

# UX Writing Fundamentals

Instructor: Bobbie Wood; 3-day course agenda

**UX WRITERS**  
COLLECTIVE

## — Day 1: Oct 14 —

Day & Time	Topic	Learning Objectives	Outputs	Duration
Morning session 1 9:00 to 10:30	Unit 1: Intro to UX writing	-- Learn the "who" & "what" of writing for software products -- Understand UX writing & the design process	Unit 1 practice	90 mins
Break				15 min
Morning session 2 10:45 to 12:00	Unit 2: Work with voice & tone	-- Identify differences between "voice" and "tone" -- Learn to develop a brand & product persona -- Document voice choices in a style guide	Unit 2 practice	75 min
Lunch break				60 mins
Afternoon session 1 1:00 to 2:30	Unit 3: Keep it short	-- Explain why UX writing needs to be concise -- Describe technical, marketing, & UX writing -- Explain how people read online vs performing a task	Unit 3 practice	90 mins
Break				15 min
Afternoon session 2 2:45 to 4:30	Unit 3: Keep it short, continued	-- Explain how cognitive burden impacts comprehension -- Learn methods to reduce cognitive burden -- Apply editing best practices	Unit 3 practice	105 mins

## — Day 2: Oct 15 —

Day & Time	Topic	Learning Objectives	Outputs	Duration
Morning session 1 9:00 to 10:30	Unit 4: Write for UI components	-- Describe UI components -- Describe the purpose of component text -- Explain writing methods for common UI elements	Unit 4 practice	90 mins
Break				15 min
Morning session 2 10:45 to 12:00	Unit 4: Write for UI components, continued	-- Understand best practices for empty states -- Learn how to write for notifications, alerts & errors -- Learn how to write for lists & forms	Unit 4 practice	75 mins

Lunch break				60 mins
Afternoon session 1 1:00 to 2:30	Unit 5: Create UX writing outputs	-- Describe content outputs -- Explain how to create a style guide -- Explain how to create a copy deck -- Describe working within design tools (Sketch & Figma)	Unit 5 practice	90 mins
Break				15 min
Afternoon session 2 2:45 to 4:30	Unit 5: Outputs, continued	-- Describe user onboarding & education -- Describe methods for testing copy -- Create a style & terminology guide	Unit 5 practice	105 mins
<b>— Day 3: Oct 16 —</b>				
Day & Time	Topic	Learning Objectives	Outputs	Duration
Morning session 1 9:00 to 10:30	Unit 6: Working with teams	-- Explain how to manage stakeholders -- Explain how to provide & receive design feedback -- Describe stakeholders perspectives -- Workshop specific responses for design reviews	Unit 6 practice	90 mins
Break				15 min
Morning session 2 10:45 to 12:00	Final project in UX writing	-- Individual work	Final project work	75 mins
Lunch break				60 mins
Afternoon session 1 1:00 to 2:30	Final project in UX writing	-- Individual work	Submitted for scoring	90 mins
Break				15 min
Afternoon session 2 2:45 to 3:45pm	Final project evaluation	-- Workshop session	Peer review & feedback	75 mins
3:45 to 4:05	Final exam	-- Individual work	Certification	20 mins
4:05 to 4:30 [course complete]	Q & A session	-- Open discussion	Course evaluation	25 mins