
honesty.store

by Graham Odds

Design Persona

Overview



There are two fundamental concepts that are at the heart of the system. The first is the idea of a "node" which is a point in the network. The second is the idea of a "link" which connects two nodes. These two concepts are the building blocks of the system.

The system is designed to be flexible and scalable. It can handle a large number of nodes and links. It can also be configured to work with different types of data. This makes it a very versatile tool for many different applications.

The system is also very easy to use. It has a simple interface that allows you to quickly set up and run the system. This makes it a great choice for both beginners and experienced users.

Brand Traits

FUN *but not childish*

MODERN *but not futuristic*

HIP *but not alienating*

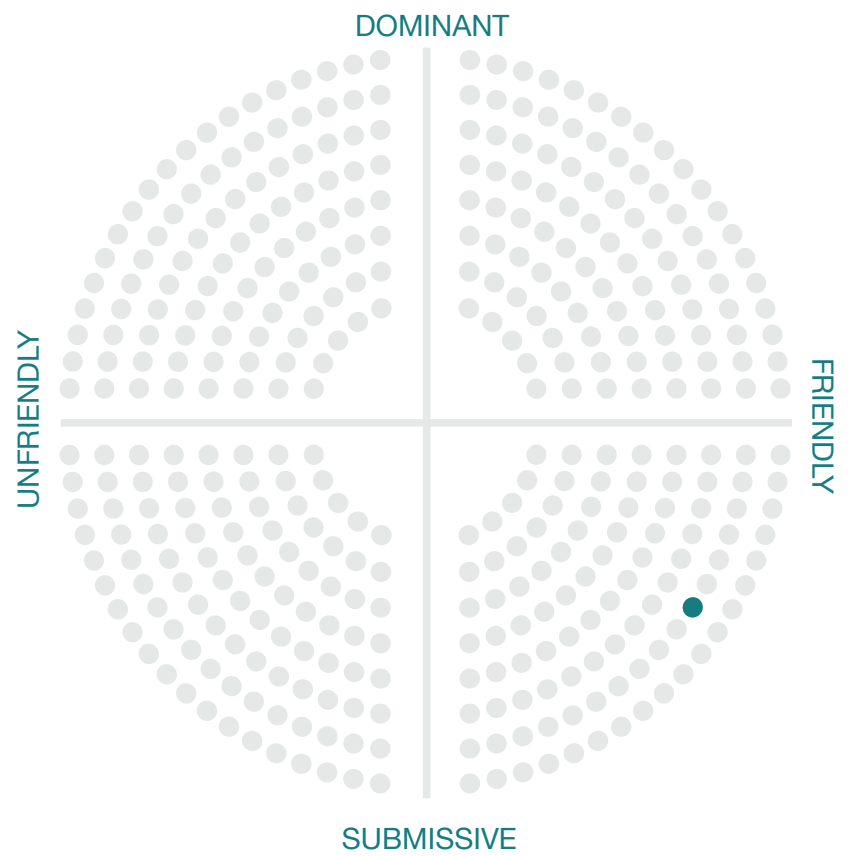
INFORMAL *but not sloppy*

EASY *but not simplistic*

TRUSTWORTHY *but not stodgy*

FRIENDLY *but not chummy*

Personality Map



Voice

The voice of honesty.store is familiar, friendly, and above all human. The personalities of the people behind the brand shine through with honesty. The voice of honesty.store communicates with the folksy tone that might be used with a familiar acquaintance.

honesty.store uses contractions like “don’t” instead of “do not” because that’s how real humans speak to one another. honesty.store 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 empathise.

When people get upset, or make a mistake, honesty.store is always compassionate and sympathetic, and his responses reflect that.

In critical situations, like when a server goes down, honesty.store drops the humor and speaks directly.

Voice (continued)

COPY EXAMPLES

In App Greeting

Hi, Bob. Fancy a snack?

Success Feedback

Enjoy your treat!

Error Feedback

Oops! Looks like you forgot to enter your name.

Critical Failure

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

Visual Lexicon

COLOR

The bright, fresh colors in the honesty.store palette convey a sense of modernity and innovation, but are slightly desaturated to maintain an element of understated refinement. Neutral colors soften the palette and strike a healthy balance between the informal and functional sides of the honesty.store personality.

TYPOGRAPHY

honesty.store 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 colour to communicate information hierarchy make honesty.store 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 avoiding intimidation. Soft, subtle textures may appear in places to warm up the space and make it feel human.