# PEACEPOST

Delivering Peace

A Design Document.

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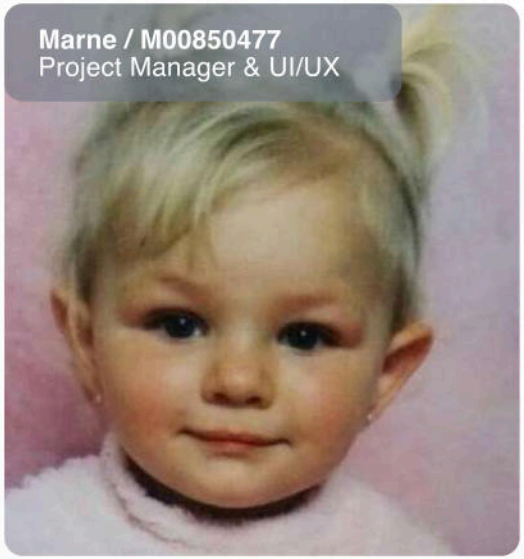
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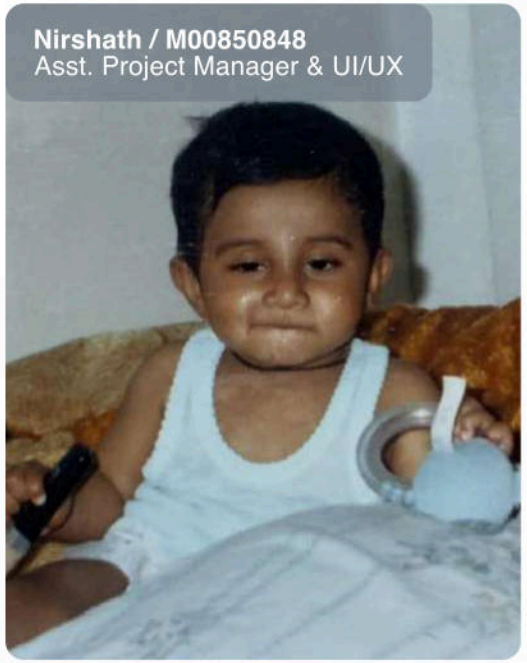

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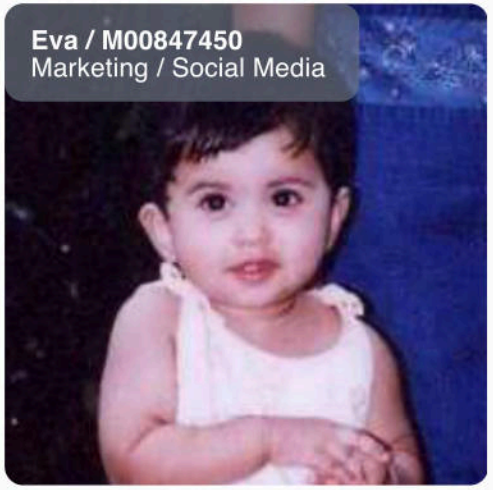
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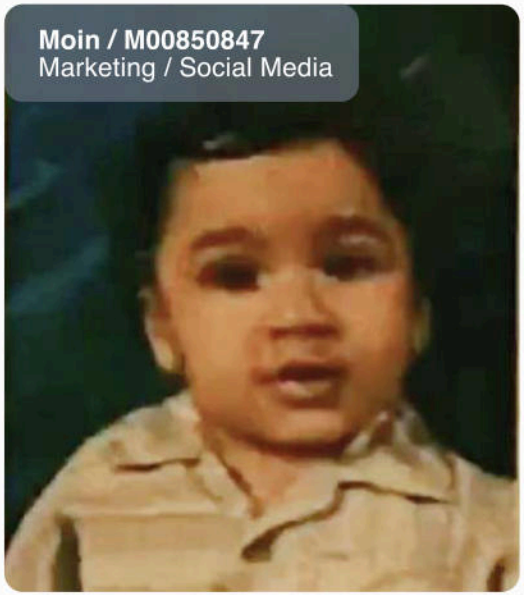

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# The Team


**Marne / M00850477**
Project Manager & UI/UX


**Nirshath / M00850848**
Asst. Project Manager & UI/UX


**Eva / M00847450**
Marketing / Social Media


**Moin / M00850847**
Marketing / Social Media


**Mira / M00848121**
Marketing / Social Media


**Zahra / M00849570**
Email Design

# Roles & Responsibilities

| Role | Name | Responsibilities |
|---|---|---|
| Project Manager | Marne Peens | Oversees the entire PeacePost project, delegates tasks, monitors progress, facilitates communication and collaboration among team members. |
| Website Team | Nirshath Madhusanka<br>Marne Peens | Designs and develops the PeacePost website, Creates wireframes, mockups, and prototypes, Implements website design elements, including graphics, typography, and navigation menus, to enhance user experience. |
| Social Media Team | Mira Al Aqrabawi<br>Eva Elsa Mathews<br>Muhammed Moinuddeen | Develops and implements social media marketing strategies and campaigns, creates compelling content for social media platforms, including posts, images, videos, motion graphics and stories, to increase brand visibility and awareness. |
| | Zahra Ali | Develops compelling and engaging email content that effectively conveys PeacePost's messages, updates, and initiatives and as well as conducts research and surveys. |

# Skills Inventory

### Marne Peens

- Project Management
- UI/UX Design
- Graphic Design
- Creativity
- Problem-solving
- Videography
- Organization

### Nirshath Madhusanka

- Project Management
- UI/UX Design
- Graphic Design
- Animation
- Prototyping
- Video Editing
- Photo Editing

### Mira Al Aqrabawi

- Copywriting
- UI/UX Design
- Photography
- Social media

### Muhammed Moinuddeen

- Video Editing
- Videography
- Content Planning
- Social Media Management
- Motion Graphics

### Eva Elsa Mathews

- UI/UX Design
- Video Editing
- Prototyping

### Zahra

- Email Design
- Research Skills
- Data Collection & Analysis
- UI/UX Design

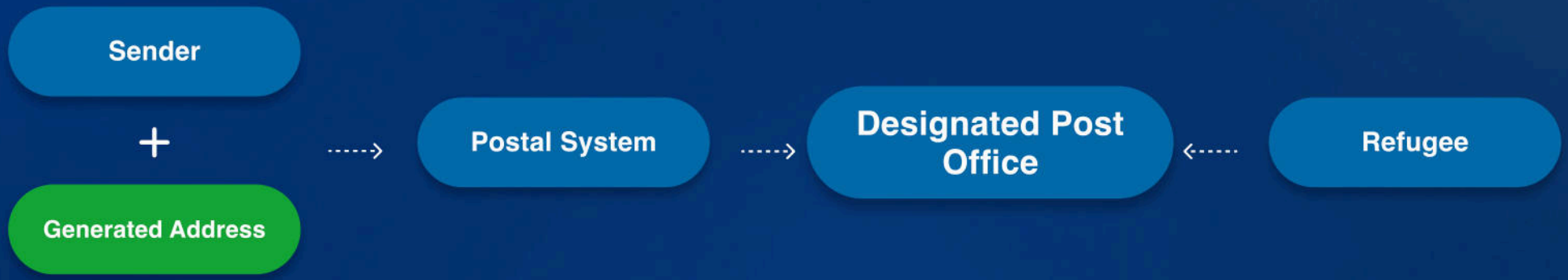
# Overview

PeacePost is a transformative platform designed to **provide essential mail services** to refugees worldwide, empowering them to stay connected, access resources, and rebuild their lives with dignity and resilience. This innovative initiative emerged from a deep understanding of the **challenges faced by refugees** in managing mail and maintaining connections with their loved ones and support networks. With a commitment to **social impact and human-centered design**, PeacePost seeks to address these challenges through a comprehensive approach that leverages technology, innovation, and collaboration.

This document chronicles the transformative journey of **creating PeacePost**, tracing the project from its conceptualization to its realization. It's a comprehensive **roadmap** detailing the inception, development journey, website creation process, and social media strategy of PeacePost.

# Concept

Refugees **lacking a permanent address** face hurdles in completing address forms and receiving mail, hindering their access to crucial correspondence and resources. PeacePost provides a practical remedy by offering refugees the ability to receive mail and packages through a **registered mailing address.** By assigning each user a personalized address linked to nearby post offices, PeacePost ensures communication, access to vital documents, and integration opportunities. This innovative solution empowers refugees to navigate difficult obstacles, maintain connections, and rebuild their lives with dignity and ease.




Through a user-friendly interface, refugees can input their basic information, such as country, city, and contact details, to generate a registered mailing address. PeacePost **empowers refugees** to receive essential correspondence and packages, regardless of their transient living situations.

# Benefits of PeacePost

PeacePost serves as a website used to generate mailing addresses for those who are unable to send/receive mail due to the lack of a general address.

## Generating a Mailing Address

**01.**

By following the address generator on the website, one is able to generate a mail address which can be saved and used by the individual. Addresses can be created more than once, and are all saved in the users account.

## Secure all your Mails

**02.**

PeacePost ensures that any incoming mail is handled with care through all partner post-offices, making sure that they arrive on time and at the correct location.

## Accessing Services

**03.**

PeacePost not only allows users to be connected to family and friends, but its **main purpose** is to enable users to access services that require a mailing address (e.g. legal documents, birth certificates, etc), therefore keeping them connected to everyone (people) and everything (services) around them.

# PeacePost’s Objectives

1

## Provide Access

Ensure refugees have access to mail services, facilitating communication and access to essential resources by providing refugees with a registered mailing address.

2

## Empowerment

Empower refugees to maintain connections with loved ones, access important documents, and pursue opportunities for education and employment.

3

## Innovation

Leverage technology and innovation to develop user-friendly solutions that address the unique challenges faced by refugees in managing mail.

4

## Inclusivity

Foster an inclusive environment where all refugees, regardless of background or circumstances, can access PeacePost's services without barriers.

5

## Collaboration

Forge partnerships with refugee communities, organizations to co-create solutions that meet the evolving needs of refugee populations.

# Research




The user experience study and information collecting technique were carried out to better understand the demands of prospective PeacePost clients and guarantee that the site's layout meets their expectations. This involved creating a targeted survey question. Secondary research was undertaken to design easy questions for gathering the most useful information from consumers.

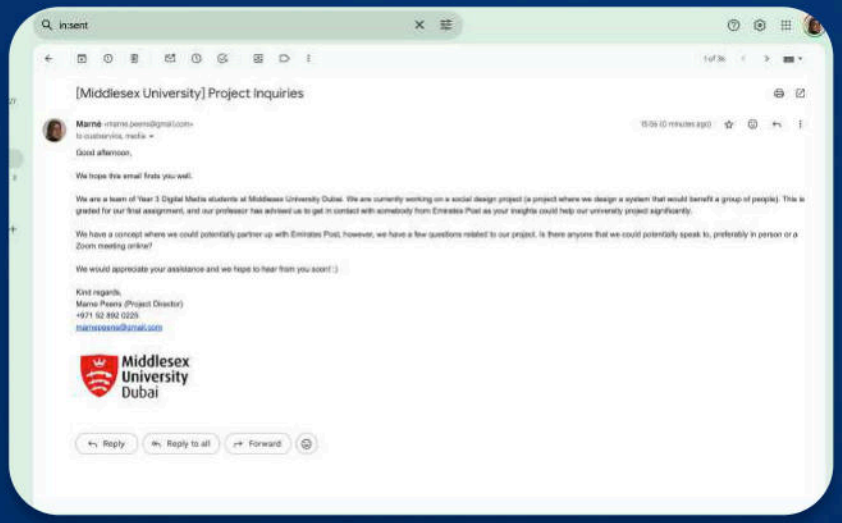
The focus was on data collection and administration, survey design, and email communication. This led to a smooth operation with an impressive rate of response. Using a mix of both primary and secondary methodologies, Collect useful information from users, which will be used to guide all PeacePost design decisions. This information will be used to create a user-friendly website that is actually relevant to the audience.



# Challenges

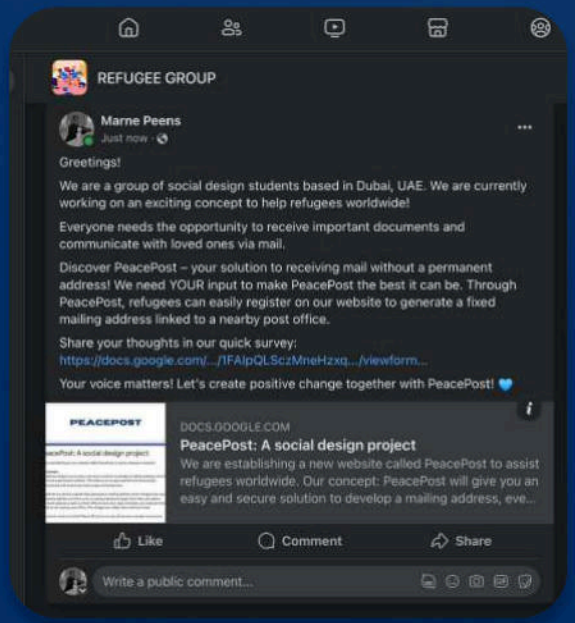
## Collaboration

We wanted to collaborate with Emirates Post but weren't able to get through. However, we continued by making PeacePost a spec project.




## Research

In order to effectively design and plan our brand, we need to collect data from refugees. We tried to connect with groups on Facebook but did not receive any reply.



# Target Audience

| | |
|---|---|
| Refugees | Refugees and displaced individuals |
| Country | Those residing in the UAE |
| Age | Anyone above the age of 18 |
| Income | Low to Mid income individuals |

# Pillars & Values

## Pillars

### Hope

PeacePost brand strives to bring hope for those who feel that they are lost in their lives. for those who feel they can't rebuild their lifestyle. PeacePost resolves that. while having a permemnant address this restores hope in their lives as they can apply for jobs, receive mails. plan for the future and much more.

### Community

PeacePost aims to serve the community, bringing them together. making them feel like family.

### Dignity

Peacepost provides permanent address for the refugees, this way the refugees will restore their dignity and have a normal life.having a permanent address provides refugees a normal life. where they can look for multiple job opportunities and stay in touch with their family. and even receive mails

## Values

### Accessibility

The accessibility is pretty simple. which is heading to PeacePost website and click the generate button and the refugee will have the permanent address in a matter of seconds. the website also provides multiple languages as well. The UI of the website is pretty straightforward.

### Collaboration

PeacePost collaborates with emirates post organization. to support refugees more efficiently. and meet their requirements.

### Innovation

PeacePosts uses an automated generated system to provide permanent addresses for the refugees. when a user registers they will be linked to few questions and the website will generate the address for them.

# *The* **Website.**

The Peacepost website is a pivotal component of our social design project. It provides a platform for refugees to register and obtain a permanent mailing address, which serves a critical step towards establishing a stable communication channel. By partnering with mail services like Emirates Post, we leverage their extensive branch network to provide these addresses. The website's user-friendly design ensures easy navigation and accessibility, making the registration process seamless. From the sitemap to the high-fidelity prototype, every design element has been meticulously crafted to enhance user experience and facilitate the project's mission.

# Link to Prototype

Click on the link below to access the **PeacePost website prototype!**

https://www.figma.com/proto/6XZMzYI17opbXYXZQpj5RM/Social-Design---Peace-Post?page-id=620%3A120&type=design&node-id=1041-4862&viewport=-8867%2C13069%2C0.84&t=GMr40vJfXDrExi81-1&scaling=min-zoom&starting-point-node-id=1041%3A4862&show-proto-sidebar=1&mode=design

Click on the link below to watch the **PeacePost website walkthrough video on** YouTube

https://youtu.be/LKuUUGNh_6M

# Purpose

The PeacePost website is designed to empower refugees by providing them with a permanent mailing address. Refugees register on the website using their email and location details. We then partner with mail services like Emirates Post, utilizing their branch locations as permanent addresses for the refugees. This process not only solves the communication challenges faced by refugees due to lack of a fixed address, but also aids in their social integration.

# Design

#042F66

#E8E8E8

#3A3A3A

#D9D9D9

MONUMENT EXTENDED

**Helvetica Now Display XBold**

Helvetica Now Display Medium

Helvetica Now Display Light

Helvetica Now Display Thin

Our website is designed to be simple, and easy to use. Our main colour scheme is royal blue, with white as its accent. Blue was chosen as it represents trust and compassion according to the poverty color wheel by Compassion International (2024). It also represents the unlimited potential of the children and families we serve. Our typography uses Monument Extended (Pangram Pangram, 2021) for the titles, and different variations and weights of Helvetica (Miedinger, Hoffmann, 1957) for its simplicity.

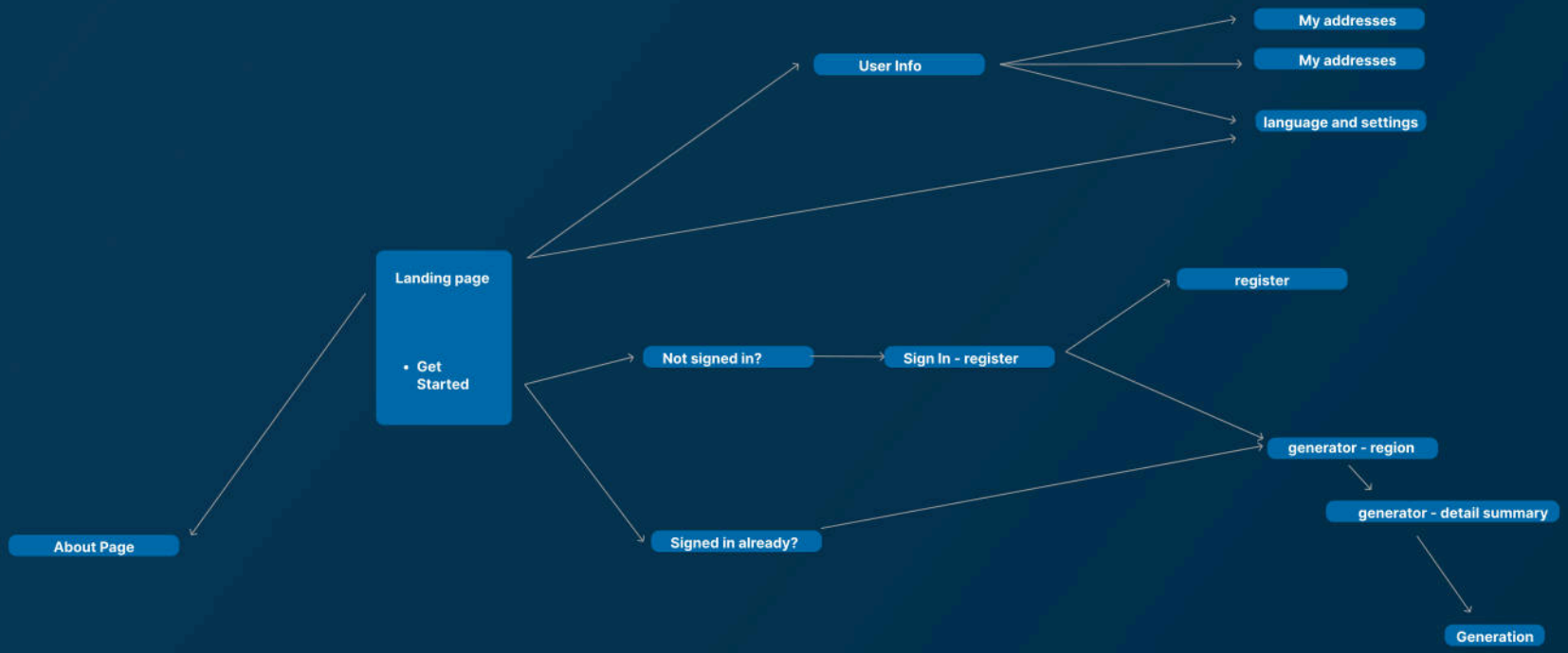
# Design Process




The design process of our prototype began on Figma. We divided the whole process into four phases: Sitemap, Low-Fidelity, High-Fidelity and Prototype. Each step brought us closer to a finished, working website prototype.

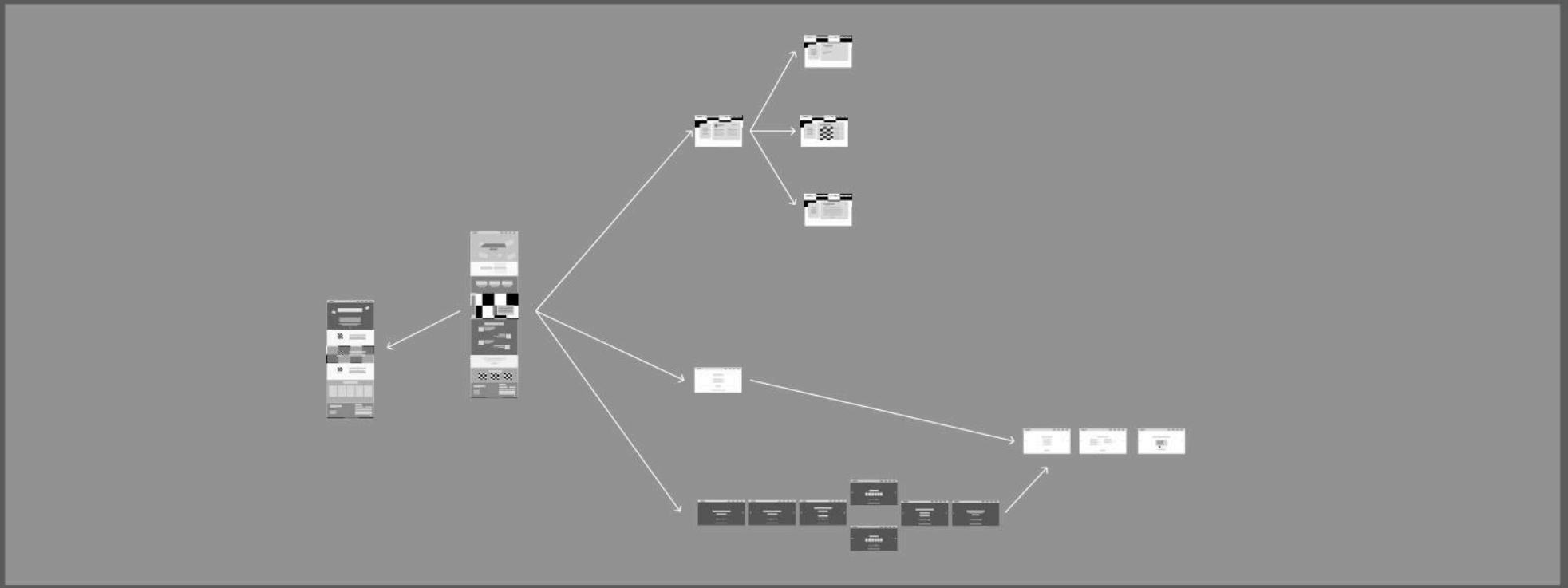
We conducted a review session after each phase to ensure that the progress was up to standard, and to approve the shift into the next step of our design process.

# Sitemap - Information Architecture




Our Site-Map was made to visualize the different pages that we would require in our website. The sitemap also serves as an outline for the website's structure, and provides a hierarchical list of all the pages with in. It also helped us arrange the pages in away that is convenient to its users, improving user experience.

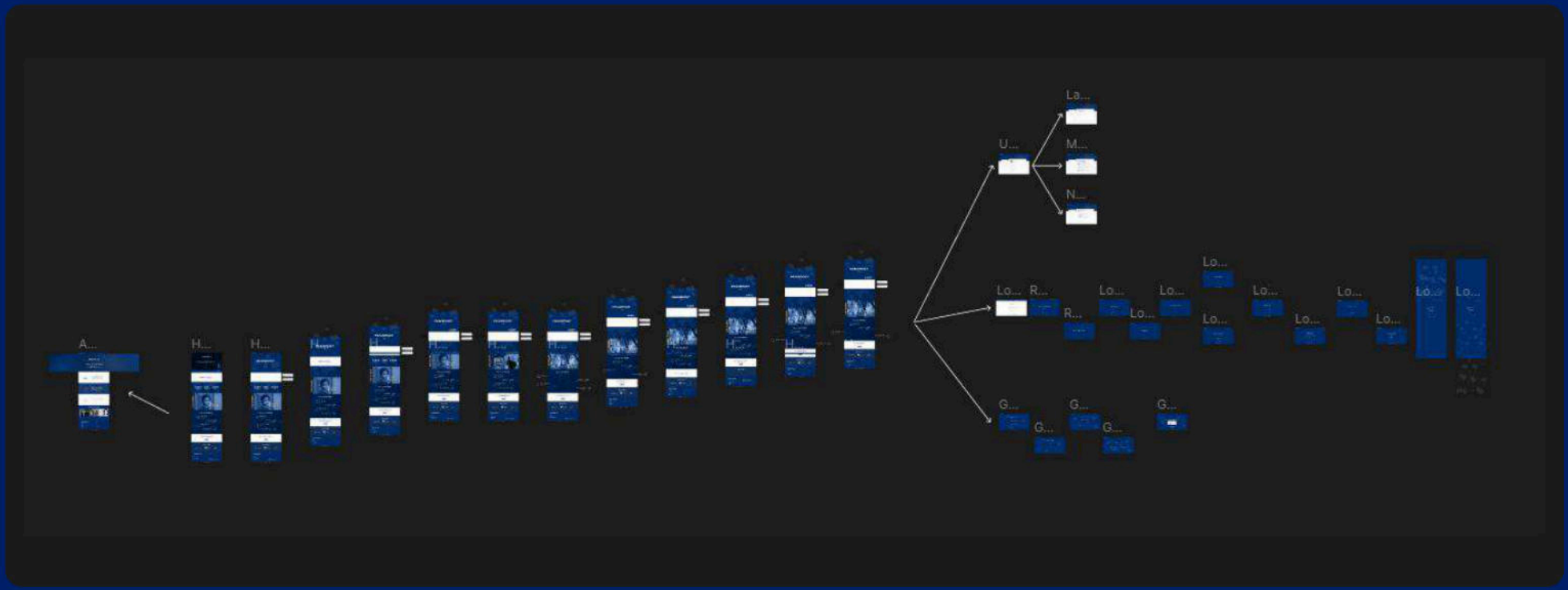
# Low - Fidelity



After having a clear plan for the website's map, We moved on to the Low-Fi stage, ensuring that all conventions of creating a low fidelity version of our website, such as boxes in places of text, and adding image placeholders.

The low-fi of the wesbite allowed us to visualize the placement of all elements and allowed us to complete our next stage. By focusing on the placement of elements, this process helped us converge into more details of our website.

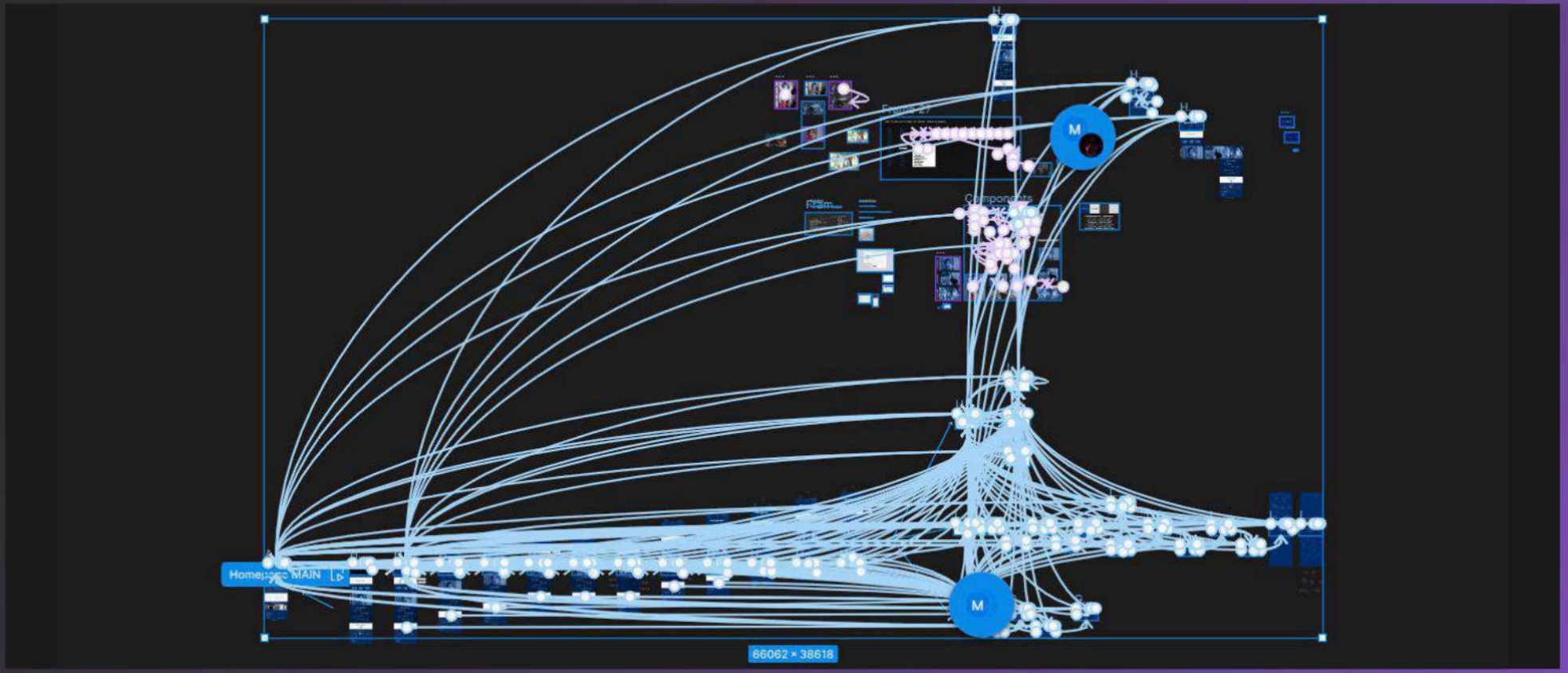
# High - Fidelity



With the end of the Low-Fi Stage, we moved on to the High - Fidelity phase, where we referred to our brand's colors and typography, and created all text elements.

Throughout this phase, our priority was to ensure that all elements were of the best quality, and that each element matched the look and feel that we were going for.

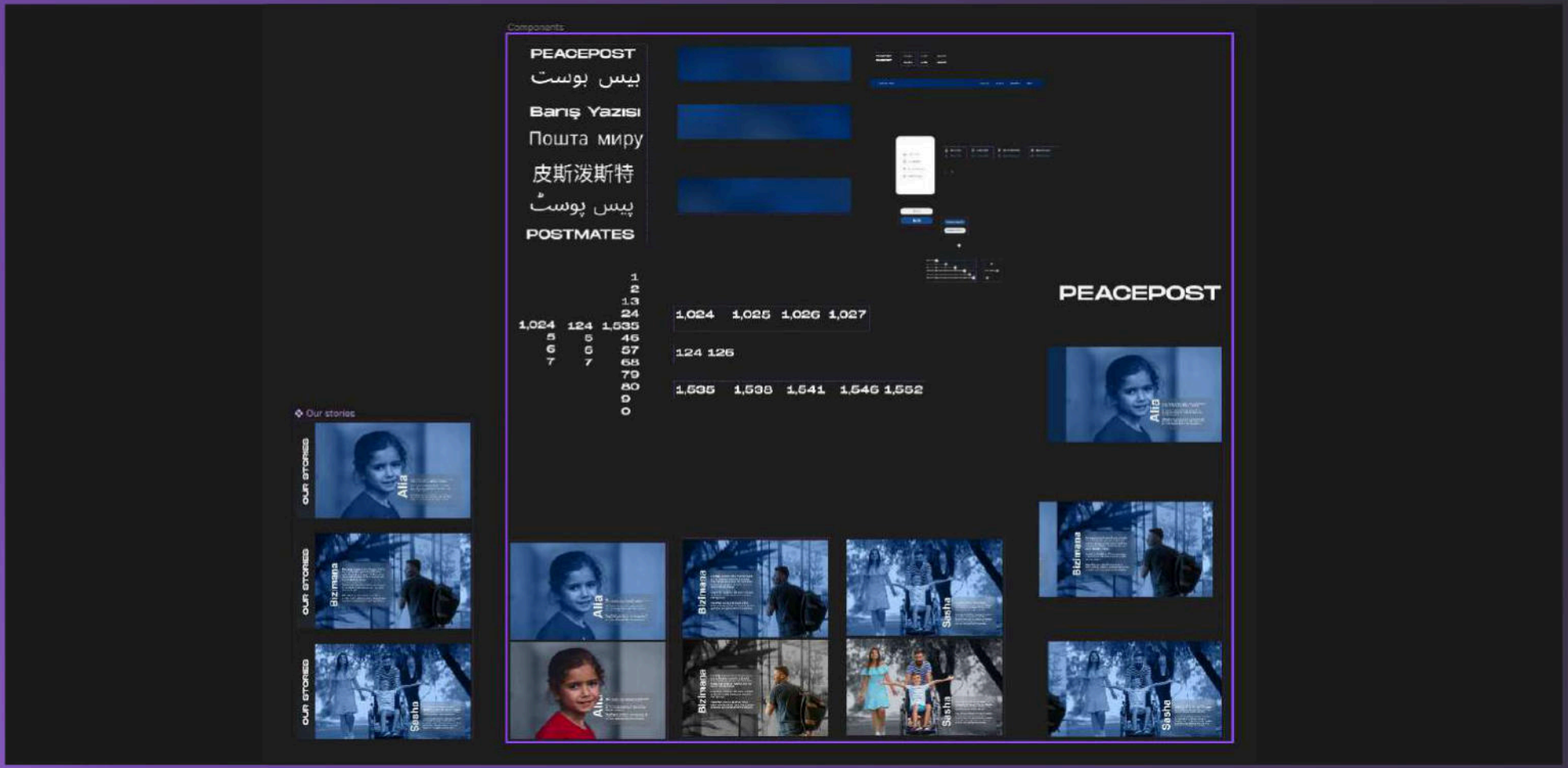
# Prototype




After ensuring that all elements were designed and reviewed, We began the prototyping stage. This involved connecting all elements, creating animations and flows that would connect every element together in a smooth, and most importantly, a functional form. The homepage was made into multiple prototyped versions, in order to have unique animations.

The following page showcases the various components that were created during the Hi-Fi and Prototyping stage.

# Components




Above are all the components that were used in the High-Fidelity and Prototyping stage. These include buttons, animation elements and larger sections. Each element was tested and it's animation was adjusted till a satisfactory result was achieved.

peacepost // website

# The Homepage

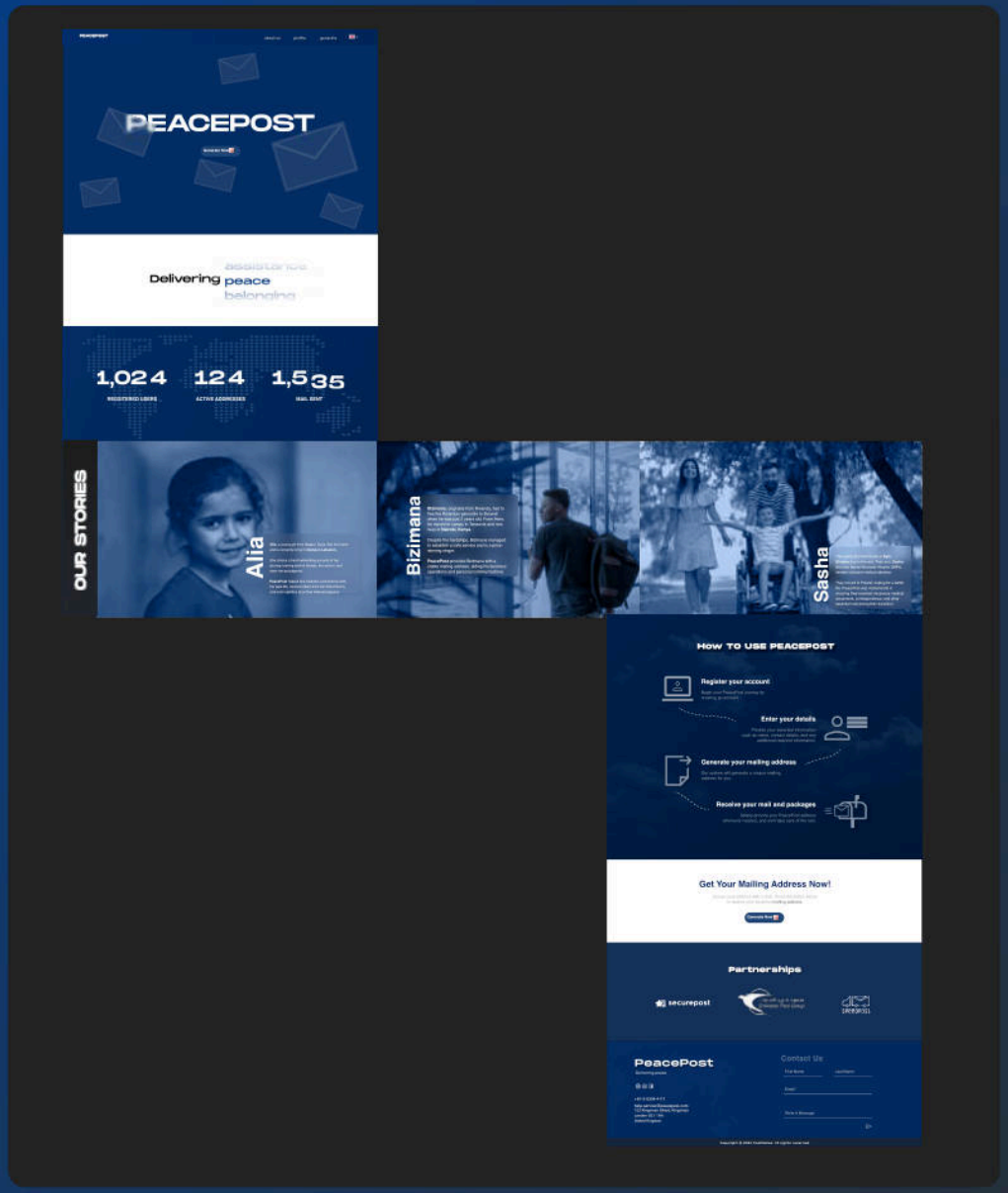
The **homepage** is the first page that one would see when visiting the website, and therefore we made sure that we paid extra attention to its design and content.

These are the different sections in the homepage:

- *Hero Section*
- *Tagline*
- *Statistics related to PeacePost*
- *Our Stories*
- *How to use PeacePost*
- *Generate Button*
- *Partnerships*
- *Contact*

The homepage has a unique set of prototyped elements which are **animated**. However, in order to do so, the scrolling feature had to be sacrificed and replaced with two arrows located on the bottom right corner. This feature will only be available on the prototype version of the website.

The homepage scrolls vertically, except for the 'Our Stories' section (which is a collection of real life stories featured on Global Giving by Cleland (2024)) which scrolls horizontally.




peacepost // website

# The About Page



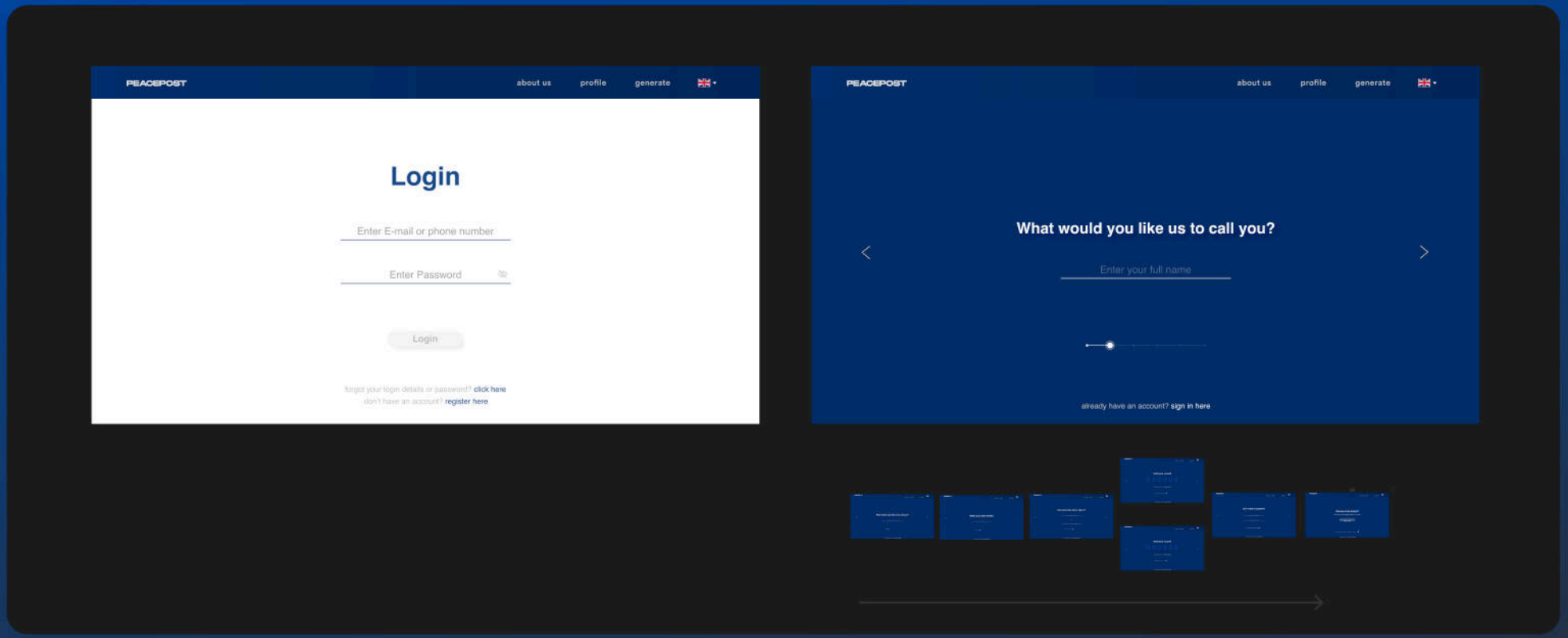

The About page displays information about who we are, as a brand.

This includes sections such as

- Our Mission
- Our Vision
- Our Values

There is also a section which contains images of the PeacePost team.

# Login or Registering Process

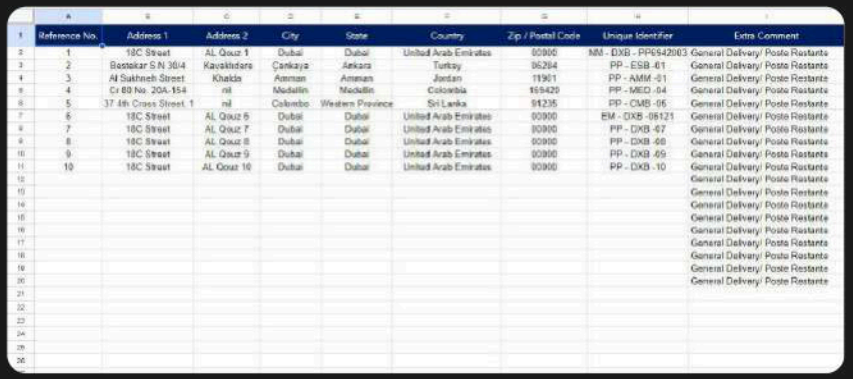



Registration enables **secure access** to our registered address generator and facilitates targeted communication for **updates, promotions**, and **support**.

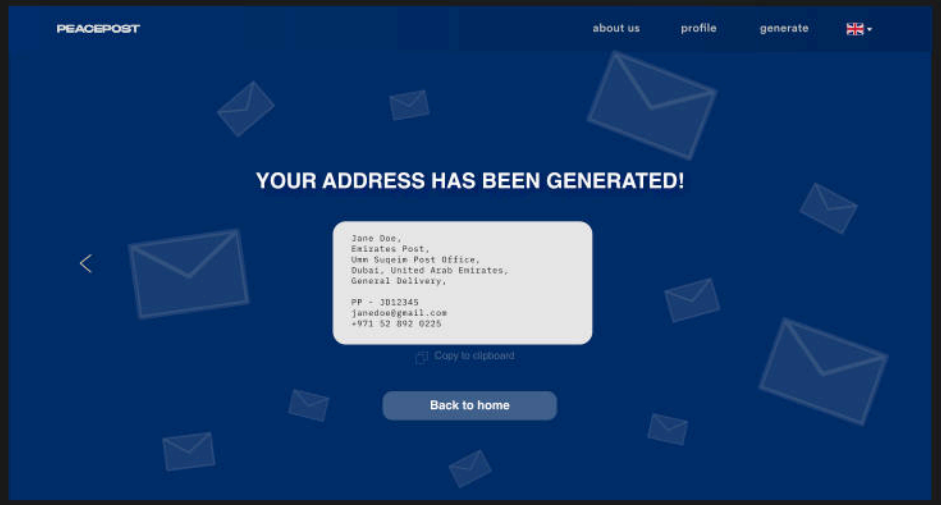
We have made our login and registering process simple, unique and visually appealing to ensure that it is a simple and quick experience for our users. This involves having a clear and **clean design**, and asking simple questions that nearly anybody can understand.

peacepost // website

# The Generator Pages



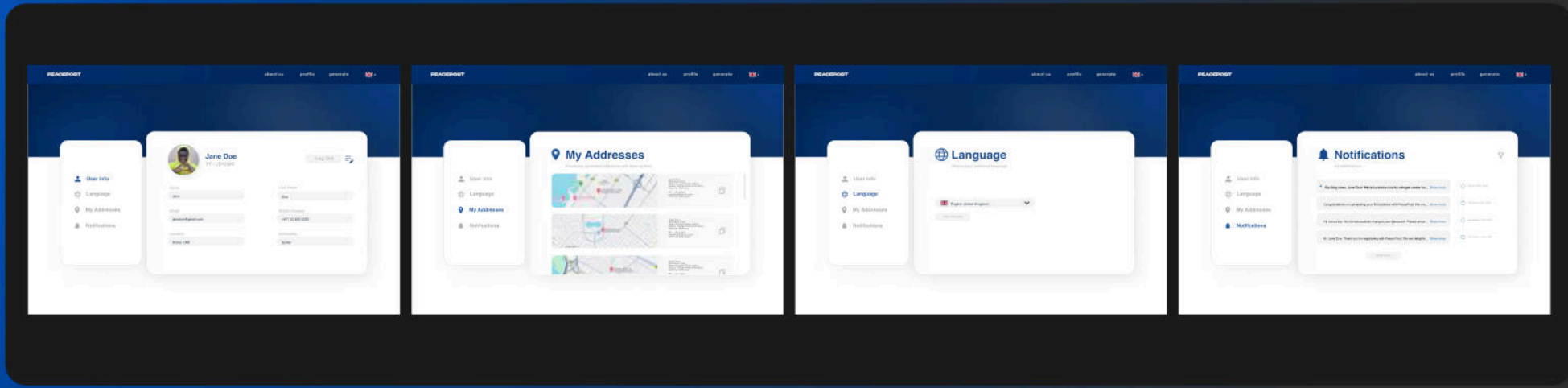
| Reference No. | Address 1 | Address 2 | City | State | Country | Zip / Postal Code | Unique Identifier | Extra Comment |
|---|---|---|---|---|---|---|---|---|
| 1 | 18C Street | AL Quoz 1 | Dubai | Dubai | United Arab Emirates | 00000 | NM - DXB - PP6542003 | General Delivery/ Poste Restante |
| 2 | Bestekar S N 36/4 | Kavaklidere | Çankaya | Ankara | Turkey | 06284 | PP - ESB -01 | General Delivery/ Poste Restante |
| 3 | Al Sukhneh Street | Khalda | Amman | Amman | Jordan | 11961 | PP - AMM -01 | General Delivery/ Poste Restante |
| 4 | Cr 80 No. 20A-154 | nil | Medellin | Medellin | Colombia | 555420 | PP - MED -04 | General Delivery/ Poste Restante |
| 5 | 37 4th Cross Street, 1 | nil | Colombo | Western Province | Sri Lanka | 91235 | PP - CMB -05 | General Delivery/ Poste Restante |
| 6 | 18C Street | AL Quoz 6 | Dubai | Dubai | United Arab Emirates | 00000 | EM - DXB -06121 | General Delivery/ Poste Restante |
| 7 | 18C Street | AL Quoz 7 | Dubai | Dubai | United Arab Emirates | 00000 | PP - DXB -07 | General Delivery/ Poste Restante |
| 8 | 18C Street | AL Quoz 8 | Dubai | Dubai | United Arab Emirates | 00000 | PP - DXB -08 | General Delivery/ Poste Restante |
| 9 | 18C Street | AL Quoz 9 | Dubai | Dubai | United Arab Emirates | 00000 | PP - DXB -09 | General Delivery/ Poste Restante |
| 10 | 18C Street | AL Quoz 10 | Dubai | Dubai | United Arab Emirates | 00000 | PP - DXB -10 | General Delivery/ Poste Restante |




The generator pages contain the ‘service’ aspect of PeacePost, in the sense that it generates suitable permanent addresses based on the user’s location and other details. It does so by referring to a **database** of available peacepost locations, which are tied to mailing services such as Emirates Post.

The address is generated by combining **a pre-existing permanent address** from a database of addresses (refer to image above), with the user’s **unique identifier, phone number** and **E-Mail address**. This address can then be copied to clipboard, and will appear in the “My addresses” section in the profile pages.

# Profile Page




These pages can be accessed by clicking on the “Profile” button on the nav bar, or the language icon. The user would be redirected to either the ‘User Info’ page or the ‘Languages’ section (depending on which button they clicked on).

The **‘User Info’** section contains the user’s information which would be referred to and inserted in their permanent address when generated. This information includes their name, phone number/ e-mail address, and unique identifier (located underneath the user’s name).

The **‘My Addresses’** section contains a history of all addresses generated, which makes previously generated addresses easier to access if needed again. These addresses can easily be copied to clipboard using the icon button next to each address.

The **‘Languages’** section allows the user to change the site language to their preferred language for ease of use and accessibility.

Finally, the **‘Notifications’** section displays notifications that the user recieves, ranging from service emails, to recommendations for nearby refugee help centres (based on their location).

*The Social Media*
**Campaign.**

# Our Campaign




Know Our Story campaign focuses on showcasing our mission, and impact, aiming to create awareness, build trust, and foster a deeper connection with our audience. Through compelling storytelling, visual content, and key messages, we invite our followers to learn more about who we are, what we stand for, and the meaningful contributions we make.




Share Your Story campaign encourages the users to share their personal experiences, insights, and successes related to PeacePost. This campaign leverages user-generated content (UGC) to showcase real-life stories, and testimonials from our community. By showcasing their voices and experiences, we aim to foster a sense of belonging, inspire others, and create a vibrant community where everyone's story matters.

# Campaign Objectives

Firstly, we attempt to **raise brand awareness** so that more individuals are familiar with PeacePost and its mission to **provide** a stable mailing address for refugees and those who do not have a permanent address.

**Brand awareness**

Simultaneously, our goal is to **drive traffic to the website**, where we enable users to generate their personalized mailing address, that is **free of charge and easily generated.**

**Website traffic**

We aim to establish **credibility and trust** in our community by showcasing real-life stories, testimonials, and the positive impact PeacePost's services has on individuals. It addressed through language and visuals that **emotionally appeal** to the audience.

**Trust and credibility**

Through our campaign, we aim to help establish PeacePost as a reliable, easy to generate, one stop place for mailing address generation for refugees and mail address seekers worldwide.

# Who are we targeting in this campaign?

Our main target audience are **refugees who do not have a permanent address**. Our services and campaign extent further to low-mid income families who may also face difficulties in keeping a stable address.

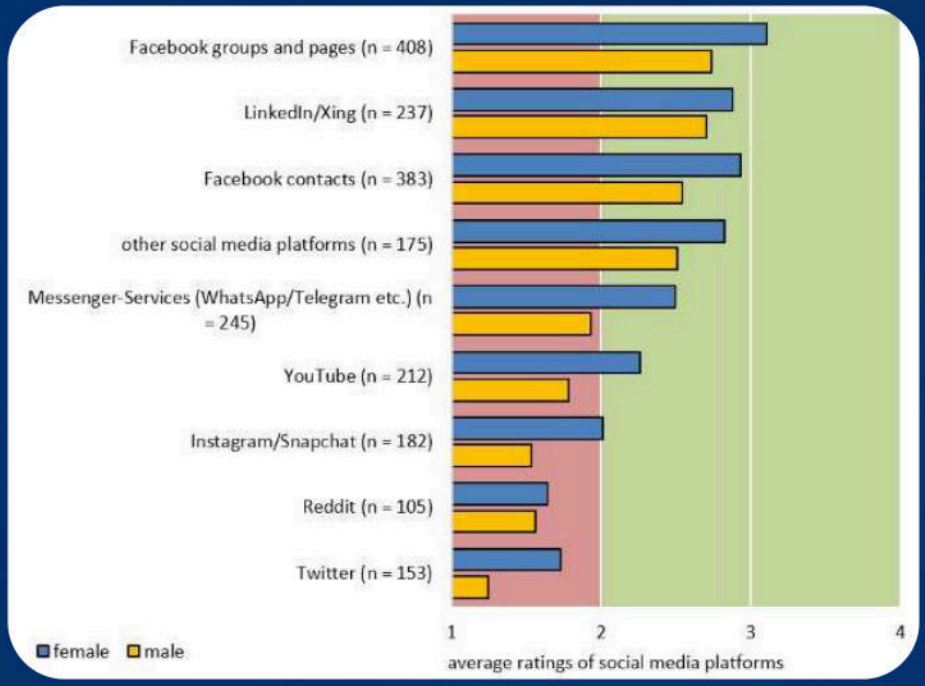
In order to promote accessibility and inclusivity, our campaign also targets those who are capable of understand **basic English** and other languages spoken by the majority of refugees such as **Arabic**.

Additionally, we do encourage individuals who are of **18 years or older** or people who require a parent/ guardian to make sure that we abide by legal requirements.

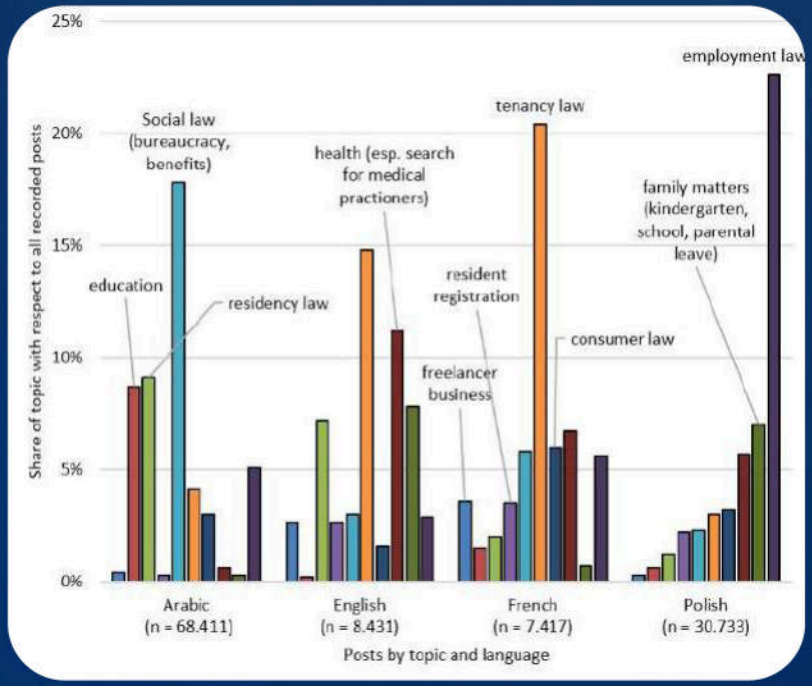
Lastly, although our targets and services remain to be global, with regards to this being a spec project made in the UAE, individuals **residing in the UAE** is still an audience for consideration.

# Social media for immigrants and refugees

According to research done in Germany among immigrants from the EU, and third world countries, services built around social media and other digital platforms are seemed to be very useful.




The usefulness of social media for specific information is different depending on each platform. Facebook is receiving the highest rating when it comes to job searches. Additionally, woman gave all social media platforms higher ratings than men. However, the trend changes depending on country of origin.




The figure above determines how information about certain topics are asked about and found on social media platforms.
E.g. Arabic speaking networks concentrate on social issues, while French and English speaking focus a-lot on tenancy laws.

# Target Platforms

Facebook is used to achieve all of our campaign objective and goals, as both campaigns: Know Our Story and Share Your Story will be the content posted. Facebook will be utilized through the posting of visuals, both images and videos and text posts (copywriting).

**“Facebook is the most widely used social media platform among Syrians.”**

(Santos A, 2023)

Instagram will serve as a platform for both campaigns. Firstly, promoting our services, how to use the PeacePost website and what the benefits of using them are, and also sharing emotional real-life stories and positive feedback. This will be done through visuals such images, carousels, reels and stories.

“Instagram is a key social media platform used by the public worldwide.”
(Jhoti A, 2021)

# Target Platforms

The main focus of this platform if for the Know Our Story campaign, showcasing videos that are informative.

"YouTube, Instagram and Facebook have enabled users to share photos and videos of the crisis, humanizing the experiences of those affected and encouraging support from around the world, as well as keeping in touch with other people outside and inside the host countries."

(Aldamen Y, 2023)

This platform is used as a direct communication tool that enables personalized outreach, customer support, and updates on PeacePost for the user to feel informed and connected.

"For Syrian refugees, WhatsApp is seen as the most secure communication tool that everyone uses, according to Majd Taby, a Syrian immigrant to the United States"

(Manjoo F, 2016)

# Types of Content

| | | |
|---|---|---|
| **3** Carousels | **2** Banners | **1** Poster |
| **1** Static Post | **2** Reels | **1** Motion Graphic |

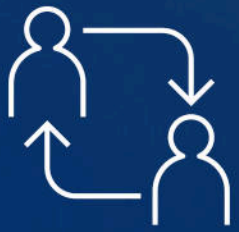
# Content strategy for Instagram



Hashtags



UGC
(Share your Story)

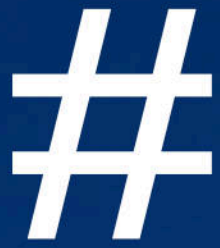


Collaboration



Paid Ads

# Content strategy for Facebook



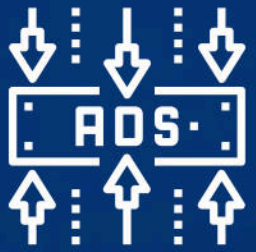
Hashtags



Testimonials



Authenticity




Target Ads



Facebook Groups

# Content strategy for YouTube



Paid Ads



Youtube Shorts

# Content strategy for WhatsApp



Channels



Promote Website



About Us



Promote Website

# Overall content strategy




Google Ads SEO



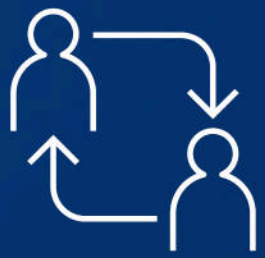
Call to Action



Measure and review performance



Physical Marketing



Collaboration




Engagement and Community Building

# Banner

## Banner #1: PeacePost




**Campaign: Know Our Story**
Purpose of the post: This carousel provides a step-by-step visual guide that educates users on how to use PeacePost in a comprehensive and engaging manner. By breaking down the process into slides, each focusing on a specific aspect such as visiting the website, generating an address, and sharing it, the post aims to simplify the user experience.

# Banner

## Banner #1: Delivering Peace
## Campaign: Know Our Story




**Purpose of the post:** The reason behind this banner is to promote PeacePost's services by highlighting our mission of delivering peace through our address generating service, through the use of a visually appealing post.

**Content Overview:** The banner consists of 3 individual posts, which if seen on a feed makes a banner. It is a visually appealing banner that showcases a world map, and a trail from one side of the map to the other that highlights the main purpose of PeacePost; delivering peace at any part of the world.

**Design choices:** The design focuses on the feature of a world map with a line connecting the words 'PeacePost' to 'Delivering Peace', symbolizing our mission. The visuals convey a message of connectivity, and visually appeals to the audience.

**Call to Action:** The CTA is included in the post itself. Given that the post taps into their curiosity, it encourages viewers to generate their addresses at the given website.

**Engagement strategy:** The banner is engagement in its way to give an aesthetic look and also spark curiosity, leading the audience to explore the rest of the banner, and view the website.

# Carousel

## Post #1: What is PeacePost?




**Campaign: Know Our Story**

Purpose of the post: Carousel posts allow visual storytelling through different slides, multiple illustrations and texts that helps raise awareness about PeacePost. The post helps users understand the services PeacePost provides and how it can potentially benefit the users.

In order to effectively reach out to our audience, the posts includes texts in both English and Arabic.

# Carousel

## Post #2: How to use PeacePost?

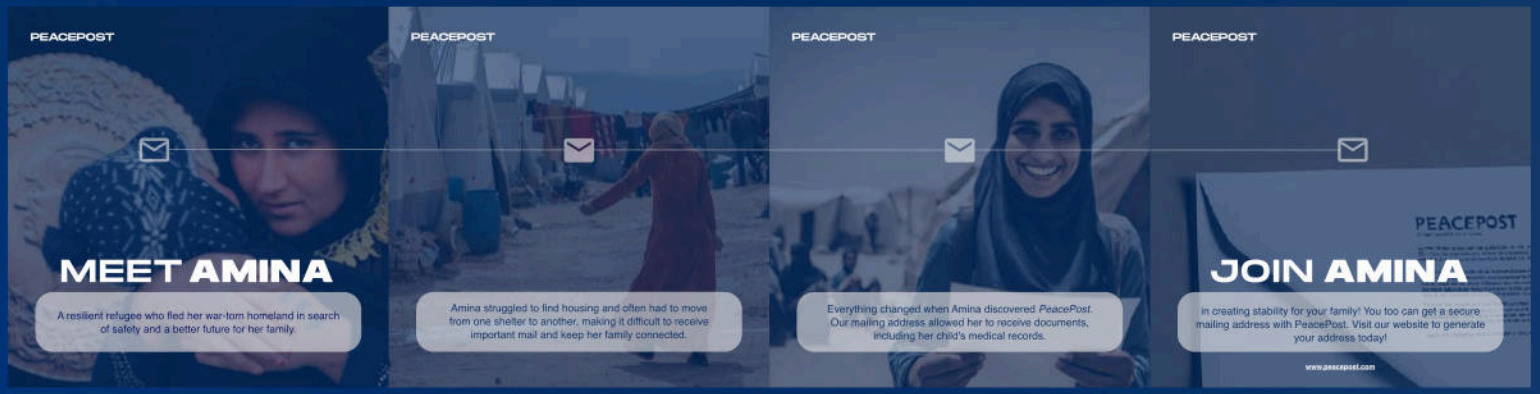



**Campaign: Know Our Story**

Purpose of the post: This carousel provides a step-by-step visual guide that educates users on how to use PeacePost in a comprehensive and engaging manner. By breaking down the process into slides, each focusing on a specific aspect such as visiting the website, generating an address, and sharing it, the post aims to simplify the user experience.

# Carousel

**Post #2: Meet Amina**
**Campaign: Share Your Story**




**Purpose of the post:** The purpose of this post is to highlight the positive impact PeacePost has on refugee lives and encourage others to share their stories and use our website. Not only does it increase website engagement but captures the audience's attention through storytelling.

**Content Overview:** The carousel features images of Amina in each stage of her story, as it describes her struggles, and later how PeacePost changed her life for the better. It calls attention to the benefits of using PeacePost through storytelling, visually appealing images and icons.

**Design choices:** The design emphasises each stage of the story. Using a visual made as a line and mails to guide the audience to swipe through the carousel. The color scheme remains the same for a cohesive effect. For the texts, titles are highlighted and bolded to grab the viewers attention, while the paragraphs are written in different colors as the viewer is visually guided to read.

**Call to Action:** A call to action is included in the post itself and the caption for people to visit the PeacePost website and generate their mailing address. The caption also motivates the audience to share their stories as part of the Share Your Story campaign.

**Engagement strategy:** The carousel inspires readers and motivates them to act through compelling storytelling. The message within encourages them to explore the advantages of PeacePost while also sharing their experiences.

# Post

## Post #1: Mohammad Ahmad
## Campaign: Share Your Story




**Purpose of the post:** To raise awareness about the challenges faced by refugees without a stable address and how PeacePost provides the solution. The overall aim of the post is to tap into the audience's emotions and encourage them to share their stories using our campaign hashtags to create more engagement while promoting PeacePost's address generation service.

**Content Overview:** The post features an image of Mohammad Ahmad with a quote stating his struggles without an address. The quote is written in past tense, showcasing that he no longer struggles as he has an address. The caption states that PeacePost provided him with the solution, encouraging others to share their stories with PeacePost and use our website to generate an address.

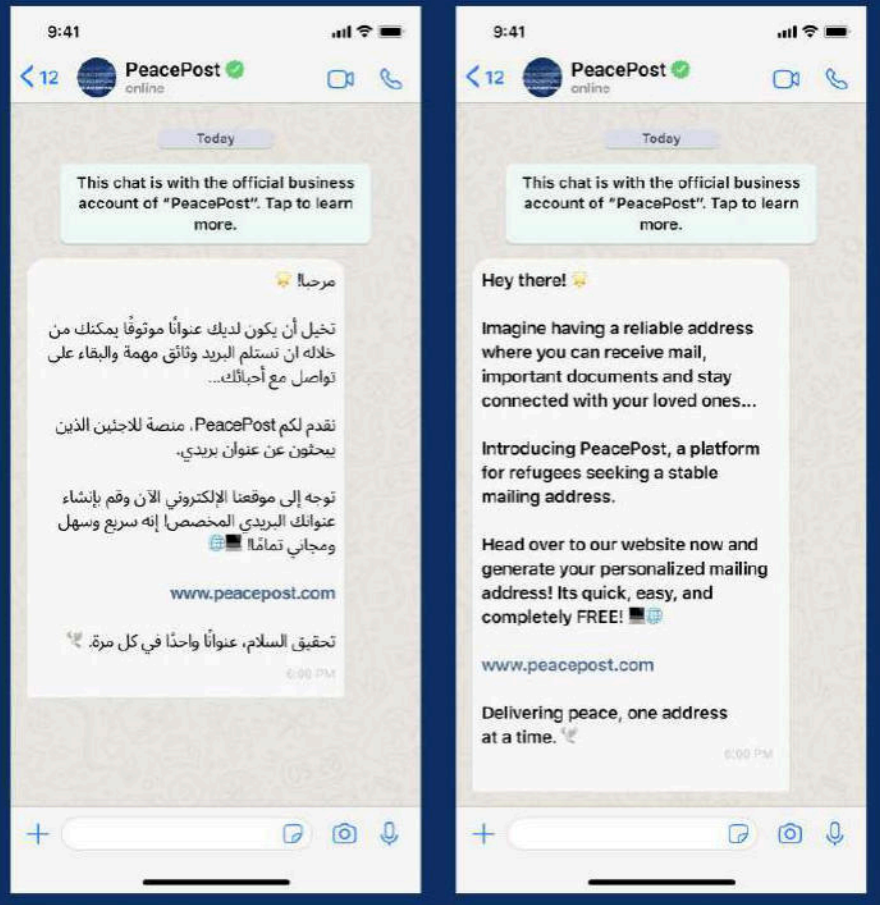
**Design choices:** I decided to take a simplistic yet impactful design route. The main focus is on the quote itself to convey the message, using our brand's colors to highlight specific words that are the most impactful. The choice of image taps into the audience's emotions as he looks devastated yet slightly hopeful. The overall color scheme follows the brand's guide to ensure a seamless and cohesive look.

**Call to Action:** The caption includes the Call to Action, which highlights that users should visit the PeacePost and generate an address. This encourages engagement and increases PeacePost's CTRs.

**Engagement strategy:** The uses captivating storytelling to emotionally connect to the viewers and encourage them to share their experiences as well. By using a real-life example to connect to the audience and add a sense of authenticity.

# Copywriting

## Copywriting #1: WhatsApp message
## Campaign: Know Our Story




**Purpose of the post:** This WhatsApp message introduces potential users to PeacePost and motivate them to generate their own mailing address. This initial message is to raise awareness about our services and increase website engagement. It is translated to Arabic as well, as our target audience consists of Arabic speakers as well.

**Content Overview:** The message introduces PeacePost as a platform for refugees seeking a mailing address. It emphasizes the convenience, ease and free usage of the website.

**Design choices:** As a copywriting post, the text is written in both English and Arabic, separately, and uses straightforward and informal language. Additionally, the use of emojis adds a touch of personality and conveys a friendly tone.

**Call to Action:** The message includes a link to the website, making it easy for the individual to click and view it.

**Engagement strategy:** It creates a sense of personal connection by the use of friendly language, allowing the audience to feel welcomed.

# Copywriting

## Copywriting #2: Facebook Text Post
## Campaign: Share Your Story




**Purpose of the post:** The purpose of the text only Facebook post to to increase engagement and allow people to comment and share their experiences. this helps build a sense of community with those who relate to one another. Additionally, gives positive feedback to those who might have already used our services.

**Content Overview:** Questions are asked to allow the audience to share their past experiences with us and others, and also share feedback. This reinforces PeacePost's mission in delivering peace and maintaining a sense of community.

**Design choices:** As a copywriting post, the text is written in English and uses straightforward and informal language. Additionally, the use of emojis adds a touch of personality and conveys a friendly tone.

**Call to Action:** The message includes a link to the website, making it easy for the individual to click and view it.

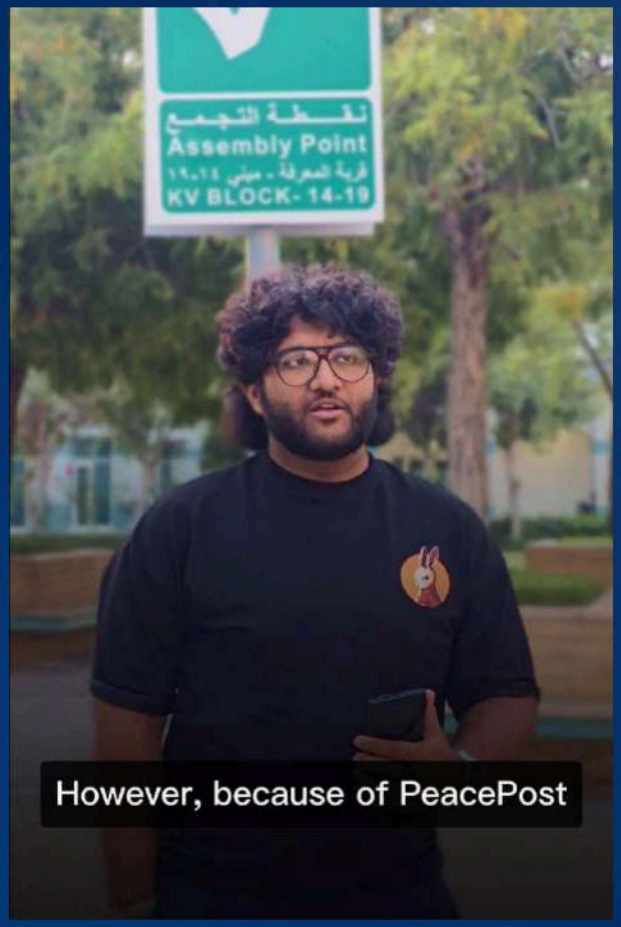
**Engagement strategy:** The text enables a sense of community to allow people to share their experiences, as it asks questions and uses inclusive language. This may also let people tag friends and family who would benefit from PeacePost's services.

# Reel

**Campaign: Know Our Story**

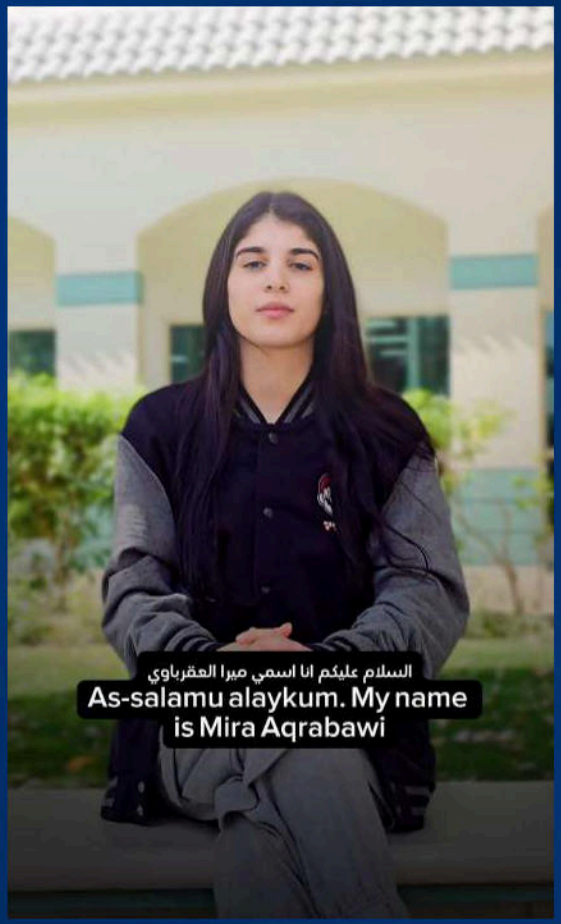
Purpose of the post: Share Your Story encourages users to share their personal experiences, journeys, and successes with using PeacePost. User-generated content (UGC) helps connect with others who may relate to their story, and inspire a sense of community engagement.
For this reel, the message was conveyed in Sinhala helping PeacePost expand their growth to more nationalities and to the Sinhala speaking community.

## Reel #1: Testimonial



# Video

## Reel #1: Mira's Testimonial
## Campaign: Share Your Story




**Purpose of the post:** The video aims to raise awareness about PeacePost, promote its address generation service and encourage engagement from the audience through real-life storytelling.

**Content Overview:** The video is a testimonial of a refugee named Mira Al Aqrabawi. She explains the struggles she faced as she was not able to receive important documents, and her success after finding out about PeacePost.

**Design choices:** The video is aimed to focus on Mira's emotions, as it is a clear video with black and white gradients to add emphasis to the character and the subtitles. the subtitles are written in both Arabic (the language Mira is speaking) and English (universal language). The typography is clear to read.

**Call to Action:** The video transitions to a CTA at the end. With a simple slide for users to visit the PeacePost website and generate their address. Written in both Arabic and English to target a larger scale of viewers.

**Engagement strategy:** The video emotionally targets the audience to build trust in our services. It generates desire in wanting to know more about PeacePost.

# Motion graphics




## Campaign - Know your story

**Purpose -** The objective of motion graphics video is to spread awarness about peacepost. It is a impactful video highlighting the functionality of the brand “PeacePost”.

# Wall Newspaper





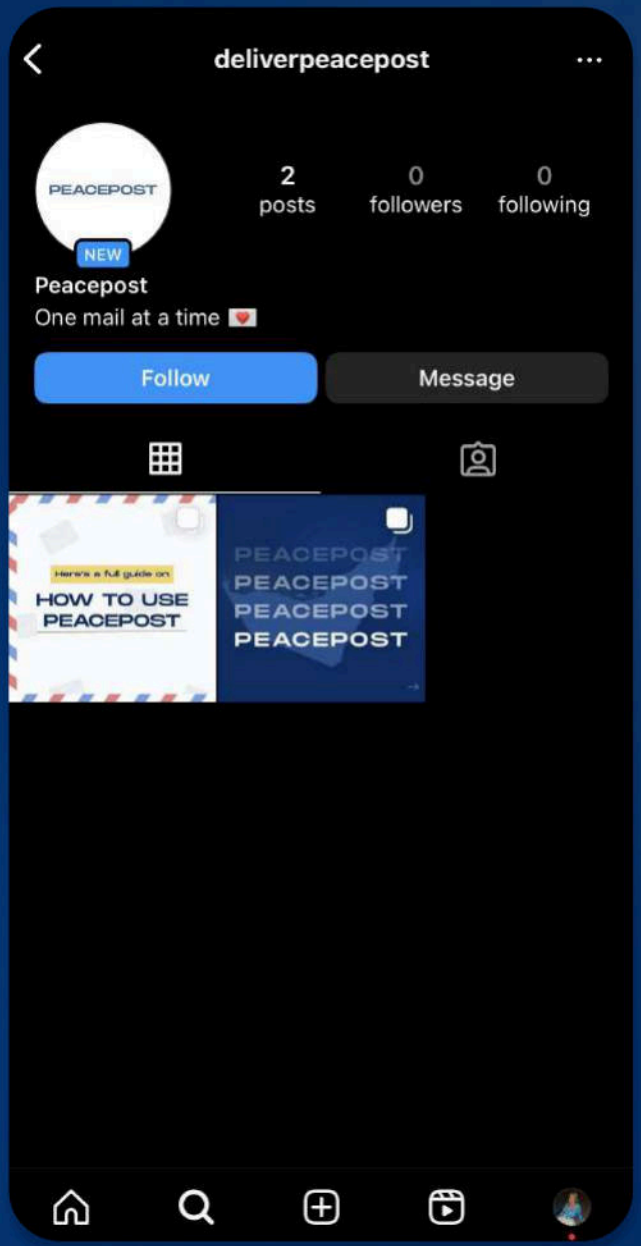


# Campaign - Know your story

**Purpose -** The wall newspaper highlights the journey and a how to guide to use the website. It is a 3 step visual promoting the “How to guide” to use the address generator system. the goal is not only how to use but also to spread awareness of the website. the poster also defines what peace is for us and what is peacepost.

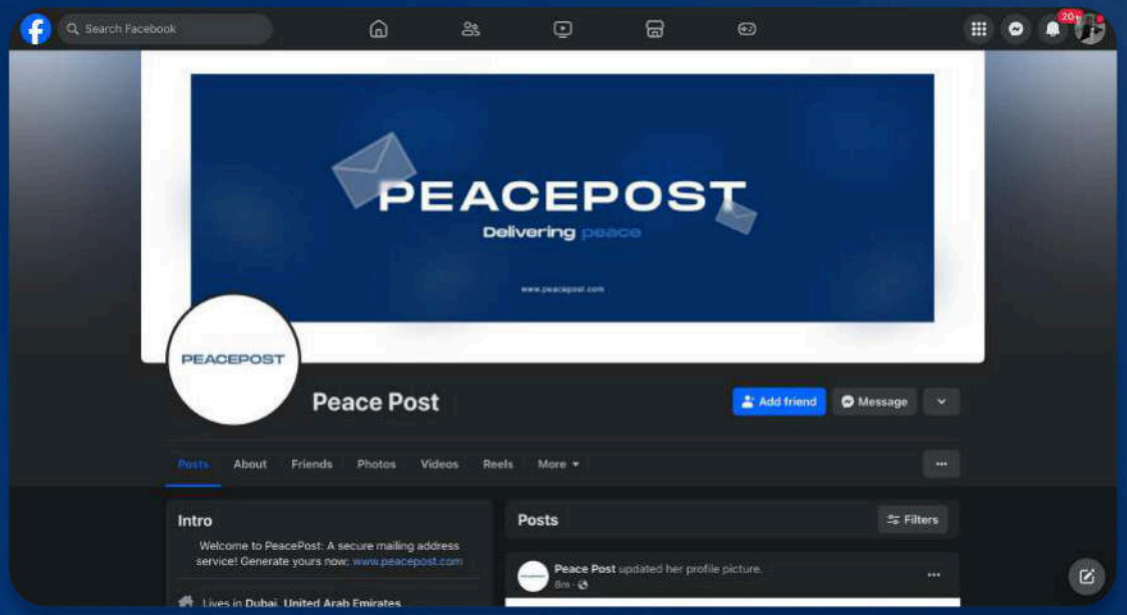
# Instagram

https://www.instagram.com/deliverpeacepost/



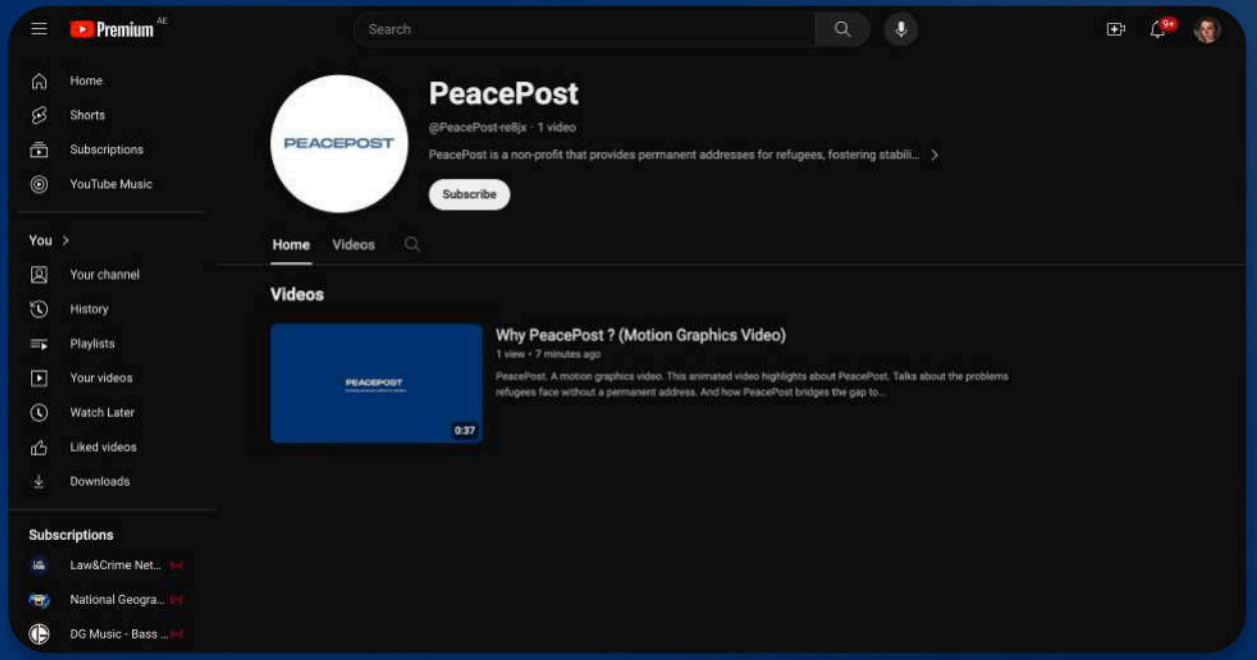
# Facebook

https://www.facebook.com/profile.php?id=61558679335906&mibextid=LQQJ4d



# YouTube

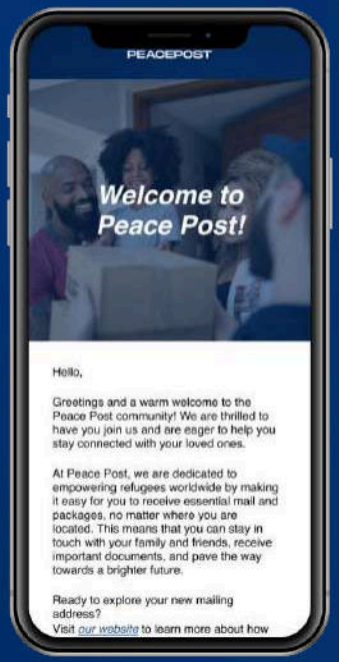
https://www.youtube.com/@PeacePost-re8jx



# Email Design

To provide users with a positive experience on Peacepost, I supervised the creation of an email template. It welcomes newcomers with a visually appealing and informative introduction. A straightforward confirmation email is then issued to confirm the website's code.

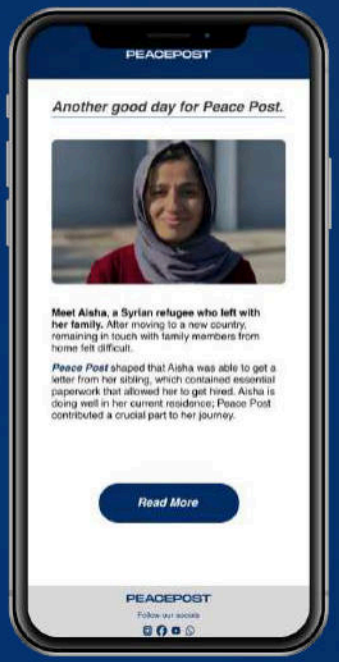
Finally, to improve engagement, a well-designed email emphasizes Peacepost's "stories" highlight. I allow people to discover and contribute their narratives on the website. Through the use of this email knowledge, I ensured consistency with Peacepost's branding while guiding customers throughout the onboarding process and crucial features.




Welcome Email




Verify Email




Stories Email

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# Figma Link

https://www.figma.com/file/6XZMzYI17opbXYXZQpj5RM/Social-Design---Peace-Post?type=design&node-id=1515%3A3192&mode=design&t=amPqGB3eNB9a07ez-1

# PEACEPOST

Delivering Peace