UX CONTENT COLLECTIVE

—The Dash—

A weekly digest of resources
for UX writers & content designers

Whether we're ready or not, ChatGPT-4 is here. Along with the ability to handle 25,000 words (!!!), it can now accept both text and image inputs and outputs. Example: You upload an image of a graph and ask GPT-4 to pull insights from the data. Or how about uploading a napkin sketch to get ideas for a new landing page mockup? Our minds are blown.

Let's get to the links—including a new blog debating AI in the UX writing process.

WEEKLY LINKS

New & Noteworthy

- **GPT-4 will make AI smarter, but it won't fix its flaws.** Even with the updates, the AI model is biased, shares false information, and can be abused. As one scholar says, "It's going to be a long time before you want any GPT to run your nuclear power plant." Fair enough. Read more from Wired and ZDNet about the differences in the ChatGPT updates.

- **Your product needs inclusive language.** You don't need us to tell you this, but it's a great reminder why the work we do matters to many. The Frontitude team breaks down how UX writing plays a big role in serving users with different backgrounds and abilities. Go forth and design inclusive content.

- **Alert! Your alerts need an audit.** Is it an alert, callout, popup, or notification? In this post, Steve Dennis shows how to componentize your notifications to reduce the chaos. Get a taxonomy for alerts and notifications.

- **3 must-have content design artifacts.** Rebecca Nguyen shares how using the right tools, templates, and documents at the right time can help you work more efficiently, collaborate more effectively, and demonstrate the power of content design. Try these artifacts out!

- **Content and the customer journey.** In this episode of The Content Strategy Podcast, Noz Urbina joins Kristina Halvorson to talk about all things content personalization including omnichannel opportunities. Listen to the podcast episode.

- **Inclusive design at Microsoft.** Designing for everyone means shifting your designing thinking to universal solutions. And as their guide states: whether you're a product manager, developer, or UX writer, this is a practice you can (and should) follow. Get the inclusive guide!

- **It's all about leading with benefits.** If you're looking to improve your UX copy performance, you might want to start with reading the post from Lily Rutman. It covers how to make subtle copy tweaks to efficiently communicate benefit and value to your users.

UXCC BLOG

Should we use ChatGPT in the UX writing process?

Is ChatGPT the way to go, or should UX writers avoid leaning on artificial intelligence? We asked two content designers to share their differing views on AI in the design process. Give it a read, and be sure to share your thoughts with us on LinkedIn.

Read the Blog

WORKSHOPS

Learn new skills you can put to work right away

Sign up solo or round up your team for hands-on sessions ranging from 2-4 hours. Join us for...

▪ **March 17:** Advanced Figma for Content Designers with Jason Fox
▪ **March 25:** Succeeding as a Solo UX Writer with Megan O'Neill
▪ **March 27:** Proving ROI with Content Testing with Patrick Stafford
▪ **March 29:** Activating UX Content with Poetics with Jason Fox and Scott Beck
▪ **April 4:** UX Writing Essentials with Eric Reichbaum
▪ **April 18:** Error Messages That Work Every Time with Julia Steffen

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COURSE UPDATES

See what's new and improved...

UX Content Research & Testing

Test your way to success. We revamped our popular content testing course to include live user testing through the UserTesting platform. This is one-of-a-kind curriculum for UX writers, designers, and anyone working in content.

Learn Content Research & Testing

Conversation Design for Chatbots

As technology evolves, it's crucial for content designers to keep up! We refreshed this course with new material—including a brand-new lesson dedicated to AI and machine learning, plus an updated final project.

Learn Conversation Design

Have something Dash-worthy to share? Just reply directly to this email. New here? Check out the archive and share with a friend.