

The JobPay Style Guide

Principles

These content principles will help make the user experience helpful and simple for our users.

When writing for users, you should:

1. **Make sure user questions are answered with tooltips or microcopy.**
2. **Keep voice and tone consistent across channels and platforms so users know what to expect.**
3. **Prioritize info hierarchy and make text scannable through front-loading and visual emphasis.**
4. **Make sure tasks are user-centered by reducing cognitive burden and keeping tasks simple.**

Voice

When we write for the JobPay app, we want to use a consistent voice. Here's how to sound like JobPay.

Voice characteristics

- **Casual but not informal**
We miss you! Come back and make a new business connection!
- **Enthusiastic but not intense**
Great work! You received payment from Jordan L.
- **Helpful but not over-explanatory**
Reach out to us directly at info@jobpay.com if you have any other questions.

Word choice

Provide at least 8 examples that describe the preferred terms to use in the JobPay app.

USE THIS WORD	DON'T USE THESE WORDS	SAY WHY (RATIONALE)
fee	expense	"Fee" focuses on cost for actual services (from freelancers, in this case), whereas "expense" is more general
invoice	bill	"Invoice" is more commonly used and it usually includes the details or services completed instead of just the amount due

manage / track	check	"Manage" and "track" are more interactive for users who want to stay on top of progress and/or payments
rate	price	"Rate" is more flexible in terms of certain services and conditions
client	customer	"Client" is more relevant to JobPay's services and they also represent a closer relationship
services	deliverables	Everyone may not know what a "deliverable" is, and "services" is more commonly used
freelancer	independent contractor	Though both are similar in meaning, but "freelancer" is shorter and simpler
business owner	entrepreneur	For the purposes of JobPay's features and benefits, "business owner" is simpler and easier to understand

Tone

- Success or Confirmation: Enthusiastic
Cha-ching! You received payment from Rae S.
- Error Message: Matter-of-fact
Sorry, your payment was unsuccessful. Check the recipient's name and try again.
- Empty State: Positive and Helpful
No connections yet. Invite a freelancer to help grow your business. [Send invite]

Styles

Follow these style rules throughout the app interface.

Page (screen) headings

- Use sentence case
- No ending punctuation (Occasional question marks and exclamation marks are okay)
- Always use contractions to sound more casual and friendly
- Use questions and statements
- Be concise (no more than 6 words)

Subheadings

- Use sentence case
- No ending punctuation (Occasional question marks and exclamation marks are okay)
Exception: Use a period if there is more than one sentence.
- Always use contractions

- Subheadings can be more casual to sound more approachable

Onscreen instructions

- Use sentence case
- Be clear and concise. Make sentences as short as possible.
- Begin with a verb and use commands
- Include a Skip or Close option for frequent users to tap
- Use visuals if it helps explain things easier than text

Tooltips

- Use sentence case
- Keep it short and use correct punctuation
- Titles are optional
- Create bullet points for any information requiring more than 3 lines

Error Messages

- Use sentence case
- Use correct punctuation
- Keep it brief and simple: 3 sentences max
- Use contractions to stay conversational but matter-of-fact
- State the problem first, then add a solution
- Add a link when necessary and underline it so it's clear that it's a link

Button text

- Use Sentence Case
- Keep it short: 4-5 words max
- Start with a verb
- Articles (a/an/the) are not necessary

Date formats

Dates should use 2 digits for the month, 2 digits for the day, and 4 digits for the year as this is the typical date format used in the U.S.

Example: 04/12/2022

Currency formats

Currency should be formatted as \$xx.xx. Use a comma to indicate anything above 999 so it's easier to scan and to avoid any financial misunderstandings between users.

Examples: \$123.45 or \$10,750.10 or \$10,00