



Voicity

Talk like a human

WHAT ARE VOICIFY CARDS?

Voicify cards describe typical content scenarios with tips and examples of the best ways to write for each.

Voicify your copy by applying Atlassian's guidelines

Bold

We take a stand. Not everyone will agree with everything we say—and that's ok. State your position and back it up with humility. We define bold on a scale from **informed** to **empowered**. Sometimes a user just needs the relevant info and sometimes we need to inspire.

Optimistic

We're upbeat, resourceful, and friendly. Demonstrate a can-do attitude, that shows possibility without over promising. We use a scale from **encouraged** to **motivated**. Meaning we support a user from their initial hesitation to the point where they become a mentor and knowledge expert on their own team.

Practical with a wink

Focus on actionable information. Tips, tricks, and how-to's are gold. Provide warmth and empathy. Our scale ranges from **satisfied** to **delighted**. A user can feel like they have "just enough" information or be tickled by an unexpectedly pleasing experience.



Word choices

Word choices

Use the examples below as a guide for choosing the right words.



Off limits

Specify
Account holders
Unfortunately
Yay!
Correct
Reconfigure
Oops



Use sparingly

Configure
Users
Awesome
Relevant
Modify
Sorry



Go for it

Choose, Set up
People, Your team
It looks like
Hooray
Right
Edit, Change

Voicify ADG 3 pattern

	Information	Success	Warning	Error	Feature discovery
Blank state					✓
Empty state	✓				
Banner	✓		✓	✓	
Flag	✓	✓	✓	✓	✓
Section messages	✓		✓	✓	
Inline messages	✓		✓	✓	
Icon messages	✓		✓	✓	
Modals			✓	✓	✓

Error

Error messages let the user know that something has gone wrong after they've tried to do something.

Your job

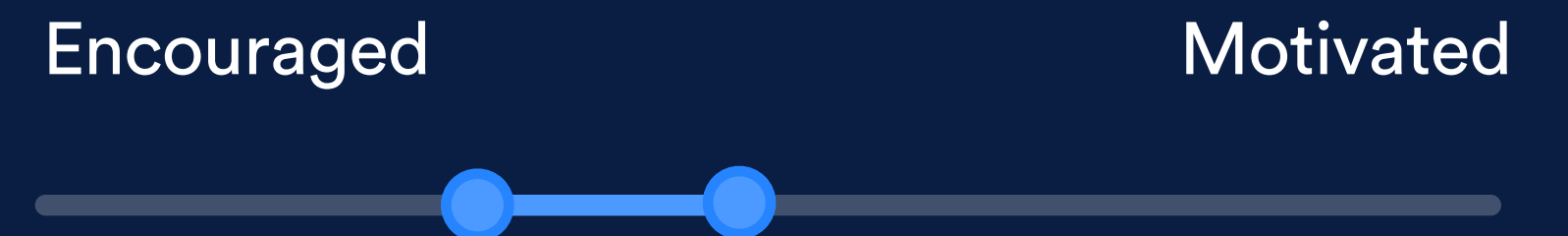
Explain the problem and provide the user with a next step or an alternative. Keep the message simple and direct, and avoid confusing the user with technical details. If it's our fault, own up. If it's the user's fault, don't talk down to them.

Tips and tricks

To avoid blaming the user, say "we're having trouble connecting" rather than "you're having connection issues".

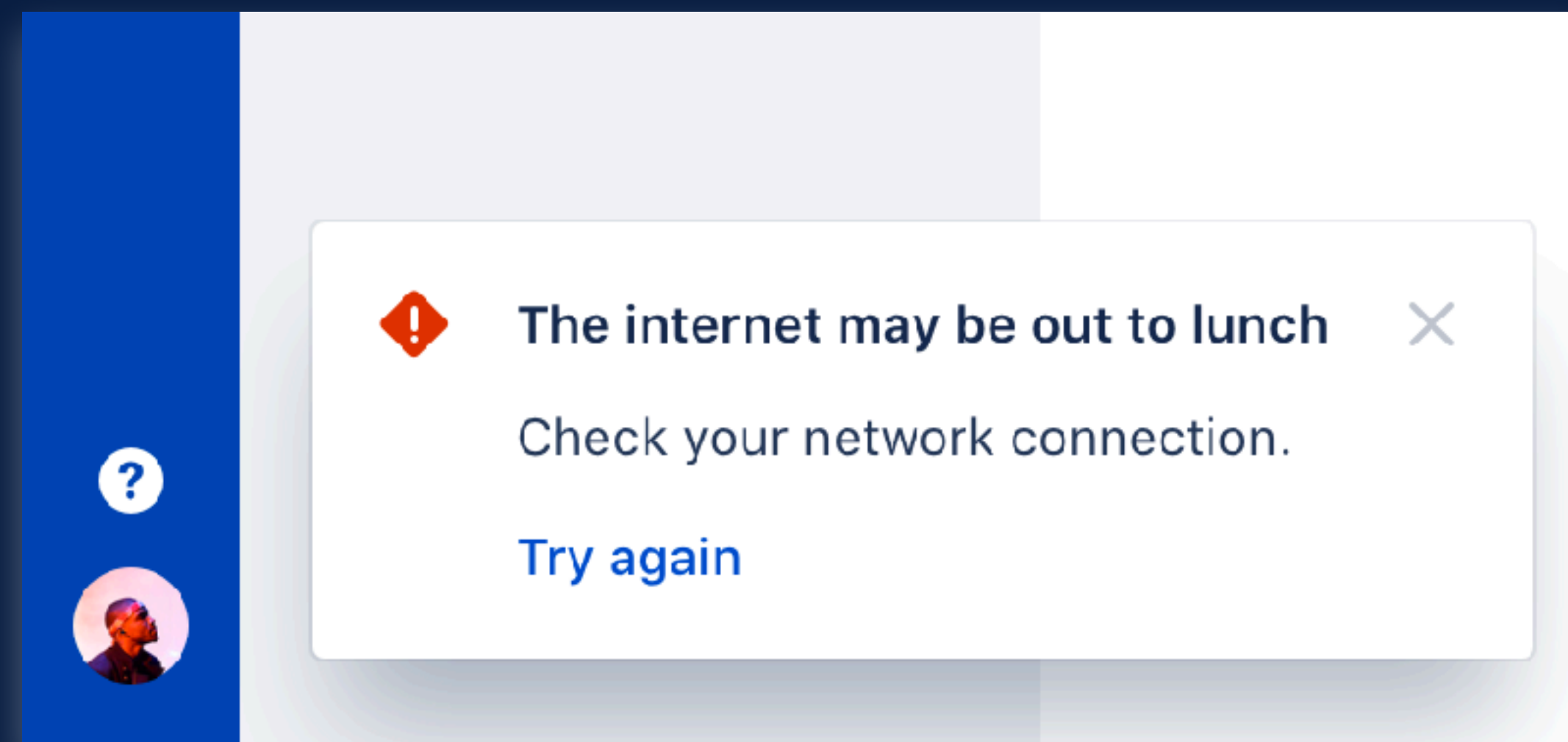
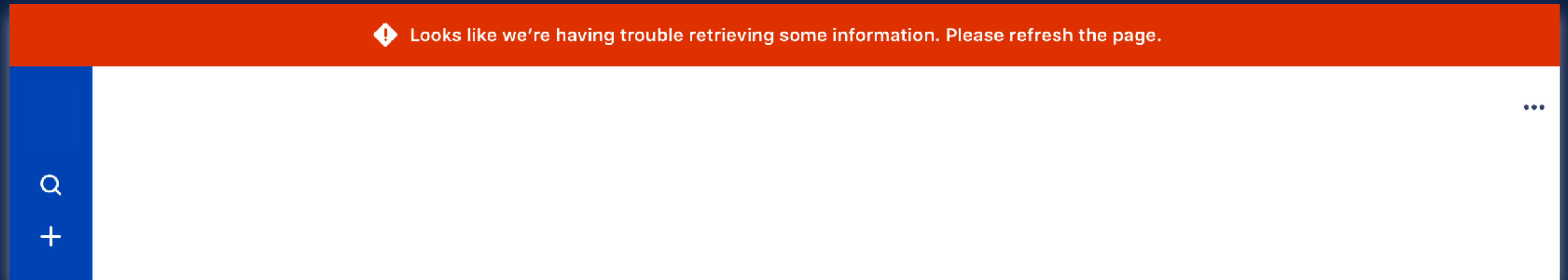
Let the user know what's causing the error, rather than writing a general error message for a number of things. Think about how you might explain a technical error to your non-technical friends.

How users should feel?



Visit [go/voicify](https://go.voicify.com) for more examples

Error examples



Feature discovery

Feature discovery messages highlight a new or recently updated experience.

Your job

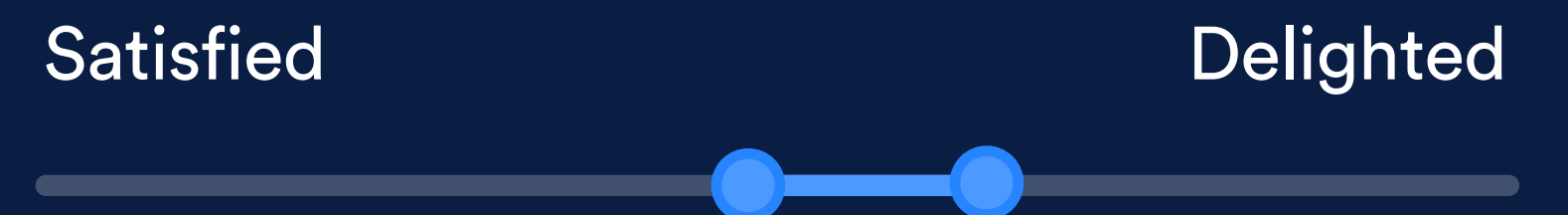
Determine whether you need to inform (e.g. a feature has moved) or teach (e.g. the experience or interaction has changed) the user. Introduce the change, communicate its benefits, and provide a call to action if appropriate (e.g. "Learn more" or "Add a task").

Tips and tricks

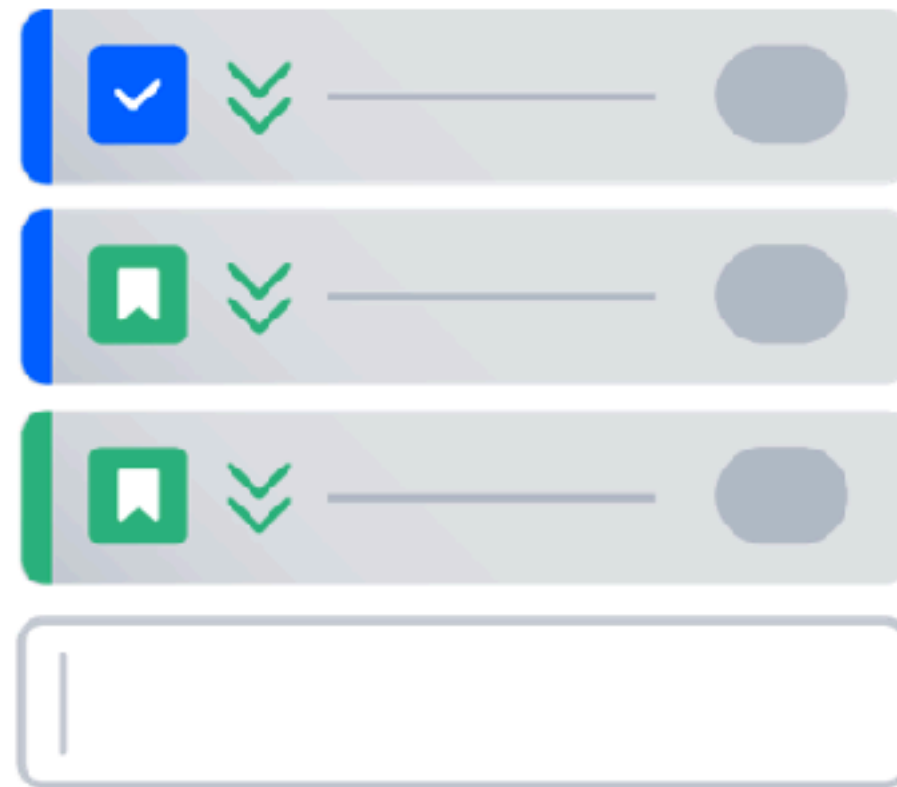
Think about what the user might be trying to accomplish, what they were just doing, and where they need to go.

This should be a positive experience for users.

How users should feel?



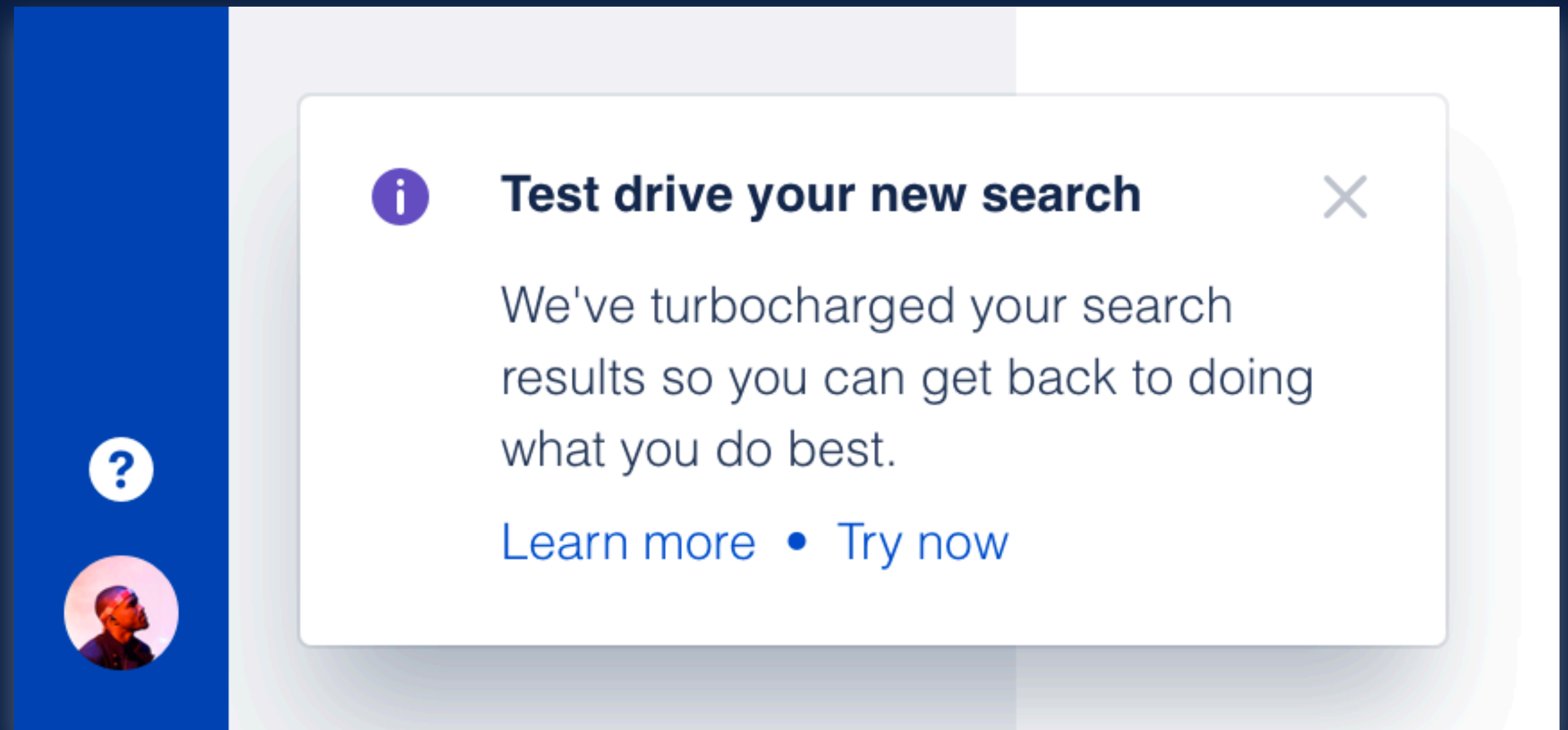
Feature discovery examples



This is where it all starts

Jumpstart your agile workflow by adding issues, and then drag and drop to prioritize them.

Add an issue



Info

Info messages alert the user to additional information without requiring an action.

Your job

Inform the user about something that might help or impact them. Then, let them get back to work. Based on the situation, you can add more "wink" to your message, but keep it clear and concise.

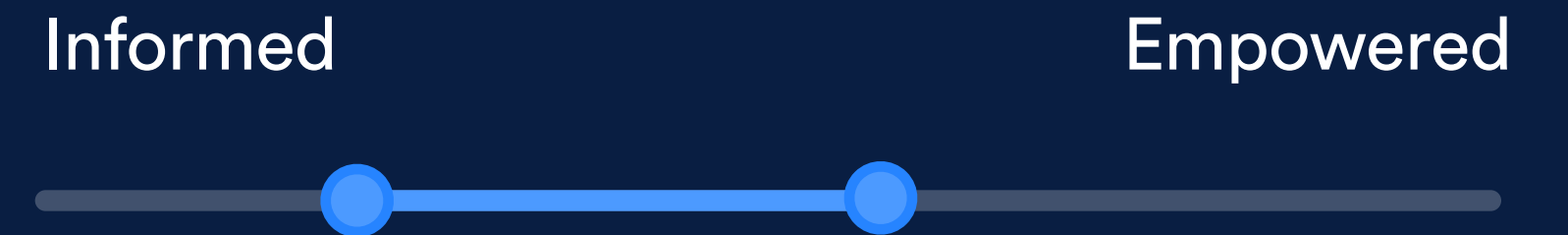
Tips and tricks

Say why it's important.

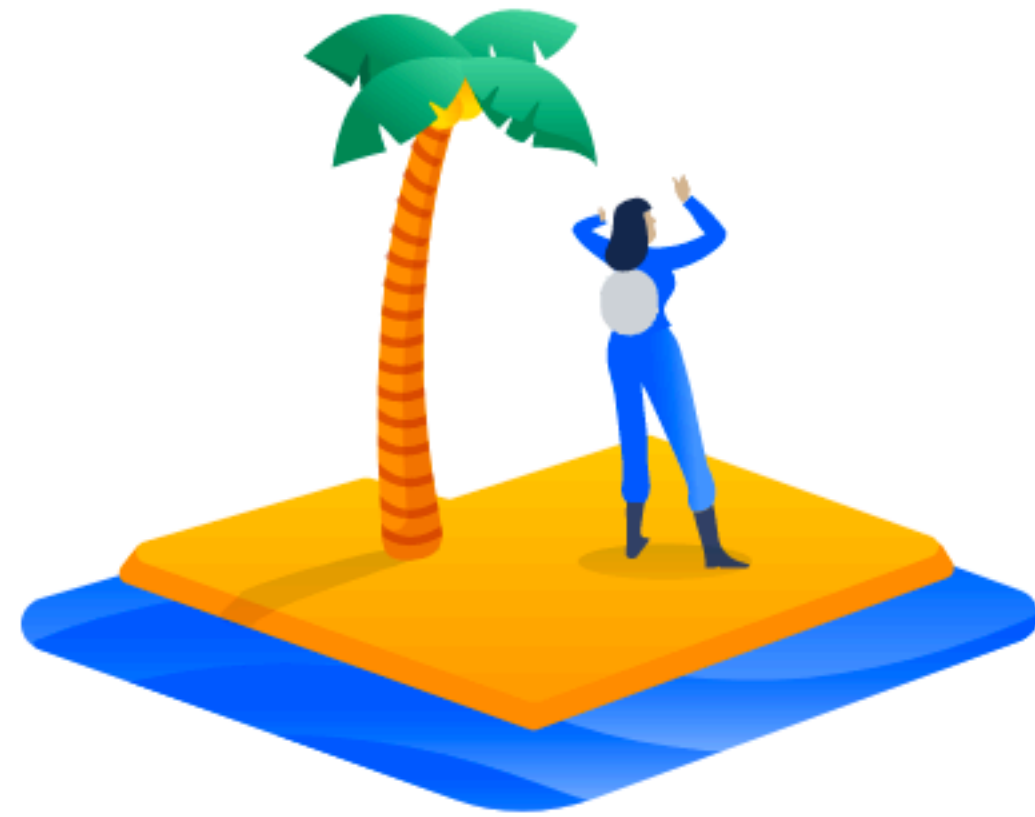
Get right to the point.

This is nice to have information, but not critical to the user's experience.

How users should feel?



Info examples



Where is everybody?

There's no one in this project. Add yourself or your team to get the party started.



Are you still there?



You've been gone for a while, so we logged you out.

[Log in](#)



Changing project types

Different project types come with different features and capabilities. Take care when changing them.

[Check out the differences](#)

Success

Success messages let the user know that they have completed an action.

Your job

Reaffirm the outcome and get out of the user's way. Always give the user the option to dismiss the message. If they have just created something, give them an option to view it.

Tips and tricks

Messages that appear more frequently should have less wink and be more concise.

Messages that appear after a bigger or more infrequent action can be more playful.

How users should feel?

Informed Empowered



Encouraged Motivated

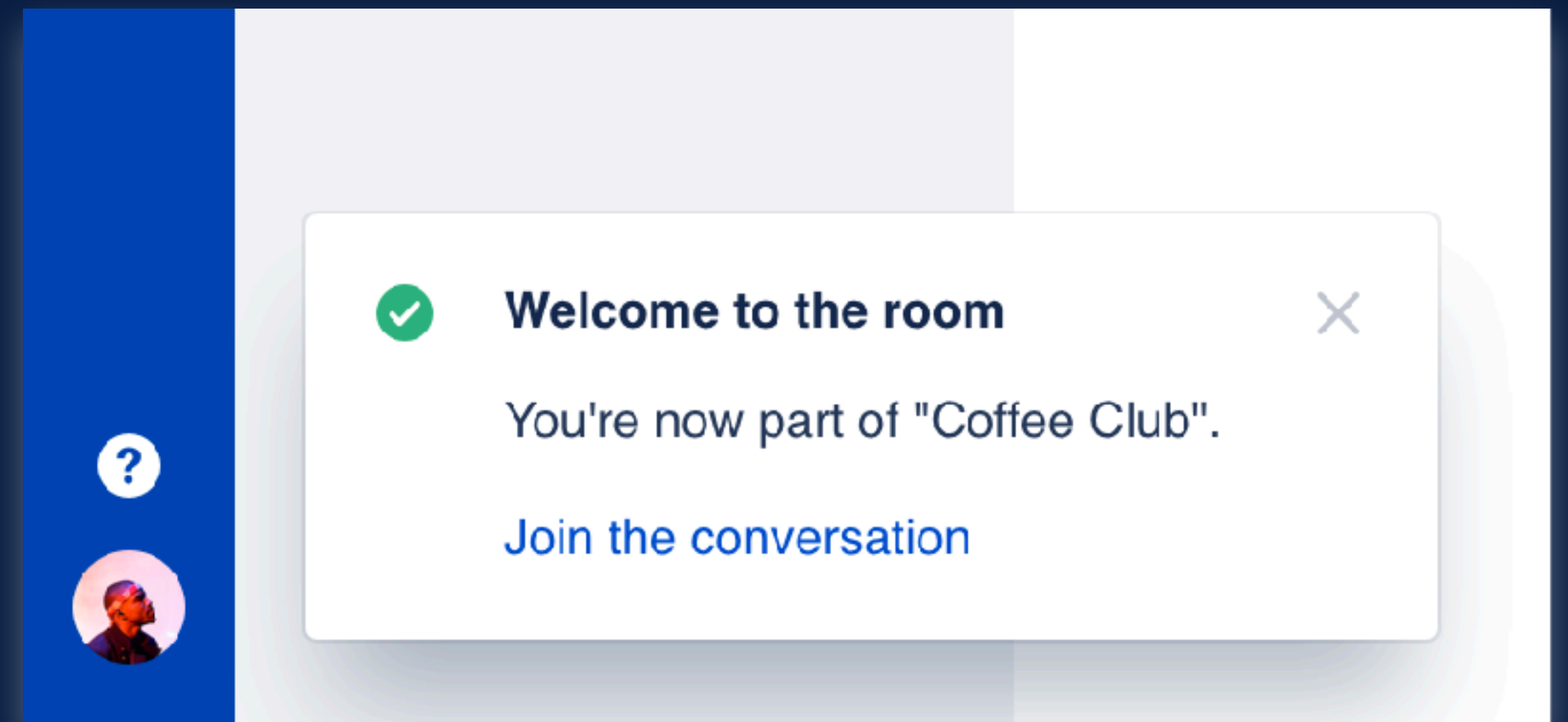
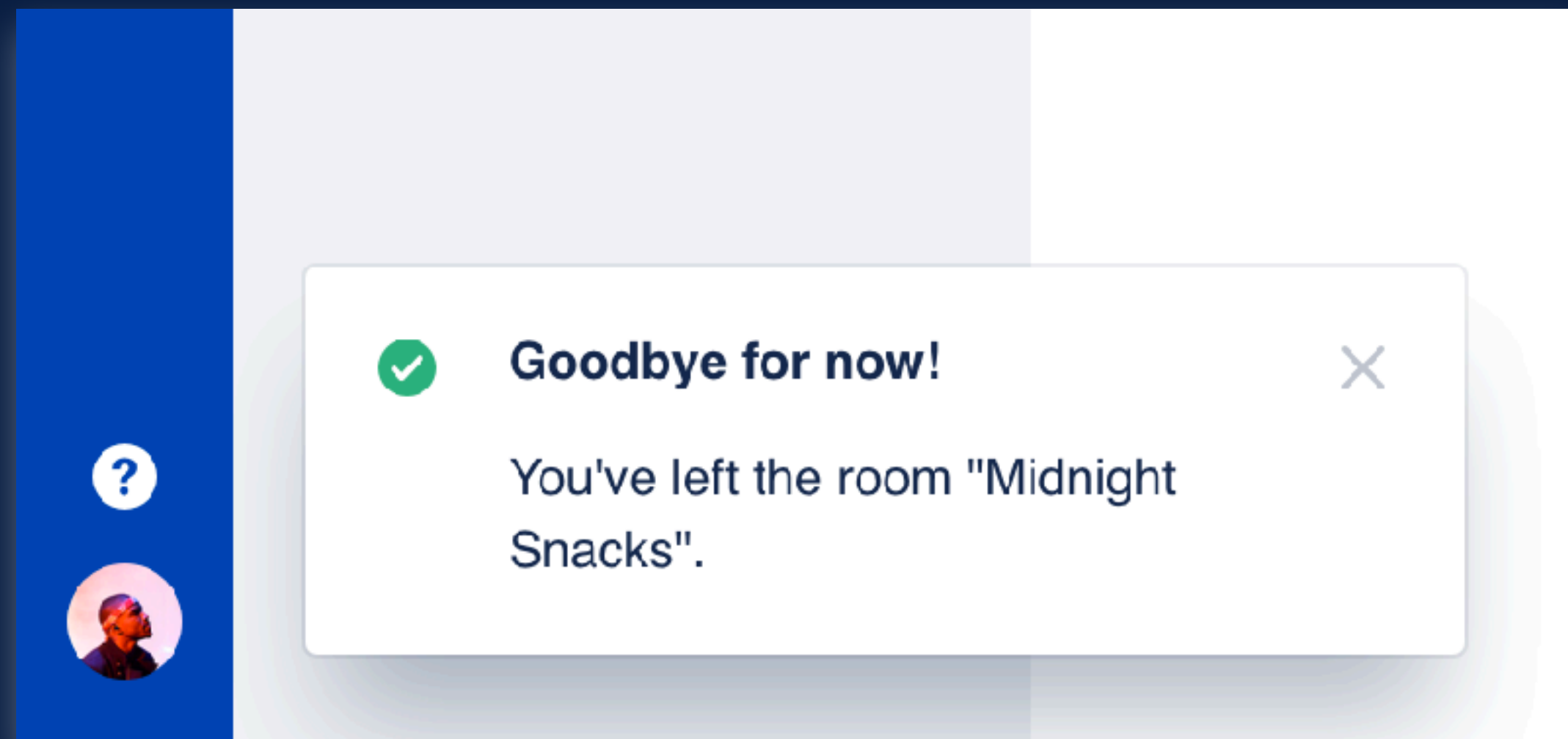


Satisfied Delighted



Visit [go/voicify](https://go.voicify.com) for more examples

Success examples



Warning

Warning messages appear before we request the user to take action, usually in anticipation of a significant change.

Your job

Have empathy for the user. Inform, but don't alarm. If the warning comes before an action, clearly communicate what will happen if the user proceeds and provide an alternative where possible.

Tips and tricks

Put yourself in the user's shoes.

Make sure you're not talking about something that has already occurred (this should be an error message instead).

How users should feel?



Warning examples

 You can't create new issues right now. We're working hard to fix this. Watch our status page for more information.



 **Delete the Newtown repository**

Bamboo will permanently delete all related configuration settings, artifacts, logos, and results. You can't undo this.

Delete

Cancel

Need more Voicify help?

Visit atlassian.design

The ADG is an extensive resource where you can reference our design guidelines.

Find more on EAC

We're fielding your questions in the **ADG 3 Presentation Template Help** room.

Chat with your IXer

Because they're totally awesome.

A close-up, slightly blurred photograph of a person's hand holding a blue pen, writing on a document. The person is wearing a grey, textured sweater. The background shows a wooden desk with a glass of coffee and a laptop. The overall tone is professional and focused.

One team one dream ya'll!