# Digital Garden

share the sun

Digital Garden is Responsive Website Activation for the brand Waka Waka, designed to be engaging across all devices.

## 01

## Design Challenge

The challenge was to design a digital solution to increase engagement with the brand Waka Waka. This project responded to this challenge by creating a digital brand activation, Digital Garden, to increase brand engagement and to be responsive across all devices.

### Problem

Waka Waka needs to increase user engagement with their brand and showcase the impact of clean energy

### Design Frame

How might we create an engaging service for Waka Waka's customers so that they interact with the brand and their efforts to protect the environment?

### Solution

The solution is Digital Garden, a responsive website activation that draws attention to the impacts of solar energy, while being fun and engaging

## 02

## Design Process

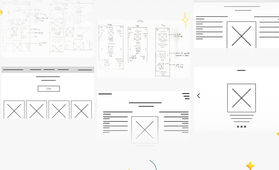
### Brand Guidelines

Brand Guidelines are crucial in ensuring a consistent style across a whole branded experience.

## 03

## Lofi Wireframes & Rough Sketches

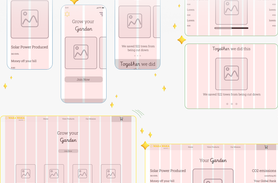
Rough Sketches and Lofi Wireframes are useful for quickly iterating and laying out functionality.



## 04

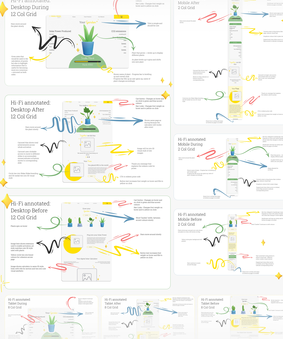
## Medium Fidelity Wireframes

Medium Fidelity Wireframes are crucial in understanding the layout and functionality of the website, especially with regards to a grid.




## Annotated High Fidelity Wireframes

High Fidelity are crucial in showcasing the design in a way where the final feel of the project can be seen clearly. The annotations provide insight into the interaction, the project will provide.




## Prototype

### Tablet

### Desktop

### Mobile

## Final Designs

### Mini Ad Campaign

Part of creating an activation is advertising it.

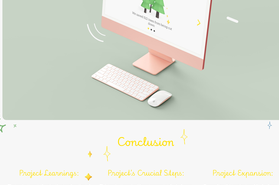
The image showcases the Facebook Mini Campaign to drive awareness of the Digital Garden activation on Social Media.

## Final Designs

These designs showcase the projects responsive design.

As well as being responsive design, these designs make use of cute imagery of plants and stores, welcoming colours, and gamified interactions to engage users have an engaging experience.

This ensures a positive engagement with the brand Waka Waka and a familiarity with their environmental efforts.




## Conclusion

### Project Learnings:

The project was a fascinating exploration of implementing emotional design into a project. Creating a project that is clean and minimalistic, while also incorporating the playful and quirky personality of the brand Waka Waka was a refreshing challenge.
This project highlighted the challenges of designing with responsiveness in mind. Responsive design requires more than just a flat device but across many means a lot of thought goes into hierarchy

### Project's Crucial Steps:

This project required large amounts of wireframe iteration, naturally due to the importance of good hierarchy across all devices.
There was also a lot of iteration in ensuring the experience was engaging to potential users in such a way that would encourage further engagement.

### Project Expansion:

Expanding this project could take form in including more interactivity: adding features to further create a link between the Digital Garden and the real environment.
The Brand Guidelines could be expanded to include more information on things such as breakpoints.