

INTERSTITIALS



A good one...
Marries message with visual to educate and engage the customer.

What it's for

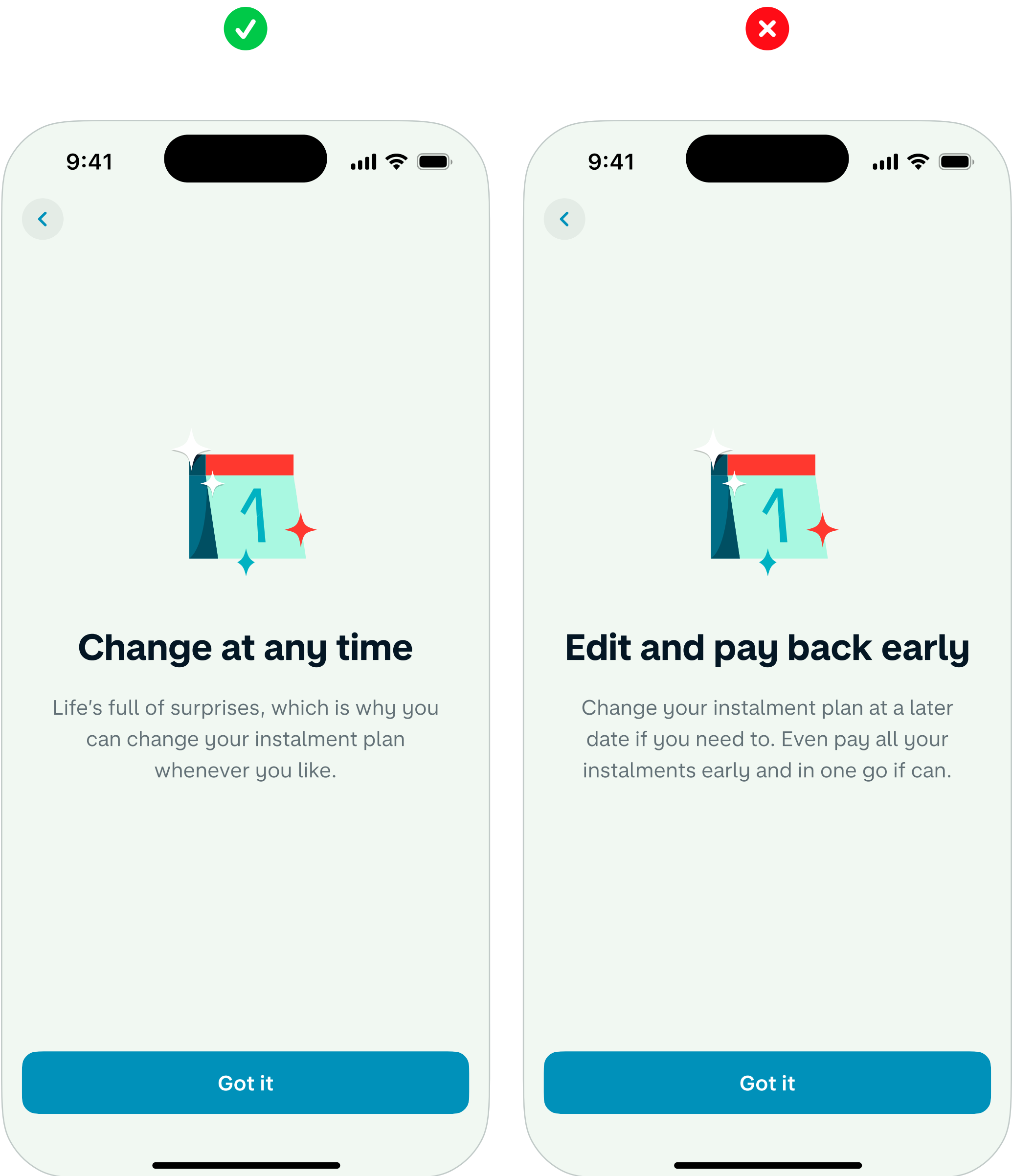
Interstitials can be standalone screens or one of a series in a tour. Each one typically has a header, body copy and one or maybe two buttons. It may also have a 'Learn more' button in the top right of the screen.

You'll often see these used for introducing a customer to a new product or feature.

Best practice

Stick to one key message

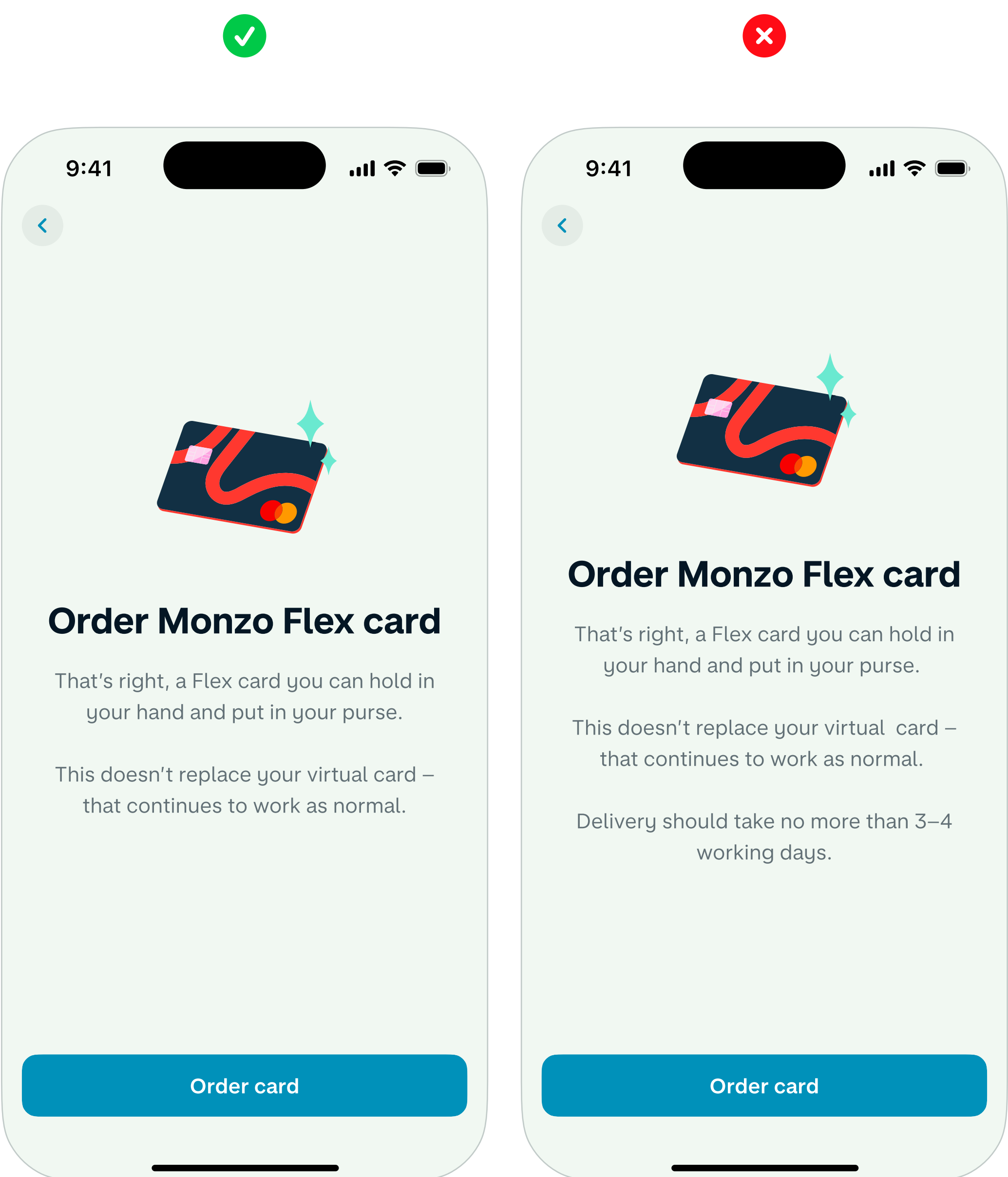
The best interstitials communicate one key message rather than cram in multiple points.



Stick to 2 paragraphs of 3 lines each

It's okay to have 3 paragraphs if you really need them, but most interstitials shouldn't need more than 2. And each paragraph should be no longer than 3 lines long (screen sizes vary of course).

You can always add another screen to the tour if you need to cover more information.



Did you know...



Writing messages is like throwing tennis balls

If Person A throws a single tennis ball to Person B then Person B should, in theory, catch the ball.

If Person A throws multiple balls to Person B – let's say they throw 10 balls – then Person B is actually likely to catch none of the balls, despite there being 10 opportunities to.

Give someone one thing to focus on and it should get through. Give them more than one thing and there's a chance none of it goes through.

Writing for interstitials is the same. Pick a key message and let that be the thread that runs through your screen, from the illustration to the title, to the body, to the buttons.