



WRITE RIGHT

POCKET GUIDE
TO CONTENT
PIZZAZZ

BY
TEAM PLUTUS

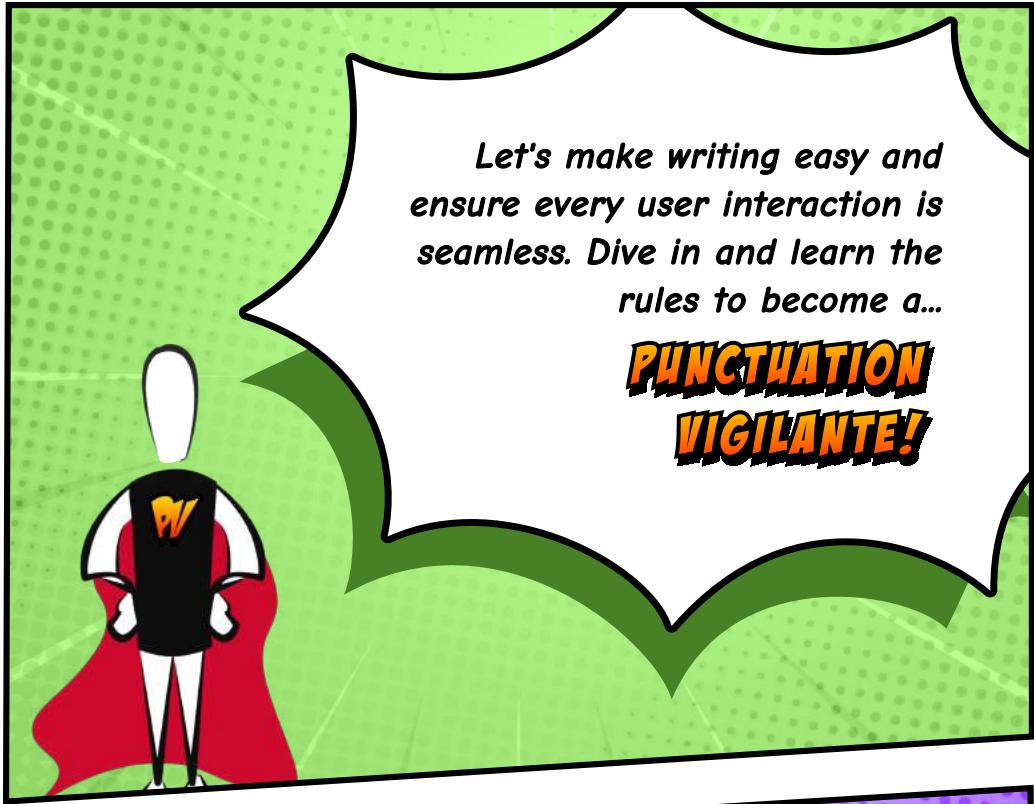
WRITE RIGHT

INTRODUCTION

Whether you're a designer, engineer, or product manager, this guide helps you create clear and engaging UX copies

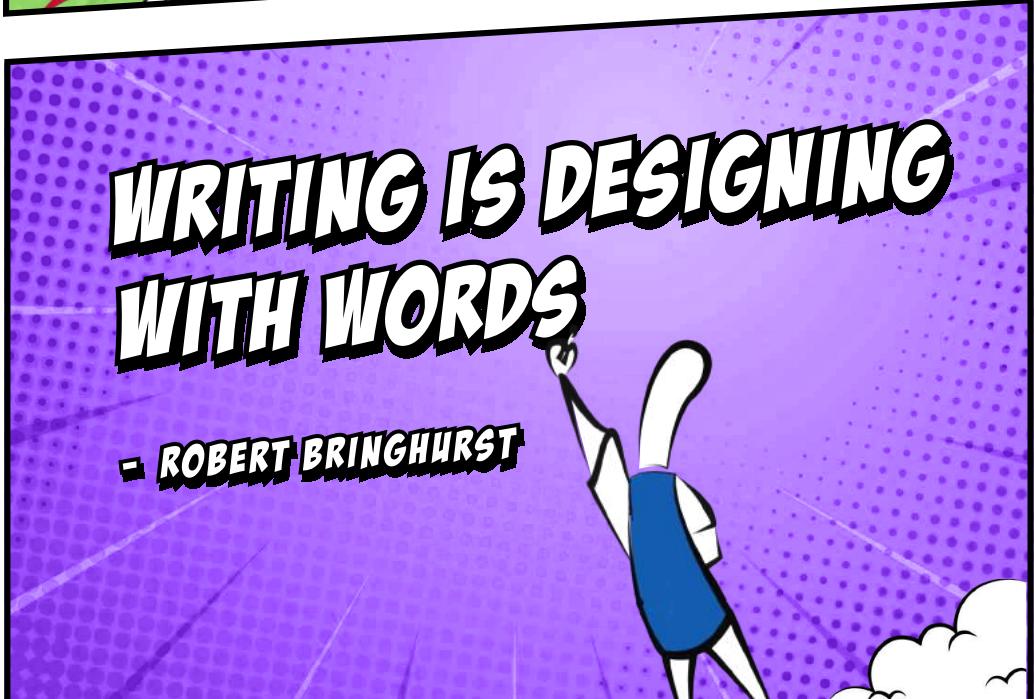


WHOOOSH!



Let's make writing easy and ensure every user interaction is seamless. Dive in and learn the rules to become a...

**PUNCTUATION
VIGILANTE!**



**WRITING IS DESIGNING
WITH WORDS**

- ROBERT BRINGHURST

CONTENT

- 1. ART OF 'PUNCTUATION'**
- 2. 'CASE' SOLVED**
- 3. 'PRONOUNS' 101**
- 4. 'VOICE' MATTERS**
- 5. CONVEYING WITH 'CONTRACTIONS'**
- 6. BE A 'NUMBER' NINJA**
- 7. THE DANCE OF 'DATES'**
- 8. 'CLOCK' GUIDELINES**

RULE 1

THE ART OF 'PUNCTUATION'

Let exclamation points (!) party only to celebrate the most 'exciting' events

Congratulations Rakesh !

EXAMPLE

BAW!!

EXAMPLE

Verify your mobile number

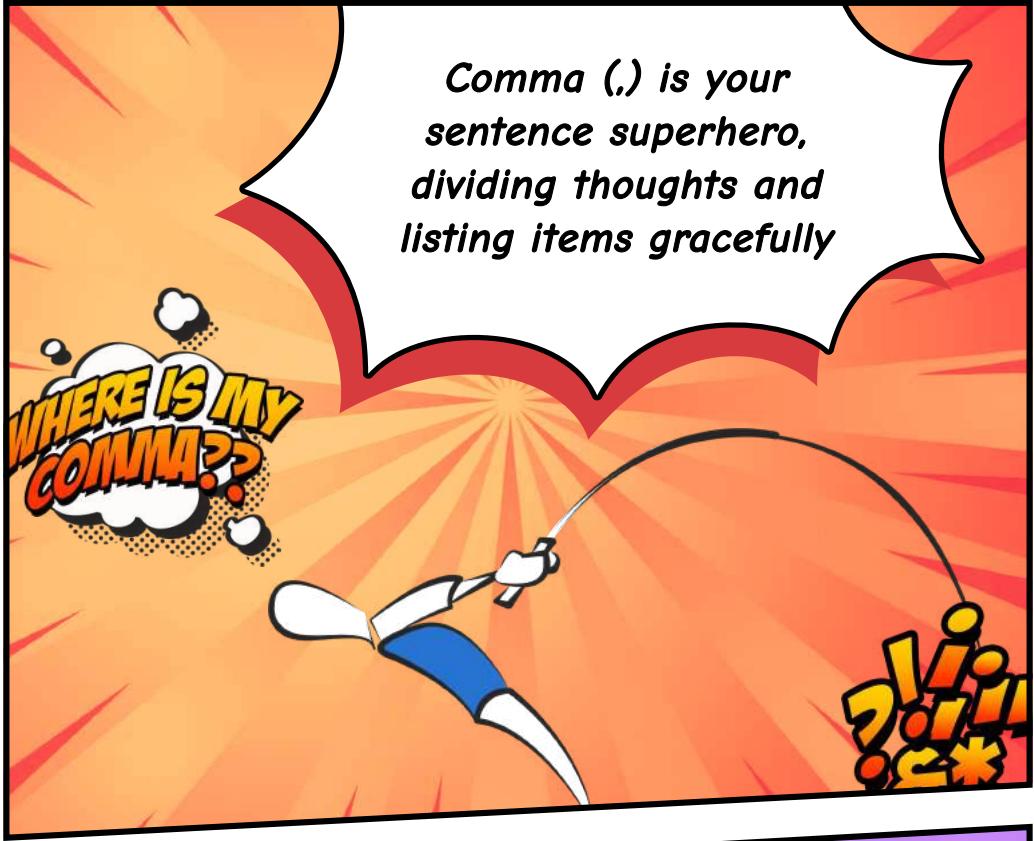
*Save the
period (.) for
multiple sentences*

AAHHH!

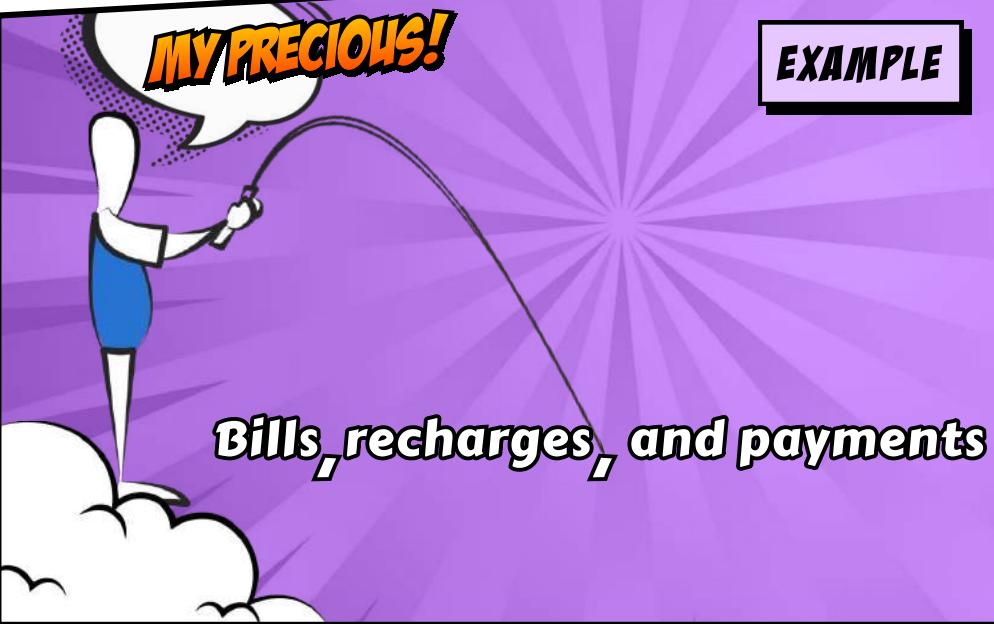
EXAMPLE

You have a pending payment  **Click here**
to know more.

BINGO



*Comma (,) is your
sentence superhero,
dividing thoughts and
listing items gracefully*



The ampersand (&) symbol has its place in titles and brand names, 'NOT' sentences!

EXAMPLE

Offers, rewards & more

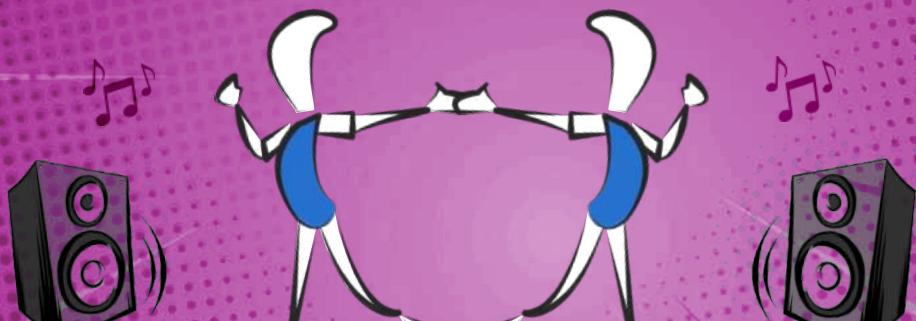
NOO...!



That's not used in a sentence, right?

FULL STOPS
BRING CALM

COMMAS BRING
RHYTHMIC CHARM



RULE 2

'CASE' SOLVED

*Caps Lock only
for acronyms!*

EXAMPLE

upi

UPI

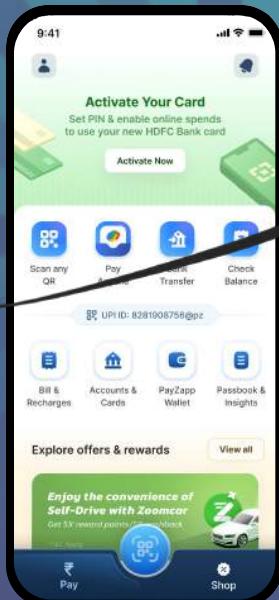
ABRACADABRA!!!



PULLLLLLL!

Say yes to 'Title Case'
for headers and CTAs,
but stick to 'sentence case'
for longer sentences!

EXAMPLE



RULE 3

'PRONOUNS' 101

YOU, YOURS, AND YOURS ONLY

EXAMPLE

Personalize with second-person pronouns (*You* and *Yours*). Use first-person (*I*) when you need their consent.

Do **YOU** agree to the terms and conditions?

Yes, **I** do

YOU
&
I

RULE 4

'VOICE' MATTERS

PASSIVE? NAH!!!

*Use active voice
to engage your users*



NAH!!



EXAMPLE

**Your payment needs
to be completed**

YES!!



EXAMPLE

Complete your payment

RULE 5

CONVEYING WITH 'CONTRACTIONS'

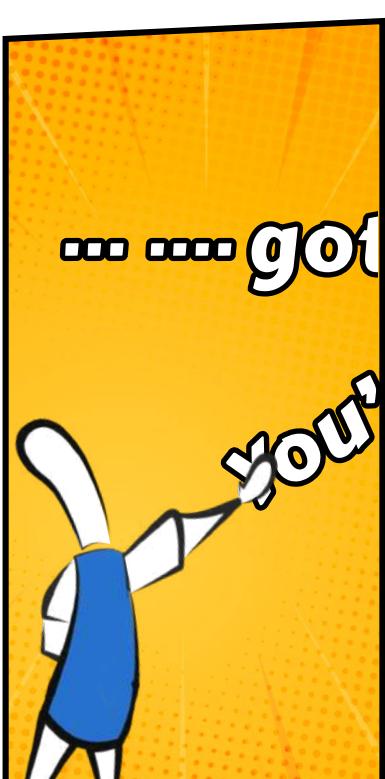
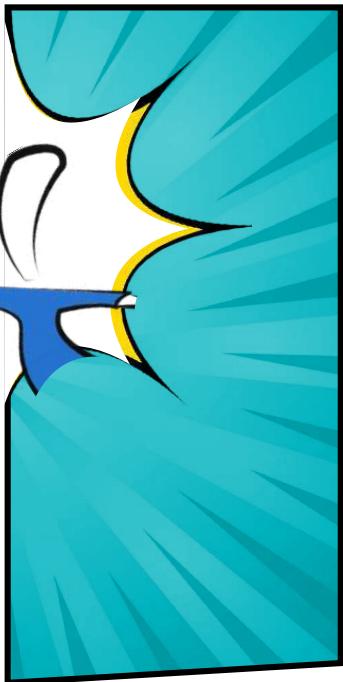
*Make it personal
and use positive
contractions for
a human touch*

**DID YOU
FIND IT ??**

I'M SEARCHING...

**THEY HAVE
WE HAVE
YOU HAVE
I HAVE
THE HAVE
HE HAVE**





RULE 6

BE A 'NUMBER' NINJA

Use numerals instead of words to grab attention!

EXAMPLE



₹500 only

EXAMPLE

Commas? Place
after the first 3 digits
from the right,
with 2-digit
separations

₹ 15,00000

we are giving you
a salary hike of

₹ 15,00000

YO
WTH!!

₹ 15,00 000



₹ 15,00,000

TA-DA!

RULE 7

THE DANCE OF 'DATES'

Meet
the Perfect Trio!
Date first, followed
by the full-month name,
and then the
full-year digits.

EXAMPLE

25 MAY, 2024

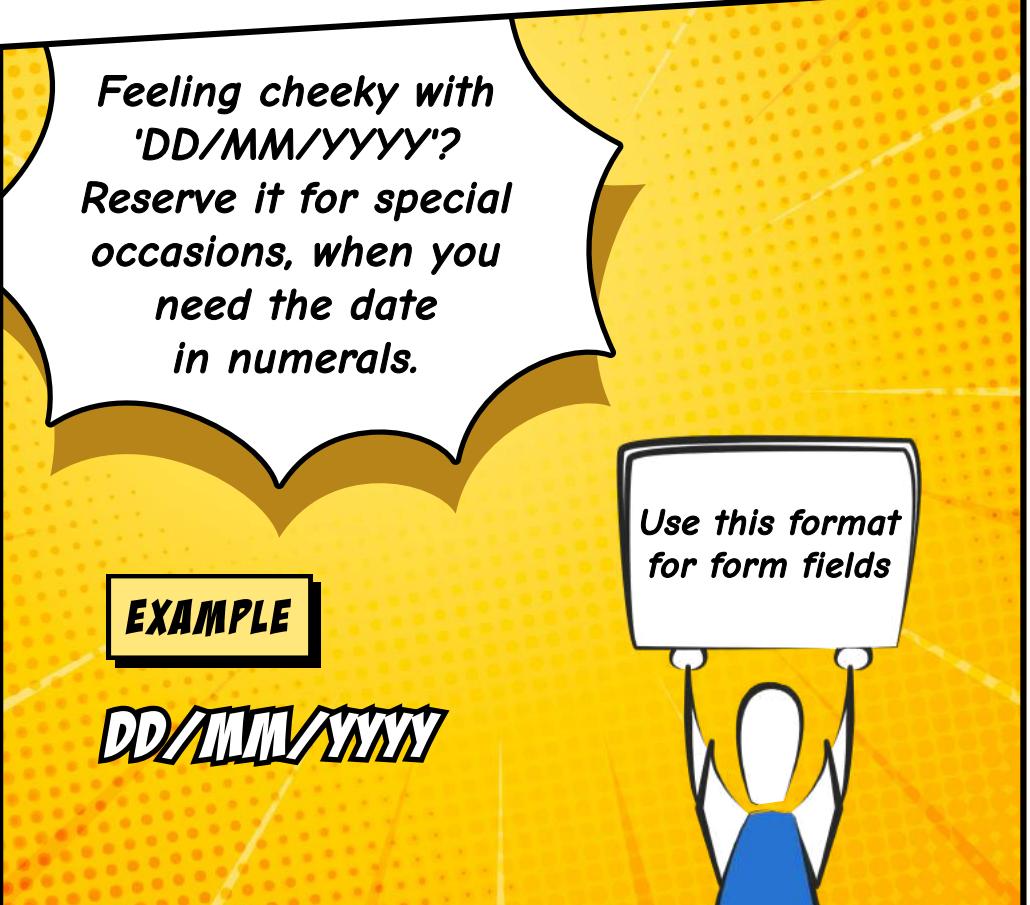
Use this format
when you are
writing



Pay your
credit card bill
before **03/10/2024**



**OCTOBER 6
OR JUNE 10...?**



*Feeling cheeky with
'DD/MM/YYYY'?
Reserve it for special
occasions, when you
need the date
in numerals.*

EXAMPLE

DD/MM/YYYY



*Use this format
for form fields*

RULE 8

'CLOCK' GUIDELINES

Stick with the
12-hour clock for
transaction details:
HH:MM & AM/PM
all the way!

EXAMPLE

Offer valid till 10:00



**10:00
AM OR PM...?**

Offer valid till 10:00 AM

**OH!
THAT'S WHAT
YOU MEANT**

*For time spans
over 24 hours,
think days*

EXAMPLE

**Your credit card
bill is due in 48 hours**

**credit card
due in 48 hours**



BOOM..

**Your credit card
bill is due in 2 days**



REMEMBER

THE DO's & DONT's.. THE IN-BETWEENS

*Be helpful,
inclusive, and
human*

*Use simple
tenses*

*Use ellipses (...)
and parentheses ()
sparingly*

*Keep the
sentences
short and crisp*

*Never replace
words with
emojis. Never!*

*Avoid multiple
contractions in
a sentence*

CONTENT BY

**AISHWARYA V
AMIT PAUL CHOWDHURY
SWATHI SHREE RAJA**

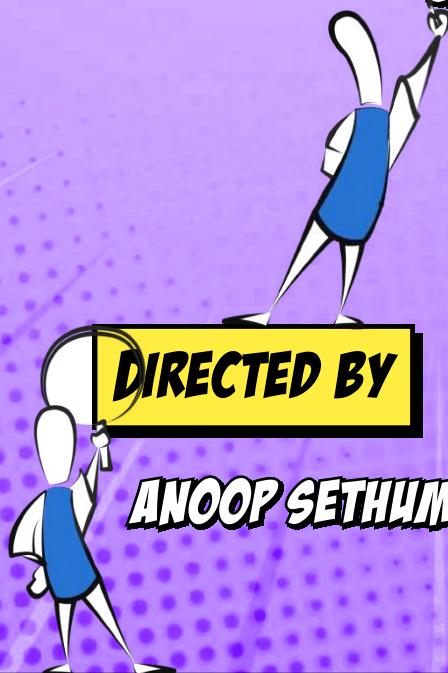


DESIGNED BY

JAYAPRAKASH

DIRECTED BY

ANOOP SETHUMADHAVAN





THAT'S ALL FOLKS!

