



CM1500 Digital Toolkit

Digital Storytelling with Data

Project

sankalpa.

Research Question: "What is the story and core idea behind the brand, and how can we assess the viability of this brand-idea?"

This research question is designed to explore the foundational aspects of the brand, understand its unique narrative, evaluate its potential viability in the market, and consider the role of a website in conveying and promoting the brand story.

Task: Creation of a website as a platform to effectively communicate and showcase the brand narrative.

Tools and skills: I would like to explore technical tools that allow me to insert images, paragraphs, headings, and statistics in different ways within a website to convey a specific narrative.

Dataset: Statistics, Research reports

Executive Summary

Sankalpa (San-kal-pa) has evolved over the last two years into a compelling concept, encapsulating a distinctive narrative and core idea. The ambition to create a dedicated website for this brand has been a longstanding goal, and the skills cultivated through this class/project have empowered the realization of this aspiration. The project centers around a fundamental research question: "What is the story and core idea behind the brand, and how can we assess the viability of this brand-idea?" This exploration involves not only unraveling the narrative that defines "Sankalpa" but also strategically evaluating its market

viability through considerations such as market trends, audience interaction, and sustainable viability. This website serves as an expressive platform, effectively conveying the essence and uniqueness of *Sankalpa*.

Making of *Sankalpa*:

To initiate the website design process, I utilized "Canva" to craft the distinctive logo featured on each web page. The homepage's background image, captured by me, was chosen intentionally to avoid any copyright issues. Additionally, the gallery of clothing designs represents samples from my upcoming collections, emphasizing my knowledge and use of digital design tools like "Adobe Illustrator" and "sewist."

Maintaining a consistent gallery format, the first page displays designs, while the second presents statistics. Seeking diversity in presentation, the gallery labeled "..." allows viewers to see titles/captions without the option to enlarge images, offering a different image-related experience compared to the first two gallery-formats. The pie chart in the "Believing" section of the "Why Us?" page introduces another way of incorporating images, with limited user interaction compared to the previous methods.

Data Aggregating Process:

In the pursuit of varied data sources, these screenshots showcase attempts with different statistical data. For optimal presentation and source protection, I ultimately chose to rely mainly on data from Statista and Google Analytics. This decision ensured consistency and reliability in the presentation of information on the website however, I would like to mention that the research process experimented with Excel and Flourish, but I ultimately decided against its use.

Percentage of products from selected clothing brands which are made from synthetics in 2022

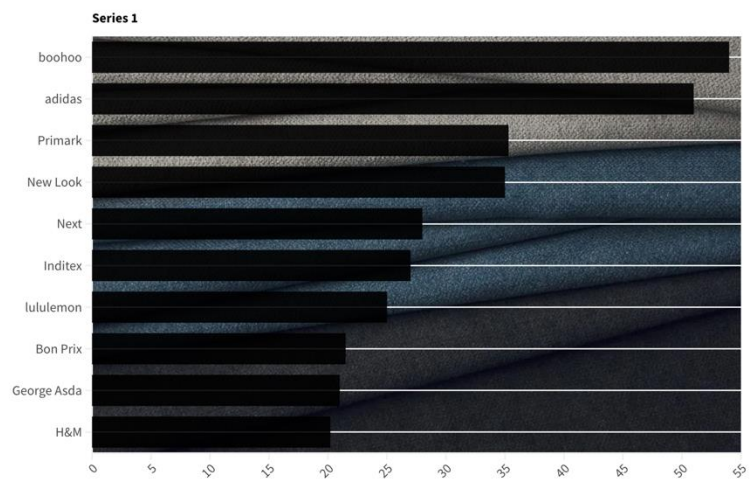


Figure 1: Used Spreadsheet and Flourish to create this graph (not added)

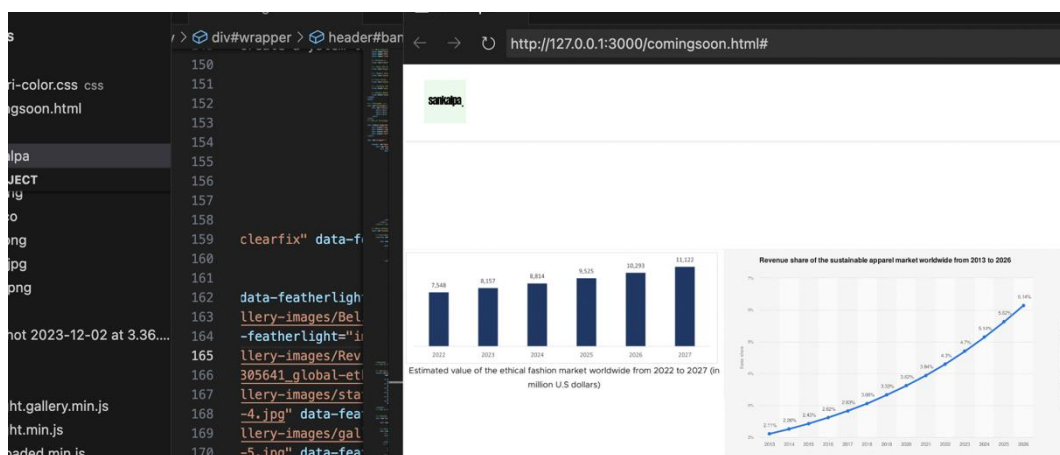


Figure 2. Used an external statistic that wasn't found on Statista (not added)

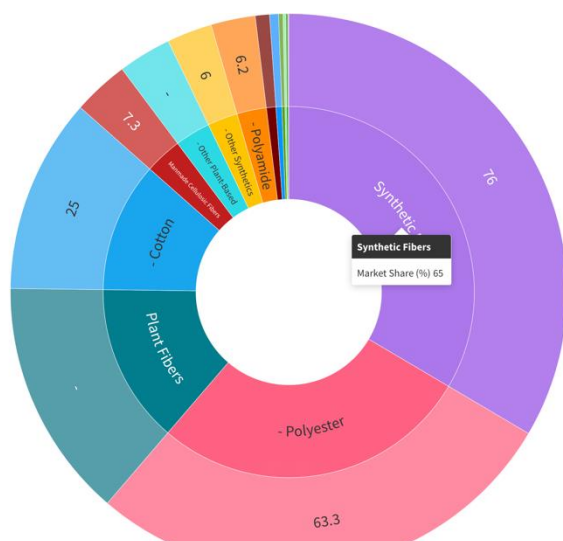


Figure 3. Used Flourish/ spreadsheets to create this pie chart (not added)

```
<script type="text/javascript" src="https://ssl.gstatic.com/trends_nrtr/3570_RC01/embed_loader.js">
</script>

<section id="Analytics"></section>

<script type="text/javascript"> trends.embed.renderExploreWidget("TIMESERIES",
{"comparisonItem":[{"keyword":"/g/11g6qlbmpy","geo":"","time":"today 12-m"},
{"keyword":"New Sustainable Brands","geo":"","time":"today 12-m"}],"category":18,
"property":""}, {"exploreQuery":"cat=18&q=%2Fg%2F11g6qlbmpy,
New%20Sustainable%20Brands&hl=en-US&date=today 12-m,today 12-m",
"guestPath":"https://trends.google.com:443/trends/embed/"});
</script>
```

Figure 4. Failing to Embed a real time comparative Google Analytic

The presented figure displays the tags I employed in VS Code to embed a Google Analytics feature.

Unfortunately, it did not appear on the page as intended. Consequently, I opted to use a screenshot in lieu of the analytic itself. Moving forward, I aim to understand the reason behind the unsuccessful insertion. However, for the purpose of conducting a comparative analysis, I captured a screenshot and integrated it into the project.

Quantitative data:

1. Sustainability Integration: Capitalized on the growing sustainable apparel market by integrating eco-friendly practices in Sankalpa's product lines through the familiarity program.
2. Circular Initiatives: Implementing a circular program 'Garment Tag' to enhance sustainability practices, aligning with industry trends.
3. Environmental Impact Reduction: Used insights from carbon dioxide equivalent emissions projections to strategize and reduce the brand's overall environmental footprint.
4. Material Sourcing/Production Strategy: Aligning material sourcing/ production with the distribution of textile fibers production trends, emphasizing our traditional production process as the sustainable option.

Conclusion:

This quantitative analysis provides a data-driven foundation for strategic decision-making, enabling Sankalpa to position itself effectively in the dynamic and evolving global apparel market. Continuous monitoring of industry trends is recommended for sustained success.

Personal Reflection

During the first few weeks of class, even the formation of a webpage and its publishing, was a tenuous process, the steps to which I sometimes forgot. However, throughout these few months, I have learnt of the process by heart, even employing personal shortcuts to get things done quicker. This was one of the main reasons why I chose to make two different webpages, so that this skill; the technical process of making and publishing a website and the esteem with which I hold it, is apparent in my project.

The findings of this project, coincide with its “narrative” or the “story” that the brand wishes to present. Furthermore, it gives the viewer the option to be convinced by the brand and its message through a second “Why us?” webpage as opposed to having all the arguments presented in a single webpage.

I believe the layout, with the home page and the ‘why us’ pages employ their own means of ethos logos and pathos and convinces the viewer of the legitimacy of the brand. This experience prompted a deeper exploration into the technical intricacies of web development, fostering a curiosity that will undoubtedly fuel future projects.

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