

GOVESU

WE HELP MILITARY VETERANS

This is Jimmy Carentius,



He is the founder of GOVESU, who is military veteran himself, and has been in the Balkan war.

Jimmy wanted to support his fellow military veterans and saw the way by establishing his company, GOVESU.

GOVESU's main objective was to help military in three ways:

1. **PROVIDING A VETERANS CAFÉ:** The veteran's café is for veterans, there family, and other individuals/organizations that want to also help veterans.
2. **SELLING HANDCRAFTED PRODUCTS:** GOVESU hires military veterans who want to help other military veterans by using their initiative, creativity, and time to create hand-made bracelets and other products that are sold. The veterans get paid for their work in addition to that every product that is sold, a small amount of the sale either goes back into GOVESU in order for the company to provide more services to veterans, or given to other veteran organizations to continue their cause in helping veterans.
3. **HIRING VETS IN THEIR PRODUCTION STUDIO:** where veterans can come to use their creativity and time to create things that they can get paid for and what is produced is sold to help to support other veterans.

Creative Process

1. DEVELOPING A NEEDS ASSESSMENT

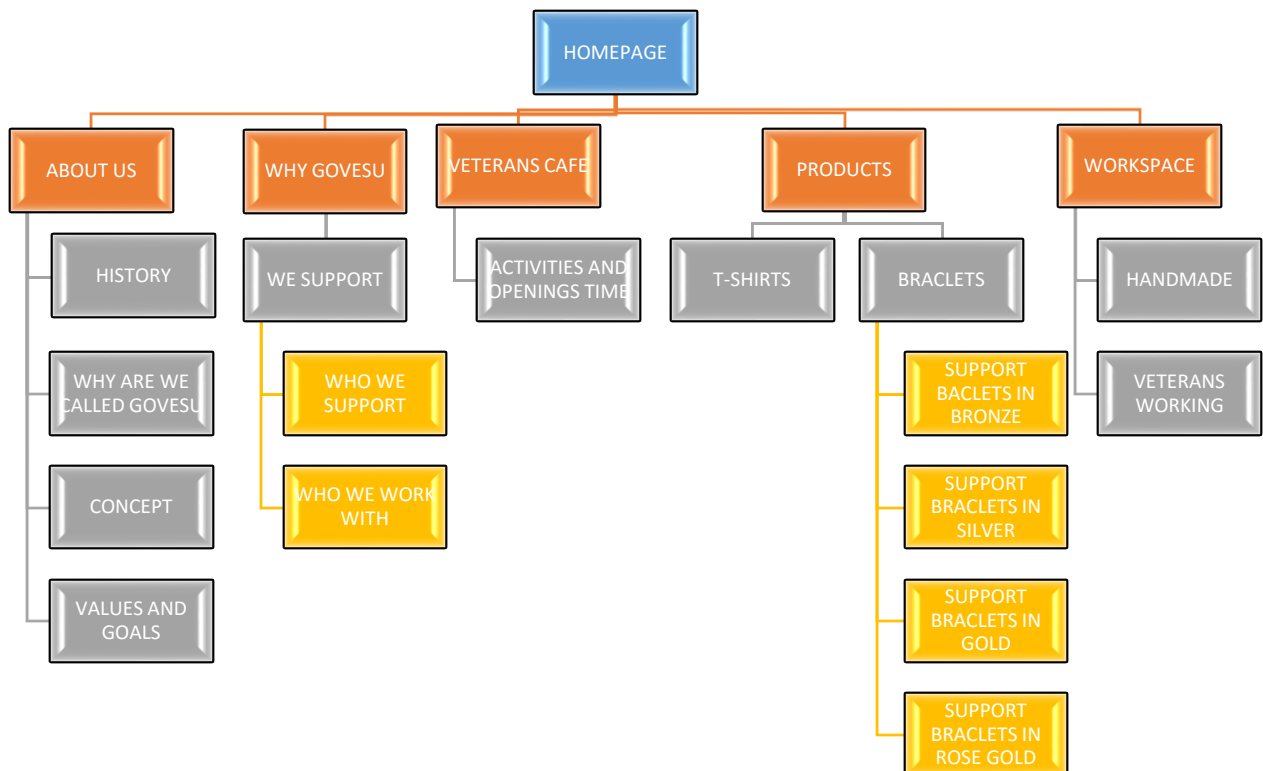
This first step, in the process of making a web-site, is a great way of establishing an understanding of the identity, goals, and reasoning for the clients need for a website.

Notes:

- Developing a needs assessment was easy to me because this step was what I executed for many years in my previous employment positions.
- This process was interesting for me. This was the first time that I was working with a clients, trying to first understand it's core structure and goals for the website, and then taking the step further and trying to fulfill these goals through a website.

2. ARCHITECTURE DIAGRAM

Once the clients need for a website is established, an architecture diagram is developed in order to discover the best way of illustrating the individual webpages flow in order to fulfill the clients purpose for the website.

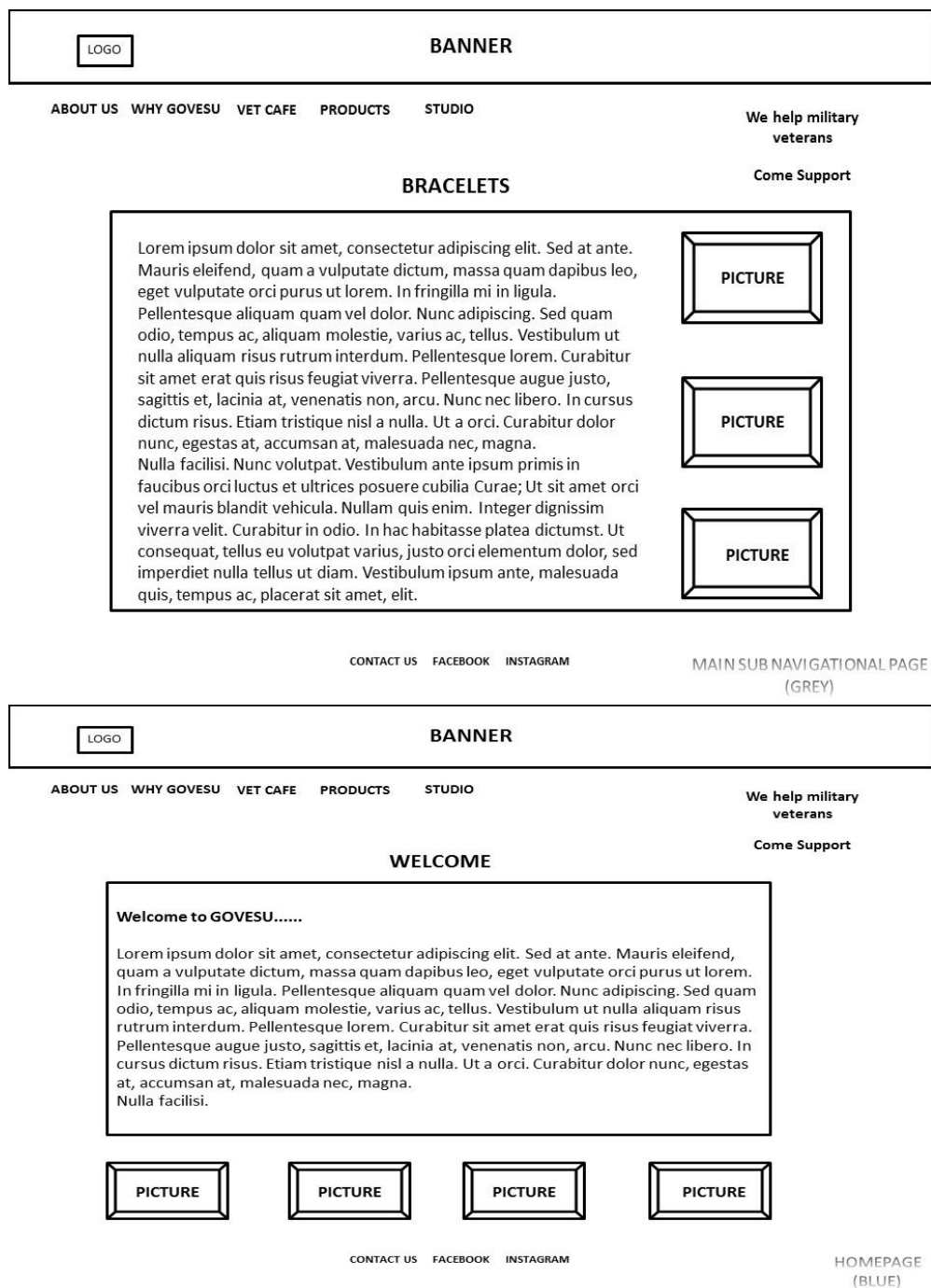


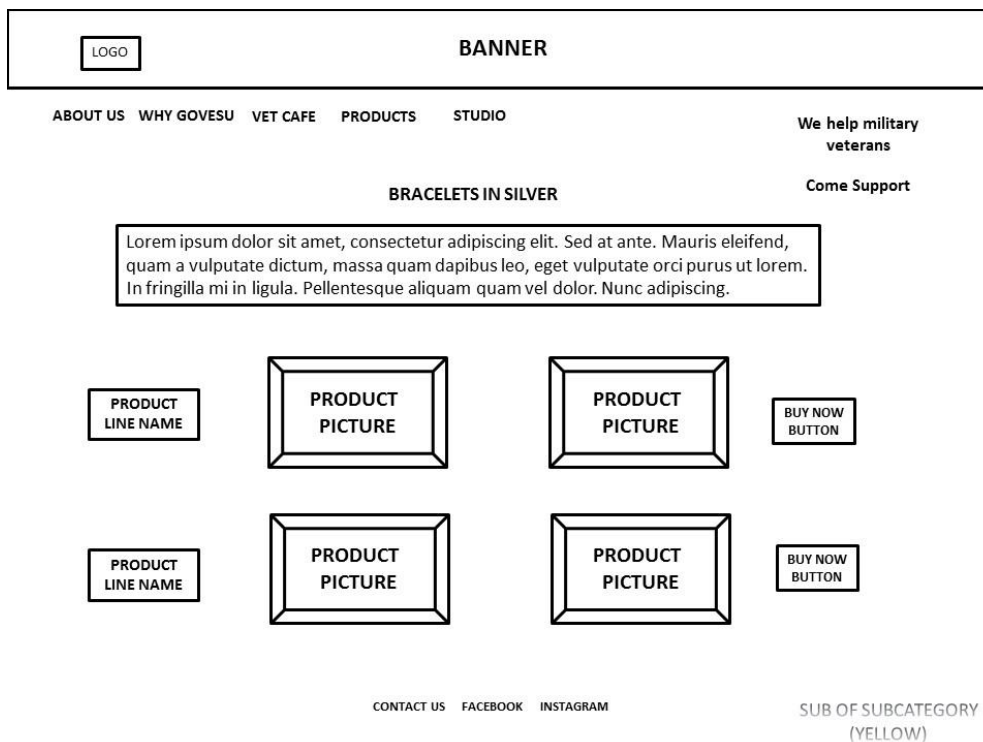
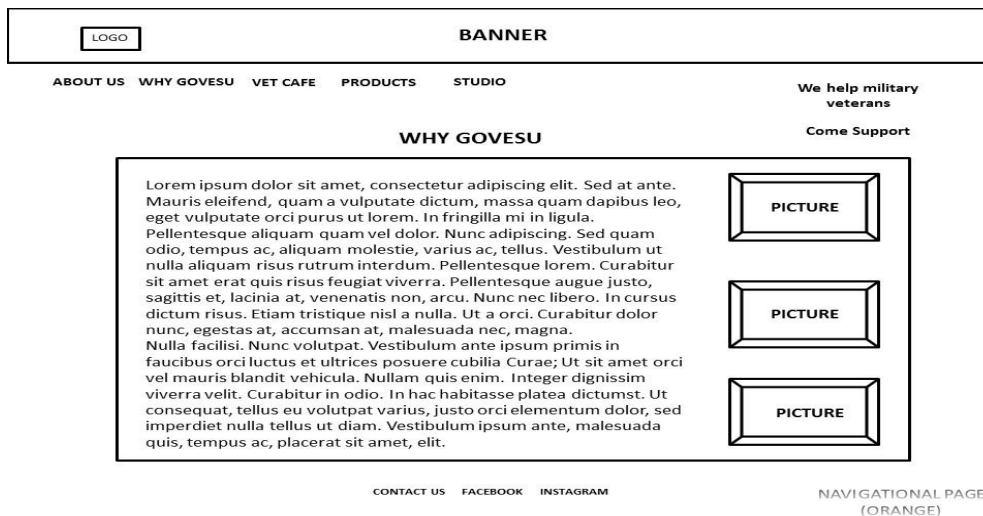
NOTES:

- This step was very interesting to me. I started realizing the importance of the connection and navigation , and the usage of the right navigational tools in order create a flow that is user friendly to the people visiting your website.

3. WIRE FRAME

The wire frame gives the creator the opportunity to brainstorm and start looking more in depth about the how the website and the individual pages would look like. For example, where essential elements needed for the website is needed- the navigation bar, images, wording will be appear in the on the screen.



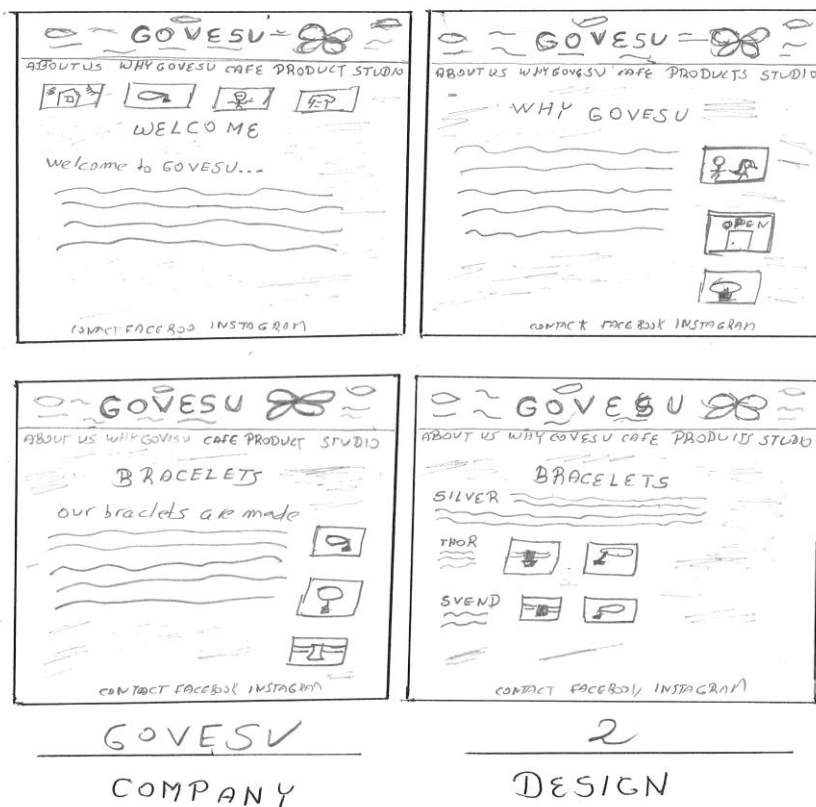


NOTES:

-When I was creating wire frame, the whole layout of the website became clear to me, I knew exactly how the end result of the layout would look like in terms of structure. At this point, I thought that I knew exactly how I wanted my website structure would look like.

4. SKETCHES

Creating the sketches allowed me to experiment freely with different type of web design in a quick format. I created 10 sketches all together, and the one that you see below is the one that the client liked the best and wanted to continue with.



NOTES:

-This process both fun and tedious. Tedious in the sense of trying to create new web combos. But fun in the sense of letting your creativity run and there was really no real right or wrong sketch in this brainstorming process.

5. STATIC MOCKUP

This step is the process of putting the meat onto the skeleton. To add color, font type, how the navigational bar will look like. It gives the client the opportunity to see how the website would like before the actual creation of the site.



GOVESU

Veterans & Jewels



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**WE HELP
MILITARY
VETERANS**

WHY GOVESU

... We want to help veterans and their pårørende in a cool and visible way.

1. We produce support bracelets, handmade by veterans to support veterans..
2. We utilize veterans, often veterans injured in duty and veterans that seek to find a way to intergrate back into the civil work force.
3. We run veteran cafes. Which are places where one can meet, relax, find a if available sleeping areas. The houses are run primarily of volunteers and single enkelte ansatte.
4. We support other projects, and part of the profit from the sales of our products will go to different veteran support organisations
5. We seek to further the interest and understanding of the veteran situation and inform as well as influence the final stages of soldiers sent out to war.

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BRACELETS

**WE HELP
MILITARY
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BRONZE

Our bronze bracelets are molded in sterling bronze and are hand-crafted in Denmark by military veterans. The silver heads are produced based on the originals in the Nordic Countries and with cooperation with the Scandinavian National Museum.

THOR

Was a Nordic semi-god, His hammer was a symbol of strength and power



BUY

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NOTES:

- I have always been interested in design, and since this was my first ever design course, this step was challenging to me. While creating these mockups I was using the knowledge with all the reading up on with my interest in design.
- These were the thoughts that came to my mind when creating mockups:
 1. I should use a masculine and military color, the color that came to my mind was green
 2. I should use a san and a san serif to complement each other
 3. As accent colors I should use yellow and red since both of those colors go with the color green

6. CREATING THE WEBSITE

When creating GOVESU's website, I took into consideration the feedback that was given to me based on the mockups. This incorporated:

- changing the background color to another color than green
- changing the font type so it looked more professional and less quarky
- getting rid of the logo which was in the header
- moving every

NOTES:

Developing of the real website was both satisfying and frustrating at the same time.

Satisfying

- Seeing all of your hard work come into reality
- Challenging yourself and finding a solution in the areas that you found difficulties
- Seeing your learning curve increase immensely

Frustrating

- Wanting to build a web site better, but you did not learn the knowledge in order to create the website that you envisioned.

The client did not know what to expect, but in the end became very satisfied with the results, they wished that:

- the website could have been more elaborated on in order to provide a better means of selling their products
- there might have been a sub-navigational bar to illustrate the various categories of bracelets
- the next step for the website is to elaborate more on it and integrate a sales platform within the website.

Overview

WHAT I WOULD HAVE DONE DIFFERENTLY

I would have learned more about how to use the MAC computer. I was used to working on the PC that I felt as if I was learning a new computer at the same time as learning the class material.

There was a lot information to learn during the class, I would have asked more questions next time.

I wish that I would have also taken more notes on the feedback that I received from my classmates

WHAT DO I HOPE TO ACCOMPLISH NEXT

Now that I have these skillset to build a website, I will want to continue with the growing my knowledge and skills so that I can build more intricate and sophisticated websites.

One day it will be great to freelance within the area of both web design and graphic design so I could can work within the field that I am interested in.