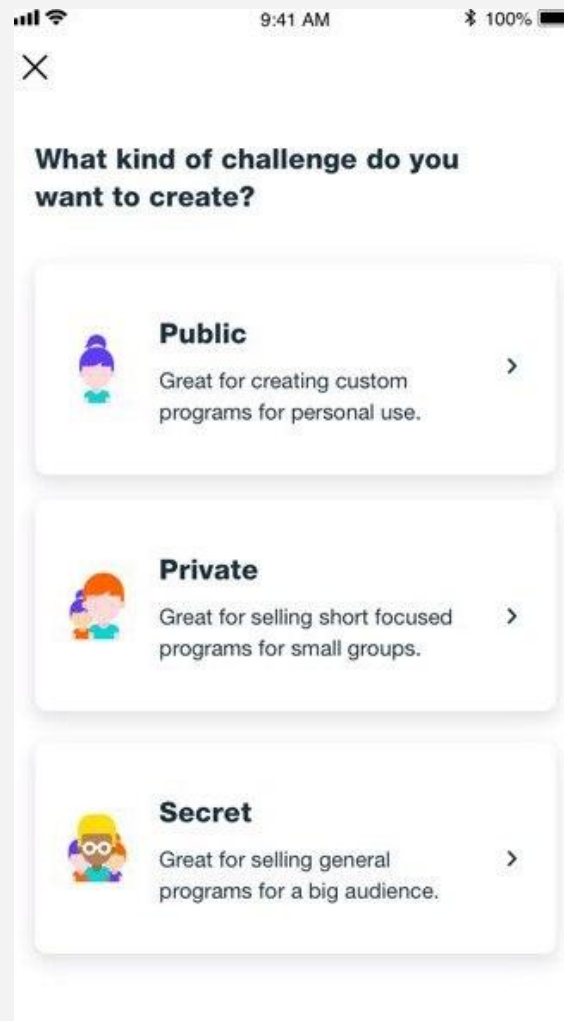


Early Prototypes

The social aspect of challenges was supposed to be *the* killer feature.

Naturally we wanted that to be the first screen.

The wall of text is lovely, isn't it?

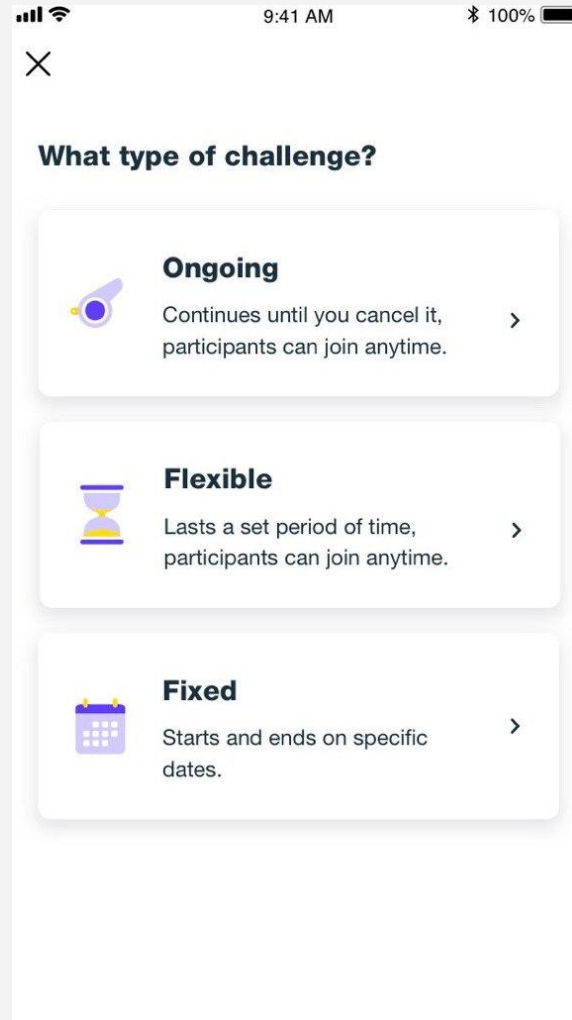


Early Prototypes

The timing of the Challenge posed the most difficult problem for developers.

But, that doesn't match user intent.

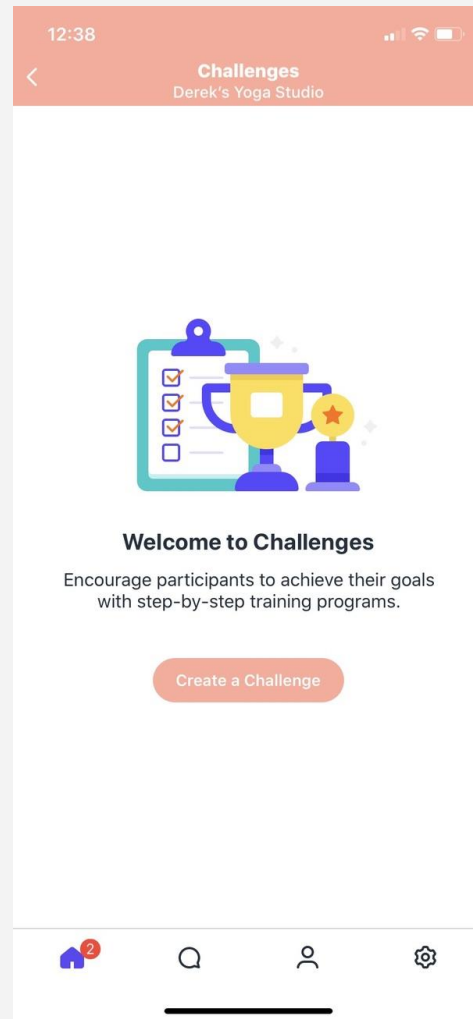
When you work *against* user intent, you end up with a lot of text.



The Solution


Match User Intent

It's *that* easy



12:33 📶 🔋

✕ **Create Challenge** Next


Add Cover Image

Challenge Info

Challenge Name *
_____ 0 / 50

+ Add Description

Timing
When does your challenge take place?

Ongoing
Continues until you cancel it, can be joined at any time

Start Date *
06/24/2020

Fixed Duration

Specific Dates

12:33 📶 🔋

✕ **Create Challenge** Next

Pricing
Do participants have to pay to join?

Join for Free

Pay to Join

Visibility
Who can view and join this challenge?

Public
Anyone can view and join

Private

Secret

Number of Participants
How many people can join?

Unlimited

Limited

It works. Kind of...

Privacy 

 Public

Anyone can view posts and join.



 Private

Appears on the group list, joining requires approval.

 Secret

Only visible to members you invite.

Getting Closer

Group Details

Group Name

40

Beach Yoga

Cover Image



Do you want to show this group on the site's group list?

- Show on list
- Hide from list

Who can view posts?

- Anyone
- Only Group Members

There We Go

Who can view posts?

Anyone

Only Members

Don't display this group on your group list

Real Text from the Beginning

- Product, design and content are each more powerful together
- Text is part of the UX, not a bandaid
- Iterate, iterate and iterate

Thank You!

Дякую

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