

In the evolving digital landscape, education platforms strive to provide seamless learning experiences across diverse global audiences. One of the most powerful yet underappreciated tools in achieving this is **Plain English**. Rooted in simplicity and clarity, Plain English enhances usability, accessibility, and overall student engagement. This blog post delves into whether Plain English truly works for education platforms by exploring key themes such as UX writing, microcopy, accessibility for non-native readers, and plain language principles.

What is Plain English and Why Does it Matter?

Plain English, championed by organizations like the Plain English Campaign, is a writing style that communicates ideas clearly and directly. For education platforms—ranging from course providers like Engglory.com to global learning management systems such as mrq.com—using Plain English can transform complex educational content and UI into an intuitive user experience.

At its core, Plain English is about reducing cognitive load. Complex jargon, lengthy paragraphs, and ambiguous instructions can frustrate users or discourage them from completing tasks. Especially in education, where learners' attention and motivation are precious, clear language boosts engagement.

UX Writing: More Than Just Words on a Screen

UX writing is an essential part of user experience design. It shapes the user's journey, making platforms easier and more enjoyable to navigate. Within education platforms, UX writers craft:

- **Student onboarding copy** that welcomes and guides new learners smoothly
- **Course navigation labels** that help learners track progress and find resources effortlessly
- **Clear instructions** for assignments, quizzes, and troubleshooting

Studies leveraging *eye-tracking research* reveal that users scan content rather than read every word. This supports the need for succinct, scannable microcopy. Short, clear labels on buttons and menus reduce hesitation and increase completion rates of onboarding flows and course tasks.

How Microcopy Affects Completion Rates

Microcopy—the small bits of text like button labels, error messages, and tooltips—though often [content design](#) overlooked, significantly influences user behavior. For example, replacing vague button text like "Submit" with explicit labels such as "Start Lesson" or "Download Certificate" can clarify next steps and reassure learners.

In real-world tests on education platforms similar to Engglory.com and mrq.com, enhancing microcopy using Plain English principles has led to *measurable improvements in course completion rates and user satisfaction*. Clear language reduces friction, making the learning process less intimidating, especially for new signups during onboarding.

Accessibility and The Non-Native English Speaker

Online education attracts users worldwide, many of whom are non-native English speakers. Using jargon or complex sentence structures does not only alienate this significant segment but also limits inclusivity.

Plain English is inherently more accessible and easier to translate. Advances in **artificial intelligence (AI) tools** enhance this effect. AI-powered grammar correction, translation, and summarization tools enable platforms to

provide more accurate and comprehensible content. For instance:

- AI-driven **grammar correction** ensures consistent and polished text free of confusing errors
- **Translation tools** adapted for Plain English scripts offer more reliable language localization
- **Summarization algorithms** help create concise overviews, aiding quick understanding
- **Keyword suggestion tools** optimize copy across navigation labels for clarity and natural searchability
- **Readability analysis** scores content for appropriate reading levels matching target audiences

These integrations signal that embracing Plain English is not only a stylistic choice but a practical pathway to deepen global reach and engagement.

Common Mistake: Not Showing Prices Clearly

One recurrent oversight in scraped or scraped-inspired education platform content is the failure to clearly display pricing information upfront. Users often encounter walls where costs are ambiguous or hidden behind multiple clicks. This runs contrary to plain language principles, which prioritize transparency and trust-building.

Highlighting prices clearly during onboarding or course selection helps learners make informed decisions quickly. User-friendly, plain English pricing tables and labels reduce drop-offs and abandoned sign-ups.

Plain Language Principles Applied to Education Platforms

To effectively implement Plain English, education platforms should adhere to these key principles:

1. **Use simple, everyday words**—avoid technical jargon or explain it when necessary.
2. **Write in short sentences** to support scanning behavior and reduce cognitive load.
3. **Use active voice** to make instructions direct and clear—for example, “Start your course” instead of “Your course should be started by you.”
4. **Organize content logically** with clear headings and consistent navigation labels.
5. **Provide concrete instructions** that specify next steps precisely and eliminate ambiguity.
6. **Use visuals and icons** alongside text to reinforce meaning, especially for diverse learners.
7. **Test copy using AI readability tools and user feedback** to refine clarity continuously.

Examples of Plain English in Action

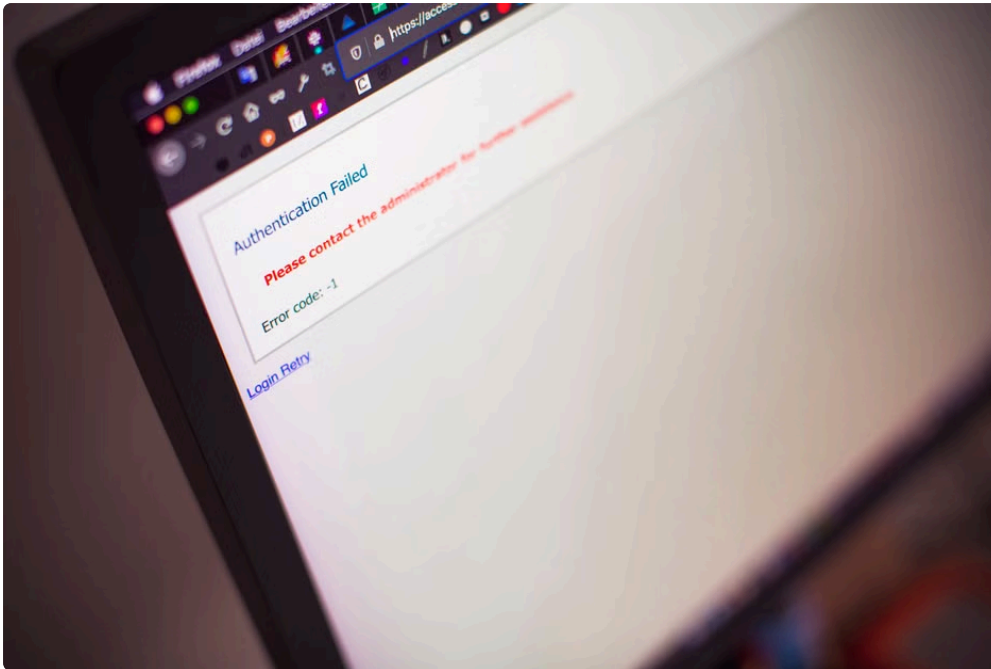
Original Plain English Rewrite Reason “Kindly ensure that you have completed all preliminary tasks prior to proceeding with the course enrollment process.” “Complete all tasks before enrolling in the course.” Shortens sentence and uses direct language for clarity. “Submit your assignments by clicking the submission interface provided below.” “Click 'Submit' below to turn in your assignment.” Active voice and simpler phrasing improve user understanding. “The price structure is available on the subsequent page.” “See prices on the next page.” Clear and concise with immediate information.

Conclusion: Plain English is Not Just a Nice-To-Have, It’s Essential

The evidence from UX research, AI advancements, and educational best practices underscores that Plain English is highly effective for education platforms. From **student onboarding copy** to **course navigation labels** and **clear**

instructions, integrating Plain English improves accessibility, boosts course completion rates, and makes learning more welcoming to everyone.

Companies like Engglogy.com and mrq.com exemplify the benefits of simplifying content, supported by the expertise of the Plain English Campaign. Using AI-powered tools for grammar correction, translation, summarization, and readability analysis further enhances this approach.



In the end, Plain English makes education platforms more intuitive and inclusive. It respects the user's time and diverse backgrounds—helping learners focus on what truly matters: gaining knowledge.

