

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.

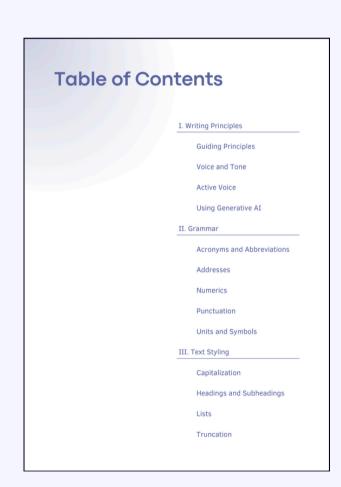
Requirements

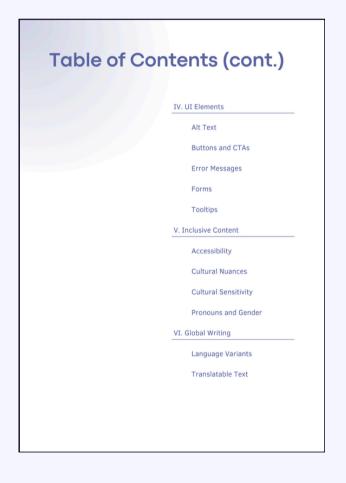
- Create style rules that are versatile enough to be used across the product portfolio.
- Provide concise guidance that can be referenced quickly and easily by designers.
- Translate UX writing principles for an audience of non-writers.
- Provide concrete examples of as many rules as possible.

Content Outline

Topics

- Writing Principles
 - Examples: Voice and Tone, Active Voice
- Grammar
 - Examples: Numerics, Punctuation
- Text Styling
 - Examples: Capitalization, Truncation
- UI Elements
 - Examples: Error Messages, Alt Text
- Inclusive Content
 - Examples: Accessibility, Cultural Nuances
- Global Writing
 - Examples: Language Variants, Translatable Text



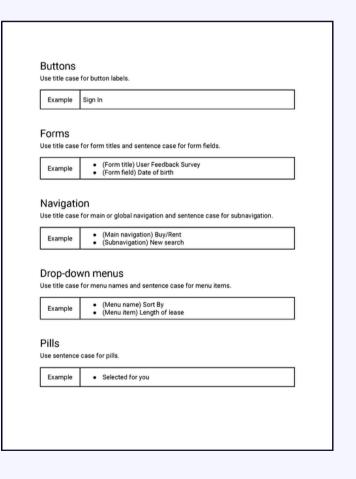


Deciding Standards

Deciding on style governance standards required 3 steps:

- 1. Audit existing content
- 2. Discuss potential rules with principal designers
- 3. Make final decisions democratically





Writing Content

After style decisions were made, I drafted the text of all 25 articles. This effort took 1.5 months of dedicated time.

Information Model

Because the style guide was primarily intended as a reference for designers, I focused on content scannability.

- Information Hierarchy: Articles were composed of a series of sections broken up by appropriate headings.
- Concise Sections: Sections were composed of a few 2to 3-line paragraphs.
- Relevant Examples: Sections were further broken up by short tables of examples pulled from real products.

Dates

Dates should be localizable wherever possible. For the US, use the format Month DD, YYYY. When including the day, use the format Day, Month DD, YYYY. Where possible, write out the full names of days and months. Be consistent about abbreviating them.

Example	 November 15, 2010 Nov 15, 2010 Monday, November 15, 2010
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Avoid ordinal numbers for dates.

Correct	November 15, 2010	
Incorrect	November 15th, 2010	

Publishing

All 25 articles were published in the company's design system.

For the purposes of this portfolio, I created a PDF version.

Download Style Guide PDF

Results

- **Increased consistency and efficiency:** The style guide provided a central source of truth, improving cross-team efficiency by streamlining the writing process and reducing back-and-forth clarifications.
- Enhanced user experience: By ensuring a unified voice across 15 in-development products, the style guide contributed to a more cohesive user experience, enhancing brand recognition and trust.

Results (cont.)

- Improved collaboration: Facilitated clearer communication between product, design, and marketing teams, ensuring a consistent message was delivered to users across all touchpoints.
- Scalability: Set a foundation for future writers and designers, allowing for efficient onboarding and ensuring consistency as the team grew.