

**re**THINK  
**DESIGN**  
*AIGA* Design Conference

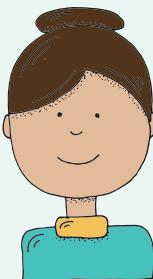
# Process Book



# **Table of Contents**

1. Affinity Mapping
2. Personas
3. Empathy Map
4. Information Architecture
5. Branding
6. Thumbnails
7. Prototype
8. Scenarios
9. Method 1: Service Prototypes
10. Method 2: Customer Journey Map
11. Method 3: Service Blueprints
12. Guerilla Testing
13. Final Website
14. Conclusions & What We've Learned
15. Works Cited

## Meet the Team



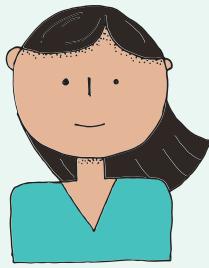
Kelsey Biggins

Design Reproduction



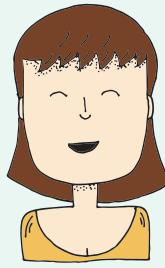
Heather Collins

Web & Digital Media



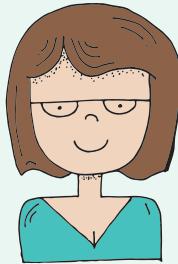
Kiana Corpus

Web & Digital Media



Hannah Kayser

Design Reproduction



Charmaine Farber

Creative Director

## Statement of the Project:

The purpose of this project was to design the 2018 AIGA Design Educator's Conference held in San Luis Obispo, California. Our goal was to create, design and market a AIGA's memorable educational experience using service design processes that focused on how design thinking is a process for activating change. Through our design aesthetic, we emphasized that the conference is a place where creative thinkers have the opportunity to explore the interdisciplinarity of design as it relates to education and other disciplines. A rebranded AIGA website for desktop, tablet and mobile were designed and developed that presented how to teach design thinking and collaboration to serve change in our current political and social environment.

## Significance of the Project

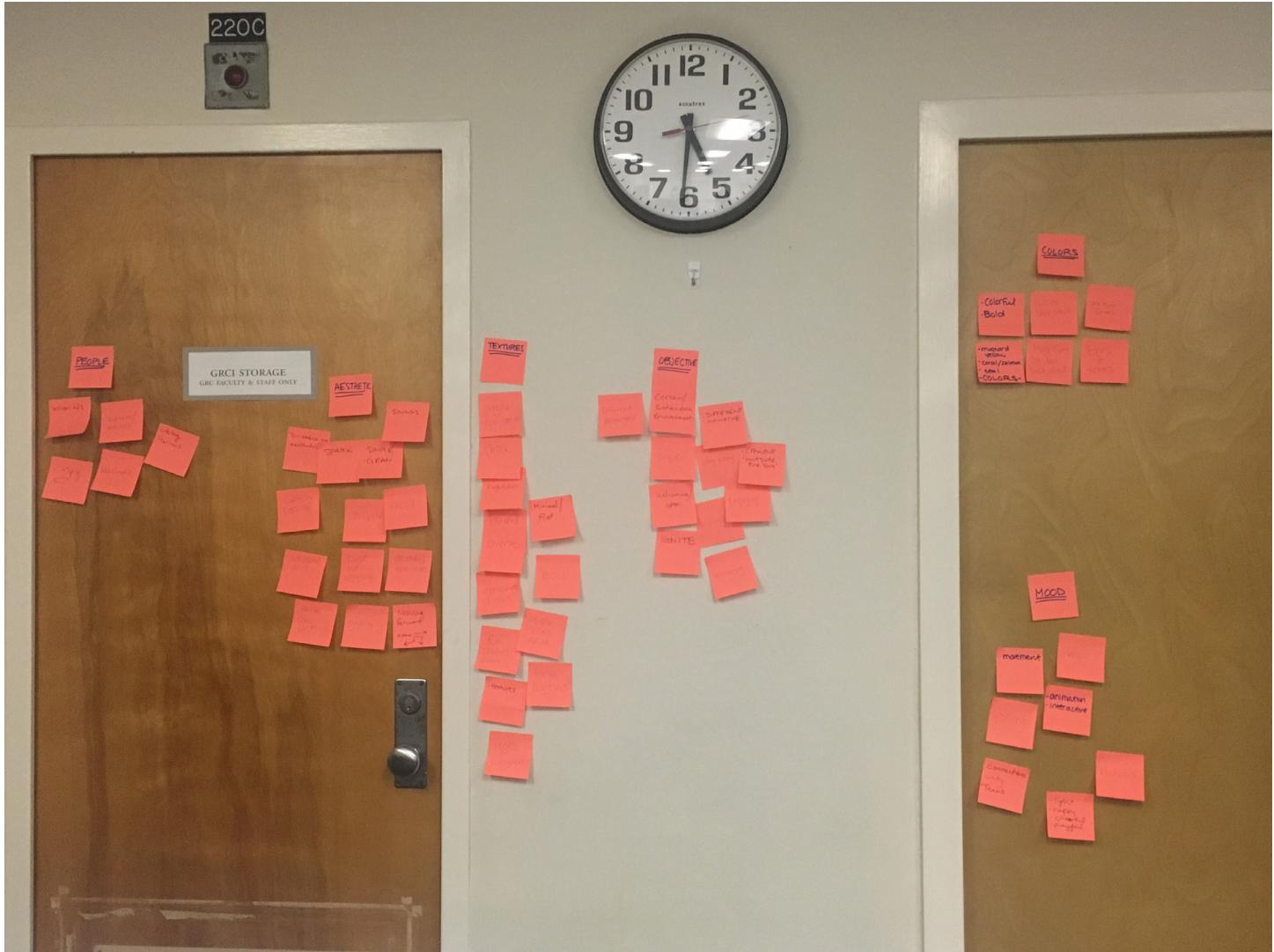
Design is not only what it looks and feels like – design is how it works. This project illustrates the importance of learning how to design and executing different forms of design marketing across multiple mediums. It has helped us understand how user experience design methods relate to branding, visual and interactive design. In order for our project to be successful, we focused on design thinking. We were able to collect and examine quantitative data provided from marketing and qualitative data from end users, which helped jumpstart our design thinking process. The purpose was to explore problems differently and come up with new solutions that go beyond and improve existing alternatives. It was essential to understand the importance of moving outside of the box and look at all the different aspects of a problem. With our overall theme focusing on the San Luis Obispo community, the main design goal was to create and rebrand the Design Educator's Conference based on the beauty San Luis Obispo has to offer.

## Interest in the Project

As a team of dedicated and creative Graphic Communication majors in a wide range of concentrations, we came together to reach one common goal – inspire through design. This project was an opportunity for our team to apply our design thinking skills to a real-world project. It has allowed us to express our passion for design while incorporating our love for the SLO community. This project was a chance for our team to understand the experience, situation and emotion of the customer we are designing for, and the idea that there is a wide variety of processes and tools people customize to serve their needs. Through this process, we were interested in learning how design can influence people's perception when they adopt new technology, discover new solutions and develop different expectations. As designers, we understand that design is the representational dialogue between people and products, services and systems encountered in everyday human experience. This project gave us the opportunity to dive deeper into this relationship.

# 1 **Affinity Mapping**

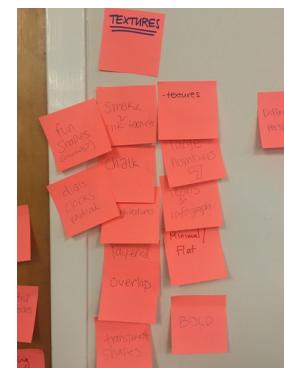
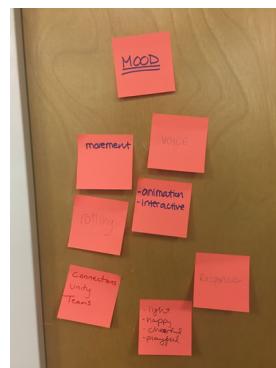
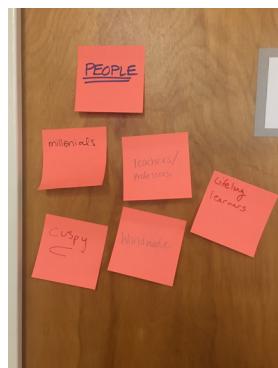
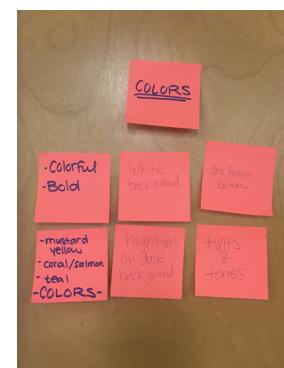
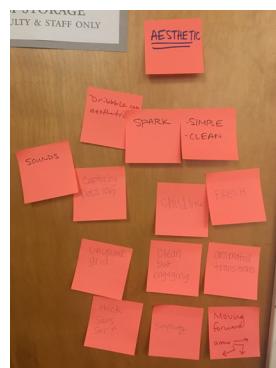
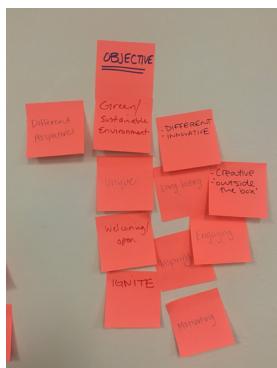




The affinity mapping tool challenged us to think outside the box; it helped us move beyond our habitual thinking and pre-conceived categories in our head. However, we realized that because we are all designers, we had a tendency to come up with similar words. In the first 10 minutes of brainstorming, we were quick to add words to the wall but as time went on, the process forced us to think of words that weren't related to design. As we narrowed down the words into categories, we began to lean towards a bold nature colors, which began our design thinking for the theme of the conference.

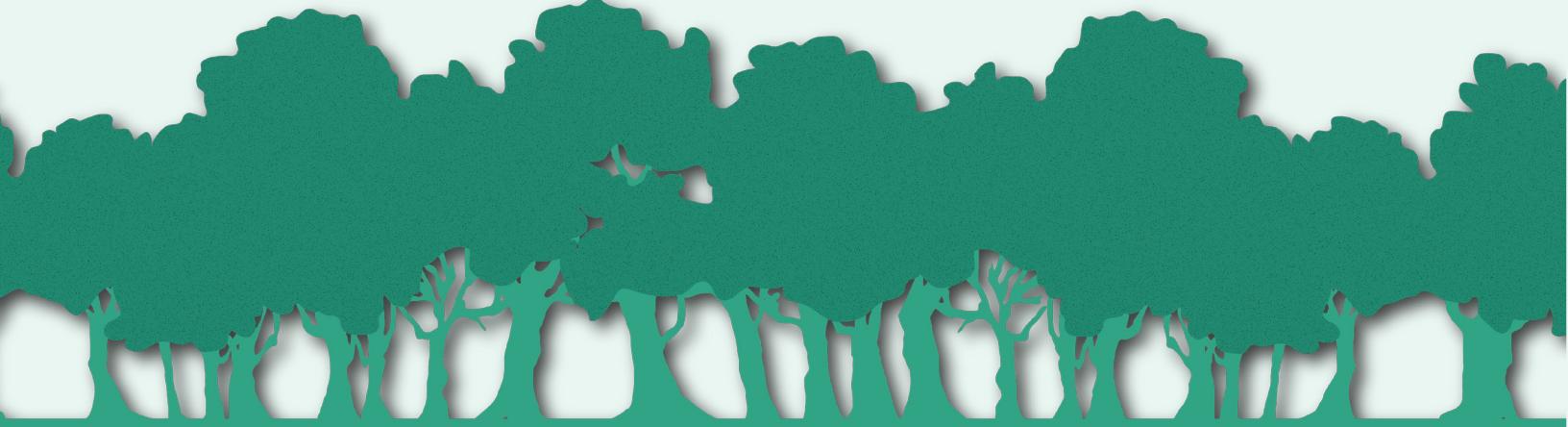


## Affinity Mapping split into categories





# Personas



# Josh Branch

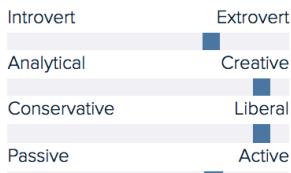
Xtensio



*"Tame design is often wicked in disguise"*

Age: 39  
Work: Assistant Professor  
Family: Dating, Gay  
Location: Pittsburgh, PA  
Character: Leader

## Personality



charismatic sensitive brilliant

## Goals

- Contribute to design profession via lecture
- Get inspired by peers
- Learn more about Transition Design and newer design theories
- Escape to better weather for a while!

## Frustrations

- When content is boring and not innovative
- Learning more about how to design — he's been designing for 20 years and is interested in the bigger world of design theory

## Bio

Josh is Assistant Teaching Professor at the Carnegie Mellon University School of Design, where he has focused on design fundamentals, web design, visual communication, and cross-media design systems. He is an independent designer focused on design strategy, user experience, user interface, branding, and web design.

Prior to establishing his design studio, he lived in Milwaukee WI where he worked at startups and in agencies on established and emerging consumer and business-to-business brand and content strategy, web strategy, and SEO.

## Motivation

Incentive



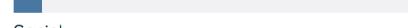
Contribute to Profession



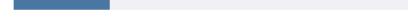
Growth



Power



Social

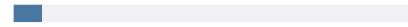


## Brands



## Preferred Channels

Traditional Ads



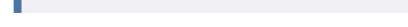
Online & Social Media



Referral



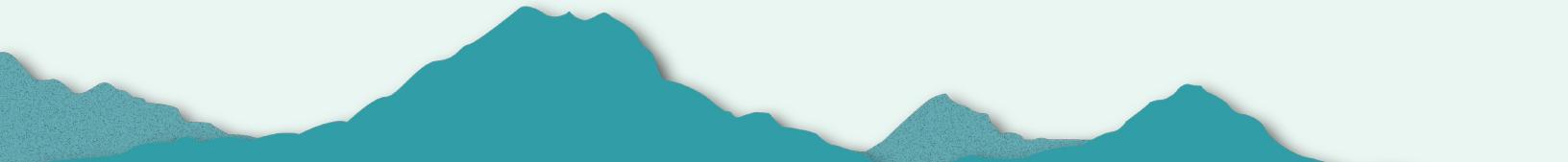
Guerrilla Efforts & PR



Personas were created based on our research in order to represent the different user types that could potentially use our website in a similar way. Personas have helped us understand our users' needs, experiences, behaviors and goals. Initially, we didn't fully recognize the amount of different needs and expectations that different people have, but by doing so, it has helped us identify with the user we are designing for. Based on the personas we created, we designed a website centered around their pains and gains. This tool has made the design task at hand less complex, guiding our ideation processes, which in turn helped us achieve the goal of creating a good user experience for our target user group.



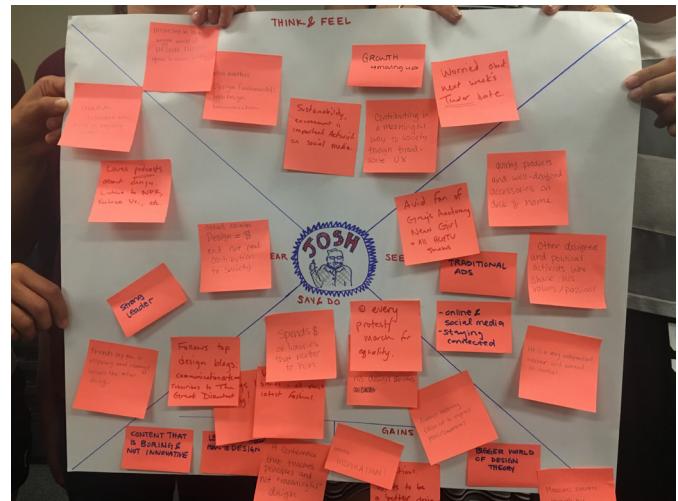
# **Empathy Map**





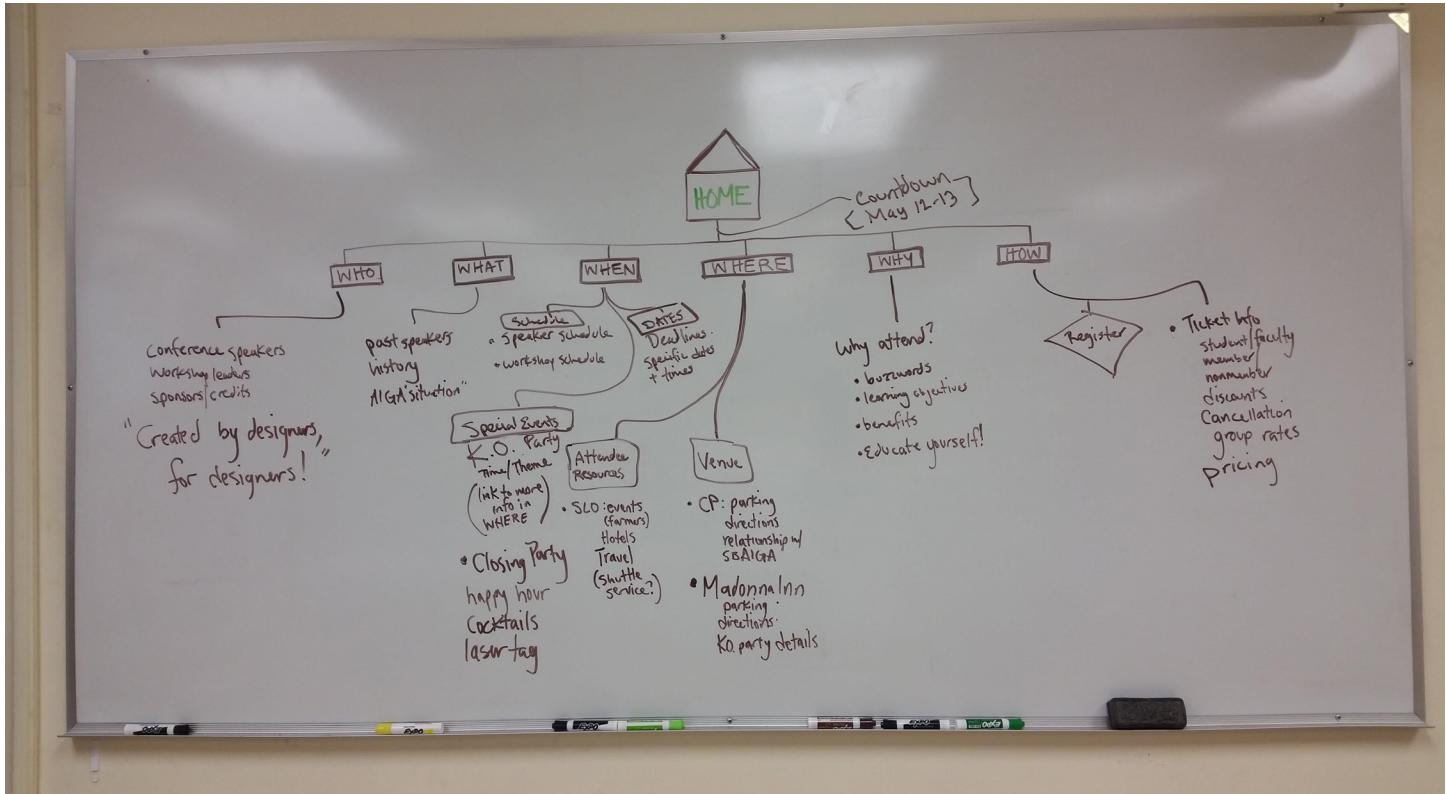
To develop an empathy map, our team focused on our personas, Josh Branch, a 40-year-old freelance web designer. The empathy map helped us identify the things we did not know about our users, helping us can carry out new research to fill in those gaps. At times, we found ourselves losing site of the targeted users wants and needs. Understanding the pains and gains of the user are a vital part to the design thinking process because if the service does not fulfill their needs, we lose the customer. One insight our team realized was in order to successfully connect with our user, we must identify with others and adopt their perspective. We found ourselves focusing on only the user's job title rather than their actual tasks, motivations, and goals beyond their career.





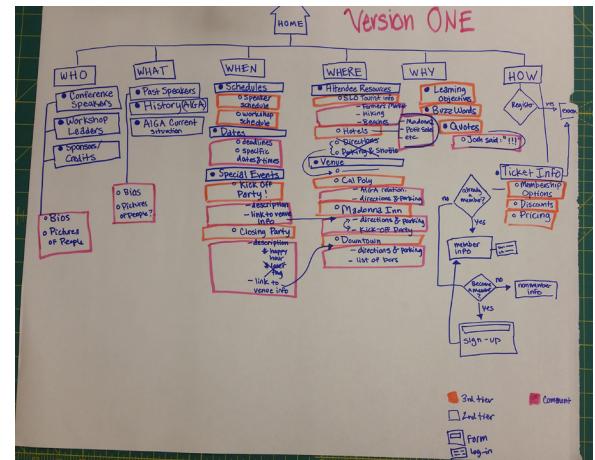
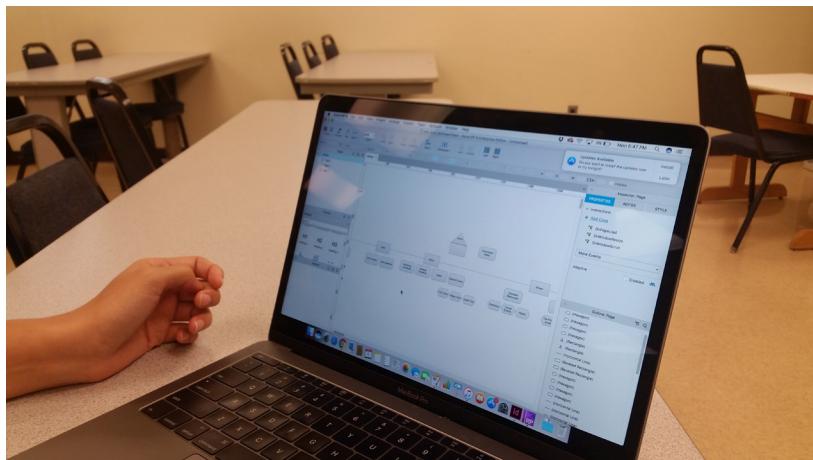
# Information Architecture

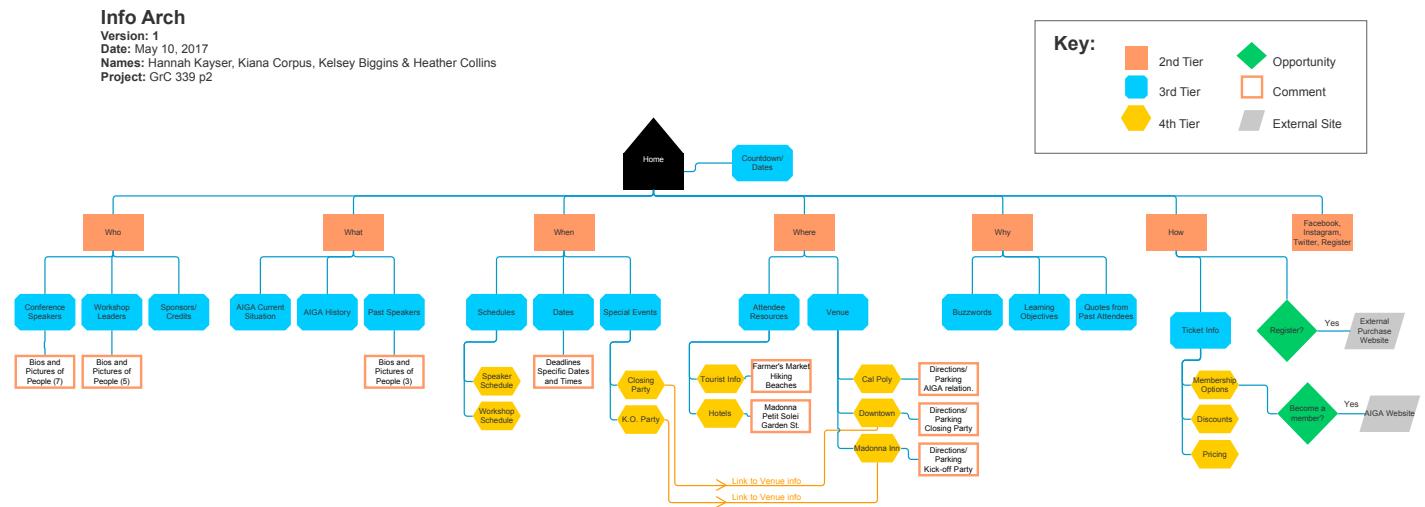




Creating an information architecture layout for our website design was an extremely helpful tool in the development of this project. Prior, we had pages of information that we planned to add in. However, we came to the realization that we must cut down the excess information on each page and only reveal that utmost necessary things our service has to offer. It helped us organize and simplify information, while designing information spaces and creating easier ways for people to find and interact with content. Through this tool, our goal was to create the website layout in a simplistic way that will help users understand and manage information within the website. Our team recognized that we do not only design individual information spaces using this tool but also tackle strategic aggregation and integration of multiple spaces across websites, channels and platforms.

# Building Information Architecture on Axure based off our handdrawn rough draft





# 5 Branding



# reTHINK DESIGN

*AIGA* Design Conference

Branding is one of the most crucial parts of a business. In the beginning, we saw branding as only a name, symbol or design that identified the service of our company. We had the idea to completely redesign the AIGA brand. But after much trial and error, we learned that in today's industry, brand is more complex; it's the perception that a consumer has when they hear or think of a service. Branding is similar to a moving target that evolves with the behavior of consumers as if it is a mental picture of how we are represented in the consumer's eyes and how our brand is influenced by the elements, words and creativity that surround it. To catch the attention of our targeted users, we created a design in which each internal page of the website represented an area of the SLO community. Doing so created a connection between the user and the service, making intriguing them to navigate through the website. Additionally, shades of blue, green and teal were incorporated to create a welcoming and calm nature-like theme. We learned that branding is not only about getting our target market to select us over our competition, but about getting them to see you as the only solution to their needs.

## Branding Process/ Brainstorming



design thinking:  
activating change in education

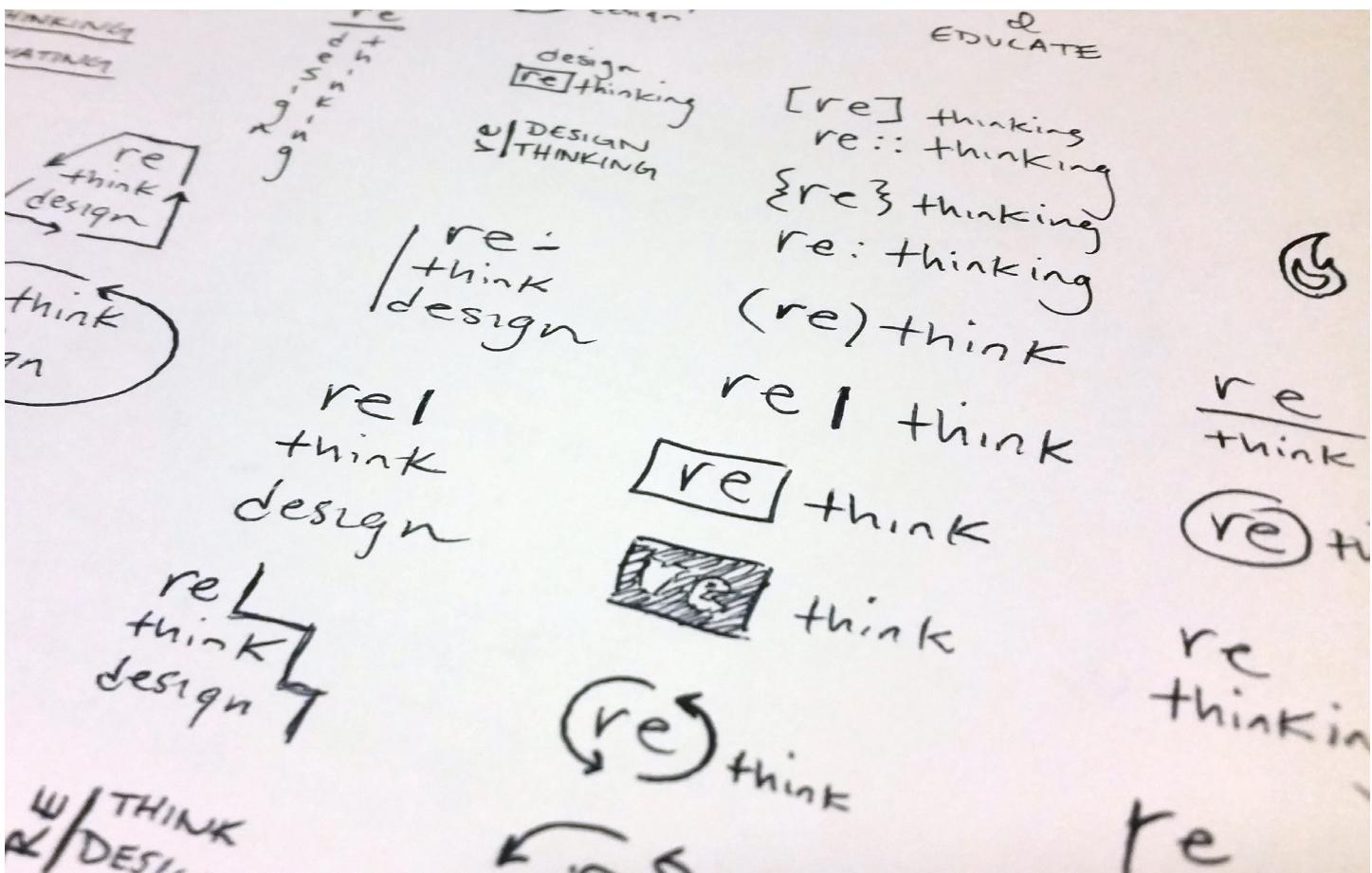


AIGA



re **THINK**  
**DESIGN**





# Finalized Color Scheme and Brand

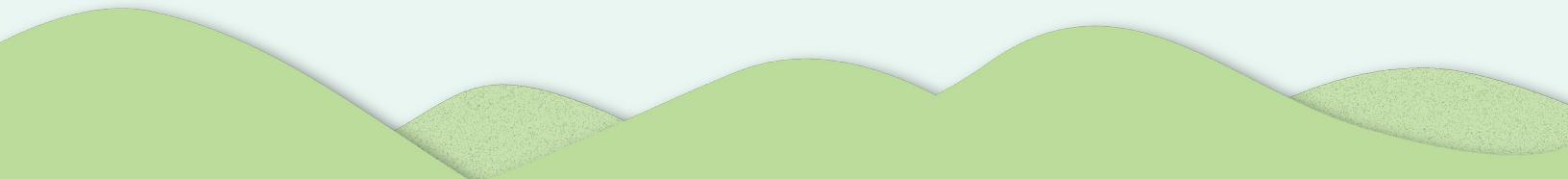
# reTHINK DESIGN

*AIGA Design Conference*



# 6

# HTML Email

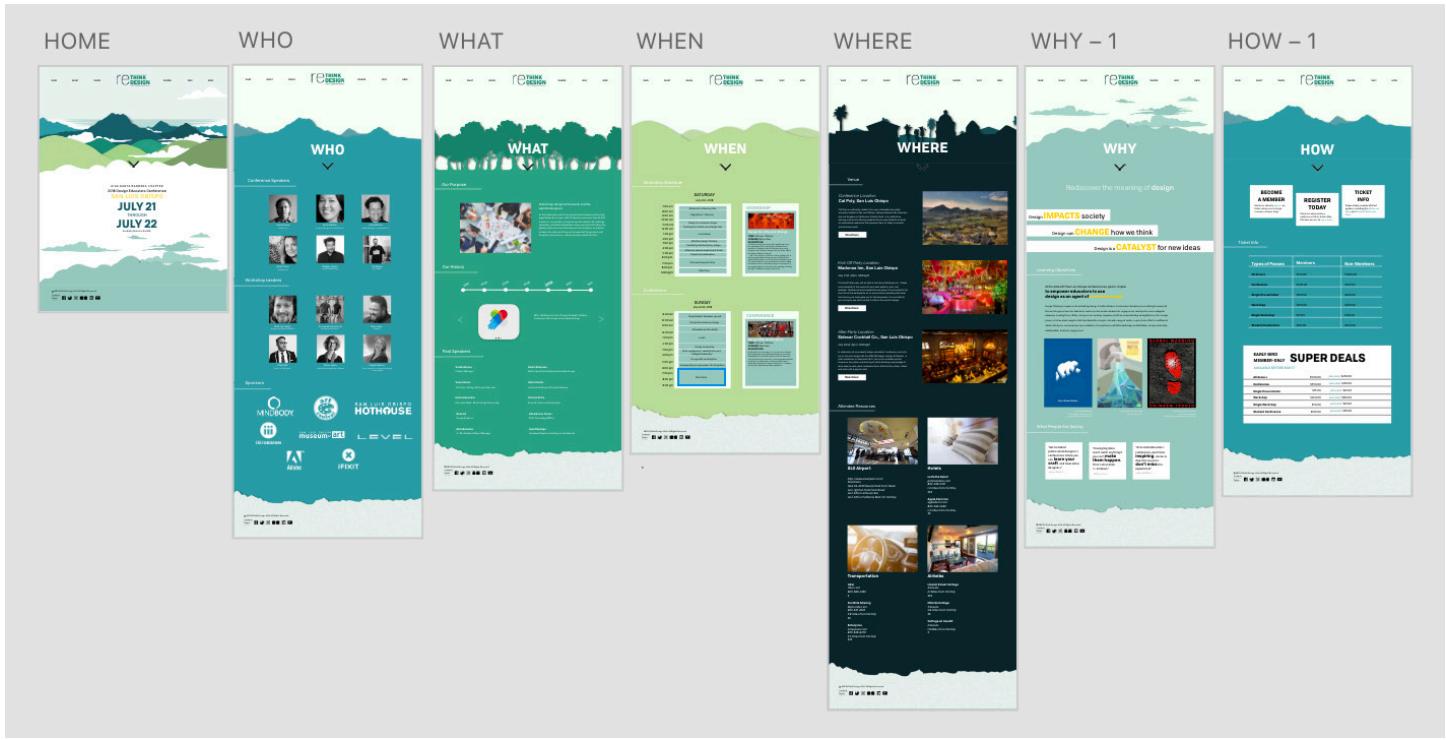




The design and execution process of an HTML email comes with many factors that can affect an email's ability to show up the way it was originally intended. Creating an HTML email design taught us that almost every email client displays HTML differently because each client has its own unique way it interprets the code. Although issues can arise, we learned it is highly adaptable when executed correctly. The design of our email focused on simplicity in a way that only the necessary information was presented while still eye-catching enough for the user to want to visit the rest of the website and purchase a conference ticket. Similar to web pages, the layout of an HTML email is critical in determining where the user's focus is directed. However, given the limited constraints of an email landscape, we learned that an emphasis should be placed on how all the elements of the message fit together while catching the attention of the targeted user, such as the amount of information shown. HTML email allows us to target multiple groups and adapt the content accordingly. As the digital marketing world is constantly evolving, this type of platform has the ability to respond quickly to any changes.

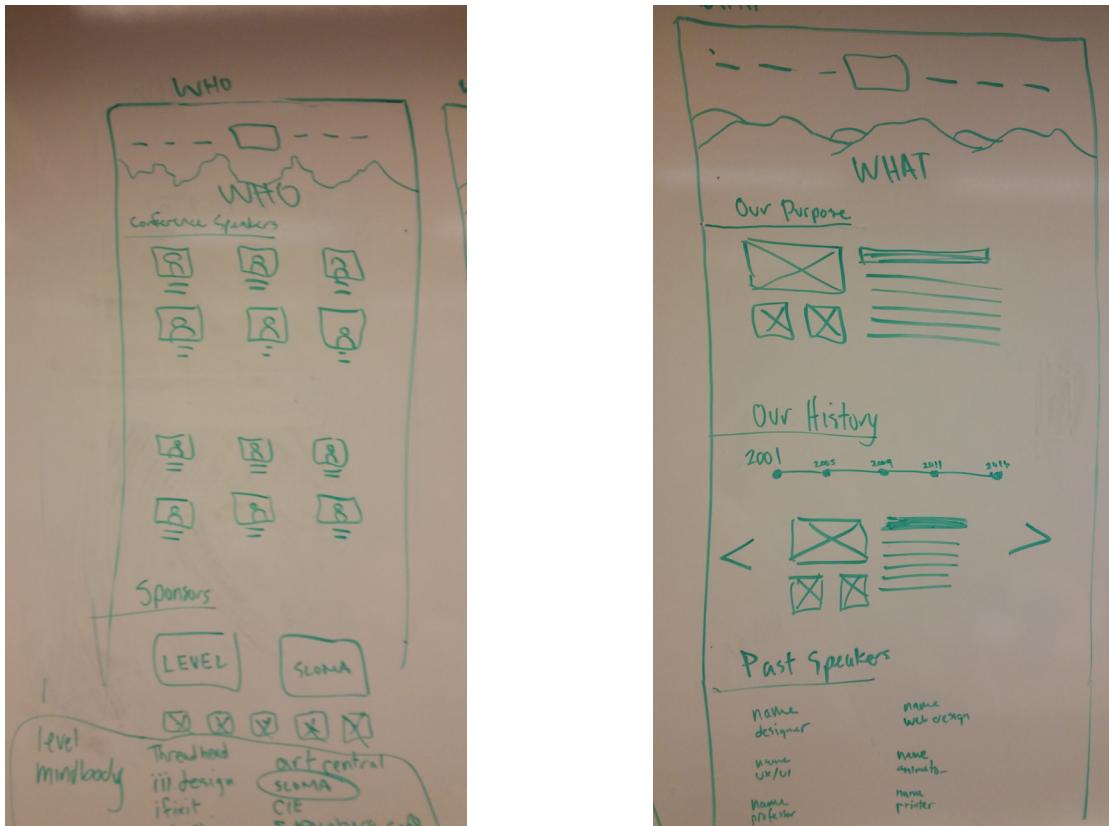
# 7 **Prototype**

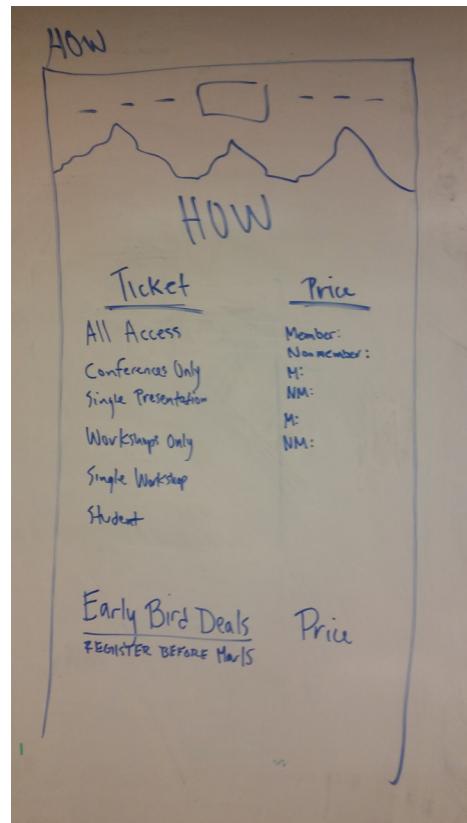
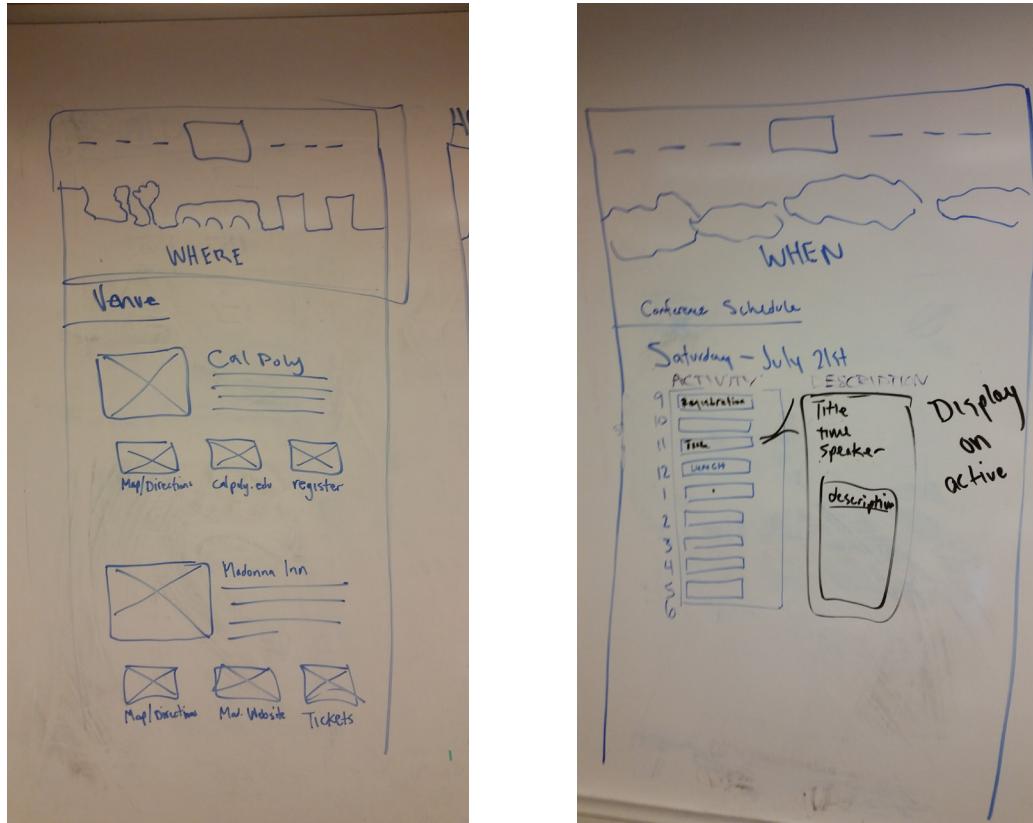




Adobe XD was used to create the prototype for our website. Our goal was to develop the basic navigation of our website, thinking about the user experience rather than the design aspect. Sometimes we became carried away with the design but learned to think about what content lives on what pages, not how it looks on the page. Prototyping a website is interactive to the point that all elements can be navigated, manipulated and adjusted. Using this tool, our objective was to embody the line of thinking by stepping into the user's shoes and focusing on structure, content, cross-linking and navigation. It allowed us to build an interactive website while having the ability to evaluate and work through usability issues without design getting in the way. After finalizing our prototype, we were able to test and change any issues that arose. Receiving feedback from peers opened our eyes to see navigation and layout issues that we may have looked over. Many peers expressed how the incorporation of a drop down menu from the navigation bar would make it easier for users to use the site. Creating a prototype expanded our ability to communicate and collaborate with our target users about how pages should function and interact with each other.

# Process Sketches





# Adobe XD Prototype



WHO      WHAT      WHEN      WHERE      WHY      HOW

# reTHINK DESIGN

## WHO

**Conference Speakers**

David Carson  
Art Director

Emily Pilloton  
Produ in Design, Executive Director

Isaac Mizrahi  
Fashion Designer, Creative Director

Paula Scher  
Art Educator

Philippe Starck  
Architectural Design

Tim Brown  
CEO of IDEO

**Workshop Leaders**

Elliot Jay Stocks  
Designer, Speaker and Author

Fernando & Humberto  
Contemporary Furniture

Bruce Mau  
Designer

Chip Kidd  
Book Cover Designer

Ellen Lupton  
Author, Bloomberg View columnist

Virginia Postrel  
Senior curator of contemporary design,  
Cosmopolitan

**Sponsors**

MINDBODY

art central

SAN LUIS OBISPO HOTHOUSE

(iii) DESIGN

SAN LUIS OBISPO museum of art

LEVEL

Adobe

iFixit

© 2017 ReThink Design, AIGA. All Rights Reserved.  
Contacts Terms [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [YouTube](#)

WHO      WHAT      WHEN      WHERE      WHY      HOW

# reTHINK DESIGN

## WHAT

**Our Purpose**

AIGA brings design to the world, and the world to designers

As the profession's oldest and largest professional membership organization for design—with 70 chapters and more than 26,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force. From content that defines the global practice to events that connect and catalyze, we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future.

**Our History**

1995      2000      2004      2008      2010      2014      2017

2010 - AIGA launches the "Design for Good" initiative, a movement for design-driven social change

**Past Speakers**

<b>Sarah Ahrens</b> Finance Manager	<b>Albert Brennan</b> Professor of Industrial and Interaction Design
<b>Sean Adams</b> Art Center College of Design Professor	<b>Alicia Combs</b> Art Center College of Design Professor
<b>Keira Alexandra</b> Co-heads Work - Order Design Partnership	<b>Vincent Price</b> General Services Administrator
<b>Reza Ali</b> Design Engineer	<b>Alina De Los Torres</b> Chief Technology Officer
<b>Nick Bazarian</b> X-Rite Pantone Project Manager	<b>Amir Pandya</b> director of machine intelligence at Autodesk

© 2017 ReThink Design, AIGA. All Rights Reserved.  
Contacts Terms [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [YouTube](#)

**WHO** **WHAT** **WHEN** **reTHINK DESIGN** **WHERE** **WHY** **HOW**

# WHEN

Workshop Schedule

**SATURDAY**  
July 21st, 2018

7:00 am	Madonna Inn Morning Hike
8:00 am	Registration / Welcome
9:00 am	Design for a massive change
10:00 am	Teaching Co-Creation as a Design Tool
11:00 am	Lunch Break
1:00 pm	(Re)Think Design Thinking
2:00 pm	Facilitating interdisciplinary design
3:00 pm	Afternoon session break (snack time!)
4:00 pm	Unpacking collaboration.
5:00 pm	Chamisal Vineyards Wine
6:00 pm	After Party
7:00 pm	
8:00 pm	
Midnight	

**SUNDAY**  
July 22nd, 2018

9:00 am	Registration/ Welcome speech
10:00 am	Design for a massive change
11:00 am	Education and Creativity
12:00 pm	Lunch
1:00 pm	Design Leadership
2:00 pm	Civic engagement, social justice and ecological advocacy
3:00 pm	Design with no discipline
4:00 pm	Incorporating design across the disciplines
5:00 pm	
6:00 pm	
7:00 pm	
8:00 pm	
9:00 pm	After Party

2017 ReThink Design, AIGA. All Rights Reserved.  
[Contact](#) [Terms](#) [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [YouTube](#)

**WHO** **WHAT** **WHEN** **reTHINK DESIGN** **WHERE** **WHY** **HOW**

# WHERE

Venue

**Conference Location:**  
**Cal Poly, San Luis Obispo**

Cal Poly is a nationally ranked, four-year, comprehensive public university located in San Luis Obispo, halfway between San Francisco and Los Angeles, California's Central Coast. It is a distinctive learning community offering academically focused students a hands-on educational experience that prepares them for today's scientific and technical world.

[Directions](#)



**Kick-Off Party Location:**  
**Madonna Inn, San Luis Obispo**

The kick-off after party will be held at the famous Madonna Inn. Please come dressed for the event with your best patterns, pink, and sparkles! Refreshments and appetizers are going to be provided at the event. All you need to do is bring about \$20-\$30 to have fun and maybe even treat yourself to some food or drink. It is our hope that you are coming to see what we had to offer to the world of design.

[Directions](#)



**After-Party Location:**  
**Sidecar Cocktail Co., San Luis Obispo**

In celebration of a successful design educators' conference, we invite you to mix and mingle with the attendees and speakers - a cross-section of the creative industry. Sidecar also has cocktails and her d'oumess, fun prices, and dancing all night. Decorating a percentage of drink sales to next year's conference fund. Attire is fancy dress - black and white with a pop of color!

[Directions](#)



Attendee Resources

**SLO Airport**  
<http://www.sloairport.com/>  
**Directions:**  
 take CA-227N toward Tank Farm Road  
 turn right on Tank Farm Road  
 turn left on Johnson Ave  
 turn left on California Blvd. till Cal Poly  
**Hotels**  
**Le Petite Soleil**  
[petitessoleilcalifornia.com](http://petitessoleilcalifornia.com)  
 12 miles from Cal Poly  
 \$\$\$  
**Apple Farm Inn**  
[applefarminn.com](http://applefarminn.com)  
 0.6 miles from Cal Poly  
 \$  
**Transportation**  
**User**  
[Uber](http://uber.com)  
 805-589-2565  
 \$  
**For Ride Sharing**  
[MyFurn.com](http://myfurn.com)  
 805-547-2225  
 3.8 miles from Cal Poly  
 \$  
**Enterprise**  
[enterprise.com](http://enterprise.com)  
 805-546-6270  
 5.7 miles from Cal Poly  
 \$  
**Airbnbs**  
**Lincoln Street Cottage**  
 4 Guests  
 2.1 Miles from Cal Poly  
 \$\$\$  
**Outside Cottage**  
 4 Guests  
 2.6 miles from Cal Poly  
 \$\$  
**Cottages on Caudill**  
 2 Guests  
 1.6 Miles from Cal Poly  
 \$  

© 2017 ReThink Design, AIGA. All Rights Reserved.  
[Contact](#) [Terms](#) [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [YouTube](#)

WHO      WHAT      WHEN      WHERE      WHY      HOW

**WHY**

Rediscover the meaning of design

Design **IMPACTS** society

Design can **CHANGE** how we think

Design is a **CATALYST** for new ideas

**Learning Objectives**

At the AIGA 2017 San Luis Obispo Conference our goal is simple: **to empower educators to use design as an agent of societal change.**

Design Thinking is a process for activating change. Creative thinkers in numerous disciplines are realizing the power of this and designers have the tools to be leaders in discussions about civic engagement, social justice and ecological advocacy. Leading these efforts, designers are not only empowered with an understanding and agility to use the design process, but we also recognize that transformative designs, at a wide range of scales, require team effort. In addition to double blind peer-reviewed paper presentations, the conference will offer workshops on facilitation, design leadership, collaboration, and civic engagement.

 stop climate change

 TREASURE WATER, A VALUABLE RESOURCE.

 GLOBAL WARNING

Polar/Global Warming  
High School Graphic Design Class  
College of Art and Design, Boston

UC Berkeley poster promoting water conservation  
University of California, Berkeley  
Moholy-Nagy University of Art and Design

**What People Are Saying**

"Get to attend professional designer's conferences where you can **learn your craft** and meet other designers."  
~James Daftner

"Having big ideas aren't worth anything if you can't **make them happen**. That's what AIGA is all about."  
~Whitney Perez

"At an AIGA Educators' conference, you'll hear **inspiring** stories & dive into sessions. **don't miss** this experience!"  
~Jamie McManus

© 2017 ReThink Design, AIGA. All Rights Reserved.  
Contacts Terms [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [YouTube](#)

WHO      WHAT      WHEN      WHERE      WHY      HOW

**HOW**

**BECOME A MEMBER**  
Members not only **pay less** on tickets also receive design resources all year long!

**REGISTER TODAY**  
Members who purchase conference tickets before May 17th have access to **super deals**.

**TICKET INFO**  
Choose from a variety of ticket options, including the **All Access Pass** and **Student Conference Pass**.

**Ticket Info**

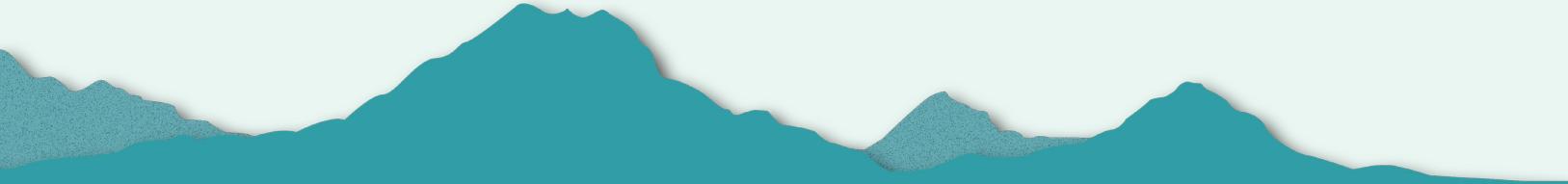
Types of Passes	Members	Non-Members
All Access	\$750.00	\$1000.00
Conference	\$500.00	\$700.00
Single Presentation	\$100.00	\$200.00
Workshop	\$350.00	\$500.00
Single Workshop	\$75.00	\$150.00
Student Conference	\$150.00	\$250.00

**EARLY BIRD MEMBER-ONLY SUPER DEALS**  
AVAILABLE BEFORE MAY 17

All Access	\$500.00	<i>you save</i> \$250.00
Conference	\$350.00	<i>you save</i> \$150.00
Single Presentation	\$75.00	<i>you save</i> \$25.00
Workshop	\$250.00	<i>you save</i> \$100.00
Single Workshop	\$50.00	<i>you save</i> \$25.00
Student Conference	\$100.00	<i>you save</i> \$50.00

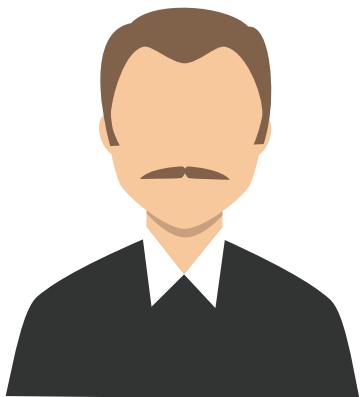
© 2017 ReThink Design, AIGA. All Rights Reserved.  
Contacts Terms [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [YouTube](#)

# 8 **Scenarios**



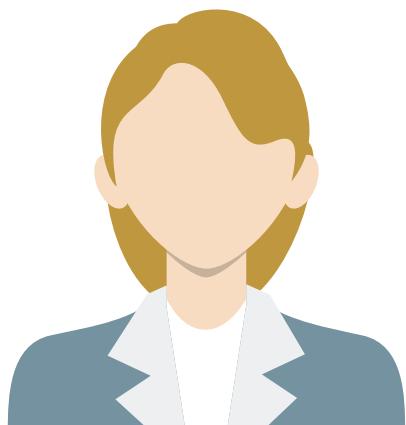


We created scenarios for a set of users which included their work context and a set of tasks to perform. This tool helps users do the things they want to do, blending a researched description of real-life tasks with an imaginative look at our service through technology can better support those tasks at hand. The purpose of scenarios for our project was to depict a general activity in a well-defined setting that we could use as reference points to make decisions on our design. By placing our targeted users in real-life situations, it allowed us to see how different personalities and perspectives people have affect the way they navigate through a website. Through these scenarios, we were able to see the "big picture" of how a particular task gets done. Having a description of the fuller context in which people work allows us to think about issues as collaborative work and the diversity of resources people use to solve problems.



### **Josh Branch**

Josh Branch is a 40 year old freelance web designer living in Palm Springs, California. He owns a small studio and gets most of his clients through word of mouth and posting posters about his services in coffee shops and local businesses. His desire in life is to use design as a way to impact society and make the world a better place. A colleague recommends he attend the AIGA 2018 conference in SLO. After a quick google search he finds the AIGA Santa Barbara Chapter 2018 Conference website and finds the information to align with his personal values. He likes the playful aesthetics and simplicity of the website and enjoys looking at the Madonna Inn and Downtown Venue options.



### Lauren Prewit

Lauren Prewit just started her morning to find that three students emailed her asking to be added to her already full class. She is a full-time professor who has dedicated her life to inspiring students and helping them realize how impactful good design can be. For her, the challenge is balancing the mundane tasks of life, such as paperwork, grading, and staff meetings, with her overall vision and passion for life. She continues to check her email and sees an invitation to an AIGA conference in San Luis Obispo. The link takes her to the AIGA Santa Barbara Chapter 2018 Conference website. She eyes the design critically in spite of herself (the urge to critique is impossibly a part of who she is by this point in her career), but she is curious about the goals and conference. Lauren navigates to the clearly marked "Who" page and discovers that she personally knows some of the speakers. She then switches over to the "Why" page out of curiosity and acknowledges that the Learning Objectives align with her own personal values. The light colors depict the site and upcoming conference as a welcome escape from the mundane bureaucracy of the education system. She goes back to her email and makes a note on her calendar to register.



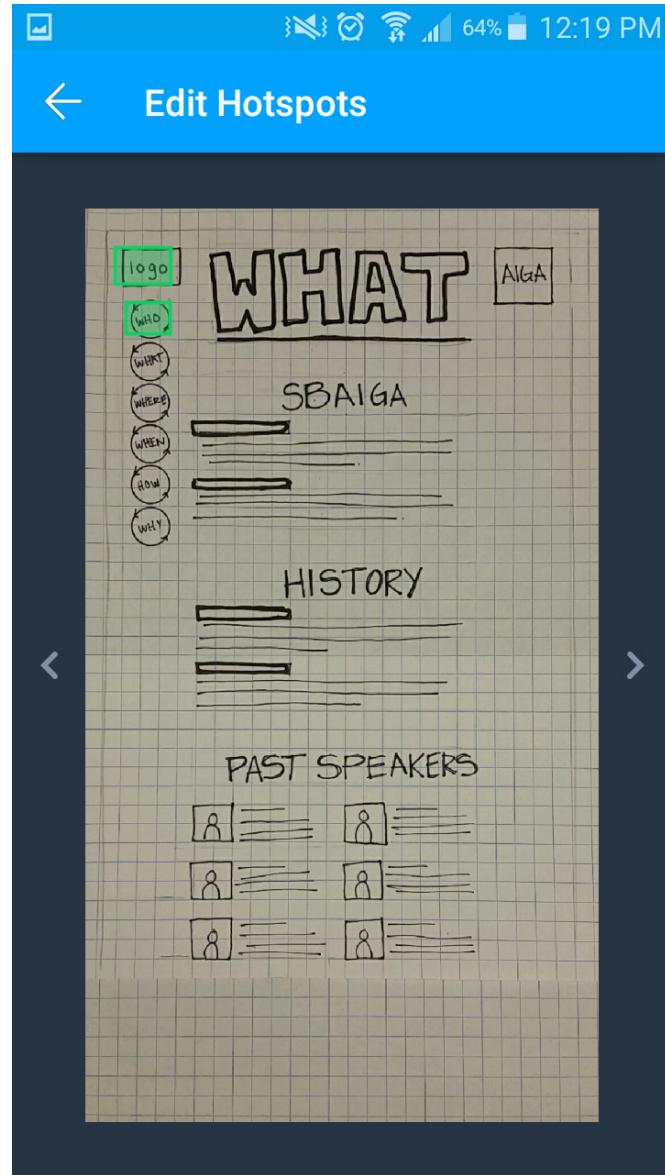
### Kulreet Chaudhary

Kulreet is a 25 year old Interaction Designer living in New York City. She is working full time, so she doesn't have a lot of time to spend looking through websites - she wants to be able to find the information she needs immediately without searching around for it. Kulreet prefers using websites and social media channels to get her information, so the re:think design website will be her primary channel to get info about the event and registration. After landing on the home page, Kulreet goes straight for the "Who" page to see who's going to be there and if the conference will be worth her limited time. Second, Kulreet makes her way to the "Where" page to see if she'll be able to make her way there during her busy schedule and if she'll be able to convince her employer to send her to the conference. Lastly, Kulreet will go to the "How" page to get info on pricing and how she can register. Kulreet is not analytical at all and is more big picture, so she will only take a look at the overall information before registering. Once her tickets are bought, she might come back to the re:think design page to get more details, but will likely rely instead on getting short snippets of info via the social media sites that she subscribes to after registering.



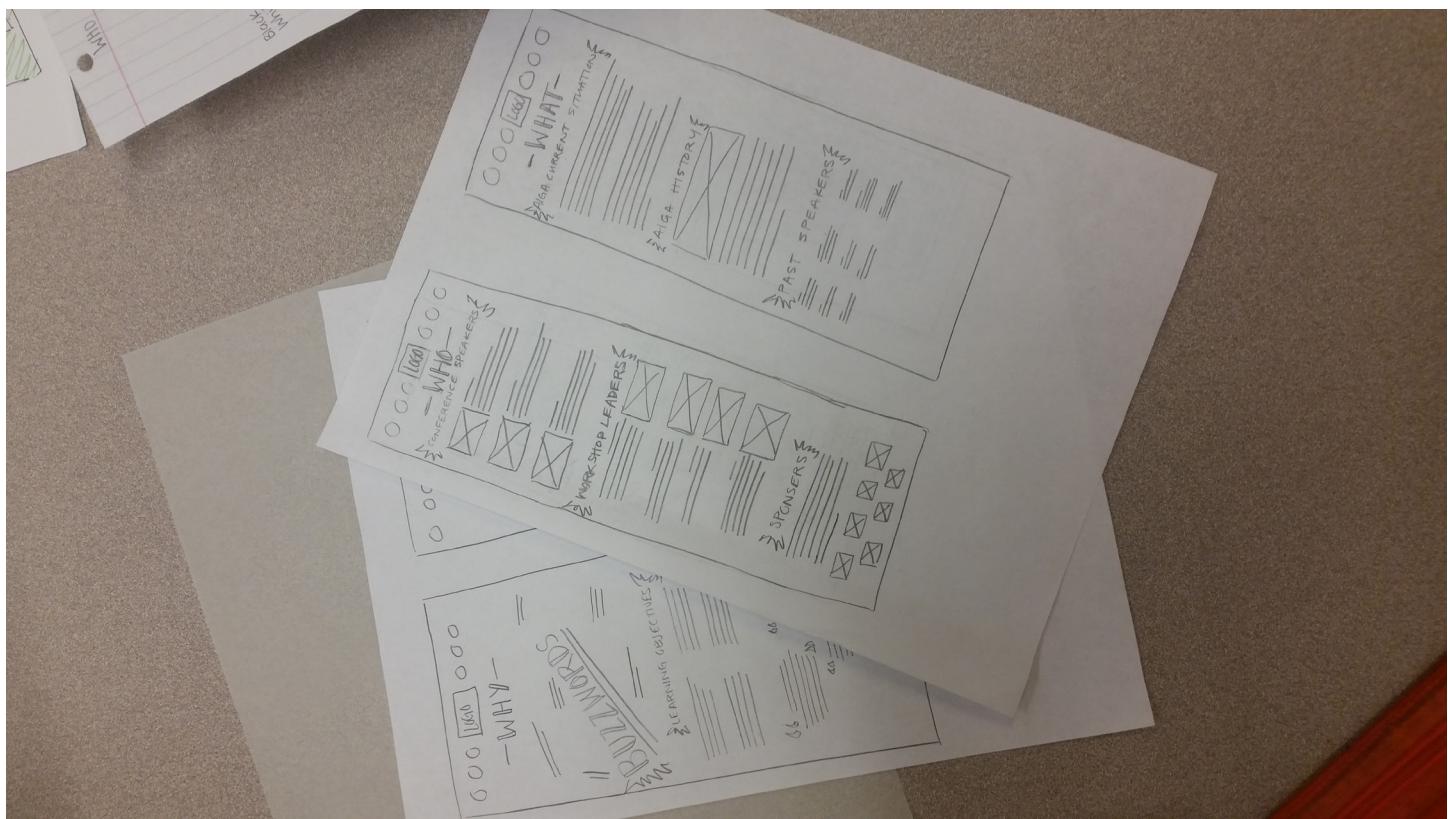
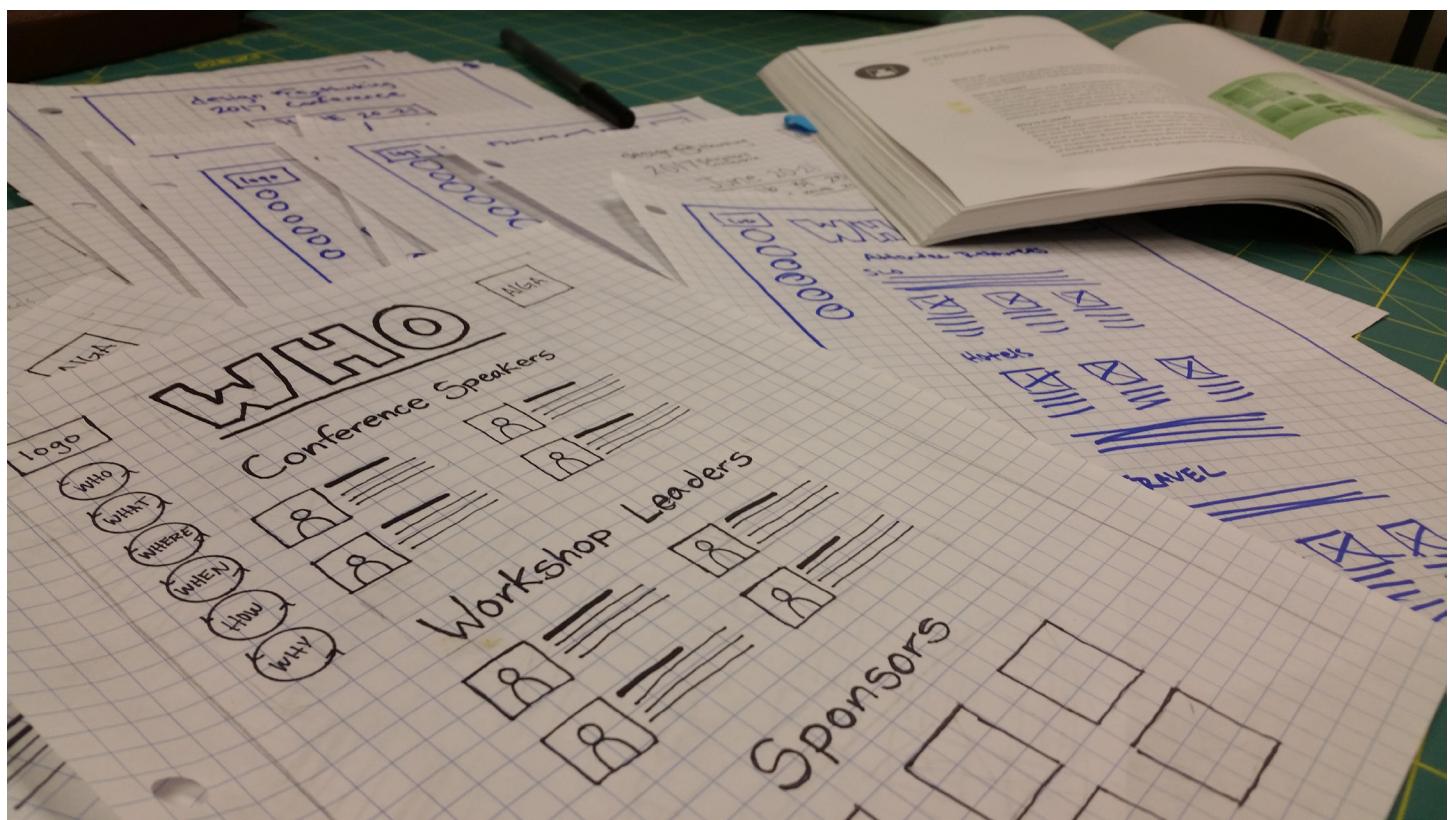
# **Method 1: Service Prototypes**



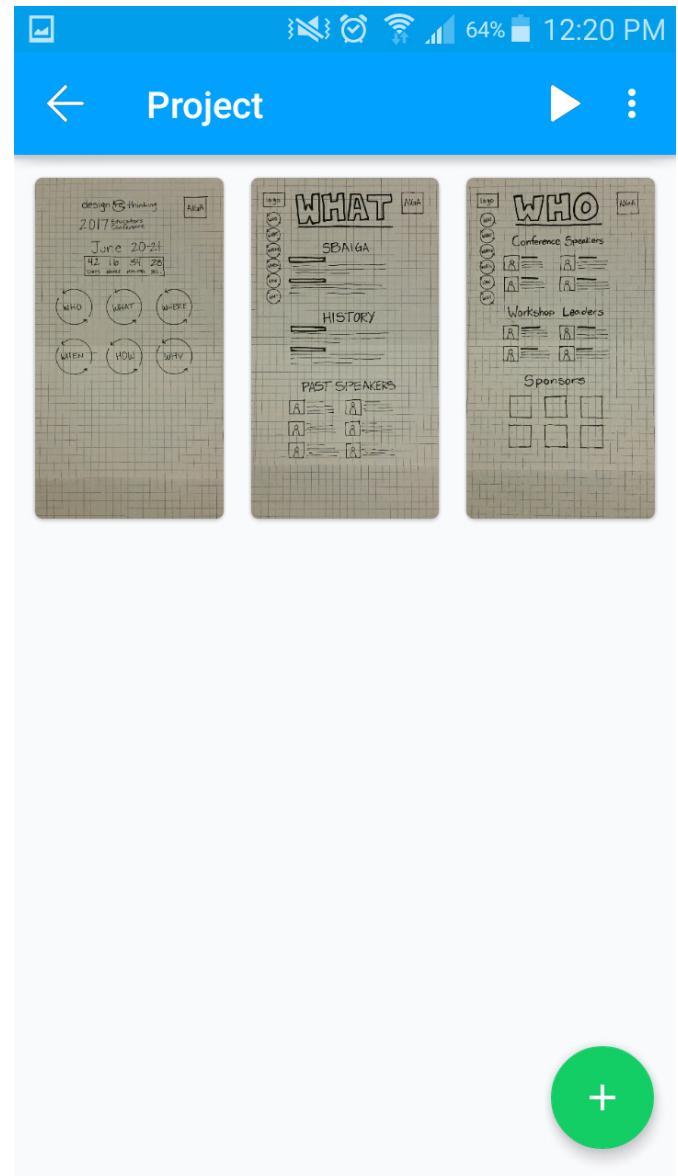
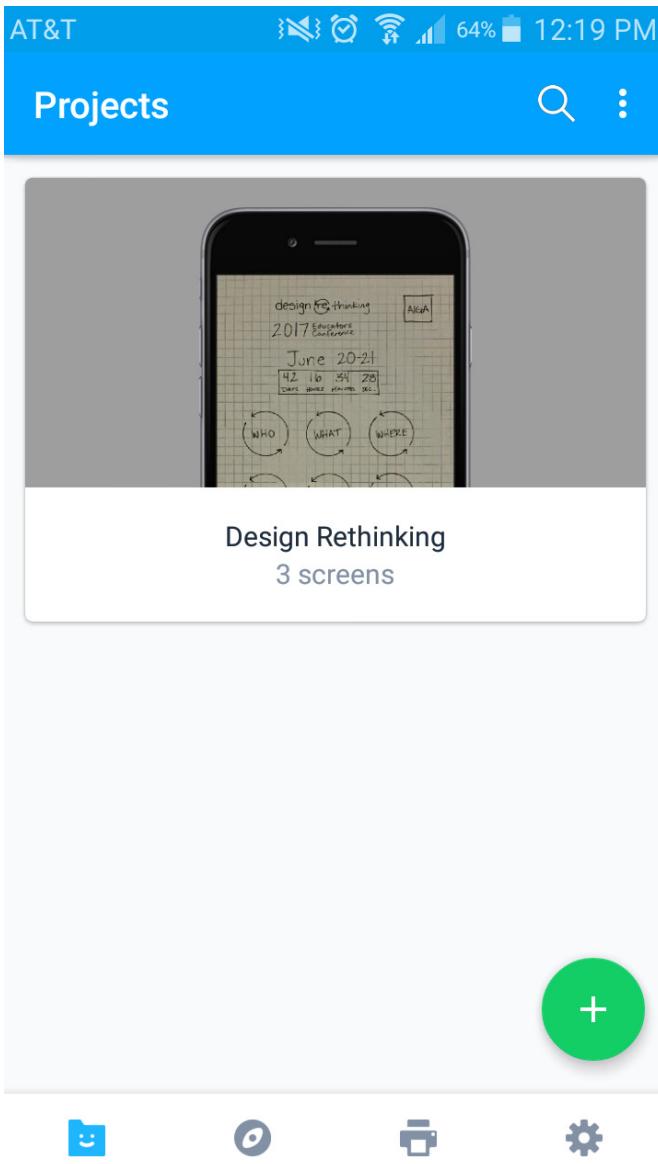


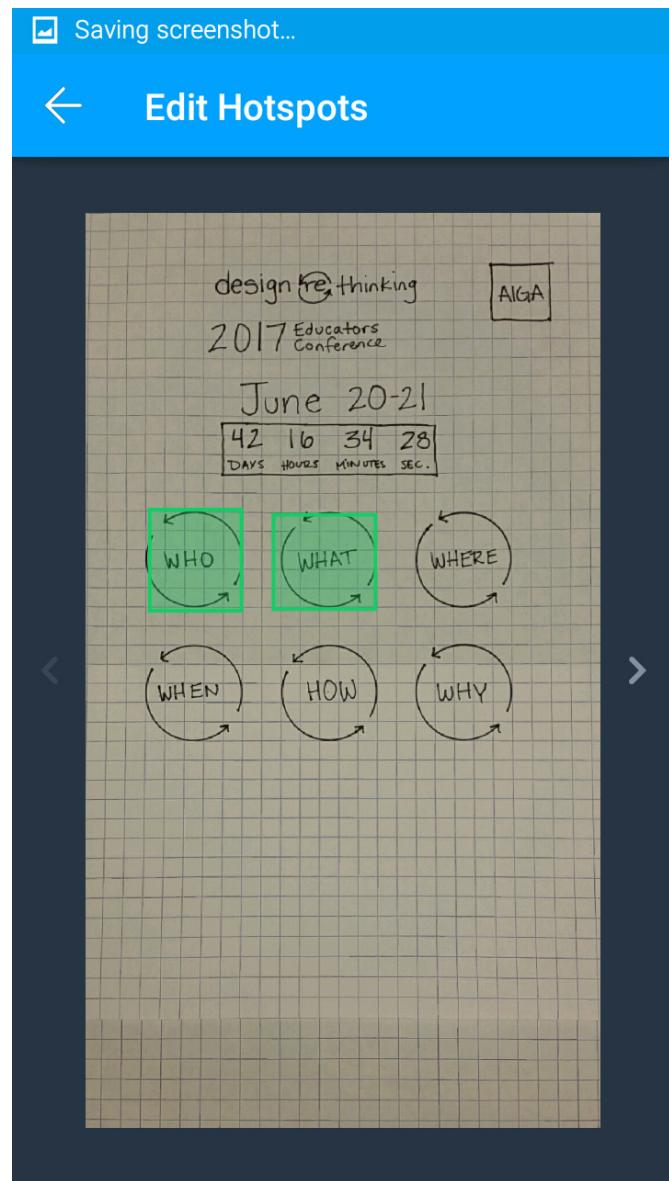
As designers, it was imperative that before we began to dive into the project, we needed to start from the beginning of the process and test our ideas to ensure they are the most effective way of accomplishing what we're working towards. To do so, we created paper prototypes using the POP App by Marble, which allowed us to immediately transform our sketches into an interactive prototype. This was a quick and easy way for our team to execute our design ideas without coding involved. This tool provided us with insight into the functionality of our design and highlighted any changes needed in order for our work to be more user-friendly. Based on our paper prototypes, we recognized that mobile platform must be condensed to make it easier for users to navigate on their phone. Service prototypes also helped iterate design solutions because they can quickly incorporate and test the ideas at an early stage of the design process.

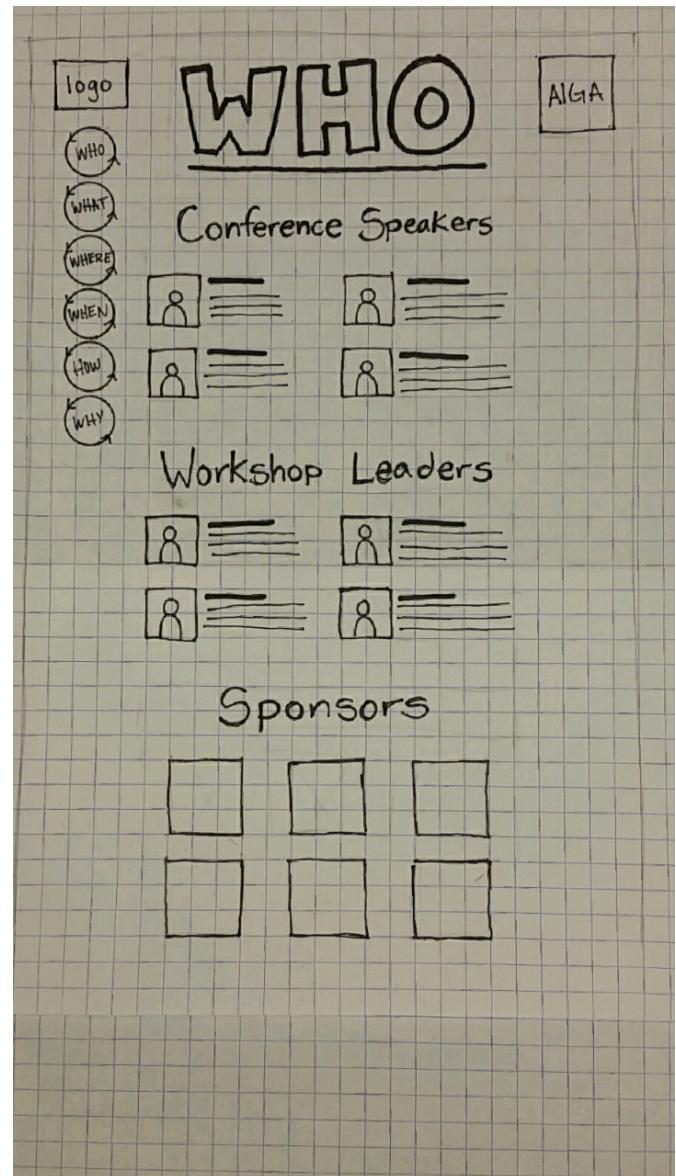
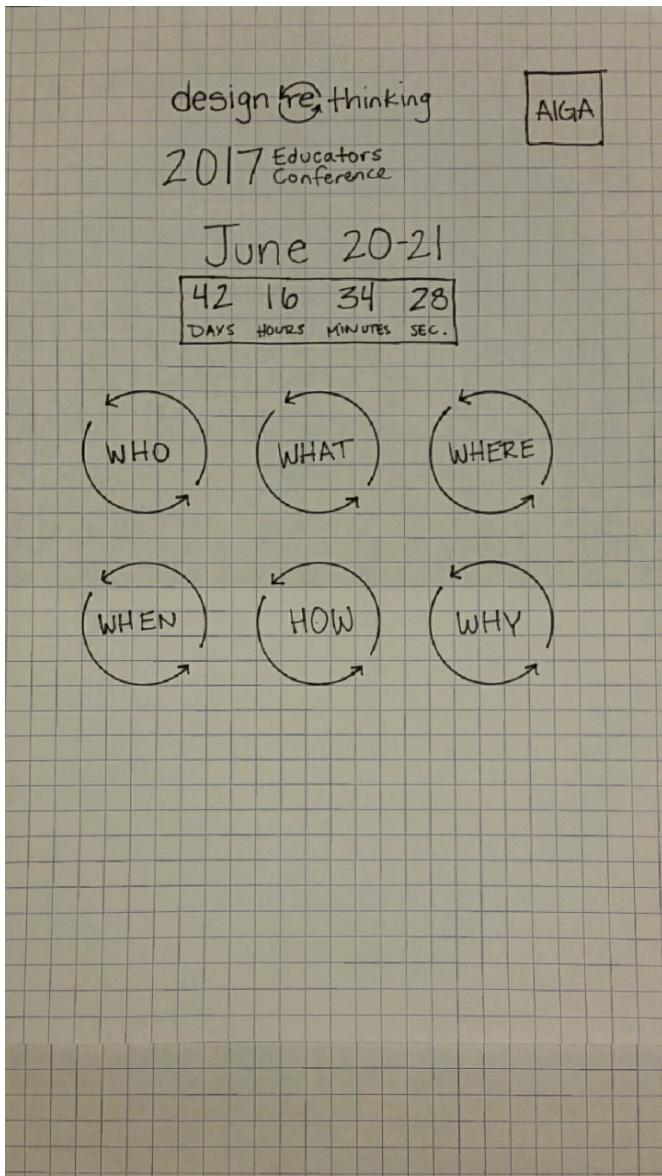
# Service Prototype Sketches



# Service Prototype using “Prototype on Paper” (POP) App



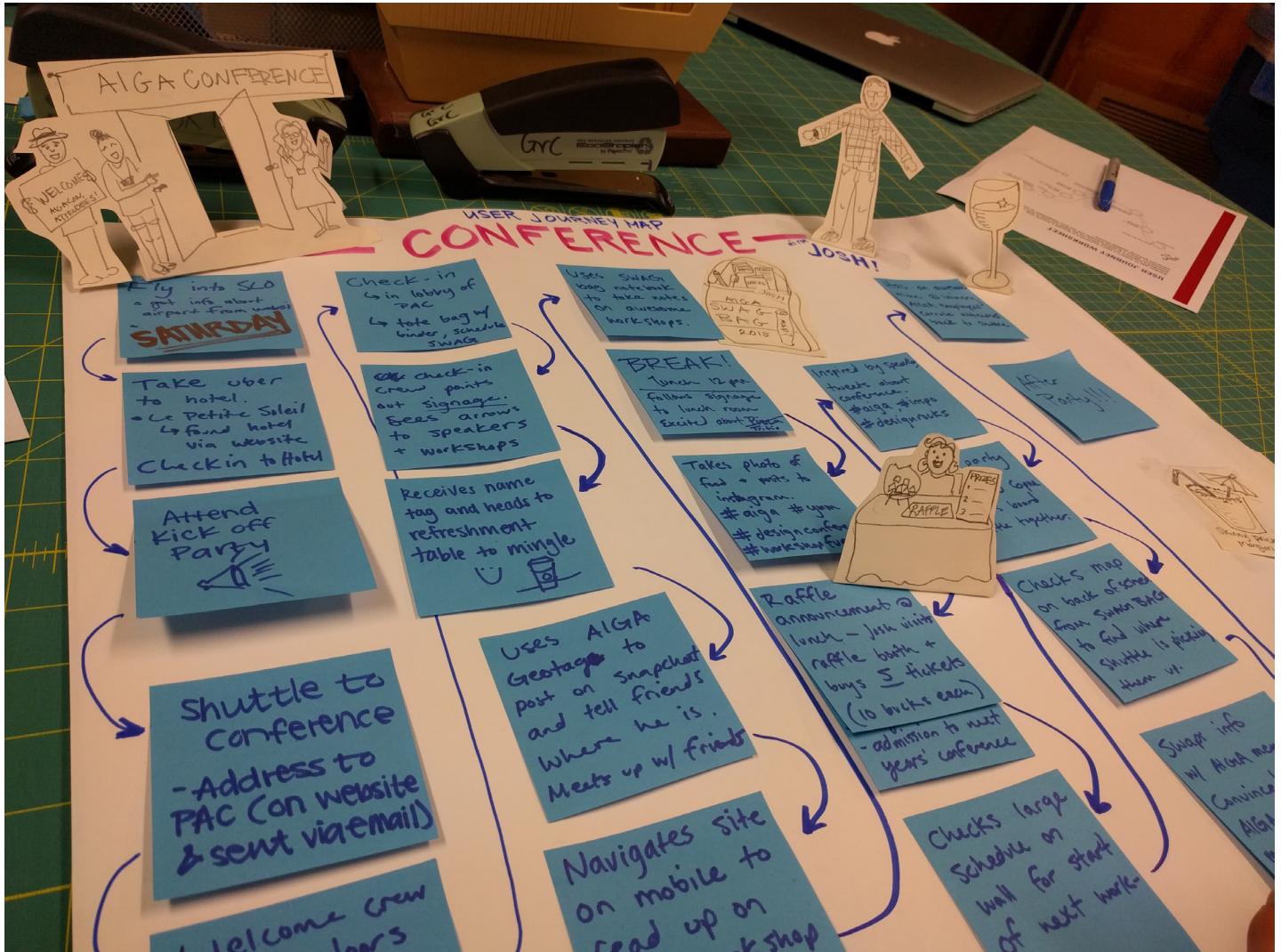




# 10

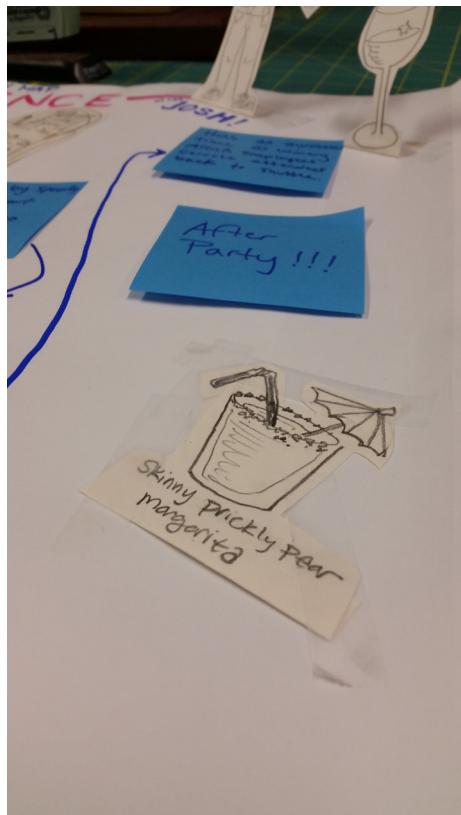
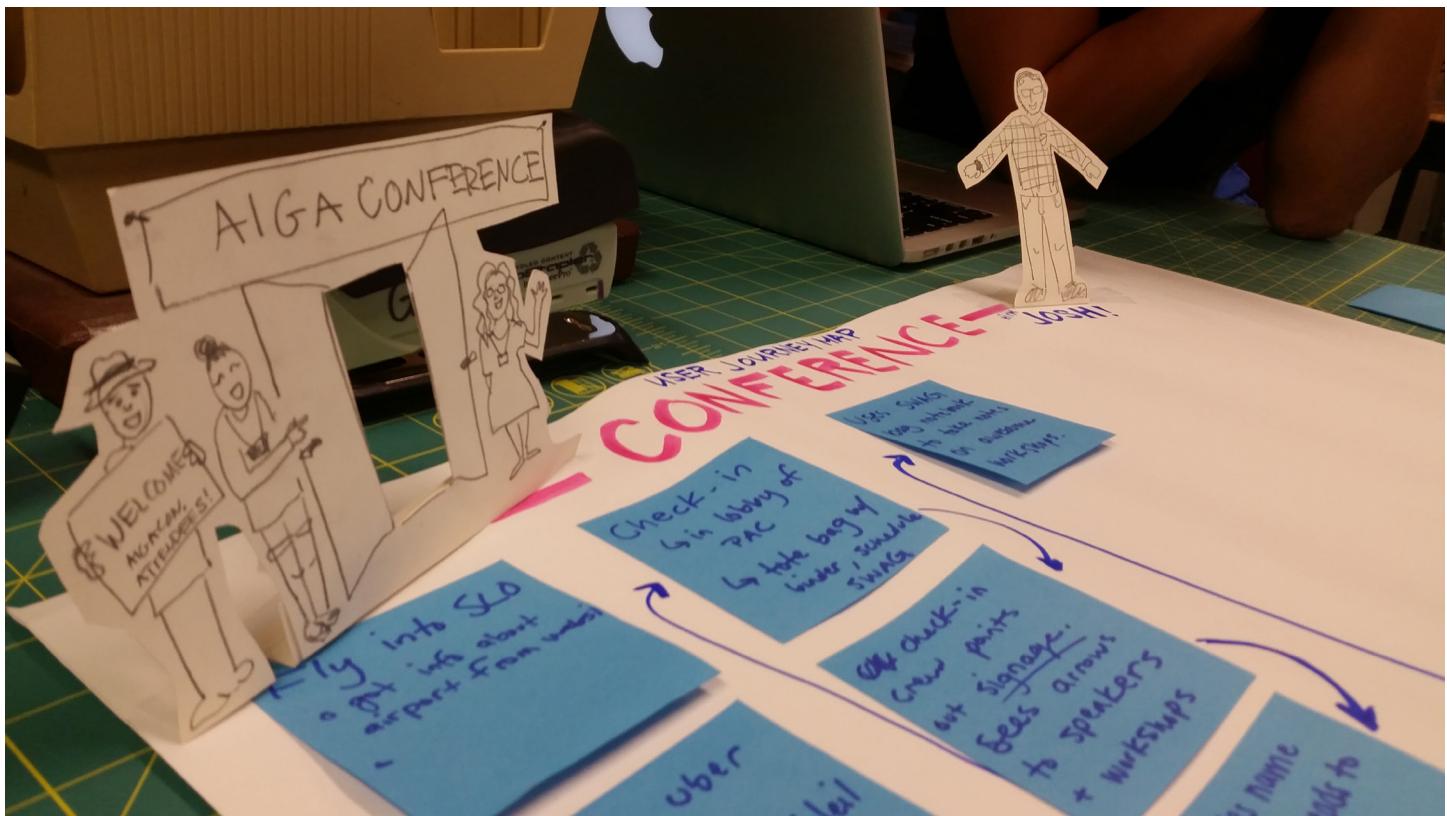
## **Method 2: Customer Journey Map**

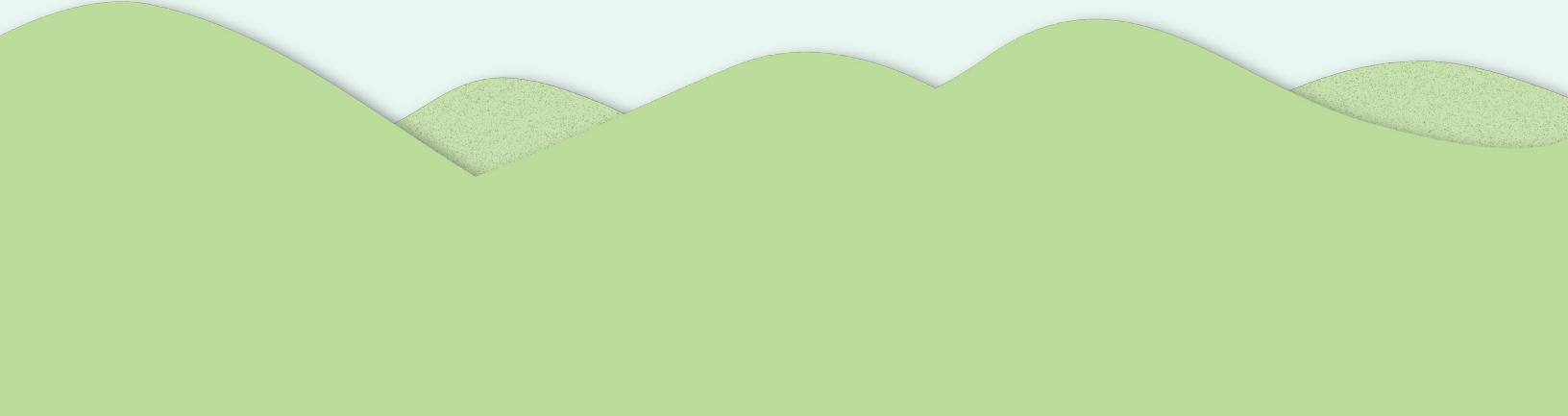




Customer journey maps highlight the course a user takes throughout his/her interactions with a service. In most cases, it begins with initial contact, follows with the engagement process and ends in a long-term relationship with that business. Mapping out a customer's course helped us focus on one part of the journey while helping us identify key interactions the customer has with the business, including user feelings, motivations, questions and what the user wishes to achieve. Our customer journey map focused on our key persona, Josh, where we took him through the AIGA conference from beginning to end. It began with him going online and browsing our website to purchase a ticket and ending with him at the final after party. In between, we identified touch points where users interact with the service. We incorporated many forms of interactions, such as technological choices through the app or face-to-face communications with other AIGA members. This tool allowed us to recognize the problem areas as well as opportunities for growth and innovation for our website design.

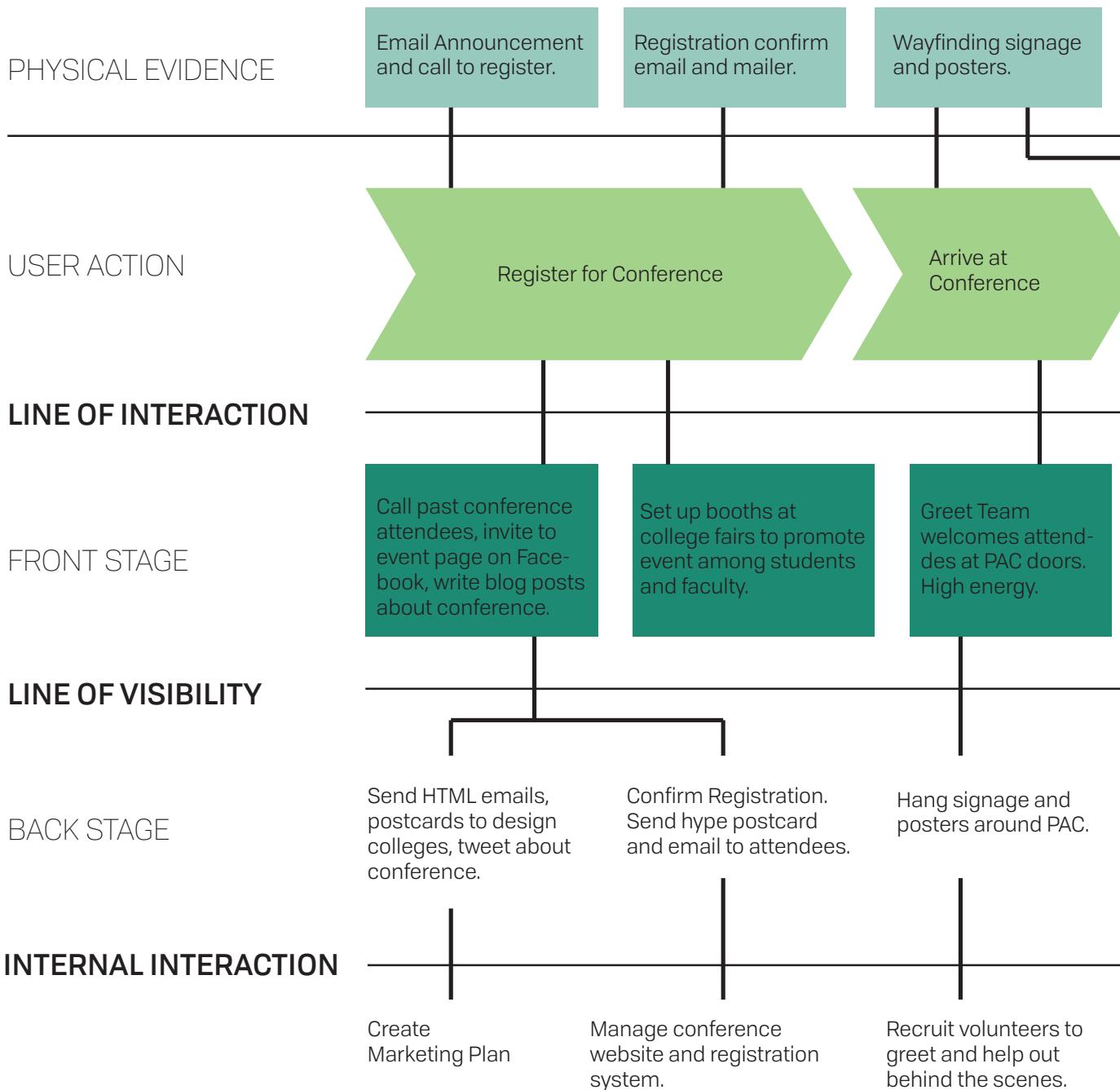


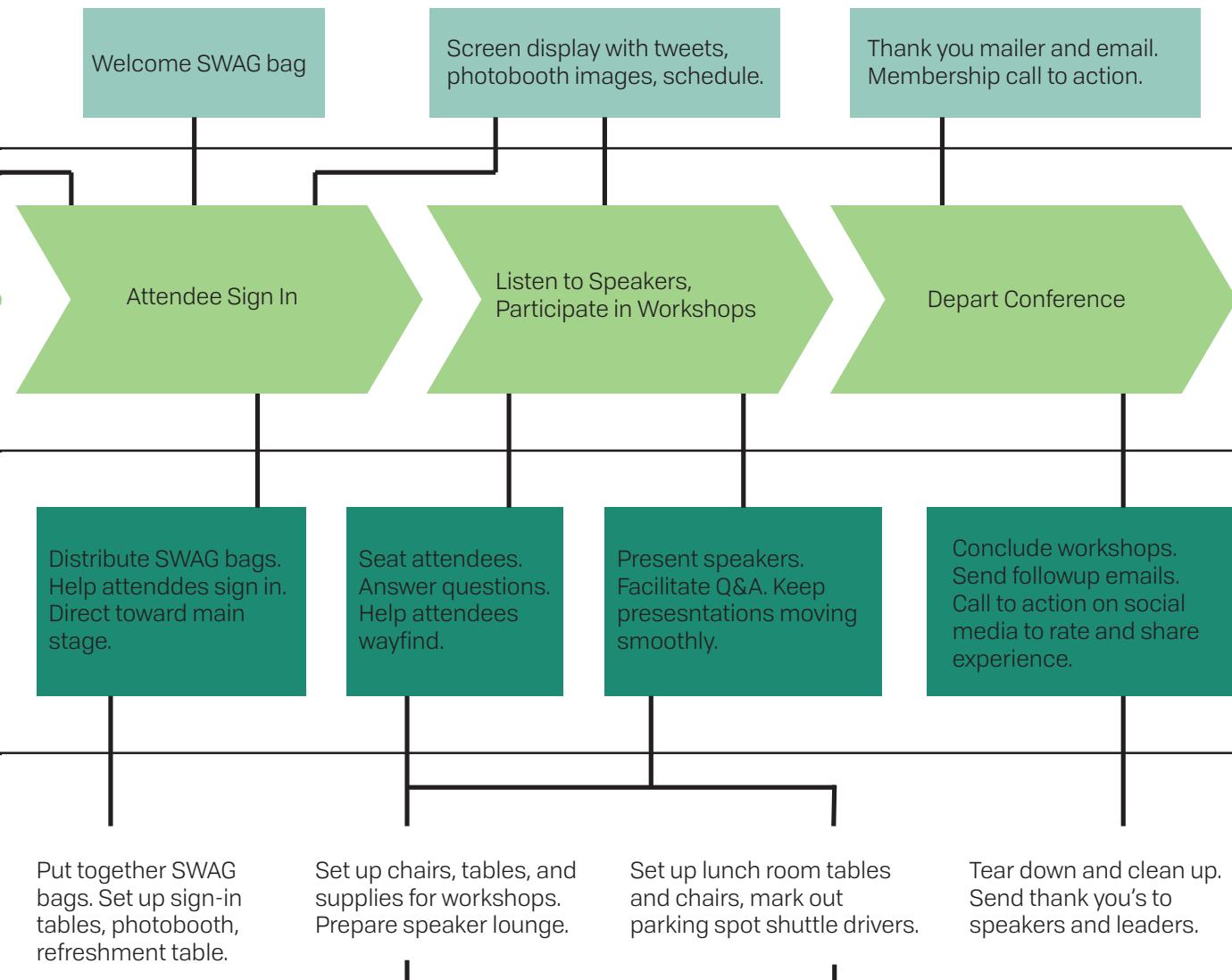




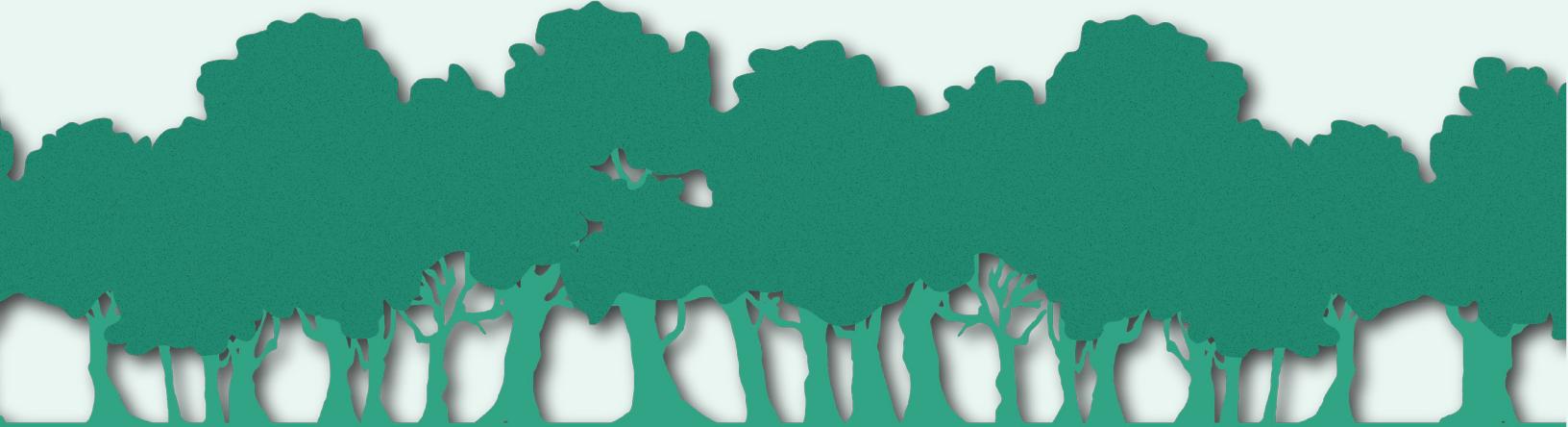
# Method 3: Service Blueprints

Service Blueprints reinforces a customer-oriented focus among employees. It is a tool used to specify each individual aspect of a service by capturing the experience of customers and organizational staff across physical and digital channels. It showed us the spaces that needed improved interactions between the AIGA members and the organization itself. This was a collaborative process in which our team was able to come together and create a shared awareness of each team's responsibilities. Service Blueprints helped us identify fail points, such as weak links of the service activities, and points that could be the target of quality improvement. The line of interaction between external customers and employees helped us recognize the customer's role by demonstrating a conscious decision on what customers should see and which employees will be in contact with customers, thus facilitating balanced service design. Looking back on the customer journey map helped form the final service blueprint and the interactions that made the journey possible.

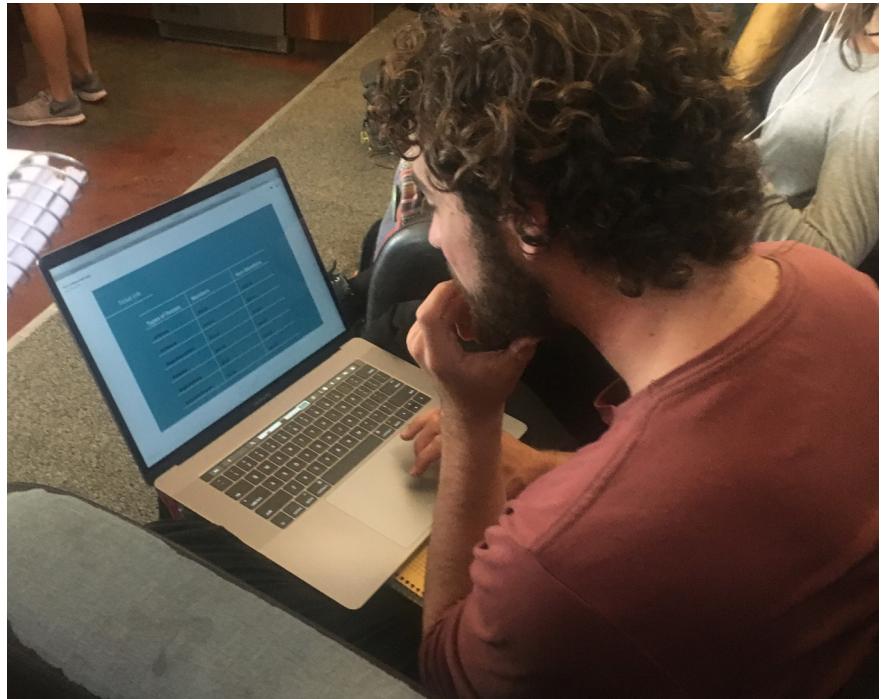




# 12 **Guerilla Testing**



Guerrilla usability testing presents itself as a technique for refining the user experience. It helped us validate, and invalidate, critical assumptions. Testing revealed navigational problems, which guided us to rethink other key points in the customer journey map and shape up the brand. Cal Poly students and faculty were given tasks to fulfill where our team focused on four questions: what needed to be tested, where do we test, with whom do we test, and how will we test. Breaking it down allowed us to quickly gather feedback from the user. We collected basic information about the user tested to see if their background has an influence on the choices they make. We learned it is important to always ask the user step-by-step of what's going through their head rather than answering questions they may have. We learned people in design testing situations often feel as if they are being tested rather than the product being tested. Guerrilla testing revealed that different people interact and perceive things differently, and that receiving a wide range of feedback is key to a successful website.



### **Participant #1**

**Sam Wilson**

**Occupation/Major:** Student, Computer Science

**Age:** 20

**Task 1: Find out what it would cost for an all access pass for a member to attend this conference.**

**Approx Time:** 13 sec

**Observations:**

Looked at "What" and "When" pages first when trying to find info

Scrolled down to footer and tried to click on LinkedIn icon

**Task 2: Find out which speakers will be at the conference.**

**Approx Time:** 10 sec

**Observations:**

Looked at past speakers first (under "what" page),

then realized they weren't the current speakers and then looked at the "who" page and found them immediately

**Task 3: Find out what time the first workshop will be held.**

**Approx Time:** 5 sec

**Observations:**

Found schedule under "When" page immediately,

then took a few seconds to examine schedule to find exact time

**Task 4: Find out where you could stay during the conference.**

**Approx Time:** 30 seconds

**Observations:**

Tried to find info under "How" page

noticed "super deals" and laughed

looked at the After Party info under "where" page, then mistakenly thought the Kick-Off Party picture of Madonna Inn was talking about hotels, then finally scrolled down and found "Petite Soleil" and other hotel info

**Feedback on your overall experience:**

Nav bar was "interesting," meaning he had never seen a website divide info like that before, intriguing but not intuitive

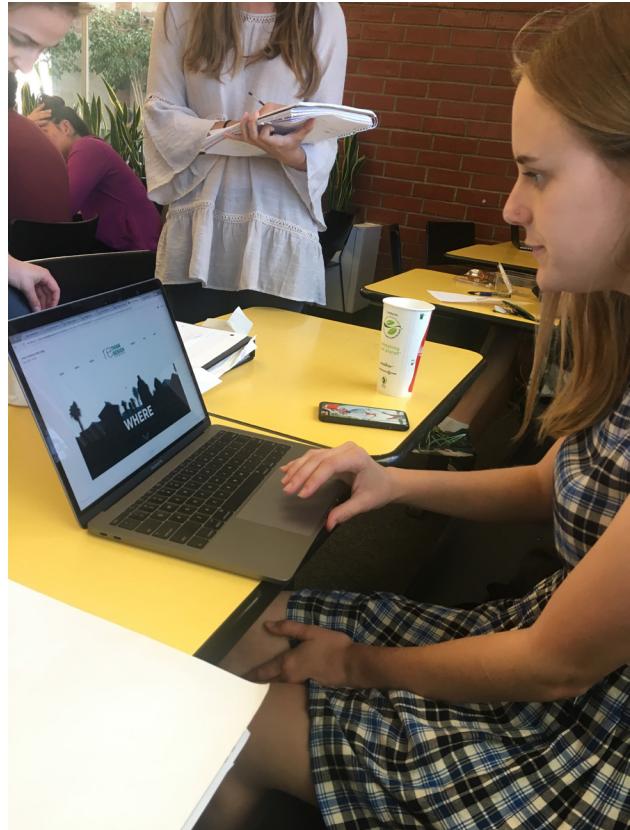
Sam said he wanted to have "our purpose" or "What is this" description immediately so he could figure out what the conference was

"Dope design"

Thought he could see the start of the words below peaking out so he knew to scroll down

**Would you consider going to this conference?**

N/A



**Participant #2**

**Madison Cheney**

**Occupation/Major:** Student, Psychology

**Age:** 19

**Task 1: Find out what it would cost for an all access pass for a member to attend this conference.**

**Approx Time:** 4 sec

**Observations:**

Solved each scenario quickly

Easily navigated between all pages

When asked to look for cost for all access pass, she immediately knew to go to When page, and when asked to find the time of the workshops, she navigated directly to When

Mentioned that information was straightforward

Unsure the purpose of website "don't know what it's about, but I would attend!"

Found overall layout and design aesthetically pleasing and clean

Didn't seem confused or lost

Task1 specifics: went immediately to how page, scrolled down, re-asked question, found data

**Task 2: Find out which speakers will be at the conference.**

**Approx Time:** 3 sec

**Observations:**

Said, "ok, so this will probably be under the Who page"

Enjoyed looking at the photos of speakers, recognized one speaker from Project Runway

**Task 3: Find out what time the first workshop will be held.**

Approx Time: 4 sec

Observations: Found info very quickly without significant difficulty

**Task 4: Find out where you could stay during the conference.**

Approx Time: 3 sec

Observations: Found info very quickly without significant difficulty

**Feedback on your overall experience:**

"Really cute website"

"Easy to use"

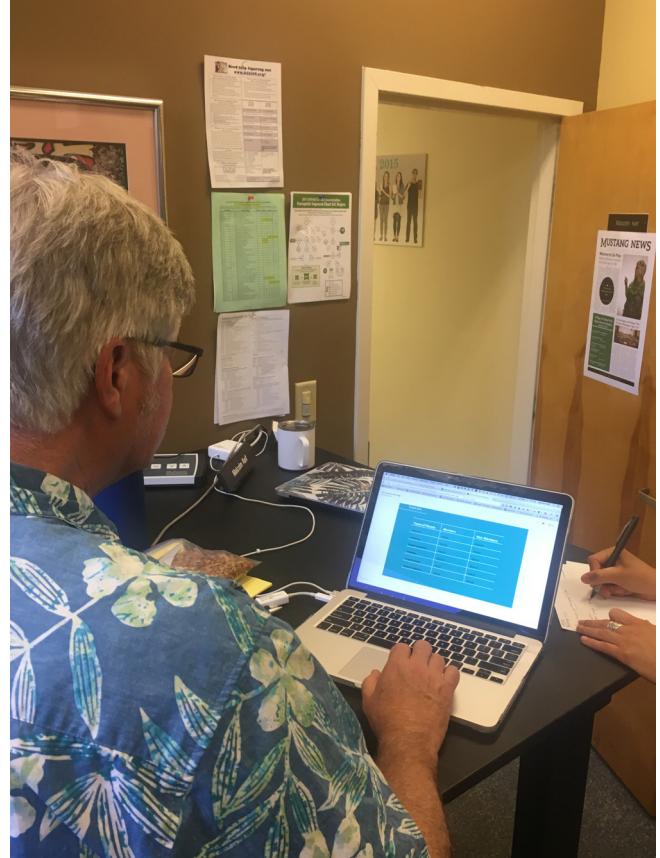
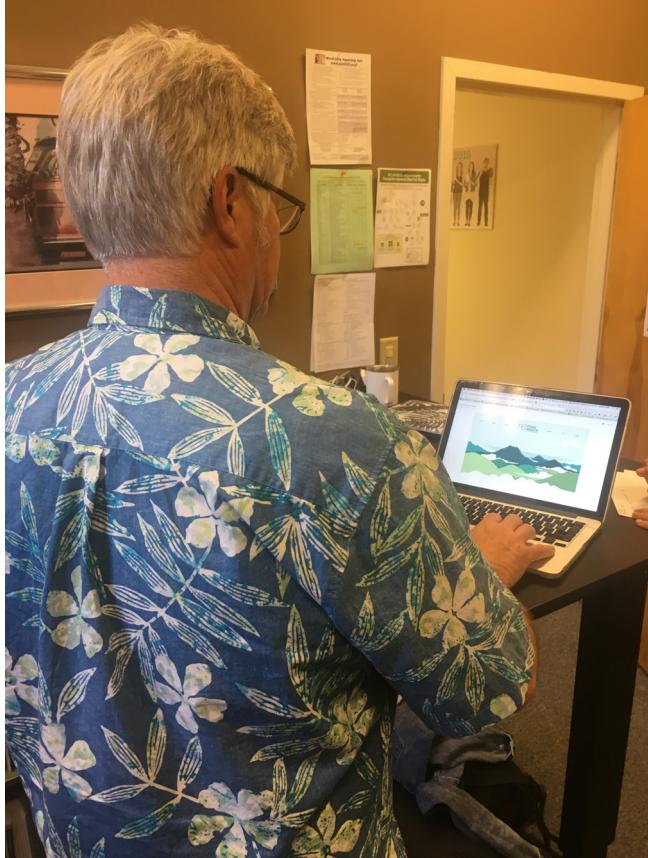
"When/What is easy to use"

"Layout is aesthetically pleasing"

"More info would probably be helpful in the what page"

**Would you consider going to this conference?**

"I have no idea what it's about, but maybe"



**Participant #3**

**Malcolm Kief**

**Occupation/Major:** Professor, Graphic Communication Department

**Age:** Ageless

**Task 1: Find out what it would cost for an all access pass for a member to attend this conference.**

**Approx Time:** 5 sec

**Observations:** Directed to the "How" page right away and found the listed price.

Took time to examine nav and website, unlike other participants

Found info in first click

**Task 2: Find out which speakers will be at the conference.**

**Approx Time:** 30 sec

**Observations:**

First clicked the "What button"

then navigated to the "Who" button and found who the speakers were.

**Task 3: Find out what time the first workshop will be held.**

**Approx Time:** 10 sec

**Observations:**

Navigated to the "When" page right away.

**Task 4: Find out where you could stay during the conference.**

**Approx Time:** 10 sec

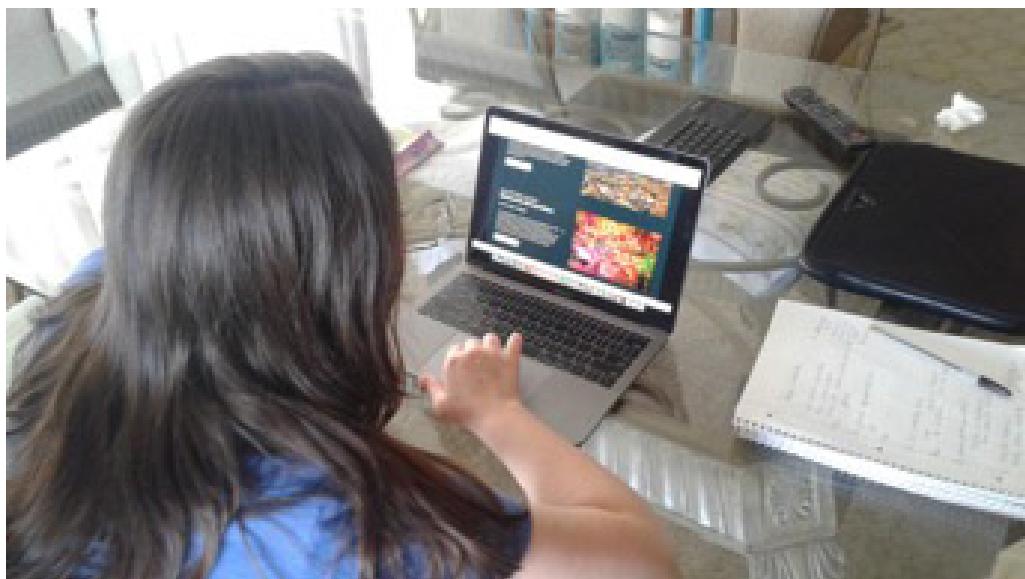
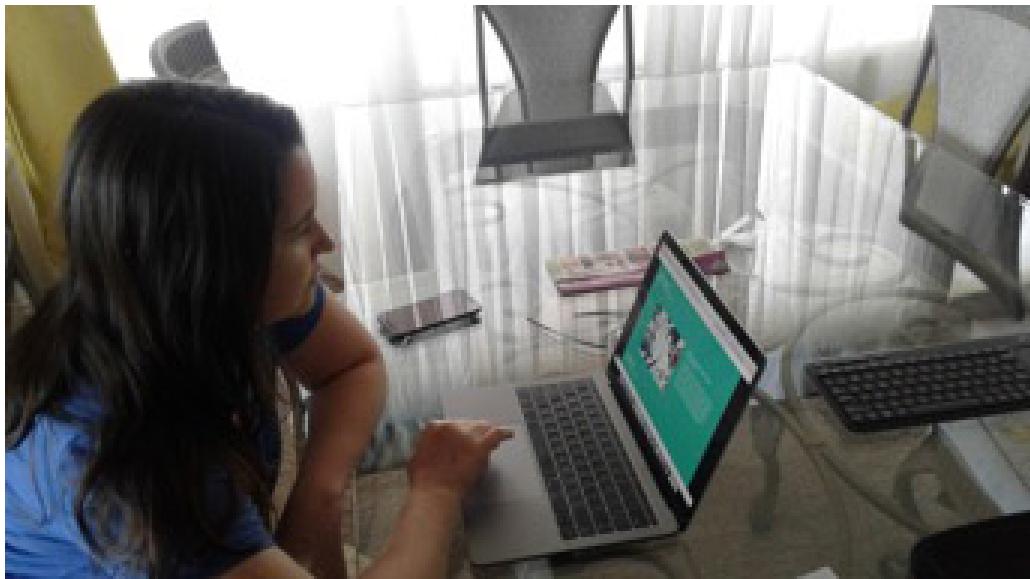
Observations: Clicked on the "Where" tab and scrolled down to the options that were applicable to stay in SLO.

**Feedback on your overall experience:**

Was confused on the "Who" page: "Who should go or Who should speak"

**Would you consider going to this conference?**

Would not go to the conference. Is not interested in design, not his thing.



**Participant #4**

**Name:** Karyn Linnell

**Occupation/Major:** Mom/Aspiring Educator

**Age:** 36

**Task 1: Find out what it would cost for an all access pass for a member to attend this conference.**

**Approx Time:** 5 sec

**Observations:**

Guessed info was on "How" page immediately (said she thought it would be under either What or How)

Saw "Ticket Info"

First tried to click on "all access pass" link listed under Ticket Info button

Then scrolled down to price matrix

**Task 2: Find out which speakers will be at the conference.**

**Approx Time:** 1 sec

**Observations:**

Navigated immediately to "Who" page and found speakers

**Task 3: Find out what time the first workshop will be held.**

**Approx Time:** 2 sec

**Observations:**

Navigated to the "When" page right away

Asked if "Desgin for a Massive Change" was a workshop, then said 10:00 am

**Task 4: Find out where you could stay during the conference.**

**Approx Time:** 6 sec

**Observations:**

Looked at Madonna Inn and After Party info

Then scrolled down to Hotels, etc

**Feedback on your overall experience:**

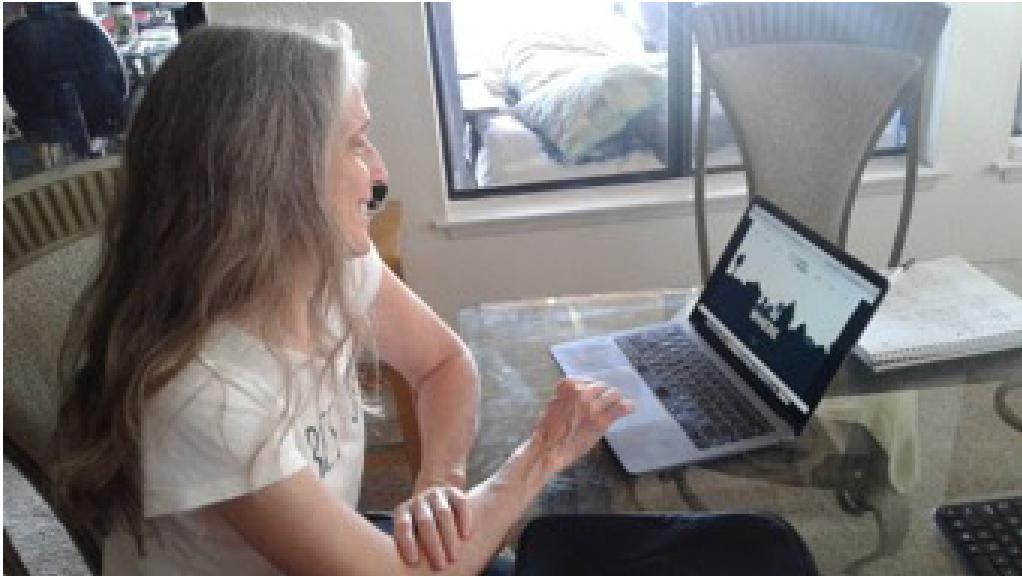
Pretty, balanced between design and information, liked the simplicity

"Who," "What," "Where," etc. might become irritating, but not really a big deal for a design person.

Pop-down sub menus could helpful to combat this

**Would you consider going to this conference?**

It looks fun, the events like the after party looked fun, if I was the type of person who liked doing stuff like that I would probably go.



### **Participant #5**

**Name:** Karyn Linnell

**Occupation/Major:** Mom/Aspiring Educator

**Age:** 36

**Task 1: Find out what it would cost for an all access pass for a member to attend this conference.**

**Approx Time:** 5 sec

**Observations:**

Guessed info was on "How" page immediately (said she thought it would be under either What or How)

Saw "Ticket Info"

First tried to click on "all access pass" link listed under Ticket Info button

Then scrolled down to price matrix

**Task 2: Find out which speakers will be at the conference.**

**Approx Time:** 1 sec

**Observations:**

Navigated immediately to "Who" page and found speakers

**Task 3: Find out what time the first workshop will be held.**

**Approx Time:** 2 sec

**Observations:**

Navigated to the "When" page right away

Asked if "Desgin for a Massive Change" was a workshop, then said 10:00 am

**Task 4: Find out where you could stay during the conference.**

**Approx Time:** 6 sec

**Observations:**

Looked at Madonna Inn and After Party info

Then scrolled down to Hotels, etc

**Feedback on your overall experience:**

Pretty, balanced between design and information, liked the simplicity

"Who," "What," "Where," etc. might become irritating, but not really a big deal for a design person.

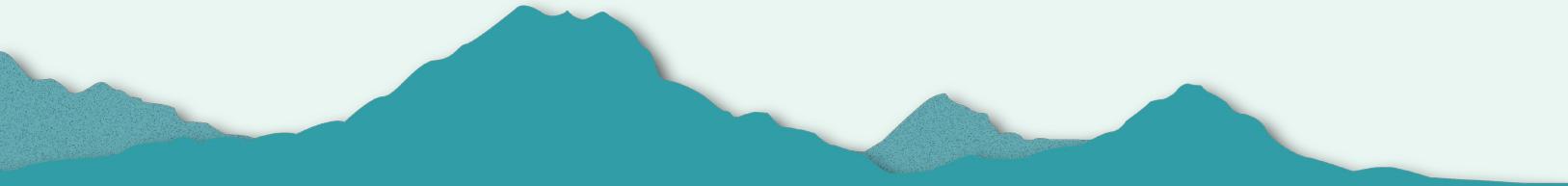
Pop-down sub menus could helpful to combat this

**Would you consider going to this conference?**

It looks fun, the events like the after party looked fun, if I was the type of person who liked doing stuff like that I would probably go.

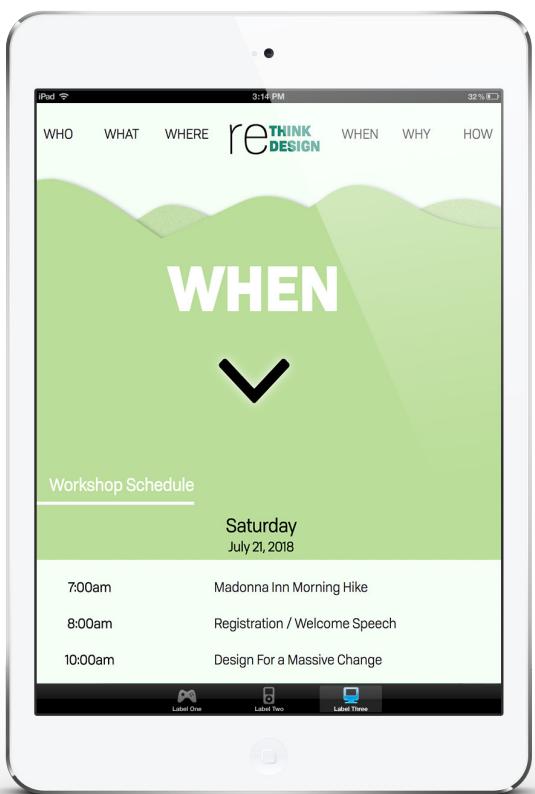
# 13

## Final Website





Website development is an important tool that allows organizations to get in touch with millions of users simultaneously, widening the range of potential customers. This project gave us the chance to portray ourselves and AIGA the way we want to be seen, through a platform built to effectively market the service. Based off testing and feedback, many of the changes made to the final website were related to usability. Initially, the navigation bar was a single word, however, users expressed the confusion as to where they could find each section of specific information. To fix this issue, a drop-down menu appears when the mouse hovers. This allows the user to easily preview what is within each internal page. With each page having its own illustration, we made sure they were all distinctive enough to differentiate the pages, yet still designed cohesively. This is an important aspect we learned because if the website looks too similar, users will lose interest and therefore lose interest in the organization. One of the main ideas we focused on changing from start to finish is simplicity. We began this project with endless collaborative ideas, designs, and prototypes, but came to realize that trying to fit all the information and design elements made it more difficult to execute. We learned condensing information and simplifying the design is more effective than exhaustive websites. Through our team's design thinking skills, our final AIGA Design Educator's conference clearly depicts the importance of the event while expressing all that SLO has to offer.



index.html

```
229
230
231    }
232
233
234
235    /*following is for mobile screen*/
236    @media only screen and (max-width:480px) {
237
238
239
240        .parallax {
```

main.css

```
3165    font-weight: bold;
3166    font-size: 16px;
3167    color: #ffffff;
3168 }
3169
3170
3171    .where_text a:hover{
3172        color: #1F8C75;
3173 }
3174
3175    .button {
3176        font-family: 'tofino_personalbook';
3177        background-color: #FFFFFF;
3178        border: none;
3179        color: #0B262B;
3180        padding: 10px 22px;
3181        text-align: center;
3182        text-decoration: none;
3183        display: inline-block;
3184        font-size: 12px;
3185        margin: 4px 2px;
3186        cursor: pointer;
3187        margin-bottom: 20px;
3188 }
3189
3190    #where_content {
3191        margin-top: -40px;
3192        padding-top: 30px;
3193        background-color: #0B262B;
3194        }
3195
3196    .where_images {
3197        height: 250px;
3198        }
3199
3200    map {
```

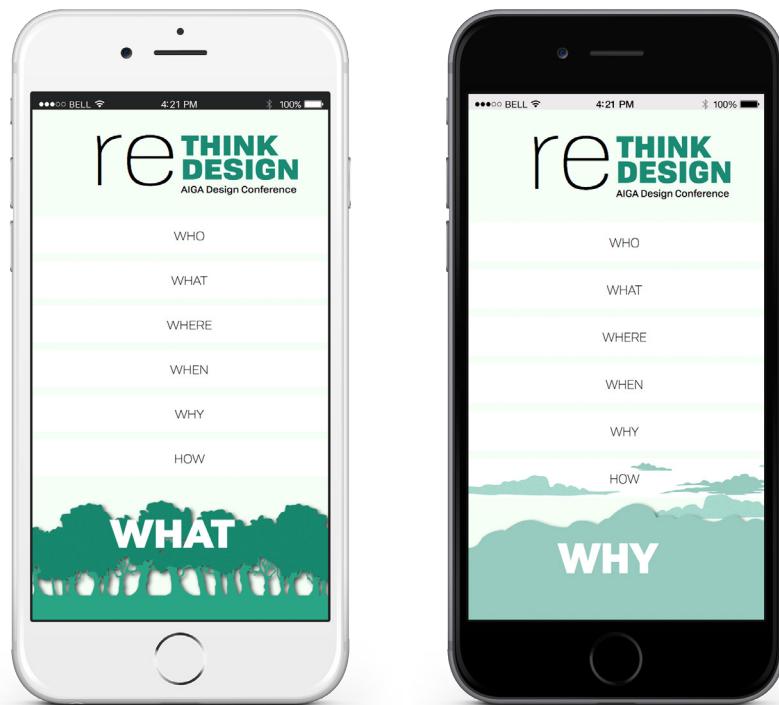
index.html

```
<!DOCTYPE html>
<html class="fa-events-icons-ready">
  <head></head>
  <body> = 3@
    <a href="#" index.html" class="mobile mobile_logo">
      </a>
    <ul class="nav"></ul>
    <div class="description_home"></div>
    <div class="arrow_home"></div>
    <div class="parallax"></div>
    <!--had to change from footer tag to div
    class="footer" tag in order to modify footer f
    home page to work with parallax-->
    <div class="footer clearfix"></div>
  </body>
</html>
```

html.fa-events-icons-ready body

```
Styles Event Listeners DOM Breakpoints Properties
element.style { :hover .cls +
```

```
@media only screen and (max-width:
480px) body {
  background-image: url(images/water_parallax.png);
  background-repeat: repeat-y;
  background-position: top;
  margin: auto;
}
@media only screen and (max-width:
480px) body {
  background-color: #F5FFF6;
  height: auto;
}
```



# **Conclusions & What We've Learned**



Through the creation of this project, we had the opportunity to grow as designers as well as individual thinkers. It allowed us to take different approaches to various design problems by understanding users needs and developing insights to solve those needs. By taking on AIGA's Design Educator's conference, we learned that the connections formed hold together innovation. When design principles are applied to strategy and innovation the success rate for overall innovation improves. Designers visually explore large quantities of data in an effort to find and understand hidden relationships within their design as well as within their targeted users. This project highlights the many different versions and processes of design, and how they all encompass an aspect of research, creation and reflection of user experience. Designing for a large conference showed the importance of developing an understanding of the existing design opportunity. Contextual research and competitive research is used to gather data; however, the data alone does not indicate the strategic design thinking – the design must be analyzed, organized and understood before it is successfully executed. The first half of our journey was collaborating and ideating, allowing for the exploration of a broad range of solutions.

Through team collaboration, we brainstormed and built on each others ideas to develop a communal, yet creative website. Ideating helped generate ideas based on user needs and insights, helping you reach a website design that exhibited our skills, and the importance of the AIGA Design Educator's Conference. As the world becomes increasingly technologically based, it becomes harder to differentiate product range and service. However, we learned that customer experience becomes a key differentiator, where serving is the new selling. With this comes the understanding of customer retention. Having a customer centric mindset through the development of the project was essential. It helped our team improve the customer experience over different channels and touch-points, positively impacting customer satisfaction. Through endless trial and errors of the process, we learned that sometimes when making mistakes over and over, it opens you up to seeing the problem through different perspectives, and allowing the opportunity to come up with an even better solution.