

The World Economic Forum Annual Meeting

ProcessBook~

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Feb 10

2023

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content wrangling

Learning Objectives

- ★ recognize that data is a malleable material
- ★ restructure data by using organizing principles to create options for stakeholders
- ★ identify the impact of the organization of content on the meaning it has in the world

Audience -1- Invitation for Potential Interests (students/ professionals)

Top to bottom hierarchy, dynamic info placement, formal arrangement

Audience -2- General Attendees (students/ professionals)

Clear view of schedule (emphasis on dates and time)

content wrangling

Audience -1- Invitation for Potential Interests (students/professionals)

For invitation letter, I decided to incorporate all text in chunks, sectioning off with similar/relevant informations. Potential interests are more willingly to read their invite. Thus, having an overview of the content is necessary.

Title/date/location at top, followed by description and the main events. Events are sectioned off with topic+time+speaker towards the left and description following right below towards the right.

World Economic Forum Annual Meeting

January 21-24 2022

Davos-Klosters, Switzerland

The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year. It will bring together 3,000 participants from around the world, and aim to give concrete meaning to "stakeholder capitalism", assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and trade governance.

Forging a Sustainable Path towards a Common Future

Speakers: Salvador Gómez-Colón, Natasha Mwansa,
Edward Felsenthal, Greta Thunberg, Autumn Peltier
January 21, 2022 8:30 - 9:45am

Carbon emissions from fossil fuels hit a record high in 2020 - yet another sign that we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world. How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?

The Reality of Racial Bias

Speakers: Cara Mertes, Phillip Atiba Goff
January 22, 2022 1:15 - 2:45pm

From politics to the public sector and from housing to education, racial bias perpetuates a crushing structural disadvantage for people around the globe. Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.

Shaping an Inclusive Platform Economy

Speakers: Daniel Zhang, Julie Sweet, Derek O'Halloran
January 23, 2022 2:00 - 3:30pm

Platform companies are leveraging big data and networks to disrupt across sectors while also offering new services, solutions and economic opportunities. How can platform conglomerates use their scale as a force for good?

content wrangling

Audience -2- General Attendees (students/ professionals)

For the people who are attending the events, I've decided the placement/emphasis of time and date is vital for the content to deliver successfully.

I borrowed the left-right arrangement from the invitation letter, storing the title and speaker on left, followed by the description of the event on right. Date of each events are positioned in the middle for clarity. Other then the left-right arrangement system, everything else is centered, having this traditional schedule style.

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content wrangling

Takeaway

Having to create content for two distinct audiences made me more aware of how malleable data is, and how certain design choices and pieces of information are prioritized and impactful for specific audiences based on their priorities and circumstances. The entire process assisted me in organizing the content I had and establishing my information hierarchy in a much more efficient and clean manner.

progressive disclosure

Learning Objectives

- ★ Adapt, arrange and re-arrange the content using type and grid to support the user's experience.
- ★ Curate the content for the page - *only include* what you think is important for the identified audience.

Audience -- General Attendees (students/professionals)

Mobile device structure, convenient for attendees to check schedule

progressive disclosure

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Forging a Sustainable Path towards a Common Future

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The Reality of Racial Bias

Speakers: Cara Mertes, Phillip Aliba Goff

Shaping an Inclusive Platform Economy

*Speakers: Daniel Zhang, Julie Sweet,
Derek O'Halloran*

progressive disclosure

Takeaway-

Experimenting with sizing and font variations helped me realize the importance of hierarchy, especially on a mobile structure. I also came to the realization that effective design communication goes beyond simply delivering the information in a clear manner; it also involves placing oneself in the audience's position and anticipating/ considering what they would specifically need in order to have a positive user experience.

wireframe + internal pages

Learning Objectives

- ★ Think through the user's expected path through the site. Consider what information they need and what page it would be located on.
- ★ Indicate which information goes on each page
- ★ Make sure that there is always a way to return to the home page.
- ★ Create initial rough designs of the internal pages, each with a strong point of entry and good progressive disclosure

Audience -- General Attendees (students/professionals)

Web interface that allows quick access to schedule, login, and basic descriptions

wireframe + internal pages

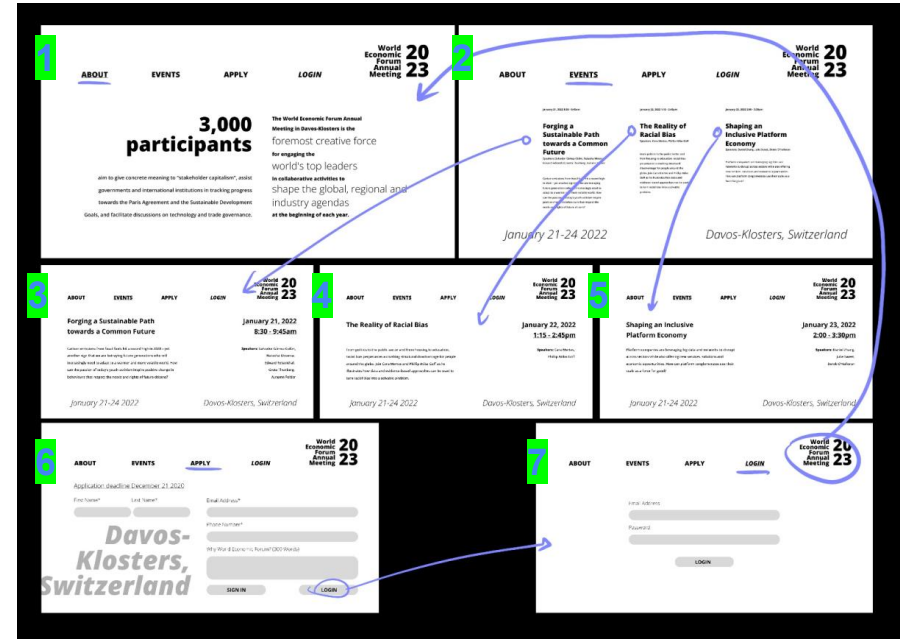
Audience -- General Attendees (students/ professionals)

About (Home Page) [1] -

I incorporated all important informations/descriptions in regard to the event. I used font variations and sizing to put emphasis on goals and datas.

Events [2,3,4,5] -

[2] 3 events layout horizontally. Date at top, followed by title in bold, speakers, and finally the content description preview. Users are encouraged to click on individual events to learn more about them. [3,4,5] In the individual events page, title and description and left aligned and date/time and speakers are on right. On the bottom, I decided to incorporate the length of the whole event and the location; with a lighter font variation, it is subtle but informative.



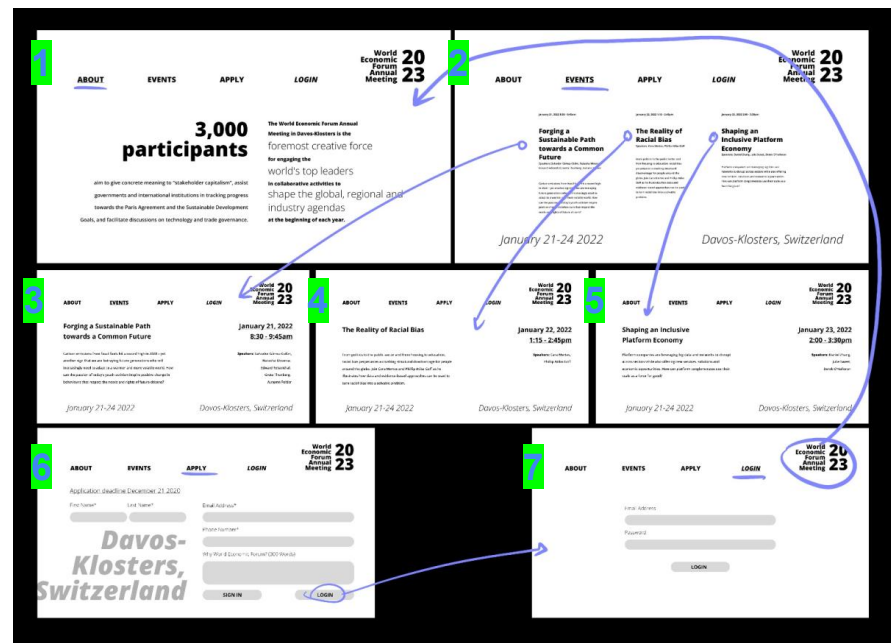
wireframe + internal pages

Apply [6] -

Deadline for application is place at the very top underlined/italicized. It is important to make sure all applicants are aware and such information is prevalent. I decided to incorporate round rectangles to have a softer/premium touch. Login and signup button are provided after an applicant is finished with their application. I filled up the empty space on the bottom left with a bold font of the location, giving audience desire and inspire an attraction to visit.

Login [7] -

I've decided to keep the sign in page very simple; with only email and password on the middle of the screen.



wireframe + internal pages

Takeaway-

The process of composing a wireframe helped me visualize the flow/movement/direction that the audience might take to navigate through the site. I believe working straight on figma for wireframing may not be ideal; thus, next time, the traditional pen and paper will come into the picture. It can help strip away distractions and force me to focus on the fundamentals of efficient and consistent navigation.

microsite prototype

Learning Objectives

- ★ Align content and navigation in consistent ways across all the pages of the site.
- ★ Every page of the site must include a way to return to the home page.
- ★ Pages must be verbally and visually compelling (strong word choices and good progressive disclosure).
- ★ Strong feedforward and feedback: users should know what is clickable, what to expect when they click something, and should receive affirmative feedback after they have clicked.

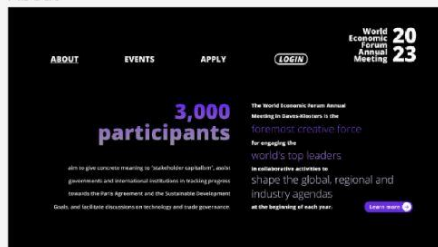
Audience -- General Attendees (students/professionals)

Visually compelling, easy and navigate, strong flow, and responsive feedback and feedforward

microsite prototype

Audience -- General Attendees (students/ professionals)

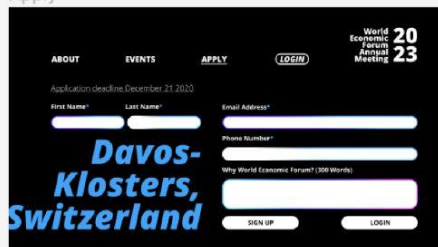
About



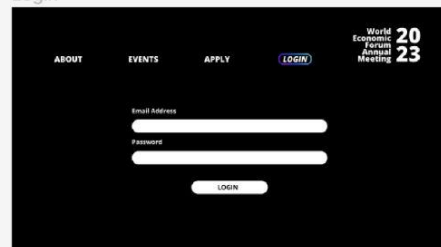
Events



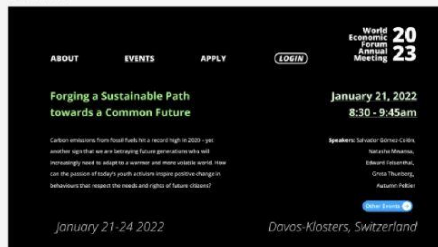
Apply



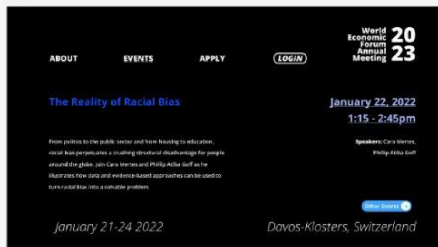
Login



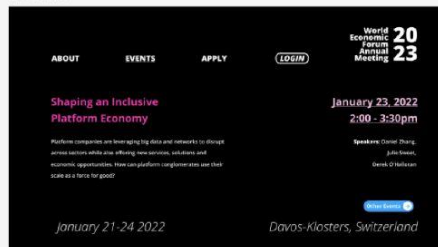
Events



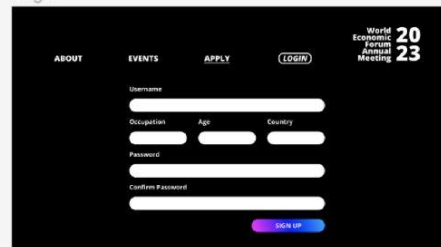
Events



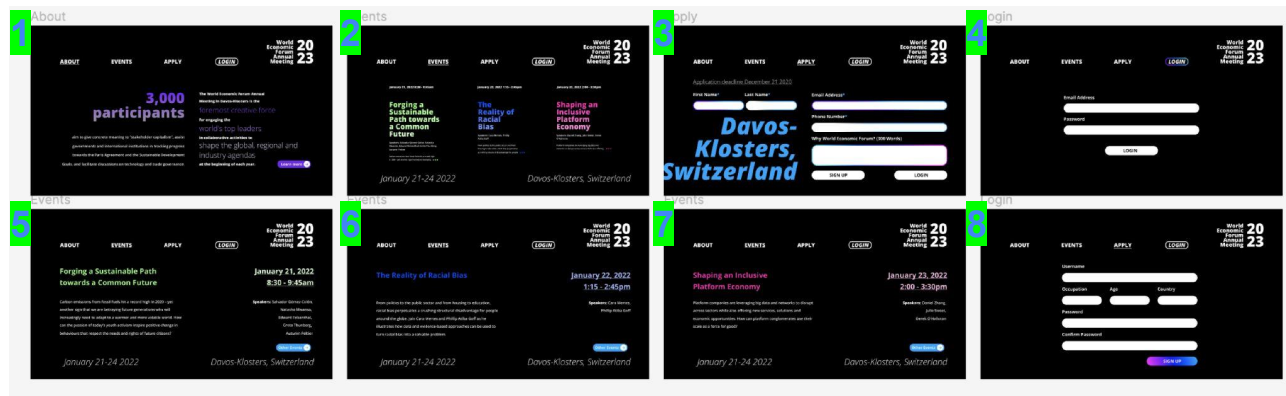
Events



Login



microsite prototype



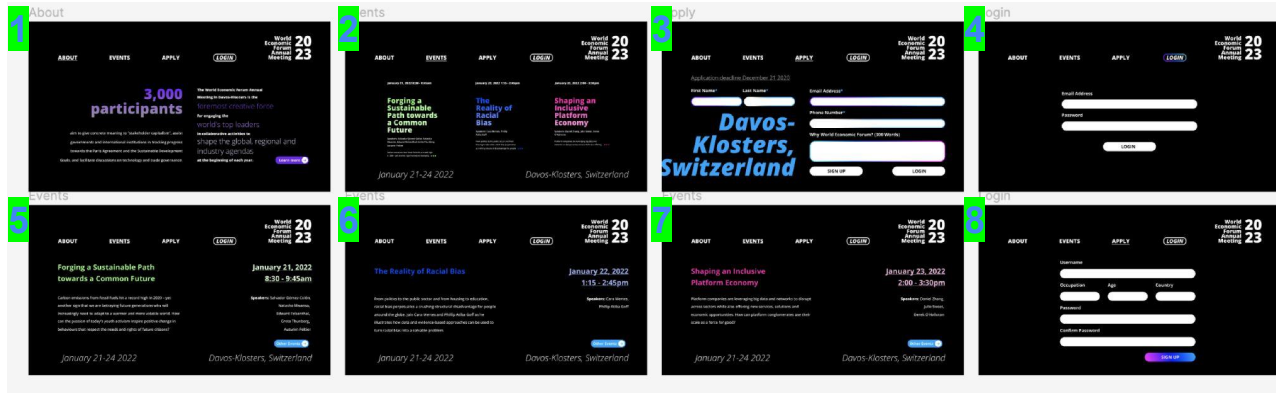
About (Home Page) [1] -

To emphasis on the 3000 participants and what the event can offer, I chose purple to contrast with the dark background. The gradient also help viewers navigate and move down to the bottom right, where I conveniently placed a purple button that will expose them to the events page [2] (to learn more about the events).

Events [2,5,6,7] -

[2] 3 events' title are gradient color coded. Preview descriptions are short, ending off with 3 dots that's clickable if they want to learn more about it. Bolded titles are also clickable which will lead them to [5,6,7]. On individual events page [5,6,7], the "other events" button located at the bottom right of screen will lead them to other events, placed chronologically.

microsite prototype



Apply [3] -

The borders of each buttons and text boxes are color gradiented, making interactions more meaningful and fun.

Login/ SignUp [4,7] -

Clear placement with the contrast between dark and light really makes the info pop. The sign up button is filled with gradient color to make the experience exciting [7].

microsite prototype

Takeaway-

Once the flow and navigation are figured out in the wireframing process, designers are allowed to focus on aesthetics and how viewers will be interpreting design/color choices. I was having some trouble incorporating the content with a black background, however, I took advantage of the use of gradient and color which made everything popped.

reflection.

Throughout this project, I understand more about the importance of navigation, flow, and the general usability/ experience of users. Every decision that the designer made should always be conscious and effective. The context behind each project should be identified, including the background, education, and general interest of the users. This is effective for targeting the needs and guide designers onto a successful path.

I feel much more well-versed in design usability and optimizing user experience, and am more aware that designs should not only be visually appealing but effectively functional as well.