**Interview with Dea Marie:**  
The first interview we had with our client was unfortunately unable to occur on Friday the 8th because she was unable to meet with us. However on Monday the 11th we were able to arrange a late evening interview and get to finally meet her.

Dea Marie left quite an impression on us based on what we learned about her over the weekend. A multi-talented artist who had already released a debut album (a quite good one at that). Our consensus is that she had lived up to her “reputation”.

We interviewed her in a small corner on the top level of our BAAA building, that quaint setup allowed for us to achieve a more intimate environment where she could feel comfortable and open up to us. We decided to go with a conversational/flexible interview with few pre-planned questions, this also contributed to the lighthearted atmosphere which allowed us to get to know her better.

The footage of the interview wasn’t very good cause of various limitations, however the audio was good and allowed us for some interesting things.

**Second day:**

After classes we gathered our group and started distributing work amongst ourselves. We also discussed various options for website layout, narrative structure, and what story we would like to tell.

We decided on a website that combines modern design with natural elements, which encapsulates who Dea is. We spoke with her about this idea and she was very interested in pursuing it, and eager to see the result.

We also started to work on our target audience and our desk research. We structured the personas using the Mulders method. After doing research we came up with these two users:  
Our first user is Mathilde, a young girl who is interested in pursuing music. [UNFINISHED]

Furthermore, we began working on sketches, brainstorming ideas, and creating moodboards. [UNFINISHED]

**Mind map**

Mindmap allows us to unleash a storm of, at the first sight completely random ideas which, however, still link to the desired outcome and are fairly simply organizable. We tried to understand what kind of person Dea Marie is and in order to do this we decided to write in a mind map everything that comes to our mind when we say her name. This gave us the idea about the mood that would match both her spiritual life and her professional life as a musician, as well. Moreover, due to this, we came up with the first idea on how to categorize the layout.

**Wireframe**

The wireframe was supposed to guide us in the matters of content alignment. But to be frank, we were unsure about this until the very last moment. We were always discussing, whether this or that is more important for the client, consulting everything with our research and personas.

Finally, we decided to keep the website easy to use, but also we wanted to do it very interactive, this is why we structured it only in one page and we focused on making the users interested in what is going forward by making this page flowing from a part of Dea Marie’s story to another.

There are many images supposed to be on our website in order to give the users the possibility to know Dea Marie better by visualizing and catching her mood and way of being natural. We also added some text that is there to highlight Dea Marie’s thoughts about music, life and her great interest in the nature.