**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.