Tone of voice workshop

Antonia

1 UNDERSTAND

2 DEFINE

Homework: How do people talk about this?

Listen to how your users talk about the topic you want to cover. What words do they use?

Share user evidence

• Who are your users?
• What problem are we solving for them?
• What is their context?
• What is their journey?

Personality traits

Write down key personality traits your product had if it was a real person

How is the product NOT?

Write down adjectives the product will NOT embody

Experiment with the tone

Pick key parts of your product and write these in different styles. How do you communicate successes and errors? Dot-vote and pick versions to test with real users

3 EVALUATE & REFINE

What did your users say?

What are the success criteria for your copy? What feedback did you get from your users?

Write a dialogue & play it

If your product was a real person: how would it help your users through the task? Pick a crucial part of your product and write this dialog. Play it to see whether the conversation flows naturally

You