

Handshake Project Style Guide

UX content 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. **Use the same words everywhere, if we say delete don't say remove on the next page.**
3. **Write the most important and primary action first.**
4. **Know the user and their journey. Don't assume your design and content decision on what you would do.**

Voice

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

Voice characteristics

- Simple and useful + it is simple to create a project, follow the hours and send a budget.
- Dependable + our users can depend on us to track their projects whenever, wherever
- Professional + even though we maintain close relationship with our users we are not over friendly

Word choice

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

USE THIS WORD	DON'T USE THESE WORDS	SAY WHY (RATIONALE)
Pay	Charge	This verb is for the business owners when they pay the freelancer. Nothing fancy or complicated, just a verb stating what would happen if they tap it. It is short and easy to localize.
Request Payment	Ask Payment	When the payment from the BO (business owner) is late or when the job finishes earlier than expected the freelancer could also request payment. That's why the button text should be

		what it is.
View Invoice	See Bill	For both sides when they want to view the invoice, the button should say “view invoice.” Bill is more generic than an invoice. So the format of this document would be more detailed.
Track Payments	Watch the Money	When the payment processes, the freelancer should be able to see the progress of their payment. Whether it’s been made, transferring to the account or transferred.
Project Progress	Check Work	This is for the BO. In order to see the progress of their allocated work to the freelancer and to avoid asking every 5 minutes about the process, it is to track the status of the work.
Transfer Fee	Tribute	Handshake must make profit from somewhere, right? I thought they might be having a tiny transfer fee. This is a text which will be on the payment page so the freelancer could see where their money is going.
Account	Profile	This is for the freelancer to change their account information or check their balance.
Report	Snitch	Let’s say there is bad blood between a BO and a freelancer then both of them could report each other for misconduct.

Tone

- Enthusiastic: For the onboarding and creating the first task we should sound enthusiastic as we are happy that our users are here!
- Helpful: When it comes to tooltips, questions or feedback we should be direct and helpful as our users could be nervous or agitated.
- Informative: When we have to deliver error messages or notifications, we wouldn’t want users to stare at the error and try to figure out what we meant. So be informative and avoid technical terms.

Styles

Follow these style rules throughout the app interface.

Page (screen) headings

- Sentence case
- No punctuation

- Headings start with a verb, except the ones on the onboarding page. For onboarding, we ask the users questions to create a communication between the software and the user.

Subheadings

- Sentence case
- No punctuation
- Subheadings are informative titles for the related page. If it is shown for both users, don't add subjects (I,you,he...) or possessive pronouns (mine,yours,his...)

Instructions

- Sentence case
- Use the proper punctuation rules for the language.
- Our instructions can be inside the input field to guide the users on what to do and they can be on a page to explain to the users how an action works. In order not to confuse them with tooltips contact the designated UX Writer on your team.

Tooltips

- Sentence case
- Use the proper punctuation rules for the language.
- When the flow is ambiguous or when the action we ask from our users needs a little bit more explanation then just asking them to complete, we can provide tooltips. If you are not sure when to use one, contact the designated Writer on your team.

Button text

- Always use title case
- No punctuation
- Use verbs first to help the user achieve their goal

Date formats

8 Feb. 2022

Date format should be day in numbers, month in abbreviation and the year in 4 digit number version. Our users might be from everywhere around the world. With this format, using the letters for the month will get rid of the confusion for the people both inside and outside the US.

Currency formats

Currency formats are shown by the symbols. It is universally understandable and convenient for the UI as some of the currency letters can be long.

Use this format: \$100

