

WEB DESIGN CONSULTANCY PROJECT

01 | USER RESEARCH STUDY

THIS IS AN INDIVIDUAL ASSIGNMENT WORTH 10% OF THE OVERALL COURSE GRADE

OVERVIEW

The first part of any product development initiative is to identify the opportunities we have to create better solutions for our end users. As we go through the course, your challenge will be to design something useful and meaningful to your audience or users. The most important part of designing for someone is to gain empathy for that person and understand what's important from their perspective.

In this assignment, we're going to use design thinking approaches to better understand how context plays a role in user-centric product development. We'll use the insights gathered through the user experience process to create a roadmap for development.

GETTING STARTED

From our **course project overview**: Imagine you work for a web design consultancy. You have a new client who is a musician. He's asked your design firm's help in building out a web presence for his band, but isn't quite sure where to start...

For this assignment, you can imagine a new musical act, or select an existing artist. If you select an existing artist that already has a digital presence, your design must represent significant improvements or differences over their current website.

As you're working with your musician client, you want to better understand the band, their target audience, and competitors. By understanding how and why from a user's perspective, you will begin to see opportunities for developing meaningful solutions for your client.

As you're conducting your background research, consider the following:

- Who is the band and what is their identity? (Classical, jazz, electronic, rock?)

- Who is their target audience? What does their fan base look like?
 - How does the band want to engage with their fans on their new website?
 - How does their audience want to engage with them?
 - What do similar bands do? What do you like about their websites and why? What features are important?
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ASSIGNMENT COMPONENTS & DELIVERABLES

Visual communication is critical to creating shared understanding. For this assignment we're going to use [Adobe Spark](#) (free). You're welcome to either create a Spark video or web page. There are many easy to use templates and examples on the Spark page. If you're looking for ideas, check out the [Inspiration gallery](#).

GUIDELINES

Answering the questions above, tell your client's story using Adobe Spark. Include five ideas for developing capabilities that will meet your client's (and his target audience's) needs. If you use Spark video, keep your story to under four minutes.