The Real Me
@aarron
voice
People will forget what you said, and what you did, but they will never forget the way you made them feel.

Maya Angelou
The most effective design has a narrative thread.

Kit Hinrichs
Narrative design is a way to help our clients tell the story of who they are and what they value ...
and do so in a way that holds the viewers’ interest and makes them care.

Kit Hinrichs
story
Team Prime @TeamPrimeLtd

We get some great people (15-17y/os) asking for work exp in programming / technology teams. If you ever want one (or are one), let me know.

Maria Popova @brainpicker

Our Friend the Atom – gorgeous vintage Disney science illustrations from 1956 j.mp/130rSCX

American Express @AmericanExpress

Get Kindle Fire HD for $149.99+tax w/synced Amex Card. Tweet #BuyKindleFireHD to start purch! QtyLtd, Exp 3/3 Terms: amex.co/W4Xqlb

Leo Hickman @LeoHickman

Brilliant. The person selling the haunted mirror on eBay is now answering Qs... contact.ebay.co.uk/ws/eBayISAPI.d... RT

Oliver Reichenstein @IA

Great work by Tommi Musturi itsnicethat.com/articles/tommi... RT @Eike_Koenig

Avi Itzkovitch @xgmedia

@stephenanderson "Design for Understanding" workshop
brand
MY BANK RUINED
THE WORLD ECONOMY
AND ALL I GOT WAS
THIS LOUSY SURCHARGE
dishonest
Good design is honest.

Dieter Rams
It does not attempt to manipulate the consumer with promises that cannot be kept.

Dieter Rams
Get ready to leave your bank.

Find clarity in your everyday finances. No surprise fees. No worries.

Now available by invitation only. Get Invited

1 Features

With Simple, you can easily

Spend  Save  Pay  Learn

TRANSACTION HISTORY

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Description</th>
<th>Category</th>
<th>Amount</th>
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<td>lunch</td>
<td>Coffee &amp; Tea</td>
<td>9.75</td>
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<td>19.80</td>
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<td>Jarbraltar, best caffeine in PDX</td>
<td>Coffee &amp; Tea</td>
<td>4.00</td>
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<td>OCT 14</td>
<td>Ristretto Roasters LLC</td>
<td>coffee with foam</td>
<td>Coffee &amp; Tea</td>
<td>4.50</td>
<td></td>
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</table>

17 matching search

0.00 deposited

123.84 spent
Congratulations!

We’re happy to have you aboard!

Your Simple card should arrive in the mail in five to seven business days. Until then, let’s set up the rest of your account.

1 Create your credentials

Username

Password

Remember, either aim for a long phrase or a short complex set of characters.

Passphrase? Yes. Passphrases are easier to remember and more secure than traditional passwords. For example, try a group of words with spaces in between, or a sentence you know you’ll remember. Correct horse battery staple is a better passphrase than r0b0tz26.

Save username and passphrase
<table>
<thead>
<tr>
<th>Date</th>
<th>Memo</th>
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<th>Amount</th>
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<tr>
<td>Aug 16</td>
<td>Jittery Joe's</td>
<td>Tipped, Restaurants</td>
<td>6.95</td>
</tr>
<tr>
<td>Aug 15</td>
<td>Five Points Bottle Shop</td>
<td>Alcohol &amp; Bars</td>
<td>20.95</td>
</tr>
<tr>
<td>Aug 16</td>
<td>Bill Payment: Georgia Natural Gas</td>
<td>Gas &amp; Fuel</td>
<td>27.35</td>
</tr>
<tr>
<td>Aug 14</td>
<td>Kroger</td>
<td>Groceries</td>
<td>23.10</td>
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<tr>
<td>Aug 14</td>
<td>Spoon</td>
<td>Tipped, Restaurants</td>
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<tr>
<td>Aug 13</td>
<td>Earth Fare</td>
<td>Groceries</td>
<td>33.24</td>
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<td>Unknown</td>
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<td>Aug 10</td>
<td>Cafe Tazza</td>
<td>Nola, Fast Food</td>
<td>1.81</td>
</tr>
<tr>
<td>Aug 10</td>
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<td>Nola, Fast Food</td>
<td>12.83</td>
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<tr>
<td>Aug 08</td>
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<td>Gas</td>
<td>34.90</td>
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<td>Aug 08</td>
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<tr>
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<td>+100.00</td>
</tr>
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Total Activity:
- 601.66 deposited
- -261.49 spent
- 340.17 total
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<td>Earth Fare</td>
<td>Groceries</td>
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<td>Unknown</td>
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Weird Pending Transaction:
Fantastic. Thanks for the info and the help, Eric. — Me

International money transfers:
Lovely. Thanks, Ryan. — Me
small kindness
RALEIGH DENIM

Designed, cut & sewn in North Carolina, we do everything under one roof using locally produced raw materials, most from within a few hours of our workshop.

We use old machines, we take our time, and we're rebuilding North Carolina's rich denim tradition. We don't compromise style, craftsmanship or sustainability.

HANDCRAFTED BY NON-AUTOMATED JEANSMITHS.

FIT: THIN
STYLE: LINCOLN
WASH: 8-MONTH
“Make better things in a better way.”

Raleigh Denim
craft
personal
You've upgraded to a Dropbox Pro 100 account!

One day, my son, you too will upgrade to be as big as me.

Really?

Your new quota of 102.75 GB is now available, and your account has unlimited undo history. We've sent a receipt to

Please download and install the Dropbox desktop software if you haven't already done so.

If you want even more space for free, remember you can always refer your friends to Dropbox to earn bonus space.

Continue to your Dropbox
Finally. All Your Mobile Content in One Place.

Box OneCloud centralizes all your mobile data, keeping you productive and accelerating your business.

Get Started

Online File Sharing
Box lets you store all of your content online, so you can access, manage and share it from anywhere. Integrate Box with Google Apps and Salesforce and access Box on mobile devices. Learn More

Security Leadership in the Cloud
Box pioneered a new level of content management security, with role-based access controls, 99.9% uptime guarantee, and data encryption using 256-bit SSL. Box has also been issued an SSAE 16 Type II report. Watch Video • Learn More

What our customers are saying
We’re excited about what we’ve done with Box. We’ve enjoyed a very stable, high quality service that’s reliable with great performance.

— Pandora. Learn More

Enterprise Strategy Group: Box named a leader in online file sharing and collaboration.
Get the Free Report

Over 120,000 businesses use Box.

P&G Six Flags Balfour Beatty TaylorMade GREY group PANDORA GIANTS media CLEAR Channel Zappos

View Case Studies
human presence
personality
Much of the variation in personality—about fifty percent—has genetic causes.

*Steven Pinker, How the Mind Works*
4 benefits
1 stand out
emotion & memory
The amygdala is chock-full of the neurotransmitter dopamine, and it uses dopamine the way an office assistant uses Post-It notes.

Dr. John Medina, Brain Rules
When the brain detects an emotionally charged event, the amygdala releases dopamine into the system.

Dr. John Medina, Brain Rules
Because dopamine greatly aids memory and information processing, you could say the Post-It note reads ‘Remember this!’

*Dr. John Medina, Brain Rules*
GE has unveiled the H80 turboprop engine, delivering more power and better efficiency for aerial application and utility aircraft missions.

- **Acres of land that a plane using an H80 engine could have seeded since opening this page:** 73
- **Degrees Fahrenheit in which the GE H80 engine can operate (up to 20 degrees higher than engine predecessor):** 107
- **Percent: Amount that soil erosion can be reduced on the average farm by using aerial application:** 90

The advanced power and versatility of GE's turboprop engines allow greater precision, performance and efficiency in business and general aviation.

Another shot of Thrush pilot Terry Humphrey flying the GE H80-powered 510G aircraft in Georgia.

**H80 Turboprop Engine**

GE is incorporating sophisticated technologies like a bladed disc rotor design, improved compressor and turbine aerodynamics, and high-thrust capability.
find your tribe
“Human beings can’t help it: we need to belong.

*Seth Godin, Tribes: We Need You to Lead Us*
One of the most powerful of our survival mechanisms is to be part of a tribe, to contribute to (and take from) a group of like-minded people.

*Seth Godin, Tribes: We Need You to Lead Us*
United by passion we go all in.
We believe in the potential of what people can achieve. We believe in designing only the best. Design should be honest.
Honest is elegant. Honest is timeless. Honest is courageous. Welcome to Design Careers at adidas.
Wanted: One amazing human being

Strong in heart, generous in spirit.
Daring and unafraid.

Ready Hungry to make bold work.
4 passion
FINALLY, HORIZONTAL CORDUROY
Aerodynamic! Swish-free!

THIS WEEK'S INVENTION
WOMEN
OUR LATEST HIT
CORDAROUNDS
DISCOLAB
REVERSIBLE SMOKING JACKETS
SONS OF BRITCHES
BIKE TO WORK
JAPANTS

SUPER SORTER!
NEWEST DESIGNS FAVORITES PANTS JACKETS SHIRTS HOODIES MORE WOMEN THINK TANK SALE!

Hoodigan
Wildflower Double-Take Skirt
Executive Pinstripe Hoodie
Gravestone Sons of Britches
Floral Mission Shirt

www.betabrand.com/cordarounds.html
“If I could I would always work in silence and obscurity, and let my efforts be known by their results.”

EMILY BRONTE
process
who are they?
who are we?
design persona
Overview

Freddie Von Chimp, the brand mascot of MailChimp, embodies the brand's personality. He communicates in a way that always makes people feel confident and in control.

MailChimp often plays on a link to a goofy You, but never in the way you might expect.

Design Persona

Brand Traits

- FUN but not childish
- FUNNY but not goofy
- POWERFUL but not complicated
- HIP but not alienating
- EASY but not simplistic
- TRUSTWORTHY but not stodgy
- INFORMAL but not sloppy

Personality Map

- DOMINANT
- SUBMISSIVE
- FUNKY
- ANONIMOUS
MailChimp

By Aarron Walter

Design Persona
Overview

Freddie Von Chimpenheimer IV is the face of MailChimp, and the embodiment of the brand personality. Freddie's stout frame communicates the power of the application, and his always on the go posture lets people know this brand means business.

Freddie always has a kind smile that welcomes users and makes them feel comfortable and at home. The cartoon style lets people know that MailChimp offers a fun, and informal experience. Freddie likes to crack jokes, but when the situation is serious, the funny business is out the window.

MailChimp often surprises users with a funny Easter egg, or a link to a goofy YouTube video. Fun is around every corner, but never in the way of the workflow.
Brand Traits

- FUN but not childish
- FUNNY but not goofy
- POWERFUL but not complicated
- HIP but not alienating
- EASY but not simplistic
- TRUSTWORTHY but not stodgy
- INFORMAL but not sloppy
Personality Map
The voice of MailChimp is familiar, friendly, and above all human. The personalities of the people behind the brand shines through with honesty. The voice of MailChimp cracks jokes (ones you could share with your momma), tells stories, and communicates with the folksy tone that might be used with an old friend.

MailChimp uses contractions like "don't" instead of "do not" because that's how real humans speak to one another. MailChimp uses sound effects like, "hmmmmm...." to make it sound like you're thinking hard, or "Blech, that's awful!" to make it sound like you empathize. Or is it sympathize? Hmm, too lazy to Google it. Bah, you get the gist. Text for form and button labels are kept lowercase to reinforce the informality of the brand.

MailChimp likes to start blog posts and other longer copy blocks with a quick story, like "I remember when..." Everybody likes stories. When people get upset, or make a mistake, MailChimp is always compassionate and sympathetic, and the feedback messages reflect that.

In critical situations like when a server goes down, or a credit card is declined, MailChimp drops the humor and speaks directly.
COPY EXAMPLES

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. Our engineers are already on the case and will have it resolved shortly

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

The bright colors in the MailChimp palette convey a sense of fun and humor, but are slightly desaturated to make them feel more refined, and not romper room. MailChimp is fun, but it's also powerful and refined. Neutral colors soften the palette and strike a healthy balance between the informal and functional sides of the MailChimp personality.

TYPOGRAPHY

MailChimp is easy-going, efficient, and easy to use, and its typography reflects it. Simple, sans-serif headings and body copy appropriately varied in scale, weight and color to communicate information hierarchy make MailChimp feel like a familiar, comfortable cardigan that is both functional and beloved.

GENERAL STYLE NOTES

Interface elements are flat and simple, keeping things easy to understand and not intimidating. Soft, subtle textures may appear in places to warm up the space and make it feel human.

Freddie should be used sparingly, and only to interject a bit of humor. Freddie does not ever give application feedback, stats, or help a user with a task.
Engagement Methods

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
voice
consistent voice
varied tone
Before you write content for MailChimp, it’s important to think about our readers. Though our voice doesn’t change, our tone adapts to our users’ feelings. This interactive guide will show you how that works.

Get started
empathy
formula
voice
story
The most effective design has a narrative thread.

Kit Hinrichs
craft
“Make better things in a better way.”

Raleigh Denim
remarkable
If you’re remarkable, it’s likely that some people won’t like you.

Seth Godin, Purple Cow
“That’s part of the definition of being remarkable. Nobody gets unanimous praise. Ever.”

*Seth Godin, Purple Cow*
The best the timid can hope for is to be unnoticed. Criticism comes to those who stand out.

*Seth Godin, Purple Cow*
real you
best you
more at:
aarronwalter.com/realme