

The left third of the image features a vertical strip of abstract, textured artwork. It consists of thick, impasto brushstrokes in various colors, including shades of blue, green, yellow, orange, red, and brown. The texture is rough and layered, creating a sense of depth and movement.

HOMO BRADYPOUS SYMBIOTICUS

FINAL REPORT

TEAM
"ORANGE"

Project report

FONTYS UNIVERSITY OF APPLIED SCIENCES

HBO-ICT Media

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Final report:	
Title:	"Homo bradypous symbioticus"
Date:	16.6.2023

Foreword/Preface

This is the "Homo bradypous symbioticus" report from the "Orange" team. It was written to fulfill the degree requirements of the ICT and Media Design program at the Fontys University of Applied Sciences. We researched and prepared this report between February 2023 and June 2023.

As our assignment group, team "Orange", it is our pleasure to introduce this document on attracting the interest of greater younger people to "Homo bradypous symbioticus". This file is the result of a complete mission that was once carried out within the framework of user-centered design and stakeholder analysis.

Throughout the project we worked closely with our client Eleni, our tutor Jan, the lecturers and staff of the ICT and Media Design course and our own project team. The project was carried out according to a contractual agreement between our company and the client Eleni.

The report provides a detailed overview of the methodology, results and recommendations used by the project.

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Summary

The purpose of this project was to create a website for our client, Eleni. The theme of the product is "Homo Bradypus Synbiotics". The challenge was to create her website like her personal art her gallery where others can also share art related to this topic. The team conducted a thorough investigation that included general research, questionnaires, interviews and tests. This research helped the team understand the needs and preferences of the target audience and find the perfect design, structure, and navigation for the most ease of use.

Based on research, we created and developed a prototype that was easy to operate, visually appealing, and met the client's criteria. After the first iteration, the prototype was tested on a variety of students and feedback was solicited from the project tutor.

We conducted a stakeholder analysis as a team. This allowed us to identify and assess the key stakeholders involved in the project, understand their benefits and impacts, and ensure that the project met their needs.

Based on the findings after the last iteration of the project, as a team we proposed several changes to the client so it can meet both client expectations and be visually pleasant for the user. These recommendations included implementing the prototype into a website (ready product). We regularly conduct user tests to gather feedback, develop a comprehensive marketing and communications strategy, continuously monitor site performance, and engage with our client.

To conclude, the main goal of the project was to help our client to spread her art all over the internet space and grab the attention of more people in "Homo Bradypus Symbiotics". To increase the interest in this sphere and see other people's work. With our help she can achieve her goal and have her own easy to use and visually pleasant website, which can also help her find more people with the same interest in art thanks to the contact form.

Ultimately, thanks to the hard work of all group members and instances, we were able to meet all the criteria and deliver the finished product on time. In this report, we wanted to show the process, results, recommendations, prototypes (paper and web), and final product based on all the insights, research, and tests we conducted.

Chapter 1: Introduction

"Homo Bradypous symbioticus is a fictional species concept reflecting ways of being-with-others. It takes the shape of a trans-formed, trans-disciplinary essay around concepts of being-a-community, sharing, the sense of belonging and deceleration, where it monitors pre-existing tools, festivities, social gatherings, celebrations and other around this concept but also develops the tools of H.B. symbioticus."

Nowadays more and more people are attracted to the "Art world". Exploring the different kinds of this world is important because we have the opportunities to expand ourselves and moreover our personalities. For our client Eleni this is "Homo Bradypous symbioticus". Sharing her art with others is

really important for her and she is open to the idea of sharing and attracting more people to join her art. For this to happen she needs our help to spread it.

Our task is to create a product (website) which represents her work in the best way. Collaborating with her, asking for her feedback and based on that information is a small part of the work that must be done. During the process we have to use different methods of research and testing so in the end our client and the users are satisfied with the results and the final product.

Our approach to solve her problem with the spreading starts with basic research of the topic. Thankfully, she provides us with different materials to make our work easier. And then the work starts. After the research we start with some basic questions about the design. We want to understand more about her mindset and what exactly her idea is. With every respond she gives us we must formulate the basic design which during the process must develop more and more. We have to do a lot of research, testing and some interviews so we can create the design in the end.

Chapter 2: About the organization

"Eleni Fountoulaki works at the interfaces of visual arts, collaborative projects and art education. Her work focuses on the time and place of present-day life, creating the framework for generating collective experiences and fostering a participatory economy of exchange, where a common experience occurs within a common framework.

As an ongoing examination of how learning is shaped, by and into diverse environments, she has been developing interactive formats in project-based learning curriculum, inside school environments. By inventing tools as spatial toys that can trigger social interactions and meetings, she involves school members into polytropic and extroverted actions, where dialogical relations of objects-bodies-places are examined suggesting ephemeral islets of sharing practices."

Our client Eleni is a direct link to the documentation for this project. To gather enough information to create a product for her, we used various documents, photos and audio recordings of interviews with her. Everything is provided directly by her without any other source. There is no specific organization she belongs to, and our work belongs directly to her. She is the "organization".

Chapter 3: Assignment overview

Eleni, a Greek teacher and artist, has embarked on a mission to disseminate her work and foster connections among people through her art. To accomplish this, she envisions employing a captivating concept called "Homo Bradypous symbioticus." This fictional species concept serves as a

metaphorical representation of different ways of being-with-others. Through a trans-formed and trans-disciplinary essay, Eleni explores the notions of community, sharing, a sense of belonging, and deceleration. Her exploration involves examining existing tools, festivities, social gatherings, celebrations, and other elements associated with this concept while also developing new tools specific to H.B. symbioticus.

The primary objective of the project is to showcase the range of emotions that Eleni wishes to convey and share with others, with a particular focus on her personal preferences. By combining all the information she provides, our task is to create a visually appealing website design that appeals to people of all ages. The design should effectively capture the essence of Eleni's art and convey her message of connection and unity.

Through this assignment, we aim to fulfill two key points:

Description of the Assignment: The assignment entails creating a website that serves as a platform for Eleni to present her artistic work, centered around the concept of Homo Bradypous symbioticus. The website will feature a trans-disciplinary essay exploring the idea of being-with-others and the tools associated with this concept. It will also highlight existing social gatherings, festivities, and celebrations related to Homo Bradypous symbioticus, while introducing new tools developed specifically for this purpose.

Purpose of the Assignment: The purpose of the assignment is to enable Eleni to share her emotions, ideas, and artistic expressions with a wide audience. By designing an engaging website that caters to individuals of all age groups, we seek to create an immersive experience that resonates with visitors and encourages them to connect with Eleni's art. The website will act as a platform for fostering a sense of community, facilitating sharing, and promoting a feeling of belonging among its users. It will emphasize the importance of deceleration and provide a space for reflection and appreciation of the Homo Bradypous symbioticus concept. By meticulously integrating Eleni's artistic vision, personal preferences, and the overarching theme of Homo Bradypous symbioticus into the website design, we aim to captivate audiences of all ages and enable them to experience the emotions and connections that Eleni seeks to evoke through her art.

Constraints:

Time Constraint: The Project has to be finished until the end of the semester, in this case 16th of June. In order for this to be completed, the group made a rough planning of our timing, so everything is done in time.

Content Constraints: The website design should accommodate the content provided by Eleni, including the trans-disciplinary essay, images of her artwork, and descriptions. The design should allow for easy content management and updating.

Branding Constraints: The design should align with Eleni's personal brand and artistic style. It should reflect her preferences and convey the emotions she wishes to share. Consistency in visual elements, such as colors, fonts, and imagery, is important to maintain a cohesive brand identity.

User Experience Constraints: The website design should prioritize user experience and aim to engage visitors of all age groups. It should be intuitive to navigate, visually appealing, and optimized for fast loading times. Consideration should be given to user feedback and usability testing throughout the design process.

Methodology:

Requirement Gathering: Begin by conducting thorough discussions and interviews with Eleni to understand her artistic vision, preferences, and goals for the website. Gather detailed information about the concept of *Homo Bradypous symbioticus*, her desired content, target audience, and functional requirements for the website.

Research and Inspiration: Conduct research on art website and platforms that promote community engagement. Gather inspiration from contemporary art, design trends, and websites that effectively communicate emotions and foster connections. This research will inform the design direction and help create a unique and engaging user experience.

Concept Development: Based on the gathered requirements and research insights we developed a concept for the website design that aligns with Eleni's vision and the *Homo Bradypous symbioticus* concept. We also had to create initial sketches or wireframes to visualize the overall structure and layout of the website.

Visual Design: Adopt an iterative design process that involves creating multiple design iterations and seeking feedback from Eleni throughout the development stages. Once the concept is solidified, proceed to create high-fidelity visual designs. More attention to visual elements, such as color palette, typography, imagery, and overall aesthetics, to evoke the desired emotions and create an appealing design that reflects Eleni's artistic style. Ensure consistency across different pages and maintain a cohesive visual identity. Finally, gradually refine the design based on feedback of the client and usability testing. Ensure that the design effectively conveys the emotions and engages users of all age groups by conducting different interviews.

Development and Implementation: Once the visual designs are approved, proceed with front-end development. Utilize appropriate web technologies, such as HTML, CSS, and JavaScript, to implement the design and create a responsive, interactive, and user-friendly website. Ensure cross-browser compatibility and optimize the website for fast loading times.

Testing and Refinement: Conduct thorough testing of the website across various devices, browsers, and screen sizes to ensure functionality, responsiveness, and compatibility. Seek feedback from Eleni and potential users to identify any areas for improvement or refinements. Make necessary adjustments and optimizations based on the feedback received.

Presentation: Present the fully working website in front of the client and the teachers. Receive feedback for future improvement.

Chapter 4: Process and results

4.1 Preliminary Research

This comprehensive report unveils the extensive findings derived from the meticulous preliminary research undertaken as an integral component of a larger-scale project aimed at crafting an innovative website centered around the captivating theme of "Homo Bradypus Symbioticus." The primary objective of this research endeavor was twofold: to acquire a profound comprehension of the specific requirements and preferences articulated by our esteemed client, Eleni, while simultaneously identifying and addressing any existing gaps or obstacles within the current spectrum.

To achieve these objectives, a diverse array of methodologies was adroitly employed, combining the efficacy of comprehensive literature reviews and targeted surveys. The general research phase encompassed a thorough examination of pre-existing scholarly works and pertinent data, endeavoring to engender heightened interest among artists who hold a vested interest in the enigmatic realm of "Homo Bradypus Symbioticus." Complementing this, surveys were skillfully administered to amass a voluminous dataset drawn from a vast cohort of prospective participants within the project.

The invaluable data culled through this meticulously executed research initiative serves as a cornerstone for shaping the forthcoming design and development endeavors for the website devoted to "Homo Bradypus Symbioticus." With the ultimate aim of augmenting participant engagement within the project and enhancing the overall user experience, this rich dataset plays an instrumental role in driving informed decision-making.

This comprehensive research report meticulously expounds upon the gamut of research methodologies adroitly employed, delves into the remarkable results derived from the research endeavors, and concludes with astute recommendations and discerning insights gleaned from the copious data at hand.

4.1.1 Generalized Research

The challenge of augmenting participant enrollment in the captivating realm of "Homo Bradypus Symbioticus" holds paramount significance for our esteemed client, Eleni. Recognizing that a larger participant base would not only facilitate the infusion of fresh ideas but also catalyze the widespread popularity of this unique artistic domain, this research report assumes a pivotal role in identifying and comprehending the core predicament while offering plausible remedies to propel enrollment within the domain of "Homo Bradypus Symbioticus" to unprecedented heights.

Methodology: To ensure robust and comprehensive research outcomes, a meticulous blend of primary and secondary research methods was employed.

Primary research, being firsthand in nature, entailed data collection directly conducted by the research team. It encompassed an array of techniques such as surveys, interviews, and experiments. The fundamental objective of primary research is to procure original and unpublished data, with the specific purpose of addressing pertinent research questions or hypotheses.

Contrastingly, secondary research involves the examination and analysis of previously published research conducted by individuals or organizations other than the primary researcher. This method primarily relies on literature reviews and the scrutiny of existing data sources, including government statistics, industry reports, and academic studies. The ultimate aim of secondary research is to gather and assimilate published information, thereby fostering a broader comprehension of the subject matter or corroborating the findings of primary research.

The research process adhered to the following sequential steps to ensure methodological rigor and meticulousness:

4.2 User research

The user research provides us with information to understand the user and its needs and expectations in a good looking, informative and engaging website. To create an artistic expression for Eleni and the artists promoting their work. Promoting the website would help in increasing the creativity, expression and connectivity with the world of the users and an outlet for artists to express themselves and grow as both professionals and individuals.

With the user research we want to determine the direction we should take with the content and presentation of our website. We already have an idea of what our client wants – a sort of art archive where you can submit various projects and direct users to various artists and their own websites. However, we are not exactly sure how our audience would like to interact with the site, so we have to conduct research and user studies to determine how our website will look.

When we have enough data from our research and surveys we are ready to continue to the next part

4.2.1 Target Audience

Getting to know the target audience is a crucial step in any marketing or communication strategy, as it allows for the development of tailored and effective messaging that addresses the specific needs and preferences of the audience. There are several methods and tools that can be used to gather information about the target audience, including:

Surveys: Surveys are a popular method for gathering information about the target audience. They can be conducted online or in person, and can be used to gather information on a variety of topics, such as demographics, needs, preferences, and attitudes. Surveys can be distributed to a large number of people and can provide a broad overview of the target audience.

Interviews: Interviews are a more in-depth method for gathering information about the target audience. They can be conducted in person or over the phone and are typically used to gather more detailed information on specific topics. Interviews can be used to gather information from a small number of people, such as current students or alumni, and can provide valuable insights into the target audience.

Focus Groups: A focus group is a research method used to gather information about the target audience. It is a group of people that are brought together to discuss a specific topic or product. This

method is used to gather information about a specific subject, in this case interest in art as well as what kind specifically and how users would like to interact with it.

Since we started the project, we had an assumption that the target audience for our project would be teachers and students, more in the younger age demographic between 3 and 8. As such we were planning on having the website be suited for teachers and have the content/presentation be presented in such a way that would be engaging for a younger audience

However after having discussions and questioning our client on the matter, she explained that the site should be suited for everyone interested in art and not specifically teachers and young students. As such we had a wide variety of people to interview/survey since there is no specific demographic we need to target.

This is both a good thing, but at the same time not ideal. It's good for research purposes since we have a vast audience and don't need to interview specific people with more limited available to ask for their opinion. However, this also causes a problem since it requires a big sample size to both get an idea of which demographics has what preferences, as well as try to cater the design to everyone, which is very difficult and not entirely possible.

4.2.2 Survey

Our survey was short and more concise so we could get more results and we already had an idea with what we wanted to go to, so we wanted to confirm if we should consider going in the same direction that we started. Here is a preview of some of the questions in the survey:

Findings

As we expected, people were more interested in the clean designs with short descriptions, as opposed to something more wordy and cluttered. However, it was surprising that a sizeable amount of people wanted to receive notifications about new posts as well as submitting their own art and having it promoted. It was also surprising that the majority of respondents prefer pictures from the design process, compared to details about the author and video interviews of them.

With this information, we can adjust the type of content we have on our site as well as having features that would suit our audience's wants and desires

4.3 Design and Development

This section of the report delves into the website prototype design and development for the ICT & Media Design course at Fontys. The objective is to present an overview of the design process, encompassing the utilized methods, tools, and the outcomes of the development phase. Furthermore, a comprehensive depiction of the final prototype and its features is provided.

Throughout our design process, we embarked on several significant stages to bring our vision to life.

Firstly, we dedicated our efforts to crafting low-fidelity prototypes and sketches. These served as initial blueprints, allowing us to outline the desired layout and key features that we aimed to incorporate.

In the following stage, we embarked on a creative journey, collecting an array of ideas for our moodboard. This comprehensive compilation encompassed various elements such as colors, fonts,

and layouts. Leveraging the power of Figma, we meticulously curated an inspiring moodboard to guide our design choices.

Lastly, armed with a clear direction from the moodboard, we translated our ideas into high-fidelity prototypes. Utilizing the robust features of Figma once again, we refined our designs to an impressive level of detail, capturing the essence of our vision.

These sequential stages enabled us to progress from the initial concept to tangible representations, laying the foundation for an exceptional final product.

The design process employed a user-centered approach, incorporating feedback from potential students at various stages. Wireframes and high-fidelity mockups were utilized to develop the prototype, effectively representing the layout, design, and overall user experience. Emphasis was placed on creating a visually appealing and easily navigable website that delivers clear and pertinent information to the target audience.

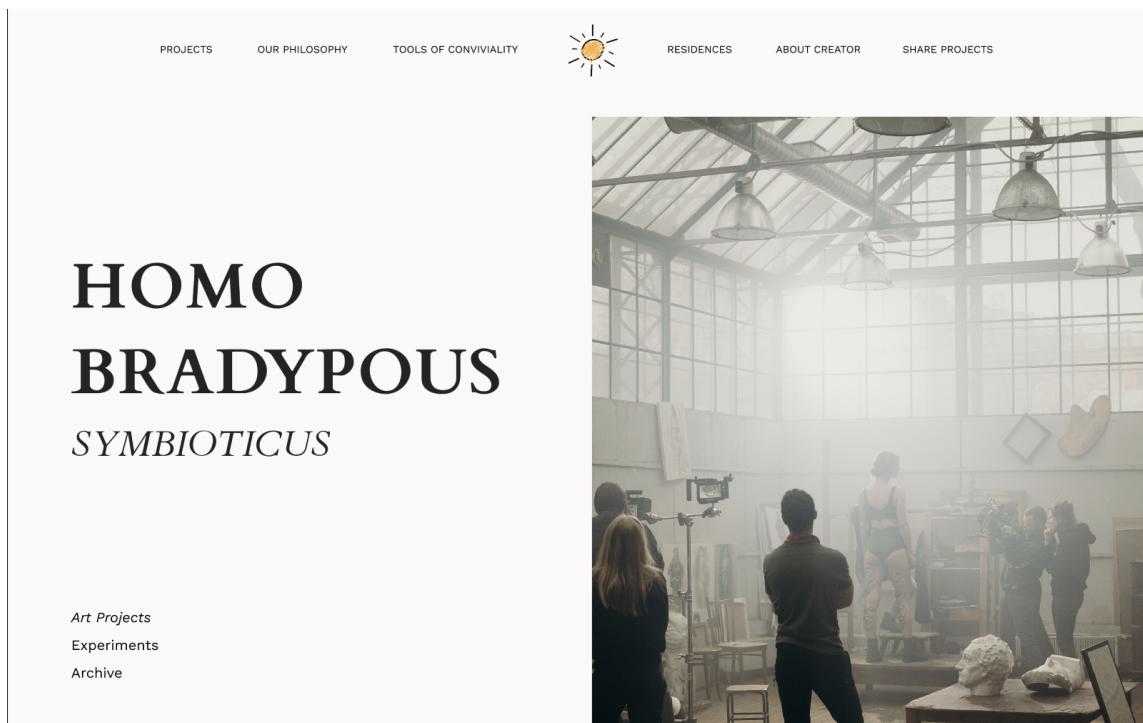
4.3.1 Final prototype and its features.

Home Page

The Home Page serves as the gateway to our project, offering users a captivating introduction to its purpose and underlying philosophy. It provides a comprehensive description that sheds light on the essence of our endeavor.

Additionally, visitors will discover a showcase of our most recent projects, highlighting the creative journey we have embarked upon. This curated collection serves as a testament to our dedication and expertise.

Furthermore, we have thoughtfully included a convenient form that allows artists to effortlessly contribute their own projects. This feature ensures a seamless and inclusive platform for artists to share their work and be part of our thriving community.



Projects

This page serves as a comprehensive gallery where users can explore a diverse projects created by various artists. Each project is showcased within its own distinct block, accompanied by a concise and captivating description that provides insights into the artistic work.

PROJECTS TOOLS OF CONVIVIALITY RESIDENCES SHARE PROJECTS



ENJOY PROJECTS

EXPLORE PROJECTS

We invite you to dive in unique world of the projects from talented artist all over the world



NATURE EVERYWHERE
13.05.23
ANGELINA G
SPAIN



NATURE EVERYWHERE
13.05.23
ANGELINA G
SPAIN

Project Page

This page provides in-depth details about a specific project, offering valuable insights into its creators, the tools and techniques employed, as well as the fascinating history behind its creation.

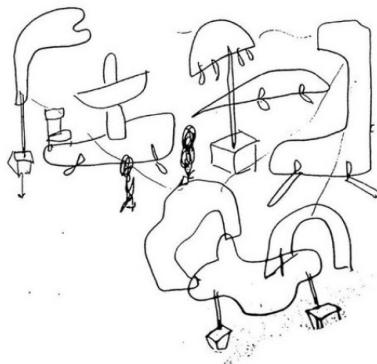
Through a comprehensive exploration of the project, users can delve into the creative minds behind its conception and gain a deeper understanding of the artistic vision and process. From the talented individuals who brought the project to life, to the intricate tools and methodologies utilized, every aspect is meticulously documented to provide a rich and engaging experience.



TRANSFORMATIONAL LEARNING

TOOLS:
Pasteboard

ARTIST:
Eleni
Kids



About Creator

This page provides valuable insights into the creative mind behind the project - our client, Eleni. Delve into her captivating history and discover the driving goals that shaped this remarkable endeavor.

Discover Eleni's vision for this particular undertaking, as she shares her goals, inspirations, and the meaningful impact she hopes to achieve. Immerse yourself in her world and witness how her creativity unfolds, leaving you inspired and enriched by the incredible story behind the project.



ELENI FOUNTOULAK

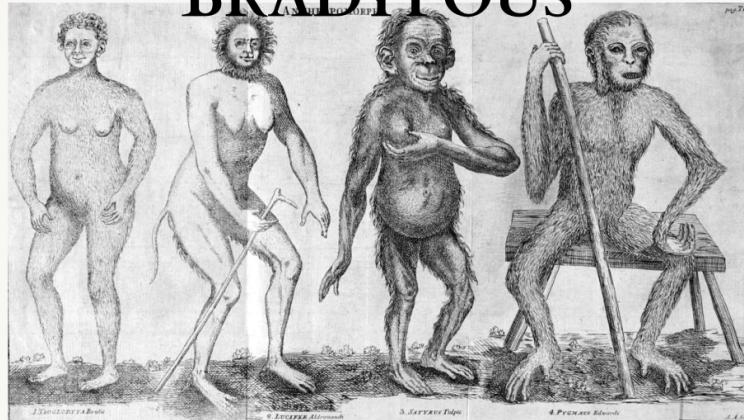
Eleni Fountoulaki Works At The Interfaces Of Visual Arts, Collaborative Projects And Art Education. Her Work Focuses On The Time And Place Of Present Day Life, Creating The Framework For Generating Collective Experiences And Fostering A Participatory Economy Of Exchange, Where A Common Experience Occurs Within A Common Framework.



*About Philosophy (*Homo Bradypous Symbioticus*)*

On this page users can explore the philosophy that serves as the guiding force behind the project's creation. Delve into the core concepts and principles that shape its narrative, and understand the deep-rooted beliefs and values that drive its purpose.

HOMO BRADYPOUS



Concept



Homo Bradypous Symbioticus Is A Fictional Species Concept Reflecting Ways Of Being-With-Others. It Takes The Shape Of A Trans-Formed, Trans-Disciplinary Essay Around Concepts Of Being-A-Community, Sharing, The Sense Of Belonging And Deceleration, Where It Monitors Pre-Existing Tools, Festivities, Social Gatherings, Celebrations And Other Around This Concept But Also Develops The Tools Of H.B. Symbioticus.

As A Theoretical Tool Works As A Compass For Further Research In Art And Education Where It Integrates Art-Based Strategies, As Well As Educational And Anthropological Ones, In Order To Create An Open Narrative With ...To Examine ...Collaborative Projects And Co-Constructive Workshops, Conceived As The Tools Of Conviviality Of Homo Bradypus Symbioticus, Take The Form Of Social Events And Collective Experiences That Foster A Participatory Economy Of Exchange And Solidarity, Developed As Methods Of Involvement And Synergies.

Form

This page provides a convenient platform for artists to showcase their projects. By filling out a simple form and uploading their work, artists can submit their projects for consideration. Once the form is completed, the information will be sent directly to Eleni, the curator of the website. She will review the project and determine its suitability for inclusion on the website.

[PROJECTS](#)[TOOLS OF CONVIVIALITY](#)[RESIDENCES](#)[SHARE PROJECTS](#)

JOIN US

Worem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora

Name

Country

Email

Project Name

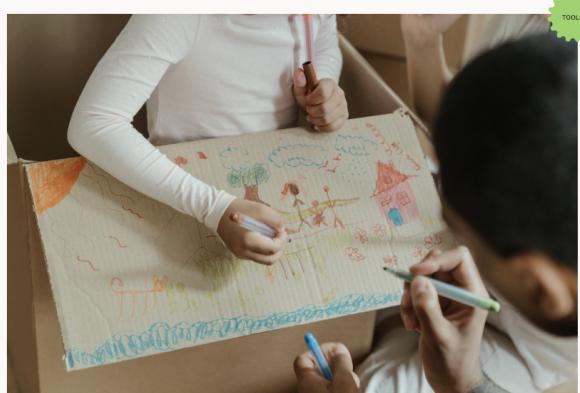
Tools Of Conviviality

On this page, users will find valuable insights into the tools and techniques employed by our client, Eleni, in her artistic projects. Discover how she seamlessly blends the realms of communication and art to create meaningful and engaging experiences.



TOOLS OF CONVIVIALITY

How does the physical space interact with the school community and influence learning, transmission processes, and social relationships?



Inside school environment, an unusual dwelling emerges by incorporating ephemeral spatial formulations; a minimum, playfully reversible spatial structure, from light and recyclable materials built by children and teachers where it means to be a common ground of multiple gatherings, in order to reveal the active and dialogical aspect of architecture. An in-between space of interaction that can work as a social "condenser" where children are encouraged to develop their desires, skills and knowledge and interact with others by inventing ways of being together as a community as well as promoting formal and informal ways of learning and exchanging.

Residences

On this page, you can explore the various residencies where our client, Eleni, undertakes her projects. Dive into a comprehensive list of residencies that she has been a part of, each offering a unique and enriching experience.

When you click on a specific residency, you will be taken to a dedicated page providing detailed information about that particular program. Delve into the specifics of the residency, including its location, duration, and the artistic opportunities it offers. Gain insight into the inspiring environment and resources available to artists during their stay.

[PROJECTS](#)[TOOLS OF CONVIVIALITY](#)[RESIDENCES](#)[SHARE PROJECTS](#)

RESIDENCES

Artists and other creative professionals can stay and work elsewhere temporarily by participating in artist-in-residence programs and other residency opportunities

[PROJECTS](#)[TOOLS OF CONVIVIALITY](#)[RESIDENCES](#)[SHARE PROJECTS](#)

PARIS

Blinkgerät



Description

Blinkgerät is an ephemeral project in the form of an invitation for sharing a public meal. On June 2016, an unexpected meeting occurred by inviting the local residents of a popular and busy square, north of Paris, where the food market takes place. Through ordinary practices such as cooking, inviting and participating, this project examined in a way the difficulties of sharing and acceptance across the opportunity for meeting, exchange, and interaction with each other.

4.3.2 Survey about layout and functionality of website

Our group conducted a comprehensive survey to gain valuable insights into user preferences regarding the layout and functionality of the website. By engaging with the target audience, we aimed to gather valuable feedback and align our design decisions with their needs and expectations.

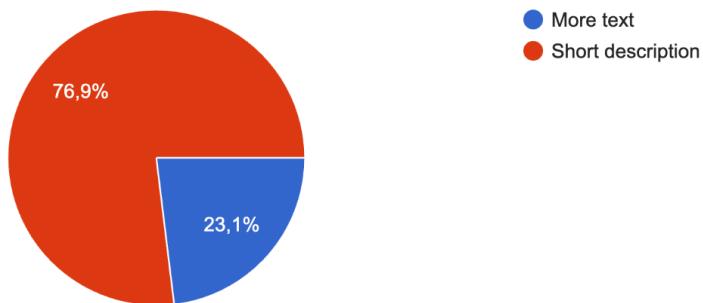
The survey encompassed various aspects, including the overall layout, navigation, visual aesthetics, and interactive features of the website. Participants were asked to provide their input and rank their preferences based on usability, visual appeal, and ease of navigation.

As a result of our survey, an overwhelming majority of users, specifically 79%, expressed a preference for shorter descriptions. This feedback indicates that users appreciate concise and to-the-point information when browsing the website.

By understanding this user preference, we have placed a strong emphasis on providing succinct and impactful descriptions throughout the website. This approach ensures that users can quickly grasp the essence of each project or content piece without feeling overwhelmed by excessive text.

Do you usually like to read more text about the project or a short description is enough for you?

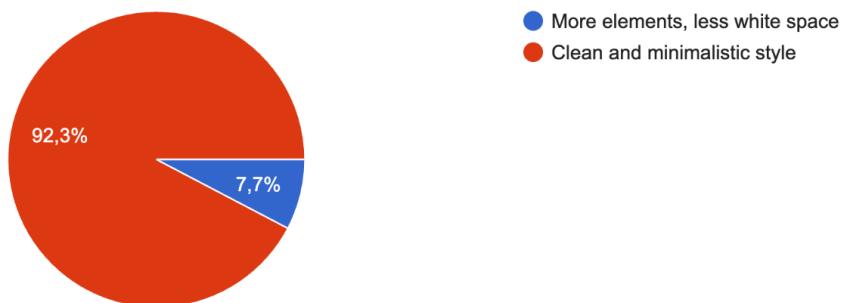
13 відповідей



In addition to preferring shorter descriptions, our survey revealed that users also have a strong preference for clean and minimalistic design. This finding highlights the importance of creating a visually appealing and clutter-free website interface.

Do you prefer a layout with more elements and less white space or a clean and minimalistic style?

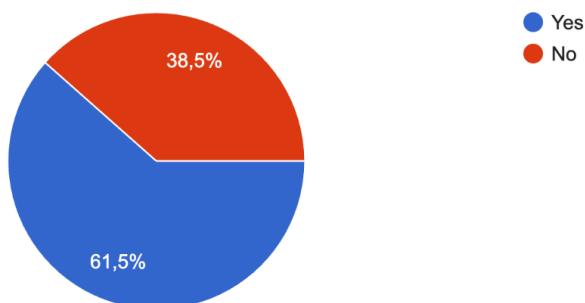
13 відповідей



The survey results have provided valuable insights into the preferences of our users, revealing their desire to share their own projects. This feedback has served as a significant source of inspiration for us, motivating us to incorporate a feature that allows artists to submit their own projects.

Would you like to have the option to show your own project or suggest another artist's work?

13 відповідей



4.3.3 Prototype

The prototype was made guided by the received results from the survey and the wants of the client.

Objective: The objective of the first prototype is to visually showcase the concept of Homo Bradypous symbioticus and create a design that effectively communicates Eleni's emotions and preferences. It aims to explore the themes of being-a-community, sharing, a sense of belonging, and deceleration. The prototype will focus on presenting Eleni's artwork and capturing the essence of her artistic style while appealing to people of all ages.

Design Elements: The first prototype will incorporate a visually engaging design with a combination of vibrant colors, organic shapes, and fluid transitions. The color palette will reflect the emotions Eleni wants to convey, such as warmth, harmony, and vitality. Typography will be carefully selected to enhance readability and complement the overall aesthetics. The layout will be intuitive, allowing users to navigate seamlessly through different sections and artworks.

Content: The prototype will feature a curated selection of Eleni's artworks, including paintings, illustrations, and mixed media pieces. Each artwork will be accompanied by descriptive captions or narratives that provide insights into the inspiration behind them and their connection to the concept of *Homo Bradypous symbioticus*. Additionally, the prototype includes sections that highlight Eleni's background and artistic journey.

User Experience (UX): The first prototype will prioritize a user-centered approach to ensure a positive and engaging user experience. It will focus on creating an immersive environment where visitors can explore Eleni's artwork and connect with the concept of *Homo Bradypous symbioticus*. User-friendly navigation will be implemented, allowing users to easily browse through artworks and access additional information. Interactive elements, such as icons and images will provide a dynamic and interactive experience.

Testing Approach: To evaluate the first prototype, user testing sessions will be conducted with a diverse group of participants. Users will be asked to provide feedback on the overall design, ease of navigation, clarity of information, and emotional impact. Their input will be collected through surveys, interviews (5 second testing, regular one with given task to do, etc.) or observation and will serve as valuable insights for refining and improving the website design in subsequent iterations.

Expected outcomes: The expected outcomes of the first prototype include gaining a better understanding of how users perceive and engage with the concept of *Homo Bradypous symbioticus* through the website, while incorporating Eleni's specific preferences. Based on feedback from Eleni, the prototype aims to achieve the following:

- **Clearer Layout:** The prototype will feature a redesigned layout that provides a clear and intuitive user interface. Eleni has expressed a preference for a more streamlined design with fewer images, allowing the focus to be on the artwork and conveying the desired emotions effectively.
- **Similar Page Structure:** Eleni has requested a consistent page structure across the website. The first prototype will incorporate a cohesive page layout that maintains a similar structure throughout different sections. This will enhance the user's familiarity and ease of navigation as they explore various artworks and content.
- **Additional Pages:** In response to Eleni's feedback, the first prototype will include additional pages to cater to her specific requirements. These pages will include "Residencies" and "Tools of Conviviality." The "Residencies" page will showcase Eleni's past artistic residencies, highlighting the experiences and inspirations gained during those periods. The "Tools of Conviviality" page will delve into the specific tools, techniques, or methodologies used by Eleni to foster a sense of conviviality and community within her artistic process.

The feedback received from Eleni will be invaluable in shaping the design direction and content strategy of the first prototype. By incorporating her preferences, the prototype will better align with her artistic vision, ensuring that the website reflects her intentions and effectively communicates the desired emotions and concepts to the target audience.

4.4 Testing

This section of the report focuses on the comprehensive testing and evaluation of the website prototype created for the ICT & Media Design course at Fontys University. The main objective of this chapter is to present an overview of the testing process, encompassing the methods and tools employed, as well as the findings and outcomes derived from the testing phase. Furthermore, a detailed description of the final prototype is provided, highlighting its features and usability.

During the testing process, usability tests were conducted with potential students to gather their feedback on the prototype and assess its effectiveness in meeting their needs and preferences. This evaluation aided in the identification of any issues or areas that required improvement prior to implementing the final prototype.

The final prototype represents the culmination of a comprehensive design and development process, aiming to serve as the official website for the ICT & Media Design course at Fontys. It has been meticulously designed to be user-friendly, visually appealing, and to provide clear and pertinent information to prospective students. This chapter will delve into a detailed description of the final prototype, including its layout, design, and features. Additionally, a summary of the feedback received during the testing phase and the subsequent adjustments made to the prototype prior to its implementation will be provided.

Interviews about the content/design of the website

In this phase, we employed various interview techniques to gather valuable user feedback. One of the methods we employed was the 5-second prototype testing, where we aimed to capture users' initial impressions of specific pages. During these interviews, we sought to understand the associations users made with the website, what elements they remembered most, and their perceptions regarding the website's purpose.

By conducting these interviews, we aimed to gain insight into users' immediate reactions and initial understanding of the website. This allowed us to evaluate the effectiveness of our design choices and gauge whether the website conveyed its intended message.

Through these interviews, we obtained valuable feedback that informed our design decisions and helped us refine the user experience. The insights gained from these interactions have been instrumental in shaping the final version of the website, ensuring it aligns with users' expectations and effectively communicates its purpose.

In addition to the 5-second prototype testing, we regularly conducted interviews where we presented users with interactive prototypes and observed their ability to complete tasks efficiently. By providing users with specific scenarios and asking them to locate information within the prototypes, we gained valuable insights into the website's usability and navigation.

During these interviews, we closely observed how quickly users could find the desired information and identified any potential usability issues or areas for improvement. By analyzing their navigation patterns, interactions, and feedback, we gained a deeper understanding of their experiences and challenges while using the website.

These regular interviews allowed us to gather both quantitative and qualitative data on user performance and satisfaction. Quantitative data provided us with measurable metrics, such as task

completion times, while qualitative feedback helped us uncover user perspectives, preferences, and pain points.

By incorporating user feedback and addressing their needs, we continually refined the prototypes to create a user-centric design. The insights from these interviews played a crucial role in shaping the final layout and functionality of the website, ensuring an optimal user experience.

Overall, these interviews and 5-second testings served as a valuable feedback mechanism, helping us validate our design decisions and make informed adjustments throughout the development process.

Findings

During the 5-second testing phase, users provided descriptive feedback about website, characterizing it as playful, minimalist, chill, clean, warm, and positive. One user, Alexandra, specifically mentioned that the page's serene and captivating nature reminded her of the sky.

The vibrant photos featuring people left a lasting impression on users, adding a sense of liveliness and serving as visually engaging elements within the page's design. It's noteworthy that users readily recalled the form for adding projects, positioned at the end of the page, recognizing its significance as a key action on the website.

Based on the insightful feedback gathered from the interviews, it became evident that users highly appreciate the clean and minimalist design of our website. They expressed their satisfaction with the website's simplicity, as it enables them to effortlessly explore and navigate to the desired pages. The intuitive layout and user-friendly interface contribute to a seamless user experience, allowing users to quickly locate the information they seek and effortlessly perform various actions without any confusion or frustration. This positive response from users underscores the effectiveness of our design approach in creating a user-centered website that prioritizes usability and accessibility.

4.5 Final Product

The development of the final product for the ICT & Media Design course at Fontys involved a meticulous and collaborative approach. The objective was to create an exceptional art website that would serve as a platform for everybody to showcase their artistic projects, engage in discussions, and explore the vast possibilities of an online art community. This section will provide an in-depth overview of the key steps undertaken during the process of developing the final product.

4.5.1 Process

The initial phase of the development process involved extensive research to gain comprehensive insights into existing art platforms and to understand the needs and preferences of potential users. The student team conducted a thorough analysis of various art websites, examined user behavior patterns, and delved into the intricacies of successful community-driven platforms. This rigorous research phase served as the groundwork for subsequent stages of development.

Armed with valuable insights from the research, the team embarked on the design phase, where creativity and collaboration took center stage. Collaborative brainstorming sessions were held to generate innovative ideas and concepts for the art website's layout, color scheme, typography, and overall visual aesthetics. Through an iterative process, the team refined the design based on feedback

from the teachers, peers, and industry-standard design principles. The aim was to create a visually captivating and user-friendly interface that would set their art website apart from existing platforms.

Following the design phase, the team embraced agile project management methodologies to execute the implementation of the website. This approach allowed for iterative development, regular feedback loops, and timely adjustments based on user testing and evaluation. Collaboration played a pivotal role during this phase, as team members pooled their collective skills to write code, integrate features, and troubleshoot any technical challenges that arose. The collaborative environment fostered open communication and the exchange of ideas, allowing for a dynamic and efficient development process.

Throughout the development process, the student team prioritized user-centricity and continuously sought feedback to ensure that the website met the needs and expectations of its intended audience. Simulated user testing and evaluation sessions were conducted to gather feedback on usability, functionality, and overall user experience. This iterative approach allowed the team to identify areas for improvement and make necessary adjustments to enhance the website's performance and user satisfaction.

4.5.2 Methods (Collaboration)

Collaboration was the driving force behind the development process, enabling the team to leverage their collective skills, expertise, and creativity. Recognizing the diverse skill sets and perspectives within the team, collaboration was essential to capitalize on individual strengths and foster a cohesive and harmonious development process.

To facilitate effective collaboration, the team established a communication framework that enabled seamless information sharing and real-time collaboration. Various collaboration tools and platforms, such as project management software, messaging applications, and virtual meeting platforms, were utilized to ensure efficient communication and coordination. Regular team meetings were held to discuss progress, exchange ideas, address challenges, and allocate tasks. This collaborative environment encouraged open communication, allowing team members to provide feedback, offer suggestions, and support one another in achieving project milestones.

In addition to internal collaboration, the team actively engaged external stakeholders, including instructors and peers, throughout the development process. This involvement enriched the collaborative experience by providing diverse perspectives, expert guidance, and valuable feedback. Regular checkpoints were established to seek input and incorporate suggestions from these stakeholders, ensuring alignment with project objectives and industry standards.

Moreover, the student team designed the art website to foster collaboration among its users. Interactive features were integrated to encourage engagement, interaction, and knowledge sharing within the simulated art community. Users could share their art projects, participate in discussions, provide feedback to fellow students, and build connections. This collaborative environment aimed to create a sense of belonging and community, promoting the growth and development of aspiring artists.

4.5.3 Outcome

The outcome of the collaborative development process was a fully functional and visually captivating art website that surpassed the initial expectations of the student team. The website will provide people with a comprehensive platform to showcase their artistic projects, engage in meaningful discussions, and connect with a global network of fellow artists.

The collaborative development process not only resulted in a successful final product but also nurtured essential teamwork skills among the team members. Effective communication, active listening, and the ability to collaborate on complex projects were honed throughout the process, equipping the students with valuable skills applicable to future endeavors.

In conclusion, the development of the final product for the ICT & Media Design course at Fontys exemplified the power of collaboration in creating innovative, user-centric solutions. Through meticulous research, collaborative design sessions, agile development methodologies, continuous user testing, and evaluation, the student team successfully created an art website that provided a dynamic platform for people to showcase their artwork, engage in discussions, and foster connections within an art community. The collaborative process not only resulted in a fully functional and visually captivating final product but also nurtured valuable teamwork skills, enhanced user experiences, and fostered a sense of shared accomplishment among the student team.

Chapter 5: Conclusions and Recommendations

This report presents the findings and recommendations of a comprehensive project aimed at persuading people to use the site made for showcasing the art of Eleni Fountoulak. The project involved a thorough analysis of the “problem” we are facing, research on the target audience, and the development of a new website prototype and web functioning.

Background:

Eleni is a Greek teacher and artist whose goal is to spread her work and bring people closer through her art. She wants to achieve that with the so-called Homo Bradypous symbioticus. “This is a fictional species concept reflecting ways of being-with-others. It takes the shape of a trans-formed, trans-disciplinary essay around concepts of being-a-community, sharing, the sense of belonging and deceleration, where it monitors pre-existing tools, festivities, social gatherings, celebrations and other around this concept but also develops the tools of H.B. symbioticus.”

Our goal is through this website to present the emotions she wants to share with others, concentrating on her preferences. Combining all the information she gives us, we have to make a design appealing for every age people.

Methods:

The project employed a variety of methods to gather information and develop solutions, including general research, surveys, interviews, producing prototypes and user testing. The website prototype was developed using a user-centered design approach, which involved gathering feedback from potential users and receiving feedback from the client.

Findings:

The potential users would prefer a more minimalistic website with less text and instead of that more images. They would like to have the possibility to share their own work as well.

Evaluation

Anna Bobrovska

Working in a group has been an incredibly rewarding experience. Despite encountering occasional challenges along the way, we have fostered a strong sense of collaboration and teamwork, allowing us to overcome obstacles and achieve excellent results.

Throughout the project, we faced various complexities that tested our ability to communicate effectively and find common ground. However, instead of allowing these difficulties to hinder our progress, we embraced them as opportunities for growth and learning. We engaged in open and constructive discussions, actively listening to each other's perspectives and ideas. By valuing everyone's contributions and leveraging our diverse skills and backgrounds, we were able to find innovative solutions and make informed decisions.

One of the key strengths of our group was our commitment to resolving conflicts and addressing any issues that arose. We recognized the importance of maintaining a positive and supportive atmosphere, where everyone felt comfortable expressing their opinions and concerns. This created a space for open dialogue and encouraged the sharing of different viewpoints, ultimately leading to richer and more well-rounded outcomes. Overall, working in this group has been a truly enriching experience. We have not only achieved impressive results but also developed valuable skills in teamwork, communication, and problem-solving. The lessons learned and the relationships built during this process will undoubtedly have a lasting impact on our personal and professional growth.

Mirena Veleva

Contribution: My main job for this project was making the prototype. I share this task equally with Anna. I made the page for the specific project, the about creator page, the about concept page and two pages for residencies. As well as that I contributed to making the Project Report. My parts were about the Assignment overview, including methodology and constraints and the Conclusion and Recommendations. Of course, I contributed to other things, such as:

- Research: User Persona, Survey;
- Testing: Prototype Testing (5 second testing);
- Logo Designing – contributing to the making of the concept of the logo;

- Brand Guideline – brand identity;

Collaboration: Most of the things I have done for the project were shared with all or some of the group. Therefore, I developed my skills in discussing different toppings with this people, which means different opinions, coming to agreement with 6 people. As well as that dividing the work so that everyone does something for the project.

Leadership: There were times when it was needed to take action and ask people to do their job or to prove to me what they have done, so I know that everything goes smoothly.

Areas for Improvement: I can always work on my communication with the others.

Learning Experience: I enhanced my group skills, my communication skills with colleagues and also professional ones, with teacher and mainly client, through the emails I have sent her and the meetings we had with her as I was the representative of the group. Moreover, I improved my UCD skills, conveying research surveys, interviews, making low and high-fidelity prototypes and the testing them with users and the client.

Overall, there is always room for improvement, but I can say that I contributed a lot to our final result, through out every step of the process.

Denislav Dimitrov

Having participated in a couple of team projects before, I can safely say that “Orange team” was the best in terms of getting the job done. Of course, the process was far from perfect, but the important part is that I have definitely improved my communication and mainly my collaborative skills. Starting in the early stages of our group work, we were still getting to know each other - our views, ideas and abilities. Ultimately, the work procedure really depends on our characters, some are more talkative, others are more technical skilled, and each of these contributes to a different important piece of our project.

The most important aspect for me, which we managed to do without too many complications, was to carefully divide the work along the project timeline. Over the many weeks, there were lots of assignments requiring different competence. Already being familiar with each other’s skills, despite the short period of knowing one another, was a crucial point in giving everyone the task which she/he can perform best at.

My leading piece of work was “bringing the designs to life” from the Figma prototypes to a functional, professionally-looking website. While doing it, I understood and appreciated how important is my previous point of dividing the work well. Everything on my part went smoothly and the outcomes were undeniably amazing.

Overall, I would say that everything went great. We had some little conflicts when ideas were contrasting, but nothing we couldn’t figure out. After all, that is why we are a team - to deal with the problems we face together, as a group.

Tihomira Miteva

As the sole repeater within our group, I experienced a heightened sense of responsibility prior to the commencement of our project due to the associated expectations. Nevertheless, the pressure I felt was significantly alleviated by the support and camaraderie exhibited by my group members throughout this semester. Right from the outset, an amiable and congenial atmosphere permeated our interactions, a marked contrast to the dynamics within my previous group. Additionally, the level of coordination and communication amongst most team members improved notably. Nonetheless, it is important to acknowledge that achieving perfection in interpersonal relationships is an elusive goal. Despite encountering some misunderstandings while collaborating with team "Orange," I believe that the final outcome was commendable.

I greatly appreciate the distinguishing aspects of this semester, particularly the manner in which we engaged with our client. Unlike the previous semester, where I had no exposure to a real client and primarily worked in the ICT Media sector, this time we had the privilege of collaborating with an authentic client. Their accessibility and willingness to address our queries, participate in meetings, and provide feedback were truly invaluable. Although we encountered difficulties along the way, I prefer this approach as it mirrors the realities of working with clients in professional settings and allows for the accumulation of practical experience.

Throughout the project, I had the opportunity to revisit the process of creating a website. We commenced by formulating a comprehensive plan and delineating our respective tasks. My primary responsibility this semester revolved around documentation and adhering to the workflow using Gantt charts. Drawing upon my previous semester's experience, I leveraged my understanding of the requisite documents for the final submission.

I also contributed to the design process and facilitated feedback gathering. One aspect that greatly impressed me about my team was our commitment to open and thorough discussions. To this end, we ensured regular meetings, at least once a week, specifically dedicated to reviewing the design iterations, documenting feedback, and dividing subsequent tasks.

One aspect I would strive to improve upon is punctuality. This semester, I encountered challenges in adhering to designated timelines. However, the effective utilization of social media platforms, particularly WhatsApp, mitigated the impact of this shortcoming.

In conclusion, despite my status as a repeater, I believe I have made substantial strides in learning about teamwork. I have come to recognize that perfection is an unattainable goal, but it is imperative to adapt and foster professional relationships in order to achieve seamless collaboration and successful outcomes.

Simeon Grigorov

My previous experiences with group projects before joining the "Orange team" were marked by disappointment and frustration. Our work often fell short, with incomplete deliverables, missed deadlines, and a lack of effective communication. It seemed that we struggled to find our rhythm and

work cohesively as a team. Needless to say, my expectations were cautious as I embarked on my journey with the "Orange team," not knowing what to anticipate from this new collaborative endeavor.

The process with the "Orange team" was not without its imperfections, but I can confidently say that it became a turning point in my personal growth and development. From the outset, we were faced with the task of familiarizing ourselves with one another's perspectives, ideas, and abilities. It took time to establish a sense of trust and camaraderie within the team, but as we began to understand each other's strengths and weaknesses, we gradually found our rhythm.

One aspect that particularly stood out during our collaboration was our ability to define tasks effectively and allocate them strategically. We were meticulous in identifying the core objectives and breaking down the workload into manageable segments. This ensured that everyone had a clear understanding of their responsibilities, eliminating any ambiguity and minimizing the chances of wasting time.

In terms of my individual contribution, I took on the role of assisting my teammates in coding the website and transforming the initial "Figma" prototypes into a fully functional, visually appealing website. Admittedly, I encountered some challenges in the early stages, including attendance issues that caused me to miss important team meetings. However, I was determined to make up for lost time and put forth extra effort to catch up. With the support and understanding of my team members, I was able to integrate seamlessly into the project and contribute effectively. As I immersed myself in the coding process, I found myself growing more confident and adept, not only in technical skills but also in problem-solving and teamwork.

Throughout our collaboration, we did face occasional conflicts when our ideas clashed. However, what set the "Orange team" apart was our collective commitment to resolving these conflicts in a constructive manner. We recognized that our diversity of perspectives was a strength rather than a hindrance and embraced healthy debate to arrive at the best possible solutions. Our shared goal of successfully completing the project united us, and we navigated through challenges as a cohesive unit.

Looking back on the experience, I can confidently say that my time with the "Orange team" was transformative. Not only did we achieve our project goals, but we also created a supportive and nurturing environment where each team member had the opportunity to grow and flourish. I emerged from this experience with enhanced communication skills, a deeper understanding of collaborative dynamics, and an appreciation for the power of effective teamwork.

In conclusion, despite the initial doubts and past negative experiences, the "Orange team" exceeded my expectations. Through our commitment, determination, and ability to adapt, we not only accomplished the project's objectives but also fostered personal and professional growth within each team member. It serves as a testament to the power of collaboration and the potential for positive change when individuals come together with a shared purpose.

Yavor Aldev

Working collaboratively as a team has been an enriching and rewarding experience. We focused on effective communication, timely goal achievement, and leveraging our strengths to successfully complete the project. Initially, I had some apprehension as this was my first experience working on a real client project. However, our team's dedication and efforts quickly alleviated any concerns.

Throughout our project, we placed great emphasis on teamwork and open communication. We fostered an environment where everyone's voice was valued, actively encouraging feedback and discussions. This approach enabled us to overcome challenges and find solutions to our problems quickly. We capitalized on our diverse skills and view points, leveraging them to produce great results. Our ability to collaborate and maintain strong communication channels not only facilitated efficient progress but also nurtured a supportive atmosphere.

One of the standout aspects of our team was our exceptional time management. We understood the importance of planning and preparation, and we approached each task with careful consideration. By effectively dividing responsibilities early on, we were able to utilize our individual strengths and expertise. This approach ensured that everyone was working on tasks they excelled at, leading to high-quality outcomes. It was a good to have everyone working to their strengths for one goal.

Our interactions with our teacher and client were characterized by open lines of communication for feedback. We actively sought input and implemented constructive suggestions, demonstrating our commitment to delivering a well functioning and expressive website. By valuing feedback, we ensured that our final product aligned with the expectations and requirements of our client.

Overall, I am proud of the website we created thanks to our collective effort. Our focus on collaboration, effective communication, and utilizing our strengths played a significant role in our success. We embraced challenges as opportunities for growth, and our dedication paid off in the form of impressive outcomes. This project has not only enhanced my technical skills but also bolstered my confidence in working with clients and not just teacher given assignments. The experience gained will undoubtedly contribute to my personal and professional growth in the long run, practicing and improving both soft and technical skills.

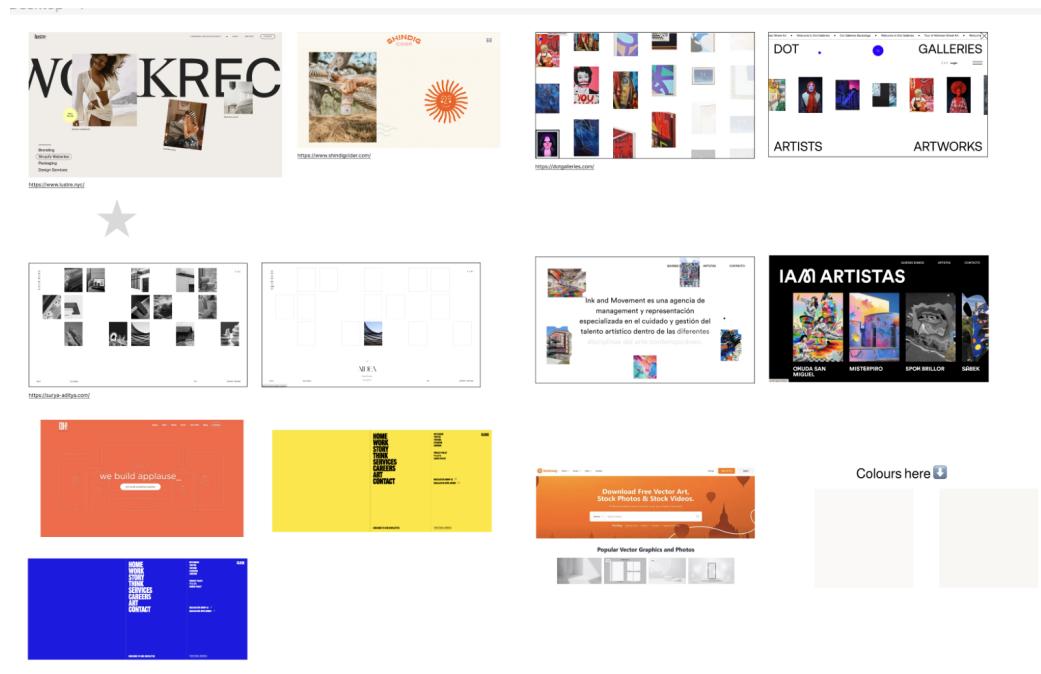
Attachment:

To draw inspiration, we explored various websites like

- Awwwards - <https://www.awwwards.com/websites/>
- Dribbble - <https://dribbble.com/>
- Behance - <https://www.behance.net/>

We were specifically looking for projects similar to our client's vision. This allowed us to analyze layout elements and design solutions employed by these websites. Any appealing ideas we

discovered were compiled into our MoodBoard, including colors, fonts, and design elements that we intend to incorporate into our project.



These websites played a crucial role in identifying our own unique style for the project. They served as a wellspring of inspiration, inspiring our team to work cohesively in the same style, resulting in a consistent and harmonious website design.