



What characterises plain language in digital services?

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Foto: Oslo kommune / Sturlason

Style and texts

- Clear terms and sentences
- Headings and subheadings
- Introductions
- Bullet points




Texts on interaction items

- Prompts (labels, question texts)
- Help texts and guidance
- Buttons
- Tick boxes and radio buttons
- Link texts
- Drop-down menus
- Error messages

Frequently used pages

- Landing pages
- Summary pages
- End pages and receipt pages



A photograph of three business professionals sitting around a table in a meeting. A man with a beard is on the left, a woman with glasses is in the center, and another woman is on the right. They are looking at each other and talking. There are laptops and papers on the table. Three blue speech bubbles are overlaid on the image, containing text about user interface design.

Could we use questions as prompts, or is that not optimal?

Should the button say “Your Application”, “Applying” or “Apply”?

Is it an advantage for the users that the solution contains as little text as possible?

1. We need to respect and describe conventions



Examples

SØKE

Søk

SØKNAD

Send

APPLICATION

Upload your photo

2. Questions are
often a good solution
– but not always



Examples

System-oriented phrase

- Extent

User-oriented phrases

- For how many hours per week do you need help?
- What do you need help with?
- Describe what you need help with during a normal day.



3. Less is not
always more

Example

Nærhet til offentlig vei

Du bygger i nærheten av offentlig vei hvis det er mindre enn:

- 15 meter til gang- og sykkelvei
- 15 meter til kommunal vei
- 50 meter til fylkesvei
- 100 meter til riksvei (50 meter hvis området er uregulert)

Avstanden måles fra midtlinjen i kjørebanelen.



Skal du bygge i nærheten av offentlig vei?

Ja

Nei

ks.no/klartsprak-digitalisering

