

Content Style Guide

Taste App

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Audience

Taste App users are first and foremost people who wish to discover new entertainment media. They are tired of the run-of-the-mill predictions that Netflix or Google feeds them and have come to our app to be directed to something better. Many consider themselves arts/culture/entertainment “geeks” or organization enthusiasts.

Demographically, Taste App’s audience ranges in gender and age, but leans mostly towards males in their twenties. They live all around the world, but hail primarily from the United States, the United Kingdom, and Canada. That being said, we still do have a significant number of users whose first language is not English, so we want to use language that is clear and straightforward.

Use Cases

Discovery

People come to Taste App looking for a new and unexpected media to consume. This sometimes takes place far in advance of when they intend to consume said media, and sometimes directly beforehand. Users also take advantage of our advanced filtering capabilities to find an item appropriate for their precise mood and setting.

Utility

Users rely on Taste App's watchlist and tracking records to recall movies they want to see and those they have seen.

Voice and Tone

Product

Taste App's purpose is to *assist* users in choosing the right media for them, not telling them what to choose. In that sense, the product is something like a tool. As a tool, our voice should first and foremost be:

- Clear and readable.

After that requirement is met, our voice is also:

- Helpful, but not overly-informative.
- Analytical, but not cold.
- Authoritative, but not pushy.
- Human, but not overly enthusiastic.
- Curious, but not lengthy.

Brand

We are authoritative when presenting data from our product (ratings/reviews) but clear that this information comes from users. We're curious and excited about our subject matter, but always from an analytic perspective. We do, however, encourage passion from our users.

Names

Match%: This percentage measures how much (and how much more compared to the average Joe) you would enjoy a movie. It also factors in recency, serendipity, and rarity to help you discover the not-so-obvious recommendations.

Vocabulary

It's important to use the same words, spelling, and capitalization consistently, otherwise things start looking messy and confusing for users.

Categories

Formatted in lowercase.

- movies
- shows
- podcasts

Interactions

These are action-oriented words. Formatted in lowercase.

Item interactions:

- rate
- save
- skip
- block
- write a reaction → reaction
- add attribute → attribute

Other interactions:

- upvote
- downvote
- quick-rate (verb) **see Places section for noun spelling/formatting*

Places

Capitalized

- Discover Movies
 - Discover Movies - Top Matches
 - Discover Movies - Streaming
 - Discover Movies - Genre
- Discover Shows
 - Discover Shows - Top Matches
 - Discover Shows - Streaming
 - Discover Shows - Genre

- Friends
- Leaderboard
- Match Preferences
- Messages
 - Friends Messages
 - Notification Messages
- Movie Page/Show Page
- Quests
- Quick Rate (noun)
- Saves
- Search Engine
- Streaming Preferences
- Your Profile

Gamification

The title of gamification elements should evoke currencies. Element titles should be capitalized.

Elements		Gaining Elements
<i>Points</i>	→	<i>Earn Points</i>
<i>Levels</i>	→	<i>Level up</i>
<i>Quest</i>	→	<i>Go on a Quest</i>
<i>Gems</i>	→	<i>Earn Gems</i>
<i>Plaque</i>	→	<i>Earn a Plaque</i>

Grammar and Mechanics

Lettercase

The following words are always capitalized:

- Headers and subheaders
- [Names](#)
- Vocabulary that is unique to us (like [places](#), and [gamification elements](#))

The following words are always lowercase:

- When it comes to vocabulary, if a feature or product isn't unique to Taste App, don't capitalize it (like [item interactions](#))

Punctuation

Oxford Comma

We use an oxford comma.

Ampersands

Don't use ampersands (&). Spell out the word "and".

Pronouns

First Person

As Taste App is a tool, we want to speak personally to our users. For this reason, we communicate primarily using first-person pronouns: *we*, *us*, *our*. However, *Taste* or *Taste App* should be used at the discretion of the writer when they believe the user could use some context.

Second-Person

When labeling user belongings, we refer to them using second-person pronouns, not first-person.

For example: *Discover Your Taste*, not *Discover My Taste*

Third-Person

Avoid using gendered pronouns like he and she and instead refer to others as *this person*.