

La UX writing en la experiencia de usuario

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WordCamp Valencia

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Wedding Planner

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EXPLORE MORE



Best Experience

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Reliable Pricing

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Expert Team

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¿QUÉ ES EL UX DESIGN?

Es el arte (y la ciencia) de hacer las cosas fáciles de usar.

Design is not just what it
looks like and feels like.
Design is how it
works.

-Steve Jobs-

¿QUÉ ES LA UX WRITING?

Es el texto en la UI cuyo propósito es guiar al usuario a través del producto y ayudarlo a interactuar con él.

= MICROCOPY

- Sign Up, Login, Logout
- Formulario de contacto
- Mensajes de error
- Mensajes de confirmación
- Seguimiento de acciones
- Botones

**COPYWRITING HELPS
THE BUSINESS**

**UX WRITING HELPS THE
CUSTOMER**





ΕΜΠΑΤΙΑ

Sentimiento de identificarse con algo o alguien.

Capacidad de identificarse con alguien y compartir sus sentimientos.

- CUÁL ES EL PROBLEMA.
- QUIÉN TIENE EL PROBLEMA.
- QUÉ QUIERE CONSEGUIR
RESOLVIENDO EL PROBLEMA.













Gracias por ser así de increíble

Tu opinión ayuda a que los eventos de Meetup sean mejor para todos. ¡Y ahora a por el próximo!

LA UX WRITING EN LAS FASES DE DISEÑO

BRIEFING
RESEARCH
WIREFRAMES &
PROTOTYPES
DEVELOPING
TESTING

BRIEFING

¿Why?

RESEARCH

¿Cómo habla el usuario?

Información VS Conocimiento

Herramientas

WIREFRAMES & PROTOTYPES

¿Funciona? ¡Funciona!

DEVELOPING

The user is everything

TESTING

Ajustes y pruebas finales

**¿CÓMO
REDACTAR UX
WRITING?**

La UX writing es el
diálogo entre el usuario
y el producto digital

¿Cómo habla tu marca?

Voice & tone

Thanks.

Thank you for your interest in our website, unfortunately access is restricted for your current location.

VAN HEUSEN

Known for revolutionary style since 1921, Van Heusen meets the needs of the modern professional with stylish and innovative classics. From dress shirts with collars that stretch 1/2 an inch, and suits featuring natural stretch, to pants with flexing waistbands, one thing is certain: uncomfortable clothing is now history. Discover the full collection- including Big & Tall sizes-and the women's assortment, right here, right now. You're welcome.



styleguide.mailchimp.com



GO TO SECTION

[Writing Goals and Principles](#)

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[Grammar and Mechanics](#)

[Web Elements](#)

[Writing Blog Posts](#)

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[Writing Legal Content](#)

[Writing Email Newsletters](#)

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[Creating Structured Content](#)

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Writing Goals and Principles

With every piece of content we publish, we aim to:

- **Empower.** Help people understand Mailchimp by using language that informs them and encourages them to make the most of our products.
- **Respect.** Treat readers with the respect they deserve. Put yourself in their shoes, and don't patronize them. Remember that they have other things to do. Be considerate and inclusive. Don't market at people; communicate with them.
- **Educate.** Tell readers what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that you're the expert, and readers don't have access to everything you know.
- **Guide.** Think of yourself as a tour guide for our readers. Whether you're leading them through our educational materials or a task in our app, communicate in a friendly and helpful way.
- **Speak truth.** Understand Mailchimp's place in our users' lives. Avoid dramatic storytelling and grandiose claims. Focus on our real strengths.

In order to achieve those goals, we make sure our content is:

- **Clear.** Understand the topic you're writing about. Use simple words and sentences.

docs.microsoft.com/en-us/style-guide/welcome/

Welcome

04/03/2019 • 2 minutes to read • 



Microsoft Writing Style Guide



Make every word matter

material.io/design/communication/



Material System

Introduction

Material studies

Material Foundation

Foundation overview

Environment

Layout

Navigation

Color

Typography

Writing

Text should be understandable by anyone, anywhere, regardless of their culture or language.

CONTENTS

Principles

Content structure

Writing for components

CLARIDAD
CONCISIÓN
BREVEDAD



Menu ^

For Consumers

Global Wi-Fi access for people on the go

For Residents

High-Speed Internet for Apartments and Condos

For Military


High-Speed Internet and TV for Military

For Business

DAS & Wi-Fi products for venues, carriers, OEMs

Corporate

Getting people connected wirelessly since 2001

A photograph of a woman and a young child sitting on a bed, looking at a tablet together. The woman is on the left, and the child is on the right. They are both looking at the tablet with interest. The background shows a white canopy bed with a netting. The lighting is warm and soft.

Boingo for Your Airport

COHERENCIA

Compartir opinión:  



Opinión enviada. ¡Gracias!

Estamos procesando su opinión. Esto puede tardar varios días, así que apreciamos su paciencia. Se lo notificaremos cuando se complete. Tenga en cuenta que si la reseña se refiere a su experiencia con un vendedor externo, podemos incluirla en la página de perfil del vendedor.

Opina sobre tus compras

Explore Our Products



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**INVITA AL
DIÁLOGO**

SiteMinder ¿Por qué SiteMinder? Soluciones ▾

Prepárate para atraer, adquirir y conquistar a muchos más huéspedes

“SiteMinder es una plataforma fácil e intuitiva que todo hotel debería tener para optimizar su revenue”
Andrés Valencia – Nakar Hotel, Mallorca, España

[Echa un vistazo](#) [¡Pruébala gratis!](#)

HotelTechReport Capterra
 ★★★★★ ★★★★★

15:53 Mié 2 oct 74%

siteminder.com

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SiteMinder

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 Brendan Baumann – The Wheelhouse Hotel, Chicago, USA

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HotelTechReport Capterra
 ★★★★★ ★★★★★

THE WHEELHOUSE HOTEL


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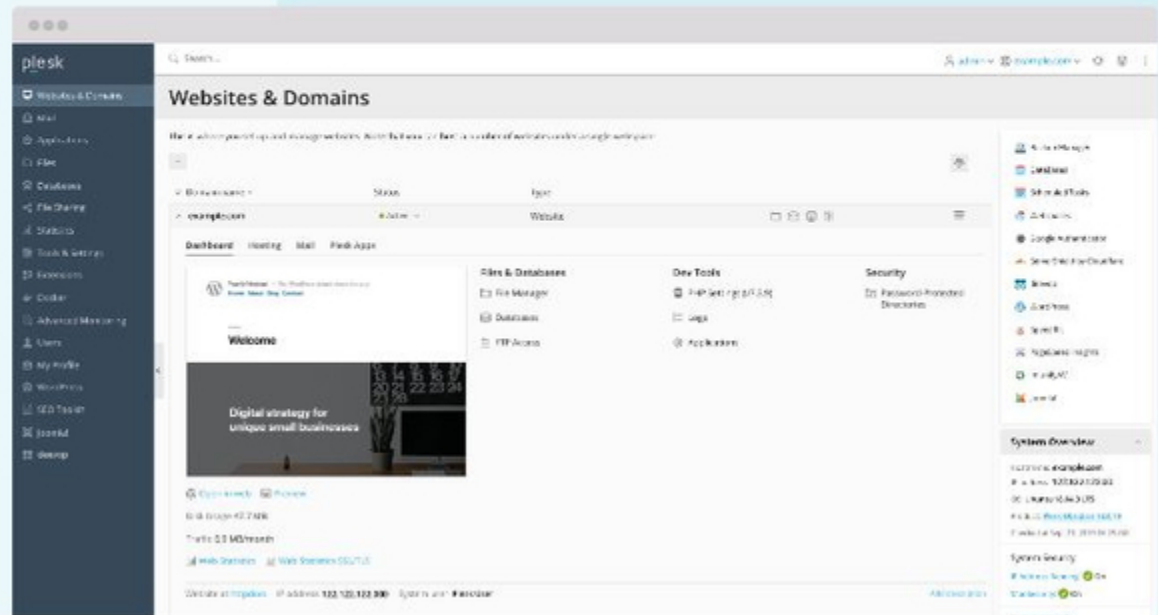
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**There are three
responses to a piece of
design: yes, no and
Wow!**

**Wow is the one to aim
for.**

-Milton Glaser-





**¡Muchas
gracias!**

www.sandrasanjuansanz.com

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