


class 2 - Group 5




Students in this group

Search students...

- Barrios Peña, Fabiana F.
- Cañas Lopez, Arthur A.J.
- Erasmus, Coralie C.
- Lê, Nhật M.N.

Checkpoint 15 presentation at handpicked 25-04-2024 

 **Cañas Lopez, Arthur A.J.** 2 months ago

Today, we journeyed to Breda for our presentation at Handpicked. We showcased our comprehensive process, encompassing User Research, Content Strategy, Iterations, and the final products. Feedback flowed from our client, Anke, and Jo-ann. Our client expressed appreciation for the video but suggested aligning the text colors with those on the posters. Despite finding the posters simplistic, he still admired them. He cautioned against using yellow backgrounds with white text in presentations, noting the challenge of readability particularly in well-lit environments like the one we presented in. Jo-ann resonated with our color choices and their significance, echoing the sentiment on the video's text color. Anke's feedback mirrored that of Jo-ann and our client.

Checkpoint 14 Feedback posters + video with Maikel 24-04-2024



Cañas Lopez, Arthur A.J. 2 months ago

We sought further input from Maikel regarding our posters and video to gather additional feedback. He offered numerous valuable ideas for the posters, such as incorporating the "explorebreda.nl" text into elements related to the image or positioning it on the side of the poster or in a colored box at the bottom for better visibility, rather than having it overlay the image directly. We found these suggestions particularly appealing. Regarding the video, he suggested experimenting with text placement to emulate the style of the posters. Alongside these recommendations, Maikel expressed overall satisfaction with our work.



Write a summary of what you discussed with your teacher...



Post feedback

Checkpoint 13 Feedback Jan 24-04-2024



Barrios Peña, Fabiana F. 2 months ago

We showed Mr.Jan our poster designs for the Explore Breda marketing campaign, as well as the video AD. He emphasized he really enjoyed the overlapping of the pictures with the text. He said they were very creative posters with cool ideas although he suggested to combine the logo with the explorebreda.nl as it is very far away from each other. Also the text color for the website has too much contrast with the background image as opposed to other text. Mr.Jan suggested we should double check color ways for the Breda logo as in some cities there are regulations about how it can be displayed (ex. eindhoven logos cannot be red as they are reserved exclusively for gementee). As for the video, very nice it matches the posters so people can recognize them better and associate both to ExploreBreda.nl. Everything is cool up until the last word as it has a typing effect which doesn't really match with the rest of the video. Mr.Jan also suggested for the last word to be EXPLORE and to create a smooth transition into the website name (ExploreBreda.nl). Overall he really liked our work and commented on how cool it was.



Write a summary of what you discussed with your teacher...



Post feedback

Checkpoint 12 week9_Class2_group project_coach Li 16-04-2024



Cañas Lopez, Arthur A.J. 2 months ago

Friday, 12th:

We crafted paper prototypes for our poster and video concepts, seeking feedback from teachers. With a multitude of ideas, we aimed to pinpoint the most promising ones. This exercise proved invaluable as it helped us streamline our focus.

This week:

Throughout the week, we delved deeper into our Marketing Strategy and User Research, nearing completion on both fronts. Simultaneously, our Project Plan has been finalized. We received encouraging feedback on our poster drafts, prompting us to refine our video concept.

Today, upon arriving at school, we immediately delved into preparing for the online meeting by working on the presentation.

Attendance: Arthur, Fabiana, Coralie

Action Items:

- Finalize Marketing Strategy
- Complete Project Plan
- Refine User Research
- Rough Drafts



Cañas Lopez, Arthur A.J. 2 months ago

This exercise proved valuable....



Li, Li L. (Teacher) 2 months ago

good job so far!

Checkpoint 11 12-04-2024



Erasmus, Coralie C. 2 months ago

Today, we sought feedback from Mr. Josh on our group project's concept ideas, particularly focusing on our two video concepts. Recognizing our time constraints, we aimed to refine our approach. Mr. Josh provided valuable insights, liking the first video concept while offering tips on filming angles, music choices, and suggested resources. He advised creating a rough version for testing before filming in Breda. However, he expressed concerns about the second idea, citing concerns about the video's layout and its alignment with the client's objectives. Additionally, we presented ideas for a traditional media campaign, which received positive feedback from Mr. Josh. He also provided us with a valuable suggestion for enhancing the message on these posters, recommending a more compelling call-to-action approach. We've since begun integrating this feedback into our brainstorming sessions.



Write a summary of what you discussed with your teacher...



Post feedback

Checkpoint 10 week8_Class2_group project_coach Li 10-04-2024



Erasmus, Coralie C. 2 months ago

Week 8 Progress Update:

Friday, March 5th:

We delved into brainstorming ideas and conducting user research for our target audience. Arthur, our group leader, formulated interview questions for our upcoming interviews in Breda. Additionally, Nhat informed us of his decision to change his profile but assured continued involvement in the project for the time being.

Field Research in Breda:

On Monday, Arthur, Fabiana, and I went to Breda to conduct interviews with locals and tourists. We also captured photos and videos for content creation purposes. In total, we conducted interviews with 15 individuals. Currently, we are integrating our findings into our user research. On Tuesday, we commenced content creation using the exported media. Presently, we are refining our target audience and progressing with content development. This Friday, our plan is to design a poster for school-wide circulation, inviting students and teachers interested in voice acting to join us. This will tie into one of our video ideas for the project. Next week we will begin applying the knowledge we have gathered from user research into content ideas.

Attendance: Arthur, Coralie, Fabiana, Nhat (friday)

Action Items:

- Interviews
- User research
- Plan for tomorrow and next week



Li, Li L. (Teacher) 2 months ago
is any problem or issue so far?

Checkpoint 9 week7_Class2_group project_coach Li 04-04-2024



Erasmus, Coralie C. 2 months ago

Before presenting

Prior to our presentation, we attended our portfolio assessments in the morning. Before these assessments, we discussed our presentation topics and began crafting our PowerPoint slides for today's client meeting. Following the assessments, we finalized our presentation and delegated speaking roles for each team member during the delivery.

After presenting

We presented the following:

- Our strategy and Goals
- Research Objectives
- Why tourists? (Why we chose tourists as a target audience)
- Media Campaign Ideas
- Planning

After delivering the update on our work to the client, we received valuable feedback. Firstly, the client emphasized the importance of creating advertisements in both English and Dutch. They highlighted that while English may be more prevalent at airports, Dutch is more commonly spoken at stations. We acknowledged the significance of this feedback and agreed to incorporate it into our implementation strategy. The client also added that they liked our idea of showcasing the advertisements in train stations and airports.

Attendance: Arthur, Coralie, Fabiana, Nhat

Action Items:

- Week 2 progress
- Received feedback from client
- Shared research information during presentation
- Shared planning for the upcoming weeks in regard to the project



Erasmus, Coralie C. 2 months ago

Regarding our final presentation for Project 1:

Day before presenting:

In preparation for our final presentation, we meticulously ensured all deliverables were in order. Additionally, we finalized our PowerPoint presentation, assigning speaking roles to each team member. Finally, we tested our website prototype to guarantee seamless functionality,

preempting any potential issues during the presentation.

After presentation:

During our presentation, we covered a comprehensive array of topics, including:

- Introduction to our team and a concise overview of the assignment
- Insights gleaned from conducted interviews and resultant analysis
- User research
- Content strategy
- Initial preferences outlined by the client
- Evolution of design iterations
- Live demonstration of our website prototype
- Individual reflections from each team member on the project

Our client provided exceptionally positive feedback on our work. She expressed admiration for our website design, attributing its success to our innovative approach. Additionally, she commended our presentation for its structured narrative, appreciating how we seamlessly guided her through our creative process. Notably, she particularly valued the inclusion of an Instagram mockup in our content strategy explanation, recognizing our effort to cater to her preferences. Ultimately, she declared our team as her favorite, a moment of great pride for us. Following the presentation, we engaged in further discussion with her. Later that day, I reached out to her via email, providing all necessary documents including the presentation itself, the comprehensive content strategy document, the project plan, and a link to our Figma prototype. Additionally, I requested her feedback to incorporate into our portfolios as evidence of our learning outcomes.

Attendance: Arthur, Coralie, Fabiana, Nhat

Action Items:

- Final presentation for project 1
- Presentation Content
- Positive feedback from the client after the presentation
- Final email to client

Checkpoint 8 week6_Class2_group project_coach Li 28-03-2024



Erasmus, Coralie C. 3 months ago

Before presenting

We deliberated on our class presentation content, considering the fact that it's only the first week of the project, during which we've mainly been planning and conceptualization. We also prepared our presentation beforehand to make our presentation more neat and professional.

After presentation

Today, we presented our progress for "Week 1" of the group project. Here's what we covered.

We shared a mind map summarizing our work this week, which included:

- A brief description of the project
- Our plans for the content strategy, including our target audience
- How we divided tasks among team members
- Completion of the team charter
- Our plan for the next 4 weeks (However, this is not a detailed plan yet)

Attendance: Arthur, Coralie

Fabiana is sick, Nhat is unknown (we have tried contacting him)

Action Items:

- Week 1 progress
- Weekly plan for the project



Li, Li L. (Teacher) 2 months ago

how about the project 1 final presentation and feedback?

Checkpoint 7 week5_Class2_group project_coach Li 21-03-2024



Erasmus, Coralie C. 3 months ago

Before presenting

We continued working on our final web design, making 3 variations of our "all artwork" page to ask the class for feedback on. We also briefly talked about what exactly we would be presenting in the class, since tomorrow is the actual presentation we decided on leaving some things to present tomorrow instead of all today.

After presenting

Today we presented 'Week 4' of our progress on the group project. We presented the following: New and improved design based on the feedback we received last week, new Style scape and Brand guide for the new design, summarized content strategy, 3 variations of our "all artwork" page (while presenting this we also asked for feedback from the class). After class we improved our "all artwork" page design based on the feedback we received in class. This included making the page look less like Pinterest by giving the pictures of the paintings sharper corners (This can be seen in our final design). We also asked Mrs. Li for some feedback on the project as a whole. She told us to work more on the interview/user research side of the project, since that part lacks the most content and substance. Finally, we worked on our PowerPoint presentation for tomorrow and made decisions on who will be saying what.

Attendance: Coralie, Arthur, Fabiana and Nhat

Action items:

- Final brand design and Style scape
- Final website design
- Content strategy Venn diagram



Li, Li L. (Teacher) 3 months ago
well done so far!

Checkpoint 6 20-03-2024



Erasmus, Coralie C. 3 months ago

Today we got a feedback from Mr. Jan and Mr. Amer, they gave us the following feedback on our design. In general they thought our new design was much more interesting and creative than the last and they also like many of the transitions we added. There are however a few points we could improve on. Firstly, everything on the website is sized quite large therefore making the size of everything a bit smaller would help the website look better. On the main page there is an image overlapping text (which is intentional) but we were advised to move the picture or words around differently so it seems as it is intentional, compared to right now where some of the text is unreadable. For the all artwork page we were also advised to size the paintings down and get rid of the fade on hover transition to display information, this is because it doesn't look good and it isn't very user friendly. As for the painting information page we showed them three different designs we had, the first they did not like since its a design that is commonly used and overdone, the second they thought had potential and the third they definitely didn't like cause it was very basic. They told us we could better the second by adding a cool zoom-in transition when you enter that page, they also suggested on making it look like a painting hanging on a wall so the art is displayed better. We are now going to apply this feedback to the next version of our design.



Write a summary of what you discussed with your teacher...



Post feedback

Checkpoint 5 Chris Client project 15-03-2024**Barrios Peña, Fabiana F.** 3 months ago

We spoke to Mr.Chris about our general website design, he mentioned the outline the paintings have because it has an inconsistent design as the pictures are different sizes, colors,etc. He suggested to add a hover shadow. He also mentioned that our design was very "safe" due to its colors and its layout. He liked that we had a lot of different versions and we played around with different websites.



Write a summary of what you discussed with your teacher...

[Post feedback](#)**Checkpoint 4 15-03-2024****Cañas Lopez, Arthur A.J.** 3 months ago

Today I showed Jo an our progress on our work and how we are trying to get in contact with our client to keep her up to date. She gave me feedback on the email because we didn't specify what we wanted feedback on so helping her understand and give her more options. She also told us to do user research so with that information we can convince her with data.



Write a summary of what you discussed with your teacher...

[Post feedback](#)

Checkpoint 3 week4_Class2_group project_coach Li 14-03-2024 🔒



Barrios Peña, Fabiana F. 3 months ago

Before presenting our weekly progress update on our work, we spoke to Mr. Guido and he was pleasantly surprised with design as he said it clearly showcases Natalie's artwork in a minimalistic way. He also mentioned the way we, as a group, combined our clients wishes regarding colors, layout, typography, etc.. and our own ideas to add modernity and a different perspective of what Natalie was asking for.



Barrios Peña, Fabiana F. 3 months ago

After presenting our work to the class and Mrs. Li we created a more detailed plan on how to approach this upcoming week. We need to finish the interviews to have a more clear view of Natalie's target audience. To do that, we plan on asking strangers outside the university (different ages) and creating personas with the information we acquire. Additionally, continue working on the content strategy and create a more detailed plan.

Attendance: Arthur and Fabiana (Coralie was unavailable due to personal reasons and Nhat is unknown)

Action Items:

- Finalize Interviews
- Creating Personas
- Content Strategy



Li, Li L. (Teacher) 3 months ago

it is clear this time, and please keep up! how about Nhat? any update?

Checkpoint 2 Check-in 14 march Guido 14-03-2024 🔒

⚠️ You didn't submit feedback for this checkpoint.

Checkpoint 1 week3_Class2_group project_coach Li 07-03-2024



Cañas Lopez, Arthur A.J. 3 months ago

Today we showed Li how far we were with the project. We showed her our, Team charter, Social media mock ups, Website ideas and told her about how we're still working on a project plan and a work managment. She gave us feedback on how to find the target audience and told us that our internal work looks good but how we need to focus on the "external" (interviews, surveys, personas)



Li, Li L. (Teacher) 3 months ago

it is too simple written; There are some elements missing(attendance, action points....) you could check this link for details---

<https://www.examples.com/business/professional-memo.html> ;