Projects texts

**L’atelier Michaud**

The web solution for L’atelier Michaud was a final exam group project during the second semester of my education. For this project, our job was to develop and communicate a startup’s profile effectively and create a professional online presence to create awareness and to give value to potential customers. We did this through improving their already existing website as well as creating content for SoMe and a SoMe Guide after conducting several user tests, research, prototyping and coding.

Defining the problem area

In order to know which parts of the brand’s online presence we should focus on improving, we started off by having a meeting with the brand owner to ask her what areas we should we focusing on and which problems she would like to have solved. After getting a better overview, we conducted serval user tests to see if the users felt the same way about the areas mentioned by the brand, an indeed we concluded that the current solution was lacking engagement and fails to emphasize the brand’s identity.

The process

After having defined the problem area, we continued by conducting different types of research, such as market, user, desk, and design research to make sure we would create a successful solution that would be functional, engaging, and appealing to the target audience. With the results we started to ideate how to build this solution and created several sketches, sitemaps, and prototypes to create a final solution.

The solution

After having a final prototype, we tested the solution and users seemed to have very good feedback about it and we got better results in regards on the functionality and appeal of the website compared to the initial tests. We also created a SoMe guide that thoroughly explains how the brand can create engaging and interesting content for their audience on their SoMe platforms and we also created a number of posts examples and videos to show how to do so.

**Film Photography Club**

Film Photography Club was a school project in which together with a group, we had to find a common interest and create a website related to it, which could be one giving general information about the topic or creating a community. An important requirement was to implement a dynamic feature in the site that would fetch and post data from/to a database.

Finding a common interest

First of all, we had to create groups based on an interest we had in common. I joined a group with two other girls and our common interest was film photography. We decided to create a website that would not only introduce newbies to film photography, but it would also be a community in which people share tips about film photography, share their photographs on the portfolio page, and it even includes a list of different film cameras where you can filter the cameras depending on what you’re looking for.

Designing the website

After having an idea of what we wanted to include on the website, we defined a target audience and made personas based on that. With the help of the personas, we made style tiles and started deciding on the design of the website based on the needs that we wanted to solve and on the likes of the target audience. We also did some research on some of the most popular film cameras based on type, level and format, and created a database of these cameras to create the “find your match” page that fetches data from rest.db by using an API to display the cameras on the site.

The solution

At the end we created a fully functional site with a lot of different and relevant features for both newbies to advanced photographers.

Note: rest.db changed their guidelines after we finished this project, so the images fetched from the database don’t get displayed anymore.

**Save the dead: a video game**

Save the Dead was one of my favorite projects I worked on during my studies. I had to create an interactive, animated game following some requirements. It had to made implementing only HTML, CSS and JS and I also had to draw all the graphics myself.

Designing the game

I decided to make the game based on Mexico’s “Day of the Dead” celebration. Once I had a genre for the game, I started gathering ideas on what the game would be about and inspirations on the graphics. I then designed all the graphics using Adobe Illustrator.

Coding the game

I started off creating a State Machine Diagram of the game mechanics to have a better overview off all the different features it would have to make the coding in JS easier.

When creating this game, it was my first time working with JavaScript and CSS animations, so it was definitely a challenging but very rewarding process. I learned a lot about functions, methods and programming in JavaScript, as well as animations on CSS.

The solution

After weeks of hard work, Save the Dead was a fully functioning video game. I was very proud of the result, and it was a lot of fun to share it with friends and family seeing them play it.

**Web solution for Silfen**

For this project I worked in group for the client Silfen, a Danish accessory brand. The client wasn’t satisfied with their web solution since they felt it didn’t showcase the brand’s identity. Our task was to come up with a proposal on how to improve their current solution and how to implement their new sub-brand, Silfen Play.

Solving the problem

In order to solve the client’s problem, we first needed to identify the things that were wrong with their current solution. We conducted several user tests, like Think Aloud Test and surveys, which gave us a great insight into which things should be improved and implemented on the website to create a better UX.

Translating research results into ideas

After having a better understanding of which features should be implemented and the likes of the target audience, we researched design patterns to find common solutions to the recurring problems we wanted to solve. It was important to follow these patterns, but also including the playful and colorful universe of Silfen. We gathered a lot of interesting ideas and created a prototype of the website to have a visual idea of what everything would look like merged.

The solution

After testing the prototype and adding improvements, we divided the coding parts and created a functional and attractive solution that showcased the brand’s identity.

**Watch configurator**

The aim of this project was to create a configurator of our choice. In my group we decided to do a watch configurator. The website should show an image of the product and the user should be able to add features to the product as well as change colors on parts of the product

Deciding on the configurable features

Once we had decided that we would use a watch as our product, we had to get all the necessary parts of the watch ready to be configurable. To do so, we used Ps and Ai to cut all the different images for the strap and dial options, and to create vector shapes to change the color of the case, buckle and dial.

Creating a prototype

After having all the configurable elements ready, we created an Xd prototype to visualize what the configurator would look like and how to include the different features.

We played around with different colors and arrangement of elements until we found the best way to display all features.

The solution

With the help of the prototype, we coded the configurator with HTML, CSS and JS. In JS we had to make use of a lot of functions, event listeners and built in functions like getBoundingClientRect(), to add all the different features and make the animations work.

All these steps allowed us to create a functional configurator with all the intended features.

**Campaign for Me-Mover: #MEMOVIN**

For this project we worked with the client Me-Mover, a small company that manufactures the Me-Mover, a hybrid between a scooter and a stepping machine. My group had to create a user centered marketing campaign that included a campaign website, campaign video and SoMe strategy and content.

Conducting research

Since this was a user centered marketing campaign, it was very important to conduct a thorough research, analysis and generating data about the client, the product, the market, the competitors and the users. Conducting this research, allowed us to better understand the user’s needs and what needed to be showcased in the campaign to make it relevant to both the client and the users.

The campaign

Once we had a better understanding of the market, we decided to create the campaign #MEMOVIN, that would not only attract more users, but also create a community to keep existing clients creating loyalty between the brand and the client.

We then started gathering ideas of what to make the campaign video about. We made use of storytelling to connect deeper with the client an created a video based on that.

We also created a prototype of the website to decide what to include on it to make it relevant and attractive.

The solution

The final solution included the campaign website with the created videos as well as a SoMe guide created for the client where we thoroughly explain and give examples on how to use their platforms to attract more users.