

Nike+ Developer Portal

VOICE & TONE GUIDE

25 August 2014

Introduction

WHAT IS THIS GUIDE FOR?

This deck provides guidance for the voice and tone we'll use on the Nike+ Developer Portal, both in the short and long-term.*

This version will be used by anyone who contributes to content in the 2014 Developer Portal refresh, including [copywriters](#), [technical writers](#), [copy approvers](#) and [editors](#).

* As we make decisions about future-state, this Voice & Tone Guide will evolve into a Style Guide for content maintenance beyond the refresh.

WHAT'S INCLUDED IN THIS VOICE & TONE GUIDE?

Here you will find:

Information about our **target audiences**, the content we'll use for each and the specific ways in which that content must serve them.

The **4 guiding principles** for the Nike+ Developer Portal voice and tone.

The **8 web writing rules** we will adhere to in everything we do (including our visuals and video when applicable).

Key dos and don'ts, including naming conventions and grammar rules.

You will not find:

Developer nomenclature and cheat sheet – Those will come in the later Style Guide as it evolves.

Rules for using components – Those will come later, as we make decisions about which components we will use.

Content strategy – The Content Strategy Brief provides that specific view.

Developer wish list for content – This will be a separate deliverable.

Content maintenance calendar and plan – This is a post-refresh deliverable.

A LITTLE BACKGROUND:

developer.nike.com

The Nike+ Developer Portal hosts proprietary Nike+ API documentation that carefully-selected partners can use to develop unique experiences.

The Developer Portal is the place to translate the vision, benefits and possibilities of NikeFuel and the API, to encourage limitless innovation.

The Developer Portal must tell the story, encourage potential partner interest, engage and motivate developers and provide contacts and support along the way.

NikeFuel

NikeFuel is a currency of movement developed by top scientists in Nike's own state-of-the art performance lab, to reflect and inspire motion and a **"Do More"** approach to whole body well-being.

NikeFuel provides every user engaged in any activity with the respect– and results– befitting an athlete. Age, gender and other common conventions are not part of the equation.

This is not a fitness tracker. This is a cutting-edge approach to well-being– and no one else is thinking about movement this way. Developers and partners who work with NikeFuel have the opportunity to be part of something truly revolutionary.

Our audience

WHO IS THE DEVELOPER PORTAL FOR?

Today's target audience

Johnny Dev – Approved Developer

“Get me to the API status, help me use it and understand it... and please don't get in my way.”

Brian Startsky – Interested Business Partner

“Show me what NikeFuel could mean for my business and get me excited about partnering with you.”

In the future

Cindy Syntax – Interested Developer

“Show me the possibilities of the API docs, and let me connect with you.”

WHAT CONTENT QUALITIES APPEAL TO THESE USERS MOST?

Johnny Dev

- Accuracy
- Authenticity
- Respect for intelligence
- Respect for time

Brian Startsky

- Impact
- Brevity
- The bottom line
- Aspirational vision for a partnership

Cindy Syntax

(future target)

- Proof
- Authenticity
- Ease of use
- Aspirational vision for the code

THE DEVELOPER PORTAL FOCUSES ON TWO CONTENT TYPES, TO CAPTURE OUR TWO KEY AUDIENCES:

Technical content

This content must help developers understand how to use the API to create amazing experiences with Nike+ technology. The primary audience for this content is **Johnny Dev**, our current developer.

- It must be **accurate** above all else. We'll need to check and double-check it.
- It must be **authentic** by reflecting standard conventions of API documentation.
- It must **respect intelligence** by not over-explaining basic developer concepts.
- It must **respect his time** by streamlining his user journey and keeping documentation free of marketing messages.

Marketing content

This content must tell our story and drive further engagement with us. The primary target audience for this content is **Brian Startksy**, our potential partner.

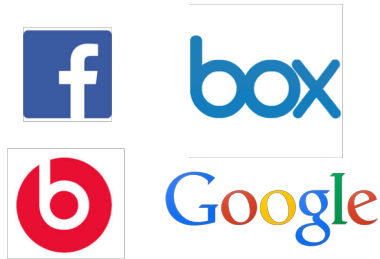
- It must be **impactful**, distilling messages into meaningful bits that drive deeper engagement.
- It must be **brief**. Let's arm this audience with the elevator pitches they expect.
- It must drive home partner benefits, always mapping back to the **bottom line**. Money talks.
- It must provide an **aspirational vision for partnership** with us. The possibilities are boundless; we must be sure that comes through.

WHO ELSE IS TALKING TO OUR AUDIENCE?

Our developers and partners are working with other APIs all the time.

Competitive comparative sites:

- Facebook
- Box
- Beats
- Google



Voice & tone findings:

We found that the bigger developer sites (Facebook & Google) seem to be speaking to the press or their peers more than developers. And we found that all sites seemed skewed to speaking to one audience or the other.

That gives us a unique opportunity: **no one is connecting with our two core audiences the way that Nike can.**

Guiding principles

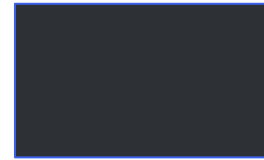
GUIDING PRINCIPALS



**WE KEEP IT
BRIEF AND
MEANINGFUL**



WE AIM HIGHER



**WE KNOW OUR
BRAND VOICE**



**WE KNOW
(AND LOVE)
OUR AUDIENCE**

WE KEEP IT BRIEF AND MEANINGFUL

Our key audiences expect us to respect their time.

They want us to get to the point quickly... and stay out of their way. This means we banish clutter, we keep our tone direct and authentic, and we make sure we have a great reason for saying anything at all.

In other words:

“If it’s not exceptional, don’t do it.”

- Greg Hoffman, Vice President Nike Global Brand Design & Communications

WE AIM HIGHER

Our key audiences are smart, and they expect to be treated that way.

We do not target the least common denominator. We target influencers.

That means we assume intelligence— without falling back on jargon or making things more complicated than they need to be.

WE KNOW OUR BRAND VOICE

The Nike voice is confident, conversational and positive.
We talk to and with our audiences, not at them.

Our tone is modern and cool, but also humble and respectful.
We don't over-hype or over-sell.

In other words:

Reverence always, irreverence sometimes. Cockiness never.

- Concept lifted from the OneNike Content Guide, 2/11/13

WE KNOW (AND LOVE) OUR AUDIENCE

The Nike+ Developer Portal must inspire our audience to use NikeFuel to make amazing experiences.

- Assume an interest in NikeFuel and its possibilities.
- Assume a desire to help shape a fitness revolution.
- Assume an understanding of, and respect for, the Nike brand.
- **But resist sports jargon.**

We are targeting technology developers and entrepreneurs.

Writing for the web

RULES TO LIVE BY

1

AVOID SELF-CONGRATULATION

Show me, don't tell me.
And back it up with facts.

~~NikeFuel is exceeding all expectations as a benchmark metric of movement.~~

100,000 users will measure their movement with NikeFuel this year.

2

USE THE ACTIVE TENSE

Avoid the passive voice.

It's not just a dull read, it's also off brand.

~~John is being chased by two men.~~

Two men chase John.

3

NO EXCLAMATION POINTS!

You already knew that one. No shouting.

4

NO CLICHÉS

Especially not sports clichés.

We want to speak the language of innovators.

~~Challenge yourself.~~

~~Raise the bar.~~

~~Epic.~~

~~Game-changer.~~

5

THE LONGER A LINE GETS, THE WORSE IT GETS

Remember, our users expect us to respect their time.
Don't make them hunt for the point.

6

WHAT MARK TWAIN SAID

“Don’t use a five-dollar word when a fifty-cent word will do.”

Being direct and authentic works best for us.
If there’s a simpler way to say it, let’s use it.

Utilization.

Procure.

Obfuscate.

7

SOLVE THE PROBLEM WITHIN THE CONTAINER

We aim to complement visuals and the experience with impactful, enchanting copy.

So whatever we write must elegantly fit in its home.

8

STAY OUT OF THE USER'S WAY

Before we write anything down, we know who the page is for, and what its users want to accomplish there.

Everything we do must support this journey.

On an API page, we don't lead with marketing copy.

On a page explaining the benefits of NikeFuel, we don't try to explain the API.

Dos and don'ts

NAMING CONVENTIONS:

- **NikeFuel**

Not Nike Fuel. Not Fuel.

- **Nike+**

Not Nike Plus, or Nike +.

- **Nike+ FuelBand**

Not NikeFuelBand. Not Nike FuelBand.

- **Nike+ Fuel Lab**

Not Nike+ FuelLab.

- **Nike+ API**

Not Nike+API.

- **OAuth**

Not oauth. Not O Auth.

GRAMMAR GUIDANCE:

- Serial comma? No, no and no.
- Fragment sentences? OK. If that's the best way to make your point.
- CTAs are never “Learn more,” “Find out how,” etc. (SEO will flip.) Instead we can say, “Learn more about NikeFuel” or “See how NikeFuel works.”
- Email, not e-mail.
- Not Internet, internet.

THANK YOU

Sources

THIS DECK WAS INFORMED BY:

- Nike Voice Digital (v_4-1)
- OneNike Content Guide
- NikeFuel Book 2
- Nike Partner API
- Developer Portal Personas Deck (12/13)
- Nike Stakeholder Interview Findings (2/14)
- Nike+ FuelLab Deck (2/14)
- Razorfish Content Strategy Brief (8/14)
- Razorfish internal developer review (8/14)
- Razorfish Competitive Comparative (7/14)

If you haven't read these, you probably should.