

The background of the entire slide is a complex network pattern. It consists of numerous small, light blue and dark blue dots connected by thin, light blue lines, creating a dense, web-like structure that covers the entire area.

# Branding project

Team expresso



What we did so far:

# Team charter and Project plan

Established agreements in the team

Divided roles

Problem statement, project goals,  
deliverables

Gantt charter

# Survey

- ◆ We made a survey to help us establish a target audience and get a general idea for our website prototype

# Target audience summary

- ◇ Made a summary of the survey answers to help us define a target audience
- ◇ Research
- ◇ Consultancy with artist



# Stylescapes

- ◇ Made 3 stylescapes for the client to chose a style
- ◇ Made one final stylescape after getting feedback from the client



# Logo sketches and prototypes

We made some  
sketches for the logo  
and website



After feedback from  
client and teachers  
started the wireframe,  
medium fidelity  
website prototype,  
SVG logo

# Wireframe and Interactive prototype



Made a wireframe / low-fidelity prototype for the website



Made it interactive to help us make the user test



## Target audience & personas

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Established a target audience

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Got feedback on that and  
established a main and secondary  
target audience

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Made two personas based on the  
target audience

# User testing

Did a user testing on the interactive wireframe

# Brand guide



Chose a design for the brand guide



Working on the content of the brand guide (logo, typography, color palette)



# Content strategy

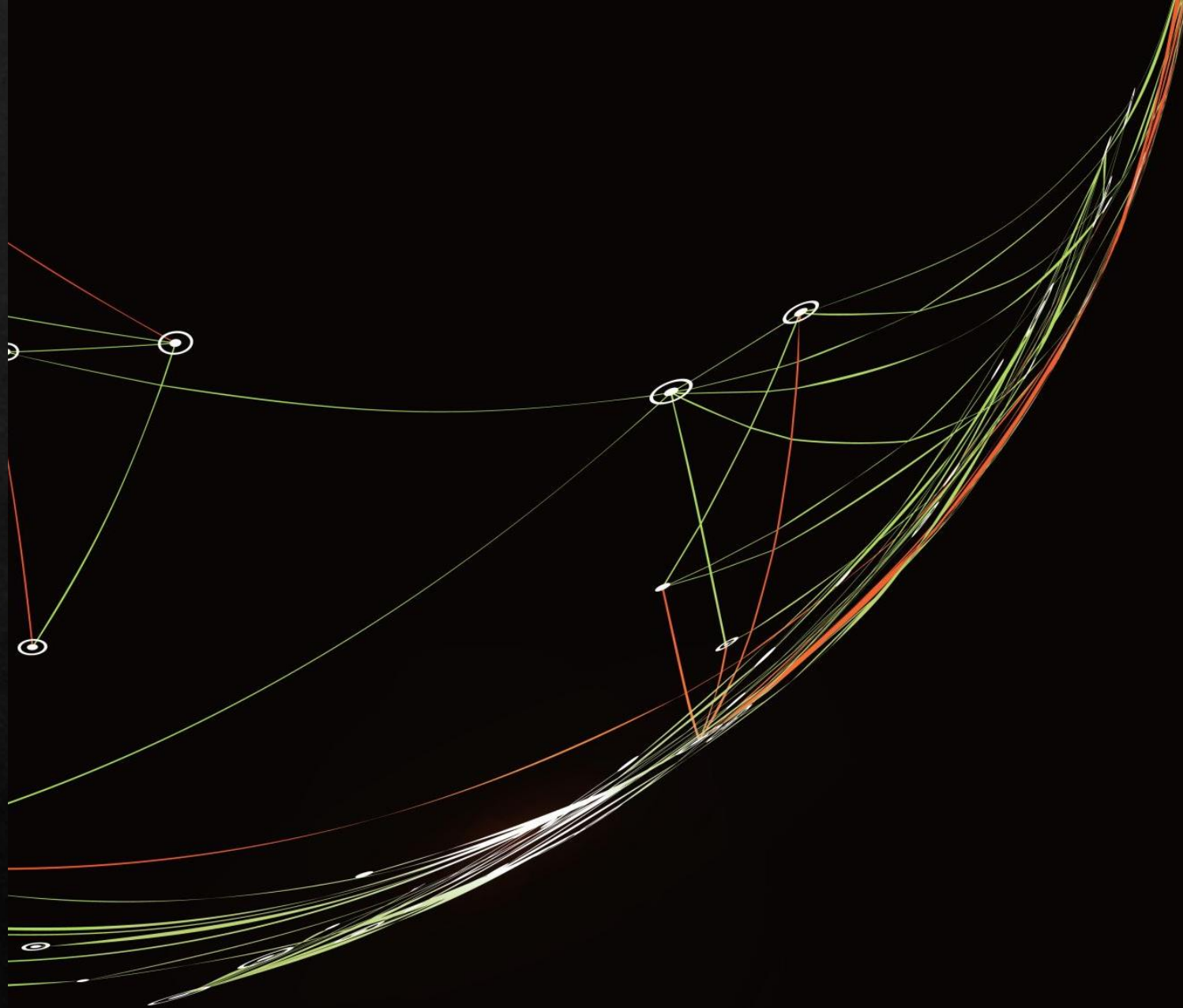


BUILT A FUNNEL



SOCIAL MEDIA  
MANAGEMENT

To achieve all  
of this we did  
a lot of  
research



# To do



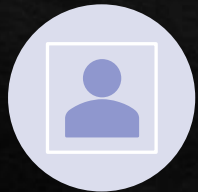
Brand testing  
survey



Finish brand guide  
content



Finish content  
strategy



Customer  
journey map



Project report



Interactive final  
website prototype



Thank you for your attention