

Arabic UX Writing & Localization

2 Days Per Week

15 Hours

Workshop Outline for intermediate level:

- Foundations of Microcopy and Short Text
- Introduction: UX Writing vs. Copywriting
- Statistics on the importance of Microcopy in Arab applications
- Types of Microcopy:
CTA buttons - Error Messages - Success Messages
- Types of Microcopy: Tooltips and Labels
- Principles of writing for applications
- Bad and successful examples from Arab applications
- Arabic linguistic challenges and RTL
- Reading direction: RTL vs. LTR
- Eye Scanning Patterns: Z-pattern vs. F-pattern
- Statistics on RTL failure in Arab applications
- The problem of Arabic text length (30-50% longer)
- Impact of RTL on dropdown menus, navigation bars, buttons, and forms
- Common mistakes in Arabic fonts & recommended fonts
- Case studies: Success and failure of specific apps

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Workshop Outline for intermediate level:

- Cultural abbreviation solutions
- Cultural Localization – MSA (Fusha) vs. Dialect (Ammiya)
- Defining Tone of Voice in UX
- Simplified MSA: When to use it
- "White" Dialect (Neutral Colloquial): When to use it"
- Selection factors: Gulf vs. Egyptian audience
- Selection factors: B2B vs. B2C
- Tone Matrix: Funny/Formal/Friendly
- Examples: "Marhaban" vs. "Ahlan wa Sahlan"
- Success and failure studies for Arab applications
- The challenge of gender (Masculine & Feminine) in Arabic
- Neutral forms: Using the Dual (Muthanna)
- Neutral forms: Common Plural
- Choosing an app for localization (Talabat/Uber/Noon)
- Analyzing current texts

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Workshop Target Audience:

- Digital Growth Marketers.
- Product Managers.
- Freelancers.
- Aspiring Frontend Developers.
- Creative UI/UX Designers.
- Junior Content Writers.

Workshop Outcome:

- Write effective Arabic Microcopy (CTAs, Errors, Success messages, Tooltips, Labels) suitable for apps and websites.
- Clearly differentiate between UX Writing and Copywriting.
- Apply writing principles specifically for digital experiences.
- Write texts compatible with eye tracking behavior and reading patterns.
- Professionally handle RTL challenges and their impact on UI (buttons, forms, navigation).

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Workshop Outcome:

- Create smart, concise Arabic texts while maintaining meaning despite the language's natural length.
- Avoid common Arabic font errors and select appropriate Typography for the experience.
- Apply cultural localization (Simplified MSA / White Dialect) based on the market and audience.
- Define and use the appropriate Tone of Voice (Formal, Friendly, Funny) based on context.
- Write in linguistically neutral formats to solve gender (masculine/feminine) issues.
- Analyze and evaluate real Microcopy from Arab apps (Audit).
- Rewrite and optimize menu texts within an actual application.
- Understand the reasons for the success or failure of Arabic UX based on its copy.

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Workshop Summary in General:

- A practical workshop focusing on writing short texts (Microcopy) for Arab applications and websites. It covers how to improve user experience through smart Microcopy that respects the specificity of the Arabic language, Right-to-Left (RTL) reading direction, and the local cultural context.
- The workshop addresses the difference between UX Writing and Copywriting, and explores types of short texts in digital interfaces such as Call-to-Action (CTA) buttons, error messages, success messages, tooltips, and labels, analyzing real-world examples from successful Arab apps and those that failed to deliver an effective user experience.

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Workshop Summary in General:

- It also discusses challenges related to Arabic writing in digital interfaces, such as text length, font selection, gender issues, and defining the appropriate Tone of Voice according to the target audience—whether Gulf or Egyptian, or in a B2B vs. B2C context.