

Content & Tone Guidelines

To support clarity and consistency across the platform, content was guided by a clear tone and structured content approach aligned with user needs.

The tone and content approach were designed to support quick understanding and reduce ambiguity across key sections of the website.

Tone

- clear and direct
- supportive and encouraging
- action-oriented
- authentic and grounded in real scenarios

Content Principles

- prioritize clarity over promotional language
- use simple, straightforward wording
- make actions and outcomes explicit
- reflect real training situations and user goals

Example

Before:

“Join our elite basketball experience”

After:

“Explore training sessions designed to build specific basketball skills”