

FieldLens Voice

The FieldLens voice is:

- Colloquial
- Accessible
- Enthusiastic
- Professional
- Informed

“Our boots are dirty too.”

FieldLens is technology by builders for builders. We are thought leaders for a community of people who believe in hard work and take pride in a job done right. FieldLens brings a fresh perspective to a construction software industry that too often sounds dull and stuck in the past. FieldLens stands apart for our innovative products, our forward-thinking company culture, and the exciting content we provide our community.

FieldLens writing is efficient, matter-of-fact, and to-the-point. Our readers value results more than talk. They find a ten-cent word less impressive than a clearly stated idea. Our writing is built to share ideas fast.

FieldLens is positive and optimistic about construction. Complaining is not part of our voice. However, there is plenty of room for fun and personality. Our writing can include construction-insider jokes and nods to the wonders and joys of building.

Style

The Customer Above All

All FieldLens communication should put our customers first. Whenever possible, structure sentences and paragraphs to focus on customers and the benefits FieldLens offers them.

Inclusive Language

FieldLens is for everybody in construction. Use the most inclusive language you can without sacrificing meaning and specificity.

Whenever possible, use language that includes men and women. Often you can avoid having to fumble with gender pronouns by pluralizing the subject or writing in second person. “The customer can share his or her observations” can be rewritten as “Customers can share their observations” or “You can share your observations.”

Some gender-specific industry words, like “foreman” and “manpower” (also the name of a FieldLens feature) are commonly understood to include anybody who does the job. Use these words without worrying about them.