



AP Degree Multimedia and Communication Design

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INDEX

1. Introduction – Client Briefing
2. Project planning
 - 2.1 Pre-analysis
 - 2.1.1 S.W.O.T
 - 2.1.2 Stakeholders
 - 2.1.3 Brainstorming
 - 2.2 Project Management
 - 2.2.1 PBS
 - 2.2.2 WBS
 - 2.2.3 Gantt Chart
 - 2.2.4 Risk Analysis
3. Information architecture
4. Visual identity
5. Graphics and images
6. Media and platform
7. Usability

1. Introduction – Marketing brief

- Our Agency – CphVisual

We are a group of students of Multimedia and Communication Design who has created a modern agency – CphVisual - because we have considered that our recently knowledge can help to a lot of companies. We have a “student philosophy”, we are always learning and developing our agency, you never know enough, above all, if you are talking about multimedia world.

We offer to our clients the possibility to design the visual identity of their brands and also to create the company website. We love the minimalist esthetic but of course the designs are adapted to our clients necessities.

- Client Briefing

Purpose.

- *To teach elderly people how to use all modern and online services. Such as, Facebook, netbanking, skype, smartphones, computers ect.*

Background info.

- *We are a startup company focusing on making the life of elderly people easier with all the new ways of getting information. We are currently 5 administrative members of the company with expertise in marketing. We have been looking for a way to help our elderly community getting a grip of ever evolving technology in our current world.*

Target audience.

- *Our target audience is elderly people between 65 and 85 who are feeling the need to follow the trends of the modern society.*

Competitive situation.

- *The main competitors are the educational books “For dummies” and senior night classes. Our advantage is that seniors can learn it at their own pace and in comfortable environment. The product is a all in one package, so they won’t need to buy different editions to learn different skills.*

Objectives.

- Our objective is to get more seniors integrated into the modern society, so they can communicate, shop and read. Making a fun way of improving mental and IT skills

Core message.

- To teach elderly people how to use all modern and online services.

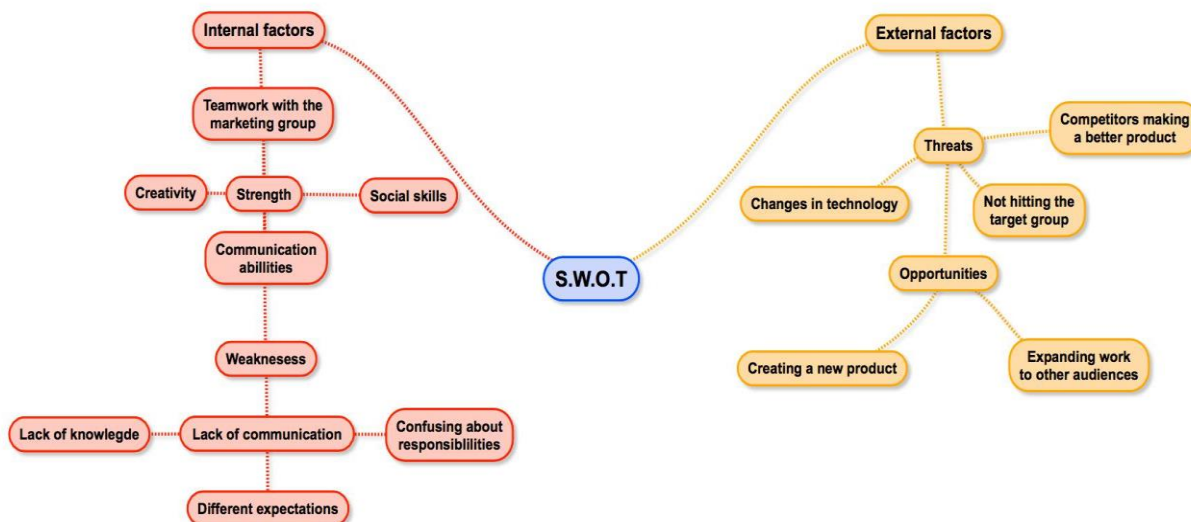
Value proposition.

- Benefits:
 - o Make it fun to learn difficult stuff
 - o Connect elderly people connect with people
 - o Improve mental skills and health
 - o All in one product

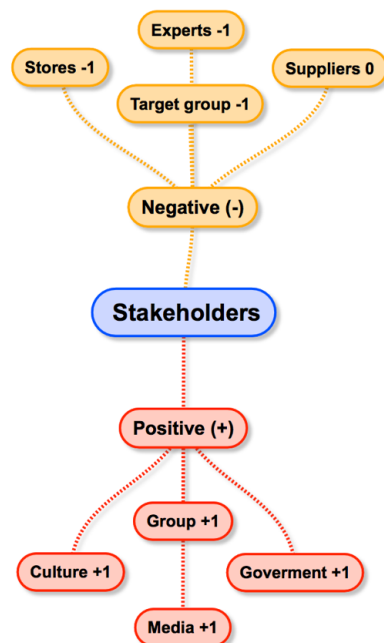
2. Project planning

2.1 Pre-analysis

2.1.1 S.W.O.T



2.1.2 Stakeholders



Stakeholders are the positive and negative involved in our project.

+1 = positive interest

0 = neutral interest

-1 = negative interest

Our clients which are the marketing economics and us have a positive interest in our game for elder people, we want to succeed at getting elderly people to use our game and learn how to operate different medias and social networking.

We also know that the government has a positive interest in our project because it could lead to elderly people using their webpage and apps on smartphones it will lead to more interactions between the government and elders.

The different cultures are also interested in this project because the culture is an important factor for diversity between one another, and because of all the different cultures living together, being elder and able to read online about what different culture there really is out there and what they believe in might set a positive mind to the elder people that different cultures can work together without the prejudices.

And of cause the media has a positive interest in our project because the media controls most of the world today, and to get more people online and to get them to use

their apps so they can learn how to watch television, listen to radio on their phones would open more doors for the elder and they will put more money in the media-stream.

The ones not having a positive interest could be our target group. When you hear about elder people talking about the young people today they are not thrilled about how much time young people spend on their phones and computers instead of playing outside or being together psychically and there for they might not be interested in being consumed in the world of smartphones and computers.

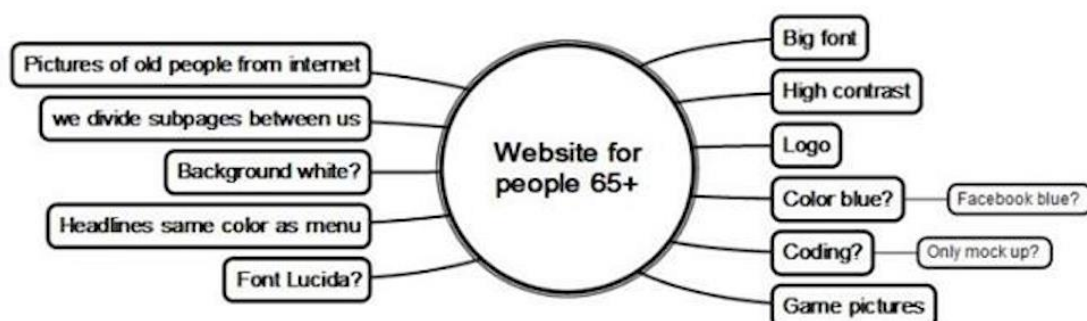
The stores have a negative interest in our project because if elder people learn how to shop online they will loose physical costumers to their stores and their profit will automatically drop because they don't sell that much and the elder people use to be a reliable customer.

The experts have a negative interest because in this project we do not have an expert to evaluate our project which can cost a lot to go wrong with our webpage because the mistakes that it might contains will first be discovered the the website is out online.

The suppliers also have a negative interest in our project because we don't have a deal with them to supply us for what we might need in the future for this project.

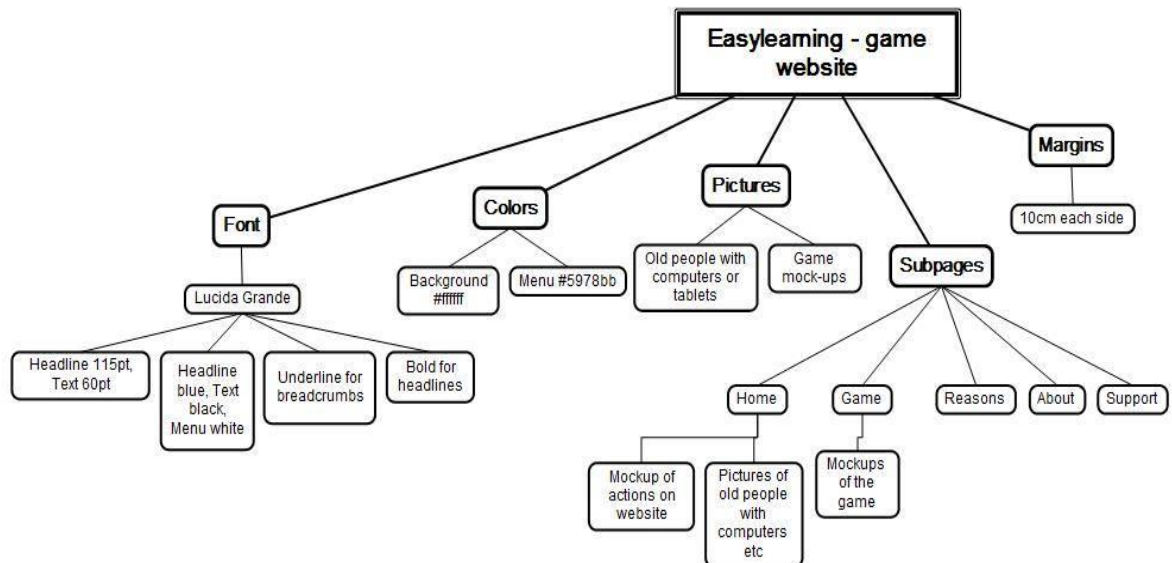
2.1.3 Brainstorming

Brainstorm

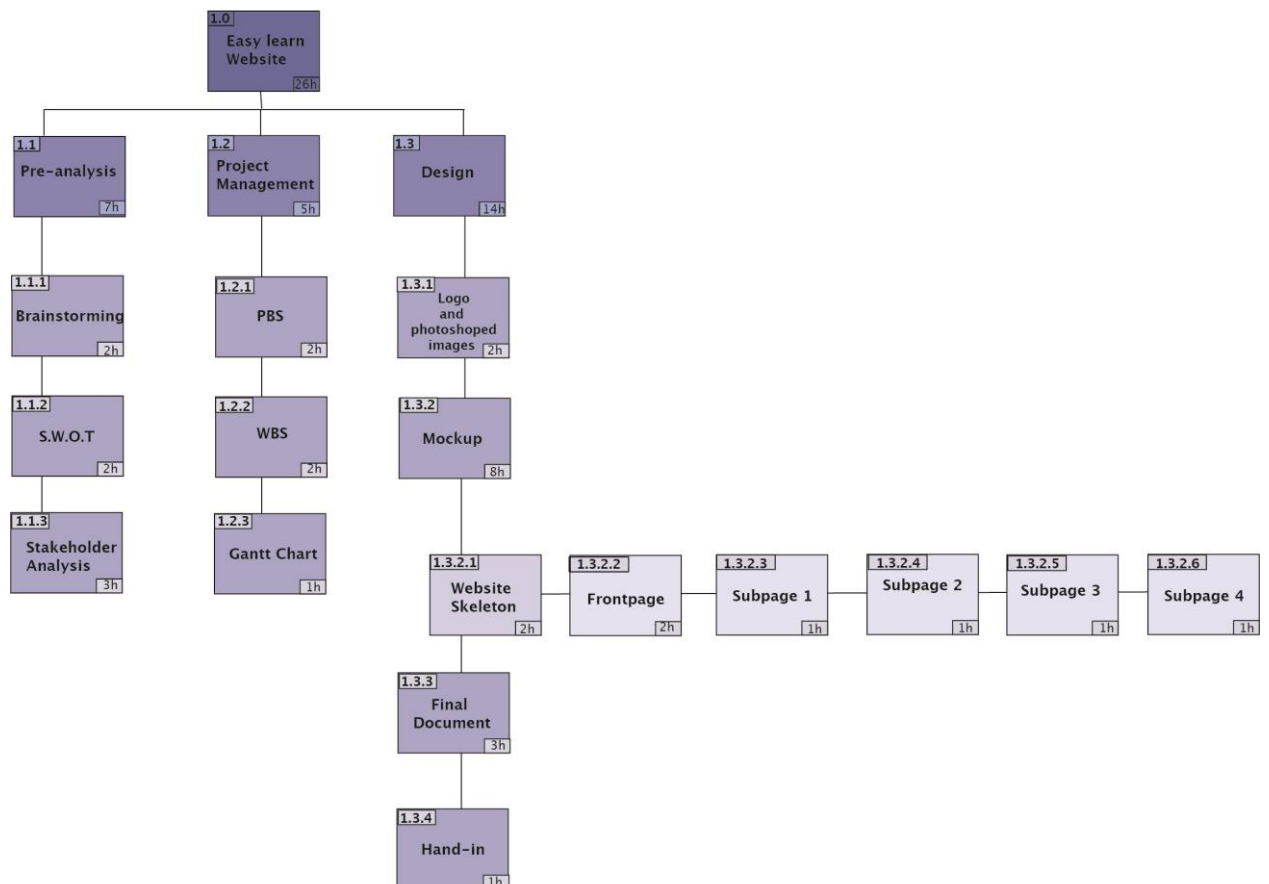


2.2 Project Management

2.2.1 PBS



2.2.2 WBS



2.2.3 *Gantt Chart*

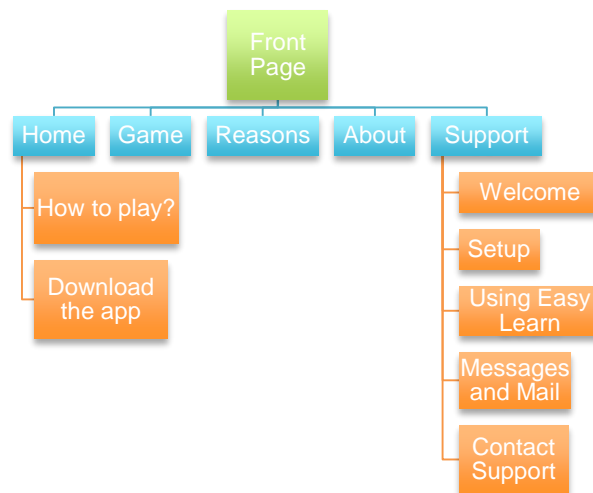
2.2.4 *Risk Analysis*

3. Information architecture

Site's Goals

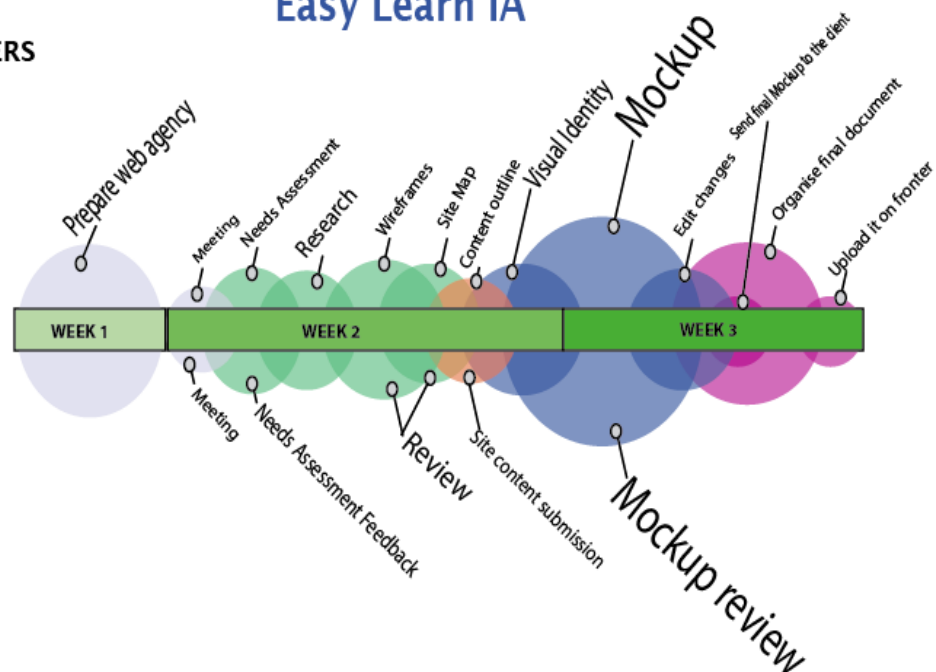
- Catch old people into the Smartphone world and daily use apps.
- Teach and help old people how to use the most useful apps and smartphones (Netbanking, Facebook, twitter..)

The website should be very simple because our target group doesn't have the skills to navigate into a huge website.



Easy Learn IA

DESIGNERS



CLIENTS



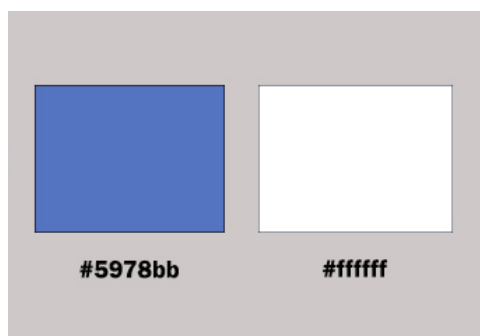
4. Visual identity

Since our target audience is elderly people between 65 and 85 we decided to keep all the design and graphics simple.

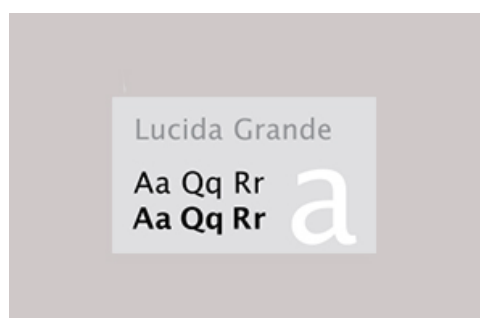
The Easylearning **logo** is the most immediate representation of our company and our Brand to the world. We have chosen to make a pictogram of an old lady standing next to the “e”, which can represent a related versión for the Internet Explorer logo, stating the desire of the user to learn the trends of the modern society. We have a short versión of the logo which is used for the website and the other for the game. Our logo comes in two colours for diferent purposes.



Our two **main colours** for the website are White and blue. We decided to use not that many colours because we don't want to get the user confused. We used the same blue that Facebook has because we want the user to get used to this color. In this way the user will feel more comfortable since he already knows the color.



The **font** that we have used is “Lucida Grande”. We have chosen this Font because is noticeable and simple. We wanted to keep it simple and clear since the website is created for eldery people. The size for the body text is 60pt and 115pt for the headlines because we wanted to make all the information easy to read.

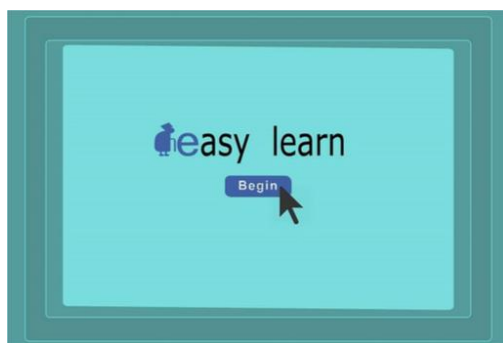
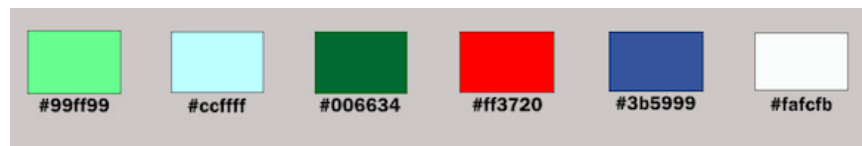


5. Graphics and images

We have used images of elderly people and then we have modified with photoshop for our website.



For the game we used the longer version of the logo. Also, we created icons related to the main subjects of the game and below each wrote the subject. We also created pointers and buttons to help the user and to make it easy to understand. We used bright colors and a big font size to help the user in order to make them follow the trends of the modern society.





6. Media and platform

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To play, to learn!



How to play?



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How to play the game



The game automatically begins after you put the CD into your computer. During your first play you will be guided by "how to play" hints.

With our game you will easily learn how to use Facebook, Twitter, netbanking, Smartphones, iPhones and many others. All you have to do is to choose the achievement you want master and follow simple and user-friendly instructions.



Impress your friends and family, order our game and discover how easy using new technologies can be!

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Reasons

We want to give you the opportunity to learn how to use the modern technologies in an easy and useful way and to make sure that you know you have the possibility to be a part of the modern technologies.

When you see something in a book and you think; "that it is nice" but then it says: If you want more information go to the website. It makes you think; "well, how am I going to do that?" Or "I want to learn but I don't understand how to..." then this is where our game 'EasyLearn' will help you get a good basic start on how to learn, easy and understandable.

You and I live in a world of communications technology, a world where our work, quality of life, health, and environment are all being transformed by technology.

For example, digital television already delivers a wide range of services to you, and so can the social medias and other technologies. Learn how to log on to Facebook and make sure your grandchildren are not getting into trouble, and click to see the latest photos from your daughter's vacation.

The internet also has the potential of making both central and local Governments more accessible to you and can help you gain new skills through the provision of online training and give access to new job opportunities through the countless different recruitment websites.

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About

Edutech is a Danish multinational game developer company, headquartered in Copenhagen, that designs and develops games for elderly people. It's first and only product at this time is "Easy Learn", a game that helps our elders learn about Facebook, netbanking, Skype and various social media. The only place to buy the game is on the website itself.






Edutech was founded by one of the marketing classes at Cph Lyngby on October 23 2015. Visual design of the website and game was made by five international students from the multimeida class.

At Edutech we believe,
"It's never to late to catch up"

Up until now Edutech has made over 1 million dollars and pro-seeds will go towards various charities.



Support

-  [Welcome](#)
-  [Setup](#)
-  [Using Easy Learn](#)
-  [Messages and Mail](#)
-  [Contact Support](#)



Our online services are here to help you
24 hours a day, 7 days a week.

7. Usability

Functionality: It was important for us that easy-learn would be easy for everyone to use, especially the main target group, “older people – 65 +”. As seen on the mock-up site, there are only four other subpages besides the “Home/main page”. This is to make it as easy and the design as simple as possible. We want our customers to feel like it is easy navigating around the site. If there were to be a struggle with something, the customer would easily be able to go to the support subpage and within minutes come in contact with someone from the company that could help them.

Efficiency: The website revolves around the game “Easy Learn”, which you can download on the actual front page, which will lead you directly to the app store. Since it is on the front-page and not hidden on a subpage, it should be easy for people to get the product.

Satisfaction: This website is based on user-friendliness, since it’s easy, simple and very straight to the point. The visual design is eye-catching despite its colors only being white and blue. Choosing two colors makes the design easy on the eye and is in no way distracting from the actual point of the website. When you start the game you will feel familiar with the colors, since the colors of the website are the same as on one of the learning games “Facebook”.