moooi
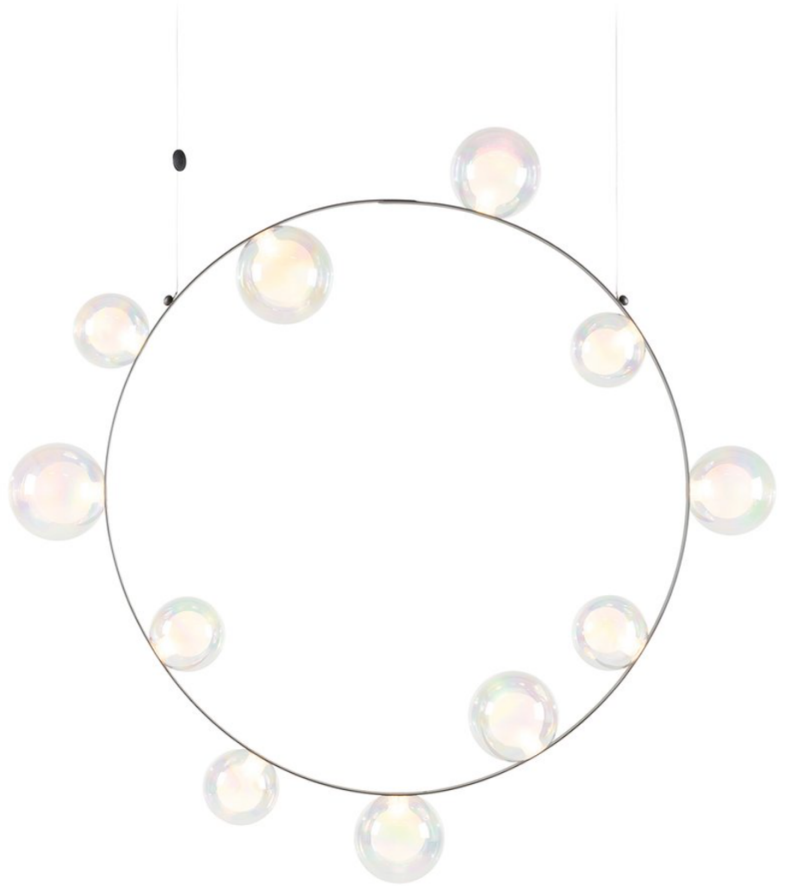
JUSTIFICATION DOCUMENT

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INTRODUCTION

The goal of this project is to establish a creative and interactive product catalogue for the company MOOOI. This document can act as a guide to the interactive catalogue that has been created by the Creative Business students.

The main purpose of the catalogue is to explore the possibilities of interactive documents and show an example of how interactive elements can be used for future catalogues. Online catalogues are accessible and can be used as a sales tool, to present a great variety of products in a more visually appealing way.

ALTERNATIVE SOFTWARE

We decided to use InDesign for this project, since it seems more suitable, although we found alternatives, like:

FlipHMTL5

https://fliphtml5.com/

FlipHMTL5 is a digital publishing platform that allows you to create responsive magazines and catalogues which can be exported in PDF format. It offers different templates and themes, online hosting, and other features, but they are limited depending on which payment plan the customer picks.

- Pros
  - Custom domains
  - QR-code sharing
  - Design options (pay extra)

- Cons
  - very expensive (1000$ a year for businesses)
  - limited access
  - limited products
    - all results in an increase in payment

ALTERNATIVE SOFTWARE

MyBusinessCatalog

https://www.mybusinesscatalog.com/

MyBusinessCatalog is an easy-to-use software that can automatically build a catalogue with the images and text uploaded by the customer. On paper that sounds great, but it greatly limits the design options. The website, interface, and templates are also very outdated, and the quality of the generated catalogues does not match the company standards.

- Pros
  - Automatically fills information in the catalogue
  - Automatic creation of a full catalogue

- Cons
  - Extremely limited design options
  - Outdated visuals
  - Very high prices for what it provides

JUSTIFICATION ADOBE INDESIGN

The final decision to use Adobe InDesign was supported by the following arguments:

Adobe InDesign...
- offers all the possible interactive elements that make a Product Catalogue visually and functionally attractive (more in Animation possibilities)
- is a well-known tool for magazine and catalogue design because it offers great control over alignment, type, layout, and composition
- offers the benefit of combining it with multiple Adobe applications (like Photoshop, Illustrator)
- offers the option to publish an online Catalogue and since the Adobe Flash player was removed in 2020, interactive PDFs are not supported anymore. Online catalogues are a good alternative, that still offers most elements of an interactive PDF
- offers the most creative freedom to create an interactive catalogue from scratch

Online catalogues...
- are the only possibility to export an interactive document from InDesign
- are accessible for everybody with a link
- work on all devices with an internet connection, but without issues/pre-installations
- can be easily changed and updated, without resending the link
- are NO PDF's

JUSTIFICATION ADOBE INDESIGN

The following provides a list of cases, where an online catalogue will be useful:

Providing a sales team with an overview of all products
- Table of content, search bars, help the team to find a product immediately
- it can contain links to similar products, products by the same designer, or products with the same theme
- Dropdowns or object states can structure great amounts of content in a light document

Supporting an Interior-Designer to present possible products to a customer
- A selection of suitable products can be created quicker since all necessary information is portrayed in a compact and accessible manner

Providing an E-retailer with the necessary assets to present the product
- the online catalogue can contain links to manuals, pictures, content, information, descriptions without becoming a heavy document

JUSTIFICATION ADOBE INDESIGN

However, InDesign, or more specific, an interactive Catalogue should <u>not</u> be used for the following cases:

Creating exciting user experiences
- Adobe InDesign is originally for prints, therefore does not offer exciting animations, like websites using JavaScript
- the main advantage is, online catalogues are accessible for everybody with a link and internet connection.

Convince end customer/households to purchase a certain product
- with the great number of options that the final catalogue is supposed to hold, the end customer will be overwhelmed by options
- it would not be beneficial to highlight singular products, since a Product catalogue is supposed to give an overview of all products

INTERACTIVE POSSIBILITIES

Possible interactive elements which are also included in the current catalogue are:

- Links
  - Buttons
  - Hyperlinks - words or images you can click to access an external page online or skip to a different section of the document
- Animations
  - Text animations - Text moving, appearing disappearing, sliding in, etc.
  - Objects appearing or disappearing - objects can fade in/out or appear in an instant on the page
  - Objects floating/appearing onto the page - objects which appear to come onto the page from a location outside of it
  - Movement paths - a path that allows an object to follow it
  - Hover state objects - hovering over such objects triggers some kind of effect
  - Expandable objects - objects which can be made larger by interacting with them
  - Page transitions
- Media
  - Videos
  - Audio
  - GIFs

INDESIGN ANIMATION ENCYCLOPEDIA

InDesign has an animation encyclopedia Script that can be found under *Windows > Utilities > Scripts > AnimationEncyclopedia*
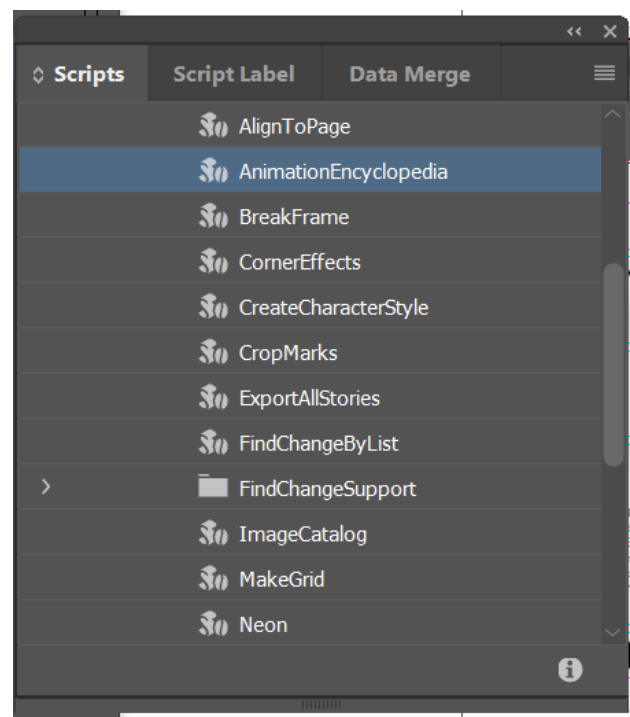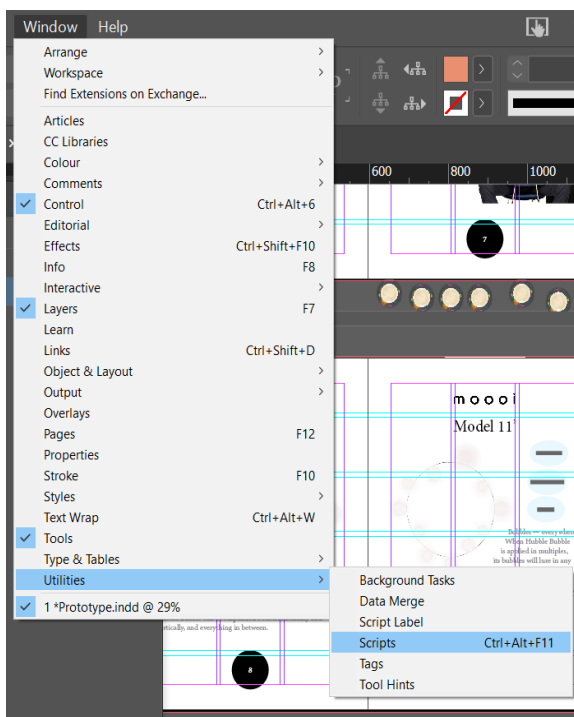
The Encyclopedia includes all possible object animations, possible timings, and moving paths. However, it does not display all possible interactive elements.

INTERACTIVE ELEMENTS OVERVIEW

In the overview, you will find an overview of all the animations we used divided into page in the catalogue.

Page 1 - Home page

The text "interactive catalogue" grows bigger in size and comes to a stop. We used this animation to draw importance to the title.

Page 2 - Table of content

The items in the table of content are hyperlinks and will lead you to the desired part of the catalogue.

Page 3 - About MOOOI

A button to the webiste. When you hover over the button with your mouse the color changes from black to white. When you click on it you get redirected to the MOOOi website.

Page 4 & 5 - Lights

We created a black background overlay and added transparent spots into it, who are visible one by one, When the whole page lights up, 4 different types of lights fly in from different sides.

INTERACTIVE ELEMENTS OVERVIEW

In the overview, you will find an overview of all the animations we used divided into pages in the catalogue.

Page 6 - Video page

The hubble bubble video. The title has an animation, that 'wiggles' the text.

Page 8 & 9 - Models

The titles have an animation, that makes it "hops" into the final position. The buttons have an animation to make them float like bubbles On page load or by clicking the lights of the lamp light up.

Page 7 - About designer

The title has an animation, that 'wiggles' the text. On page load the bubbles of the lamp start to fly up from the bottom. When clicked on they become bigger like they almost "pop". A button to the designer. When you hover over the button with your mouse the color changes from black to white.

Page 10 - Seen in the wild

The title has an animation, that 'shakes' the text until it's visible. A multi-state object is used to make the pictures bigger when clicking on them and smaller when clicking the cross.

INTERACTIVE ELEMENTS OVERVIEW

In the overview, you will find an overview of all the animations we used divided into page in the catalogue.

Page 11 - Lamp page

A slide show was used to make the lamp rotate. When hovering over the black circle you are able to see the name and price of the product, this is also a multi-state object.

Page 12 - Socials page

On page load the social media icons slide in from the bottom, using an animation. When clicking on the bird, it starts to fly. When you hover over the buttons with your mouse the color changes from black to white.

FINAL CATALOGUE

The final catalogue is published online and can be accessed via this link:

https://indd.adobe.com/view/a9a9c3f7-f652-4228-8c5b-278fb2c3b742

The original files, where we created the catalogue from, can be found in the ZIP-file we also delivered.