

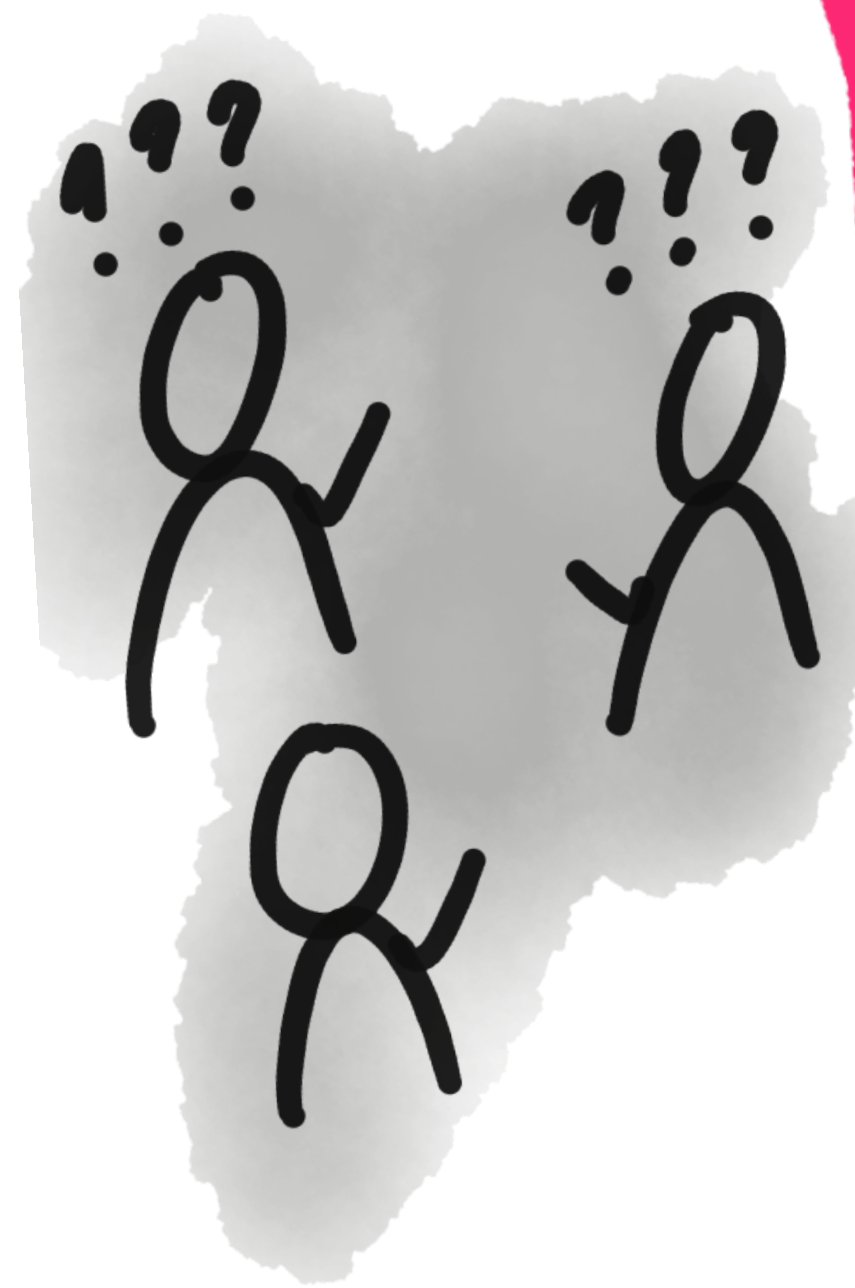
BUTTON 2020

HOW SMART TEAMS
CREATE
& TRAIN

Writers

@ScottKvbie

SOMEONE WAS
TO DO
THE



WRITING

A
WRITING
FOR OUR
DESIGNS

e.g. microcopy, onboarding flows

B
WRITING ABOUT
WHAT WE'RE
DESIGNING

e.g. project updates, commit messages,
emails to coworkers

C
WRITING TO
SUPPORT OUR
DESIGNS

e.g. marketing emails, change logs

D
WRITING
ABOUT
CAPITAL-D
DESIGN

e.g. design criticism,
theory books, scholarship

E
WRITING TO HELP
CREATE A DESIGN

e.g. scenarios, creative briefs, storymapping

G
WRITING TO GUIDE
A DESIGN PRACTICE

e.g. style guides, design principles

F
WRITING ABOUT
PRACTICING DESIGN

e.g. how-to articles, case studies,
industry books for practitioners

H
WRITING THAT
IS LITERALLY
THE
PRODUCT

e.g. magazines, newspapers,
white papers

WRITING & DESIGN

TYPES OF UX CONTENT

INTERFACE

FACILITATES
EXPERIENCE

PRODUCT

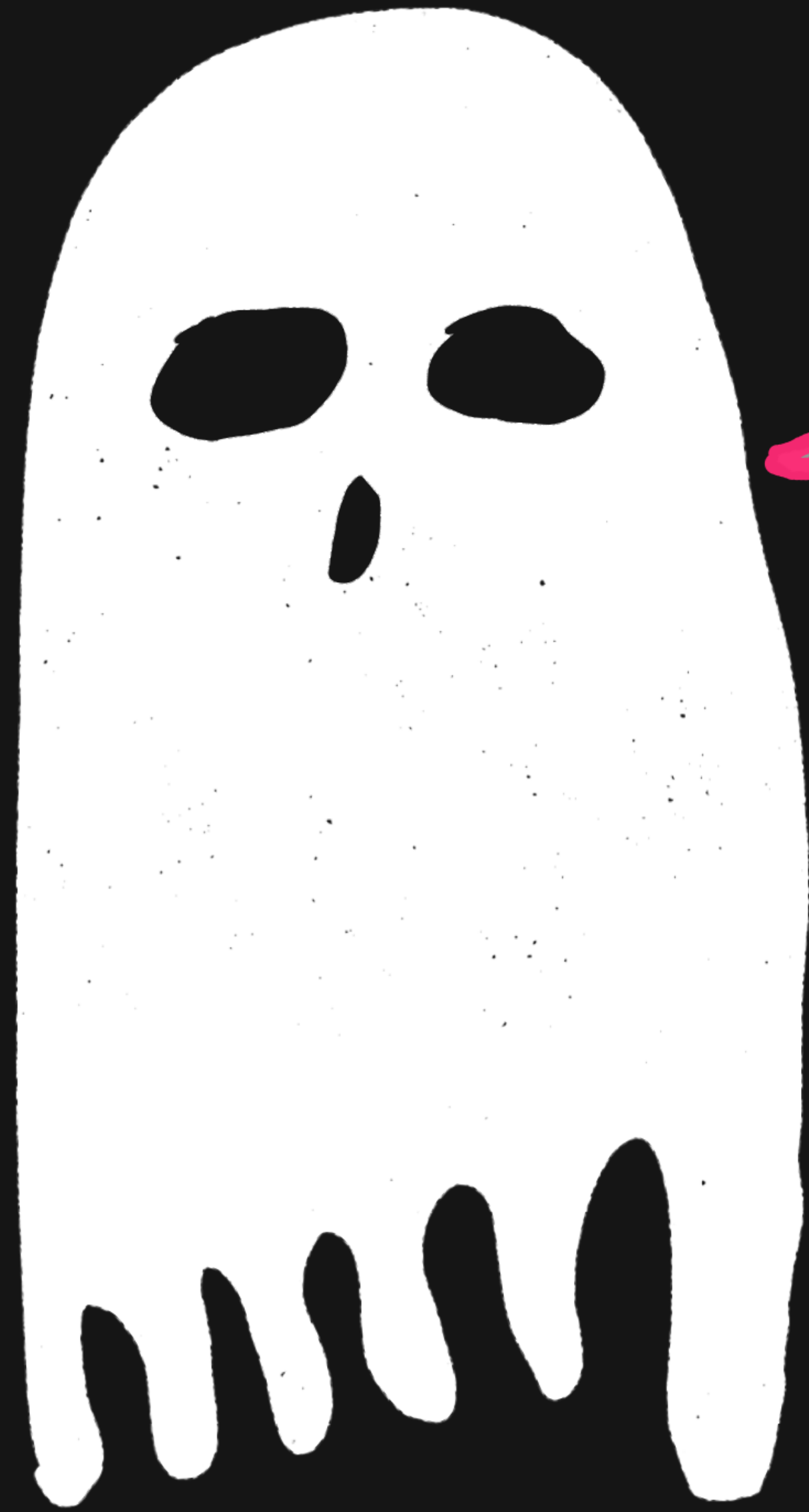
SUPPORTS
EXPERIENCE

MARKETING

FRAMES
EXPERIENCE

THERE'S
MORE
TO WRITING
THAN
WRITING

12 TIPS FROM
12 YEARS OF
TEACHING
WRITING



Writing
is **SSPPY!**

How

PRECEDES →

What

0 ← THIS IS THE
WRONG PLACE
TO START THE
WRITING.

PREPARE

COMPOSE

EDIT

FINISH



GARBAGE
IN IS
GARBAGE
OUT

TOOLS
★ BEAT ★
RULES



JARGON



15

EVEN
EINSTEIN
HAD TO
LEARN TO
TIE HIS SHOES





TOURS



TRAINING



STEALING

IS

NATURAL



FIDELITY IS FREEING

FIDELITY IS FREEING

FIDELITY IS FREEING

FIDELITY IS FREEING

GOOD
WRITING
WORKS!

CRITIQUES

ARE

CRITICAL





PEOPLE

WANT
TO



HELP

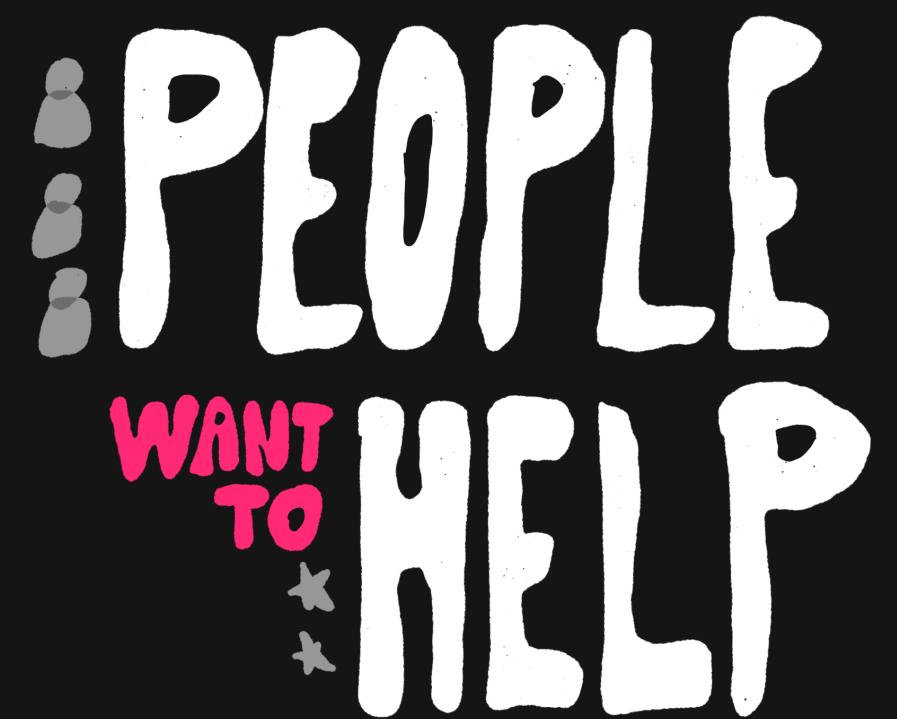


JARGON
IS



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WORKS!



12 TIPS FROM
12 YEARS OF
TEACHING
WRITING

9

 A BOOK APART

WRITING FOR DESIGNERS

SCOTT KUBIE

BRIEFS

**THANK
YOU!!**

WEBSITE

<http://Kubie.co>

TWITTER

[@scottkubie](https://twitter.com/scottkubie)

[@designerswrite](https://twitter.com/designerswrite)