Tone of Voice

Analysis and Recommendation for Signore Lorenzo Diaco, CEO Publytics.net

Discovering the Optimal Communication Strategy for Publytics

May 10, 2024
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Did you know? *65% of consumers say they feel an emotional connection with a brand because of its tone of voice.*

- **Customer Thermometer**

Publytics

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# Background

Background

Objective:

Conducted A/B testing on the "About Us" page of Publytics website to identify the most impactful tone for the brand. Compared a professional and revised original tone (Version A) with a friendlier, more approachable tone (Version B).

Methods Used:

Version A (control treatment) and Version B (optimized treatment) were prepared using ChatGPT-4. The readability of both versions was analyzed using Datayze's Readability Analyzer. High-fidelity web pages mimicking the Publytics "About Us" page were created for testing. Thirty-four participants were recruited and randomly assigned to either Version A or Version B. Data was gathered using a Google Forms survey and analyzed using Google Forms analytics.

Benefits for Publytics :

The A/B testing provided Publytics with valuable insights into how tone of voice influences user engagement. By analyzing the data, Publytics will be able to identify the most effective brand tone that resonates with their target audience. The testing will also help Publytics gain a deeper understanding of user familiarity, impressions, and preferences regarding their brand. Ultimately, the results will enable Publytics to determine which tone has the highest potential to increase conversion rates and drive business growth.
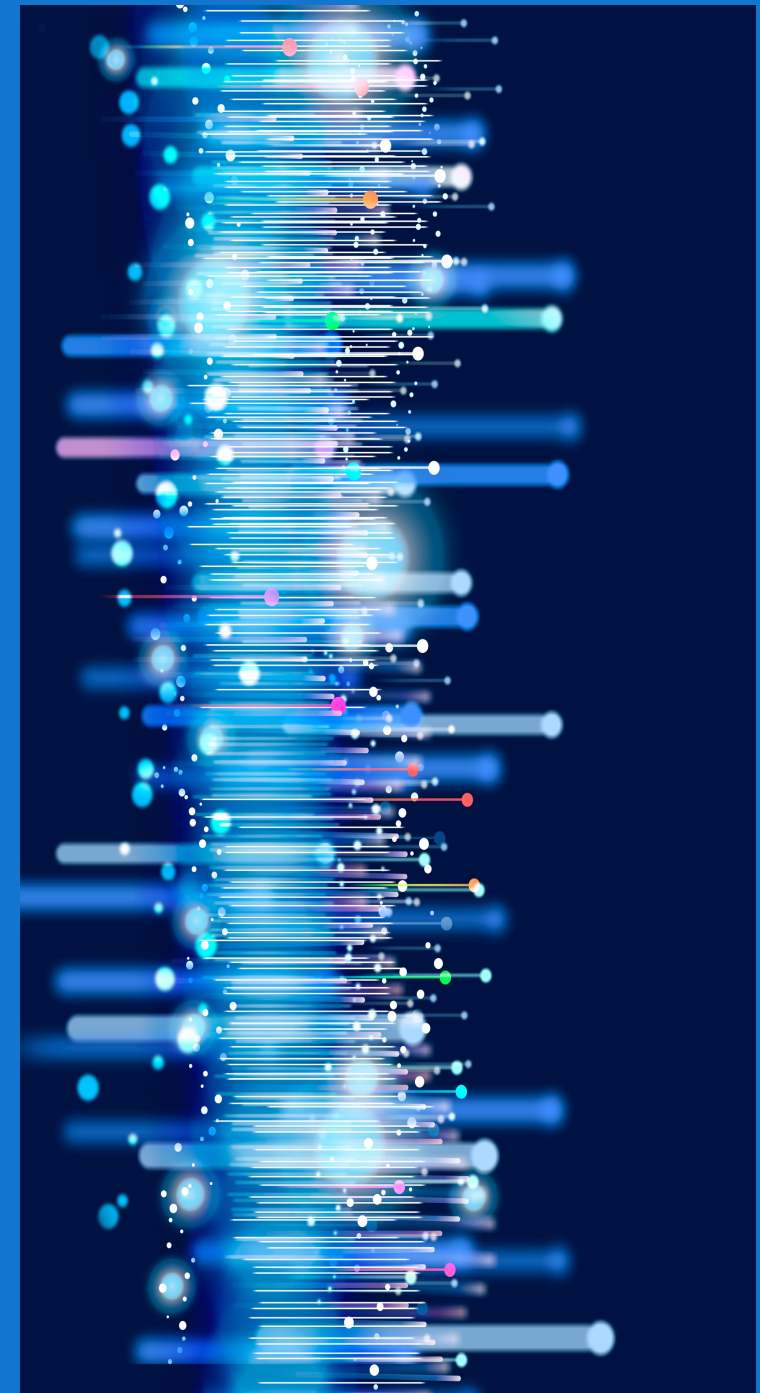
Conclusion

In summary, **Version B** of the copy was more successful. User intentions and user perceptions were higher and more likely to create conversions.

Data collection

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Testing Method

A/B testing compares 2 different forms of the same webpage to determine which one performs better.

1. **Prepare Version A and B for testing**

   o Use ChatGPT-4 to analyze tone of control treatment (Version A)

   o Choose tone of voice for optimized treatment (Version B)

   o Produce copy for Version B

2. **Analyze Version A and B for readability, using <u>Datayze</u>**

3. **Test**

   o Create high-fidelity test with fully functioning webpages for <u>Version A</u> and <u>Version B</u>

   o Create <u>survey</u>

   o Identify at least 30 participants and randomly divide them into 2 groups, one for Version A and one for Version B

   o Deploy test

4. **Collect and analyze data**

Photo by <u>Benjamin Lizardo</u> on <u>Unsplash</u>

Survey Participants

May 1-May 4th, 2024:

- 6 classmates assigned by Dr. Kim

- 34+ participants recruited by team members
  through email, social media, and Microsoft TEAMs

  o **Randomly divided into 2 groups:** Version A and Version B

  o **Ages:** 20 to over 69, with the majority between 20 and 59.

  o **Education ranges:** Some high school to professional or doctorate
    degree with majority having some college, a college , degree, or some graduate
    level education

Total survey participants: 34

High-fidelity Method

- **High-fidelity testing** involves creating a live version of the test material. It creates a realistic user experience and produces more accurate feedback.

Version A
The control version

Version B
The optimized version

Survey

All survey participants completed the same survey. A button at the bottom of each high-fidelity webpage directed the participants to the survey.

Participants entered demographic information and the version of the copy that they viewed.

The survey was designed to gather comprehensive feedback. To achieve this, we used a variety of question types, including drop-down, multiple-choice, linear scale, check boxes, and comments.

• Familiarity

• Importance

• Trustworthiness

• Tone of voice

• Likelihood of sharing

• Likelihood of emailing

• Likelihood of signing up

• Understanding purpose

• Perception

• Exploring the website

Survey

Results

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Results

Readability

Readability scores indicate that **Version B** is easier to read and understand than Version A.

Version B contains orthographic changes that create a connection with the reader and increase reading speed. "*Hello and welcome to Publytics!*"

Version B contains semantic differences from Version A that help reading comprehension and speed, fit the reader's vocabulary, and demonstrate reader focus. "*We're all about making things crystal clear and super user-friendly.*"

Tone of Voice

Version A is formal, slightly casual, respectful, and serious. It balances professionalism with user-friendly language, aiming to build trust and effectively promote the product.

Version B is friendly, engaging, and conversational. It balances professionalism with an approachable and warm style, which is key for engaging potential customers.

User Attitudes

Intentions: Users are not likely to engage with Publytics after reading Version A. **35%** would share Publytics, and **12%** would email or sign up with Publytics.

Potential user engagement increased with Version B. **53%** would share, **30%** would email, and **21%** would sign up with Publytics.

Perceptions: 71% of users understand the purpose of Version A, **59%** have a positive perception, and **36%** are likely to explore more of the Publytics website.

Version B is clear to **77%** of users, perception significantly increased to **71%** , and **53%** are likely to explore more of the website.

Readability Scores

Readability scores show how easy or difficult it is for customers to read and understand the copy on your webpage. We used <u>Datayze</u> for our analysis.

Version A is difficult to read according to its **Flesch** score.

- A **Fog** score between 10 and 15 indicates that the copy of Version A is hard to read. It should be between 5 and 10 so it is readable.

- **Flesch-Kincaid** shows that students between 10th and 11th grades understand the copy on your About Publytics page.

- **Dale-Chall** score reveals that students between 11th and 12th grades understand the copy.

Version A

Flesch 48.51

70-80 Fairly easy, 60-70 Plain English, 50-60 Fairly difficult, 30-50 Difficult

Fog 13.15

5-Readable   10-Hard   15-Difficult   20-Very difficult

Flesch-Kincaid 10.69

Number represents grade level

Dale-Chall 8.87

<4.9-4th grade & below level   >9.0-College

Readability Scores

According to its **Flesch** score, **Version B** is between plain English and difficult to read.

- **Fog** score is lower than Version B, so it is the more readable version.

- **Flesch-Kincaid** shows that students in 8th grade can read Version B, so it is easier to understand than Version A.

- **Dale-Chall** score indicates that the text is slightly better understood by 11th to 12th grade students than Version A.

Version B is easier for customers to read and understand

Version B

Flesch 58.61

70-80 Fairly easy, 60-70 Plain English, 50-60 Difficult, 30-50 Fairly difficult

Fog 11.66

5-Readable difficult   10-Hard   15-Difficult   20-Very

Flesch-Kincaid 8.14

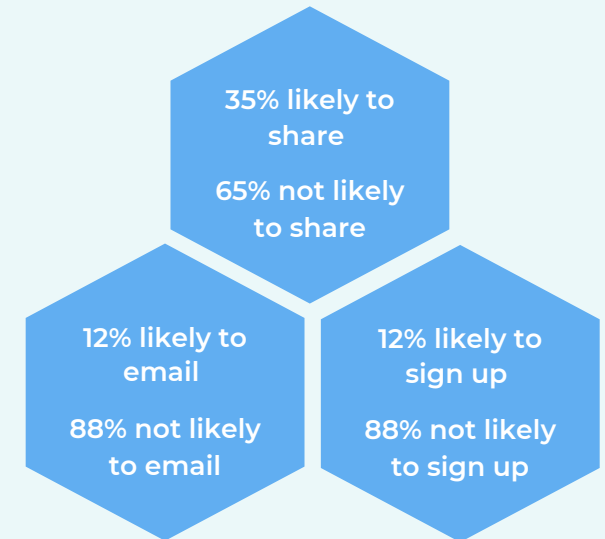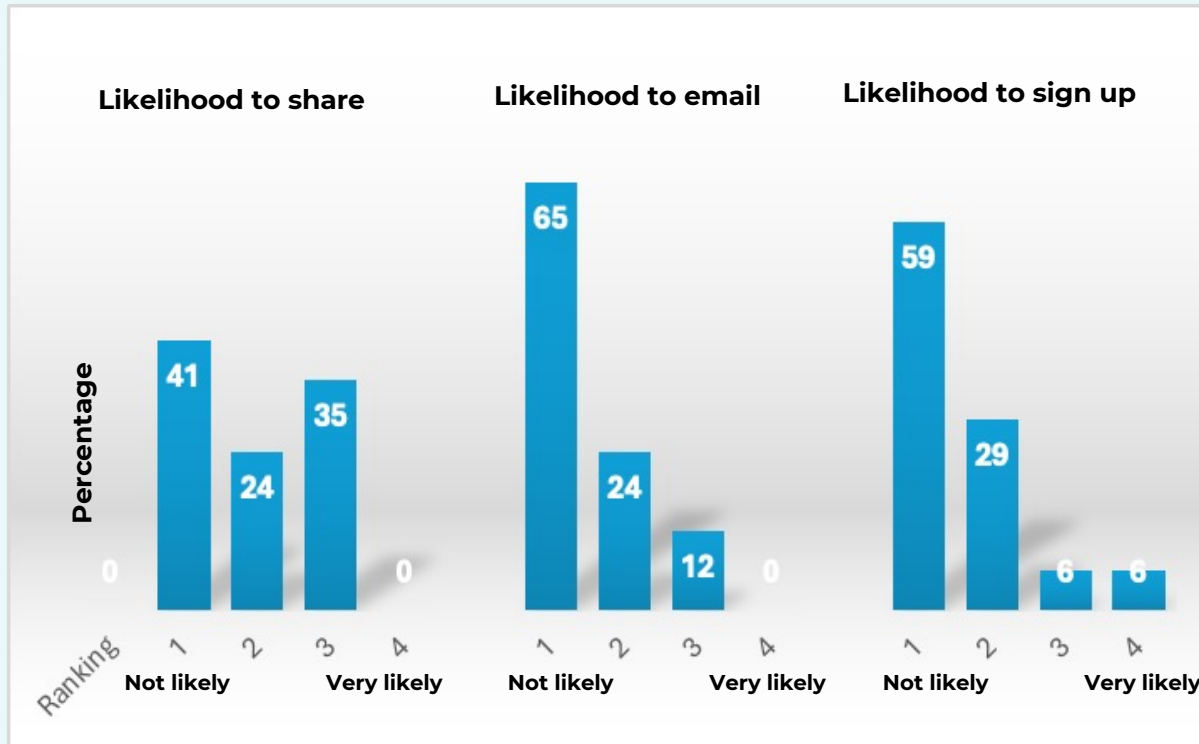Number represents grade level

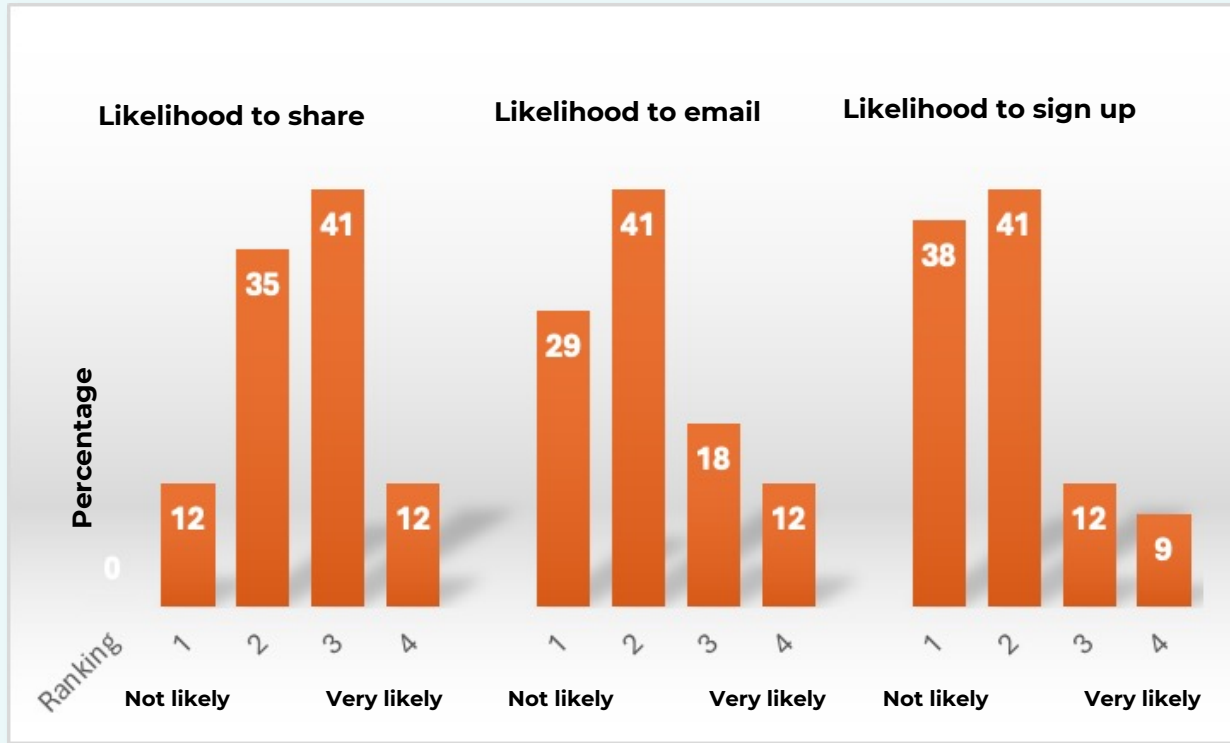**Dale-Chall 8.19**

<4.9-4th grade & below level   >9.0-College

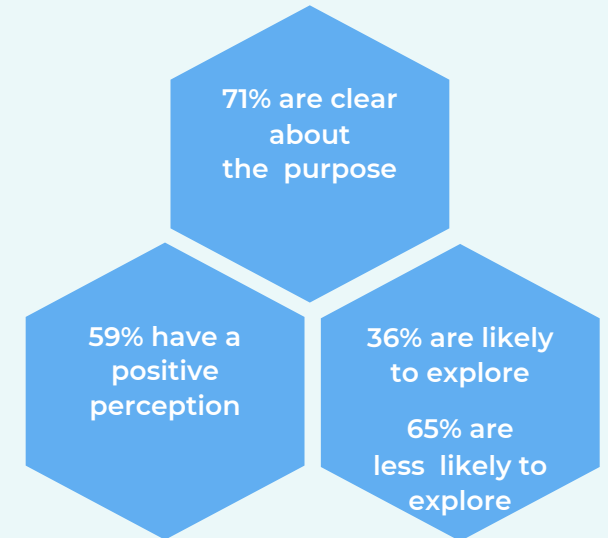# What are user intentions after reading Version A?

Likelihood to share   **Likelihood to email**   **Likelihood to sign up**

Percentage

Ranking

Not likely   Very likely   Not likely   Very likely   Not likely   Very likely

35% likely to share
65% not likely to share

12% likely to email
88% not likely to email

12% likely to sign up
88% not likely to sign up

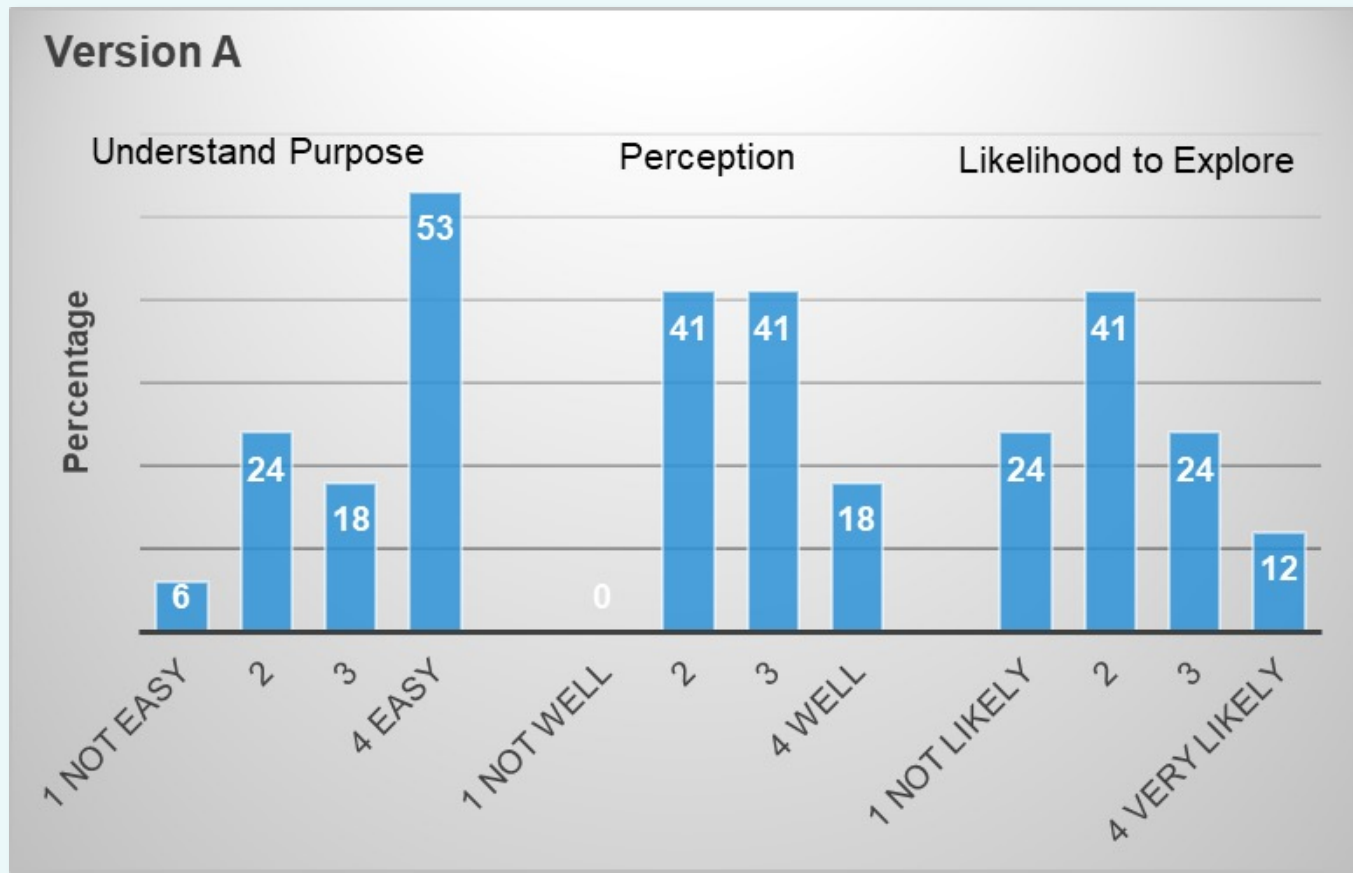**Likelihoods of sharing, emailing, or signing up are LOW**

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What are user intentions after reading Version B?

Likelihood to share

Likelihood to email

Likelihood to sign up

Percentage

Likelihood to share: 12, 35, 41, 12
Likelihood to email: 29, 41, 18, 12
Likelihood to sign up: 38, 41, 12, 9

Ranking: 1, 2, 3, 4

Not likely — Very likely (share)
Not likely — Very likely (email)
Not likely — Very likely (sign up)

53% likely to share
47% not likely to share

30% likely to email
70% not likely to email

21% likely to sign up
79% not likely to sign up

Likelihood of sharing, emailing, and signing up each increased by 18% with Version B

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What are user perceptions after reading Version A?

Version A

Understand Purpose | Perception | Likelihood to Explore

Percentage

6 | 24 | 18 | 53 | 0 | 41 | 41 | 18 | 24 | 41 | 24 | 12

1 NOT EASY | 2 | 3 | 4 EASY | 1 NOT WELL | 2 | 3 | 4 WELL | 1 NOT LIKELY | 2 | 3 | 4 VERY LIKELY

71% are clear about the purpose

59% have a positive perception

36% are likely to explore

65% are less likely to explore

Purpose is clear. Perception is mostly positive.

Users are LESS LIKELY to explore the Publytics website.

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What are user perceptions after reading Version B?

Version B

Understand Purpose   Perception   Likelihood to Explore

Percentage

53   53

35   35

24   24

18   18   18

12

6   6

1 NOT EASY   2   3   4 EASY   1 NOT WELL   2   3   4 WELL   1 NOT LIKELY   2   3   4 VERY LIKELY

77% are clear about the purpose

71% have a positive perception

53% are likely to explore

47% are less likely to explore
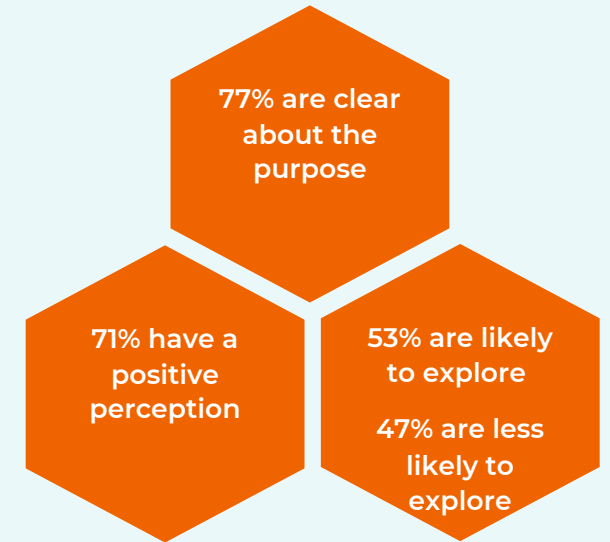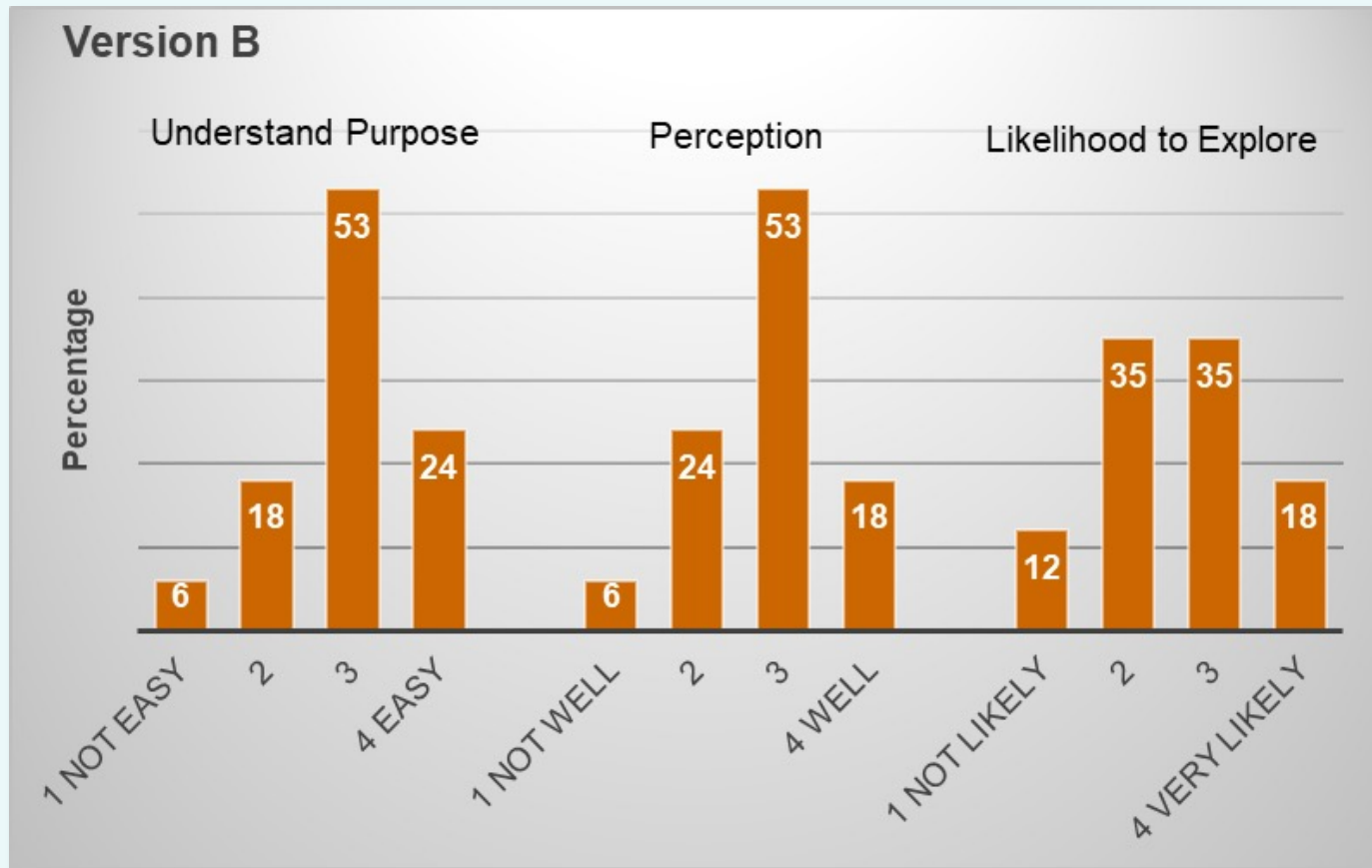
Purpose is slightly more clear.

Positive perception increased by 20% with Version B.

Likelihood of exploring the website increased by 51% with Version B

Appendix

"How can you make people trust you more than they would trust an equally good-looking set of pixels on another site? Be a good storyteller." - <u>Nielson Norman Group</u>

Trustworthiness

Publytics

The content of the About Us page of Publytics specifically addresses concerns about data privacy and misuse.

Statements like "you are the only owner of your website data" intend to reassure users and build trust.

Survey Results – Participant Age Range

Differences that could impact responses: The two categories with the greatest differences were:

➢ The "other" category (over 69) had 18% responders for Version A and 6% for Version B.

➢ The 20-29 age category had 24% for Version A and 35% for Version B.
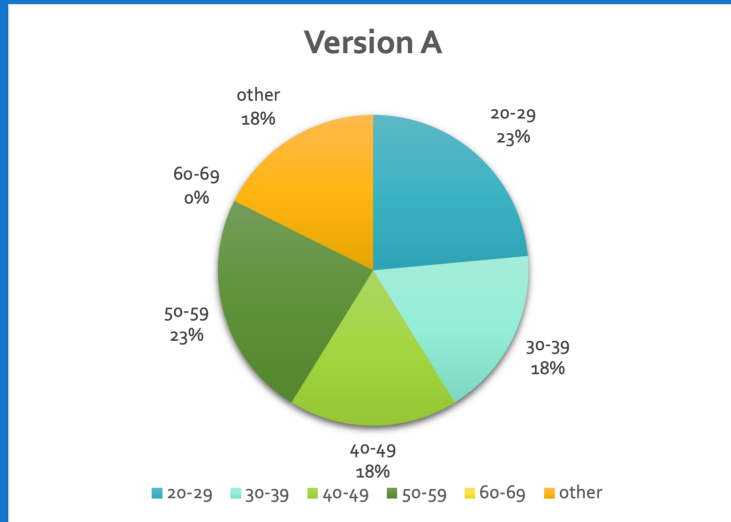
Versions A and B were randomly assigned.

34 participants out of 42 responded (81%).

50% of the responses were for Version A and 50% for Version B.

•Participant age distributions varied for the two versions.

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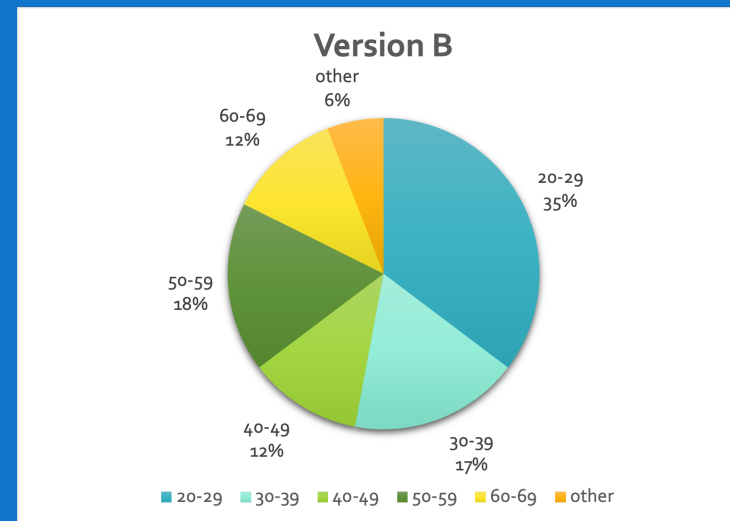
Survey Results – Participant Educational Levels
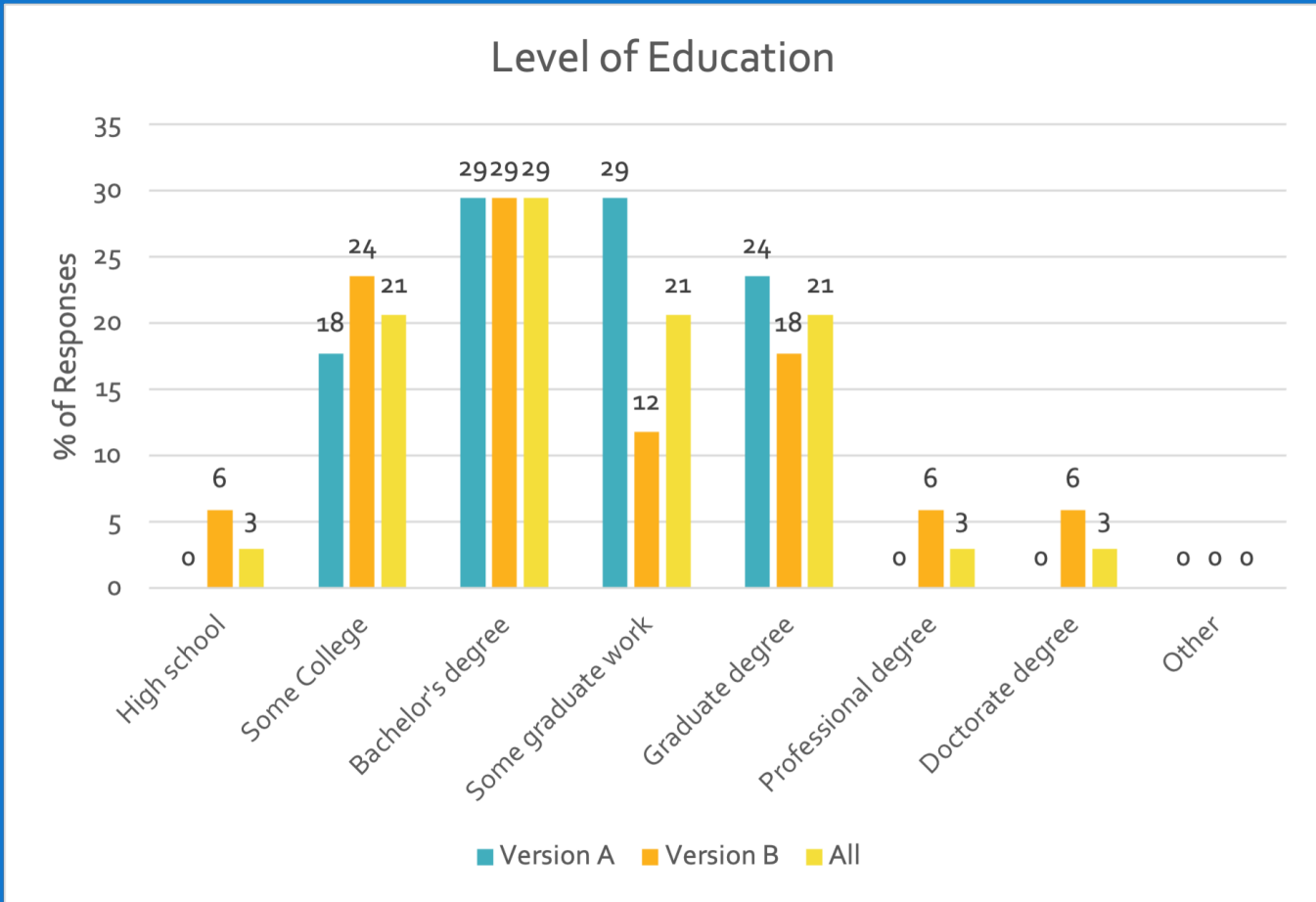
The majority of the participants have some college, Bachelor's degree, some graduate work, and graduate degrees.

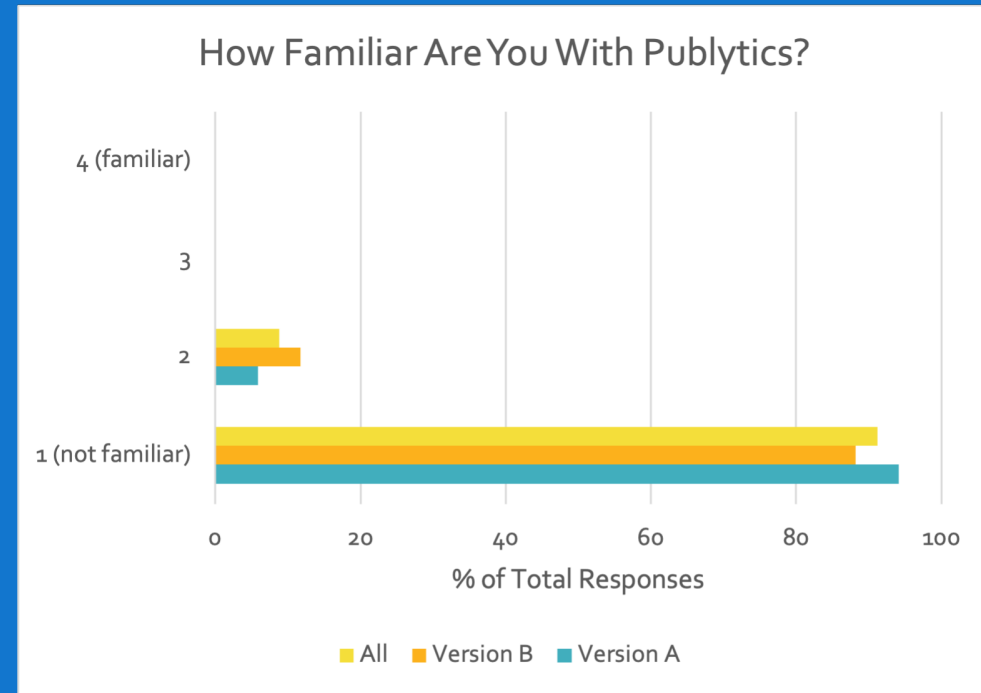A minority of the particpants have a high school degree, professional, or doctorate degree.

Survey Results - Participant Responses to Importance and Familiarity With Publytics

Responses to "How Important Are Web Analytics to You" were equally divided for Versions A and B.
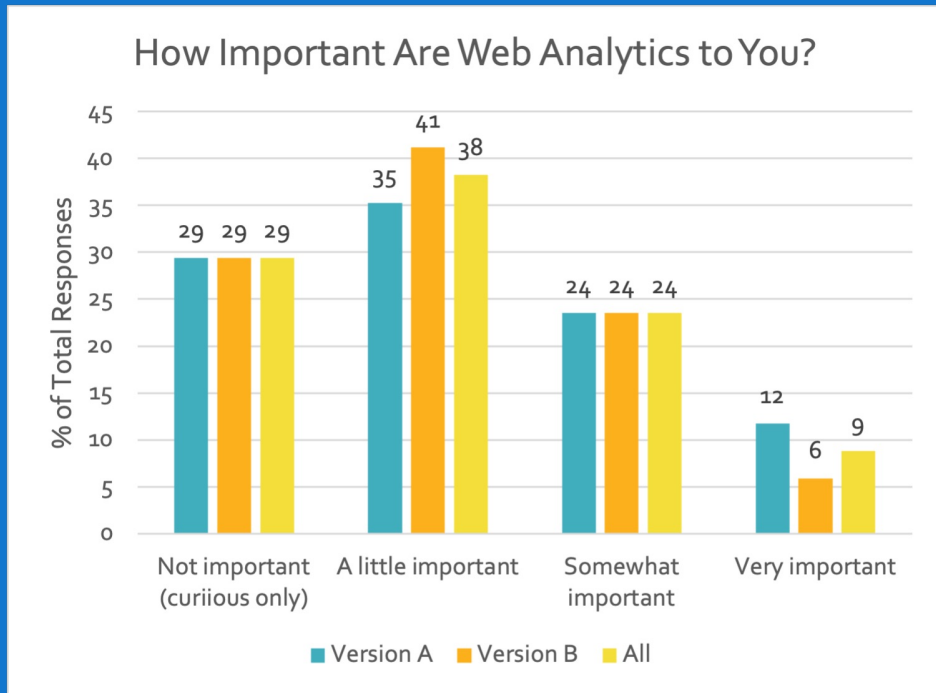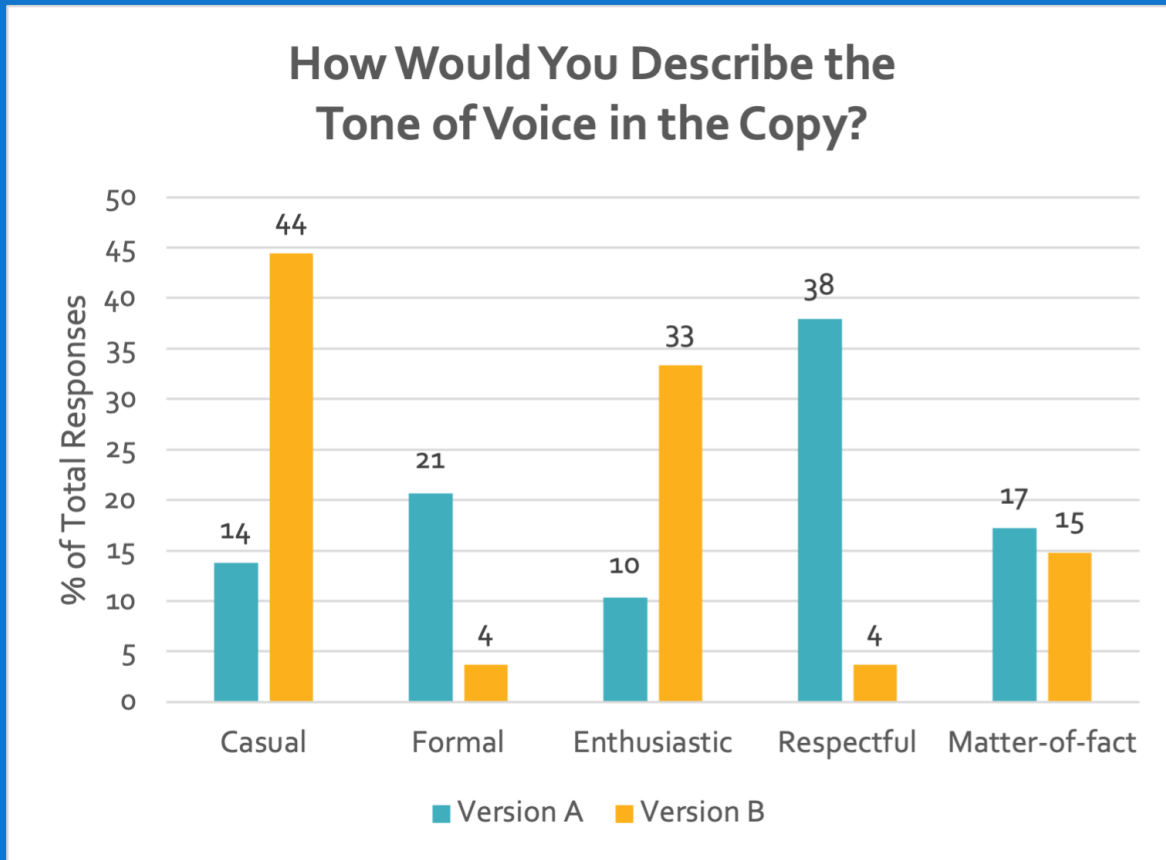
The majority of the participants were not familiar with Publytics.

Survey Results – Participant Descriptions for Tone of Voice

How Would You Describe the Tone of Voice in the Copy?

The chart depicts the findings from the participants' responses about the tone of voice:

➢ Version A is formal (21%) and more respectful (38%) than Version B.

➢ Version B is more casual (44%) and more enthusiastic (33%) than Version A.

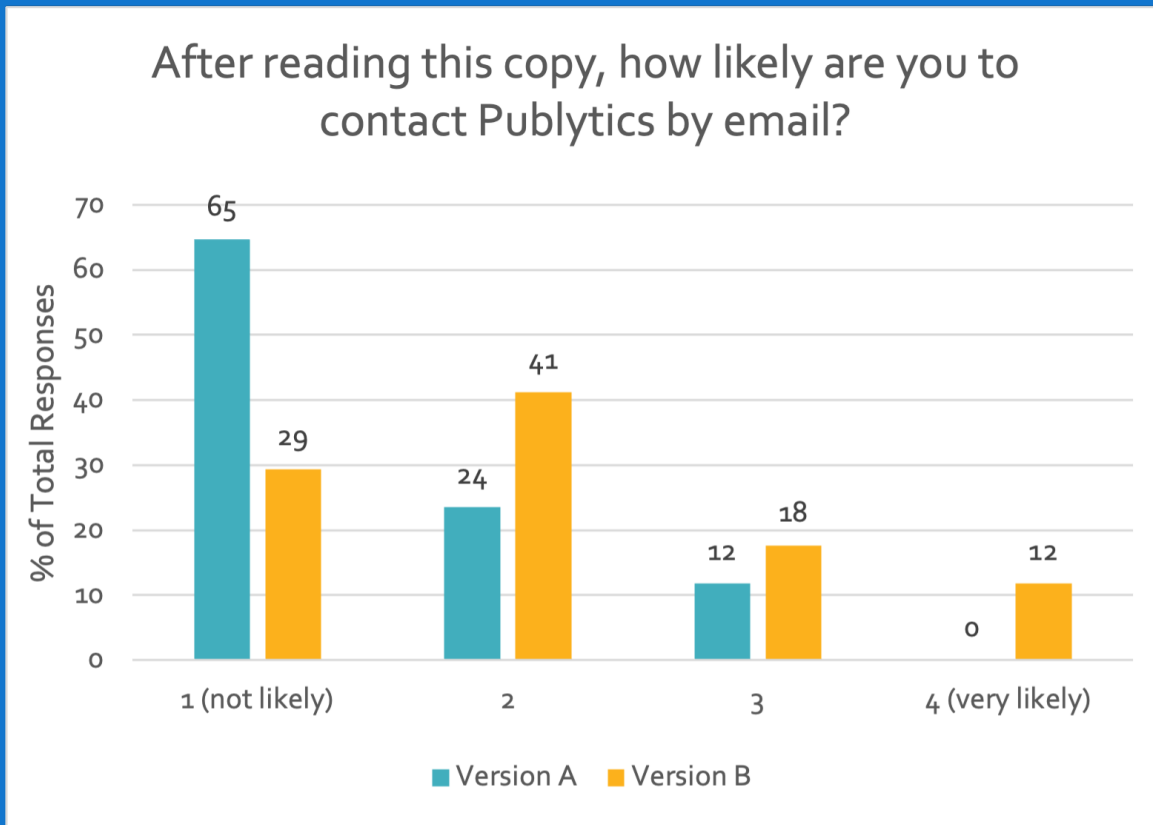➢ Both Versions A and B have low but equivalent percentages for being matter-of-fact.

Survey Results – Likeliness to Share the Website Based on Tone of Voice
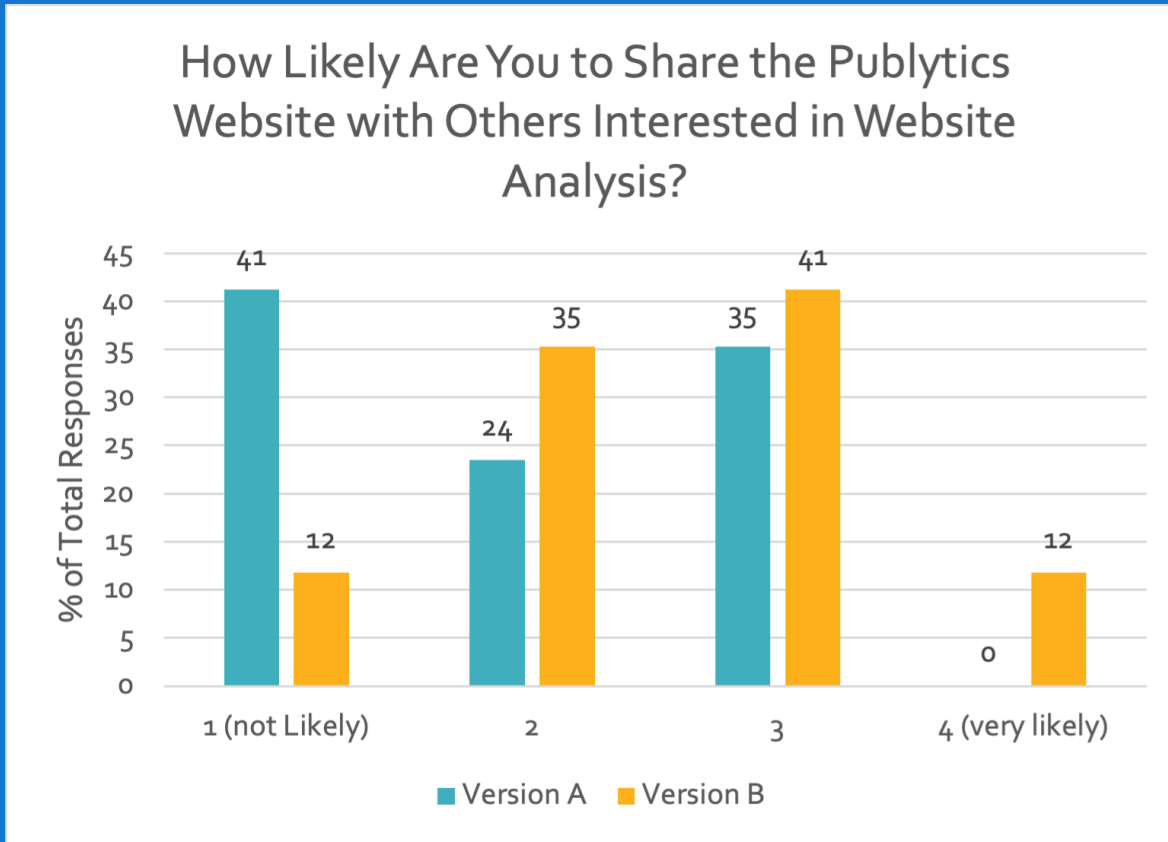
How Likely Are You to Share the Publytics Website with Others Interested in Website Analysis?

The chart depicts the findings from the participants' responses about the likelihood for sharing the Publytics website. The table combines rankings 1 with 2 and 3 with 4:

➢ Participants are less likely to share Version A than Version B.

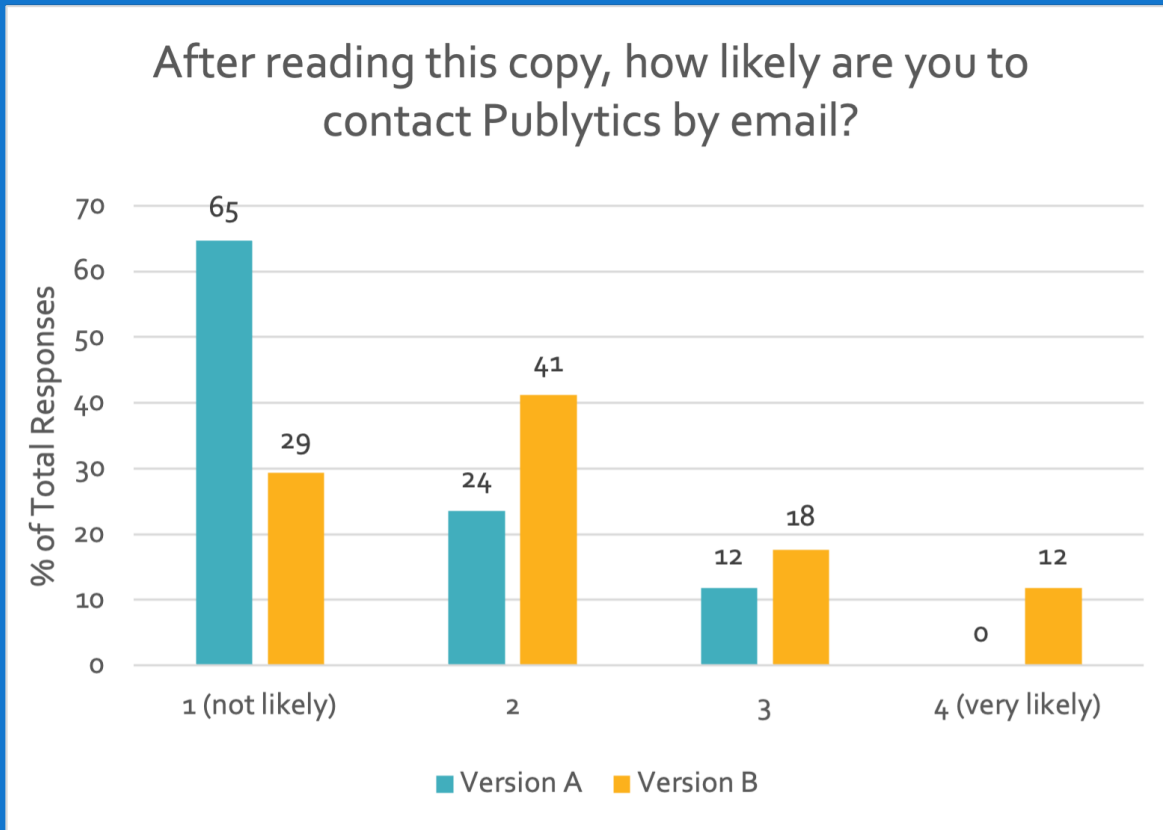➢ Participants are 11% more likely to share Version B than Version A.

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Survey Results – Likeliness to Contact By Email

The chart depicts the findings from the participants' responses about the likelihood for contacting Publytics by email. The table combines rankings 1 with 2 and 3 with 4:

➢ Participants are less likely to contact the company for either Versions A or B, but are slightly more likely to contact the company based on Version B.
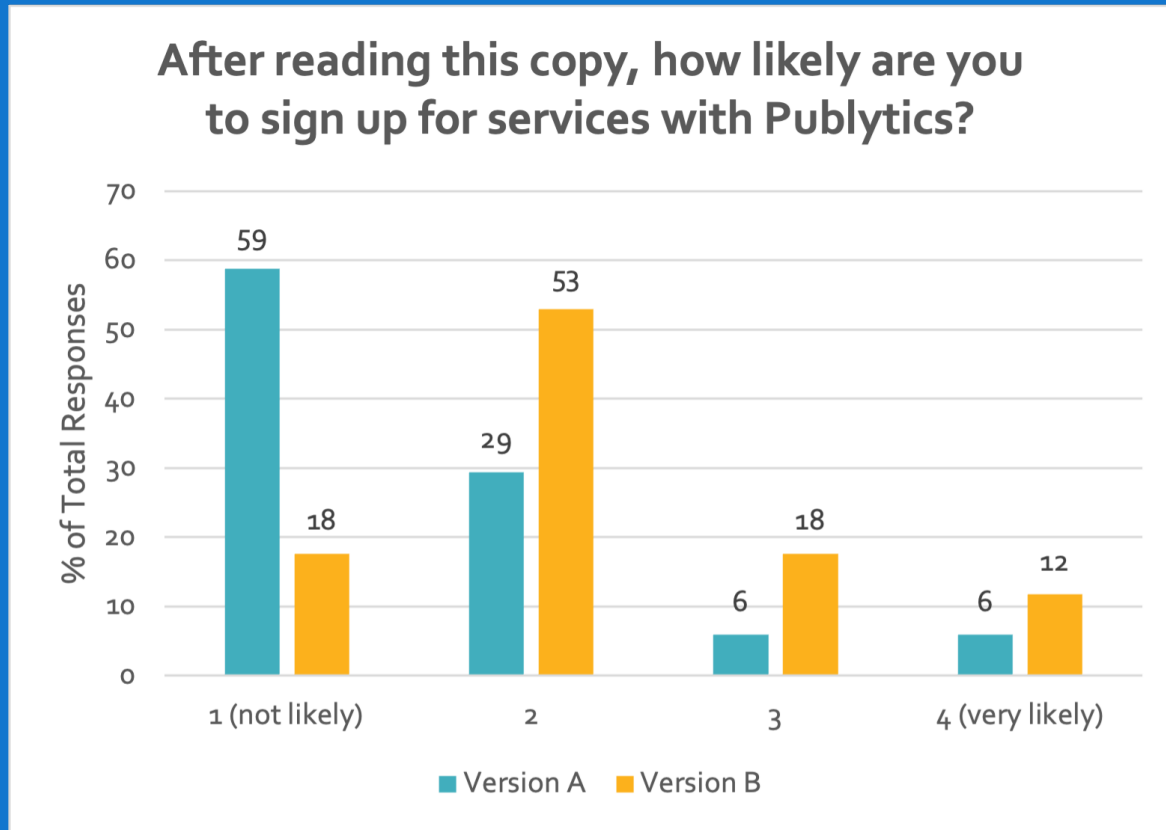
Survey Results – Likeliness to Contact By Email

After reading this copy, how likely are you to contact Publytics by email?

The chart depicts the findings from the participants' responses about the likelihood for contacting Publytics by email. The table combines rankings 1 with 2 and 3 with 4:

➢ Participants are less likely to contact the company for either Versions A or B, but are slightly more likely to contact the company based on Version B.

Survey Results – Likeliness to Sign Up for Services with Publytics

After reading this copy, how likely are you to sign up for services with Publytics?

The chart depicts the findings from the participants' responses about the likelihood for signing up with Publytics for services. The table combines rankings 1 with 2 and 3 with 4:

➤ Participants are less likely to contact either company.

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Survey Results – Participants Responses to How Easy It Was To Understand the Purpose of Publytics

How easy was it to understand the purpose of Publytics after reading the "About Us" page?
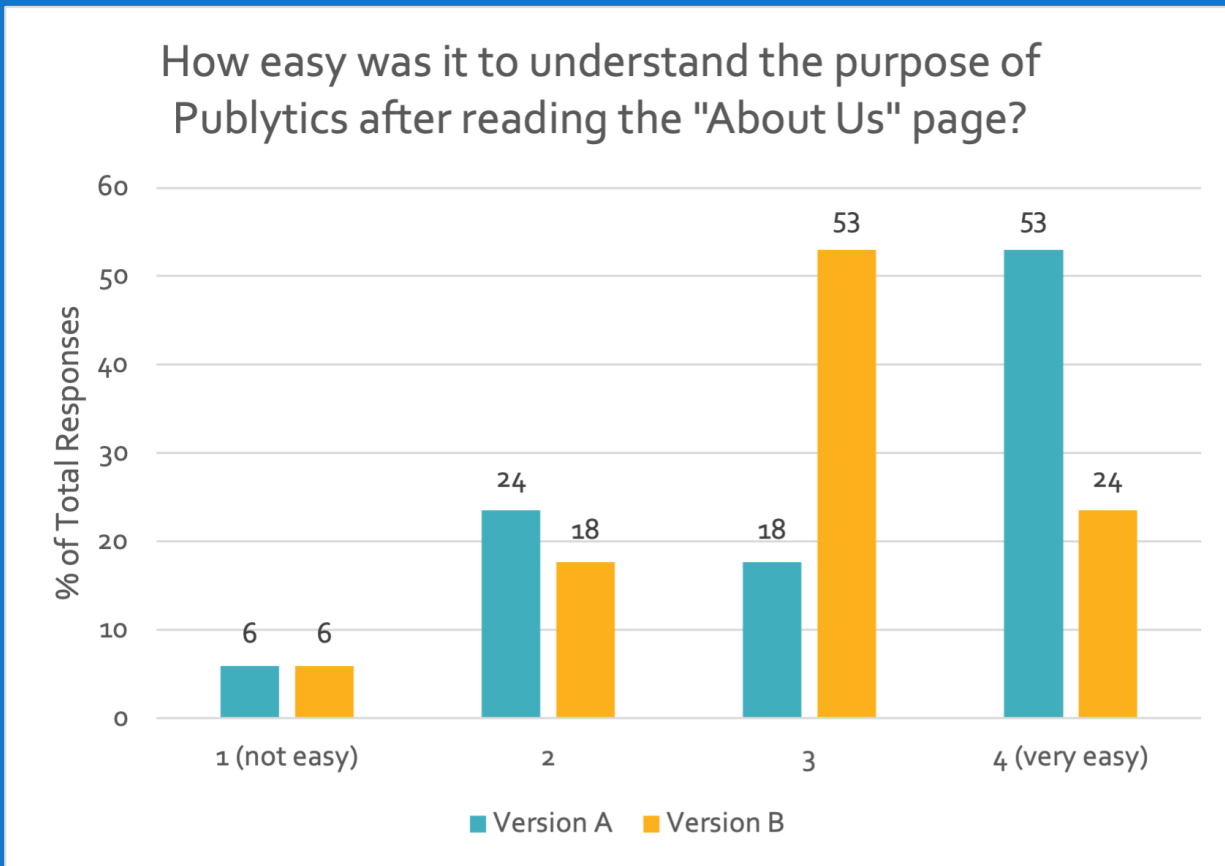
The chart depicts the findings from the participants' responses about how easy it was to understand the purpose of Publytics based on the tone of voice in the "About Us" page. The table combines rankings 1 with 2 and 3 with 4:

➢ Participants were slightly more likely to understand Publytics, but the difference was not significant.

Survey Results – Participants Responses to Their Perception of Publytics

How well does the tone of the copy in the "About Us" page align with your perception of the Publytics brand?
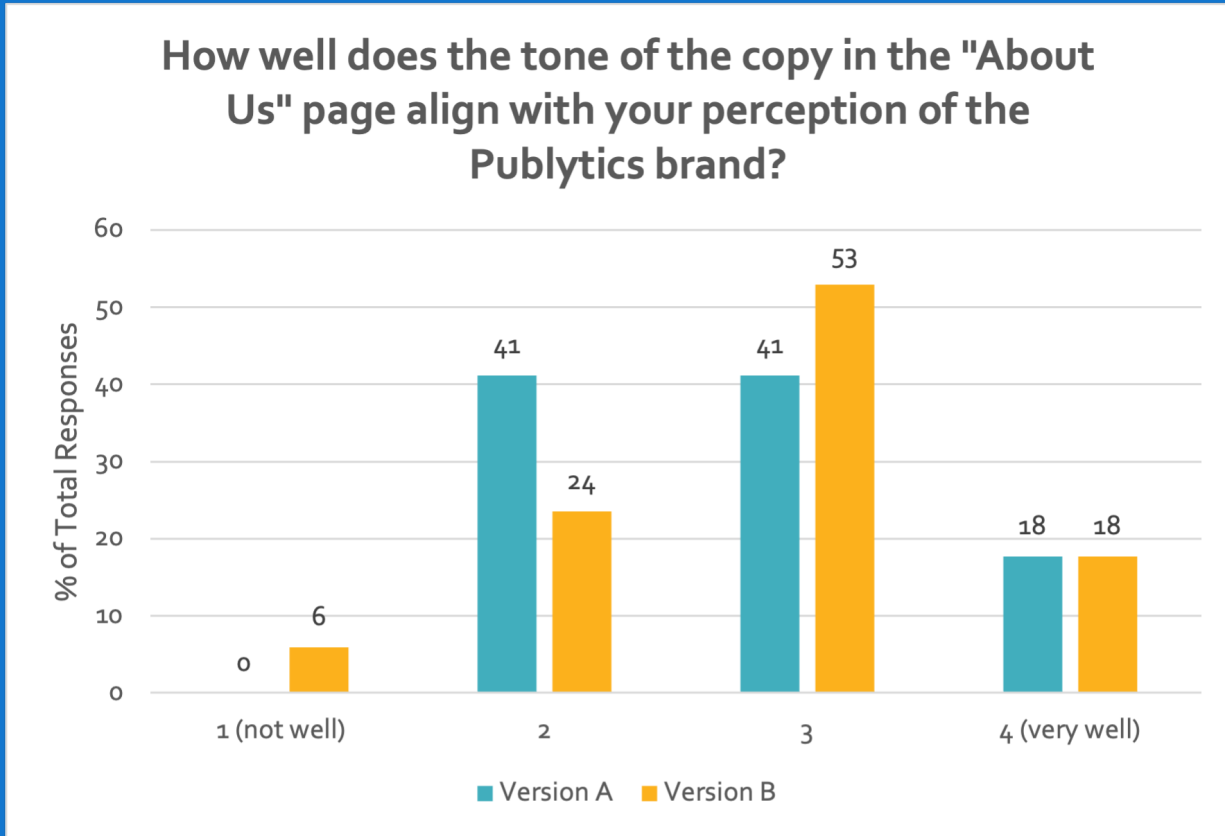
The chart depicts the findings from the participants' responses about their perception of Publytics based on the tone of voice. The table combines rankings 1 with 2 and 3 with 4:

➢ Participants were slightly more likely to have a slightly more positive perception of Publytics based on Version B.

Survey Results – Participants Responses to Their Desire to Explore More of the Publytics Website

How likely are you to explore more of the Publytics website after reading the "About Us" copy?
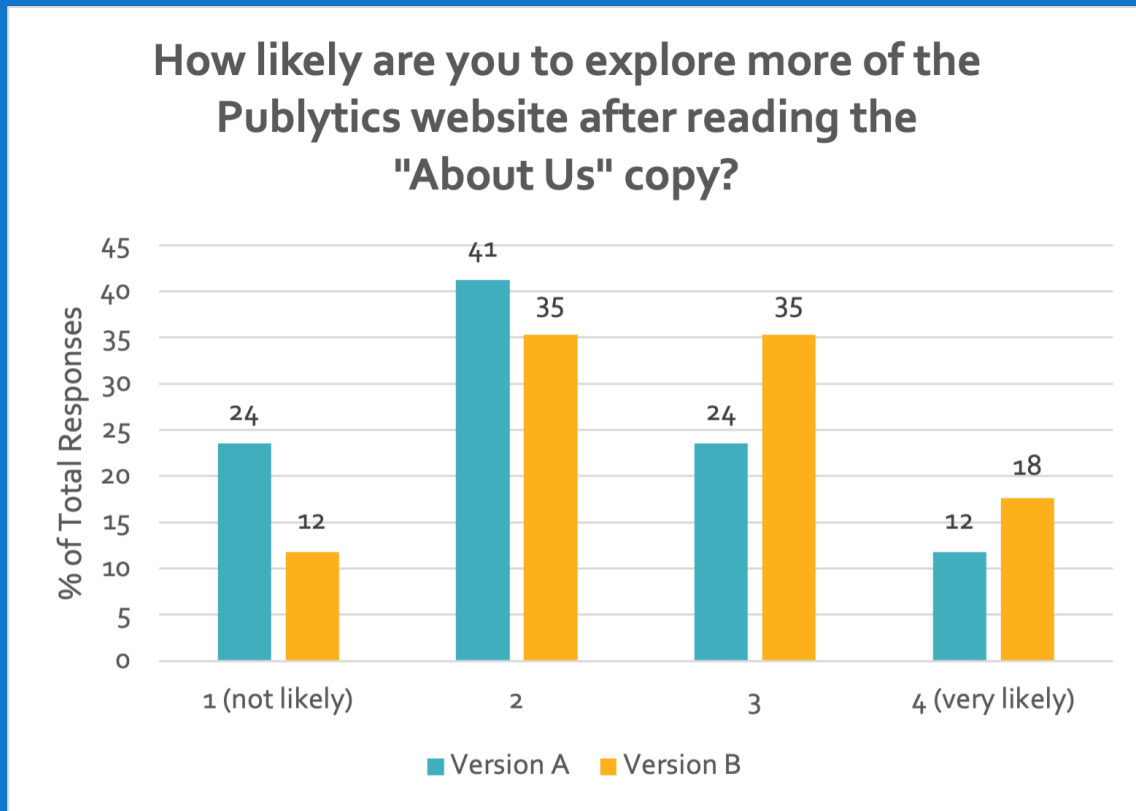
The chart depicts the findings from the participants' responses about their desire to explore more of the Publytics website based on the tone of voice. The table combines rankings 1 with 2 and 3 with 4:

➢ Participants were slightly more likely to have a slightly more likely to explore the Publytics based on Version B.

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Thank You!