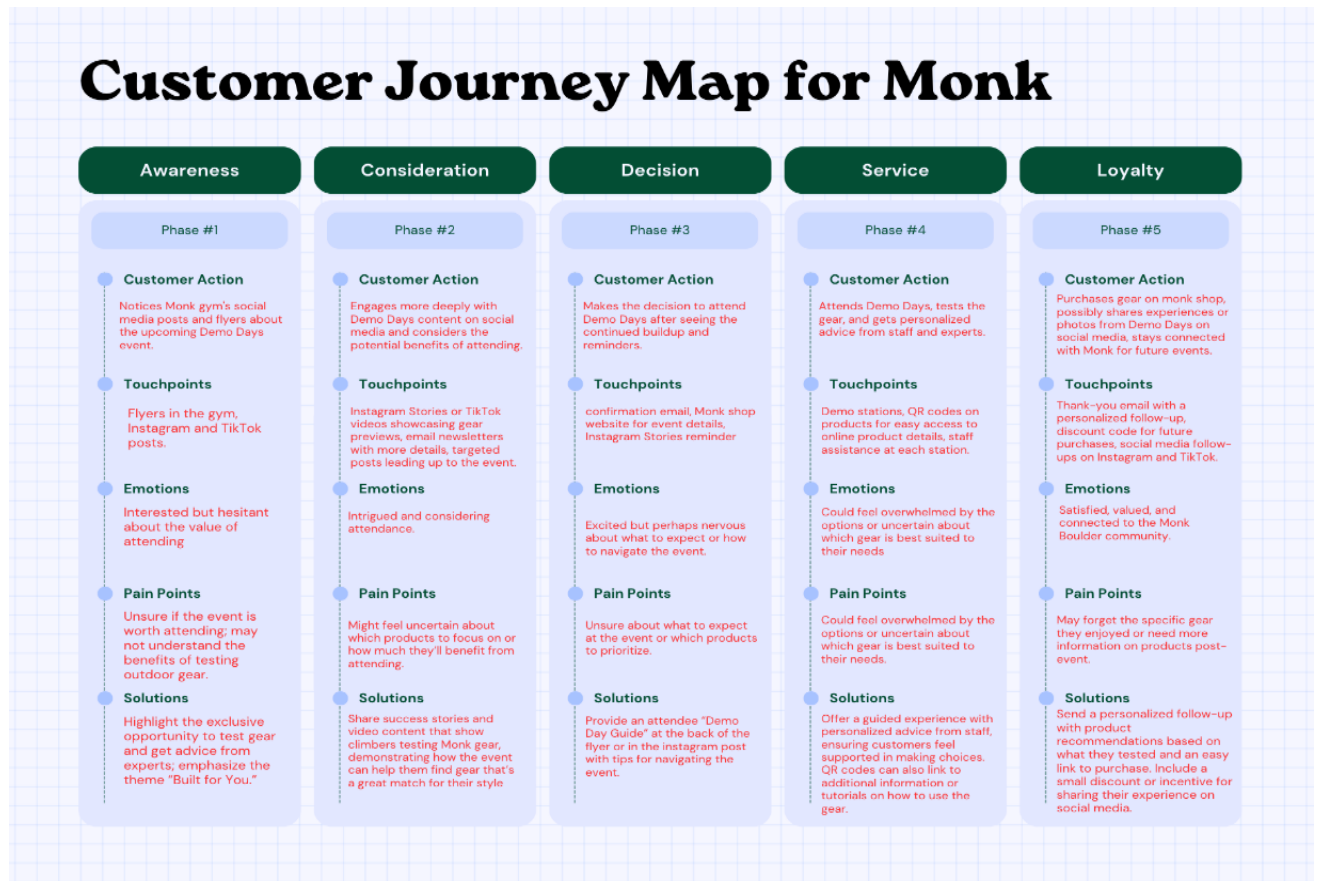# MONK Project content

Customer Journey:

Screenshots Description:

The screenshots provided illustrate:

- The process of creating the **customer journey map**.

- The final version presented during the project.

Process:

The customer journey was a critical part of the MONK project. I worked on:

1. Mapping the **key touchpoints** clients would experience.

2. Designing a clear and visually appealing **user flow** to enhance engagement.

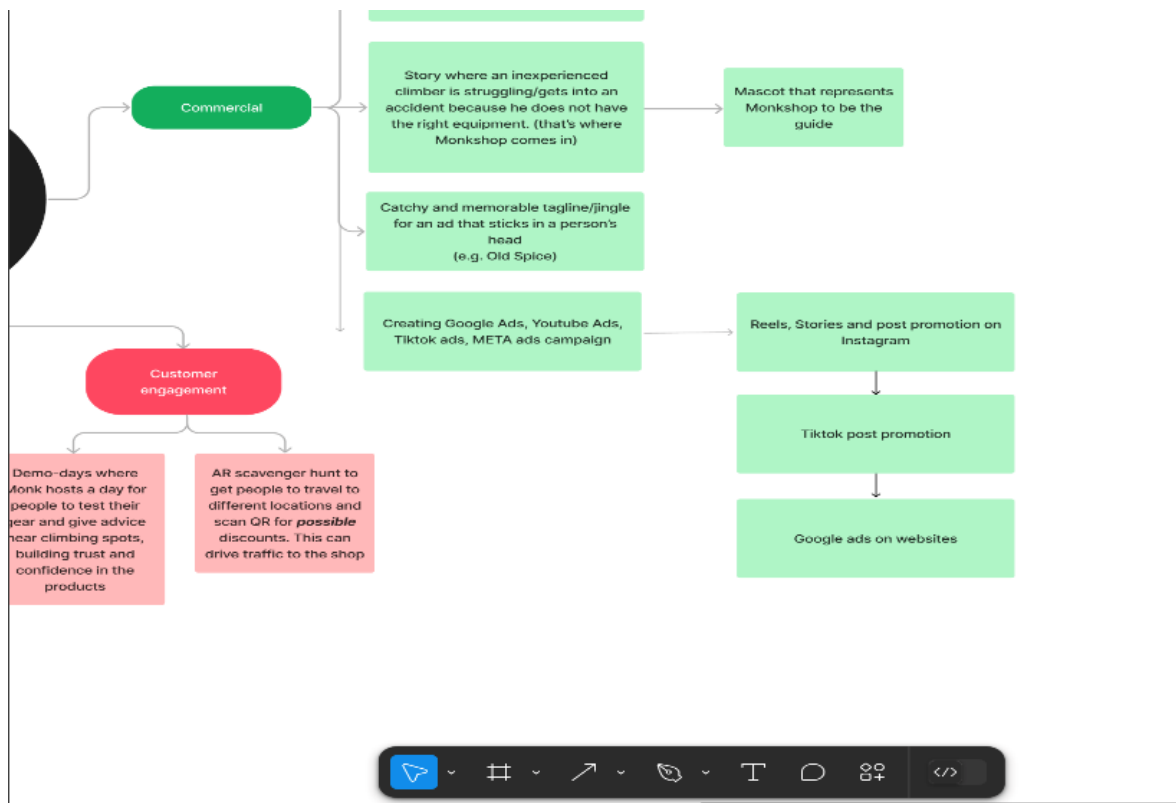3. Creating ideas how to attract new clients.
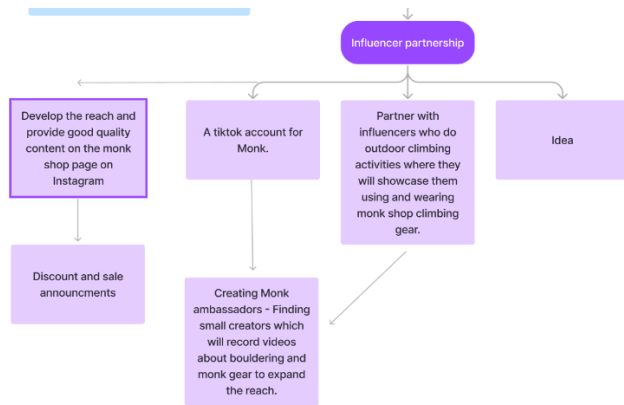
Screenshots Description:

The screenshots provided illustrate:

- The process of creating the **customer journey map**.

- The final version presented during the project.

Additionally, I prepared slides for the presentation to explain how the customer journey aligns with the overall strategy.

Marketing Strategy:

Action:

I contributed to the project's marketing strategy by:

1. Creating **influencer marketing concepts**, such as:

   - Collaborating with **bouldering influencers**.

   - Engaging small creators as **brand ambassadors**.

2. Proposing the use of social media platforms like **TikTok** and **Instagram**, with an emphasis on creating:

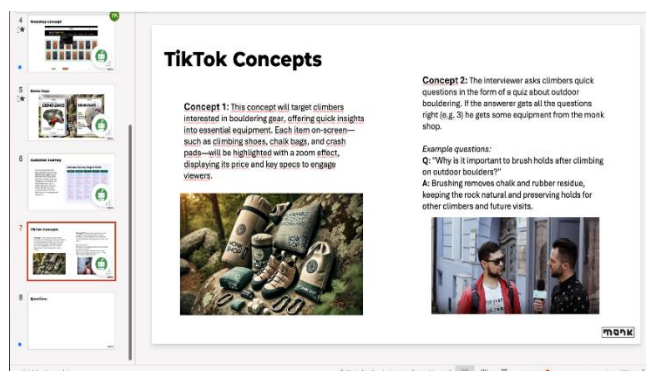   - Reels.

   - Short promotional videos.

These strategies aimed to connect with the target audience and promote the MONK brand effectively in a competitive market.

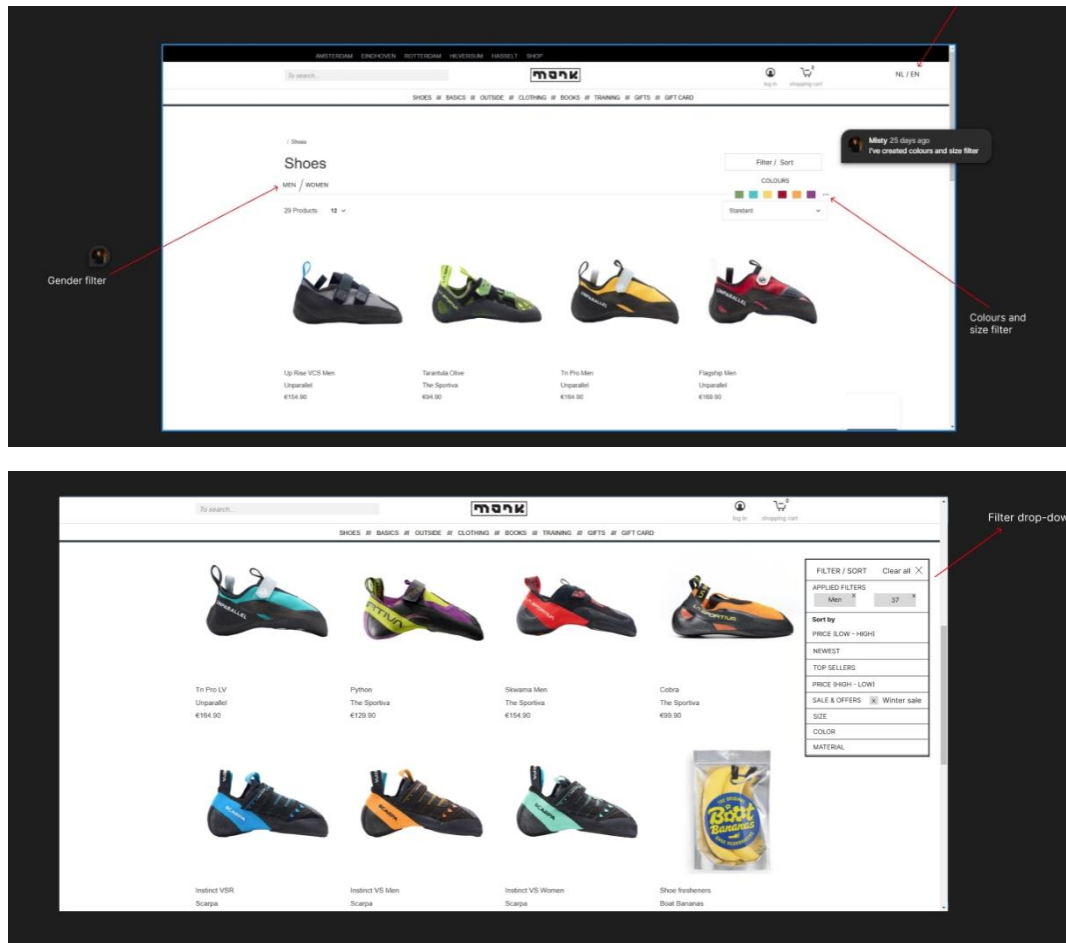## Tiktok marketing concepts that I created for Monk:

Tiktok concepts (1).pdf

Presentation Slide Description:

The screenshots showcase the slides I created to present the **marketing concepts** during the project.

Prototypes:

Figma link: https://www.figma.com/design/IVwy682s9Pv2X5c45MdqVW/Monk-Project-pt2?node-id=111-5&t=qF7k2vxe9aIDn6qV-1

Screenshots Description:

The prototypes highlight my approach to creating and refining designs:

- I experimented with various **layout options** to ensure functionality and aesthetic appeal.

- Feedback from group members and teachers was incorporated throughout the process.

- I have designed filter box visible on the right side of the screenshot.

The prototypes were iterated multiple times to optimize the **website's visual flow** and overall usability.

Feedback and Problem Solving:
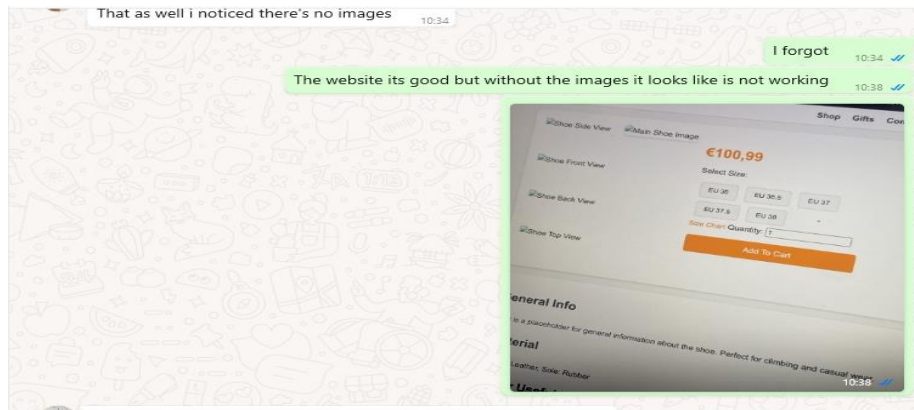
Example:

During the project, I received feedback from group members regarding **issues with the shoe photos** on the website.

Action: I updated the code to resolve the problem, ensuring the images displayed correctly across devices.This iterative approach reflects my ability to respond effectively to user and team input.

Research:

I received a feedback during „review 3" that the research was done wrong so I made a new one:
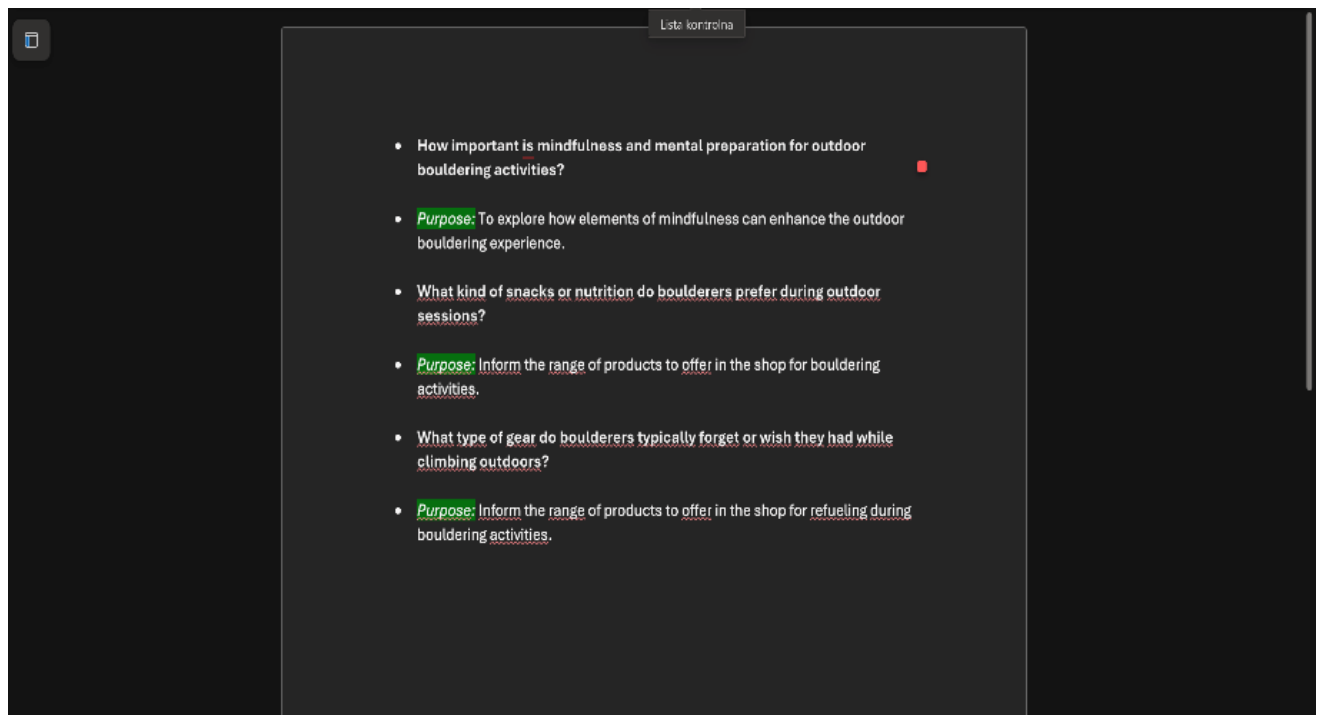

Research for the MONK Project.pdf

Purpose:

Given my limited initial knowledge of **outdoor bouldering**, I conducted research to:

- Understand the target audience's needs and preferences.
- Inform design and content decisions for the website.

Key Actions:

- Explored **bouldering basics** (e.g., gear, safety, and etiquette) to ensure accurate representation on the site.
- Created **survey questions** for the target audience to gather insights directly from bouldering enthusiasts.

- How important is mindfulness and mental preparation for outdoor bouldering activities?

- *Purpose:* To explore how elements of mindfulness can enhance the outdoor bouldering experience.

- What kind of snacks or nutrition do boulderers prefer during outdoor sessions?

- *Purpose:* Inform the range of products to offer in the shop for bouldering activities.

- What type of gear do boulderers typically forget or wish they had while climbing outdoors?

- *Purpose:* Inform the range of products to offer in the shop for refueling during bouldering activities.

I also created survey questions tailored to the bouldering target audience, which taught me valuable skills in **understanding user needs and preferences**. By designing specific and relevant questions, I gained insights into the habits, challenges, and motivations of bouldering enthusiasts. This process helped me:

- **Improve my ability to identify key user pain points** and design solutions that address them.

- **Understand the importance of user-centric design**, ensuring that the website caters to the actual needs of its target audience.

- Learn how to phrase questions clearly and concisely to gather accurate and actionable responses.

- Enhance my analytical skills by interpreting the survey results and integrating them into the project's design and marketing strategy.

The survey process also deepened my understanding of the bouldering community, allowing me to create a more authentic and engaging user experience for the MONK website.
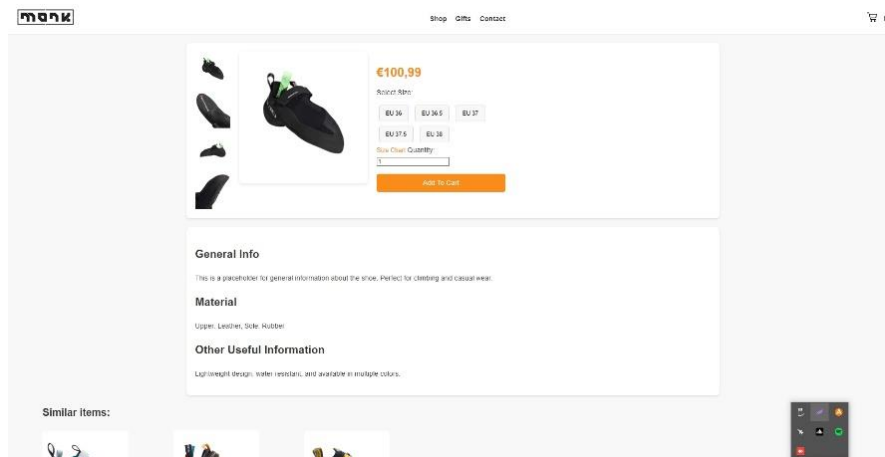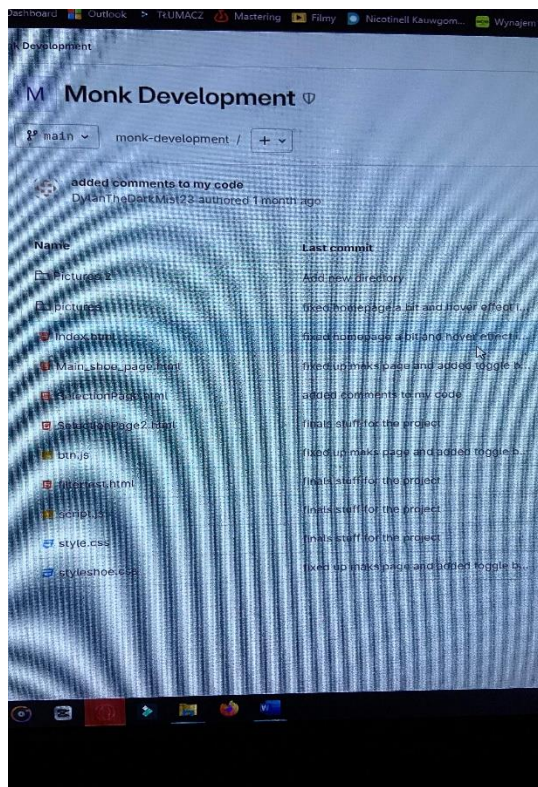
Shoe page that I coded:

Shoe_page.html

Final page that I designed and coded for Monk development part 2.

Screenshots description: My group used GitLab to ensure everyone was aligned and to track each member's progress effectively.

Gitlab link : https://git.fhict.nl/I545669/monk-development