

MBTI Microsite — Meeting Transcript

Speaker 1 (S1):

My project title is **Myers–Briggs Type Indicator (MBTI)**. I've pulled up my content outline—do you want me to share my screen?

Speaker 2 (S2):

Yes, please.

S1:

Great. MBTI is a popular topic among young adults. My primary audience is teens/young adults—people our age—who like taking online tests to get a personality “result.”

The personality model uses **four pairs** of preferences: **E/I, S/N, T/F, and J/P**. The test highlights how people prefer to gain energy, process information, make decisions, and organize their lives.

Based on their test outcome, users feel they better understand their personality and why they make certain decisions. Even though it's popular, MBTI doesn't have strict scientific reliability—it's **not a diagnosis**, more a **conversation tool** or for fun.

For the site structure, I'd open with an **overview**: What MBTI is, what it looks for, and a short intro to the four pairs. I'll also include a brief origin story—who defined it and when—kept short.

On **test mechanics**: many versions use ~100 questions on a 1–10 scale (with a midpoint), and each item leans toward an outcome.

Then I'll move to the **combinations**: the 16 types. I'm imagining a **4x4 grid with cards**; if you flip a card, it reveals the type info.

Finally, I'll cover **validity/reliability**: because answers are self-reported, the usefulness depends on how seriously you take it; some use it for self-reflection, others for fun. I'll also note where **MBTI shows up** (common contexts). That's the content outline—questions?

S2:

That's a good overview. I'm curious about scope: are you wanting a **working version** of the test, or more an **explanation** site?

S1:

More **explanation**. I think most visitors either (a) want a plain-language intro before taking any test, or (b) already have a type and want a **clear explanation** of that result. People also look up other people's types—e.g., “What is an INFJ like?”—and want traits and examples.

S2:

Got it. And in the creative brief you'll clarify tone and content. Are you aiming to **explain each result** clearly, in friendly language?

S1:

Yes—plain language, no heavy jargon. The focus is concise info for all **16 types** and common uses. I won't emphasize criticisms much—maybe a short “limitations” note so expectations are set.

S2:

Makes sense. **Visual style**—what are you thinking?

S1:

I found a reference that uses distinct visuals per type. I want **all 16 on one page**—**not** separate pages—so a single grid of **16 cards** explaining the 16 personalities.

S2:

How many total pages do you want for the site?

S1:

Two pages:

1. **Home/Overview** — summary of MBTI, short intro, four pairs, brief origin, light note on validity, and where it's used.
2. **16 Types** — a 4×4 grid of cards. For the mockup, we don't need to build all 16 fully; designing **one complete card** to show the pattern is enough.

S2:

Perfect. For the mockup, we'll do the two pages, with one fully designed type card.

S1:

Yes.

S2:

Any **fonts** or **colors** you want?

S1:

Use a **clean sans-serif**. For colors, let's use the **reference palette** where each type has a consistent color—people often recognize a type by its color/label.

S2:

Sounds good.

Conclusion:

- **Audience:** Teens/young adults; users seeking a plain-language intro or a clear explanation of a known type.
- **Goal:** Explain MBTI basics and provide concise, scannable summaries for each of the 16 types; keep tone friendly; clarify it's a reflection tool, not a diagnosis.
- **Pages:**
 1. **Home/Overview** (MBTI basics, four pairs, short origin, light validity note, common contexts)
 2. **16 Types** (4×4 card grid; at least one fully designed card for the mockup)
- **Content Style:** Plain language; minimal critique (include a short “limitations” notice).
- **Visual Style:** Sans-serif, airy layout, card-based grid; consistent color mapping per type; high contrast and generous spacing.
- **Interactions:** Card **flip/expand**; 4×4 grid on desktop, responsive on mobile; simple wayfinding back to Overview.