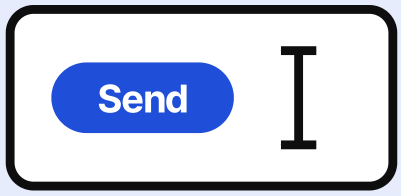
Specialty

UX writing

Chooses the words of an interface (headings, buttons, form fields, and error messages) so the person understands and does what they came to do.

Origin

Professional practice; systematized by Podmajersky (2019)



What problem it addresses

The words of an interface are often written last and in a hurry, and a confusing button can stop everyone.

Principles

Useful

Every word helps get something done.

Clear

The words of the people who use the product, not the team's.

Consistent

The same thing is said the same way everywhere.

Applications in design

✓ Use it like this

Write buttons with the verb of what will happen: "Send payment," not "OK."

✗ Avoid

Error messages that blame the person or do not say how to fix the problem.

Don't fall for it

Test the text with people: what is obvious to the team is not obvious to everyone.

Connections

Builds on

- Nielsen's usability heuristics
- F-shaped reading pattern
- Plain language
- Signifier and signified

Uses these methods

- Pair writing

Related to

- Form design
- UI design
- Voice UX
- Legal design
- UX design
- Content strategy
- Typography

Authors and works

2019	**Torrey Podmajersky**	Proposed methods for writing interface text strategically.

Sources

Original sources

- Podmajersky, T. (2019). Strategic writing for UX: Drive engagement, conversion, and retention with every word. O'Reilly.

Last reviewed: October 22, 2026

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