

Documentation Report

Team-Change

Members:

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prototype link: <https://xd.adobe.com/view/a22d101e-d796-4a65-a6c4-32d778b463f0-f77e/>

INTRODUCTION

BACKGROUND:

V STUDIO IS A STARTUP ART AND DESIGN COMPANY BASED IN COPENHAGEN. ANDREA VLAD IS THE SOLE OWNER OF THE COMPANY. SHE IS A CLASSICAL TRAINED GRAPHIC ARTIST AND HAS DEVELOPED THE SKILL OF DRAWING AT A VERY EARLY AGE AND AFTERWARDS LEARNED AND PRACTICED GRAPHIC, MULTIMEDIA, AND COMMUNICATION DESIGN. HER VISION FOR VSTUDIO AS A VISUAL DESIGN STUDIO WOULD BE TO COMBINE HAND DRAWN PRACTICE AND THE GRAPHIC CRAFTS WITH THE METHODOLOGIES IN GRAPHIC DESIGN (INCLUDING DIGITAL PRACTICES) TO PROVIDE DESIGN SERVICES, INCLUDING BRANDING, IDENTITY, AND VISUAL SOLUTIONS FOR VARIOUS CLIENTS.

OUR PROJECT AIMS TO CREATE A DYNAMIC WEB SOLUTION FOR V STUDIO AND TO PRESENT IT AS A COMMERCIAL SITE.

THE TARGET AUDIENCE OF VSTUDIO IS INDIVIDUAL PROFESSIONALS AND COMPANIES SO WE WILL CREATE A DYNAMIC WEB SOLUTION THAT WILL HELP TO REACH THE TARGET AUDIENCE.

REPORT:

IN THE FOLLOWING REPORT WE WILL TAKE YOU THROUGH OUR PROCESS FROM START TO FINISH. WE WILL BEGIN BY EXPLAINING THE PROBLEM AREAS, ABOUT THE RESEARCH PROCESS WE USED AND FINALLY COMING TO THE CONCLUSION

PROBLEM AREA:

SINCE OUR CLIENT DID NOT HAVE A WEBSITE FOR V STUDIO YET WE DECIDED TO DIVIDE THE PROBLEM AREAS INTO TWO PARTS BASED ON OUR RESEARCH:

WEBSITE:

A COMPANY SHOULD HAVE A WEBSITE THROUGH WHICH THEY CAN SHOWCASE THEIR SKILLS AND PRODUCTS TO THEIR TARGET AUDIENCE. IT IS A CHALLENGE TO MAKE A DYNAMIC WEBSITE WHICH CAN CONNECT TO THE TARGET AUDIENCE AS EVERYONE DOESN'T HAVE THE SAME FEEL AND TASTE OF ART.

AS IN CASE OF V STUDIO THE PROBLEM WOULD BE TO SHOW OUR CLIENTS WORK AND ARTS WHILE ATTRACTING NEW CUSTOMERS IN A USER FRIENDLY WAY

SOME PRESENCE:

SOCIAL MEDIA IS A PLATFORM THAT CONNECTS THOUSANDS OF PEOPLE AND GROUPS. SO A COMPANY SHOULD ALWAYS HAVE A STRONG SOCIAL MEDIA PRESENCE.

ANDREA DOES NOT HAVE A WEBSITE FOR V STUDIO BUT SHE HAS A PORTFOLIO WEBSITE

AND ALSO HAVE A PERSONAL INSTAGRAM AND FACEBOOK PAGE.

BUT IN ORDER FOR V STUDIO TO BE MORE SOCIALLY ACTIVE WE NEED TO HAVE STRONG SOCIAL MEDIA PRESENCE

PROBLEM FORMULATION:

FOR VSTUDIO TO BE WELL ESTABLISHED AS A COMMERCIAL SITE, IT SHOULD HAVE A DYNAMIC WEBSITE AND A STRONG VISUAL PRESENCE IN SOCIAL MEDIA. THE WEBSITE SHOULD CONTAIN HER WORK, PORTFOLIO AND CLIENTS WITH WHOM SHE HAS ALREADY WORKED WITH.

“HOW MIGHT WE CREATE A DYNAMIC WEB SOLUTION FOR VSTUDIO SO THAT HER COMPANY WILL HAVE A COMMERCIAL SITE AND A STRONG SOCIAL MEDIA PRESENCE THROUGH WHICH SHE CAN REACH OUT THE TARGET AUDIENCE AND BE ESTABLISHED.”

DEVELOPMENT PROCESS:

WE DEVELOPED OUR PROJECT BY GOING THROUGH TWO DIFFERENT PROCESSES I.E(.RESEARCH AND DEVELOPMENT)

THE RESEARCH PROCESS WHICH WE FOLLOWED ARE MENTIONED BELOW:

- BACKGROUND RESEARCH ABOUT AKADEMIKER PENSION, PENSION:
- RESEARCH ON V STUDIO(BACKGROUND AND AIMS)
- RESEARCH ON OUR CLIENT
- WEBSITE ANALYSIS

THE DEVELOPMENT PROCESS WHICH WE FOLLOWED ARE MENTIONED BELOW:

- WIREFRAME FOR WEBSITE, STYLE TILE AND DESIGN GUIDES
- PROTOTYPING
- TESTING PROTOTYPE
- MAKING ADJUSTMENTS
- CODING THE WEBSITE

TOOLS AND METHOD:

FOR COMMUNICATION WE USED MESSENGER AND MICROSOFT TEAMS TO BE UPDATED SINCE WE COULD NOT MEET EVERYDAY.

FOR ASSIGNING EACH OF US DIFFERENT TASKS AND TO CHECK THAT WE ARE ON TRACK WE USED A TRELLO BOARD.

WE ALSO MADE CONSUMER JOURNEY AND DID PEST ANALYSIS SO THAT WE CAN HAVE BETTER INSIGHTS ON V STUDIO.

IN THE NEXT SECTION WE ARE GOING TO COVER THE RESEARCH PROCESS WE USED FOR THIS PROJECT.

PROCESS

TO OFFER HER SERVICES..

RESEARCH:

1.SENDER ANALYSIS:

THE SENDER (VSTUDIO) IS A SOLE PROPRIETORSHIPS BUSINESS OWNED BY ANDREA VLAD WHO IS A VISUAL ARTIST, GRAPHIC AND COMMUNICATION DESIGNER.

SHE WANTS TO ENHANCE HER COMPANY PRESENCE IN PUBLIC THROUGH SOCIAL MEDIA AND A DYNAMIC WEBSITE (WEBSITE AS A COMMERCIAL SITE).

2.PEST(LE) ANALYSIS:

POLITICAL:

V STUDIO DOES NOT HAVE POLITICAL IFUENCES AS OF NOW.

ECONOMICAL

V STUDIO IS SOLEY OWNED BY ANDREA.SHE SELL HER PROUCT AND SERVICES FORM HER PERSONAL CONTACTS AND SHE NOW PLAS TO DO IT FRIM V STUDIO.

SOCIAL:

V STUDIO DOES NOT HAVE ANY SOCIAL MEDIA PRESENCE FOR NOW.

TECHNOLOGICAL

OUR CLIENT IS PLANNING TO USE V STDUIO EBSITE AS APLAT-FORM TO SELL HER PRODUCTS AND SERVICES AND ALSO SHOWCASE HER WORKS.

SHE ALSO WANTS IT TO A WEBSHOP WHERE USERS CAN FIND HER WORKS AND BUY IT AT THE SAME TIME SHE ALSO WANTS

WEBSITE ANALYSIS:

V STUDIO DOES NOT HAVE A WEBSITE NOW.BUT OUR CLIENT HAS HER PERSONAL PORTFOLIO WEBSITE.

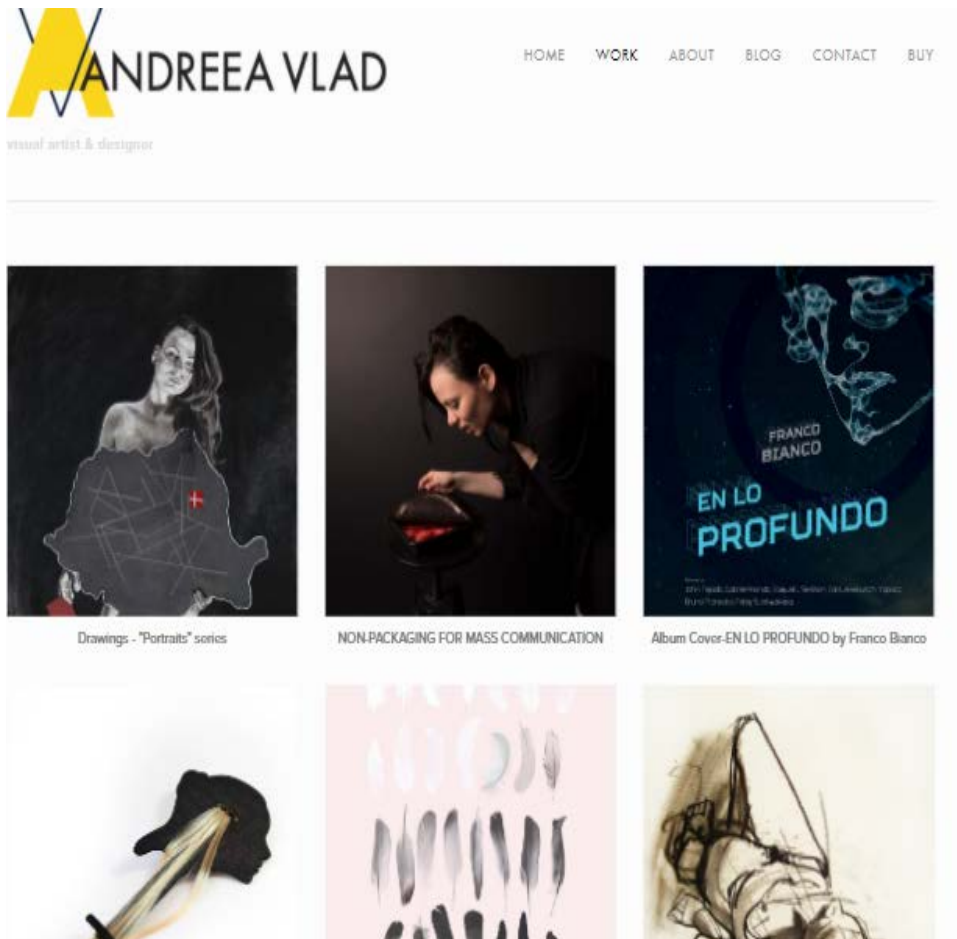
SHE WANTS A SIMILAR WEBSITE AS HER PORFOLIO WEBSITE WITH SOME CHANGES IN THE DESIGN AND CONTENT.

BUT WE DID SOME RESEARCH ON HER PORTFOLIO WEBSITE AND BASED OUR PROJECT ON THAT

TARGET AUDIENCE:

THE TARGET AUDIENCE ARE:

- INDIVIDUAL PROFESSIONAL
- MEDIUM SIZED COMPANY
- BIG SIZED COMPANY



TRANSLATION:

PERSONAS:

WE CREATED A TOTAL OF TWO PERSONAS BASED ON THE TARGET AUDIENCE.

Jennifer



Age
18 to 24 years

Highest Level of Education
Some college, no degree

Social Networks



Industry
Jenny's Touch

Organization Size
Self-employed

Jennifer, 22yrs

Jennifer is a beautician who owns a small beauty salon in Copenhagen. She wants her business to grow for which she is planning to come up with some digital solution. She is planning to make a website and some visual and communication material. For the website, she needs a company logo. she is searching for someone who can design a logo and visual and communication material for her.

Preferred Method of Communication

- Email
- Phone
- Face-To-face
- Social Media

Goals or Objectives

- To Design a logo for her website
- To enhance the visual presence through visual and communication material



Age
35 to 44 years

Highest Level of Education
Bachelor's in Hotel Manageme

Social Networks

f i+ t

Industry
Everest Food Aps

Organization Size
1-10 employees

Bob

Bob, 38yrs

Bob owns a restaurent named Everest food in two different location in copenhagen. It is a Nepali cuisine restaurent where one can taste the variety of nepalese food and beverages. He wants to change the interior of his restaurent by adding some visual elements that will show the culture of Nepal. He wants to add some handmade drawings and illustrations that will reflect Nepalese culture and tradition.

Preferred Method of Communication

- Email
- Face to Face
- Phone calls
- Social Media

Goals or Objectives

- To change the interior of his restaurent by adding some handmade drawings and illustrator that reflects Nepali culture.

Biggest Challenges

- To find a good artist.

IDEATION/PROTOTYPING:

USING THE INFORMATION FROM OUR RESEARCH WE CAME UP WITH DIFFERENT IDEAS FOR OUR SOLUTION.

WE STARTED CREATING PROTOTYPES ,WIRE FRAMES AND STYLE TILES.:

WIREFRAME:

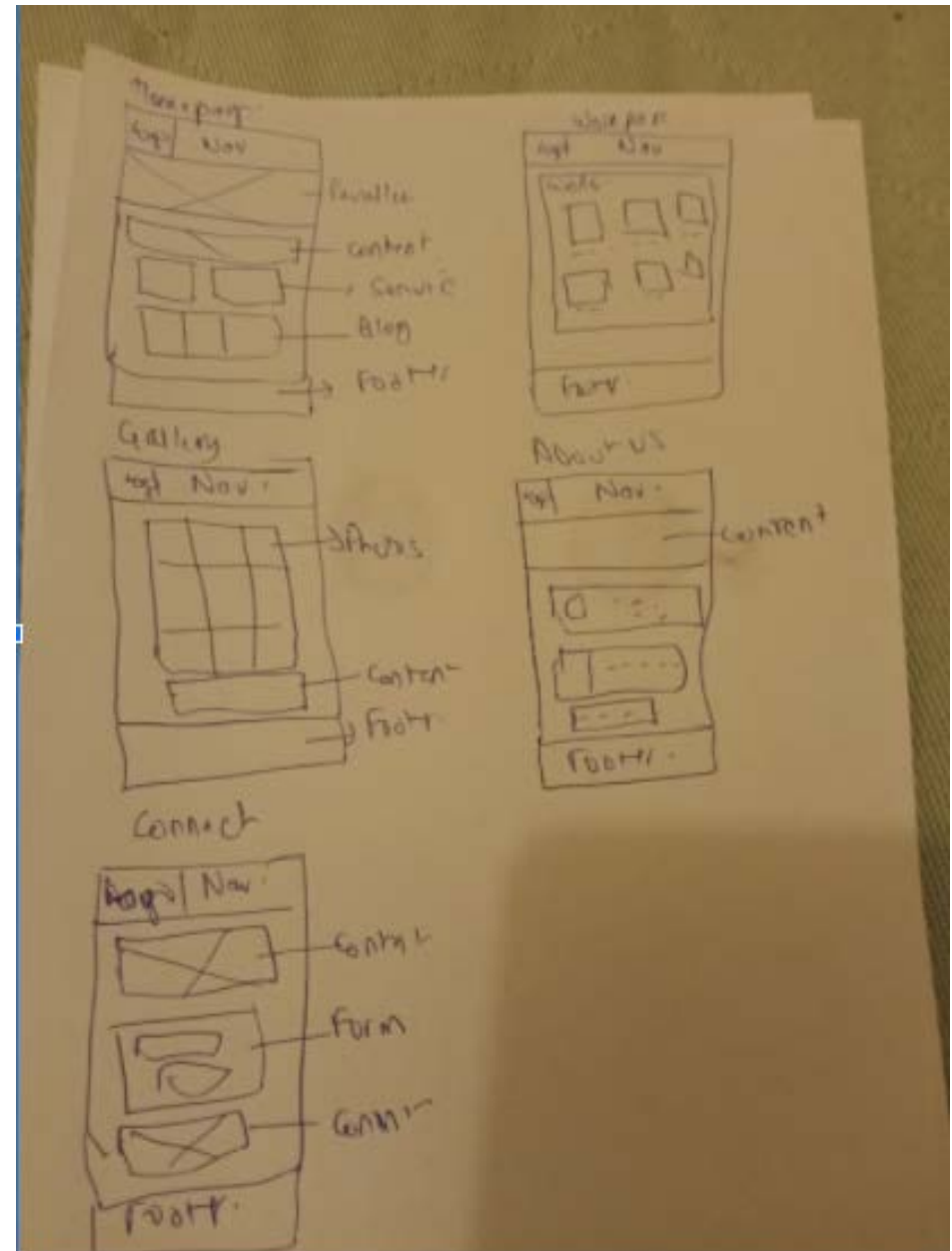
WE CREATED VARIOUS WIREFRAMES FOR OUR SOLUTION.SINCE OUR CLIENT WANTED A DESIGN WHERE SHE CAN SHOW HER WORKS AND ALSO COMMUNICATE WITH HER CUSTOMERS IN USER FRIENDLY WAY,WE WANTED TO CREATE A USER FRIENDLY WIREFRAME.

HERE IS THE WIREFRAME DESIGN WE CHOOSE TO WORK WITH

USER JOURNEY:

LINK:

<https://drive.google.com/file/d/1ENNRIZ3TUXLEHTPVLH-Q01UFFSGIYUXAV/view?usp=sharing>¹



WIREFRAME

STYLE TILE:

OUR CLIENT WANTED A SIMPLE COLOR SO SHE WANTED TO USE SHADES OF BLACK AND WHITE FOR THE WEBSITE ALSO SHE ALREADY HAD A LOGO.

SO WE DECIDED TO USE HER CHOICE OF COLOR.

AS FOR THE FONT WE USED MS SAN SERIF FOR HEADINGS AND MONTSERRAT FOR PARAGRAPH:



TYPOGRAPHY

A SAMPLE HEADER

Ms Sanserif,

An example of a sub header

Ms sanserif,

This sample paragraph has **strong parts** and *emphasized parts*.

Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Montserrat,

THIS IS AN EXAMPLE OF A TEXT LINK

Font Name, #color value

LOGO

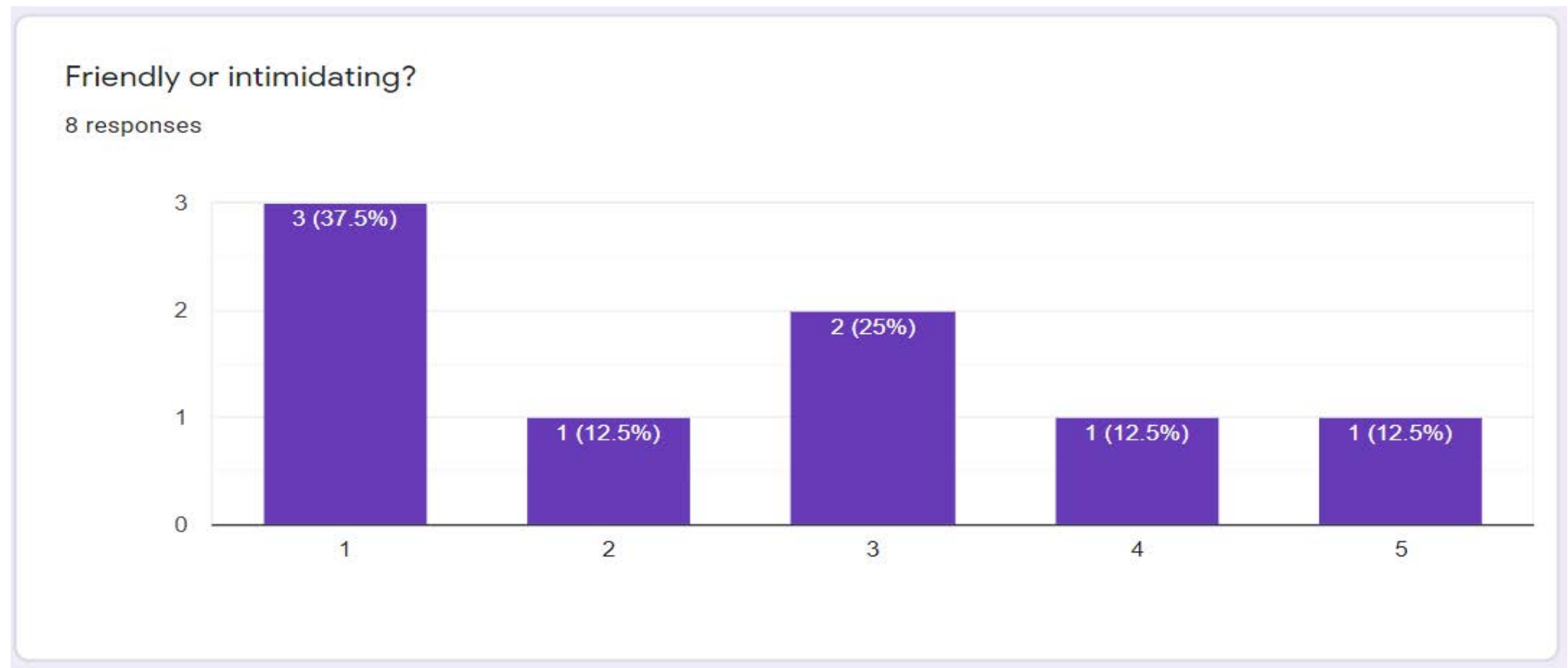


TECHNICAL DOCUMENTATION:

INITIAL PROTOTYPE LINK: <https://xd.adobe.com/view/459d9ca2-15dd-430e-5f8a-15c176b0511f-33ac>

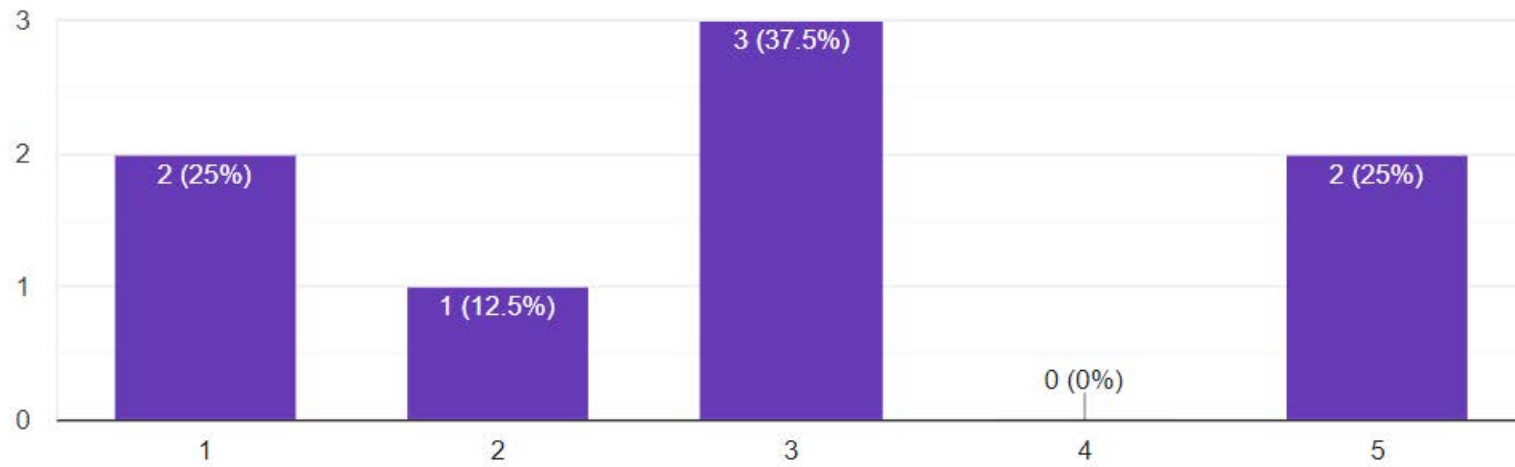
TESTING:

ONCE WE HAD OUR SOLUTION WEBSITE WE DID SOME TEST WITH OUR FRIENDS AND GOT SOME FEEDBACK FROM THEM. WE ASKED DIFFERENT QUESTION TO THE USERS, BASED ON THE QUESTION THE USER VOTED IN POINTS FROM 1 TO 5 WHERE THE AVERAGE SCORE WOULD BE 3.



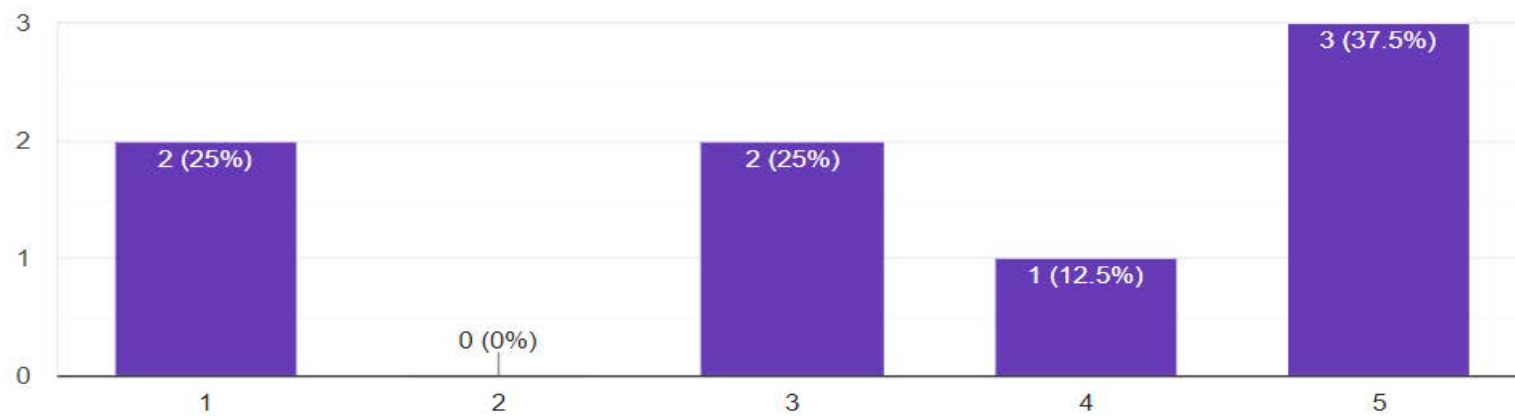
Dated or Cutting-edge?

8 responses



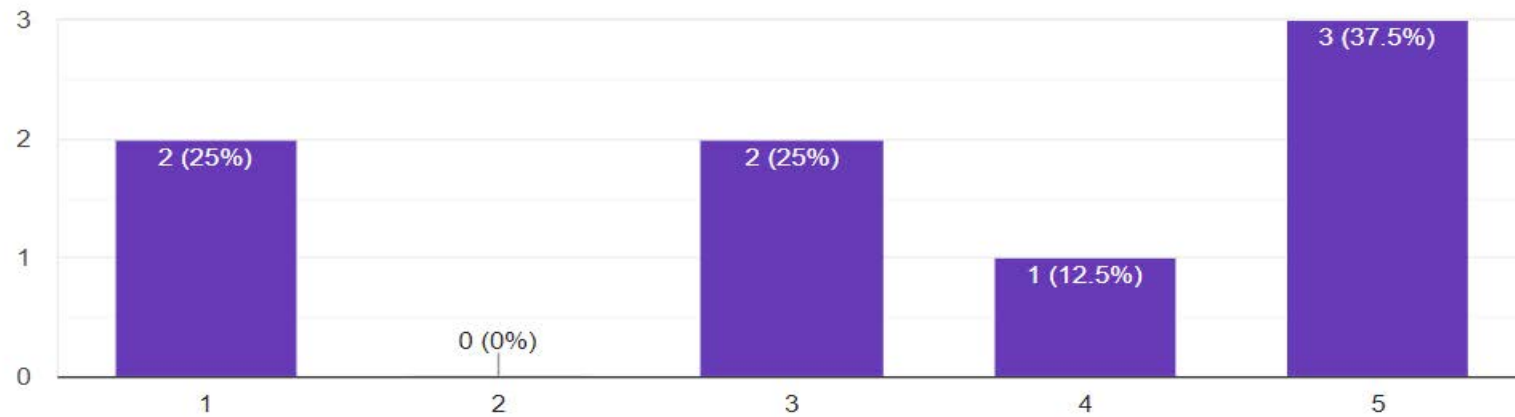
Simple or Confusing?

8 responses



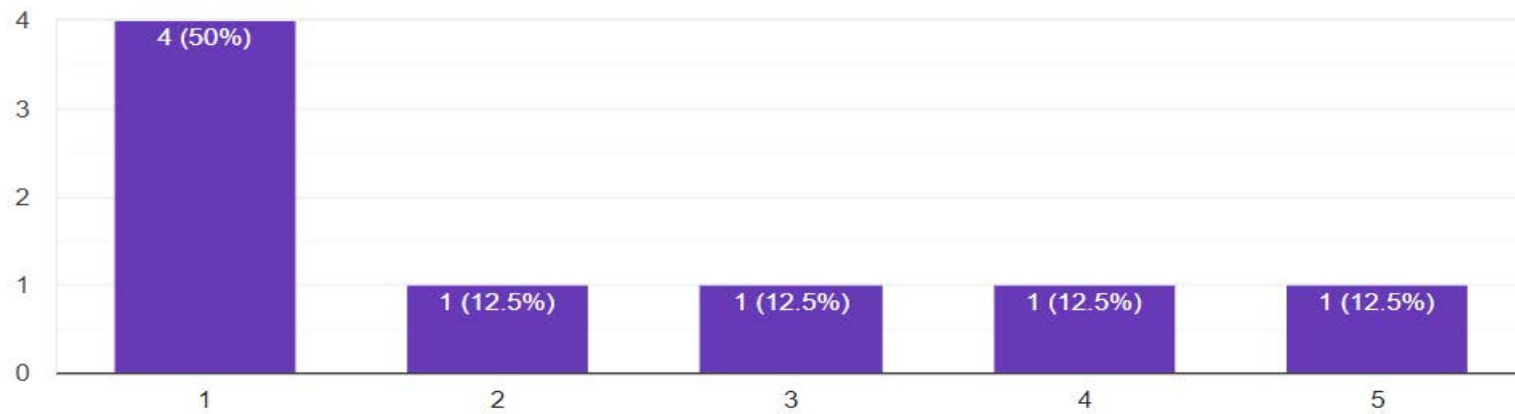
Professional or Amateur?

8 responses



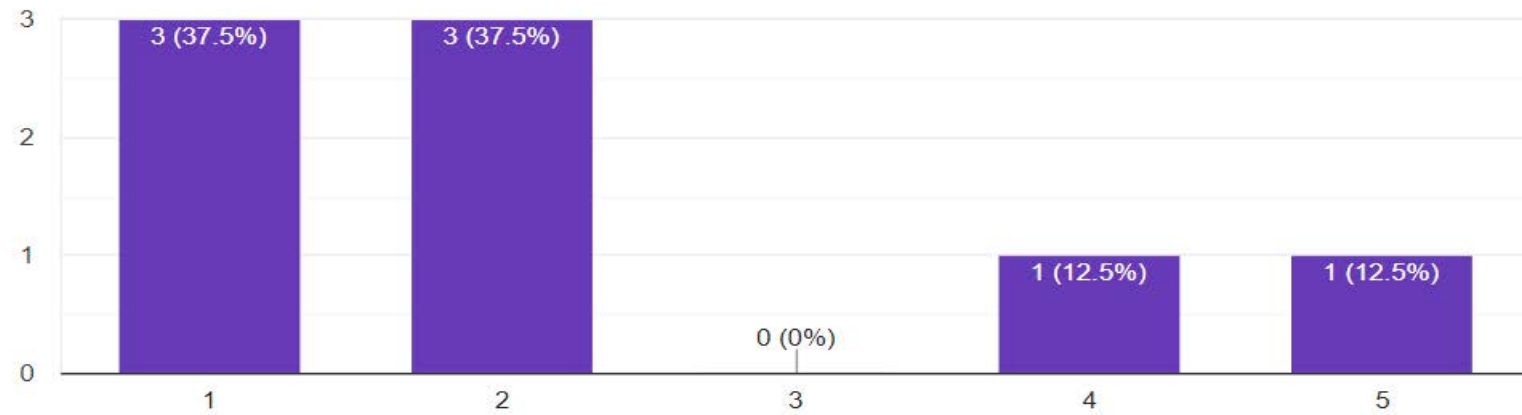
Pretty or Ugly

8 responses



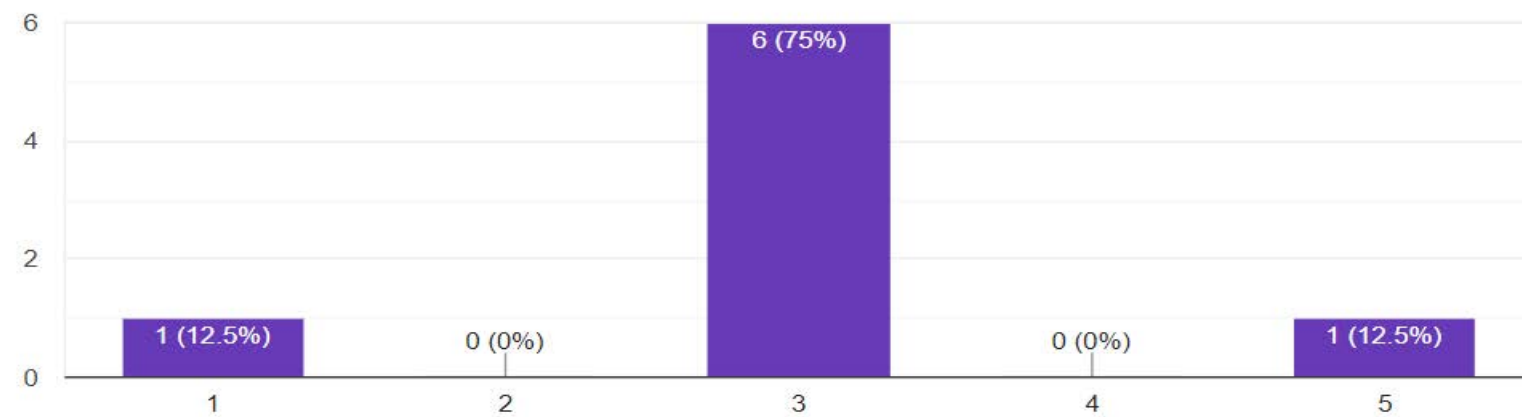
Exciting or Boring?

8 responses



Sophisticated or Unrefined?

8 responses



CONCLUSION:

OUR GOAL WAS TO CREATE A WEB SOLUTION FOR ANDREAS V STUDIO.AS SHE WANTED A WEBSITE WHICH COULD BOTH SHOWCASE HER WORKS AND SERVICES AND ALSO CONNECT WITH HER CLIENT,IT WAS CHALLENGING TO COME UP WITH A DESIGN WHICH COULD DO BOTH.

THROUGH OUR RESEARCH AND INFORMATION FROM ANDREA WE CREATED A DESIGN WHICH COULD MEET HER REQUIREMENT.THE BASE FOR THIS STATEMENT IS FROM THE USER TEST WHICH WE DID AND ALSO SOME FEEDBACKS FROM ANDREA.

FOR THE FUTURE WE HOPE THAT ANDREA COULD MEET HER REQUIREMENTS BY GETTING CLIENTS AND AT THE SAME TIME SHOWCASING HER WORK IN A USER FRIENDLY WAY.

APPENDIX:

INTERVIEW:

LINK: https://teams.microsoft.com/_#/school/files/general?threadid=19%3AA7E97715ECA54936A-070B5E3E1A16A7B%40THREAD.TACV2&CTX=CHANNEL&CONTEXT=GENERAL&ROOTFOLDER=%252FSITES%252FTEAM-CHANGE%252FSHARED%2520DOCUMENTS%252FGENERAL

TRELLO:

