2nd Semester Exam

Team 05 - Triple A plus G

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Character count: 67201
Standard pages: 28

Link to GitHub repository
https://github.com/annacyb/latelier_michaud-website

Anna C's link to online product
https://annacyb.github.io/latelier_michaud-website/index.html

Gosia's link to online product
https://malagorzata.github.io/latelier_michaud-website/

Anna T's link to online product
https://annathorslund.github.io/latelier_michaud-website/

Ana Sofi's link to online product
https://anasofich.github.io/latelier_michaud-website/

Video content
https://www.youtube.com/watch?v=2YesgAs25Sc&list=PLYpdszkxdwHzAS6PqcBXDKOIoYXdhir2g&index=5

XD Prototype
https://xd.adobe.com/view/b84d50e0-2668-4c3c-b072-37c1d655729d-ed1e/

Our contributions

We had an equal contribution in the research part - primary&secondary research, translation, ideation of website solution as well as social media guide. As in for the writing documentation report and collecting the data - we split it into the parts but most of the work was written collaboratively.

Anna Thorslund
Designing and coding of product list page & sustainability page, video editing

Ana Sofia Castellanos
Designing and coding of menu, footer and shopping flow, video editing

Anna Cybulska
Designing and coding of home page, ethical design page

Gosia Warwaszynska
Designing and coding of ‘our story’ and product view page, video editing

Table of contents

Introduction

1.1. Introduction 2
1.2. Problem area 3
1.3. Problem formulation 4
1.4. Development process 5
1.5. Tools, methods and theories 7

Process

2.1. Research 9
2.1.1. Market research 10
2.1.1.1. Market overview 10
2.1.1.2. Business Model Canvas 10
2.1.1.3. Competitors 11
2.1.1.4. Key insights & problems from the client 12
2.1.1.5. PESTLE Analysis 13
2.1.1.6. SWOT Analysis 13
2.1.1.7. Sender Analysis 14
2.1.2. User research 16
2.1.2.1. Google Forms survey from Silfen 16
2.1.2.1.1. Conclusions 17
2.1.2.2. Think Aloud Test on current website 18
2.1.2.2.1. Findings 19
2.1.2.2.2. Conclusions 19
2.1.3. Desk research 20
2.1.3.1. Trend research 21
2.1.3.2. Design Pattern research 22
2.1.4. Conclusion 23
2.2. Translation 25
2.2.1. Personas & user stories 26
2.3. Ideation 30
2.3.1. Client's idea for a new website and feelings behind it 32
2.3.2. Trend research 33
2.3.3. Design Patterns Search 33
2.3.4. Inspirations, moodboard and chosen elements 34
2.3.5. Crazy 8s & sketches 35
2.4. Prototyping 36
2.4.1. Information architecture & card sorting test 38
2.4.2. Site Map 39
2.4.3. Wireframes 40
2.4.4. Choosing a color palette for our web solution 41
2.4.5. BERT Test 42
2.4.6. Style Tile and main design elements 43
2.4.7. Think Aloud Test on solution and improvements 44
2.5. Final solution 45

Table of contents continued

2.6. SoMe Guide 49

2.6.1. Introduction 50

2.6.2. User journeys 51

2.6.3. Video process 53

2.6.4. Solution 57

2.7. Technical documentation 58

2.7.1. Data model Restdb.io 59

2.7.2. Coding & programming 64

2.7.3. Premiere Pro 67

Conclusion 68

References 70

Appendixes 72

Appendix 1 - Brand’s KPI 73

Appendix 2 - Client’s moodboard 74

Appendix 3 - Business Model Canvas 75

Appendix 4 - Competitor Positioning 76

Appendix 5 - SWOT Analysis 77

Appendix 6 - PESTLE Analysis 78

Appendix 7 - Results from Google Forms Survey 80

Appendix 8 - Design Pattern Research 86

Appendix 9 - BERT Test Results 88

Appendix 10 - Results of Think Aloud Test 89

Appendix 11 - Results from client's survey 91

Appendix 12 - Visual treatments, storyboard and shots list 94

Appendix 13 - SoMe Guide 94

INTRODUCTION

1.1. INTRODUCTION

This report will be an attempt at improving the online presence of the jewellery brand Atelier Michaud. Research and testing will examine where there should be optimisation, addings, and changes added. This report will aim to improve the online presence of Atelier Michaud, a jewellery brand. Research and testing will identify where improvements, additions, and modifications should be made. The focus in this project will be a web solution, as well as a SoMe guide, and content creation. This report will focus on the problems that Atelier is facing, as well as research into user behaviour and design decisions based on that research.

Atelier Michaud is a Danish jewellery company that aims to embody the feminine, timeless, and beautiful qualities of handcrafted jewellery. The brand's goal is to be seen as genuine to its ideals, which include sustainable and ethical manufacturing and material sourcing. Atelier Michaud strives for transparency in all areas so that clients may gain a better understanding of the brand's whole production process, from material sourcing to future employees handcrafting the product working environment.

In this report, we'll go over the concepts and solutions we've come up with in order to improve Atelier Michaud's online presence. The report will also include technical documentation, testing, and the finalised website solution for Atelier Michaud, as well as a SoMe guide and content development. To ensure an in-depth understanding of the proposed issue, the research supporting the solution is both primary and secondary.

1.2. PROBLEM AREA

Atelier Michaud is currently having trouble with its online presence and would like to improve the user experience as well as the overall appearance of the website. The existing solution is seen to be lacking engagement and fails to emphasize the brand's identity. Furthermore, the client is utilizing Shopify, which requires the client to utilize a template, limiting what can be displayed on the website. As a result, crucial pages like 'About Us' and 'Tree Nation' are text-heavy and discourage users from reading them.

Additionally, the brand is lacking engaging content on social media platforms such as video and storytelling. There is little customer engagement that could be utilised to increase the reach and awareness. Thus, the brand needs a social media strategy formulation as well as content creation to improve its social media engagement and customer reach. Through providing customers with content e.g. videos, it would potentially increase the likelihood of the purchase and improve the brand loyalty.

1.3. PROBLEM FORMULATION

How might we statement

How might we improve Atelier Michaud's digital presence by creating a web and SoMe solution that communicates Atelier Michaud's principles and identity, making it both engaging and attractive to customers?

Research objectives

1. To identify the different types of customers and their needs in regards to Atelier Michaud's website and SoMe

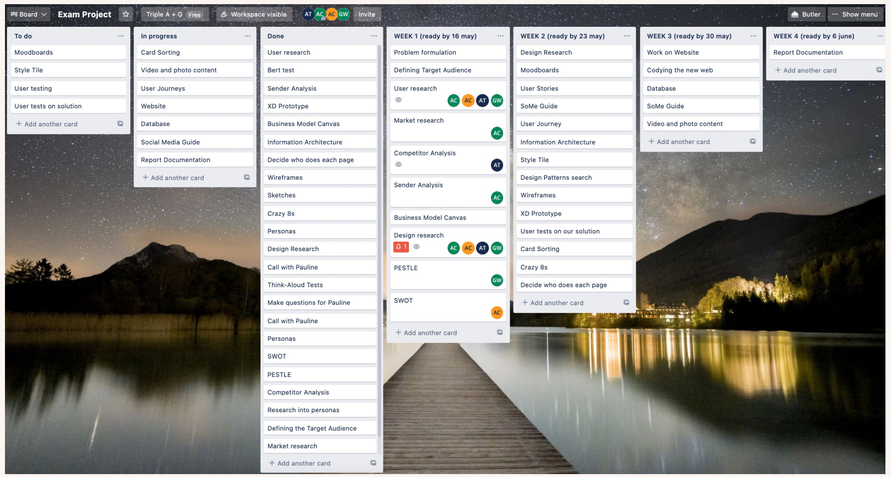
2. To highlight and embody the brand identity, of being unique, feminine and timeless, through the visual communication

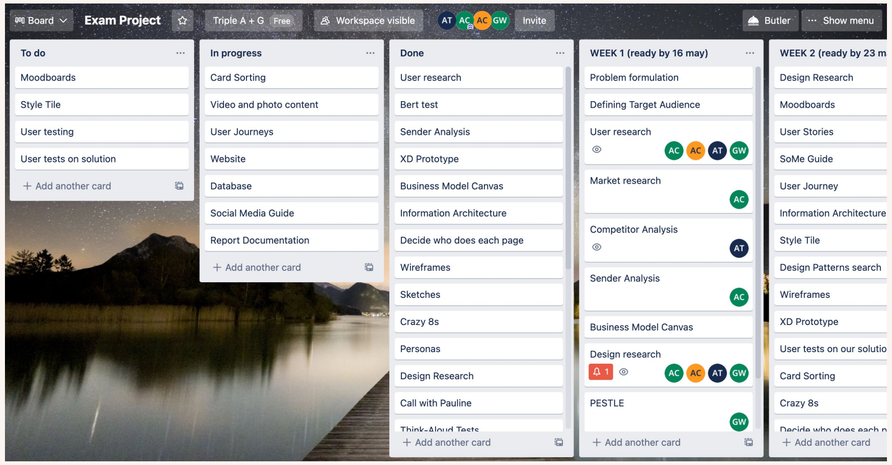
3. To express the importance and transparency of the brand's sustainable and ethical values through the content in both the website and videos

1.4. DEVELOPMENT PROCESS

Trello and Project Management

We used the project management platform Trello* to keep track of the entire process on what we had done and had yet to do. A Trello board allowed us to pin up the entire process and provided us with an overview along the way. We tried to work as a team as much as possible, then assigned tasks to each of us when time didn't allow us to all work on the same task at the same time. We kept sure to always have a meeting where we informed each other on what we had developed when working individually on certain aspects of the project. As a result, we revised each other's individual work at these meetings, ensuring that everyone on the team was aware of nearly every aspect of the project.





*Trello Board - a collaborative tool showing tasks and documents

1.4. DEVELOPMENT PROCESS

Design Thinking

Using the Design Thinking* process, we came up with our solution. Herbert Simon, a Nobel Laureate, was the first to explain the Design Thinking technique in 1969. The paradigm used in this project, however, was proposed by Stanford's Hasso-Plattner Institute of Design (Dam and Siang, 2020).

1. Empathise – with the future users
2. Define – problems, needs that user may have
3. Ideate – challenge assumptions and provide innovative solutions to simple problems
4. Prototype – create the solutions
5. Test – see if the proposed solutions work

We chose this method to put the users first and to get a sense of what potential needs and goals the customers might have. This drove us to conduct comprehensive primary and secondary research, followed by the creation of personas to define key parts of the journey.

1. Empathise – conduct extensive primary and secondary research (design research + survey and interviews).
2. Define – translate the research findings into needs that can be implemented into our solutions (extract the results from the research)
3. Ideate – Using the research findings, we used Crazy 8s to select the best suited design patterns.
4. Prototype – created wireframe sketches and a detailed prototype in XD.
5. Test – the prototype and solution tested.

*Hasso Plattner Institute 2021 (7/6/2021)
link: https://hpi-academy.de/design-thinking/was-ist-design-thinking.html

1.5. TOOLS, METHODS AND THEORIES

Tools, methods and theories

Throughout the whole project we have been following a Design Thinking Process* that focuses around the user-driven approach thanks to five defined stages: empathise, define, ideate, prototype and test. This has allowed us to keep the user at forefront of the design and redefine our ideas through prototyping and testing.
For the clear schedule and process we used Trello Board* as well as Google Docs to keep all the information, materials and tasks in one place.

In order to address ‘empathise’ and ‘define’ stages, we conducted a thorough market and user research as well as used PESTLE and SWOT analysis, which are market environment assessment tools, to get an understanding of the potential challenges in the project. Moreover, Think Aloud Test of the current website solutions has allowed us to get insights to any issues as well as user’s preferences. In the ideation phase, we used tools such as Crazy 8s – sketching 8 quick ideas of different solutions – to put our design research ideas and solutions on paper and then vote for the most liked ones. Moreover, we used Personas & User stories to justify our decisions as well as link to emphasise phase and understand potential needs and goals of the customers.

*Design Thinking Process - is a design methodology that provides a solution-based approach to solving problem
*Trello Board - a collaborative tool showing tasks and documents

PROCESS

Research

2.1.1. MARKET RESEARCH

2.1.1.1. Market overview

The jewellery market is forecasted to grow by $19.88bn between 2020-2024 and, despite the corona's overall negative impact on the economy, the jewellery market hasn't experienced a big drop in sales (Technavio Research, 2020). However, it has boosted the e-commerce sales which has encouraged companies to work on their online presence to maintain their competitive advantage. Jewellery online shopping is specifically popular as they are easy to ship (Estay, n.d.).

2.1.1.2. Business Model Canvas

We used Business Model Canvas* (Appendix 3) to visualise different parts of the business of our client and understand the forefront and inside of the brand. Thanks to getting insights to how brand operates, we could build on our research while having the canvas in front of us. Moreover, Business Model Canvas breaks down the business to simple segments to have a complex view of the client.

*Business Model Canvas - strategic management template that helps to identify current business models as well as develop new ones

2.1.1. MARKET RESEARCH

2.1.1.3. Competitors

Key competitors were derived from market research provided by client. They have strong competitive advantage of longer presence on the market, higher social media following as well as bigger number of retailers. Moreover, we got insights to brand's positioning created by the client (Appendix 4)

Pernille Lauridsen Jewellery

-6.982 followers on IG
-Similar style designs, organic, playful, pearls, colored stones, possible to do custom pieces
-Fine jewellery/ 14/18k, diamonds, precious stones
Handmade in DK
-Own store in Frederiksberg, Copenhagen
-Retailers: Heroines, The Jewellery
Price point: Average (1.700-15.000 DKK)

AKVA JEWELLERY

-3.158 followers on IG
-Organic designs, beautiful, timeless styles, possible to do custom pieces
-Mix of silver and 14k with diamonds
-Handmade in DK
-Own showroom on Bredgade, Copenhagen
-Strong focus on sustainability and STG 14
-Retailers: The Jewellery Room
-Price point: Average/high (1.150 – 10.900 DKK)

Line Rossau Jewellery

-2.135 followers on IG
-Classic designs, French style
-Mix of silver and 14k with diamonds, precious stones and pearls, lot of custom orders
-Handmade in DK
-Own store in Frederiksberg, Copenhagen
-Retailers: Nørgaard paa strøget, Strøm, Stoy, Dr. Adams
-Price point: average (950-19.000 DKK)

2.1.1. MARKET RESEARCH

2.1.1.4. Key insights & problems from the client

What we know

-No ‘Shop’ element on the website – ‘Collections’ subpage works as a shop

-Homepage site is lacking contrast as the text is hardly readable – white text blends in with the light-coloured photo in the background

-Search bar doesn’t work in the intuitive way

-No option to pack the jewellery as a gift

-‘Gift card’ as a part of collections (shop) is misleading and doesn’t fit this category

What we think we know

Assumptions gathered after look on the website:
-Users may not find it intuitive to scroll down the page as the main photo covers the whole landing page

-‘Tree Nation’ element in the menu can be misunderstood or overlooked by the users if they don’t know what it is and that this can indicate sustainability of the brand – ‘sustainability’ could be a better choice to highlight this characteristic of the brand

-Website is lacking filters which could be potentially useful for the users that are looking for more specific jewellery

-Social media presence and consumer interaction could be

What we don’t know

-What users actually look for in the jewellery provided by L’Atelier Michaud

-What is important for L’Atelier Michaud’s target audience

2.1.1. MARKET RESEARCH

21.1.5. PESTLE Analysis

As showcased in Appendix 5, the brand operates in a competitive market. However, the analysis highlights the competitive aspects of the brand. Since the brand wants to operate on a more international scale, e.g. expanding to French market, it gives the opportunity to grow the target audience and positively influence the customer's perception. Additionally, the brand prides itself in being sustainable as well as ethically produced which enhances the brand image and fits into the rising customer interest in environmentally-friendly approach of the jewellery companies. Therefore, Atelier Michaud can leverage the sustainability aspect to its advantage and highlight this USP to increase customer's awareness and loyalty. Lastly, Atelier Michaud as a brand has defined brand image and visual identity that can be utilised in the social media communications as well as on the website and, as a result, increase the likelihood of the purchase.

2.1.1.6. SWOT Analysis

The analysis (Appendix 6) highlighted the strengths that lay in the high quality of the products as well as the sustainability and ethicality of the brand. However, the brand doesn't have a well-developed position on the market as well as it has limited resources to develop the brand. Moreover, the inventory is currently limited, which can work as a disadvantage for the brand. The proposed opportunity is expansion to the French market that can enlarge the size of the target audience which, with outsourcing production to Thailand, can result in higher sales. The current threats for the brand is the low market recognition, low differentiation between other brands and overall very competitive and fast-changing market. Therefore, the brand should maximise its strengths that lie in the high quality products and sustainable approach to establish itself on the international market.

2.1.1. MARKET RESEARCH

2.1.1.7. Sender Analysis

Sender Analysis is an important factor to take into consideration as a Multimedia Designer. Clear recognition of the sender will provide the communication with a certain amount of validity (Nordquist, 2019). In order to successfully create the content for the brand, it is important to identify the corporate identity of the company that is being worked with as this influences the perceived image. It is imperative to know the brand's identity, mission, vision and values as it improves the customer's brand perception and effectiveness of the brand itself (Goldring, 2017). Additionally, understanding the brand image helps to assess the potential associations with the brand and beliefs that can impact the buyer's decision-making process (Alhaddad, 2015). Therefore, knowing those factors is imperative for the communicator in order to create consistent content and reflect the brand's values in the design.

Meeting with a client

The meeting with the client who is L'atelier Michaud has shown us that the client has a well-established brand identity for a start-up – understanding the image the owner wants to create and positioning the product that sells (Ghodeswar, 2008). However, the client is struggling with translating the brand identity to the perceived brand image by the customers. The website does not portray the brand's feel which can create a barrier between the sender and the receiver. Creating a solid brand image is crucial for brand-building as it later positively impacts brand performance (Wang and Tsai, 2014). Thanks to consistent brand communication on different platforms, the company can create an emotional relationship with its customers (Ghodeswar, 2008).

2.1.1. MARKET RESEARCH

2.1.1.7. Sender Analysis

The research conducted and the interaction with the client clearly showed that they have given priority to establish their identity, mission, vision, and values. They are the following:

Mission: to create jewellery that gives power and confidence to the user, and makes them feel beautiful and strong.

Vision: They strive to inspire and educate people on how they can help our climate and make a lasting difference through small steps and initiatives. They wish to encourage people to have a positive mind and spirit and to furthermore create a trusting bond between company and customer, based on transparency, strong CSR policy and quality lasting jewellery.

Values: a company made out of honest and kind individuals that aim to create unique jewellery that will be produced sustainably and ethically correct while being transparent about all the production process.

The company also has strong external communication by constantly sharing content on Facebook, YouTube and Instagram. They share content that will be valuable for both current and future customers.

However, in regards to the corporate image on their website, L'atelier Michaud is still partially lacking. As stated before, the closer image and identity are related, the more trust will people put into the company. One of the main goals set by the company is to highlight the uniqueness and ethicality of the products sold as well as the sustainability aspect. Currently, the client's website doesn't stress sustainability's importance to the brand and the pages related to the production and environment are not engaging for the user.

In conclusion, the company has a well-established identity and portrays it all through social media. However, website and SoMe platforms are lacking consistency and user engagement as well as highlighting the important aspects of the brand.

2.1.2. USEAR RESEARCH

2.1.2.1. Google Forms survey from Silfen

After having collected key insights and problems from the client, and also having a better understanding of the market and of the client's position in it, it was time to get the user's point of view. We wanted to have a better understanding of the users needs, and what they look for in regards to their online shopping experience. For our previous project with Silfen, since we were also working with online shopping, we had conducted a Google Forms survey that gave us a really good insight into what users find is a good UX on webshops. We asked for specific things that they liked and disliked on webshops, which problems they would usually run into, as well as which were their favorite webshops to get inspiration from and do a Design Pattern research later on.

Since we got very useful insights from this survey, we decided to use it again for our project for L'atelier Michaud. We thought this was suitable for this project as well, since we are also working with UX on webshops and researching the same problems. Even though most of the participants were younger than the company's target audience, we did get some answers from an audience in the main target group and it still gave us a really good insight into how to implement both the client's and the user's needs into our solution. We collected 21 responses to the survey. The majority of them were in the age of 21-23 y/o (61.9%) and 23-25 y/o (23.8%) and were females (17 respondents). The results can be found on Appendix 7

Full survey can be found under this link:
https://docs.google.com/forms/d/e/1FAIpQLSeqmTLIishMlY5j9G22l7J-SuLVWfaR7j-GRMupQymywwUcZA/viewform

2.1.2.1.1. Conclusions

- On the websites were many products can be found users like to have filtering options and sorting by price / product type
- Respondents refer to the “Similar products” suggestions on the bottom of a product site
- The option of having real pictures of products e.g. taken by customers on instagram is useful
- Customers are looking for thorough product descriptions and measurements of products
- The buying process should be quick and informative
- Users don’t like to wait long for the website to load
- Website structure should be easy to use so that they can find what they are looking for quickly
- Users would like to find delivery and returns information easily
- 71.4% of respondents checks if the brand is sustainable

Conducting the survey helped us to gather insights, based on many answers we received, on what are the users needs of online shopping experience and what popular features like filters on product list, that L'atelier Michaud's website currently doesn’t have. It helped us to realize what users are used to have on webshop sites and understand what improvements should be made on L'atelier Michaud's website.

Furthermore, one of the last questions in the survey: “What's your favorite webshop in regards to the online experience? What is it about it that you like?” helped us to create a list of webshops (seen on the right) with a good UX design which later we used for Design Pattern Search and those webshop were inspirations for our own solution of a website.

Examples of great shopping experience:

- Zalando (4 respondents) (Fast checkout, easy to use)
- ASOS (2 respondents) (simple&easy to navigate)
- Vinted (2 respondents) (filtering, security)

Others:

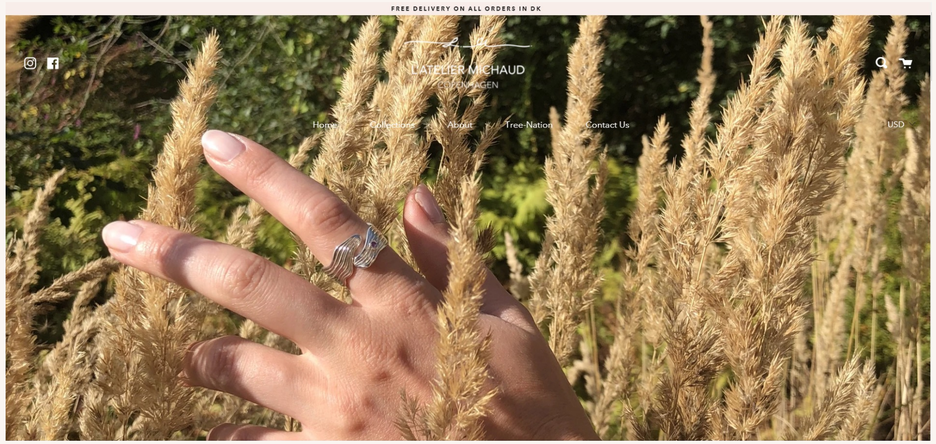
- Na-kd (thorough information)
- Urban Outffiters (easy buying process, wide product offer)
- Zara (clean setup)
- Depop (available measurements)
- Monzo (colorful, interesting and easy to use)
- Answear (measurements, videos of products in use)
- Monki (outfit suggestions, diversity in sizes, size chart, easy return policy)
- Farfetch
- droledemonsieur
- House of Sunny
- Stadium
- Banana Republic

Collected list of webshops with a great shopping experience based on answers to question from the survey: “What's your favorite webshop in regards to the online experience? What is it about it that you like?”

2.1.2.2. Think Aloud Test on current website

After conducting a survey with the users which gave us a wider perspective of the general online shopping experience, we decided to conduct a Think Aloud Test on L'atelier Michaud's current website, to see how those insights applied to it and how users found its functionality. In a Think Aloud Test, users are given different tasks to solve on a website while they say out loud everything they think throughout the tasks. This is a very useful technique, since it makes it very easy to find bugs in the website and to see what things work, don't work and could work.

The test we conducted consisted of 9 tasks and 7 follow up questions



L'atelier Michaud's current website

TASKS

1. Find a ring you like the most and add it to the bag
2. Find terms and conditions
3. Find a pair of gold earrings from the moringa collection
4. Go through with the purchase of the products in your bag
5. Find a gift card
6. Change the currency to euros
7. Find where you would be able to get answers if you had any questions
8. Find more information about the brands work on sustainability

FOLLOW UP QUESTIONS

1. For whom do you think is the website? What target audience?
2. What do you think the brand represents?
3. Was the website enjoyable to use?
4. What do you like about the website?
5. What did you don't like about the website?
6. What do you feel like the website is lacking?
7. What is your overall view on the website?

2.1.2.2.1. Findings

We conducted 5 Think Aloud Tests on both male and female subjects aged 22, 24, 25, 30 and 51. Based on the answers from the test subjects and what we could observe while they were navigating the website, we collected some important findings on the usability and UX of the website:

- The menu is not visible on the landing page
- There is a lack of filtering and sorting which participants found inconvenient since it makes it harder to find the specific articles they were looking for
- The menu structure was confusing. Participants found it confusing that they had to click on “collections” on the menu to see the products. They also didn’t like that you couldn't sort the different products by the type of product, but only by collection
- It was hard to find the gift card and the newsletter
- About us page is not engaging. It’s too cluttered and there is a lack of images or colors and shapes to make it more interesting. The Tree-Nation is also confusing since participants didn’t know what it meant or that it would be about sustainability. The Tree-Nation page is also very basic and not engaging.
- Lack of interaction on typography and hover effects. This makes the website very “basic” and not impressive
- The photos on the product page were confusing since they wouldn’t change when another color of the product would be picked. There are also not many photos of people wearing the products which many participants find very helpful
- Footer is lacking useful information like FAQ or Newsletter

2.1.2.2.2. Conclusions

From our findings we concluded that L’atelier Michaud’s website needs to be improved on usability and functionality and it needs to be redesigned so that it will be attractive and engaging for the users and at the same time reflect the brand’s image.

The main points from the UX point of view to be enhanced consist of adding features like filters and sorting so that it’s easier to find a certain product, improve the Information Architecture so that the website is easier to navigate, and, since sustainability and transparency are very important for the client, it would be important to make it easier for the users to get a feeling of these qualities from the website and make it accessible and engaging to find and read through this information.

2.1.3. DESK RESEARCH

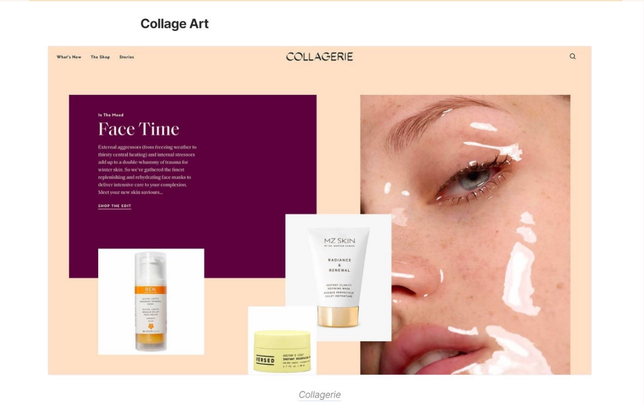
2.1.3.1. Trend research

After having conducted user tests and having a better idea of what they find is a good UX, it was time to start creating our solution for the client's website based on our findings. However, besides having the users' preferences in consideration, in order to create an innovative and trendy website, we also decided to research what the 2020 and 2021 web design trends are. This was very helpful to get inspired on what different functionalities and elements to add to the website that would make it stand out, and also since we are 4 members in the team, it was useful for making it easier to implement everybodies ideas.

Below are some examples of trends we liked and thought could work for solving the targeted problems, and later on implemented on the web solution.

2.1.3.1. Trend research

COLLAGE ART/OVERLAPPING LAYERS



Using overlapping layers to try and create a more dynamic and creative feel to the website. This will be done by layering simple figures, images, and text.

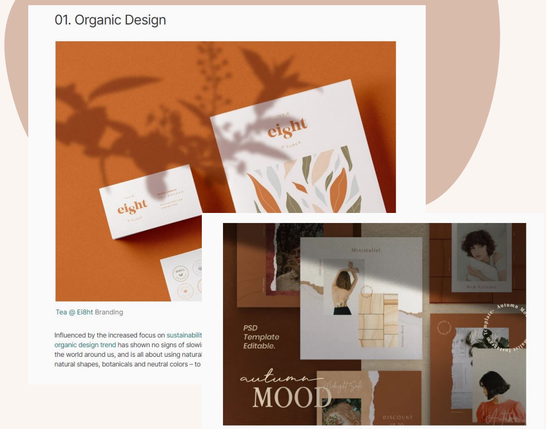
“Top Web Design and UI Trends for 2021”
https://designmodo.com/web-design-trends-2021/

SERIF FONTS

Serif fonts are known to evoke a sense of credibility and trustworthiness which complements the brands' principles. We will use this type of font to balance elegance and strength

“10 Big Graphic Design Trends for 2021”
https://envato.com/blog/graphic-design-trends/
#Serif-Fonts/

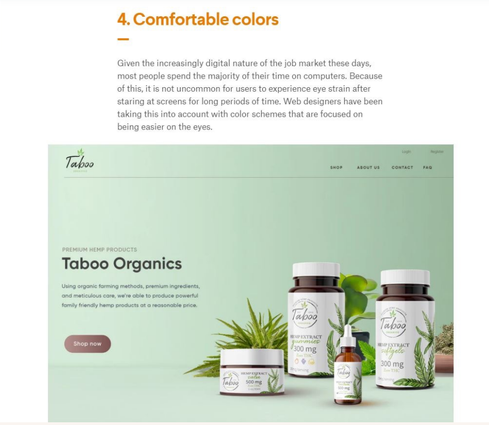
ORGANIC DESIGN



Curvy, imperfect linework can represent more natural and organic forms. We will make use of these to emphasize and complement the nature and sustainability aspects of the brand

“Back to Basics: Organic Graphic Design Trends”
https://envato.com/blog/back-to-basics-organic-graphic-design-trends/

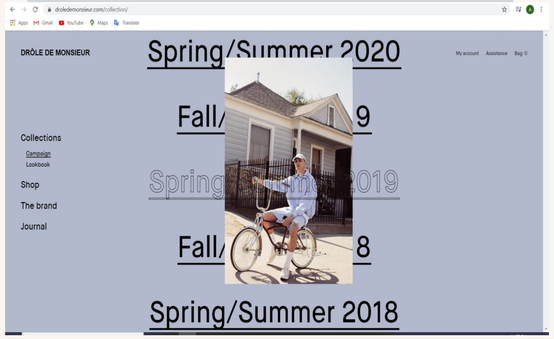
COMFORTABLE/SOOTHING COLORS



Many users experience eye strain after staring at screens for long periods of time. Using comfortable and soothing colors makes it easier on the eyes. These colors also naturally induce calm and relaxation.

“9 stunning web design trends for 2021”
https://99designs.com/blog/trends/web-design-trends/

INTERACTIONS ON TYPOGRAPHY



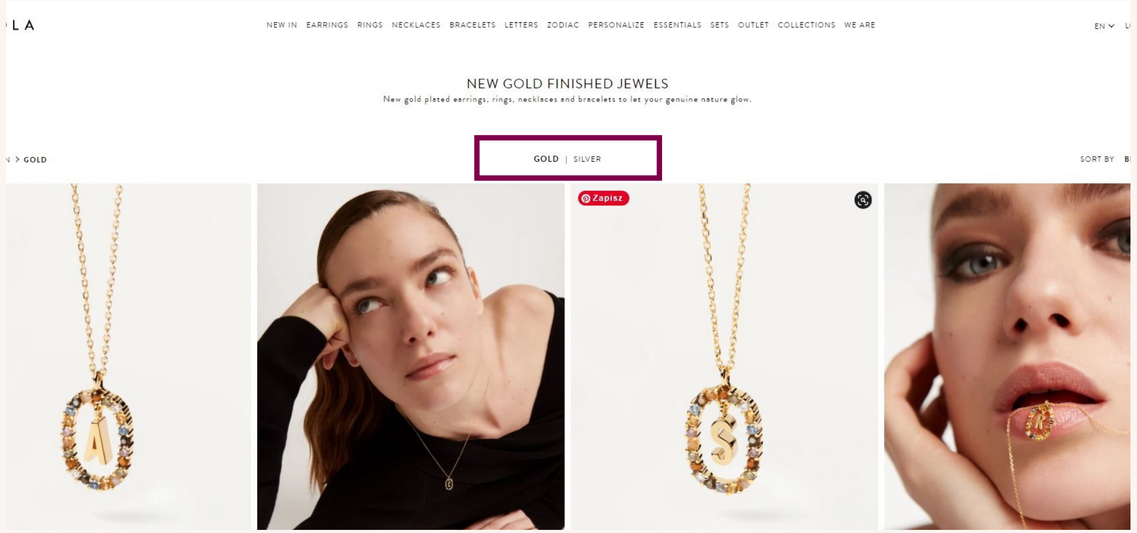
Adding interactions on typography will be a great way to make the website more interactive and look more "alive".

“Typography is the new black. Trends in web design”
https://www.awwwards.com/typography-is-the-new-black-trends-in-web-design.html

2.1.3.2. Design Pattern research

Creating an innovative website that will stand out between others it's important in today's competitive web design world, however design patterns are also important so that users are familiar with the functionalities of the website and don't get discouraged to navigate a website because they find it too difficult. That is why we decided to conduct a design patterns search from different websites collecting ideas on how to design certain parts of the website to solve a specific problem.
We focused on the insights we had gotten from the research done before, so we looked for ways of how other webshops work with solving the problems we had found on L'atelier Michaud's website while conducting the Think Aloud Test, for example the filtering, the menu structure, the layout of different pages to make them interesting, etc. To do this, we decided to have a look at the websites that users had mentioned the liked on the survey we conducted, but also by looking at competitor's websites how they solve these problems.

We gathered many interesting solutions that further on will be explained how we implemented them on our web solution. A few are shown here but the rest can be found on Appendix 8



Filtering the products by gold or silver, which testers said they found useful when looking for a specific material

Simpler and intuitive menu that will have more defined sections when hovering

2.1.4. CONCLUSION

The thorough research we conducted started by having a better understanding of the client and their needs and requirements, then finding out about user's needs, likes and habits of online shopping through user testing and finally researching web design trends and design patterns that will be useful for creating our solution. We got to see what things work well on L'atelier Michaud's website and what could be improved from the client's and users' point of view.

Based on all the insights, we created a list of findings and improvements that we wanted to include in our solution:

Easier navigation - creating a menu with only the most important and relevant elements, more intuitive information architecture and also making it easier to find a certain type of product

Filtering - adding filtering options by product type, collection and material as well as sorting by price, to create an easy user flow making it easier to find a specific product

Asymmetrical grid with different elements - to make the website more interactive and attractive, we want to use an asymmetrical grid with different pictures, text, textures, etc. making the website modern and trendy

Animation on hover - implementing more animations on hover like photos changing or shapes appearing, to make the website interactive and intuitive

2.1.4. CONCLUSION

Making "About Us" and "Sustainability" pages engaging - by adding relevant text, playing with shapes, fonts and size, and adding images, the About us and Sustainability pages could be easier for the users to read and make them interesting and engaging

Include relevant information on landing page - by including relevant information about the brand our what can be found on the website, for example the different products, facts about the brand, or sections directing to other pages within the websites, users could be more attracted and interested to find out more about the brand and navigate the website

Keeping a simple yet attractive design - to make sure the website is still targeting the right target audience, we want to keep a simple yet attractive and elegant looks to the website by doing an organic design and using soothing colors

Translation

2.2. TRANSLATION

2.2.1. Personas & user stories

Our translation focused on creating Personas profiles and user stories to understand better the potential journeys through the website.

As stated by Miaskiewicz and Kozar (2011), personas allow brands to challenge their assumptions about the customers and pursue a more user-centered design approach. It helps to keep more focus on the users' needs instead of the design only.

Based on our insights from the research phase and a defined target audience, we drafted three potential L'atelier Michaud customers, coming from different digital understanding and needs - 30 y.o. Julie, 49 y.o. Lena and 35 y.o. Christopher.

For creating reliable personas we have used statistics of the Danish population provided by Statistics Denmark's website (https://www.dst.dk/en/Statistik/Publikationer/gennemsnitsdanskeren#). The data provided there helped us to found out what is the average danish surname (Nielsen), hobbies, income by age groups, age of getting married and having kids, etc.

For personas, besides personal parameters (such as gender, age, "About" section, personality traits, etc.) and work-related data (job-position) parameters we decided to add also "Website goal" section for presenting the main aim of what makes her/him enter client's website and their's expectations on the user experience of a web and products in the store. We also added the "Favourite brands" category to show the income of persona, her/his style, and examples of websites that persona uses the most.

After creating personas, which well represents potential groups of customers (Julie- young target group aged 25-35, Lena- mature target group aged 36-50 and Christoper- representative of people who is buying jewellery as a gift for someone else) we defined their needs and potential needs from the website in user stories (seen on the bottom of every persona). This has allowed us to pinpoint certain patterns in the design that could be improved and innovate the usability of L'Atelier Michaud’s website.

Lena Holmgaard

Lena choosing self-care

49 years old
Owns a knitting shop
Gentofte, Denmark

+ LIKES
Uniqueness, honesty, travel

— DISLIKES
Bad quality, stress, boring jewelry

ABOUT

Lena is a warm-hearted woman who has been dedicated to her 2 kids since she was 29. She also opened her own knitting shop when she was 27, which she loves and is very dedicated to. During pregnancy and the first months of having her kids, she struggled to balance work at home and at the shop, but with the help of her loving husband everything worked out.

The past years she has been very busy being a mom and maintaining her business, she hasn't had much time to travel or do her other hobbies, she also got divorced along the way. Her youngest kid is going off to college this year, so she will now have more time for herself. Her motto now is "self-care". She wants to pick up her hobbies and go travelling. She wants to get new jewelry that will make her look great and fresh in her travels. She loves the beach and nature, so she would love to buy jewelry that reflects that.

TRAITS

Thorough, punctual, caring, goal-oriented

PERSONALITY

Introvert	Extrovert
Pessimist	Optimist
Thinking	Feeling
Mainstream	Unique

GOALS

~ Sending the last kid off to college, so that she can enjoy her post-parent life to the fullest, using her time on new and old hobbies
~ Pick up painting, traveling and other hobbies

WEBSITE GOAL

Wants to spoil herself to some jewellery as a part of her self-care. She has been recommended the L'atelier Michaud brand by one of her customers in her shop, after having a conversation about her hunt for jewellery that reflects her love for the beach and nature.

FAVORITE BRANDS

Masal, Mads Mads Nørgaard, InWear

Persona 1

Lena is a 49 y.o. woman, owning a knitting shop. Her children will soon go to college, so she will be having more time for herself and for doing small pleasures for herself, one of which is buying a piece of jewellery that reflects her taste and love for nature.

Lena fits in the main target audience as specified in the previous part of the report (women aged 35-50 y.o.). Considering the fact that the social media usage amongst older Danes has increased by 20% to 64% over the past 4 years (Statista, 2020a) and internet usage increased to 95% (Statista, 2020b), we assume that Grete is relatively comfortable with Internet usage.

User stories

As a person owning a business, **I want brand's website to clearly communicate the production practices** and information about the owner

As a customer wanting to buy jewellery online, **I want to able to easily find information about the product, the shipping process, and how to contact the company**

As a person interested in sustainable solutions, **I want to find a jewellery brand that will reflect that and the information about the sustainable nature of the brand** will be easily accessible

As a person seeking a new ways to self-care, **I want to find a jewellery that will compliment the way I look** so I hope to find inspiration on how to wear it on the website

As a customer looking for a certain style of jewellery, **I want a website that will make it simple to differ between different styles**

As a customer wanting to buy unique jewelry, **I would like to find a shop that I can relate to by seeing pictures of people my age in their website**

Julie Nielsen

Career-driven journalist

30 years old
Opinion journalist
Copenhagen, Denmark

+ LIKES
Reading, documentary books, news, running,podcasts, deep and meaningful conversations

— DISLIKES
Neutral opinions, dishonesty, small talk

ABOUT
She is planning her wedding as she just got engaged. She also is planning a holiday getaway with her fiance to celebrate their engagement. She has been quite busy with work so she has to juggle holiday planning and tight work schedule.

Her friends have been getting married so she has been going out a lot for the bachelorette parties as well as weddings. In her spare time she loves running, taking care of herself, going shopping and cooking. Her and her friends are planning a weekend away to slow down and make the most out of spa, massages and relaxation.

TRAITS
Hard-working, knowledgeable, creative and sustainable awareness

PERSONALITY

Introvert	Extrovert
Pessimist	Optimist
Thinking	Feeling
Mainstream	Unique

GOALS
~ Plan a beautiful wedding, get a promotion, travel with her fiancé

WEBSITE GOAL
She is looking for a new jewellery to compliment her on the upcoming events and travels so she wants something outstanding yet timeless. She wants to feel inspired and find a sustainable brand. She is looking for a pair of gold earrings so wants to be able to see different options for those.

FAVORITE BRANDS
Acne, Ganni, &Other Stories, Tiger of Sweden

Persona 2

Julie is a 30 y.o. career-driven journalist who is planning to get married soon. She wants to find unique jewellery that would make her feel special of a brand that cares about the planet as she is very sustainable aware.

Julie fits into the secondary target group (25-34 y.o. women). She is a digital native and a fluent social media user that goes in line with NapoleonCat Stats (2021) - she belongs to the biggest Instagram user group.

User stories

As a busy woman, **I want to be able to quickly find golden earrings so I would want to have filtering options**

Since I have a specific product in mind, **I would like to have a similar product option**, so that I can get an overview of what products I might like

As a person with a specified need, **I want to see the videos and photos of the product on a person** (e.g. customer)

As a customer who puts thought in the products and brands I buy from, **I would like to buy jewellery on a website that represents the brand and shows their identity**

As a customer looking for jewelry to buy for my planned holidays, **I want to find a website where there are photos and videos that will inspire me** to wear the products on my holiday

As a customer who likes to invest in long-lasting products, **I want to find information about the materials and products** so that I know is a good price-quality ratio

Christopher Sørensen

The Newlywed Husband

35 years old
Business Consultant
Aalborg, Denmark

+ LIKES
Being social, balance, work

— DISLIKES
Sloppiness, being unmotivated, unorganized

ABOUT
He is working as a business consultant and he has been progressing within the company - he is looking at a promotion soon. He just got married to his beautiful wife Marie and they are planning to have a baby soon.

He is a loving and dedicated husband but his friendships are still important to him. He is trying to juggle married life, work and social life.

He has less time for himself but he finds happiness in spending time with his partner. Therefore, as a newlyweds, he still treats his wife with gifts. Her birthday is approaching so he is looking into getting her something meaningful and special.

TRAITS
Thorough, punctual, caring, goal-oriented

PERSONALITY

Introvert	Extrovert
Pessimist	Optimist
Thinking	Feeling
Mainstream	Unique

GOALS
~ To have a baby with his new wife, career development and maintaining social life with his friends

WEBSITE GOAL
He is looking for a birthday gift for his wife. He wants to easily filter through the options and make sure the jewellery is delivered on time for the occasion. Since his wife likes silver, he wants to easily find something that is made of silver.

FAVORITE BRANDS
Armani Exchange, Hugo Boss, Tommy Hilfiger

Persona 3

Christopher, a 35 y.o. Business Consultant is a newlywed husband looking for a birthday gift for his wife. He wants to have a seamless user experience with the website so he would easily find and buy a gift.

Christopher is not in a target group, as L'atelier Michaud jewellery is only targetting women with their products, but he is a representant of people wanting to buy something for somebody else and who are also potential customers of the brand.

User stories

As a person buying a gift for a partner and who doesn't know much about jewellery, **I want to see a most wanted page where I can look for inspiration to go for the safe choice**

As a husband buying jewellery for my wife, **I want to filter through silver only** as this is the preferred material by my wife

As a husband buying a gift, **I want to easily find information about the return policies** in case my wife doesn't like the product

As a husband buying jewellery for my wife, **I want to filter through rings only** as I know it is something that my wife wants

As a person buying a gift for a partner, **I want to easily navigate to shop page** to find the right product

As an unexperienced jewelry buyer, **I would like to have access to a chat where I can ask for help** choosing the right product for my wife

Ideation

2.3. IDEATION

We discussed many different ways in which we could implement all the insights we got from our research into a new solution for L'Atelier Michaud's website solving the company's problems.

The most important things we had to focus on were:
- how to create a website that would be reliable for women from both main and secondary target group meaning for women aged 25-50 y.o.
- how to create a feeling of uniqueness through the website- make it more visually appealing and engaging for users than it is currently
- how to create a better user experience and easier navigation through the website than it is currently (as on our Think-Aloud test made on current L'Atelier Michaud's website show that the web was confusing to use and look for products)
- how to better show the main values and mission of the brand on the home page and in the global menu and how to translate them into the visual side on the website

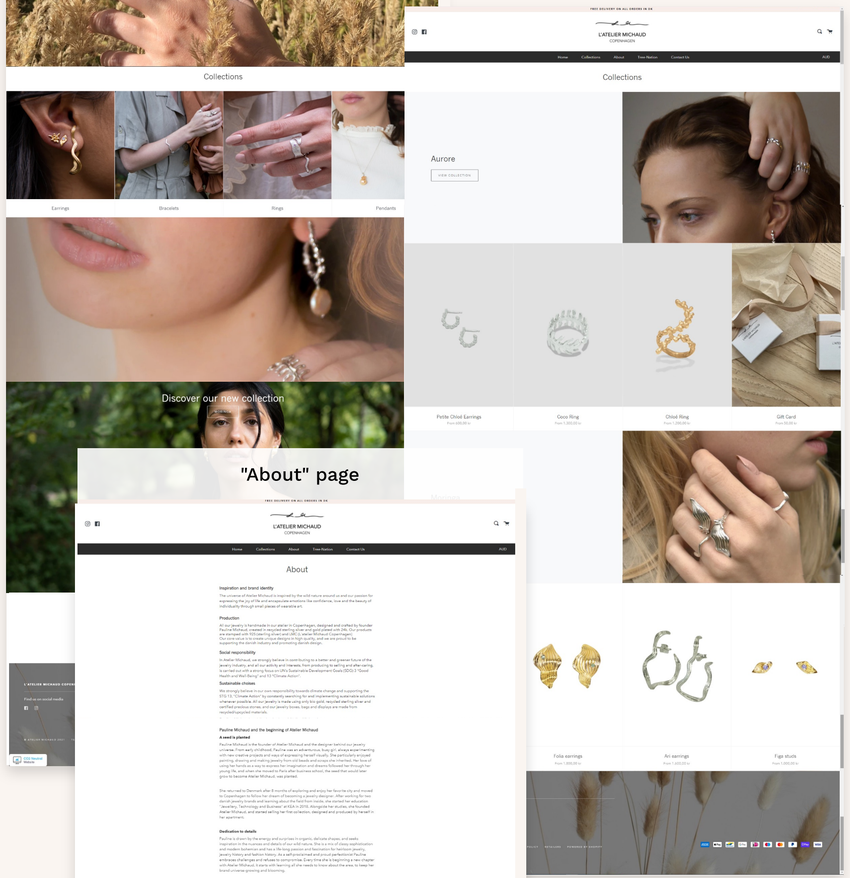
In order to do this and have a visual way to show our ideas, the ideation process covered desk research on current trends in web design and Design Pattern Search, for ideas of design of elements on the website, so that they would improve the user experience of the current website solution. After that, we looked for inspirations for web design style using Pinterest and Dribbble online platforms (websites providing a lot of different inspirations for designing websites and others, and an option to save them on your profile's board) and we decide on main style elements of our solution.

The last phase of ideation was using the Crazy 8s method, for creating many sketches in a small amount of time, which allowed us to explore different ideas and design pattern solutions for a new web design. After compiling our Crazy 8s on the Miro platform (an online visual collaboration platform for teamwork), we voted for the best ideas, the user experience of the client's website. We have implemented those ideas in the prototyping phase.

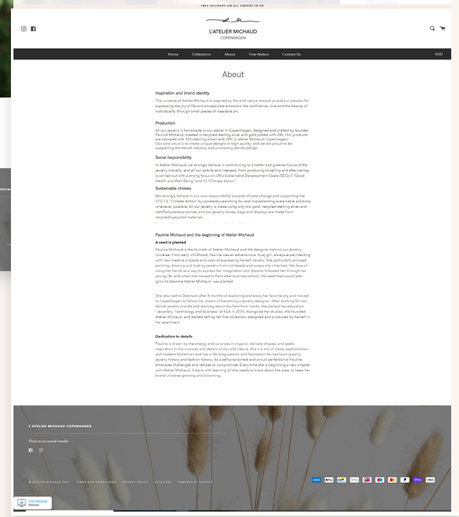
Screenshots from the current L'Atelier Michaud website: https://lateliermichaudcph.com/

"Home" page

"Collections" page



"About" page



2.3.1. Client's idea for a new website and feelings behind it

After defining our main problems that the website needed to solve and getting insights about the UX&UI of the current website from Think-Aloud tests with users it was time to start thinking of the visual part of the website.

Our first idea for the new web design came from what the owner of the brand Pauline Michaud told us on the first meeting with her and of the materials she provided us. She sent us she's moodboard and colour palette she was inspired by for the new web.

Pauline's vision for the website was very clear- she wanted a more visually engaging website, a less "boring" grid, and a less traditional website, adding to it an organic feeling. Moreover, she wanted to better show the sustainability values of the brand, as she wanted the brand to stand out by that on the market.

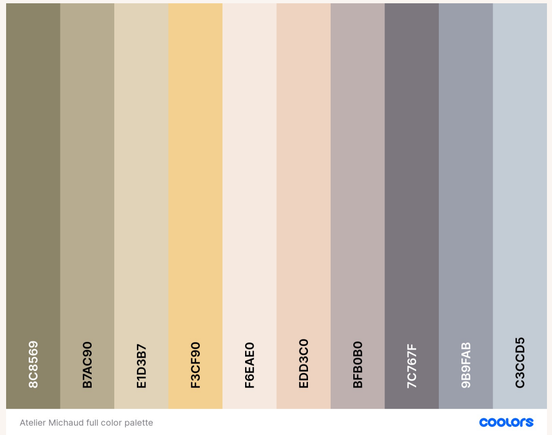
The client also wanted to convey these feelings through the website design: organic, unique, fresh, gentle, warm, mature femininity, high-quality, not boring, and not too classic feelings.

Our design goal was to meet the client's expectations regarding the visual side, as we were agreeing that this vision seems to be suitable to target audience, and user experience improvements on the website as well as to improve the things that came from our research process, mostly after testing the client's current web solution.

Inspiration for web design from materials provided by owner of the brand and from social media posts of the brand

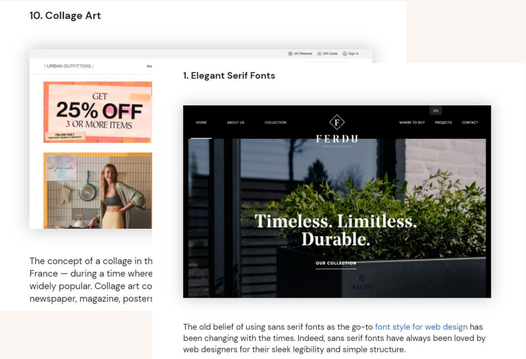
Client's moodboard

Colour palette provided by a client as an inspiration for the new website and the

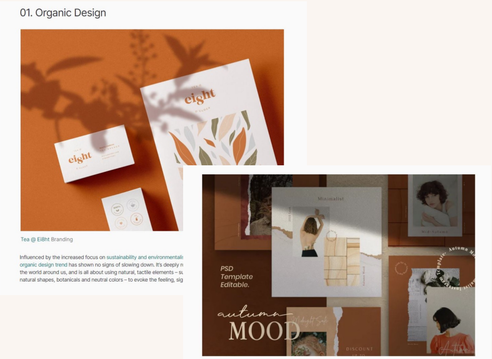


Client's instagram and facebook posts- showing textures and nature combined with jewellery

“12 Leading Web Design Trends for 2021”
https://elementor.com/blog/web-design-trends/



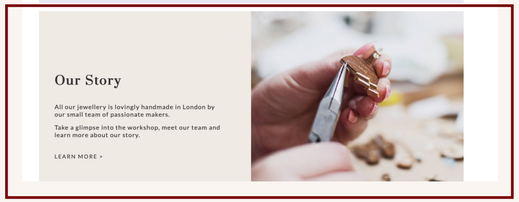
“Back to Basics: Organic Graphic Design Trends”
https://envato.com/blog/back-to-basics-organic-graphic-design-trends/



Some examples of Design Pattern Searchfor a specific problems of the L'Atelier Michaud website

The idea to show values of the brand on the Home page as icons with a small description below

Implementing the story / sustainability part on the landing page since it is an importnat part of the brand



2.3.2. Trend research

After conducting user tests (see point 2.1.2. "User research"), gathering insights, and getting to know what the client's vision for the website "feel&look" is, we decided to look for trends in web design for 2020 and 2021 to create a web solution which would also be innovative and trendy for the users.

For our web design we chose the following trends that seemed interesting to us and which fit well the overall idea for the product and target audience:
- Collage Art
- Serif Fonts
- Organic design - using colours and photos based on the nature and organic shapes
- Comfortable colors/ Soothing colors that are easy on the eyes

More about the trends and the sources of them in Research process, point 2.1.3.1 "Trend research".

2.3.3. Design Patterns Search

After getting an overview on web design trends we continued with our desk research by doing a Design Pattern Search. In a few words, this method is based on looking at different websites and collecting ideas on how to design some parts of the website to solve specific problems and make well-thought improvements.

Since, in previous parts of our research, we collected many insights on what should be improved on L'Atelier Michaud website, from the client’s point of view and users’ needs, we could concentrate now on solving them by looking for inspirations of web designs.

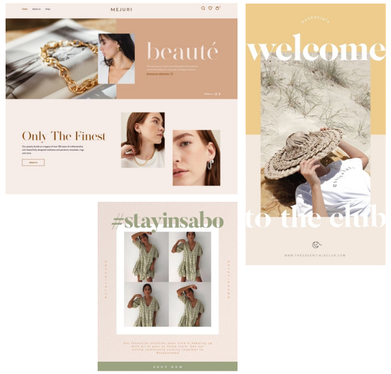
Our group decided to search for design patterns on websites of direct competitors of L'Atlier Michaud (see point 2.1.1.3. "Competitors") and also on webshops of bigger jewellery brands.

We gathered many interesting solutions for solving problems on L'Atelier Michaud website but for the purpose of this report, we will show only a few examples here. The rest of them can be found in the Research section 2.1.3.2 "Design Pattern research".

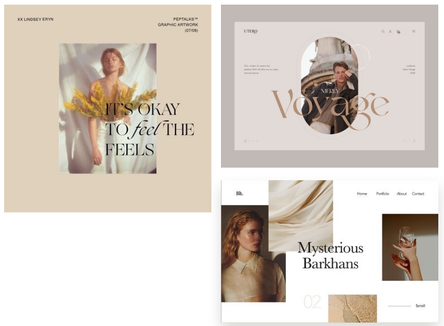
Inspirations for main style elements taken from Pinterest and Dibbble websites

1. Collage-like grid

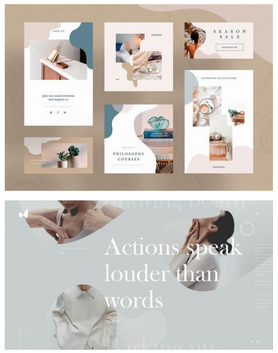
2. Warm colours, close to nature



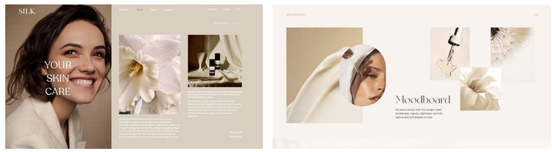
3. Serif font for headlines



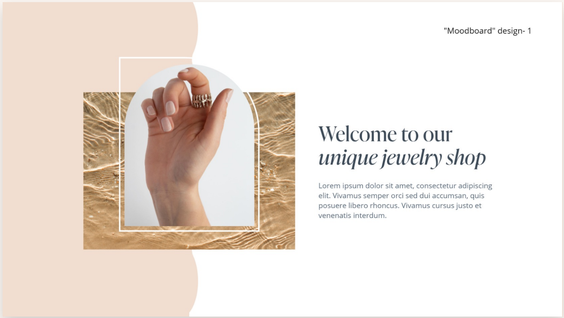
4. Using organic shapes



5. Using more photos of nature



First web design idea combining all chosen style elements



After showing the moodboard to the client we decided to change geometric lines elements to the organic, handrawn lines refering to the logo of the brand

2.3.4. Inspirations, moodboard and chosen style elements

Inspired by trend research and materials provided by the client, and from social media posts of L'Atelier Michaud (seen in point nr. 2 of Ideation), after desk research on ideas for a web design (mostly on Pinterest and Dribbble- websites providing a lot of different inspirations for designing websites and others, and an option to save them on your profile's board), we created a "moodboard" design for the website.

The main idea for the website was to create feelings: Organic, unique, fresh, gentle, warm, mature feminine, high-quality, just by the design side.

For creating those feelings we wanted to have as main style elements:
1. Collage-like grid to make a website more interesting and unique and to combine **photos of jewellery with photos of nature** in that way, so that the fact that the brand is inspired by nature and is sustainable would be seen more than it is currently
2. Mostly warm colours close to nature from colour palette provided by the client or similar ones to them, to create a warm, inviting feeling
3. As the main font for headlines- instead of a sans-serif font like it is on the current website, **using a serif font**, which would translate the feeling of uniqueness and high-quality of the brand
4. Using organic shapes to get the visual perception of the website even closer to nature

We showed the "moodboard" design to the client and she very much liked it and she approved our ideas for the main style elements for the new web design. The only thing that we agreed to change was the usage of geometric lines. Instead of them, we decided to use more of the hand drawn lines which would be cohesive with the usage of organic shapes and would refer nicely to the logo of the brand.

2.3.5. Crazy 8s & sketches

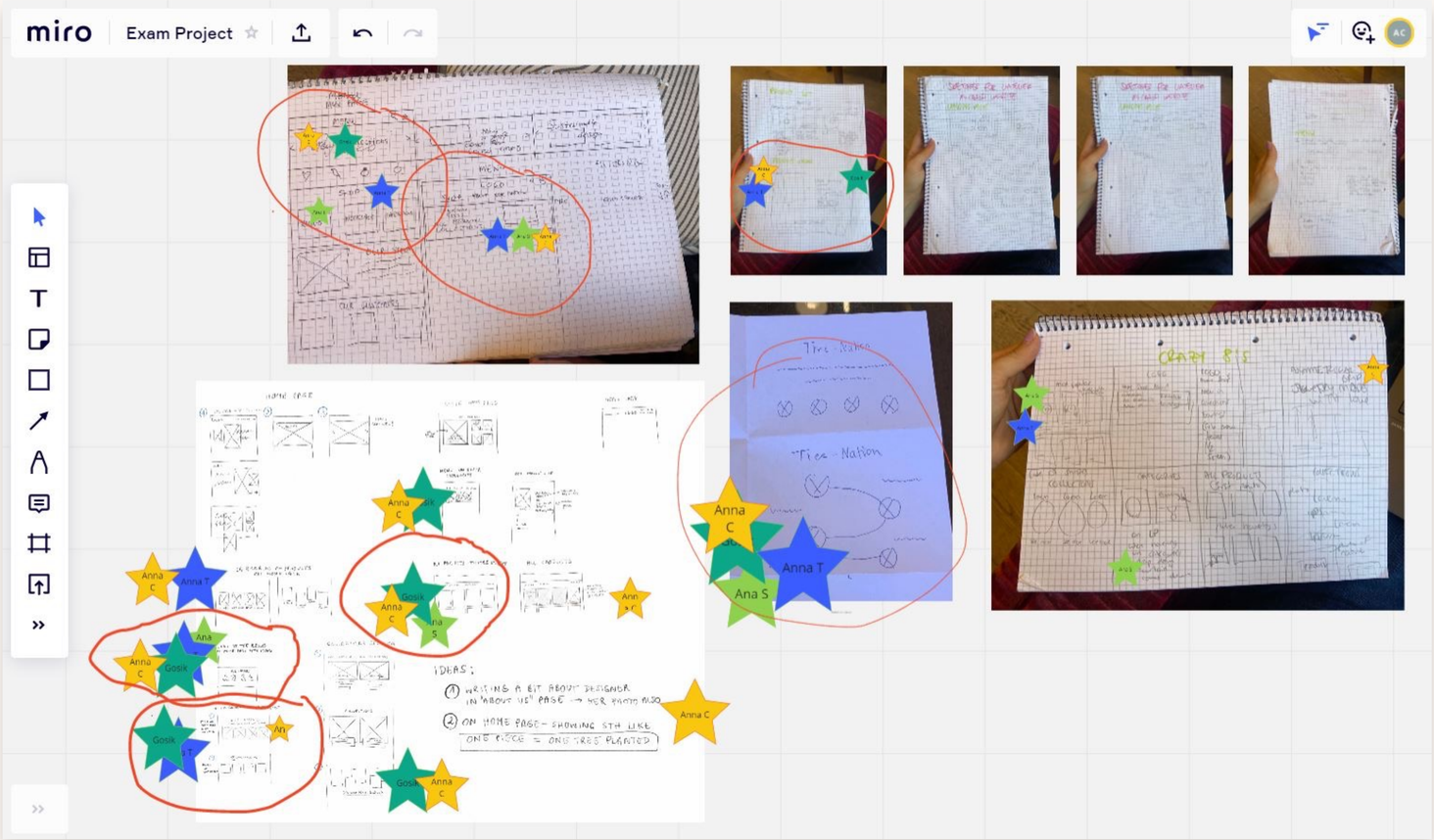
The next step in the ideation process was using a crazy 8s method for creating a lot of ideas for web design solutions for the new website. Shortly, Crazy 8s is a fast sketching method when people challenge themself to create 8 sketches in 8 minutes. In that way, we had a lot of different ideas for designing elements on the website and solving some of the problems indicated in the research process.

After that, every member of the group chose the best of theirs sketches and put them on the Miro platform (an online visual collaboration platform for teamwork). In that way, we could vote live on the ideas that we liked the most. By that process, we chose some new ideas for solving problems of clients' UX&UI.

Those are some examples of the ideas which we agreed on by voting on the Miro platform:
- Home page - using the slider for the hero section
- Home page - showing values of the brand there with icons
- Home page - section "Get inspired" with photos from Instagram with the hashtag of the client brand name
- Global menu- elements showing up after hovering
- Shop - filters on top as a drop-down list
- Tree-Nation page - design made like a map

To have a closer look at our sketches on Miro you can copy that link: https://miro.com/app/board/o9J_lD5nHNo=/

Screenshot from Miro platform on voting for the web design solutions for elements on the website



Prototyping

2.4. PROTOTYPING

After having completed the Ideation stage, we started prototyping part with creating an improved information architecture for a new web solution for L'Atelier Michaud. For that we used results of Think Aloud test made in the research process which showed us a lot about the problems that information architecture of the current website has. We have also used a Card Sorting test for creating a new Information Architecture to see what are the preferences of users of the menu structure.

After deciding on that part, we did a Sitemap of the menu and footer and divided chosen pages for web solution between each other in a group so that every member was responsible for designing and coding that assigned pages.

As we already chose our main style element for our web design solution in Ideation process (see point 2.3.4. "Inspirations, moodboard and chosen style elements") we could start creating wireframes. That was when we were thinking about the things that should be on every page and the order of the elements on every page.

For choosing the right colour palette for the website that would translate feelings and perception that the client wanted from the website and that we agreed on that would be best for the target audience (see point 2.3.1. "Client's idea for a new website and feelings behind it") we firstly chose 4 different colour combinations that we thought were the best looking and then we tested them by BERT test. We made it by doing a Google Forms survey where we asked people about the specific feelings behind 4 chosen web design colour combinations and they were able to vote if for example they feel like the web design is more mature or childish.

By the results of the BERT test we were able to chose one colour combination which was most likeable by participants of the test and also which conveyed the best right feelings for our target audience.

After deciding on style elements we started doing a high-fidelity prototype using Adobe XD program, as a very good tool for a collaborative online work on aranging the pages and being able to test the easy test the prototype using that program. As a

2.4.1. Information architecture & card sorting test

The first step in in the prototyping phase was improving information architecture on the L'Atelier Michaud's website.

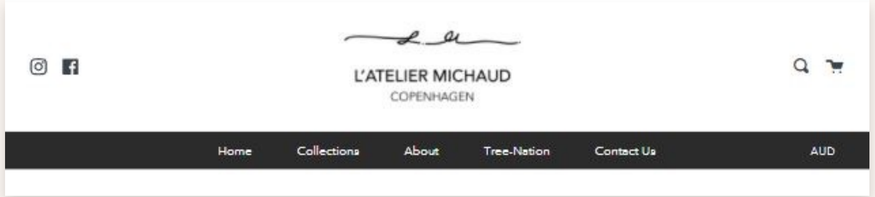
From the think-aloud test made in the research process (see 2.1.2.2. "Think Aloud Test" on current website in the research part of the documentation) we found out that the navigation on the current web solution of the client is confusing, mostly about the menu part. Firstly, participants of the test were confused to see products to buy under the "Collections" element of the menu. There was no "Shop" subpage what participants were looking for when looking for products to buy. Secondly, participants couldn't find filtering options of the category of the products in the menu (like "Rings" or "Bracelets"). As a result, theirs' user flow through the website to find the product that they wanted was much longer than they expected. Thirdly, the "Tree-Nation" element of global navigation was not saying anything to users, so they were not clicking it out of interest.

Taking these results into account we decided to create a new "Shop" element in the global navigation and to create sub-elements of the menu as categories of the jewellery, so that users could find them quickly in the menu. Moreover, we decided to remove the element with name of "Tree-Nation" and make new pages out of the content from it called "Mission", "Sustainability" and "Ethical design".

For deciding on the order of the pages in the menu we decided to use the Card Sorting test with the participants made by using the Jamboard platform (a digital whiteboard that offers a live collaboration in a team). The participants were given 17 cards that were meant to be divided into groups, showing how participants are imaging the menu structure out from them.

We collected 5 results of the test which gave us a good understanding of how people see the order of the elements for the menu. As result "New in" element as a main one in the menu was coming up a few times. However, we decided to not put them as main elements of the navigations but rather subelements of the shop because we knew that the brand is having only two collections right now and new products are not coming up often, maybe once a year. That is why putting the "New in" element as the main one didn't make so much sense as there would be still the same products there for a long time.

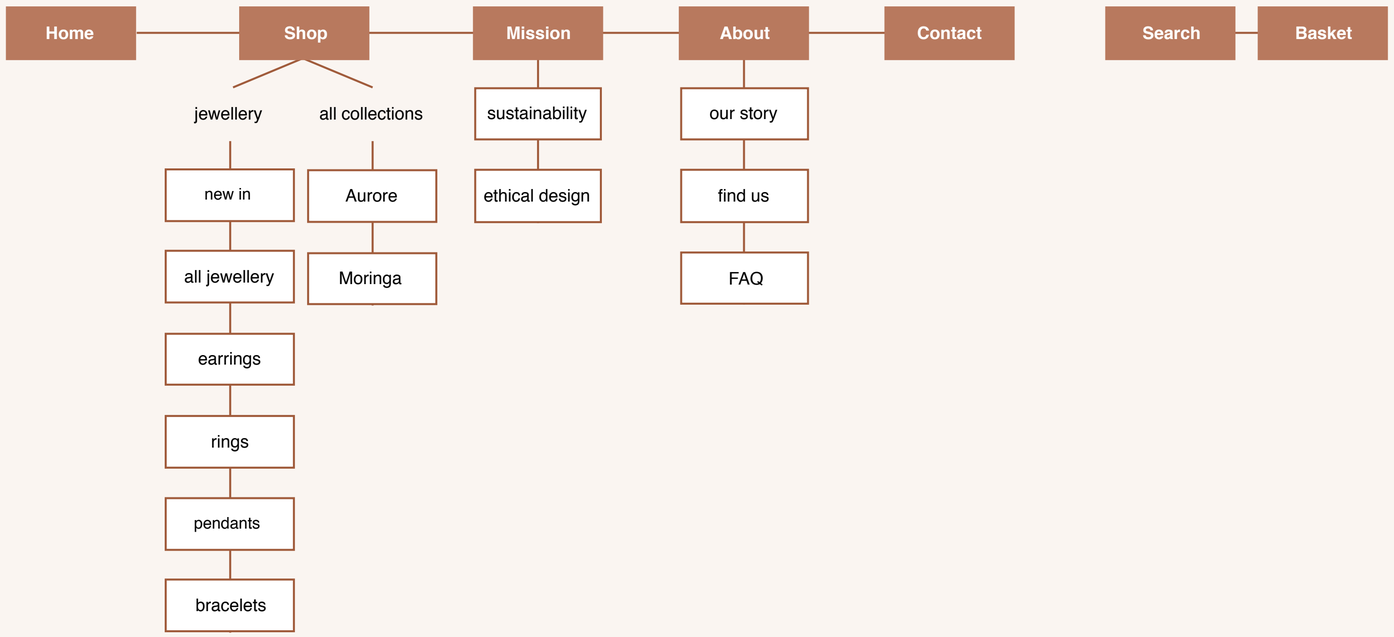
Menu on the current website of the client: https://lateliermichaudcph.com/



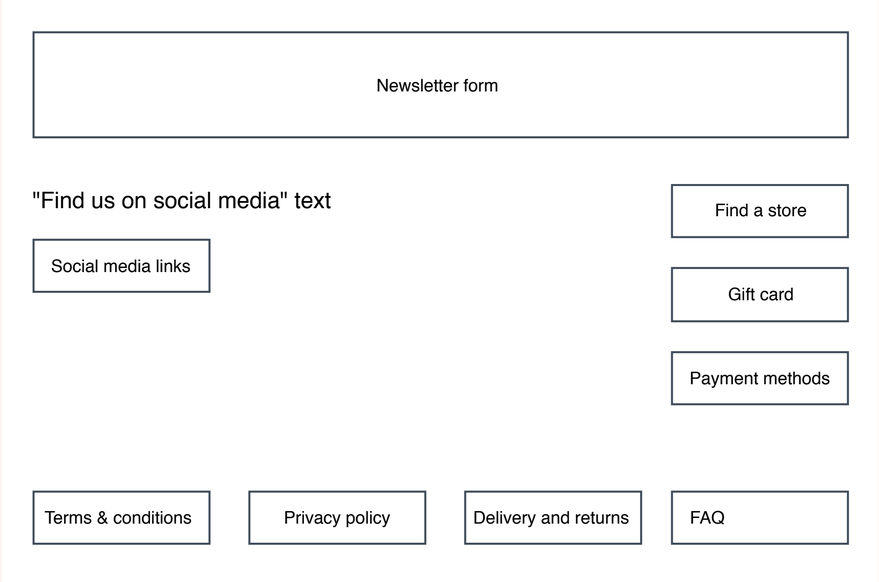
17 cards in a random order given to participants in the beginning of Card Sorting test for them to group

Some of the results of the Card Sorting test on creating a menu structure

Sitemap of the menu



Sitemap of the footer



2.4.2. Sitemap

After getting the results of Card Sorting test, we came up with this site map solution based on what the participants did. We included a header menu and also a footer menu based on looking at the other jewellery sites in the Design Pattern research part and after discussing what is missing on the current client's website.

Current footer on the L'Atelier Michaud's website is very simple and is not covering important subpages like "Delivery and returns" and "FAQ" so we added it to the footer. Moroeover, the newsletter form on the current page is only showing up when entering the webiste for the first time. When participants in Think-Aloud test (see 2.1.2.2. "Think Aloud Test" in the report) were trying to find it it was nowhere on the webiste and they were looking for it mostly in a footer. That is why we also included newsletter form there.

2.4.3. Wireframes

After deciding on a sitemap and pages we need for our website solution we decided to make wireframes to think more in detail about what we want to have on every page and in which order. We also created a text content of the pages at that point to work with ready text while further prototyping.

For doing wireframes and later on a high-fidelity prototype we used Adobe XD program since it makes collaborative work very simple, and it's a great tool for prototyping and testing prototypes. It is also allowing us to work live on the same file in a team what was very useful for us.

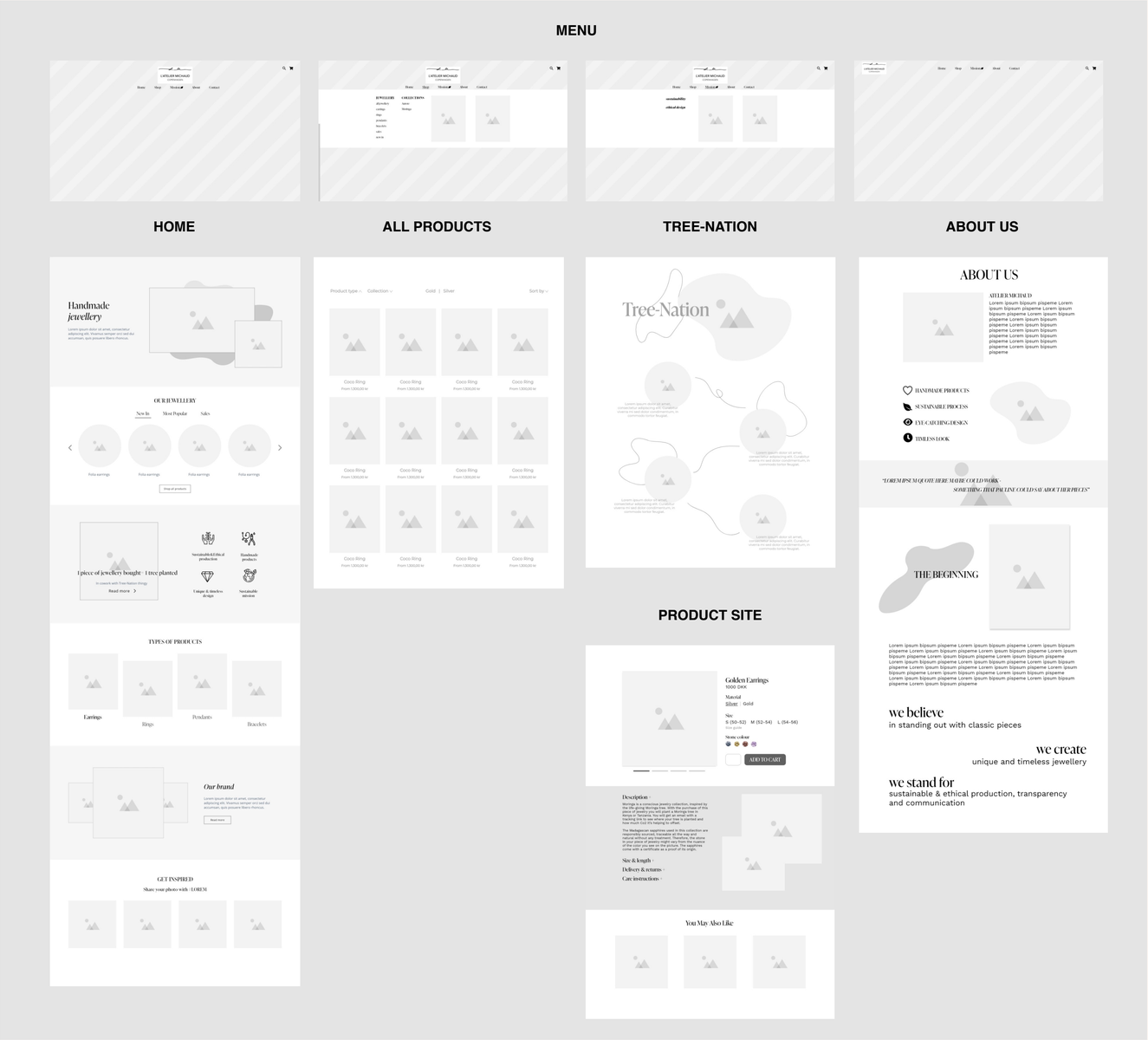
As we were aware of the time limit we have for creating our solution we decided to create not all of the pages of the site map but the ones which were crucial for the website to work (like Home, Shop, Product view, Basket, Order details) and for solving client's problems (for example creating Sustainability and Ethical design pages to show a client how the information about sustainable values can be shown in a more engaging way for the user than it is now with a plain text).

After deciding on which pages we will be doing we agreed to split them between us in a group. The pages and the person behind creating them from the beginning till the end (from wireframes through high-fidelity prototype and coded solution) can be seen below.

Screenshot from a Google Docs document with the table showing who is responsible for a design and codying of which pages on our solution of the website

Page	Person doing it
Home page	Anna C
Menu	Ana S
Footer	Ana S
Product list	Anna T
Our story	Gosia
Product view	Gosia
Shopping flow	Ana S
Sustainability (Tree Nation)	Anna T
Ethical design	Anna C

Screenshot of the part of an Adobe XD file with wireframes for our solution



2.4.4. Choosing a colour palette for our website

After having wireframes finished it was time to think about the colour palette for our web solution for creating a desired feelings behind it. When working on different variations of colours we had in mind that we are creating a website for a target audience from around 30-50 y.o., women and that the client wanted to convey those feelings through the website design: organic, unique, fresh, gentle, warm, mature-femininity, high-quality, interesting.

We started with working on the colour palette provided by the client but it quickly turned out that when using only those colours on the web design, the website seems to not convey warm and inviting feel as the colours from the outside of the colour palette (green/brown and blue) were cold and were creating a more of a fall/winter feelings than the spring/summer as the client wanted.

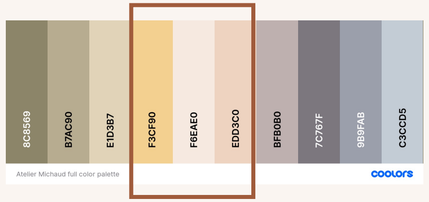
In consequence, we turned down outside colours of the client's colour palette and work further with the ones in the middle, we can call them primary colours - yellow, beige, peach-like colour- trying to find more colours which would fit nicely with them and which would be inspired by nature to translate sustainable values of the brand by just a visual design.

We tried a wide range of colour combinations with new secondary colours and chose 10 of them that worked well with the primary ones and which were creating enough contrast with the white or dark text on them. After that, every member of the group voted on 3 colour combinations she liked the most and by doing so we selected 3 web designs with the best colour combinations.

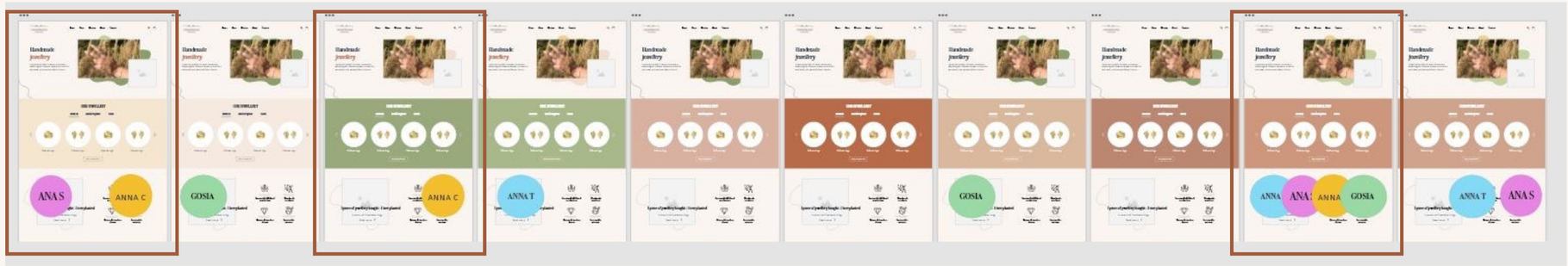
As a 4th colour combination for the BERT test we chose to use clients' colour palette colours to have data that those colours are creating a more of the wintery feeling that the client didn't want for the website.

Background colour
After trying to use white colour as a background for the whole website we were concerned that all the other colours used on white would pop up too much, and the website would feel too colorful for an older target audience, creating more of a girlish like feeling rather than a mature-feminine one. That is why we decided to use a light beige colour (hexcode #FAF5F1) as a background for the whole website so that the rest of the colours would blend in better with the background and create a lower contrast between them. As a result, a website would feel calmer and more mature and the attention of the user would be concentrated on products, rather than just colours.

Colour palette provided by the client with indication of the middle colours that we decided to work with further



Screenshot of an Adobe XD file with 10 colour combinations on which we vote and selected 3 best ones to do a BERT test afterwards



2.4.5. BERT test of the colour palette and the idea of the webiste

Having selected 4 combinations of colours for the web design we wanted to check the perception and feelings related to them and to our idea for the chosen web design elements (like Serif font, collage art). For that purpose, we did a BERT test using Google Forms. The test can be found under that link: https://docs.google.com/forms/d/1g9gbM-VCcMCvMwafyxs3Yu__G5CzDOhuG-v9JE1DmDY/edit?ts=60a63a8b

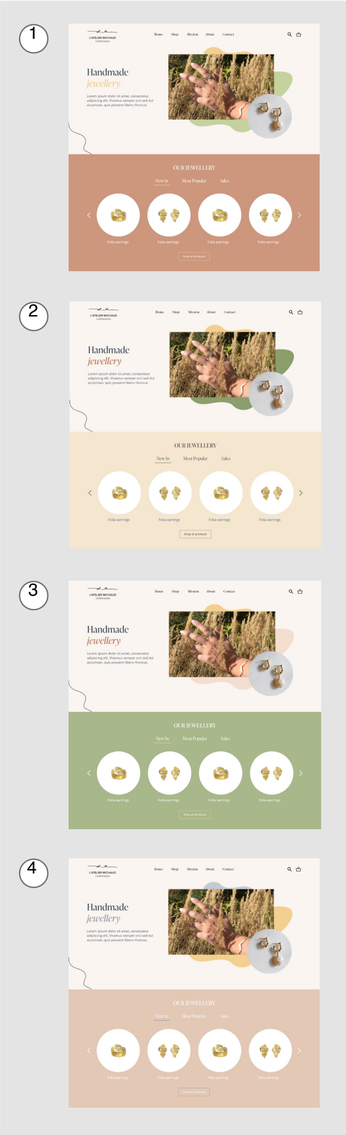
Our BERT test, in a form of a survey, consisted of 6 parts. In the first part, we asked about the gender and age of a participant. The next 4 parts looked the same - at the beginning, there was a web design shown (with different colour combination used in it for every part of the survey) and under it, there were 10 questions about feeling or perception behind the design for example "Modern/vintage" or "Wintery /summery" and participant could choose a range of 1 to 5 agreeing with the first or second word more. The last part of the survey was showing 4 options of web design colour combination at once and was asking a participant to answer the question: "Overall, which option do you like best?".

For the juxtaposition of words in the test we choose the ones that were important for us to create feelings that the client's wanted to translate for the new web solution (more about that in Ideation point 2). Moreover, we had a our more mature target group in mind and that is why we choose "Mature / childish" , "Modern / vintage" , "Colourful / minimalistic" words to test as if the website would seem to very colourful and modern it would reach out more to younger target audience.

We gathered 52 answers from people in different page groups from 15 y.o. to 60+ (**see results of BERT test as appendix nr 9**), most of them were woman (41 out of 52). For the last question in the survey ("Overall, which option do you like best?") option 2 of the colour combination of the design had with 32.7% voted (17 votes) and the second most voted was option 4 with 30.8% (16 votes).

Those voting on last question showed us that option 2 and option 4 was the most likeable by participants and that we have to compare them further to choose on one of them. That is why we compared also the rest of the questions in BERT test about feelings and perception behind designs. Answers for them showed us that option 2 is much closer to the feelings we want to translate through design. Comparing to the option 4, option 2 was answered as more proffessional, summery and pretty, minimalistic rather than colorful, and a bit more friendly. Following the results of BERT test we decided to use colour palette of option 2 for our web design solution.

Four options seen for the last question of a BERT test: "Overall, which option do you like best?"



Answers of BERT test showing results of feelings and perception translated by option 2. We decided to work further with that colour combination on the prototype

2.4.6. Style Tile and main design elements chosen for our solution

As pointed out and argumented in a Translation point 2.3.4. "Inspirations, moodboard and chosen style elements" we decided to use following design elements for the website:

1. Collage-like grid
2. Mostly warm colours inspired by nature
3. Using serif font for headlines
4. Using organic shapes and lines

After conducting a BERT test, for chosing the colour combination of web design that would translate the best feelings that the client wanted a new web to translate (more about that in Indeation part as point 2.3.1. "Client's idea for a new website and feelings behind it") and studing the results of the test we decided to use colour palette of option 2 of the test for implementing on our solution.

As a good starting point, before implementing the chosen style for creating high-fidelity prototype, we decided to do a Style Tile and decide on exact typefaces, colours and others for our solution.

Having in mind what the client told us on one of the meetings, that in the future they want to make a website not only in English language (like it is right now) but also in Danish and French, so we chose typefaces that are including Danish and French characters and which are free for commercial use.

We decided to use serif typeface IvyPresto Display for headlines, as it meets expectations described in previous paragraph and it was looking unique and elegant also as italic version of the typeface. For the paragraphs we agreed on using Work Sans typeface - a sans-serif font as a contrast to serif typeface for headlines.

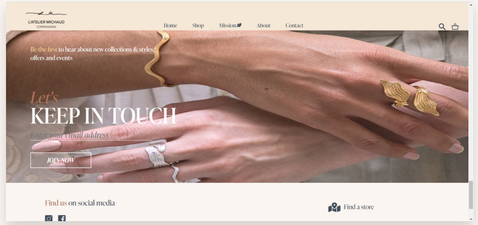
2.4.7. Think aloud test results of our solution and improvements made after that

After agreeing on colour palette, typefaces and style elements we did a high-fidelity prototype of our solution (using Adobe XD program- the same one as we used for creating wireframes) and we started codying the website usnig HTML, CSS and JavaScript. In the meantime we conducted a Think Aloud test of our prototyped solution as well as later the already coded one. By doing that we found out that some of the elements can be improved or changed.

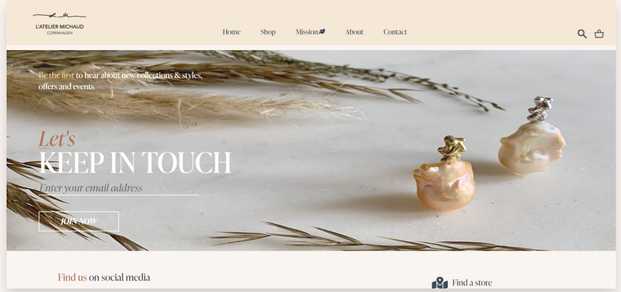
Improvements of our solution included:
- Adding a leaf icon next to the "Mission" element in the menu so that it is at the first glance seen that the mission is related to the nature and sustainability
- Changing the photo for the newsletter form as the first one used by us for some people it seemed to be intimidating
- Creating a infographics on the home page showing that 1 jewellery bought equals to planting 1 tree
- Slider in Home page is auto animating and it's stopping aimating when dots under it are clicked
- Menu - images on hover are always outside text elements so that the menu is cohesive
- Menu - firstly it was transparent and when scrolling down it was sometimes not readable for the users. That is why we have changed the background of it to not be transparent and so that it always have the same colour
- Some texts on the website are made with bigger weight so that they are more readable
- Adding hover effects on some of the elements so that the user can see that they are clickable
- Adding fade in effect when scrolling on the website

In the Think Aloud tests we done on our solution we found out a lot of more things that we could improve for a better UX&UI of the website (Appendix nr 10). We didn't implemented them and we didn't do all of subpages of the website because of the time limit we had.

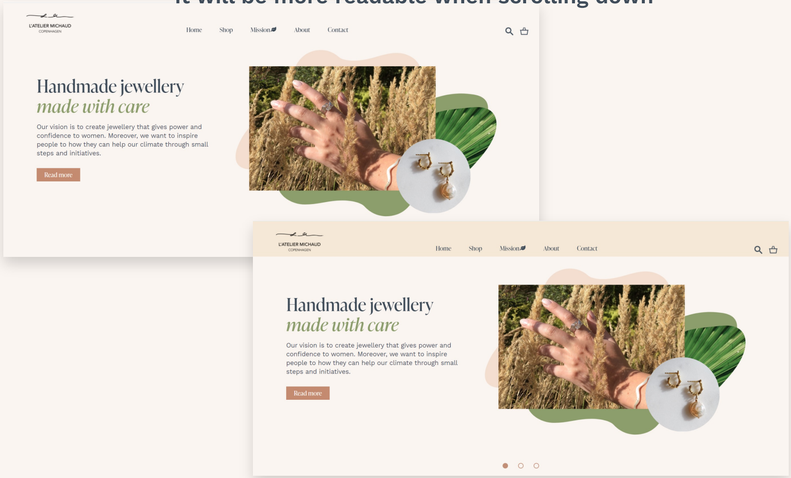
1st version of the newsletter section in the footer



2nd version of newsletter changed after Think-Aloud tests



Menu background changed from transparent to one colour so it will be more readable when scrolling down

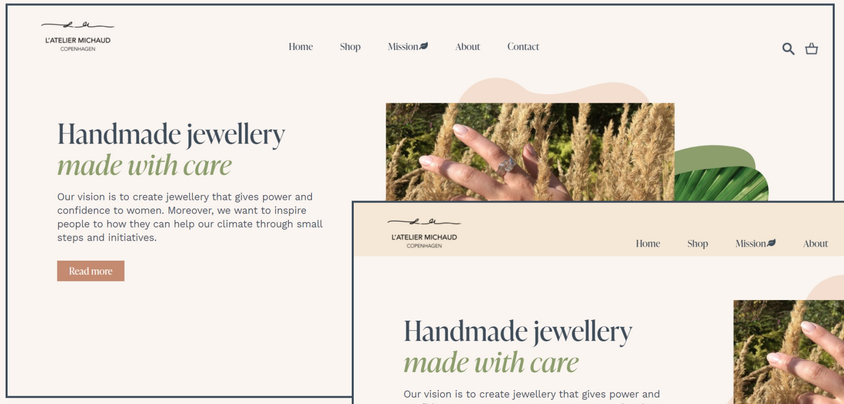


Final Solution

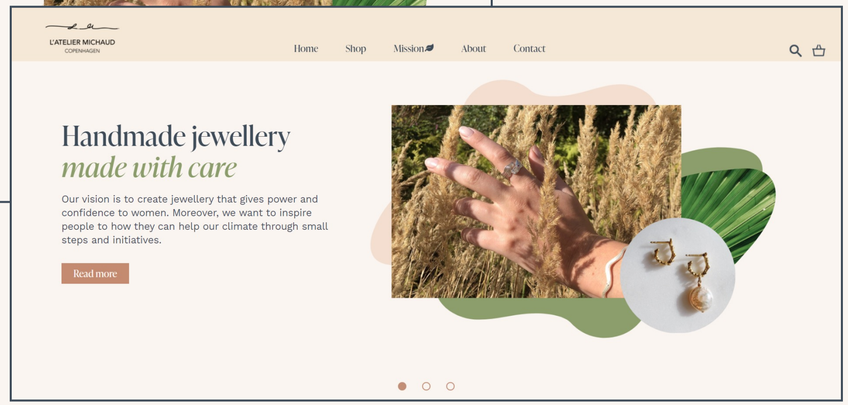
2.5. FINAL SOLUTION-WEB DESIGN

Solution after testing

As mentioned we tested our website through think aloud test, which made us change and finalise some of the website. Following will be examples of how those changes were implemented and a look into the web solution.



Before: No background color on menu

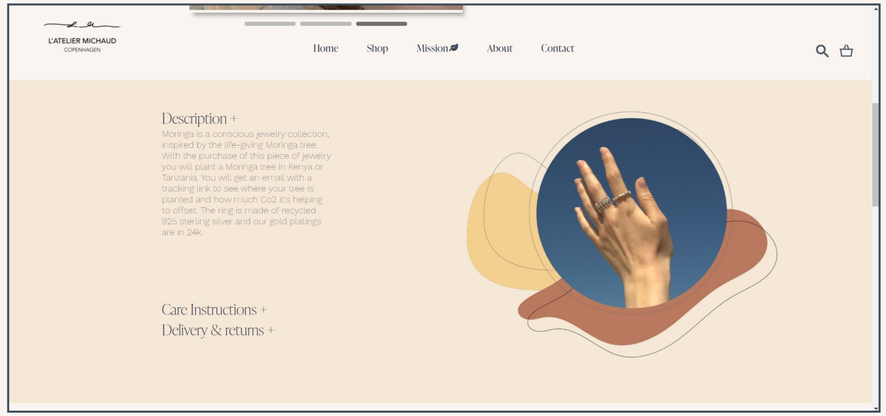


After: added background color on menu

Link to website

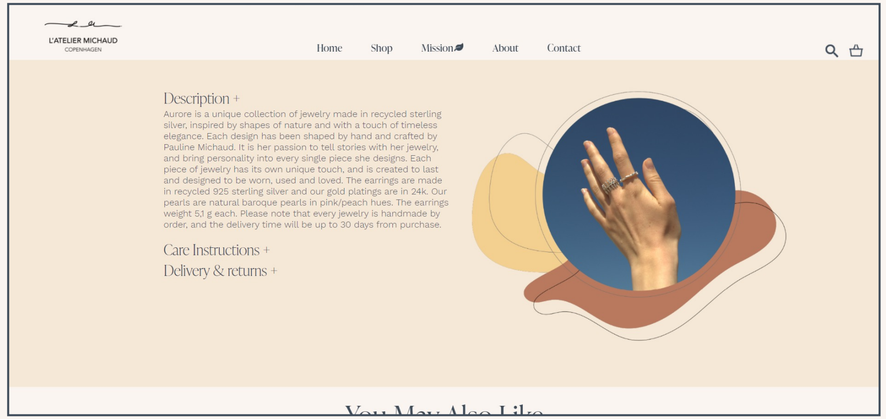
https://annacyb.github.io/latelier_michaud-website/index.html

2.5. FINAL SOLUTION- WEB DESIGN

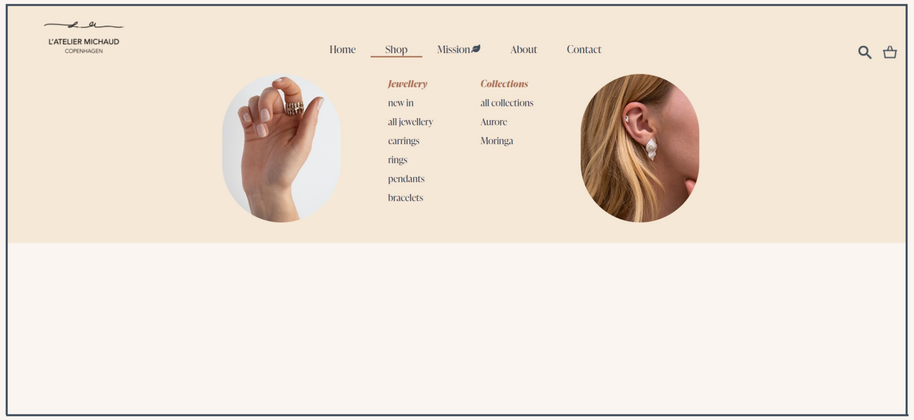


Before: User had to click on the plus icon in orde to read description

Before: Text was in the right and images to the left

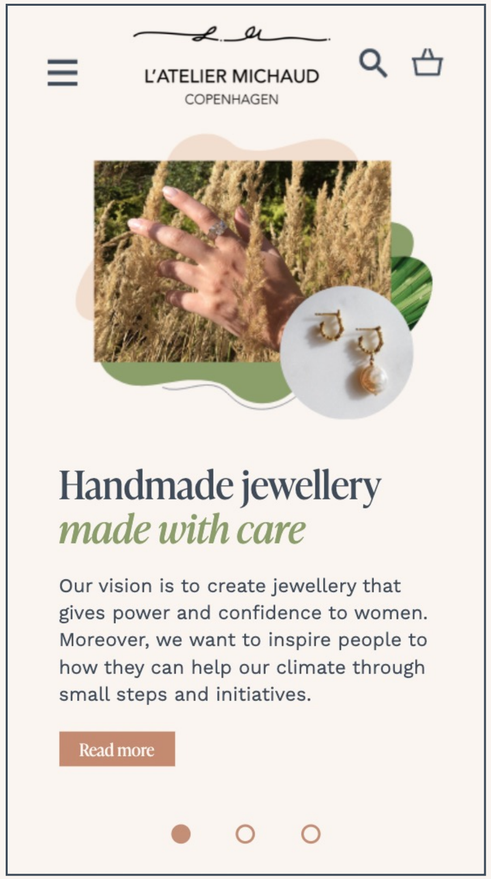


After: Text was made bolder and description was set open

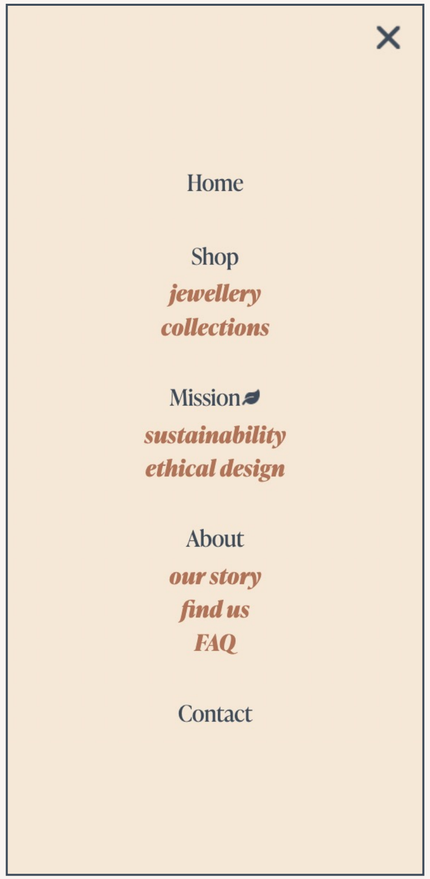


After: Text was placed in the middle of the images

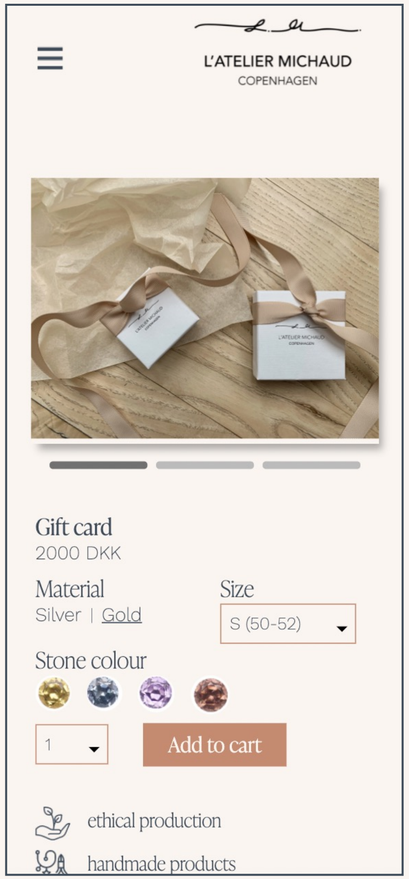
2.5. FINAL SOLUTION- WEB DESIGN



Mobile view of landing page



Mobile view of menu



Mobile view of single product view

SoMe Guide development

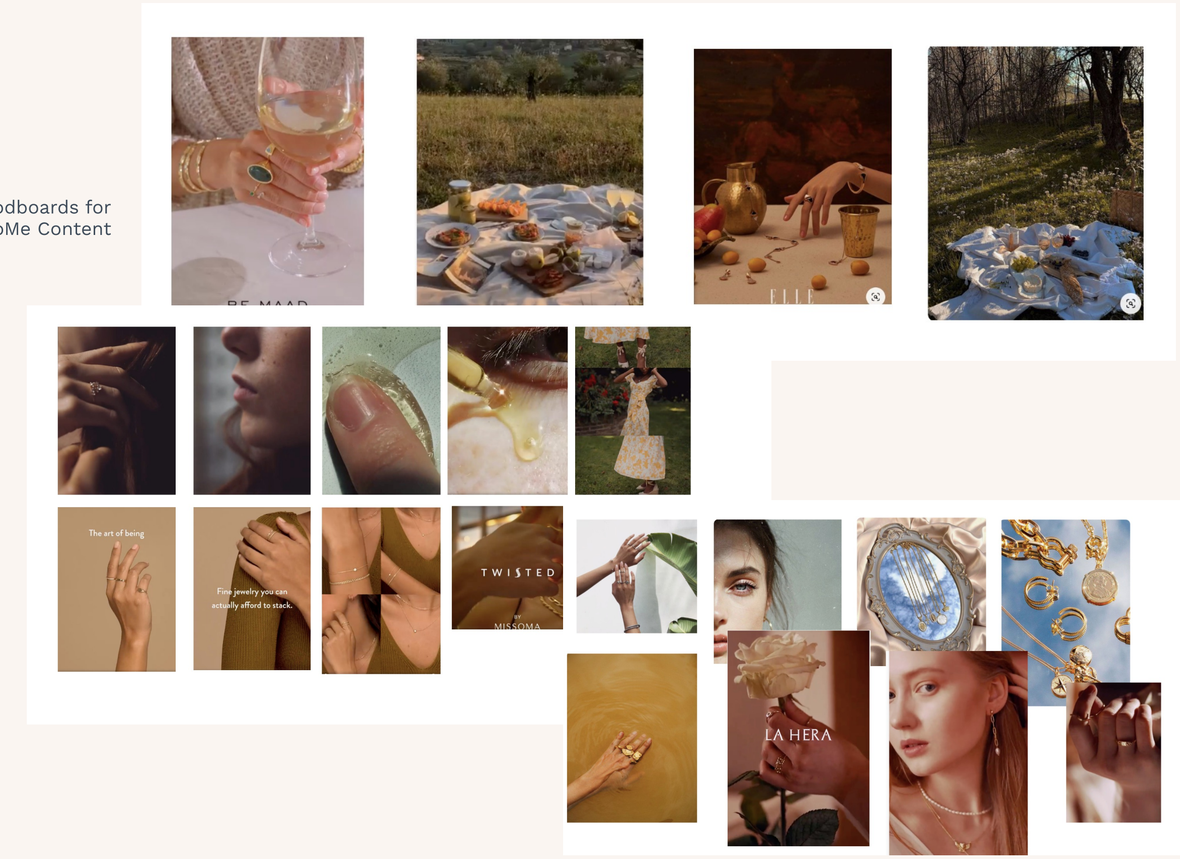
SOME GUIDE-
INTRODUCTION

We decided to focus on creating a SoMe guide for the client as part of the project. In a business plan provided by the company themselves it was a key point in the KPI - 4 months (see appendix 1) to “focus and high activity on Instagram,” gain “500 followers on Instagram,” and “collabs with two influencers”.

We took on the task of creating content for the SoMe guide that would try and communicate and embody the brand’s vibes and values. Content that can be used to transcribe the brand through Instagram posts. In the development we started with the visual reference we had from Michuad themselves. A moodboard (see appendix 2) provided by the company was the starting point for the proces. Some of the elements from the company’s moodboard were repeated in the moodboards we created. Similarities such as nature, flowers, water close ups of hands, face and other body parts.

Video content
https://www.youtube.com/watch?v=2YesgAs25Sc&list=PLYpdszkxdwHzAS6PqcBXDKOIoYXdhir2g&index=5

Our moodboards for the SoMe Content



Atelier Michaud
Moodboard

USER JOURNEYS

In order to have a better understanding of the interaction with the customer from the point of view of the customer, we decided to do a user journey based on one of our personas and on our proposed SoMe strategy. We decided to split the journey in 3 phases that we could have an influence on, “the trigger”, “initial brand consideration”, and “active evaluation”.

We used our persona, Julie, since she is the main target audience of the company.

Julie Nielsen

Career-driven journalist

30 years old
Opinion journalist
Copenhagen, Denmark

+ LIKES
Reading, documentary books, news, running,podcasts, deep and meaningful conversations

— DISLIKES
Neutral opinions, dishonesty, small talk

ABOUT

She is planning her wedding as she just got engaged. She also is planning a holiday getaway with her fiance to celebrate their engagement. She has been quite busy with work so she has to juggle holiday planning and tight work schedule.

Her friends have been getting married so she has been going out a lot for the bachelorette parties as well as weddings. In her spare time she loves running, taking care of herself, going shopping and cooking. Her and her friends are planning a weekend away to slow down and make the most out of spa, massages and relaxation.

TRAITS

Hard-working, knowledgeable, creative and sustainable awareness

PERSONALITY

Introvert	Extrovert
Pessimist	Optimist
Thinking	Feeling
Mainstream	Unique

GOALS

~ Plan a beautiful wedding, get a promotion, travel with her fiancé

WEBSITE GOAL

She is looking for a new jewellery to compliment her on the upcoming events and travels so she wants something outstanding yet timeless. She wants to feel inspired and find a sustainable brand. She is looking for a pair of gold earrings so wants to be able to see different options for those.

FAVORITE BRANDS

Acne, Ganni, &Other Stories, Tiger of Sweden

USER JOURNEYS

THE TRIGGER

Julie is planning a holiday get away with her fiance to celebrate their engagement. They are going to a tropical location so she would really like to bring jewellery that will look good at the beach, that is modern, and that will last for a long time. All her jewellery is very basic so she is in need of some new jewellery. She is very concerned about sustainability so finding a sustainable brand is important for her.

INITIAL BRAND CONSIDERATION

Julie goes on google and Instagram to find inspiration on what type of jewellery she wants to get and which brand to choose, since based on a survey provided by the client shown on Appendix 11, most participants said that Instagram is their favorite platform. She tries by looking at different hashtags and accounts but doesn't find much that she likes. L'atelier Michaud would use hashtags and ads because "they help to reach a target audience, attract followers in your niche, increase engagement, and develop a more positive and recognizable brand image" (Forsey, C. 2021). Julie's algorithm would cause the brand's promo ad videos to come up when she is scrolling through the stories. She sees this video of a girl wearing beautiful beachy jewellery at the beach and the video presents a certain image of the brand, like their focus on sustainability and ethical design. She is triggered to find more information about this product and brand, so she swipes up and gets redirected to the website.

ACTIVE EVALUATION

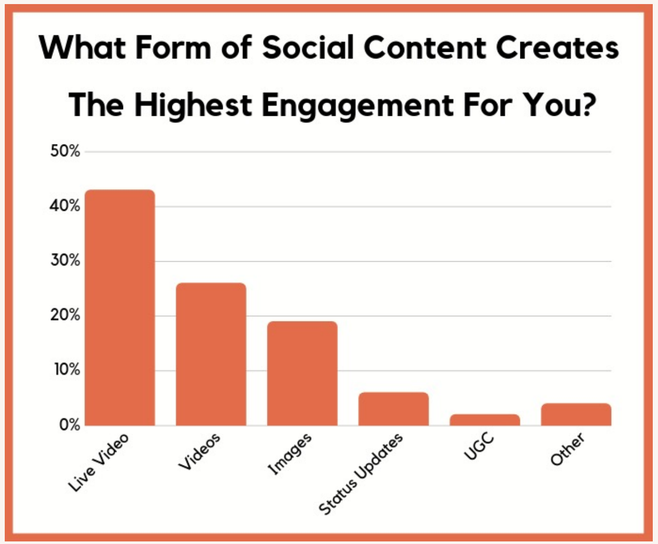
Julie gets a very good impression of the brand, the design is simple and neat and it gives a feel of sustainability. She goes to read information about the brand to find out how they work sustainably and ethically. She finds a lot of useful information about the brand and also about the products. She feels she has found the perfect product.

VIDEO PROCESS

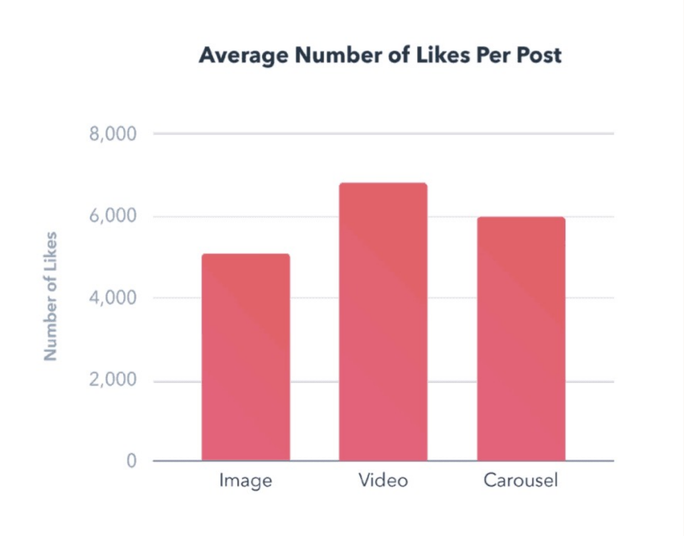
Video ideas & *reasoning*

As stated in the research, we chose videos for our content creation. Videos are proved to be more effective in increasing the likelihood of the purchase, up to 73%, as most consumers find videos more engaging and more trust-worthy (Bump, 2020). It gives the consumers the sense of authenticity and better product display than photo-only content. Therefore, through creating video content, we are targeting the low social media engagement on the client's social media platforms. We chose two types of videos that could be displayed on all the social media platforms used by the user: product close-up and informative (More, n.d.). In the future, we would create videos around the production and the owner to create more individual relation with the consumers.

Videos have length suitable for social media as they are between 15-20sec long - they can be used both on Instagram Stories as well as on the feed.



Patel, N. (2020) 17 Charts That Show Where Social Media is Heading



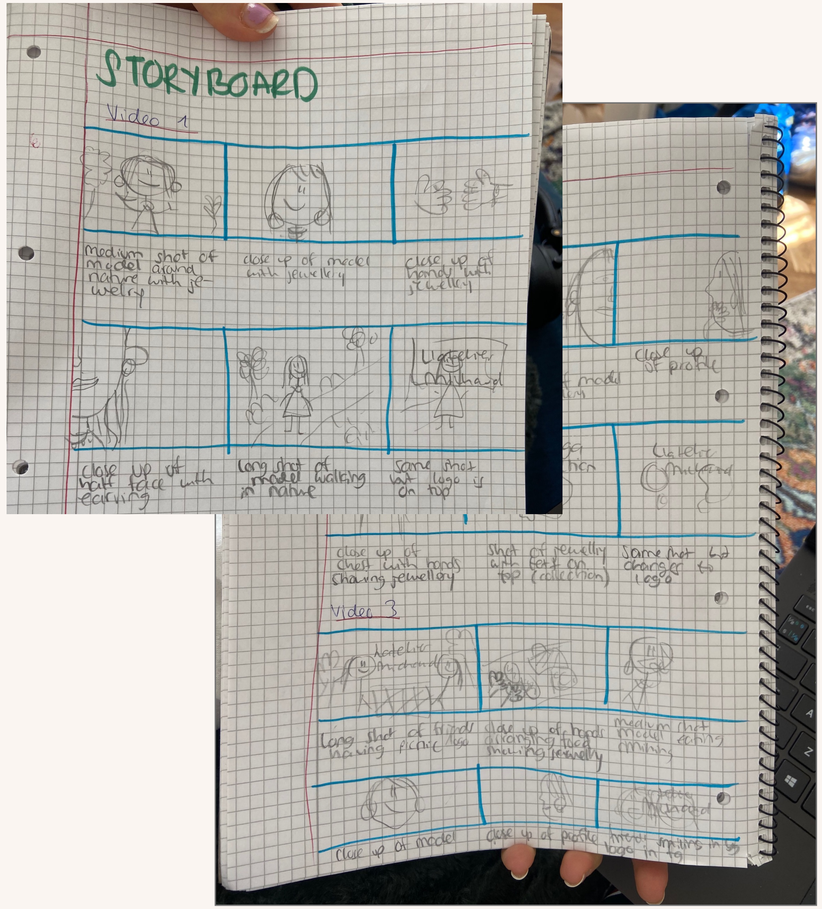
Malik, D. (2019) Video Posts on Instagram Can Increase Your Engagement Rate by 2x

VIDEO PROCESS

Storyboards

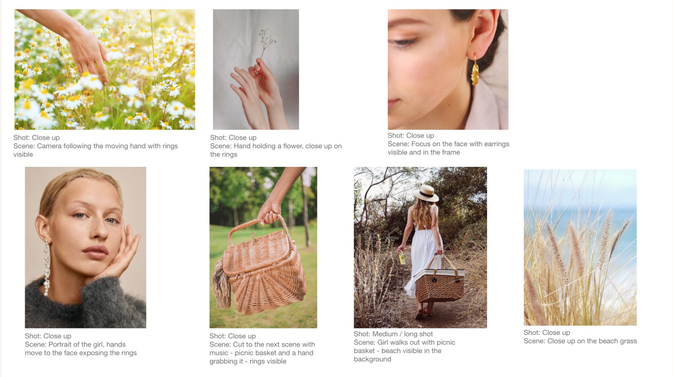
The storyboards focus around showcasing different aspects of the jewellery and the overall idea for each video. Videos are representing two feels: one amongst green nature / park and the other one more beachy and summery. Additionally, one of the videos is more information-driven showcasing the sustainability of the brand.

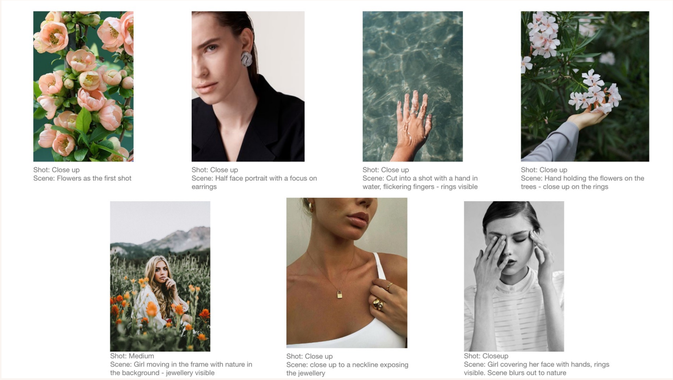
Initial ideas



Storyboards examples

Rest of the storyboards are presented in Appendix 12





VIDEO PROCESS

Visual treatments & *list of shots*

We used visual treatments to draw an overall idea for the videos and have a mutual understanding of the produced content. By a detailed summary in visual treatment, we could more clearly see what we want to communicate and what should be included during shooting videos. Later, list of shots was created for each video to get an overview what needed to be captured in order to translate ideas into the video

Visual treatment and list of shots examples

Rest of the visual treatments& list of shots are presented in Appendix 12

Nature in the park

A girl exploring the nature in the park while wearing jewellery

The video opens with extreme close up on flowers, blurring and focusing in on them. Then the scene cuts to a close up shot of a girl's half of the face with earrings exposed on the video. Scene cuts again into a hand flickering through water with rings visible on the fingers. Next there is a close up on a hand holding flowers on the tree, caressing those flowers with golden rings on the forefront. After that we see a girl wearing jewellery with a shot zooming out to reveal more of her in the frame. Then the scene cuts to an extreme close up of a neckline that shows the pendant that is being held by the hands with rings exposed. Scene changes to a girl covering her face with hands with rings while the camera moves up, blurring out to the view of nature.

List of shots

1. Flowers close up
2. Half face - earrings showed
3. Hand in water
4. Hand on flowers
5. Portrait of a person
6. Close up on a neckline
7. Hands covering face

VIDEO PROCESS

Visual treatments & *list of shots*

Summer time on the beach

Woman enjoys a summer picnic on the beach

As a first scene we can see a close up of a hand moving through flowers, and the camera follows the hand with rings. There is beach grass and sand in the background, sun shining. Next scene cuts into a frame with a hand holding a flower, moving it slightly, rings on the fingers. Next we can see a girl's face from a lower perspective, her face looking up to the sun with a flower in her hair. The camera zooms into earrings, focusing on them. Then we see the portrait of the same girl, hands move to the front of the face, exposing the rings on her fingers. Then music speeds up in the background and the scene cuts into a close up of a hand grabbing picnic basket, grass as an obstruction in the shot. Next scene shows a medium long shot with a girl walking away with the basket on the beach. Last scene shows a close up on the grass on the beach.

List of shots

1. Hand moving through flowers
2. Hand holding a flower - rings visible
3. Earrings close up, flower in the shot
4. Portrait of a girl
5. Close up of the hand holding basket
6. Medium/long shot of girl walking away with the basket

SOLUTION

We came up with a solution that explains thoroughly how the brand could use social media for increasing its business marketing strategy. As Marketing Insider Group (2018) explains, social media platforms are an excellent way to connect with customers, increase awareness about a brand, and boost leads and sales. With more than three billion people around the world using social media every month, the users and engagement on major platforms just keep increasing. It is because of these reasons that we found it adequate and advantageous to create a SoMe Guide that would suggest how to properly use the different platforms to achieve this engagement and reach a larger target audience achieving the brand's KPIs. In our solution we implement different aspects that should be taken into consideration to achieve a large reach and attract users to L'atelier Michaud, for example social media strategy, visual guide, tone of voice, and examples on how all these (including the video content) could be implemented on the different social media platforms. The solution we created can be found on the Social Media Guide created for the client on Appendix 13.

Technical Documentation

DATA MODEL RESTDB.IO

After creating the prototype's final solution, there were a few things we needed to consider before coding the website. Because we were going to create a webshop, we needed to create a database with different collections. This would allow us to use an API key to fetch information from all products, which would then be dynamically displayed on the website, rather than having to code each product individually. The database would also be required in order to set up a purchase flow, as the information entered by the buyer in the checkout form would be sent to the database.

To store and deliver the data, we used restdb.io, a NoSql document oriented database cloud service. To get data from and to, we created three collections. One for each products, newsletter, and order details.

DATA MODEL RESTDB.IO

Products

The first collection is “products.” This is the collection that stores all of the jewellery that are being fetched in order to display all of the products on the website. Our data structure is designed to include the most significant aspects of the products, such as the product name, description, price, and material.

We also integrated data for filters, so that consumers can shop by “new in” and “most popular”, for example.
We added the field ‘product type’ to allow filtering and sorting of the jewellery to improve the user experience. To make it easier to choose the product category, new in and most popular are made into boolean values. Except for the price, all of the other data fields are text fields. Because it is a monetary value, price is set as a ‘money’ type. This will enable the data to be fetched and dynamically appended to the website.

Developer mode

Name	Type	Description	Expression	Properties	Visible
name	text			{}	☑
price	money			{}	☑
newIn	bool			{}	☑
type	text			{}	☑
material	text			{}	☑
description	text			{}	☑
stoneColor	text			{}	☑
photoOne	text			{}	☑
photoTwo	text			{}	☑
photoThree	text			{}	☑
collection	text			{}	☑
mostPopular	bool			{}	☑
materialType	bool			{}	☑

Example of fetched data on single product view

DATA MODEL
RESTDB.IO

name	price	newIn	type	material	description	stoneColor
Gift card	0.00	false	GiftCard		Finding the right gift can be a chall...	
Grande Chloé Earrings Gold	1 800.00	false	Earrings	Gold	Aurore is a unique collection of je...	
Rina ring Gold	2 200.00	false	Rings	Gold	Moringa is a conscious jewelry coll...	
Folia Earrings Gold	2 000.00	true	Earrings	Gold	Moringa is a conscious jewelry coll...	Green, Blue, Orange, Yellow, Violet...
Ari Earrings Gold	1 800.00	true	Earrings	Gold	Moringa is a conscious jewelry coll...	
Figa Studs Gold	1 000.00	false	Earrings	Gold	Moringa is a conscious jewelry coll...	
Lola Ring	1 000.00	false	Rings	Gold	Aurore is a unique collection of je...	
Chloé Ring	1 400.00	false	Rings	Gold	Aurore is a unique collection of je...	
Chloé Earrings Gold	1 300.00	false	Earrings	Gold	Aurore is a unique collection of je...	
Margot Earrings Gold	1 900.00	false	Earrings	Gold	Aurore is a unique collection of je...	
Mila Cuff Gold	2 200.00	false	Bracelet	Gold	Moringa is a conscious jewelry coll...	
Nawi Ring Gold	800.00	false	Rings	Gold	Moringa is a conscious jewelry coll...	
Maya Earrings Gold	800.00	false	Earrings	Gold	Aurore is a unique collection of je...	
Claire Earrings Gold	1 750.00	false	Earrings	Gold	Aurore is a unique collection of je...	
Anaïs Pendant Gold	1 600.00	false	Pendant	Gold	Aurore is a unique collection of je...	
Petite Chloé Earrings	800.00	false	Earrings	Gold	Aurore is a unique collection of je...	

This is how the data is displayed in the data-base once we put in the information on each product

photoOne	photoTwo	photoThree	collection	mostPopular	materialType
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...		false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Moringa	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Moringa	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Moringa	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Moringa	true	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Moringa	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Moringa	true	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false
https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	https://raw.githubusercontent.co...	Aurore	false	false

More information from the same database

DATA MODEL RESTDB.IO

Newsletter

The second database is the Newsletter database, which sends and stores the information entered into the newsletter form. The user only needs to input their email address to sign up for the newsletter, making the database very simple. There is only one field for the email type. The different emails will be displayed once the user submits the information to the database, allowing the company to add new emails to their newsletter list. This data will not be shown on the internet; only those with database access will have access to it.

Name	Type	Description	Expression	Properties	Visible
email	@ email			{ "required": true }	☑

Developer mode

Newsletter on website

DATA MODEL RESTDB.IO

Order details

The second collection in our restdb.io database is order details, which stores the buyer information entered on the checkout form. The form is embedded on one website to give the customer complete control over their data. During the Think Aloud Tests, this format was met with enthusiasm; participants liked the flow and having the data in one place rather than spread out across a few pages.

We requested basic name, address, and email information for the purpose of shipping details. In terms of payment information, we will not collect data in Restdb.io for the purpose of the exercise to ensure that no private information, such as a credit card number, is disclosed.

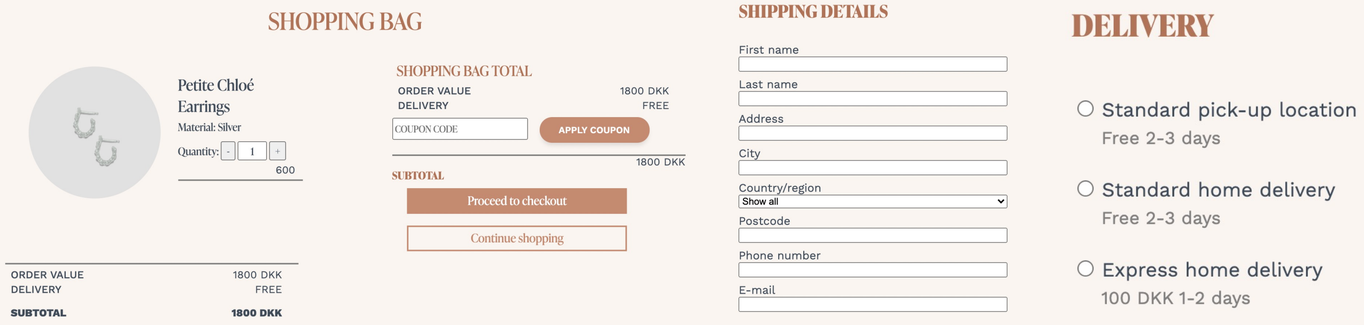
Developer mode

Name	Type	Description	Expression	Properties	Visible
firstName	A text			{ "required": true }	☑
lastName	A text			{ "required": true }	☑
address	A text			{ "required": true }	☑
city	A text			{ "required": true }	☑
country	A text			{ "required": true }	☑
postCode	123 number			{ "required": true, "autonum": { "auto": false, "offset": 0 } }	☑
phoneNumber	123 number			{ "required": true, "autonum": { "auto": false, "offset": 0 } }	☑
email	@ email			{ "required": true }	☑
orderDate	date			{}	☑

This is how the data is displayed in the database once the buyer has filled out and submitted the form.

firstName	lastName	address	city	country	postCode	phoneNumber	email
Ana	Castellanos	sdcsdv	dvdfv	Sweden	2342	33406857	ana@hotmail.com
Lilly	Hoggins	marylane 33	London	United Kingdom	2377	45678466	lilly_hoggs@gmail.com
Lucia	Zimmer	Im Troge 23	Bad Harzburg	Germany	22455	67497833	lucia.zimmer@gmail.de

Order details form on website



CODING AND PROGRAMMING

The coding and programming process was as usual a very long one, since to make a playful, creative, and dynamic website we had to put a lot of effort on HTML, CSS and mostly JavaScript. For the process we used GitHub as a collaborative tool, making it possible for all of the group members to work on the code of the website at the same time.

HTML and CSS

We each began coding our sections of the website that we had previously distributed among the members in the prototyping. For each page we started out constructing a skeleton in HTML for the structure of the different pages using XD as a guide for the visual and layout of the website, and then styled them using CSS to achieve the prototype's tested design.

A root was added to the CSS from the beginning so that we could all use the same agreed-upon styling. The styling of fonts and colors formed the root, making it easier to maintain consistency in this area. Because many of the pages are divided into sections, we've created classes and id's to distinguish between them in order to maintain the sections in order. We created different CSS files to ensure that the code did not overwrite each other, which may have resulted in the website's style being inaccurate and unclear.

```html
<section id="sus">
  <div class="header">
    <img src="../images/our_sus_work.png" alt="title" />
  </div>
  <div class="sus_icon">
    <img src="../images/sus_icon.png" alt="sustainability_icon" />
  </div>
</section>
```

Example of how section,
class and id are use din
All products

```css
:root {
  --color-button: #c58b71;
  --color-font: #b17458;
  --color-shape1: #8c9e6b;
  --color-shape2: #f3decf;
  --color-shape3: #f3cf90;
  --color-background: #faf5f1;
  --color-background2: #f5e8d6;

  font-family: ivypresto-display, serif;
  font-weight: 400;
  font-style: normal;
  --font-2: "Work Sans", sans-serif;
  --main-text-color: #3f4c5a;
}
```

Root in CSS

CODING AND PROGRAMMING

JavaScript

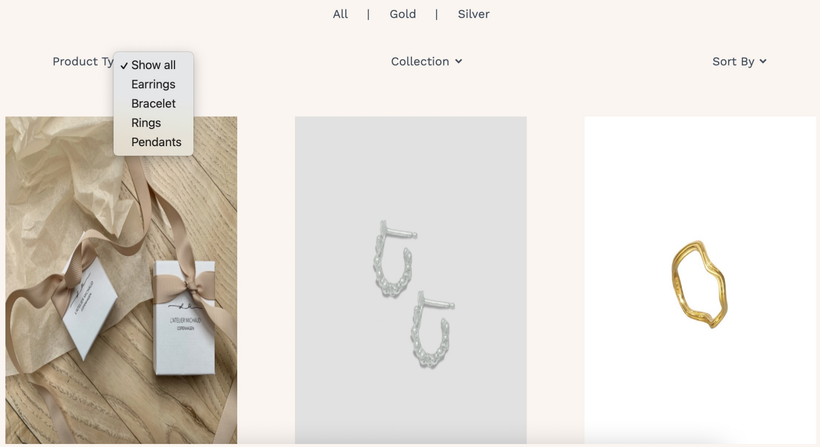
Because there were so many items that had to be made dynamic through various techniques, JavaScript was an especially tricky element of the project. As previously mentioned, we used the FETCH approach to make product display more effective. We were able to show all products on the product list page, create filters, and be redirected to a single product page when clicking on it in the product list using this technique, JSON, and JavaScript.

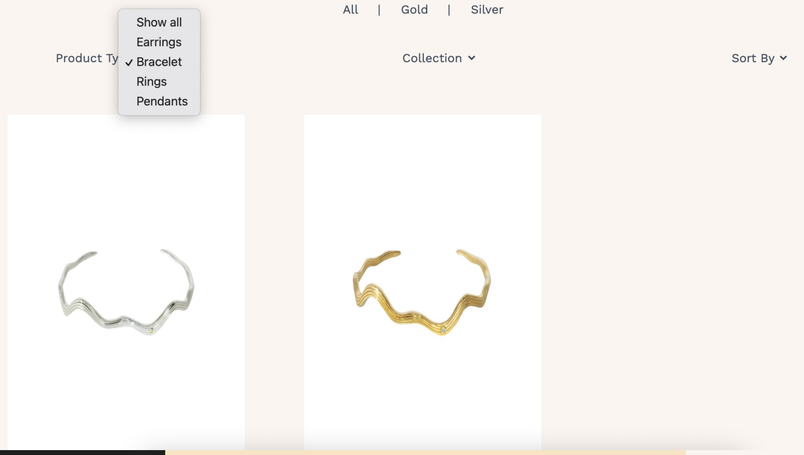
These functions are quite important to have working since it would interrupt the user's flow of using a web-shop not being directed to the expected page when clicked.

We did run into a problem when it came to storing our photos. Because the images on the all product page and he single product page had different set sizes, the images ended up getting stretched because we were fetching the same images from the collection for both. This might have been solved by creating a new collection for one of the pages and resizing the images to fit.

Fetching the data from the rested.io database

```
var url = "https://kea21s-9328.restdb.io/rest/products?";

/*API key*/
const options = {
  headers: {
    "x-apikey": "602e2b3b5ad3610fb5bb6298",
  },
};

function getData() {
  fetch(url, {
    method: "GET",
    headers: {
      "x-apikey": "602e2b3b5ad3610fb5bb6298",
    },
  })
    .then((res) => res.json())
    .then((response) => {
      showProducts(response);
    })
    .catch((err) => {
      console.error(err);
    });
}
```





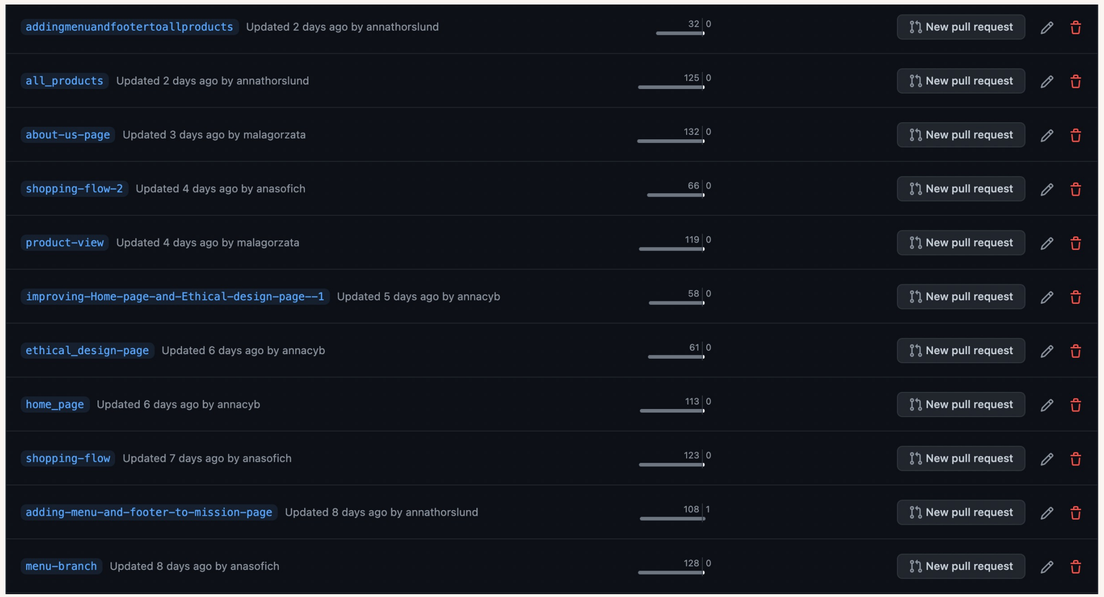

```
//FILTER//
document
  .querySelector("select.productType")
  .addEventListener("change", handleSelect);
document
  .querySelector("select.collection")
  .addEventListener("change", handleSelectCollection);
document
  .querySelector("select.sortBy")
  .addEventListener("change", handleSelectSortBy);

function handleSelect(evt) {
  console.log(evt.target.value);
  if (evt.target.value == null) return;

  if (evt.target.value === "Show all") {
    url = `https://kea21s-9328.restdb.io/rest/products?`;
  } else {
    url = `https://kea21s-9328.restdb.io/rest/products?&q={"type":"${evt.target.value}"}`;
  }
  getData();
}
```

The code on the left makes it possible to fetch the data that is linked to the filter shown above

CODING AND PROGRAMMING

GitHub and Git

We used GitHub* to make it easier for each of us to code on the website simultaneously. We worked on different sections/branches of the website individually, then merged them together later. We used Git* as a version control system for the website's code, which allowed us to go back and forth between previous iterations. This was useful when problems arose along the process, and we needed to refer to a previous version of the code to resolve the issue. We then merged the code, some of it along the way, and at the final code at the end. After merging we had all of the code gathered and the website were put together.



An overview on some of sections/ branches on GitHub we each worked on in the coding proces.

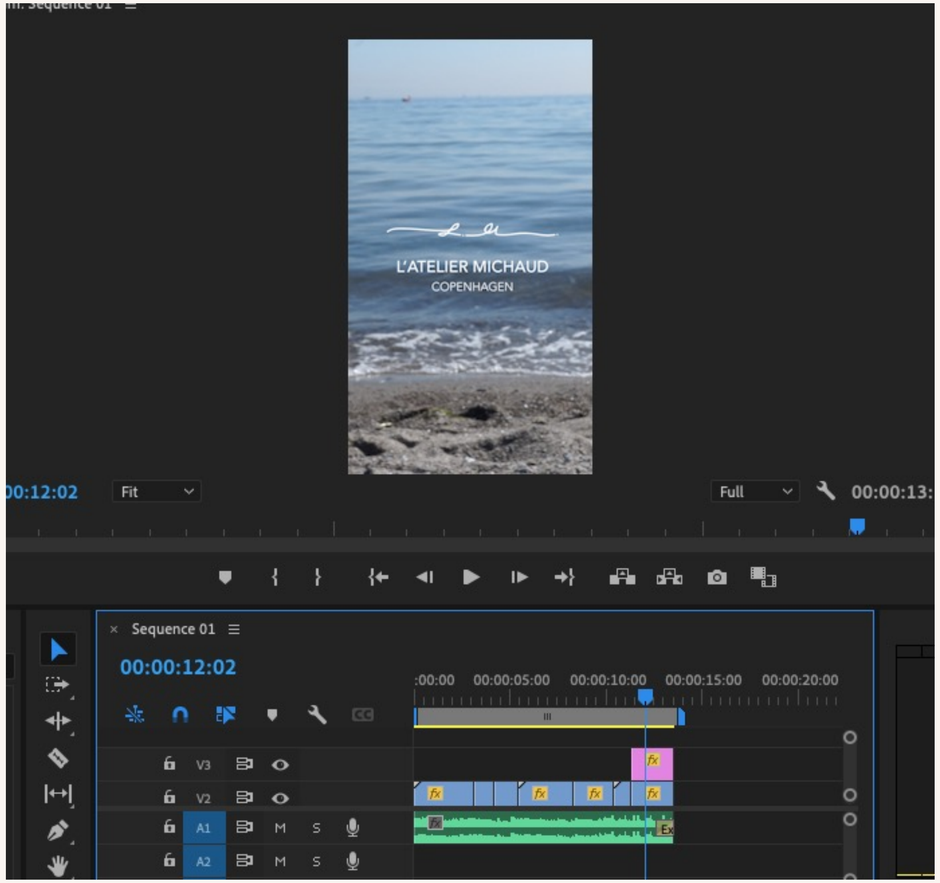
*GitHub - "A is a provider of Internet hosting for software development and version control using Git." (retrieved from: https://en.wikipedia.org/wiki/Git)

*Git - "A is software for tracking changes in any set of files, usually used for coordinating work among programmers collaboratively developing source code during software development." retrieved from: (https://en.wikipedia.org/wiki/GitHub)

PREMIERE PRO

Premiere Pro

To edit the videos we used Premiere Pro – this allowed us to cut the video and do colour correction and grading. We used functions as adding motion graphics in shape of text and logos as well as adjusting the colours for the consistent look. Additionally, some of the shots were slowed down or sped up to synchronise with music or align with the video composition and transitions.



CONCLUSION

CONCLUSION

How might we statement

How can we improve Atelier Michuad's online presence by developing a web and SoMe solution that communicates Atelier Michuad's principles and identity, making both more engaging and attracting more customers?

When starting the process of trying to improve the online presence of Atelier Michaud, and as this report also unfolds, we started out with researching. Our research was focused on market research, user research, and desktop research. Creating a good foundation for the further development of the solution.

Through our user and marketing research we identified where Atelier Michaud was lacking in their online presence. A think aloud test demonstrated how the website could be improved based on the users' experiences. Key findings such as missing filters, easier navigation, communicating the brand's sustainable and ethical values, making "About Us" and "sustainability" pages engaging, and keeping a simple yet attractive design.
One of the most critical findings of the research was that Atelier Michuad's website was not communicating what they wanted customers to see in the brand. The focus on the brand's transparency and sustainability values was not visible to the users we tested. We constructed three personas based on our results to assist us empathize and have a reference point as we thought about and developed our solution.

In ideation, we brainstormed ways of how to solve and improve the key findings from the previous research. Ideas from the crazy 8's, which were influenced by the design patterns and trend research from earlier, helped generate solutions. We got an excellent idea of how to improve the website from those. We drew inspiration for the chosen style elements from Atelier Michaud's existing visuel style as well as trend analysis. The style was then put to the test in prototyping using a bert test, which helped us choose the colors that best communicated Atelier Michaud's values and image.

We did the prototype of the website and used it for reference in the coding process, so each of us knew the layout of the website.
We then conducted a think aloud test on our website solution. The test showed a list of improvements to be done. We managed to implement most of the improvements.

The process of the SoMe guide and video content was built on the same research done for the website. We wanted to create videos that transmitted the products and brand's values and image.

Were we to work further on the solution, we would have dived deeper into the website solution we already worked on. As mentioned there were some improvements that weren't implemented in the final solution. So those could have been added. And then we would have tested those improvements further with a new think aloud test to test if those solutions were working correctly.

Another important point would have been to work further on the code of the website to make it fully dynamic. We were limited when it came to coding some of the solutions in the website, and had to make it more or less static.

In regards to the videos it would have been ideal to test further whether they were communicating the intended to the users. And also if they would work in the SoMe context we had worked them into.

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APPENDIXES

KPI - 4 months

Interaction on social media

- Focus and high activity on Instagram and Pinterest
- 500 followers on Instagram
- 100 pins on Pinterest
- Collabs with 2 Influencers

Relaunching brand

- New logo
- New web domaine
- New packaging
- New webshop

Sales channels

- Brandbook and Lookbook templates ready
- Evaluate on WØN

Production

- Established contact with final jewelry manufacture
- Ongoing process with preparing existing designs for production
- Masters for Aurore and Moringa news (ready for mold af production)

MOODBOARD

Appendix 3 - Business Model Canvas

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

- Manufacturers
- Local shops/retailers
- Production factory in Thailand
- Influencers
- Web developers

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

- Creating new collections/ products that will attract customers
- Online sells
- Update regularly relevant content on SoMe

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

- Money for key activities
- Materials for production
- Brand patents
- Manpower
- Good reputation
- Neccesary knowledge and equipment
- Sustainable materials
- Ethical labor

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

- Sustainable high quality jewelry
- Reasonable price
- Timeless products
- Transparency
- Production and manufacturing transparency
- Unique design
- Accessible information
- Up to date content on SoMe
- Accessible communication

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

- Customer service on website
- Create a community through SoMe
- Make everyone included and valuable through relatable content
- Make customers feel like they do something good when buying a product because of Tree Nation

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

- Social Media
- Web
- Magazine
- Newspapers

Customer Segments

For whom are we creating value?
Who are our most important customers?

- Young to middle aged woman are the target audience
- Customers who care about the earth, climate and environment and want to but sustainable and ethical products
- Loyal customers
- Individual customers, B2C

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

- Materials
- Transport
- Salaries
- Out sorcing
- Tree Nation
- Utilities cost
- Manpower cost
- Marketing
- Shopify
- Rent

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

- fixed price for all products
- webshop
- credit cards/pay pal/mobile pay/ apple pay
- retailers: transactions

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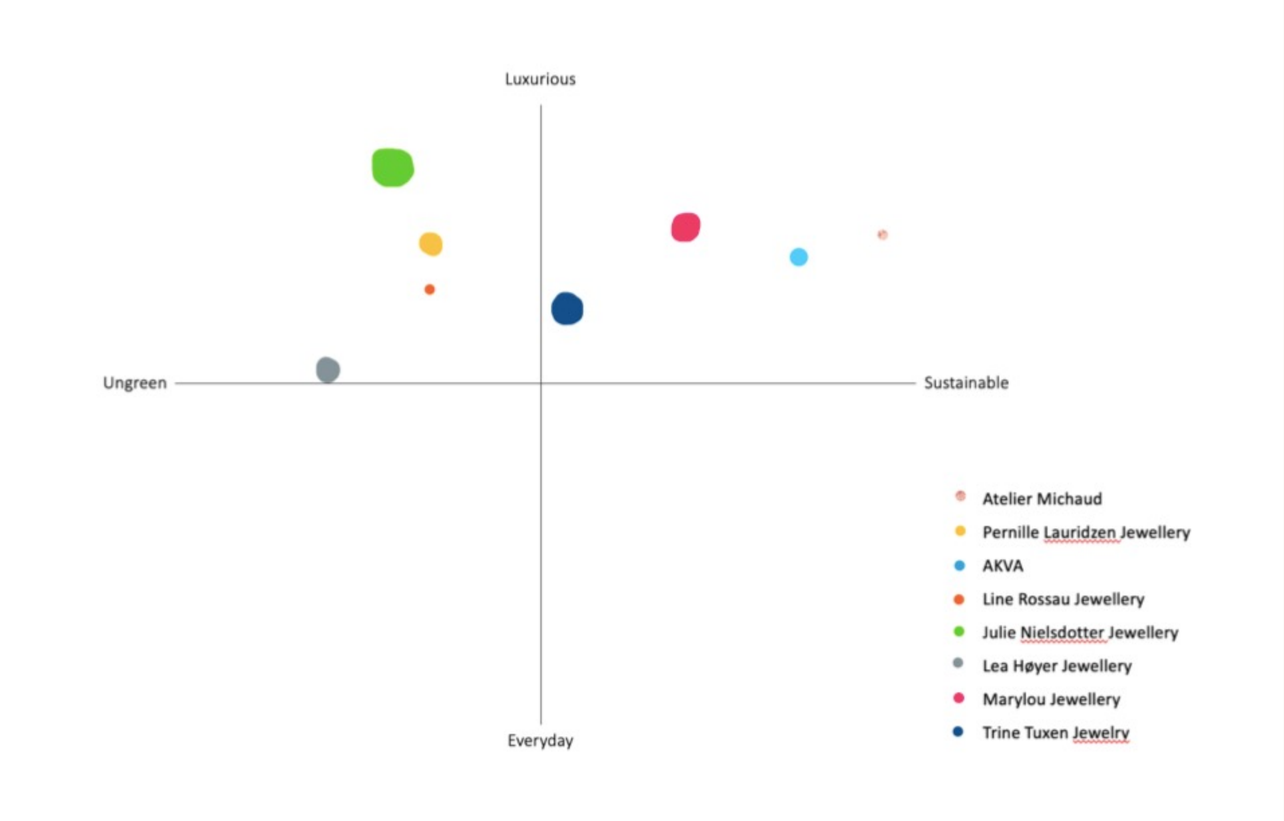
Appendix 4 - Competitor Positioning



This showcases that L'Atelier Michaud is positioned as sustainable and mid-luxorious brand amongst its competitors

SWOT

Appendix 5 - SWOT

STRENGTHS

-Sustainable and transparent in all parts of the value chain
-High-quality brand
-Good branding material (photos)
-Strong storytelling
-Handmade, personal jewelry designs, ability to customize products

OPPORTUNITIES

-Expanding to the French market (followed by Italy and Spain)
-New SoMe strategy can help a lot to attract attention and customers
-Production in Thailand = more focus on sales
-Collections in 14k and stones
-New retailers both online and physical stores
-Promote sustainable actions
-Growing trend on sustainability

WEAKNESSES

-Interaction and attention on SoMe
-Not enough sales
-Higher range pricing limits potential customer range
-The owner has little experience in the market
-Low knowledge about bookkeeping and economics
-Limited financial resources
-Limited capacity of production
-Only one retailer, which is currently not selling

THREATS

-Low brand recognition
-High level of competition on the market
-Similar designs on the market – impossible to avoid
-Changing of buying habits after Covid19
-Hard to differentiate from competitors
-Not yet established contacts in the market
-Fast changing trends

PESTLE

Appendix 6 - PESTLE

POLITICAL

As there are jewellery companies located in the UK, due to Brexit some of them may have harder access to the European market (iBusiness, 2018) . Therefore, it is an advantage for businesses such as Atelier Michaud to leverage its position in the centre of Europe and provide their products in lower price points thanks to lower delivery costs and lower production costs.

ECONOMIC

Denmark's GDP has been threatened by COVID's impact as it has lowered by 4,5% in 2020 (Nordea, 2020) which has impacted the spending habits of the customer and decreased the spending on the unnecessary items. However, with the restrictions being lifted, there is a forecast of swift uplift of GDP in 2022 (Nordea, 2022) and the growth of the jewellery market (Statista, 2021). Therefore, with the recovering GDP post-pandemic, there is a chance for strengthening customer's financial confidence and as a result, bigger spending of disposable income on jewellery.

SOCIAL

There has been a growing interest for ethical transparency as well as sustainable production in regards to the jewellery (Matter of Form, n.d. ;UCFS, 2021). Customers are more inquisitive about the ethicality and environmental side of the brand which can give a competitive advantage for the brands who can prove their righteous production. Since Atelier Michaud collaborates with Tree Nation, it is imperative to put this messaging at front to highlight the sustainability of the brand. Moreover, customers have been more interested in personalised jewellery to enhance the sentimental value of a higher spending. Lastly, due to COVID, there has been a need for bigger focus on social media shopping as well as storytelling experience to engage the audience virtually due to lower chance of in-store engagement (UCFS, 2021; Matter of form, n.d.).

PESTLE

Appendix 6 - PESTLE

TECHNOLOGY

As there has been a growing interest in the e-commerce market due to the pandemic (Deloitte, 2020) and the convenient shopping has been proved to be more important than the price. Therefore, developing omnichannel experience as well as strengthening the user experience in the webshop is imperative to gain the competitive edge on the market (Deloitte, 2020; Matter of Form, n.d.). Lastly, Danish customers have always been fans of online shopping, especially amongst high value products, yet COVID has increased the online spending even more (J.P. Morgan, 2020). However, the right social media marketing approach is crucial to maintain this spending and keep the customers engaged. Lastly, new nanotechnology helps the jewellery industry to become more trackable and, as a result, more transparent in regards to the supply chain (Matter of Form, n.d.)

LEGAL

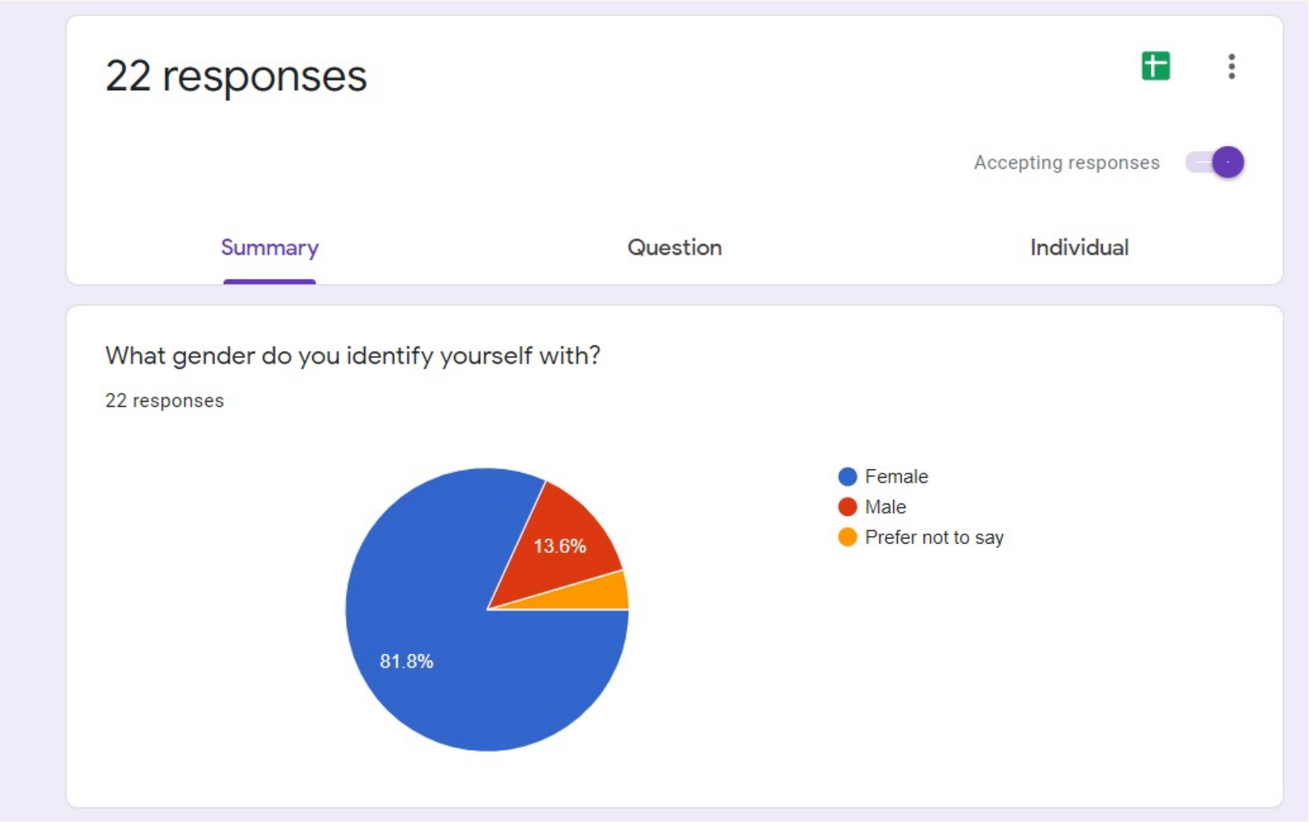
Outsourcing the production to Thailand can pose certain risks such as exposing confidential data about the company, compromising the privacy as well as revealing the technology behind the product (Somjai, 2017). Therefore, this negatively influences customer's perception of brand security and privacy.

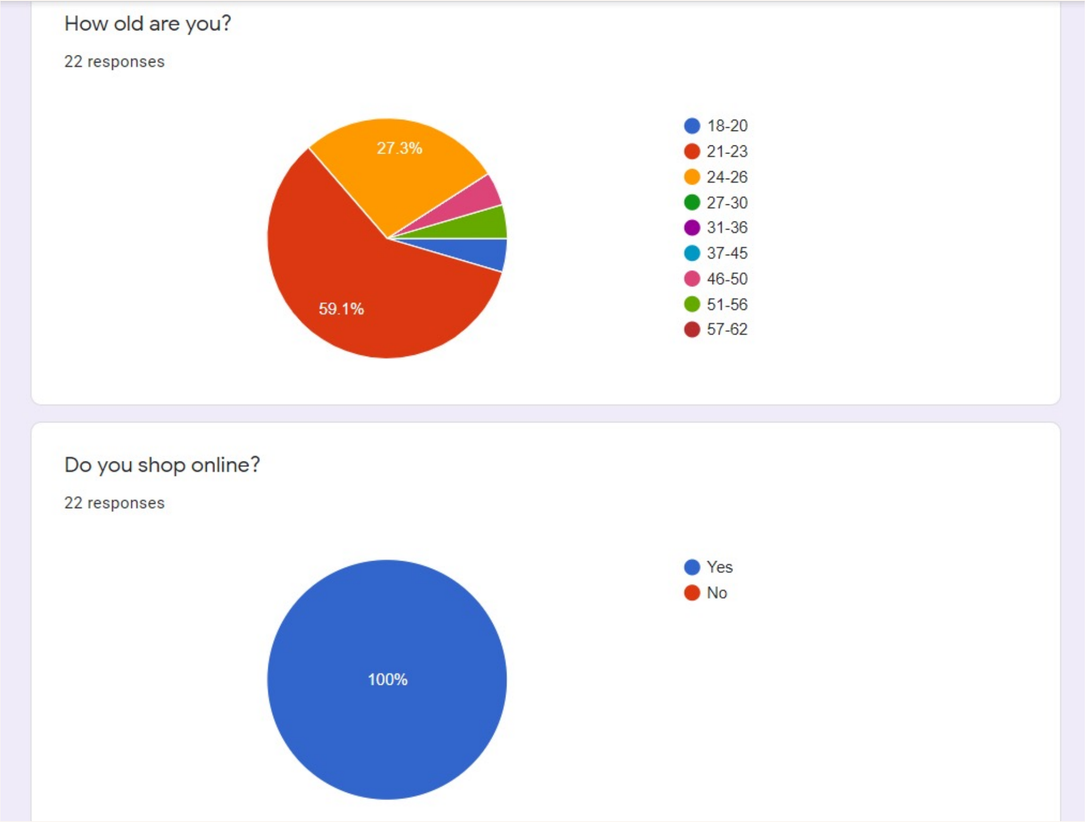
LEGAL

Atelier Michaud jewellery is mostly made of precious resources such as gold and silver. Therefore, it is important to ensure the high quality of the material as well as the environmentally-friendly sourcing. Since there is a growing interest in sustainable jewellery amongst the target audience, it is imperative to take steps towards more environmentally-friendly production. Recycling materials or sourcing gold or silver that is not processed with toxic chemicals (EuroNews, 2020). Additionally, gold is proved to be one of the most sustainable resource mining as it contributes to new technologies development that will help in the growth of low carbon economy (Mining, 2020)

Appendix 7

Results from Google Forms survey from Silfen



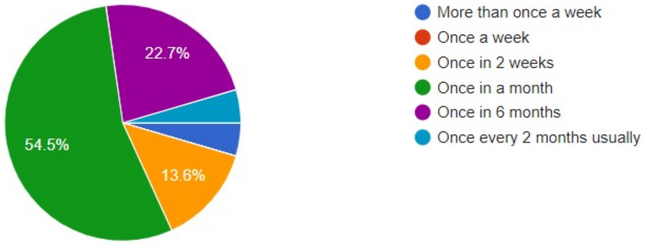


Appendix 7

Results from Google Forms survey from Silfen

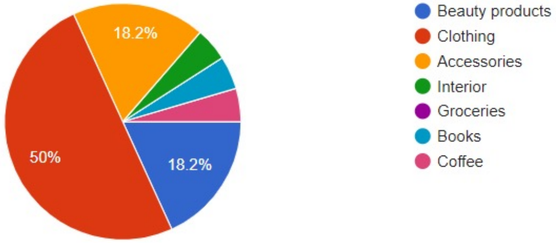
How often do you shop online?

22 responses



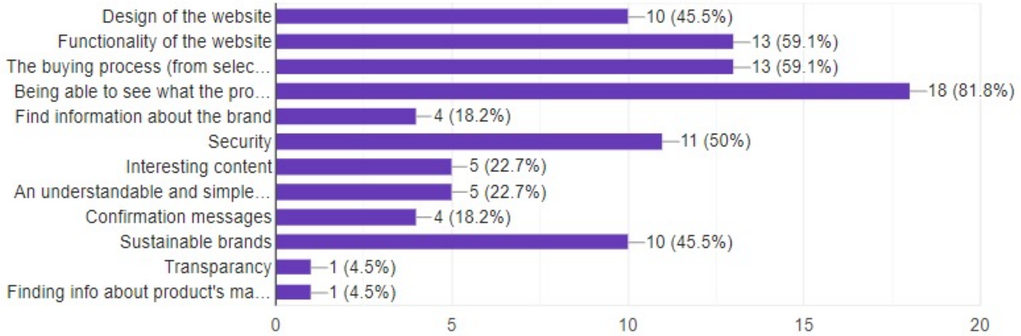
What do you mostly buy online?

22 responses



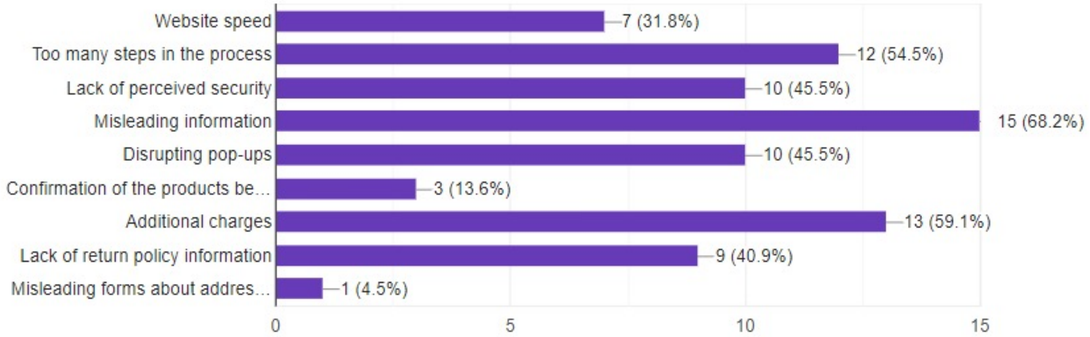
Which of the following are most important to you when buying online?

22 responses



What has discouraged you in the past from finalizing the purchase on the website?

22 responses



Appendix 7

Results from Google Forms survey from Silfen

What do you find helpful in the online shopping experience on the website?

22 responses

- Filters and that saving things to the basket does not disappear if I let's say, have the tab open for three days
- CS 24/7
- No need to get out of house
- Minimalist design, clear information
- Similar product suggestions
- Clarity and good return options
- Thourough description of product
- The have categories (structure)
- When the whole website's design is clean and gives off 'professional vibes', the products are well

What's the worst online shopping experience you've had? (in regards to buying on the website, not the after purchase side)

22 responses

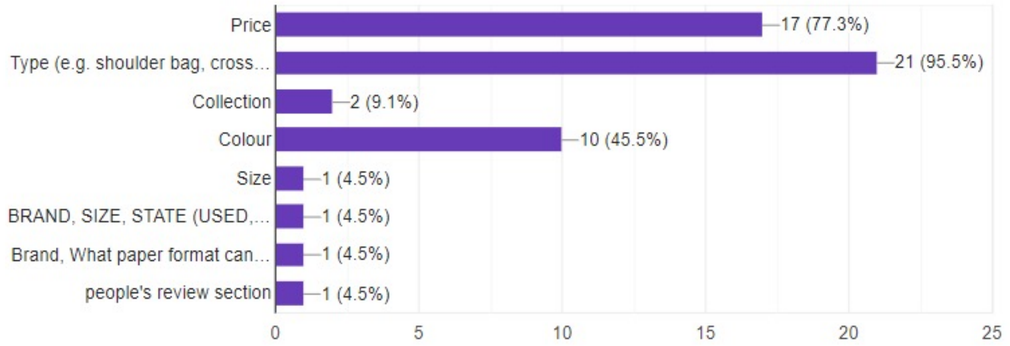
- Getting question after question about adding this or that to my basket as I am going through the checkout process
- Wizzair website - complicated, too many pop ups and no customer support
- Need to create an account
- Lack of information about the delivery cost, return policy etc.
- A lot of disrupting pop-ups
- Not realizing that I would be charged if I needed to return something (should be understood that when you cannot try something on, there is a big possibility it won't fit) even though it's more sustainable to not return, sometimes there's no choice
- So many steps with odd commands, written by what it looked like to be a random translator
- Uniqlo - there are many steps when purchasing an item.

Appendix 7

Results from Google Forms survey from Silfen

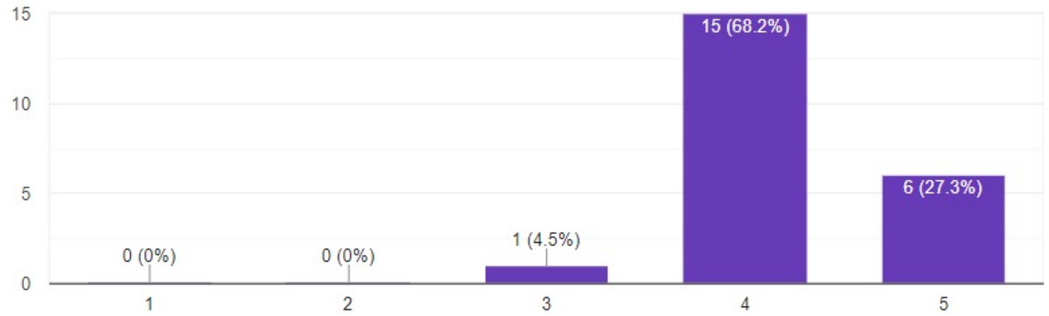
When buying clothing or bags on the webshop do you use filtering by:

22 responses



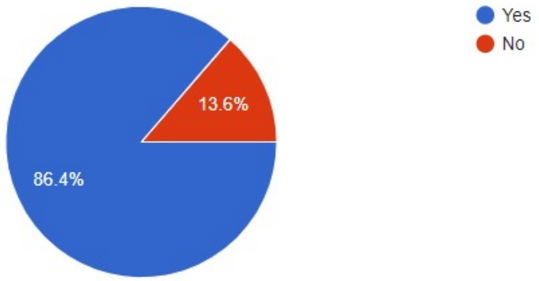
How important is the website's design to you?

22 responses



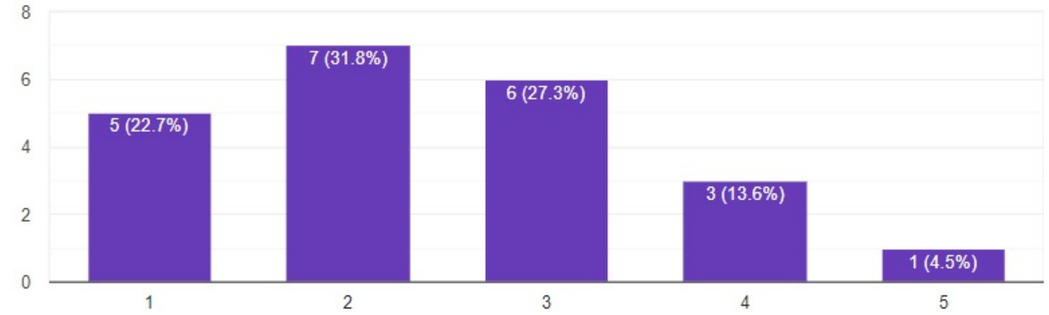
Do you use the option to save a product to wishlist (save for later, popularly marked with a heart icon)?

22 responses



Do you prefer minimalistic or more playful/colorful websites?

22 responses

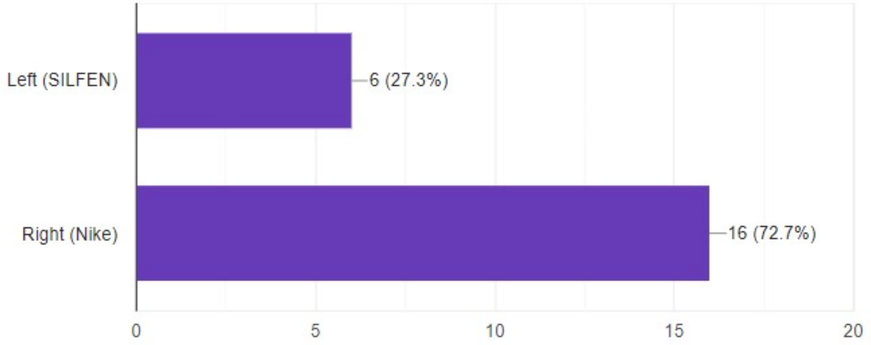


Appendix 7

Results from Google Forms survey from Silfen

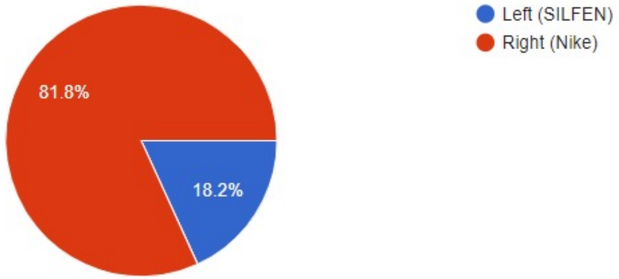
Which of the two websites is more playful

22 responses



Which of the two websites is more creative

22 responses



What's your favorite webshop in regards to the online experience? What is it about it that you like? (1/2)

22 responses

- Zalando work very well with a fast check out and shipping. Also that you can try on the product and send it back before you pay
- Asos, simple and easy to navigate
- N/A
- Zalando
- zalando, it's clear and easy to use
- Monki, i like the setup, it has outfit suggestions, diversity in the models and sizes, sales, good returns policy and size chart
- Vinted - simplicity, good prices, security, insurance and the wallet
- Na-kd. Return policy, quick delivery and good costumer-service

Appendix 7

Results from Google Forms survey from Silfen

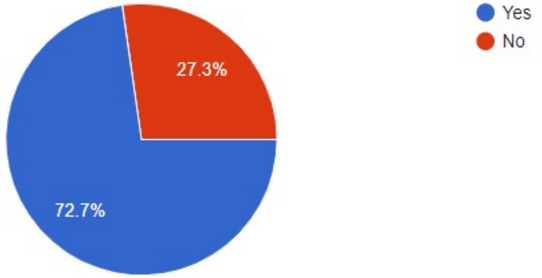
What don't you like or would you change on that webshop in regards to functionality/design? (2/2)

22 responses

- Less pop ups of what you can buy
- Nothing, simply love it
- N/A
- Nothing
- I don't know
- Nothing
- Not much really
- Nothing.
- Though the minimalistic design is nice, it could be more playful and original.

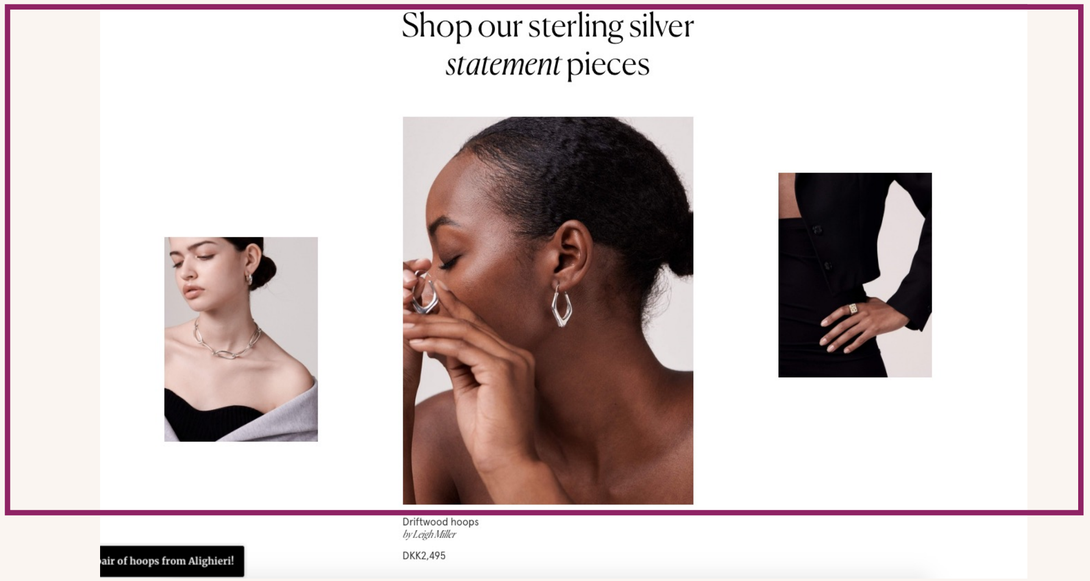
Do you check if the clothing/accessories products you buy are sustainable?

22 responses

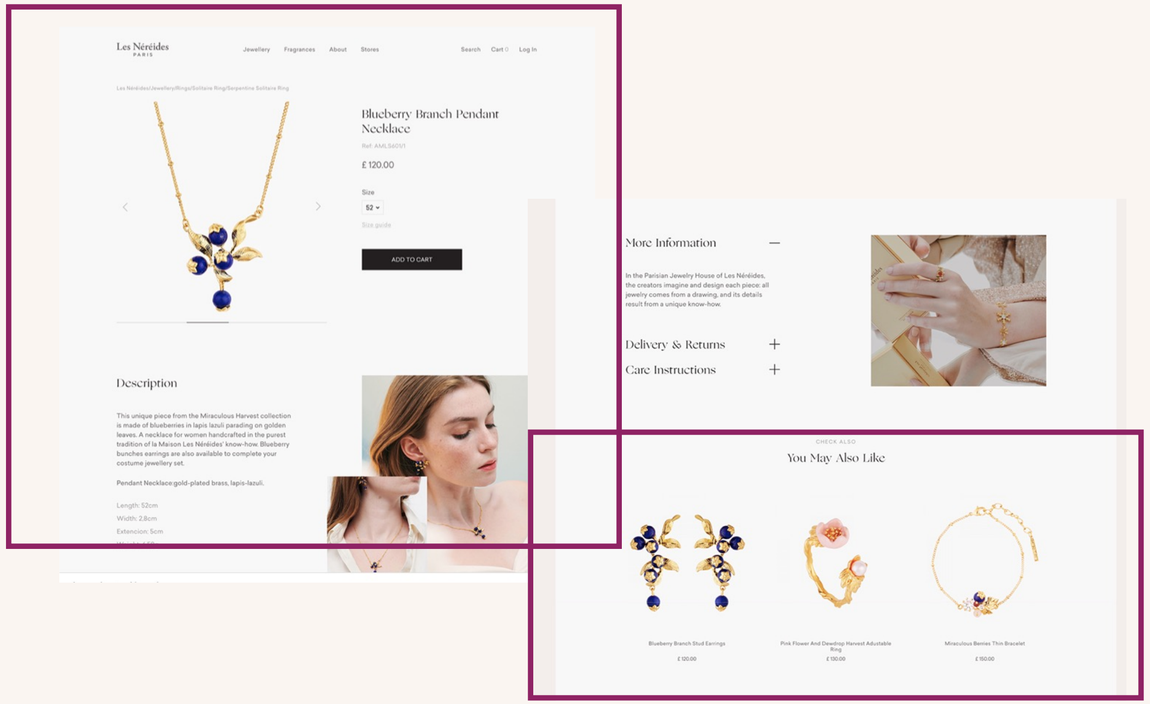


Appendix 8

Design Pattern research



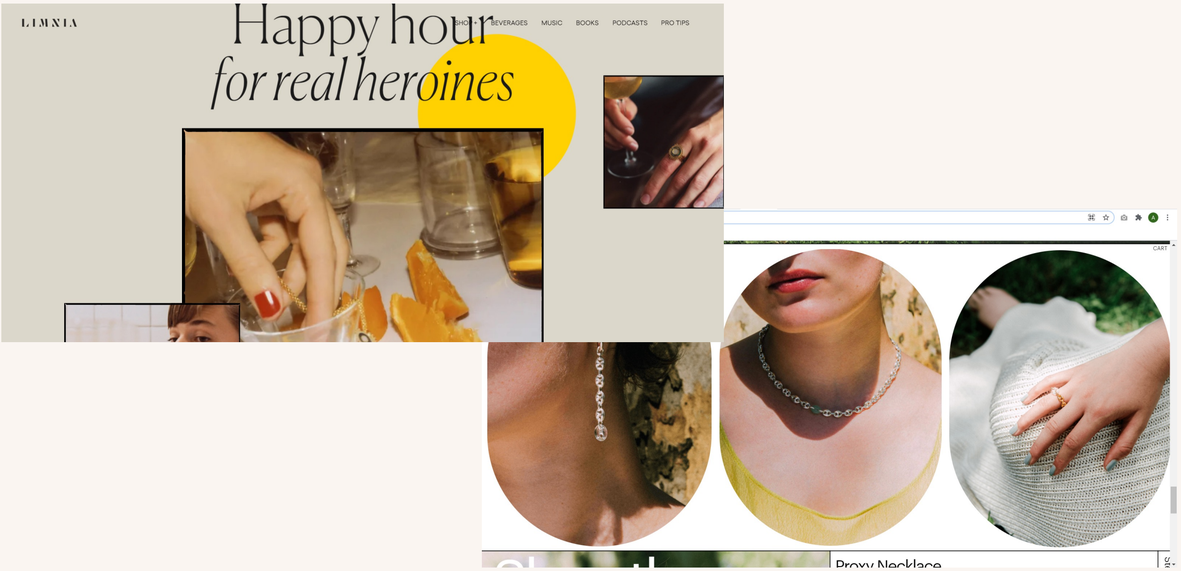
Asymmetrical photos placement - more white space and flow on the page as requested by the client



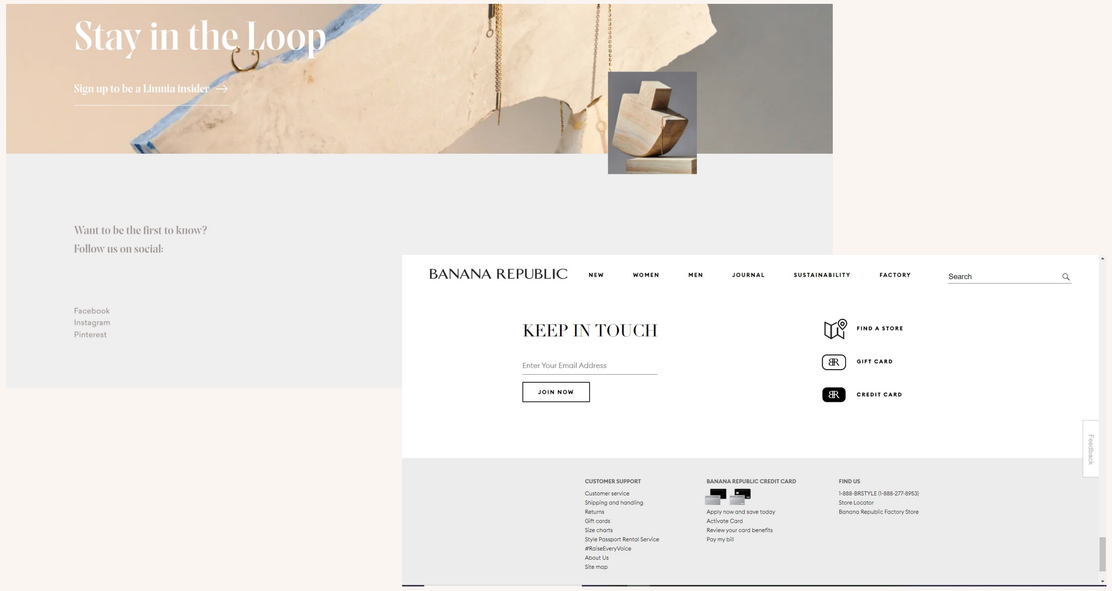
Product view page portraying different kind of photos - product only & on person. Serif font + clean information architecture

Appendix 8

Design Pattern research



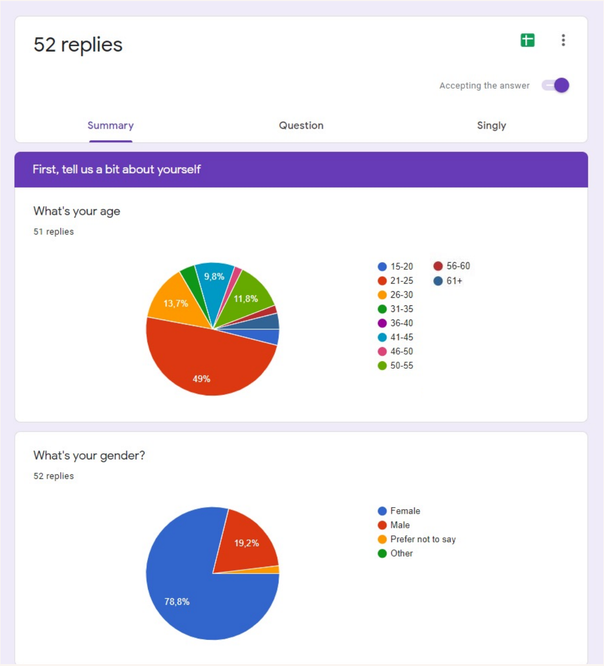
Asymmetrical composition, playful use of colors and use of shapes to make simple pages more interesting and modern

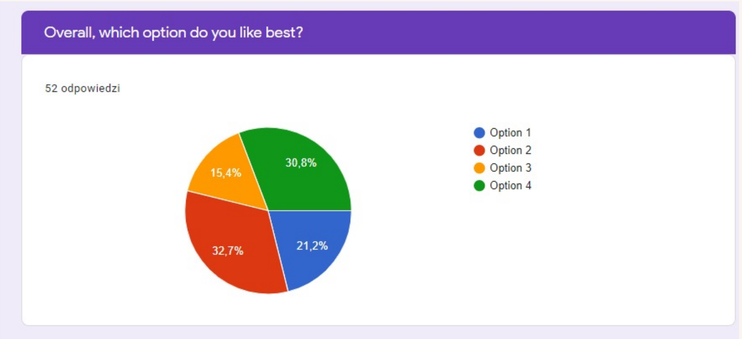


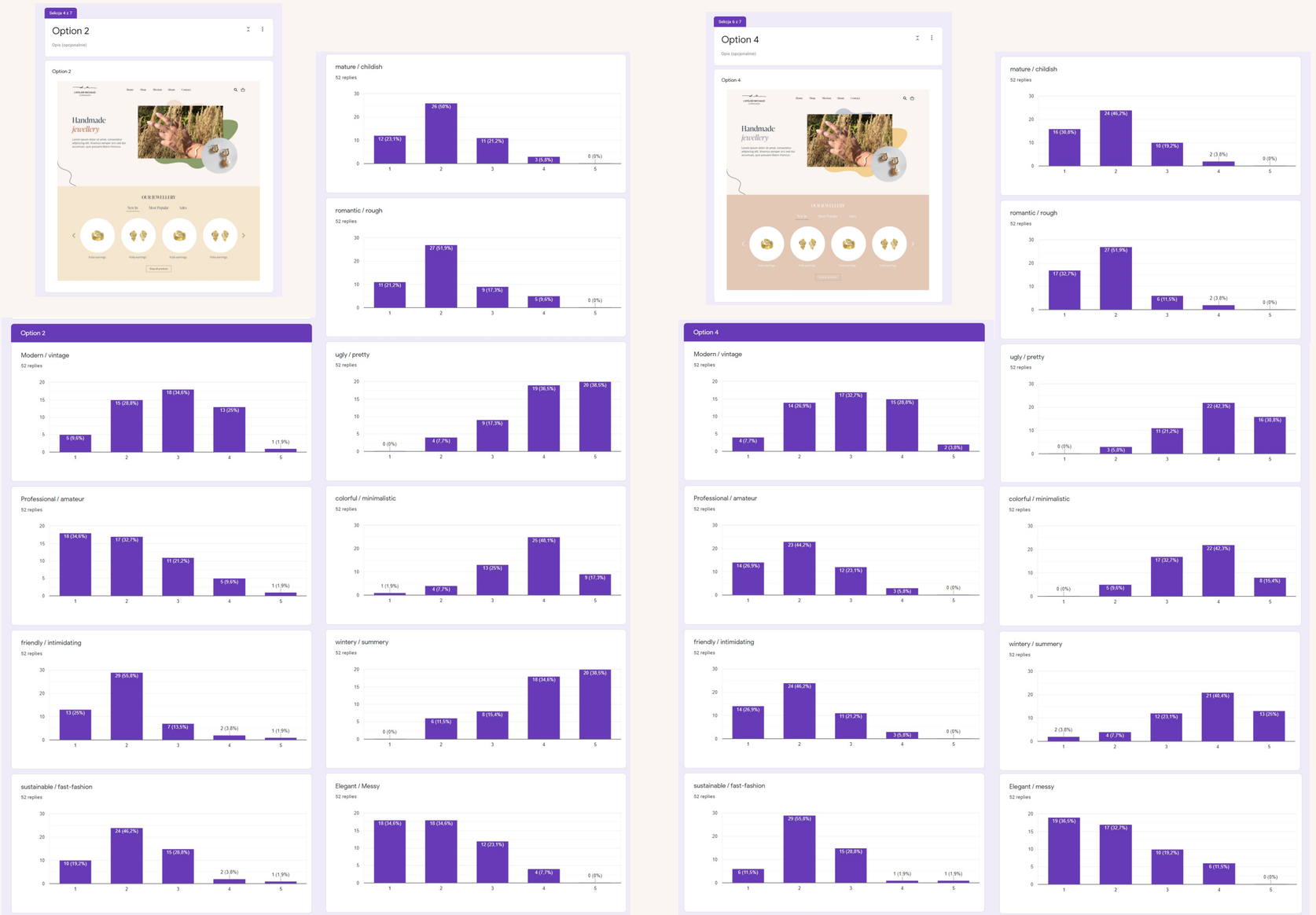
Simple footer that includes informative elements such as newsletter, FAQ, Terms &conditions, gift card, store locator, social media, etc.

Appendix 9

Results of the BERT test







BERT questions test can be found here:
https://docs.google.com/forms/d/1g9gbM-VCcMCvMwafyxs3Yu__G5CzDOhuG-v9JE1DmDY/edit?ts=60a63a8b

Appendix 10

Results of Think-Aloud tests of our solution - things for improvements

Think-aloud-test questions:
Find a ring you like the most and add it to the bag
Find terms and conditions
Find a pair of gold earrings from the moringa collection
Go through with the purchase of the products in your bag
Find a gift card
Change the currency to euros
Find where you would be able to get answers if you had any questions
Find more information about the brands work on sustainability
Where would you sign up to the newsletter?

Follow up questions:
For whom do you think is the website? What target audience?
What do you think the brand represents?
Was the website enjoyable to use?
What do you like about the website?
What did you don't like about the website?
What do you feel like the website is lacking?
What is your overall view on the website?

Test 1
Ana Karen - 22 years old woman
Find a ring you like the most and add it to the bag
Easy to find through filtering although it doesn't work from the menu. Things take time to load and it feels like there is an error so it'd be good to add a loader. Inside the product page: she would have expected arrows to change photos, stones should only be visible in accessories that have stones, some of the text could be bolder for people with difficulties reading, the description part too.

Find terms and conditions
Found it easily on the footer

Find a pair of gold earrings from the moringa collection
If filters would work simultaneously and you could be directed to the collection or specific type of jewellery it would be easy to find, but since things aren't properly working it's confusing to choose gold and then there is also silver or all collections and items even though you chose a specific one

Go through with the purchase of the products in your bag
It is very easy and user friendly

Find a gift card
Wasn't sure where to find it so went down landing page and them found it on the footer

Change the currency to euros
Find where you would be able to get answers if you had any questions
Would go to contact on the menu or to FAQ in the footer

Find more information about the brands work on sustainability
Found it easily since she had seen it on a section on the landing page before but also found it easily on the menu when going to mission

Where would you sign up to the newsletter?
When to "about" thinking it would be there but then noticed it was on the footer in all pages

After test questions
It is pretty she really likes it, it is easy to use, friendly
She doesn't like that not all pages are working or filtering options
She thinks it is nice that the menu doesn't have a background because that way it doesn't cover other things as much as a menu with a background, you know it is there and when you hover the background appears so it isn't hard to read
The slider on landing page didn't draw that much attention, maybe making it automatic would make it more interactive
The text on sustainability is a bit hard to read

Elvira - 50 years old woman
Find a ring you like the most and add it to the bag
Went to rings from menu but got to all products, if filters would work properly it would be very easy

Find terms and conditions
Found it easily on footer

Find a pair of gold earrings from the moringa collection
Went to Moringa on menu, then selected the type of product and looked for a golden one. I Again, if filters and parameters would work correctly, it would be very easy to find and filter products

Go through with the purchase of the products in your bag
Easy shopping flow

Find a gift card
Wasn't sure where to find it, thought it would be somewhere on landing page. Didn't notice it was on the slider because she didn't see the dots first, if it would be automatic it would have been easier. She went all the way down landing page and found it on footer

Change the currency to euros
Find where you would be able to get answers if you had any questions
She went to footer first because she had seen it before and she is used to finding it there. She would have also gone to about or contact on menu

Results of Think-Aloud tests of our solution- things for improvements

Find more information about the brands work on sustainability
She went to mission because would expect to find about sustainability there because of the leaf symbol. She liked the page

Where would you sign up to the newsletter?
She didn't know where to find it, thought it could be in contact, but page is not working so didn't know. When shown that it was on the footer she said she wouldn't have expected it

Overall feedback
Website is easy to use but there are many pages not working (contact, faq, terms & conditions...) as well as the filtering and parameters to redirected fx to the earrings from the menu which makes it confusing
There should be a loader to avoid confusion if things are working
Stones should only be visible on products with stones, otherwise it's confusing
Slider on landing page should be automatic bc people miss out the information there otherwise bc it doesn't drive much attention if it's static
Font weight on product page, about us, and sustainability should be bolder bc it can be hard to read

Test 2
Results of Think-Aloud test with 51 y.o. Alice and 25 y.o. Filip:
- menu - incohesive that texts on hover of "shop" are on the left of the images, and text elements on hover of "mission" and "about" are in the center of the images
- menu - elements hovered on "shop" which are brown are are not clickable and under "mission" and "about" brown texts are clickable --> change text elements under "mission" and "about" to be dark blue
- menu - photos under "about" are not cohesive with the subpages names and their content --> maybe change the image/images there to be a photoof products in the shop or similar?
- menu - it was annoying for people who I was doing test with that menu on scrolling is blending into the background elements. --> do a background behind the menu on scrolling or (probably more difficult) when scrolling down then menu is hiding when scrolling up it shows up

- home - do an automatic animation of a slider
- home - do some hover effect on section 2

- footer - newsletter - scary hands, stretched photo, not appealing and too big photo --> change the photo to some gentle one
- footer - newsletter - you can not see enter email --> make it more seen
- footer - do a hovering effect on elements: "find a store", "gift card", "payment methods"

- all products - line on top is too big, taking too much of height
- all products - photos loading slowely, it would be great to add a loading indicator before all is loaded
- all products - filters gold, silver not working - and it's not obvious to click them
- all products - when clicking on some filter it would be good to see that this filer is selected --> for example when filter is selected then "All products" text on top is changing to that filter's name
- all products - for each product it would be good to have some effect on hover --> like shadow under container / some filter on photo or similar
- all products - when editing width of the website photos are acting weirdly, make it more responsive friendly

- sustainability - "Our sustainable work" is too big, taking 100vh
- sustainability - icon next to title is saying the same as title --> maybe remove it

- sustainability - tree-nation - just a title "Tree-Nation" is not saying anything what it is --> add a subtitle under Tree-Nation that for example "We work with Tree-Nation organisation to plant trees for every jewellery bought/helping to fight climat change"
- sustainability - tree-nation - should the texts be lorem ipsum ?

- about us - too big top image

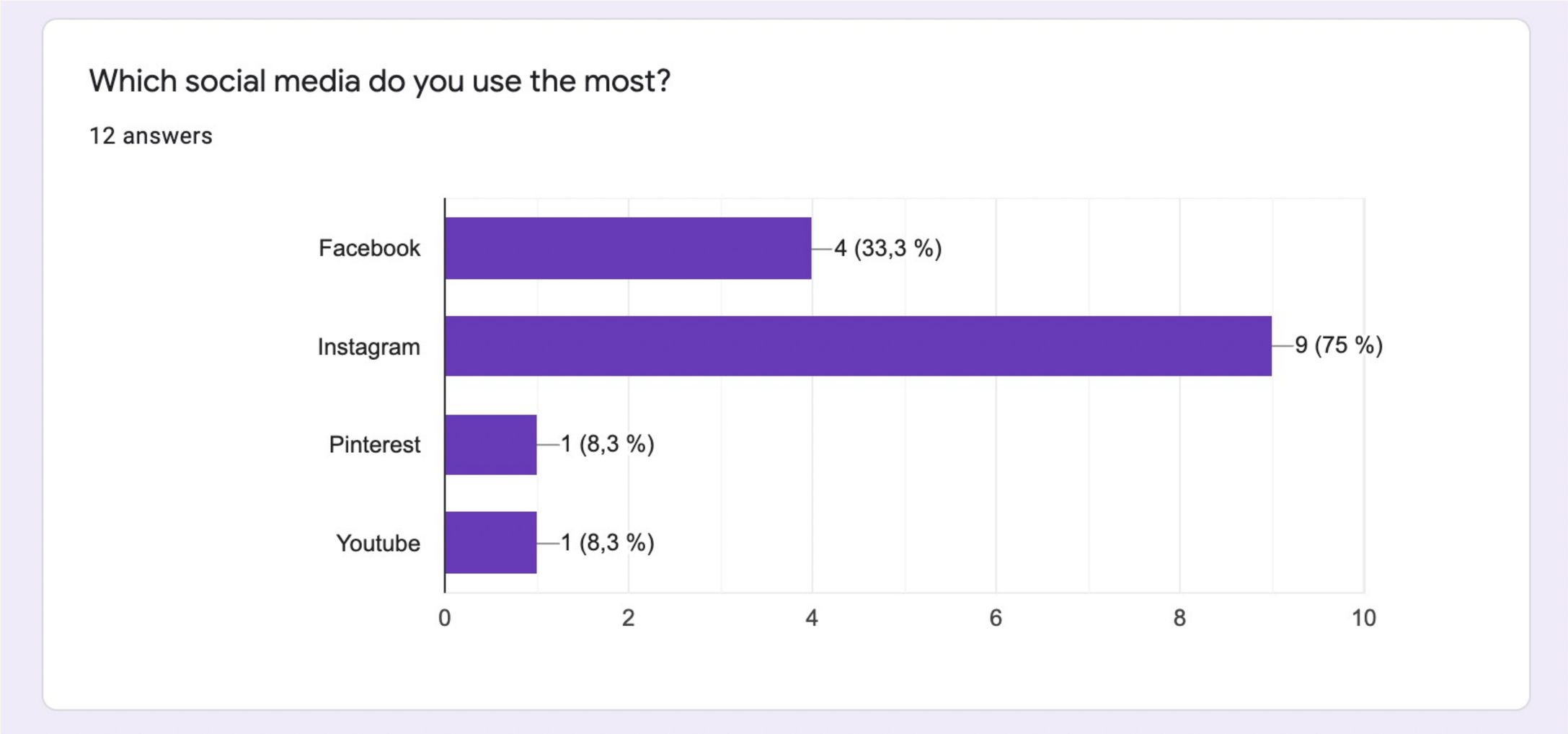
- product page - it would be good to have a "Back to shop" button
- product page - when automically changing images then sometimes the webiste is jumping (when the photos have different height) --> delete automatic changing of images?
- product page - nice if when hovering on stone colours the name of stone would be seen on hover
- product page - "description" by default should be open
- product page - "description" etc bigger weight of font, because now it's hard to read
- product page - change all numbers to sans-serif

- shopping bag - add "DKK" to price on products descriptions in bag
- shopping bag - shipping details - change "subtotal" to "total value"?
- shipping details - impossible to unclick radio buttons and there should be an option to have selected only one radio button at the time
- order details - "Back to shop" button shouldn't go to Home --> change it so it would lead to "Shop"

Test 3
Results from 55 y.o. Mary:
-filtering silver/gold - she didn't realise it was there because menu was overlapping those filters and then she scrolled down and didn't realise. she suggested adding those filters in menu.
-menu - she liked it but she said she couldn't read it sometimes, it would be nice to have some background
-newsletter - she easily found it but said that the text not readable enough against the images
-gift card was harder to find as there was no filter
-didn't realise that there was a carousel on the main page - maybe animate it?
-she easily found information about us, sustainabiltity and faq
-she really liked the shopping flow
-she thought that the website is very delicate, targeted toward 30-50 (or even 60)

Appendix 11

Results from client's survey



VISUAL TREATMENTS, STORYBOARD AND LIST OF SHOTS

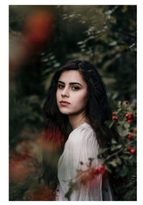
Appendix 12.

Picnic in a park with a friend

The video starts with a silhouette of a girl, blurred out in a medium shot. Then the camera focuses and we can see the person in more detail with her face moving to the side and hand put on her face – jewellery visible. Scene cuts to a frame with a close up on flowers, setting a feel of nature surroundings. Then the next scene shows medium shots of two girls embracing each other and looking into one direction and then, synchronised, looking straight into the camera. They both wear rings and earrings that are visible. Then we can see a close-up of a picnic set up in the park – close up on a wine glass, berries, baguette in a picnic basket and rings laying in the setting. Shot changes to a reflection of a girl in a hand mirror with nature in the background. In the reflection we can see her eyes and the earrings, she moves her hair. Next scene shows the jewellery laying on the hand mirror, with flowers.

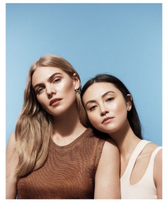
List of shots

1.Close up on flowers as B-roll
2.Close up on hands
3.Portrait shot
4.Portrait of two girls
5. Hand mirror shot with reflection
6. Picnic shot – close up on picnic items



Shot: Medium
Scene: Scene starts blurry, girl silhouette visible and then focuses. Jewellery visible as she turns her face

Shot: Close up
Scene: Focus on flowers and nature



Shot: Medium
Scene: Two girls embracing each other, rings visible

Shot: Close up
Scene: Picnic scene potrayed, close up on picnic items: wine glass, baguette, flowers

Shot: Close up
Scene: Reflection of the girls in the hand mirror with earrings visible

Shot: Close up
Scene: Close up on jewellery on the mirror with flowers

VISUAL TREATMENTS, STORYBOARD AND LIST OF SHOTS

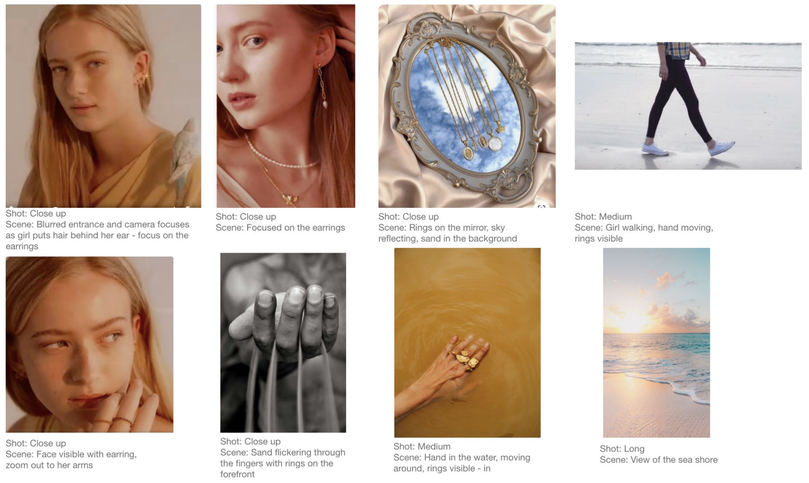
Appendix 12

Walk on the beach

Video opens with a blurred out extreme close up on hair covering the face. It focuses while the girl puts her hair behind the ear, exposing the earrings. Next the video cuts into a shot of jewellery laying on the hand mirror, sky reflecting in the mirror and with sand in the background. Next scene shows a medium shot of a girl walking, showcasing only her mid-body part, hand on the side with jewellery visible and sea in the background. Then we can see a close up of a girl with earrings visible as the camera moves out, following her arms and focusing on hands playing with sand that expose the rings.
It then cuts to a scene with a close up of hands and sand going through the fingers. Then we can see a hand in the sea, fingers moving around and rings visible. Last scene shows waves crashing against the shore and the shot blurs out.

List of shots

1. Shot of face, blurred
2. Shot of face, focused – earrings
3. Jewellery on the mirror
4. Walking person, hand visible
5. Face close up with rings
6. Sand through fingers
7. Hand in the sea
8. Beach & sea view



Appendix 13
Social Media Guide

L'ATELIER MICHAUD
COPENHAGEN

SoMe Guide

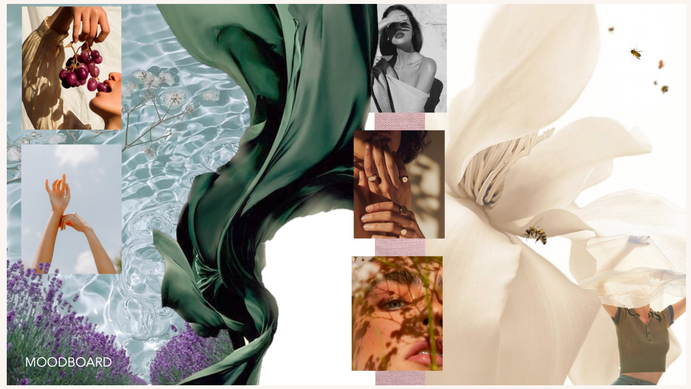
SOME GUIDE-INTRODUCTION

We decided to focus on creating a SoMe guide for the client as part of the project. In a business plan provided by the company themselves it was a key point in the KPI - 4 months (see appendix 1) to “focus and high activity on Instagram,” gain “500 followers on Instagram,” and “collabs with two influencers”.

We took on the task of creating content for the SoMe guide that would try and communicate and embody the brand’s vibes and values. Content that can be used to transcribe the brand through Instagram posts. In the development we started with the visual reference we had from Michuad themselves. A moodboard (see appendix 2) provided by the company was the starting point for the proces. Some of the elements from the company’s moodboard were repeated in the moodboards we created. Similarities such as nature, flowers, water close ups of hands, face and other body parts.

Video content
https://www.youtube.com/watch?v=2YesgAs25Sc&list=PLYpdszkxdwHzAS6PqcBXDKOIoYXdhir2g&index=5

Our moodboards for the SoMe Content



Atelier Michaud Moodboard

STRATEGY

Purpose and relevance explained

- Social Media is the best way to reach our target audience as shown on our research, mostly and most importantly through advertisement
- There is a big number of woman using IG to find about new brands and products, so we're using it as a platform to reach the target audience
- Keep loyalty through social media
- Great tool to create awareness of the product and the brand
- Post relatable content so that customers feel attracted to the product and get a feeling that it is something that could solve a problem for them

STRATEGY

Influencer *Marketing*

- Using an influencer for advertising the products creates trust with the customers since it is somebody the "know"
- Bigger reach through the influencer who has built a large following and strong brand reputation increasing brand awareness and driving sales
- Start by using micro-influencers who can cater to specific niches and market segments. Small/local influencers have a bigger engagement (8% compared to 1.6% with bigger influencers[1]) and credibility
- Proposed influencers: Emma Moldt, Emilia Silberg, Julie Hocke, Emili Sindlev, Anne Laure Mais.

Ideas of *Influencer Campaigns*

- Influencers' take-overs for a day, showing how they use the jewellery throughout the day and how they style it. Get ready with me videos
- Stories of influencers unboxing the product and thanking the brand for sending them and give review
- Sharing posts of the influencers using the jewellery or reposting their stories where they tag the brand

1 Patel, S. (2021). How You Can Build A Powerful Influencer Marketing Strategy in 2021. Retrieved from: https://www.bigcommerce.com/blog/influencer-marketing/#types-of-influencer-campaigns

STRATEGY

Competitions and *giveaways*

Competitions and giveaways are an easy way to drive more engagement and reach a larger audience with the help of existing followers and people interested in the products.

This could be achieved by making the following part of the giveaway requirements:

- Tagging friends
- Liking the post
- Following
- Sharing the content
- Signing up for a newsletter

STRATEGY

Platforms and *how to use them*

L'atelier Michaud's main social media platforms are Instagram and Facebook. According to NapoleonCat (2019) and Tankovska (2020), Instagram and Facebook are the most used social media platforms in Denmark by the brand's target audience, so focusing on these 2 platforms it is a great way to reach them. Below is a table of how each platform could be used to successfully reach this audience according to Myers (2021) and Johnson (2019).

Content types	- IG stories: reposting people's posts where they are using or talking about the product. Take-overs of influencers. Announcements of new collections and offers. Advertisement videos - IG posts: share pictures of the products in nature. Posts talking about their work with sustainability and ethical design. Aesthetic videos to make products desirable. Videos about different ways you can style the jewellery	- Wide screen aesthetic/promotional videos - Testimonials - Groups or pages to create a community around sustainability - Announce new collections and events happening, for example the brand being present at some street market or pop-up
Frequency of posts	- Posts: At least once per day but no more that 3 times per day. Do not disappear for weeks at a time - Stories: at least 10 but not much more or audience won't watch through. Don't post 10 times at once - Before 6am or after 8pm to not get lost in the crowd	- Once per day is optimal, with a maximum of two posts per day - At a minimum 3 times per week - Allow at least 3 hours between posts - Before 6.30am or after 8.30pm to not get lost in the crowd

VISUAL GUIDE

Style of photos and videos

Photos and shots should create a calm and warm feeling in the viewer. They should be shot while the day in a natural light, in a natural environment highlighting in that way the sustainability values of the brand. There should be a lot of close-ups showing jewellery on a model aged 25-50 or in a natural environment like on a sand, leaf or similar. In is important for jewellery to not blend into the background.

Colours of the images

Colours should be natural, light and inviting. They should be saturated and never black&white or in sepia or similar.

Good example

Bad example

Typeface:
IvyPresto Display Italic

Text colour: #F3CF90

Text content

Text content can be used only on the videos, not on posts with static image. Typeface used for that should be centrally aligned and shouldn't exceed two lines of text per scene. Text should be short and translate positive feelings. It can be in a form of motivational statement or communicating values of the brand.

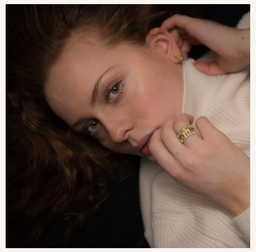
VISUAL GUIDE - Types of content for photos and videos

1. Product shots

Shot in a natural environment, with the nature seen on the shots. Jewellery can be on person or on left next to the nature

Good examples

Bad examples



Too dark and mysterious, jewellery not seen enought

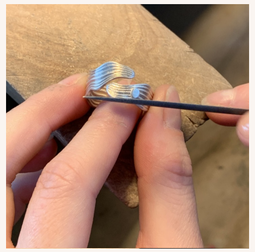
Products are blending in with the background

Feels like a random shot, not enought light and not jewellery not presented in the best way

2. Shots showing values of the brand

This type of shots can show values of the brand like: handmade and ethical production, that the jewellery is unique and timeless, the brand has a sustainable mission

Good examples



Bad examples

A not pleasing angle, close-up would be better to show that the jewellery is handmade

3. Inspirational photos

This kind of content has a purpose to inspire followers by the beauty of nature and also the jewellery that the brand is creating

Good examples

Bad examples

Too ordinary photo

A shot not showing any inspirational element

TONE OF VOICE

Brand *persona*

Brand persona describes the feeling of the brand and personality that brand conveys. It highlights the humour and level of formality in the brand voice as well as characteristics that can be reflected later on in the content

Voice & *words*

fresh

inspiring

feminine

elegant

personal

Phrases *used*

inspired by nature

sustainably concious

handcrafted

unique pieces

organic & individual

inspired by you

TONE OF VOICE

Emojis *usage*

As L'Atelier Michaud is targeted towards 25-50y/o, the emoji usage is sporadic and more toned-down. They should convey the brand's feel - nature, feminine, elegant and personal. The display of uniqueness and emotions can be portrayed through adding hearts, flowers and delicate elements. No face-like looking emojis to maintain more mature look.

🌱 🌿 ☘️ 🍀 🌷 💐 🥀 🐚 🌾 🌼 🌸 🌻

🌺 💫 ✨ 🌙 🍇 🥂 🍷 🍸 💛 💜 🧡 〰️

Hashtags *examples*

Hashtags used in moderation to maintain mature and elegant look, only drawing the right audience for the posts. Focusing around sustainability and handcrafted jewellery.

#summerjewellery
#handcrafted
#handmadejewellery
#jewelry
#goldjewelry
#goldring
#jewelrygram
#sustainablejewellery

TONE OF VOICE

Emojis and captions *examples*

‘Explore our nature-inspired collection with a touch of timeless elegance. Each piece is shaped and handcrafted by Pauline Michaud by using recycled materials. All of them have its unique touch and are made to be loved, worn and used 🌱.

#moringacollection #handcrafted #recycledgold #sustainablejewellery #jewelrygram #jewelry

‘All of our products are sustainably handcrafted by using recycled gold and silver. With every piece of jewellery bought, we plant one tree in collaboration with Tree Nation. Help our planet today and keep the forests growing 🌳.’

#treenation #recycledgold #recycledsilver #sustainablejewelry #jewelrydesign

‘Enjoy the warm summer with a beach picnic - take your friends, family and celebrate the longer days 🐚’

#summerjewellery #beachjewellery #jewelrygram

‘Timeless pieces - inspired by nature, worn by you 💛’

#jewelrydesign #sustainablejewellery #sustainablejewelry #handcrafted

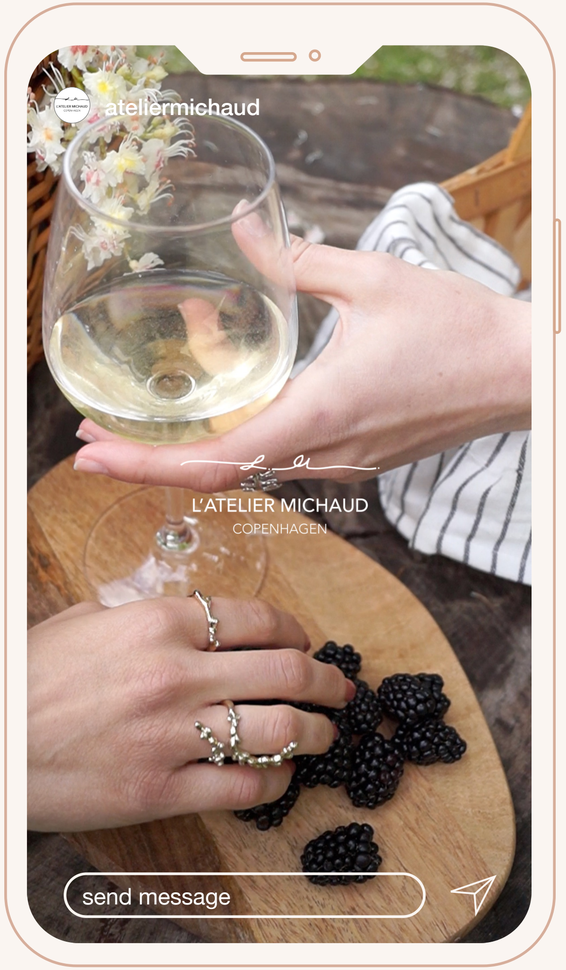
‘Did you know that our stone supplier plants a tree for every stone he sells? We also plant one tree for one piece of jewellery bought with us meaning that there will be total of three trees planted for every pair of earrings sold. Contribute to our planet today 🌿’

#moringacollection #handcrafted #sustainablejewellery #jewelrygram #jewelry #gemstones #treenation

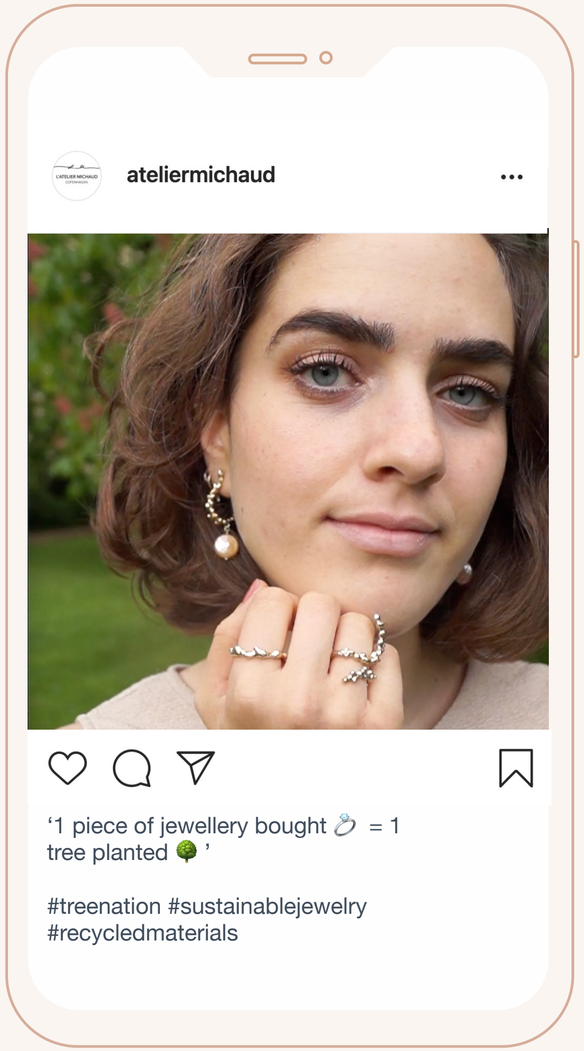
‘1 piece of jewellery bought 💍 = 1 tree planted 🌳’

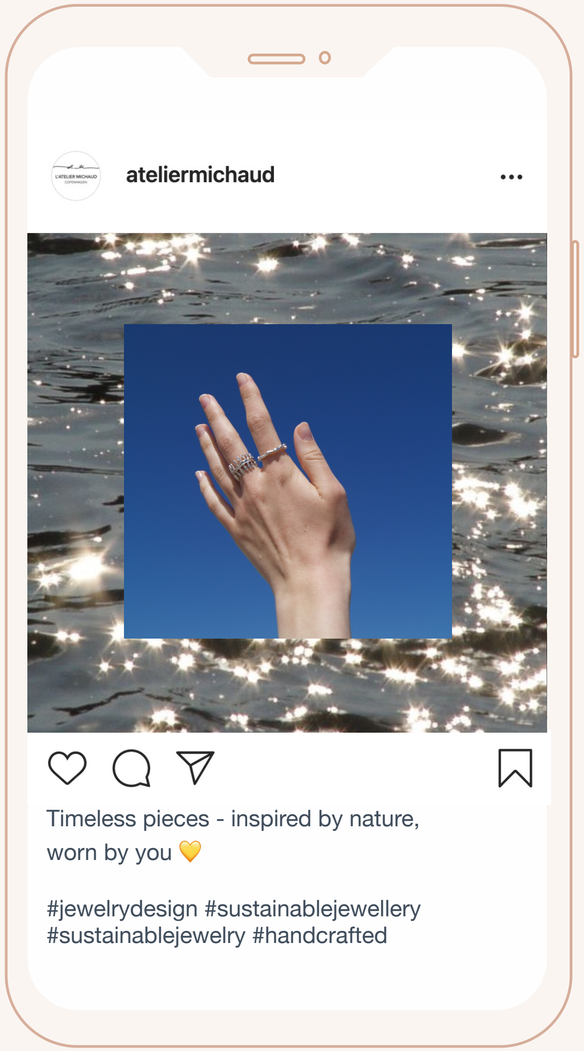
#treenation #sustainablejewelry #recycledmaterials

EXAMPLES - INSTAGRAM STORIES



EXAMPLES - INSTAGRAM POSTS





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Thank you!