

# Brand Voice Chart

Voice Characteristic	Description	Do	Don't
Trustworthy/Reliable	We're going to help users accomplish exactly what they're looking for no matter what.	Offer solutions, emphasize privacy and safety, and be thankful for user input	Tell users no, not own up to mistakes, or give lackluster responses to user input
Personable	We're going to make users feel special/cared for, as if we're really there to speak directly to them/help them with what they need.	Use a friendly tone throughout and customized references (refer to users by their profile name), offer walkthrough/how-to-use/help section for features so users can be guided	just refer to audience in general, lay out services/features without providing instructions/help options
Open/Honest	We're going to make everything we offer/do really transparent and honest so users know exactly what they signed up for/what we stand for from the start	Be transparent about the services we offer/the housing process/what to expect/what our mission is	overadvertise and not deliver on what we're going to offer/help with... don't hide problems but tackle them head on
Empathetic/Relatable	We're going to understand that the target audience is mostly everyday college students/young adults who may not have any experience in real estate/housing process	Use easy explanations, terms, tone that clearly explains processes/steps/features to users... always be there if users need help... provide practical resources/good advice targeted for students specifically	expect users to have extensive knowledge of housing/real estate and just dump advanced terms on them... don't make the product hard to use/navigate
Inclusive	We're going to understand that there are differences among the student users (demographics, identity, geography, etc.) & be mindful, aware, & inclusive of those differences	be mindful of the language we use throughout the product & offer the services to anyone who needs it	only offer product to certain groups of ppl (within the student audience) based on certain characteristics/backgrounds/etc... don't make assumptions about people's backgrounds/identity/intelligence/etc.