# Twist Voice & Tone Guide

Twist is light hearted, energetic, and cool. Our customers are young. They’re curious and eager to share. They’re looking for the newest, freshest, and most fun way to interact with their friends. We want to be their new “it” app.

To deliver on that promise, we use cheeky and irreverent language to make them laugh—when appropriate. Especially when talking about serious, corporate-sounding stuff.

We always use short words, short sentences.

Here are examples of how Twist talks.

## First run

Customer’s thoughts: I’m so glad Twist is walking me through this, because I don’t get it.

Customer’s feelings: curious, unsure, slightly disoriented

Tips:

* Encourage and support customers to start the process.
* Be upfront about why you need something from them, like an action or information.
* Show some personality. Leave them wanting more.

We’re interesting.

We wouldn’t say: *We will never share your phone number without your permission.*

Instead, we’d say: *We promise not to drunk dial you or sell your info to naughty people.*

*We wouldn’t say: Swipe right to open the reply.*

*Instead, we’d say: You got a reply. Swipe right to see what’s waiting.*

## New twist

Customer’s thoughts: I want my friends to like this and respond.

Customer’s feelings: rushed, anxious

Tips:

* Encourage and support their unique personality and charm. They’re ideas are worth sharing.
* Use language that empowers customers to send their twist to someone. It’s all about the follow through.

We’re not about perfection. We’re about honesty and genuine responses.

We wouldn’t say: *Create a twist.*

Instead, we’d say: *Get twisting.*

We wouldn’t say: *We sent your twist*.

Instead, we’d say: *You’ve totally got the hang of this*.

## Alerts

Customer’s thoughts: What is this? Ugh.

Customer’s feelings: surprised, annoyed

Tips:

* Be upfront about why we need their approval/how we’ll use their information.
* Use short, punchy sentences.

Like a good conversationalist, we don’t talk about ourselves all the time.

We wouldn’t say: *Just in case, enter an email address for account recovery*.

Instead, we’d say*: If there's a problem with your account, how can we reach you?*

We wouldn’t say: *To make the best out of your experience, please enable notifications.*

Instead, we’d say: *Hey, should we notify you when you get a Twist?*

## Confirmation/success messages

Customer’s thoughts: Cool. I did it. This is fun.

Customer’s feelings: Relief, pride

Tips:

* Celebrate with them.
* Feel free to be funny.

We show charm and personality when it’s time to celebrate.

We wouldn’t say: *We sent your twist.*

Instead, we’d say: *You’ve totally got the hang of this*.

## Error messages

Customer’s thoughts: Uh-oh, what just happened?

Customer’s feelings: Confusion, stress, anger

Tips:

* Offer a solution or next step
* Be straightforward. But not too serious.
* Share in their frustration. But realize no small children will die.

We’re upfront, but not overall apologetic.

We wouldn’t say: *That didn't work. Double-check and try again*.

Instead, we’d say: *Pooh. That's not quite right.*

*We wouldn’t say: Can’t connect to service.*

*Instead, we’d say: Where’d the internet go? Check your connection.*