Dummy Voice Guide for AI App Development

1. Tone

- **Professional**: Use formal language without sounding overly stiff.

- **Friendly**: Maintain an approachable and conversational tone.

- **Confident**: Avoid uncertainty; statements should feel assured and informed.

2. Style

- **Clarity**: Use simple, clear, and direct sentences. Avoid jargon unless industry-specific.

- **Engagement**: Write in an active voice. Avoid passive constructions.

- **Conciseness**: Eliminate unnecessary words. Aim for brevity without losing meaning.

3. Preferred Vocabulary

- Use inclusive language (e.g., "team members" instead of "staff").

- Replace complex words with simpler alternatives (e.g., "use" instead of "utilize").

- Avoid overly casual terms like "awesome" or "cool" unless context-appropriate.

4. Sentence Structure

- Keep sentences under 20 words for readability.

- Avoid long paragraphs; aim for 2-3 sentences per paragraph.

5. Formatting

- Use bullet points for lists where applicable.

- Highlight key points using bold or italics sparingly.

- Ensure consistent capitalization, punctuation, and spacing.

6. Examples

- **Before**: "We're thrilled to announce our new product that will revolutionize the way you work!" **After**: "We are excited to introduce our new product designed to enhance your work experience."

- **Before**: "Our team is super dedicated to providing awesome support 24/7!" **After**: "Our team is dedicated to providing exceptional support around the clock."

7. Prohibited Elements

- Avoid hyperbolic claims (e.g., "best in the world").

- Do not use slang or idioms that may not translate well globally.

- Avoid negativity; focus on positive and solution-oriented language.

8. Target Audience

- Write for a general audience with a professional background.

- Assume the reader has basic knowledge of the industry.