

# UX Writing: a new(ish) craft in mobile games



King

Making the World *Playful*

# Patricia Gómez



2018 – Present  
King, Associate Director of UX Writing

2014 – 2018  
Edreams Odigeo, Head of Content and Localization

2008 – 2014  
Google, Localization Manager

## An introduction to UX writing for mobile

King's Patricia Gómez Jurado shares good practices around  
crafting user experience copy for casual mobile games

([Games Industry.biz](https://GamesIndustry.biz))



Self-paced



Skill



Accessibility and Localization

## Product Localization for UX

### The Gender Inclusive Language Project

([UX Content Collective](#))



# Agenda



01 What is UX Writing

02 Crafts in videogames

03 How we introduced UX Writing in Candy Crush

04 UX Writing in the design process



# What is UX Writing?

“UX writing is the practice of writing carefully considered information that addresses people’s contexts, needs, and behaviors. Writing microcopy involves many of the same skills as visual or interaction design, except writers use words instead of pixels to communicate with users throughout the experience.”

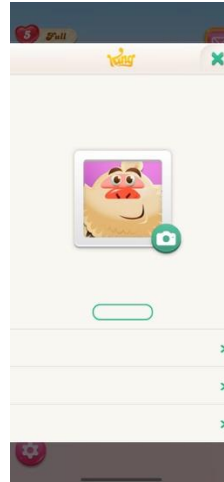
<https://www.nngroup.com/articles/ux-writing-study-guide/>



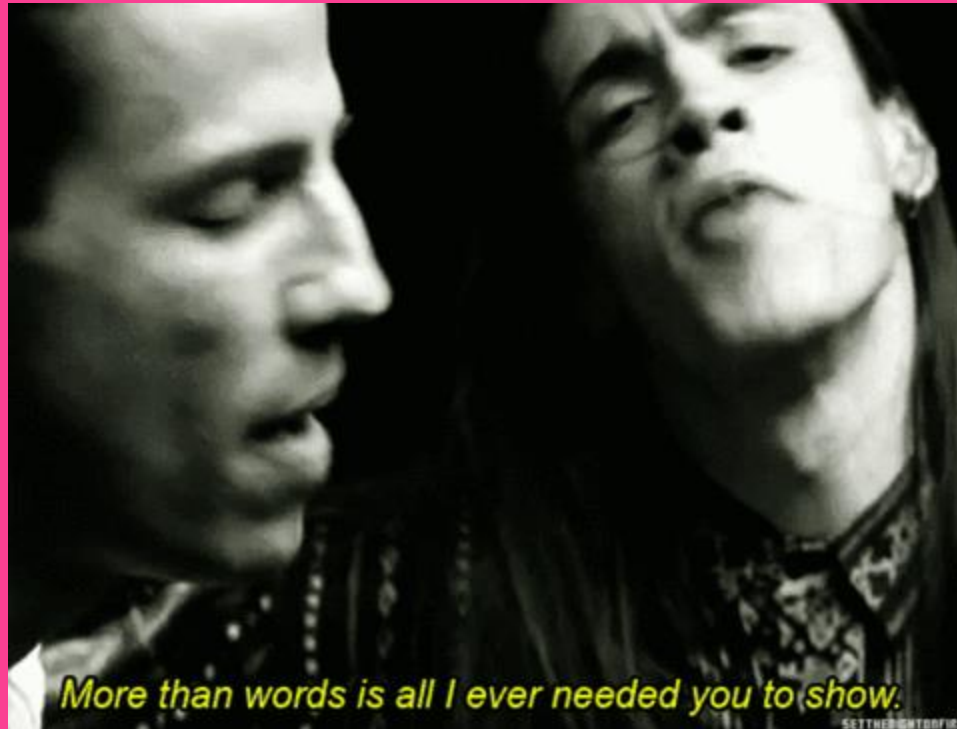
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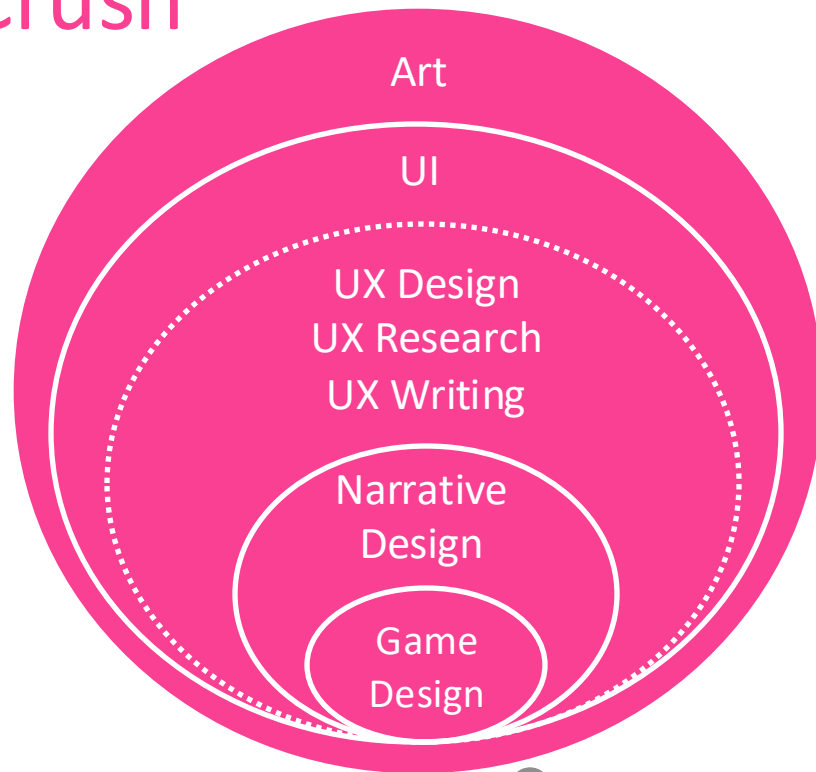
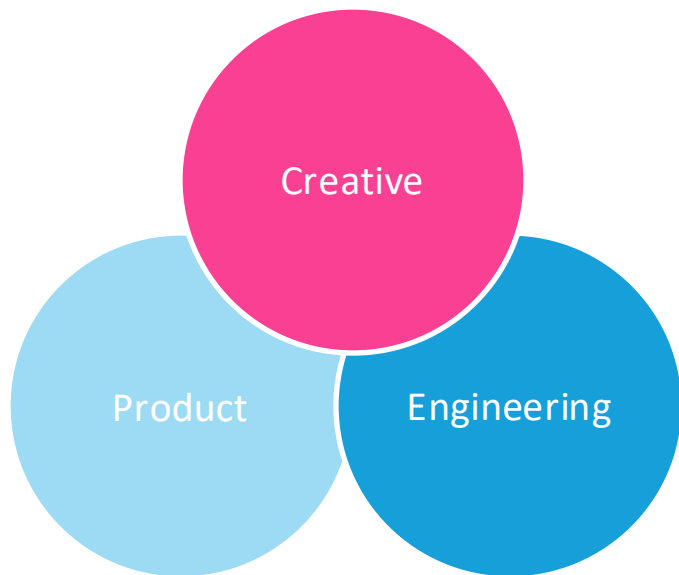
Source: <https://giphy.com/explore/morethanwords>







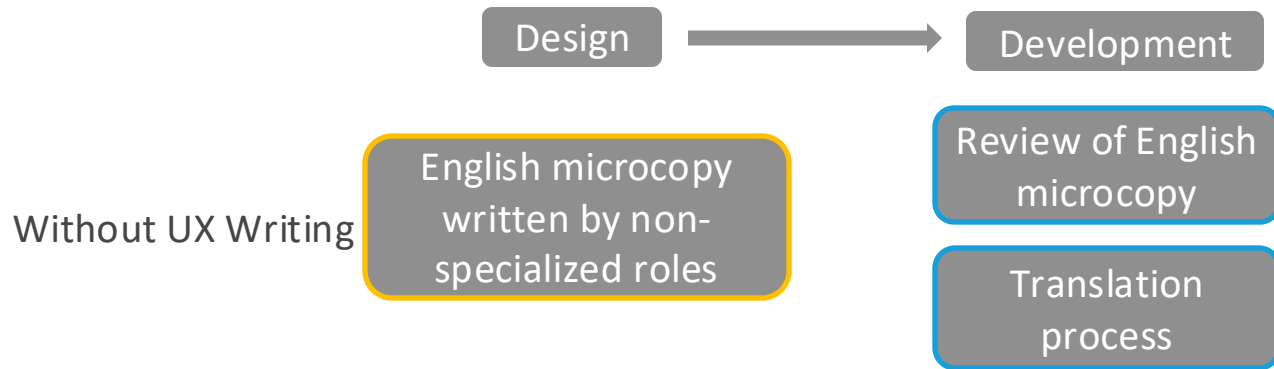
# UX Writing in Candy Crush



Traditional videogames crafts

New(er) videogames crafts

# UX Writing in Candy Crush Saga

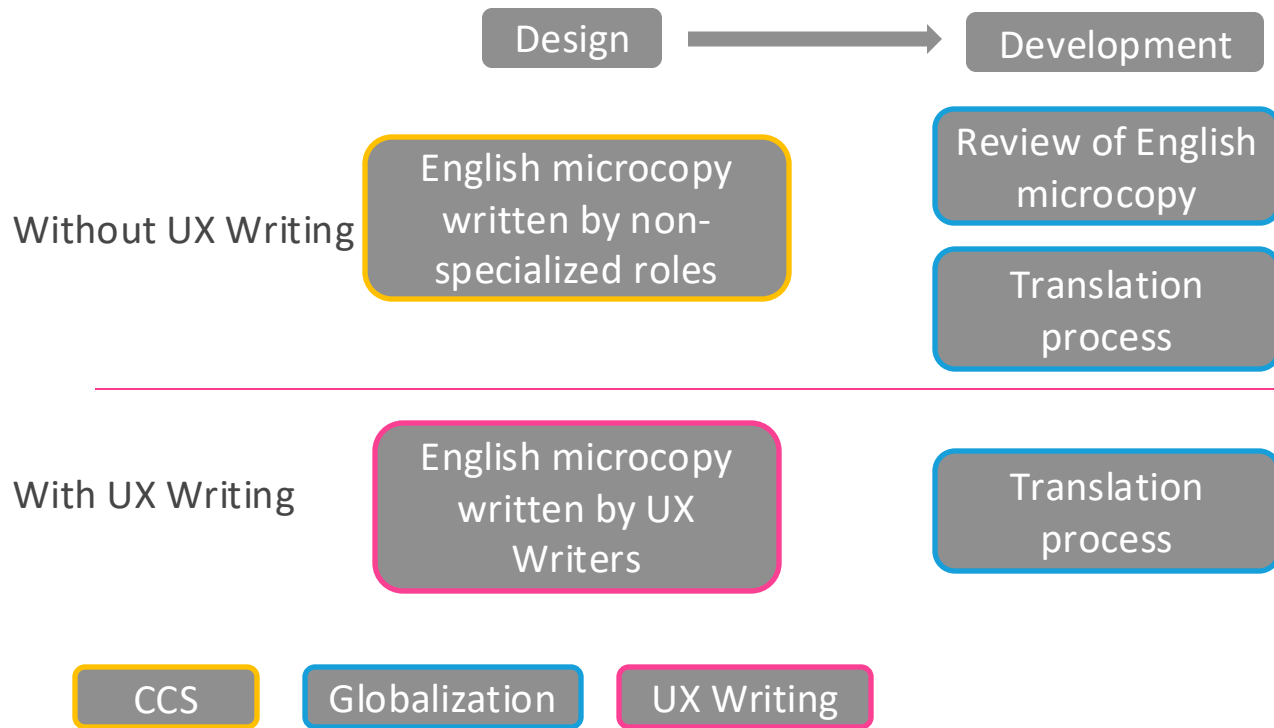


CCS

Globalization

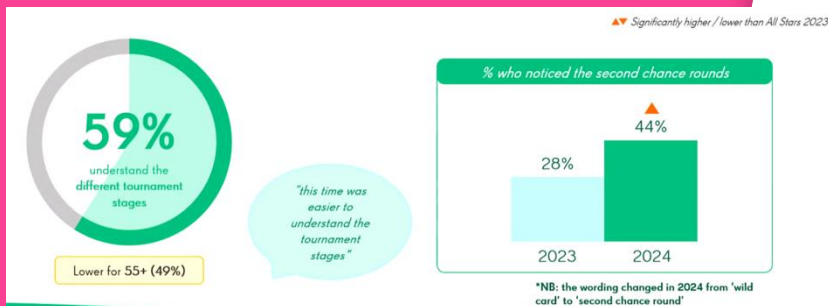


# UX Writing in Candy Crush Saga



# From shaping language

# To Creative partner





# Stakeholders interviews

Tell me about your role  
What do you think we do?  
How do you currently work with the UX Writing Team?  
Could you describe the process?  
What's not going so well while Working with our team?  
What's working well and we should keep?  
What's your current toolset?





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Insight -> Our process is not clear  
Opportunity -> Rethink UX Writing within the design process

Insight -> We are perceived as only “writers”  
Opportunity -> Define new ways of working

Insight -> Design toolset complicates cross-craft collaboration  
Opportunity -> Understand tooling needs in the design community



# Evolving the team model

## Shared function

UX Writers spread too thin and  
not integrated into any team

UX Writers involved when the designs  
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Not involved in player research

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## Embedded model

1 UX Writer per product area

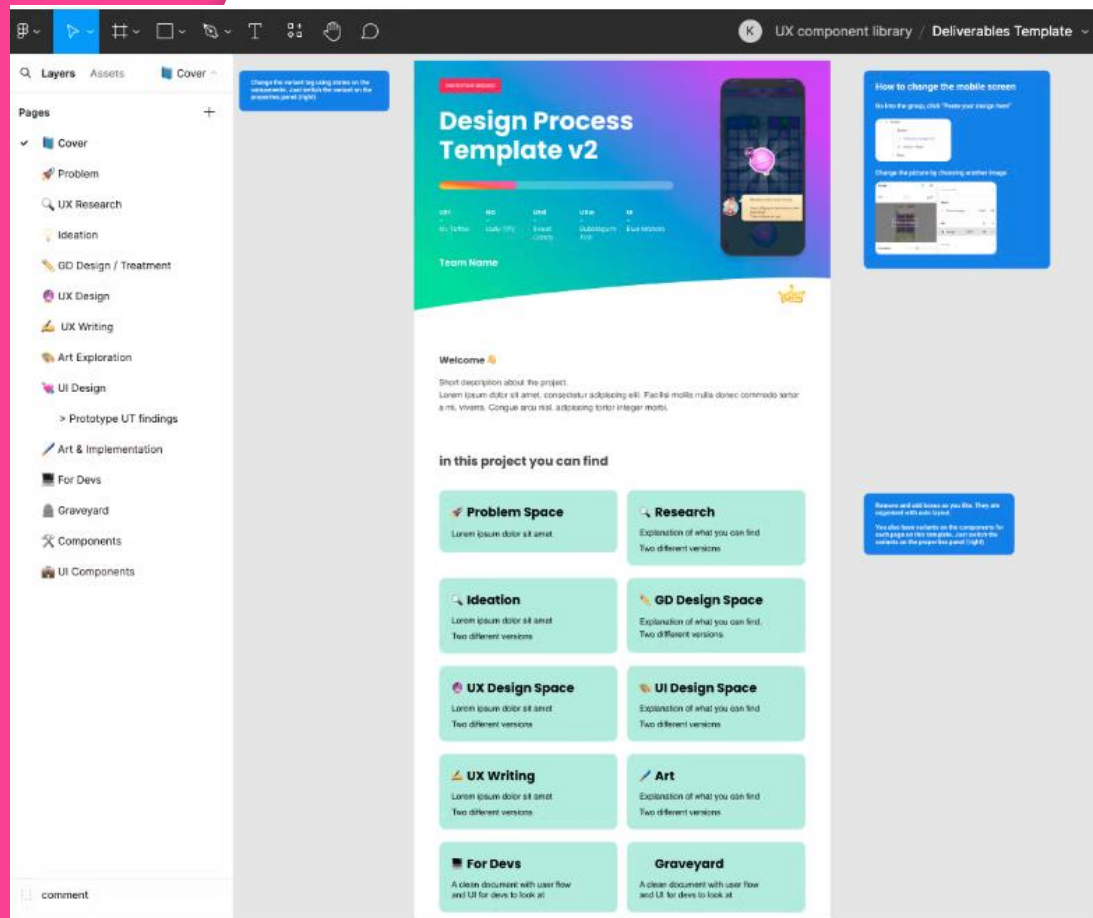
Early involvement in the design process

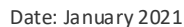
UX Writers run content testing

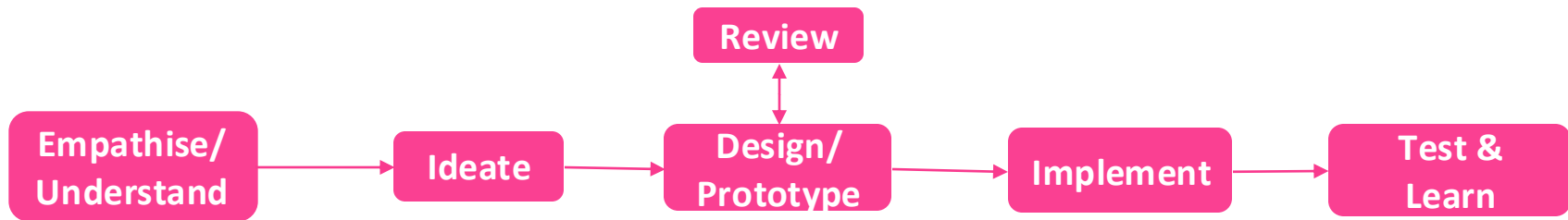
UX Writers own naming process

UX Writers manage strings in the CMS and support the localization process

# UX Writing recognition

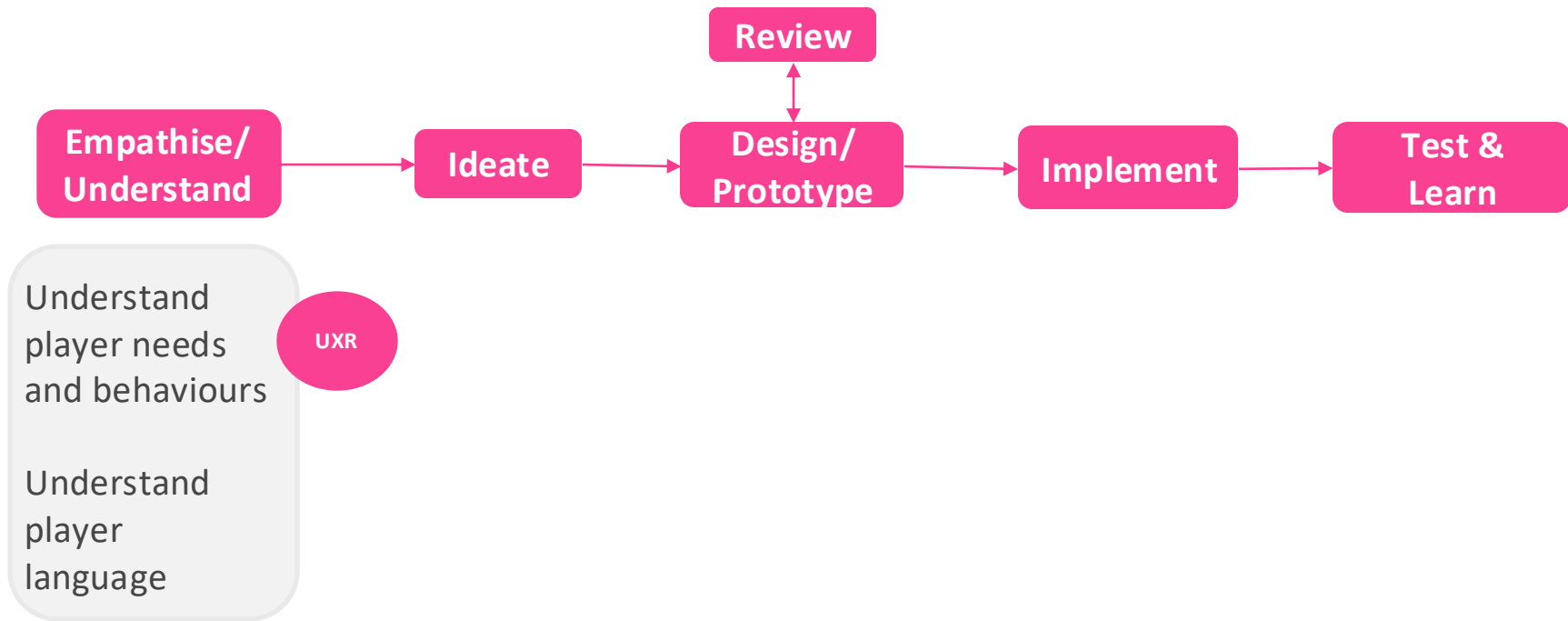




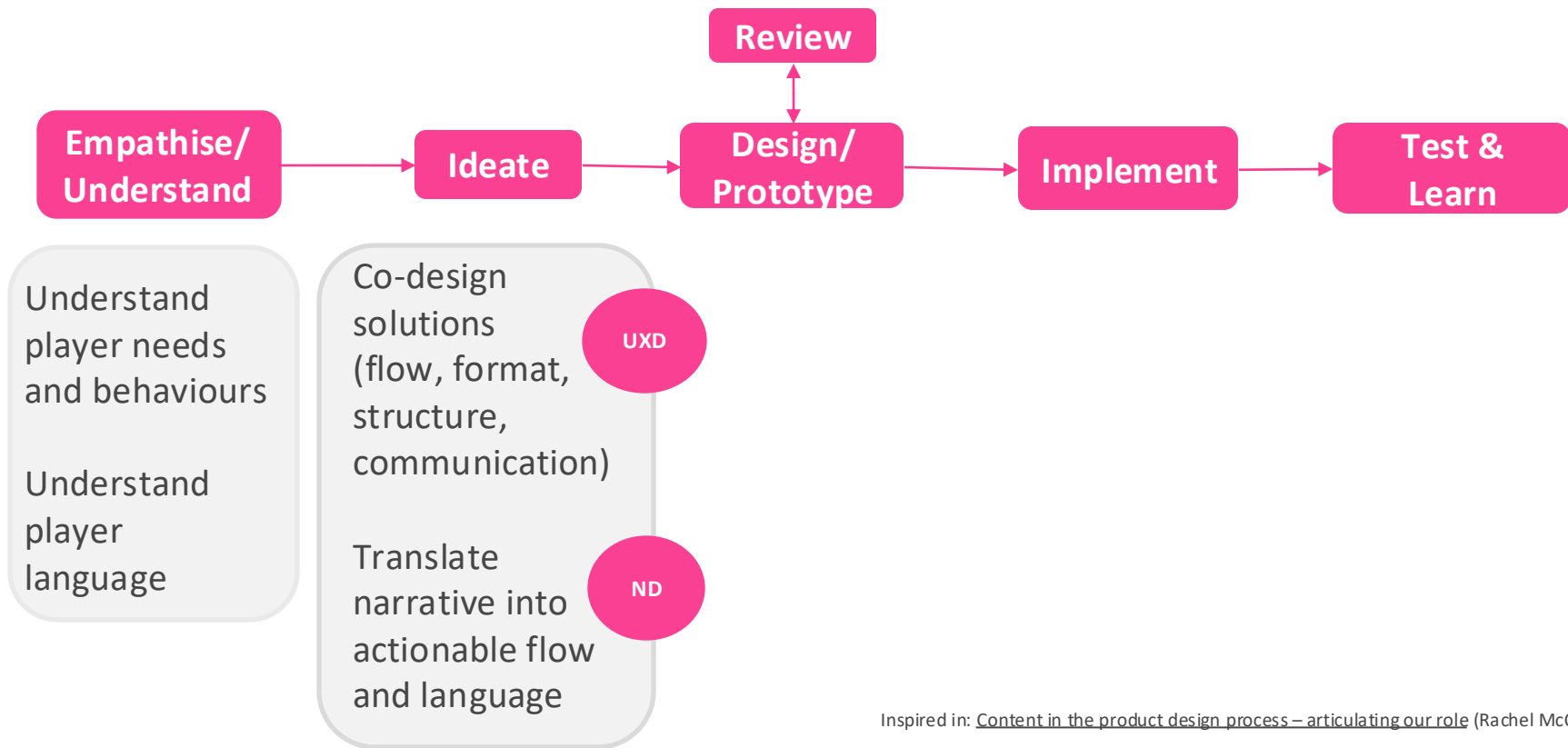


Inspired in: [Content in the product design process – articulating our role](#) (Rachel McConnell)

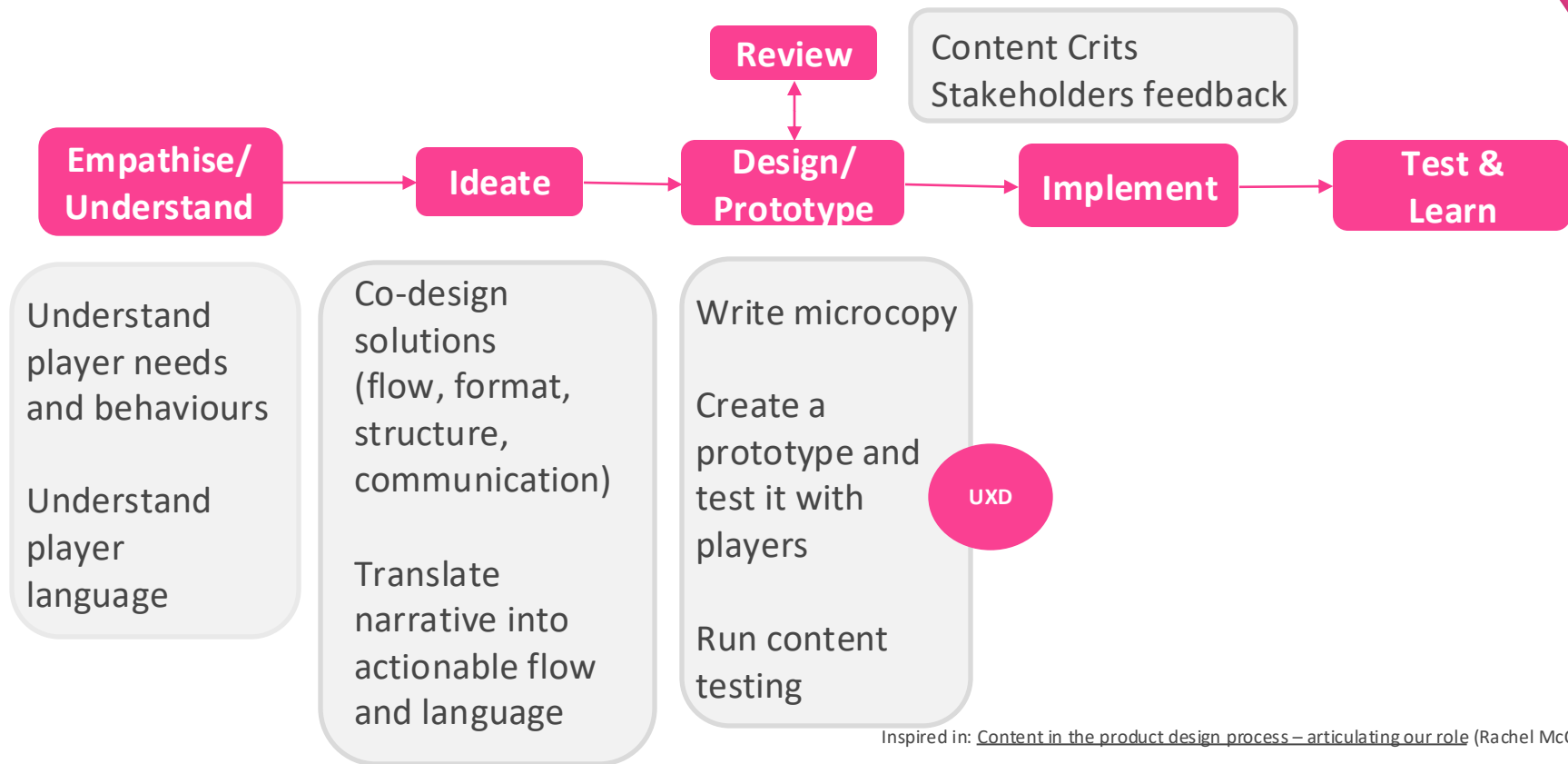




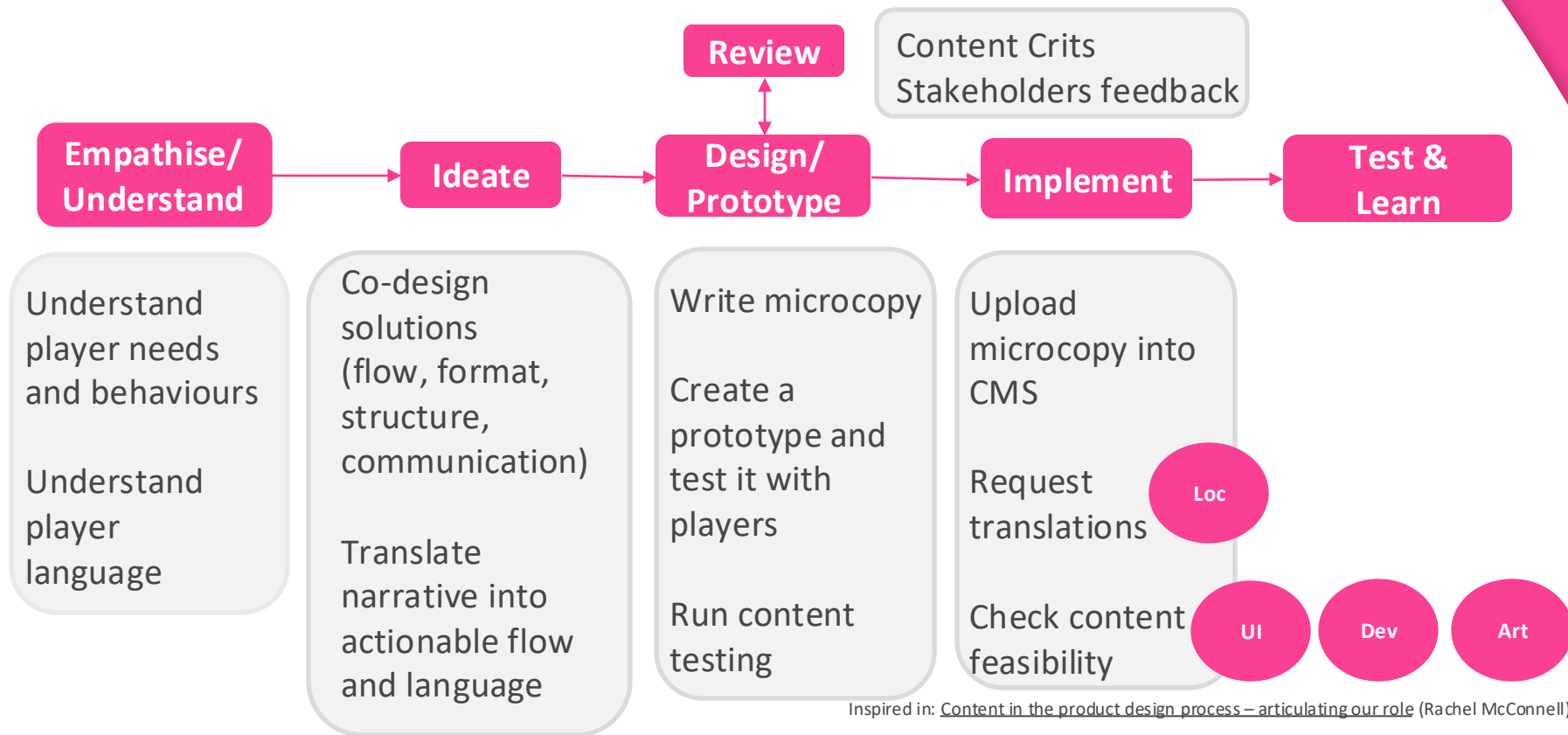
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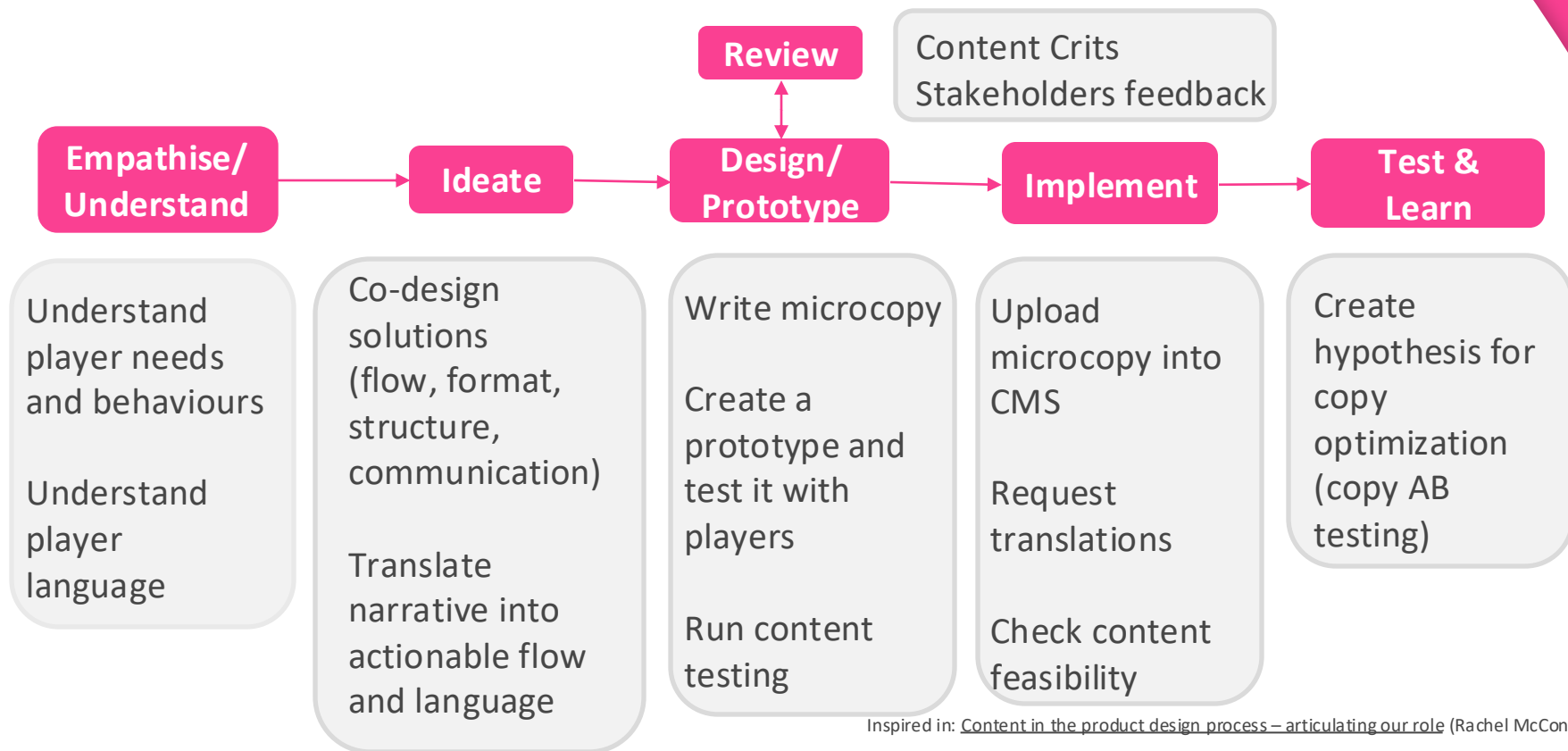
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# Learnings and Trends

"Make friends, break silos, build bridges" (Dan Hon)

Adjust your strategy

Hire a diverse team

Be resilient

"This is how we do things"

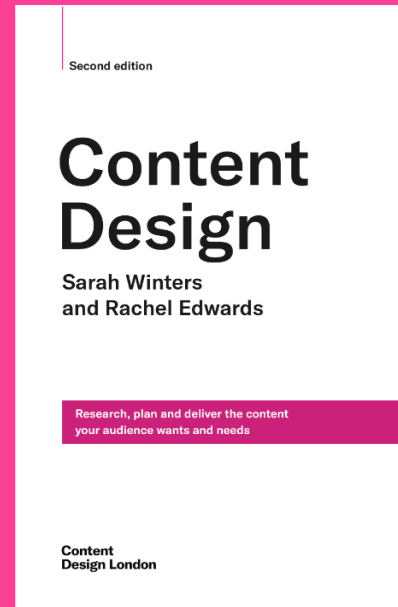
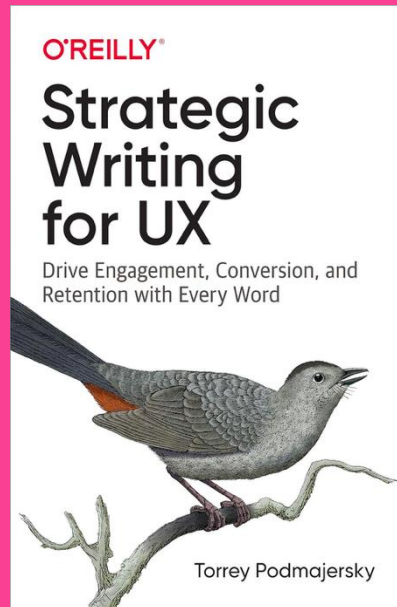
Synergies between UX Writing and Narrative Design

Content Research and Testing

Artificial Intelligence

UX Writing is an established craft in every gaming company!





[uxcontent.com](http://uxcontent.com)  
[uxwritinghub.com](http://uxwritinghub.com)

# Thank you!



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