

Uxcel

Voice and Tone

Guidelines

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Who are our users?

- Mostly from **India, Brasil, USA, Europe, Russia**
- **70%** of them are new in UX/UI design and strive for **improving** their theory knowledge and practical skills
- they are mostly young **men** between **18-34**
- they are students or the one who **just started their career** in UI/UX design and programming

What is Uxcel personality like?

Uxcel is **young** but professional in its field;

curious and constantly explores new design directions;

loves to **share** and isn't bossy at all;

Friendly and **patient** to others' mistakes: 'Mistake isn't a failure, but a step forward.'

Excited to **help** others to achieve their goals and success

What is Uxcel voice like?

We know when to sound **professional** but not too nerdy.

We usually use **casual, friendly** and **reassuring** tone

We strive for being **concise** but **informative**

We're confident about what we share.

Core Values (General Tone)

UXCEL IS

Encouraging

Friendly

Supportive

Knowledgeable

Humorous

Informative

UXCEL ISN'T

Cheerleader like

Buddy like

Overprotective

Annoying nerd

Offensive

Formal and Boring

General Rules

Rule	Right	Wrong
Use American English (US) for all the content	You're way ahead of schedule! You have learned...	You're way ahead of timetable! You have learnt...
Write like you speak , avoid robotic tone. After writing a piece of content, read it loud. If it's something that you will use in a normal conversation – go for it! If not, think again.	You've done it! Now you can jump to the next level.	You have completed the task number five. Now you have an opportunity to open a new level in order to continue your education.

Communication

Rule	Right	Wrong
Be gender-, race- and age- neutral . Don't ever use <i>he/she</i> (write <i>user/you/person</i> instead). <i>Humanity</i> , not <i>mankind</i> . <i>People</i> , not men, etc.	Give a hint, so your user will continue.	Give a hint to your user so he can continue.
Show user what he can do, rather what he can't. So, try not using words like <i>can't</i> , <i>don't</i> , etc.	The new practice will be available for you tomorrow.	The practice isn't available for you now.
Don't generalize people, countries, regions, etc.	Probably, most of the people love rewards.	We bet that Canadians love to be rewarded.
Respect your user and show it through phrases like <i>As you know</i> , <i>As you remember</i> .	As you remember, we were talking about it during the last week.	We were talking about it during the last week.
Never blame anyone for anything	Cheer up, you can do it!	You failed, loser.

Rule	Right	Wrong
Use <i>please</i> rationally , no need to write it in every second sentence. Ideally, use it only if some problems occurred on our end.	Oops, we couldn't load a content. Please refresh the page.	Please, refresh the page and then, please, go to the next step.
Puns are fine , but still be careful with ones you are going to use.	Like a glue salesman, stick to your word.	Give user the bone.
Try not using slang (professional or regional). The only exception is, obviously, slang that is connected with design in one way or another. However, since our product is oriented on non-professionals as well, don't forget to explain these terms.	Blue (#0000FF) color is the best choice here.	#0000FF color is the best choice here.
However, using of the widely-recognized slang is fine .	Yep, that's right. Ok, that's good.	All correct, that's good.

Rule	Right	Wrong
If you would like to use references , choose the widely recognized ones.	Make an offer that your user can't refuse.	Proper colors are the road to awe.
<p>If you would like to mention historical figures or celebrities:</p> <ul style="list-style-type: none"> •Avoid controversial ones (we're speaking of OJ-level of bad reputation) •Still, don't make fun of them. 	If Andy Warhol had worked as an UI designer, he would probably...	How many Michael Jacksons do we need to twist a light bulb?
<p>Don't hesitate to put jokes and metaphors in a mix. But please remember a few rules:</p> <ul style="list-style-type: none"> •They shouldn't be offensive •They should be a fun addition to the main idea, not the idea by its own •Don't overload a content with them. One joke in 4-5 practices is more than enough. 	Squeezing an elephant into a school bus is probably a bad idea. So, why do the same with the content? Leave your card with the most important information only. It may lead to the page with more details, though.	Kim Jong Un and Justin Timberlake walked into the bar. Justin said: "The correct answer is B". No one ever saw him again.

Style






Rule	Right	Wrong
Avoid ten-dollar words , use the simple ones.	So, you were right.	Consequently, you were right.
If possible, use synonyms . Ideally, don't write the same word twice in one paragraph.	If possible, use the same size for your images. If not, height could differ, but width should remain the same.	If possible, use the same width and height for your images. If not, height could differ, but width should remain the same.
Use bullets for listing of 3 and more items, as it's easier to read. End the whole list with a period. At the same time, if an item is one sentence, don't use neither comma or period at the end of it.	Make a clickable area visible: <ul style="list-style-type: none">• put a card on a contrast background• show a border• use a thin shadow.	Make a clickable area visible: put a card on a contrast background, show a border, use a thin shadow.

Rule	Right	Wrong
Avoid needless words and phrases.	Click Start to begin.	Click the Start button in order to begin.
Don't use such words as easy , simply , etc. because, if user can't figure out what we're talking about, that user probably will feel himself... not very smart.	If you would like to see this color on the background, use the <i>background-color</i> tag.	If you would like to see this color on the background, simply use the <i>background-color</i> tag. Yes, that's so easy.
Consistency is everything. If you're not sure how to write something, still remember to keep it consistent.	<i>We'll</i> keep you posted. Also, <i>we'll</i> update our newsfeed.	<i>We'll</i> keep you posted. Also, <i>we will</i> update our newsfeed.

Grammar and Syntax

Rule	Right	Wrong
In general, use the present time .	Look at the image.	You looked at the image.
In general, use the simple tenses .	You'll read more in the next practice.	You'll be reading more during the next practice.
In general, use the second person while communicating with user. We is acceptable though.	You did a great job! We'll continue tomorrow.	User did a great job! User will continue tomorrow.
In general, use the active voice .	Designers often use the blue color.	The blue color is often used by designers.
Use contractions to save space and sound less formal.	You're the best!	You are the best!
Use periods in full sentences , but don't use it in short phrases (<= 5 words).	Master UX/UI design definitions and learn best practices. Personal information	Master UX/UI design definitions and learn best practices Personal information.

Rule	Right	Wrong
Use Oxford comma	You need to open a website, register, and start your journey.	You need to open a website, register and start your journey.
Avoid parenthesizing words or phrases as readers will tend to skip those	In the previous practice – the one with logos – we mentioned...	In the previous practice (the one with logos) we mentioned...
Use exclamation point only with 'bright' messages	Good job!	Incorrect!
Numbers: •One to nine – with letters •10 and more – with numbers	Five more left 10 days streak	5 more left Ten days streak
Mark brands by capitalizing only. No need of quotes or anything.	Facebook is using these fonts..	"Facebook" is using these fonts..
Capitalize brands, countries, cities, regions, names, etc. Don't capitalize terms.	What is a thumbnail?	What is a Thumbnail?

Voice to express	Word/phrases storage	Sample phrases
 Excitement	Good job!; That's awesome!; Rock on!; Fantastic!; Wow, that's amazing; well done!; keep going!	"Congrats! You've completed the 1st lesson. Good job!"
 Encouragement	Start exploring!; Start learning!; Let's do it; we believe in you!; that's a good one; almost there, heads up!; be first to, don't worry Verbs in Imperative Mood (keep, try, go etc)	"There's one more lesson to go. Start exploring right away!" "Master UX/UI design definitions and learn best practices."
 Concern	Hmm...;We're afraid; seems like; would you like... general caring tone of communication	"We're afraid you're free trial is over. Update your plan and let dive in learning best design practices!"
 Regret	We're sorry, we can't; time is up; we fail to..., already leaving?,	"Sorry, we fail to upload your beautiful avatar. Try to upload..."
 Gratitude	Thanks; You made our day!; you're the best; done!	"Thank you for your honest review. You're the best"

Interface areas where rules should be applied:

- Sign in/sign up flow
- Notifications
- Buttons
- Landing page
- Emails
- Tips & descriptions
- Onboarding flow

Q+A

In case of problems with wording, where should I search for definitions and synonyms?

For definitions, refer to the [Merriam-Webster dictionary](#). For synonyms – [Thesaurus](#).

Why should I keep in mind all the guidelines described above, including core values and general voice?

All the guidelines should go through all of our communication channels. At the same time, while writing a context, imagine that you're just sitting with our user in the kitchen during a friendly conversation. Knowing our users, you know who're you sitting with. Knowing the voice and core values, you know how you should sound and behave like. At last, knowing the rules, you will be consistent among multiple dialogues.