acrolinx
Better Content. Faster.

ACROLINX SCORE
91
APPROVED

Acrolinx for UX, UI Strings, and Microcopy

Clarity and consistency across all digital touchpoints

User experience writing is part of nearly every enterprise content strategy. UX writers are essentially product designers who are part of the product design team. They're tasked with crafting the words we read or hear when we use a digital product that forms the conversation between the user and the product.

As the pace of business and product release cycles accelerates, the risk of an inconsistent, fragmented user experience emerges. To deliver a unified user experience, it's critical that UX and UI content reflects your brand and uses consistent terminology, in a tone of voice that's clear and helpful.

Microcopy is part of UX writing that refers to the tooltips, buttons, labels, and forms. That includes the motivation to take action, the instructions that tell the user what to do, and the feedback after they complete the action. It's also known as short form product copy or UI content. Microcopy is the most direct relationship between your product and customer, so it's important that it's accessible, engaging, clear, and inclusive!

Challenges of poor UX and UI content:

- ❌ Unclear and confusing
- ❌ Too verbose
- ❌ Unengaging, vague, and misguided
- ❌ Non-inclusive and non-empathetic
- ❌ Disconnected from user desired actions

Qualities of effective UX and UI content:

- ✅ Clear, concise, and easy to understand
- ✅ Takes on the voice and tone of the brand
- ✅ Fits in visually and feels like a part of the design
- ✅ Fills a need, answers a question, or builds empathy
- ✅ Uses inclusive language and is accessible

▶ The Acrolinx Value

Acrolinx is an AI-powered platform that improves the quality and effectiveness of enterprise content. The platform currently helps some of the world's most valuable brands deliver a unified content experience across all digital touchpoints. It does that by checking your UX copy and UI strings in integrations such as Sketch, Adobe InCopy, Adobe InDesign, Figma, Visual Studio, and GitHub.

◆ Sketch   **Ic**   **Id**   Figma   ✕ Visual Studio   ○ GitHub

Write UX content that helps your users navigate and succeed with your product! Acrolinx supports UX and UI content with:

✓ Scalable Consistency

Deliver consistent and correct spelling, terminology, and inclusive language for dozens, hundreds, or thousands of writers to improve content quality and reach.

✓ Flexible Integrations

Over 50 integrations support UX and UI designers in the applications they work in every day. With the added option of automation with the Acrolinx API, you can insert Acrolinx checks anywhere in your content lifecycle.

✓ Inclusive Language and Improved Accessibility

Appeal to a broader audience with clear UI copy, while identifying and removing non-inclusive terms. Acrolinx also helps make content cognitively accessible by boosting clarity with plain language and scannability.

✓ Cost Savings

Reduce translation costs and unnecessary deployments. Acrolinx helps write clear, readable sentences with consistent terminology — right from the first draft!

✓ Workflow Efficiency

Acrolinx natively supports files such as XML, JSON, DITA, and more! To see a full list of all supported formats please see the list of available input types.

Get started today!