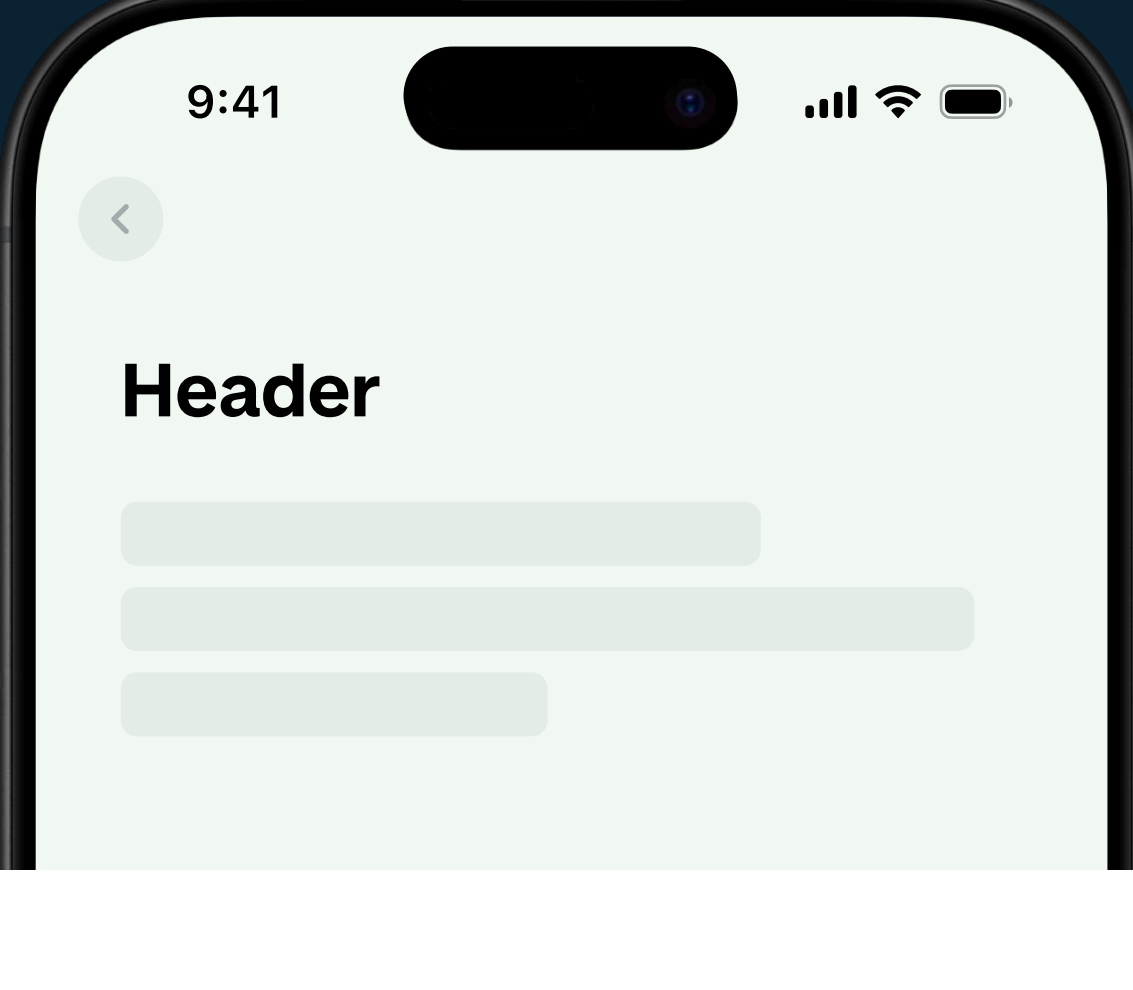


HEADERS



A good one...
Sums up a section or adds context to a title.

🎯 What it's for

Headers are typically shown in bigger, chunkier text and often midway down the screen. The screens they show up on may have titles too, but usually they don't.

Ask yourself: Would the reader know what the screen was about if all they read was my header? (The answer should always be 'yes'.)

★ 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

Keep it to one line if you can

Screen sizes do vary of course.



Charity donations



Charity donations through Monzo

Don't use full stops

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



Switch date



Switch date.

Use same language for buttons

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



Friends with Monzo

Find friends

Find contacts

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

Unless the header 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.



Open joint account



Open a joint account

Avoid using exclamation marks

They're rarely necessary. Most headers with exclamation marks read like you're shouting, and who wants that?



Sam joined Monzo

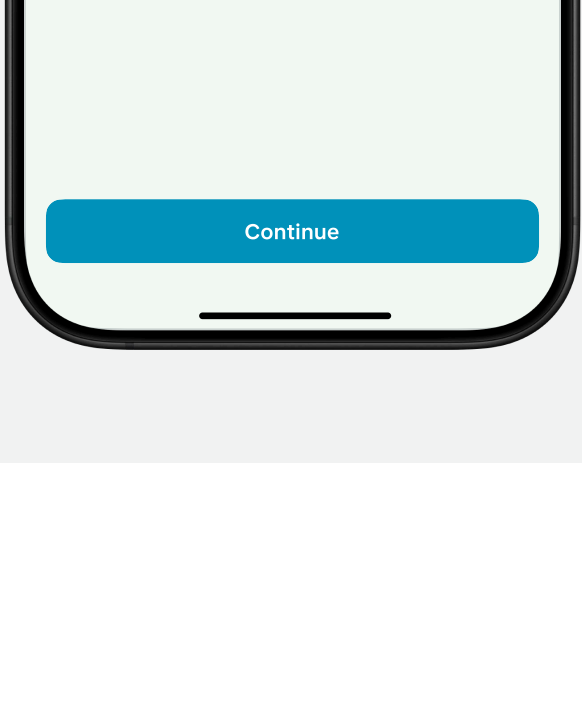


Sam joined Monzo!

🐾 The main types

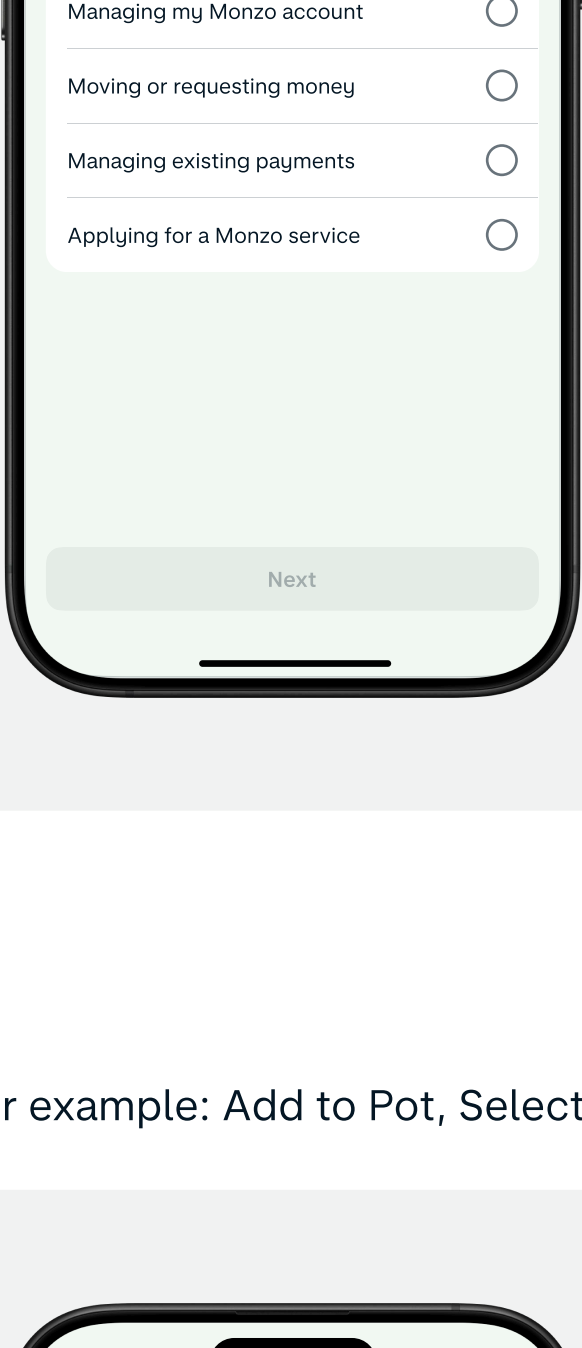
Summary

Sums up the main message (for example: Bank statements, Reporting fraud, Year in Monzo).



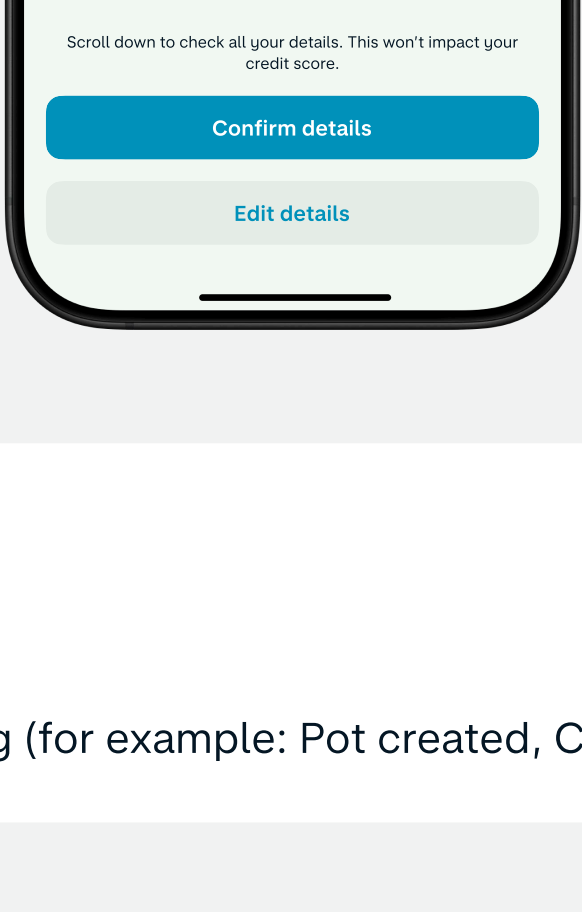
Question

For getting open-ended responses (for example: How did this happen? or What could we do better?).



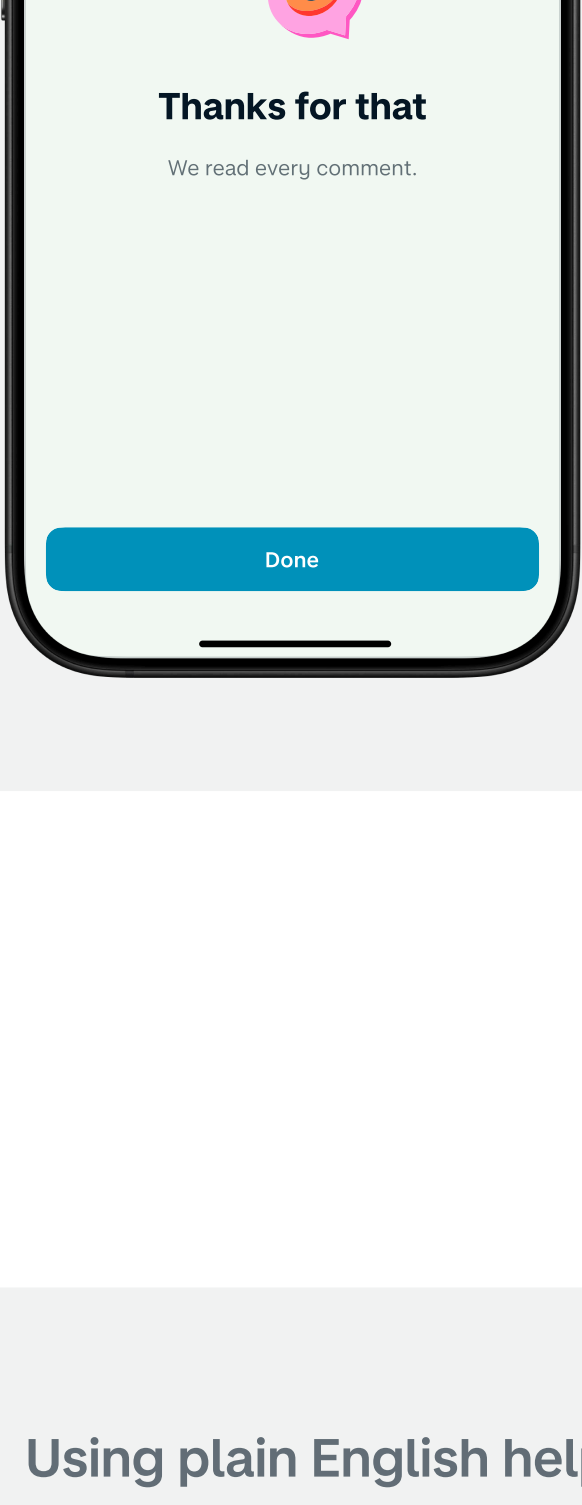
Action

Gets the customer to do something (for example: Add to Pot, Select contact, Schedule payment).

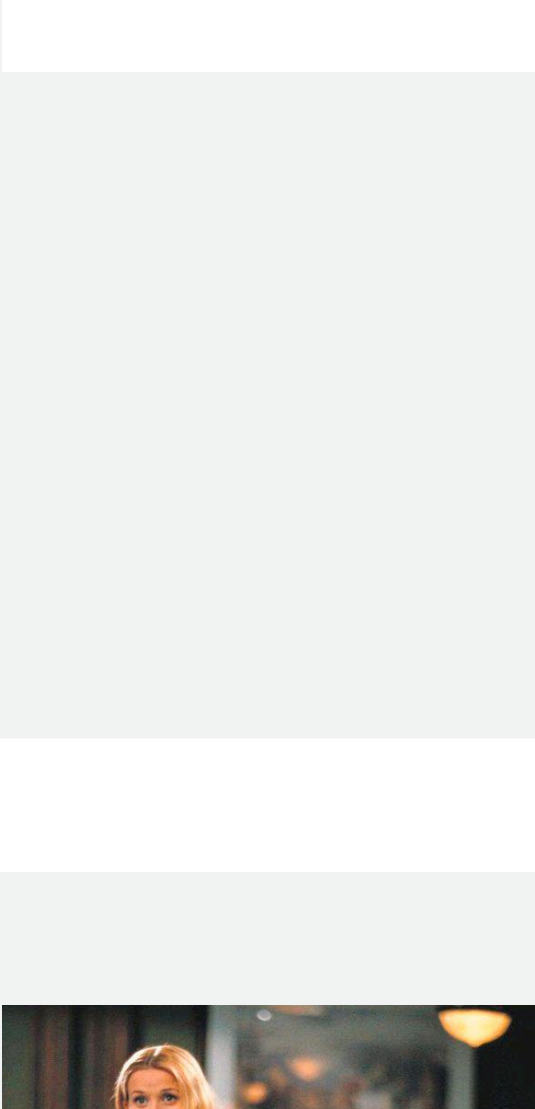


Feedback

For outcomes or updates on something (for example: Pot created, Contact added, Payment scheduled).



🧠 Did you know...



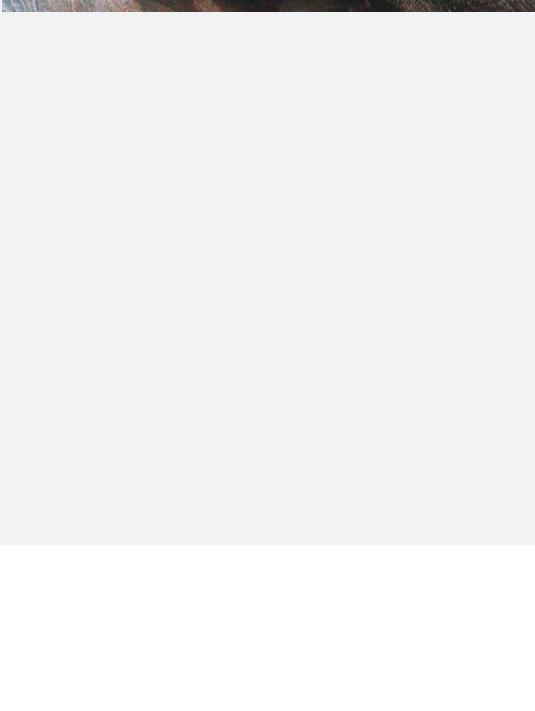
Using plain English helps people get information faster

When we read our eyes don't see every letter or word in a sentence. We skip in small jumps called 'saccades' and our brain fills in the gaps using the shapes of words to detect their meaning.

15,000 common words make up 80% of the English language. Our eyes can skip these words and still get the meaning because we're used to seeing them in familiar contexts. So putting common words in our writing helps people get information faster.

You might be concerned about your money when you open the Monzo app, which makes it even harder to take in information and doubly as important for us to use common words.

The average UK adult has a reading age of 9 years old, and for many people, English isn't their first language. Which makes it even more important to use common, everyday words.



All readers prefer plain English, no matter who they are

In 2010, US attorney Sean Flammer ran an experiment. He asked 800 circuit court judges to side with either a traditional 'legalese' argument, or one in what he called 'plain English'.

The judges overwhelmingly preferred the plain English version (66% to 34%), across all ages and social backgrounds.

"The results indicate that the participants found the legalese passage to be less persuasive than the plain English version. The respondents also believed the plain English author was more believable, better educated, and worked for a prestigious law firm."

Explaining yourself in a simple way makes you look smart.