

UNDERGRADUATE PROJECT: CREATIVE BRIEF

PROJECT SUMMARY

For my project, I am creating a housing website for people, primarily students, in Davis. It will include information about the various apartments around Davis in which people get to choose which options best fit their needs. I think this might be very helpful based on my past experience in trying to find an apartment. The main resources available in the area are the DavisWiki, the Housing pamphlet, and the Housing Facebook Group. Though all are helpful, they tend to be overwhelming since they require more research on the renter's end. Ultimately, I hope to relieve the stress that comes with finding a place through an easy to use, interactive housing website.

AUDIENCE PROFILE

The primary audience member is a UC Davis student between 19-21 years old. They like to hang out with friends, bike around Davis, and listen to music. They are involved in on-campus activities, such as going to the events hosted by the school or being a part of a club/organization. They often use Facebook, Twitter, Instagram, and Snapchat. They use this project when looking for a place to live in Davis.

PERCEPTION/POSITIONING

The general perception of this project is helping students who have never had the experience of looking for housing. I hope to make students' lives much easier by not having the added stress of finding a place to live. Students will be able to prioritize which things they want in an apartment through the use of interactive design. Some limitations I may have is that not all students will be able to find a place as most apartments around the area lease quickly. In addition, I will not be able to provide all information as there are many apartments in Davis that have lots to offer.

COMMUNICATION STRATEGY

The single most important message for this project is that finding housing shouldn't have to be stressful. Going to college is stressful as it is, so having a website like this will make life easier for students.

LOOK & FEEL

As far as typography goes, I plan on using a simple sans-serif. I do not want the text to be so harsh or overwhelming since the information I will give might present a lot of content. In addition, I plan on

having a colorful flat design style to the website. I think this will add a playful component. There will also be different hover, sliding, and tab effects on the page to add interaction. In doing so, I hope to make it the experience fun and comfortable for the user.

TARGETED MESSAGE

Housing in Davis will be easier to find through the use of an interactive website that allows people, primarily students, to choose which options they would like in an apartment.