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# SOLUTION

## Website:

<http://mgcv.dk/walfi/homepage.html>

## GitHub Repository:

<https://github.com/TheKittyKiller/walfi>

## Figma Prototype:

### *Mobile*

<https://www.figma.com/proto/F5KLzPsza4VUfh0Bm1WpjD/Active-Prototype?page-id=0%3A1&node-id=1%3A870&viewport=675%2C699%2C0.15&scaling=scale-down&starting-point-node-id=1%3A870&show-sidebar=1>

### *Desktop*

<https://www.figma.com/proto/F5KLzPsza4VUfh0Bm1WpjD/Active-Prototype?page-id=156%3A427&node-id=156%3A633&viewport=456%2C319%2C0.08&scaling=min-zoom&starting-point-node-id=156%3A633&show-sidebar=1>

## Video:

[https://youtu.be/nUMB\\_GGhgCY](https://youtu.be/nUMB_GGhgCY)



هدف مازادی ایران

# Introduction

Danish and Iranian 23 years old Melisa is the founder of ‘We Are Liberty For Iran’, an almost-NGO foundation that sells Hoodies and merch to support the women in Iran. She also started making stickers to spread awareness even more. All the profits go to the cause, Melisa is the only one who’s in charge of the foundation.

Her ambitions are to spread awareness in western European countries that mostly see the situation in Iran as a small revolution when it’s in reality a bigger crisis than the west makes it seem. She started this project after feeling helpless here in Denmark wanting to help people from her country with the resources she had in hand. Her foundation is purely based on activism and she doesn’t want to call it a fashion brand. For now, she only sells in Denmark because of limited funds, but she’d like to start shipping internationally.

Our group, which is very admirable of her work, wants to help her put her vision on a pedestal and make sure her voice is heard.

Hopefully, the content that we are creating throughout this project will give her some inspiration for her future projects.

# Introduction

## Problem Area

Our problem area in its basis is inspired by a very wide set of issues that relate to the ongoing protests happening in Iran. Following the brutal killing, by Iran's 'morality police', of Iranian woman Mahsa Amini, a large number of protests and solidarity rallies broke out all around the world in order to show opposition to the oppression of women in Iran in addition to many other issues the people of Iran have been facing (Fassihi, 2022).

In addition to many demonstrations and the protests themselves, many people all around the world are trying to find different ways of bringing awareness and helping the oppressed as much as they possibly can. One of these people is Danish-Iranian woman Melisa Pour. Inspired by the resilience of the Iranian people and wishing to bring awareness to the issues from another country so far away, Melisa created a foundation 'We Are Liberty For Iran'. The foundation currently exists on social media (Instagram) and offers its supporters to show their support by purchasing a hoodie or t-shirt with specially created design that promotes the now-famous phrase 'Woman. Life. Freedom.' (Instagram, 2022).

In addition to creating merchandise, the foundation uses other ways of bringing awareness to the problem - by printing out informative leaflets, stickers as well as attending support demonstrations and inviting others.

Currently, however, the online presence of the foundation is rather small - as, at the moment, it only exists on Instagram and does not have its own website. Our group decided to work with Melisa to help her expand the foundation by creating a much stronger online presence and visual identity for it in order to potentially gain more interest and attract more and more people. We want to create a website for the foundation where one can also choose and purchase their favorite piece of apparel - as well as educate themselves on the issues, donate and spread the word. Additionally, we want to create social media posts and content that could be used by Melisa to gain more online interest and make the social media pages more attractive.

# Introduction

## Problem Formulation

In order to define our problem, we came up with the following working research question:

***How can we create a digital solution that communicates We Are Liberty for Iran brand identity and purpose in order to spread awareness and generate sales and donations?***

# Introduction Development Process

After forming the project group, we understood that there are a lot of things we have to do in a rather short period of time. So, right away we discussed the tools that we would use throughout the project process in order to organize, plan and share our work better. We decided on several programs and applications that we were all good with using. For inner group communication purposes, we decided on creating a group chat on WhatsApp, while for reaching out to Melisa and the foundation, we used Instagram.

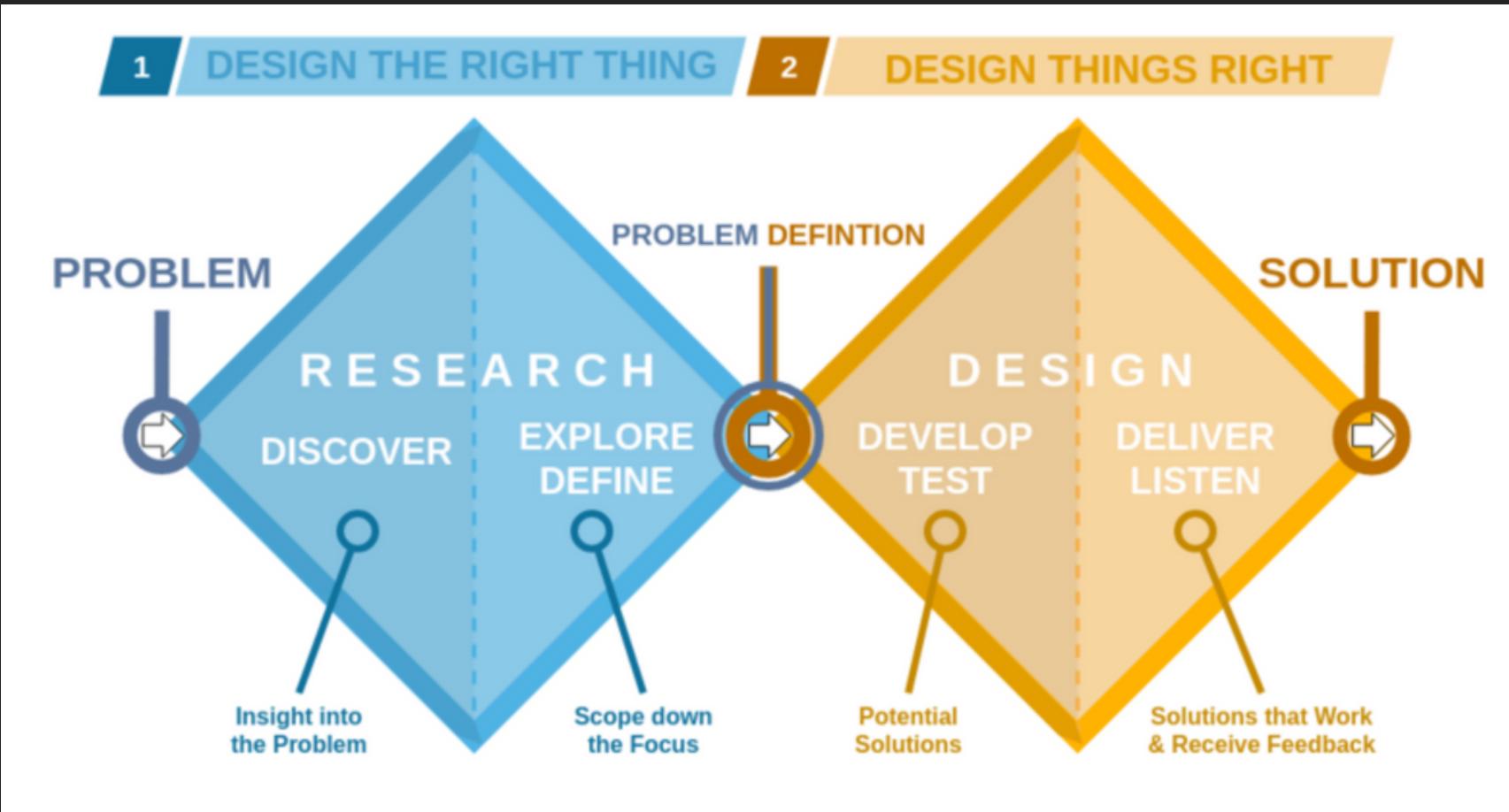
In order to share our work and collaborate online, we used Google Drive and Google Docs, as well as the Trello board for organizing our tasks and to-do list. From the very beginning, we decided altogether to hold as many physical meetings as possible and work in a collaborative manner.

The first part of the process would not include creative softwares as we mostly work with text editing and collecting data from people through surveys and interviews. This phase is important because we cannot miss any step - as otherwise the solution we are going to develop is not going to be coherent with the problem we are facing.

It is important to say that all steps of the process need to have a correlation otherwise the final solution would become confusing and not sensible.

# Tools, Methods and Theories

## Design process framework



For the design process itself, we also decided to choose a specific framework that would help us stay on track in this short period of time. We discovered the **Double Diamond design process framework**. This is a framework developed by Design Council, an organization from the UK, which represents the four stages of the entire design process with an illustrative diagram (Design Council, 2019).

Design Council has also provided a description for their developed model.

*"The two diamonds represent a process of exploring an issue more widely or deeply (divergent thinking) and then taking focused action (convergent thinking).*

- *Discover. The first diamond helps people understand, rather than simply assume, what the problem is. It involves speaking to and spending time with people who are affected by the issues.*
- *Define. The insight gathered from the discovery phase can help you to define the challenge in a different way.*
- *Develop. The second diamond encourages people to give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.*
- *Deliver. Delivery involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will." (ibid).*

# Tools, Methods and theories

## Research Methods I

Before beginning the research process, we had to develop a framework of methods that we would use for each of the parts. As we had to go through various different stages of research - such as desk research, user research and sender analysis, we knew that we would end up gathering rather large amounts of data. However, as we had already decided on the tools (software) for the research and assigned them to each part of it, the job to do was already made easier.

For the desk research part, we set some concrete key elements and features to look out for. At one of the group meetings, each of us took some time to do our own desk research - looking at various websites of activists, non-governmental organizations etc. We ended up each putting our favorite elements of the researched pages in a shared document with screenshots and small descriptions of features and/or design elements we thought could be useful for our solution. After this was done, we went through the different elements during one of our group meetings. We decided, however, to keep the choosing process until later as we were still in the research phase of the design process.

In addition to this design research, we also each took our time separately as well as all together to educate ourselves and discuss the various ongoing in Iran - which is the overall motivation for both this project and the foundation itself.

Before moving on to user research we also had to conduct the sender analysis. In order to get to know the foundation and its owner Melisa more, to explore the idea and motivation behind it as well as any goals that are set for it, we had to create a way for us to obtain the information from Melisa herself. We decided to invite Melisa to participate in an interview with us.

For the interview, we created an interview guide - a list of questions that we thought would be necessary to ask for us to gain some crucial information. The interview process itself, however, would be semi-structured as any extra information or new topics of interest may arise during the interview besides the questions in the interview guide. The audio of the interview was also recorded (with the permission of the interviewee) and saved for the group to transcribe it. We used an audio transcription software to have the interview in text form - the software was used instead of manual transcribing as the length of the interview was too long for the time limit we had for the project itself.

# Tools, Methods and theories

## Research Methods II

In addition to this design research, we also each took our time separately as well as all together to educate ourselves and discuss the various ongoings in Iran - which is the overall motivation for both this project and the foundation itself.

Before moving on to user research we also had to conduct the sender analysis. In order to get to know the foundation and its owner Melisa more, to explore the idea and motivation behind it as well as any goals that are set for it, we had to create a way for us to obtain the information from Melisa herself. We decided to invite Melisa to participate in an interview with us.

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# Tools, Methods and theories

## Research Methods III

As for the user research, we chose to use two different methods to gather the data. After conducting the interview with the foundation owner, we noticed that in this particular case, there was no very specific target audience that could be defined with age, gender etc. The first method we agreed to use was, again, semi-structured interviews - this time, however, with a randomly selected acquaintance that each of the group members would choose and conduct the interview with. In preparation for the interviews, we created another interview guide with new questions that we would use with the new participants. While conducting the interviews, each of us wrote down the main insights we were able to obtain. We ended up not transcribing the entire interviews as that would again take up too much time. The obtained insights were shared in a folder afterward.

The second method we used for the user research was surveying. For the survey, we created a similar list of questions to the previous interview guide. However, this time the questions were more general instead of open in order to gain results that can be overseen in a visual way - through statistical graphs and diagrams. We conducted the survey using Google's own free survey administration software Google Forms, this allowed us to create and manage our survey together with different documents for this report. Google Forms also allows users to view the data results in different types of graphs which makes it easier to analyze data. As a link to the survey was shared on some of the groupmates' social media profiles, we were able to receive a relatively large number of responses in just a couple of days' time.



# Research Sender Analysis

For a newly founded foundation it could be hard to determine what is its actual identity, as for WALFI it is still in the starting phase of finding its own identity especially if it would be compared to other foundations or movements we have seen rise-up in the previous years. Based on our interview with Melisa, we asked her about the core reasons and visions of why she started WALFI. This could be interpreted as the mission, vision and values of WALFI that will help shape its identity.

## VALUES

**Solidarity | Pure | Good-cause | Equality | Brave | Strong |  
Humble | Bold**

The values are solely based on our interview with the founder and our understanding of WALFI. We wanted the mission and vision to be the guiding star of the values for WALFI.

## MISSION

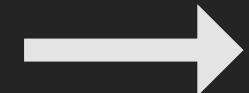
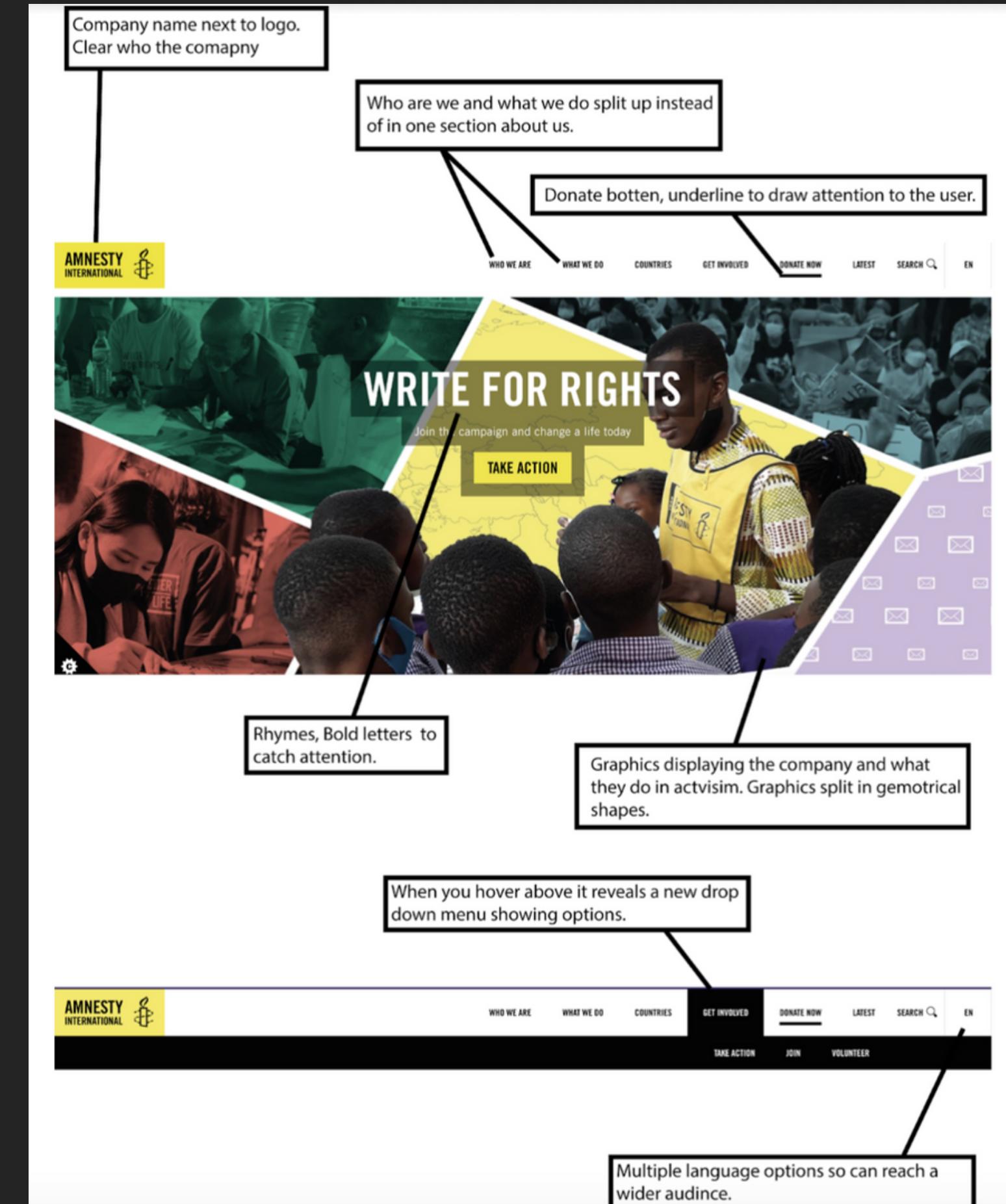
WALFI was founded in order to spread the message or raise awareness and keep up-to-date about the injustice happening in Iran. WALFI is trying to spread the message via creation of the merch(hoodie and t-shirt) that contains the main slogan for the international movement “Woman. Life. Freedom.” Besides the merch, WALFI also prints out informative leaflets and stickers for people to hand out and be informed of the happenings in Iran. WALFI uses its Instagram account to repost actual videos of current happenings in the streets of Iran, spread information regarding demonstrations for women and people of Iran held in Copenhagen and other cities of Denmark

## VISION

For WALFI, the vision is to see the people & especially the women of Iran to fully have their human rights and free from the unjust religious regime that currently rules the country.

# Research Design Research

Our team carried out a design study to comprehend the visual layout and types of pages that activist organizations' websites contain.



Again, multiple languages available to make the website more accessible

Large bold text to highlight the issue. In english and Persian. To relate the cause back to Iran.

Lots of negative space to focus on the cause and issue . So the text is more impactful

Tonal colors, very similar to not distract from the cause.

Under Iran's Islamic Penal Code, Iranian women's rights are severely restricted, a form of gender apartheid. Women must comply with the Islamic Republic's mandatory hijab laws from the onset of puberty, and they are unequal in matters of marriage, divorce, custody, inheritance and more. In the Fall of 2022, hundreds of protesters, including dozens of children, have been killed by Iranian authorities. These nation-wide protests were triggered by the tragic death of 22 year old Mahsa Jina Anini who died in police custody after being arrested by Iran's "morality police" for failing to properly cover her hair.

Why Now?

For decades, gender inequality and discrimination against women have been legally enshrined in Iran.

Desk research from survey on activism. Research on activist accounts followed by our target audience.

Big bold text

Pastel colours. Contrasting text and background to make it pop.

Sådan vil dit liv ville være, hvis du var efterkommer eller indvandrer i Danmark →

Cartoon characters, Very popular in infographics.

Pictures from demonstrations. Very popular, shows people are involved in demonstrations for the cause.

# Research

## Trend Research

### USE OF INFOGRAPHICS

Looking into activism websites, we noticed a trend where they will use infographics to have an aesthetically pleasing way of sharing information and summarising data in a compelling, engaging way with the audience. With infographics a sender appeals to the audience's logic (logos), there is a rational validity to promote the cause and what it stands against.

<https://iranhr.net> uses different types of infographics, in Box 1 we can see a timeline graph to show the increase in executions in Iran over time. The bars and circle graphs are used to show data and a map to show location based data of executions. Box 2 uses big bold fonts to emphasize the number of people executed together with circle graphs. In Box 3 they use illustration and texts. In Box 4 they are using bold font to showcase data or numbers paired with texts for explanations of the given data.

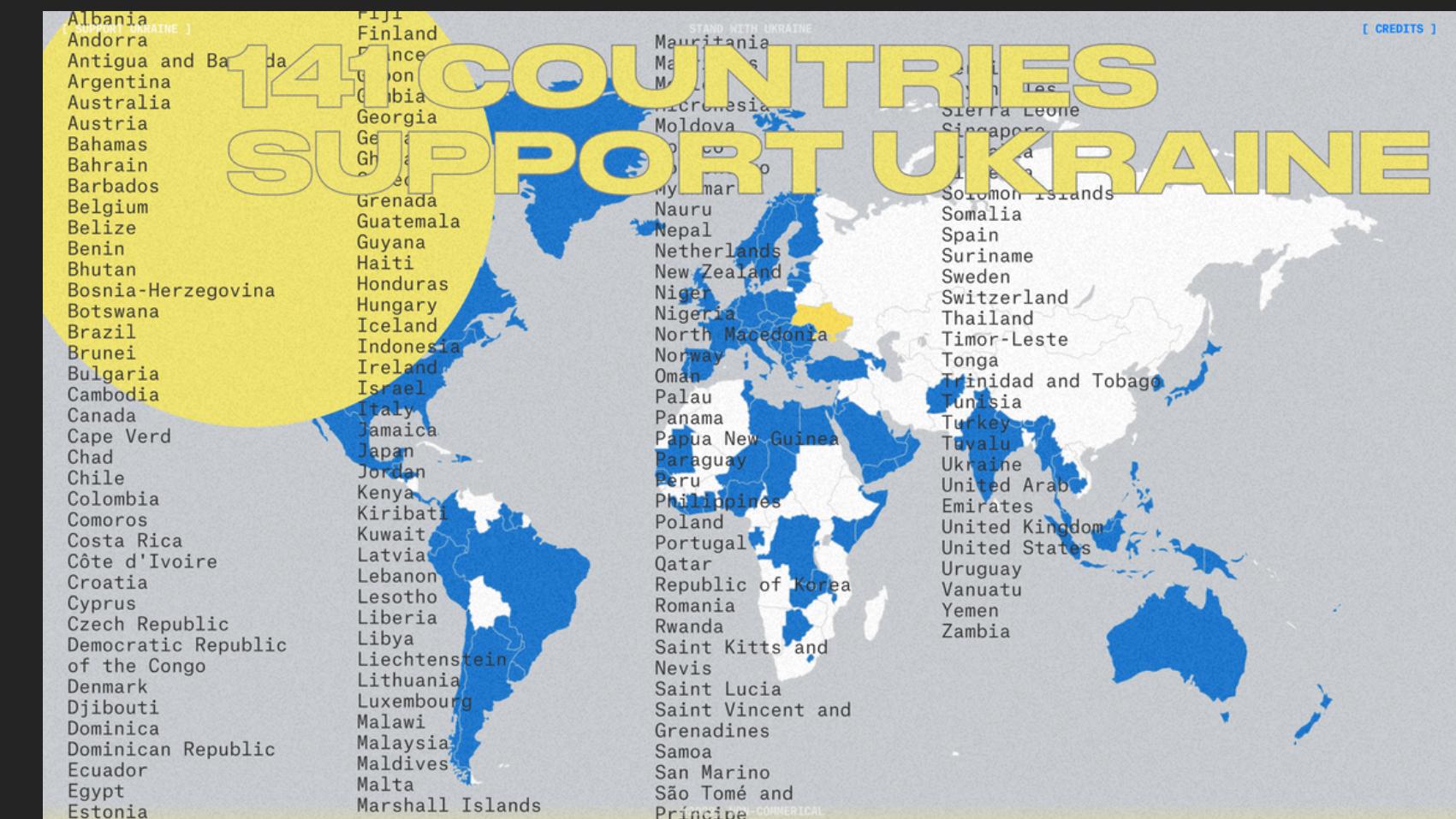


# Research

## Trend Research II

### USE OF INFOGRAPHICS II

<https://war.artmilitonian.com> used infographics with huge bold text to visualize data on civilian deaths and number of children who died during the Russian invasion of Ukraine. They also listed the names of different Ukrainian cities that were affected by the invasion, and as one scroll through the website images of the casualties appear with red tones to emphasize the blood bath.

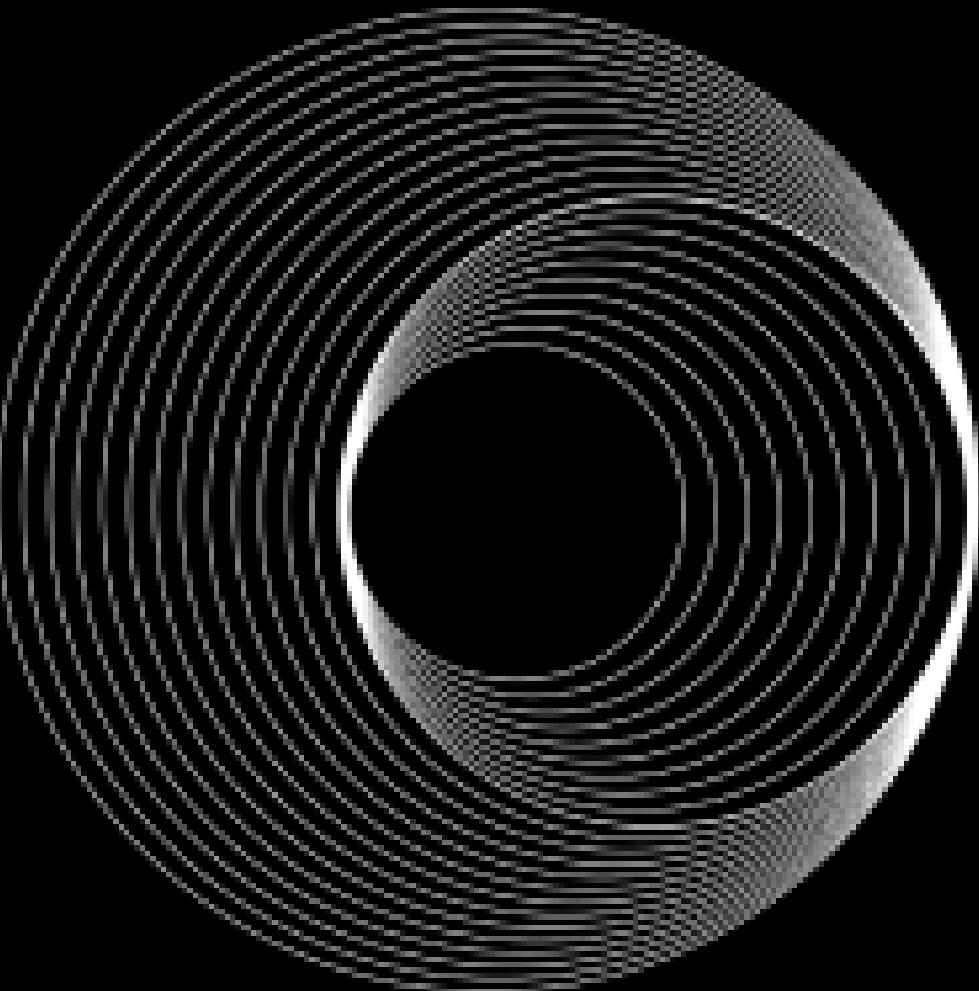


# Research

## Trend Research III

### DARK WEBSITE

As a part of the visual identity that Melisa wished for WALFI, black should be the main color of the website. We looked into different activism websites whose primary color is black. The pattern observed is that in order for the dark themed website to work, typography has to be readable and in order to achieve readability and legibility bold letters are used, with contrasting colours from the black background. Sans serif fonts are also used dominantly.



# Research

## User Research

As stated in the problem formulation we want to create a digital solution that communicates the identity and the purpose of We Are Liberty For Iran in order to reach the organization's mission and vision. Our group conducted two different types of user research in order to understand potential recipients of the communication solution we are creating for WALFI - an interview and a questionnaire.



# Qualitative User Research

## Interviews

For our qualitative research we interviewed people amongst our nearest circle, our semi structured interview consisted of various open questions that are divided into four parts:

- Introductory questions: Age, Gender, Nationality, Residency.
- Questions about the situation in Iran.
- Questions about their stand on activism and their social media activity related to activism.
- Questions about We Are Liberty For Iran and its methods of raising awareness in Iran.

Our interviews are either audio recorded or noted down as the interview is going on since they are asked to give permission to be recorded pre-interview. In situations that they decline we stated we will take down notes instead.

Our interviewees are in different age groups, with different nationality backgrounds yet all are living in Denmark. They are both male and female, ranging from two 22 years old and one 28 years old. Our interview helped us understand their knowledge about the situation in Iran, their stand on activism & activism on social media and we also introduced them to We Are Liberty For Iran and asked them for their opinion on the organization based on what can be digested from WALFI's Instagram profile.

*(To view our full interview guide and each specific questions, see the Interview guide section in the appendix.)*

# Quantitative User Research Survey

To gather more data or insights our group decided to conduct a survey, this gave us quantitative insights that helped us find patterns and generalize results from a wider sample. As mentioned earlier our questionnaires are identical to our interview, although instead of being open exploratory why and how questions, they are mostly closed questions that could be answered by a yes or no.

For the survey we wanted to gather data around:

- Demographics
- Social Media Usage
- Attitude towards activism
- Social Media in relation to Activism
- Attitude towards support of Activism

**Link to our questionnaire:**

<https://forms.gle/n7epuNKjqLVkxAPA7>

With the insights and data from the interview and survey gathered we used them in going further with design decisions. The insights from the interview and the data from the survey will be further discussed in the Translation part of this report.

# Translation

## User Research

### INTERVIEWS

The interviews gave us insights that made us understand users and helped us further towards decision making towards our solution. We used the 3 step Design Research - Download, Synthesise and Insights to translate our interviews.

### Download

With our interviews gathered, we downloaded them or wrote them into “learnings” based solely on what each interviewee said. For this process we used an online platform miro.com so we could work on it digitally.



## USER 2 Raw Board

is aware of the situation in Iran, not from the Danish news though

Iran doesn't have much media coverage which is very unfortunate

already bought something for a cause and will def do it again

speak up about what matters, even if you can't have a piece of clothing in your closet

follows activism organization on instagram (a few of them)

doesn't think you need to invest money in important causes to help, can do it other ways like supporting

goes to demonstration

needs to know why and where the money will go before buying

## USER 3 Raw Board

knows 70% of what's going on in Iran atm

heard about it from social medias

never heard of WALFI

thinks walfi contributes to raising awareness but won't do much about the regime in Iran

isn't really following accounts on IG that are doing activism

doesn't mind paying a bit more for a piece of clothing if it helps the cause

"if u support a movement or an organization you should contribute to it with your own means."

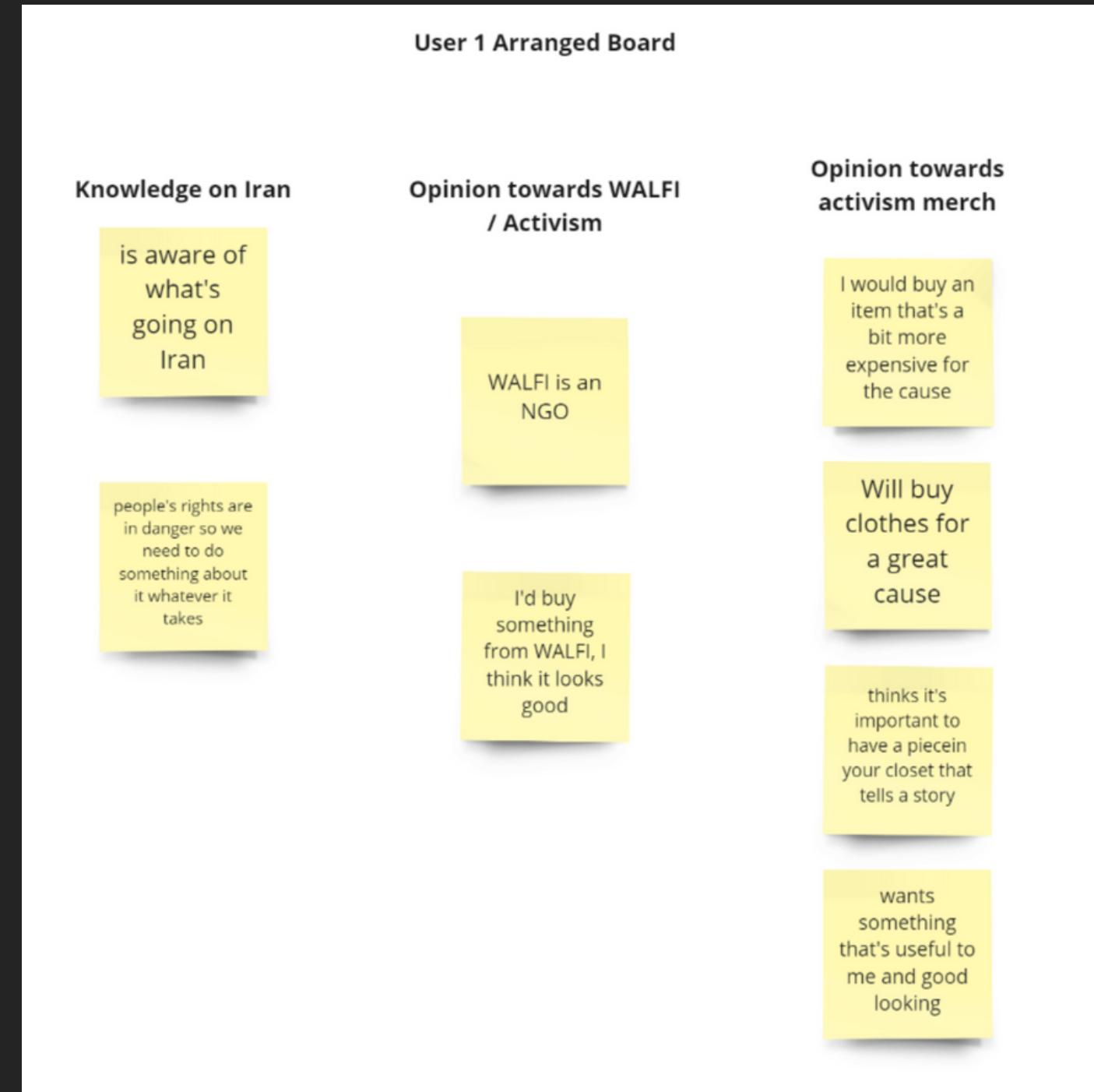
donated food to a charity once

# Translation

## User Research II

### Synthesise

We carefully analysed each board and the learnings to see any patterns within the individual user's interview, and also looked into any differences & differences between users. We arranged each individual board according to the “themes” that the learnings gave us, and clustered the learnings accordingly.



### User 2 Arranged Board

Knowledge on Iran

is aware of the situation in Iran, not from the Danish news though

Iran doesn't have much media coverage which is very unfortunate

Opinion towards WALFI / Activism

doesn't think you need to invest money in important causes to help, can do it other ways like supporting

goes to demonstration

follows activism organization on instagram (a few of them)

Opinion towards activism merch

already bought something for a cause and will def do it again

speak up about what matters, even if you can't have a piece of clothing in your closet

needs to know why and where the money will go before buying

### User 3 Arranged Board

Knowledge on Iran

knows 70% of what's going on in Iran atm

heard about it from social medias

Opinion towards WALFI / Activism on SoMe

never heard of WALFI

thinks walfi contributes to raising awareness but won't do much about the regime in Iran

donated food to a charity once

Opinion towards activism merch

doesn't mind paying a bit more for a piece of clothing if it helps the cause

"if u support a movement or an organization you should contribute to it with your own means."

# Translation

## User Research III

### Insights

After carefully analysing all the arranged boards and the themes that emerged, we created the insights. These insights will help us in the ideation of our solution of the digital communication for We Are Liberty For Iran.

We can conclude that the interviewees positive views on activism in general, although not all follow activism accounts of social media. They have participated or contributed to activism either via participation in a demonstration or donation in some form and even purchased a piece of merchandise for a cause. They showed interest in purchasing items or merchandise related to a cause, as long as they know where the money will go they would likely pay more. They also meant that financial contribution is not the only way to support a cause. They are all aware of the situation in Iran, they know that people's (women in particular) rights are in danger. The main source of information is through social media, they found that mainstream media does not cover the situation enough.

### INSIGHTS

Interviewees were aware of the situation in Iran, that peoples right are in danger and believe that something has to be done. They have gained information through social media & thinks that there is not much coverage from the mass media.

The interviewees had given different opinions regarding WALFI and activism.

They have contributed to "activism" either via joining a demonstration or a donation of some form. One follows activism account on SoMe but others don't.

The interviewees showed positive attitude towards activism merch - either they have bought before or are willing to buy in the future.

They don't mind paying as long as they know where the money will go, and they are also willing to pay more since it is for a cause.

Although showing a positive attitude towards activism merch, they also thought that contributing to a great cause does not require buying a merch or donating. For them there are also different means in contributing.

# Translation

## User Research IV

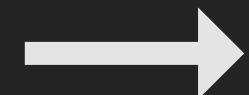
### SURVEY

As mentioned earlier our group conducted a survey to gain more insights that would help us in creating a solution for We Are Liberty For Iran. The survey was able to collect a total of 79 responses, it was shared through our individual social media profiles therefore the samples we have are closely related to us in terms of demographics.

Some key findings in our survey:

- 79 responses
- Top 3 largest age groups: 21-23 yrs old(21 responses), 24-26 yrs old(17 responses) 18-20 yrs old(12 responses)
- 58% or 46 survey respondents are women.
- 21 out of 79 respondents are Danish which is the largest group.
- 95% of the survey respondents uses Instagram
- 35 (44.3%) care about activism, 31(39.2%) are in the middle and 13(16.6%) are not interested in activism.

For the case of We Are Liberty For Iran, we looked into the 66 survey respondents who have a positive attitude towards activism. A majority of the survey respondents who have a positive attitude towards activism came from the age groups of 21-23 yrs old, 24-26 yrs old and 18-20 yrs old. However this could be biased since they are also the largest age groups whom all the survey respondents belong to. Another interesting fact is 40 out of the 66 respondents with a positive attitude towards activism are women, 22 are men and 4 are identified as non binary or preferred not to say. When looking into the total survey respondents who are women, only 6 did not show interest in activism. Based on the survey women have a higher tendency to have a positive attitude towards activism, which could mean positive for We Are Liberty For Iran since its mission is spreading awareness of the sufferings of Iranian women.



# Translation User Research IV

41 out of the 66 survey respondents follow an activist person or group in Social Media. We asked them to enlist a few of the accounts they are following, which we visualized through a word-map, we can see that the most dominant word in the word map is “feminist”. We also used the list of the accounts given by the survey respondents to analyze social media contents since we did not ask about which social media contents from “activist accounts” they engage with.



# Translation

## User Research IV

The 66 survey respondents were also asked about which ways they have shown support towards activism, majority has shown support via reposting contents on social media, followed by donation, participation in a demonstration. However 15 amongst the 66 said that they have yet shown support towards activism, and 11 people out of the 66 have actually purchased merchandise that supports activism or a cause. 29 out of 66 have a positive attitude towards merchandise that raises awareness for a cause, 30 said maybe and only 7 refused.

With the conducted qualitative and quantitative user research, our group learned various insights that would be valuable for our solution. People from the age 18-26 have positive views regarding activism and majority of them are women. People use social media as a platform for gathering and sharing information for the greater good. People are willing to support a cause both financially in terms of purchasing a merchandise or donation but they are also willing to spread awareness with the use of social media.

# Concept Description

When it comes to developing the base concept for our solution, we had to gather our ideas and filter out a general direction in which we would bring our solution towards. This part of the project is particularly important as we are working with a case - a foundation - which is not a typical one, or not one that we are used to. In order to comprehend how we could move forward, we thought of some main ideas and focus points to which we would keep the development process attached to.

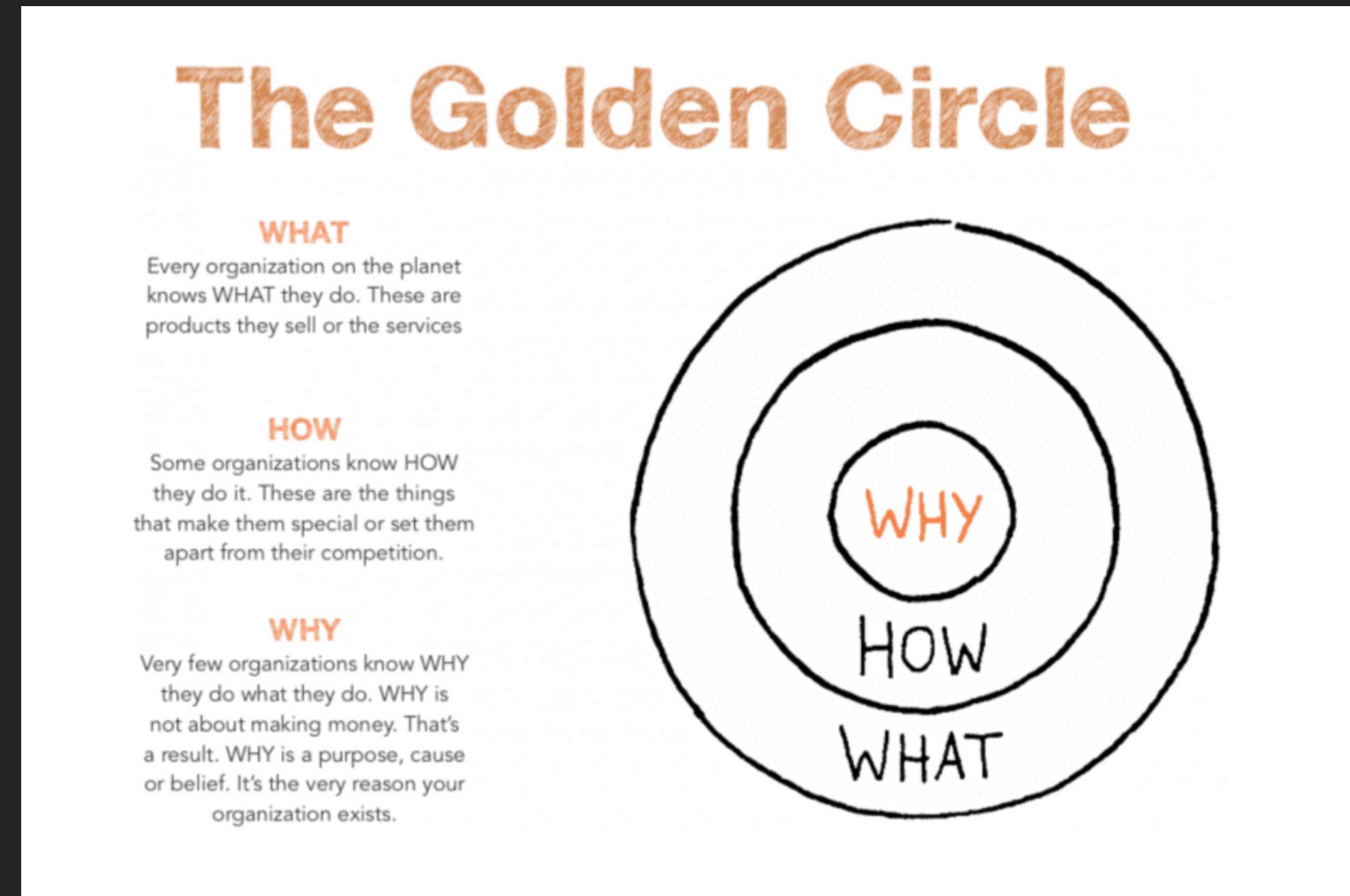
Based on the project requirements, we already knew what kind of solution(s) we would work with - a website together with social media content. Our creative ideas for these solutions, however, became clearer while conducting our desk and user research - as from then on we could look for ways to connect our initial ideas with what both the potential customers would like to see as well as the foundation itself would like to communicate.

In the end, the main focus of our creative concept that we came up with is the main purpose, reason of the foundation itself and its creation. We wanted to market the foundation and its products as well as possible while putting the main purpose of it all in front. Here we decided to make our solution not focused only on the product, but also on the information, updates, support opportunities etc. that are relevant to the topic and that the foundation is working on. This “rule” would be very visible throughout the entire solution - both the website and the social media content. We also know from personal experience how distracting social media and how hard it can be to catch the user’s attention it can be when scrolling past an Instagram post or story is so easy - and the length of time to catch the attention can be very minimal. Therefore, we knew that everything we create for this solution should be eye-catching. For this reason, we knew that in our solution we would have to include and work with lots of striking images and carefully proposed statements.

# Content Strategy

In order to build our content strategy, we decided to work with several different theoretical framework tools. These tools would help present the purpose and relevance of our concept and solution.

According to leadership expert Simon Sinek, the ‘Golden Circle’ method is his attempt at guiding organizations to inspire trust and adapt to change - as well as learn how to think, communicate and act on their ideas (Chaffey, 2022).



# Content Strategy

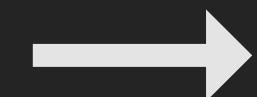
The method consists of the visualization with one core circle and two outer circles surrounding it. Each of three layers of the finalized ‘golden circle’ consists of a question - What? How? And Why? Sinek argues that organizations should pay more attention and spend time to carefully recognize the core layer, especially - Why?

*“Sinek explains that 'Why' is probably the most important message that an organization or individual can communicate as this is what inspires others to action. 'Start With Why' is how you explain your purpose and the reason you exist and behave as you do. Sinek's theory is that successfully communicating the passion behind the 'Why' is a way to communicate with the listener's limbic brain. This is the part of our anatomy that processes feelings such as trust and loyalty - as well as decision-making.*

*Successfully articulating your 'Why' is a very impactful way to communicate with other humans, define your particular value proposition and inspire them to act.” (Chaffey, 2022)*

Based on this perspective, we realized that describing the purpose of the foundation and our solution’s concept is most important to attempt to gain any attention or trust from the potential customers. However, due to us working with a foundation - and not a regular web-store - the purpose of it is the entire reason why we chose to work with this case, hence it is embedded throughout all of the content and projects WALFI has already been working with.

*“To create/raise awareness, reach more people and keep up-to-date about what is going on in Iran. To create a community that supports the uprising in Iran and make it recognised as a revolution rather than an uprising,”* - this is how the mission and the purpose of WALFI was described by Melisa, the founder of WALFI herself.

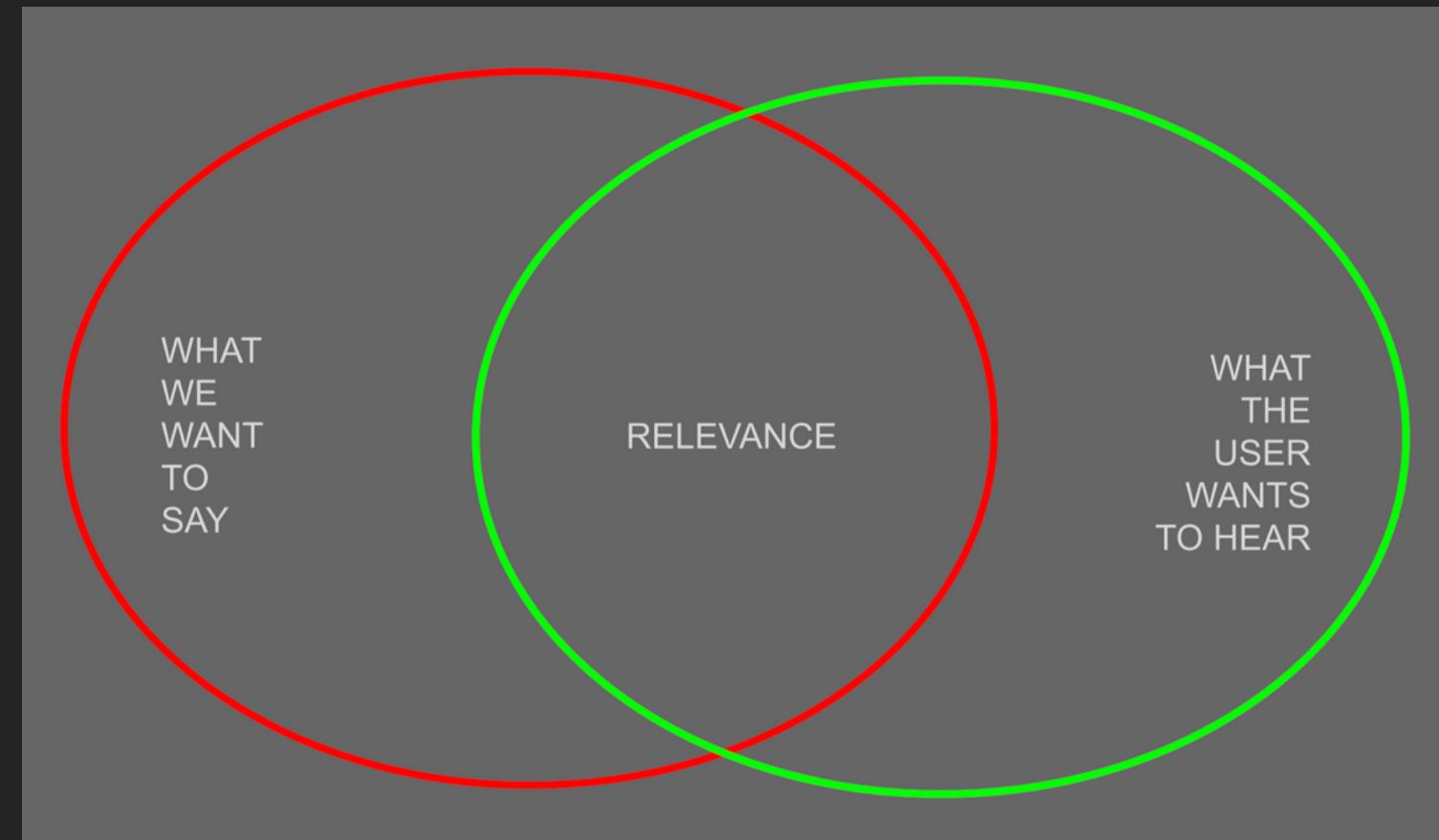


# Content Strategy

It was important for us to keep this as our own mission and purpose as well throughout the entire development process. On the other hand, however, we had to make sure that we managed to find and describe the relevance of our case. In this instance, relevance means finding the common ground between what we (representing WALFI) want to say and what the user wants to hear.

The first (left) half of this diagram already had been acquired as the mission of WALFI had been declared. When it comes to the second circle, though, we had to take a slightly different approach than usual. In this entire case and for the foundation itself, the target audience is not defined by any particular characteristics such as age, gender etc. In a way, our target audience is represented by the people who are interested in what we, as a foundation, as well as other activists have to say. Based on the results of our user research (the survey), more than 83% of respondents are at least somewhat interested in activism when it comes to interacting and learning about it on social media.

By working with this ‘target audience’ together with the help of the ‘golden circle’ and ‘starting with ‘why?’’ methods, we believe that we can achieve a position of relevance. By keeping these aspects in focus and prioritizing them throughout the development process, we should be able to create and update a solution that stays relevant.

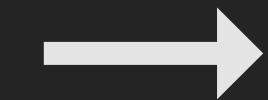


# Customer Journey



To create a better framework and structure for how our website should function, we decided on using the The Consumer Journey model developed by the global media agency OMD (OMD, 2022). The basic template for the suggested path of the customer throughout the brand's (in our case, foundation's) online presence steps is depicted in the scheme above.

However, in order for the model to be successfully used for developing our own solution, we had to go through each of its sections and adapt it to WALFI and its ideas. While doing so, we also had to keep in consideration the fact that WALFI is not a "brand" or a "service" whose main goal is to gain profit from selling their products - but a foundation inviting its audience to donate in one or more various ways. Hence, using the Consumer Journey could seem as not the most appropriate option. However, we decided that by carefully adapting it with our needs and ideas, it could work well also in our case. The adapted version of the Consumer Journey scheme can be seen at the end of this subchapter.



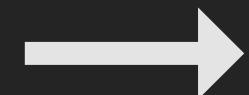
# Customer Journey

Starting off with the Trigger section, we had to look at what would be the initial interest(s) of the customer that would reach the foundation and its social media/website - what are their aims, what are they looking for initially that could draw them to WALFI as a result. We figured out several points of interest that could apply to WALFI from the customer's perspective. These interest points also serve as a way for us to somewhat define our target audience - even though there are no specific characteristics these potential customers may or may not possess (in terms of age, gender etc.).

Moving on to the Initial Brand Consideration section - we had to work on discussing ways of how we would reach this audience that we defined in the Trigger section. This entails deciding the platforms and the content we would use to pursue engagement from the potential customer. The social media content is the thing that is most likely to be noticed by any potential customers. In addition, it serves as a gateway deeper into WALFI as well as its website, where the potential customer then comes into direct contact with the product itself - making the final choice of whether to purchase or not.

As Instagram is the only current social media where WALFI is present, we decided to currently put the focus on that as well - as the page already has a following of almost 700 people. However, the content we would create for Instagram could also be adapted for other platforms in the future - for example, TikTok and/or Facebook - as well as the website itself. The content can also be used for advertising campaigns, if that ever is an idea which WALFI would consider.

The main website is the most important aspect for the Active Evaluation section for the customer. In the website creation process, we, again, need to put a focus on acknowledging WALFI's status as a foundation and not as a standard clothing brand. This acknowledgment needs to hold throughout the entire website.



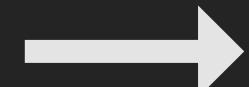
# Customer Journey

This means creating a design that matches WALFI's direction and tone of voice, being transparent and factual at all times with the information that is posted throughout the website - as we are aiming to have sections that also contain information on the Revolution and its happenings, and presenting the products in a way that matches the initial interest and needs of the customer (going back to the Trigger section).

The Purchase Decision section would deal with the website as well - particularly, the web-store and the donation page. Here, we would focus on the conversion rate of how many site visitors end up donating to the cause by either purchasing the product or using their financial means on other offered forms of donations.

After the purchasing process, we would move on to the Experience section where we would analyze the mentions from customers using our website and store. Here, we would have a very useful opportunity of seeing how our solution translates to the public and how it is perceived - from this feedback we would be able optimize the website and social media content to make it work better.

In the last section, Loyalty, we would focus on our customers who would participate in promoting the foundation. This could be done by analyzing posts that invite others to donate to the cause through our website, purchase our product - from existing customers who, in a way, are ambassadors of the foundation.



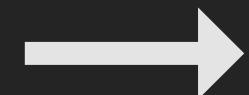
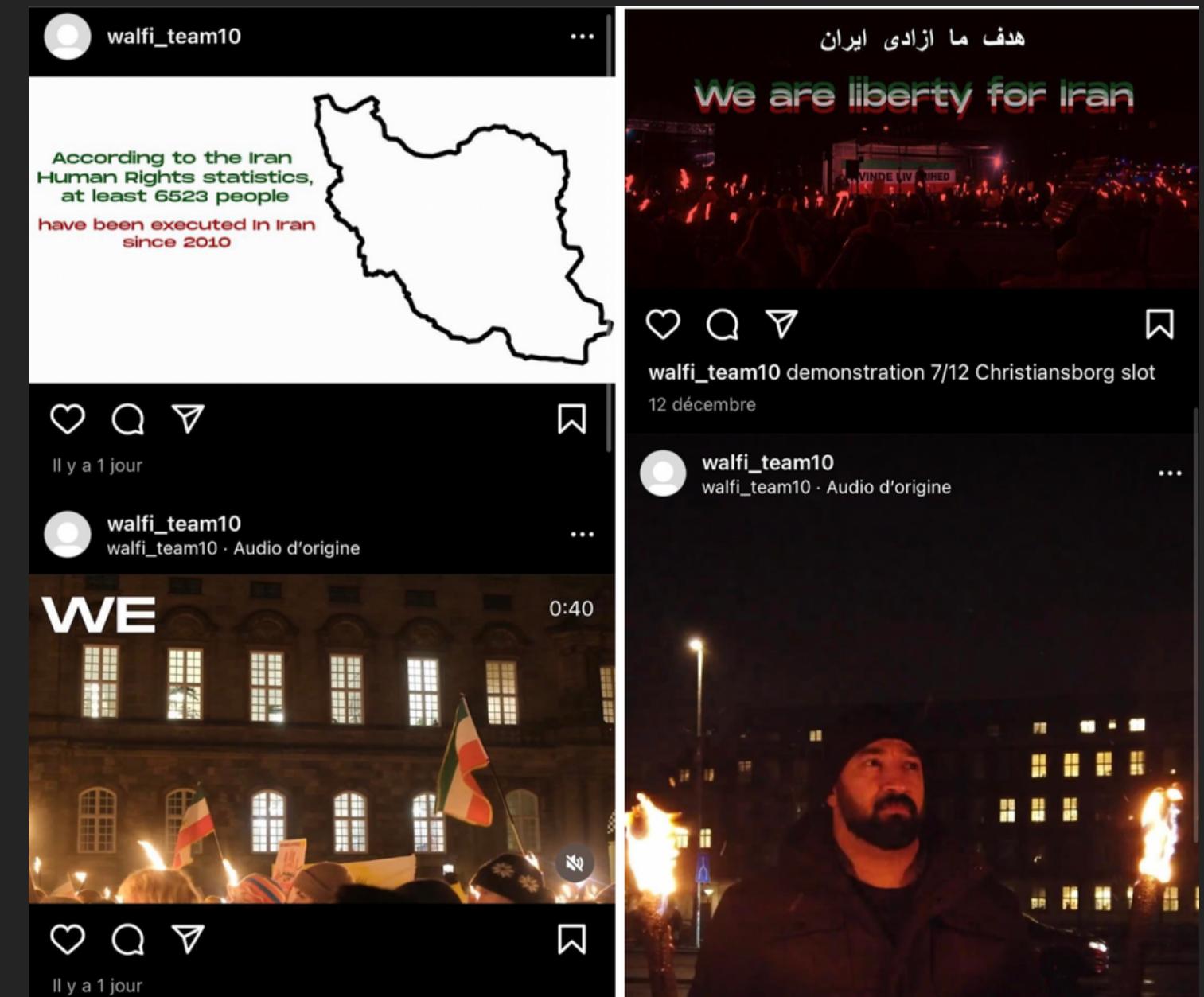


# Ideation

## Content Creation - SoMe

Apart from creating prototypes and working on the website, we needed to create various types of content for WALFI's social media feed(s). While conducting the research and sender analysis, we noticed that the current social media feed (Instagram only) and its content is slightly unorganized. The media feed initially consisted of posts of informative nature - containing a lot of text without any focus on design consistency. In addition, there are several posts that feature people wearing the merchandise but, again, in a non-consistent manner.

During our desk research part, we went through several social media pages and feeds of various activist organizations. After the research process, we decided to apply some of the noted tendencies to our WALFI's social media feed as well.

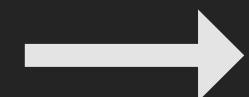


# Ideation

## Content Creation - Video

As WALFI takes part in solidarity demonstrations and protests, we decided to attend one of the demonstrations to show our support to the cause as well as shoot some photo and video content that would reveal what happens at a demonstration. As equipment for the content shooting, we used two different cameras - a mirrorless camera as well as a DJI OSMO pocket camera that we managed to borrow from the KEA TechLab. The content was shot in a way that would only focus on the general happenings of the demonstrations - avoiding focusing on individuals in order to protect their identities. In addition to the demonstrations, we also shot content featuring the actual product - one of the hoodies that we managed to borrow from WALFI. We managed to prepare content such as product images, close-ups of the design as well as modeling the hoodie.

The acquired content was afterwards used in several various ways. The idea for our social media content was to, instead of one longer video, create a few short videos that would feature shots from the demonstration and/or the product shoot edited together with different call-to-action text screens that would promote WALFI and the merchandise.



# Ideation

## Content Creation - Video



Link to video: [https://youtu.be/nUMB\\_GGhgCY](https://youtu.be/nUMB_GGhgCY)

Video concept: Clips from demonstrations in Copenhagen. Fractal text about the situation in Iran. Footage of the products. Standard cut.

We mixed footage from the demonstration with footage of the product. We wanted to create a correlation between these two elements that are dear to Melisa and display them as what WALFI is about.

The editing style is continuous because the different shots are related, we used a montage technique that's linear so everything looks smooth. The genre is Realism.

We decided to go for subtitles, to enhance the crucial important factual aspects that take place in this project. It is important to mention the togetherness Melisa created with the NGO.

There is a strong link between the shots of the demonstration and the ones where the products are being shown because we can see shots of demos being projected onto the hoodie, it reminds us that the main focus of the project is the activism part and not the generation of funds.

# Ideation

## Website - Crazy Eights

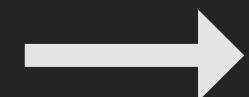
We started the ideation process with the help of the Crazy Eights method in order to force some ideas of elements and features for our website and its prototype.

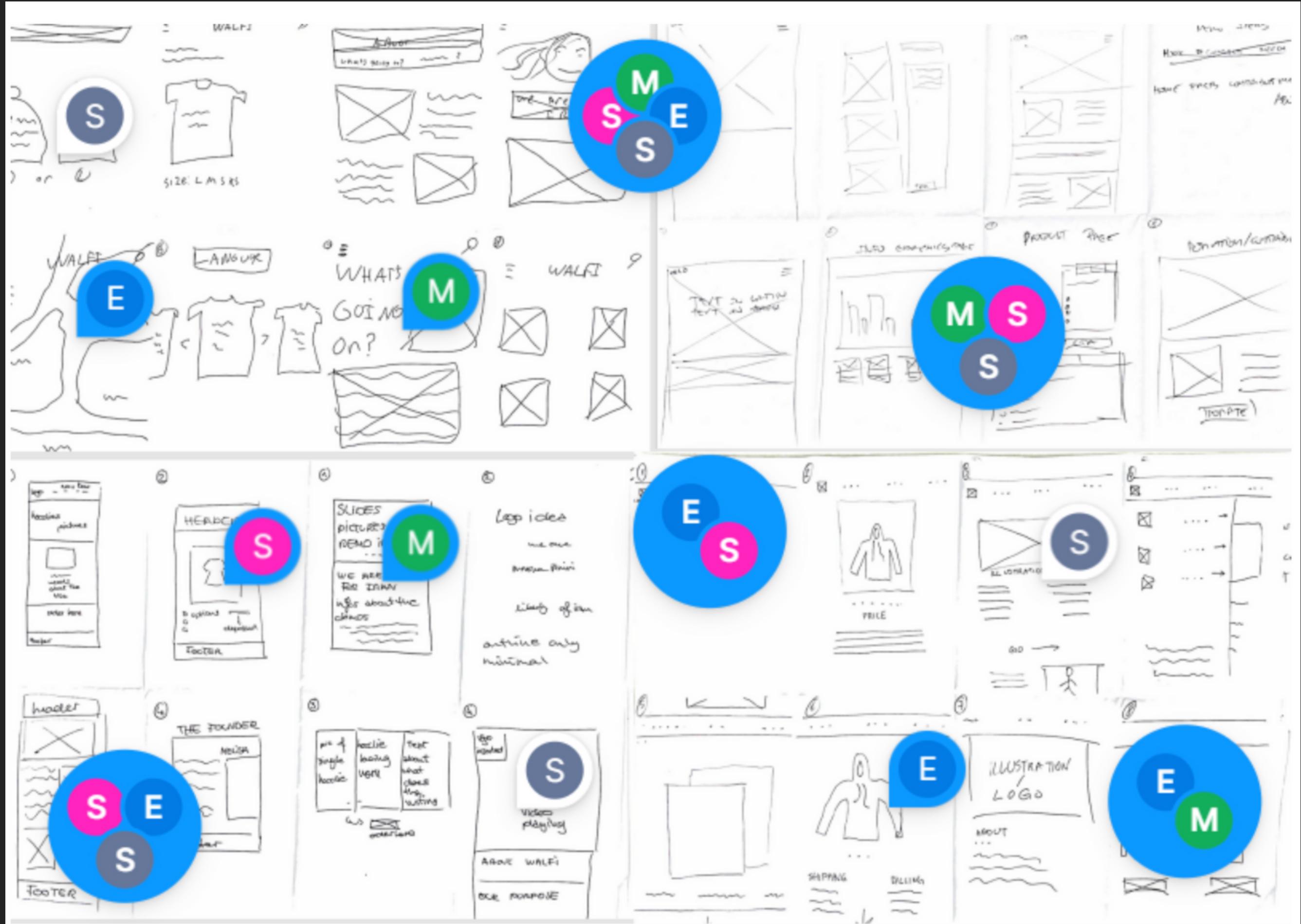
“Crazy Eights is a core Design Sprint Method. This technique is best used within the ideation stage where ideas should come quicker since you have insights to draw upon. The purpose is to generate a number of different ideas within a short period of time. You ought to end up with one or a small number of ideas which can then be turned into a prototype. In order to find out the best answer or solution to your initial question or problem, it is important to test the idea with real users.” (Stevenson, 2019)

Each of the group members, with one of us also being the facilitator, separated a paper page into eight rectangular parts and attempted to come up with an idea for each of them during the 1-minute timer rounds.

For some of the Crazy Eights ideas, we set targets of specific elements we wanted to ideate - such as how the main homepage, the menu and product list would look. For others, we let ourselves come up with random sketches of various other elements of our choosing. As there are four people in our group, in just eight minutes we ended up with 32 rough idea sketches of different site features and elements which we each ended up presenting to each other afterward.

In order to decide which elements and sketches we liked the best, we used the dot voting method. We scanned each of our Crazy Eights pages and put them on a virtual whiteboard where each of us would then go and vote for our favorites. The ideas that ended up getting the most votes were chosen to be incorporated in the final solution.





# Prototyping

Creating a prototype for our solution became one of the most prominent parts of our whole project. Knowing that we were going to have to consider some of our limitations in the coding process, we tried to create the design and structure of the website in the prototype, and make it as functional as possible. In order to create the prototype, we decided to work with Figma. Based on our previous experiences and our collective agreement, Figma was the best platform to use in this case - especially, due to its well-developed collaboration features that allowed us to seamlessly work remotely and share our makings with each other.

Before beginning creating the actual prototype, we decided to start with a site map - as a part of our Information Architecture. This map would serve as a depiction of the website's structure. Creating this site map at the start was beneficial later on as it then kept us from brainstorming too many ideas of any new and/or additional pages during the prototype creation process. The site map was also created on Figma in order for us to be able to see it at all times while working on the prototype.

The creation process of the site map itself was rather simple as throughout our desk research, while reviewing other similar sites, we managed to get a general idea of what to include and what to exclude from our site. In the end, we had to then only adapt the structure to our foundation and its specifics.



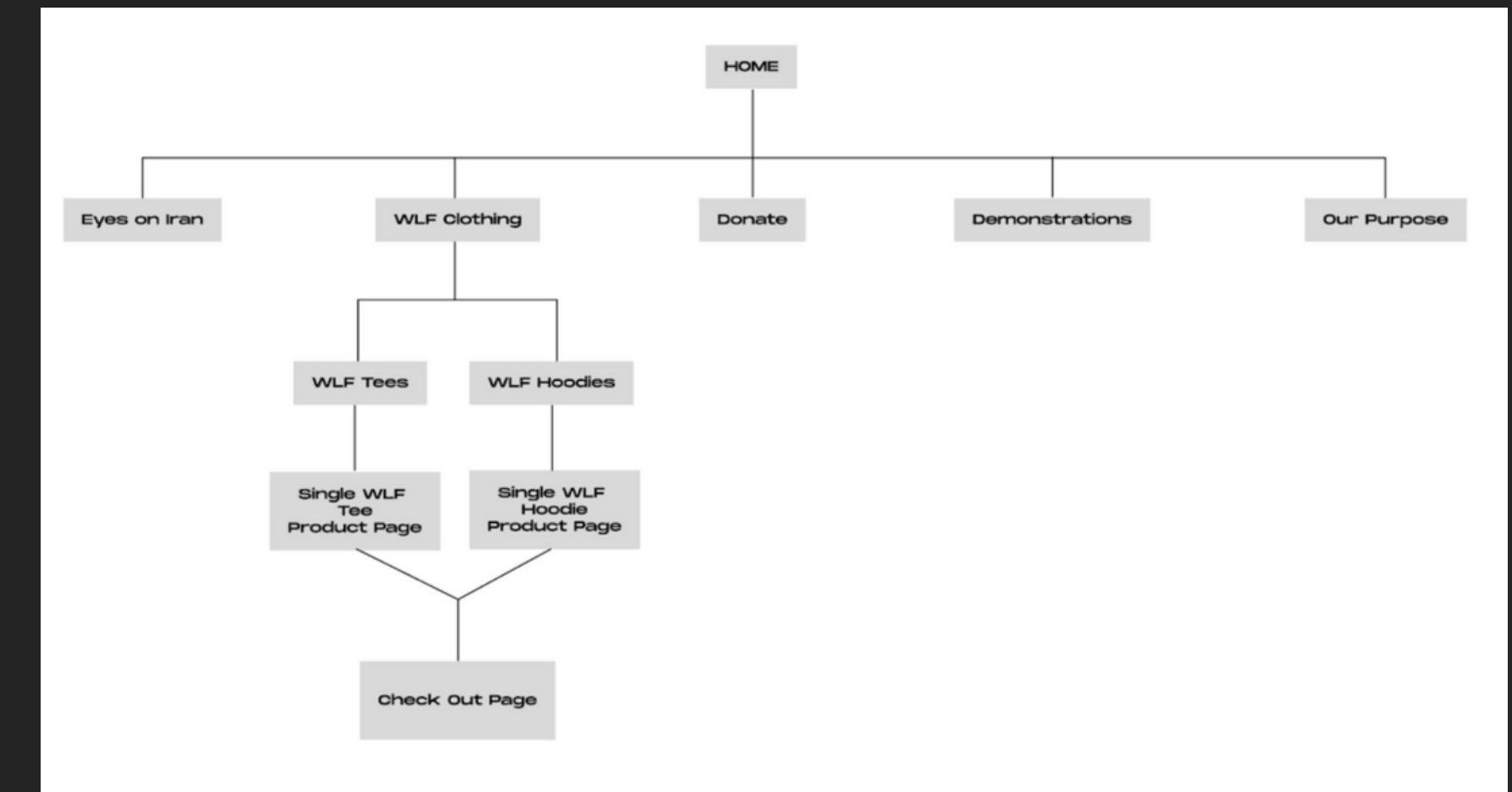
# Prototyping

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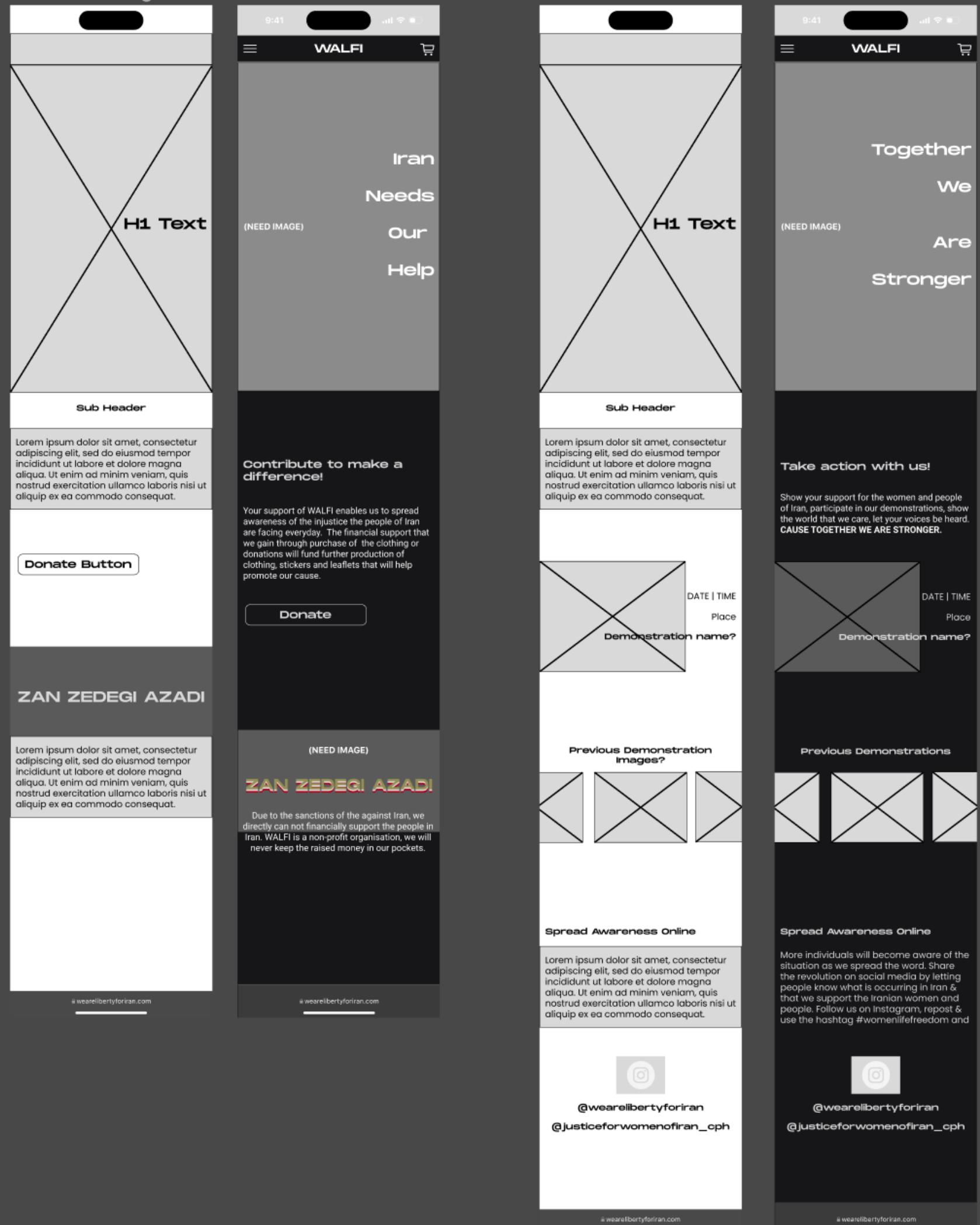


# Prototyping

## WIREFRAMES

After finishing the site map, we began the prototype creation. As our objective was to create a mobile-first website, we started off with creating the prototype in frames that would suit the latest generation mobile phone screens. The prototype creation process consisted of three main parts.

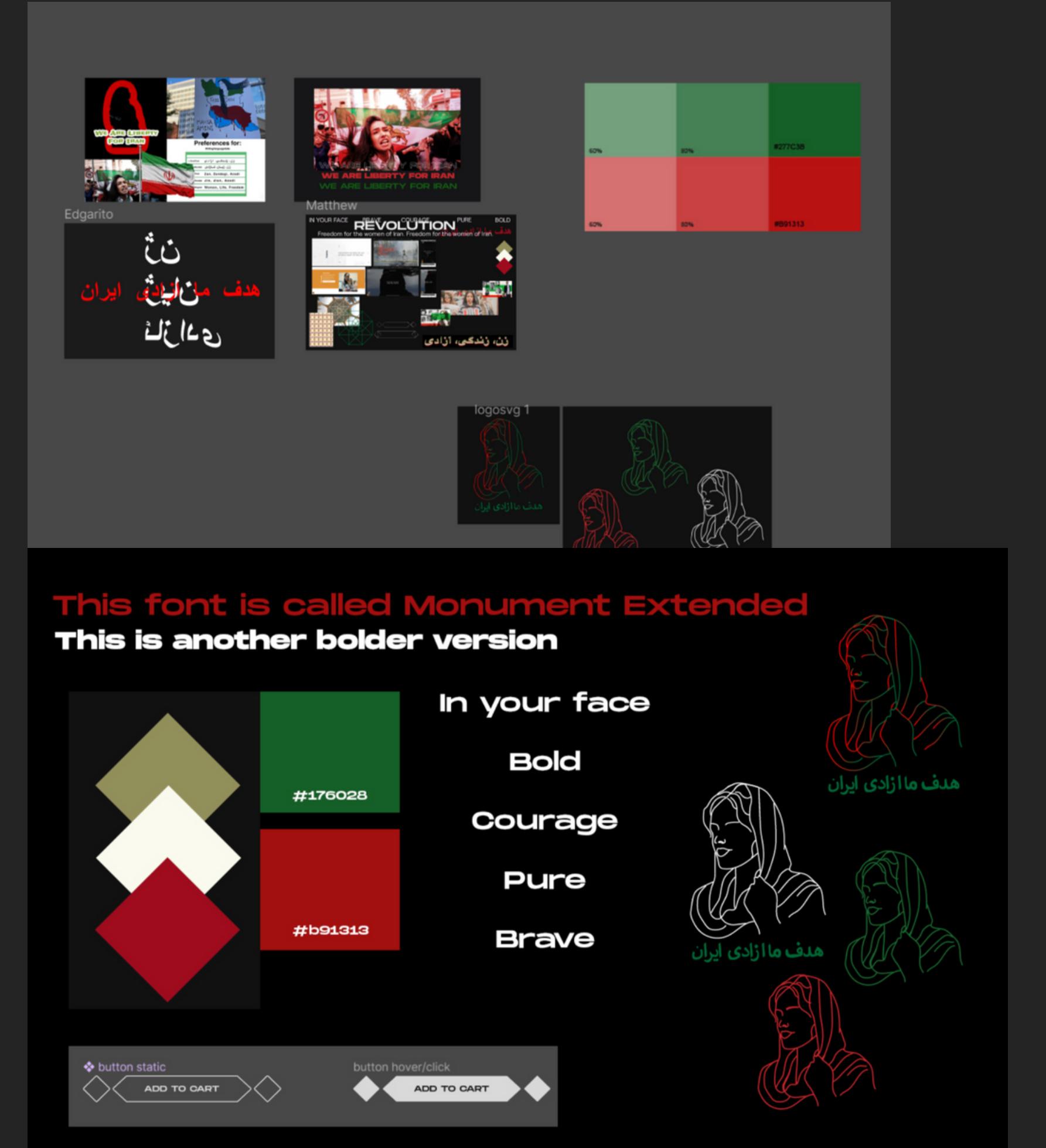
In the first part, we created wireframes - this time, using Figma instead of the classic paper method. The wireframes were rather easy to create and did not take a long time - as all we had to do was to use our collectively chosen ideas from the Crazy Ideas workshop. Once the wireframes were finalized, we could move on to creating the detailed prototype.



# Prototyping

## STYLE TILE

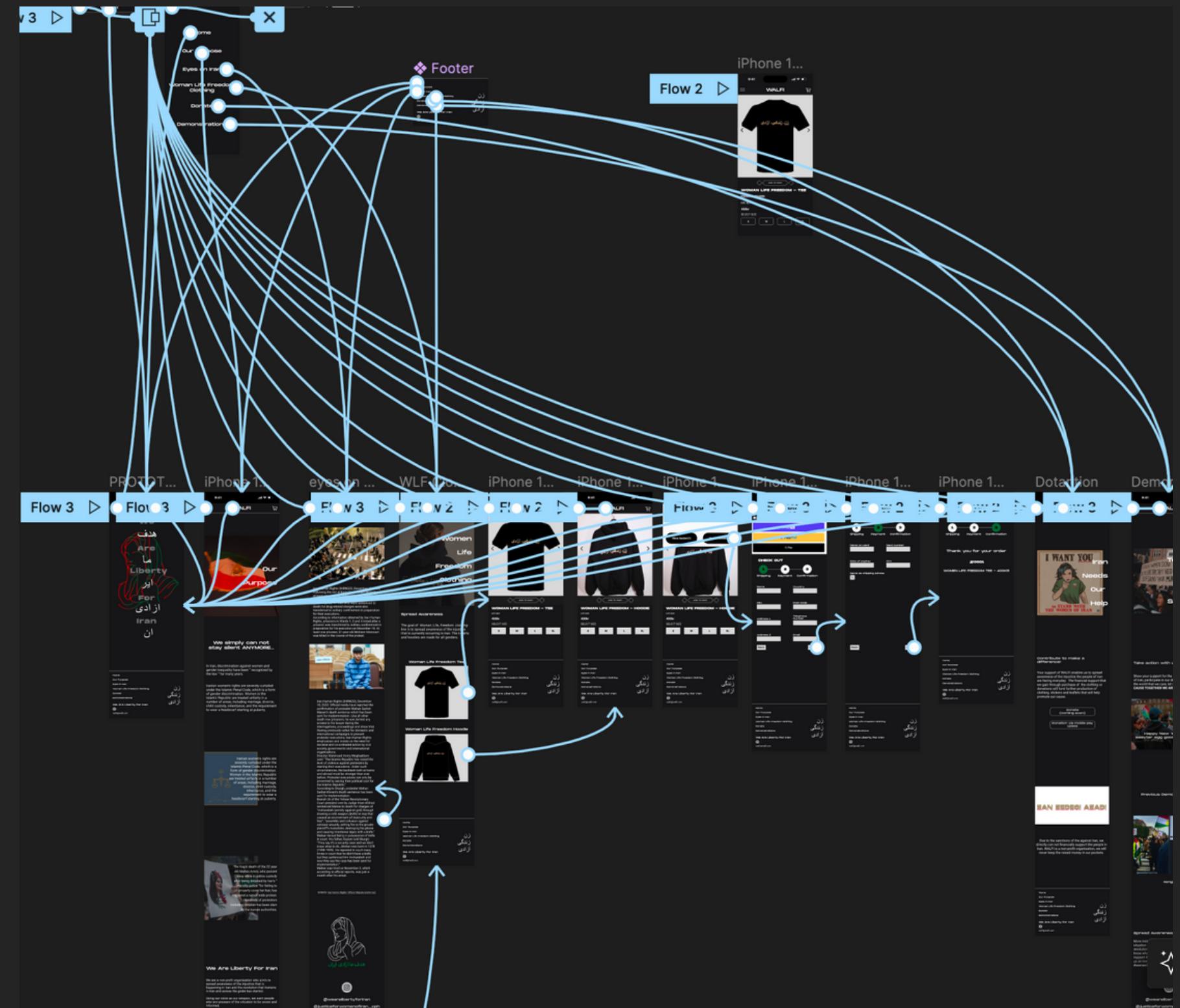
The prototype design was the second part of the process. We went on to create the full prototype, consisting of the most important pages from the site map and the features, design elements agreed on during the Crazy Eights. Due to our team having onsite meetings very regularly, a vast majority of the design and creative choices, such as the font, color story, media choices etc., were decided and agreed on during our group discussions. Some of the main characteristics of the site and its design were collected together and are presented in our Style Tile.



# Prototyping

## CONNECTING THE PROTOTYPE

For the third and final part, we had to connect the prototype together and link all the pages for the user to be able to navigate through the entire site. These links include not only ones that are used for navigation, but also minor design functions, such as the hover/click states for specific buttons etc. The connecting part had to be done very carefully as it had to match with the site map created earlier. Our main goal in this part was to create at least one full path that would guide the customer from the homepage all the way through the purchasing process finishing up with a finished purchase page. Once this was achieved, we were able to move on to developing and coding the actual website.



# Technical Documentation

## HTML, CSS & JavaScript

### MOBILE-FIRST RESPONSIVE DESIGN

As a requirement the website has to be mobile first and responsive, we achieve this through the use of breakpoints, media queries and use of responsive units.

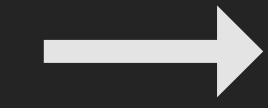
List of breakpoints and media queries used in the coding of the website:

- For tablets : @media only screen and (min-width: 600px) {}
- For desktop: @media only screen and (min-width: 768px) {}
- For desktop with bigger screens: @media only screen and (min-width: 1024px) {}

Since we coded the website mobile first we used the @media only screen and (min-width: nnpw) {} as our main media query. We started coding with smaller viewports and adjusted the different elements (if needed) as the viewport gets bigger.

```
/* For tablets: */  
@media only screen and (min-width: 600px) {  
    footer {  
        padding-bottom: 5%;  
    }  
  
.footer-wrapper {  
    padding-top: 3%;  
}  
  
nav.footer-nav>a {  
    font-size: 0.9rem;  
    margin-bottom: 3%;  
    font-weight: 350;  
}  
  
.zzaFarsi {  
    font-size: 3.5rem;  
    letter-spacing: 1.15rem;  
}  
  
.igicon {  
    height: 100%;  
    width: 2%;  
}  
  
h1.footerlogo {  
    font-size: 0.85rem;  
}
```

You, 15 hours ago • media queries ...



# Technical Documentation

## HTML, CSS & JavaScript

### MOBILE-FIRST RESPONSIVE DESIGN II

Another important factor in creating responsive web design is the use of relative CSS units. Relative CSS units means that the size of a unit is relative to something such as size of viewport or parent element font. In our CSS codes we primarily used REM for font sizing which is relative to the size of the root element. We also used other responsive units such as vw, vmax, and percent (%). We avoided the use of absolute CSS units such as px in fonts since it is not relative to something but rather has a fixed sizing (MDN, 2022).

```
/* For tablets: */
@media only screen and (min-width: 600px) {
    .hero {
        padding-top: 5%;
        padding-bottom: 5%;
    }

    .heroimg {
        max-width: 60vmax;
    }

    .heroh1 {
        padding-top: 5%;
        font-weight: 550;
        font-size: 5vw;
        grid-column: 1/6;
        letter-spacing: 0.05em;
    }

    .farsi {
        padding-top: 20%;
        font-size: 10vw;
        letter-spacing: .5vw;
        grid-column: 1/6;
    }
}

/* For desktop: */
@media only screen and (min-width: 768px) {
    .heroimg {
        max-width: 35vmax;
    }
}
```

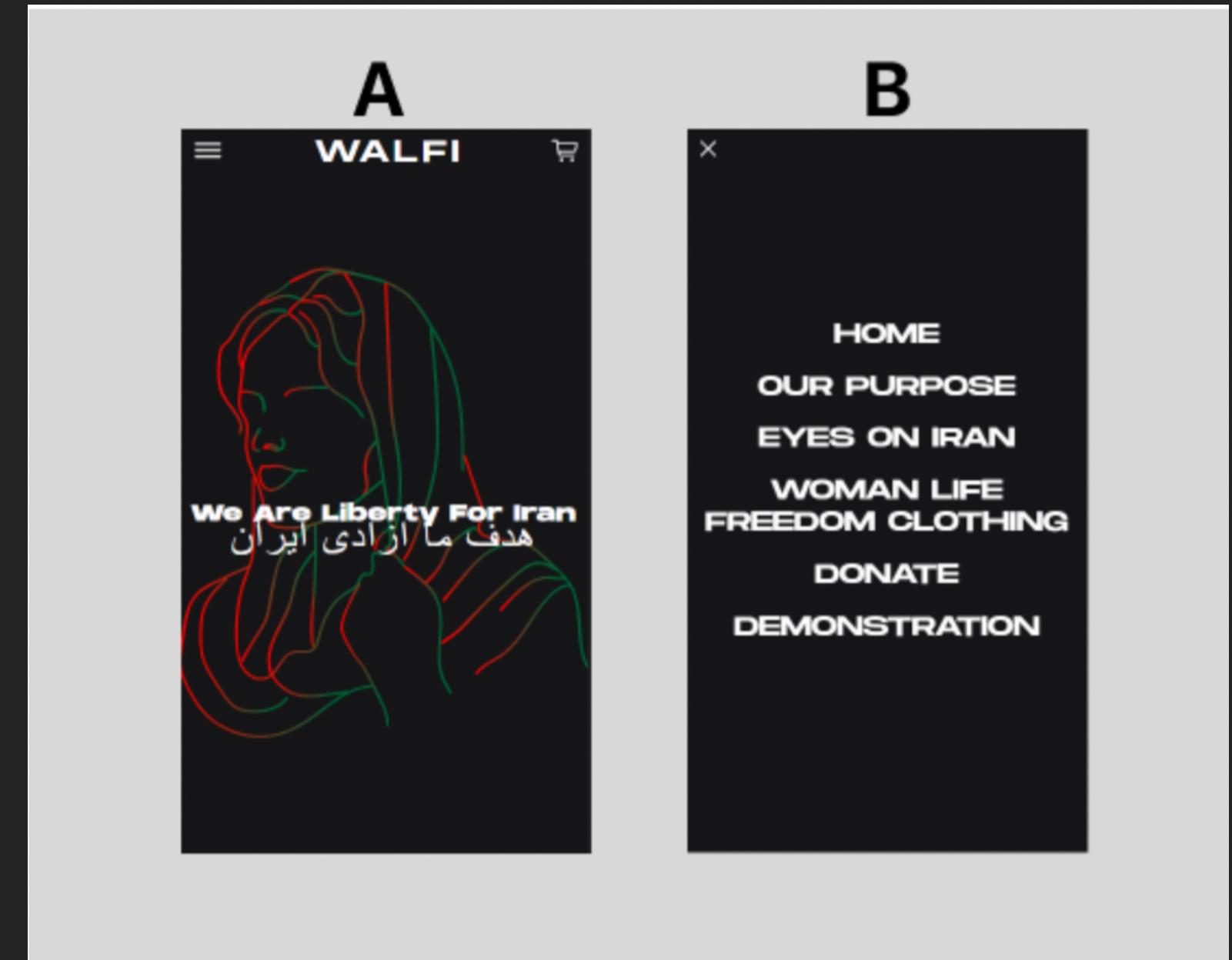


# Technical Documentation

## HTML, CSS & JavaScript

### The Navigation Overlay

We opted for a navigation overlay to keep the visual of the website as minimalistic as possible. When looking at the image, example A is the normal view of a webpage, when a user clicks on the burger-icon the menu overlay appears, a user can now chose between different pages to visit.



# Technical Documentation

## HTML, CSS & JavaScript

### The Navigation Overlay II

This feature is achieved through the use of css and javascript. We created the `<header>` with only the burger-icon, the logo `<h1>` which was made clickable by adding the tag `href=""` and the shopping-cart icon. The `<nav>` is created individually outside of the `<header>` since we opted for the header to be laid-out with flexbox CSS to help with responsiveness.

```
<body>
  <header class="sticky">
    <a href="#" class="menu-btn" id="open-nav" axe-linter (link-name): Ensures links have discernible text and are not purely decorative>
      
    </a>
    <a href="homepage.html" class="nav-tittle">WALFI</a>
    <a href="#" class="cart-icon"></a> axe-linter (link-name): Ensures links have discernible text and are not purely decorative
  </header>
  <!-- the overlay -->
  <nav class="hiden" id="header-nav">
    <a id="close-nav"></a>
    <a href="#" class="show" id="hide" style="animation-delay: 0.1s">Home</a>
    <a href="/our-purpose.html" class="show" id="hide" style="animation-delay: 0.2s">Our Purpose</a>
    <a href="#" class="show" id="hide" style="animation-delay: 0.3s">Eyes On Iran</a>
    <a href="#" class="show" id="hide" style="animation-delay: 0.4s">Woman Life Freedom Clothing</a>
    <a href="#" class="show" id="hide" style="animation-delay: 0.5s">Donate</a>
    <a href="#" class="show" id="hide" style="animation-delay: 0.5s">Demonstration</a>
  </nav>
  <!-- the overlay -->
```

# Technical Documentation

## HTML, CSS & JavaScript

In html, giving classes and ids helped selecting the proper element in CSS. Positioning and z-index was also important for the nav-overlay to function properly. We also used CSS animations to give the nav-overlay a subtle animation upon appearing on screen.

In Javascript we constructed that the burger-icon with the id #open-nav as the openNavbutton and cross-icon with the id #close-nav to be closeNavbutton. By adding event listeners in the event that a user clicks the button it will toggle between adding and removing the class .hide and .appear in the <nav> making it appear and disappear in the screen of the user.

```
const openNavButton = document.querySelector("#open-nav");
const closeNavButton = document.querySelector("#close-nav");
const nav = document.querySelector("#header-nav");

openNavButton.addEventListener("click", function () {
  nav.classList.toggle("hiden");
  nav.classList.add("appear");
});

closeNavButton.addEventListener("click", function () {
  nav.classList.toggle("hiden");
  nav.classList.remove("appear");
});
```

# Technical Documentation

## HTML, CSS & JavaScript

### Anchor tags

One of the struggles we had was to correctly use the `a href` tag in the html, initially we didn't use the `<a href` tag to wrap the `<button>` so our buttons weren't functional. We had placed the `href` tag inside the `<button>` tag as seen in the image above.

Then after some research we learnt we had to wrap the tag around the button for it to function.

```
<button href="checkout-page1.html" class="atc"><h2>Buy Now</h2></button>
```

```
<a href="checkout-page1.html">
<button class="atc"><h2>Buy Now</h2></button>
</a>
```

# Limitations

Throughout the entire project creation process, we encountered several limitations that made the process more complicated and made us think of replacement solutions.

Undoubtedly, the largest and most significant limitation in this project for us was the time limit. In order to set up and conduct the research, translate the results and ideate, as well as actually create the solution and prepare the report and documentation - all in just three weeks, we had to work intensively throughout the entire project. Regularly, we would need to organize a team catch-up where we would discuss the overall time frame, how far we were in the development process and how we should manage the tasks that were left to do. With a larger time frame, we would be able to create more pages and content for the website, social media pages as well as do more user testing that would help us with optimizing the site and content.

Another limitation for us was the foundation itself and finding its target audience. From the beginning of the project it was clear that working with a foundation and its merchandise (whose aim is different than a regular web clothing store) would bring vastly different challenges to the development process than usual. During the research part, for example, it was difficult narrowing down a specific target audience for the interviews/surveys which, even though - led us to results, did not guarantee the relevance and trust-worthiness of the results at the highest degree.



# Limitations

As for technical struggles, creating a database successfully was one of our main problems. Initially, we started with a Rest DB database which led to many issues. The main one being that we could only upload images with 1MB. Using the image resize tool in Photoshop, we lowered the file size. However, it meant images were of extremely low quality. Therefore, halfway through the coding process, we decided to move to a Wordpress database. This allowed us to have much bigger file sizes for our images - leading to much higher quality images.

The language barrier was another limitation for us which made it slightly more difficult. As Persian is neither a native or a learnt language for any of the group members, we had to pay extra attention to any text in Persian that we wanted to include in our designs and/or prototypes. In addition, while doing desk research it made it more difficult to analyze and make sure that we were really staying on track and working towards supporting our cause and not the opposite.

# Conclusion

At the end of creating the solution, we wanted to reflect on any key learnings we acquired as a team - as well as look into any potential future developments.

Our most important learning throughout the entire project creation was the experience

Overall, we were able to create a digital solution that would promote WALFI - its idea and products - using an interactive website with a web-store where the customer is offered different shopping/donation alternatives. The brand image we developed also respected Melisa's desires to have minimalistic design that would still display her project's ambitions.

By creating content such as videos (short reels or longer reels), informative posts etc., we gave WALFI a more dynamic and visually pleasing way to convey its message and hopefully reach a larger target audience. Our key learnings in this process were how to incorporate the usage of theoretical frameworks and methodological tools throughout the creative process itself, in order to enhance the solution's potential of usability and success.

As for the technical development of the solution, we managed to successfully create code that consists of various elements - such as the database, interactive design elements etc. - that make the website more user-friendly. By carefully working on the initial wireframes and prototypes and sticking to them, we were able to follow through the site's creation in an easier and more successful way.

We hope that the content and overall solution we have created will serve for the foundation's current needs and make it progress into a bigger scale concept. And also, that it would be developed further - helping Melisa and WALFI to achieve the set goals and mission.

Finally, the teamwork strategy for our team worked out very well, as we were all aligned on our goals, our methods of working as well as our similar initial positionalities. Taking into account that each of the group members comes from a different background, we were able to successfully decide on many various ideas, agree on some compromises and divide the workload of the project in an equal way.

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