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# Streamlined UX Writing

A UX Writing Style Guide

This project highlights a comprehensive style guide for a fintech company with 15+ product offerings. It showcases the development of effective, consistent, user-centered content to enhance the overall user experience.

# Company & Product Overview

Over the course of two busy months, I created a UX writing style guide for a company in the financial services sector. With over 15 different products in active development, brand consistency was at a minimum. In order to bring products back into alignment, I was tasked with creating guidelines for quality content governance.

# Objectives

- Audit existing content, looking for issues in messaging.
- Identify themes in content inconsistencies.
- Outline topics for a style guide.
- Make decisions on key style rules.
- Write articles for each topic and rule.
- Publish the guide on the design system website.

# Requirements

- Create style rules that are versatile enough to be used across the product portfolio.
- Provide concise guidance that can be referenced quickly and easily by designers.
- Translate UX writing principles for an audience of non-writers.
- Provide concrete examples of as many rules as possible.

# Work Experience

I decided on these topics:

1. **Writing Principles:** Voice and Tone, Active Voice, etc.
2. **Grammar:** Numerics, Punctuation, etc.
3. **Text Styling:** Capitalization, Truncation, etc.
4. **UI Elements:** Error Messages, Alt Text, etc.
5. **Inclusive Content:** Accessibility, Cultural Nuances, etc.
6. **Global Writing:** Language Variants, Translatable Text, etc.



# Deciding Standards

Deciding on style governance standards required 3 steps:

1. Auditing existing content
2. Discussing potential rules with principal designers
3. Selecting rules
4. Drafting content
5. Getting final rules approved by principal designers

## Capitalization

### Consistency

Consistent capitalization is key for clarity and unity across product UIs. We suggest using a mix of title case and sentence case to promote information hierarchy, emphasize the most important information, and reduce pixel count.

### How to style title and sentence case

In title case, capitalize the first letter of every word except for articles (a, an, the), conjunctions (and, but, or), and prepositions (in, on, at, for, to, etc.), unless they are the first or last word.

In sentence case, capitalize only the first letter of the first word, proper nouns, and any other words that would typically be capitalized in a sentence.

### Headings and titles

Use title case for headings and titles.

Example	Image Search with AI
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### Subheadings and subtitles

Use sentence case for subheadings and subtitles.

Example	Nearby schools and districts
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### Buttons

Use title case for button labels.

Example	Sign In
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### Forms

Use title case for form titles and sentence case for form fields.

Example	<ul style="list-style-type: none"><li>(Form title) User Feedback Survey</li><li>(Form field) Date of birth</li></ul>
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### Navigation

Use title case for main or global navigation and sentence case for subnavigation.

Example	<ul style="list-style-type: none"><li>(Main navigation) Buy/Rent</li><li>(Subnavigation) New search</li></ul>
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### Drop-down menus

Use title case for menu names and sentence case for menu items.

Example	<ul style="list-style-type: none"><li>(Menu name) Sort By</li><li>(Menu item) Length of lease</li></ul>
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### Pills

Use sentence case for pills.

Example	<ul style="list-style-type: none"><li>Selected for you</li></ul>
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# Download

Download the guide here.

