

Abstract geometric shapes in purple, blue, orange, and yellow are positioned on the left side of the slide. The shapes include a large purple semi-circle at the top, a blue rectangle and circle below it, and orange and yellow semi-circles at the bottom.

Intro to UX Writing

Bi-Weekly Product Strategy

Michael Plutchok
November '25

Nice to meet you!

- UX Writer
- Ex-Wix
- Love diving! 🤿



Michael Plutchok

Agenda

**Intro to UX
writing**



**Impact on
products**



**Our content
audit**



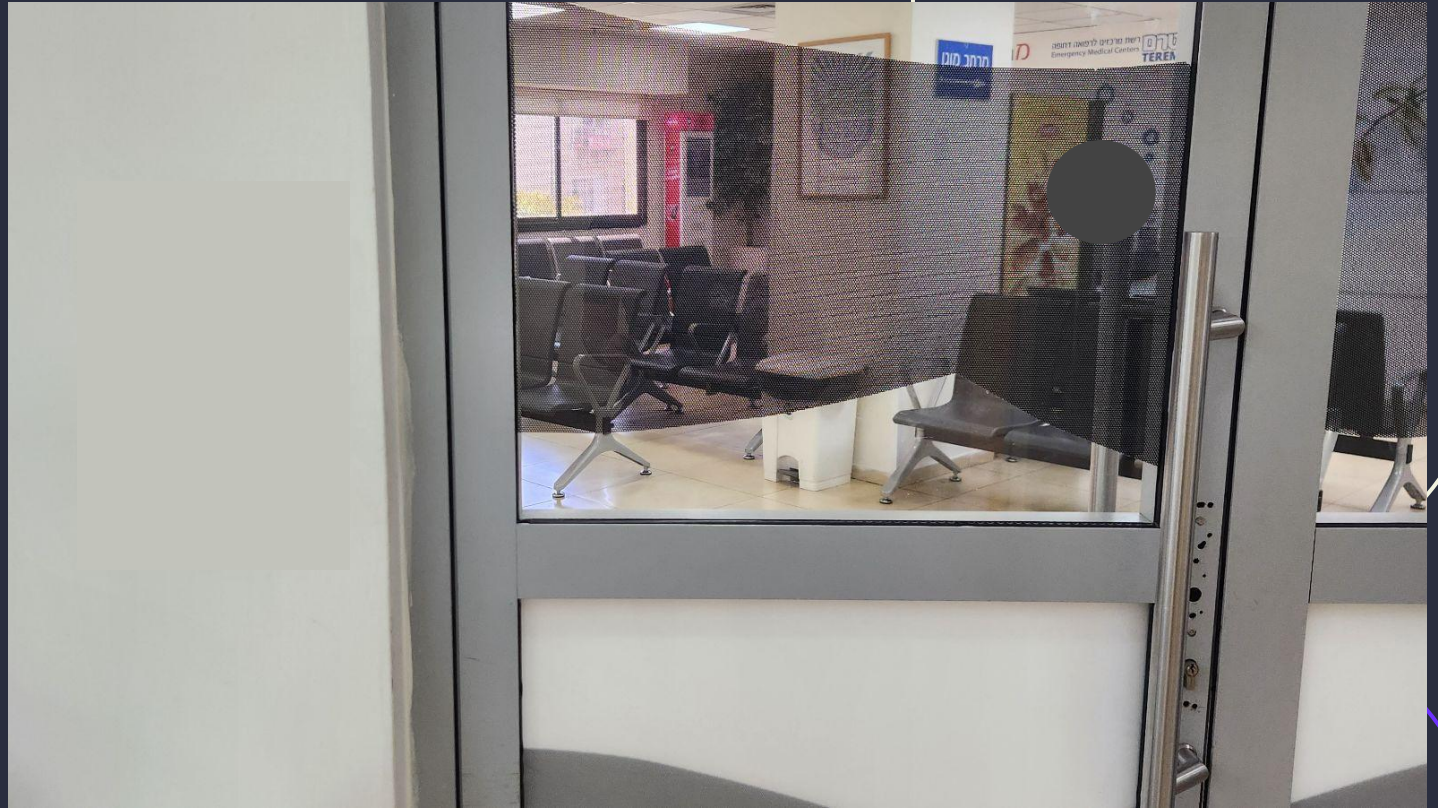
**How to
improve**



Questions

Norman Door

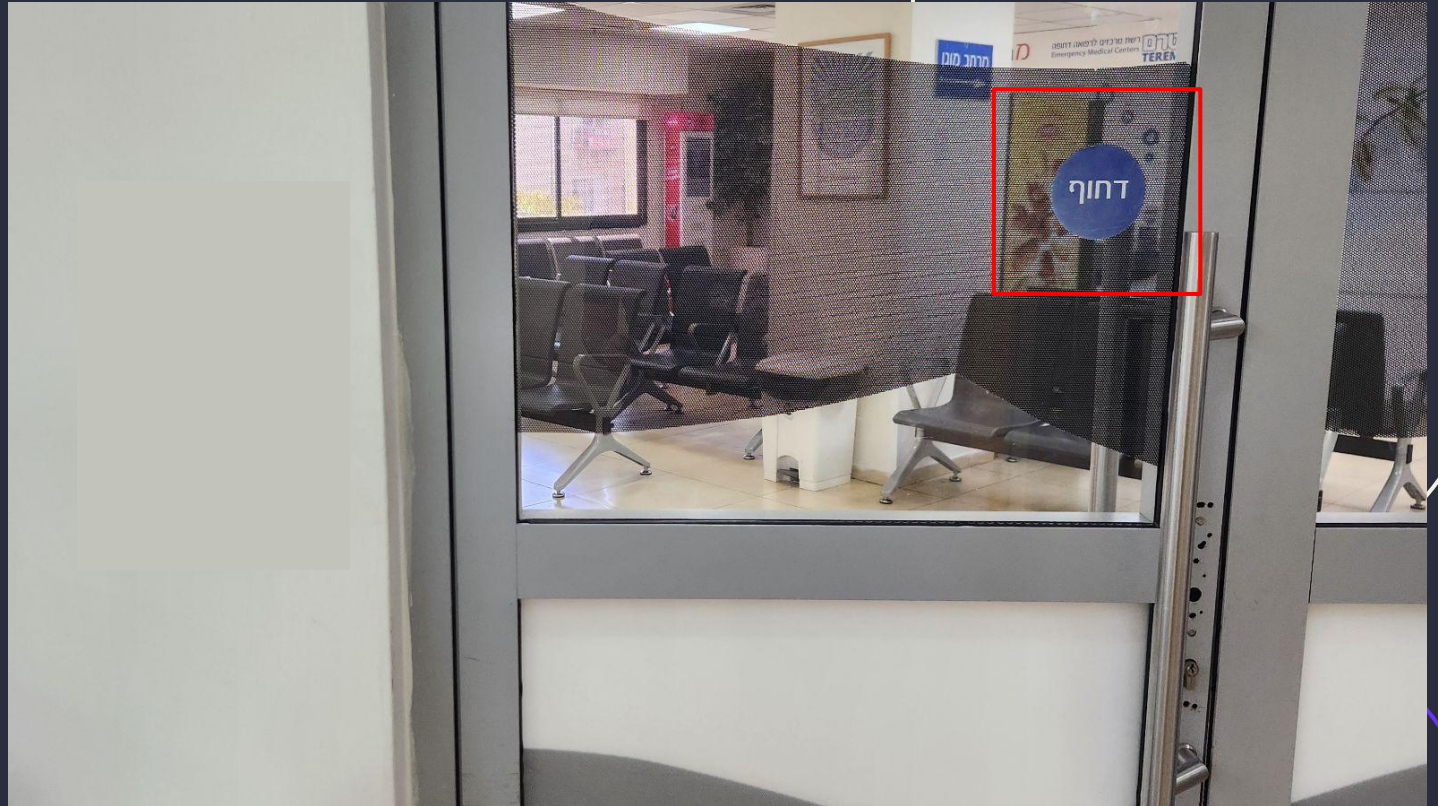
How
would you
open this
door?



Norman Door

The door's handle is a "pull" design, but its function is a "push." The sticker exists to bridge this gap.

A good design doesn't need (much, if any) instructions.



Norman Door

To make matters worse, I now need to step back to see the sign on the left.

Good writing: "To exit" is first, prominent.



[More on Norman Doors](#)

Bring me in, early.

- Content isn't a 
- **Let's make great doors!** To create an optimal experience - **let's work together, early** in the process.



UX Writing is *Copywriting / Marketing*

The intersection of research, design and content.

The practice of crafting words people see and interact with in a product, with the aim of making it easy to understand and navigate.

"...we're trying to use language to create this frictionless experience where you don't even realize you're looking at the words.

You're not reading anything - you are intuiting it just as you intuit...the graphical design to accomplish your task."





The 5 C's

Clear

Easy to understand, no unnecessary jargon

Concise

Say **only** what's needed

Consistent

Same terms, style, and voice everywhere

Constructive

Guide, don't just point out problems

Conversational

Human, friendly, natural

#1

writers of
silicon valley.

INSIDE UX WRITING AT GOOGLE AND UBER

WITH
ROY WEST



Meeting our business goals

- Clarity reduces friction = better UX
- Consistent language builds trust



Better conversions, engagement & retention

Human copy = trust

Nass's HCI Research (Stanford)

To people, computers = humans (language).

- Warm, **authentic copy = trust**, productivity, persuasion
- **Inconsistent** tone or wording (inauthentic personality) = **suspicion**, confusion

[Link to book on Amazon](#)

"If Dale Carnegie had been a Google engineer, this is how he would have written *How to Win Friends and Influence People*." —CHIP HEATH, coauthor of *SWITCH* and *MADE TO STICK*

WHAT WE CAN LEARN ABOUT
OURSELVES FROM OUR MACHINES

The } Man Who

Lied  to

His Laptop 

CLIFFORD NASS
with CORINA YEN

Consistency = trust

- Language has a **measurable** impact on user experience.
- Relatable tones build trust and credibility.
- **Consistency is key to a building trust through brand identity.**

[Link to Study](#)

NN/g Nielsen Norman Group

World Leaders in Research-Based User Experience

What is the reason you haven't yet deposited or invested at eToro?

513 out of 513 answered



BMO's example

- Account opening was full of **financial jargon**, leading to **high abandonment rates**.
- Onboarding content was made clear, user-friendly, and conversational.
- 45% increase in completion rates.

Direct correlation between simplified UX and a significant boost in customer acquisition.

Figure 3: Account Opening Errors Dropped Substantially



[Link to Study](#)

Back to basics

- Our product is already strong and competitive,
- But our content **MUST** be
 - **Flawless EN,**
 - **clear,**
 - **and consistent.**

Content audit

[See full audit here](#)

01. **Consistency & Standards**

02. **Voice & Tone**

03. **Grammar & Spelling**

04. **Clarity & Readability**

05. **UX Flow Alignment**

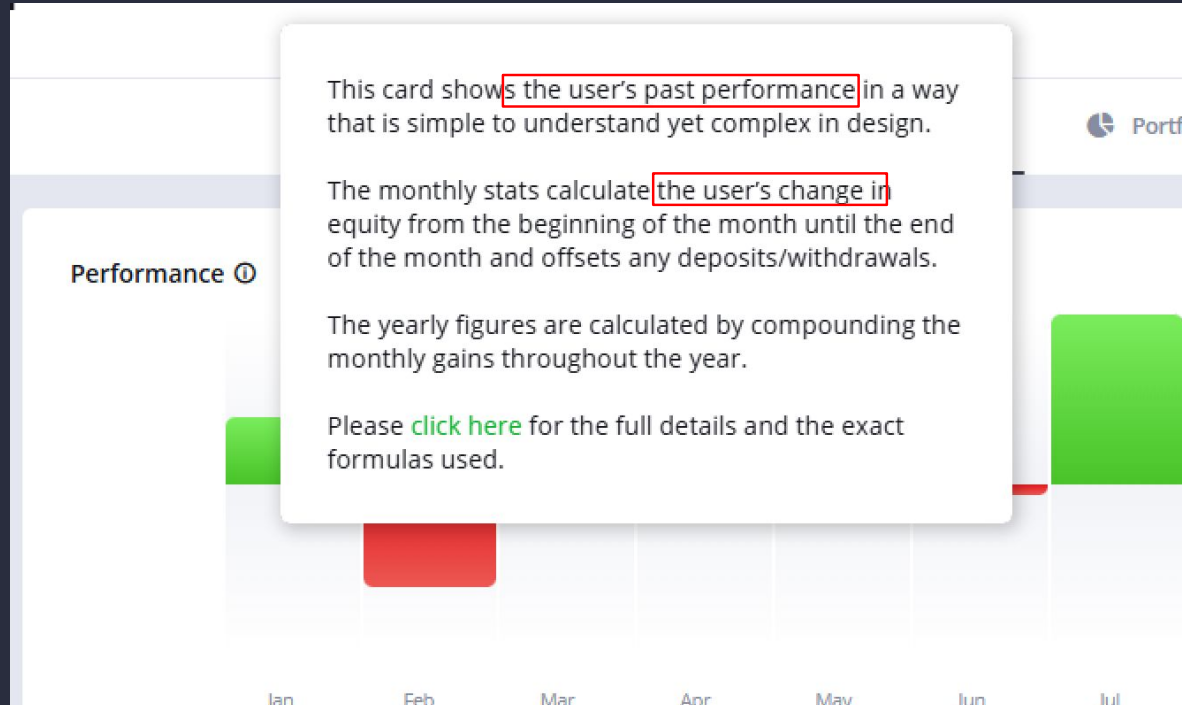
06. **IA & Visual hierarchy**

07. **Accessibility & Inclusivity**



Inconsistent audience targeting

- "The user's"? 🤔
- Third person, common noun
- Unnatural and distancing
- No QA



Inconsistent audience targeting

- Third person, proper noun

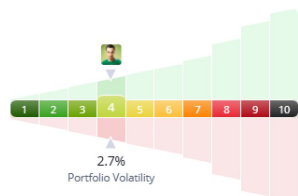
What is Risk?

It's important to consider risk when investing. The risk represents the volatility of a given portfolio. [Learn more](#)

SheldonCooper123's Risk

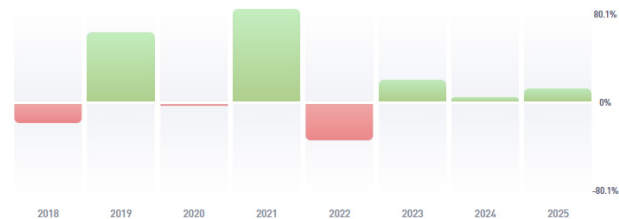
Below is a measure of SheldonCooper123's risk and portfolio volatility over the last 7 days.

*Risk is an historical measure and thus, may not be indicative of future performance.



2.7%
Portfolio Volatility

Performance



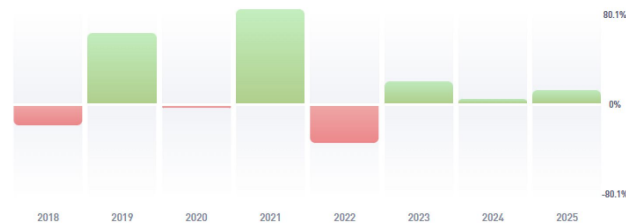
Return YTD ⊙ **11.22%**

This is SheldonCooper123's profit/loss so far this calendar year.

Avg. Risk Score (last 7D) ⊙ **4**

Profitable Weeks ⊙ **45.61%**

Performance



Return YTD ⊙ **11.22%**

Return 2Y ⊙ **36.89%**

Avg. Risk Score (last 7D) ⊙ **4**

Profitable Weeks ⊙ **45.61%**

This is SheldonCooper123's profit/loss since January 2023

Grammar & mechanics

Spelling / grammar

"Risk is an historical measure" - should be "a" historical measure.

SheldonCooper123

Performance

Return YTD	11.22%
Return 2Y	36.89%

What is Risk?

It's important to consider risk when investing. The risk represents the volatility of a given portfolio. [Learn more](#)

SheldonCooper123's Risk

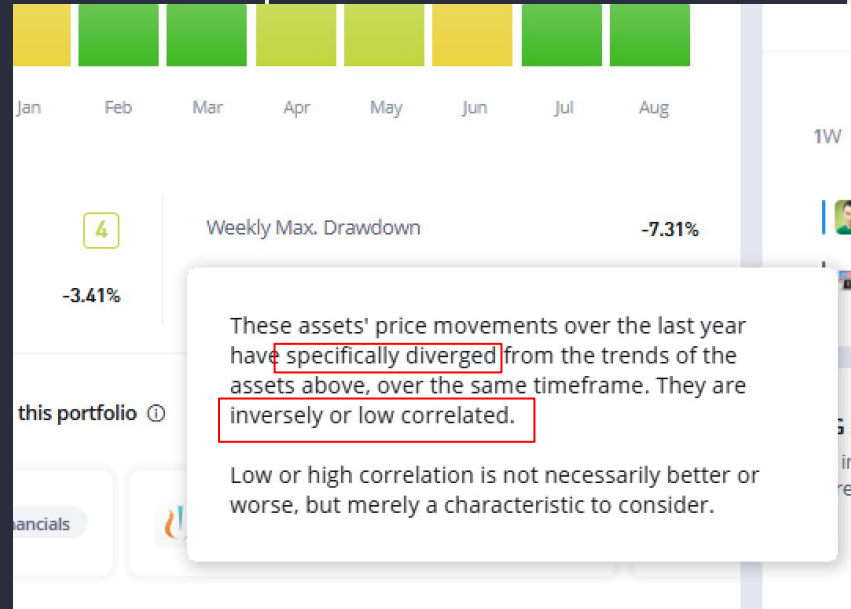
Below is a measure of SheldonCooper123's risk and portfolio volatility over the last 7 days.

*Risk is an historical measure and thus, may not be indicative of future performance.

Grammar & mechanics

Grammar mistakes

- Grammatically off; “low correlated”
 - Loosely correlated
 - Inverse or low correlation



Grammar & mechanics

Incorrect sentence structure

Run-on sentence and unclear subject in tooltip.

Grammatically incorrect relative clause makes the sentence hard to follow.

Misuse of a relative clause:

- "who have been trading..." incorrectly modifies "track record" instead of "investors".

Change to: "These investors have demonstrated stable performance and have been trading on the platform..."

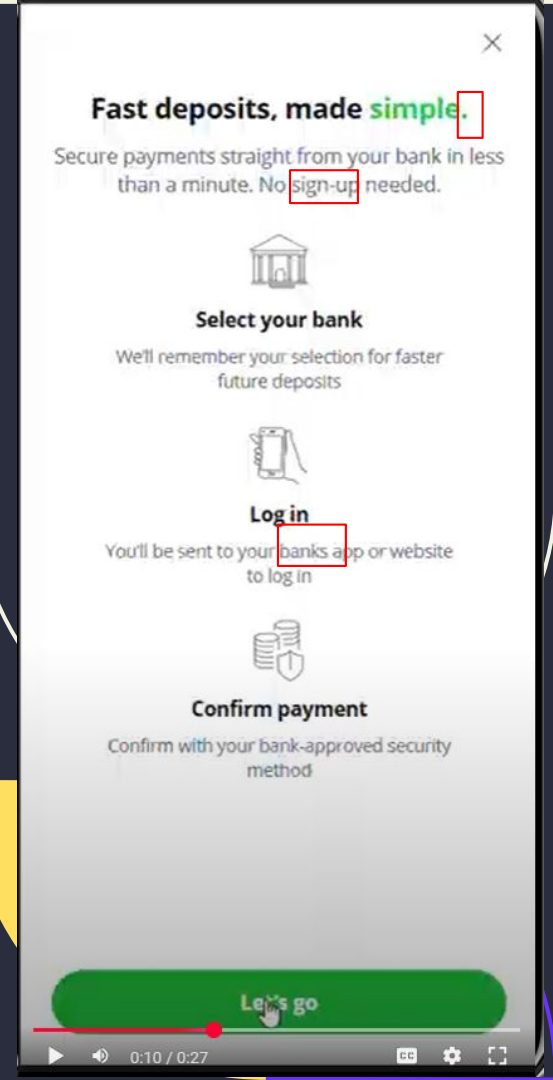
The screenshot displays a trading platform interface with a tooltip. The tooltip, titled "Long-Track record", contains the text: "These Investors have a track record of stable performance who have been trading on the platform for at least 300 weeks with an average risk score of less than 7 during the past 2 years." This text is highlighted with a red border. The background shows a grid of investment cards. The top-left card displays "69.47% Return (24M)" and "433 Copiers". The top-right card displays "60.39% Return (24M)". The bottom-left card displays "67.89% Return (24M)" and "624 Copiers". The bottom-right card displays "65.88% Return (24M)". A card for "Gavin C Multi-Str" is partially visible on the right, with a "Financial Services" tag and a link to "https://bullaware.c".

Grammar & mechanics

Spelling errors

"Sign-up" correct, but unnecessarily formal.

Bank's should have a possessive apostrophe.



Consistency & Standards

UI label mismatches

Social Links drill-in: field labeled "Social handle" but error states "Username is required." Inconsistent terminology may confuse users

The screenshot shows a mobile interface for adding social links. At the top, there is a back arrow, the title "Social Links", and a close button. Below the title is a "YouTube" button. A red box highlights a text input field labeled "Social handle". Below the field, a red error message "Username is required" is displayed. At the bottom right, there is an "Add Link" button.

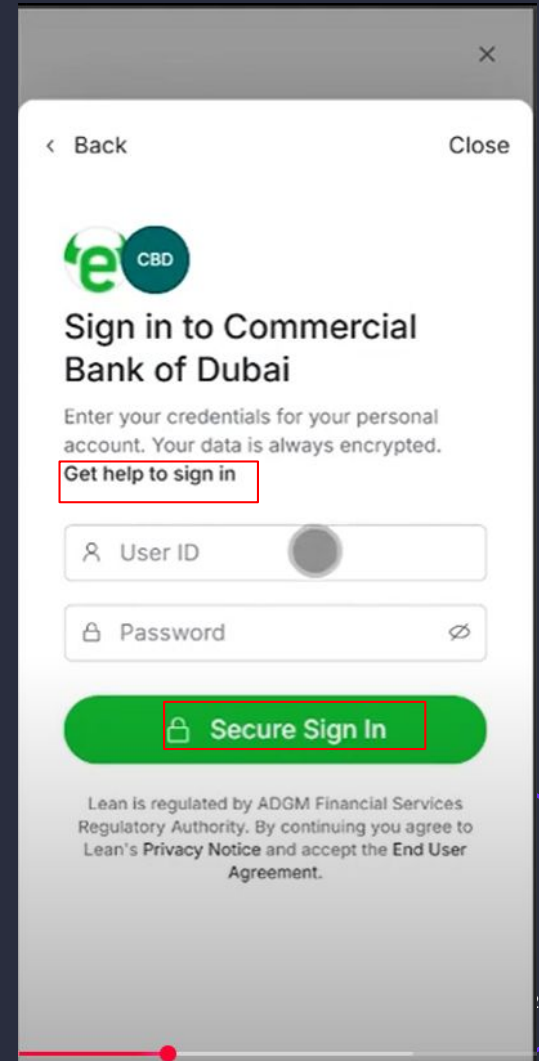
Clarity & Readability

Unclear buttons

"Get help to sign in" - awkward wording, and is this a CTA? No visual indication.

Also: Sign In Securely (verb phrase + adverb)

Reads like name of a thing, not necessarily an action.
Buttons are meant to drive action

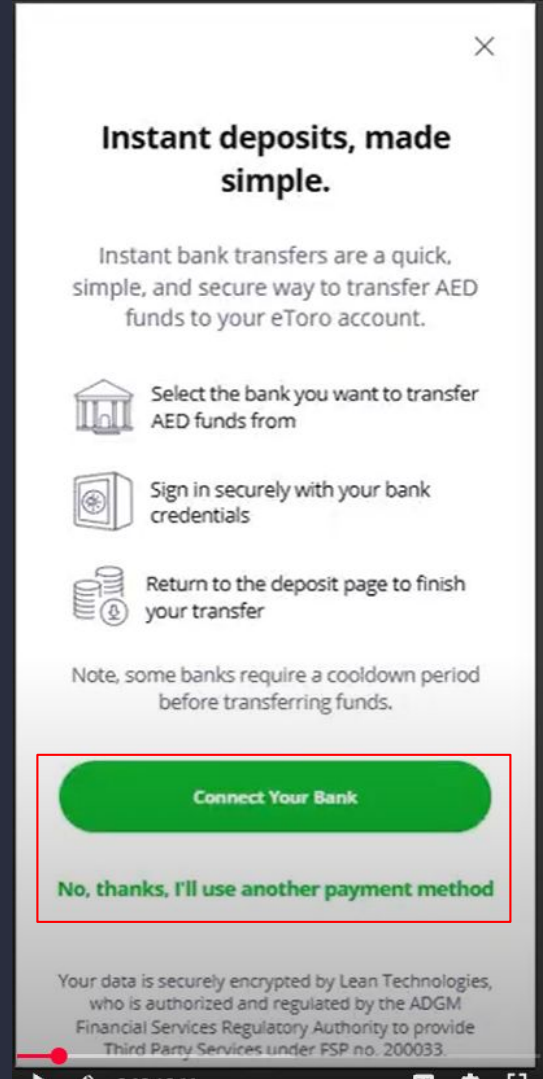


Consistency & Standards

Inconsistent title case




Some buttons are title case, others sentence case.

Two commas on the (very long) secondary CTA?



Instant deposits, made simple.

Instant bank transfers are a quick, simple, and secure way to transfer AED funds to your eToro account.

-  Select the bank you want to transfer AED funds from
-  Sign in securely with your bank credentials
-  Return to the deposit page to finish your transfer

Note, some banks require a cooldown period before transferring funds.

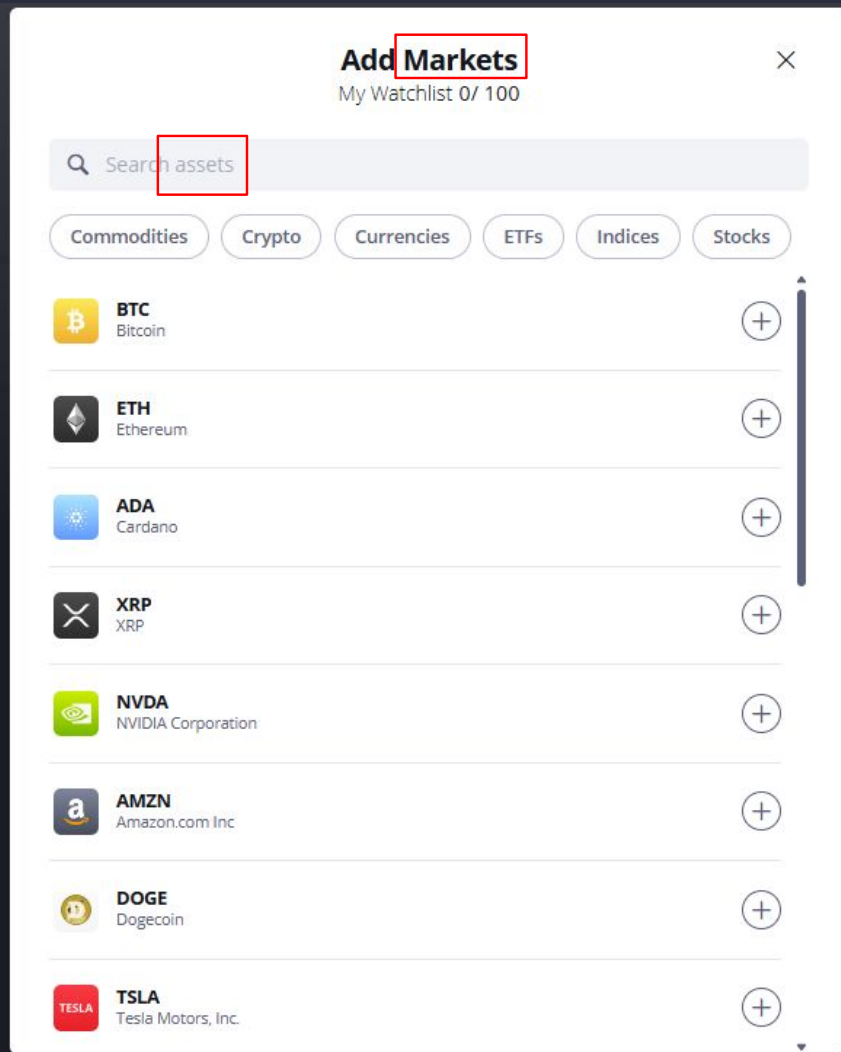
Connect Your Bank

No, thanks, I'll use another payment method

Your data is securely encrypted by Lean Technologies, who is authorized and regulated by the ADGM Financial Services Regulatory Authority to provide Third Party Services under FSP no. 200033.

Terminology inconsistencies

- New users may think these are two different categories, when they're not.
- "Markets" feels more abstract, while "Assets" feels more specific.



Date formats

- Dates are displayed inconsistently across the product.
 - Home: 6 Aug 2025 (alpha format)
 - Portfolio history: 18/08/2025 (numeric DD/MM/YYYY)
 - User page (stats): 8/1/18 (numeric M/D/YY?)

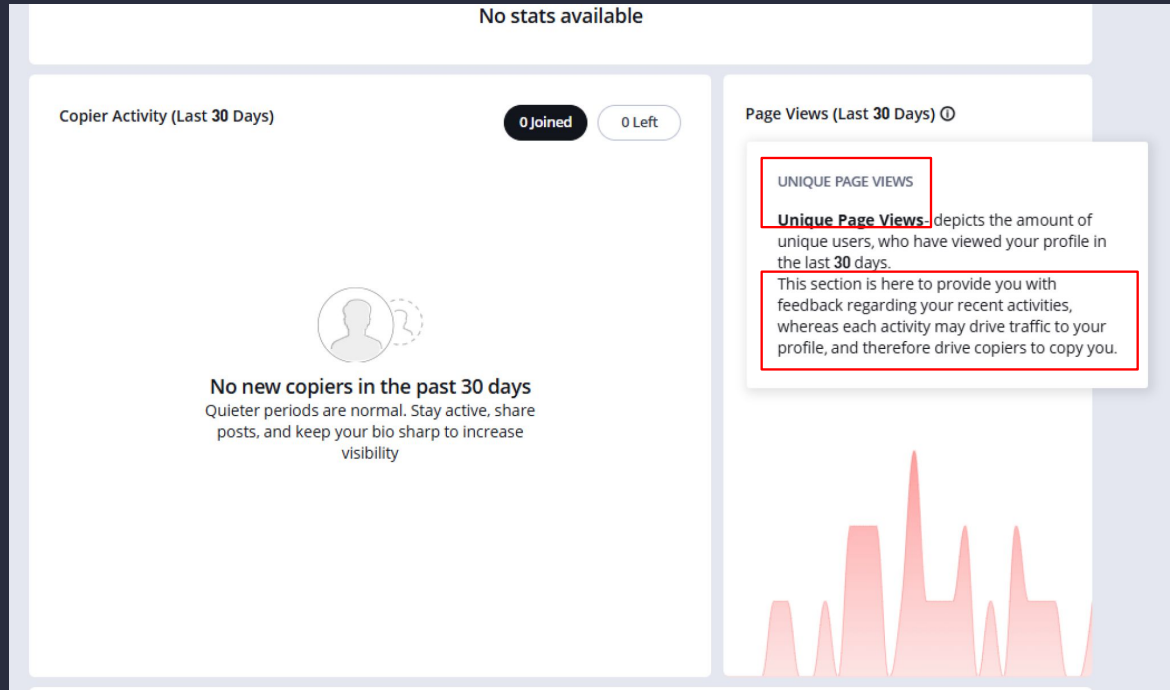
How do I know if it's August 1st, or January 8th?

The image shows a collage of screenshots from the eToro trading platform, illustrating inconsistent date formats. A central 'Close Trade' modal for NVDA shows the date '14/05/2025' in a red box. The top right shows the home page with 'Welcome back!' and a large balance of '1,942,941.48', with a date '6 Aug 2025' highlighted in a red box. The bottom left shows a bar chart of performance from March to October, with a tooltip for August 1st showing 'Trading since 8/1/18'. The bottom right shows a trade history table with a date '18/08/2025' highlighted in a red box.

Open	Open Time
4352.57	18/08/2025 16:39:34
4204.68	20/08/2025 10:24:21

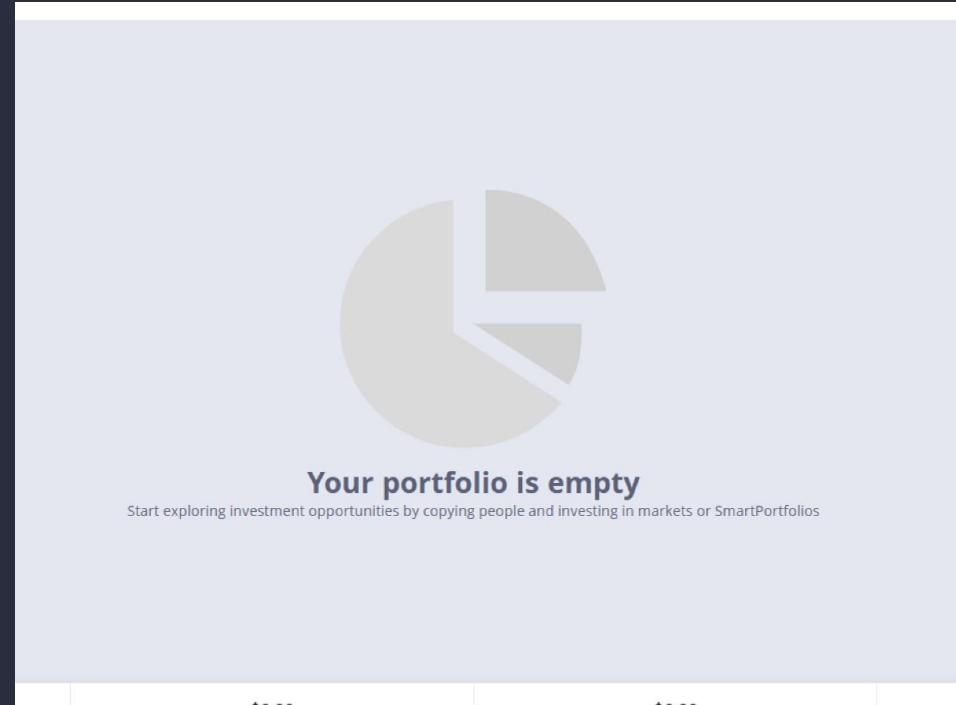
Overly complex sentences

- Tooltip title appears twice.
- Tooltip text is clunky unnecessarily complex.
- Voice shift between empty state and tooltip.



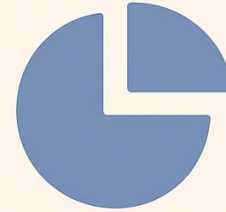
Empty states

- Likely a FTU, doesn't know what "Smart Portfolios" are.
- Introduces three ideas in one go. Cognitively taxing.
- Reframe more supportively: "Let's build your portfolio", and add CTA for exploration.
- Break it into clear bullet points or short lines:
 - a. Copy top investors
 - b. Browse popular stocks and crypto
 - c. Explore curated Smart Portfolios



Mockup Suggestion

Let's build your portfolio



No investments yet – here's how to get started

- Copy top investors
- Browse popular stocks and crypto
- Explore curated Smart Portfolios

[Start Exploring](#)

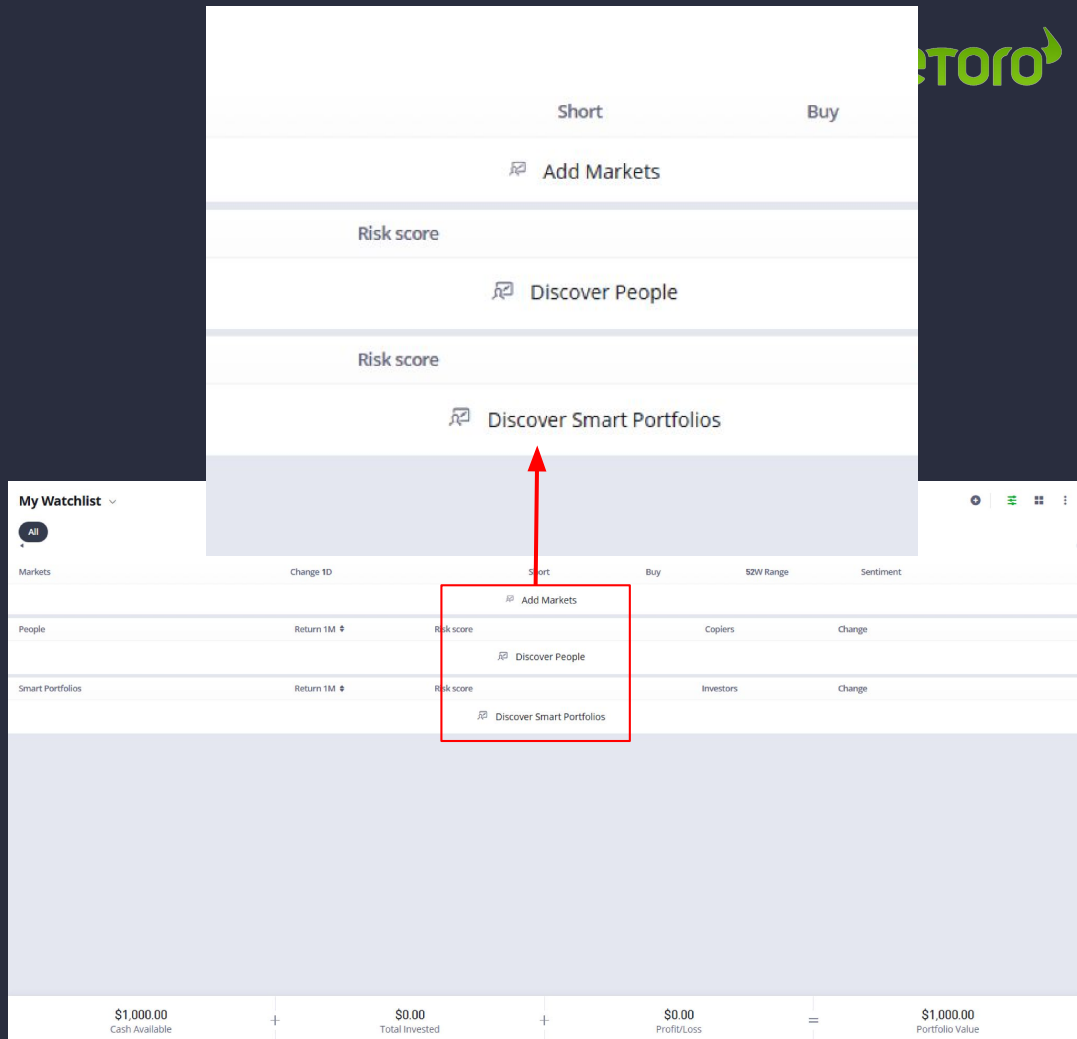
Empty states

- No guidance, what this section is, why they should care
- CTAs are hidden and disconnected (no visual affordance)

"Your Watchlist lets you track assets, people, and portfolios you're interested in."

"Not sure where to begin? Visit the Discover tab to browse trending stocks, crypto, and portfolios."

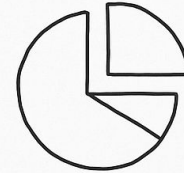
Start Exploring"



Mockup Suggestion

Let's build your watchlist

You haven't added anything yet – here's how to get started



Add Markets

Discover People

Explore
Portfolios

Not sure where to begin?

Visit the Discover tab to browse trending stocks, crypto, and portfolios.

Empty states

- Contains no CTA, explanation, or suggestion.
- Include guidance like:
"You haven't earned any payments in the last 3 months. Learn how to increase your earnings [Link]"

The screenshot displays the eToro user interface for a user named SheldonCooper123. The user's profile includes a search bar, a profile picture, and statistics: Elite Pro status, 3 current copiers, and N/A current AUC. The 'Payments Overview' tab is active, showing a bar chart for the last 3 months with a value of 0. A red box highlights a message box containing an icon of a wallet with a coin and the text 'No data available'.

Search

SheldonCooper123
SheldonCooper123

★ Elite Pro
Your Level and Benefits >

3
Current Copiers

N/A
Current AUC

Analytics Overview Payments Overview

Last 3 months
0

No data available

Overly complex sentences

- Tooltip explanation of 'Trending Investor' is clunky and wordy.
- Instead: "These are the investors people are copying most right now"



Ambiguous instructions

- Awkward wording and use of ellipses.
- What is the troubleshooting page?
How do I get there?

The screenshot displays the eToro trading interface. A prominent red error message box is overlaid on the bottom right, stating: "Connecting... Try again or visit our troubleshooting page." The background shows a trading dashboard with a calendar view for August 2025. The date 27 is highlighted, and the "Earnings" section for Q2 2025 is active, showing "After Hours" trading. The NVDA stock is highlighted in green, with a price of 177.99 and a change of -3.01 (1.72%). A "Trade" button is visible below the NVDA stock information. Other stocks like MSFT and C are also visible in the background.

Misleading CTAs

- Wording promises one action, but I can't actually copy anyone.
- Unclear explanation of why access is blocked. Will you actually update me?... Feels untrustworthy.

"Copytrading isn't available in your country yet"



Trader Cannot be Copied

We're sorry but copyTrader is not available for you at the moment. We will update you in the future if circumstances change

Discover People

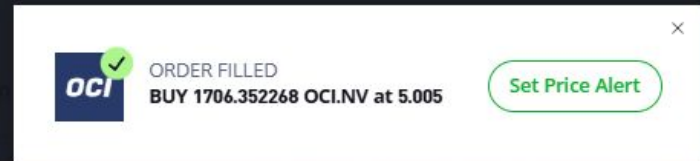
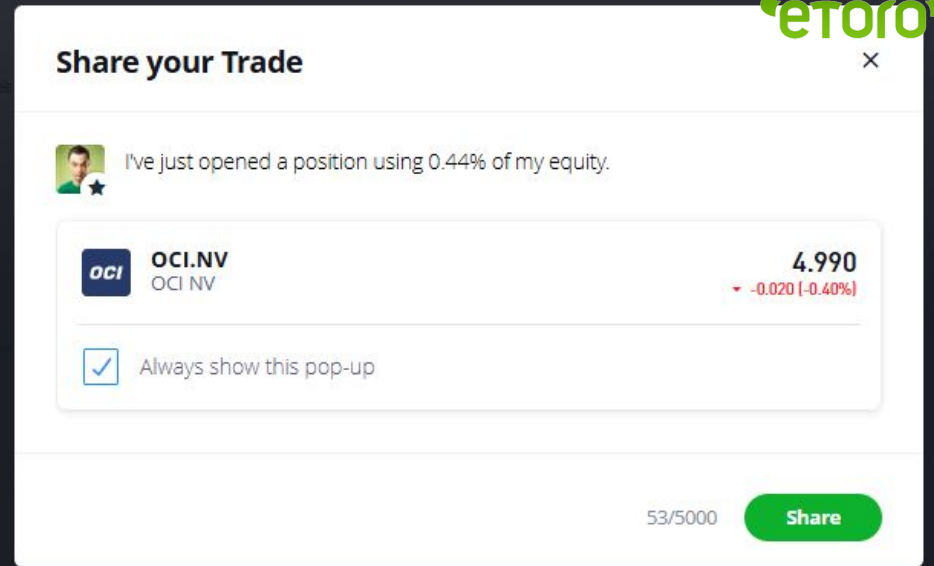


not be invested in
available for you at the moment.

pyPortfolios

Information architecture

- Confirmation toast is minimal, disappears after a few seconds
- Eyes are drawn to the "Share" modal, may miss the toast.
- By contrast the share modal stays, but sharing the trade should be secondary.
- **Suggestion:** Replace with a full confirmation modal showing amount invested, asset, execution status, and a CTA like 'View in Portfolio'!



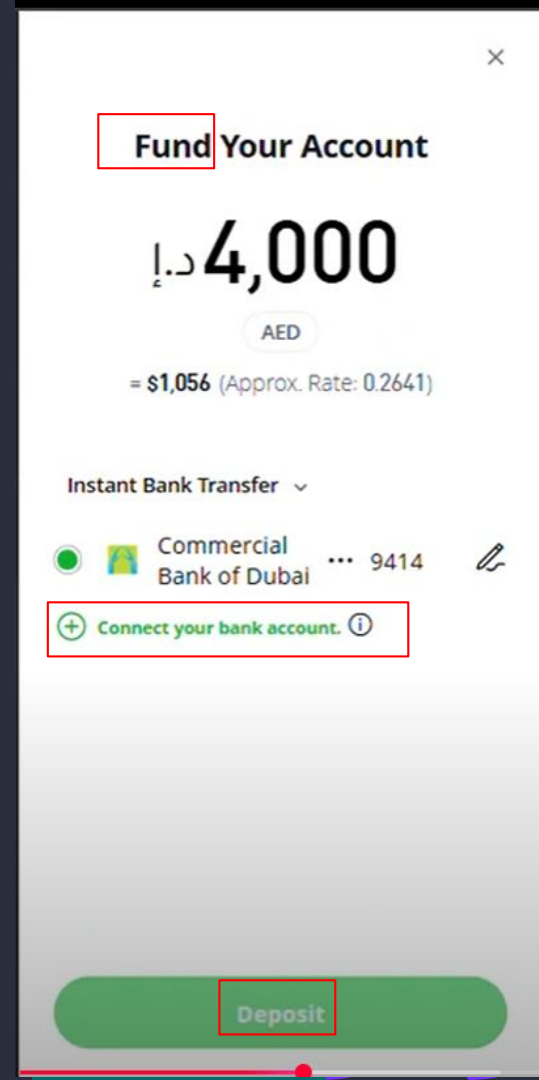
Unclear buttons / Ambiguous instructions

"Connect your bank account." - has a period, is sentence case, and is confusing - do we mean connect another bank account? Because I just connected one.

Suggestion:

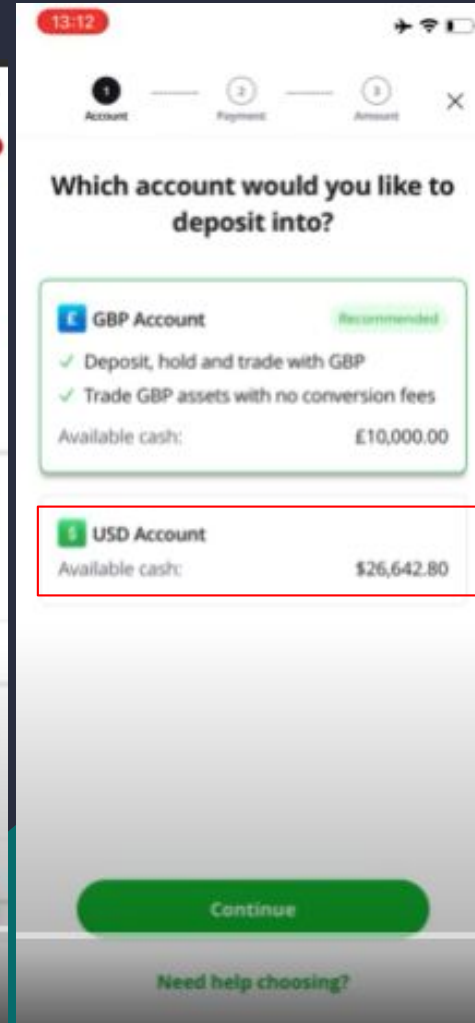
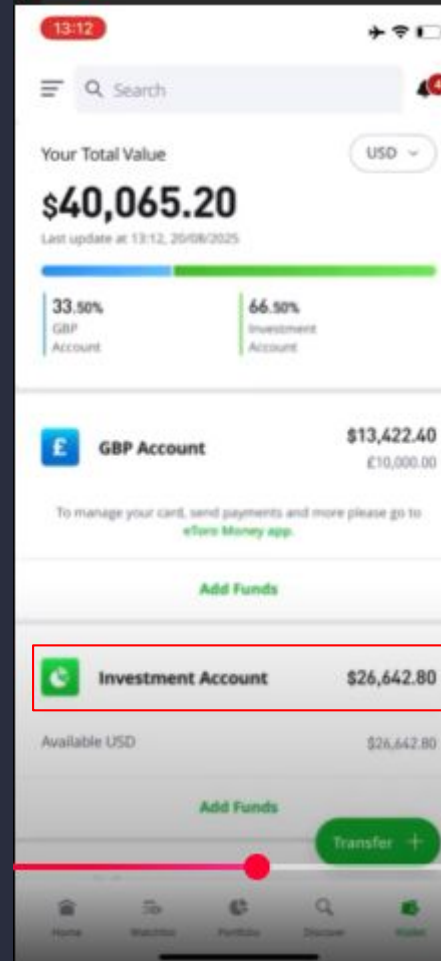
"Link Another Bank Account"

"Link Different (?) Bank Account"



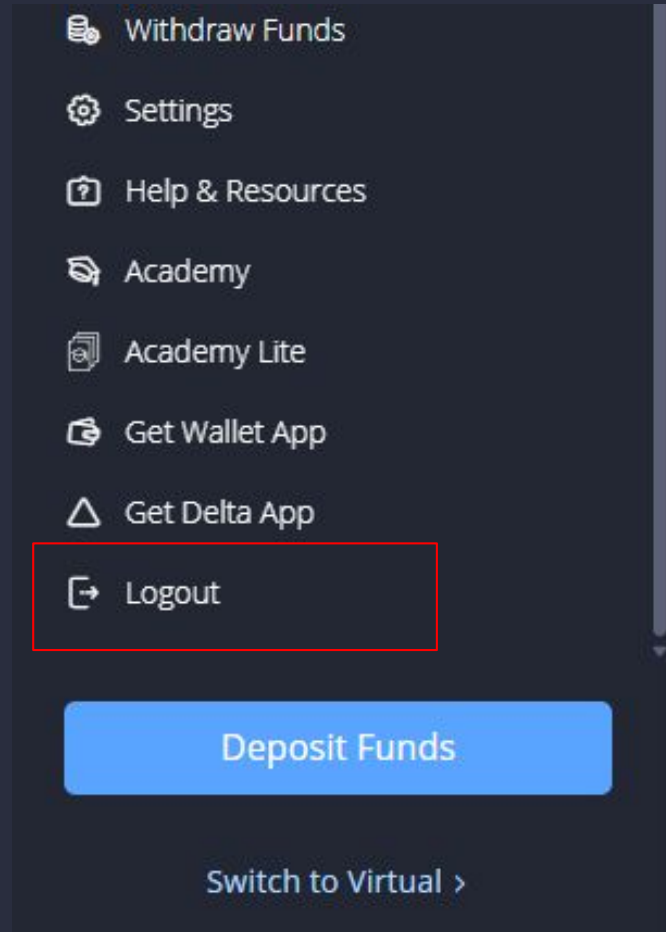
Terminology inconsistencies

- In the Wallet tab the USD account is named "Investments"
- In the deposit stepper it's "USD Account"



Missing friction

No friction when I click "logout".



Key takeaways

Inconsistent structures, terms

Headings, labels, and terminology vary across modules, making navigation and comprehension harder.

Voice & tone gaps

Shifts between casual, formal, and technical voices reduce trust.

Tooltip & microcopy quality

Dense, jargon-heavy tooltips and unclear microcopy create friction.

Weak empty states

Empty screens lack guidance, CTAs, or supportive tone, missing a chance to engage users.

UX / content misalignment

Critical flows (trade modals, watchlist, club tier) bury key actions.

Why it matters



Trust



Inconsistencies erode user confidence at moments of financial decision-making.

Confidence



Complex or unclear copy slows onboarding and discourages exploration.

Engagement



Missed opportunities in empty states and tooltips lower engagement.

How to make great doors

1. Use the [Product Content GPT](#) for drafting

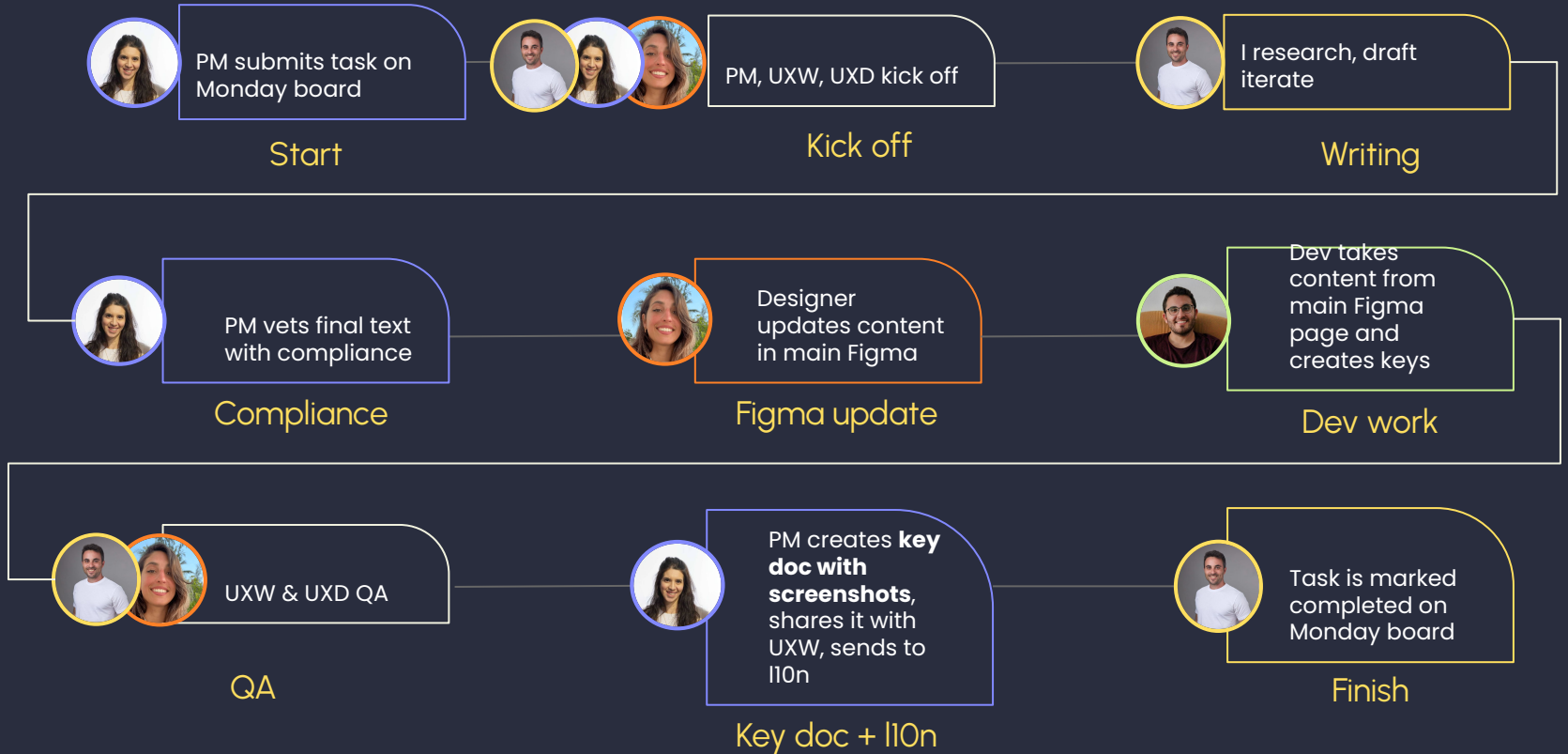
How to make great doors

1. Use the [Product Content GPT](#) for drafting
2. Bring me in, early.

How to make great doors

1. Use the [Product Content GPT](#) for drafting.
2. Bring me in, early.
3. Don't go live with content before I've seen it.

Content development cycle



Resources

https://designlab.com/blog/microcopy-matters-ux-design?utm_source=chatgpt.com

<https://www.youtube.com/watch?v=PS0DgTbAtLI&t=886s>

https://versions.com/concepts/the-microcopy-effect-small-words-big-impact/?utm_source=chatgpt.com

https://www.wix.com/studio/blog/microcopy-boost-conversion-ux-writing?utm_source=chatgpt.com

<https://www.amazon.com/Man-Who-Lied-His-Laptop/dp/1617230049>

<https://www.nngroup.com/articles/tone-voice-users/>

Thanks!

Questions?



Control:

Why words matter

[Veeam](#) noticed that many visitors were asking for a price, which they couldn't display due to partner agreements. So they tested changing the phrase from "request a quote" to "request pricing" and **saw a massive 161.66% increase in clicks** leading to their form.



Variant:



Improved Workflow



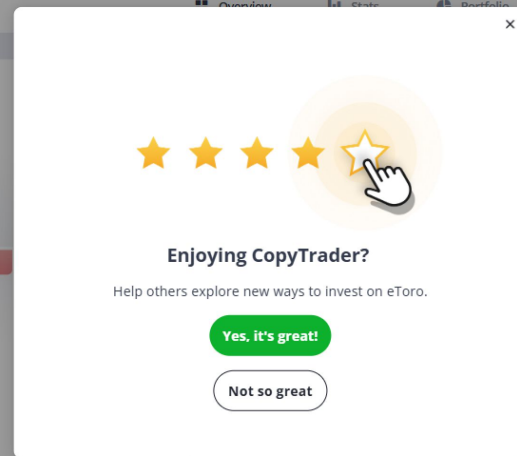
UX Flow Alignment

Missing feedback + not matching the user's stage

Pop up appeared on user's page, not engaged at copy trading at that moment.

Star rating suggests multiple choice but only offers Yes/No. Misleading design-content alignment. User might expect full rating flow.

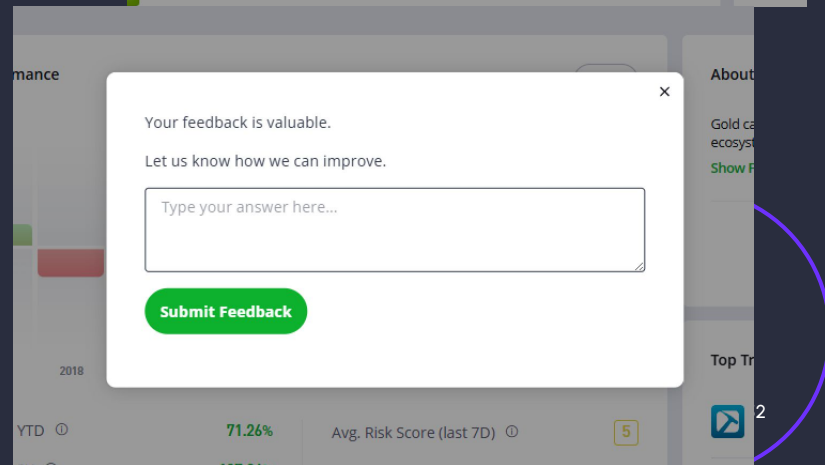
Once I clicked "Submit Feedback", it all just disappeared, no feedback to let me know it went through.



Voice & Tone

Subtitle: the benefit isn't immediate (help the user first, others is secondary).

CTAs: overly casual



**“the easiest reading is d _ _ d
hard writing”**

Thomas Hood, *"Copyright and Copywrog"*, 1837

My goals

- Make complex flows feel simple
- Align to one voice (consistency)
- Adjust tone according to state

Voice & Tone

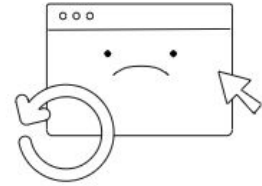
Inappropriate emotional tone

Clarify the issue:

e.g., "We couldn't load XYZ due to a network issue."

In a app where users are managing money, reassurance needs to be more grounded.

"Your account is safe. You can retry now."



It looks like something went wrong.

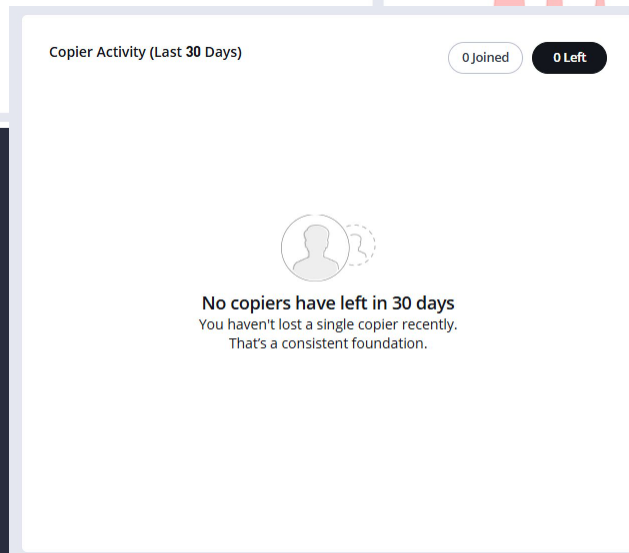
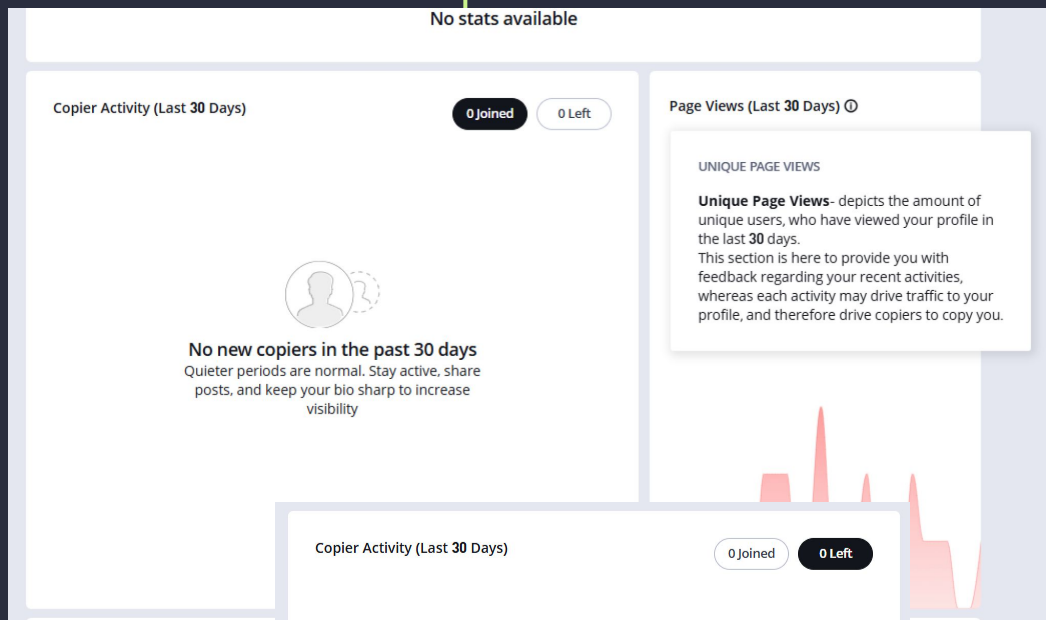
Don't worry, this is probably a temporary issue. Please refresh to reload your details.

Try Again

Voice & Tone

Voice shifts

Note the difference between voices in the empty state and the tooltip.



Grammar & mechanics

Incorrect sentence structure

Run-on sentence and unclear subject in tooltip.

Grammatically incorrect relative clause makes the sentence hard to follow.

Misuse of a relative clause:

- "who have been trading..." incorrectly modifies "track record" instead of "investors".

Change to: "These investors have demonstrated stable performance and have been trading on the platform..."

The screenshot displays a financial platform interface with a tooltip. The tooltip, titled "Long-Track record", contains the text: "These Investors have a track record of stable performance who have been trading on the platform for at least 300 weeks with an average risk score of less than 7 during the past 2 years." This text is highlighted with a red border. The background shows a grid of investment cards. The top-left card displays "69.47% Return (24M)" and "433 Copiers". The top-right card displays "60.39% Return (24M)". The bottom-left card displays "67.89% Return (24M)" and "624 Copiers". The bottom-right card displays "65.88% Return (24M)". A card for "Gavin C Multi-Str" is partially visible on the right, with a "Financial Services" tag and a link to "https://bullaware.c".

Clarity & Readability

Unreadable microcopy

Title is "Security" which seems important, but the font size makes it hard to read.

The screenshot displays the eToro account settings interface. It is divided into three main sections: Credentials, Security, and Documents. The Credentials section lists the user's details: Username (Michaelplutchok), Email (michaelpl@etoro.com, marked as UNVERIFIED), Password (masked with asterisks), and Phone (972546326221, marked as VERIFIED). Each field has a corresponding 'Change' or 'Verify / Change' button. The Security section features a red-bordered box around the 'Two Factor Authentication' toggle, which is currently turned on. Below this, a warning icon and text state: 'Your 2FA settings cannot be changed. For more information, please contact customer support.' The Documents section lists 'Account Statement' and 'Stock lending activity reports', each with a 'View' button. At the bottom, there is a link to 'Close your eToro account'.

Section	Field / Item	Value / Action
Credentials	USERNAME	Michaelplutchok
	EMAIL (UNVERIFIED)	michaelpl@etoro.com
	PASSWORD	*****
	PHONE (VERIFIED)	972546326221
Documents	Account Statement	View
	Stock lending activity reports	View

Consistency & Standards

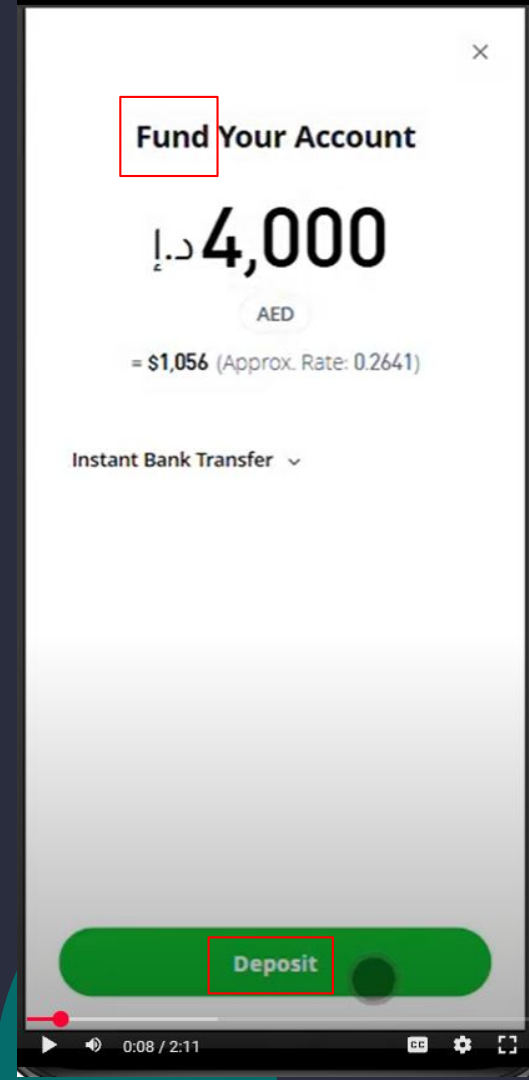
Terminology inconsistencies

Are we funding or depositing? Title vs. CTA

Suggestion:

"Add funds to account"

"Deposit to account"



UX Flow Alignment

Copy not matching the user's stage

This first screen is telling me the connection is successful and the CTA says "Close", but the next screen will have more for me to do to set up the account.

Next screen says "Connect account" CTA - confusing

Suggestion: Differentiate "linking" from "connecting" and keep it consistent.

