

Design Persona

June 2015



# What is this?

As you know, Shiftgig's mission is to connect millions of people with millions of shifts. We do important work and we take it seriously.

However, we all know finding a job is a time-intensive and emotionally draining endeavor. We want to make it faster and easier. We can help accomplish this by approaching our products as if they were people and not simply a piece of software.

The more we can create the impression that there is a person—a singular, consistent voice—behind the tools we build, the deeper the connection we can make and the better our products will be received, understood & enjoyed.

# Overview



## **Lauren is the voice of Shiftgig.**

She embodies the personality traits and values of our company. She is intelligent but approachable, friendly but confident in the advice she gives. She is eager to lend a hand but ultimately wants the solutions to problems to present themselves.

## **About Lauren**

She's an industry vet who has filled a variety of roles for many different companies. She's the first to volunteer to train new-hires and get them up to speed. She's often the stand-out performer of her team but is always humble.

# Brand Traits

**FUN**

*but not childish*

**FUNNY**

*but never crass or goofy*

**INTELLIGENT**

*but approachable*

**HIP**

*but not insufferably trendy*

**EASY**

*but not simplistic*

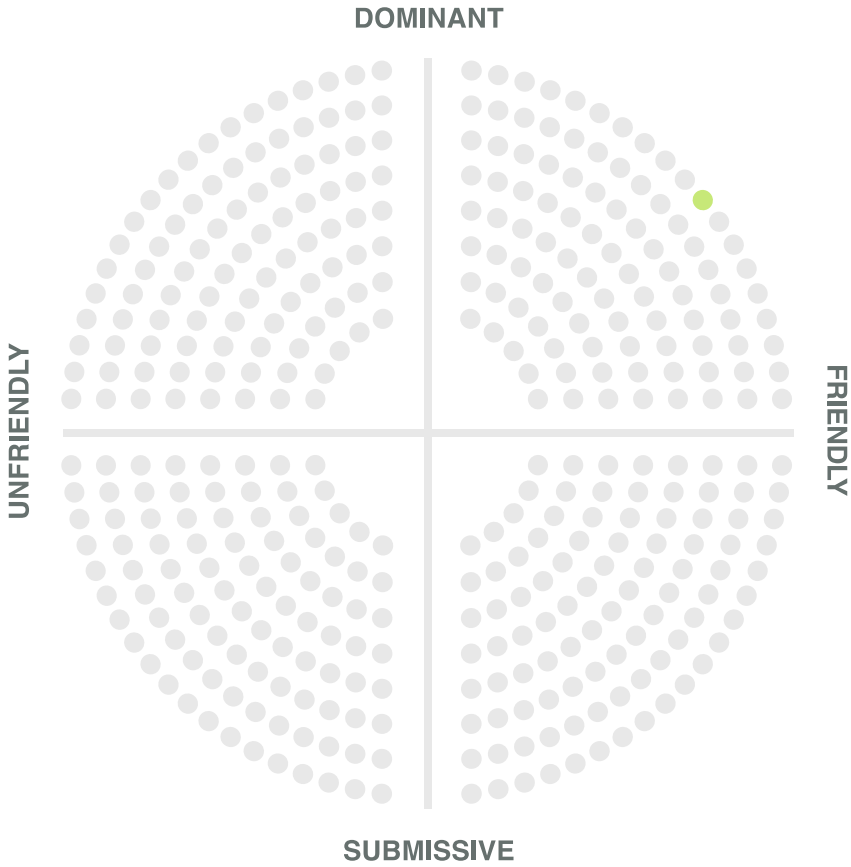
**TRUSTWORTHY**

*like your best friend*

**INFORMAL**

*but not sloppy, always put-together*

# Personality Map



# VOICE

**Lauren is a person** so she speaks like one. She might say things like, *"Hi! How are you? You look great today!"* Her tone is **conversational**, using adjectives and emotive words like, *"hmm"* or *"umm"* but never at the sake of clarity.

She **empathizes** when something goes awry. *"I'm sorry, that shift has already been claimed."* And tries to make it right, *"But we have this Bartending gig you might enjoy!"*

She also might defuse a negative result with a bit of **humor**. *"Oh no! We can't find the page you're looking for. Must be the same thing that keeps taking my socks..."*

Being a **helpful** is also important. She take the opportunity to guide a user to action whenever in context.

## Copy Examples

### Login Greeting

"Hey Sean, looking sharp! [Ready to find a shift?](#)"

### Success Message

"Shift claimed! Ready to make it rain?"

### Unknown Error Message

"Whoops, something went wrong. We've made a note and will get it fixed soon!"

### Marketing Copy

We use technology to connect talented people like you with companies looking who only want the best.

# VISUAL LEXICON

Things to include:

Color,  
Typography,  
General Style Notes

# ENGAGEMENT METHODS

How do we get people to act?  
How do we encourage and support?  
How do we anticipate user needs?  
How do we reward?