

Our product voice

Straightforward

Our solutions should help people get through their workday, not add difficulty. That means writing should be simple and quick to read.

- Cut out extra or unnecessary words
- Write shorter sentences
- Use active voice

Conversational

Many of our core products are rooted in conversation design, and we like to echo the sentiment throughout our writing to create seamless back-and-forth with users.

- Write in a way that's easy to read aloud
- Explain your topic the way you would to a colleague
- Limit or completely cut out technical jargon and slang

Helpful

We want to provide background support to our employees, without being overbearing.

- Point out opportunities for additional support
- Provide just enough to get users started in the right direction