

Imperative verbs—commands like “choose,” “press,” “select,” and “spin”—tell players exactly what to do next without fluff or ambiguity. In the constrained real estate of mobile interfaces and slot game pages, there’s no time or space for backstory or lengthy explanations. The microcopy [grammarflick.com](#) acts like “grammar” that shapes how users navigate your game flow.

Without strong imperative verbs, instructions become vague, passive, and harder to parse quickly. For example, compare:

- The second option works better not only because it's shorter but because it uses a clear command form.

Think of microcopy like grammar for game interaction. Just as verbs communicate tense and action in language, imperative verbs tell the player what moves the game forward. The right verb isn't just about correctness—it shapes the player's expectations and behavior.

Compress Mechanics with Verbs

Games often involve complex mechanics, but instructions can't bog down users with details. Imperatives help compress these mechanics into actionable, punchy commands. Take MrQ, a UK-facing casino platform known for clear slot page wording. Their microcopy often uses verbs such as:

- **Select** your paylines
- **Adjust** your bet amount
- **Press** spin to start

Each verb is chosen to precisely describe the interaction without extra words. "Select" replaces less precise "choose" when referring to picking paylines, which is a specific mechanic. "Adjust" indicates tweaking a variable rather than just choosing. "Press" unambiguously refers to a button tap or click.

Consistency Across Screens

Consistency in terminology is vital. If the intro screen says *"Choose your bet level"* but the betting interface says "Pick your stake," players might hesitate or get confused. Cumberland Council's plain English guidance for online content emphasizes clarity and consistency to reduce cognitive load and errors.

Uniform verbs and labels across game pages and UI elements create a seamless user experience. Here are best practices for maintaining consistent imperative microcopy:

- Use the same verb for the same action—avoid synonyms that aren't true equivalents (e.g., "select" vs. "pick")
- Match verbs to UI behaviors (e.g., use "press" for button taps, "drag" for sliders)
- Keep commands short and in active voice

Navigating Mobile Interface Constraints

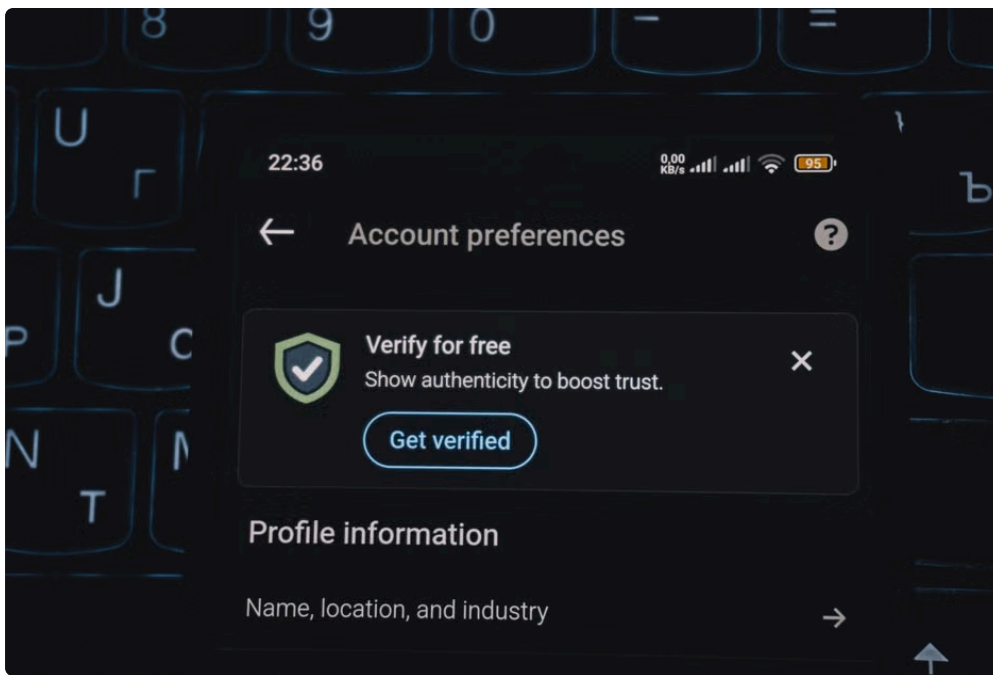
Mobile screens present unique challenges. Limited space demands microcopy that fits buttons and labels without truncation while staying legible.

Verb Selection for Button Labels

On mobile slot UI screens, your imperative verbs often appear as button text. Long phrases like "Please choose your bet level before playing" don't fit. Instead, you need:

- **"Bet level"** (label), paired with
- **"Select"** (button or dropdown verb)
- and **"Spin"** (button to start)

MrQ's slot pages exemplify this approach by pairing clear, instruction-light button labels with concise headers such as "Choose your bet level" above the controls. For example:



UI Element Microcopy Example Bet level control “Select your bet” Spin button “Press spin to start”

Reading Instructions Aloud to Test Commands

One microcopy habit I swear by is reading every instruction aloud. This helps catch unclear or awkward phrasing and ensures verbs work naturally as commands. For example, “Press spin to begin” is straightforward and instantaneous when spoken, whereas “You need to press the spin button in order to start” feels clunky and verbose.

Top Imperative Verbs for Game Instructions

Here’s a handy list of proven imperative verbs tailored to gaming microcopy, especially for betting or slot machines:

1. **Choose** – great for selecting among options
2. **Select** – slightly more formal than choose, often for UI controls
3. **Pick** – casual alternative but can cause inconsistency if mixed
4. **Press** – ideal for buttons
5. **Tap** – mobile-centric for touchscreen interaction
6. **Spin** – specific to slot games
7. **Adjust** – for sliders or changing values
8. **Confirm** – finalizing user input
9. **Collect** – for rewards
10. **Exit** – closing or leaving a screen

Keep in mind that **avoiding “bad buttons” like “Start,” “OK,” and “Yes”** improves clarity, as these vague verbs don't specify what exactly the user is starting or confirming.

Summary: Crafting Clear Game Instructions with Imperatives

- Imperative verbs form the “grammar” of game microcopy, guiding quick user action

- Use commands like “Choose your bet level” and “Press spin to begin” for fast, intuitive instructions
- Compress complex mechanics into simple verbs suitable for mobile and online slot interfaces
- Maintain consistent terminology across screens to reduce confusion, following plain English practices advocated by Cumberland Council
- Test instructions by reading aloud to fix passive or wordy phrasing before launch
- Study examples from platforms like MrQ for best practices in slot game wording

Good microcopy doesn’t just inform—it smooths the player’s path through your game. Imperative verbs make that path clear, direct, and impossible to miss. When words align perfectly with game UI, players focus on the fun instead of figuring out what to do next.

Want more tips on creating effective game UX copy? Keep exploring how word choice influences player behavior—one verb at a time.