Morgantown Area Youth Services Project

By Tyler Hall

Design Persona

Overview

MAYSP is a 501(c)(3) non-profit organization which operates under the administration of the Monongalia County Commission. A coalition of local and government officials formed the MAYSP project in 1996.

MAYSP aims to reduce the incidence of delinquency, substance abuse, and violence among youth and young adults in Monongalia County, WV, through the provision of counseling intervention, education services and community service.

We are dedicated to helping at-risk youth in our community.

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*

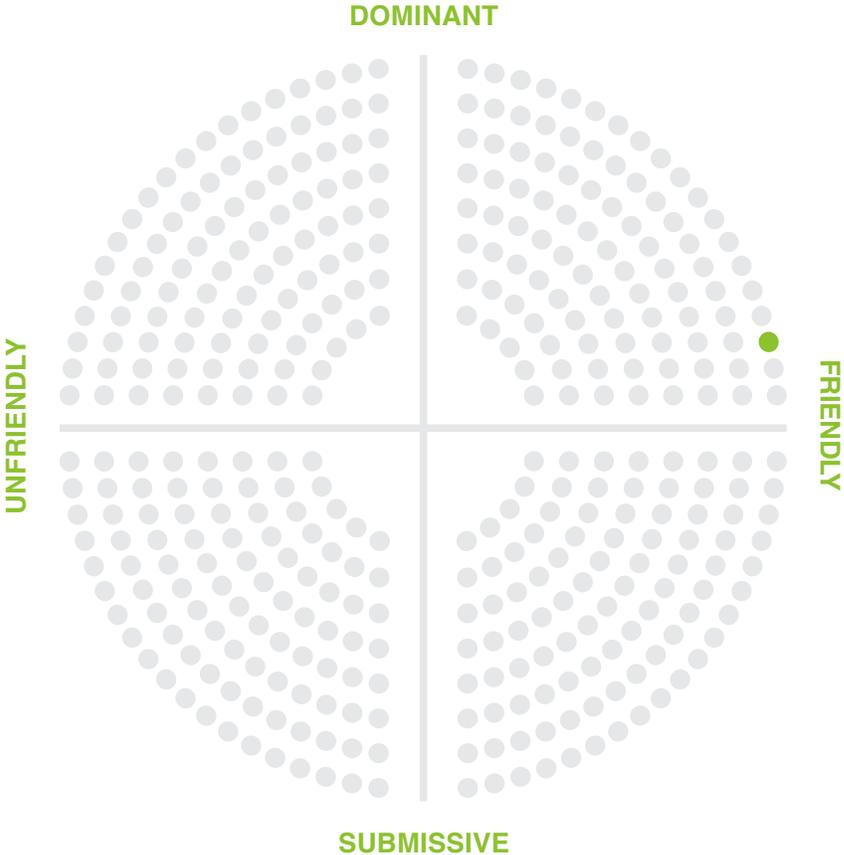**HELPFUL** *but not controlling*

PARENTAL *but not authoritative*

CARING *but not commanding*

Personality Map

DOMINANT

UNFRIENDLY

FRIENDLY

SUBMISSIVE

Voice

MAYSP speaks in a friendly, familiar tone using much of the same lingo as people in the area of Morgantown and northern West Virginia.

We're here to help you be the best you.

COPY EXAMPLES

In App Greeting
Hey there!

Success Feedback
Sweet! Your list has been imported.

Error Feedback
Oops! Looks like you forgot to enter an address.

General Message
Sorry, we don't have any info to report just yet.

Critical Failure
One of our servers is temporarily down. Our engineers are already on the case and will have it resolved shortly.

Marketing Copy
Change your mind, change your life.

Visual Lexicon

COLOR

The color palette for the MAYSP site would include a dark palette with a single bright color to contrast, symbolizing the light in the dark. Nuetral grays act as a barrier between the two. The bright color would be used as points of interest on the page.

TYPOGRAPHY

The typography needs to feel friendly and inviting. However, it should also feel structured. A bold use of all caps as headers (sans-serif, possibly a serif display typeface)with a soft (serif edges rounded) serif body type would accomplish these goals.

GENERAL STYLE NOTES

Imagery will be uplifting and emotional. Subtle textures will be used to make pages feel more inviting.

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

Suprise story on a completer of a program and their experience.

ANTICIPATION

Random funny greetings at the top of each main page (not in workflow). Motivational quotes, moreso from pop culture and recognizable/relevant people.

REWARDS

Giveaways at the end of a major task workflow
Example: T-shirt giveaways after completing campaigns.
Donator gift packages.