

Documentation -The Kenny Rogers Fanclub

By Evelina, Linnea, Lucas, Rei & Garteh

Link to website: <https://lucaszago.dk/free-fridge/index.html>

Link to Xd:

https://xd.adobe.com/view/4d817d24-3178-4375-a999-7359a2788618-18d2/?fbclid=IwAR3ZzNupghCpHX0L_owrmeFbnZH65nHrUQIP-epj8DydsRkwSFmjEmEsg&fullscreen

Link to video:

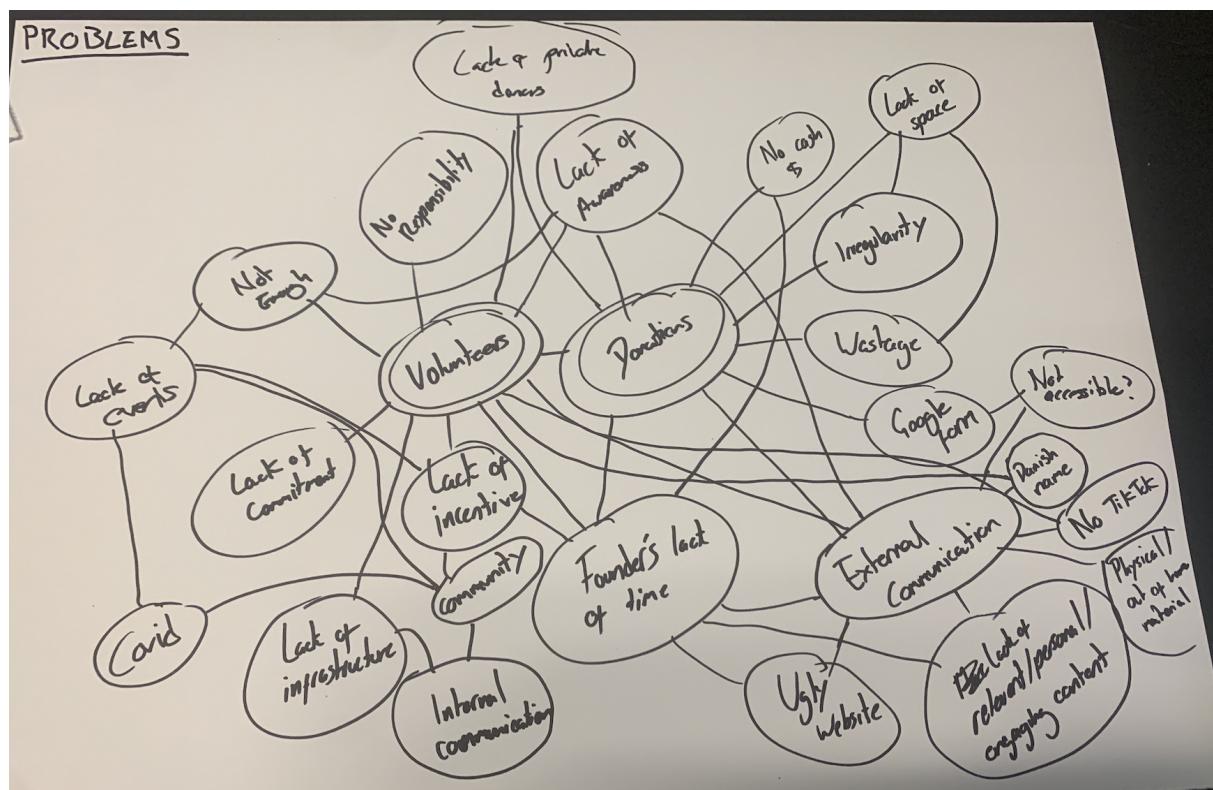
https://vimeo.com/657180166?fbclid=IwAR1_xKQvUaaaWEgfcrRO_4LX4NUrUw6QMHBpLuZ-Lg1lwYcRqYuaQ-XKvcE

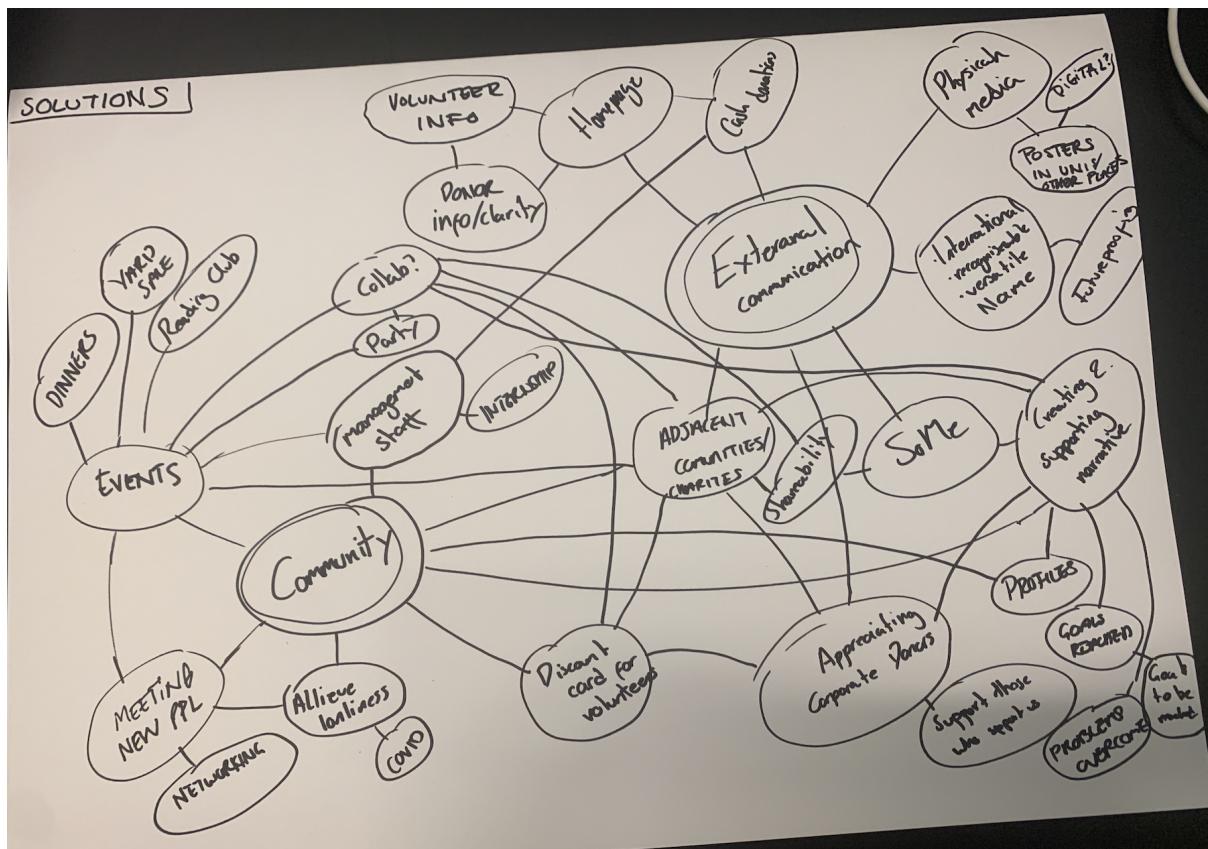
Our aim is to increase the value of the Copenhagen Free Fridge brand to make it more appealing to collaborate with, be it either non-profits or big corporate businesses, while increasing the size of the community.

As the main struggle for the organisation is getting private donors and recruiting volunteers this is what we in the end decided to have as the focus for our main video.

How we got there

We started out with brainstorming and ideation. We used a mind map for our brainstorming and focused first on the problems (that free fridge faces) and then moving on to solutions.





In our initial stages of ideation we mainly focused on increasing brand value as to attract corporate sponsorship and therefore reach a bigger audience.

With this came ideas of having collab events *with businesses around Nørrebro*, to build a stronger community and spread awareness.

However, we moved on from this idea to focus more on private donors and attracting volunteers. As these are important focus areas for the client.

Based on the target groups mentioned in the client brief we have created 2 personas

Both of our personas are made based on thorough research and statistics from reliable sources.

In the research we focused on students/ international students in Denmark, how they spend their free time, what type of job they would have, what their beliefs are and how they use social media.

We also focused on retired men over 60 in Denmark. How do they use social media? Are they lonely? What are their beliefs and economic situation?

- A 2017 nationwide survey conducted among 53,117 65+ people by The National Health Profile found that 4.2% of senior citizens aged 65 or over feel lonely.
- In 2004, about 15 percent of all volunteers in Denmark were aged 66-85, while 23 per cent of the total population in this age group was enrolled in voluntary work (Koch-Nielsen et al, [2005](#)).
- The most common hobby between students in Denmark is to Play Music (2017/2018) - <https://www.statista.com/statistics/567222/denmark-hobbies-and-interests/>
- According to (https://www.ofcom.org.uk/_data/assets/pdf_file/0025/217834/adults-media-use-and-attitudes-report-2020-21.pdf) Most websites are, in the majority of the time, visited by using smartphones, then computer in second place
- According to <https://knowledge.unv.org/country/italy> there is a number of 6219 volunteers registered in Italy, and 55.3% of them are women.
- **Research on Internationals and volunteering - international students/professionals**

In January 2019 [Volunteering.dk](#) surveyed a number of these professionals about internationals and volunteering. Most of them experience volunteering as a possible gateway to integration and a way to find social and professional networks when you are new to Denmark.

- The professionals working with internationals experience a lot of interest in volunteering in connection to culture – especially in connection to cultural events.
- Likely to seek volunteer positions which benefits socially marginalised groups

<https://www.statista.com/statistics/787390/main-social-networks-users-italy/>

Links to where we found other useful information:

https://ec.europa.eu/citizenship/pdf/national_report_dk_en.pdf - source for volunteering in Denmark statistics

https://edu.au.dk/fileadmin/www.dpu.dk/e-boeger/SSIP/Papers/National_report_DK_1_.pdf

Our 2 personas Maya and Bjørn :



Name: Maya Patitucci

Age: 24

Occupation: Student doing an MBA at CBS

Location: Copenhagen

Nationality: Italian

Social Media Locations: [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#)

Internet Usage per day: 2.5h

Quote: "I'd rather be able to face myself in the bathroom mirror than be rich and famous."

Political Leanings: Left wing

Problems to solve/Goals:

As an international student that has recently moved to Copenhagen Maya doesn't have much of a community and feels [lonely](#). As a result of that she is eager to join some sort of activity to build friendships and feel a sense of belonging.

What Attitude?:

She defines herself as left wing. She would precieve Free Fridge Copenhagen as an organisation doing valuable work. As a student she with some spare time she would like invest it into something meaningful and potentially work with marginalized [groups](#). She has previous experience volunteering in her home city, Milan and found a sense of community doing so, so is considering looking into doing the same in Copenhagen.

Weekly Behaviour and social activities:

She spends most of her time studying at school with her classmates. She attends CBS parties every now and then but she doesn't feel much of an connection with the other people there so she is very eager to expand her social circle to find other likeminded people. When she's not at school she loves to go to Nørrebro to sit at cafes and visit different second hand and charity shops.

Where they get their news and interactions from:

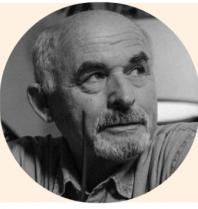
Gets her local knowledge from other students in her class at CBS and the 'Expats in Copenhagen' Facebook Group. As she studies in English, her social network is mainly other expats in the city. She buys her food from her local Rema 1000 because it's conveniently close and she doesn't drive. Prefers not to eat too much meat, but does occasionally especially when home. Scrolls Instagram regularly, uses TikTok for entertainment and HBO quiet nights in.

Financial freedom and limitations:

Spends money conservatively. As a student on SU with a part time job, she lives with few luxuries but would like to save money for comfort reasons. Lives in shared accommodation with other internationals, so shares food regularly but has little responsibility to feed anyone else. Buys ingredients to make food fresh, gets sent specialty ingredients from Italy by her family. Spends her extra money impulsively on clothing and travel.

Summary:

To conclude Maya is very eager to be a part of a community and therefore likely to join a volunteer group. Maya regularly uses Facebook and Instagram. These are the places she is most likely she would find the Free Fridge program and get the interest to join. Accessible and informative posts on either Facebook or Instagram on her phone would be a way to get Maya interested in the Free Fridge program. A post that is aesthetically pleasing and where you clearly see the values of reducing food waste and helping marginalized groups. As she is educated she values transparency and research based projects and organisations .



Name: Bjørn Rasmussen
Age: 68
Occupation: Retired furniture designer
Location: Copenhagen
Social Media Locations: Facebook
Internet Usage per day: on average 15 minutes
Quote: "Some age, others mature"
Marital Status: widower

What Attitude? Base loosely on political views, their expectation on volunteering, the 'free fridge' organisation. Why would they want to sign up?

Bjørn has quite a few friends volunteering and he is strongly oriented towards traditional charity giving based on altruistic motivations, therefore a charity giving the opportunity of helping out more vulnerable people would be something for him.

Financial freedom and limitations: Spending power, behaviour, how this affects their decision making and behaviour.

Denmark's seniors are one of the wealthiest and happiest in the world. This makes Bjørn more financially free and gives him more free time. Bjørn has a strong sense of community as do the majority in Denmark so he feels he can give something back to the community.

Problems to solve/Goals: Keep it semi-relevant to the project, for example, loneliness, doctor advised more activity, no friendship group.

Bjørn doesn't feel too lonely, however his social group is much smaller than it was before. His doctor has told him he needs to be more active for his health, however his favourite hobby is casually smoking and drinking with his friends.

He's travels to the south of europe once a year, to places like Spain and Greece for the weather and the food.

His daughter lives outside of Copenhagen with her young family, and yearly they spend time together in her husband's summer house.

Where they get their news and interactions and products from: Word of mouth is too vague, who's mouth? which instagram accounts? which products do they get excited about, and which brands of those colours?

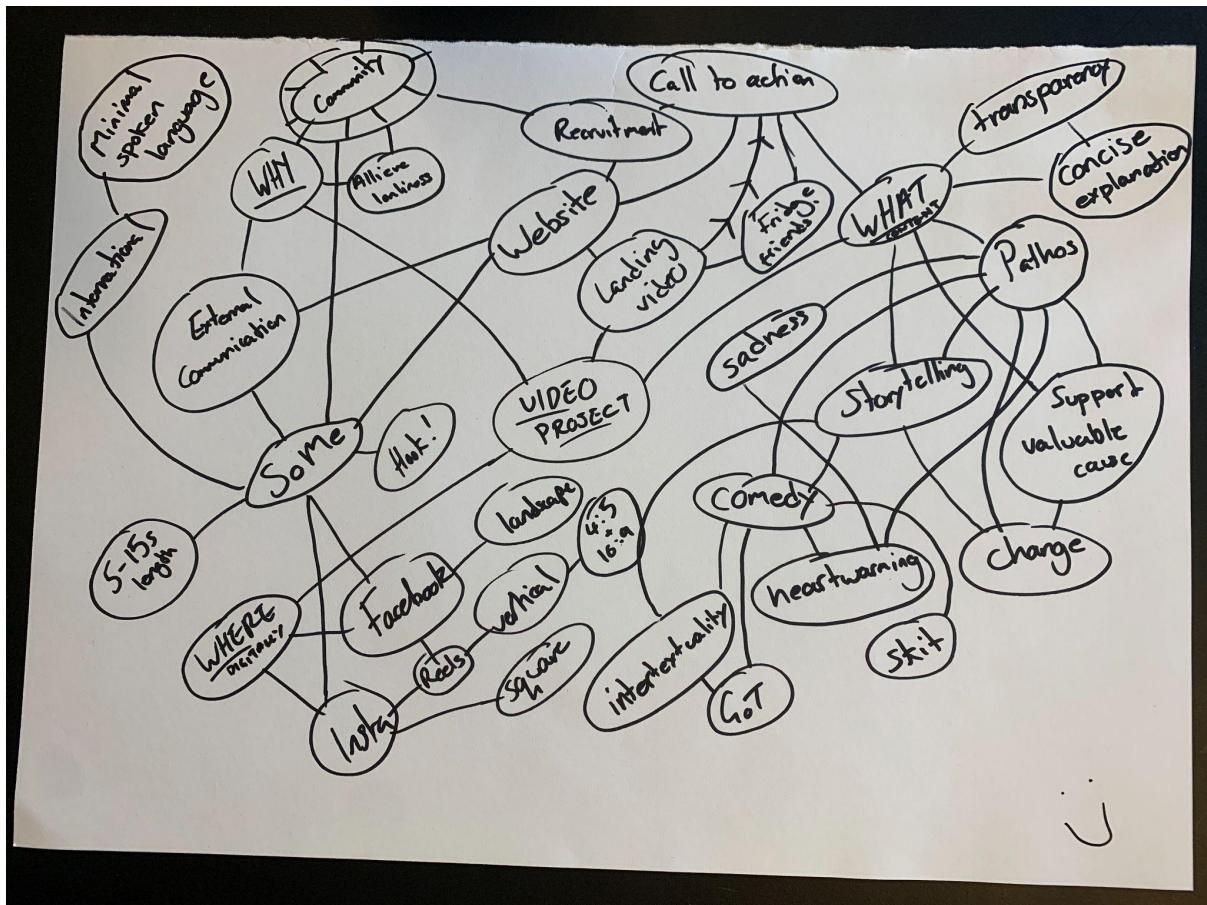
Bjørn mainly reads the local newspaper, watches TV in the evenings and a few times a week searches for information and logs on his Facebook account on his tablet. He usually buys his food from a small local shop and a few times a year checks out the local second-hand shop for clothes or beautiful items for his apartment.

Summary: How they can be reached, what they care about that we might interact with, how we might engage with them in a meaningful way, don't be too perfectionist here, blab a bit!

Bjørn is financially in a good place and has a lot of free time. He spends a lot of his time with friends and on days where he feels like not sitting at home or at a local bodega, he might look for ways to volunteer. He could most likely be reached through Facebook and advertisements in the local newspaper. He rides a Christiania bike and is generally in a good shape so he would be capable to carry around food on his bike.

After creating the personas we moved on to the ideation of how we could create our video. How many? length? using mostly pathos? funny or serious?

mind mapping:



Together we came up with 10 ideas for videos that we later narrowed down to 5 that we all made treatments for. However in the end we decided to make 2 out of the 5 video ideas. One main video to attract volunteers and personal donors, and one landing video for our website to evoke interest.

Impact Analysis on Initial 10 video ideas

1 - Little Food Person - Split screen, cross encounter, strong responsive aspect

Brings attention to the CAUSE, weakness is bringing attention to the SOLUTION.

Bjørn - Makes him aware of the problem he might not otherwise see, he can relate to the problem as he has daughter whose family is either generating or victim of waste

Maya - Not strong resonance as she doesn't waste food much herself, and as someone who's looking to interact with the SOLUTION she might not be 'hooked'.

2 Big Pathos - Story of lonely stranger > inclusive Christmas crowd

Combines volunteering AND donating, relates to community AND PRIVATE donations, strong storytelling very filmable.

Bjørn - relates to it, when not with family is typically alone, can afford food to donate, creates social meaningful moment, "cliché" plot line makes it simple for an older person to understand.

Maya - Would resonate as it shows a friendly group that she's looking for. Shows an ESTABLISHED volunteer community removing a big hesitation she might have about joining.

3 Fridge Stuffer - Person can't physically close their own fridge.

Comical, attention grabbing, VERY short and concise, relatable, attacks the problem at the source, very easy to film, shareability.

Bjørn - Might not 'get' the humour, incredibly short time might mean he misses the point and the link to the organisation.

Maya - Higher virality makes it more likely to be shared on word of mouth. Humour, is aimed at her. Brings her attention to the CAUSE over the organisation. Passively adds credibility and relatability to the brand

4 Fruit Bowl of Death (backwards?) - fruit gets taken, fruit gets rotten, timelapse, ends up in bin.

Short and concise, dramatic imagery - eye catching, relates to CAUSE over ORGANISATION, easy to film.

Bjørn - Throws out 'guest' food himself so relates, might consider donating as a result.

Maya - Doesn't relate to the organisation, doesn't target HER in any particular way?

5 Cupboard Donor - Comical, lightweight, directly links to the organisation, shows problem and solution together, relatively easy to film, doesn't relate to volunteering. (Don't trick people into thinking there's home pick up)

Bjørn - Simple enough for him to get. Doesn't directly relate to him.

Maya - Shareability, appreciate the humour, passively adds credibility and relatability to the brand.

6 Netto Wrecker - Hard to film, strong message eye-catching, fairly serious tone, a bit shamey.

Bjørn - Irresponsible youths, would possibly misunderstand the point.

Maya - relatable, very shareable, memorable, brings attention to the cause over the organisation

7 Fridge Friends - Opening and closing fridge door cutting to black, showing different faces taking and placing food.

Easy to film, eye catching, lack of story fits a landing page well. Leaves a gap to be explained re: the exact problem and solution.

Bjørn - Engaging, could be used to relate to him by using faces his age, attracts to the community.

Maya - Attracts to the community, makes it relatable, shows volunteer community as strong

8 The Bell Tolls - Food gets thrown away in an overarm motion as a bell rings and "shame" is quoted from a very famous scene in GoT.

Engaging, comical, very viral, Easy to film, brings attention to cause but not solution, requires sound to work, "ear catching".

Bjørn - Straight up wouldn't get it, very confused

Maya - would love it, to bits. Best ad ever, would DEF tell all her friends, adds MUCH brand value to the organisation

9 Checkout Tax - Food disappears as the customer is paying for it.

Eye catching, difficult to film, brings attention to cause over organisation, versatile.

Bjørn - That's funny, I get it, tells his friends, doesn't volunteer,

Maya - Would get it, again, brings attention to the cause, shareable.

10 Feels Bad Man - Person buys food, feels bad about chucking out wastage.

Easy to film, brings attention to cause over organisation, quite rough on the shaming

Bjørn - Would probably respond to the sentiment, isn't necessarily motivated to donate or volunteer.

Maya - Clearly identifies the cause for her awareness. Doesn't connect to the brand.

Narrowing it down - Killing the darlings.

From our list of ideas we narrowed down our scope to these 5 as they are the ones that would be the easiest to film and relate to the solution, but more specifically to the organisation as the brief requires.

From there we all wrote a treatment for one of the videos and had a vote on which ones to continue with.

- Big Pathos - Linnea
- Cupboard Donor - Evelina
- Fridge friends as landing video - Rei
- Little Food Person - Lucas
- Fruit Bowl of Death - Gareth

The Final Decision - Big Pathos as the 'ad' video & Fridge Friends as a moving landing page.

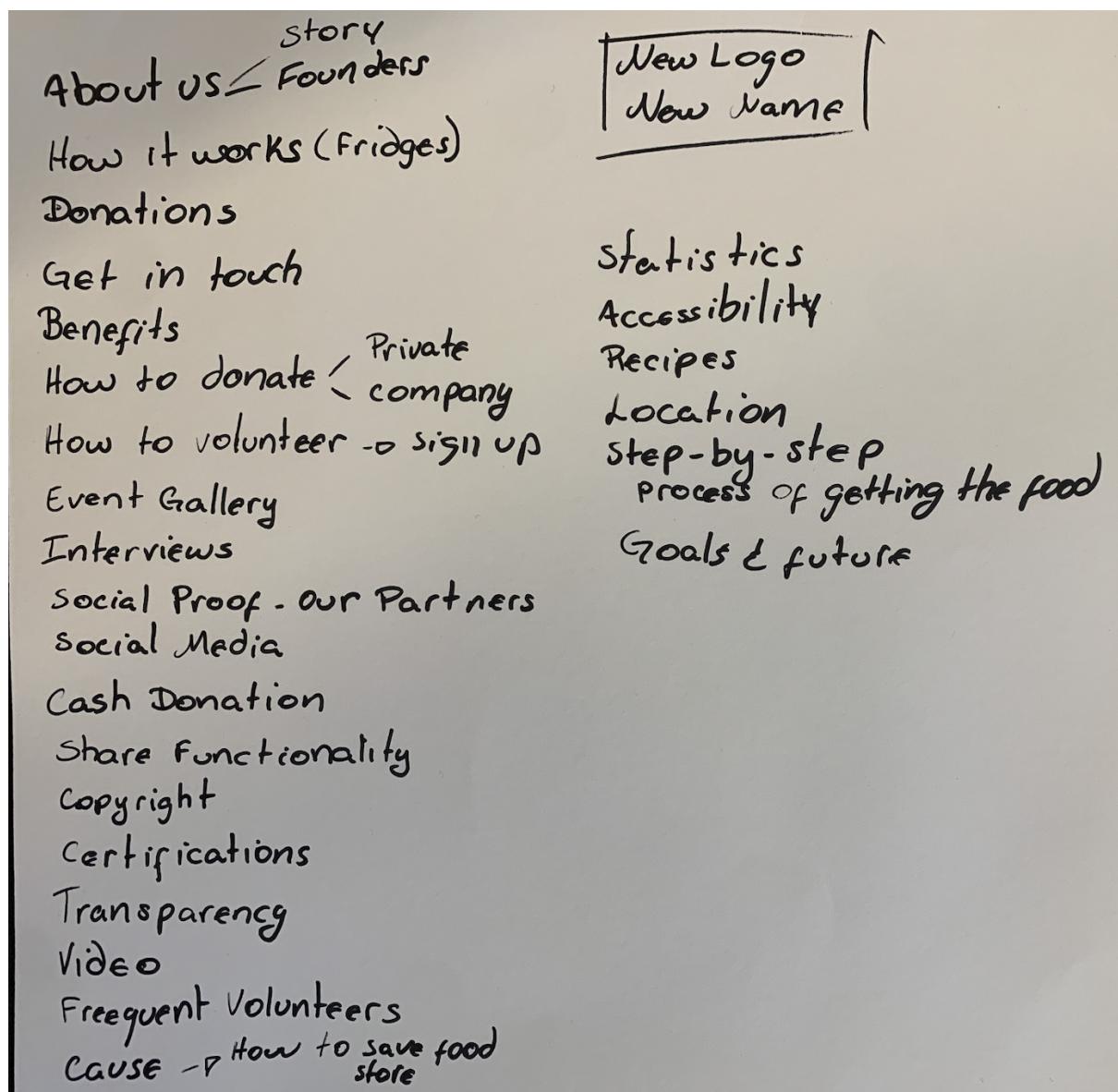
The website

Regarding the redesign of the website, we chose to have a full screen landing page video as it is an intriguing and eye-catching element.

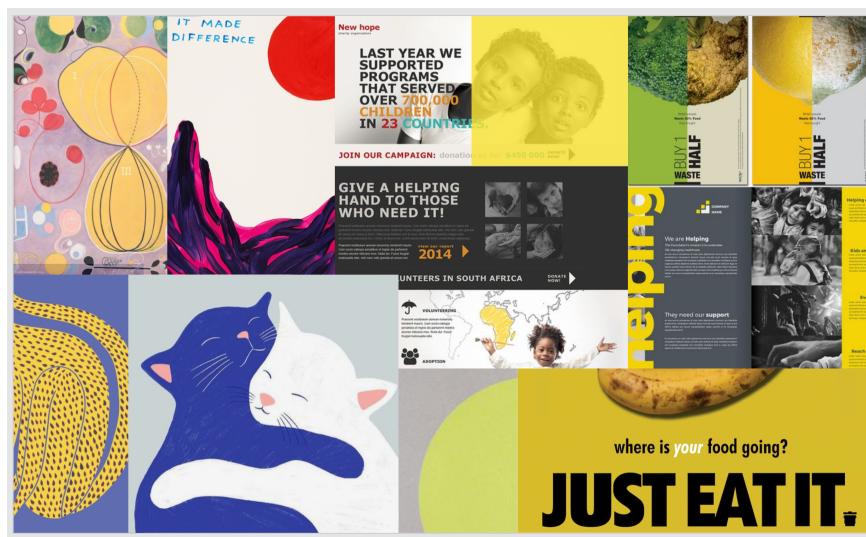
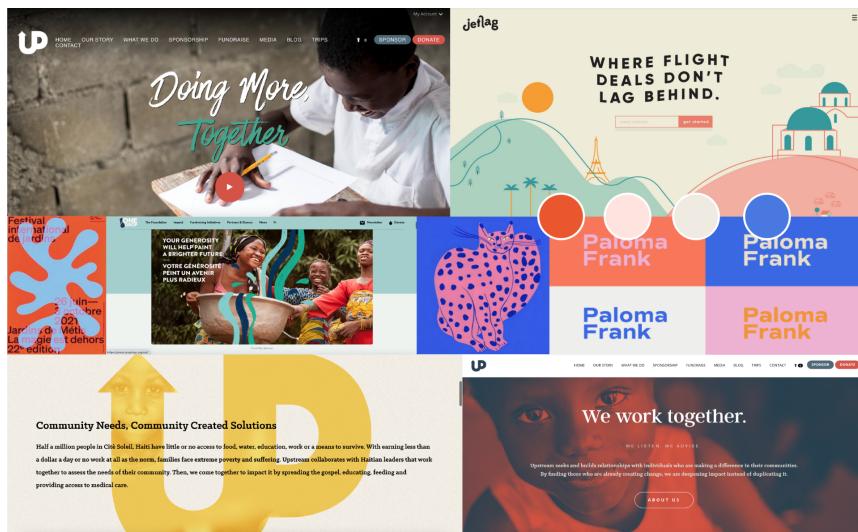
We wanted to simplify the website by reducing and dividing the text, adding more headers and images throughout to make it easier for users to get an overview of how the organisation, donations and volunteering works.

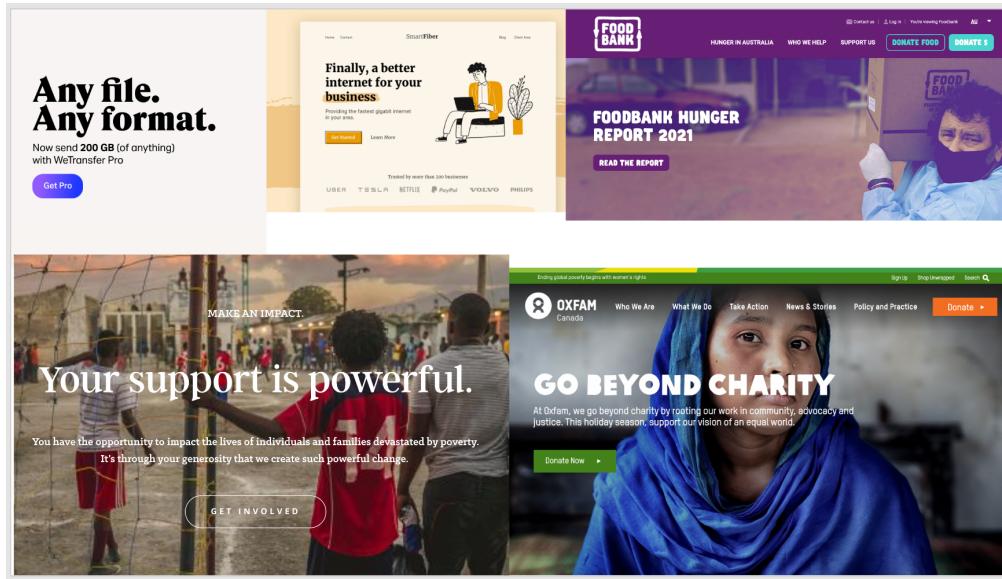
By opting for a more conservative yet strong colour palette we hope to appeal to both of our personas and a broad target audience as well as give the website a more established and professional look.

Data Architecture



Our moodboards





Colour palette suggestions

A grid of color swatches and accessibility tools.

	Light Gray	Yellow	Dark Blue
Light Gray	Light Gray	Yellow	Dark Blue
Light Gray	White	Yellow	Dark Blue
Light Gray	Light Tan	Yellow	Dark Teal
Light Gray	Light Tan	Orange	Light Purple
Light Gray	White	Orange	Light Blue
Light Gray	Light Tan	Yellow	Brown
Light Gray	Red	Black	Dark Blue
Light Gray	Red	Dark Red	Dark Blue
Light Gray	Orange	Dark Blue	Dark Blue

Below the grid:

- Text Size:** Aa normal text, Aa large text, Components
- WCAG Compliance:**

WCAG AA	✓	✓	✓
WCAG AAA	✓	✓	
- Example:** A dark blue box containing placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud." Includes a color palette "#FFF4E8 / #004567" and a "Button" button.
- Example:** A light orange box containing placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud." Includes a color palette "#004567 / #FFF4E8" and a "Button" button.

Out of these options this is the palette we liked the most



However when checking the contrast using <https://monsido.com/tools/contrast-checker> these colours did not have quite enough contrast. To improve the contrast we then enhanced the orange to a more red colour



Using the blue on the off white creates very good contrast, we therefore used the off-white as background colour and the blue for all text.

	Aa normal text	Aa large text	● components
WCAG AA	✓	✓	✓
WCAG AAA	✓	✓	

Example

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua. Ut enim ad
minim veniam, quis nostrud.

#004567 / #FFFFBF7 Button

Example

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua. Ut enim ad
minim veniam, quis nostrud.

#FFFFBF7 / #004567 Button

We incorporated the red as an accent colour for only the components such as logo and buttons etc.

	Aa normal text	Aa large text	Components	
WCAG AA	✗	✓	✓	
WCAG AAA	✗	✗		

	Aa normal text	Aa large text	Components
WCAG AA	✗	✓	✓
WCAG AAA	✗	✗	

Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

#FF4303 / #00456 [Button](#)

Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

#00456 / #FF4303 [Button](#)

Example

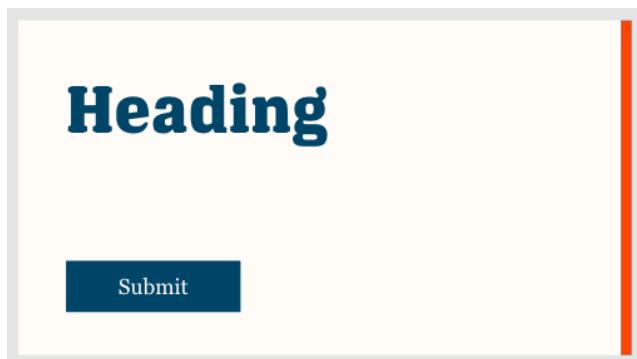
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

#FF4303 / #FFFBF7 [Button](#)

Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

#FFFBF7 / #FF4303 [Button](#)

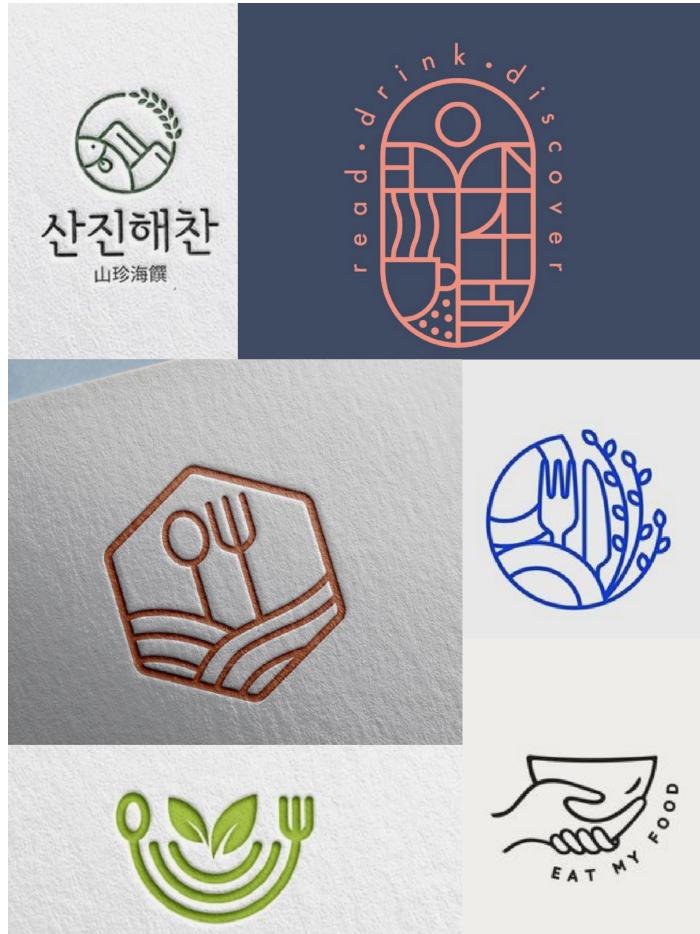


We chose to work with the 60-30-10 rule for our website design to get a well balanced colour application throughout; (60%) the main colour is a neutral off-white, (30%) blue and (10%) use of red as an accent colour.

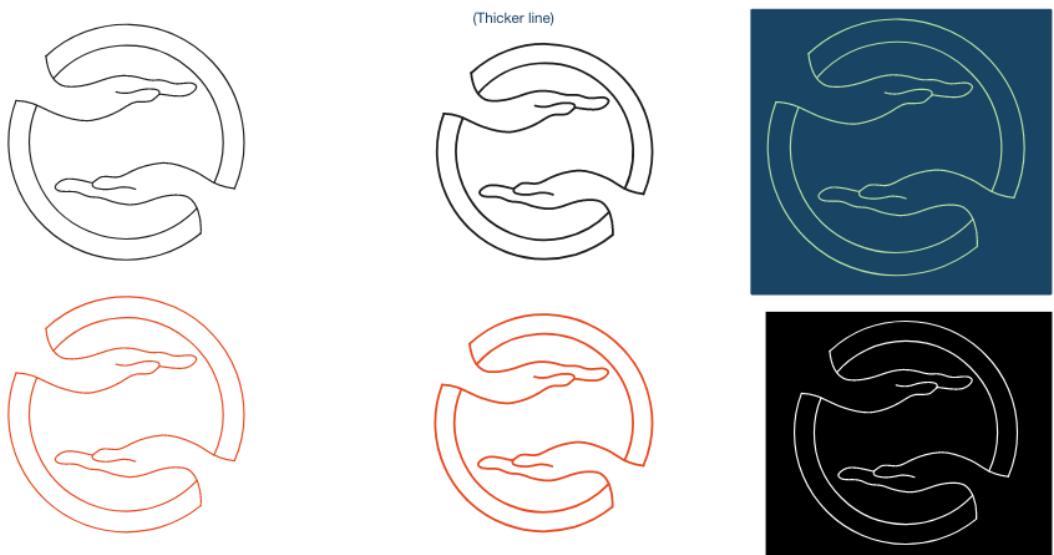
Logo design

We chose to redesign the logo as a part of the visual rebranding. During the brief the client mentioned that they would like to expand the project to more than food sharing eventually, therefore we chose to design a logo focused more on sharing in general.

Moodboard



Logo



Logos for promotional material (could be for stickers, flyers, pins etc) - using the same colour palette as for our website.



Style tile

Free Fridge Copenhagen (64/70)



#FFFBF7 #FF4303 #004567

This is a Second Heading (h2) (40/44)

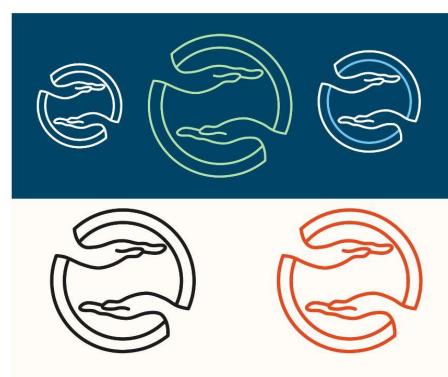
Font: New Spirit Blod

This is a Third Heading (h3) (40/49)

Font: Libre Franklin Blod

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Font: Alga Regular Italic



This is a sub header (24/24)

(Big Body) Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum. Sed ut perspiciatis unde omnis istpoe natus error sit voluptatem accusantium doloremque eopsloi laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae.

(Body) Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum. Sed ut perspiciatis unde omnis istpoe natus error sit voluptatem accusantium doloremque eopsloi laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae. (16/24)

Font: Libre Franklin Medium

This is a link (24/24)

Button

Button Hover

Colour correction and grading



Before

After

Because we knew that we wanted to express good and welcoming feelings we chose to have a "warmer" look for our video. All of the clips used in the video were colour corrected first and then we added a consistent colour grade for the entire video. As can be seen from the example above we increased the white balance and added a bit of contrast and a specific colour hue to highlights, shadows and midpoints.

The video on social media



Feedback from the Client

After an online Pechakucha style presentation for the client explaining our design choices, and showing them the website and the full length video, we received generally very favourable feedback.

Irene and David both commented positively, especially on the logo, citing it's elegant design, versatility in use beyond food, and the symbolism in the two exchanging hands.

They thought the website and the video were both very 'to the point' and clear in their message of showing community as a present and desirable aspect of Free Fridge Copenhagen.

We believe this is because we were thoroughly convergent in our design process and very aligned on our final product before any coding or filming took place.

Had we a less tight timeline it would've been nice to more generously spend time ideating to fulfil our brief with a little more creativity.

Feedback to other groups that were applicable to ours was that many websites missed food certification that is essential, and that could be fairly applied to us too.

Overall a successful design, handled with ease by The Kenny Rogers Fan Club.