

A Product of SYD workshop

# User Centred Branding

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@ProductOfBNE

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# Ice Breaker: Faces



10 mins



## Rules

- Take the small bits of white paper and a sharpie.
- Walk up to someone in the room, tell them your name, and listen to theirs.
- Draw their face without looking down at your paper. Make sure you keep looking at them.
- Write their name under the drawing, and move onto the next person.
- Keep going till you've drawn everyone.



Tim

by Jess Cruicky



# Vision & Value

# Vision Statement

A description of our vision. This was derived from a 'golden circles' exercise, helping us identify the 'why' and 'how'.

**"We believe in creating positive change through shared experiences and collaboration"** *Product of \_\_*

# Customer Persona Generation



# CUSTOMER PERSONA GENERATION

Draw Me!



Name:

**Susan**

---

Context:

Discipline lead (Design for this example)

---

Started as a Graphic Designer, now currently

---

practicing 'Digital Product Design' within an

---

agency environment.

---

# Susan's Goals & Motivations

## Craft

## Relationship

## Carrer

Learn more about  
facilitation

Learn more about  
facilitation

Recruitment

Industry  
connections

Advance her  
career at work

Identify next  
career step

Advance her  
product skills

Advance her  
product skills

Learn about  
leadership

Learn about client  
relationships

Start own venture

Share own  
knowledge

Learn about  
advanced product  
strategy

Identify unknown  
areas of interest

Learn about  
product team  
dynamics

Expand toolkit  
around client and  
team education

Fill knowledge  
gaps

# Susan's Frustrations/Challenges

## Process

Inflexible process

Struggling to  
incite change

dealing with  
deadlines

## Facilitation

Aligning the team

Resourcing  
problems

## Communication

Mis-  
communication  
across teams

Conveying value  
to client

## Dealing with Change

Changing scope

Managing  
expectations

Taking blame

## Expanding Knowledge

Figuring out what  
toolset should  
bring to specific  
project



# Susan's Needs

## Time

Less work

More time to  
finish parts of  
project

To review  
methods

## Reassurance

Examples of  
process/output

Experience  
dealing with same  
things

## More

Team members

Budget

## Education

Books

Podcasts

workshops

Mentorship

# Susan's Behaviours

## Activities

Runs workshops  
with clients

Runs internal  
guilds to share/  
improve

Uses templates &  
guidelines

Runs team bonding  
sessions

Design sparing/  
sketching

## Education

Goes to  
professional  
training

Goes to talks &  
meetups

Reads industry  
articles and short  
books

## Other

Freelance work on  
the side

Runs personal  
projects

Delegates work to  
others to reduce  
effort/time

Uses team  
management  
tools (slack,  
trello)

Communicates  
with client  
regularly

Works closely  
with PM/PO to  
reduce scope

# CUSTOMER PERSONA GENERATION

Draw Me!



Name:

**Sam**

Context:

Young copywriter working in an ad agency.

Worked with a client that is product lead, and became very fascinated by how they worked. Has awareness & curiosity product industry.

# Sam's Goals & Motivations

## Exposure & Interest

Exposure to product people

Learning 'how-to-start'

Validating assumptions about product

How do my skills & experiences apply to product

## Change

I want a career change/shift

I want to explore alternate opportunities

## Connection

Want to connect with industry professionals

Want to get help with my side project/idea

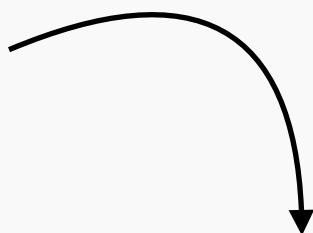
# Sams's Frustrations/Challenges

## Sam's Challenge Spiral

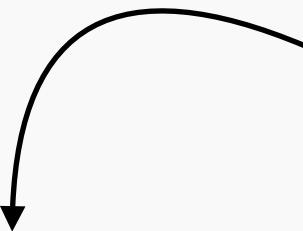
## Visibility

## Limitations

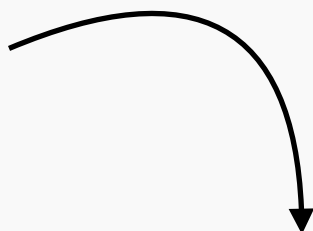
I don't know anyone in product



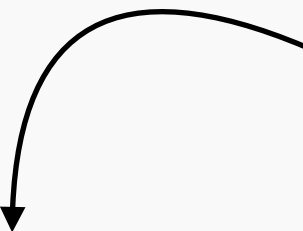
Where do I start?



I feel out of touch



Insecure about not knowing much



I don't know all these terms & acronyms



I'm feeling vulnerable

Cant's see inside without being inside

Lack of current understanding on depth of process

Client is working in a different way

Current process is frustrating

I feel intimidated

Have doubts/uncertainty

Lack of support in learning



# Sam's Needs

## Help

Someone to talk  
to

Advice

Learning buddy

Mentorship

## Reassurance & Insight

Inclusive space to  
feel safe

'Day in the life of  
...'

Examples of  
others making the  
switch to product

## Education

workshops to  
learn

Product 101

Glossary

Resources

# Sam's Behaviours

**With industry  
people**

**Fear of speaking  
up**

**Asks lots of  
questions**

**Active**

**Collects job ads**

**Building profiles  
of people they  
look up to**

**Exploring  
education options**

**Finds friends of  
friends**

**Asks colleagues at  
current workplace**

**Finds resources on  
own (online)**

# CUSTOMER PERSONA GENERATION

Draw Me!



Name:

**Phil**

Context:

Experienced product developer working in-house

# Phil's Goals & Motivations

**Craft**

Cross industry  
experience

learn about best  
practice  
techniques

**Industry**

Develop a  
network of  
industry peers

Contribute to the  
education of the  
industry

# Phil's Frustrations/Challenges

## Limitations

Lack of exposure  
outside work  
environment

Discussing work  
(NDA's)

Internal process  
issues (politics)

Lack of variety

Showing variety in  
work

## Personal

Time poor

Keeping up to  
date with new  
techniques

Trying to advance  
career (new  
product company)

Feels  
overwhelmed by  
all new tech



# Phil's Needs

## Community

events that slots  
in with routine

Community/ face  
to face peers

Advice in how he  
can advance his  
career

Network of  
friends that will  
help out

## Other

Clarity about  
what he is allowed  
to share

## Resources

Learn about  
methods he may  
not have seen

New ways to up-  
skill

## Opportunities

Opportunity to  
teach/give back

Opportunity to  
collaborate

Experience  
(identify other  
solutions to  
problems)

# Phil's Behaviours

## Activities

Spends large  
chunk of time  
researching trends

Applies to  
conferences to  
talk at

Twitter trawling  
cross industry  
people

Attends a bunch  
of meetups till  
finds a good one

## Other

Uses reference/  
analogy to talk  
about work (NDA)

Has flexible  
working hours

# Value Proposition

Describe in one sentence, what our value is from a user perspective.

Our community '**Product of \_\_**' gives our users a **platform for open discussion, learning and input.** Unlike **other digital product communities**, our's **seeks to enable a diverse and inclusive group.**



# User Centred Branding

# User Centred Branding: Disclaimer

## Good for

- Sub brands
- Digital Products
- Brand updates
- Giving brands a digital voice
- User focused startups
- Communities

## Maybe not good for

- Large new corporate brands
- Enterprise solution brands
- Surprise launch brands
- Complete re-brands



# What is a 'Brand'

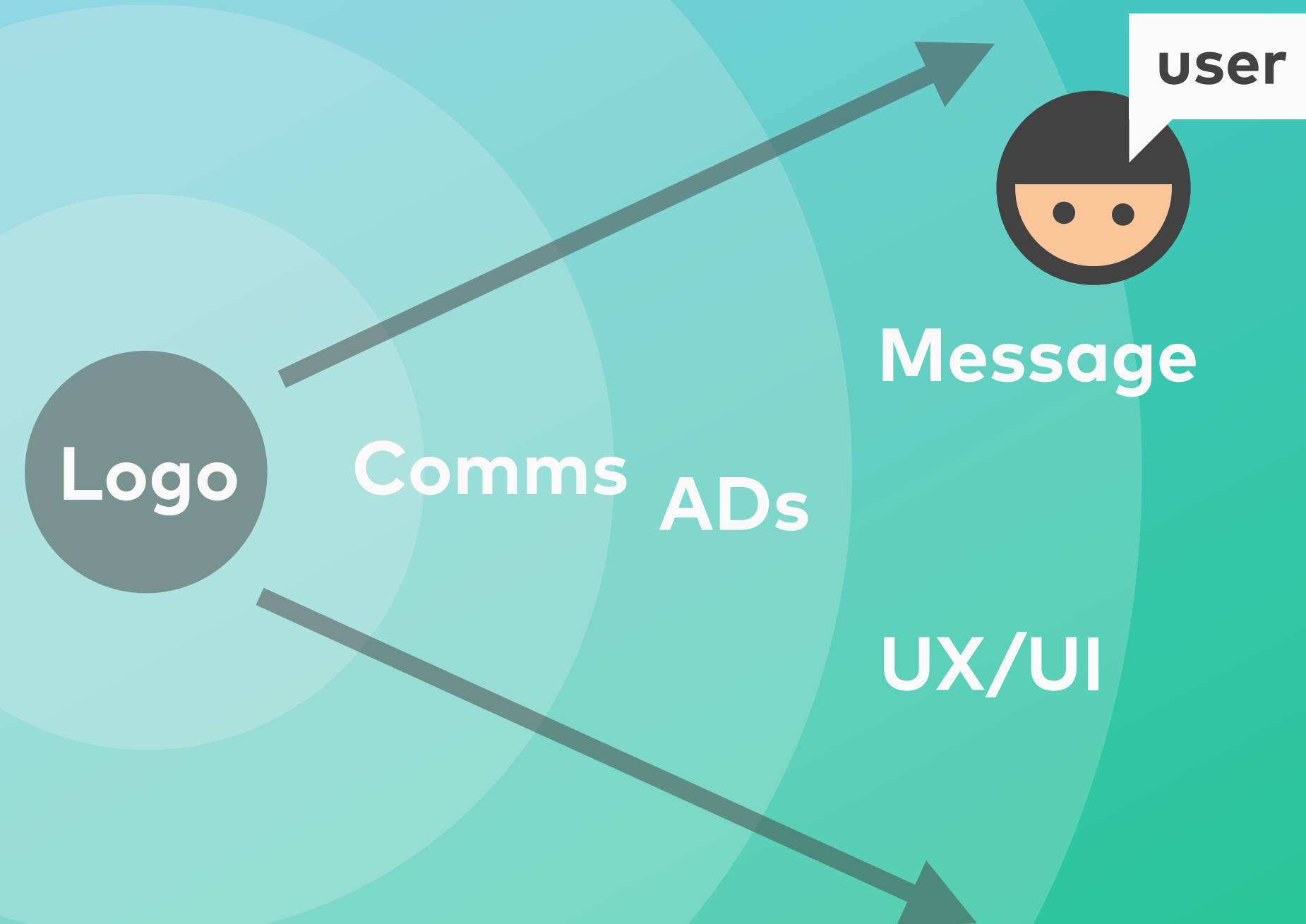
## What it is

- ✓ The offering
- ✓ Evolving
- ✓ How people perceive your brand
- ✓ How people feel and act

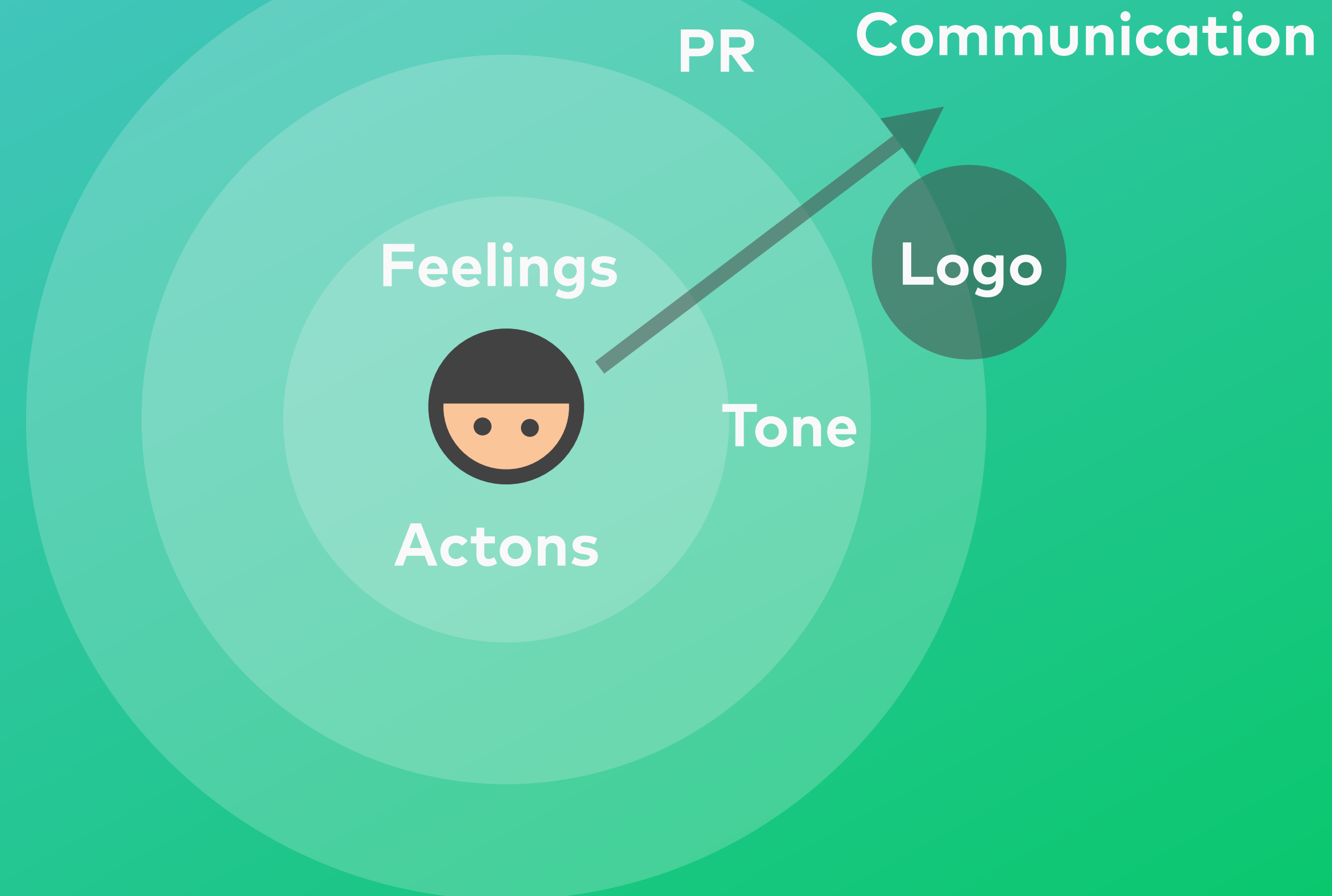
## What it is not

- ✗ Just a logo
- ✗ Just tone
- ✗ How you perceive your brand
- ✗ Sales tool

## Traditional Model

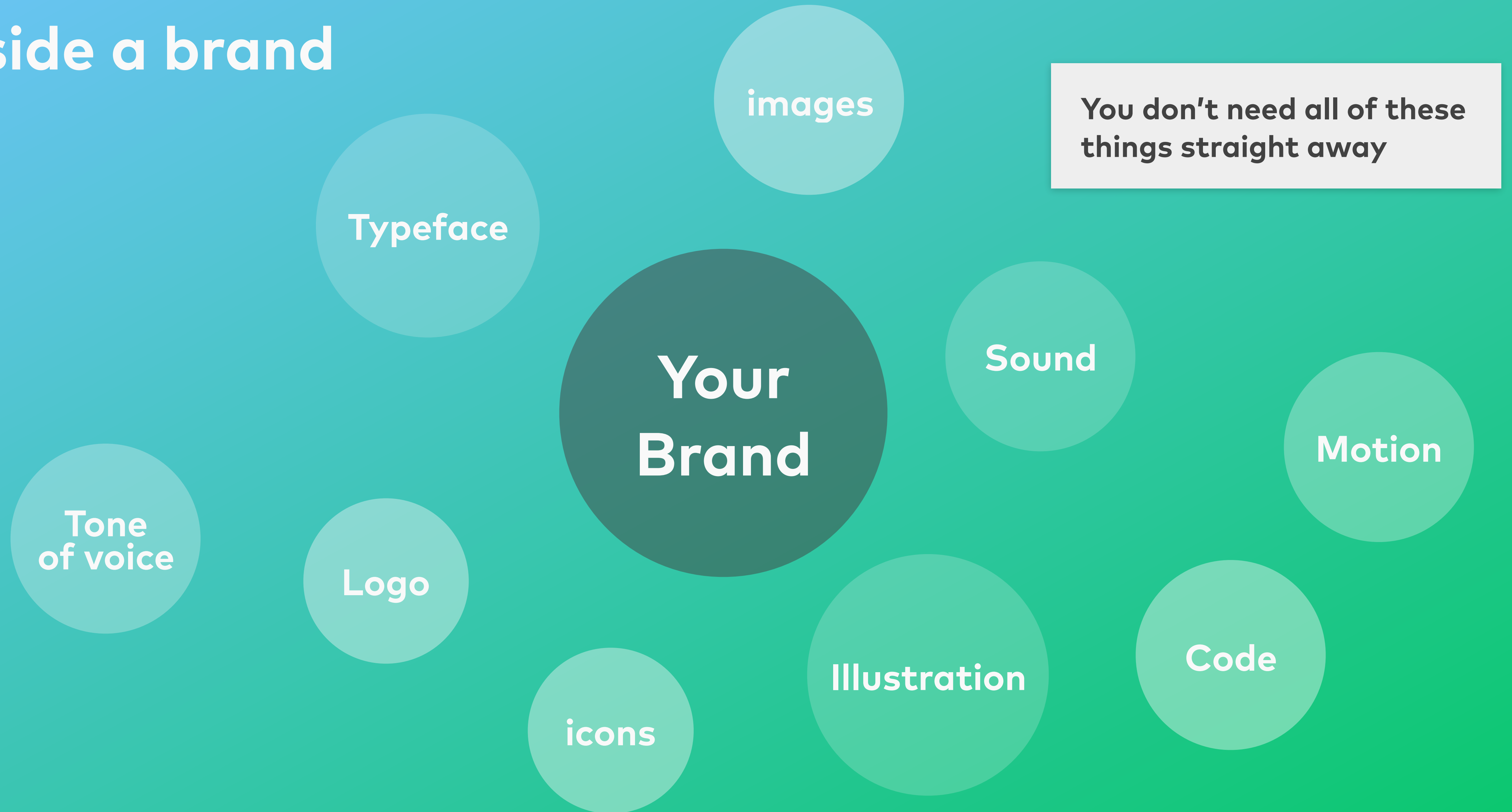


## ustwo Model

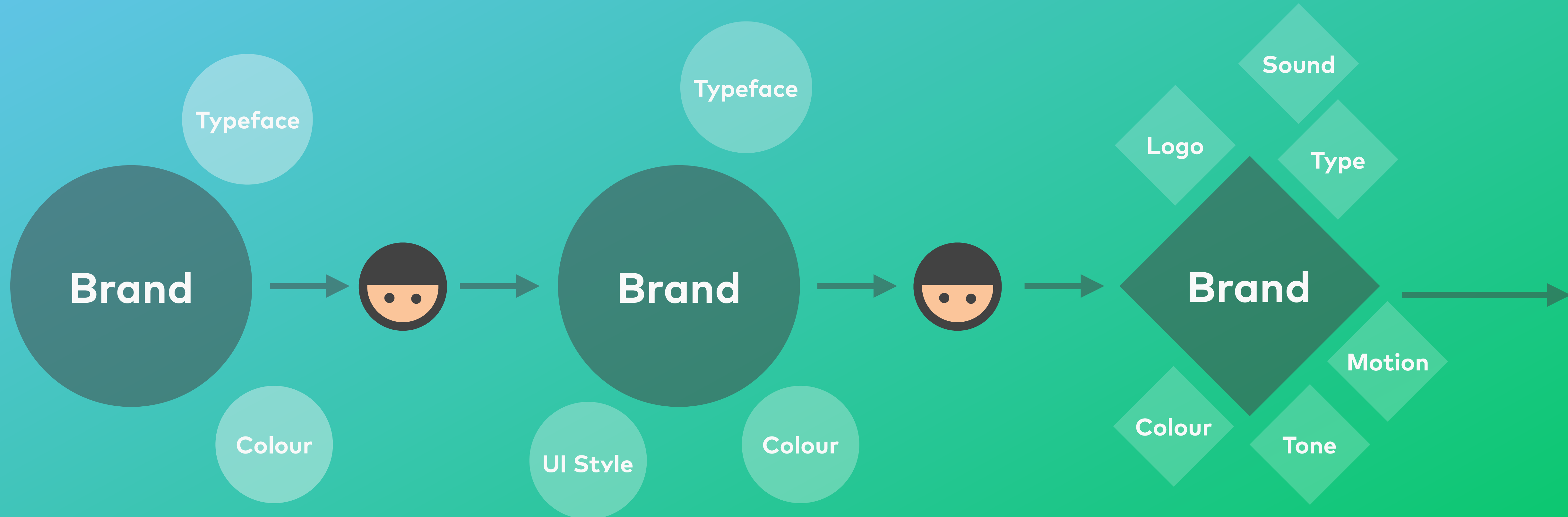


**By using this approach we can work out what we know is right rather than just think what is right.**

# Inside a brand



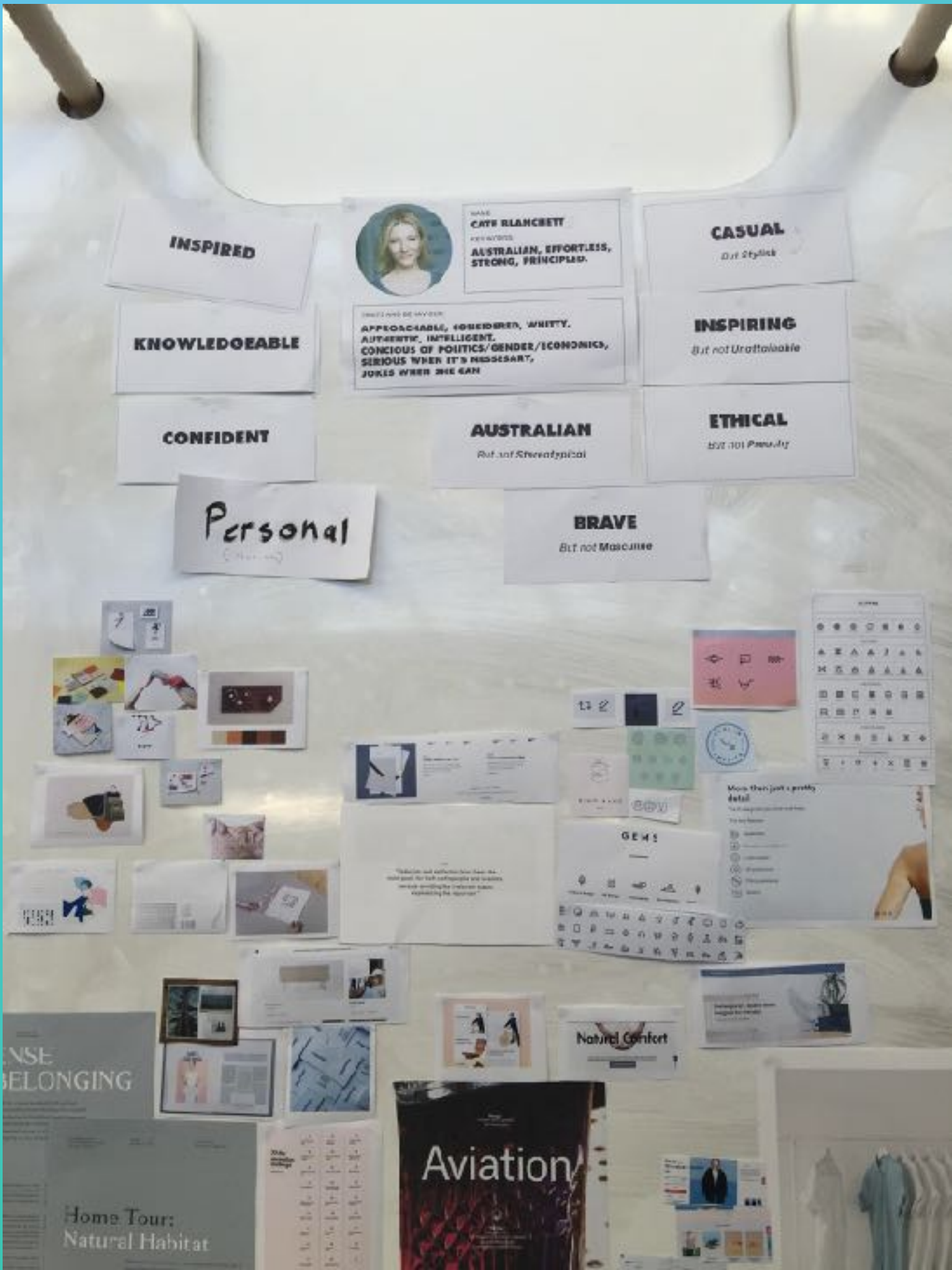
# Evolve the brand by testing





**This is still as much about the craft  
and ideas but by involving the users  
at an early stage.**

# Style Tile



### Logo

Primary Logo

Primary + Tag

k | koskela

Full Brand Name

k | workshops

### Illustration Style

### Iconography

### Pictograph System

Made in Australia

Social Enterprise

Designed by Koskela

### Colour

Base Colour 1 Dark Grey	Base Colour 2 Dark Grey	Base Colour 3 Dark Grey	Base Colour 4 Dark Grey	Base Colour 5 Dark Grey	Base Colour 6 Dark Grey	Base Colour 7 Dark Grey
#1A1A1A	#2A2A2A	#3A3A3A	#4A4A4A	#5A5A5A	#6A6A6A	#7A7A7A
Primary Light Orange	Primary Light Orange	Primary Light Orange	Primary Light Orange	Secondary Teal	Secondary Teal	Secondary Light Teal
#E67E22	#E67E22	#E67E22	#E67E22	#2E8B57	#2E8B57	#2E8B57
				Emphasis Red	Emphasis Green	
				#E74C3C	#2ECC71	

### Typography

Calibre Sansbook: Sans-serif font

Aa Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sodales purus dolor.

Calibre Regular: Serif font

Aa Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sodales purus dolor.

Calibre Script: Script font

Aa Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sodales purus dolor.

Style tile

Organic style tile





# Activities!



**Remember, this is all about putting  
yourself in the mindset of our customer.  
Look back to our persona on the wall.**

# Feelings & Actions



## Rules

- Write ideas on to post it notes
- How do you want people to feel when they interact with your products/services?
- What do you want people to do when they are interacting with your products/services?
- Use blue for feelings + pink for actions
- Cluster and decide upon 3 x actions and 3 x feelings

# Feelings & Actions Outcome

**Validated**

**Relaxed**

**Welcomed/  
Accepted**

**Supported**



# Brand Traits



## Rules

- What brand traits do you want people to associate with your products/services?
- List 5-7 traits
- Contrast traits with their opposite to better define them
- Decide on top three

# Brand Traits Outcomes

**Timeless**

*but not Irrelevant*

**Local**

*but not Inaccessible*

**Passionate**

*but not Pushy*

**A Community**

*but not A Cult*

**Casual**

*but still Structured*

**Knowledgable**

*but not Arrogant*

# Brand Persona



## Rules

- If your brand was a person who would it be (think celebrities)?
- Describe it's traits and behaviour, both bad and good
- Put down a few keywords that sums it up
- Build one persona together

# Brand Persona Group 1



*Name*

**Pharell Williams**

*Traits*

**Focused, Chill, Collaborative, Humble,  
Creative, Diverse, Mainstream.**

*Keywords*

**Visual, Risk taker, Enabler**



# Brand Persona Group A



*Name*

**Sir Patric Stewart**

*Traits*

**Sense of humour, Advocate (he cares),  
Calming demeanour, Humble, Passionate,  
Down to earth, Wise, Surprising.**

*Keywords*

**Multi-Disciplined, Of age...**

# Brand Persona Group 🚀



*Name*

**Prof. Brian Cox**

*Traits*

**Humble, Passionate, Casual,  
Knowledgable, sometimes too passive.**

*Keywords*

**Scientific, analytical**





Good job!



This was a Product of SYD workshop

# Thank you!

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