Welcome

CHERRYLEAF

What we will cover

Terminology

Roles and skills

Messaging components

Planning the content

Messaging states

Usability

Help text

Writing best practices

How do we create UI text?

Standards

The purpose of UI text

Global writing

What we don't cover

This is not a course on designing applications or the wider field of User Experience design

We'll use PowerPoint for our exercises

Because it's a file format everyone can open

The exercises are based around screen mockups of a mobile banking app

You will need to download the PowerPoint files that come with this module

Don't worry about getting them right first time

We'll first look at each type of UI content, do an exercise on it

You can look at best practice, and review your first attempt

We've drawn on best practice

Apple

Google

Gov.uk

Microsoft

Salesforce.com

SAP

Technical communication research

Questions

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End of module

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