

DESIGN BRIEF

PROJECT TITLE

Project 9 – Creating a notification email

DESIGNER

Vanessa

DATE

12.01.2016

VERSION

1

PROBLEM TO SOLVE

User does not know / is not notified when and if someone else has updated any of the shared notes.

SCOPE

Notification email design in 2 breakpoints
A list of the possible elements used

DESIGN GOAL

Visual design will solve this problem by creating a notification email when someone update any of the shared notes.

Create a visual hierarchy of the elements.

The design must be clear, simple, fresh and nicely blended in with the look and feel of the rest of the branding.

CONSTRAINTS

Deadline: end of January
Follow the branding, keeping the same style.

ASSUMPTIONS TO TEST

Do a user test to check which elements they see first (visual hierarchy) and if the elements that I've included are relevant for them.

TO DO LIST

1. Brief
2. Research
3. Plan my design process and idea
4. Sketches
5. Design in the computer (PS)
6. Test with people
7. Spec
8. Presentation

NOTES