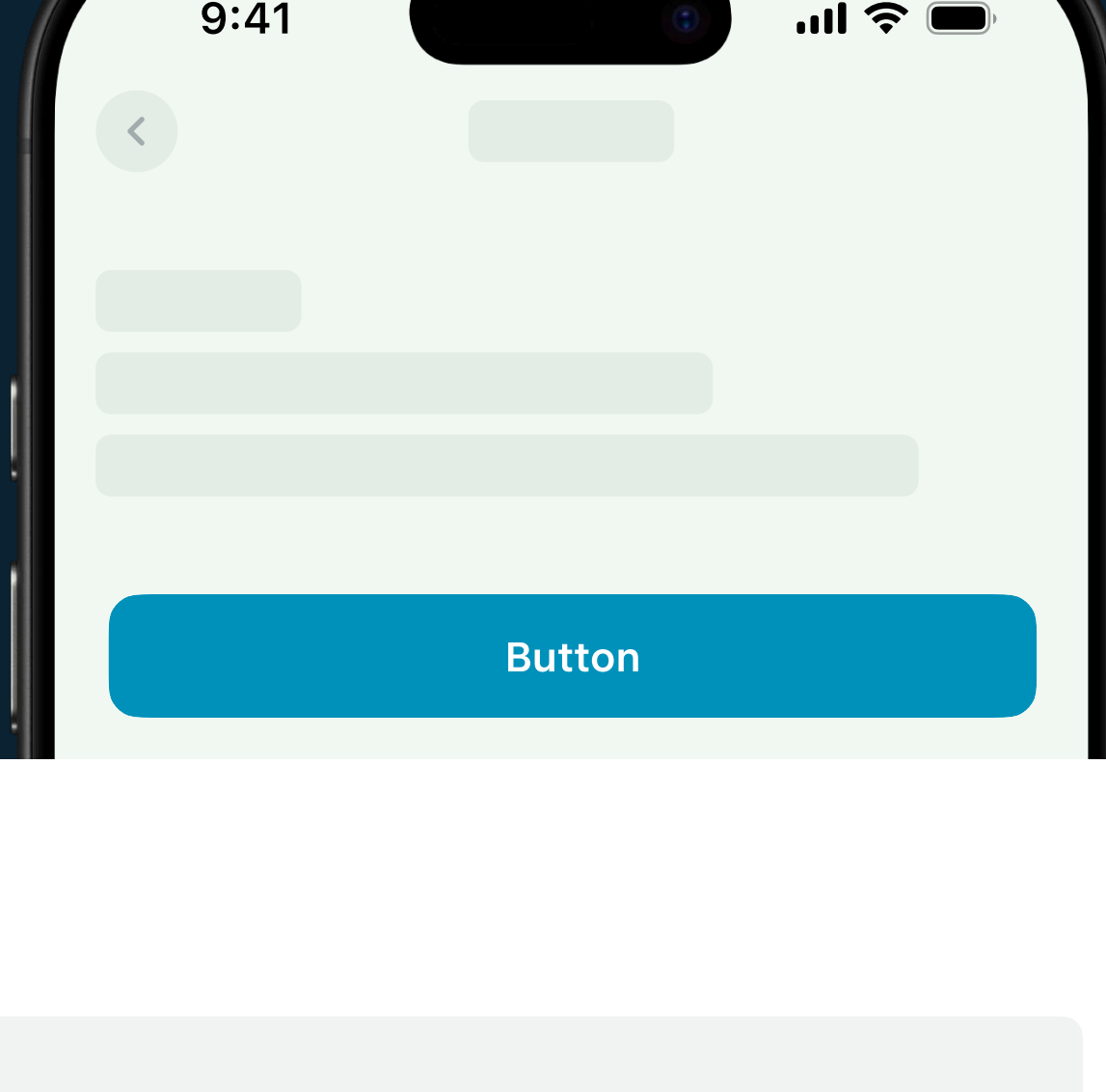


# BUTTONS



A good one...  
Helps you take action and navigate the app with confidence.

## 🎯 What it's for

Buttons come in all shapes and sizes, and they appear in different places too. Thankfully the writing guidance is the same for all buttons.

The most important thing to remember is that the button wording should set the right expectations. It should make clear to the customer where it'll take them or what it'll do.

## ★ Best practice

### Write in sentence case

We only capitalise the first word and any proper nouns (names of people, places and businesses).



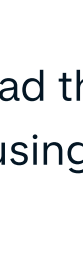
Manage card



Manage Card

### Start with an action (a verb)

It says to the customer that this is an action. Lots of our buttons will start with a verb and then follow with a noun of some kind – usually a 'thing'. (For example: Explore loans, Add money, Delete account.)



View credit score



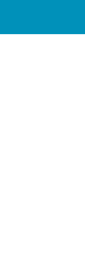
Credit score

### Don't use full stops

As a general rule, buttons never need full stops at the end.



Search contacts



Search contacts.

### Use same language for headers

A customer may only read the header and the buttons at the bottom of the screen. Make sure the two elements are linked by using the same language.



Friends with Monzo

Find friends

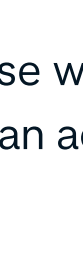


Friends with Monzo

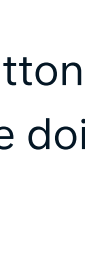
Find contacts

### Avoid words like 'my', 'your', 'a', and 'an'

Unless the button only makes sense with them. Otherwise they're just filler and changing between 'my' and 'your' switches perspective, which can be confusing for the customer.



View credit score



View your credit score

### Keep to 3 words or less

You'll struggle to fit more than 3–4 short words in most buttons.



Compare plans



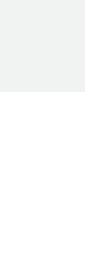
Compare Perks with Max

### Avoid words like 'another', 'other' or 'new'

We rarely ever need these words because the verb (the action word) in the button tells you the subject (the thing you're taking an action on) is new or at least new to whatever you're doing.



Add Pot



Add new Pot

## 🐾 The main types

### Entering and leaving the app

Log in and log out for existing customers, and sign up for new ones.

Log in

Log out

Sign up

### Starting and finishing a process

Typically found in things like tours. We use something different for application processes though.

Get started

Done

### Applying

It makes clear that we'll either accept or reject the customer for the thing they're trying to get.

Apply

Tells the customer they may be accepted or rejected.

Save

Saves progress for a particular thing without moving the customer on.

Save and continue

The same as 'Save' but it moves the customer on to the next stage.

Submit

Submits the application to us or a third party for a decision.

### Managing things

We've decided on specific words to describe key actions so customers don't get confused.

Create

For things that have an element of personalisation to them, like Pots, virtual cards and so on.

Archive

Removes something temporarily. The customer can get it back later if they want to.

Delete

Removes something permanently.

Add

For things where personalisation isn't really a factor. For example, an account or your mortgage.

Unarchive

The opposite of archive.

Hide

Removes something from the view.

Reveal

The opposite of hide.

View

Shows the customer something, like a bank statement or their credit score.

### Making decisions

By this we mean agreeing to things or choosing to take certain actions.

Choose

Where the customer can decide which route to take. Unlike selecting their bank from a list, for example.

Select

Less a choice and more a process of identifying the right option. For example, a bank or a home address.

Unselect

The opposite of select.

Cancel

Dismisses something or stops a process from progressing.

Accept

Lets us know the customer is okay with something, like our terms & conditions.

Reject

Lets us know the customer isn't okay with something, like a rate change.

Got it

Tells us the customer's acknowledged something.

Skip

Pass a certain step or piece of information.

Skip for now

Like skip, but it says that we'll show this information again at a later date.

Do this later

A bit like 'Skip for now' except you leave the flow instead of progressing forward.

Remind me later

Means we'll get in touch, sometimes on a specific date or a certain time.

Yes please

A positive, polite response to a casual question of some kind.

No thanks

The opposite of 'Yes please'.

Confirm

A positive response that's a tad firmer than 'Yes please'.

### Moving forwards

For basic tours and processes.

Continue

For starting a series and then progressing onwards at the end too.

Next

Progresses you through a series of steps.

### Getting help

Either self-serve or help from the Monzo team.

Learn more

Additional information somewhere in the app.

Contact us

Takes the customer to in-app chat or somewhere with contact details.

## 🧠 Did you know...



### Writing for buttons is writing with empathy

Empathy is essential for buttons. If someone's worried, reassure them. If someone's excited, celebrate with them.

Think about what's needed at that point in the experience. Our job is to help people do what they need to do quickly, not slow them down or stop them because of a scary or unclear button.

### Make the next step clear

The button wording should reflect exactly what's going to happen when the customer taps it.

If someone's just discovered Monzo Max, they might be wary of a button that reads 'Buy Monzo Max'. It implies a commitment to pay right there and then. Something like 'Learn more' or 'Explore plans' might work better.

### Use warnings sparingly

Only use warning buttons for actions with serious consequences that someone can't easily undo, like closing an account. In a situation like that it's a good idea to add a follow-up step to confirm the action.