





Communication
(terminology)
Experience

- Humanizes digital products and appeals to user's emotion

- Sets up a voice and tone the user will enjoy

- In a format the user will expect and understand



enno tion

appeals to user's

Humanizes digital

products and

• Sets up a voice and

enjoy

to meet the user with

understand

will expect and

• Inform the user

**SOCIAL
MEDIA
WEEK**
LAGOS



AFRICA
NxT

warchop!

Waiting you

Wetini.igo

put for you!

What would you

like to have?

What would you

Link to eat?

please?

What can

serve you,

