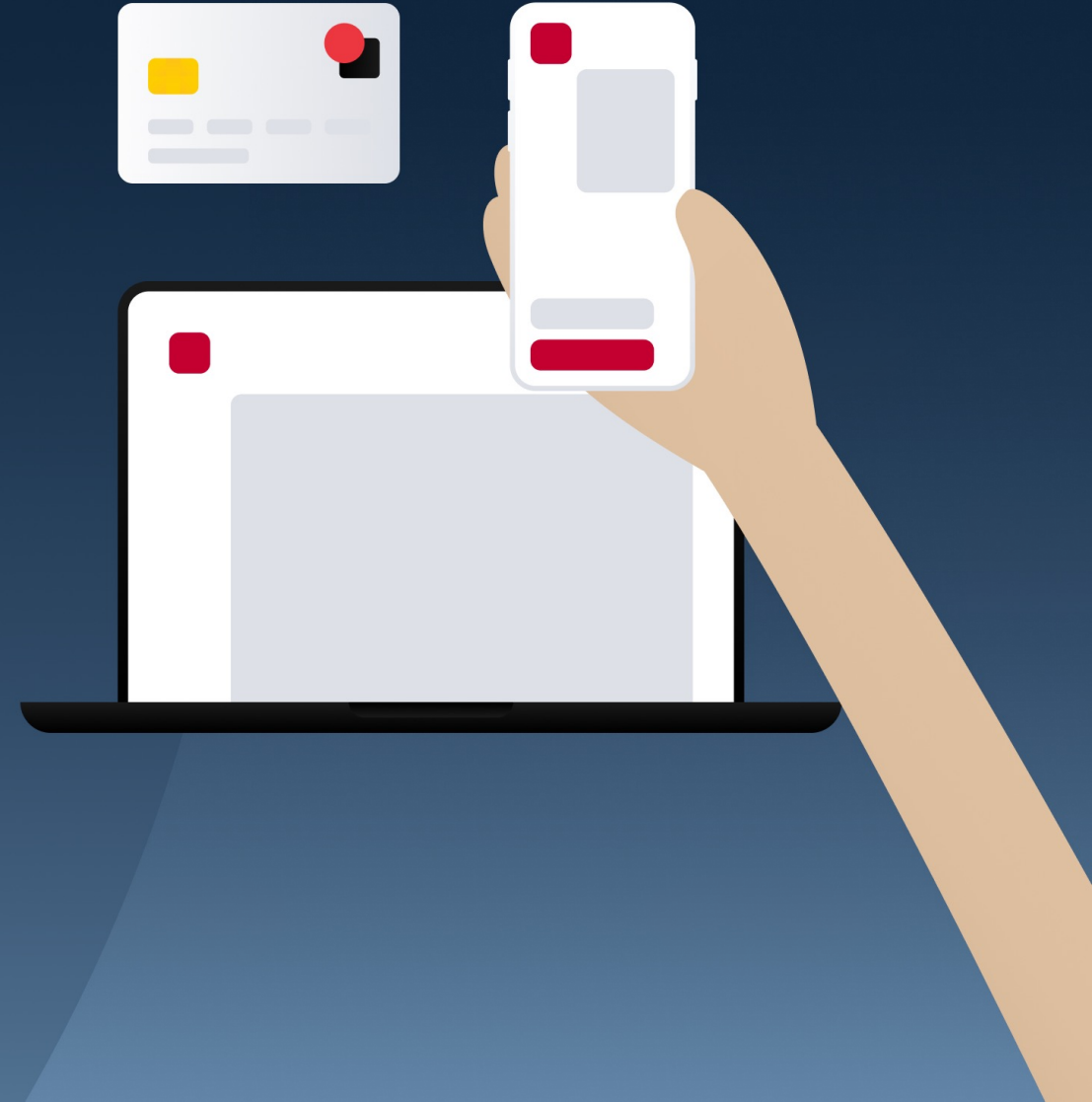




April 2022

Nissan Global Copy Guidelines

Prepared by Nissan Customer Experience



Project Overview

Project Purpose

The purpose of the Copywriting Guidelines project is to develop a set of rules to convey a distinctive and consistent Nissan brand voice, as well as to improve readability and usability across the Nissan digital ecosystem through language and writing.

Project Timeline

Fixed Capacity project over 12 weeks, from 10/01/2022 to 06/04/2022.

Recap of Phases 1, 2 and 3

Phase 1

- Automotive and non-automotive benchmarking
- Existing guidelines review & analysis

Phase 2

Define content fundamentals:

- Role of content
- UX writing principles
- Messaging at different stages of the user journey
- UX writing at Nissan

Phase 3

Copywriting Guidelines Document, to include the following:

- Our stylebook: how to create consistent language, grammar, number formats, style and punctuation, brand words, and brand names
- Rules for writing for elements
- Rules for page structure
- Rules for localisation
- Rules for accessibility
- A/B testing some examples of UX writing

Contents

1. The role of copy
2. Our voice
3. Branded language
4. UX writing principles
5. Our stylebook
6. Writing for elements
7. Structure, localisation, accessibility
8. A/B testing
9. Future recommendations



The role of copy

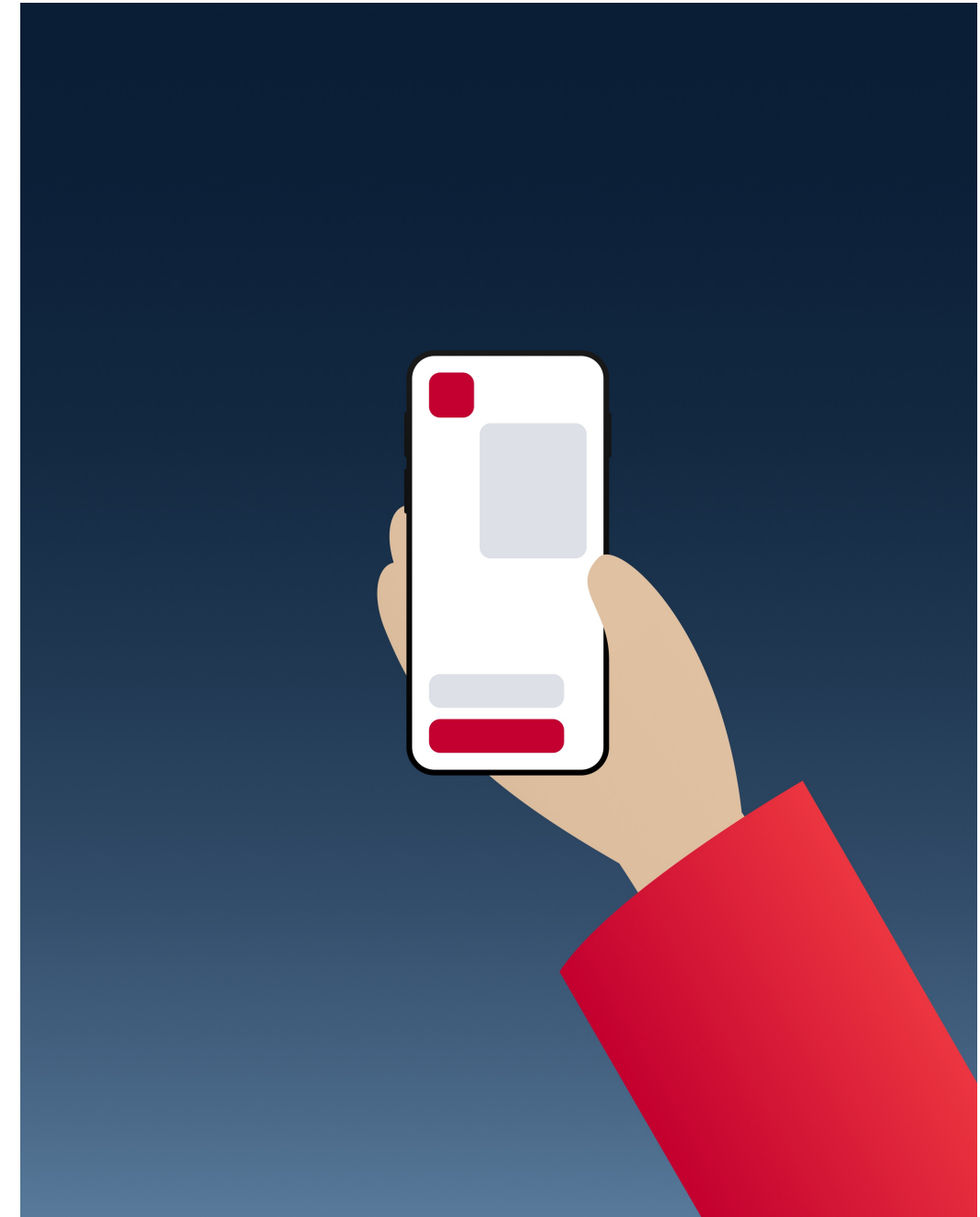
Introduction

The role of copy

Why do we need it?

Copy is fundamental to the success of the user experience. UX does not work without copy. We use these guidelines to create a consistent language that customers can learn to recognise.

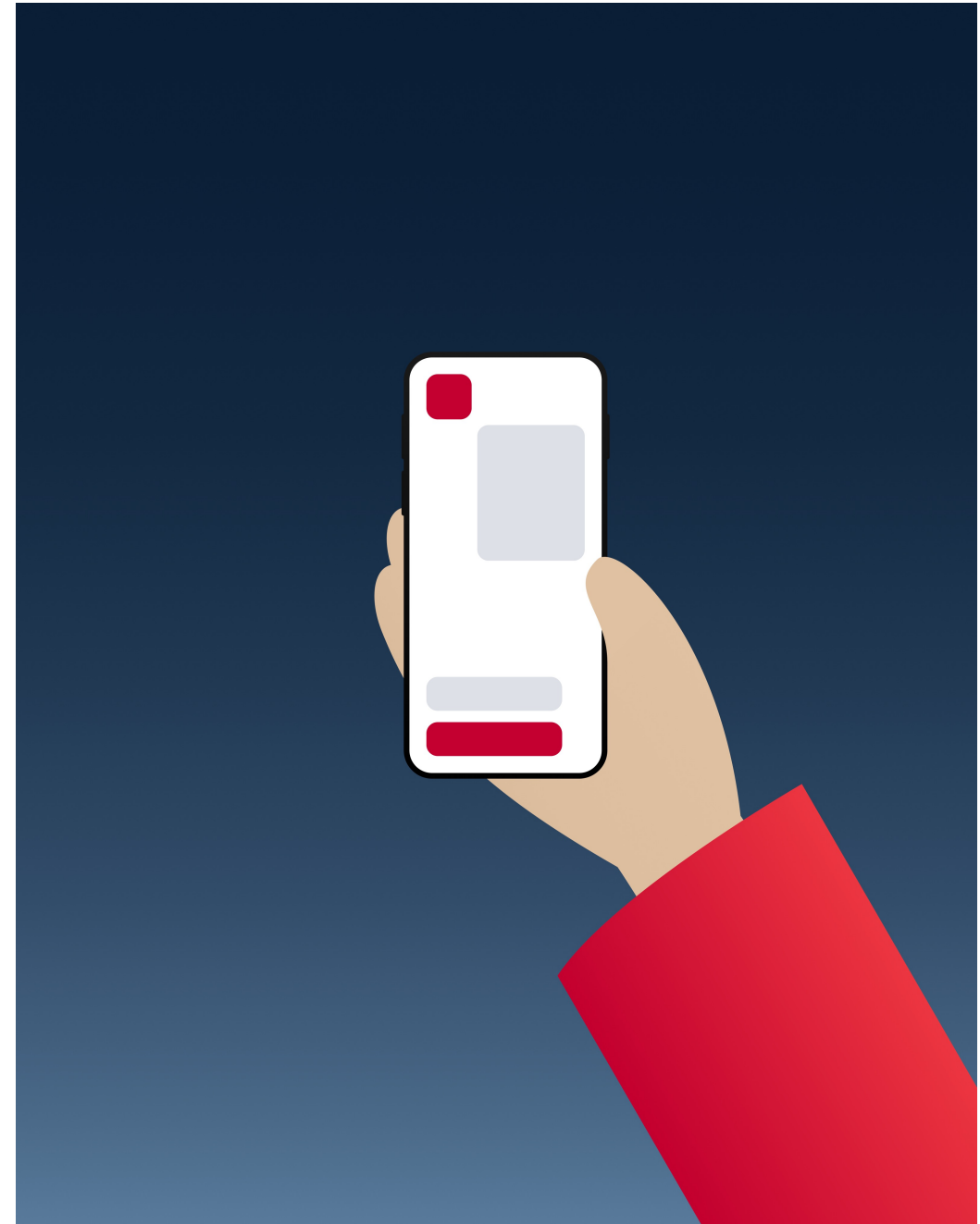
Good UX copy makes the experience easy, efficient and satisfying for the user. Great UX copy also expresses brand values and builds user confidence in the brand.



The role of copy

Who are these guidelines for?

Authors of any kind. Not just UX writers and content designers, but also UX / UI designers and anyone collaborating on creating an experience for Nissan.





Our voice

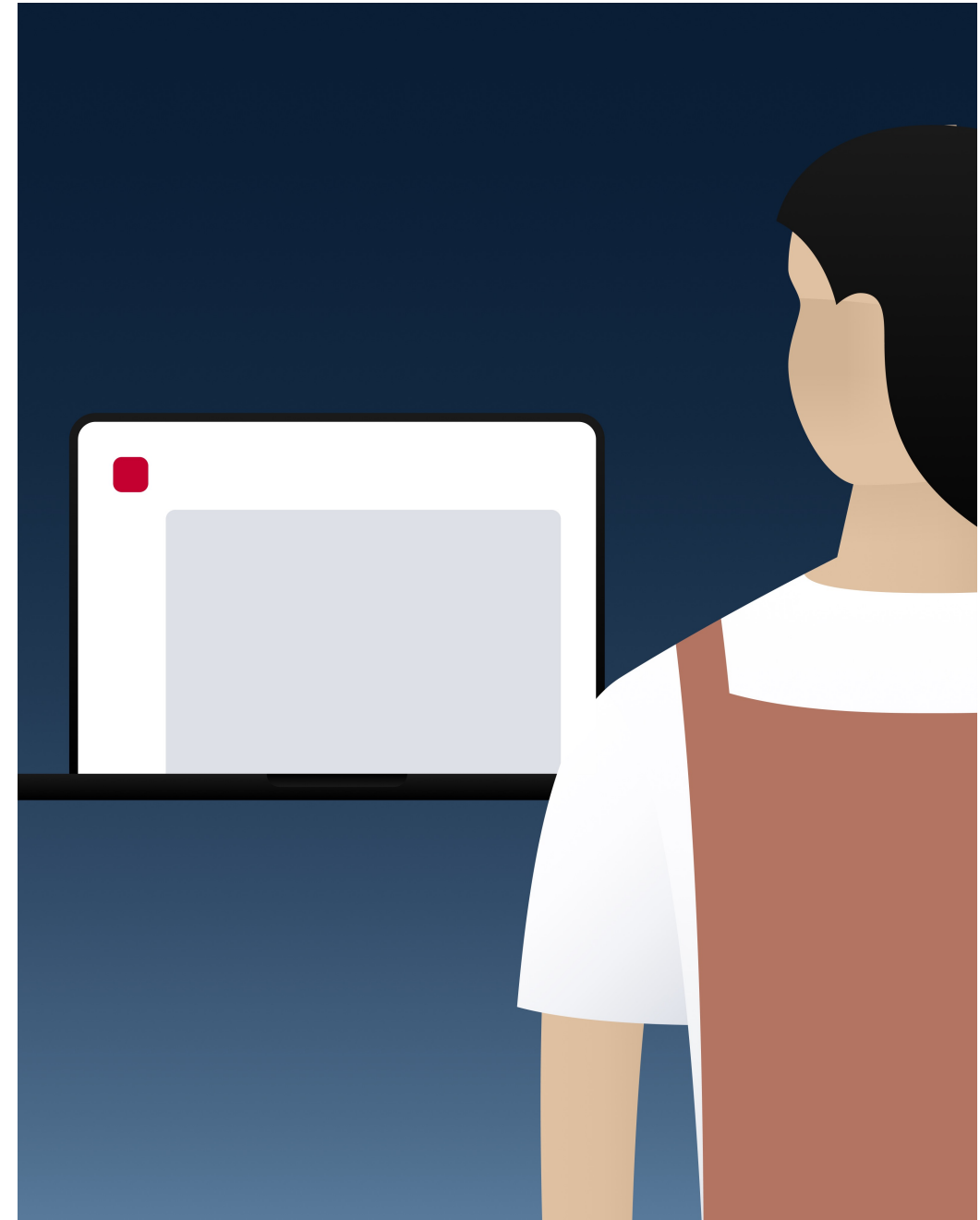
Personality. Characteristics. Values. Tone.

Our voice

The way we speak to our customers allows us to show a consistent brand personality. It helps us shape how the user is feeling about the experience.

When we write we consider:

- Our brand personality
- Our characteristics
- Our voice values



Our personality

Nissan's brand personality is formed by a group of human traits that consumers can relate to. It informs the way the brand speaks and behaves, so users can always recognise it.

Bold

A challenger breaking conventions in an inspiring way. Not loud or attention-seeking.

Human

Bringing humanity to tech that makes users feel alive. Not overly sentimental or cute.

Energising

Designing our cars - and experiences - to create uplifting experiences.

Techy

Innovating to enhance drivers' abilities. We are sophisticated but not overly complex.

Our characteristics

When we speak, we are:

- | | | |
|--------------------------|--|---|
| 1 Warm not overfamiliar | 5 Intelligent not superior | 9 Humble not overstated |
| 2 Confident not arrogant | 6 Assertive not aggressive | 10 Encouraging not pushy |
| 3 Moving not sentimental | 7 Honest not exaggerating or overpromising | 11 Shows tech in an encouraging, not intimidating way |
| 4 Clever not silly | 8 Authentic not superficial | 12 Neutral and respectful not opinionated |

Our voice values

Our four voice values shape the way we speak to the user.
These values communicate:

Excitement

Inspiration

Intelligence

Empowerment

Our voice values

Excitement

FEELS LIKE

The user feels energised and motivated to discover more. They're excited about owning a Nissan, being in the driver's seat and the power of movement.

SOUNDS LIKE

Active and dynamic. We communicate our enthusiasm with bold statements.

Our voice values

Inspiration

FEELS LIKE

Users are excited to be engaging with a cutting-edge brand and in control of their experiences of Nissan. They have a sense of partnership, and know that we care.

SOUNDS LIKE

Reassuring and encouraging. We are always positive and our glass is always half-full.

Our voice values

Intelligence

FEELS LIKE

Users feel confident in our expertise and knowledge, and confident in any experience with Nissan.

SOUNDS LIKE

Confident but accessible. We break down complex technical information in a way that's authentic, credible and easy to digest.

Our voice values

Empowerment

FEELS LIKE

We put the user in control. They feel respected, reassured, guided. They are confident in our digital experience - and our brand.

SOUNDS LIKE

Warm, empathetic and welcoming. We use everyday words and familiar expressions so every user feels enabled.

Tone of voice

Different parts of the experience call for a different tone of voice. We adapt our tone of voice to help guide the user, depending on where they are, on which journey.

To get the tone of voice right, we think about their mindset, and how they might be feeling about whatever they are trying to do, or are being asked to do.

Here's how to shape the way you speak to the user in some of our core experiences:



Applying tone of voice

Support

Helping the user with our customer services, FAQ and help.

FEELS LIKE

We need the user to feel reassured and empowered when they need help.

SOUNDS LIKE

We are approachable and our words are warm, natural and welcoming, to put the user at ease. We're considerate and adapt our tone according to our user's mindset.

Do

"You can count on us to help you out, 24/7."

Don't

"Our customer services team is available for support services, all day Monday- Sunday."

Applying tone of voice

Discovery

Introducing our brand, products and services.

FEELS LIKE

The user should feel intrigued, confident and excited about exploring our experiences.

SOUNDS LIKE

We use bold statements and welcoming words, that are always benefits-first, to engage the user and build their confidence in our products and services.

Do

"Technology that lifts your everyday drive."

Don't

"Our new tech enhances performance."

Applying tone of voice

Error state - ours

Taking responsibility for our mistakes.

FEELS LIKE

The user should feel valued and confident in our ability to fix the error.

SOUNDS LIKE

We are transparent and empathetic. We own our mistakes, we'll apologise, explain what happened and how we'll fix the error. If we can't, we'll say why.

Do

"We're working to improve the site right now. Please try again in an hour."

Don't

"System down for maintenance."

Applying tone of voice

Error state - user's

Giving gentle feedback.

FEELS LIKE

They feel understood and enlightened. We never make the user feel guilty about their mistake.

SOUNDS LIKE

We are empathetic, sensitive and positive. We gently tell the user why and how they've made a mistake and how they can correct it.

Do

"We didn't catch that, please type your name again."

Don't

"This spelling is incorrect. Input name again."

Applying tone of voice

Shopping

Encouraging choices – model selection, configurator, and more.

FEELS LIKE

They feel empowered and curious about what we can offer them.

SOUNDS LIKE

We talk in an enthusiastic but not overzealous way, about the benefits and range of our products and services.

Do

“Pick the colour that’s right for you”

Don’t

“Colour options”

Applying tone of voice

Transactions

Generating excitement for our services.

FEELS LIKE

They feel valued and encouraged at all stages of the transaction.

SOUNDS LIKE

We present the decisions in an empowering way, from their point of view. We personalise the copy wherever we can.

Do

"Send to my address"

Don't

"Deliver to an address"

Applying tone of voice

Legal copy

Engaging copy that meets our requirement.

FEELS LIKE

We need the user to be engaged and not intimidated by legal copy, so they actually read the content and can follow any regulations.

SOUNDS LIKE

Complex information is communicated as simply as possible, so the user can easily understand it.

DISCLAIMER COPY

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Unless it is legally mandated in your region that disclaimers be visible on the page, it is strongly recommended that you use the C1.0D - Data Disclaimer Component. A number is inserted in the copy between double brackets, which then pulls the corresponding disclaimer from the database.

An asterisk appears in text on the site. When clicked, the asterisk will display the disclaimer inside a tooltip. This is the optimal user experience and appearance for your site.

If it is legally mandated in your region that disclaimers must be visible, use C1.0C - Disclaimer, where disclaimers are listed at the bottom of the page. Consult with the legal team to minimize the number and length of the disclaimers.

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£00,000 including tax

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Branded language

Brand terms. Writing for content areas.

Brand terms

The names of Nissan products, services and technologies should always be spelt the same way everywhere.

Always explain a brand term or acronym before you use it. Sometimes the brand name will be self-explanatory i.e. Intelligent Rear view Mirror.

It's also crucial to have a consistent brand and product message to elevate the brand in the mind of the customer.



Brand terms

Nissan model names

HOW WE WRITE

We write models in title case.

Nissan must appear before the model name, and version should follow - Nissan Juke NISMO.

In body copy, the model name should always be followed by the version i.e. Juke NISMO. The version name NISMO should always appear in upper case.

EV names should always be written in full capitals i.e. LEAF, ARIYA.

Brand terms

Nissan brand names

Nissan Intelligent Mobility

HOW WE WRITE

Nissan Intelligent Mobility.

We only use the NIM acronym after we have explained it and we're sure the user recognises and understands it.

HOW WE WRITE ABOUT IT

The copy must represent Nissan as a tech-forward company while emphasising the human, real-world benefits of Nissan Intelligent Mobility.

NISMO

HOW WE WRITE

NISMO is the acronym for Nissan Motorsports International Co., Ltd. It should always be written all-caps.

HOW WE WRITE ABOUT IT

It's the embodiment of ultimate Nissan performance, inspired by the most unforgiving proving ground - the race track. Telling the story of NISMO exposes customers to Nissan's rich motorsports heritage. It's also an opportunity to reveal Nissan's intensity and passion for creating a uniquely thrilling driving experience.

Brand terms

Nissan brand names

NissanConnect

HOW WE WRITE

NissanConnect always has capitals at the start of each word.

HOW WE WRITE ABOUT IT

The NissanConnect Services app redefines your relationship with your car by allowing you to connect and control your car remotely with your smartphone.

e-4ORCE

HOW WE WRITE

e-4ORCE

HOW WE WRITE ABOUT IT

The 'e' in e-4ORCE stands for Nissan's 100% electric motor drive system.

Nissan Next

HOW WE WRITE

Nissan Next, without the 'the'.

HOW WE WRITE ABOUT IT

Thenissannext.com is a space to explore events and stories about Nissan's innovation, product launches, and heritage.

Brand terms

Nissan technologies

HOW WE WRITE

These Nissan-branded terms should be title case:

ProPILOT with Navi-link / Remote Park / Park
EZ Flex Seating System
Rear Automatic Breaking
Automatic Brake Hold
Traffic Sign Recognition
High Beam Assist
Rear Cross Traffic Alert
Easy Ride
Lane departure warning - lower case as not brand-specific
Seamless Autonomous Mobility (SAM)
e-Pedal
Blind Spot Warning
Emergency Assist for Pedal Misapplication
Autonomous Emergency Steering System
Direct Adaptive Steering
Smart Auto Headlights
Front & Rear Wide View Monitors

Intelligent Around View Monitor
Intelligent Blind Spot Intervention (I-BSI)
Intelligent Back-up Intervention
Intelligent Lane Intervention (LI)
Intelligent Trace Control
Intelligent Driver Alertness
Intelligent Ride Control
Intelligent Engine Brake
Intelligent Rearview Mirror
Intelligent Park Assist
Intelligent Emergency Braking
Intelligent Auto Headlights



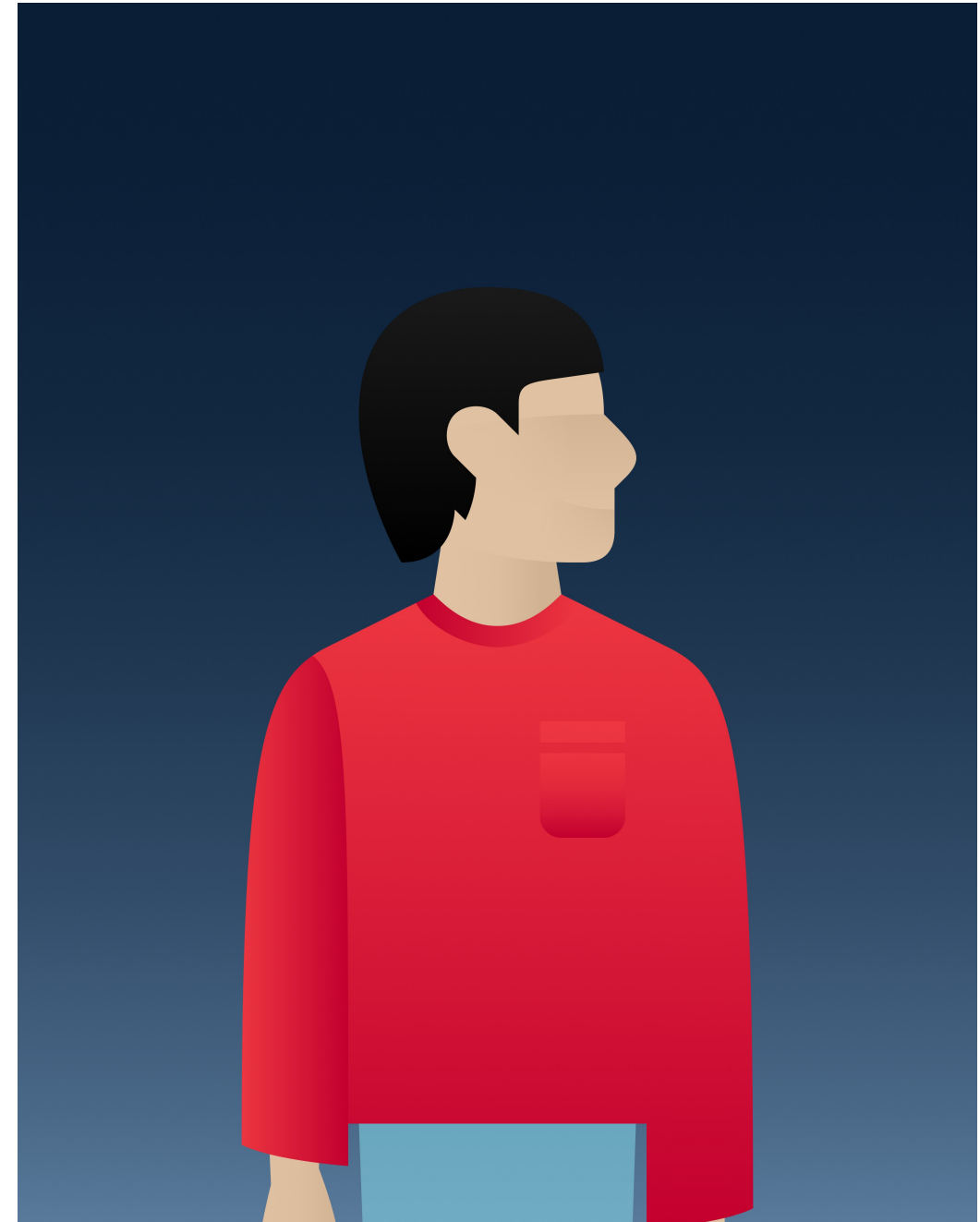
UX writing principles

UX writing principles

Our UX writing principles set the standard for creating best-in-class user-focussed copy for Nissan. They enable us to create truly successful experiences that support our brand values and goals.

Our writing must be:

- Empathetic
- Specific
- Scannable
- Conversational
- Positive
- Transparent



UX writing principles

Empathetic

When we write copy, we always put ourselves in the user's shoes.

We think about:

- How much they know at this part of the journey, and need to learn before they move on.
- Whether the user is fully aware of what's going to happen next.
- Their goals and how we'll meet them.
- Their state of mind. Do they need to feel reassured? Encouraged?

Copy always starts with the user-benefit.

Do

Concerns about your account? Don't worry, we're here to help.

Don't

The customer relations service is available for all queries.

UX writing principles

Specific

Our copy must always be clear and direct. The user needs to understand exactly what's being asked of them. We give them contextual, accurate instructions, in the right order, to help manage their expectations.

We never use ambiguous words including 'right' and use 'please' carefully as it suggests the user has a choice.

Do

Browse colours

Don't

See more

Do

To browse colours, swipe right

Don't

Swipe right to find out more

UX writing principles

Scannable

Copy should be as short and concise as possible so the user understands the message instantly.

Only tell the user what they need to know, not everything we know.

Keep sentences as short as possible – less than 20 words – and never use unnecessary words or repetition.

We signpost copy carefully with headings and subheadings, to engage users and make it easier to navigate.

Use lists and bullet points – they offer a good user experience, and search engines like them, too.

Do

Enter address

Don't

Enter your full address here

UX writing principles

Conversational

Our copy needs to sound human, to put the user at ease. Always make sure you use language that you'd use in conversation:

This means:

- Sounding informal and friendly (but not overfamiliar).
- Talking in the active voice.

Legal copy should be easy to understand, so the user reads it and adheres to the rules.

Do

We'll send you an email

Don't

You will receive an email from Nissan

Do

Buy

Don't

Purchase

Do

Call us 24/7

Don't

Contact our customer service team 24/7

UX writing principles

Positive

We want the user to feel confident and happy, so our communication is always positive. They should always feel valued by us.

If we need to ask them for sensitive information, we explain why we're asking for it, so they don't worry.

If they've made a mistake, we don't make the user feel bad. Instead we gently explain how they should do things.

We never use words that sound threatening, like 'illegal', 'prohibited', or 'forbidden'.

Error messages, notifications and warnings are often already highlighted in red, we don't need to make the copy negative as well.

Do

Please confirm your age, so we know you're over 18.

Don't

This event is forbidden for under-18s only. Verify your age first.

Do

Sorry, we didn't get that. Please check your spelling and try again.

Don't

Field incorrectly completed. Input correct name to proceed.

UX writing principles

Transparent

It's important to be honest. If there's a problem we explain what's happened and how we'll fix it. If we're at fault, we own it. If we can't fix it, we don't suggest that we can.

We are open, to reassure the user and reduce fear and any doubt in the experience.

Do

We're improving Nissan.com right now, so you can't log in. Please try again in two hours.

Don't

The website is down, try again later.



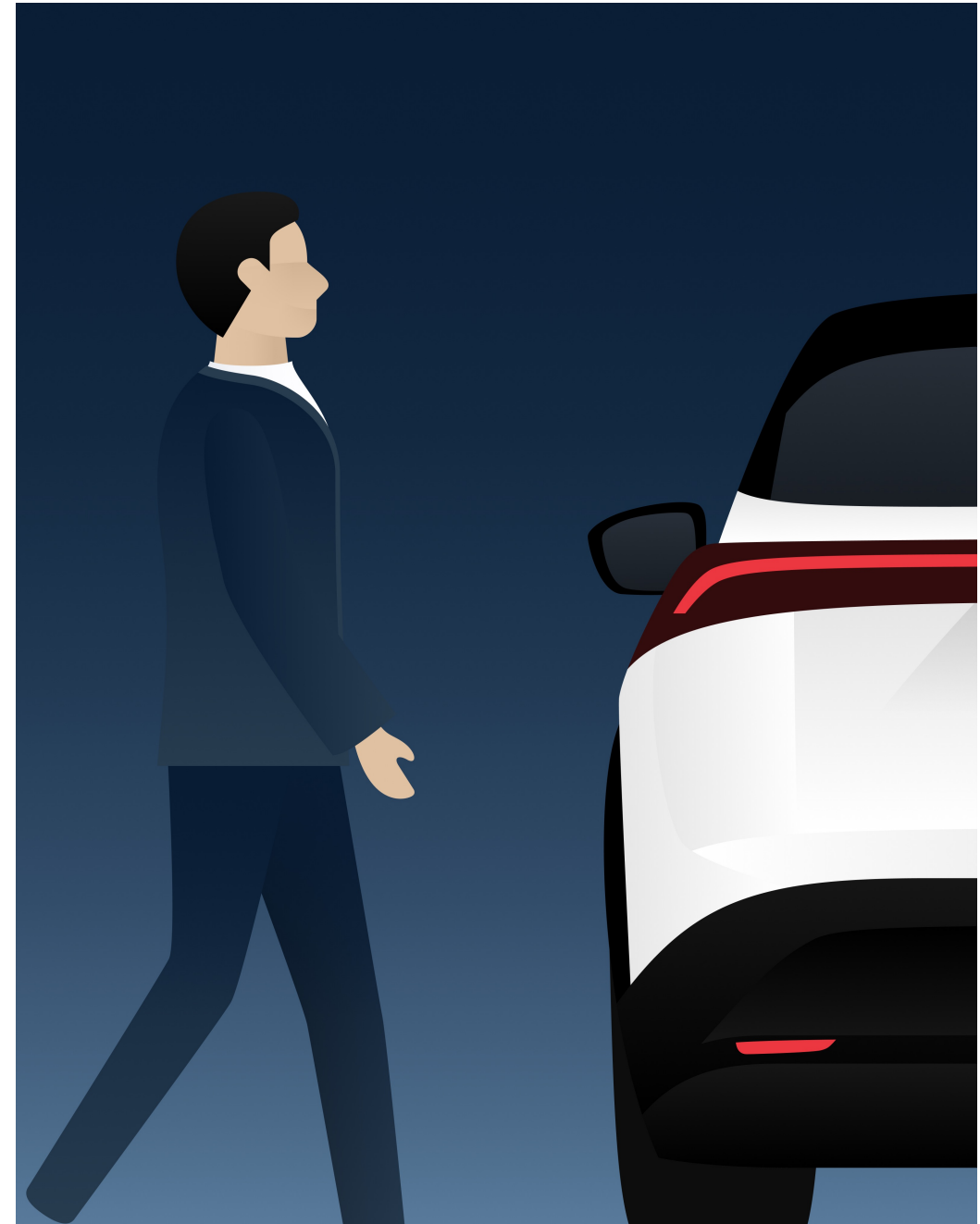
Our stylebook

Our stylebook

Why do we need it?

We format our language in a consistent way so users can recognise it across all Nissan experiences.

If we use the same style for everything from punctuation and grammar to numbers, it makes the journey easier and more engaging.



Nissan stylebook

Who's who

To be user-centred it's important to speak in the right person.
We use these pronouns:

- Nissan to establish that this is the primary voice.
- Then use we / us / our for Nissan.
- You / your is the customer, when we're speaking.
- I is the customer, but only when they are taking an action ie
Send me news.

The user is always 'you' unless they need to take action, then we use 'I' (in a CTA, for example).

We always use the active voice, to be engaging. If you can follow your phrase with 'by aliens', your voice is passive.

Do

You've added the car

Don't

The car was added

Grammar and punctuation

Capitals

We use sentence case everywhere, even in titles. Only use capital letters for:

- People's names
- Brand names: Nissan products and services
- Days and months
- Countries, cities, towns and geographic areas
- Public or religious holidays

We do use capitals for the items on a list, though.

Don't use capitals for these words, unless they're at the start of a sentence: email, website, internet, online.

Abbreviations

Abbreviations are only used if they are standard, or after they've been spelt in full.

Ampersands

We only use ampersands - & - if they're part of a brand name.

Grammar and punctuation

Exclamation marks

We never use exclamation marks. We steer clear of outright humour. A joke isn't funny if you need to use an exclamation mark.

Do

Please try again

Don't

Oops! Why not try again!

Full stops

We don't use full stops on page titles. We use full stops on body copy, bullet points and at the end of a paragraph.

Tense

We always use the present tense, unless there's a good reason. It keeps the copy dynamic and engaging.

Nissan stylebook

Numerals

All Nissan numerical displays are based on the International System of Units guidelines.

How we display numerals:

kWh

MPG

CO₂

g/km

Do

50 cm

130 kW

1,200 kg

Don't

50cms / 50 c.m.s

130kWs / 130 k.W

1,200kgs / 1,200 k.g.s

We add a space between the numerical value and the unit, except for:

Degrees and angles: 30

Feet: 6'

Inches: 3"

Percentages: 100%

How we measure our cars:

1,850 mm or 72in

Nissan stylebook

Moments in time

We appreciate that every market writes dates in a different way. Keep it consistent, and as simple as possible.

Time

We use the 24-hour clock in most markets. We include a 0 in front of the first 9 hours and minutes.

Do

07:00 | 19:30 | 23:00

Don't

7am | 7.30pm | 23:00pm

Time Period

Do

14:00-20:00

Don't

14 to 20:00



Writing for elements

Writing for elements

The words we use in UX elements are crucial to the user experience.

We may have less space for expressing the brand, but the words we do use are essential for guiding the user in an easy and intuitive way.



Virtual showroom

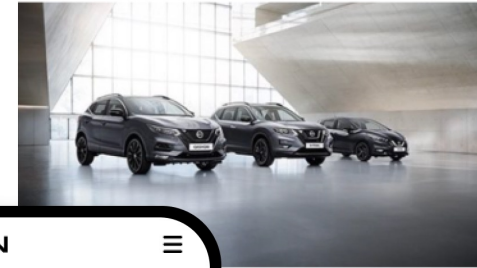
Find the Qashqai that's right for you, from a variety of body colours and grades. Because a Qashqai has never been about blending in.

[EXPLORE SHOWROOM](#)

My perfect Nissan

Answer some questions and we'll find the perfect Nissan for you. See our recommendations based on your lifestyle.

[FIND MY MATCH](#)



NISSAN



Help and support

[FAQ](#)

[OWNERSHIP](#)

[SERVICE](#)

Frequently asked questions

How fast does the Nissan ARIYA accelerate? +

How can I finance my Nissan ARIYA? +

Where can I charge my Nissan ARIYA? +

NISSAN



FORCE OF WONDER

Nissan ARIYA

Scroll to explore

Elements

Accordion

When to use them

We use it when we have a large amount of content across several sections. Or when the user needs to see more than two pieces of information at the same time.

As content is hidden, we don't use an accordion for any information that all users need to know.

How to use them

Create a clear label for the accordion, so the user knows what's in it.

Break down content into logical paragraphs and give each one a title that clearly communicates what's in the body copy.

The body copy should answer the title, and not repeat it.

The titles should all be formatted in the same way and work as a set: either a statement or a question that is answered. They should be of a similar length.

Use first person where possible in the title, to engage and empower the user, and create personalisation.

Start with the most important, relevant or popular queries.

Keep the accordion to a single view if you can, so the user can see what the information is.

Elements

Accordion

Frequently asked questions

How fast does the Nissan ARIYA accelerate?

+

How can I finance my Nissan ARIYA?

+

Where can I charge my Nissan ARIYA?

+

Do
Questions are formatted the same: first person, length, questions.

Frequently asked questions

What is the acceleration of Nissan ARIYA?

+

What financing options are available for the Nissan ARIYA?

+

Nissan ARIYA charging points

+

Don't
Formatting and length is different.

Elements

Action strip

When to use them

The action strip presents a clear call to action alongside one or more related buttons. Use it for 2-4 buttons.

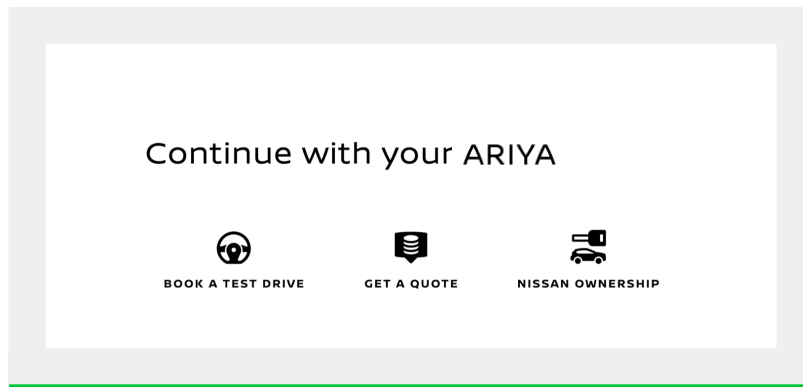
They work best when they follow content-based components, to allow users to take actions related to this content.

How to use them

Make sure the copy in the buttons answer the question. They should be formatted in the same way and be of a similar length. Write the buttons from the user's perspective.

Elements

Action strip

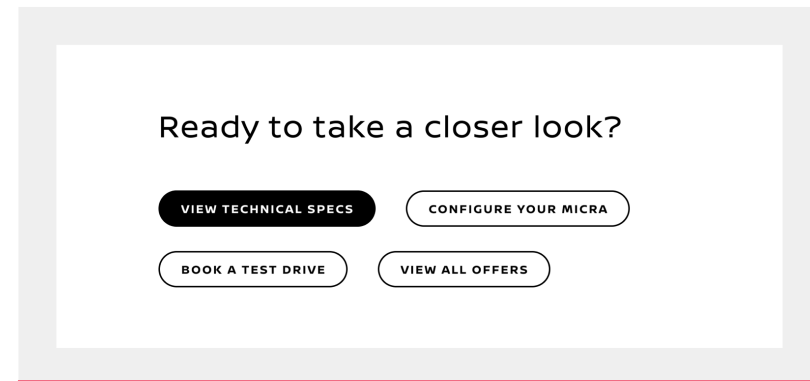


Do

Buttons limited to three.

Copy is same length and format.

Use Illustrations support the copy



Don't

Don't use too many buttons for an action strip

Elements

Badges

When to use them

We use badges – or ‘offer tags’ – to highlight a special feature of an item. We use badges to alert the user to a key piece of product information.

How to use them

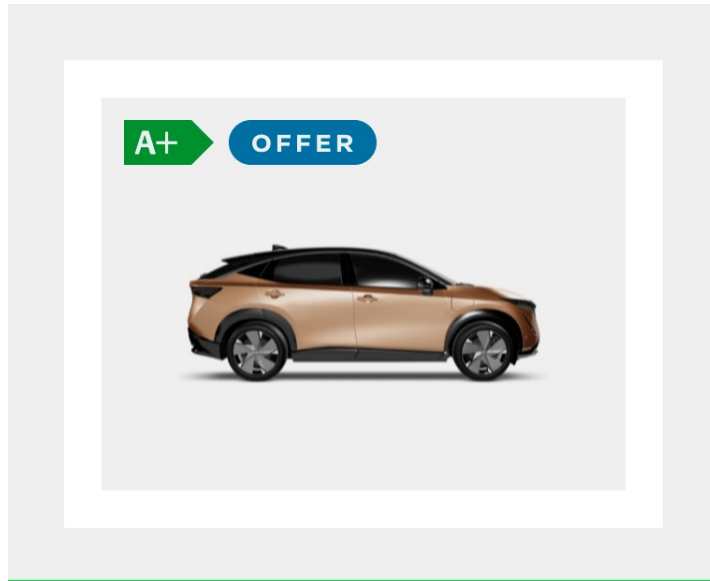
Only add a badge if it's relevant. Keep them to between 1-3 words.

We don't create badges for features that:

- Should apply to all products e.g. Guaranteed quality.
- Is boring e.g. Made in Europe.
- Is generic and doesn't add anything e.g. easy ordering.

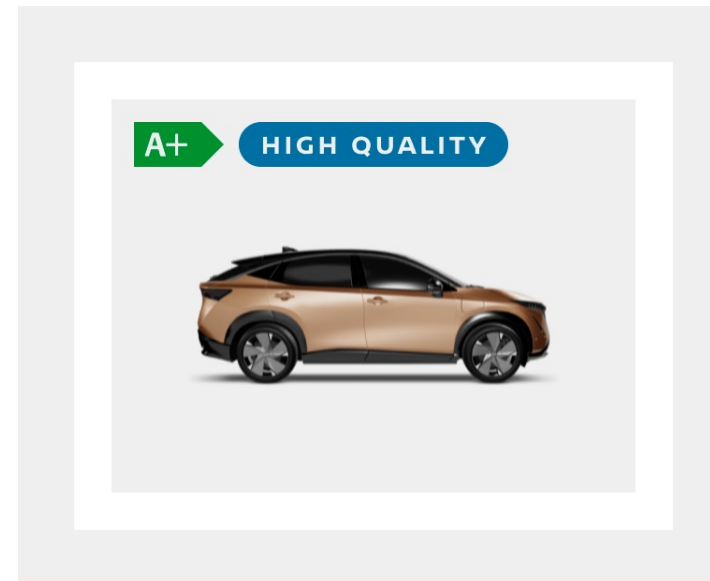
Elements

Badges



Do

Only highlight crucial information



Don't

Don't flag up non-essential information

Elements

Buttons

When to use them

We use call to action buttons (CTAs) when we want the user to carry out an action, e.g. moving to another screen, adding an item to their basket or saving details.

Keep them clear

Keep buttons short and specific so the user understands them.

Ideally they should be 2-3 words so they work on a mobile.

Use conversational language, so 'buy' not 'purchase'. We avoid jargon, slang, and ambiguous or overly complex words.

Use keywords to enhance SEO and accessibility. Avoid non-inclusive terms including 'view'/' see' or text over image.

Make them contextual

Create context, by using the {verb} + {noun/subject} content formula on buttons. Try to use a noun after the active verb to be more specific. Where possible include both instruction and benefit.

Exceptions include common actions like 'Done', 'Close', 'Cancel', 'Add', or 'Delete'.

Never use generic CTAs including 'read more'. If more than one of the same generic CTAs is shown on the same page, the user doesn't know if these lead to the same page, or different pages.

Elements

Buttons

Other considerations

When possible, write CTAs from the user point of view, to personalise the action and engage and empower the user. To do this, try saying 'I want to' before the CTA.

Avoid confusing the customer by mixing first and second person CTAs on the same page.

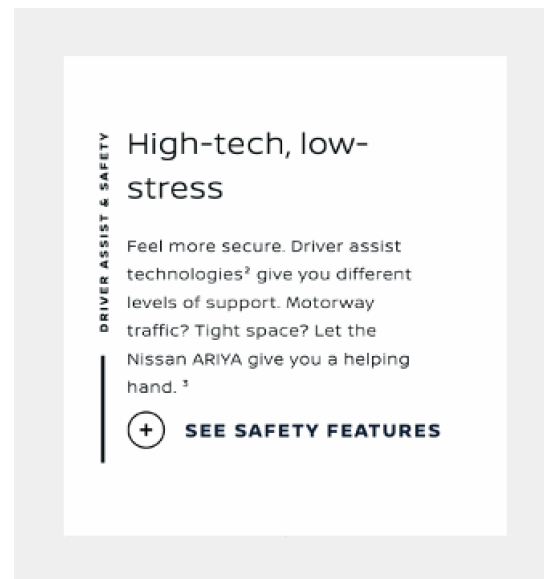
Beware double negatives in yes/no functional answers, ie in cancellation process.

We use capitals unless for a brand name ie NissanConnect or e-Power.

Create urgency for limited offers and encourage instant engagement by adding words including 'now', 'today' or 'free'. Just be careful not to overuse them.

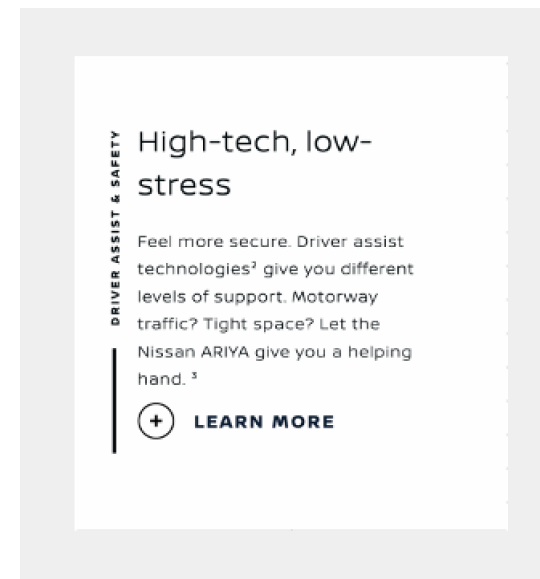
Elements

Buttons



Do

Create contextual CTAs.



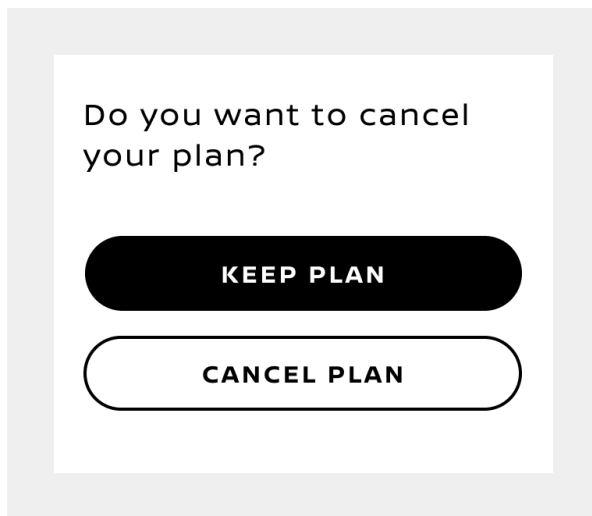
Don't

Use generic CTAs.

Use the same generic CTA on a page, especially if they take the user to different pages.

Elements

Buttons



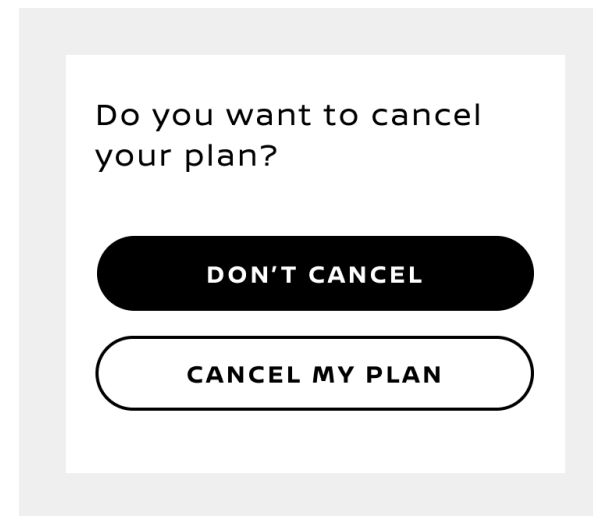
Do you want to cancel your plan?

KEEP PLAN

CANCEL PLAN

Do

Clear yes/no answer.



Do you want to cancel your plan?

DON'T CANCEL

CANCEL MY PLAN

Don't

A double negative is confusing.

Elements

Dropdowns

When to use them

We use dropdowns when we need to present a series of options that can be hidden or shown as the user interacts with it.

How to use them

Give the dropdown a clear and descriptive label, so they know what to choose.

Also use a label inside the top of the dropdown menu that is contextual and explains what the user is selecting ie 'select city', not 'please choose' or a blank option. Don't confuse the user with a default ie 'London'.

Format the copy so the options are the same length and structured the same way.

If there are only a few options, start with the most relevant option. If there are many options, sort them in alphabetical order.

Use autocomplete if the list is too long to read or show in full, or if it's likely to grow.

Elements

Dropdowns

Where do you want to do your test drive?

Select city



Do

Contextual and informative.

Choose city for test drive

Select here



Don't

Non informative.

Elements

Input field

When to use them

Use these on a form when a user needs to enter text, select a date or an item from a list.

How to use them

All input fields need a clear title so the user knows exactly we need them to type.

Keep any labels, above or below the field, as short and clear as possible.

We keep titles human and warm: 'What's your number'? rather than 'Submit number'. Never use technical jargon.

Write labels in sentence case. Size them to reflect the content they're made for.

Use hint text in the field to guide the user. Make sure this shows them the correct format. The same for error text..

Elements

Input field

Field label

Field text



Do

Always include an input field label.

FIELD LABEL

Field text



Don't

Never put the label in upper case.

Model

All models



Do

Use the appropriate input field for the information they're intended for.

Field label

Field text that runs ver very lo..



Don't

Field text should fit the field.

Elements

Links

When to use them

Links are text-only navigational elements, designed to help the user navigate to a different page or site, or initiate contact with an email or phone number.

How to use them

Create links within a sentence, as a component or as a style token.

Links are short, specific and easy to understand - and translate. Never link a whole line.

The link should explain exactly what's on the linked page.

Don't include preceding articles (a, an, the, our) when you link text or instructions including 'click here', 'read here'.

Don't put different links near to each other in the same sentence or paragraph.

If a link comes at the end of a sentence or before a comma, don't link the punctuation mark. Never create a link from the url itself.

Make it clear if a link will takes the user outside of the website, without spelling it out. So 'pay at Third Party', not 'visit the Third Party site here'.

Elements

Links

You can track your return with
Fedex.

Do

Only link the relevant words.

To track your return please
follow this link www.Fedex.com

Don't

We shouldn't include instructions.

The link shouldn't be a url.

We don't include full stops.

Elements

Notifications

When to use them

We use notifications to tell users instantly if something has changed, or share important information. There are three types of notification components in Web Design System 2.0: positive, negative and informative.

How to use them

Notification copy should always be clear and informative. The title should clearly explain the notification.

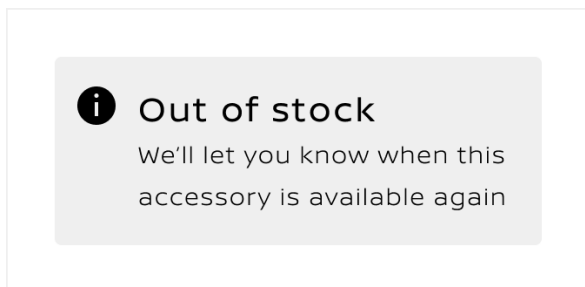
The body copy should briefly explain how we'll resolve it, what we're offering, or what the user needs to do.

Don't repeat the title in the body copy.

Be sensitive to the user mindset. We are empathetic and positive. We don't worry them if the notification is negative.

Elements

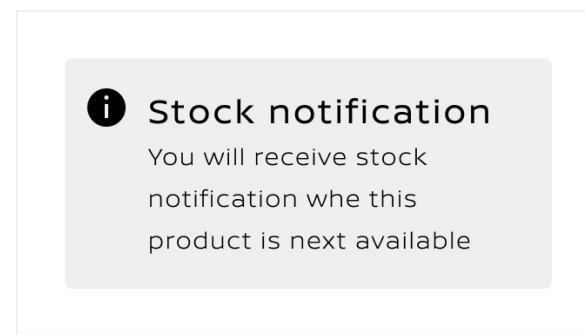
Notifications



Do

Title is specific and informative.

Body copy briefly explains next steps.



Don't

Title is non-specific.

Body copy repeats the title.

Elements

Search

When to use them

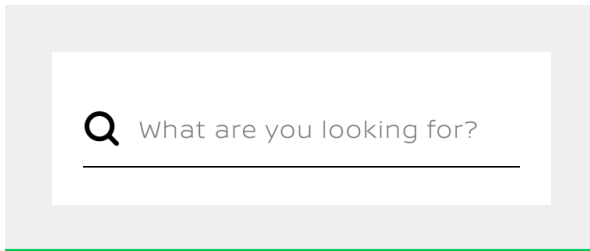
The search component allows the user to find the content they need without using navigation.

How to use them

Create a title that addresses the user ie 'What are you looking for?' and placeholder text that can give them context or suggestions for their search.

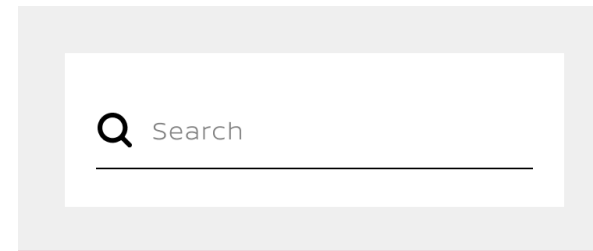
Elements

Search



Do

Specific and personal.



Do

Non specific Impersonal.

Elements

Selectors

When to use them

We use selectors when we need the user to pick from a selection, they can include radio buttons, checkboxes, quizzes, etc. Use radio buttons when the choice is either one or the other and use checkboxes for multiple choice.

How to use them

The selector should clearly and concisely communicate what the list is for, and clear instructions to the user.

The options should:

- Answer the question.
- Be formatted in the same way and work as a set, in terms of word length and wording.
- Be ordered in terms of frequency of use.

Make sure the format of your options are consistent across the form or in a single experience.

Help user make an informed decision by including hint text, including extra information, including pricing and timings.

Write in first person to create engagement.

Elements

Selectors

How do you want to get your Item?

- ☐ I'll collect in-store
- ☒ Deliver to my address

Do

Instructions are clear.
The options answer the question.
Copy is personal.

Receiving your Item

- ☐ Pick up in a store
- ☒ Delivery to an address

Don't

The label doesn't give instruction.
The options don't reply to the label.
Options aren't formatted the same way.
Copy isn't personal.

Elements

Sliders

When to use them

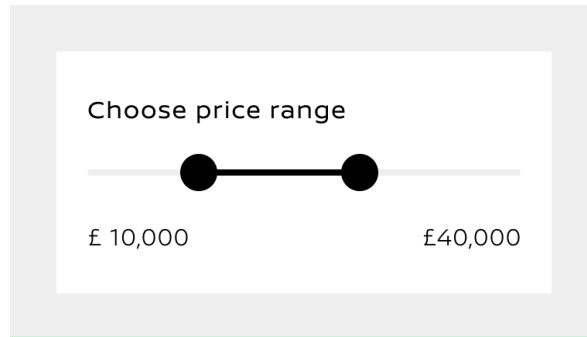
We use sliders when a user needs to pick from a range of values or a single value from a range. They're usually used to select numerical values but can also set levels.

How to use them

- We don't use sliders for very large or small ranges.
- Labels should show the lowest and highest limits available for selection.
- Show the lower value on the left, the higher on the right.

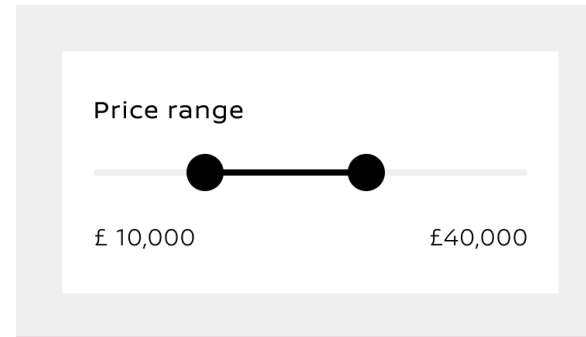
Elements

Sliders



Do

Label gives clear instructions.



Don't

Label is unclear.

Elements

Tabs

When to use them

Tabs help the user navigate groupings of content on a single page. Use them when sections of content are related and users might need to quickly navigate between them.

Don't use them where the user may need to see all sections at once or in a specific order. ie step-by-step guides or comparison data.

How to use them

Put the most important information in the first tab. Keep tab headers clear and concise, ideally no more than two words.

Tabs are usually shown horizontally. If you need more tabs, consider using an accordion instead.

On long, content-heavy pages including FAQs and Car Range, you can arrange tabs vertically in a left-side column, to keep pages short and easy to navigate. Vertical tabs can't be used on pages showing full-bleed components.

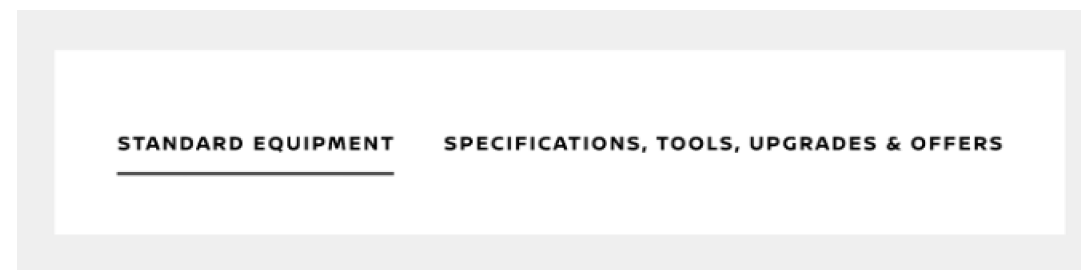
Elements

Tabs



Do

Keep tab section titles short and clear.



Don't

Avoid lengthy sections.
Keep them as short as possible.

Elements

Tooltips

When to use them

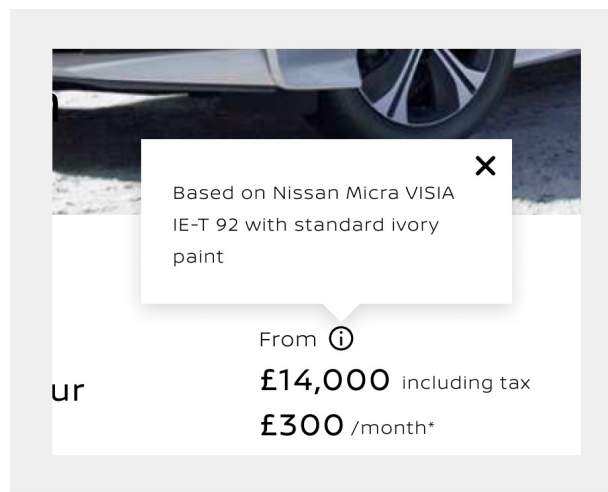
A tooltip should be used to display non-essential information such as disclaimers.

How to use them

- Only use tooltips to show longer, non-essential copy.
- Make them clear, with a title where relevant, and body copy.
- Don't use tooltips to repeat copy that already shows in the UI.
- Don't overuse tooltips.

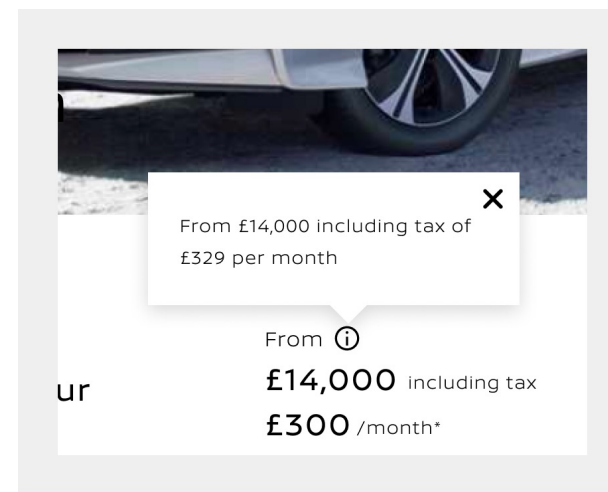
Elements

Tooltips



Do

Keep tooltips visible, uncropped and fixed to the grid layout.



Don't

Don't use tooltips to repeat visible text in the UI.



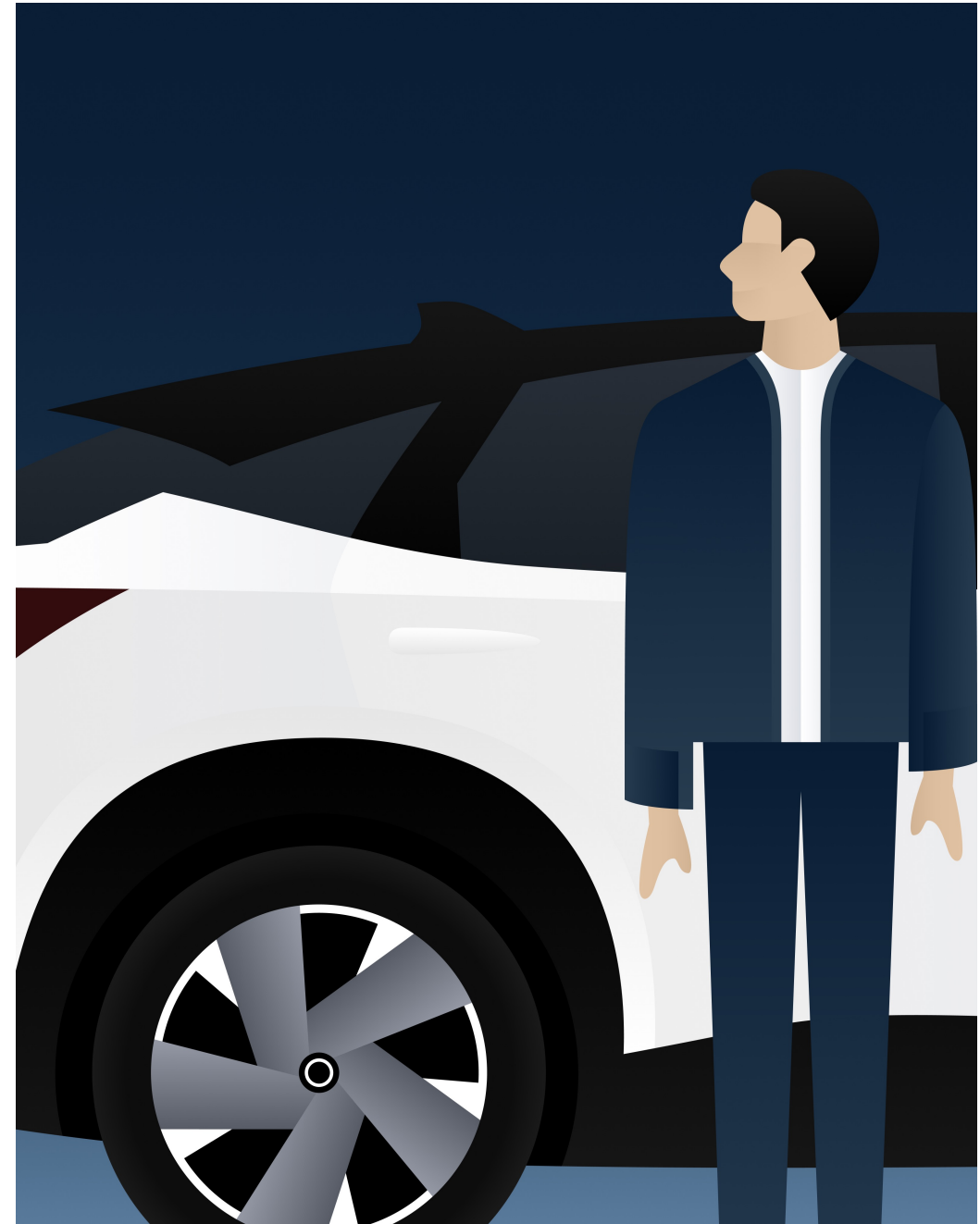
Writing about Nissan

Structuring the page. Localisation. Accessibility.

Structuring the page

We use UX copy to structure the page to make it as easy and intuitive as possible to navigate. Here's how:

- Make the page fit the content.
- Use clear signposting.
- Keep copy short.
- Always educate.



Structuring the page

Make the page fit the content

We create a page to accommodate the content we need to share with the user. Functional and transactional pages tend to be shorter, while discovery and e-commerce pages need more space as they show more images.

Structuring the page

Use clear signposting

Most users only scan content, so we need strong signposting to communicate our messages efficiently.

Use headings to structure the content and communicate the page content in the right order.

We guide the user through the content using headings, subheadings and CTAs.

Make headings clear for users with cognitive disabilities, or those using screen readers.

Include keywords and don't use bold instead of headings, as this does not communicate the message to screen reader users.

Structuring the page

Keep copy short

To engage and keep the user's attention, copy needs to be as concise as possible.

We create a hierarchy of information, starting with the most important benefit or piece of information for the user.

Content should be split into bite-sized sections or paragraphs, ideally no more than six sentences each.

Structuring the page

Always educate

Think about what the user already knows and what they might need to know as you create the page – make sure they have the information they need. Make the benefits very clear to them.

Where possible, test and use research to establish what information they need or want at what stage in their journey. You should then share this information in the content.

If necessary, answer the questions they're asking in an FAQ section.

Localisation

We create content that can be trans-created and used in different markets, with different languages.

Localisation

Font sizes

PACE sites use more than 30 different languages and several non-Latin alphabets. Local markets are responsible for copy and content but the platform is responsible for how typography is handled globally.

Some languages require more words to communicate the same information. Global content should assume a 20% margin to take into account the variance.

Many languages and alphabets require a larger minimum size for typography than Latin (10-20%). To account for the numerous non-Latin alphabets, avoid using small font size (larger than 14px for legible text, 16px recommended for body copy).

Japan uses a custom font that combines Latin and Japanese characters in a single font. In all other non-Latin markets, users will see a combination of Nissan brand for Latin characters, with non-Latin characters using a system default font as fallback.

Markets that need extended glyph options (ie Hungarian) use an extended version of the Nissan brand font for characters not available in most Latin languages.

This extended version is not used as standard because of its file size and page load but should be enabled for new templates to avoid glyph issues.

Localisation

Right to Left (RTL)

Arabic sites on PACE require flipped (mirrored) layouts.

Layouts and directional elements (ie arrows) are mirrored. Icons and assets (images) are not flipped, but the position in overall layout will be mirrored.

Designers don't always need to create new RTL designs for development as the flip should be controlled globally in the code. However sometimes a visual reference may be needed by teams to address any build issues.

Accessibility

All users should be able to understand and use our digital experiences, regardless of their education, cognitive ability or how they are accessing the experience.

Every user must feel like we're talking to them, regardless of gender, race, age, education, religious or cultural background.

Accessibility

How the copy is understood

Our language is simple and formatted, so everyone can understand it.

We write in short, clear sentences and paragraphs.

We avoid jargon, slang, catchphrases, idioms or unusual or complex words or expressions that can't be understood by everyone.

Never use technical terms or jargon that the user might not understand. If we want to use a technical term, we explain it before we talk about it. Introduce the name of branded services and products before using the name.

Accessibility

How the copy is consumed

When we're writing, we check:

Can the user scan the page and instantly and easily understand what we're telling them and what we're asking them to do?

Can users of any cognitive capability understand what we're saying?

Can anyone read this, on any device?

When it is being communicated by a screen reader, will it make sense to the user?

We create labels for forms, CTAs and error messages that are descriptive and make sense on their own ie 'Enter your address' rather than 'Address'.

Don't make assumptions about how the user consumes content.

- Instead of words like 'view' and 'see' use words that are neutral.
- Drop the verb or use a neutral word like 'explore' or 'display'.
- Instead of 'View offers' try 'Browse offers'.
- Swap 'See more' for 'More options' or 'Display all options'.



A/B testing

User testing objective

Project Purpose

The purpose of the guidelines is to improve Nissan's brand language and increase satisfaction and usability through the copy.

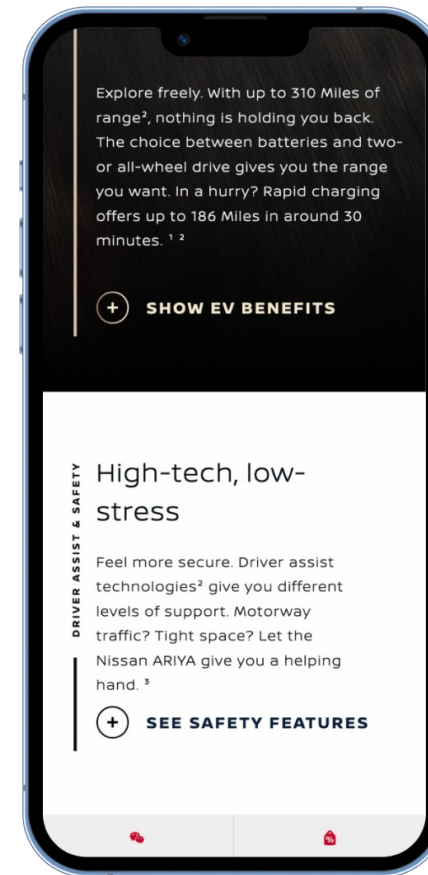
The testing ran from 28/03/22- 01/04/22

User testing aim

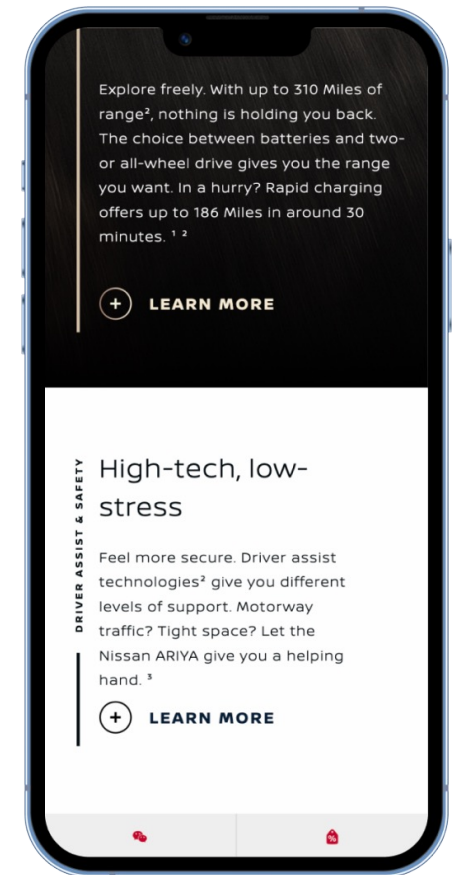
The objective of user testing was to gain insights into whether or not copy helps the user to navigate the content more easily by creating consistent brand language.

We discussed what could be improved and how.

A



B



Insight overview

Calls To Action

Participants preferred a more personalised CTA, rather than the more traditional 'Learn more', as this gave them an insight into the information they'll be presented with next.

Taglines

Taglines should not alienate an unintended target audience, but add intrigue and curiosity, such as 'A bold vision our next generation' with 'Timeless Japanese futurism'.

Technical Language

Technical language used to describe features, needs to be informative but concise. Use language that everyone understands, straight to the point, but human-friendly.

Brand words

Brand words that are repeated several times to describe a feature, can become confusing, if they are not explained first. For example 'ProPilot'.

Summary

- It is important for the user to feel guided.
- Personalised key words should be incorporated where possible.
- Technical detail needs to feel more human to the user.
- Tone of voice should differ for different content.



Future recommendations

Future recommendations

1. Workshops, training and on-boarding for local markets and agencies.
2. Pilot market utilising all XSD governance and guidelines including Copy Guidelines.
3. Localisation guidelines.
4. Accessibility guidelines.



Thank you