

	<b>PNW/Seattle vibes</b>	<b>Positive</b>	<b>Empathetic/conscientious</b>
<b>Concepts</b>	West-coast lingo, local references, down to earth	Motivational, reinforcing positive choices, non-judgemental	Assumes people come from a place of environmental awareness, understands when people want to know they can make a difference, not overwhelming
<b>Vocabulary</b>	local colloquialisms, use west-coast language (EX: soda vs pop)	Should do, not don't do, soften negative or harsh language	keep it light on scientific names/terms, can be overbearing to handle Keep vocab at 6th grade level or lower No use of accusatory 'you' do this
<b>Verbosity</b>	concise, casual, simple sentences		
<b>Grammar</b>		Present and future to look forward not dwelling on past choices	
<b>Punctuation</b>	contractions, abbreviations	occasional exclamation points to make text feel encouraging (Exclamation points are for app specifically)	
<b>Capitalization</b>	Casual: Sentence case for titles and action buttons (buttons for in app)		
<b>Ideas for product principles (voice)</b>	<b>Explanation</b>		
PNW/Seattle vibes	Think west-coast voice style that would make the writing feel local. Maybe pepper in some Seattle/PNW references since our audience is very specific and we're visually going for this feel as well.		
Non-judgemental	Motivate people with positivity instead of condemning choices. Yes, talk about environmental impacts that are negative but focus on more positive fishing practices and reinforce making positive choices rather than shaming about negative choices.		
Empathetic/conscientious	Knows many people understand commercialism/capitalism is not environmentally sound, and are concerned with the environmental impact of their food/shopping choices. Assumes most people would like to make a difference no matter how small if possible.		