

# Copywriting

In the interface, we need to resonate with users through dialogue. Accurate and clear words are easy to understand, and a suitable tone can build a sense of trust easily. Therefore, in the interface design, copywriting should be taken seriously. There are some points to note when using and writing copy:

- Consider from the user's point of view
  - Express consistently
  - Place important information in prominent positions
  - Professional, accurate and complete
  - Concise, friendly and positive
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## Language

In the interface, copywriting is the basis of our communication with users. Therefore, the expression of words should be carefully deliberated and designed. With clear, accurate, and concise copywriting, the user experience can be more user-friendly.

### Articulate foothold

When expressing content, the focus should be on users – what they can do with your product? Not what you and your product are doing for them. The foothold of content representation is very important. Since it is user-centred design, copywriting should be user-centred as much as possible.

Note: Use “we” to communicate with users when they are reporting questions, suggestions or complaints to the systems, such as “We will consider your complaint.”.

### Concise statement

Omit useless words and do not repeat facts known to users. In the most situations, there is no need for the interface to describe all the details. Try to provide short and accessible content.

### **Use words familiar to the user**

Use simple, direct and easy-to-understand words. Indirect, ambiguous, obscure, and overly “refined” copywrite will increase user’s cognitive load.

### **Express consistently**

- Use consistent words that describe the same thing;
- Use consistent grammar, language and word orders of the context;
- Use consistent operation names and page titles.

### **Place important information in a prominent position**

Let users see the most important content at first glance.

Note: When considering security issues, private information can be adjusted to “visible after click”.

### **Express completely and directly**

When we want the user to take an action, we should focus on what the user can get and how the he/she feels. Telling users the purpose or importance of the action can make them more willing to perform it.

Error reporting is a common feature in the UI, and it is an important part of user experience. When the user inputs the wrong content, your error message should be consistent with the user’s cognition, and expressed in an easy-to-understand way.

### **Use words precisely and completely**

Use general basic words normatively. Spell correctly, express completely. Professional terms should be accurate, according to industry standards; the expression of time must be clear.

### **Tone**

Language defines content, while emotions and atmosphere are expressed more in tone. The same content can be expressed in different tones to different users. Take an example, to professional operators and new users, we should use different copywrite.

### **Bring each other closer**

Don’t refer to the user by using “my” and “your” in the same phrase.

Note: To avoid confusing the users, don’t mix first person(“I”, “me”, or “my”) and second person(“you”, “your”) in the same sentence.

### **Be friendly and respectful**

Give users support and encouragement, not commands or pressure. If you want to keep your users, don't blame them when things go wrong. Focus on solving problems, not blaming.

### **Do not be too extreme**

Don't use too absolute expression that will make the user uncomfortable.

## **Capitalization and punctuation**

### **Uppercase and lowercase**

When using the full name of the product, capitalize the first letter of each word. Write the abbreviations of product names in capital, such as ESC, SLB, etc.

People are much more used to reading words in lowercase letters, those are what our brains find easiest to scan and instantly absorb. Please avoid capitalizing whole words or phrases.

Use the correct case.

Use sentence capital case in headlines, titles, labels, menu items, buttons, etc.

### **Arabic numbers**

Users perceive numbers faster. Numbers transmit information more effectively than words.

### **Omit unnecessary punctuation**

To help users scan the text more efficiently, unnecessary periods can be omitted. No need to use punctuation when the following elements appear alone:

- Label
- Title
- Tips under the input box
- Text in tooltip component
- Sentences in the table

The following elements need to be punctuated when they appear separately:

- Multiple sentences or paragraphs
- Any sentence before a link

### **Use exclamation marks with caution**

The exclamation mark will make the tone appear too excited, and it will easily make the atmosphere too tense.

Note: When expressing greetings or congratulations to the user, use “!” is reasonable, such as” Welcome back to the community! “.