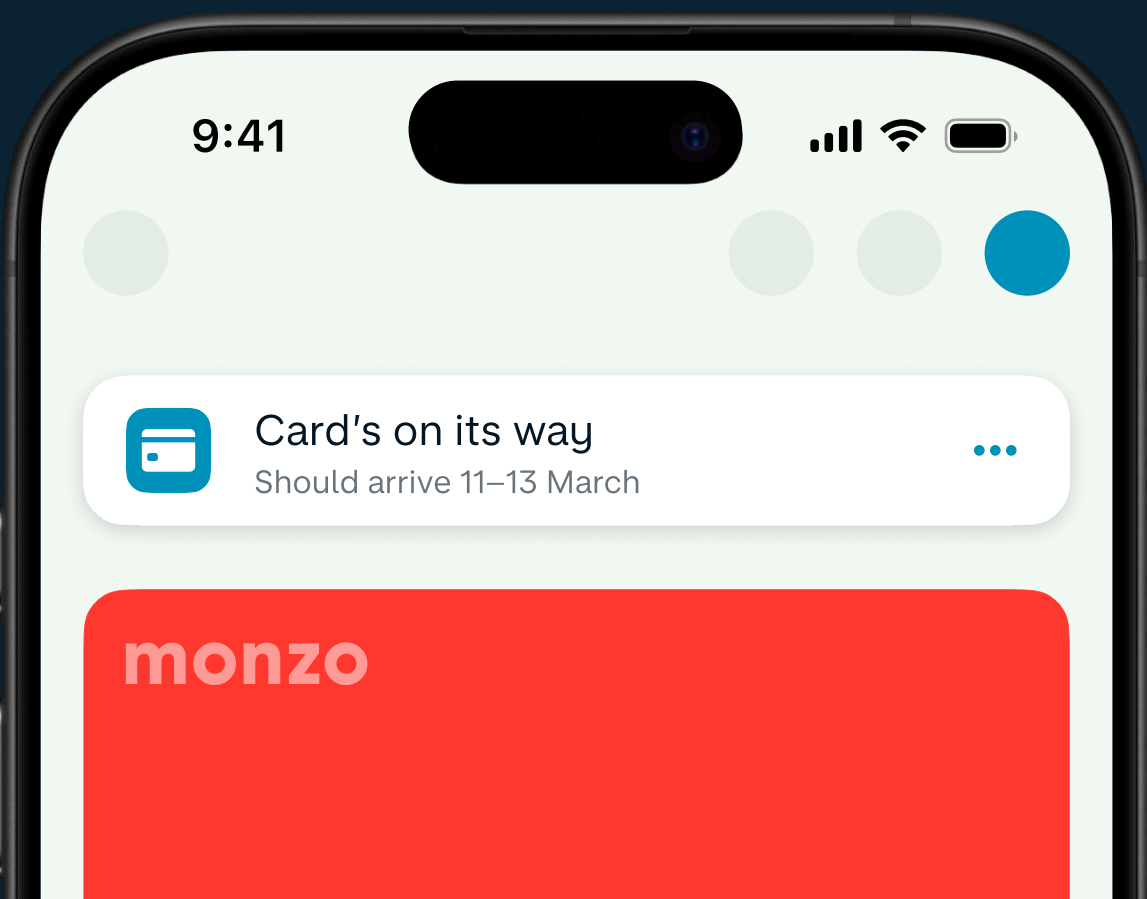


# INBOX



A good one...  
Can be understood at a glance.



## What it's for

Inbox messages – or carousels, as we sometimes call them – are like push notifications that appear in the Monzo app. They're little alerts that let you know about things like the status of your application and new features we think you might like.

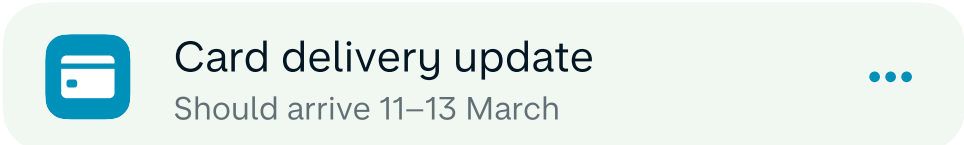
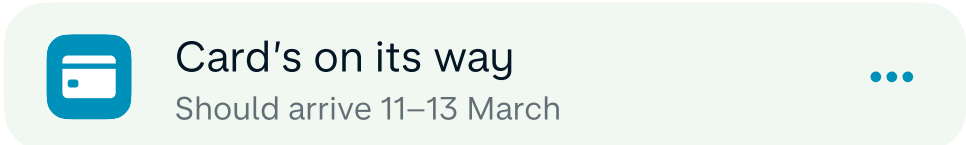
We call them carousels because customers can swipe through alerts as if they were a merry-go-round of messages.



## Best practice

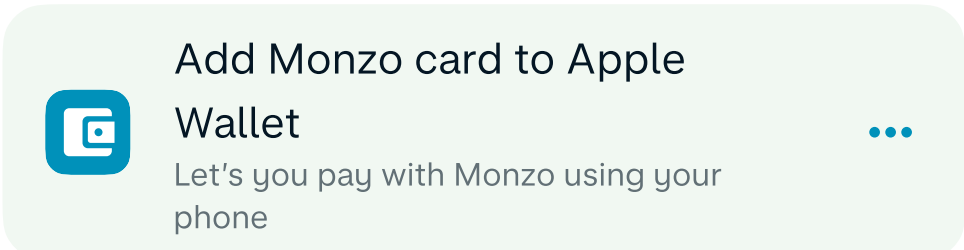
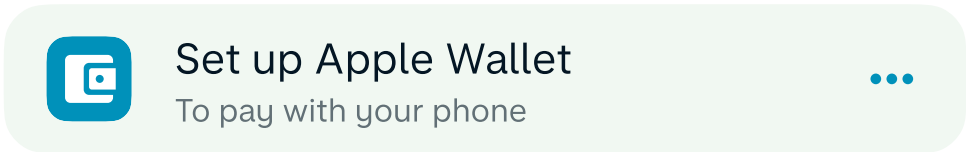
### Get to the point

Put the most important part of your message in the title and upfront.



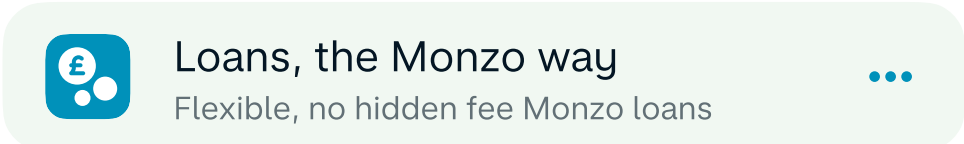
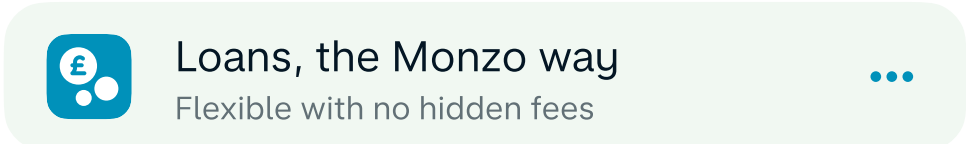
### Stick to a 27-character title and 35-character subtitle

Screen sizes vary but by sticking to these limits your message should fit in most customer's carousels.



### Avoid repetition

Repeating the title message in the subtitle takes up precious character count.



### Don't use full stops

The text elements here are titles and subtitles, which you don't need full stops for.

