

klaviyo[™]



Design Power-up

Writing in plain language

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What is plain language?

01

What is plain language?

Language your audience can understand the first time they read it.

Benefits of plain language:

- Easy to learn
- Easy to recall and use again in the future
- Easy for the user to accomplish their goal

Why does plain language matter at Klaviyo?

02

Plain language is accessible

Content is an essential part of the user experience when interacting with your app using assistive technologies (AT).

- 1 in 5 people have a disability that impacts their ability to see or process words
- Content comprehension is required for accessibility
- Plain language is easier for **everyone** to understand

Plain language puts our customer-first



- Emphasize what the user needs to know
- Respect the user's time
- Makes it easier to accomplish their goals inside the product

Plain language is for a global audience



- Klaviyo has paying customers in **over 80 different countries**
- Our users come from different cultural backgrounds
- English may not be their first language



How to write in plain language

03

Use the active voice

- Be direct and get to the point
- Emphasize the user action, and lead with a verb if possible
- Puts the subject and action first

Don't (Passive)	Do (Active)
A cake was made by me.	I made a cake.
An option from the drop-down list must be selected.	Select an option.
Your message should be reviewed before sending.	Review your message before sending.

Choose simple words

- Use short words (aim for 3 syllables or less)
- Don't use a complex word when a simple word could do the same job
- Avoid acronyms (or define them for your audience)
- Avoid jargon to make the user feel informed and welcome

Don't	Do
Utilize	Use
Aggregate	Total
Configure	Set up

Keep sentences short

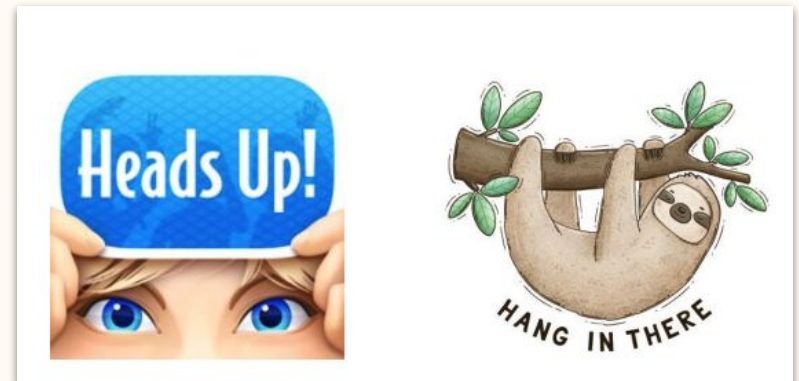
- Focus on 1 point per sentence
- Remove unnecessary words (aim for 15-20 words or less)
- Use contractions to write the way people speak
 - **Note:** avoid negative contractions (like can't or won't)

Don't	Do
You are	You're
Remove any words you've written that are unnecessary.	Remove unnecessary words.
You can utilize the entire suite of Klaviyo tools and features to send hyper-personalized targeted messages that perform best in the right channel and at the optimal time.	Use Klaviyo to send personalized messages at the right time.



Avoid idioms and slang

- Don't use slang or cultural references
- Don't use idioms or figures of speech
- Instead, describe what you're trying to say literally



Don't	Do
Launch a campaign	Send a campaign
Dive into your flows performance.	Analyze your flows performance.
Let's touch base in 10 and do some blue sky thinking.	Let's meet in 10 minutes to think of some ideas.

Words and phrases to avoid

- Breakdown
- From scratch
- Boost
- Healthy
- Customer health
- Deep dive
- Drop off
- Dive in
- Pull in

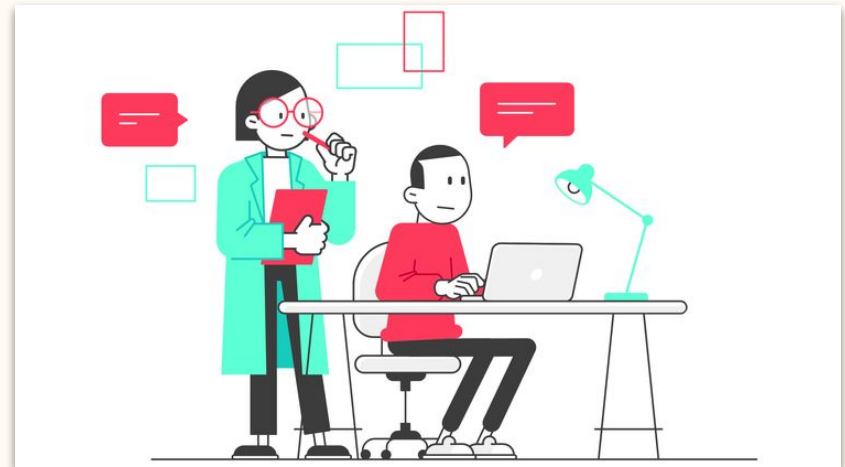
Use words consistently

Using different words to refer to the same thing makes content harder to understand

- Use consistent words for products, tools, and features
- Use consistent verbs for the same actions
- Consider the words the user sees before and after the interaction you're designing for

Test comprehension

- Testing is the **best** time to be intentional about the words in your designs
- Users understand content if they can tell you what it means (correctly) in their own words



Plain language (~~in a nutshell~~) summary

The way you design content on a page makes it easier (or harder) for users to accomplish their goals

- Write in the active voice
- Choose simple words
- Keep sentences short
- Avoid idioms and slang
- Be clear and consistent

Let's practice!

04

Let's practice plain language together

[Visit this Figjam board](#) and work with your breakout group to identify how you could fix some of the following:

- Passive voice
- Complex words
- Unnecessary words
- Long sentences
- Inconsistent terminology

We'll meet up in 10-12 minutes to discuss 🙌

Discussion



How did it go?

- What went well?
- What was challenging?
- What rewrites are you most proud of?
- What questions did you still have?

Thank you for playing ☐

I'd love your [quick feedback in this Figjam](#) 🙏

- Use stamps to rate this session
- Use sticky notes to add comments or other feedback
- [Check out additional resources](#) if you want to learn more

Session recording 🎥

If you're curious about what inspired the activity 🐱

Here's the link to the original [homepage](#) and [reservation page](#)

Want to participate async? 🙏

1. Watch the session recording (first 7 minutes)
2. Make a copy of [this plain language exercise template](#)
3. Rewrite the content to make it a clearer experience
4. [Provide your feedback in this Figjam](#) 🙏