

Overview

Write an overview of the brand personality. If your brand were a person, who would it be?

Maybe you have a mascot which already is the visual representation of the brand personality. If so, describe its traits and how that relates to the personality you want to convey.

Brand Traits

List 5-7 traits that best describe your brand along with a trait that you want to avoid. This will help those designing and writing for this design persona create a consistent personality while avoiding the traits that would take your brand in the wrong direction.

Here are some examples:

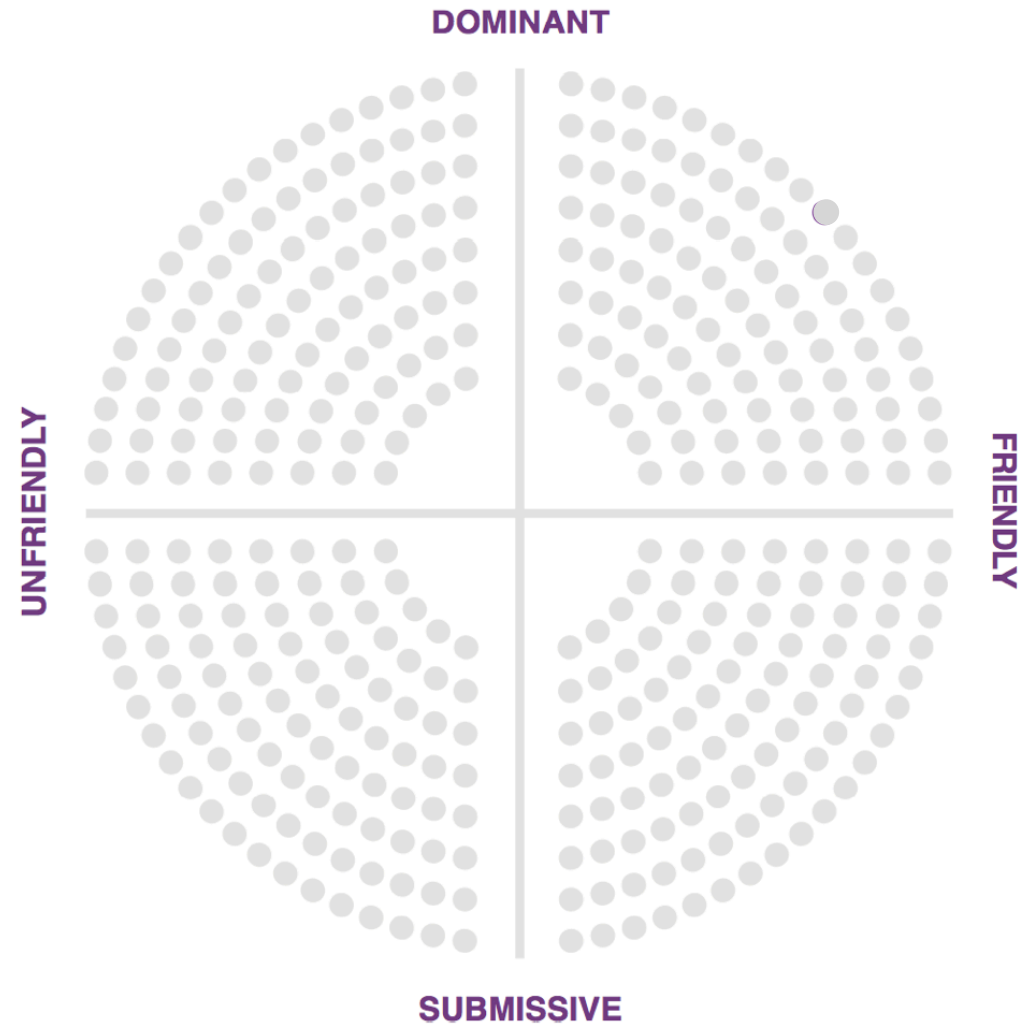
FUN *but not childish*

FUNNY *but not goofy*

POWERFUL *but not complicated*

HIP *but not alienating*

Personality Map



Voice

If your brand could talk, how would they speak? What sorts of things would they say? Would they speak with a folksy vernacular or a refined, erudite clip? Describe the specific aspects of your brand's voice, and how it might change in various communication situations. People change their language and tone to fit the situation, and so should the voice of your brand.

Provide examples of the type of copy that might be used in different situations in your interface. This will help writers quickly get a sense for how your design persona should communicate.

In App Greeting

Hi, Bob. You could be a part-time model.

Success Feedback

High fives! Your list has been imported.

Error Feedback

Oops! Looks like you forgot to enter an address.

General Message

Bummer, we don't have any info to report just yet.

Critical Failure

One of our servers is temporarily down. One engineer is already on the case and will have it resolved shortly.

Marketing Copy

We've got all kinds of social features that help you know your subscribers and share your newsletters. Integrate your signup form with Facebook, share your campaigns on activity on social networks, and more.

Mood Board

Paste pictures that represent what the site feels like

Color


Describe or paste the color palette the design team might use when creating the interface. What types of color would be used and why?

Typography

Describe the kinds of typography the design team might use when creating the interface. What type faces would be used and why?

General Style notes

Provide general notes about design style, textures, imagery, and other elements that may be important to shaping the design persona.



Engagement Methods

Describe the types of emotional engagement methods you might use in your interface to support the design persona, and create a memorable experience.

Some examples are shown below:

SURPRISE & DELIGHT

Themed login screens commemorating holidays, cultural events, or a beloved individual

Easter eggs: Unexpected moments of humor that may have an overtone of nostalgia referencing kitschy pop culture of the past

ANTICIPATION

Random funny greetings at the top of each main page (not in workflow)

REWARDS

Giveaways at the end of a major task workflow

Example: T-shirt giveaways after completing campaigns