

Problem Statement

Delightful Stories is a videography service that needed to redesign their website which became somewhat obsolete since most of the content is already in their social media accounts

Design Sprint 2.0

This was the first time using Design Sprint 2.0 in my process. It was an intriguing process for me but it made so much sense. Giving me a clearer way of developing designs to prototype and test those concepts faster and more efficient

Map

We conducted an expert interview to find out more about the identity of the company. We asked “how might we” questions based on the data we gathered from the expert interview

LONG TERM GOAL & SPRINT QUESTIONS

Then, with one statement chosen, participants are defining a goal of the sprint. That's also something that's a bit different in Design Sprint 2.0. AJ&Smart call it the Two Year Goal.

HMW

2 YEAR GOAL:
HAVE 3-4 MONTHLY REGULAR CONTENT CLIENT WITH INSPIRATIONAL PROJECTS.
BE KNOWN AS VIDEO CONTENT FOR BRANDS, SOCIAL MEDIA :
HAVE OUR OWN STUDIO OFFICE
ATTRACT CREATIVE TALENT

The "How Might We" or HMW method is an essential Design Sprint methodology. At Google, we use it to capture opportunities during lightning talks and throughout the Understand phase. This method allows your team to take the insights and pain points they hear and positively reframe them. HMWs create an active framework for resolving the challenges.

HMW
HELP BRANDS KNOW ABOUT OUR DIFFERENT KINDS OF VIDEO CONTENT

HMW
HELP BRANDS UNDERSTAND IMPORTANCE OF VIDEO CONTENT

HMW
IMPROVE QUALITY OF VIDEOS

HMW
COMMUNICATE/CONVEY OUR OFFERS TO CLIENT

HMW
HELP BRANDS CHOOSE WHAT KIND OF VIDEO CONTENT THEY NEED

HMW
BE RECOGNIZED AS A VIDEO CONTENT PRODUCER

HMW
HAVE VARIETY OF PORTFOLIO

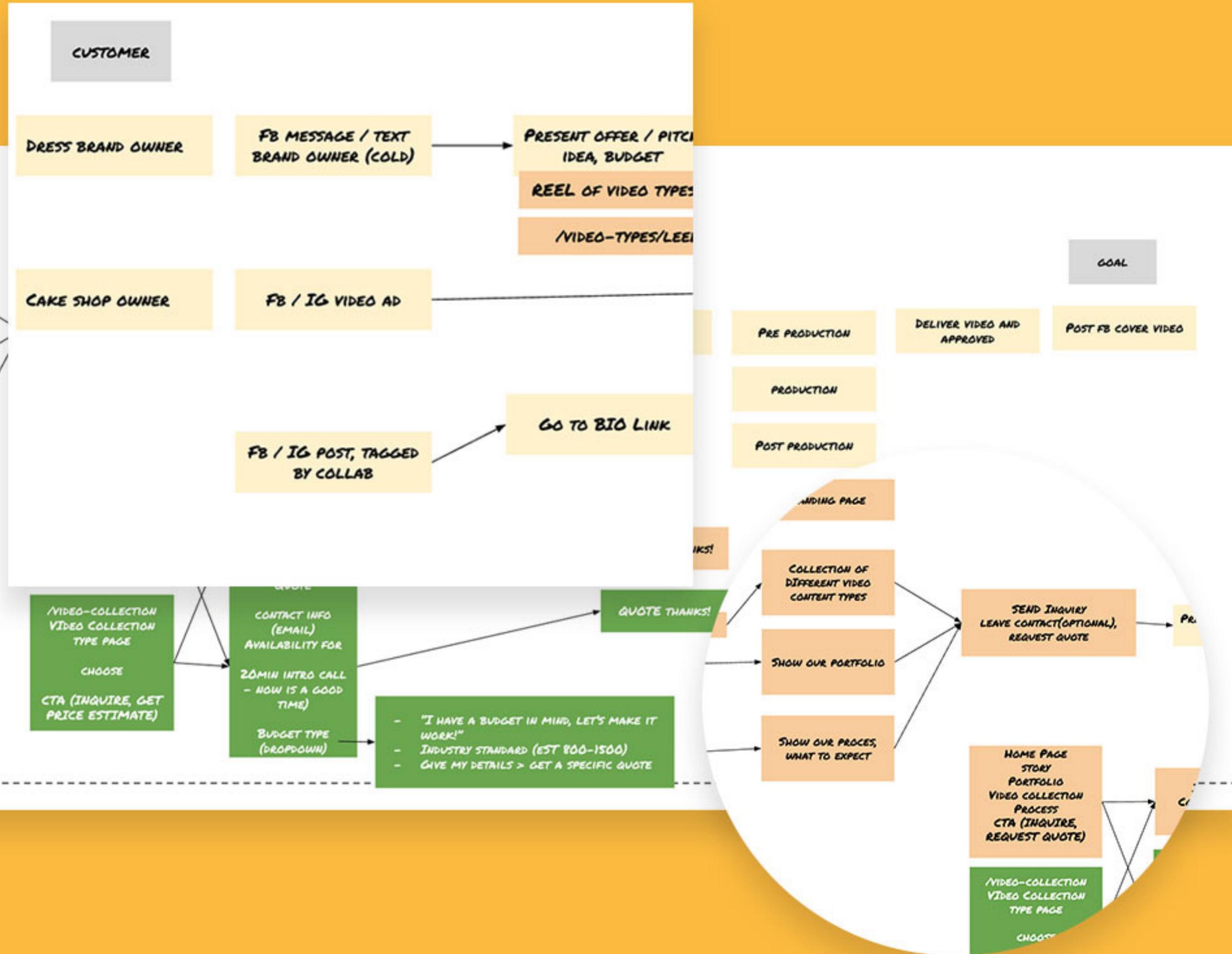
HMW
HELP BRANDS UNDERSTAND IMPORTANCE OF VIDEO CONTENT

HMW
GET MORE CLIENTS

HMW
IMPROVE VIDEO PRODUCTION PROCESS

User Journey

We mapped out the user's journey to the current iteration of the website and looked for pain points such as hard to find links or misplaced CTA to get a concrete idea of how the website should flow



Persona

In developing a Persona, we started with a wedding taylor who we already knew before. We looked at their current social media and other web presence

person

name: S

occupa

budget:

type: cl

industr

needs:

location:

style: c

online p

facebook

goals: t

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motivat

memori

pain po

access

persona 1



name: Lee Hwa Wedding & Traditional Korean Dress

type: Small/Medium Business

industry: Wedding dress

location: korea town, LA

style: traditional korean wedding dress

online presence:

- website

- facebook

- instagram

- youtube

goals: to broaden web presence through video marketing thru social media

motivations: expanding client base

pain points: its hard to find a good, high quality video company to produce videos at a reasonable price.

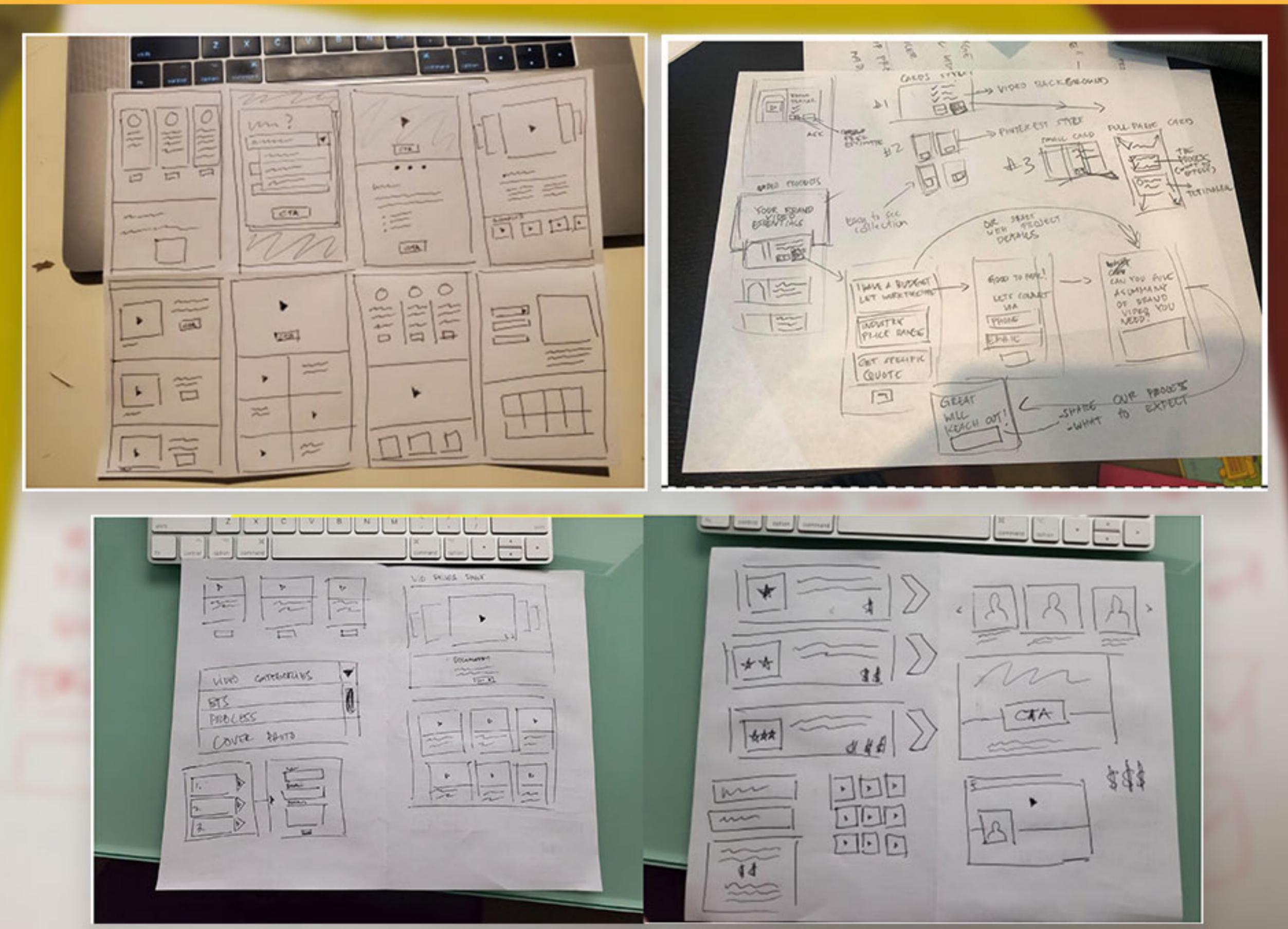
Edited Oct 29, 2019



Close

Sketch

With a lightning demo, I made a mood board based on other websites/apps features that we wanted to incorporate and determine if they are essential features for the site



Wireframe

Using Adobe XD, I design a wireframe based on the sketches with just the bare bones of what the user should be seeing and how the pages should be sequenced

Project Details

Delightful Stories
Brand Essential Videos

Great, lets connect!

Project Details
Please let us know more about your ideas for the video.

Appointment

Delightful Stories
Brand Essential Videos

Schedule an appointment

Date*

Confirmation

Delightful Stories
Brand Essential Videos

Thank you (Name)!

get back to you in (duration).
ie mean time, check us out on
Facebook
Instagram
Twitter

Video Products

Delightful Stories
Brand Essential Videos

Explainer Video
[Learn More](#)
Price

Interview Video
[Learn More](#)
Price

Culture Video
[Learn More](#)
Price

Trailer Video
[Learn More](#)
Price

Trailer type

Delightful Stories
Brand Essential Videos

Trailer Videos

- 1 minute summary of your brand
- Interviews are genuine, spontaneous, and believable
- Unearths the type of genuine dialogue that viewers respond to enthusiastically

Our Process

1. Pre Production
 - Shoot Preparation
 - Project timeline
2. Production
 - Setting up the sound/lighting/video
 - Capturing b-roll
3. Post Production
 - Producing the final story
 - Video editing

Price

Budget type

Delightful Stories
Brand Essential Videos

Budget Types

Your Budget

Industry Rate

Get Specific

Design Language

We didn't get too far from the original concept design we did on the first website. We retained the same logo and basically the color palette which was teal and orange

MOOD & INSPIRATION

Delightful mood
Light background
Rounded corners
Easy to read
Teal and Orange



ICON & SYMBOLS

Uses
UX process icons
Tool icons
CTA buttons
Navigation icons

Style
Line art style

TYPOGRAPHY

Uses
Headers (Card headers and Detail headers)
Category labels
Card summary text
Detail Page body text
Links

Style
Sans Serif
Tall

COLOR

Light color
Yellow, black accent - favorite color
Flat



de·light·ful

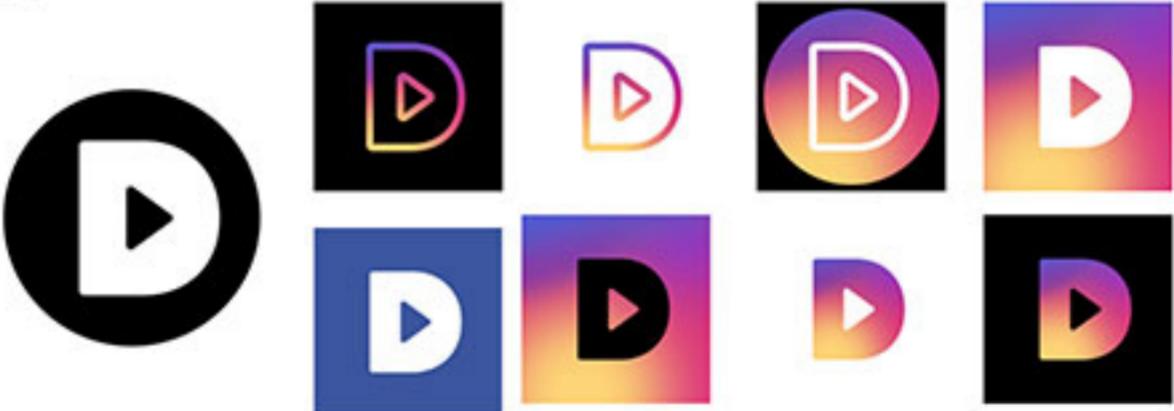
/də'lītfəl/

adjective

causing delight; charming.
"a delightful secluded garden"

Similar: very pleasant lovely greatly to one's liking very agreeable
 very pleasurable enjoyable congenial amusing entertaining diverting
 gratifying satisfying marvelous wonderful magnificent splendid
 magical exciting thrilling sublime great super fantastic
 fabulous fab terrific heavenly divine glorious grand magic
 out of this world cool brilliant brill smashing peachy neat
 ducky beaut bonzer capital wizard corking spiffing ripping
 cracking top-hole topping champion beezer swell frabjous
 charming enchanting captivating bewitching entrancing engaging
 appealing winning fetching sweet endearing cute adorable
 delectable delicious gorgeous ravishing beautiful pretty
 very attractive bonny couthy dreamy adorbs tasty

LOGO



HighFi Prototype

I implemented the design style guide to the wireframes. Using Adobe XD's prototype tool, I linked all the pages and their behaviors which should resemble how the final product should look to the user.

YOUR BRAND VIDEO ESSENTIALS

Explainer
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

LEARN MORE >

Price

Explainer
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

LEARN MORE >

Price

Video Products

- Delightful Stories
Brand Essential Videos
 - Explainer Video
 - Interview Video
 - Culture Video
 - Trailer Video

Culture type

Explainer Videos

- 1 minute summary of your brand
- Interviews are genuine, spontaneous, and believable
- Unearths the type of genuine dialogue that viewers respond to enthusiastically

Trailer type

Trailer Videos

- 1 minute summary of your brand
- Interviews are genuine, spontaneous, and believable
- Unearths the type of genuine dialogue that viewers respond to enthusiastically

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Budget type

Delightful Stories
Brand Essential Videos

Budget Types

- Your Budget
- Industry Rate
- Get Specific

Interview type

Interview Videos

- 1 minute summary of your brand
- Interviews are genuine, spontaneous, and believable
- Unearths the type of genuine dialogue that viewers respond to enthusiastically

Our Process

1. Pre Production
 - Shoot Preparation
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2. Production
 - Setting up the sound/lighting/video
 - Capturing b-roll
3. Post Production

Your Budget

Name

Phone Number

Email

Set Budget

Additional Notes

Submit

Key Takeaway

Since this was the 1st project I did using a UX design process and tools like Adobe XD, pain points will always come up. It's always good to have a clear map on where the user should be lead to and know what they want to see and/or do