

# Let me set a mood...

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Visualize with me, won't you?

- You're using an application
- You just encountered an issue, say, a 404 error
- The page you wanted isn't there
- You're frustrated
- What happens next can....
  - help your mood,
  - leave you the same,
  - or anger you further...



# Finding the dimension of our voice

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Error messaging tones

Four primary dimensions of tone

<b>Funny</b>	—	<b>Serious</b>
<b>Formal</b>	—	<b>Casual</b>
<b>Respectful</b>	—	<b>Irreverent</b>
<b>Enthusiastic</b>	—	<b>Matter-of-fact</b>

Now let's play around with tones using a simple error message



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*We apologize, but we are experiencing a problem.*



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*We're sorry, but we're experiencing a problem on our end.*



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*Oops! We're sorry, but we're experiencing a problem on our end.*



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*What did you do!? You broke it! (Just kidding. We're experiencing a problem on our end.)*