Interactive media products

This learning outcome has taught me to put the users first. I learned to understand who my users are and to test my media creations and get feedback to make sure they're easy to use and meet everyone's needs. Not only the users but also the stakeholders, this ensures they receive a product that is successful and meets their requirements, needs and goals.

Nathalie's Art

Objective:
My group and I were tasked with rebranding Nathalie Schilderts' art brand. Nathalie was unsure about her target audience and their needs. To ensure our rebranding efforts met these needs, my team member Shirine conducted research to gather relevant insights.
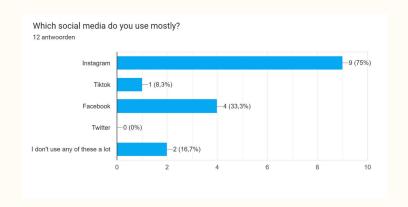
Approach:
Utilizing the DOT framework, we focused on field research by conducting a 9-question survey aimed at 15 potential users in Eindhoven. We specifically targeted furniture stores and libraries, as these locations are frequented by individuals interested in home decor and potentially art enthusiasts.

01 Strategic Decision-Making:

The insights gained from our field research were crucial in guiding our rebranding strategy. This experience emphasized the importance of data-driven decision-making in creating a cohesive and appealing brand identity.

Which social media do you use mostly?
12 antwoorden

- Instagram — 9 (75%)
- Tiktok — 1 (8,3%)
- Facebook — 4 (33,3%)
- Twitter — 0 (0%)
- I don't use any of these a lot — 2 (16,7%)

02 Creation of Interactive Media Products:

As one of the designers of thi project I developed interactive media products that aligned with the insights gained from our field research. This included designing engaging visual content and ensuring consistency across different media formats. Our focus was on creating a seamless and interactive user experience that resonates with the target audience. More of this can be found in LO3.

03 Feedback and review

I was not tasked with conducting the research in this project, so I am not sure what specific feedback was given regarding the research itself. However, I utilized the results of this research to inform our media products as part of Learning Outcome 3 (LO3). This experience highlighted the importance of integrating research findings into the creative process to produce targeted and effective media content.