

Final Documentation



SOUNDAWARE – Marketing Campaign

Noise Control

Vision Alchemy

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I. Introduction

The purpose of this document is to go through the context of our group project – the problem we are solving, the goal of the project, stakeholders and scope, to inform about the roles and task distribution of each member, to describe (in detail) the concept, different elements of the marketing campaign – branding, mobile application design, website, podcast, promotional materials - and all of the steps taken in their development.

II. Context

1. Problem

Noise has a bigger impact than people think. The constant exposure to high levels of noise can lead to serious problems such as concentration loss, hearing loss, tinnitus, and many more. There is still a stigma and a degree of misinformation around protecting your hearing – people blast music in their headphones, look at others funny when they see them wearing earplugs to concerts, spend prolonged periods of time in noisy environments. The long-term effects of this are overlooked every day.

2. Goal

The goal of this project is to spread awareness about all these potential risks that people face in their daily lives because of the exposure to noise above the recommended decibel levels. By the end of it the desired result would be a raised consciousness of the topic amongst people of all age groups, so they can make informed decisions about their hearing health.

3. Stakeholders

The project involves multiple stakeholders, including the Lectorate Fontys ICT, Sorama (a company specializing in sound technology), Fontys Paramedic, Fontys Physics, and Level acoustics (one of the spin-off companies of Eindhoven University of Technology). Each stakeholder likely contributes their expertise to address various aspects of the noise issue and its impact on health. The context of this project revolves around addressing the issue of high noise levels in gym halls in the Netherlands, particularly in the context of a new law requiring primary school children to have at least two hours of physical education every week. The project

aims to raise awareness about the potential health risks associated with prolonged exposure to high noise levels and to find solutions to mitigate these risks.

4. Scope

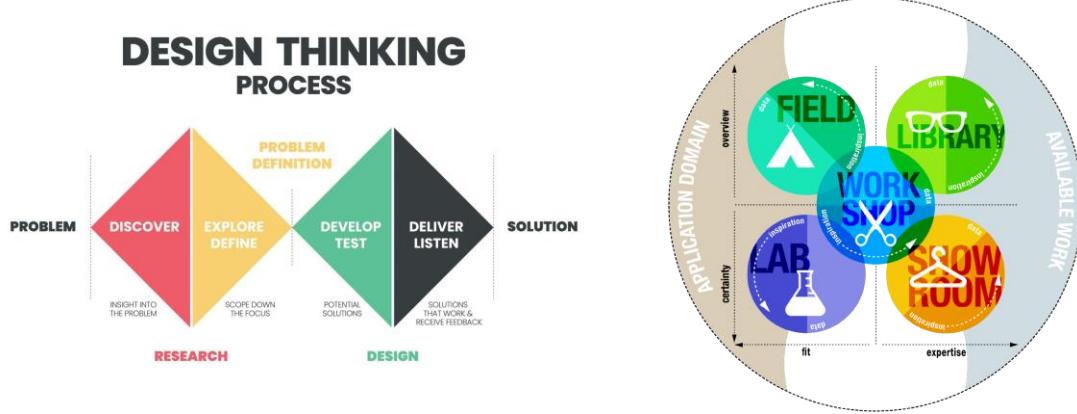
The project includes:	The project does NOT include:
A full concept, design and interactive Figma prototype of a mobile application	Development of app (coding functionality)
Research, design and development of main functionality of an informational website	Full content of website
1-3 promotional posters	Flyers, Infographics
1 podcast episode	Social media account

III. Our Team + Task Distribution

Name + Email	Roles	Tasks
Martina Angelova 503670@student.fontys.nl	UX/UI Designer UX Researcher Presenter	Branding: Colours + Fonts App: Concept, Research, UX/UI Design, Illustration Avatar + Accessories, Testing, Iterations Website: Initial Concept, First Design Iterations Other: Scheduling Project Coach Meetings, Documenting Feedback (FeedPulse), Documentation Writing + Editing
Mirena Veleva 502429@student.fontys.nl	UX/UI Designer UX Researcher Presenter	Branding: Logo Sketches, Name, Slogan, Graphic Elements App: Concept, Research, UX/UI Design, Icon Design, Testing, Iterations Website: Initial Concept, First Design Iterations Posters: Research, Design and Illustration, Iterations Other: Documentation
Corra Heesakkers 504942@student.fontys.nl	Front-End Developer Testing Assistant Audio engineer	Website: Managing and setting up development, coding front page, DeciPal page, and header and footer. App: Testing documentation Podcast: Recorded + Edited Git: Managing repository General decision-making: Advisory role and brainstorming
Tihomira Miteva 478850@student.fontys.nl	Scrum master UX/UI Designer Developer	Branding: Illustration of the logo Website: Content Research + Creation, Coding 3 pages Podcast: Interviewer and creator Other: Progress check and documentation, Documentation writing

IV. Components Methodology

A brief overview of the design process methodology we followed – we have employed the Double Diamond (1) method as a workflow strategy, as well as the relevant to our context/products CMD Methods/DOT Framework methods (2).



(1)

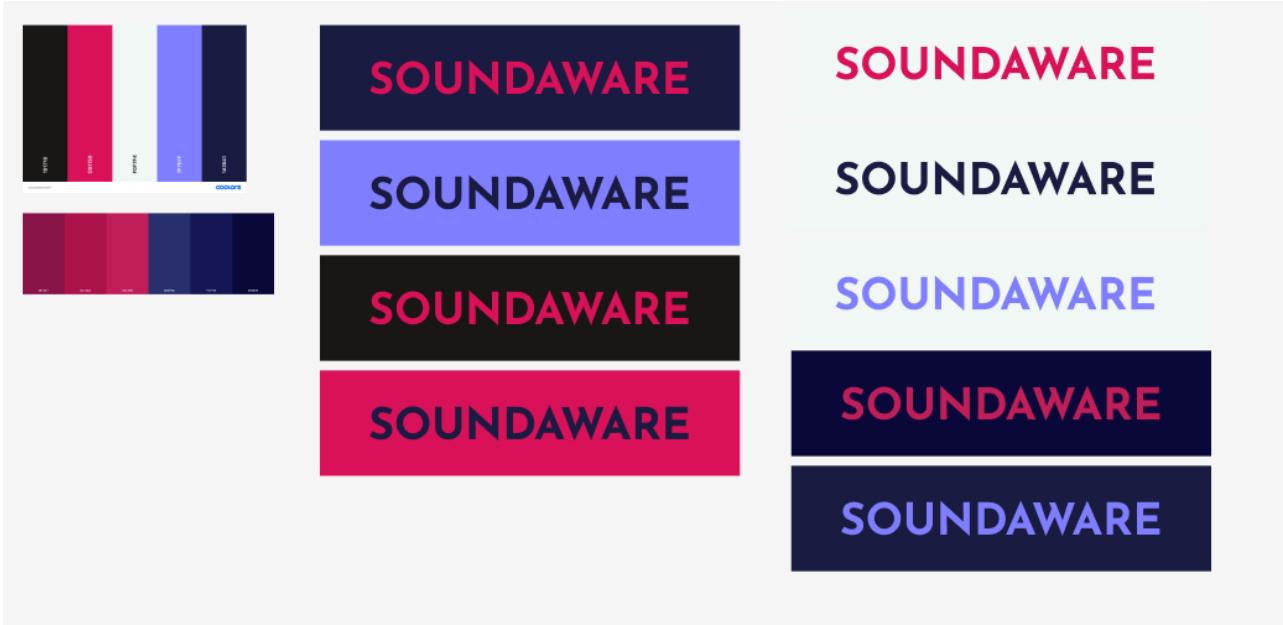
(2)

Everything we design starts with big, open brainstorming (Discover), continues with research methodology, whether that be Benchmark Creation, Best Practices, Competitive Analysis, Survey, Interviews, etc (Explore/Define). Then we prototype based on user/online research requirements and test our results with the target group (Develop/Test). This process repeats multiple times based on different ideas/insights we come up with and feedback we receive.

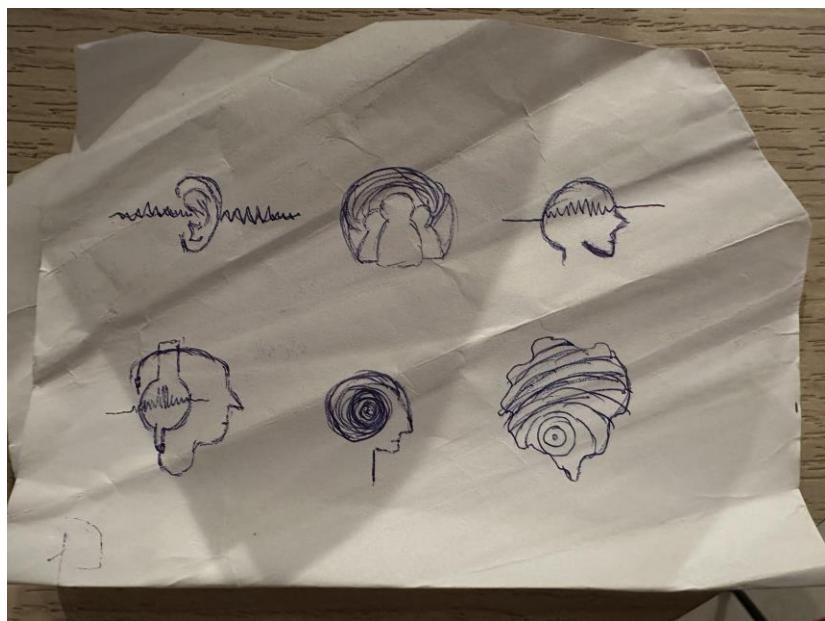
1. Branding

For our campaign, we sought a more professional yet still interesting style, leading us to deliberate on fonts. We identified Josefin Sans as our accent font—a choice that maintains readability while adding a unique touch. For the main body text, we opted for Work Sans, a legible font well-suited for longer paragraphs. In collaboratively brainstorming a name and slogan, we landed on **Soundaware** and the slogan "Hear the silence," drawing inspiration from the theme of hearing loss. Staying on the topic of noise awareness, our colour palette took cues from

different types of noise— white noise, pink noise, blue noise. After careful consideration, we selected specific shades, ultimately settling on the dark blue and pink combination as the main ones for the campaign itself. Here are the options and colour scheme we considered:



For the logo, our focus was on incorporating an ear into the design. Through several group sketches, we settled on one of Mirena's concepts. Here's a glimpse of what those sketches looked like:



And this is the result of the logo after it was digitalized by Tihomira using the Adobe Illustrator:



This left us with a brand identity looking something like this:



2. Mobile App - DeciPal

1.1 Concept

After a suggestion from our survey to make an app that monitors the decibel levels, the group decided to go forwards with this idea. However, Martina and I (Mirena) decided to gamify the app in some way in order to differ from other applications that already track decibel levels. Therefore, we came up with the idea to make a Tamagotchi type of avatar that will entertain the users and by taking care of its hearing they will keep their own hearing safe. The app will also track people's noise exposure and give suggestions based on the data, it will have daily challenges related to hearing protection, the option to customise your avatar and play educational mini games with it.

Here is an overview of the features per app section:

Home: This is where the avatar resides. The home page will show the current decibel level with an indication of the risk factor that noise level possesses, the avatar's state based on how loud the noise is, some quick actions like putting earplugs, and a short suggestion based on the decibel levels as well.

Statistics/Symptom Tracker: This page will include 2 sections. One is the noise exposure statistics tab with graphs, minimum, maximum and average decibel levels for different time periods (day, week, month), and an explanation of what those mean for the user's hearing. The other section is a symptom tracking feature, where people can log in symptoms they experience due to loud noise, how that affected their mood and the environment they were in. Once they track that, a daily, weekly, monthly, etc. overview will be available to them with graphs, summaries and specific suggestions on what steps to take based on their environment and symptoms.

Daily Challenges: A quick challenge (different one every day) that is related either to the user's hearing protection or informing them more on the subject. By completing it they will receive a streak of how many following days they did the challenge. This will encourage the users to use the app more often (ideally daily), so they keep their streak going.

Shop: In order to keep the users more engaged, the app offers the ability to customize the avatar with outfits, accessories, toys and earplugs which users can

buy in the shop section with the in-app currency (Whisper Tokens) they acquire through completing mini-games and daily challenges.

Games: This section's purpose is to entertain the user more. By completing different levels of educational and fun mini games they can inform themselves more on hearing loss and simultaneously keep themselves interested in the app. In return, they will receive the app tokens with which they can buy stuff to customise their avatar.

1.2 Research

Primary Research

For primary research, we decided to carry out **user interviews** to gain insights into what features/information/elements our users want to see in the app, what would keep them motivated to use it, etc. We completed 5 interviews and summarised the questions and insights gained in a user interview report. This will be attached to the final delivery of the project. However, here is a short summary of the requirements gathered:

Features:

- **Visual Reactions** – The avatar should react to the current environment/noise level.
- **Streak** – Users would want to keep a streak, so they use the app more often.
- **Rewards/Gifts** - There should be rewards for completing certain actions in the app.
- **Mini Games/Quests** - There should be a fun, challenging element to the app.

Functionality:

- **Notifications** – Users should receive notifications when in a loud environment
- **Decibel Readings** – A decibel detector should definitely be a core component of the app
- **Personalised Statistics** – There should be a section with personal statistics on users' noise exposure

- **Personalised Suggestions** – Tips should be tailored to the user's specific noise exposure, not general.

Secondary Research

Benchmark Creation - Research of other products that are somehow related to our design goal.

Links of inspirations:

Aloe app: <https://medium.com/@soheila.boscarino/case-study-aloe-android-app-8ed40fb7fc81>

Health planner: https://www.behance.net/gallery/156001715/Health-planner-and-pills-tracker-UI-UX-design?tracking_source=search_projects&l=0

Hormonal health: <https://www.behance.net/gallery/151418227/Pollie>

Hubrig mobile app: https://www.behance.net/gallery/106514577/Perfect-Beast?tracking_source=search_projects|tamagotchi+app&l=25

Corontine app: https://www.behance.net/gallery/100650783/Corontine-app?tracking_source=search_projects|tamagotchi+app&l=24

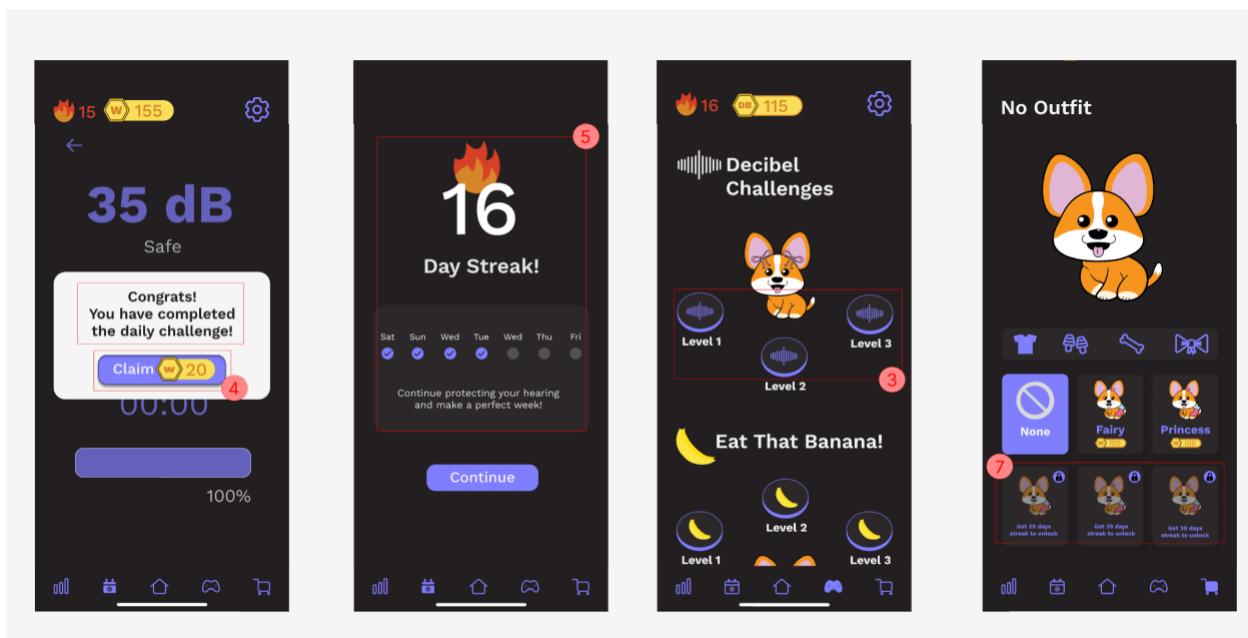
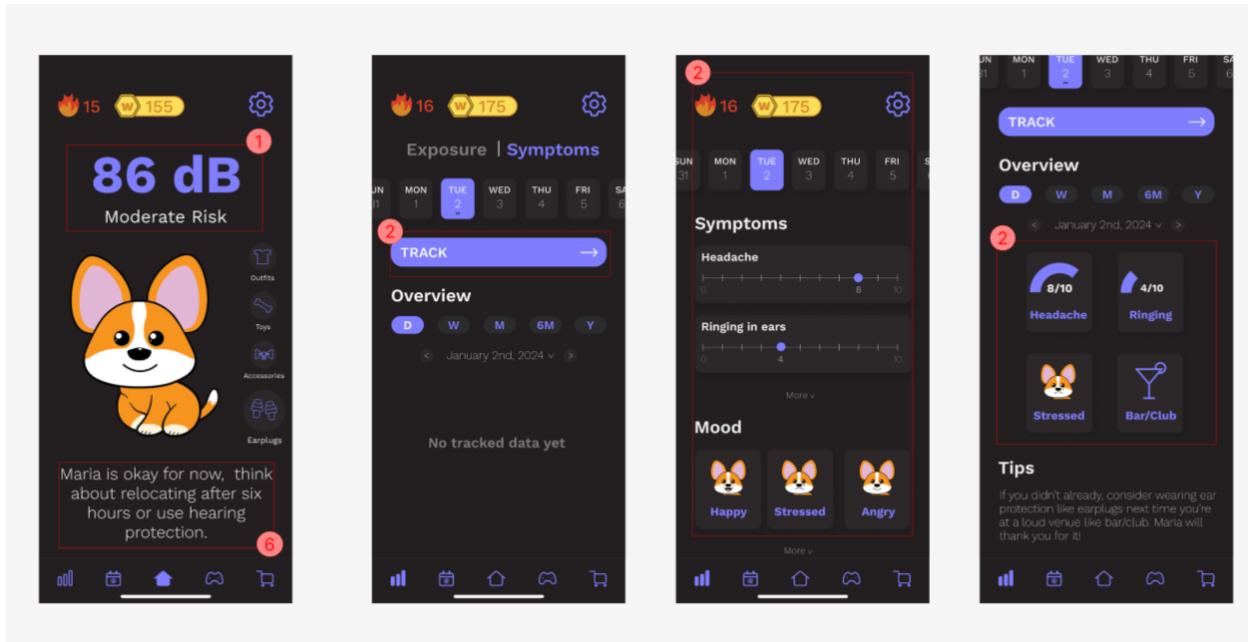
Best, good and bad practice

Best: Duolingo, Health app on Iphones;

Persuasive Design Patterns – Influencing decision-making, by understanding the human behavior:

- Self-monitoring: visualisation of the decibel levels, so the users can influence themselves and track their symptoms on their own; (1 and 2)
- Levels: the possibility to play games and grow in levels so the user simultaneously entertain and inform themselves; (3)
- Rewards: the user will receive money if they complete the daily challenge or play games, as well as a streak, encouraging them again to use the app more; (4 and 5)
- Praise: give a heads up if the user is keeping his hearing safe; (6)

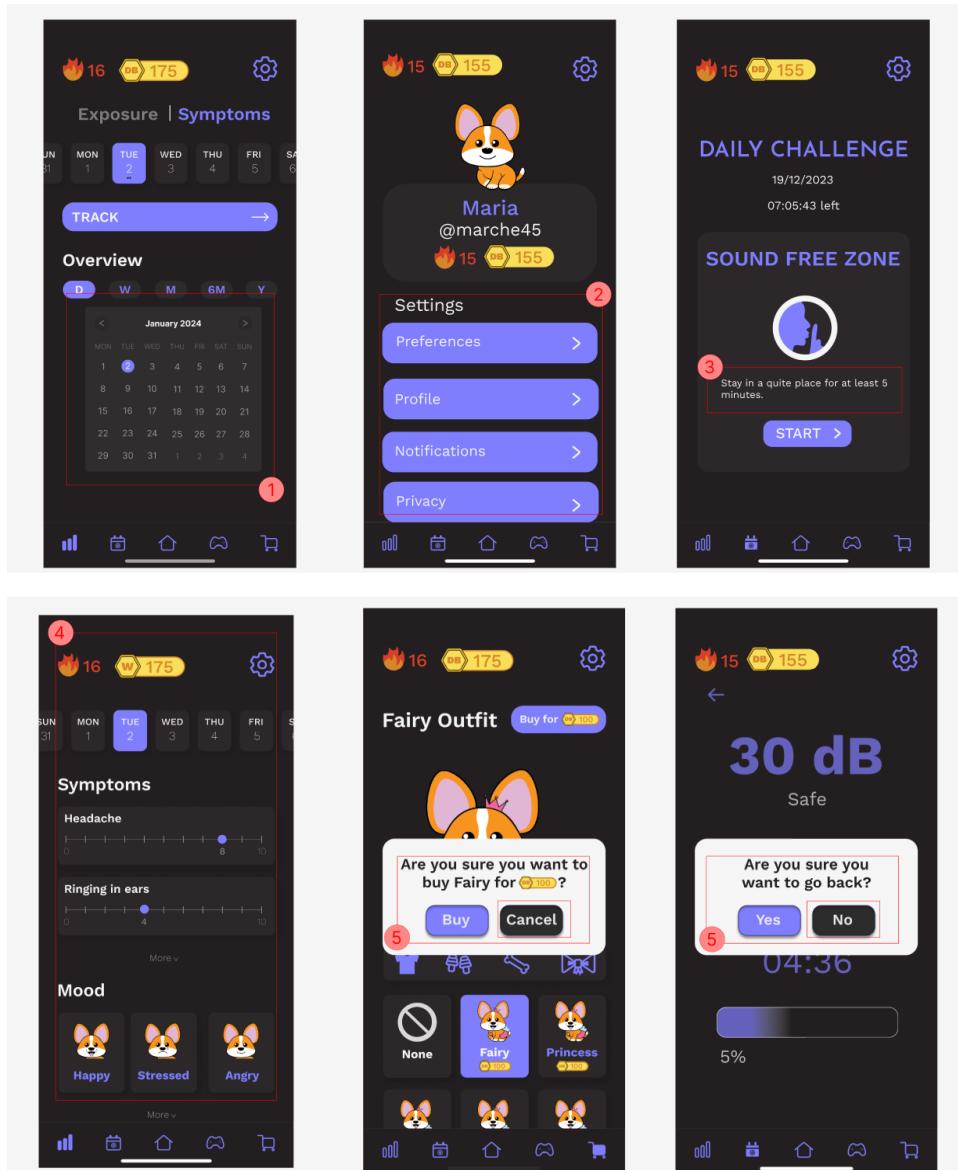
- Unlock features: keep some of the features locked so the user has more motivation to play the games and earn coins; (7)



UI Patterns – Conventions/Often seen ways to design certain components/elements

- Calendar Picker: the user can easily choose a date or date range in order to track data; (1)

- Settings: the user can easily change the preference of the application; (2)
- Inline help box: the user has helping information to do the interaction they are about to perform; (3)
- Pagination: the user can see a subset of sorted data in comprehensive way;(4)
- Undo: the user always can undo an act made by mistake; (5)
- Notifications: the user is informed about updates on the avatar and app; (6)



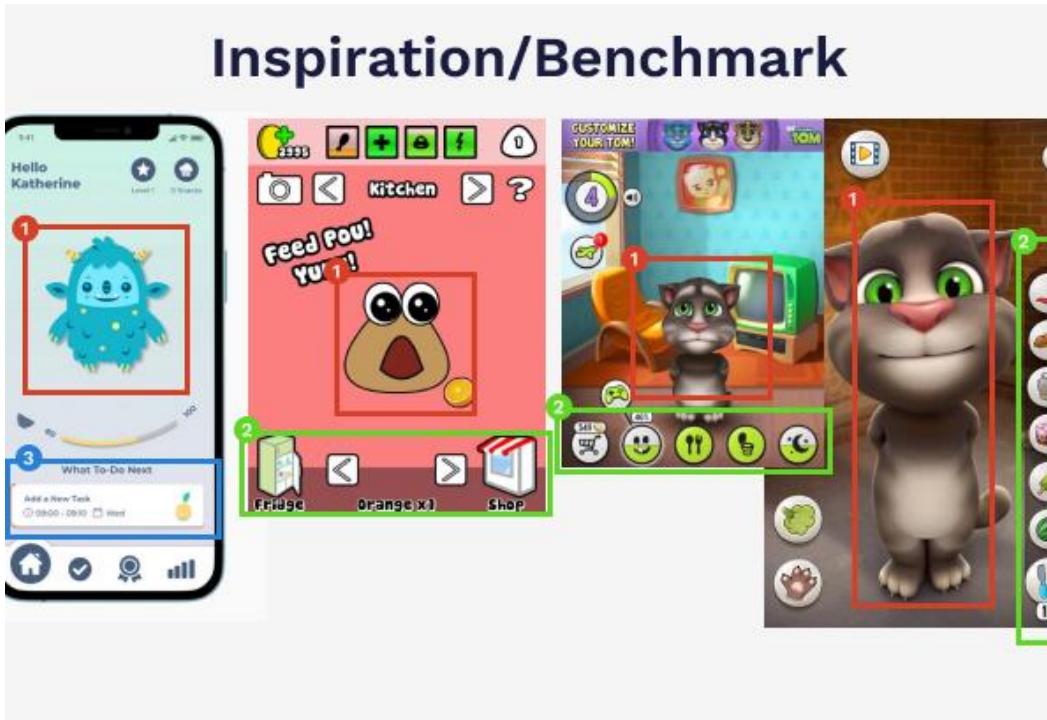
1.3 Design

After the primary and secondary research, we had a pretty good idea of what we want to create, so we moved on to the design stage of this project. The process involved paper prototyping, illustrating and designing the graphic assets like icons and the avatar, initial Figma prototypes and final prototyping with interactivity so we could test the app in a more realistic manner. Here is a detailed description of the different stages:

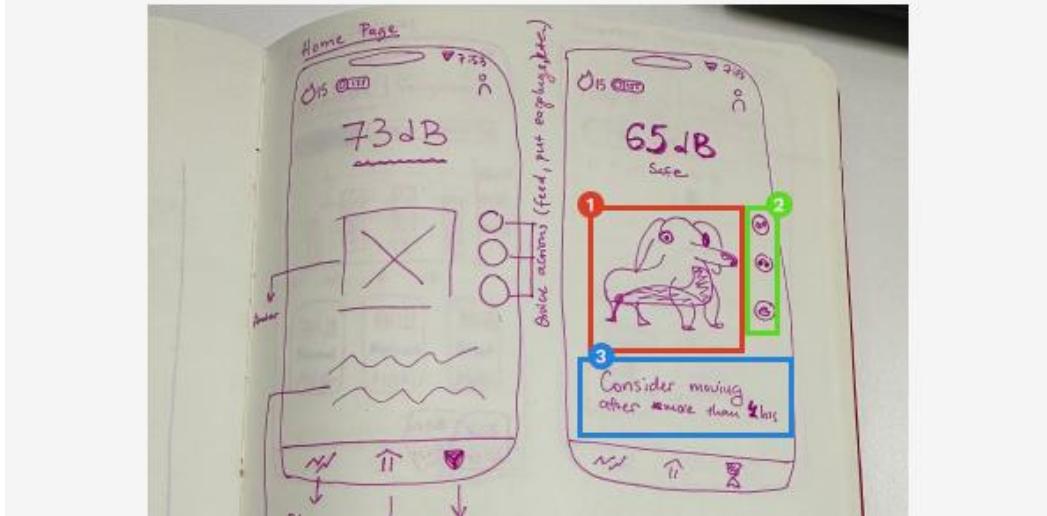
Paper Prototype

For the paper prototypes we looked carefully at the secondary research and inspiration we gathered, implementing UI Patterns and usability principles that fit with our goals for the application. Here are our sketches, that were done in collaboration between me (Martina) and Mirena, so we both had input into the design and layout:

Home Page

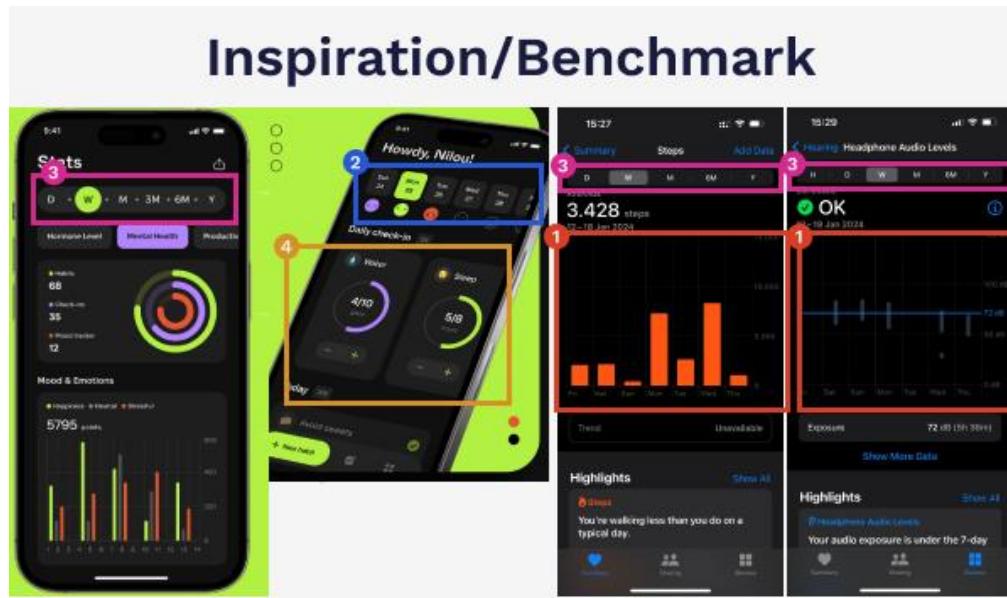


Our Design

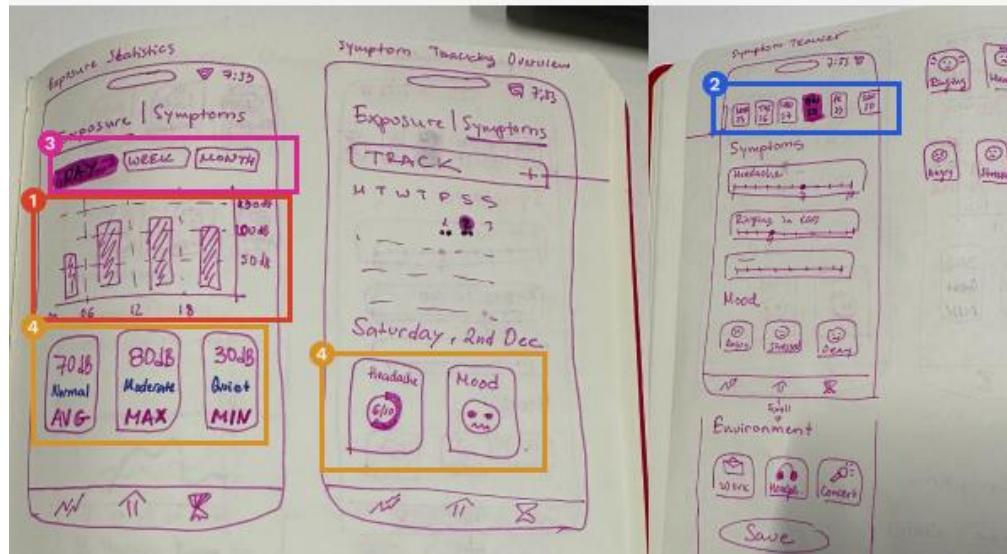


1. Avatar is the focal point/central object in home pages of such applications
2. Quick actions related to the avatar are available on the home page
3. Suggestions/Future actions required are also to be found on the home page below the avatar

Statistics Exposure + Symptom Tracker

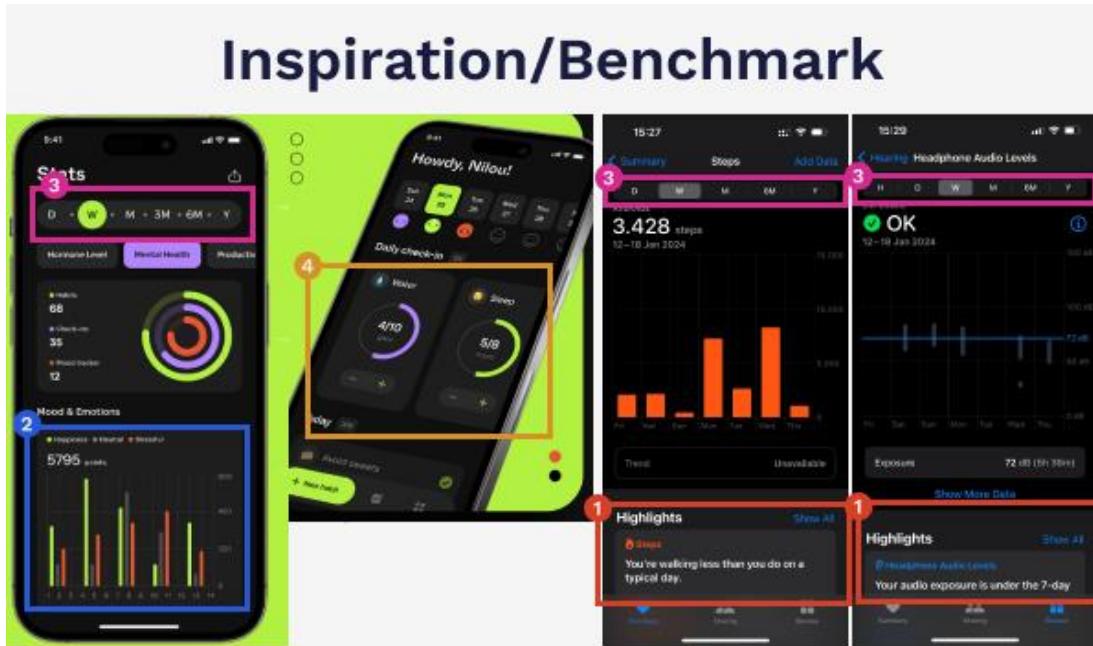


Our Design



1. Graphs about exposure/amounts are in the centre, most often bar graphs for indicating amounts of something
2. Slider for days of the week for more easy switching between recent days
3. Daily, weekly, monthly, yearly overviews for the graph
4. Card view for summarizing data (ex. average exposure, symptoms)

Symptom Overview



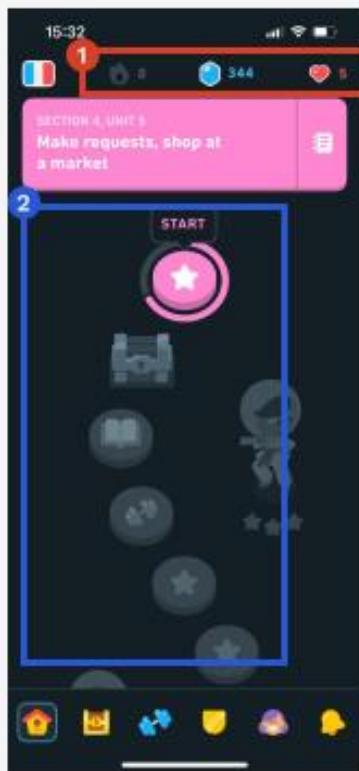
Our Design



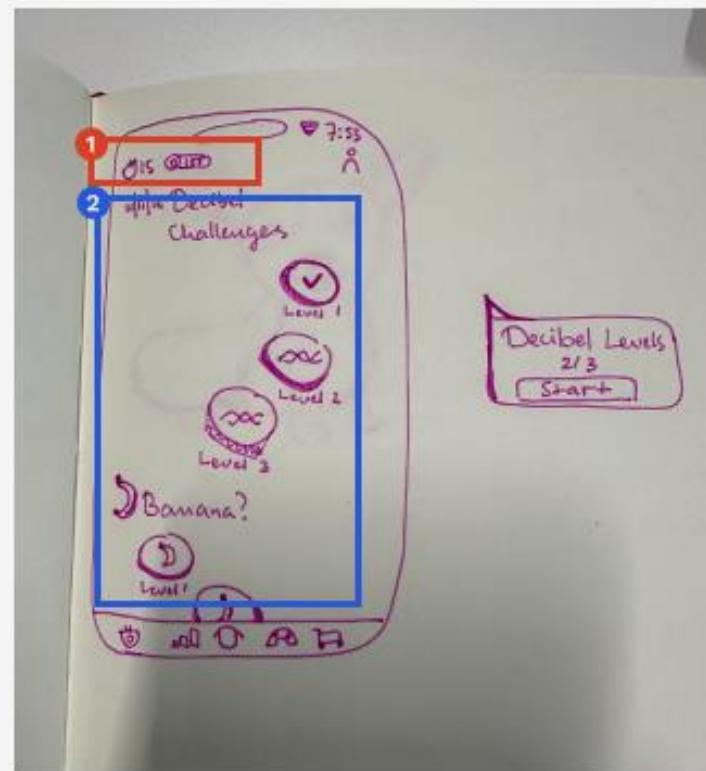
1. Personalised summary/suggestions next to statistics
2. Color-coded graph showing different moods/symptoms
3. Daily, weekly, monthly, yearly overview of the data tracked
4. Card view for summarising data in a visual way (circle diagrams)

Games Section + Some Gamification Aspects

Inspiration/ Benchmark



Our Design



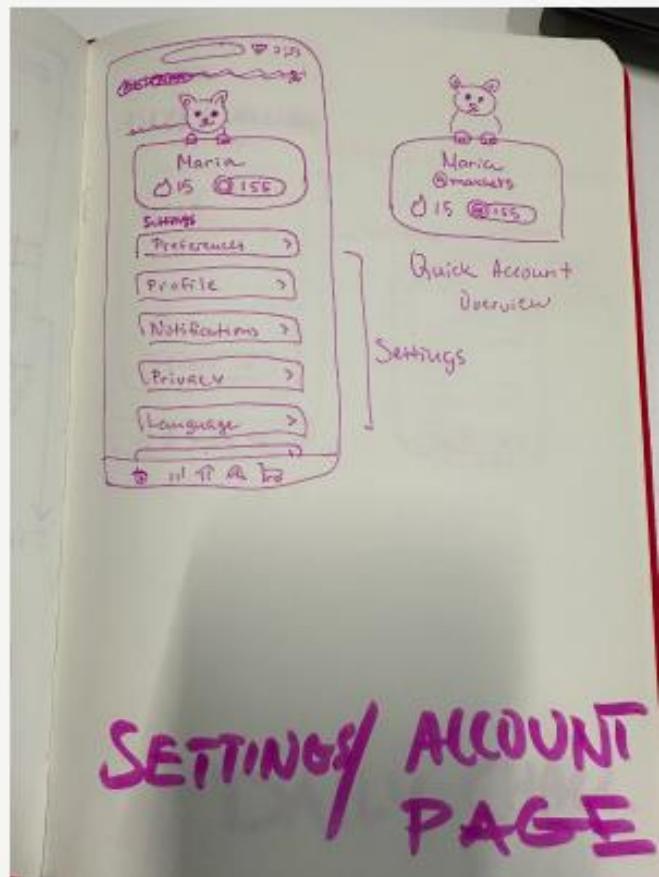
1. In-game currency and keeping a streak are often used to motivate users to aim for certain achievements in the application. They usually appear on the top at all times
2. A continuous path of gradually more challenging games/levels keeps motivation levels up as well – anticipation, seeing what is ahead of users keeps them on the path to continuous progress

Settings/Account Page

Inspiration/ Benchmark



Our Design



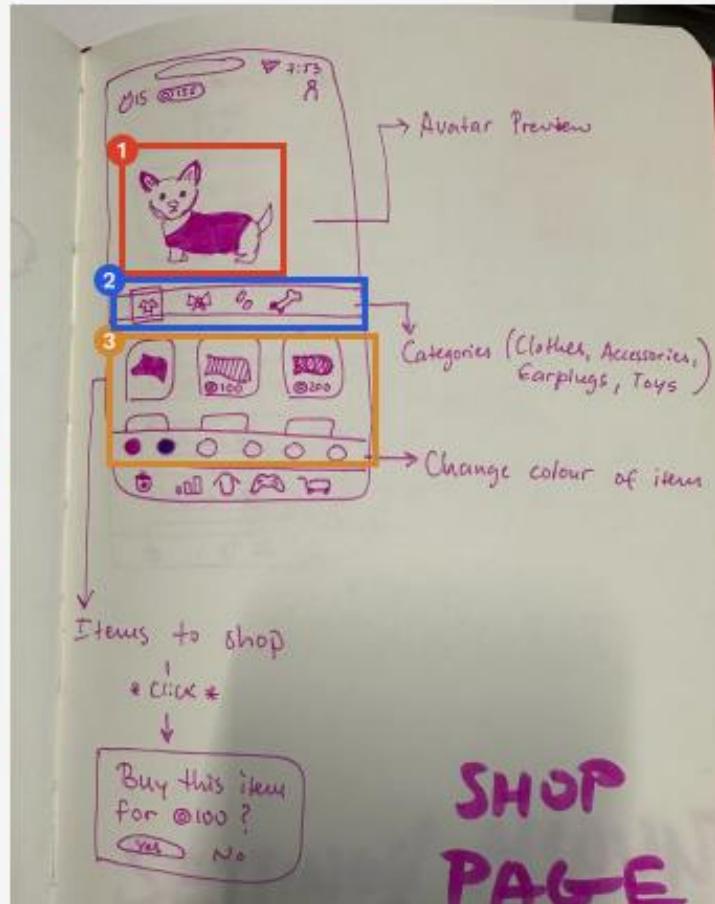
Our settings page is pretty standard, our main inspiration was the Duolingo settings, as it is simple and clearly structured. We also looked into social media settings like Instagram, WhatsApp, Facebook. Those were a lot more complicated, however their main components stayed consistent with what we designed.

Shop Page

Inspiration/ Benchmark



Our Design



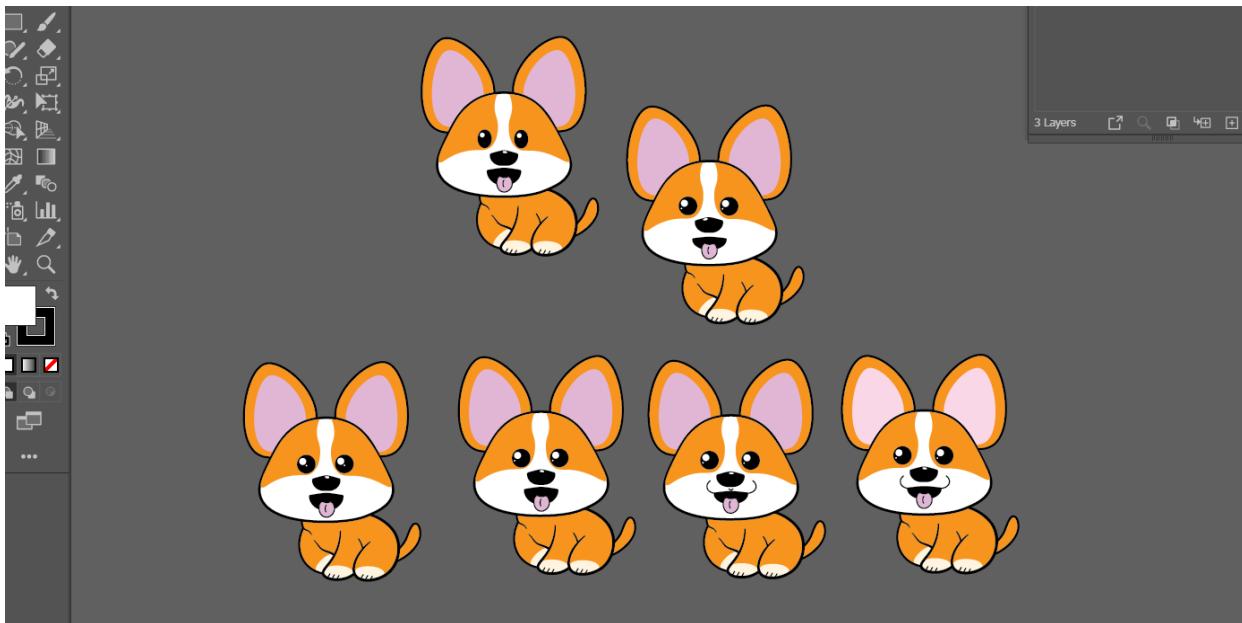
1. Avatar is centrally positioned with the outfit/accessory visible on it as a preview
2. Line/Menu with different categories in the shop right below the avatar
3. The choice of products usually takes around half the screen and is below the avatar in most cases

Graphic Elements/Assets Design and Illustration

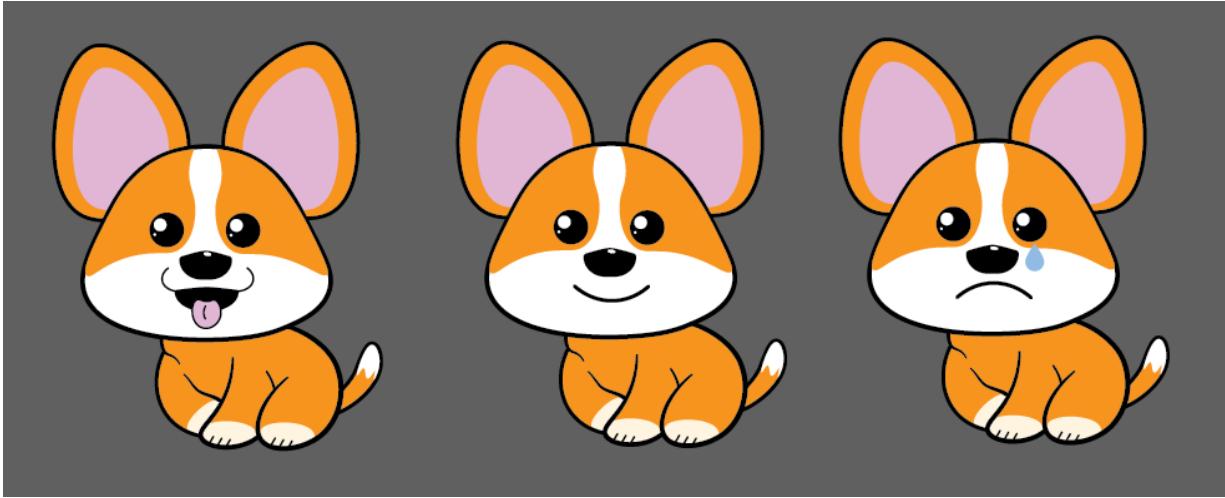
Since we wanted this app to be entirely our creation, we decided to design and illustrate our own assets for it. I (Martina) illustrated the dog avatar and its outfits and accessories, and Mirena designed our icons.

Avatar

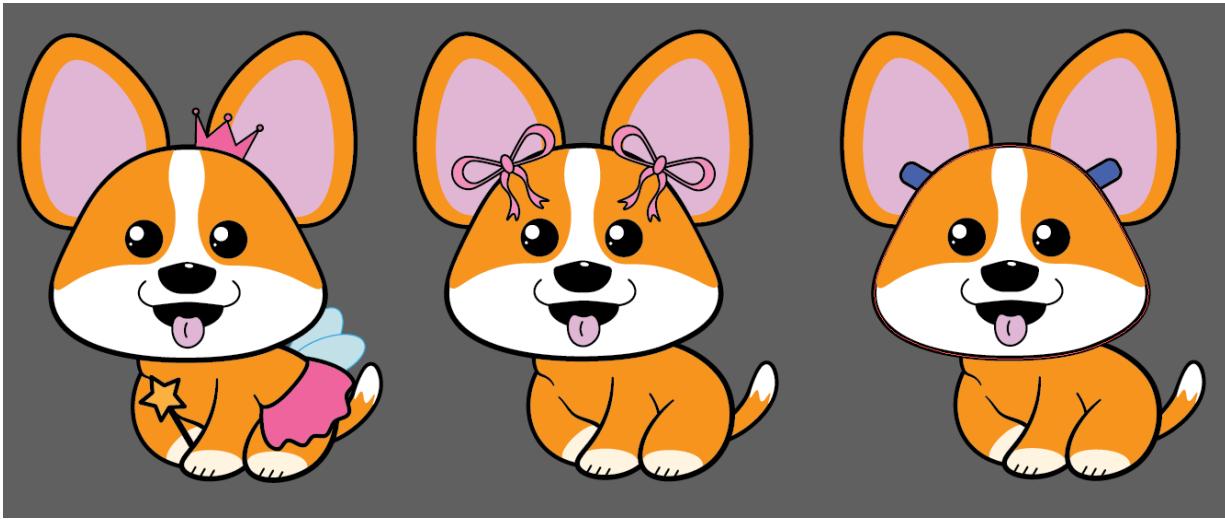
Since one of the results of our user interviews was that people associate hearing with dogs, we decided to make our avatar a cute dog users can take care of. The illustrations were done using Adobe Illustrator to ensure good quality. Here are the first iterations, with small changes based on advice from friends (people also in our target group – user feedback):



Here is the final version of our avatar in its 3 states – happy, okay, and sad (Those will change in the app based on noise levels and its impact on the dog's wellbeing):

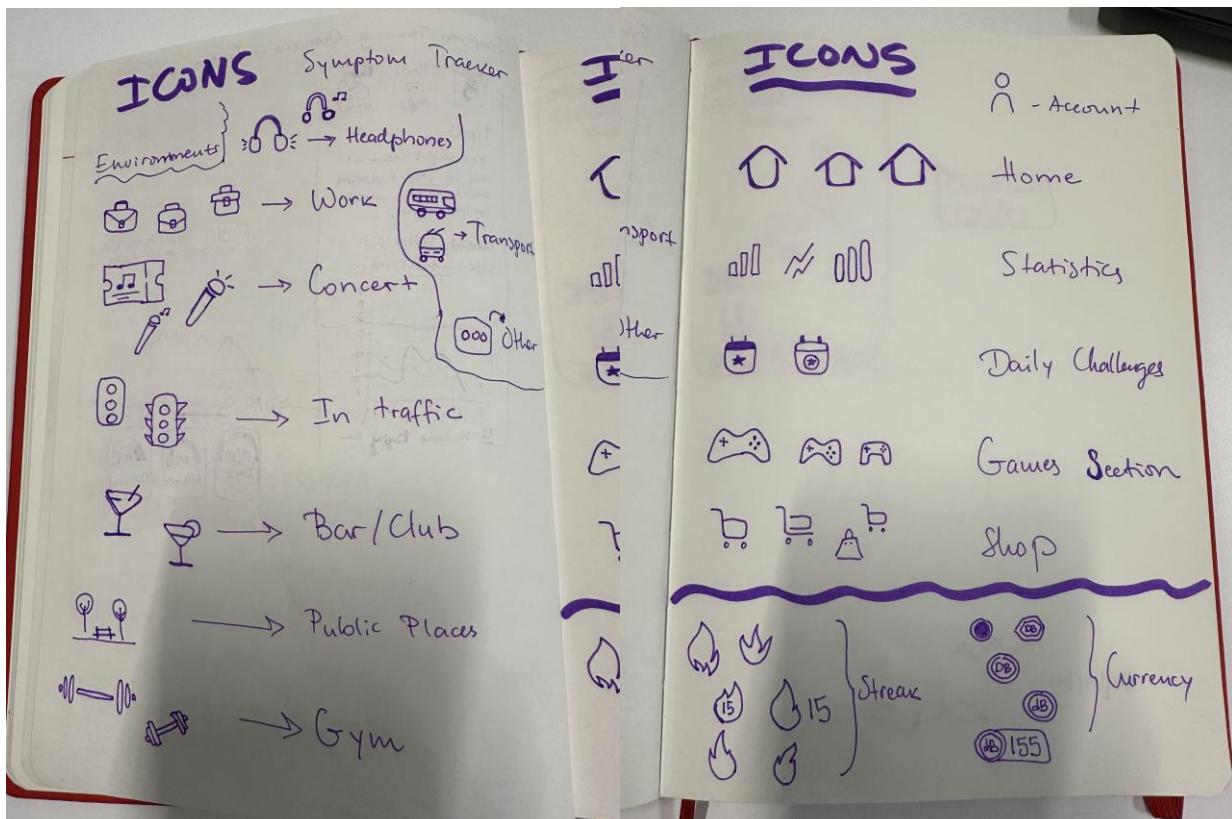


For the outfits and accessories, we decided I would do one of each (outfit, accessory/bows, earplugs), as time limitations wouldn't allow us to execute all our ideas, and outfits are not the main focus of the application. Here are the base ones we have:



Icons

For the icons, we sketched them out on paper first, drawing ideas based on research into what symbols typically represent what we are trying to convey with each one, ensuring that they will be intuitive and understandable for the users at a quick glance. Here are the sketches:



After that, Mirena digitalised them using Adobe Illustrator. Here are the final icons for our app:





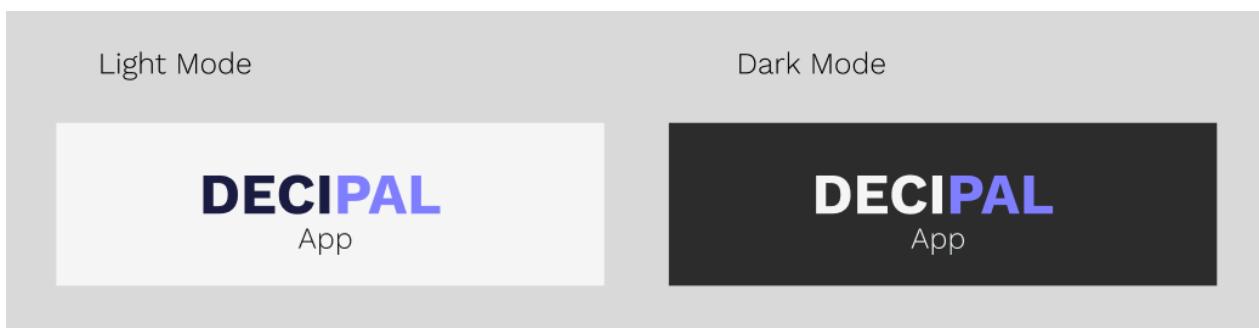
First Digital Iterations

After having the main screens, functionality and assets sketched out, we moved on to creating the first digital iteration of our design. For this we divided the app sections between each other in the following manner:

Martina – Onboarding, Statistics + Symptom Tracking, Shop, Games

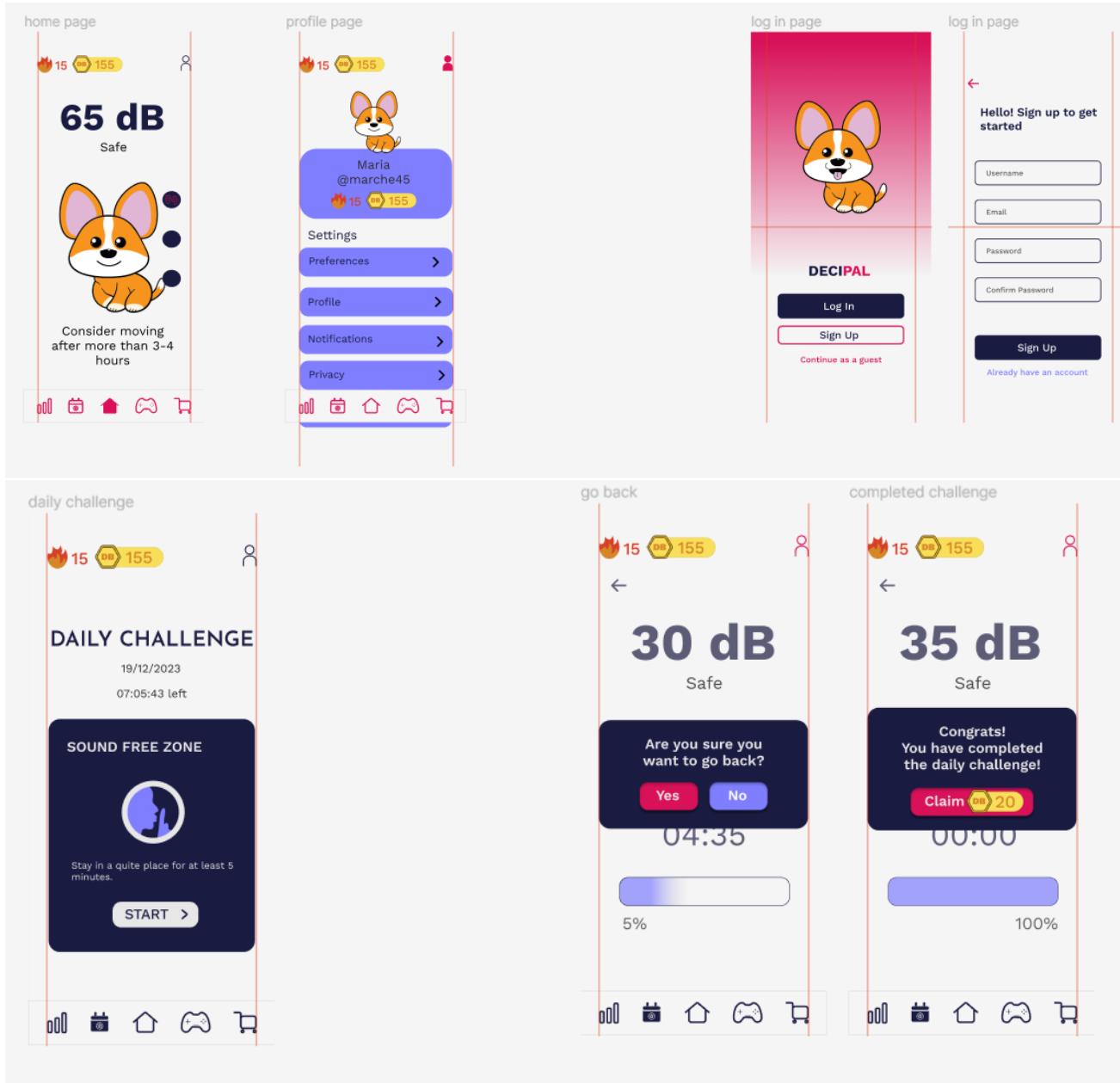
Mirena – Log In/Sign up Flow, Home Page, Daily Challenges, Settings

Since we decided our app will have the option for both light and dark mode, each of us had to produce 2 versions of the screens with different colour schemes, which we agreed on before starting the design. Here are the main colour schemes, which are still part of our branding colours:

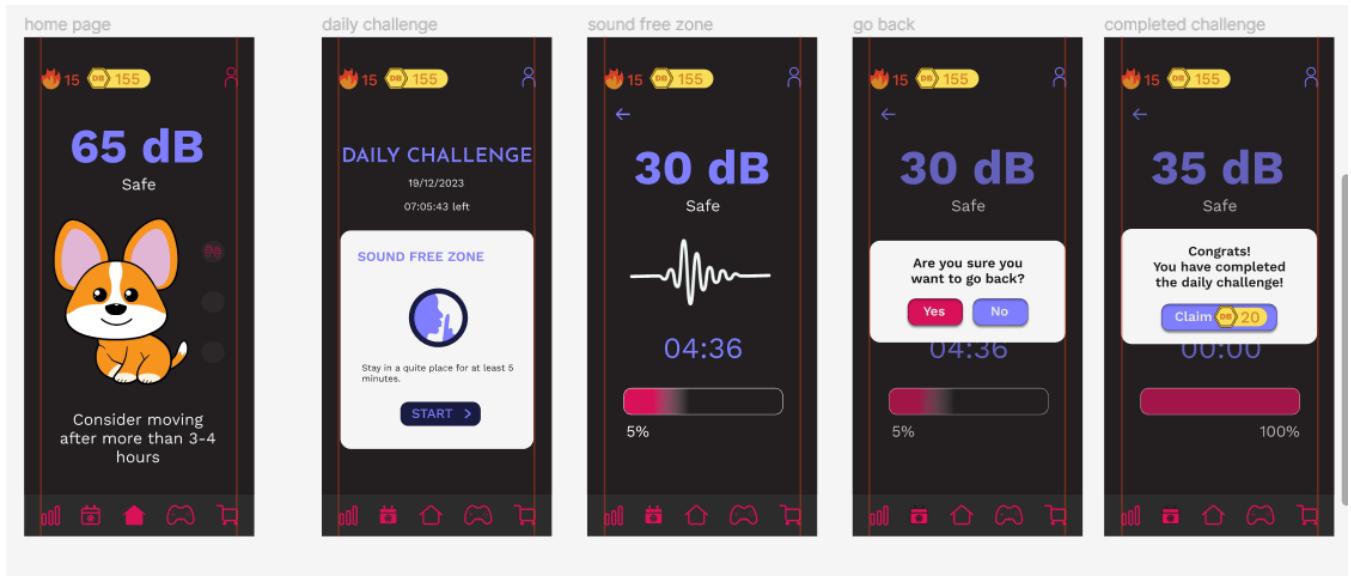


First iterations of the home page and log in screens started with trying to incorporate our brand pink colour into the app design as well, but we quickly realised it does not look great, so we stuck to the white, dark grey and blues. Here are the pink iterations:

Light Mode:

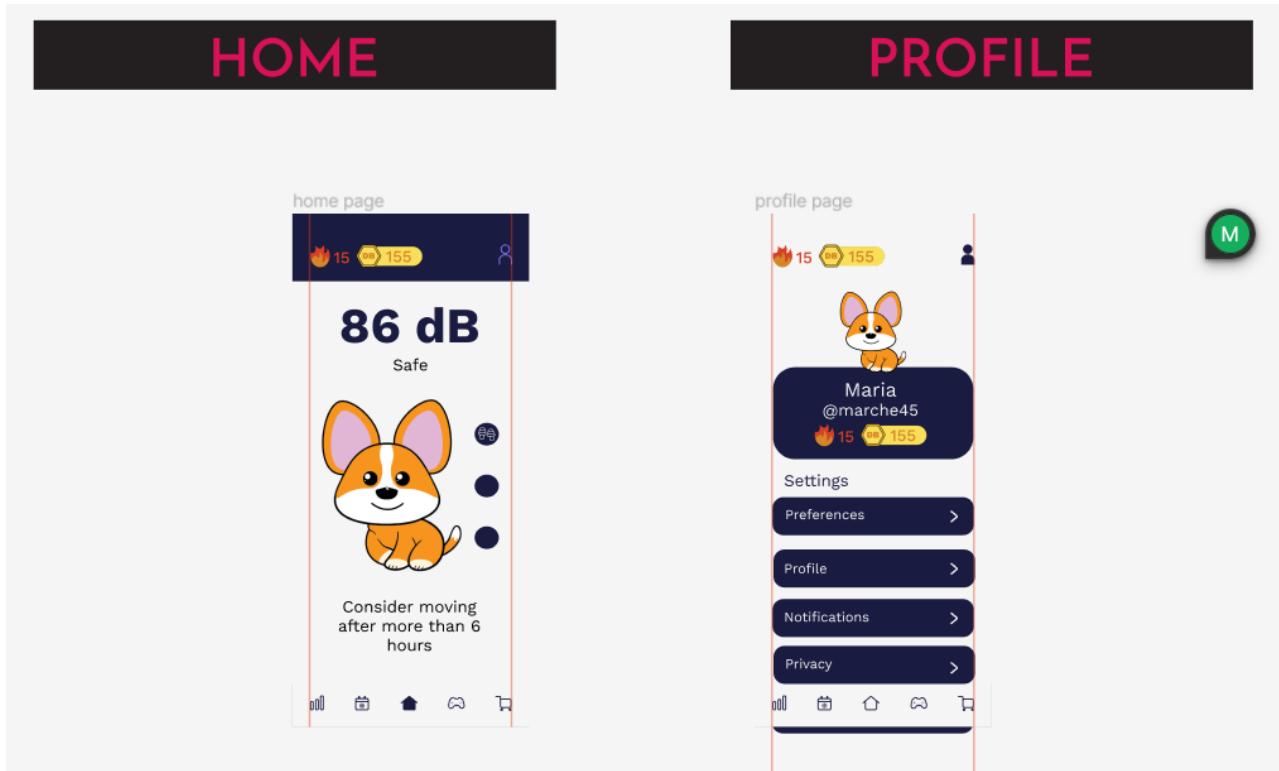


Dark Mode

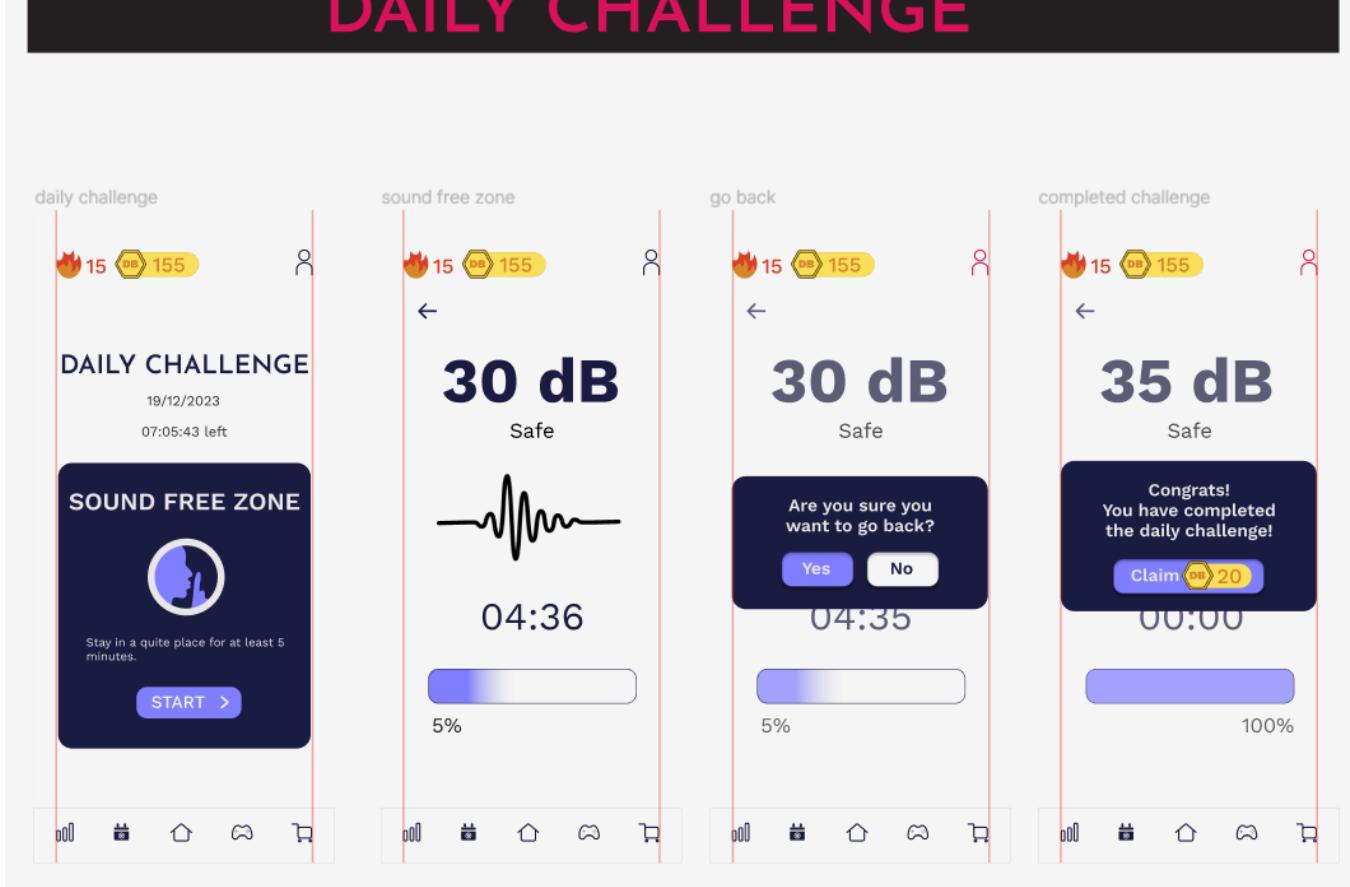


And the ones with the colours we stuck with after that (there are no dark mode log-in screens as the default is light mode):

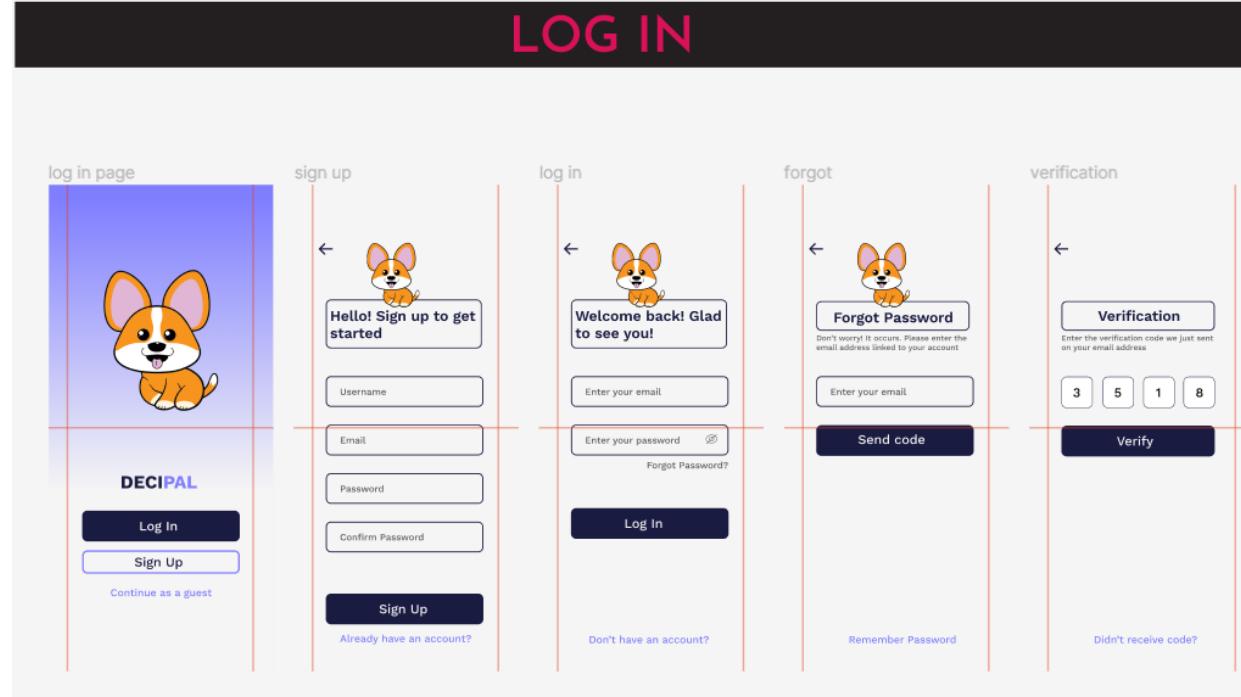
Light Mode:



DAILY CHALLENGE



LOG IN



Dark Mode:

The image displays a series of mobile application screens for a sound challenge app, arranged in a grid. The top row shows four screens related to a "DAILY CHALLENGE":

- DAILY CHALLENGE**: Shows a timer for 19/12/2023 at 07:05:43 left.
- sound free zone**: Displays a 30 dB reading as "Safe" with a waveform icon and a progress bar at 5%.
- go back**: Shows a 30 dB reading as "Safe" with a progress bar at 5%, and a dialog asking "Are you sure you want to go back?" with "Yes" and "No" buttons.
- completed challenge**: Shows a 35 dB reading as "Safe" with a progress bar at 100%, and a message "Congrats! You have completed the daily challenge!" with a "Claim" button.

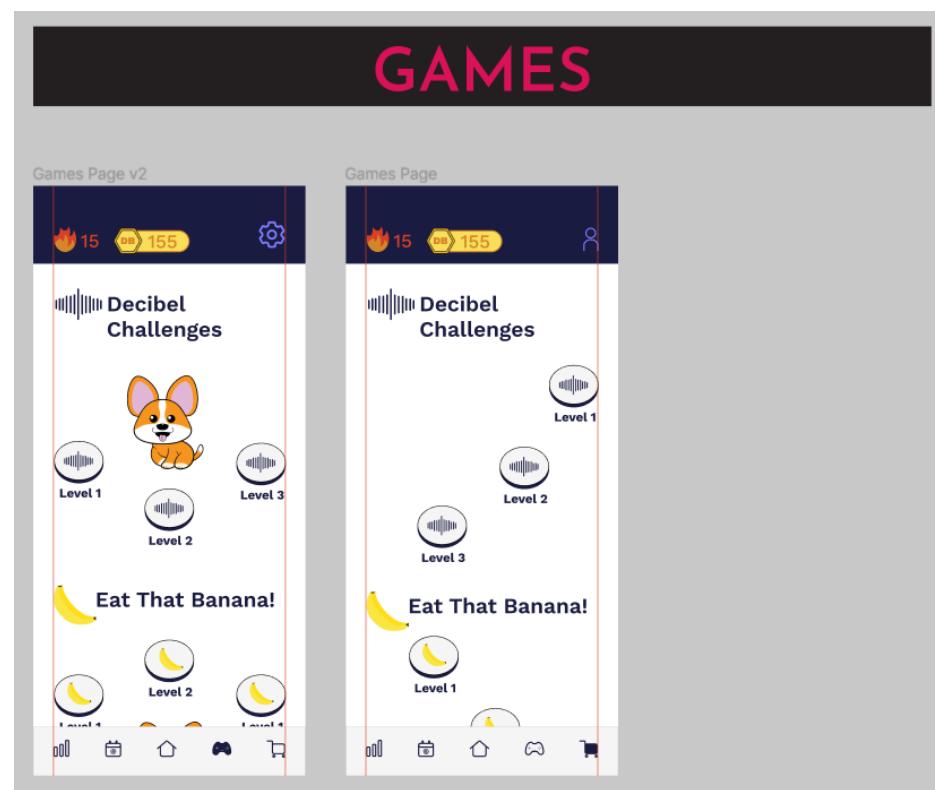
The bottom row shows two main pages:

- HOME**: Displays a large 86 dB reading as "Safe" with a cartoon dog icon, and a message "Consider moving after more than 6 hours".
- PROFILE**: Shows a user profile for "Maria" (@marche45) with a progress bar at 15 dB, and a sidebar with "Settings" options: Preferences, Profile, Notifications, and Privacy.

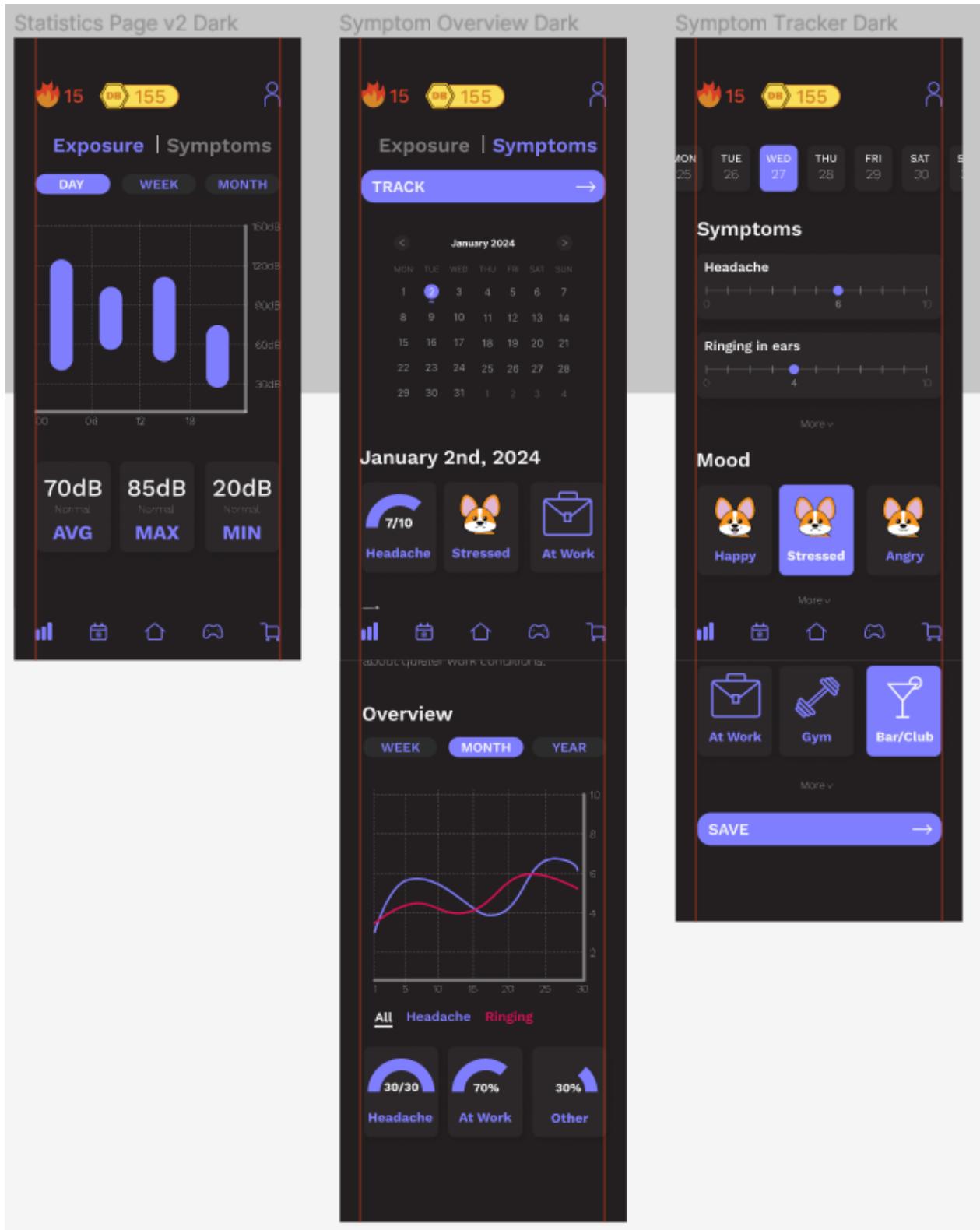
After those were established, I (Martina) got to work on my screens as well. Here are the statistics, shop, and games (with iterations):

Light Mode

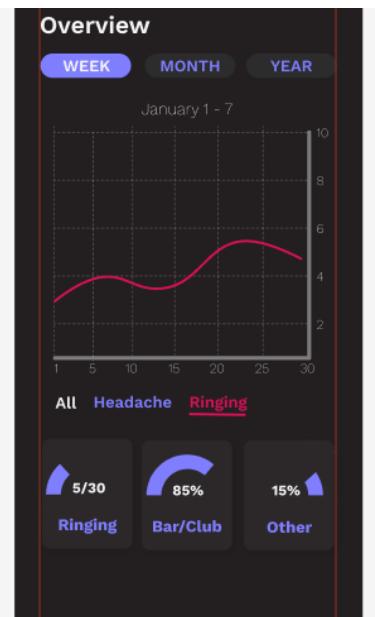
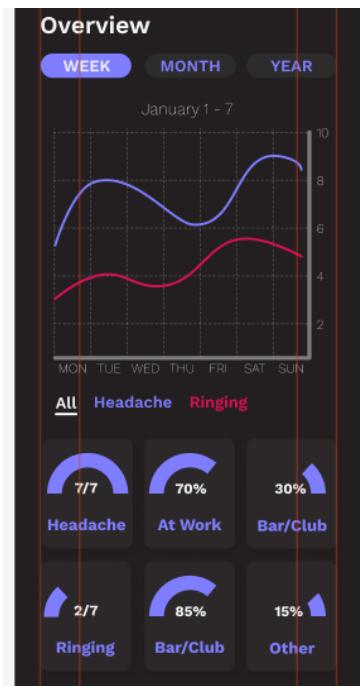
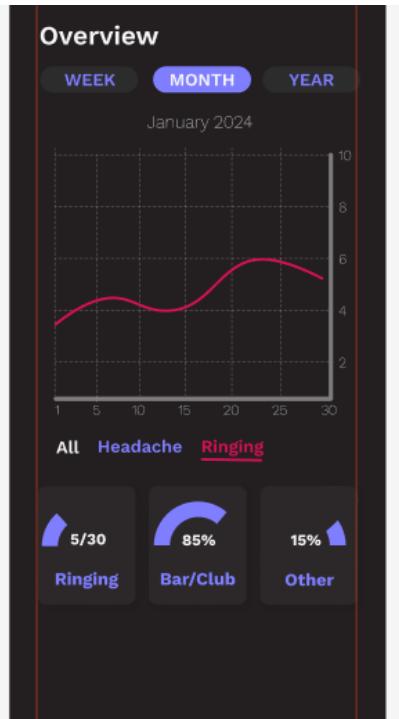
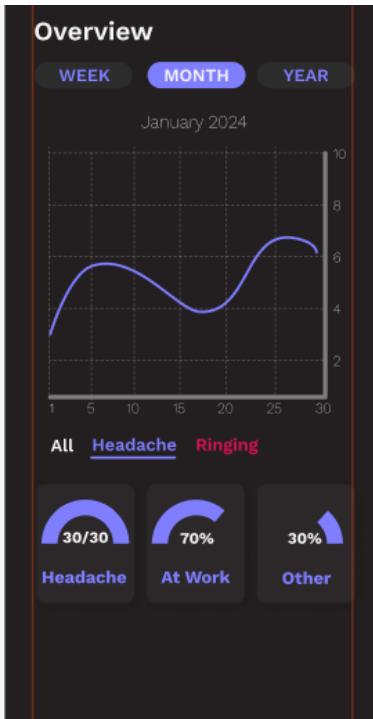
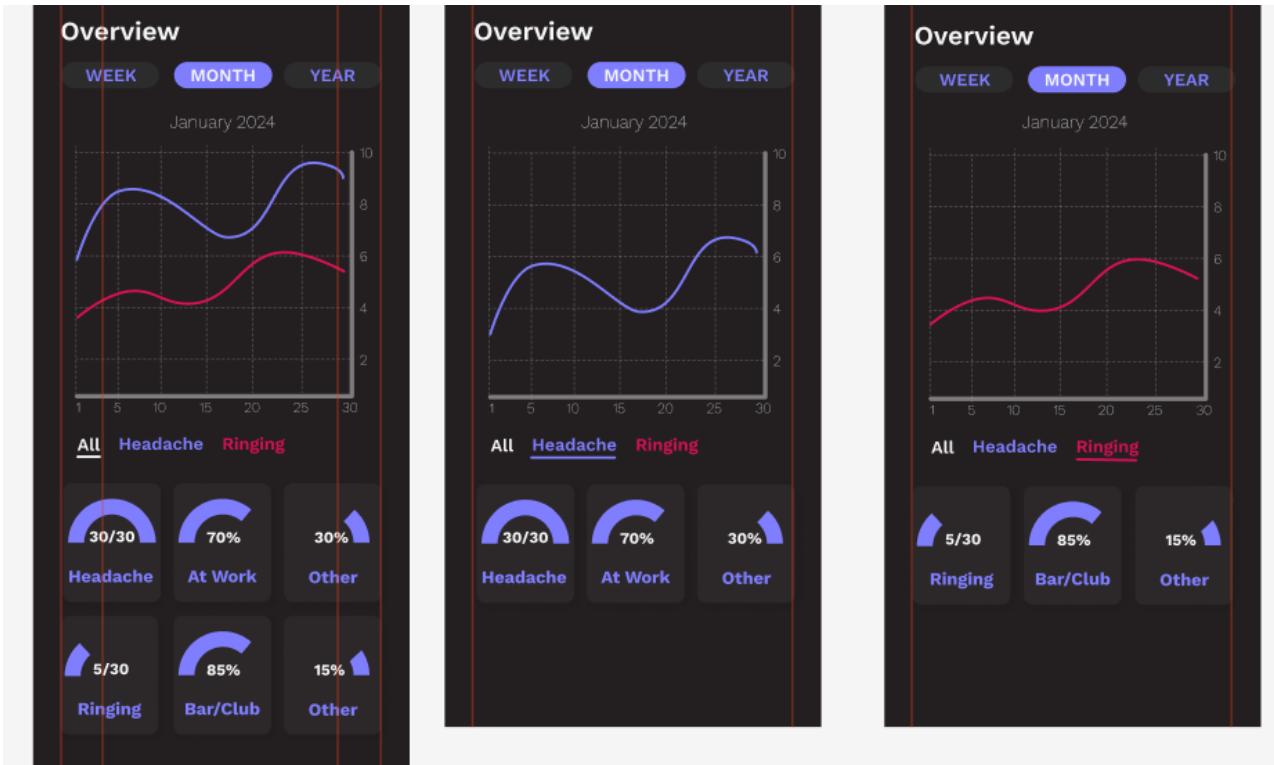
The image displays three screenshots of a mobile application's interface in Light Mode. The top section shows the 'STATISTICS' screen with a dark header and a large title. Below it are two versions of the 'Statistics Page'. The left version shows a bar chart for 'Exposure | Symptoms' with three bars (blue, yellow, red) and numerical values (70dB, 110dB, 40dB). It also includes a 'Tips' section with a message about quiet work conditions. The right version shows a similar chart but with different values (70dB, 85dB, 20dB). The bottom section shows the 'Symptom Overview' and 'Symptom Tracker' screens. The 'Symptom Overview' screen features a line graph showing symptom intensity over time, with categories like 'All', 'Headache', and 'Ringing'. The 'Symptom Tracker' screen shows a calendar for January 2024, a 'Symptoms' section with sliders for 'Headache' and 'Ringing In ears', and a 'Mood' section with icons for 'Happy', 'Stressed', and 'Angry'.

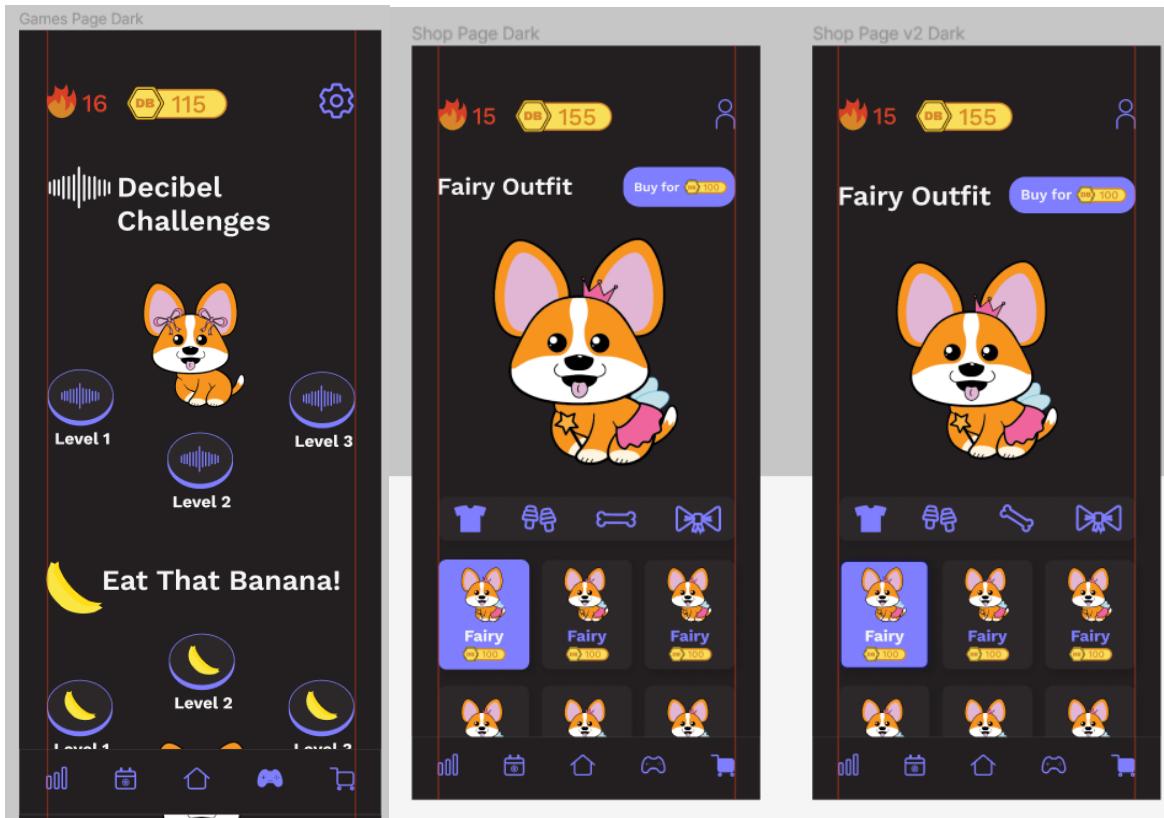


Dark Mode



*Symptom overview for isolated symptom + weekly and monthly overview



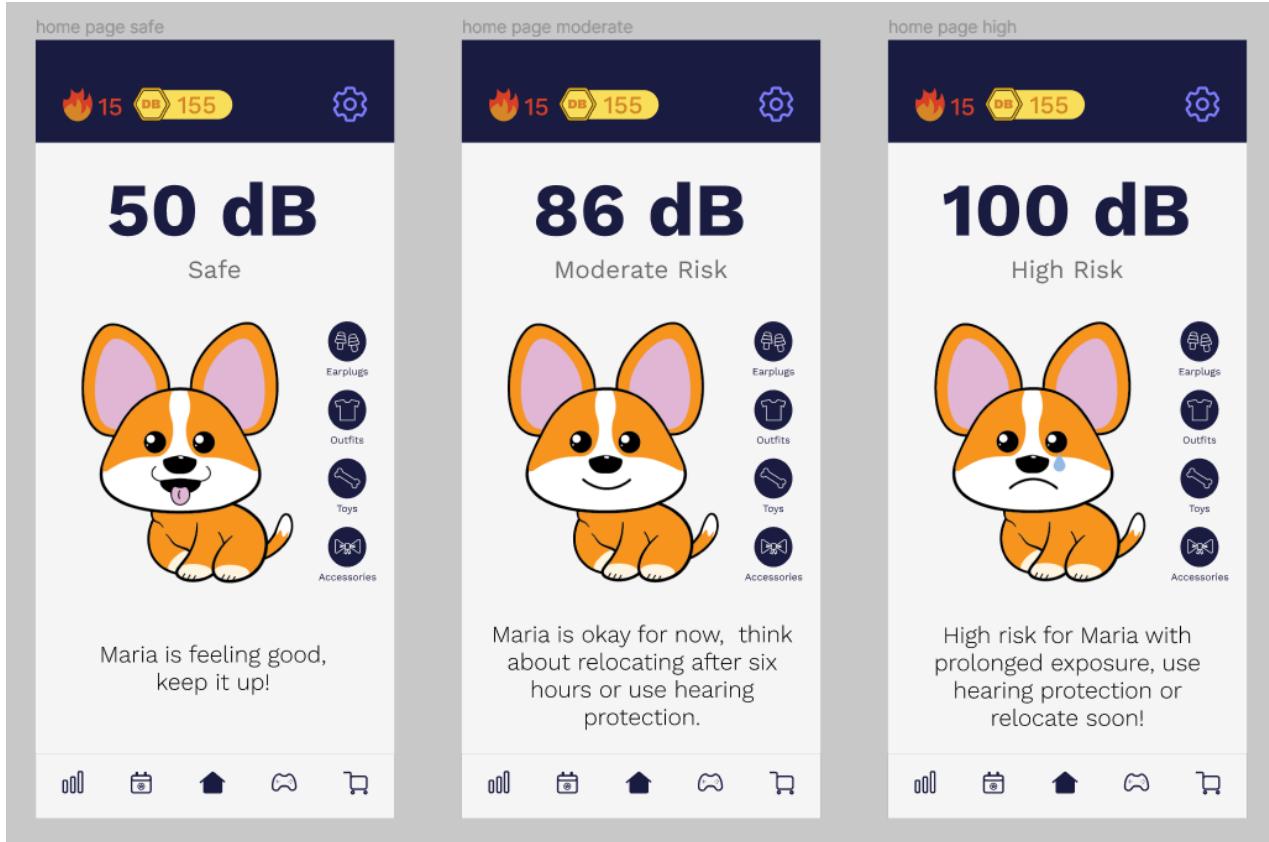


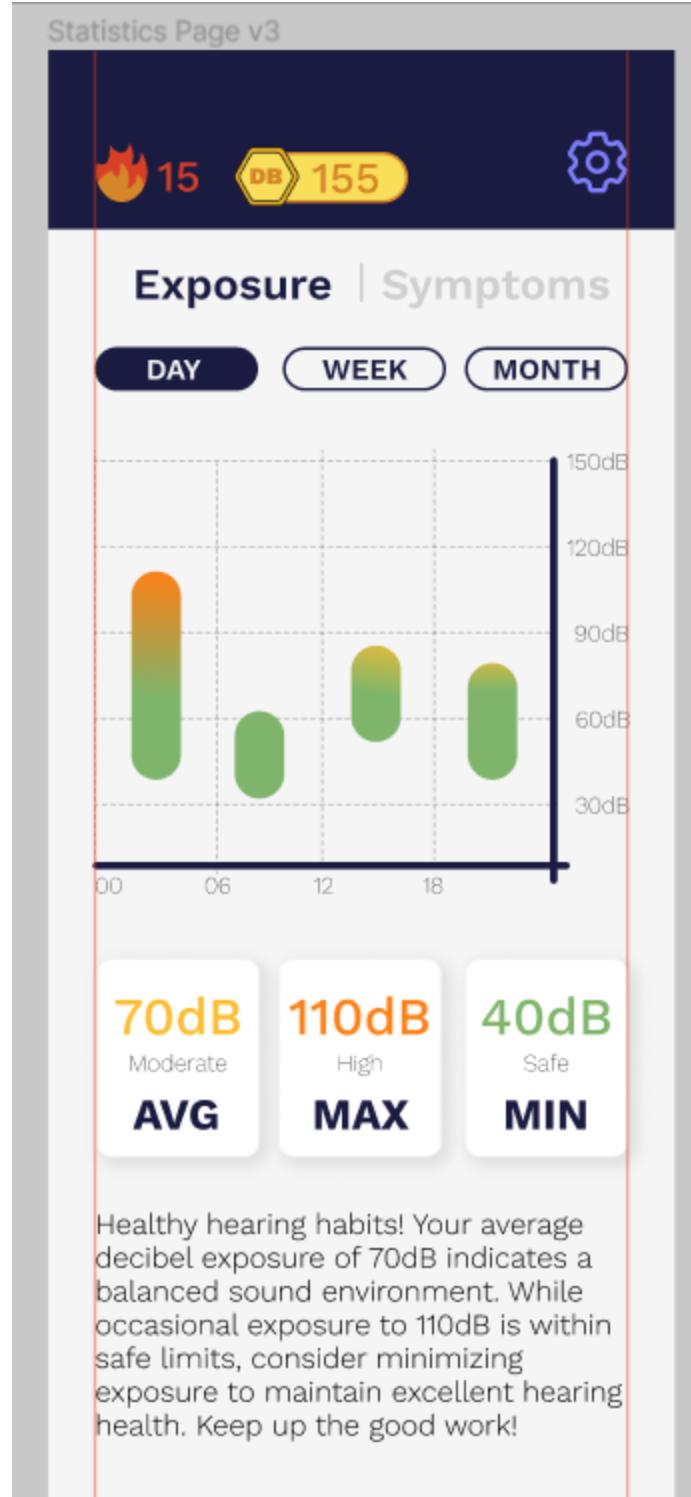
After all of the pages were done, we got feedback on them from our client/teacher, which led to a few changes.

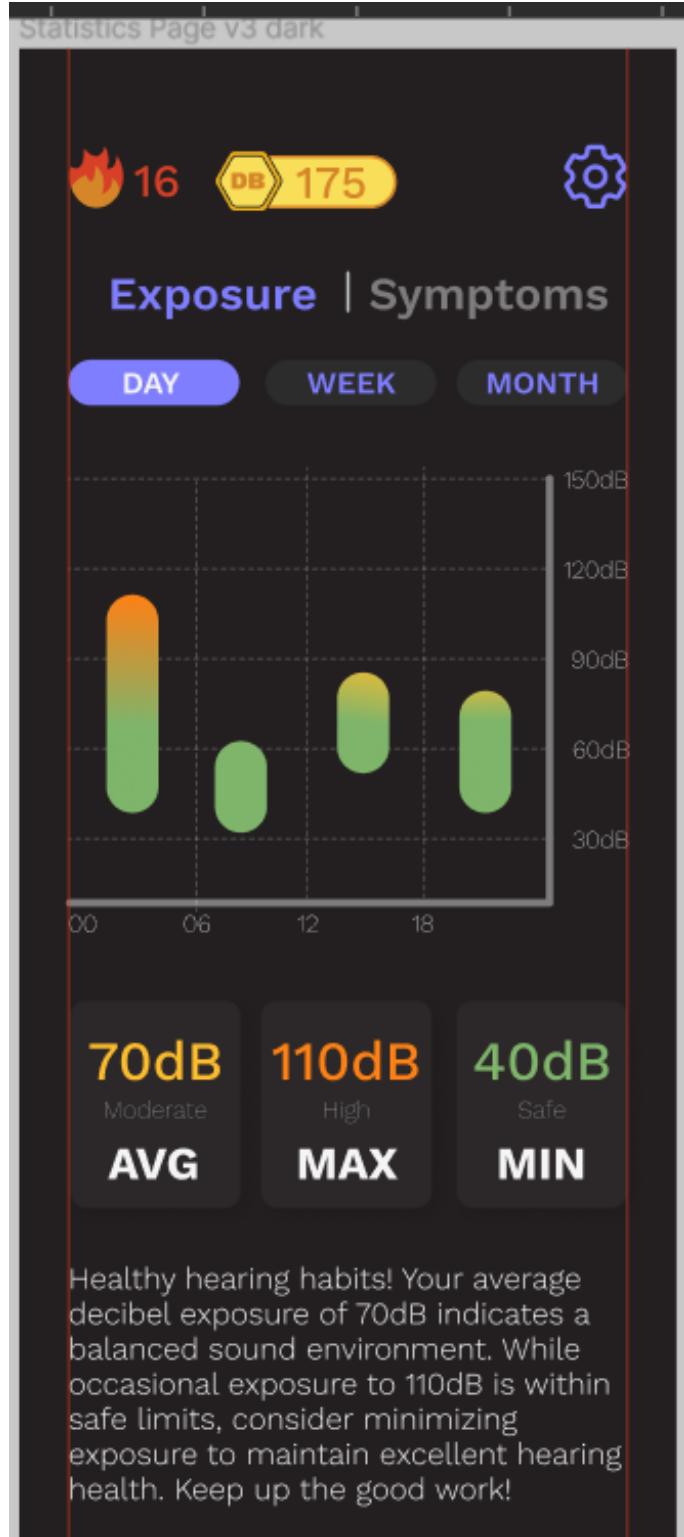
Firstly, the decibels on the home page were not accurately connected to their risk labels, 65dB is a perfectly safe environment, so it should show the happy dog. We researched more into safe decibel levels and came up with a new scale of determining risk factor, and adjusted that in our design as well.

Secondly, the statistics section should also be showing what that exposure means for people, is that bad, is it good, how do they determine at a quick glance how they are doing? What we did was to colour code different risk levels with a scale going from green to orange/red based on how dangerous the exposure is, and add a short, personalised summary below them. That improved the usability of the statistics pages tremendously.

Here are the changes implemented (we also put all the accessories as quick actions next to the avatar on the home page):



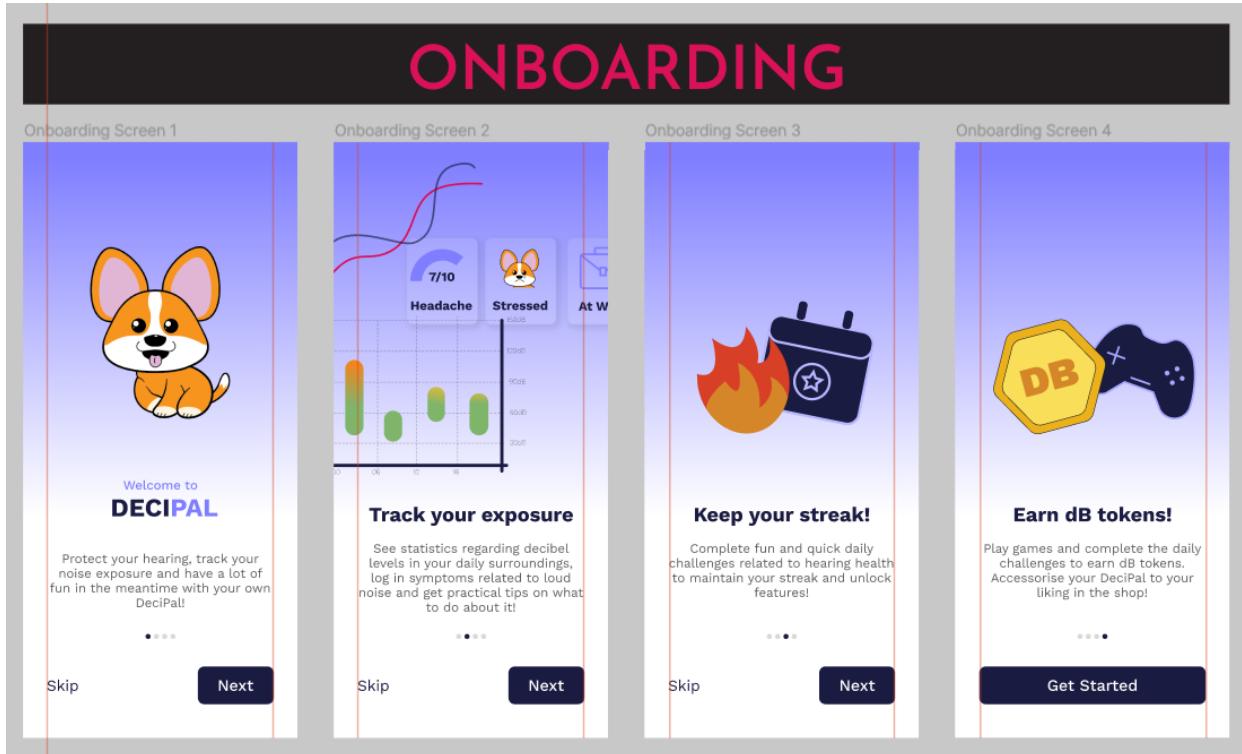




Final (Before Testing) Interactive Figma Prototype

Now it was time to make our Figma prototype interactive, so we could test the app's usability with our target group. This prompted even more research and thought into usability heuristics, which we implemented in our design as we went along with connecting everything into a user flow.

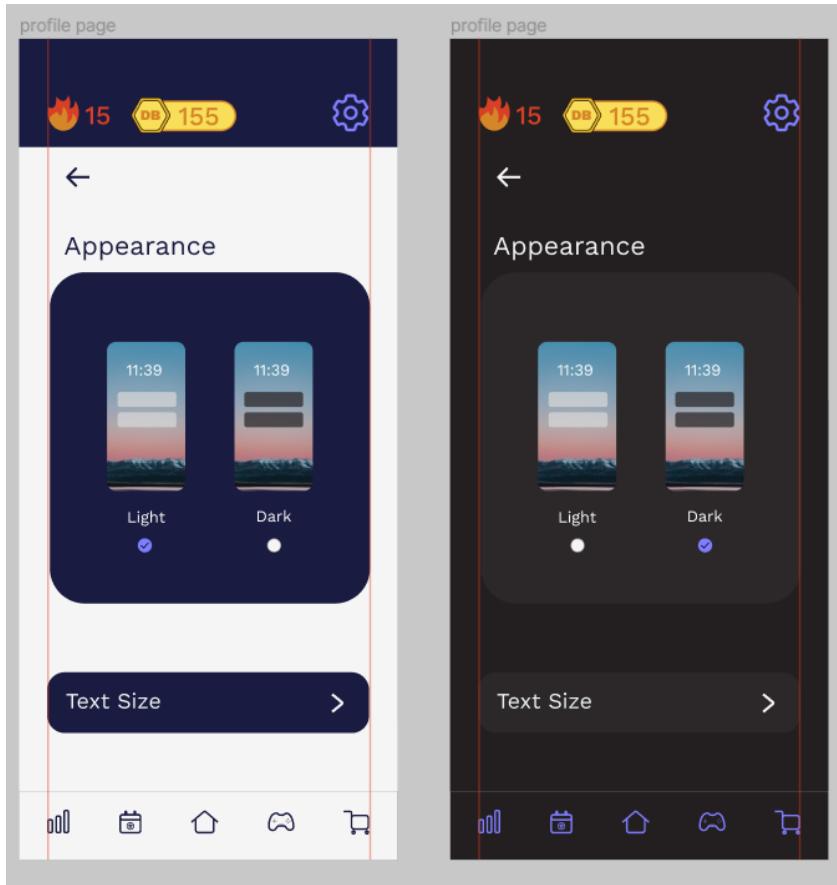
Since the onboarding was still not done, we finished that up, here are the screens:

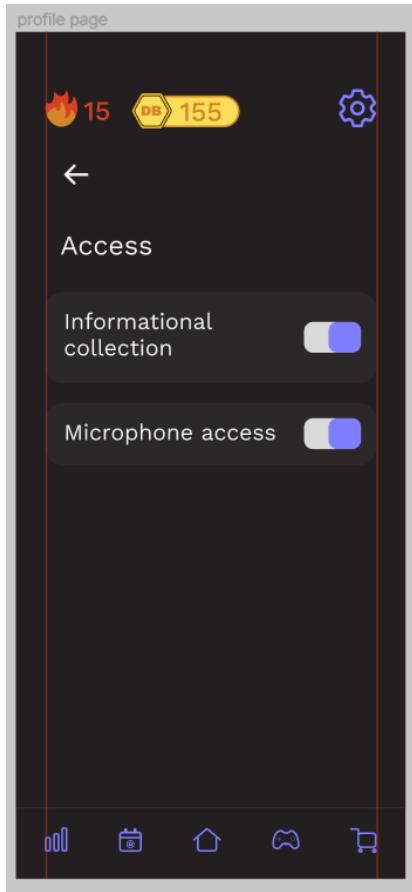


After that, we added the pages necessary to simulate actual interaction with the application in a user flow we would guide people through when testing and showing off the product. We mainly developed on the dark mode from this point onwards, since one of the first tasks we would have users complete is switch from light to dark mode, and that is increasingly the most preferred mode amongst people as well.

Here are some of the new screens added:

Settings for light/dark mode and microphone access (also came from user interviews – some people would like to turn it on and off)

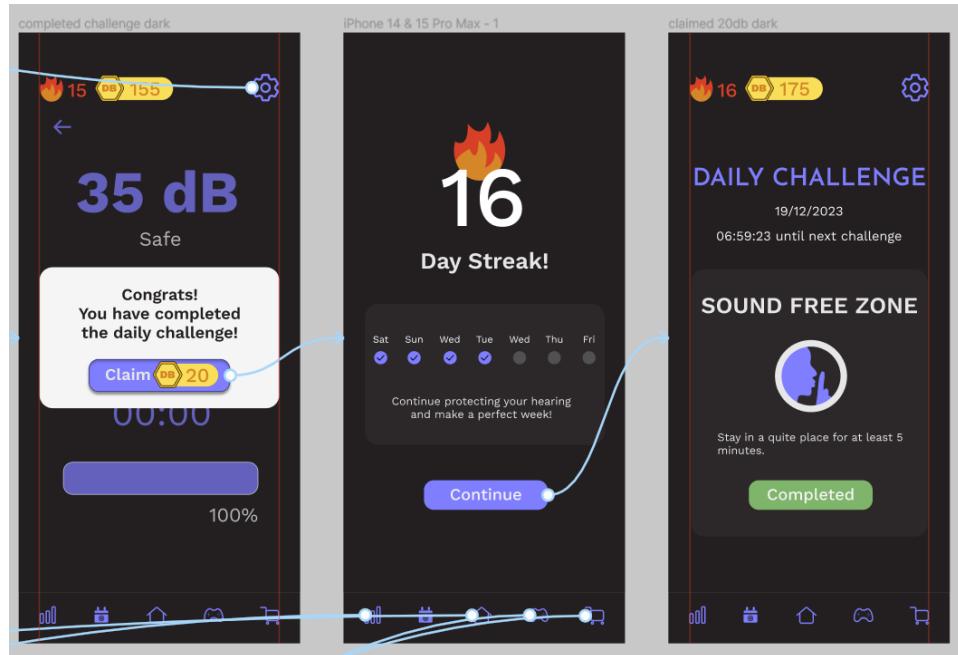




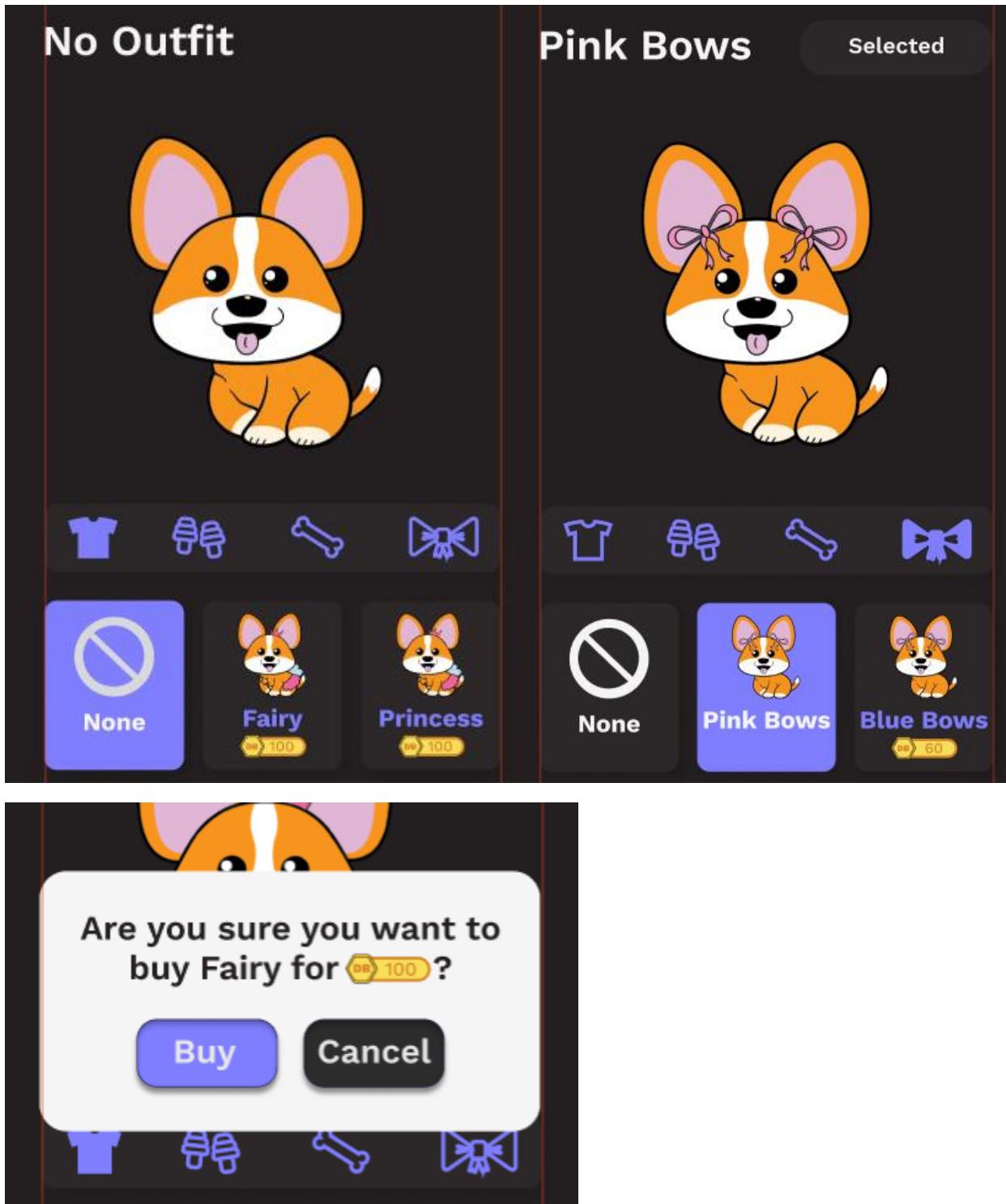
Statistics pages for week and month as well, with updated summary messages beneath them based on changes in data



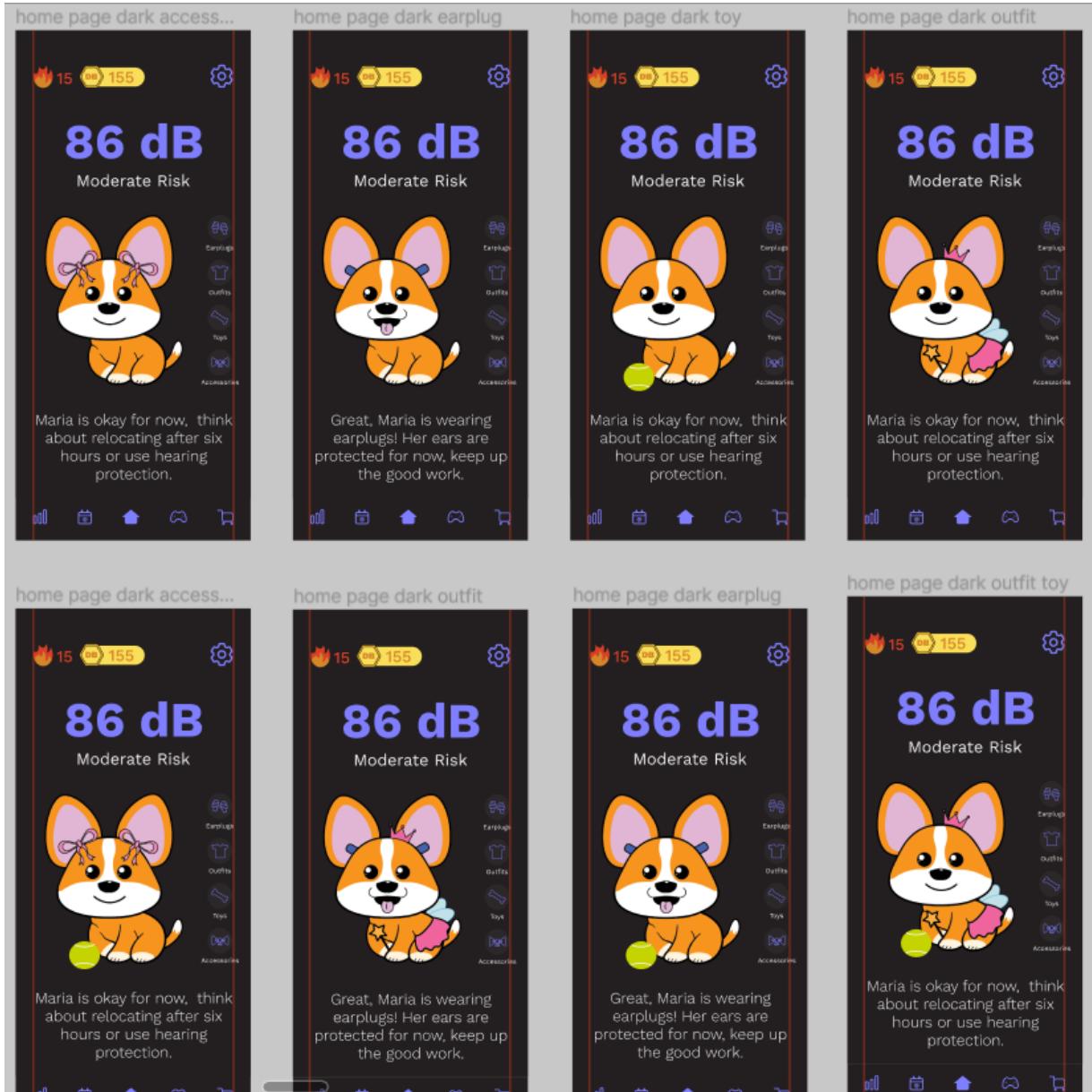
Streak Notification Page after completing the daily challenge + a screen telling you the challenge is already completed and the time left until the next challenge



Realised we did not have a "none" option as the default in the shop, added that and pop-ups when trying to buy something for confirmation, as well as the state when users already own an item:



Added home page versions for different accessory scenarios, as well as we made the dog change emotions when wearing earplugs, indicating that its ears are protected. The message underneath the dog changes as well, to show that the app takes into consideration the earplugs as a protection device.



After everything was connected, we moved onto user testing.

1.4 Testing + New Iterations

To make sure our design is actually user-friendly, we had to do testing. Martina wrote the questions which mainly consisted of a couple of tasks that helped us understand if the user can go easily through the app and after that some follow-up questions of how effective this app for them is. We discussed them together and then proceed with the testing. Martina was the interviewer, I (Mirena) was filming and assisting her in case of a need and Corra was taking notes.

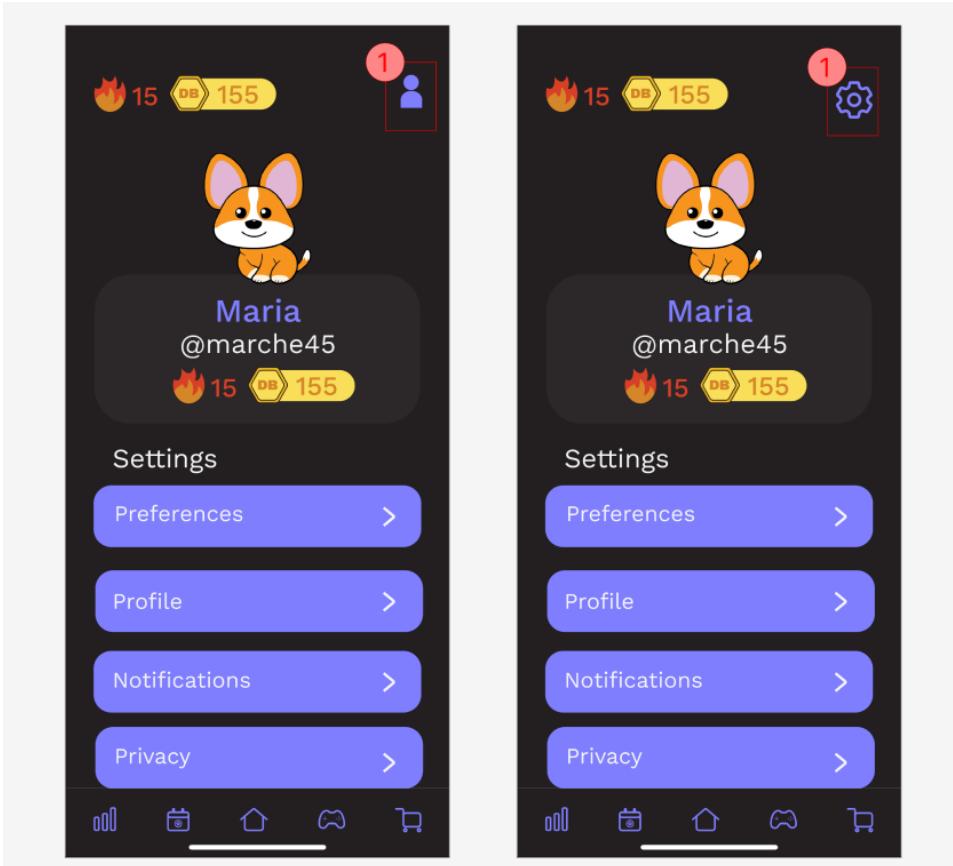
Full documentation of the questions:

This was the results of the testing:

- Overall, the feedback was overwhelmingly positive, most of the participants found the app easy to navigate and intuitive, they were able to quickly find specific sections.
- Users love the avatar and say it would keep them motivated to open the app more and take care of their virtual dog. They also enjoyed the accessories and the ability to personalise their avatar.
- The streak is also a feature that would motivate them to complete the daily challenges
- Most people found it a bit confusing to navigate to the settings in order to change to dark mode, it seems the account icon doesn't connect as also being the place for settings. One participant searched for the microphone access in "Preferences" instead of "Privacy", however such settings are standardly put in privacy.
- One participant raised the concern that the overview section was not where he expected it to be, and it would be hard to find if you don't stumble upon it. It also didn't make sense to him that it is below the daily overview and that they are separate things.

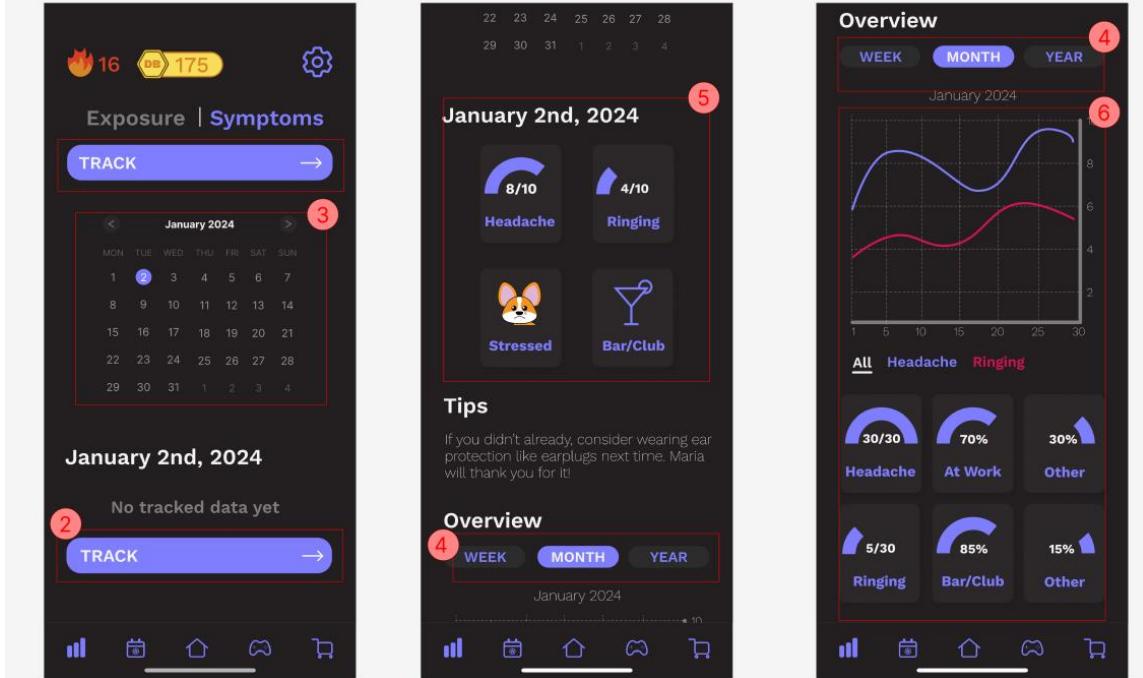
From this feedback Martina and I (Mirena) did these iterations:

1. Changed the icon for the settings

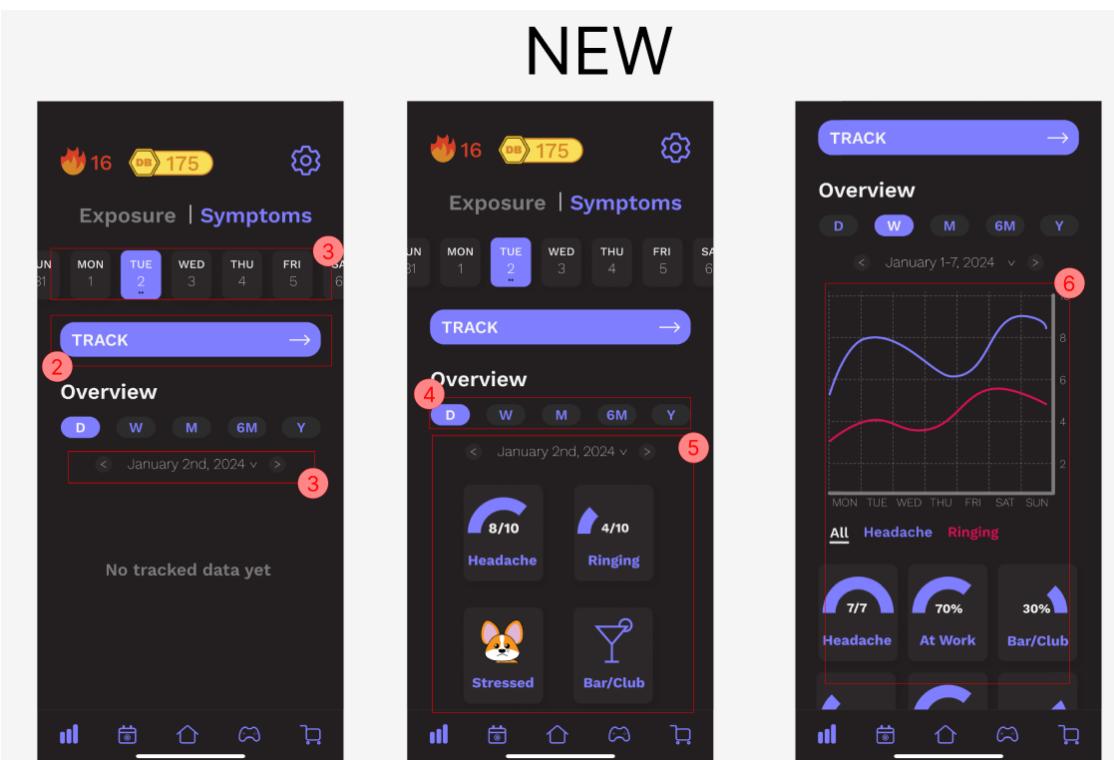


2. Removed the second track button in the symptoms.
3. Changed the full-length calendar into a dropdown one and added a horizontal one for easier access to the dates.
4. (+ 5; 6) We put the whole overview in one section where the users can choose to see an overview of the day the week, etc. Instead of, as previous when we had the day overview first and after that for the week, moth, year, which lead users to confusion.

OLD



NEW



1.5 Presentation + New Iterations

After the final group presentation, we received good feedback on the application, however there were a few remarks, that we had to work on.

1. We had to think how the app is going to inform people about their data protection, because the app collects sensitive personal information. So, we made a separate page in the onboarding

Terms & Conditions

Last updated: 17 january 2024

1. Conditions of use

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2. Privacy Policy

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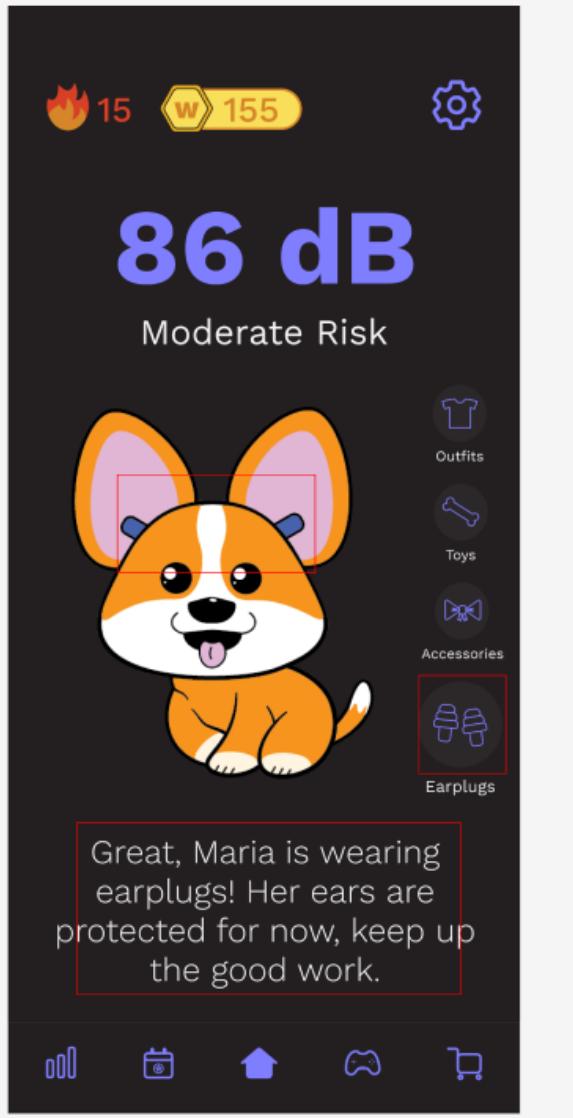
3. Data Collection Purpose

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Decline

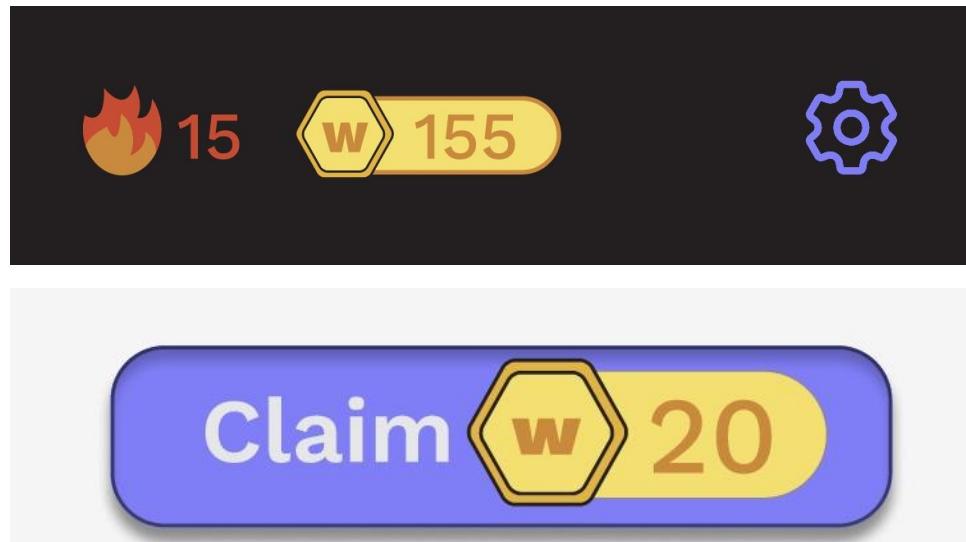
Accept

-
2. We had to think of way to differ the earplugs from the other accessories, so it can visualise that when you click on them you are actually protecting your hearing in real life. For that we resized and moved the position of the earplug icon, and we made a pop-up message when you click on them, that reassures the app that you are wearing protection.





3. Another concern was the tokens, we had to remake them because the previous ones inappropriate, considering our goal. That is why we recreated them to “whisperers”.



1.6 Final Product

Figma Link:

<https://www.figma.com/file/yUdir7piCK5YTLNa2oOPgk/DeciPal?type=design&node-id=242-997&mode=design&t=9CyNnCRwgcZMNneE-0>

1.7 Future Developments

Since we did not get to the development stage in the process due to time constraints, there is of course a lot of room for future developments. Here are our suggestions:

- Full coding of the application, following the flows we already developed in the interactive prototype for the front-end and implementing a secure database for the data collection and storing
- Ensuring that we handle properly and safely the sensitive data we collect. We already did some research into GDPR and data protection, but it must be done properly and elaborately in the future!
- Game design and development for the mini-games section
- Creation of more accessories/outfit options
- Animating the dog instead of it being a static image
- Further design for the light mode

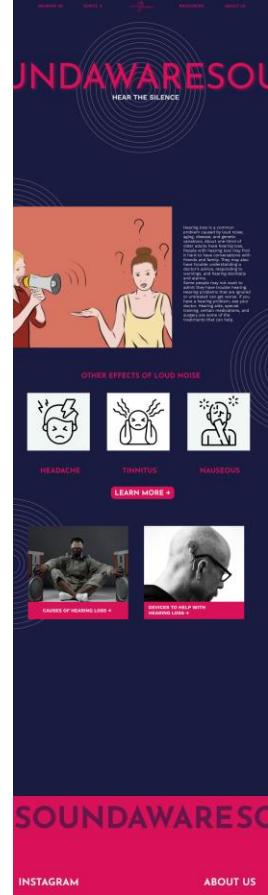
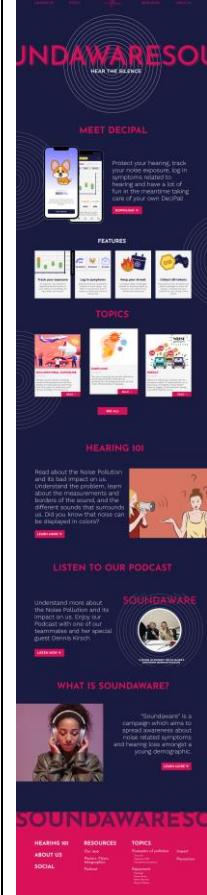
3. Informational Website

3.1 Purpose

The website for the project is meant to be a central spot for all aspects of the project, while also allowing users to access extra resources, such as articles on preventing hearing damage and showing people things such as earplugs to further aid them.

3.2 Design

1.	2.	3.
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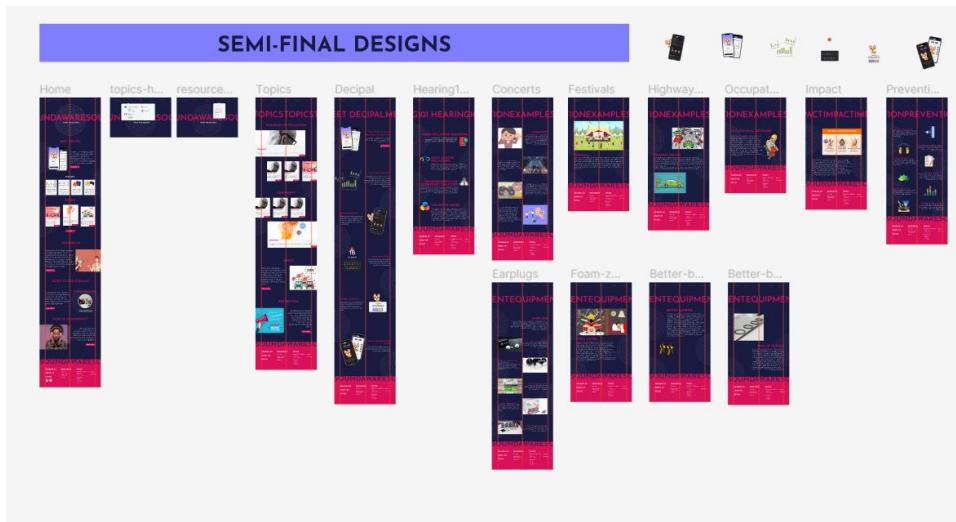
<p>The design of the website was done entirely digitally in Figma, starting with a design in between being a wireframe and a simple prototype:</p>	<p>Later iterations added more color, a footer and reworked the header, along with adding more decorative elements to improve the identity of the site:</p>	<p>Finally, the final design expanded further on these concepts, especially expanding the footer, and added the full content of the page:</p>
		

Each page on the website utilizes the same stylesheet. The website comprises a total of 15 pages, including the Home page, Hearing 101, which serves as the primary information source regarding noise pollution, Resources featuring an informative section on the Decipal application, and Topics, which encompasses various informational segments: Examples of Pollution, Equipment, Impact, and Prevention.

Under Examples of Pollution, the content is divided into four separate pages: Concerts, Festivals, Highway Traffic, and Occupational Exposure. Similarly,

Equipment is divided into four distinct pages: Earplugs, Foam-zone, Better Barriers, and Ring of Silence. Each page offers pertinent information tailored to its specific topic.

The information is initially compiled into a single document, from which a condensed version is crafted for presentation on the website. This approach ensures that users are not overwhelmed by excessive text while still receiving sufficient information relevant to their desired topic.



3.3 Coding

In developing the website, we have made a template for all pages, consisting of only a header, footer and a stylesheet. This way, people writing the main sections of pages only have to add the actual content of the page, contained within the main section. This content is styled written in a stylesheet separate from the one for the header and footer so that there are no conflicts in class names written by different developers.

Additionally, this allows for pages to be more lightweight, as for a site with only one stylesheet, for each page 100% of the website style code is downloaded, but for a site with the CSS rules separated in different files, it only needs the header, footer and main section, which means for a site with 8 pages we only need 25% of the code. While the difference is marginal, it does make way for much faster page loading when implemented at a larger scale.

You can view and clone the repository by clicking [here](#).

4. Podcast

The podcast was conceived and developed through the compilation and summarization of gathered information for the informative website. A series of questions was then formulated based on this information. These questions underwent a review and approval process by our client prior to the podcast recording.

The podcast production was carried out by the interviewer, Tihomira, who conducted the interview with our client, while the recording was managed by Corra. The creation of the podcast involved an initial examination of the fundamental techniques for podcast production. Subsequently, the recording duration was determined, considering the quantity of questions, with a limit set at not more than 15-20 minutes, as guided by the research findings.

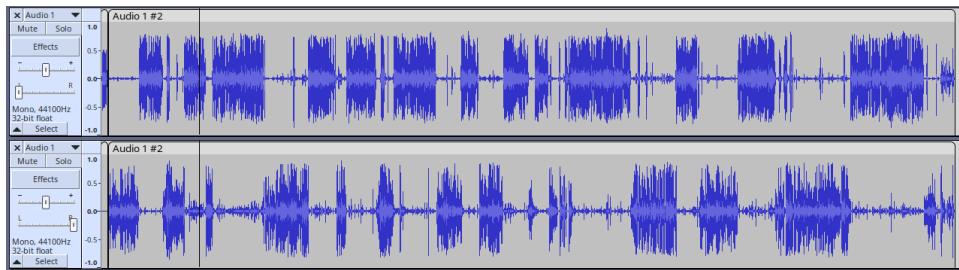
4.1 Recording environment

The recording environment consisted of two microphones to record sound, a receiver to capture both signals and a laptop to save it.

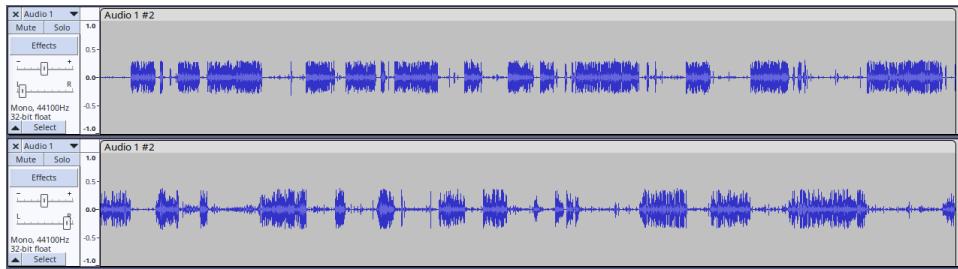
4.2 Editing

The podcast was edited using Audacity, a FOSS tool for creating and editing sound files. It needed to be edited because the original recording in many places had audio that was too loud, too crunchy, and was weirdly balanced, with one microphone being 100% in the left ear and the other being 100% in the right ear.

Before editing the audio recording looked like this:



After applying noise reduction, normalizing and balancing the audio and filtering out crackling, the audio recording looks like this:



5. Promotional Materials

VI. Reflections

Martina

Looking back on this semester's group project, I can say that I am proud of what we accomplished and the work I put into the end products. The app, which was mine and Mirena's responsibility, became like our baby. We put a tremendous amount of thought and effort into the concept, research and design, and ended up with a valuable product that our client loves. There is even a feature we thought of (the symptom tracker) that our client is interested in discussing in a focus group and possibly implementing into their own product, which is the highest of compliments. Me and Mirena were a great duo and our workflow and collaboration was seamless.

As in each group project, there was a lot of room for improvement as well. We experienced a lot of absence from other team members, which led to us taking onto an increasingly big amount of work and trying to make up for what wasn't getting done. In retrospect, we should have communicated better with the rest of the team and tried to include them more, forcefully if needed, instead of trying to cover all of our bases alone. Definitely a lesson for next time, as this overload made me and Mirena burn out towards the end of the project.

Mirena

For this semester project, I can say that personally I am very proud of the final product. Especially the app, for which went a lot of thought, research and work.

Martina and I came up with the idea of the Tamagotchi and from there we fully devoted ourselves to it and tried to cover every aspect of a good working app. Of course, because we wanted the concept and design of the app to be as flawless as it could be, we didn't have the time to develop it, but that leaves something for the future. As well as that, even though our app doesn't have the same target group as our stakeholder, we still manage to offer him an idea that he could implement into his work. Dare I say, this speaks that the product was an accomplishment.

However, not everything went smoothly. Our group didn't manage to have a good communication and the absence of a certain member made our work process difficult. Which led to some work left for the last day and therefore some products of our marketing campaign weren't as good as I imagined.

As of what I can improve for next time is to try my best to make sure that no one is feeling excluded. However, I cannot make a person work, if they don't want to devote their time to it.

Corra

Looking back on the project, a lot of great things happened; People worked hard, we had very creative ideas, and we often considered outside sources, such as users, teachers and others in our decision-making process.

However, we also had many areas where we could improve; often, we had communication difficulties due to a language barrier, which in turn caused some levels of alienation from the project, its ideas and its goals. Moreover, because of this there was often a disproportionate division of labour, simply because of the lack of knowledge others had of what was going on. Secondly, there were many times group members had a very lacking attendance, again increasing pressure on other parts of the group, and being of detriment to the communication of what people were doing.

What I would like to give as advice to my groupmates and myself, is that we should always innovate as much as we have this project, always reach out for feedback

whenever we can, and most importantly, always reach out to one another for help, advice, support and much more.

Tihomira

Throughout the project, we encountered various challenges, including last-minute changes and instances of miscommunication, which intermittently impacted our work. Despite these obstacles, the ultimate outcome proved to be highly satisfactory. To address potential issues, we devised multiple solutions for our final product, ensuring comprehensive coverage.

Reflecting on the group dynamics, it is evident that we were not a flawless team. Instances of miscommunication arose, and the absence of certain team members occasionally posed challenges. Additionally, there were occasions when subgroups made decisions without consulting the entire team.

On a personal note, I acknowledge the substantial effort I invested in the group project throughout the semester. While I am proud of the quantity and quality of my contributions, I recognize areas for improvement, such as punctuality and attendance. Looking ahead, I am committed to placing greater emphasis on addressing these shortcomings in the upcoming semester. My goal is to exhibit increased dedication, foster better coordination within the group, and strive for enhanced overall performance.

V. Conclusion

In conclusion, we have created a well-rounded marketing campaign that utilises different media types for maximum reach of the target audience – a mobile app, a website, a podcast, promotional materials like posters. Our strongest point is the application, and with the future developments recommended it can become a very valuable, functional product.