
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 like 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*

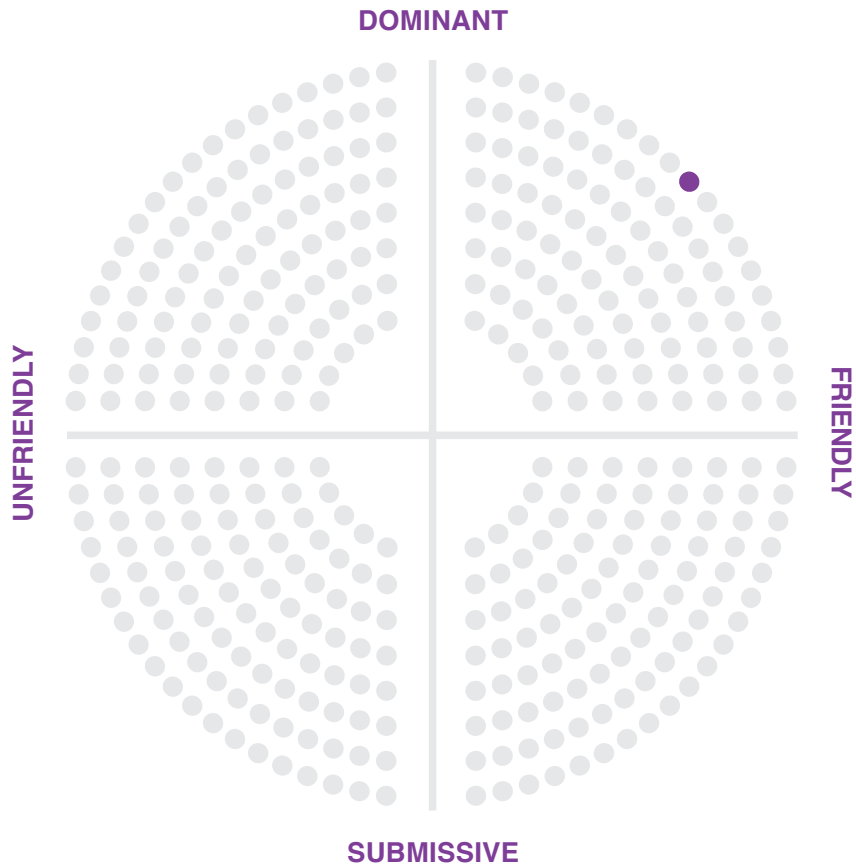
HIP *but not alienating*

EASY *but not simplistic*

TRUSTWORTHY *but not stodgy*

INFORMAL *but not sloppy*

Personality Map



Voice

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.

Voice (continued)

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. One 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 know your subscribers and share your newsletters. Integrate your signup form with Facebook, share your campaigns on activity on social networks, and more.

Visual Lexicon

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