**Introduction**

Interactive, multimedia-filled and exceptional – this is the perfect way to describe the documentary product that we were assigned at the beginning of this project. It is the first project that allows us to exceed the limits and create a non-standard product that combines all the multimedia means.

A web documentary is all about interactivity, advanced and complex interfaces that let the users perceive the information in a creative way. It involves the full complement of multimedia tools, as photography, text, audio, video and animation and it’s meant to communicate a range of different stories. As a result of this, our group tried to use all the possible multimedia means and implement a set of creative ideas in order to tell the musician’s story in an artistic and expressive way.

Via Web Documentary project, our group wanted to elaborate a website which exhibits the inner world of our musician – Dea Marie. Using different media resources we wanted to reveal her talent and give colors and shapes to her music. NEEDS CONTINUATION

**Methodology**

First things first, the research we conducted was mostly desk research. Before our interview with Dea-Marie we looked into some things like music consumption and other various statistics. After our interview we focused on crafting our personas in a way that made sense for our client.

Our product was theorized and developed in it’s early stages using sketching and various other pen to paper methods such as mindmapping. The mockups and various other designs for the report were made using the Adobe CC Suite.

We used Trello and Toggl for organization and time management. These two programs have proven their usefulness to us during the first semester, and as they say “if it ain’t broke, don’t fix it”.

For file sharing and collecting we originally began with Google Drive, but quickly switched to GitHub after noticing just how streamlined it makes the process and how useful it is.

We based our time estimation and project flow on the agile SCRUM method taught to us this semester. A few small changes to improve our quality of life may have occurred here and there but we made sure to stick to it as hard as we could.

Font sizes were determined using Modular Scale, a tool developed by designers at Adobe. This tool is incredibly useful at providing base character sizes which go well together.

Our coding was done in Adobe Brackets and Atom. Each group member has a separate reason for using which text editor they choose, and these are the text editors that were recommended to us by our teachers during the first and second semester respectfully.

In order to clone and fork our GitHub repository we used GitKraken, an alternative to the GitHub desktop application. This program was suggested to us by our coding teacher during the second semester.

[HOW WE SAY WHO DID WHAT] + [user testing and shit]

**Client Analysis**

Our client is Dea Marie, a multi-talented artist who specializes in percussion. She is a very unique individual and we wanted to capture that in our web documentary of her. She has an affinity for spirituality and feels very close to nature.

**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.

**Target Audience**

After our interview with Dea we started to work on our target audience and our desk research. We structured the personas using the Mulders method. We did some research and came up with these two users:

Our first user is Mathilde Larsen, a young girl who is interested in pursuing music. Mathilde’s age and interest in music is based on a New York Times article, which states:   
“What about women? On average, their favorite songs came out when they were 13. The most important period for women were the ages 11 to 14.” (Stephens-Davidowitz, 2018)   
The author conducted a survey which showed that early teenage years are when people generally form their taste.  
Her name is based on data taken from StatBank Denmark (links in Bibliography) (StatBank, 2019) (StatBank, n.d.)

The second user is Kasper Nielsen, a 32 year old music promoter. His interest in Football, as well as his First and Last names are based on data gathered on StatBank Denmark (links in Bibliography) (StatBank, n.d.)

**Desk research**

**Field research**

**Mind map**

Mind map 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.

**Sketches**

Sketching is the first step towards composing the visual aspect of the digital product. This process was a real challenge for our group and caused debates between our team members.

“Quantity over quality” is the motto that our group was lead by from the very beginning. We started by creating a big number of rough sketches in order to come up with more original ideas. This resulted in different variants of page structure and menu options.

In the end, we decided upon having one scrolling page with a lot of moving elements in order to reproduce motion and interactivity on the page.

All in all, sketching was one of the most important steps towards structuring and visualizing our creative ideas. It allowed us to combine our thoughts into a singular product and it was a useful guide during the entire project.

**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.

**Mock-ups**

**//Matija**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.

# References

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