orsys TRAINING 50 YEARS

Course : UX Writing: optimizing your web copy

Practical course - 2d - 14h00 - Ref. UWG
Price : 1540 CHF E.T.

★★★★½   4,3 / 5

Today, UX design is a key issue for digital professionals. This training course provides you with a complete vision of the user experience and its benefits for the organization.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✅ Master the fundamentals of UX Writing.
- ✅ Understand the benefits and methods of UX Writing.
- ✅ Create user-centric content.

Intended audience
Marketing managers, digital project managers.

Prerequisites
No special knowledge required.

Practical details
Hands-on work
Theoretical input, practical media training exercises.

Course schedule

1   The fundamentals of UX Writing

- A reminder of UX Design.
- Principles of UX Writing.
- The stakes and benefits of UX Writing.
- Differences with copywriting.
- Integrating UX Writing into the UX Design process.

Storyboarding workshops
Discussion of participants' cases to better understand their challenges and objectives.

PARTICIPANTS
Marketing managers, digital project managers.

PREREQUISITES
No special knowledge required.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES
• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

(2) User search

- Adapting UX research methods.
- Use personas efficiently.
- Differentiate between UX persona and customer segment in marketing.
- Create a persona.
- Differentiate between persona and approach "Job to be done".

Hands-on work
Creation of the primary persona of the audience targeted by the participants.

(3) Creating user-centric content

- Understanding the reader.
- Define users' mental models.
- View reading modes on the Internet.
- The Content User Journey.
- The importance of microcopies.
- Usability and measurement testing.

Hands-on work
Creation of the company persona (voice + tone, objectives and expectations).

(4) Make sure you're read and understood

- Information prioritization.
- The jargon problem.
- Clarify objectives to be more visible.
- Making content more accessible.

Hands-on work
Content optimization exercises.

Dates and locations

REMOTE CLASS
2026 : 1 June, 14 Sep.