



Writing Guide for TryMyUI Blog

TryMyUI has a diverse pool of blog followers. Our blogs are mostly read by our industry clients, UX designers, consultants, product managers, researchers, and students. Your post should cater to this audience.

Our writers/bloggers follow the COWS (Content, Organization, Writing Style) scale of priority -- Content being the most important and Style being the least. We focus on the main thesis of your blog post and how well the passage is stitched together. We tend to be flexible on your style and writing technique.

Content

- The blog post should boil down to a clear thesis statement. Once all writing is done, work backwards to ensure this is the case. Ask: *What core question(s) is your blog content answering? What other information stems out of it in the process?* A good blog post will have a center (a concept or theory with examples) that holds the core thesis and information in one place.
- Use examples. Followers of TryMyUI blogs are mostly from the UX industry. Any theory, concept, or opinion is better stated with a real-world example.
- We categorize each blog post into one or more of the following:
 1. [Features](#): These include spotlights, previews, and walkthroughs of features and tools on TryMyUI's usability research platform.
 2. [Musings](#): These are thoughts and observations on usability and related topics pertaining to the UX industry. Often, Musings postings will tend towards the conceptual, or big-picture ideas about usability and UX research.
 3. [Partners & Stories](#): This includes TryMyUI's interactions in the UX/usability field (interviews, conversations, etc) or between industries. They may also be stories about how partners have carried out or used their research findings.
 4. [Practicing UX Research](#): This is a section for best practices in usability testing, and notes, stories, or advice on "doing" UX.

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5. [TryMyUI](#): Everything about TryMyUI goes into this bucket.
6. [Usability Gallery](#): Examples of good and not-so-good UX go here. This section looks at design done right - how it succeeds, and why - as well as design missteps and poor usability in the wild.
7. [UX Industry](#): Articles on what's trending in UX, plus posts on relevant news and events, go here.
8. [UX Wars](#): This space is for usability face-offs between 2 direct competitors, reviewed and judged by our UX Architects based on actual user tests.

Let us know which category or categories your post fits into best.

Organization

Make sure your ideas transition smoothly and your main ideas are grouped in a logical way.

Try to keep paragraphs from running too long - lots of smaller chunks are preferable to a wall of text. Break up your writing with subheadings that give an idea of the main ideas that will follow, and use relevant images where it makes sense to do so.

Writing Style

TryMyUI blog posts employ a tone that is informative but not too formal. Focus on explanation and make your writing as accessible as possible - jargon should be kept to a minimum, as well as wordiness in general.

On being funny:

Sure! Humor can be a great way to keep readers engaged, and is certainly not out of place on the TryMyUI blog. However, be very cautious about using sarcasm; it's easy for sarcastic language to get lost in translation in a text-only environment. Or be safe and slip in some puns. We love puns.

On using abbreviations:

Stick to abbreviations used in the UX industry. These include UX (User Experience), UI (User Interface), IxD (Interaction Design), etc. Steer away from those popular on Instagram. These include yolo, tgif, tbt, sorrynotsorry, jk, etc.

On picking a title:

5-10 word titles are best. Pick something that generates interest in the article: what will make people want to read more? Also try to use buzz words that ring up on a Google search.

One last thing: make sure to proofread for correct grammar, usage, and spelling. Mistakes always slip through.

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Writing your bio:

We include a 2-3 line bio on our guest bloggers. Please provide it with your blog submission.

Sample Template: (Your Name) is (Occupation or Status) at (Employer or University) where (Your Work). He/She writes about (Blog Interests). (One fact about yourself -- interests, education, hobbies, etc).

Example: Karan Saggi is the Director of Educational Partnerships at TryMyUI where he builds engagement between higher education and the UX industry. He writes about leadership, Industrial-organizational psychology, and nonprofits. He holds a Bachelor's in Economics and Leadership Studies from Claremont McKenna College.

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