

Content Style Guide - SitMe

This guide is intended to assist anyone who writes copy for SitMe.

How we talk to people can make a big difference in how they feel about a product or service.

As UX writers, our job is to help make sure users get the right messages, encouragement, and instructions at the right time.

A great user experience isn't just how something looks and behaves—it's also about what we say, when we say it, and how we say it.

Our mission is to make user experiences better for everyone, and our copy is a huge part of this.

The FOUR values that characterise SitMe are: FAMILY, REPUTABLE, CONSCIENTIOUS, HONEST

Voice characteristics	Description	Do	But, don't
Family	Our pets are family and so are our customers, both owners and sitters alike. We look out for our family and we want only the best for them, which is why we do everything we can to make all of our customers feel welcome, included and part of the SitMe family.	Use inclusive and reassuring and language that makes every user feel right at home, comfortable and welcome. Family is about trust and respect, so we must ensure our language offers both, as well as building both.	Talk down to users or use language that could exclude any member or group of members within our customer/supplier family.
Reputable	We know everything there is to know about owning and caring for pets of all kinds, ages and breeds. It's a labour of love, with plenty of experience and knowledge to go around. We share our knowledge and pass it along, and our customers can rely on us for this very reason.	Use appropriate terminology to describe our professional services, without using jargon. Demonstrate our knowledge and experience with confidence and clarity, ensuring our customers know exactly what we can offer.	Come across as arrogant or make customers feel stupid or small. We are here to educate and care, not to show off. Don't make any unsubstantiated claims, or overpromise.
Conscientious	We are pet owners and business owners ourselves, so we know what's important. That's why we're quick to attend to any matter that may arise, big or small, and we never leave a pet owner or a pet sitter waiting anxiously for information. We anticipate our users' every need and we help fill them.	Get ahead of what our users need and provide the information readily. Be proactive and generous with sharing information and go above and beyond with communication and responses.	Underestimate needs and wants or dismiss any issue as unimportant. But also don't contact users too often (unless invited) and don't ignore feedback.
Honest	Nothing is hidden or left to chance with SitMe. Owners need to know their pets are safe without worrying about anything, while sitters need to know their own reputation and livelihoods are in safe paws. Everything we do (and everything we don't do) is shared in a clear and transparent manner.	Provide accurate and honest information at all times. Provide all information upfront, particularly when it comes to costs, figures and credentials. Let owners and sitters know we are there to help, not take advantage.	Hide any important details within masses of copy or make incorrect statements.