



ZETA UX



WRITE RIGHT

**POCKET GUIDE
TO CONTENT
PIZZAZZ**




**BY
TEAM PLUTUS**

WRITE RIGHT

INTRODUCTION

Whether you're a designer, engineer, or product manager, this guide helps you create clear and engaging UX copies





Let's make writing easy and ensure every user interaction is seamless. Dive in and learn the rules to become a...

**PUNCTUATION
VIGILANTE!**

**WRITING IS DESIGNING
WITH WORDS**

- ROBERT BRINGHURST



CONTENT

- 1. ART OF 'PUNCTUATION'**
- 2. 'CASE' SOLVED**
- 3. 'PRONOUNS' 101**
- 4. 'VOICE' MATTERS**
- 5. CONVEYING WITH 'CONTRACTIONS'**
- 6. BE A 'NUMBER' NINJA**
- 7. THE DANCE OF 'DATES'**
- 8. 'CLOCK' GUIDELINES**

RULE 1

THE ART OF 'PUNCTUATION'

Let exclamation points (!) party only to celebrate the most 'exciting' events

Congratulations Rakesh !

EXAMPLE

BAM!



EXAMPLE

Verify your mobile number



*Save the
period (.) for
multiple sentences*

AAHHH!

EXAMPLE

You have a pending payment [Click here to know more.](#)



BINGO

Comma (,) is your sentence superhero, dividing thoughts and listing items gracefully

WHERE IS MY COMMA??



! ! ! ! !

MY PRECIOUS!

EXAMPLE



Bills, recharges, and payments

The ampersand (&) symbol has its place in titles and brand names, 'NOT' sentences!

EXAMPLE

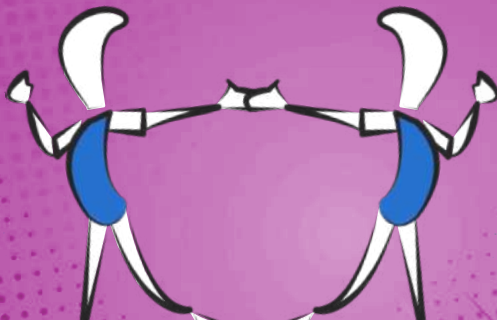
Offers, rewards **&** more

That's not used in a sentence, right?

NOO...!

**FULL STOPS
BRING CALM**

**COMMAS BRING
RHYTHMIC CHARM**



RULE 2

**'CASE'
SOLVED**

*Caps Lock only
for acronyms!*

EXAMPLE

upi

UPI

ABRACADABRA!!!

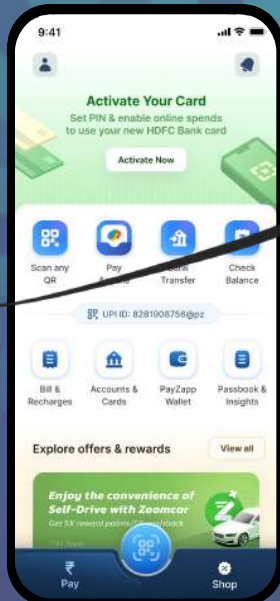


PULLLLLLL!



Say yes to 'Title Case' for headers and CTAs, but stick to 'sentence case' for longer sentences!

EXAMPLE



RULE 3

'PRONOUNS' 101

YOU, YOURS, AND YOURS ONLY

EXAMPLE

Personalize with second-person pronouns (You and Yours). Use first-person (I) when you need their consent.

Do **YOU** agree to the terms and conditions?

Yes, **I** do

YOU
&
I

RULE 4

**'VOICE'
MATTERS**

PASSIVE? NAH!!

*Use active voice
to engage your users*





EXAMPLE

Your payment needs to be completed



EXAMPLE

Complete your payment

RULE 5

CONVEYING WITH 'CONTRACTIONS'

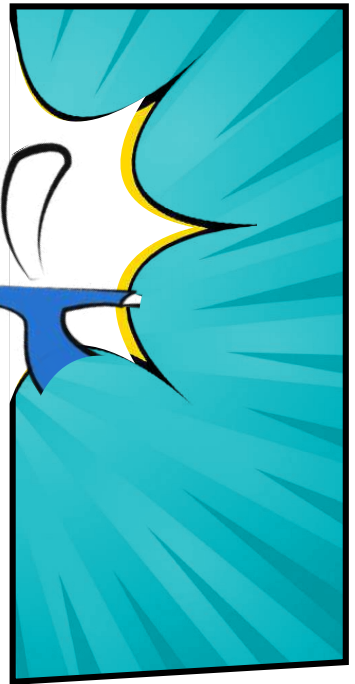
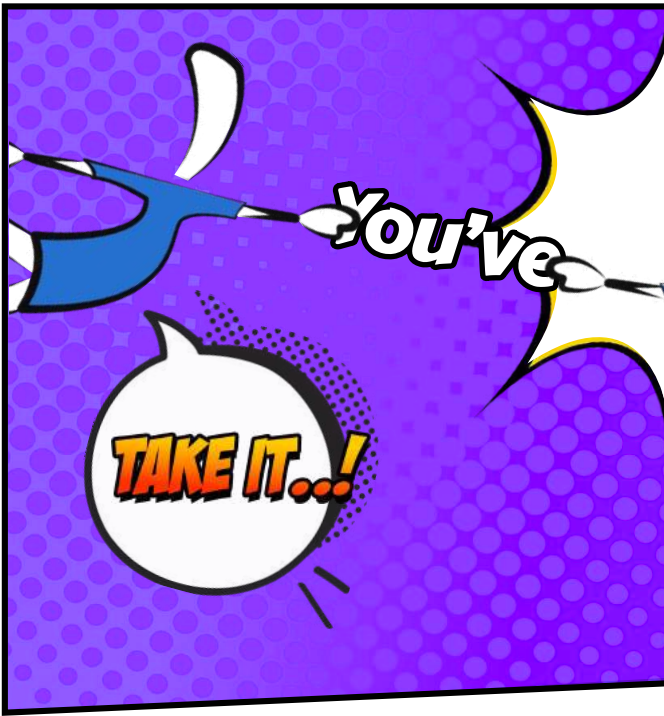
*Make it personal
and use positive
contractions for
a human touch*

**DID YOU
FIND IT??**

I'M SEARCHING...

**THEY HAVE
WE DON'T HAVE
I DON'T HAVE
WE DON'T HAVE**





RULE 6

BE A 'NUMBER' NINJA

*Use numerals
instead of words to
grab attention!*

EXAMPLE

~~Five hundred~~ only

NOO...!

₹500 only

EXAMPLE

Commas? Place
after the first 3 digits
from the right,
with 2-digit
separations

₹15,00000

we are giving you
a salary hike of
₹15,00000

**YO
WTH!!!**

₹ 15,00 000

SORRY!

₹ 15,00,000

TA-DA!

RULE 7


THE DANCE OF 'DATES'

*Meet
the Perfect Trio!
Date first, followed
by the full-month name,
and then the
full-year digits.*

EXAMPLE

25 MAY, 2024

*Use this format
when you are
writing*

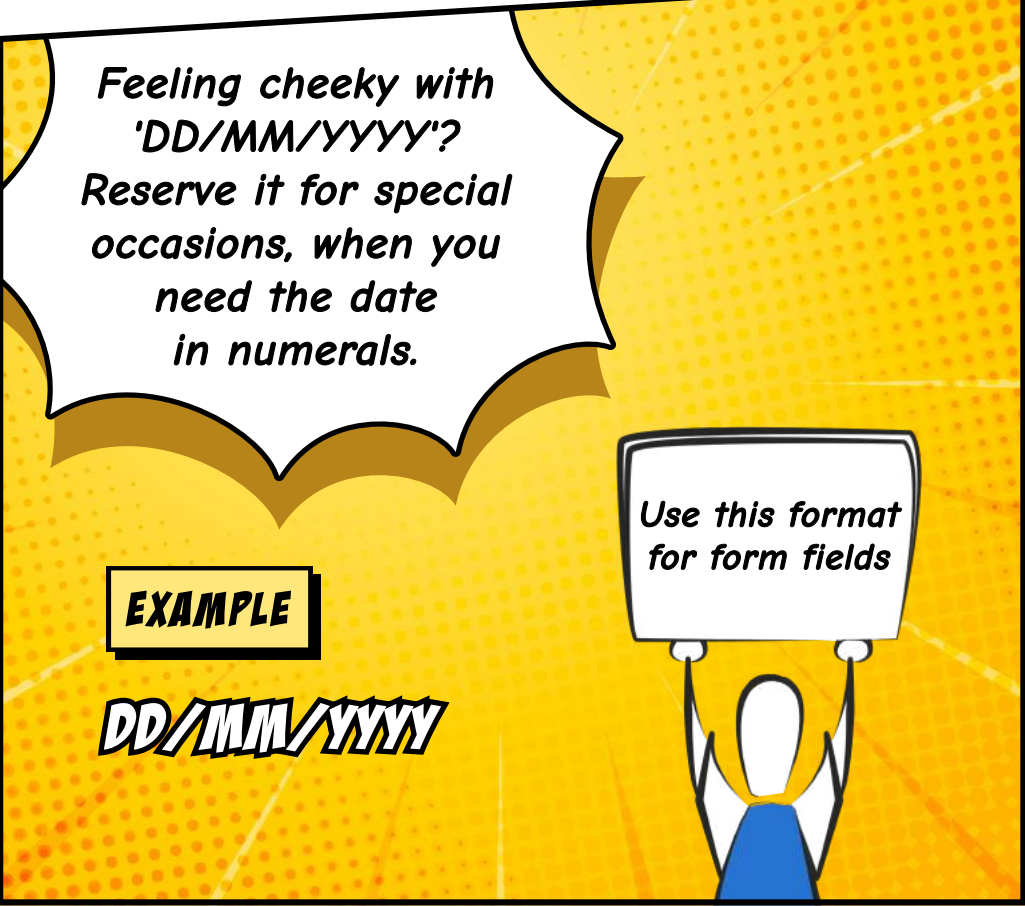
A simple cartoon character with a white head and a blue suit, holding up a white rectangular sign with both hands. The character is positioned at the bottom right of the page, against a blue background with a white polka-dot pattern.



Pay your
credit card bill
before **03/10/2024**



**OCTOBER 6
OR JUNE 10...?**



*Feeling cheeky with
'DD/MM/YYYY'?*
*Reserve it for special
occasions, when you
need the date
in numerals.*

EXAMPLE

DD/MM/YYYY



Use this format
for form fields

RULE 8

'CLOCK' GUIDELINES

*Stick with the
12-hour clock for
transaction details:
HH:MM & AM/PM
all the way!*

EXAMPLE

Offer valid till 10:00

**10:00
AM OR PM...?**

Offer valid till 10:00 AM

**OH!
THAT'S WHAT
YOU MEANT**

*For time spans
over 24 hours,
think days*

EXAMPLE

**Your credit card
bill is due in 48 hours**

**credit card
due in 48 hours**



**Your credit card
bill is due in 2 days**



REMEMBER

THE DO'S & DONT'S..

THE IN-BETWEENS

*Be helpful,
inclusive, and
human*

*Use simple
tenses*

*Use ellipses (...)
and parentheses ()
sparingly*

*Never replace
words with
emojis. Never!*

*Keep the
sentences
short and crisp*

*Avoid multiple
contractions in
a sentence*



CONTENT BY

AISHWARYA V

AMIT PAUL CHOWDHURY

SWATHI SHREE RAJA



DESIGNED BY

JAYAPRAKASH



DIRECTED BY

ANOOP SETHUMADHAVAN



THAT'S ALL FOLKS!

A cartoon character with white skin, wearing a blue dress and a yellow sash, stands on a wooden ladder. The character is positioned at the top of the ladder, with their arms raised. Behind the character is a large, vibrant purple starburst shape with jagged edges, surrounded by several white five-pointed stars. The background is a bright yellow with a pattern of small orange dots and radiating yellow lines. In the top left corner, there is a white cloud. The overall style is reminiscent of classic comic book art.