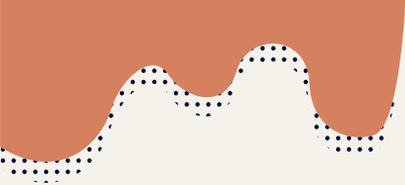# UX Writing in the Age of AI

What it is, why it matters, and how AI helps

By Yuliya Denysenko Cuggia

"What is the term for 'List an item' in German?"

"Should we use "vous" or "tu" in French?"

"Can Mariella translate this to Italian?"
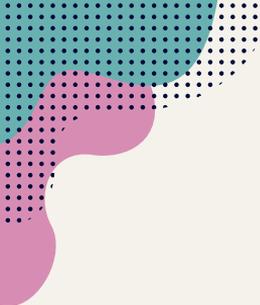
UX ... what?

The part of UX we were not designing

2

Yuliya Denysenko Cuggia

UX Writer at SMG
General Marketplaces

Real estate, Automotive,
General Marketplaces,
Finance & insurance

- UX Writer since 2020
- 2 online Swiss marketplaces
- 8 product teams
- 4 languages
- Previously: Head of QA, team lead, tech comms & internal events

The topics for today

01

What's UX writing & what it's not

02

Words that make it or break it
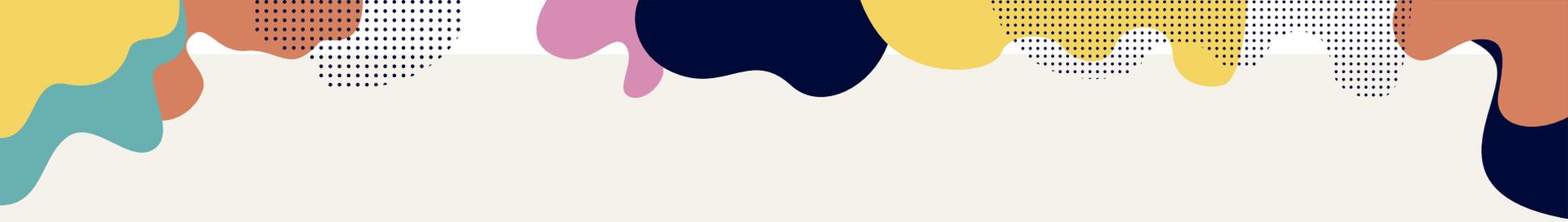
03

The work behind the words

04

How AI changed the game

05

UX writing AI setup

06

Top tips to take away

01

What UX Writing is - and is not

" Hey, can you just translate that one sentence for me, please? "

-    Anonymous Get-Things-Done Engineer

-

UX writing is the craft of using words to guide people through digital products

"Here's my **microcopy**"

Content strategy
What, why, when, how

- - - - - - - - ▶ **Not just writing or reviewing**

Guiding users
Clear, Concise, Consistent

- - - - - - - - ▶ **Not selling, convincing, being clever**

Flow-first
Writing to support a user journey

- - - - - - - - ▶ **Not a "add text to screen" task**

Involved from the start
From discovery & design

- - - - - - - - ▶ **Not an afterthought**

02
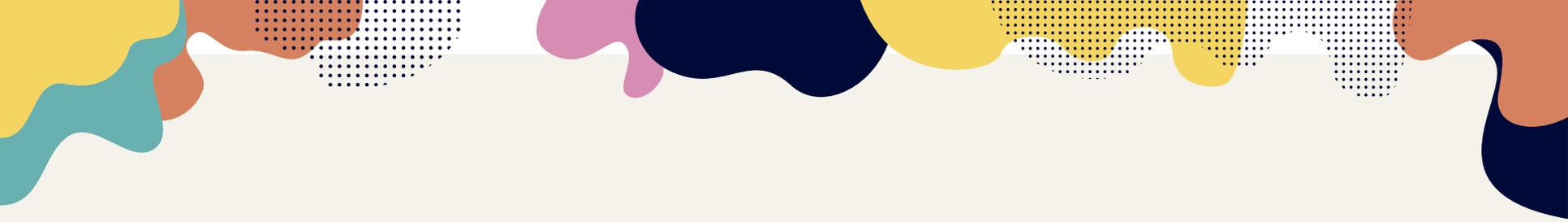
Words that make it or break it

"Good design is obvious. Great design is invisible."

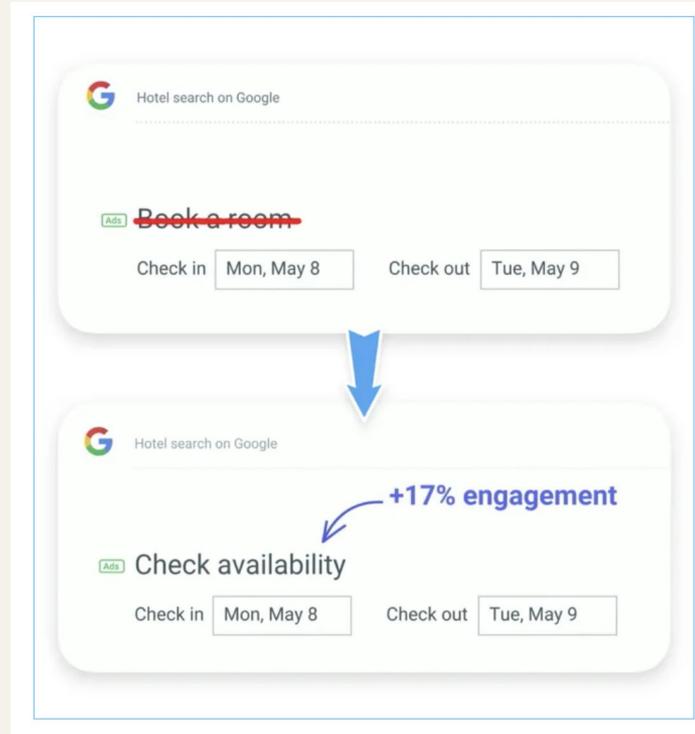- Joe Sparano, Graphic designer

Reduce commitment friction

Issue

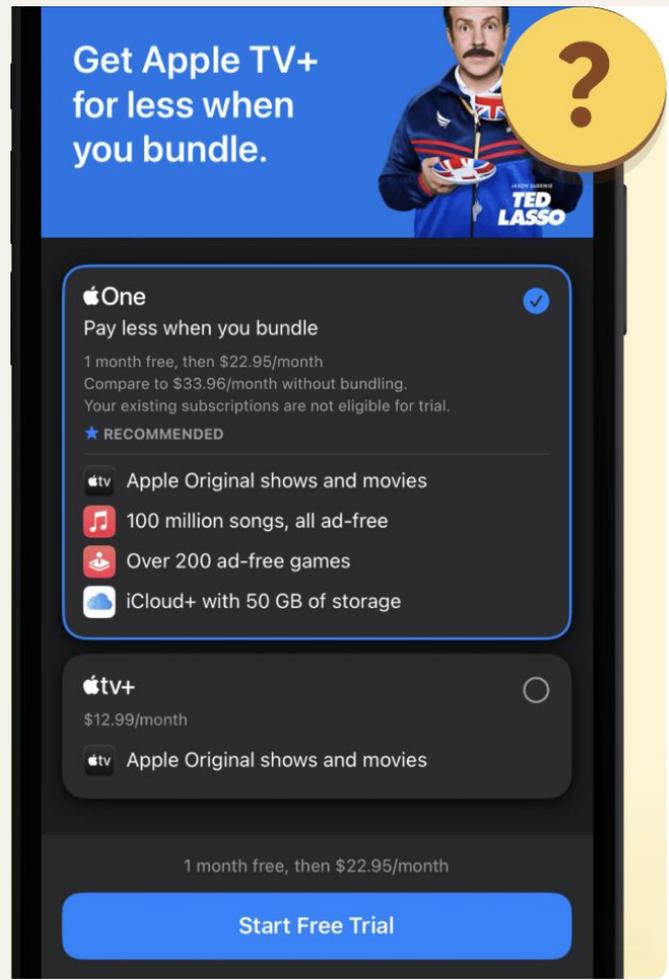- Uncertainty
- Hesitation stress
- No way back

Solution

- Frame the action as less threatening
- Create proper expectations
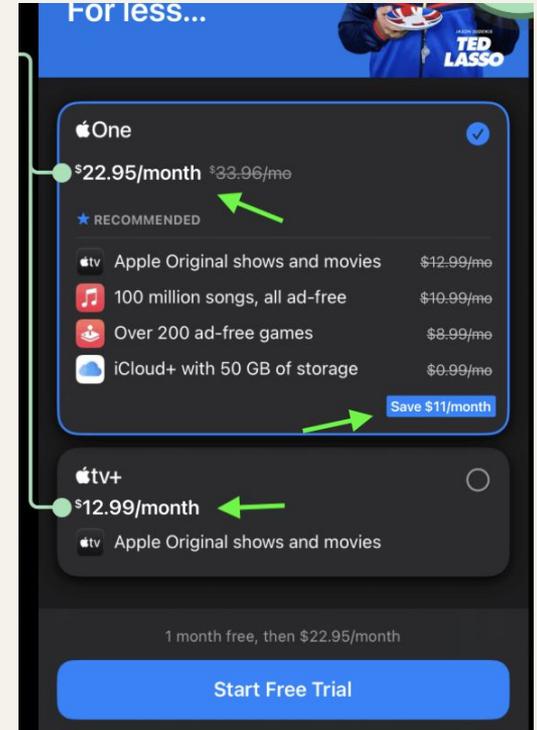- 'Explore' instead of 'commit'

What's up here?

Avoiding dark patterns

Issue

- Hiding info
- Tricking users to think it's cheap

Solution

- Be transparent & ethical
- Highlight benefit - i.e. savings

Source: https://growth.design/case-studies
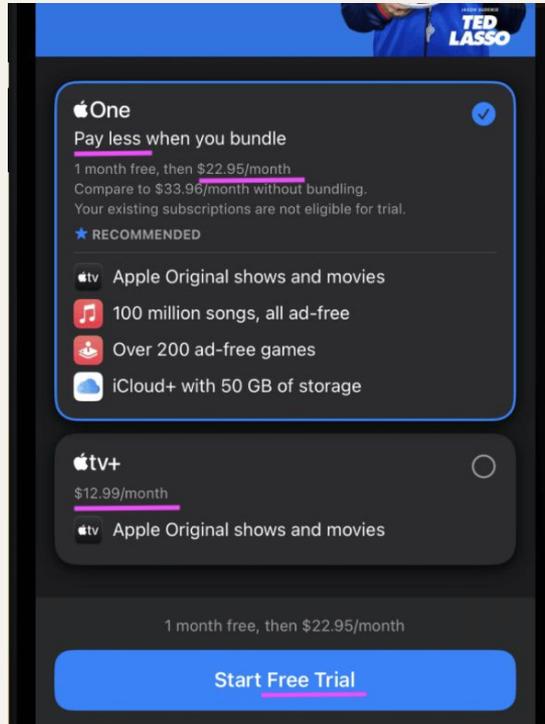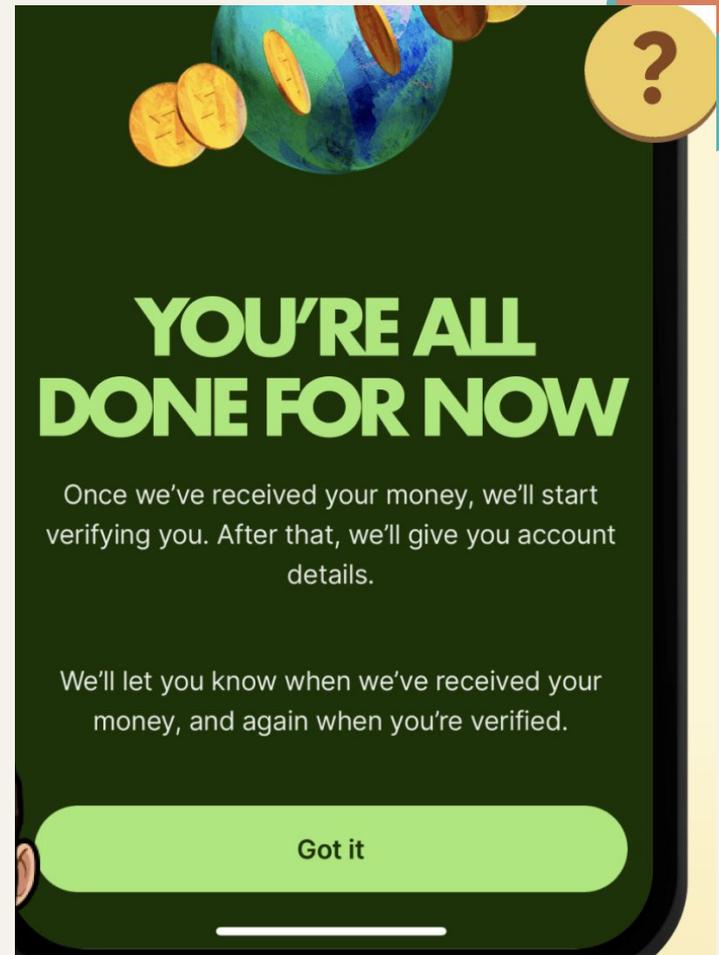
What about here?

Lowering cognitive load

Issue

- Info overload
- Hard to follow
- Confusion

Solution:

- What just happened
- What happens next
- Set clear expectations

Source: https://growth.design/case-studies

03
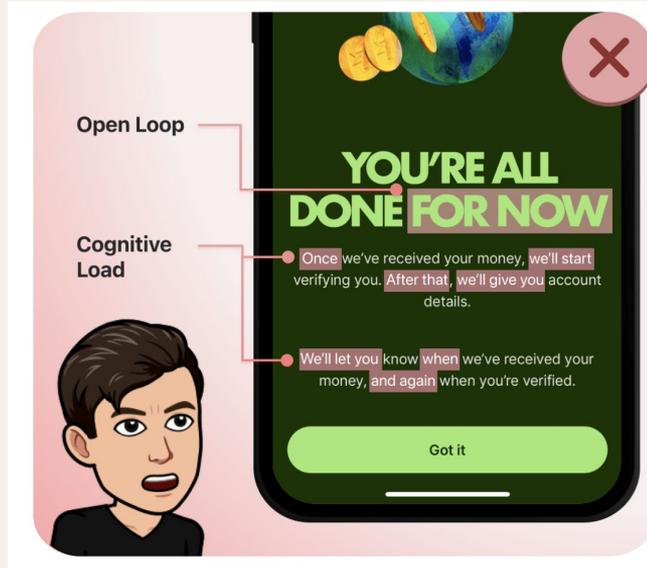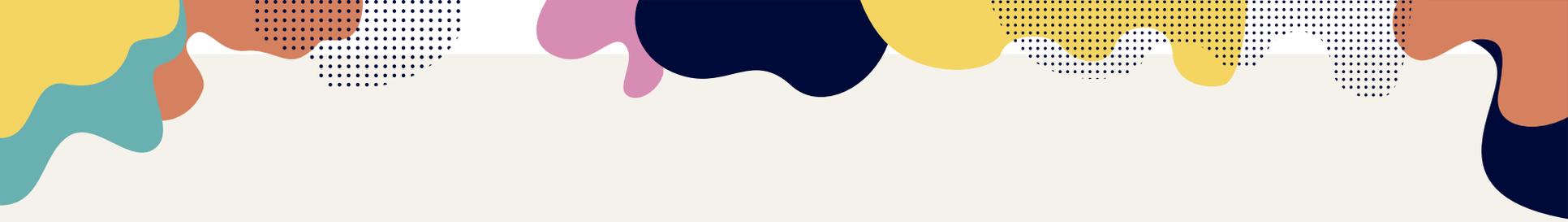
The work behind the words

"Content precedes design. Design in the absence of content is not design, it's decoration."

- Jeffrey Zeldman, Web designer, Entrepreneur

The UX writing process

Explore

Problem, context, flow
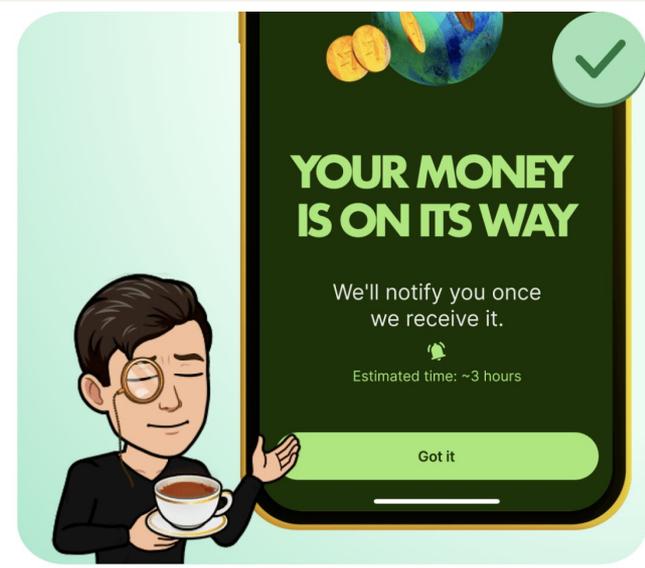
Draft

Terminology, intent, tone

Align

Translation, legal, dev

Test & iterate

Test in context, test with users

User research	Figma	Style guide	Collaborate
User feedback	ChatGPT	Glossary	Translate
Benchmarking	Phrase	Tone	Verify

UX writing from the start

Details

* Postal Code
1800

Specify where the item is located

* Address
1235 Theilerstrasse

No results for the address provided

Requested task

Details

* Postal Code
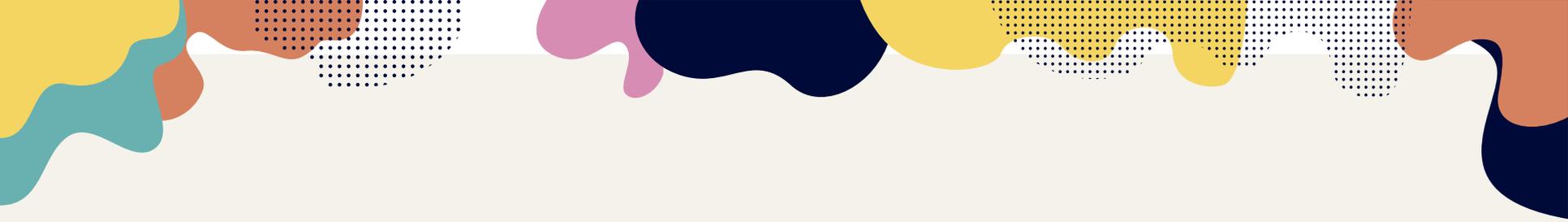1800

Specify where the item is located

* Address
1235 Theilerstrasse

⚠️ We couldn't recognize this address. You can still submit your listing, but buyers will see only the approximate location of your item.

Actual outcome

16

04

How AI changed the game

"The future of AI is not about replacing humans, it's about augmenting human capabilities."

– Sundar Pichai, CEO of Google

AI accelerates UX writing, but it still relies on human context and decision-making.

Transforming the craft

What's possible now

- **Time saver**: From blank page to first draft in seconds.

- **Sparring partner**: Generate options, push creativity, explore tones.

- **Prompting to delegate execution**: Clear briefs, structure, constraints.

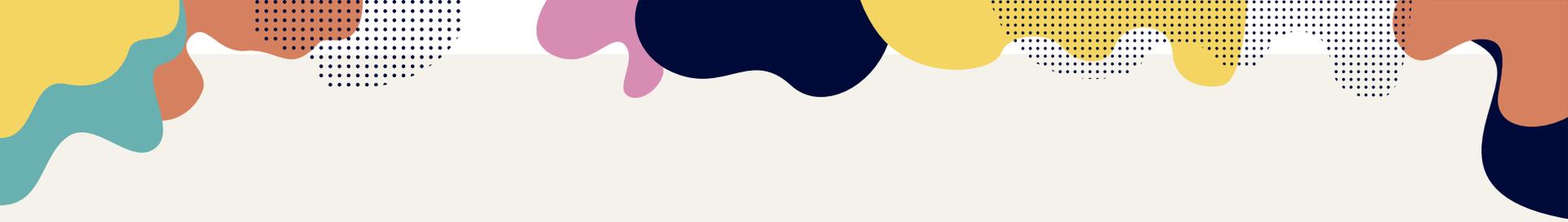- **Custom GPTs**: Writing assistants aligned with voice, tone, context.

Transforming the craft

The new Challenges

- **Hallucinations** - assures you of invented facts

- **Content governance** - ownership & clear rules

- **Quality assurance -** human review is a must

- **UX - - - > AX** - going from designing for users to designing for AI agents

05

UX writing AI setup

"Intelligence is the ability to avoid doing work, yet getting the work done."

– Linus Torvalds, Software engineer

- Claude
- Gemini
- Figma Make
- Google
- other

ChatGPT

**Custom gpt 1
Ricardo UX writer**

**Custom gpt 2
tutti.ch UX writer**

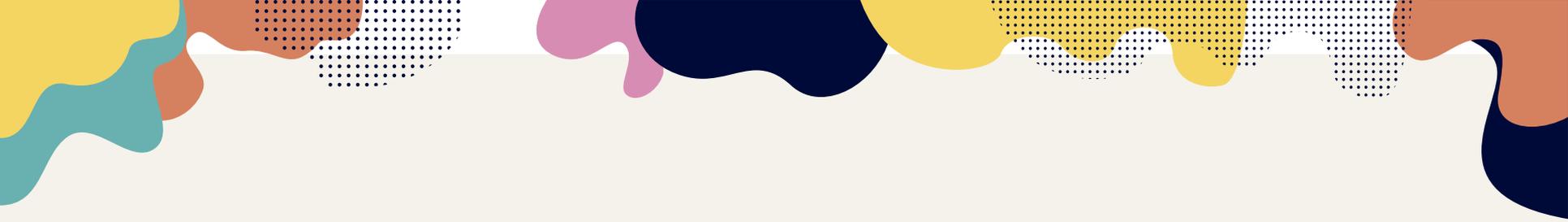**Instructions:**
Styleguide
Terminology
Glossary files

Instructions:
Styleguide
Terminology
Glossary files

Topic chat #1
User account, login

Topic chat #2
Buy, bid, checkout

Topic chat #1
User account, login

Topic chat #2
Subscriptions

06

Top Tips

Make it clear, make it simple, **make it happen.**

Your mindset

- Start early

- Think in full flows, solve problems

- Don't assume, do user testing

Your writing

- Create your UX writing style guide

- Be Clear, Concise & Consistent

- Mind the context & write with emotion

Your AI buddy

- Create your setup

- Don't outsource your thinking

- Control & verify

Let your product speak better – starting now

Thank you!