

LETTER
& PEARL





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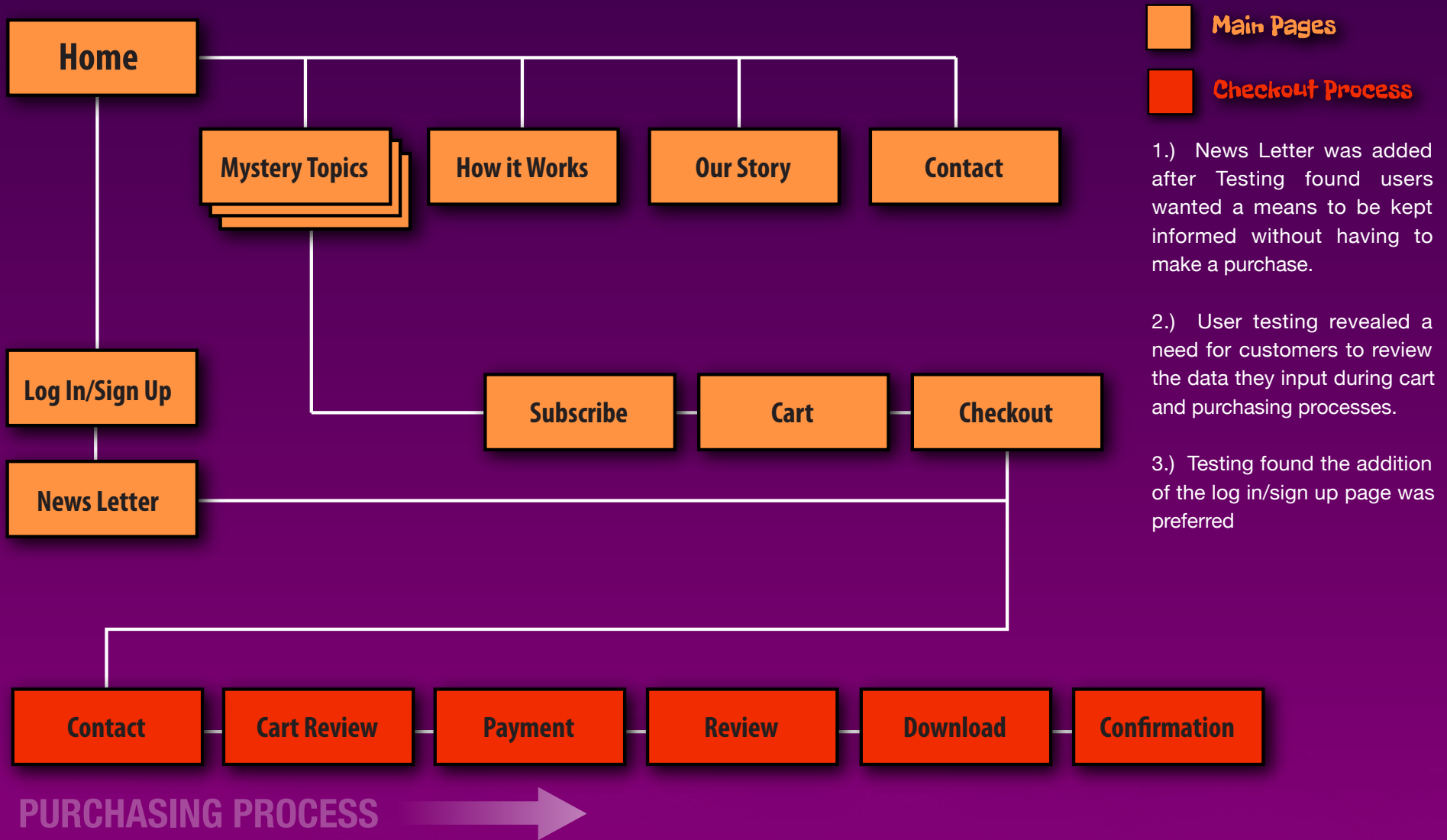


WELCOME!

Hello, and welcome to the Letter and Pearl design system. Within this document you will find content showcasing the brand that is Letter and Pearl. Through much usability testing, target demographic research, and acute analysis of the colors, fonts, and the brand image that is the Letter and Pearl logo, the website and product has evolved to exceed the needs and wants of the consumer. Letter and Pearl's web ads, packaging, social media, and website reflects the extensive research needed to ensure a high level of success for the company at present, and well into the future.

Welcome to Letter and Pearl!





- 1.) News Letter was added after Testing found users wanted a means to be kept informed without having to make a purchase.
- 2.) User testing revealed a need for customers to review the data they input during cart and purchasing processes.
- 3.) Testing found the addition of the log in/sign up page was preferred

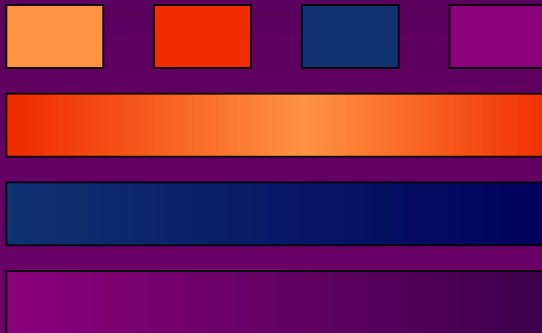


BRANDING



LOGO

Target Demographic favorites this logo above all others. Testing proved the logo was a good fit and accomplished the necessary look and feel for the product. The testing yielded the following descriptions concerning the logo: Established Brand, Mysterious, Cool etc.



COLORS & GRADIENTS

Colors were taken from the mood board that was most liked during user testing. Later they were found to match the idea of the brand nicely. Users being tested described the colors as fun, mysterious, and age appropriate. Target demographic tested the color scheme and gave positive reviews. The site was also tested for color blindness and the site was found to be legible via all levels of color blindness.

RUSLAN DISPLAY

Freckle Face

Freckle Face

Helvetica Neue: Regular

Helvetica Neue: Bold

FONTS

User testing described the fonts as looking like they're for a younger crowd or for kids. The Letter and Pearl logo was derived from Ruslan Display, and was favored by the target demographic. User testing described the use of the fonts as cohesive, mysterious, fun. Testing proved their use gave the site clear divisions on content.

Letter and Pearl: Mood Board Three



**Letter
& Pearl**



LETTER AND PEARL

The design team favored this mood board during the first round of testing. Later, during targeted demographic testing, the colors and image styles of this mood board provoked the best response amongst users. Finally, through user testing the style of images were found to fit incredibly well with users describing the images as engaging, with a full enough experience to encourage a purchase.



PERSONA: **SOFIA VALENTINA-MILLER**

ABOUT



12-year-old girl, born of second generation Mexican-American Mother and Caucasian Father, both of whom are millennials. During her formative years, she watched her parents struggle through the great recession. Although she only knows 9/11 as history, she has never known the US to not be in international war or conflict somewhere in the World. Sofia sometimes feel worried about the future. Like many of her Gen Z counterparts, Sofia would like to make the World a better place.

Currently in the sixth grade, and a bit hesitant about starting middle school although she normally gets good grades, she sometimes feels the pressure of growing up. Sofia has had a smart phone for a little over a year and is active on several social media but mostly Instagram, snapchat, YouTube and Vine. She watches a lot of on-line video. At home, her favorite device is an iPad, and she has plenty of screen time, sometimes even in her own room. When Sofia communicates with her friends, she uses emojis to express her feelings. Many times, she uses pictures instead of words. Born well within the digital age, Sofia's spends most of her time with a smartphone or tablet. She doesn't watch a lot of TV.

Sometimes bored in class, Sofia would like to find other ways to engage her curriculum. Like many of her counterparts, she an avid multitasker. She doesn't like to spend too much time on any one thing, but instead likes to spend short periods focusing on one of several things at the same time. While her parents are less strict about the time she spends with her devices, they would like it if they could find positive ways to let her engage in her favorite technologies.

Occupation 6th Grade Student

Status Single Child

Age 12 Years Old

Favorite Subjects

History Science Art

Personality

INTROVERT EXTROVERT



SERIOUS CLASS CLOWN



PERSONAL SOCIAL



THINKING FEELING



Less

More

Media Preference

SOCIAL MEDIA



TELEVISION



MOBILE APPS



PC/DESK TOP



Less

More

Social Platforms

YOUTUBE



SNAPCHAT



INSTAGRAM



FACEBOOK



Less

More

ABOUT



One of her pain points is not spending enough time with her children.

Shelia has ditched the Tiger Mom approach. She is more playful. She carries nostalgia for a simpler life, and she is more of a hands-on parent. Shelia likes to look on the bright side, despite having gone through the Great Recession. Pulling parenting advice from all over the World via the Internet she grew up with, she takes a learn, adapt, and pivot approach to parenting.

She is less concerned about screen time for her children, and she is thinking of giving her ten-year-old his first cell phone on his next birthday. Her daughter has a phone she takes with her, and a tablet she uses at home. Shelia is a sophisticated communicator, she's straight to the point. Having grown up with 140 characters or less, she is brutally honest about her daily experiences. She social media savvy and shares, comments, and joins groups via Facebook, Twitter, and Instagram. Lots of times Shelia will share the happiest moments in her life, even though she is actually struggling with a lot of the same things her parents did, like rising childcare costs, and more.

She also wants to be heard, and she is deeply inspired by others. Shelia needs to trust a company first. She is likely to trust what she reads on her friend's social media feeds when it comes to trusting a company, and she likes to build relationships with them.

Occupation Paralegal

Status Single Mom

Age 34 Years Old

Favorite Subjects

Math Language Civics

Personality

INTROVERT EXTROVERT



SERIOUS CLASS CLOWN



PERSONAL SOCIAL



THINKING FEELING



Less

More

Media Preference

SOCIAL MEDIA



TELEVISION



MOBILE APPS



PC/DESK TOP



Less

More

Social Platforms

YOUTUBE



SNAPCHAT



INSTAGRAM



FACEBOOK



Less

More



HI FIDELITY WIRE FRAME

Wireframe with call outs of how the site is to work, expectations of the final website design, and changes made during user testing. This will include notes about images, colors, fonts and more that were decided upon through testing of target demographics, and pages, navigation and features decided upon through usability testing.

<https://xd.adobe.com/view/e95d7a6e-5b6f-41e7-66f7-dfda03888510-9f6c/>

WORKING PROTOTYPE

Functional prototype of the final website design including links for social media.

<https://xd.adobe.com/view/6fc7798a-f74c-4c80-6ba4-1a46126381ab-19f6/>



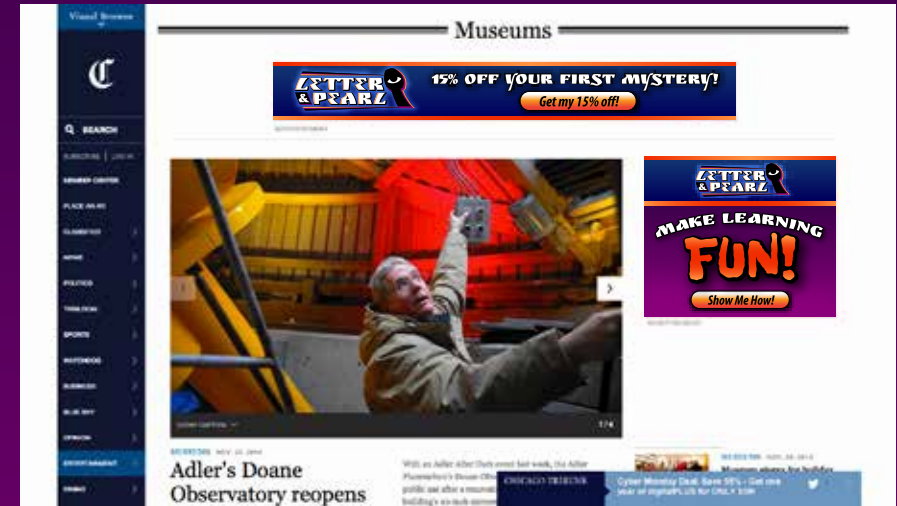
WEB BASED ADVERTISING

LEADER BOARD

To be placed at the top of a webpage between header and content. Suitable for most websites including Facebook, New and Media Sites, Travel and Destination Sites as well as educational sites.

The Button will have a rollover color change effect and can be used in conjunction with other L&P Digital Advertising.

728 x 90 Leader Board



15% OFF YOUR FIRST MYSTERY!

Get my 15% off!



WEB BASED ADVERTISING

Ad Images are scaled to 90% of actual size

LARGE RECTANGLE

To be placed at the top of a webpage between header and content. Suitable for most websites including Facebook, News and Media Sites, Travel and Destination Sites as well as educational sites. Can be used by itself or combined with other L&P Digital Advertising

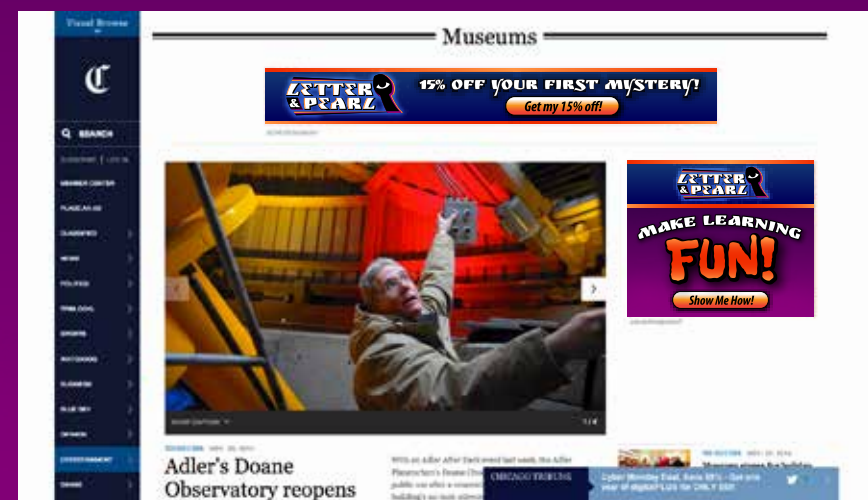
The Button will have a rollover color change effect

336 x 280px Large Rectangle

MOBILE BANNER

To be placed within mobile sites including social media. It will be located at either the top or bottom of the screen and will feature a color changing button that flashes between orange and gold.

320 x 100px Mobile Banner





WEB BASED ADVERTISING

Ad Image scaled to 75% of actual size. Pale Purple Frame not part of ad.

**MAKE
LEARNING
FUN!**

**GET 15% OFF YOUR
FIRST MYSTERY!**

Get my 15% off!



HALF PAGE

To be placed at the right or left side of a webpage to the side of content. Suitable for most websites including Facebook, News and Media Sites, Travel and Destination Sites as well as educational sites. Can be used by itself or combined with other L&P Digital Advertising

The Button will have a rollover color change effect

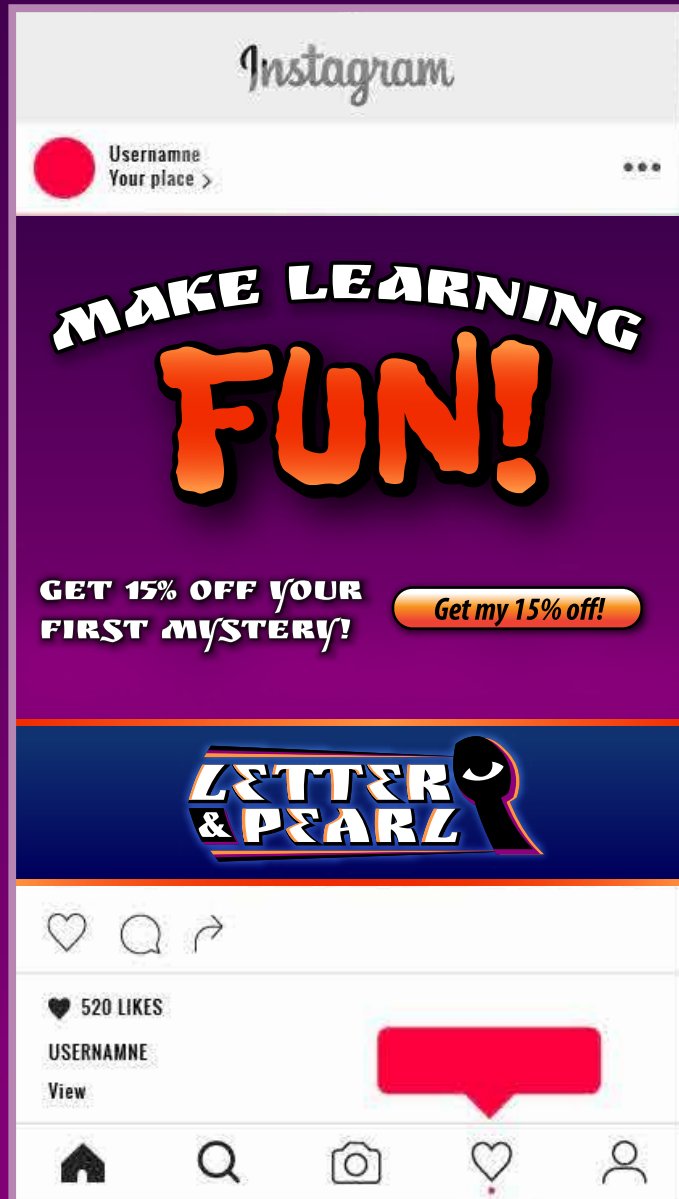
300 x 600px Half Page Ad





WEB BASED ADVERTISING

Ad Image scaled to fit within the page, and is shown in context on Instagram



LARGE INSTAGRAM

Large Instagram ad to be placed within instagram accounts throughout a large variety of Instagram profiles. Target demographic research indicates the importance of Instagram use for social media.

The Button will have a color change effect

1080 x 1080px Large Instagram Ad

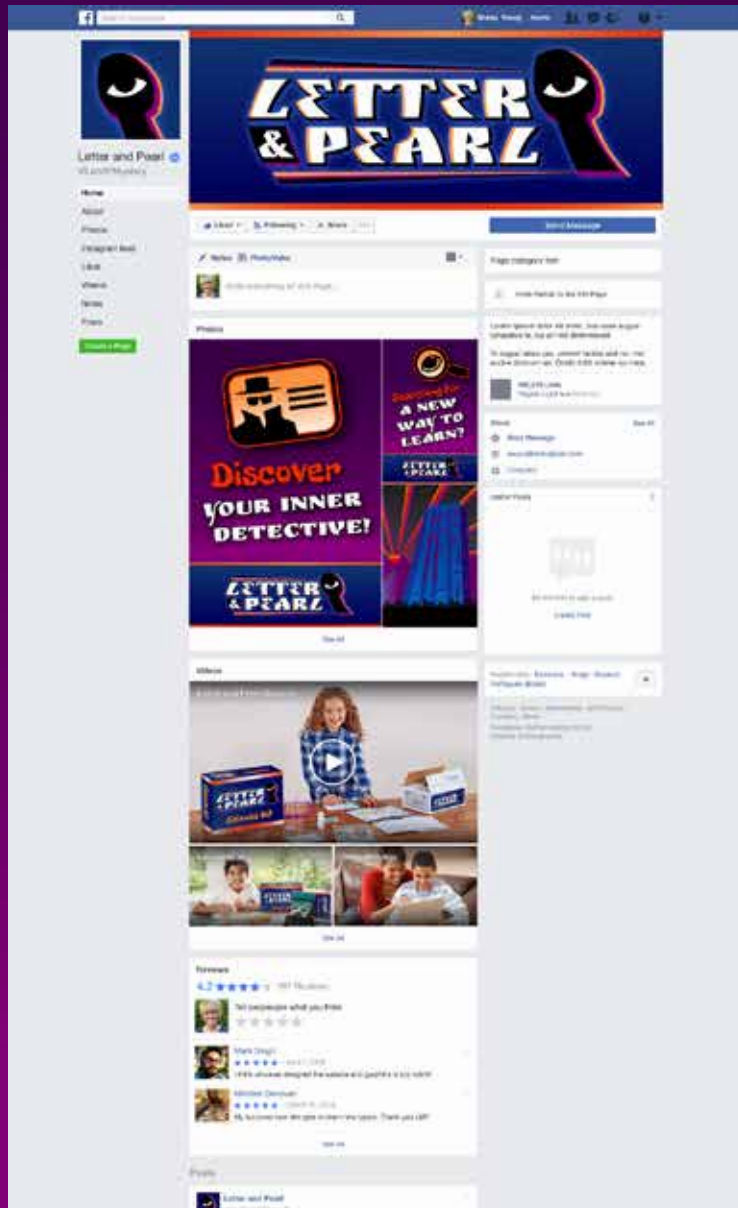


Pale Purple Frame not part of ad.



SOCIAL MEDIA MOCKUPS

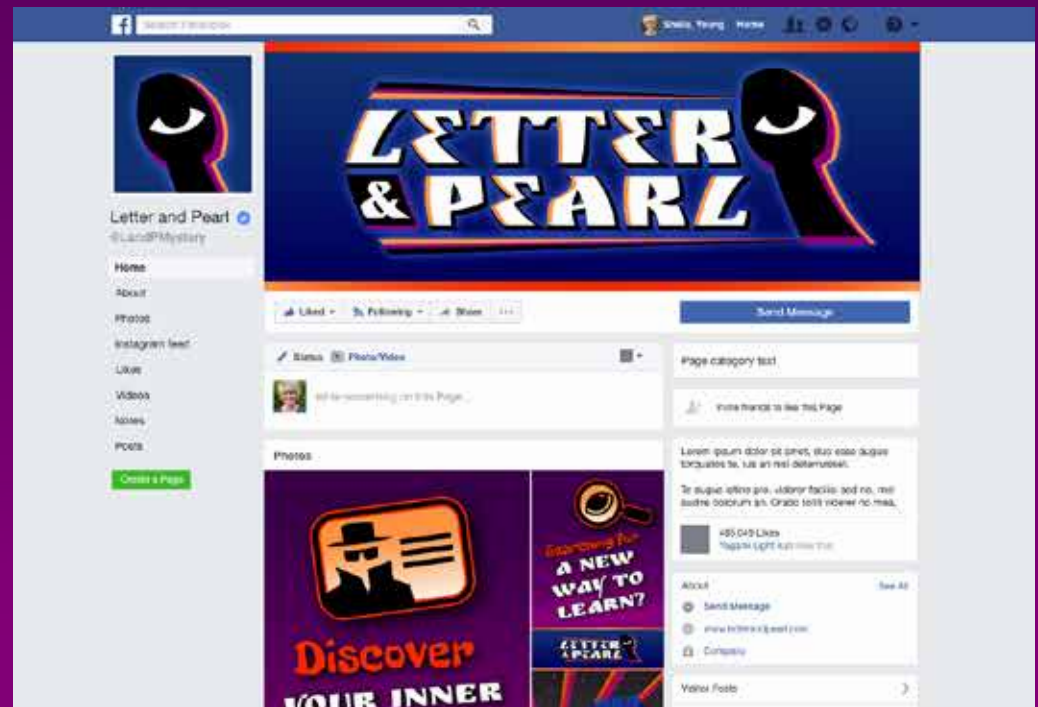
Social media mockups taken from website prototype



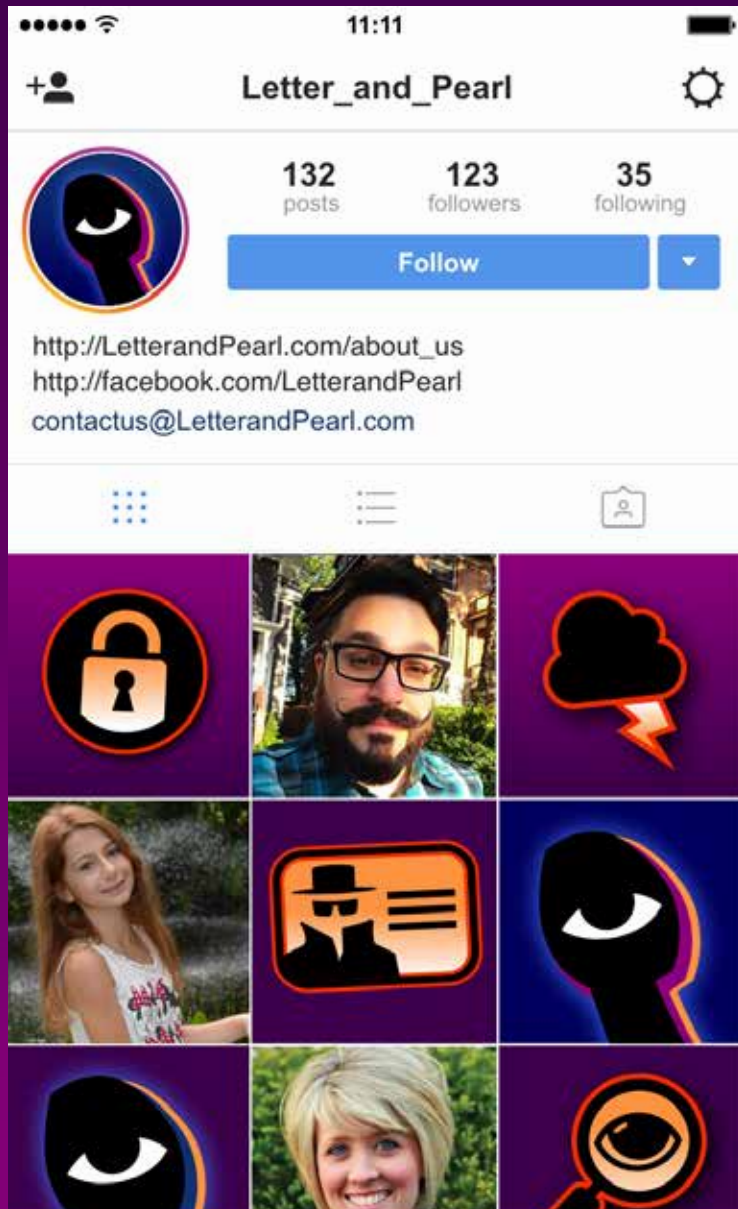
FACEBOOK MOCKUP

Facebook plays an important role in marketing to the parents of the target demographic. According to research much parental guidance is sought out on this social platform. Furthermore, the platform reaches a global community.

The Facebook page will have links to the Letter and Pearl homepage, video content, posts, and reviews from customers.

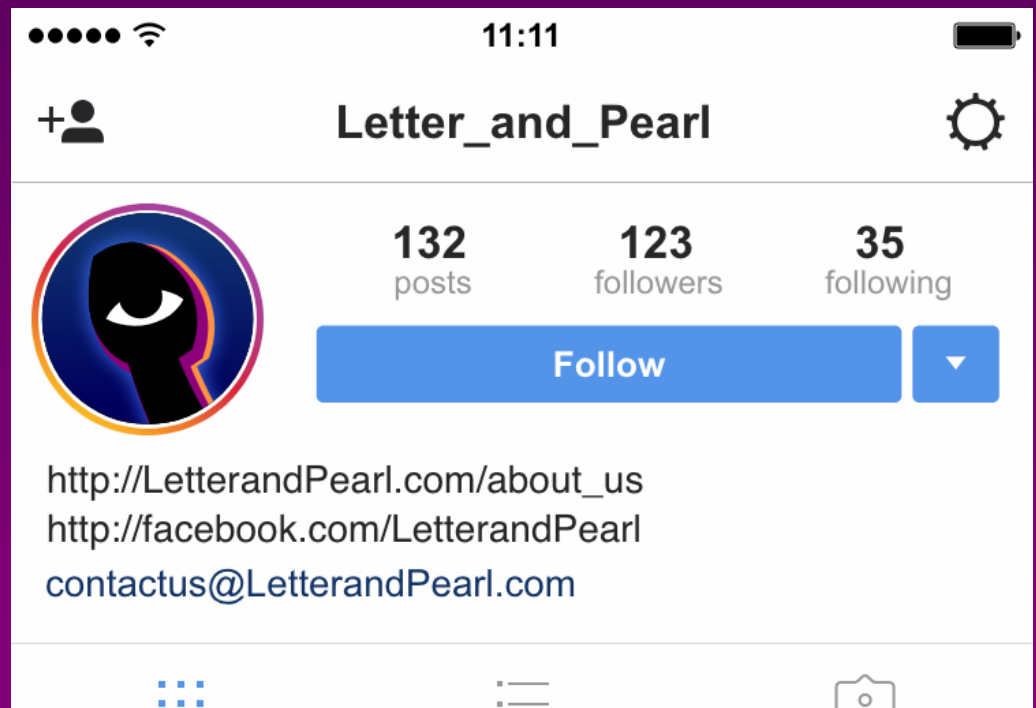


Social media mockups taken from website prototype



INSTAGRAM MOCKUP

While parents of the target demographic rely mostly on Facebook for social media consumption, the younger generation are more cognizant of the amount of time their posts could stay visible on the platform. Research indicates that because of this, platforms like Instagram are preferred by the target demographic.





SOCIAL MEDIA MOCKUPS

Social media mockups taken from website prototype

Tweets 8,058 **Following** 721 **Followers** 1,203 **Likes** 460 **Lists** 2

Tweets **Tweets & replies** **Media**

Pinned Tweet

Letter and Pearl @letterandpearl · 2h
Example photo caption would go here, talk about your media asset. #fun #great #YP #yay #funtimes #mystery #funwaytolearn @letterandpearl

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Letter and Pearl @letterandpearl · 23h
Go check out what we've posted on insta @Letter_and_Pearl.instagram.com/mysteries

1 4

Letter and Pearl @letterandpearl · Nov 18
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sollicitudin quam nec leo dapibus egestas.

www.letterandpearl.com
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sollicitudin quam nec leo dapibus egestas. Pellentesque scelerisque posuere aliquet. Vestibulum id neque id tortor faucibus rutrum.

TWITTER MOCKUP

Twitter plays an important role in marketing to the parents of the target demographic. According to research much parental guidance is sought out on this social platform. Furthermore, the platform reaches a global community, and supports links to Instagram and Facebook.

The Twitter page will have links to the Letter and Pearl homepage, and reviews and Tweets from customers.

Home Moments Notifications Messages Search Tweet

LETTER & PEARL

Letter and Pearl @letterandpearl

Tweets 8,058 **Following** 721 **Followers** 1,203 **Likes** 460 **Lists** 2

Pinned Tweet

Letter and Pearl @letterandpearl · 2h
Example photo caption would go here, talk about your media asset. #fun #great #YP #yay #funtimes #mystery #funwaytolearn @letterandpearl

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Who to follow

- aj** Ajaykumar Singhania
- Crede** Crede
- E** Empower Search

United Kingdom Trends

- #BringYourDogToWorkDay
- #FridayFeeling
- #BestAnniversary



SOCIAL MEDIA MOCKUPS

Social media mockups taken from website prototype

What to watch next



Science Kit

by Letter and Pearl 324 views 18 hours ago

Featured Videos



Beele gets fixed in a garage (EXCLUSIVE VIDEO)

by Every Interaction 46,517,205 views • 1 year ago



The mysterious ways of reading a book and wearing glasses

by Every Interaction 46,517,205 views • 1 year ago

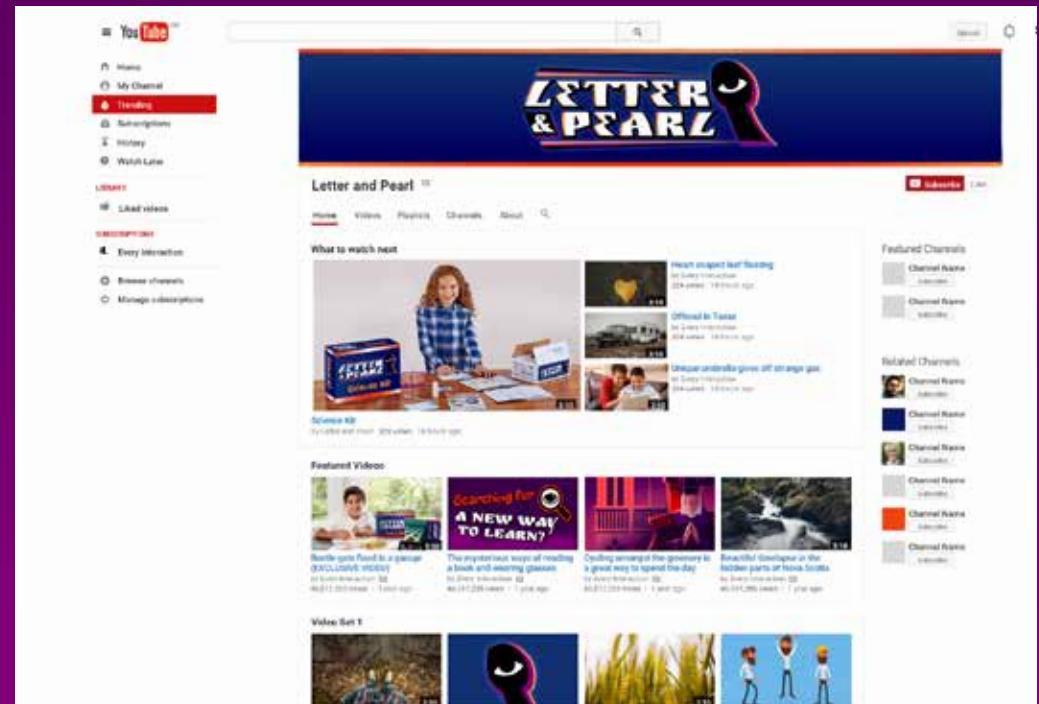
Video Set 1



YOUTUBE MOCKUP

If Letter and Pearl wants to reach its target demographic then we must produce video content including ads, informational and entertaining videos, and gorilla campaign style videos. The target demographic spends more than fifteen hours a week watching YouTube.

The YouTube page will have links to the Letter and Pearl homepage, and reviews from customers in addition to the aforementioned content.





THE FUTURE!

The future looks bright for Letter and Pearl! Through extensive user testing and demographic research, Letter and Pearl is poised to take the World by storm in the upcoming months. With advertising placed on the right social media platforms, and an online presence that will touch both the targeted demographic and their parents, the news of Letter and Pearl will spread quickly, and customers will flock to get their hands on their next mystery. But, how do we ensure continued success well into the future?

With the ever-expanding power of tablets and phones, and their abilities to immerse their users into more and fuller experiences, Letter and Pearl will have to grow in their digital abilities to meet users where they are heading. As the products that Letter and Pearl can offer expands, so too will our ability to reach a growing and more global audience, and we will need to make sure that we can reach that audience and their parents in the global market place. We will need to keep up with technology so that when the children we serve have children of their own, they will be happy to introduce the newest generation to Letter and Pearl.

It is through the embracing of technological progress, including virtual reality, that Letter and Pearl can stay relevant. And it is through continued research, product expansion, and usability testing that Letter and Pearl will maintain a high standard of success.

Here's to the future! Here's to Letter and Pearl!



LETTER & PEARL

STAKEHOLDER REPORT

August 2018

Designed, Researched, and Implemented by:
Mark Singh