



# WHY YOUR PRODUCT TEAM SHOULD HIRE A WRITER?

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# My Story Begins 12 years ago



# University wasn't for me



**“Graphic Design = No future”**

Mom



# How the future of design is going to look like?



# Someone must write those experiences!



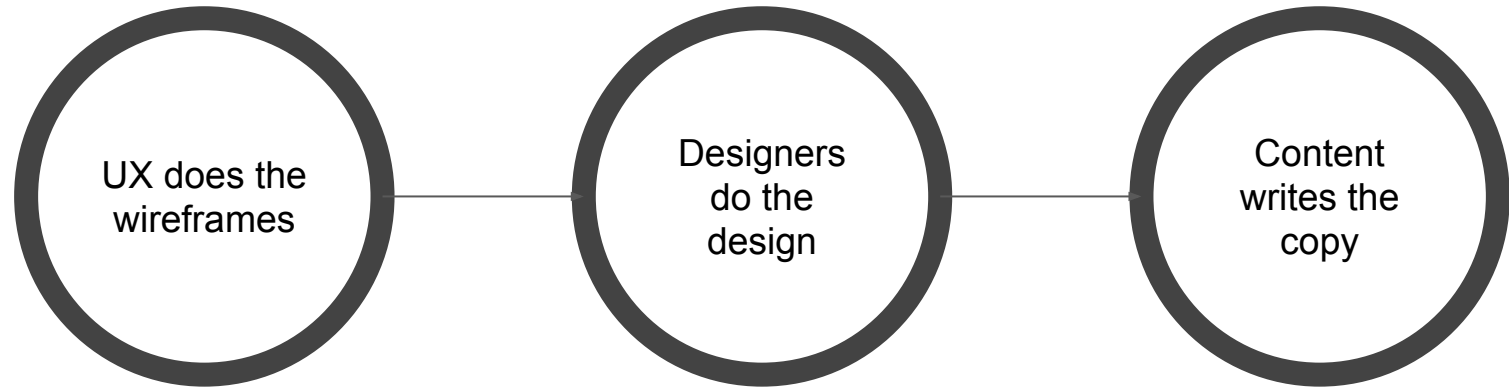
# **Era Of Content Driven Design**



# Process Then



# Process Now





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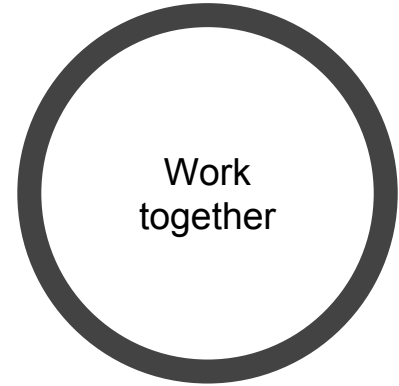
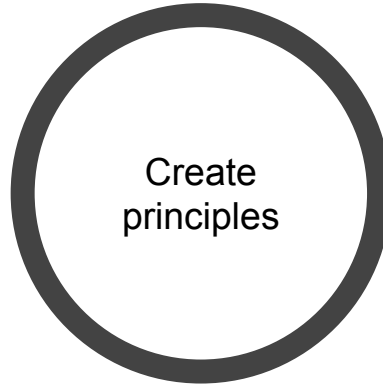
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Lorem Ipsum



Lorem Ipsum

# Solution?





For Teams

For Individuals

[Sign in](#)

[Download](#)

# Put your creative energy to work, with Dropbox

Dropbox is a modern workspace designed to reduce busywork—so you can focus on the things that matter.



## Sign up

or [sign in to your account](#)

This page is protected by reCAPTCHA, and subject to the Google [Privacy Policy](#) and [Terms of service](#).

☐ I agree to the [Dropbox Terms](#)

Sign up



Sign up with Google

# Too many names for the same position

Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls. Some like to be in the city. You will get lots of benefits such as exploring.

Content writer?

Content marketer?

Microcopy writer?

Content Designer?

Web copywriter?

Content strategist?

**It Doesn't Matter.**





# How Are Others Doing This?

Just like in user interface design, companies that adopt UX writing methodologies developed their own writing style guide.



## PRODUCT CONTENT

Respond to merchant needs

Write for a grade 7 reading level

Encourage action

Be consistent



## HELP DOCUMENTATION



## VOICE AND TONE



## NAMING

# Product content

Thoughtful, consistent interface content is a core element of a well-designed user experience.

Our content standards will help you understand how to think strategically about the language in your products and apps. They'll also give you clear, tactical suggestions designed to help you use language to craft better experiences.

[Each component](#) also includes content guidelines about how to write for specific interface elements.

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GO TO SECTION

[Writing Goals and Principles](#)

[Voice and Tone](#)

[Writing About People](#)

[Grammar and Mechanics](#)

[Web Elements](#)

[Writing Blog Posts](#)

[Writing Technical Content](#)

[Writing Legal Content](#)

[Writing Email Newsletters](#)

[Writing for Social Media](#)

[Writing for Accessibility](#)

# Welcome to the Mailchimp Content Style Guide

This style guide was created for Mailchimp employees, but we hope it's helpful for other content and communications teams too.

## If you work at Mailchimp

This is our company style guide. It helps us write clear and consistent content across teams and channels. Please use it as a reference when you're writing for Mailchimp.

This guide goes beyond basic grammar and style points. It's not traditional in format or content. We break a number of grammar rules for clarity, practicality, or preference.

We've divided the guide by topic based on the types of content we publish, so you can reference it as needed or browse in order. The entire guide is searchable, so you can go straight to the item you're looking for.



## Material System

Introduction

Material studies

## Material Foundation

Foundation overview

Environment

Layout

Navigation

Color

Typography

Iconography

Shape

# Principles

UI text can make interfaces more usable and build trust. Text should be clear, accurate, and concise.

## Be concise



To facilitate navigation and discovery, write UI text in short, scannable segments that focus on a limited number of concepts at a time.

Send money to anyone in the US who has an email address. It's fast, easy, and free.

**Do.**

Express information and actions concisely.

Send (and receive) money with friends and family in the US with an email address. It's a two-step process with little latency and there aren't any charges for the recipients.

**Don't.**

Don't list many complex implications when introducing a key action or concept.

# Example

## 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.

# Example

Welcome to Mailchimp, Yuval.

## You can do this!



75% complete

# Writing For The User's Needs



# Let's Talk About Magic Moments

when user needs and business goals  
align



# MailChimp Magic Moment



**High Fives!**

Your mail is in the send queue and will go out shortly.

# Booking Magic Moment

## Your trip

**Berlin** ✓  
5 Oct - 10 Oct

— Extend your trip —

**Prague**

10 Oct - 15 Oct

**Dresden**

10 Oct - 15 Oct

**Hamburg**

10 Oct - 15 Oct

**Munich**

10 Oct - 15 Oct

Thanks yuval!

**Your booking in Berlin is confirmed.**

✓ Your booking confirmation is in your inbox! [Edit](#)

✓ Get paperless confirmation when you [download the app](#)

 **Print confirmation**

 **+972 \*\*\*\*\*555** [edit](#)

**Save confirmation to phone**

**Check your details**

# AirBNB Magic Moment

## Introduce Yourself to Susan

Giving your host more information will make them more likely to confirm your booking request:

- Tell Susan a little about yourself.
- What brings you to Atlanta? Who's joining you?
- What do you love about this listing? Mention it!



Message your host...

# BlaBlaCar Magic Moment



Travel is booked! Good Trip!

OK!

# BlaBlaCar Magic Moment



Travel is booked! Good Trip!

Meet your driver

# BlaBlaCar Magic Moment



Travel is booked! Good Trip!

Choose pickup  
spot

# BlaBlaCar Magic Moment



Travel is booked! Good Trip!

Special  
requests?

# Tell The Story Of Your Product



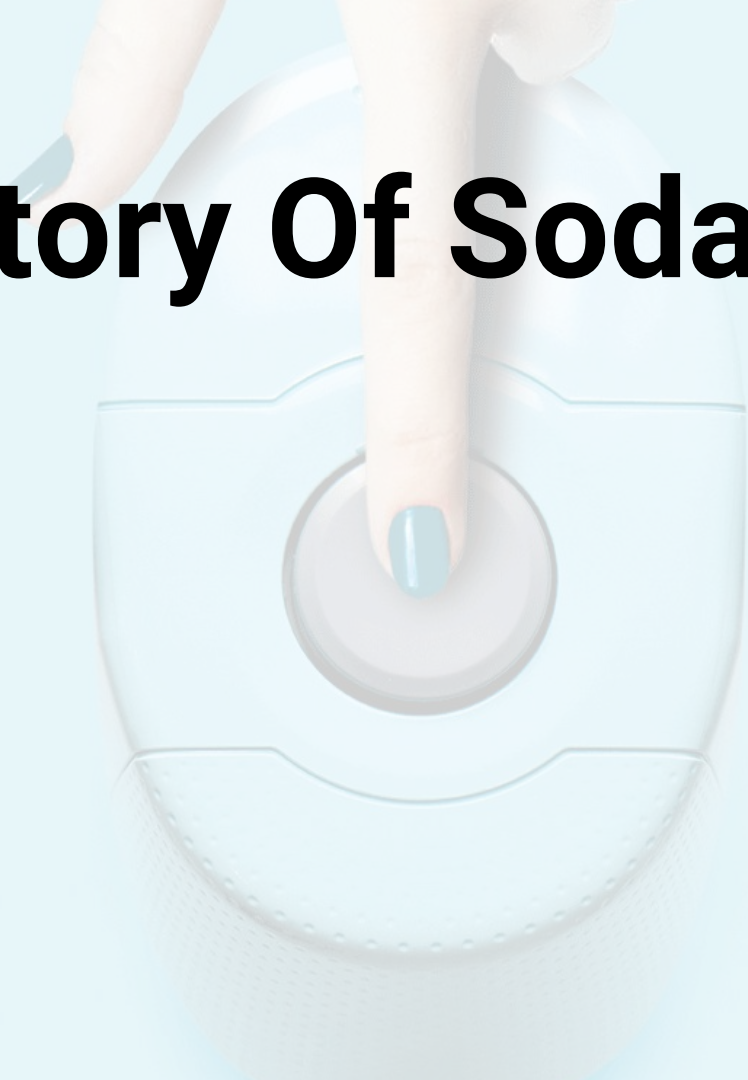
# **Every Product Has Conversation Points**



**Those Points Created When  
A problem Appear.**



# The Story Of SodaStream



Search



sodastream  
water made exciting

[Sign In](#) / [Register](#)



SHOP

SAVE £300 PER YEAR

WHY SODASTREAM

ABOUT SODASTREAM

MEDIA

Turn your back  
on single-use  
plastic bottles



Exclusive bundles

From only  
**£69.99**



*Why yes, it's Sparkling Water!*



**Get 50% off**  
the price of your gas refills!



**GAS**  
CYLINDER  
EXCHANGE

EXCHANGE  
NOW

CHOOSE YOUR  
SODASTREAM  
**NOW**

ORDER

**TRADE-IN**  
**TODAY**

CHOOSE  
NOW

# Big Problem



# SodaStream's Solution

Free shipping for orders over \$50

[Shop](#) [Get a Gas Exchange](#)

sodastream

[Support](#)



## Out of Bubbles?

**Step 1:** Don't panic.

**Step 2:** Exchange your carbonation cylinder.

Don't let your busy schedule interrupt your sparkle flow. Let us deliver your exchange carbonating cylinders and take away your empties.

[Schedule Exchange](#)



# Fizz. Sparkle. Smile.

Sparkling water your way, everyday

Shop Now



# Always Look For Conversation Points



Updating your Bear

Re-calibrating GPS (Grizzly Positioning System)  
Cracking paw knuckles  
Flossing Bear's teeth  
Whispering compliments into Bear's ear  
Updating firm-bear  
Removing bugs from Bear fur

Continue

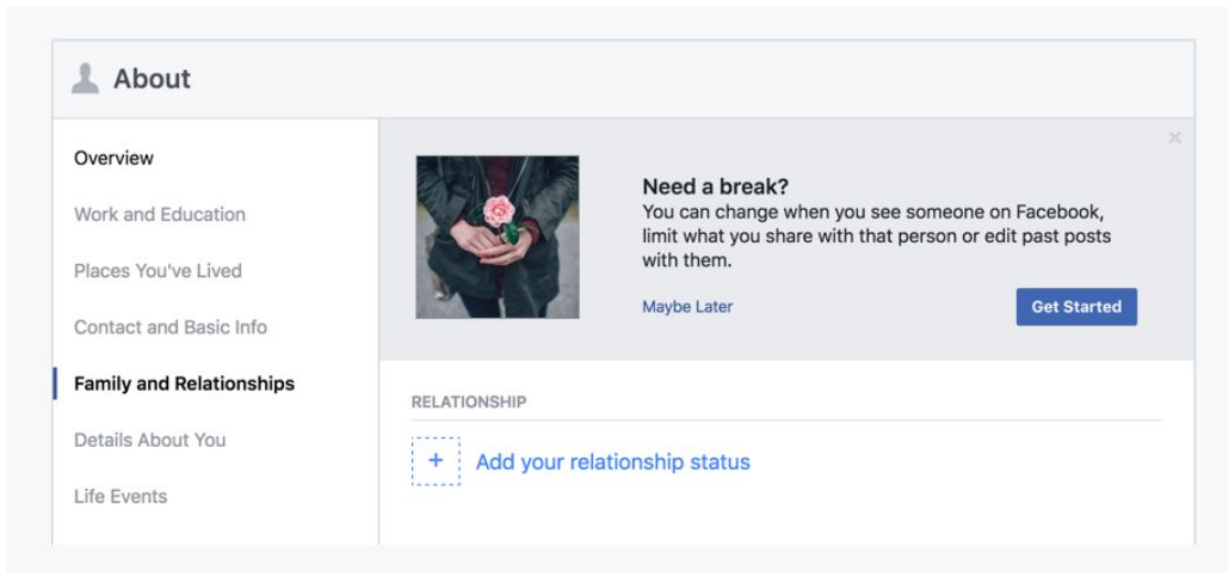
# Always Look For Conversation Points

404 error

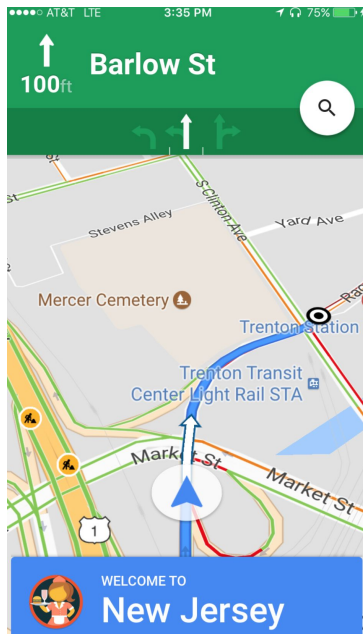
This page doesn't exist.

Would you like to [learn about HTTP errors?](#)

# Always Look For Conversation Points



# Always Look For Conversation Points





Draft

Ready to publish?



Yuval Keshtcher

Solving Problems Using Pixels & Words

Draft

# Title





Draft



Yuval Keshtcher

Solving Problems Using Pixels & Words  
Draft

Title



Ready to publish?



Actions will become available after you start writing.

Hints and keyboard shortcuts

More help



Draft

Ready to publish?



Yuval Keshtcher

Solving Problems Using Pixels & Words

Draft

# Title



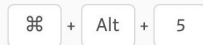
## Keyboard shortcuts



Bigger header or title



Smaller header or subtitle



Quote

Two styles of quotes



Bulleted list



Ordered list



Bold



Italic

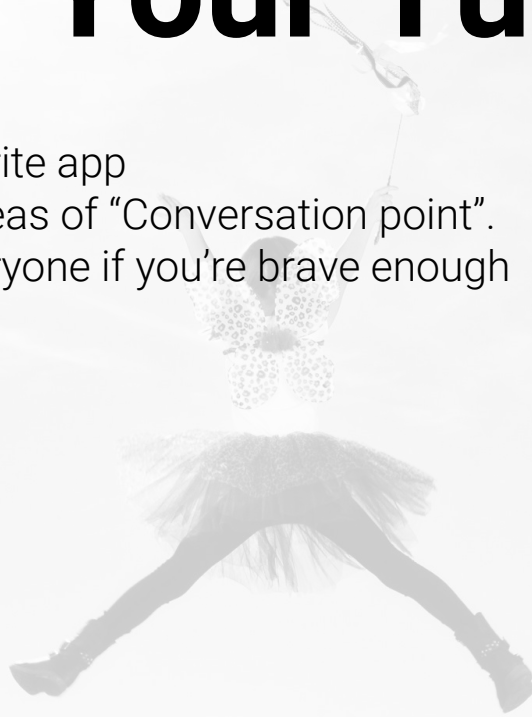


Turn into a link

Works for text and images

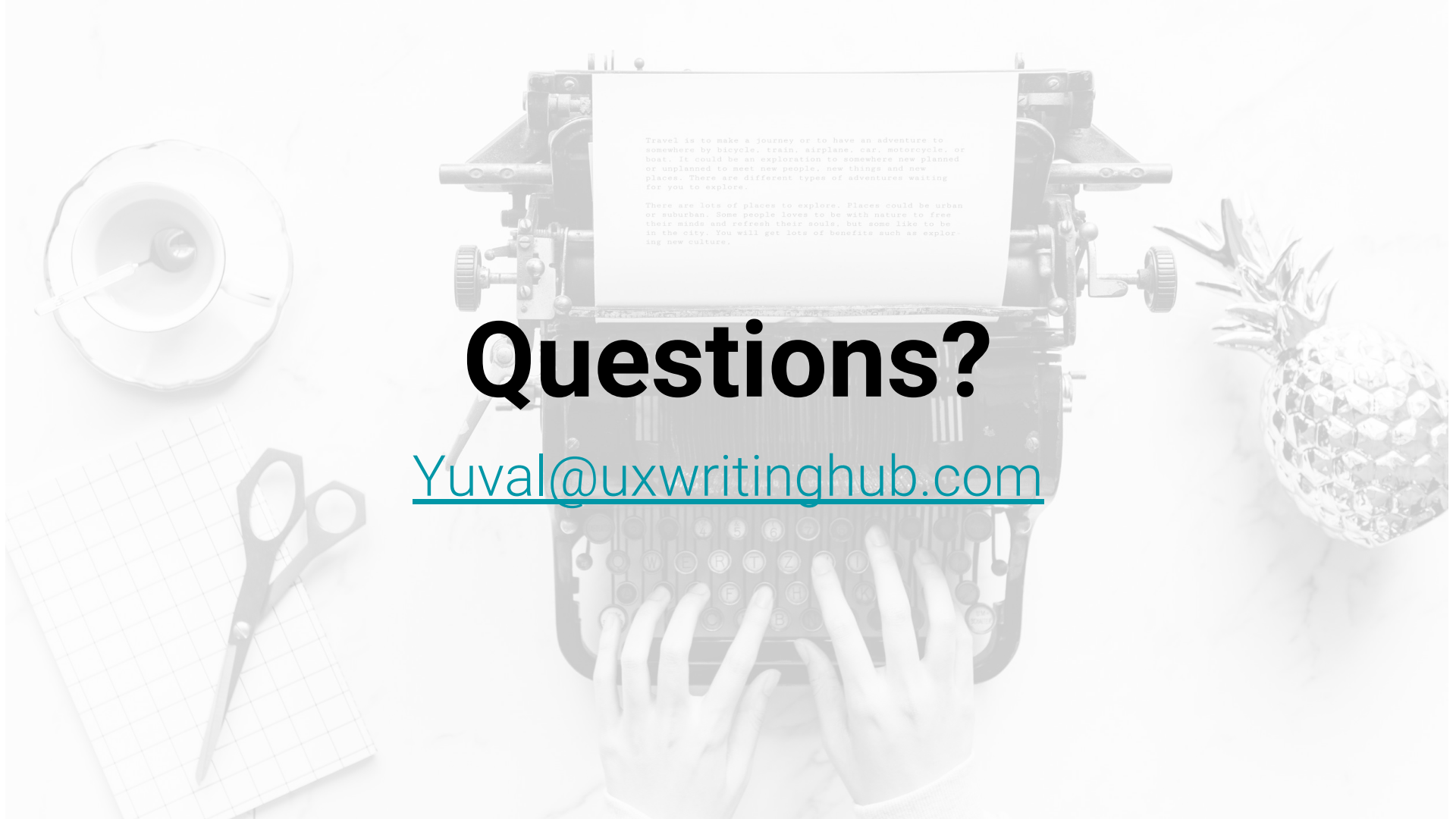
# Your Turn!

1. Open your favourite app
2. Diagnose one areas of “Conversation point”.
3. Share it with everyone if you’re brave enough



# Sharing Time!





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There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

# Questions?

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