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tmorgan123 Updated

05a5cdc on Dec 8, 2019

2 contributors



197 lines (165 sloc) | 11.1 KB

Raw

Blame

History



Creative Brief

Client overview (who is the client, business, organization, product or service)

Think Outside the Bag NY is an independent organization aimed to: have residence of NY reduce their negative impact on the environment by pledging and by receiving reminder emails of their pledge.

Design team overview

- Tyler Morgan
 - UI/UX Designer
 - Researcher
- Rebecca Mushtare
 - Art director

Problem statement

People hear about global warming, air, and water pollution and feel as if their single action towards helping won't matter. By focusing and designing for New York, I am attempting to have local residence of New York recognize that any effort in helping the environment can be impactful, especially when supported by a prideful community.

Short term goal:

- Have residence of NY come together to reduce their negative impact on the environment.
- Empower New Yorkers to initiate change
- Demonstrate how communities can have a big impact when locals come together.

Personal long term goal:

- Have NY be educated on the environment
- Have NY actively trying to reduce their carbon footprint
- Have governors and congress listen to NY
- New York's new environmentally-friendly population will dramatically impact the consumer market
- Have NY's pride and activism reach other states and countries

Who is the target audience? Who would benefit most from this problem being addressed? Point out key persona to address.

locals of NY is my main target audience and the design will reflect that.

- Main target audience:
 - Residence of NY
- Sub audiences:
 - People who received a link to the Home Page from Facebook/Twitter
 - People who want to help the environment
 - People unaware of the harm the environment is in

The audience I think would benefit the most are residents of NY who are aware the environment is getting worse over time, but are not aware how their impact can help on a macro level.

Persona

Steve, a resident of Long Island tutors many children and is well respected in his hometown. Once educated, Steve can advocate reducing one's carbon footprint for his community from word of mouth and sharing a link to his Facebook.



<https://pixabay.com/photos/reader-teacher-consultant-advisor-4507506/>

New York (LI) Resident Steve

QUOTE: "I think the environment is very important, but what difference can I make? I am just 1 person"

Backstory

Steve is under the impression that reducing his carbon footprint will make too small of a difference in the long run. He respects environmental activists, but his impact would be too minuscule to help because big corporations are to blame.

Education on the environment

Steve understands the environment is in "danger", but Steve cannot define specific issues the danger is, such as how much longer the planet has, the amount of plastic

in the oceans, future predictions of the environment, major contributors to pollution. He also doesn't understand the impact his actions would have if everyone followed.

Perception of New York

Steve grew up in Long Island. He has a lot of pride and is active in his community. He tutors children in math and is well respected by residents of his town.

This project will not take into consideration the target audience that doesn't believe in pollution because the main goal is not to educate.

Who are the competitors? Are there peers?

The design has no competitors because there is no profit gained from the product, other than a cleaner environment. Peers would be other organizations who have a similar target audience.

<https://environmentnewyork.org/>

This website has similar intentions of having New York help the environment. They represent NY in their design by incorporating the NY colors blue and an off-yellow. The use a form to customize a message that is sent to New York's governor. Upon filling out the form, it is unclear if it was sent or if it requires me to donate before it is sent. I was not sent a verification email.

Secure 

Thank you for taking action! Please take the next step and make a donation today to keep our work going.

Amount Name Payment

1 2 3

Select an Amount

\$25	\$35	\$50
\$100	\$250	\$500
Other amount: \$		(5 minimum)

NEXT »

Adjecives of the website are: intense, crowded, helpful, and informational. The overall aesthetic is instantly recognized as a non-profit. They use large buttons to donate that are heavily contrasting the design and emotion.

<https://bringit.nyc/>

This website immediatly brings in users by displaying a video that takes up the entire screen of a NY street performer. This is a great way to connect New York City, but limits NY residence outside the city. The name is short and memorable. The font is very unique, has a hand-written look, which makes the design, message, and impact feel personal. The website is 1 page, reads as a long story, starts with a video, a pledge form, and has sharing options at the end. While this design is very professional and aesthetically pleasing, the form is found very far down inbetween content. The website is very tall, uses large images, videos, and typoraphy. The length of the page seems longer than it actually is, and can turn users away from taking action. The language is friendly and inviting.

Takeaways:

- Well though out design choices are very impactful to a users experiance
- Tone can be established through imergy/video
- Language is important when speaking to a specific audience
- Having a professional look builds trust
- Designs that reflect New York evoke a more powerful emotion
- Limit the heirarchy of a donation button
- None of the websites had an immediate way of takeing-action
- Websites that are very long make me feel bored and overwhelmed with content, and direct my eyes to the NAV bar instead of the content.

Goals of the project/product/service

Why email templates?

- Using technology is a powerful tool to initiate change and spread awareness through social media and other online platforms.

- Email reminders are widely used and can be heavily designed
- A physical(digital) pledge can initiate change more severely than a mental one
- Inputting a name and email makes subconsciously will make the user feel as if their pledge is more official than it actually is
- Inputting personal information will make the user feel personally attached
- Reminders are efficient for users who forget about their pledge
- Utilize UIUX to have the layout represent New York while, and to have the design represent the adjectives

Goals of content

The content on the website and reminder emails should:

- Educate users the serious danger the environment is in
- Elaborate how community based change is heavily impactful
- Mention the websites short, medium, and long term goals and how the audience can help
- Demonstrate ways to help the environment
- Promote sharing on social
- Have my audience understand the impact they have
- Have my audience educated on physical ways to help
- Have my audience be proud in helping their state and environment.

How do you see the role of the email subscription and website motivating individuals to take action? What types of action do you want individuals to take?

What is to be accomplished?

- Ask the user to pledge against pollution
- Inform the importance of a community agreeing for change
- Briefly inform people about the current dangers of the environment in NY/globally
- Briefly users on the large, medium, and small scale factors of the pollution
- Inform the user how they can directly help
- Remind the user via email

What is the behavior you desire of the users? (purchase, sign-up, protest, social share, etc.)

- Input email
- Input name
- Submit pledge
- Receive reminder emails
- Feel willing to help

Tone of voice (romantic, supportive, authoritative, tec.)

- Prideful
- Personal
- In need of help
- Encouraging
- Empowering
- Professional
- Interactive

Mandatory information or elements that must be included

- Pledging doesn't legally bind users
- Local NY email reminder
- Global email reminder
- Factual and up-to-date information
- Link to website

Proposed deliverables (explain why this deliverable is an ideal solution for the problem)

Careful stylistic choices need to be made to grab a user's attention. Because unless a user feels motivated to pledge and are aware of its impact, this service will serve no purpose.

- Physically pledging (subscription form)

↳ To pledge is to take the initiative in making a personal change. Having users put in their name creates a

- To pledge is to take the initiative in making a personal change. Having users put in their name creates a personal attachment to the pledge. Being sent a reminder will remind them of when and why they pledged, and how they felt during pledging. Being emotionally reminded will reflect having a similar UX to the website.
 - Sharing the pledge on social media will inform others that the user has pledged. This is important because people are less likely to stop going-through with something when they post it on social media.
 - Sharing on social media will be beneficial because people tend to follow people who they know in real life, which would most likely be other residents of NY.
- **Have users experience pledging beyond physical
 - Tapping into a user's emotions through color theory, typography, and carefully choosing content will increase the seriousness level of the service, the pride users feel in their state, increase their desire to help the environment, how long users will remember it, and would reduce the amount of users who unsubscribe.
 - **Have users feel trustworthy **
 - A dark blue design is often seen in businesses that are trustworthy and are user-oriented. Examples are Facebook, Twitter, Lowe's, and Bank of America.
 - Have local NY users feel prideful
 - The UX will be designed for and incorporate NY
 - The content should be specific to residence of NY
 - The audience should be reminded of how they felt on the home page after receiving a reminder email.
 - The audience needs to feel prideful and empathetic before they pledge, otherwise it will have no meaning to them. Having an email with personal and impactful information, as well as keeping a similar aesthetic to the home page, will trigger a user's memory of why they pledged.
 - Accessible to all users
 - It is important for users not from New York to participate as well. A solution is adding an option to the pledge form to receive a reminder about global issues.
 - Meeting AAA standards for web accessibility
 - Have users understand the project goals
 - Highlighting the short, medium, and long term goals of this project will help the users understand the importance of their impact, despite being one person.
 - Offer alternative ways to help
 - Users might want to help the environment beyond pledging. Sharing the pledge will be encouraged. A solution can be having a button that redirects to another website/service that educates on how to physically help the environment.

Scope of project

- Brainstorm
- Gather research
- Define aesthetic
- Define persona
- Learn how to make a campaign
- Sketch
- User test
- Design brand guide
- Design template
- Design home page
- Design local email
- Design global email
- Design verification
- Design unsubscribe

Timeline of project

Week 1 (Oct 14)

Research, brainstorm, thumbnail sketch, browse inspiration, gather content,

Week 2 (Oct 21)

Finalize idea, sketch, identify number of pages, design mobile prototype to scale

Week 3 (Oct 28)

Finalize idea, finalize content, perform user test on prototypes, HTML markup, begin CSS for mobile home page design

Week 4 (Nov 4)

Finish mobile home page website, explore Campaign Monitor, HTML for template, CSS for template

Week 5 (Nov 11)

Template edits, home page edits, create local campaign, create global campaign

Week 6 (Nov 25)

Finalize template, user test emails, finish local campaign, finish global campaign

Week 7 (Nov 25)

Validate, accessibility, reflect brief, design mockups, present

Budget

Basic	MOST POPULAR Unlimited	Premier
All our core features for one low price \$9/month Choose this plan	Great for frequent email campaigns \$29/month Choose this plan	Optimize your strategy for the best results \$149/month Choose this plan
<ul style="list-style-type: none">Send 2,500 emails across campaigns and automated emailsCustomer support via emailAll core email marketing features ◉Pixel-perfect email design tools ◉A/B testing tools ◉List and subscriber management ◉Email insights and reporting ◉Basic email automation ◉	<ul style="list-style-type: none">Send unlimited emails across campaigns and automated emailsSend 5,000 transactional emails per monthCustomer support via emailPixel-perfect email design tools ◉A/B testing tools ◉List and subscriber management ◉Email insights and reporting ◉Advanced email automation ◉Unlimited inbox previews ◉Unlimited spam testing ◉Time zone sending ◉Countdown timer ◉	<ul style="list-style-type: none">Send unlimited emails across campaigns and automated emailsSend 5,000 transactional emails per monthPremier phone and email supportPixel-perfect email design tools ◉A/B testing tools ◉List and subscriber management ◉Email insights and reporting ◉Advanced email automation ◉Unlimited inbox previews ◉Unlimited spam testing ◉Advanced link tracking ◉Template management for teams ◉Time zone sending ◉Send-time optimization ◉Pre-built engagement segments ◉Countdown timer ◉

Automation

- Price: \$9/mo

- Idea price: \$29/mo The \$9/mo deal will only send up to 2,500

Labor

UI/UX Design: 87.30 hours (5,250mins) Pay rate: \$20/hour **Total labor cost: \$1,750**

Approvals

Rebecca Mushtare