

# Call to action heuristics

Heuristic principle	Pass / Fail	Notes
<b>Concise</b> Keep button labels and calls to action to 3 words or less		
<b>Positive</b> Use active language. Start with a verb where possible. Focus on the positive.		
<b>Relevant</b> Give only the information the user needs in order to understand how to move forward		
<b>Natural</b> Use self explanatory, natural language – try to role play the action to see what you'd say to a friend.		