



# The MINDBODY UX Copy Library

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MINDBODY

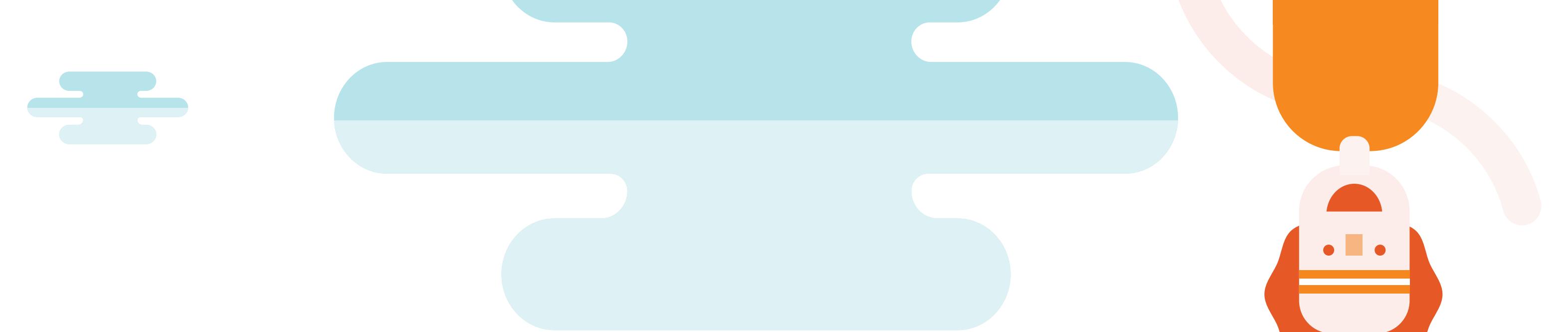


For everyone who has ever been told, "HTTP Error 404: Not Found."



# Table of Contents

<b>Welcome</b> .....	01	
• Our Mission		
• What does a UX Writer do?		
<b>01. Personhood</b> .....	05	
<b>02. Capitalization</b> .....	08	
<b>03. Headers</b> .....	10	
• Navigation Headers (Navi Headers)		
• Section Headers		
<b>04. Call to Action (CTA)</b> .....	15	
• The Pill Button CTA		
• The Flat CTA		
• The Navi Header CTA		
• Menu CTA (Simple Menu or Action Sheet)		
• The Modal and Dialog CTAs		
• Expansions and Hyperlinks		
• Pickers (Carousels)		
<b>05. Microcopy</b> .....	28	
• CTA Microcopy		
• Contextual Microcopy		
<b>06. Tipsy (Hover Text)</b> .....	35	
<b>07. Text Input Fields (Forms)</b> .....	37	
<b>08. Numbers</b> .....	39	
• Prices		
• Timestamps		
• Credit Cards		
<b>09. Messages</b> .....	42	
• System Messages (Device Messages)		
• Banners		
• Errors		
• Dialog Boxes		
• Custom Modals		
• Snack Bars and Toasts		
<b>Appendix</b> .....	58	
• UX Writing Cheat Sheet		



# Welcome to the MINDBODY UX Copy Library!

We're so glad you stopped by.

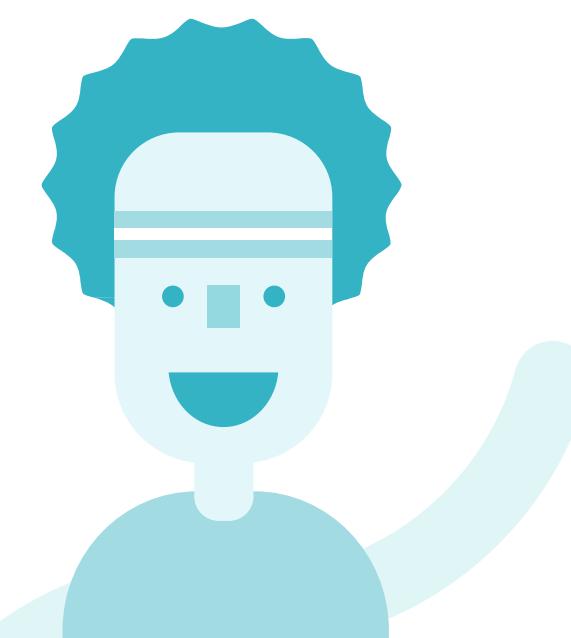
This is a catalog of our continuously-evolving UX copy conventions. It's a living resource built to help you, no matter what copy challenge crosses your path. Organized by style, grammar, and design elements, it covers everything from punctuation to capitalization, headers to modals.

Sister resources include [the MINDBODY Voice and Tone Guide](#) and [the MINDBODY App Design Pattern Library](#).

If you walk away from this document having learned one thing, let it be this: Great UX writing is simple, straightforward, helpful, and empathetic.

Sounds good? Fantastic.

Let's get into it.



## Our Mission

As a user, nothing's worse than feeling lost.

UX Writers are here to help.

We value clarity and brevity; every word is intentional.

Our tools are empathy, consistency, and a keen ear.

When we've done our job well, users don't know we've done it at all.



# What does a UX Writer do?

UX Writers rely on brevity and simplicity to create narratives. Imagine that each workflow is a story<sup>1</sup> and each user is a protagonist. We narrate those stories—explaining to the user what's happening, why it's happening, and how it's happening. If these narrations<sup>2</sup> are done well, then the user will have a clear understanding of our products.

But we have to be mindful of who that user is. In our work, we speak to both subscribers (business people) and consumers (sweaty people). As in real life, we speak to them differently: we have room to be a little playful with consumers, but we're more professional with subscribers since their livelihoods are on the line.

Our team's work doesn't stop at these principles—or even with this library.

Every department here follows the MINDBODY Voice and Tone Guide. While UX Writing favors clear, concise language, the guide helps all MINDBODYians communicate consistently using our four voice attributes: Human, Authentic, Radiant, and Inclusive.



## HARI: n. (Greek) meaning graceful and kind

**Human** - Relatable, friendly, conversational

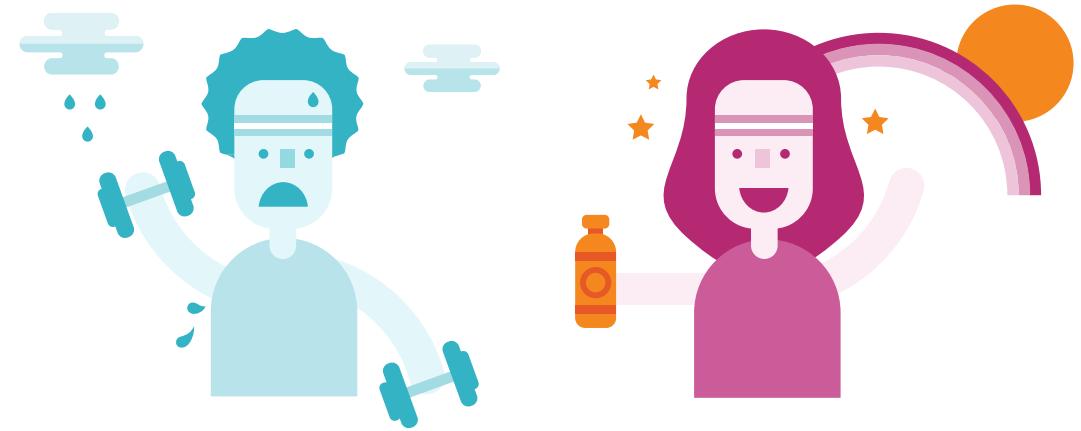
**Authentic** - Genuine, trustworthy, honest

**Radiant** - Joyful, inspiring, appreciative

**Inclusive** - Humble, compassionate, supportive

<sup>1</sup>As [Getting Real](#) by 37signals reminds us, "Write stories, not details."

<sup>2</sup>You may have also read about [narrative design](#) or [conversational design](#).



## 01 Personhood

Good copy only happens when UX Writers empathize<sup>3</sup> with their users—addressing needs, wants, and feelings. One important way writers practice empathy is by establishing a perspective (or what grammarians call personhood). Remember how we said users are protagonists? As narrators, UX Writers need to decide if they speak to their users or for their users. For example, does the MINDBODY app say “here are my Favorite classes” or “here are your Favorite classes”? By industry standards, there is no right answer<sup>4</sup>—and you’ll find compelling reasons for either case—but the most important thing is consistency. Pick a perspective and stick to it.

**First person**  
Speak as the reader, using the pronouns I, me, we, and us

**Second person**  
Speak to the reader, using the pronouns you, your, and yours

**Third person**  
Speak to a third party, using the pronouns she, he, her, him, and it

### Our convention:

Use second person. We speak to the user—not for the user. “You” refers to consumers or subscribers and “we” refers to MINDBODY. There are very few exceptions.

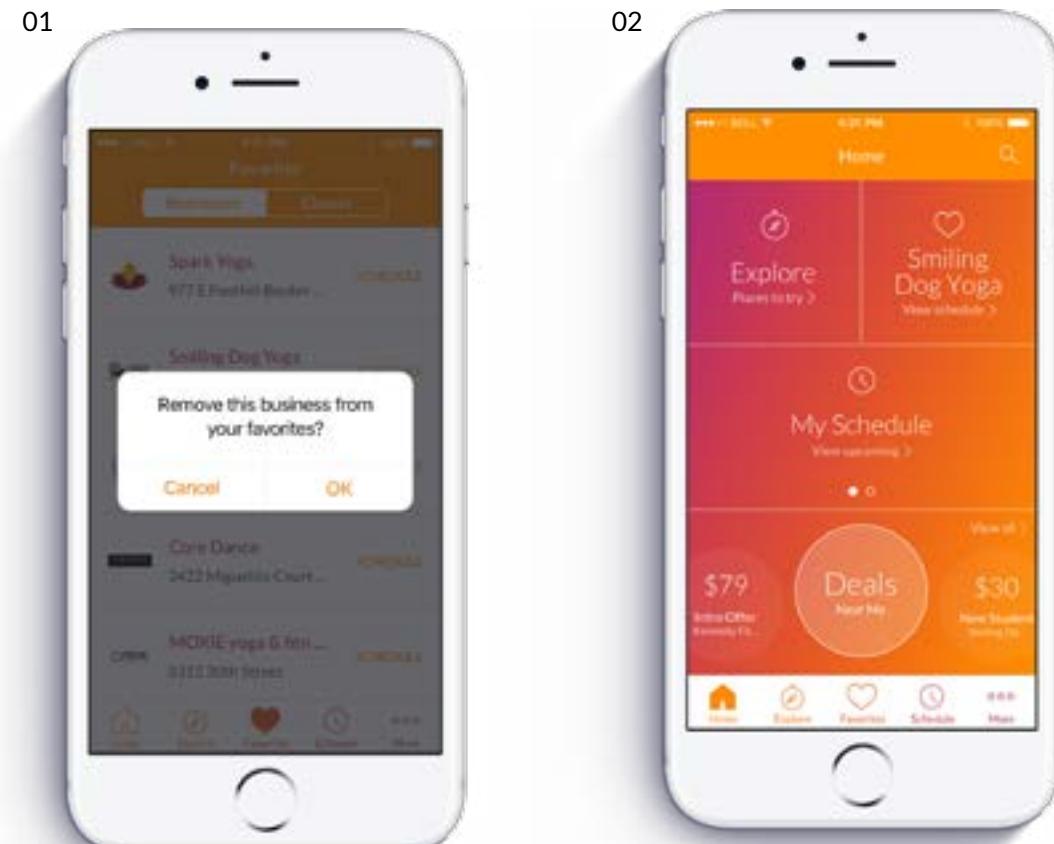
### Why:

Our brand is about being humble and helpful. Speaking for a user can come across as presumptuous or aggressive.

<sup>3</sup>Meet Brene Brown: empathy researcher, storyteller, and feelings goddess.

<sup>4</sup>Did you know Facebook uses second person and Snapchat uses first? Check your phone—we bet you’ll notice now.

- Personhood -



### Example 01

When a user wants to remove a business from their Favorites list in the MINDBODY app, a message pops up: “Remove this business from your favorites?” We chose the second person “your Favorites” to show MINDBODY is speaking to the user.

### Example 02

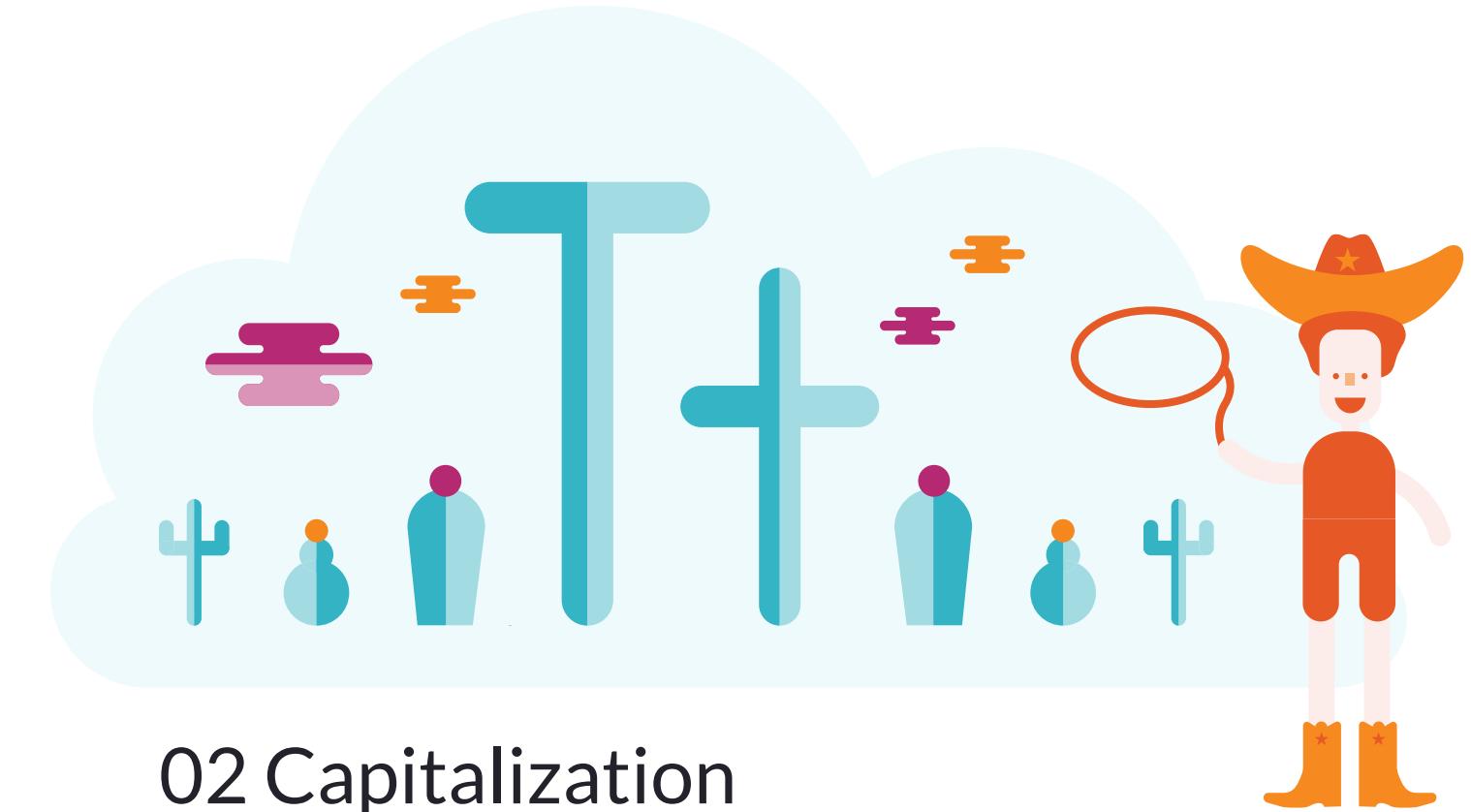
We may switch to first person, but only in specific instances, like on the Home or My Info screens. Home reads “Places I love,” “My Schedule,” and “Deals Near Me.” Since Home is the first screen the user sees when they enter the MINDBODY app, we want them to feel a sense of ownership over the content.

03



### Example 03

The business app uses first person to take subscribers to their web software. It's an important distinction—without 'My', someone could think they were going to the corporate MINDBODY site (i.e., [www.mindbodyonline.com](http://www.mindbodyonline.com)) rather than their own ([www.studiowoohoo.com](http://www.studiowoohoo.com)).



## 02 Capitalization

Capitalization is another gray area in which you won't find answers in a hardcopy of *Eats, Shoots, and Leaves*<sup>5</sup>. For software companies, capitalization isn't so much a grammatical consideration as it is a stylistic one. UX Writers must choose between two major styles: title case and sentence case. And it can get a little heated.<sup>6</sup> Let's talk about why.

### Title case

Capitalize Every Noun, Pronoun, Adjective, Verb, and Adverb; used to create visual symmetry and prominence

### Sentence case

Capitalize only the first word; used to give a sense of friendliness and clarity

<sup>5</sup>For the record, [Lynne Truss](#) is fabulous. We just wish she had a chapter on UX Writing.

<sup>6</sup>[Apple](#) uses title case and [Google](#) uses sentence case. It really is a case of [ancient grudge](#) break to new mutiny, ya know?

## Our convention:

Use both. Sentence case is for most bodies of text, while title case is for primary CTAs and navigation headers.

## Why:

We believe that visual symmetry and prominence as well as friendliness and clarity are important to the MINDBODY brand. Our main goal is to create consistency between them, so be careful not to use title and sentence case interchangeably.



## Example 01

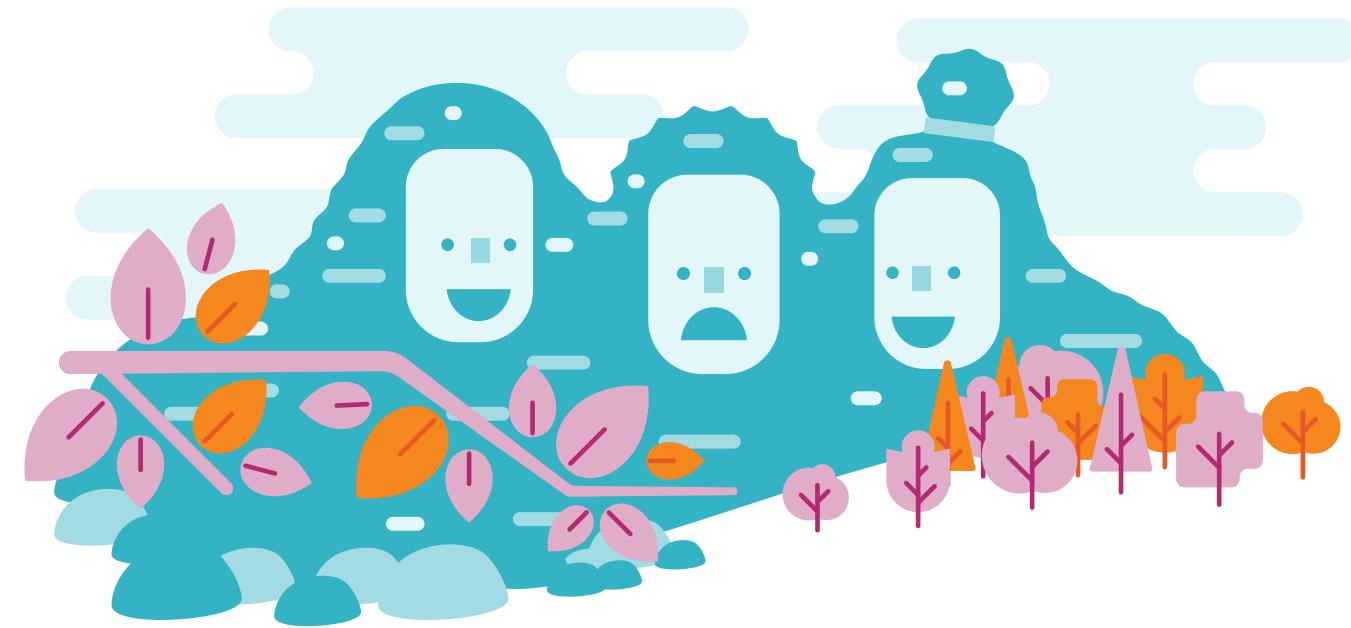
After a user books a class, appointment, or enrollment in the MINDBODY app, they are given two options: Cancel or Add to Calendar. The pill buttons have CTAs in title case. The microcopy above the CTAs is in sentence case.

## Example 02

When a user wants to purchase a deal, they can see which classes, appointments, or events qualify. The flat button is not the primary CTA, therefore, it's in sentence case.

### Pro Tip:

We won't ever write in all caps, but when it does happen (for example, see Section Headers) blame visual design conventions.



## 03 Headers

You're on a roadtrip. How do you find your way? Odds are you use a map and look for clues—like landmarks and signs—to go in the right direction. Like landmarks and signs, headers are meant to quickly help the user orient themselves.<sup>7</sup> Is the user booking a class? Canceling an appointment? Adding a credit card? For UX Writers, there are two styles of headers: mile markers and directionals.

### Mile marker

Where a user is; a noun in title case

### Directional

A step in a workflow that tells a user how to move forward; a verb in sentence case

<sup>7</sup>To header or not to header—or, well, how to header? Our designer comrades also love answering those questions. And they've got some good insights.

## Navigation Headers (Navi Headers)

Navi headers are at the top of the screen and can be either a mile marker or a directional, depending on the platform and context.

### Our convention:

Use 1-3 words and match the CTA from the previous screen. Generally, iOS will be a mile marker and Android will be either.<sup>8</sup>

### Why:

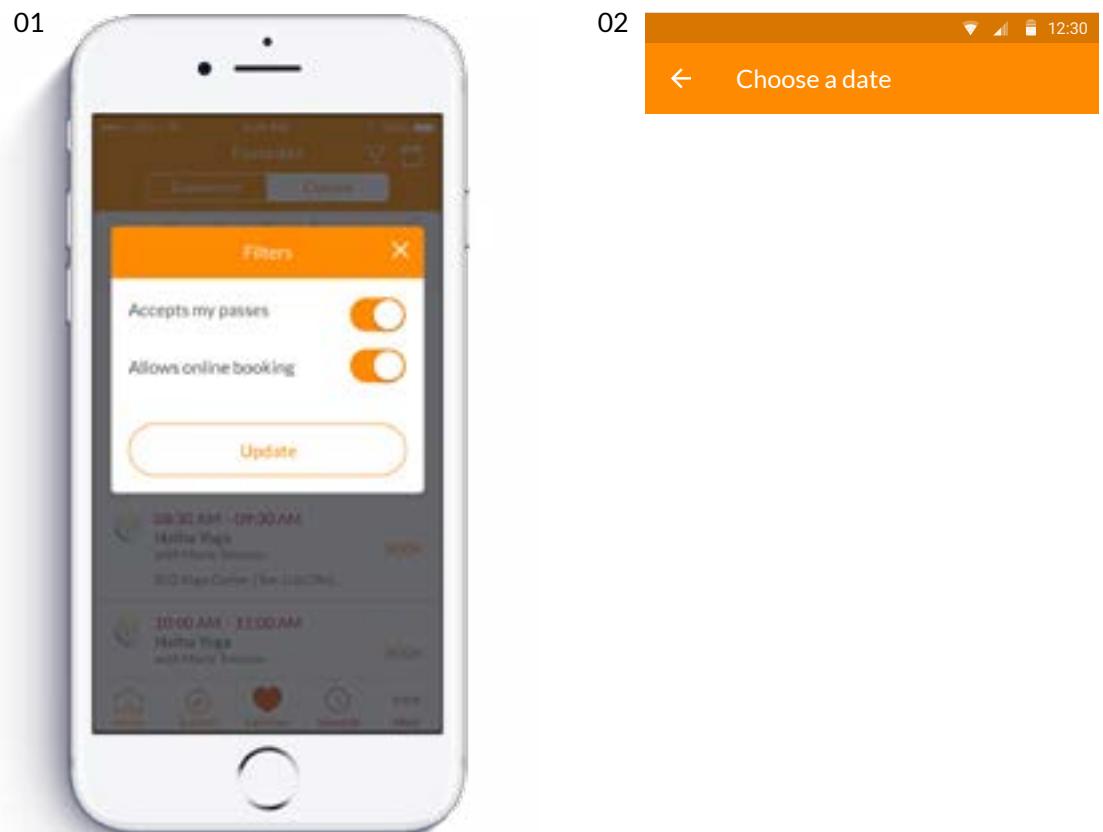
Headers are often weighted with a larger font—so there isn’t much space. To respect limitations and provide clarity, the header should be short and match the CTA of the last step. This gives the user confidence.

### Example 01

This is the MINDBODY app for iOS with two navi headers: the primary screen, “Favorites” and the message, “Filters.” Both are mile markers in title case because let the user know

### Example 02

This is the MINDBODY app for Android with one navi header: “Choose a date.” It is directional in sentence case because it lets the user know what to do. If a user doesn’t want to request a date, they can go back using the top left arrow.



<sup>8</sup>We try to make our copy as consistent as possible between platforms. But sometimes they deviate enough to affect our work. Check out these public style guides: iOS’s [Human Interface Guidelines](#) and Google’s [Material Design](#).

## Section Headers

Section headers are the words or phrases of copy that organize a screen's content into more digestible parts.

### Our convention:

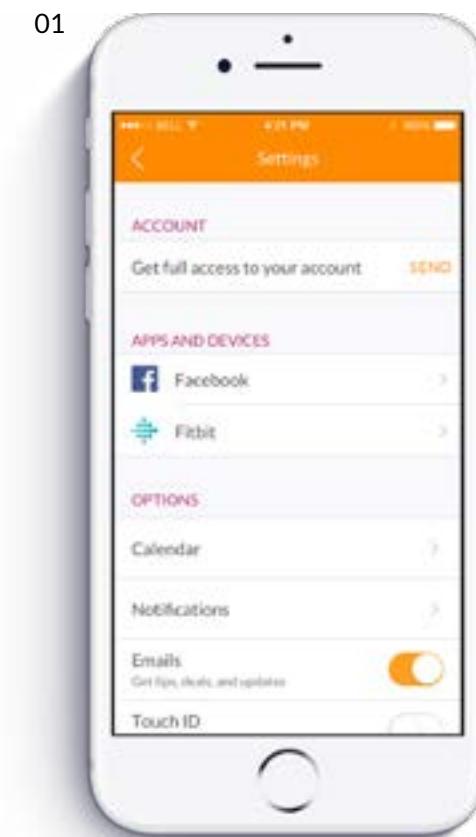
Use 1-3 words, don't match any CTA, and make them mile markers. To set them apart from other copy, they're not in title or sentence case. They're completely capitalized.

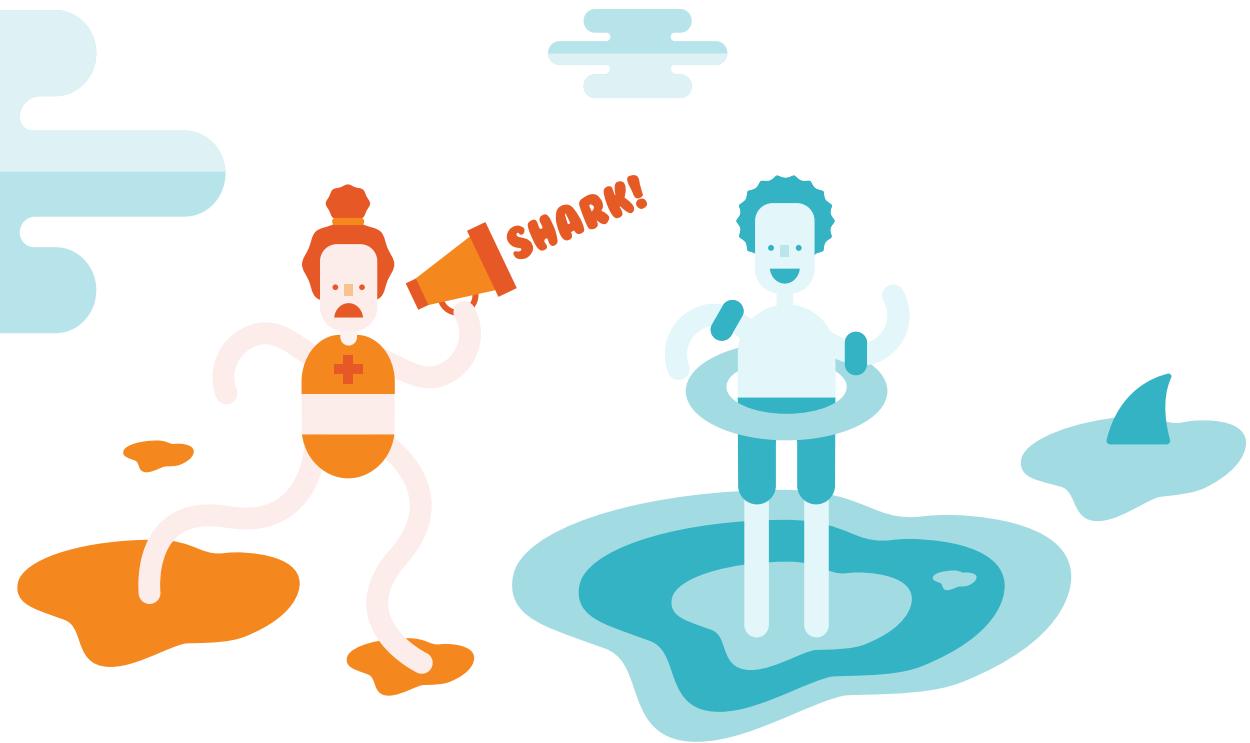
### Why:

Some screens have a lot of content. And since we don't want to slow users down, section headers are used to direct the user's eyes to the most important info—fast.

### Example 01

The MINDBODY app Settings menu is one of the clearest places to see Section headers. In both iOS and Android, the copy is all capitalized. See the copy "ACCOUNT," "APPS AND DEVICES," and "OPTIONS."





## 04 Call to Action (CTA)

A CTA is an instruction meant to provoke a user's immediate response. Rooted in the marketing industry, a traditional one on a billboard might read, "Call Today!" When it comes to software, CTAs are plain<sup>9</sup> words or phrases that a user clicks to move forward within a workflow, like "Save" or "Add to Cart."

Whether MINDBODY users want to book a class or sell a pass, they should see all relevant CTAs in order to make quick decisions. How do you make an effective CTA? Collaborate.<sup>10</sup> Design and copy categorize CTAs by three levels of importance: primary, secondary, and tertiary. (Meaning, not all CTAs are created equal.) Primary and secondary CTAs merit more stimulating design and title case in comparison to tertiary, which is in sentence case.

### Primary

The action we most want a user to do that will move them forward and complete the task; offer only 1-2 primaries at a time; title case

### Secondary

An action that will send a user on a brief detour, like adding a credit card or viewing qualifying classes; title or sentence case

### Tertiary

An action that is either the most insignificant or discouraged option, like looking at the Support Center for more info or not moving forward in the workflow at all; sentence case

### Our convention:

Use 1-3 words without any punctuation. They will become the header of the following screen. It will be in title case if it's primary or secondary and in sentence case if it's tertiary.

### Why:

Accuracy is important. Research shows that most users aren't afraid to tap around, but our copy should still make people feel confident about what will happen when they do. So while microcopy can be used for clarity—a CTA should be powerful on its own.

<sup>9</sup>Yup, we said plain. "Plain Language" was a linguistic movement by the United States government during the 1990s. The goal was to get writers to use language so simple and clear that audiences would understand the content after only hearing or seeing it once. It's a great strategy for our copy, including CTAs.

<sup>10</sup>Search "how to create a CTA" and you'll find a lot of responses. You don't have to agree with every article, but notice that the credible ones—like "[11 Characteristics of Persuasive Call-to-Action Buttons](#)" by UserTesting—advocate teamwork between copy and design. Because no one in UX is an island.

## The Pill Button CTA

A pill button CTA can be identified by its long, oval or rectangular shape. For instance, orange pill buttons in the MINDBODY app signify the primary action while white ones signify the secondary

**Level:** Primary or secondary

**Case:** Title case

**Limit:** 3 words

### Example 01

A MINDBODY app user is considering buying a pass so they can join the waitlist for a class. The orange CTA “Waitlist and Buy” is a primary action and is in title case. The white CTA is the last four digits of the user’s credit card. It’s the secondary action and it’s in title case.

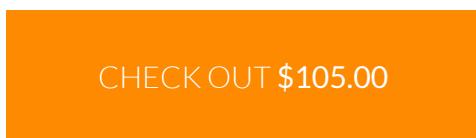
01



### Example 02

In MINDBODY for Business, we have a rectangular pill button. Apart from its shape (and the fact that it’s greyed out when inactive), it functions the same as its consumer app comrades.

02



**Pro Tip:**

We don’t use ampersands (&) anywhere in the app—not even to save space in a CTA. Why? The symbol doesn’t translate well into other languages.

## The Flat CTA

A flat CTA can be identified by its rectangular, plain cell. It’s usually embedded in the middle of a page and will lead a user to more info.

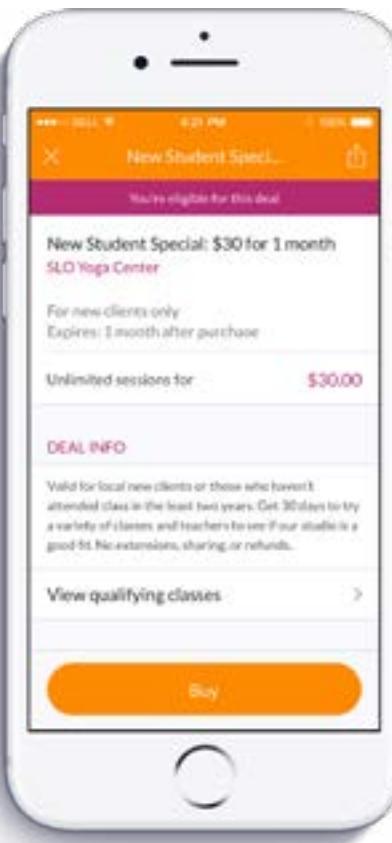
**Level:** Tertiary

**Case:** Sentence case

**Limit:** 3 words

### Example

The flat CTA “View qualifying classes” leads to a list of classes, events, or appointments that can be paid for using the deal. This isn’t the primary CTA, so it’s in sentence case.



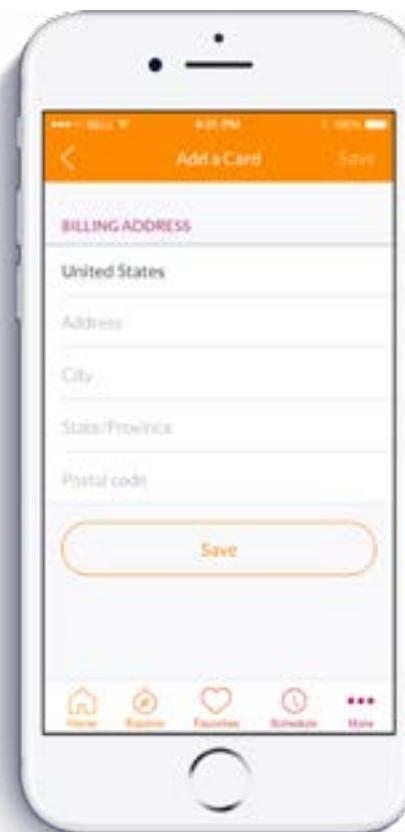
**Pro Tip:**

iOS Flat CTAs may have a chevron (>). Don’t be fooled! This is part of the design, not something that needs to be included in a copy proposal.

## The Navi Header CTA

A navi header CTA can be identified by its placement at the top of the screen (often in the right corner). It typically matches the primary pill button CTA. It will be title case in iOS, but every letter is capitalized in Android.

**Level:** Primary    **Case:** Title Case    **Limit:** 1 Word    **Design:** iOS Title Case | Android All Capitalized



## Menu CTA (Simple Menu or Action Sheet)

A menu displays a list of options for the user to pick from. For Android, this is called a “simple menu” and in iOS it’s called an “action sheet.”

Simple menus can be identified by their white pop-up design that hovers in the center of the screen. Action sheets can be identified as a rounded dialog box that rises from the bottom of the screen.

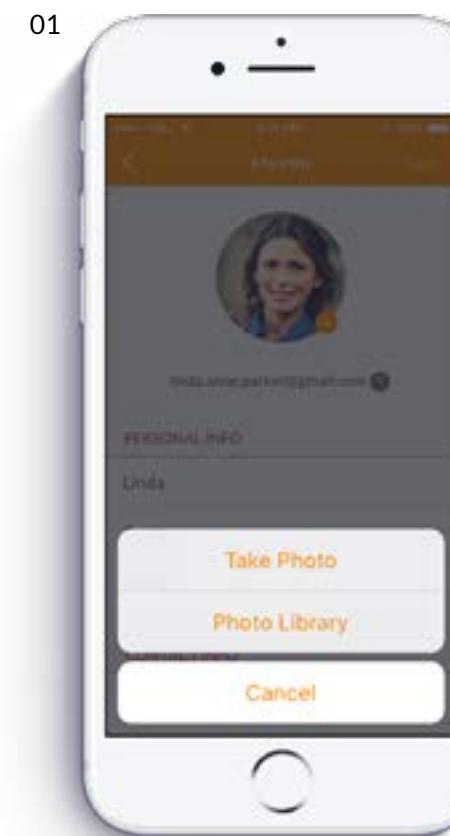
**Level:** Primary or secondary    **Case:** iOS title case | Android sentence case    **Limit:** 3 words

### Example

Here a user can “Save” their billing address to their account. When a primary CTA is more than one word, the navi header CTA will be stripped down to the verb.

### Example 01

An iOS MINDBODY app user is adding a new photo to their profile. By tapping the photo, an action sheet comes up from the bottom of the screen, with copy in title case.



## The Modal and Dialog CTAs

### Example 02

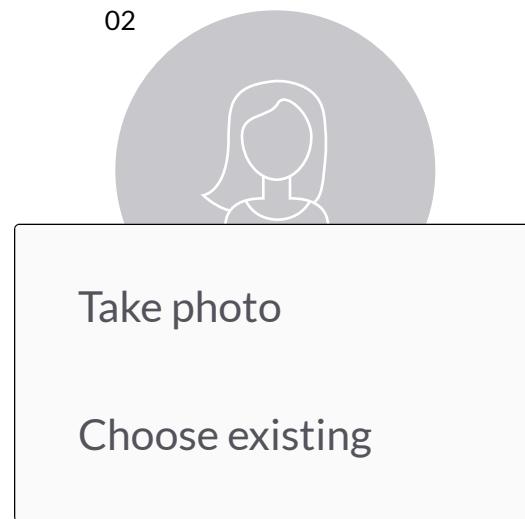
An Android user is also adding a new photo to their profile. However, their options are in sentence case.

### Bonus Example:

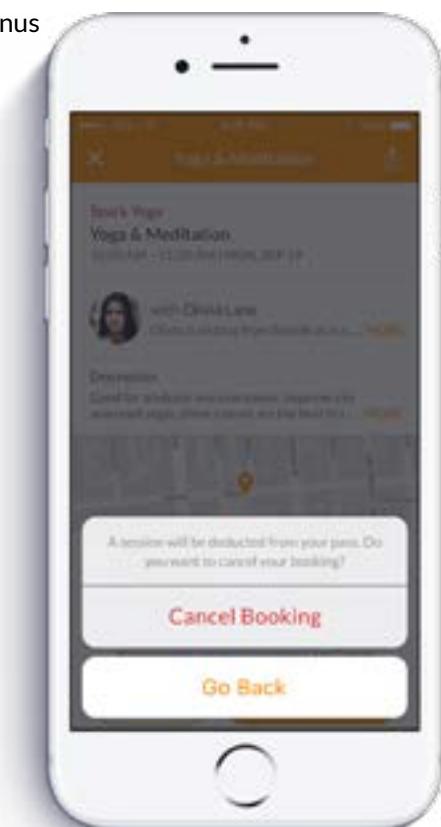
Depending on the workflow, some iOS action sheets need microcopy. For instance, when a MINDBODY app user is canceling a booking, they may not realize they won't get their pass back.

The modal and dialog CTAs are important because they're messages that demand a user's complete attention. In fact, a user cannot move forward in a workflow until they have read and responded to the message. To ensure these elements are easy to understand, we never ask more than one question and rarely include more than two CTAs.

**Level:** Primary    **Case:** Title case    **Limit:** 3 words    **Design:** iOS title case | Android all capitalized

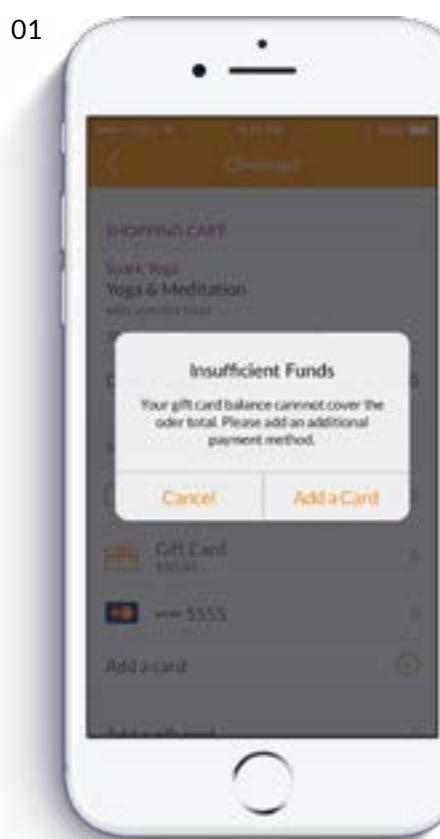


**Pro Tip:** A user can exit an Android simple menu by tapping out of the modal, which is why we don't include a "Cancel" CTA.



### Example 01

Modals have two primary CTAs that are in title case. You can see this in iOS where the user is asked to add a credit card to their account.

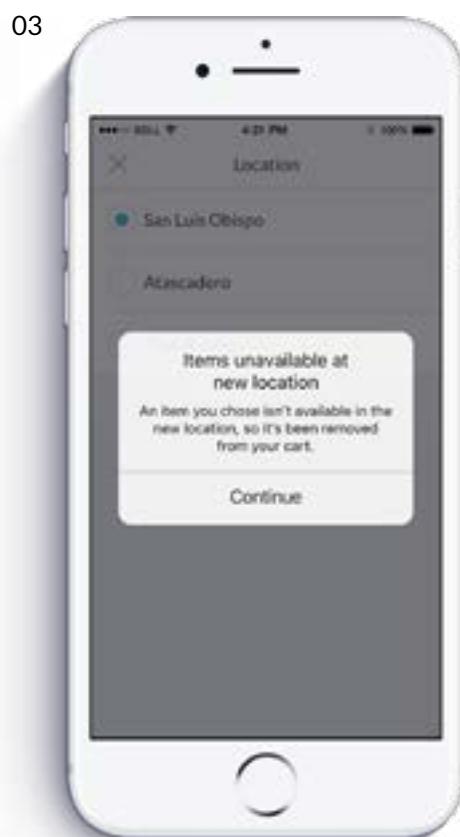
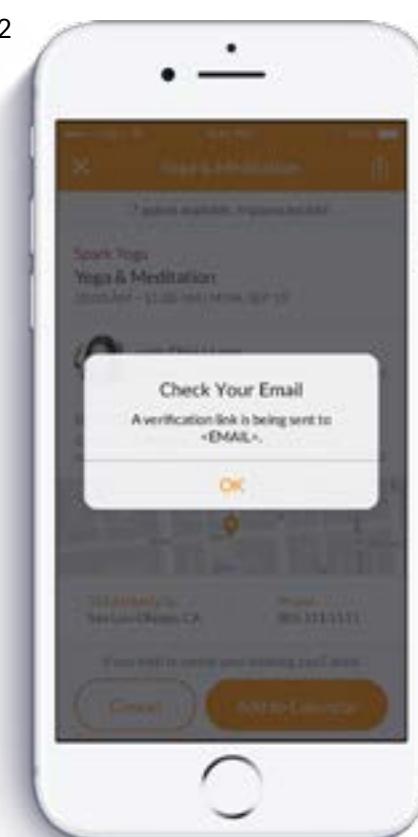


## Example 02

Some modals only have one action: “OK.” This option functions the same as an X to close the modal. The user in this example is asked to verify their email address. We give them a confirmation to check their email and their only option is to dismiss the modal.

## Example 03

A business app user is in the middle of a sale. They added something to their cart, then tried to switch locations—but the new location doesn’t carry the item they put in the cart. This one-button alert appears so they aren’t taken by surprise.



Pro Tip: 

To save space and stay conversational, we use the term “OK”—never “Okay.”

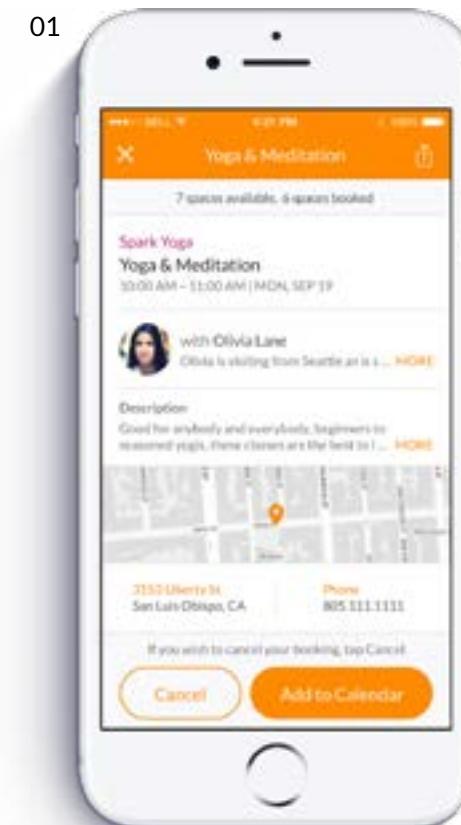
## Expansions and Hyperlinks

Not seeing enough info? Expansions and hyperlinks are in-text CTAs that show a user more details. Expansions say “More” or “Less” to expand and contract a block of copy; hyperlinks most often say “Learn more” to send a user to other resources, like the Support Center.

**Level:** Tertiary    **Case:** Sentence case    **Limit:** 1-4 words

## Example 01

MINDBODY app service info screens include sections that provide additional details about the staff member or the business. The business writes these sections, and they can be longer than two lines. In Android, a user can tap on an expansion—“More” or “Less”—to expand or collapse that section.



- Call to Action -

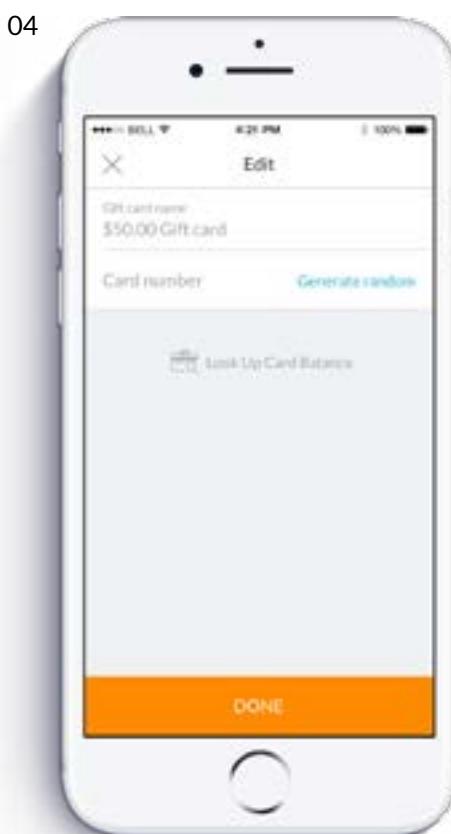
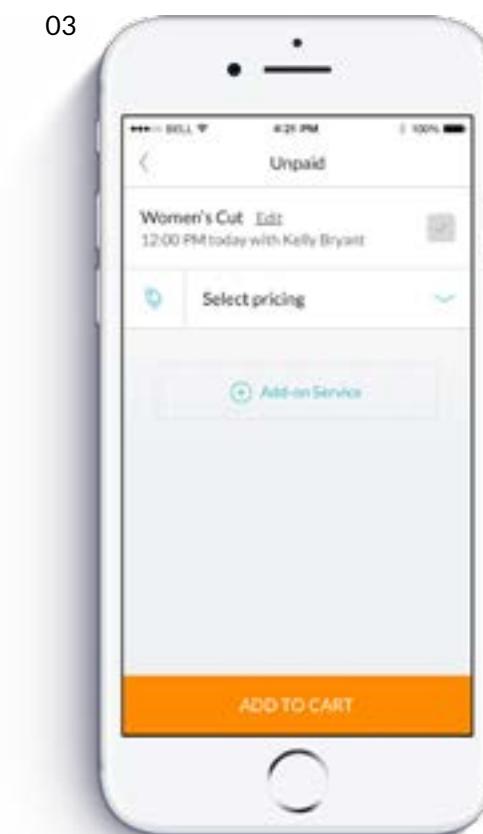
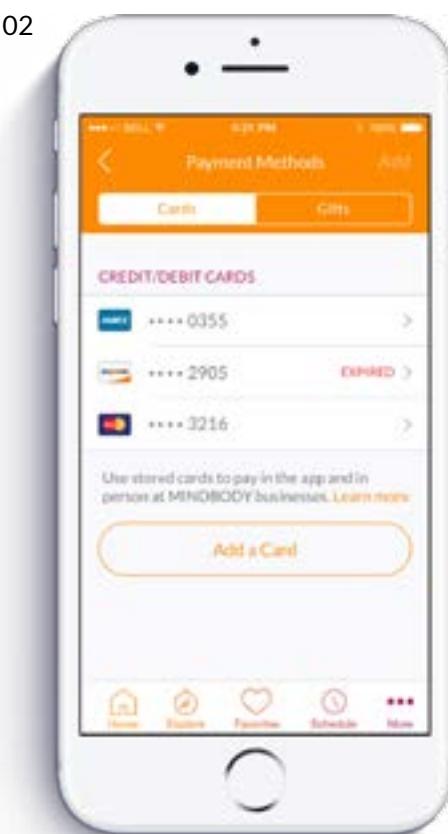
## Example 02

Hyperlinks, like this one in the MINDBODY app, can be found at the end of contextual microcopy. In this instance, a user may have questions about payment methods that the microcopy doesn't answer. Hyperlinks are in sentence case and don't have punctuation—even though they are at the end of a sentence.

- Call to Action -

## Example 03

The cart in retail uses both expansions and hyperlinks. In the business app, a user can tap on the  next to "Select pricing" to find out more info.



## Example 04

Here the user was trying to sell a gift card which needed a card number assigned. The user clicked 'Get random number' and the software filled in a made-up number. Magic!

## Pickers (Carousels)

Pickers (a.k.a. "date pickers" or "carousels") help a user easily choose a number when entering a date.

Level: Secondary

Case: Sentence Case

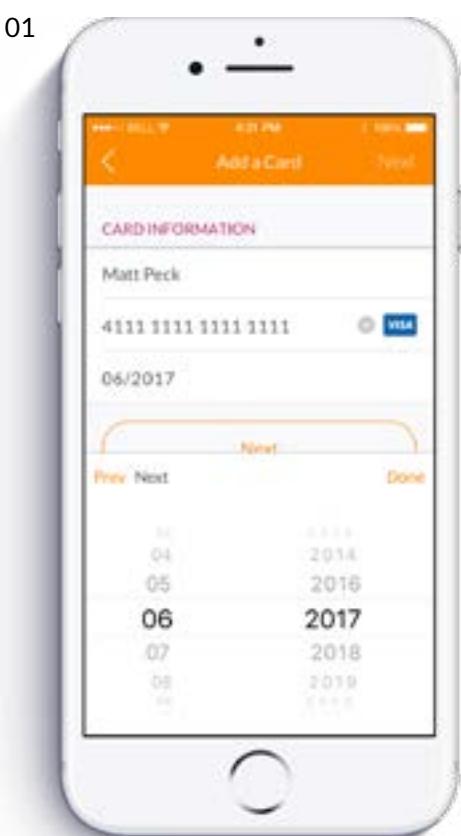
Limit: 8 Digits

### Example 01

iOS and Android users of the MINDBODY app can add a credit card to pay for passes. To speed up the process, we have handy pickers (carousels). We display these in numerical format because that's how the expiration date appears on their credit card.

### Example 02

In the MINDBODY app, gift cards have the month written out because gift cards are often purchased as birthday gifts and users are more likely to recall a birth month as a word over a number.



## 05 Microcopy

As users move through our products, they should feel that MINDBODY is always there to help. One of the best ways achieve this? Microcopy.<sup>11</sup> Microcopy is small lines of informative copy, strategically placed where we anticipate users will need it most.

There are two types of microcopy in our products: CTA microcopy and contextual microcopy. While elements like CTAs and text input fields show a user their options, microcopy helps a user understand those options.

### Microcopy

Small bits of text that provide guidance and instruction; works to alleviate users' potential confusion

<sup>11</sup>Though microcopy be but little, it is fierce! And by fierce we mean really effective.

## CTA Microcopy

We usually place CTA microcopy above the pill button. Since pill buttons are reserved for larger, more consequential decisions—like booking or paying for a service—microcopy is placed here to help the user make the right choice the first time.

### Our convention:

We don't use microcopy unless we have to (i.e. if the context isn't clear enough). If the UX Writer on a project feels like it's needed, use a maximum of two lines and periods only if there's two sentences.

### Why:

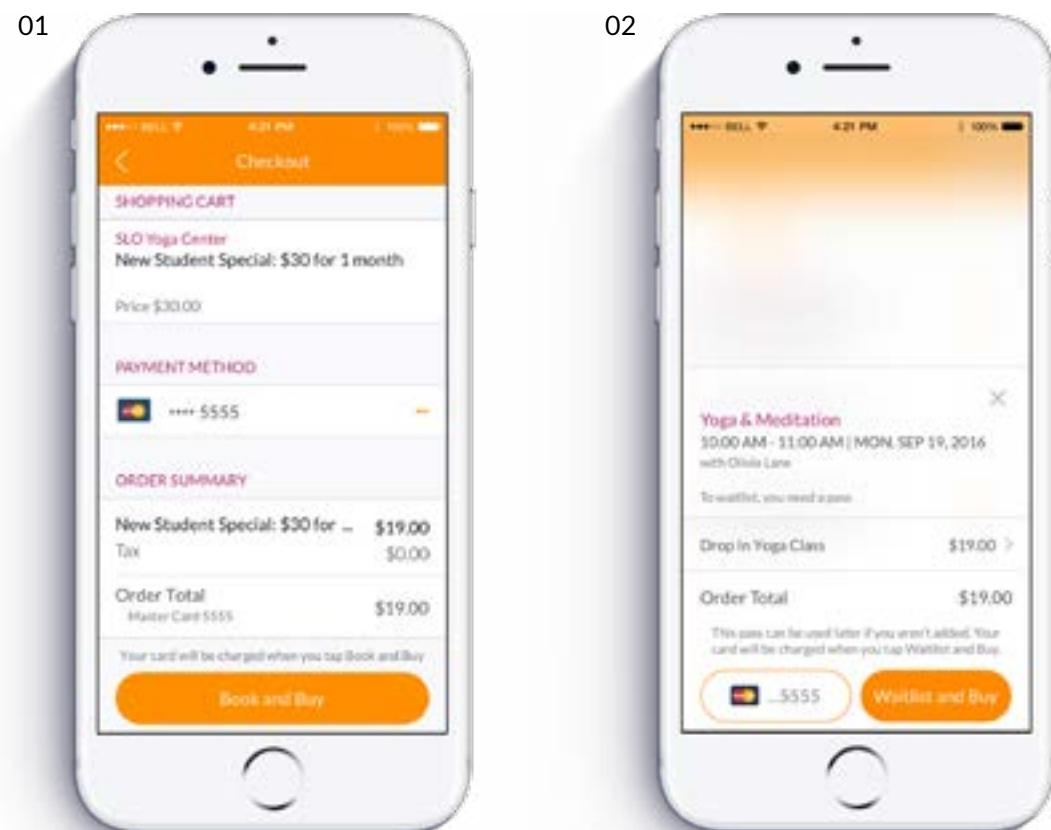
The user should always feel informed and in control—especially when it comes to their time and money. Microcopy helps with that, particularly with non-power users who may not be as confident when making decisions.

### Example 01

When a user wants to book and buy a service, we're obligated to let them know when a transaction will happen. In this case, their credit or debit card will be charged when they tap the CTA, "Book and Buy." We use microcopy to explain that.

### Example 02

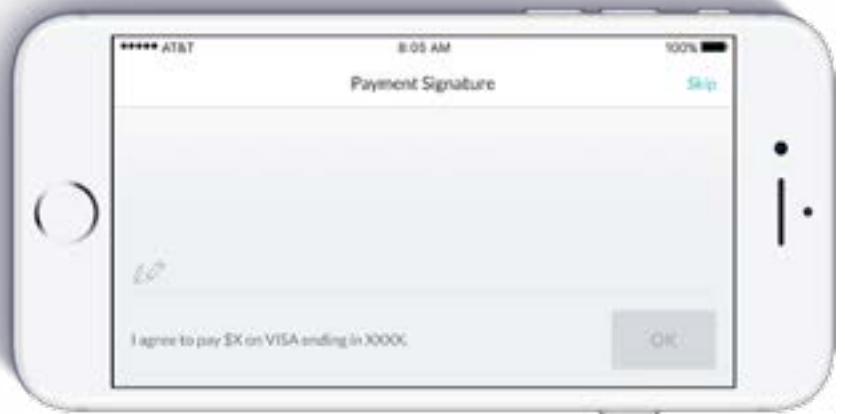
When a user is joining a waitlist but they must buy a pass due to the business' policies, we have two pieces of important information: their card will be charged immediately and their pass will remain available if they don't make it off the waitlist.



### Example 03

You might know this type of microcopy by another name: legalese. In this example from Checkout on desktop, it allows the user to say, yes, I'm signing a contract and agreeing to pay for it.

03



### Contextual Microcopy

Not all microcopy lives above a CTA. Sometimes it's used to explain other elements or provide additional information and context. While CTA microcopy drives a user's decision, contextual microcopy helps a user understand particular elements on the screen, whether or not they're tappable.

#### Our convention:

Never exceed a single line, no periods unless it's more than two sentences, and it's sometimes just a phrase.

#### Why:

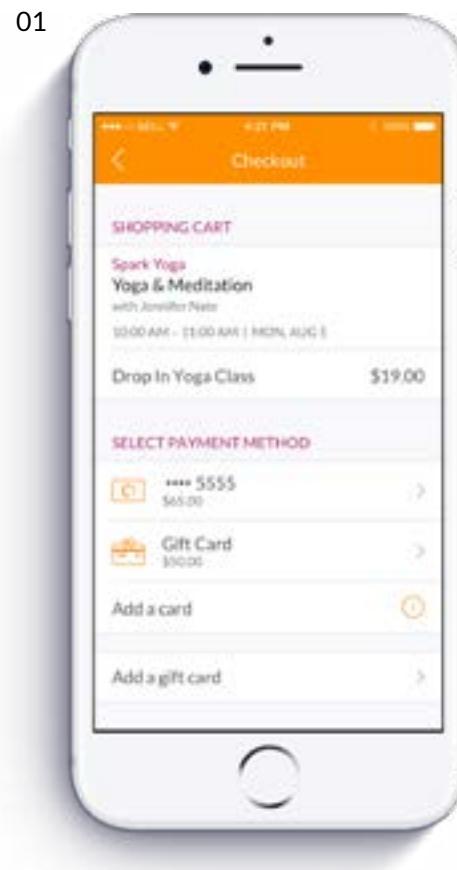
We don't want to create clutter on the screen, but we do want the user to be as informed as possible.

#### Pro Tip

In the app, "Cancel" is used in two ways: 1) canceling a service or 2) getting out of an entire workflow. Use microcopy to explain which one we mean.

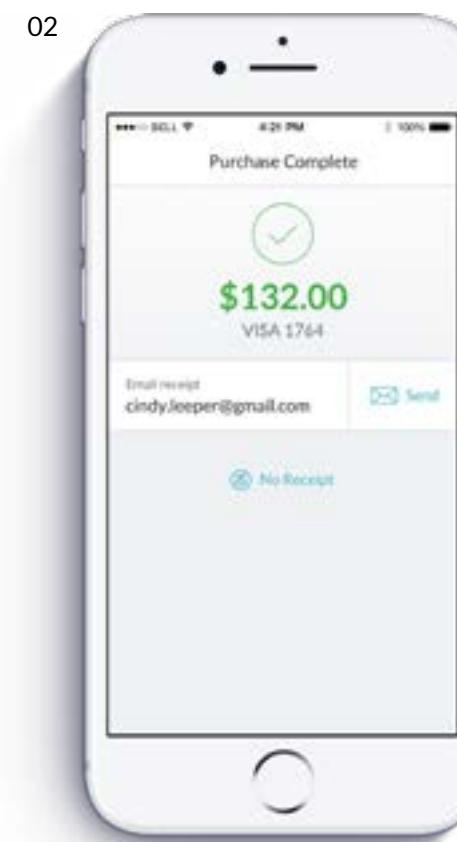
### Example 01

When a user is buying a pass, we want them to know the status of certain payment methods. In this example, the user has a MINDBODY card and a gift card. The microcopy shows the balance on each—so they know if they have enough funds for that purchase. See “\$65.00” and “\$50.00.”



### Example 02

The main purpose of this page in the business app is to let the user know that the sale is complete. If the user paid with a credit card, we include the card type and last four digits of their card number.





- Tipsy -

## 06 Tipsy (Hover Text)

Is it a bird? Is it a plane? Sadly, we don't have superheroes flying around our software helping users<sup>12</sup>. We do, however, have helpful copy that hovers. Tipsy appear when a user presses down on or hovers their mouse over certain non-CTA elements. The copy isn't persistent and usually disappears when the user lifts their finger. Hence, its nickname: "hover text."

### Our convention:

Short phrases are preferred and punctuation is used only when there are two or more sentences. The copy should directly relate to the element being pressed on.

### Why:

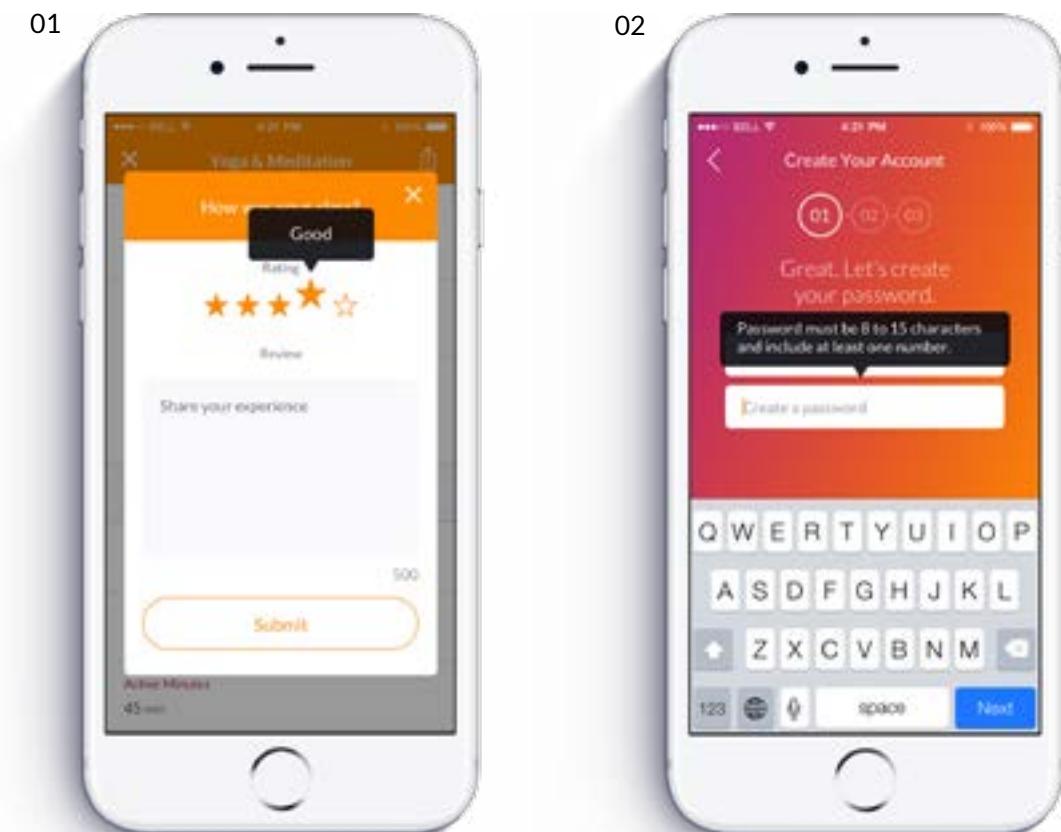
Never bank on a tipsy; copy should be clear on its own. They're explanatory fallbacks—if a user is reading a tipsy, odds are they need a little more clarity or context.

### Example 01

After a user has experienced a service, they can rate it on a traditional 5-star scale. For each star, a tipsy appears to help. The 4th star is, "Good."

### Example 02

When a user creates their account, they must enter a password. They may not know our password requirements, so a tipsy is there to explain.



<sup>12</sup>Though we've put in the request.



## 07 Text Input Fields (Forms)

If you've ever been to the doctor, attended a school, or held a job, you've filled out a form. MINDBODY has forms that ask for everything from your name and phone number to your credit card info and billing address. Sound personal? Some users think so. Research<sup>13</sup> shows that people can be wary of giving out their digits. Knowing that, we keep all forms simple, clean, and professional.

### Our convention:

Each cell should state which piece of information is needed in 1-2 words. The copy is in sentence case and the only approved punctuation is a backslash (/) for "State/province." To avoid repetition, we don't provide instructions—i.e. instead of "Select country," simply write "Country."

### Why:

We love incorporating our personality into consumer products<sup>14</sup> but when sensitive info is shared or recorded, our user's trust comes first. That means staying away from excessive copy and humor.

<sup>13</sup>When in doubt about user sentiment, [ask our research team](#). They have a ton of delightful and insightful data—plus one of them was our company's first copywriter. Can you guess who?

<sup>14</sup>Heck, we even wrote a [Voice and Tone Guide](#) about it.



### Example

When setting up a MINDBODY app account, users must fill out info for their profile. In each field, there is text that states exactly which information is needed. As a user types, our placeholder text is replaced by theirs.



## 08 Numbers

Don't worry, this section isn't about math. But it is about precision. When a consumer or subscriber is dealing with a service, there are a lot of numbers involved, including price, timestamps, and credit cards. Numerical information must be clear and accurate.

### Prices

#### Our convention:

Show every character to the cent, even when there are zeros. Prices should look like \$0.00. For example, write "\$5.00" and "\$60.00" instead of "\$5" or "\$60."

#### Why:

We want to show accurate pricing down to the cent. But unlike timestamps, we don't want to include every possible character... writing "\$0060.00" would be a bit ridiculous.

### - Numbers -

### Timestamps

#### Our convention:

Show every possible character to the hour and minute, even when there are zeroes. Timestamps should look like "00/00/0000" for the date and "00:00 AM - 00:00 PM" for the time. For example, write "01/07/2020" at "07:00 AM - 08:00 PM" instead of "1/7/2020" at "7 PM - 8 PM".

#### Why:

Have you ever read an invitation and mixed up your AMs with PMs? Or 2 o'clocks with 12 o'clocks? Not fun. Timestamps carry a lot of info in a really tiny amount of space. Laying out every possible digit and character with spaces in between encourages the user to look at the whole timestamp, not just one piece.

### Credit Cards

#### Our convention:

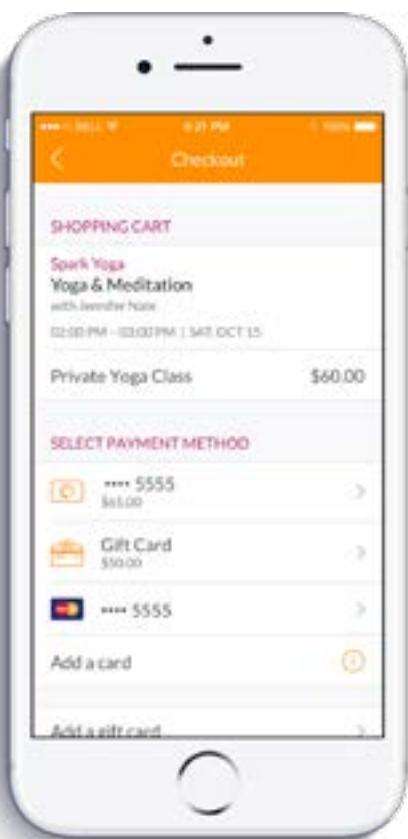
Once a credit card number is entered, only show the last four digits. Credit cards numbers look like "\*\*\*\*0000."

#### Why:

Research shows that users get nervous when providing their personal info—especially when it has to do with money. And we get that! Only showing the last four digits of a credit card is an industry standard.

## Example

In the MINDBODY app, the Checkout page shows all three types of numerical values. Even though they are separated by different cells, the price and timestamp shows prominence and accuracy while the credit card shows privacy.



## 09 Messages

Modals, pop-ups, light boxes, oh my! Working with User Interface (UI) Designers<sup>15</sup>, you may hear some of these terms thrown around. There are six types of messages in our products. Most can be identified by their white background, square shape, and format (including a header, body, and at least one CTA).

Though messages differ slightly in appearance and purpose, there are two consistent traits they all share: 1. Tell the user specific info and 2. Demand the user's attention. In fact, sometimes the message is so important that the user is blocked from moving forward until they deal with it.<sup>16</sup>

<sup>15</sup>Whoa! What's that? We love our UI Designers just as much as our UX Designers. But if you're new to the product world, it's good to know the difference.

<sup>16</sup>See also "You shall not pass."

## System Messages (Device Messages)

Almost all messages are written from the perspective of MINDBODY with one exception: system messages. They occur when the user's operating system needs access or permission to complete a task. iOS and Android provide the content. We don't alter the message's header, but we sometimes tweak the body to tell the user why the system message was triggered.

### Our convention:

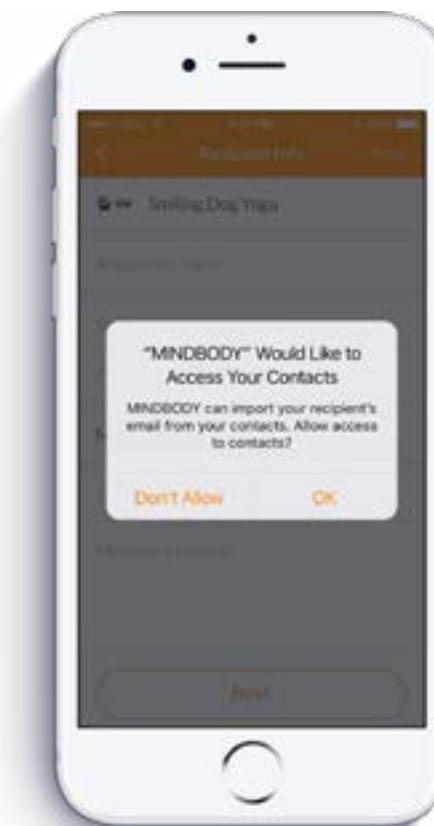
Leave the header as is and change the body to show our user the value of choosing "OK". The body should not exceed three lines. (Shorter is always better.)

### Why:

System messages can look pretty intimidating. They are generally robotic, alarming, and don't adhere to the MINDBODY Voice and Tone—or design—brand. To reassure the user, we soften the message in the body.

### Example

In the MINDBODY app, iOS needs access to the user's contacts. The header is copy from the system and the body provides the reasoning behind it.



## Banners

As in life, the digital world can get complicated. Is Matty waitlisted for a class? Let's tell him where he is in line. Does Alissa want to buy a deal? She should know if she's eligible. Banners—positioned under the navi header—are used to modify the content of a screen to match a specific user's experience.

Content in a banner falls into three categories: low priority, medium-priority, and (you guessed it) high-priority.<sup>17</sup>

### Our convention:

Space is limited—keep it concise. Ideally, a banner is a single phrase without punctuation. The maximum is two-sentences and two-lines with minimal punctuation. Fragments are acceptable.

### Why:

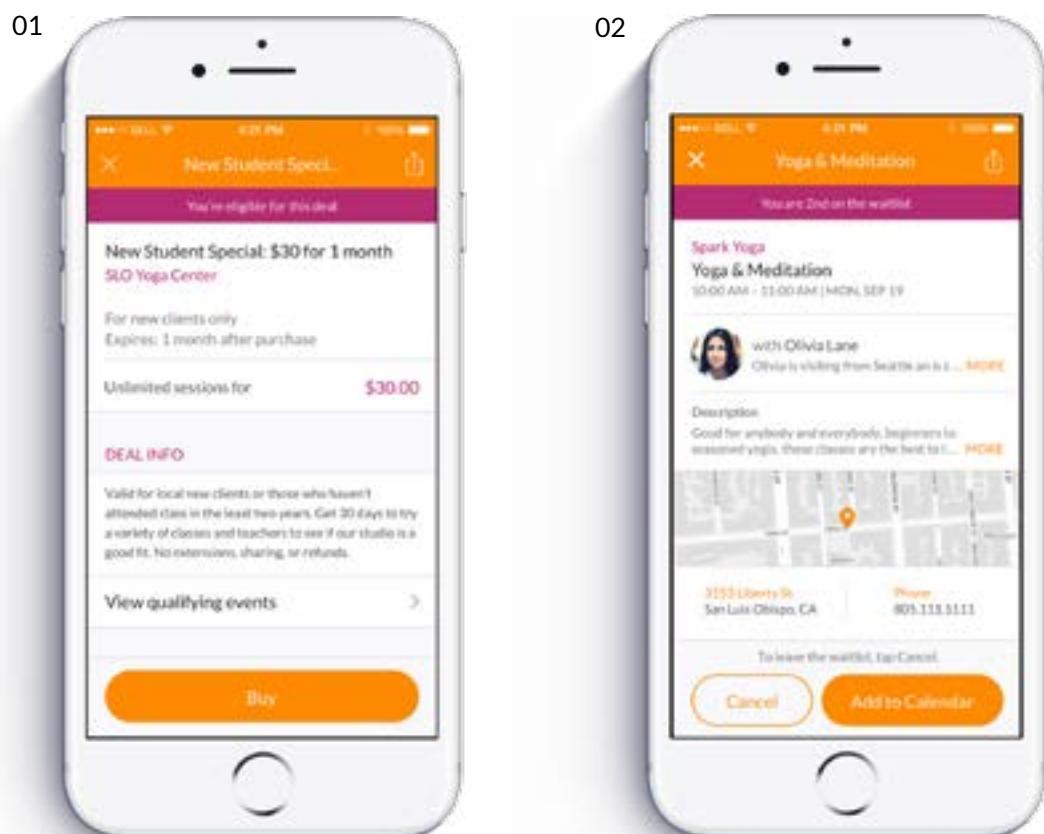
Banner copy is important, but shouldn't be distracting. A user should be able to understand a banner at a glance.

### Example 01

In the MINDBODY app, a user has clicked on a deal they're interested in: "New Student Special." We recognize that the user hasn't bought this deal before and can purchase it now. We use a short line with no punctuation: "You're eligible for this deal"

### Example 02

The same MINDBODY app user may be waitlisted for a class. We want to give them hope, so we show them where they are in the line. This dynamic copy allows the user to watch the waitlist numbers change as other customers book or cancel their reserved spots. We use two short phrases with punctuation.



<sup>17</sup>In the MINDBODY app, our rockstar designers help our users see the differences in priority with color coding. [Read their library for the deets](#).

## Errors

ARGH! The dreaded error message. No one wants to be in the middle of booking a spin class only to find that their request didn't go through.

A lot of error messages out there cause users to feel lost, confused, or downright angry.<sup>18</sup> But as the MINDBODY Voice and Tone Guide explains, errors don't have to be deflating—they can be opportunities for us to build trust with our users.

There are three ways we present errors: as a red banner at the top of the page, as a dialog box, or in-line with a text input field. The copy should be clear and informative. Most importantly, they should also present actionable solutions the user can try immediately.

### Our convention:

Error messages differ between iOS and Android. iOS may have a header, a body, and a dismissal CTA that reads “OK.” The header should be in sentence case and not exceed the length of a line. The body should explain the issue and offer a potential solution (like “Go to Settings” or “Try again”). Android will only have a body. A user can tap out of the message or wait until the message times out.

### Why:

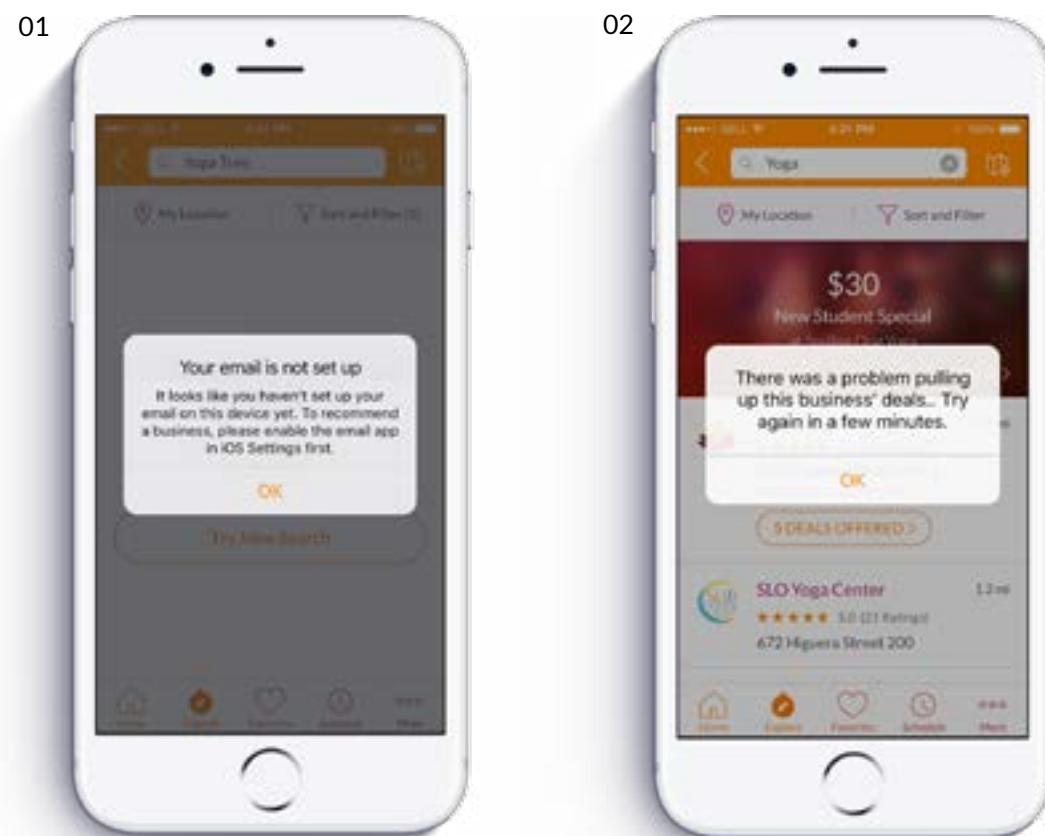
Since error messages are already unpleasant, we don't want our users spending too long reading the copy, trying to decipher it, or looking for a solution on their own.

### Example 01

In MINDBODY iOS app, a user cannot recommend a business to us unless they have set up their email. The header provides that general message and the body offers more detail, as well as a solution. The user taps “OK” to return to the main screen.

### Example 02

In MINDBODY Android app, a user can see all of the deals offered at a business. On the main screen, they would tap “5 DEALS OFFERED.” However, if there is an issue pulling up that info, we give them an error message. Unlike iOS, this message is more discreet (without a full header and CTA). We still provide a possible solution to “Try again in a few minutes.”



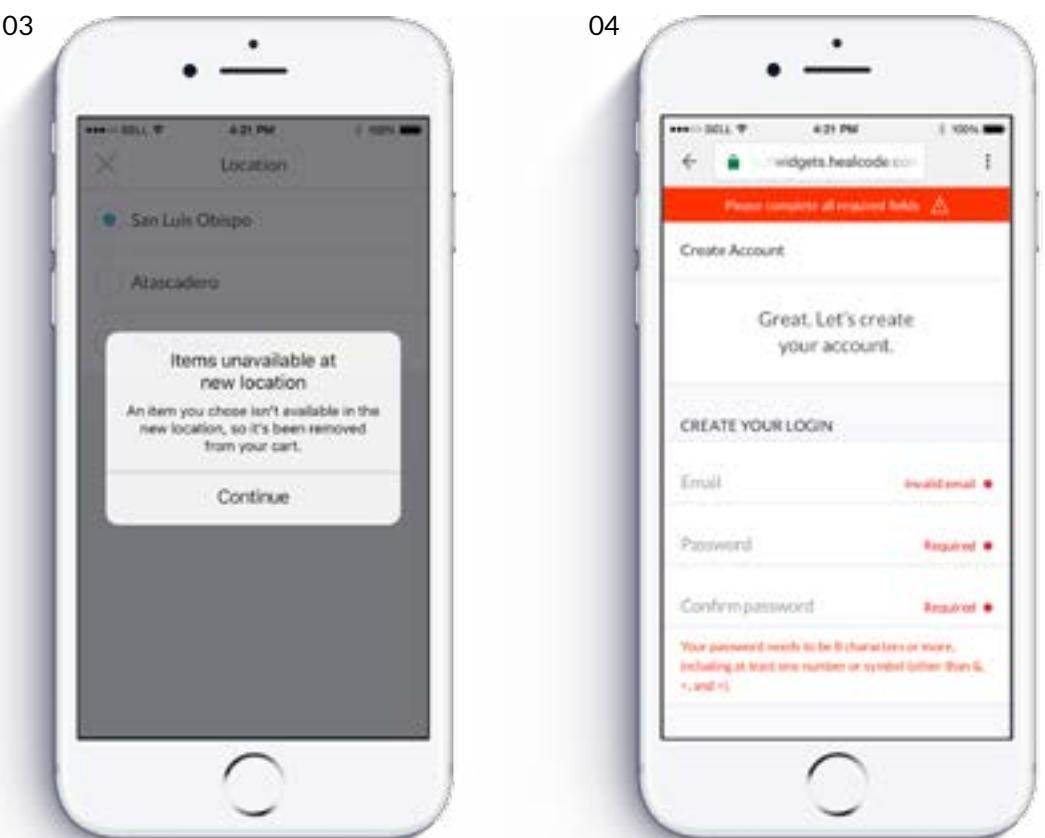
<sup>18</sup>Codes, jargon, red x-es... oh my!

### Example 03

In the business app, the user wants to change locations but something in their cart isn't available at the new location. The header summarizes the problem, the body tells them what happened, and the CTA allows them to take action.

### Example 04

A user might try to sign in to Branded web without the correct email or password. We provide clear and simple lines to let them know what went wrong. Not fuss, no muss.



## Dialog Boxes

Dialog boxes are functionally similar to error messages but instead of telling a user something has failed, they confirm that something has or is about to happen. The content in a dialog box is generally positive. It shows the user how they can get from one step to the next.

### Our convention:

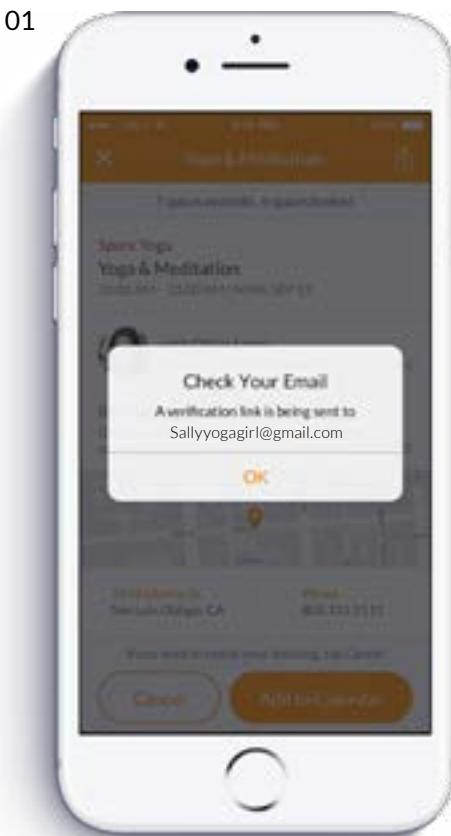
Use a header, body, and at least one CTA. Write headers as a quick question or statement that is answerable by the CTA in title case. The body gives insight into why the user may or may not want to proceed.

### Why:

Often, a user won't read an entire dialog box. They will just see the header and make a decision. We want that header to stand on its own for power users, but we include the body to assure new users.

### Example 01

A MINDBODY app iOS user has sent an email to themselves in order to verify their email address. We can't open their private email client, but we can tell them where to go. In this case, the CTA is our dismissal: "OK."



## Custom Modals

Custom modals, like dialog boxes, tend to be a positive experience for our users. They can be identified by their radiant designs, like in the MINDBODY app. And instead of showing a failure or a step within a workflow, they confirm the beginning or end of a workflow. The copy in these cases should be written with a radiant and authentic voice.

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### Our convention:

Use a body and when relevant, a CTA. The body shouldn't exceed three lines and may or may not have punctuation. The CTA will tell a user what they can do next now that the workflow has begun or ended. Or, in the case when there is no CTA, a user can tap out.

### Why:

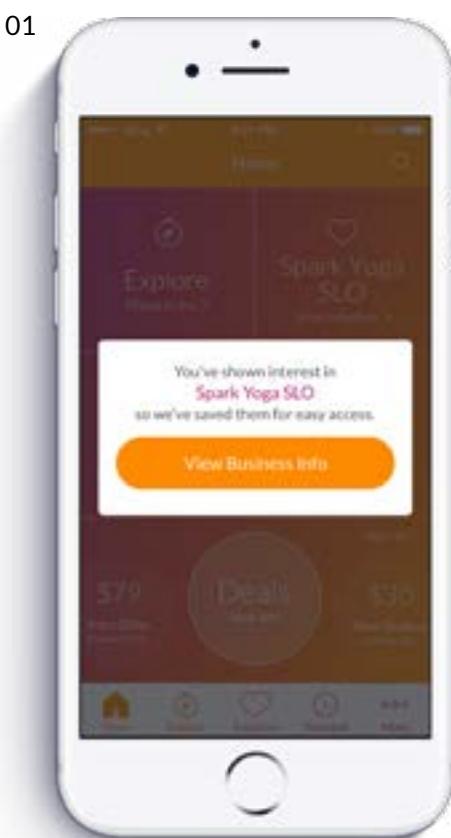
People like seeing their achievements. And we want to show our users the great things our products can do for them. This is our moment to be excited for our users.

### Example 01

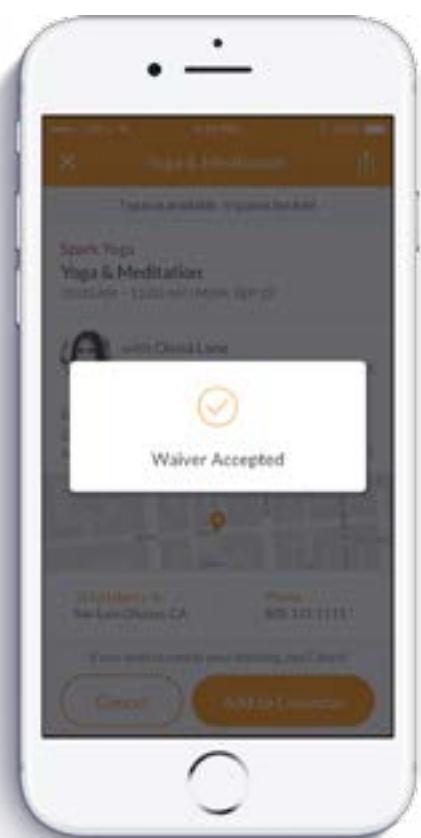
A new MINDBODY app user has been to a MINDBODY business before. We've helped them out by saving that business in their account. The body of this custom modal shows "they've been saved in your Favorites" and why: "you've shown interest." The user can either tap out of the modal or tap on "View Business Info" to see the business.

### Example 02

A MINDBODY app user has digitally signed a liability waiver to start taking classes at a business. This modal confirms that their waiver has been accepted. Since this is the end of a workflow, the user can tap out of the modal.



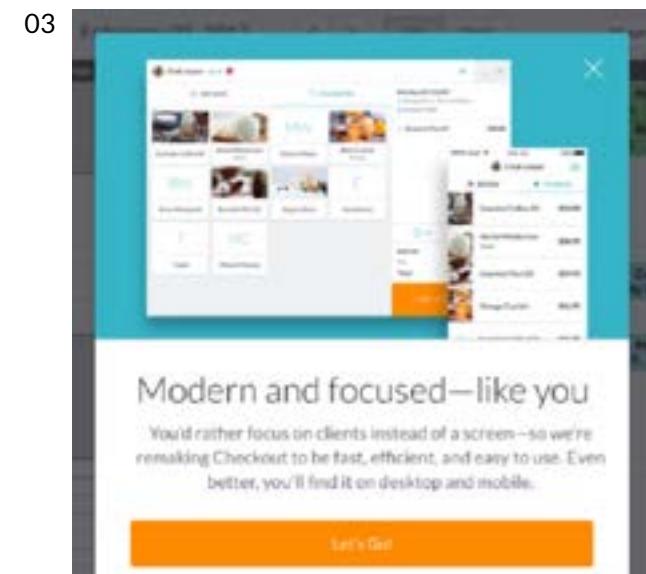
01



02

### Example 03

This custom modal in retail was built for first-time users. Tapping the "Let's Go!" CTA brings users into the retail experience.



03

## Snack Bars and Toasts

Like non-error banners, snack bars are simple, sweet, and meant to give a user helpful info that otherwise isn't on the screen. They're mostly used in Android, but they pop up occasionally in iOS too.

### Our convention:

Use one to two sentences or phrases and never have punctuation at the end when it comes to a single line. There's one exception to that punctuation rule: when we are thanking the user, the snack bar gets an exclamation point. Use a snack bar to confirm a user's action, but not to show a user's status for a class or deal.

### Why:

Providing constant feedback creates a better customer experience. Does the user know their purchase went through? Do they see that their phone number has been saved in the app? Tell them!

### Example

In the business app, we tell subscribers when they've made a sale. Our confirmation reads, "Sale complete! Email sent." Our core software has similar messaging. For instance, when a business owner has filled out their banking info for Stripe, we give reassurance by saying, "Saved! Your payout info is up to date." None of this info is critical—or surprising—but it does offer user satisfaction and closure.



 Saved! Your payout info is up to date.

### Pro Tip:

One of the MINDBODY Voice and Tone attributes is to be Authentic. To not seem disingenuous, we limit ourselves to one exclamation mark at any given time. Generally, exclamation marks are sparingly.

# Thanks for visiting the UX Copy Library!

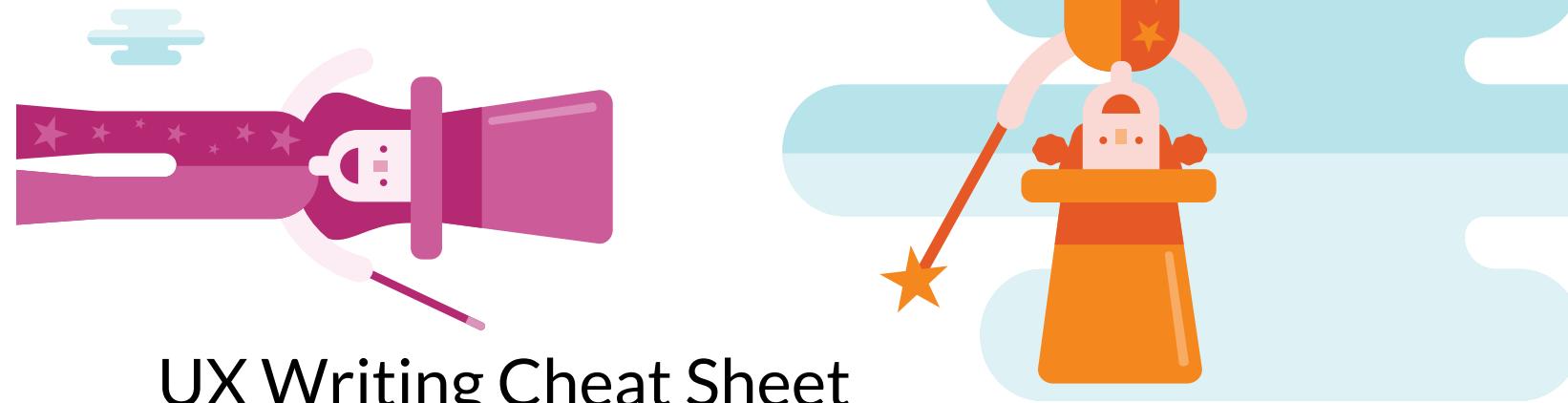
We hope it made your day a little bit better.

There'll be more copy conventions to come<sup>19</sup>—send your suggestions our way and we'll be back soon with the next version.

-Your UX Writers  
Cait Smith, Michael Milch, and Talia Ledner



<sup>19</sup>See also "Continuously Evolving" in the [MINDBODY Core Values](#).



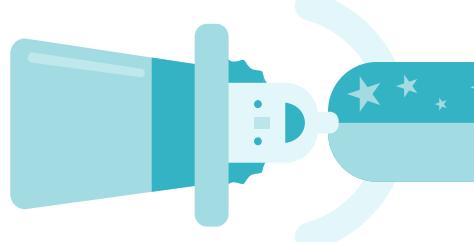
## UX Writing Cheat Sheet

### Punctuation

- Honor the Oxford Comma.
- Use exclamation points sparingly, if ever. Never use more than one at a time.
- When writing banners, microcopy, or error messages, don't include periods unless there are two or more sentences.
- Don't use ampersands (&) or hashtags (#). They can cause issues for designers and translators.

### Capitalization

- In general, favor sentence case over title case.
- Use sentence case for all microcopy, tertiary CTAs, and most types of headers.
- Use title case for primary CTAs and navigation headers.



### Words, Phrases, and Sentence Structure

- Avoid jargon and technical language; shoot for a more conversational, human tone.  
For example, use "Buy" instead of "Purchase" and "Sign in" instead of "Log in"
- Use contractions as often as possible.
- Truncate words when it saves space, but not at the expense of clarity.  
For example, use "OK" instead of "Okay" and "Info" instead of "Information."
- Write instructions with the goal first and the how second. For example, say, "To delete your card, please contact the business" instead of, "Please contact the business to delete your card."
- Brevity is best. To help our translators, favor the shortest version of copy.

### Design Elements

- CTAs should start with an action verb and rarely exceed three words.
- Never ask more than one question in a modal. Put one in either the header or body, but not both.

### Voice

- Stay conversational—consider how people really speak and write that way.
- Have empathy and shift your tone based on what the user might be feeling.
- Shoot for maximal clarity in minimal words. Edit, edit, edit.

We said it before and we'll say it again:

**Great UX Writing is simple, straightforward, helpful, and empathetic.**

