

FINAL PROJECT REPORT



CRUPE
SIMPLY BETTER BUILDING



Digital Marketing & Media Refresh to maintain the cutting-edge presence for **CRUPE International Ltd.**

INTRODUCTION

For my Final Major project I took on the role of Project Manager & Designer to plan and execute a Digital Marketing & Media refresh for CRUPE International, a company providing advanced building solutions. Throughout the process I reported directly to the company CEO and Technical manager for feedback, comments and final approvals.

The project was carried out in three stages, the first being a full refresh to the CRUPE website, a complete re-design of the original site integrating new content and a fresh modern design. The second stage was to plan, design and have a mobile/tablet application built, the application is an internal showcase application to be used anywhere to present clients or customers with CRUPE's global projects. The last stage was planning and implementing new media and digital marketing strategies to the company, including: E-newsletters, Social media, Digital brochures and more.

Throughout this report I will be outlining the project details, documenting the stages, how I went about the work, the problems I ran in to and my general experience & thought process.

Initially, before I began any design work I sat down and noted on paper all of the main tasks that had been requested in the project, plus any other I thought would be necessary to include. Using the Company's Intranet system I put together a task list with every item, including description, notes and a provisional completion date for each task, I had an initial deadline of the May 5th 2014 for everything, excluding the mobile/tablet application. The main reason for keeping and updating the task list was to efficiently manage my tasks plus add any notes and comments as they were completed, the other reason was to easily collaborate tasks with the IT developer and for the CEO to track of progress if needed.

SAM SAVILL - WEB MEDIA

STAGE ONE WEB REFRESH

In order to maintain its cutting-edge presence, The CRUPE website needed to evolve and adopt the latest web trends and technologies. The site was also going to be planned and designed so it could be easily made responsive for better mobile and tablet browsing.

WWW.CRUPE.COM

Seeing as I had previously planned out all my tasks and knowing what I had done, I started stage one by again looking at the state of the current website and briefly taking notes on each page with ideas for changes. I already had an initial idea in my head of how I wanted it to look. The typography and colour palette was going to be the same, sticking with the corporate branding, so that was something I didn't have to create but just consider through the design process.

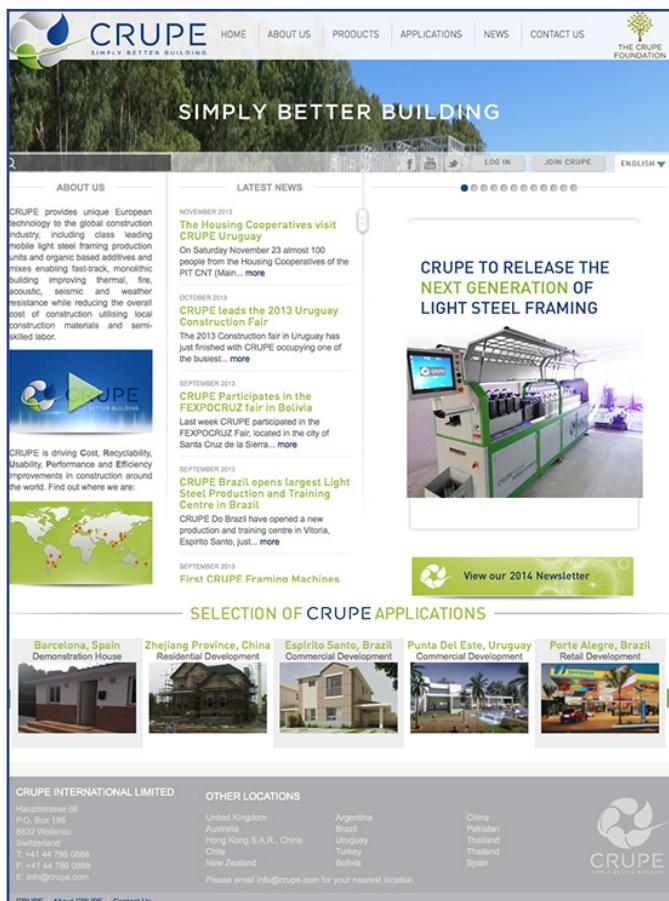


Image showing the CRUPE website home page at it's oringal state

After having a provisional idea of how I wanted everything to look I needed to update some of the content that had been requested, I did this first as I felt it would be more convenient having finalized content during the final planning and design stage. The majority of content didn't need a full re-do, just a general update to information, product text and media. I compiled a document of all website text to help the revisions, I spent a couple of days thoroughly reading through the text making small changes to wording plus adding in missing information. I had also written new content for CRUPE AIM which is a campaign raising efficiency awareness in the construction industry as well as putting together new and updated text for CRUPE products, mainly for CRUPE Framing and the new roll forming machines as these are currently a focus topic.

The screenshot shows a Microsoft Word document with several tracked changes. The changes are related to website textual content, specifically regarding spelling consistency, hyphenation, and capitalization rules. The document includes sections like 'FOCUSED ON CLIMATE CHANGE' and 'UNIQUE EUROPEAN TECHNOLOGY'. A red box highlights a specific change: 'CRUPE is working to optimize Cost, Recyclability, Usability, Performance and Efficiency in construction around the world. Find out where we are:' followed by a list of changes from 'Sam Savill' dated 10/5/14 16:34. The changes include: 'Deleted: overall objective', 'Deleted: of increasing efficiency of our commercial and residential buildings', 'Deleted: based on AIM', 'Deleted: skills and products are', and 'Deleted: improvements'.

After completing the text, I sent the relevant content to either CRUPE's CEO or Technical manager for their comments and approval, I requested to have the information back as soon as possible as I then needed all text externally translated to Chinese, Spanish and Portuguese.

Luckily, I also had a large variety of images from a CRUPE image gallery, which I could use as new media content throughout the site, the majority needed editing and general touching up before being used in the designs. I also managed to source a number of high quality images to use for new background transitions.

When I began designing, I went straight into Photoshop rather than creating any wireframes beforehand, simply due to the fact that there was already a website standing for the company and the changes were not going to be drastic enough to require wireframes beforehand, and I also had a mental idea of design and layout.



Designing the website was pretty straight forward as the majority of the pages followed suit design-wise and had the same two column layout with the exception of a couple of pages. I didn't really have many problems when creating the designs in Photoshop as the layouts are pretty simple, nothing complex, plus my knowledge in Photoshop is pretty strong.

I spent about a week re-designing all the pages, plus creating the new pages, CRUPE AIM, then new pages under CRUPE Framing: Steel, Roll formers and FAQ. I was pretty happy with the turn out of the initial designs and after double-checking all designs correcting any errors I put together a presentation displaying the new designs to send to the CEO for approval, all new website designs can be seen in my Final Project presentation. The new Framing pages also needed to be checked and confirmed by the Technical manager for any inconsistencies in technical wording and data.

I quickly received feedback from both people with comments for the website designs, the CEO was extremely happy with the new designs and didn't actually have any immediate changes at that time. However, I received a scan back of the four Framing pages from the technical manager which had a number of changes and suggestions that needed seeing to before the site went into development.

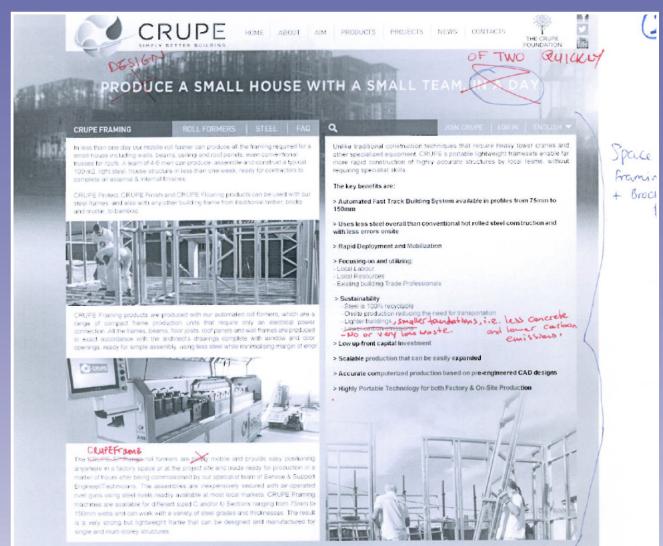
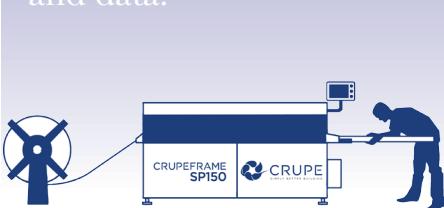


Image showing comments of the intial design from the Technical manager



After, correcting and adding the Technical managers comments, I did one final check over the designs before preparing the files for handover to the CRUPE IT developer who I will be instructing during development and who will be doing the majority of the website coding.

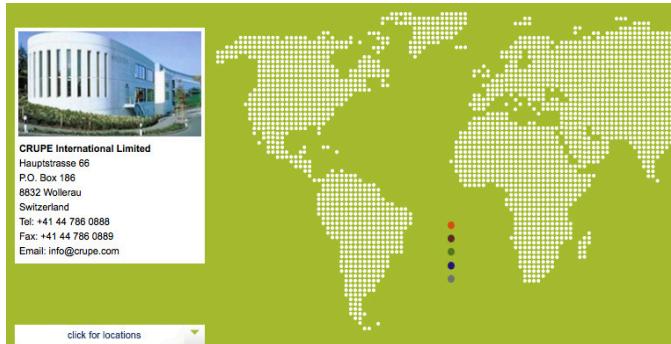
We had an initial meeting to go over the designs and discussed usability and functionality of the new website, as well as the plan to make the website responsive. We also agreed on a provisional deadline for when the full site should be complete and we would be following the dates set out previously on my task manger. I would be regularly in touch about current progress of the development plus and requirements, changes or help needed by the developer.

During the development process a number of issues arose that required the design to be rethought and altered or changes to content. I have listed just a few of the main issues that occurred and my solutions to help resolve the problems:

- The notice banners on the new design are significantly larger compared the old ones, therefore they won't fit correctly when the new design goes live. **The solution was for me to re-do the 10 banners that are in rotation so that they fit correctly to the new design size, the same also applied to the mini banners underneath the main ones.**
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- There was an issue with the media section on the footer not being able to pull the correct most recent content into the box.

The solution was for now to make the media section of the footer static and manually update the thumbnails linking to the correct media.

- On the home page banner slider it had a lag when switching to the next slide no matter what browser or your Internet speed. **The solution was to simply change the slider to a different transition style, which fixed the problem.**
- On the AIM page there is supposed to be a live feed showing digital temperatures inside a test house, however the server where the data was coming from was often down leaving a blank error in the space. **The solution was for now to remove the live feed and place a screenshot until a more stable feed is provided.**
- On the Contact page, the new Map design is made up of individual dots so when the office and project location dots are placed on top of the map the two dots clash and look jumbled and confusing to viewers. There is still also the issue of dots overlapping or being out in the sea. **The solution was to revert back to the old design but make the map flatter and more modern looking, the overlapping dots is still an outstanding issue.**
- On the news page, the issue was that the left column with the news articles was much longer than the right column with the recent news and calendar, so when scrolling down the page there was just empty space on the right side of the page. **The solution was to make the content container on the right hand column stick and follow the page down as you scroll eliminating the empty space.**



After the constant back and forth with requests and changes, the site had finally finished being developed and the content had been populated along with the text translations. The site then underwent some initial browser testing before being made live on the first of May 2014. As soon as the site went live i scanned through the site as there was bound to be some errors, bugs or changes that i needed to make.

Final changes that were handed over before completion of Stage One:

Overall site:

- Mobile view not yet implemented
- Language selection font different from the rest of the menus (should be DIN)

Home Page:

• DESIGN & ENGINEERING FRAMING PROTECT FINISH FLOORING on initial banner above the workmen sits too high up in Firefox, so that the first few letters appear under the CRUPE logo. (No such issue in Chrome and Safari)

Join CRUPE and Log in pages:

• Although these two are essentially the same page, the title in top left blue bar should reiterate the link title – Join CRUPE link should open ‘Join CRUPE’ titled page and Log in link should lead to ‘Log in’ titled page.

Products index page:

- Instead of SIMPLY BETTER BUILDING we need a different headline for this section.

Framing page:

• Submenu issue in Firefox – FAQ drops under (not on other browsers) Brochure thumbnails should be a one page image, same applies to other product brochures.

Applications page:

- Need a new headline in this section.
- Each product ‘details’ part needs at least twice as much text to avoid looking empty on initial tab, especially before we get to populate the other tabs with content.
- Several more quotes to be added
- Add content to ‘Developer’, ‘Customer’ and ‘Comments’ tabs wherever possible.
- Tab fonts to be the same as all other menus (DIN).

The screenshot shows the CRUPE website homepage. At the top is a blue header bar with the CRUPE logo (a stylized globe icon) and the text 'CRUPE SIMPLY BETTER BUILDING'. To the right of the logo are links for 'HOME', 'ABOUT US', 'PRODUCTS', 'APPLICATIONS', 'NEWS', and 'CONTACT US'. On the far right, there is a logo for 'THE CRUPE FOUNDATION' featuring a green tree icon. Below the header is a large banner with the text 'SIMPLY BETTER BUILDING' overlaid on a background image of a building under construction. The main content area has a dark blue sidebar on the left with 'ABOUT CRUPE' and 'GLOBAL VISION' sections, each containing an image. The main content area features a search bar and links for 'JOIN CRUPE', 'LOG IN', and 'ENGLISH'. A large image of a modern house is displayed in the center. To the right, there is a section about CRUPE's vision and products, followed by a smaller section about CRUPE products in luxury new-builds. The footer contains a summary of CRUPE's mission and a link to their ideal applications.

ABOUT CRUPE **GLOBAL VISION**

SIMPLY BETTER BUILDING

CRUPE provides the only fast track, affordable “all-in-one” solution in the open market today with environmental, thermal, acoustic, and fire qualities that meet, and often exceed, specifications offered by other building materials

CRUPE's Vision is to bring more affordable housing and buildings providing higher levels of thermal, seismic, fire and weather protection to families and communities around the world – wherever they are located. CRUPE is working to realise this vision using mainly local materials and local labor therefore creating employment and social empowerment wherever we operate.

At CRUPE we believe that safe, affordable, quality housing is a right and not a privilege. Similarly people have the right to live and work within buildings which offer a secure environment, free of the risk of fire and static failure. It is our experience and the stories of the many people we have met around the world which motivates our team to keep pushing the boundaries of technology and simplicity as well as quality at CRUPE.

Our founding principles remain at the heart of CRUPE today – think differently about building, think differently about people and deliver a final product that enhances people's lives and re-builds communities around the world.

CRUPE PRODUCTS are used in luxury new-builds, fast track, mass and social housing projects as well as in refits, extensions and renovations, but also for special applications such as fire rating technical installations, in fill wall projects, national insulation programs and wine/fine food installations.

CRUPE is also ideal for the building or renovation of more sensitive structures

STAGE TWO MOBILE & TABLET APPLICATION

Stage two of my project was to plan and design an internal company mobile and tablet application then instruct a developer throughout the development process. The reason I will not be doing the development work on the application myself is simply as I have no experience in developing mobile applications, also as this is going to be a professional, content heavy application so it needs to be built flawlessly.

I initially came up with the idea of the application when planning a new projects page for the CRUPE website, I felt that having a tool like the mobile application would abolish the need for any sales team / senior management to have to carry around separate presentation materials for CRUPE projects. So the idea for the application was to have a showcase for all of CRUPE's projects in one simple, detailed space that could be swiped back and forth on a phone or iPad when presenting to any interested party.



The initial idea would be that the content would be pulled directly from the CRUPE website with additional features and showing additional information. I had put together a short presentation displaying benefits, functionality and designs swell as a prototype, which can be found at this link:

www.samsavill.co.uk/app-prototype/

The presentation was to show to senior management to decide if we wanted to continue with the application, the presentation proved very successful and development should be started as soon as possible (after the website refresh was complete). A couple of other requests had been brought up by senior management, a couple of points being:

- Can we implement the office 365 intranet into the application?
- Can users add in content directly from the app such as pictures and additional info?
- Can a version be made for public download showing the projects, news and additional website features.
- If so, can we make a survey to be filled out by users.

Many of the points had already been thought of initially, as we planned to roll out a second version which would link with Office 365 including document access, shared calendars and personal pages.



The problem that I had initially when discussing the additional points was that having a public application may prove not to be worth the time and money spent developing it and it was highly unlikely that enough of the public would download and continually use the application for it to be worth while. As a compromise, the solution was to stick with a responsive design for the CRUPE website which would serve similarly to the application.

Designing the Application was a straightforward process as it would be based on the website projects section, with a similar design with the additional features, so functionality and design had already been mostly covered in the initial web refresh designs.

The main additional function which i think will really work and come in handy is the notes tool, using the notes a user will be able to add a personal note to a selected project which only they can see. The idea of this is if a certain person worked on that specific project they could leave a note for when presenting such as total costs, build time, future developments etc...

Issues:

A couple of issues arose when planning and design the application the main ones being security to sensitive information and a simple navigation system.

- The first issue was going to be simply solved with a log-in system – each employee would be given a user account (based on credentials on the intranet system) when opening the app a log-in would be needed to continue to the main screen. This would immediately solve the problem of sensitive information being taken if the device was ever lost or stolen.
- The second issue was a little more complicated as it required a bit more thinking and a couple more redesigns, in the end i decided to go for a simple thumbnail style navigation that would display the projects location as a title and show the latest 8 projects. However, the same filter function from the website will work with the app, each project will be categorised when input into location, build type and solution used.



The applications design, functionality etc.. has been discussed and instructed by myself to the developer in a hand over meeting, which i will then be in regular progress contact as the app is development, the estimated time given for completion is 3 months due to the developer being on restricted hours. Unfortunately, the application development is only in early stages as the website refresh took priority and due to the problems it took longer to complete than anticipated in the time plan. I'm unable to reflect back much at this point as i haven't really run in to much trouble seeing as the development stage is early but I'm sure number of problems will arise before completion and testing.

STAGE THREE MEDIA & DIGITAL MARKETING IMPROVEMENTS

The final stage for the project was an overall improvement to CRUPE's media and digital marketing. In fact these changes took place throughout the whole project rather than at the end and will be continuously ongoing in the future. I had a number of tasks i wanted to completed so i only pinpointed some major changes in my presentation and will continue talking about them below.

This main points i would be improving or adding:

CRUPE email newsletter, the newsletter would round up the monthly or quarterly news into one informative, well design e-mail with clickable links to full post and a message from the CEO or senior management. The e-newsletter would then be sent out to a selective emailing list to hopefully gather new clients while keeping old clients in the know. I decided i wanted to have more than one template in order to attract people to read it and for it to have a different look each time. I initially discussed with CRUPE's IT support developer, who would be coding the newsletter templates. We discussed it would be built within the CRUPE site in order for anyone to be able to simply populate the template and for it

to have easy links to the website news and media. I did a couple of designs based on the corporate identity and using previous months news. Go to links below view prototype newsletters:

www.samsavill.co.uk/newsletter-sample/

www.samsavill.co.uk/newsletter-sample-v2/

Version 1 focuses mainly on the core news text content, while version 2 focuses on media showing a video streamed into the newsletter plus image banners with no text that only links to the full story within the website.

The newsletter header features the CRUPE logo with the tagline "SIMPLY BETTER BUILDING". To the right, there is contact information: CRUPE International, P.O. Box 186, 8832 Wollerau, Switzerland, with email info@crupe.com and phone +41 44 786 0888. Below the header, the date "CRUPE Newsletter | March 2014" is displayed, along with a "View in browser" link.

Dear Name Surname,

CRUPE have had a busy and exciting month across the globe starting with the completion of the first of 100 new homes in Tongxiang, China, then on to Hat Yai, Thailand where the first few homes are also being completed in a project of 100. These beautiful looking houses have been constructed using CRUPE's unique technology, which not only provides exceptional levels of combined thermal, impact, fire and seismic materials at a low cost but also allows a significant reduction in time and effort it takes for construction, unlike traditional methods.

Over in Brazil, CRUPE's Director of Commercial Operations Mr. Robson Destefani has kicked off the first of many educational programs designed to teach Engineering & Architecture students about CRUPE Technology and the future of sustainable construction in Brazil.

Please carry on reading below and thank you for your continued support, if you would like to stay up to date with the latest CRUPE projects, please follow us on [Facebook](#) or [Twitter](#).

100 MORE HOMES IN CHINA RUNNING ON CRUPE INSIDE

The first home in a project of 100 new homes has been completed in Tongxiang. Each of these exciting new 275m² homes is being built with CRUPE's Unique Construction Technology to provide the highest levels of combined thermal (energy), impact, fire and seismic efficient materials available at an affordable price in China today. CRUPE enables homes such as these to look like any other high-quality home but the traditional brick and tile facade hides a unique feature within... [Click to continue reading](#)

CRUPE PROVIDES 100 MORE FAMILIES WITH HOMES IN THAILAND

The first homes in a project of 100 are now being completed using CRUPE technology in Hat Yai. The owners and the workers are extremely pleased with the CRUPE construction system as it has enabled significantly less time and less effort for the people working in very hot conditions than traditional systems used today in Thailand.

CRUPE have a number of new projects in Thailand starting in areas like Hat Yai and Phuket. [Click to continue reading](#)

The problems that arose when planning and design the newsletter was mainly the media focused template, while many new e-mail clients support videos in e-mails, some don't, especially when viewing within a browser. So we needed to come up with a solution of that we could show i place of the view incase it was unavailable to view, or we scrapped the video for now and replace it with something different. Currently the templates are pending within the developers schedule and yet to fully test the templates, they are scheduled to be sent out for the first time on the 11th of july 2014.

The second part to the improvements was taking advantage of Social media by presenting CRUPE news and interacting with any interested customers as previously, CRUPE never really had any type of social media activity. I firstly went ahead by creating an account for Facebook Twitter and Youtube, all news posted on the website would be posted on the suitable network as well as any other special announcements. Also, all future videos will be uploaded to the CRUPE Youtube.

I went ahead and populated all the social site with CRUPE informative content, such as the logo, nice project images as headers plus a cut down version of information about the company. I then began adding news and started becoming more active gaining a bigger following at it increases on a weekly basis. I didn't really have any trouble setting up, populating or interacting with people over any of the social networks as i have pretty good experience of how they work for business from previous projects.



The final point to this stage of my project is Digital brochures. The idea for digital brochures is for them to completely replace long, and dull brochures filled with tons of text. With a brochure with a screen inside with capability to playback 1G + worth of video, it replaces the need to read pages of text to understand and see information about the product in a more exciting and engaging manner.

Firstly, i approached a couple of suppliers in China who can supply and print the brochures – after talking with various companies i found one that met my needs and more at a very low cost. They could digital print, add a screen sir of my choice, storage of my choice plus many other options at a very low cost of \$11 per unit, which is an incredible price for this bit of technology, almost the same price for a high quality 10 page booklet. I gathered a couple of templates from the supplier to begin some various designs, i even managed to get a fully working sample created in order to present to senior management for presentation (shown in my presentation).



Overall the digital brochures was a very exiting concept and I'm looking forward to see how i can develop them in the future once i gain a full budget to have a large quantity made.

PROJECT REFLECTION

Reflecting back on this project, I am very pleased i chose to not only take the task of managing and designing the digital marketing & media refresh for CRUPE, but to also choose it as my Final major project, the reason being is that i could look way more in depth when i was documenting the process and also thoroughly pick through and see what i did wrong, what my strong points are and what needs improving. I'm grateful i was given the opportunity to lead this project for the company, seeing as i hadn't been working for them for long, nor did i have much experience in management.

Working for a client rather than just making up a scenario for my FMP, and completing the tasks set has given me great confidence for all my future work and projects, even though it was stressful at times meeting deadlines and finding solutions for problems, the experience i gained is something that has given me a huge boost to further develop my career, both continuing with CRUPE then whatever i decide to do in the future.

Going back to the actual project, the idea and workload developed greatly throughout the past 6 plus months. Initially, all that CRUPE wanted was a refreshed and redesigned website home page just to keep the web viewers engaged. This idea progressed to a full website refresh plus additional pages and extras, this then led to a mobile application to be discussed and developed based on the new projects section of the website. Then while developing these ideas it was decided that we would invest more time into building up a larger more refined digital presence, which was how stage three developed, the media & marketing improvements. All these developments have led to the outcome of my FMP.

As for difficulties throughout the project, there was a fair few, seeing how large scale the project was. I tried to explain the main problems and solutions i ran into throughout this report and my presentation. The main issues i found were when the initial designs didn't work out after they had been developed, leading to a number of minor re-designs especially on the website when it came to translating the content.

Overall, the majority of the project is complete, however there are some outstanding things that are pending due to various reasons, but the amount of feedback i have received from other employees and even customers, mainly regarding the CRUPE website is great, and everyone has commented on how informative and easy to navigate it is.

I feel that this project has been one of my most successful of anything i have previously done and it has given me so much experience and enjoyment in a field that i really enjoy and want to continue a career in.

