

WHAT YOUR PROPOSAL SHOULD INCLUDE

- Project Background
 - Description of the background of the project
 - Identify problem(s)
- Project Goals
 - Identify & explain goals
- Target Audience
 - Talk about Target audience, accompanied by 2 persona profiles (below)
- Research findings
 - Explain the major points in your research findings
- Project Recommendations
 - List your proposed solution to the project, based on the research you've conducted
 - How are you looking to "solve" your client's "problem?"

SAMPLE PERSONA PROFILES

To allow our Public Service Announcements and Website to reach our clients target audience, we must outline the typical personality that falls in that demographic. To do this we have created three different personas that we believe are equivalent to the type of people we want our message to affect



Kaylee

College Student

- 20 years old
- Drives a cheap old car
- *Home:* Salt Lake City Utah
- Rents Apartment
- "I drive everywhere, and I am usually running late so I will drive fast. I have never used a mode of public transportation mostly because it takes more time than I usually have."



Malcolm

Young Adult Professional

- 25 years old
- Drives fairly new car in good condition
- Home: Lehi Utah
- Rents house with roommates.
- "I am constantly in my car commuting back and forth from Salt Lake and back."



Zoe

Mother

- 29 years old
- Three kids ages 10, 6, and 2
- Home: Farmington Utah
- Owns House
- PTA, Soccer Mom, ect.
- Drives Like New Minivan and Husband drives a cheaper old car that is constantly breaking down.
- "My minivan is like my second home. There is always someone to take to

- “I never really think about the air and the effects that it has on everyone.”
- “I don’t really know what I could do to affect any real changes in the air quality. How much of a difference can I make?”
- “I have thought about using TRAX but don’t know if it will get me to work as fast as I get there driving.”
- “During the summer I am always mowing my lawn and using my leaf blower to keep my yard up to my landlords standards”
- “Clean Air doesn’t really strike me as something I need to worry about, mostly because I don’t know what are the real causes of the problem.”
- something and some appointment to go to. I am constantly running my kids all over the place.”
- “My husband and I drive separate cars because we have completely different schedules during the day.”
- “I am concerned about the air quality because of my children’s health but I am so busy that I don’t think of ways that I can help”

Based on the wants and needs of our client and the demographic that they would most like to affect by their message we have selected “Kaylee” as our primary persona upon working on this design. We chose Kaylee because she portrays the qualities that the average person does in that age group. Her thoughts about the clean air reflect what most people starting out in college do. We plan to create material that is entertaining and educational, to peek Kaylee’s interest in being more involved in the solution rather than the problem. This material should inspire Kaylee to go on the “Choose Clean Air” website where she can learn more information about what she can do to help.

To appeal to Kaylee’s interest we must be able to do the following:

- Entertain: In order to catch Kaylee’s eye we must present something that will be fun. Without this aspect there is no way that we can hope to get the message out to a larger demographic.
- Educate: While being brief we need to teach Kaylee something that she didn’t know before, whether it be a fact or a preventative measure that she can take.
- Be Memorable: The PSA’s must “strike a nerve” to Kaylee so much that it will drive her to the website (www.choosecleanair.utah.gov) Where the “facelift” of the website will make finding out more information on what she can do.

To accomplish this we will create three public service announcements, face lift the current website, and design a bus wrap for more exposure to the PSA’s. The Appendix will include our Scripts for the PSA’s.