

16 Voice & Tone

Writing in our voice is important because it creates one cohesive language, as if one person wrote everything. It also shows our personality, and creates a connection to our brand.

7 Golden Rules:

1. What's in it for me?

It's about what happened to the person, not what happened in the software.
Ask yourself what is the full flow? What are they trying to achieve? What do they expect will happen?

Yes: Fast product **No:** React boards

2. Write for all readers

Don't use big words, technical jargon or culture-specific words.

50%~ of our users are non-natives, 70%~are non-tech

Yes: We couldn't open the recycle bin **No:** Could not retrieve recycle bin data

3. Single call to action

Don't make the user think

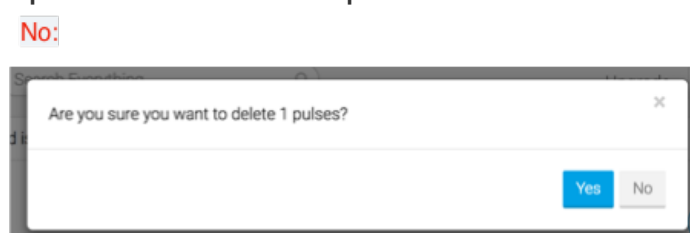
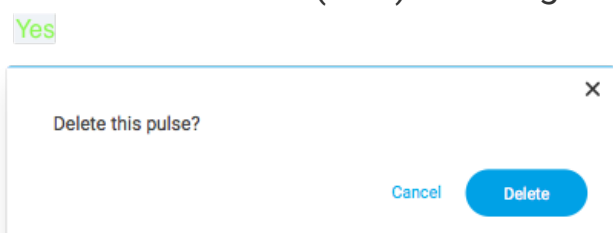
4. Full context

Don't assume people remember their last action

Yes: Delete "This week" group? **No:** Delete this?

5. Buttons are never "Yes" or "No"

The call to action (CTA) should guide people to their next step



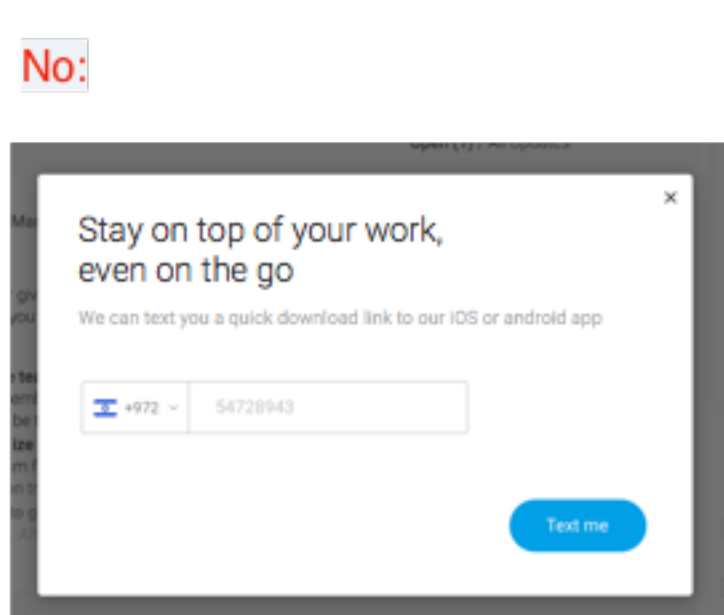
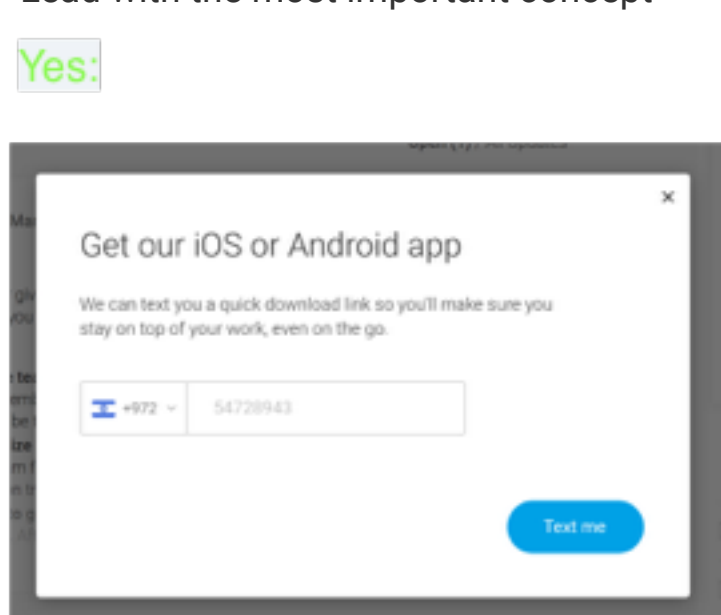
6. Cut the fluff

Make sure every word and sentence has a distinct purpose

Yes: Save changes? **No:** Would you like to save your changes?

7. Bottom line first

Lead with the most important concept



Core values of "our voice"

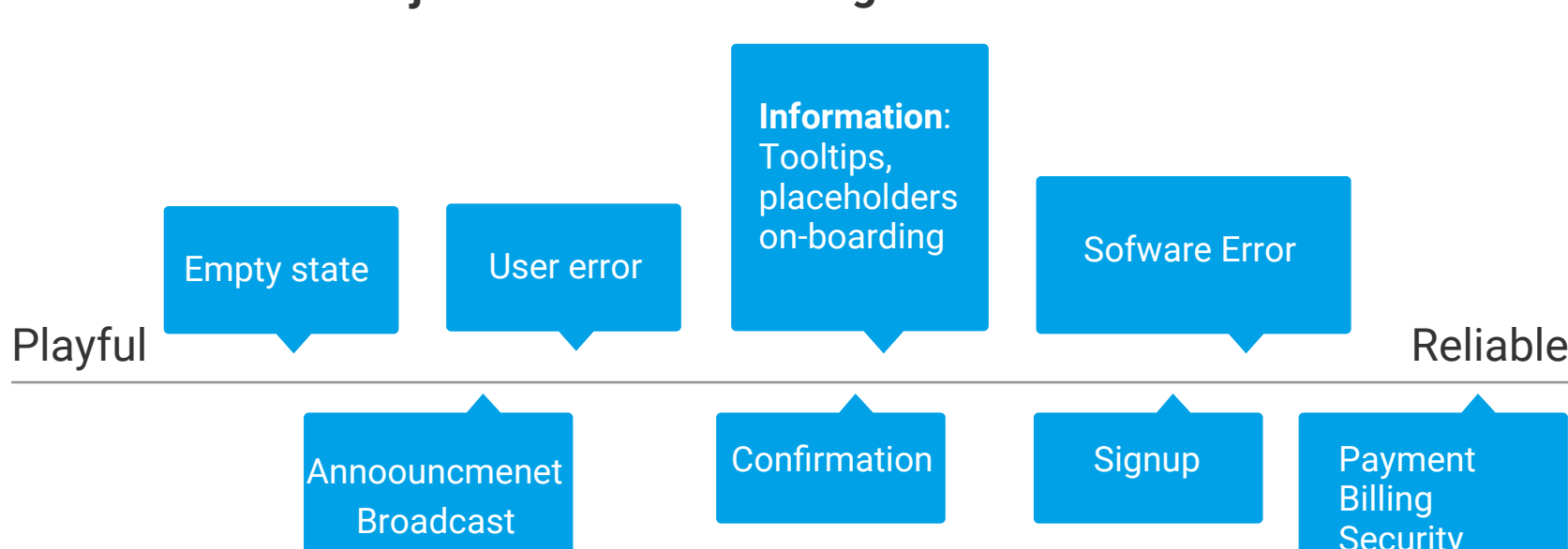
- Friendly and approachable:** We are humans building a product for other humans. Very eye level. Very positive. Not happy happy joy joy. Not fake.
- Cheeky/Playful:** We don't mind being provocative and pushing the envelope a little. But we are respectful and never offensive. The joke is never on our users. Don't make the user feel bad for making a choice we preferred them not to do.
- Confident but not cocky:** We're professionals. But, we're humble and down-to-earth.

Voice Persona: The user's right hand

- Will go out of our way to help you.
- Can trust us with your eyes closed.
- Know what we're doing.
- Not bitter, not chatty. Always to-the-point, always with a smile.
- We don't try hard to be funny, but we know how to make you smile.
- Know what to do when things get messed up.



Tone- how to adjust our tone according to the user's state of mind



*optional

Error : ("Empathy" word) + what just happened + "solution"

*optional

*optional

Confirmation: "Success" word + describe action + (re-assure) + what's next

*This is a good place to have some fun. Encourage desired behavior

Zero state: What is supposed to be here + how to get started

Search empty state: Explain what happened + suggest how to move forward

* Be excited + add explanatory visual- use content writer for that!

Broadcast: What happened + what's in it for me + where can I find it

Announcement: What's the news + what's in it for me + How do I access it

* Be excited + add explanatory visual- use content writer for that!

Tool-tip: Write what the user sees once I click, in a meaningful way to humans

* Be concise. One short sentence.

Onboarding tool-tips:

- Focus on the 2 or 3 most crucial aspects of this feature
- What's going on?
- What is the benefit?
- How to get started (optional)

****Review your content with an english speaker****