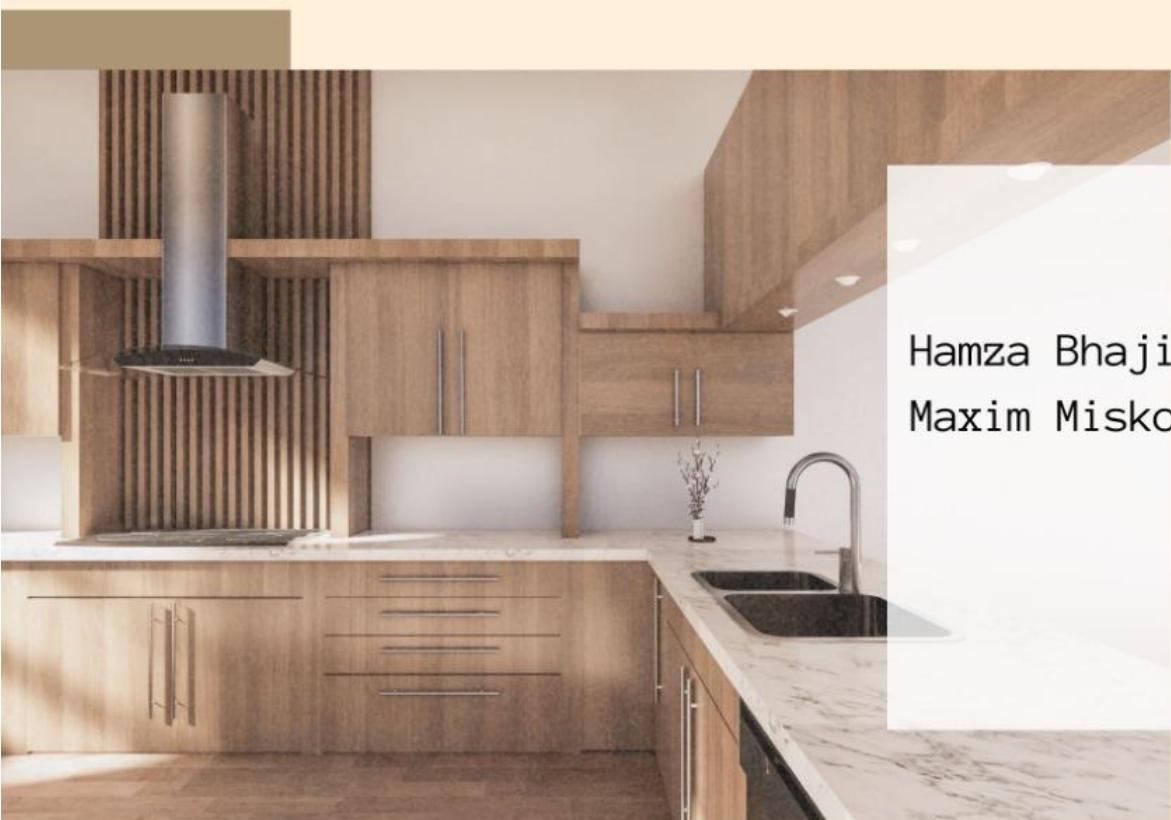


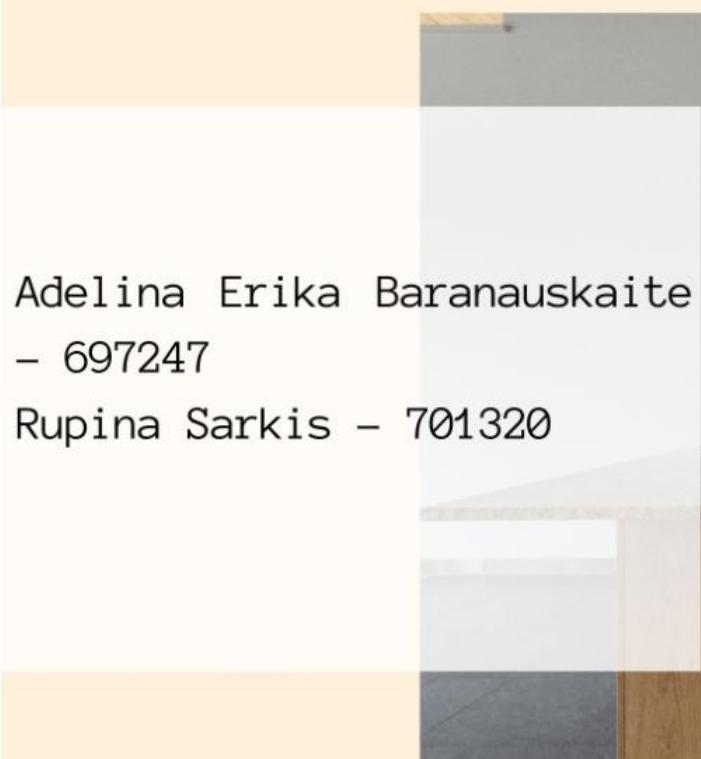
SOLUMEDIA PRO

New L.oak



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Chapter 1 – Research Brief

Introduction and client problem

This assignment aims to enhance New L.oak's marketing strategy for customer acquisition. They face challenges with brand awareness, primarily relying on word-of-mouth marketing. Additionally, due to their product and business model, they lack repeat customers. Moreover, there's a need for a consistent brand identity across social media platforms. Our task is to devise a strategy to engage potential clients effectively, differentiate New L.oak from competitors, elevate their brand reputation, and boost brand awareness while gaining customer insights.

Business context

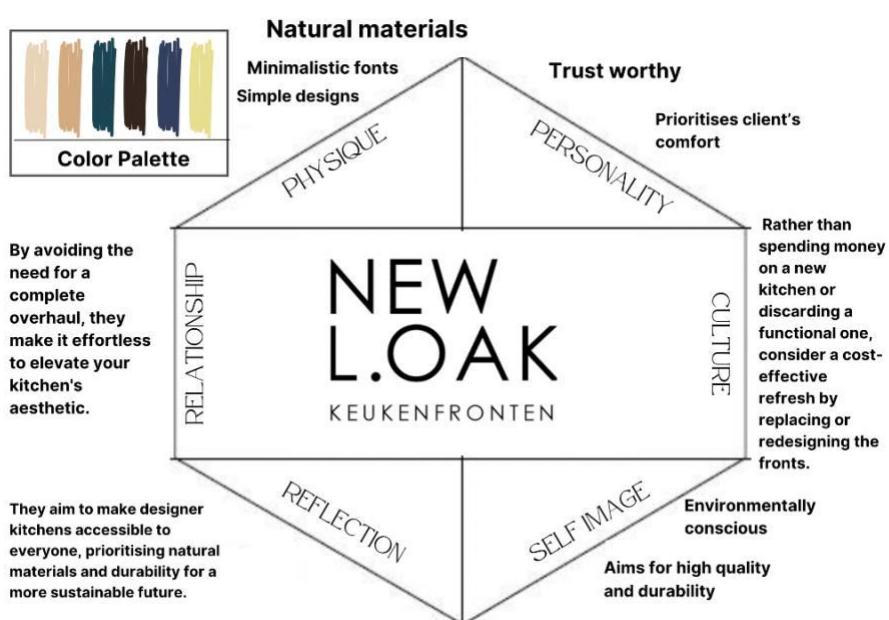
New L.oak's brand identity

Kapferer Model

The brand identity prism diagram is a helpful tool for visualising a brand's key attributes and their relationships with one another. The best brands, in Kapferer's opinion, combine all six components into a single, harmonious brand identity and message, with each facet connecting to the brand's central idea (MerlinOne, n.d.).

Figure 1

New L.oak's brand identity prism.

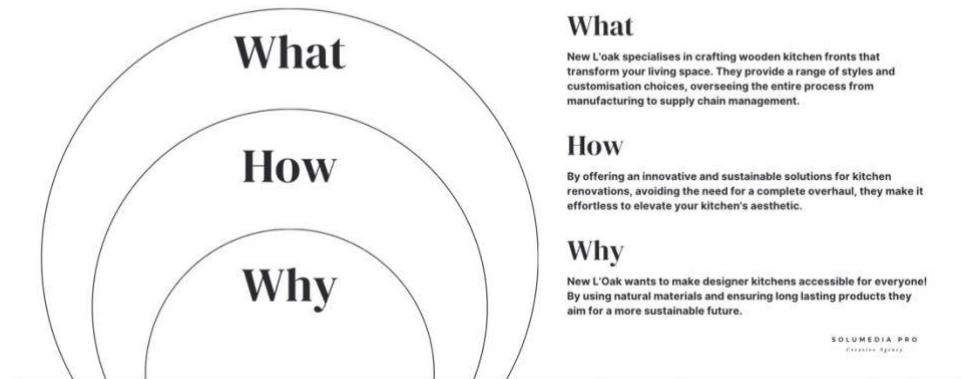


Adapted from (MerlinOne, n.d.).

The Golden Circle

The Golden Circle, which was first developed for marketing messaging, can be applied to any type of written or spoken disagreement. It supports you in organising your ideas and drawing reasonable conclusions (Nepriakhina, 2019).

Figure 2
New L.oak's brand identity circle.

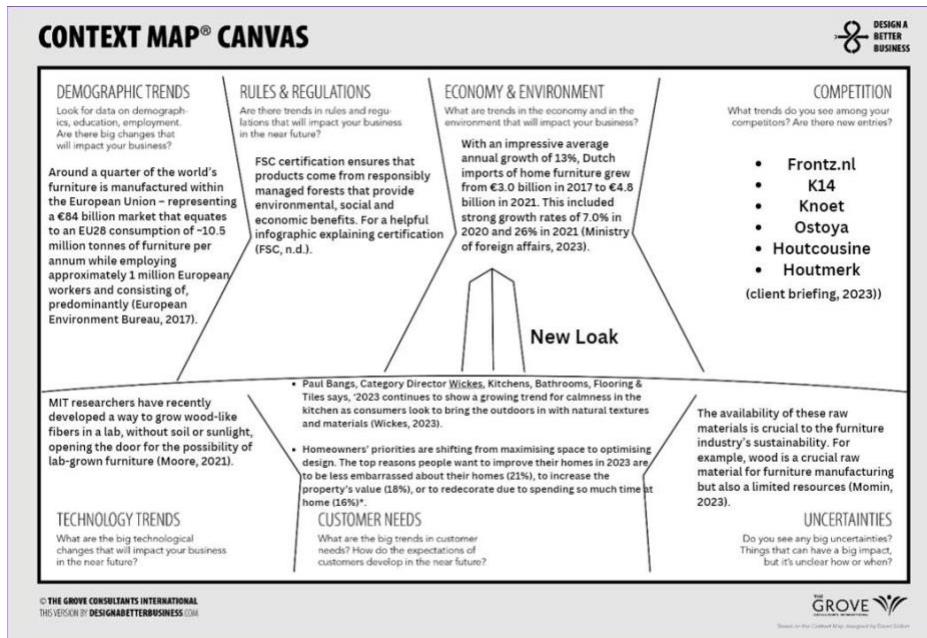


Adapted from (Nepriakhina, 2019).

Context canvas

A useful tool for fully comprehending the environment in which a product or service is being developed is the context canvas. Its main objective is to provide a structured study of organisational and external factors that may in the future have an impact on the company and the industry (Design A Better Business, n.d.).

Figure 3
Context map canvas for New L.oak.

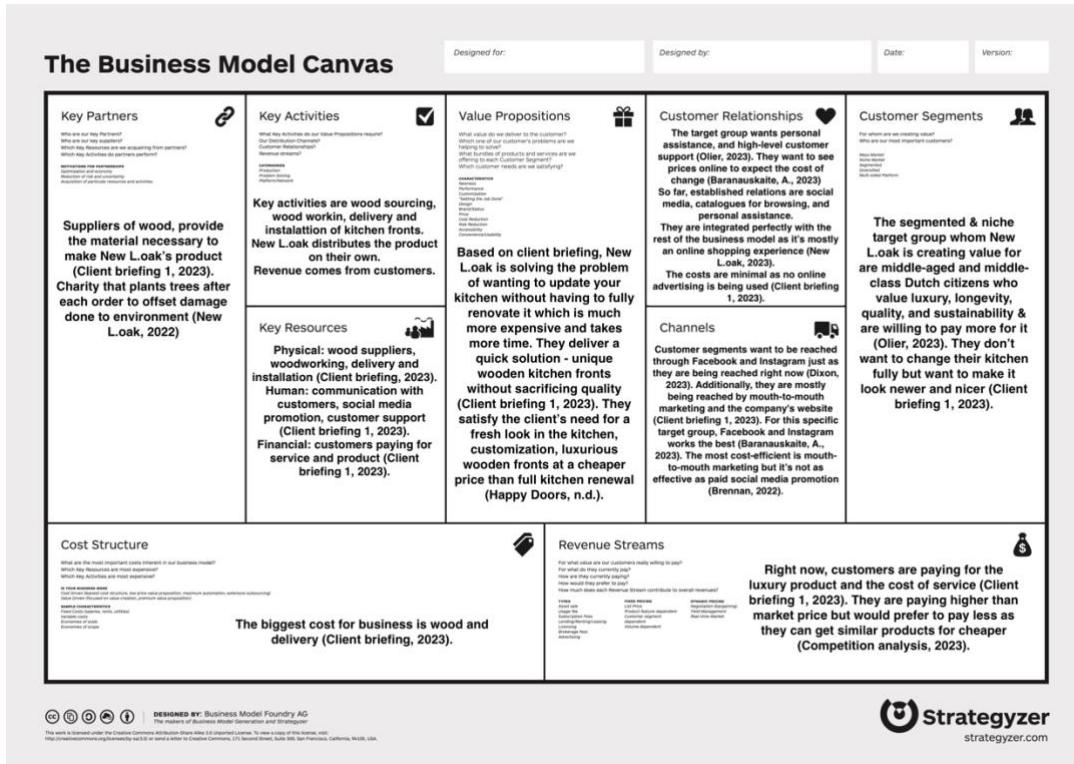


Adapted from (Design A Better Business, n.d.).

Business model canvas

A tool for strategic management and entrepreneurship is the business model canvas. It's used to explain, design, develop, come up with, and change your business model. Leading businesses and start-ups throughout the world use this technique from the best-selling management book Business Model Generation (Strategyzer, n.d.).

Figure 4
Business Model Canvas for New L.oak.



Adapted from (Strategyzer, n.d.).

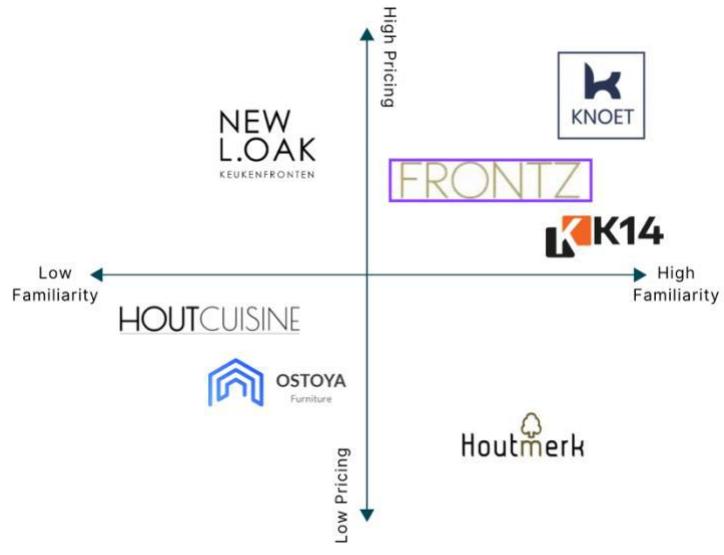
Competition Analysis:

Perceptual map

Perceptual mapping is a technique that illustrates a brand's position relative to its competitors based on specific dimensions. It also shows where the brand should be in the future (Dhiman, 2022).

Figure 5

Perceptual competition map for how New L.oak compares to its competition.



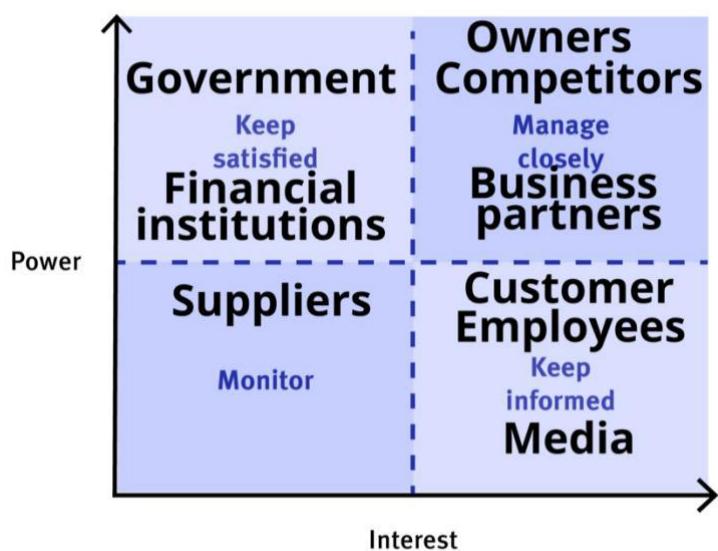
Adapted from (Dhiman, 2022).

For more information see appendix 1.

Stakeholders

Stakeholder mapping in project management uncovers and visualises the project's environment and the stakeholder ecosystem you're operating within, including any potential dangers or obstacles that need to be navigated (Lucidspark, n.d.).

Figure 6
Stakeholder map for New L.oak.



Adapted from (Lucidspark, n.d.).

For more see appendix 2.

Trends in Industry

Understanding trends in the industry allows businesses to stay ahead of the curve compared to the competition, break boundaries in the market, put forward new ideas and opportunities (Xara, n.d.).

Trend Pyramids

The trend pyramid is a method used to identify trends and developments within a specific industry, distinguishing them into three different levels (Lith, 2010):

- Short-term trends: These are immediate and specific trends, often known as “microtrends” within products, services, or consumer behaviours. They are relevant for the near future and can directly impact businesses.
- Medium-term trends: These trends operate on a broader scale and adapt to changes in human needs and behaviours, often known as “macrotrends”. They last longer than short-term trends and are important for strategic planning over the next few years.
- Long-term trends “megatrends”: Long-term trends have a substantial and lasting influence on society, technology, economy, and the environment over an extended period, often decades. They are essential for organizations with a long-term focus.

Figure 7
Trend pyramids for the Smart Kitchen and Sustainability trends in the industry.



Adapted from (Lith, 2010).

For more information about trends in the industry and more trends see appendix 3.

Target group

A target audience is the intended audience or readership of a publication, advertisement, or other message catered specifically to said intended audience. In this project it is Dutch adults in the age bracket of 35-50 and it is narrowed down with the help of STP model.

STP model

Segmentation, Targeting, and Positioning, or STP marketing, is a three-step methodology that looks at your goods and services as well as how you explain their advantages to client categories.

The STP marketing approach entails segmenting your market, focusing marketing campaigns on specific client segments based on their preferences, and modifying your positioning in line with their needs and expectations (Yieldify, 2020).

Segmentation:

Geographic – Haarlem, Den Haag, Amsterdam (Client briefing 1, 2023).

Demographic – 35-55 years middle class people that want to upgrade their kitchen without renovating it fully to save money. Successful people with high educational level, working in senior positions (Olier, 2023).

Behavioural - Interested in luxury, prioritising quality over price, want long-lasting products that appear exclusive. Have high standards for products, search for them online. Demand fast, effective, excellent customer service (Olier, 2023).

Psychographic - interested in sports, reading, movies, traveling, taking courses (ImbaLife, 2018). Mostly, using WhatsApp, Facebook, Instagram (Dixon, 2023).

Targeting:

Using the behavioural and psychographic insights to customise their marketing strategies, the company should concentrate on targeting the designated demographic within the designated geographic regions.

Positioning:

Based on the segments, New L.Oak should position itself as:

Supplier of superior, exclusive kitchen improvements: stress the unique designs, premium materials, and long-lasting products.

Effective and superior customer support: emphasize promptness, tailored assistance, and a smooth shopping journey.

Alignment with lifestyle: highlight how the brand's kitchen upgrades enhance the activities that the target audience enjoys, such as reading, watching films, travelling, and learning.

For target group personas see appendix 4.

Target groups needs and wishes.

For field research each of us chose a different method. These methods include a basic interview with the target group (see appendix 5), digital safari which is a research technique in which designers' mystery shop a product as if they were a user. It can be performed on your product, that of your rivals, or both (UXPin, 2022) (results in appendix 6). Additionally, content analysis which is used to find out which words, themes, or concepts are present in each set of qualitative data (Columbia Mailman School of Public Health, n.d.) (appendix 7). Lastly, an ethnographic field study known as contextual inquiry uses in-depth user observation and interviews with a small sample of participants to develop a thorough grasp of work practises and behaviours (Salazar, 2020) (appendix 8).

From field research we learnt:

Wants and Needs for New L.Oak Website:

- User-friendly homepage with clear content and easy navigation.
- Detailed information about wood used in kitchen fronts.
- Furniture images displaying close-ups for texture details.
- Online quotation option, free delivery, and design consultation.
- Information on wood installation durability and maintenance.
- Incorporating videos and client reviews for engagement.
- Emphasizing sustainability while providing comprehensive material durability and maintenance information for eco-friendly elements.

Insights on Target Group:

- Interest in customizing fronts but concerns about expensive or high-maintenance wood.
- Material preference for MDF due to affordability and easy maintenance.
- Price influences sustainability significance.
- Didn't know that this type of service exists in the market, nor they have heard about New L.oak.

Desired Marketing and Social Media Preferences:

- Before-and-after visuals, pricing details, design options, and client reviews.

These are the wants and needs highlighted by the target group for the website, home renovation, material choices, and online marketing interactions.

New design question:

Based on desk and field research the design question was formulated:

How might we improve New L.oak's marketing strategy for Dutch adults aged 35-50 to create brand awareness and network of potential customers?

Chapter 2 – Design Process and Concepts

Methods/tools used

During Ideate phase we used a variety of divergent thinking techniques. brainstorming, mind mapping, utopian/dystopian, crazy 8's. For convergent thinking we used how/now-wow, mash-up and storyboarding. This was done to produce as much ideas as possible and see what can be combined or used on its own. For the methods see appendix 9.

Divergent thinking techniques:

Brainstorming blends lateral thinking with a laid-back, casual approach to problem solving. It inspires people to generate ideas and concepts that can initially appear a little strange (Mind Tools, n.d.).

A mind map is a non-linear graphical representation of tasks, words, concepts, or other elements linked to and grouped around a primary notion or subject that enables the user to create an intuitive framework. A mind map may transform a large list of uninspiring facts into a vivid, organised diagram that corresponds to the way your brain naturally processes information (Mind Mapping, n.d.).

Dystopian/Utopian design thinking technique is used in creative problem-solving. Dystopian thinking focuses on exploring potential negative aspects and problems in a design or a given situation, helping to identify and address risks and challenges. On the contrary, utopian thinking envisions an idealised, perfect version of a design, setting high standards and inspiring creativity. Both hypothetical scenarios are important for achieving well-rounded and innovative solutions in the design thinking process (Xin et al., 2018).

Crazy 8's is a core Design Sprint method. Participants in this quick sketching practise are challenged to create eight different concepts in only eight minutes. The objective is to produce a wide range of remedies to your problem and to go beyond your initial, usually the least creative, notion (Design Sprints, n.d.).

Convergent thinking techniques:

A How Now Wow matrix is an idea selection tool, made popular by Gamestorming. It promotes cooperative idea planning, brainstorming, and mental organisation in groups. Ideas are categorised in the matrix according to how easily they can be implemented and how unique they are (GroupMap, n.d.).

Mashups are a cooperative technique for generating ideas where participants combine various elements to create new concepts (Ahlström, n.d.).

Storyboards are a kind of visual representation of the user's journey that are not related to the user interface of the product; the product's user interface is designed based on the journey that is shown in the storyboard (DevSquad, 2022).

For more details see appendix 9.

Problem redefinition

During the desk and field research phase, it was a challenge to define the very broad target group, provided by the client. Our field research indicated a more clear understanding of the target group, revealing that the primary audience interested in New L'oak were high-earning professionals with interest in sustainability and luxury kitchens that also value inclusivity in customer service. The undefined target group led to a series of evolving design questions, as we struggled finding balance between too big or too small target group. Through our conducted research we finally came to conclude that the problem our client's facing wasn't only their limited brand awareness and lack of cohesive marketing but also their very broad undefined target group. Their core issue lays in focusing their engagement with unspecified, very broad target group which leads to inconsistent client flow.

Therefore several design questions were explored in an attempt to address this challenge, such as "How might we improve New L'oak's marketing strategy to create brand awareness in Dutch adults aged 35-50?" and "How might we attract high-earning professionals in the Netherlands to purchase luxury kitchen fronts, ensuring they feel exclusive?" Further research and refinement led to the ultimate formulation of the design question: "How might we enhance New L'oak's marketing strategy for Dutch adults aged 35-50 to create brand awareness and foster a network of potential customers?" This refined question encapsulates the core objective of addressing brand awareness and building a network within the new identified target group.

How ideation tools led to 3 final concepts

Concept 1:

For this concept, a solo brainstorming session took place to generate as many ideas as possible before the team session. Later in team session, we each shared ideas we had come up with before and did another session with new convergent thinking techniques, such as Crazy 8's. After having come up with other 100 ideas it was necessary to use some divergent thinking techniques such as How/Now/Wow, mash-up and storyboarding to sort feasible and viable ideas from impractical ones. How/Now/Wow technique helped us see what would be possible and useful and mash-up helped us combined various ideas into a concept. From this technique, the idea of rebranding of company's logo to better represent sustainability came up and along with it, adding more features to the website, monthly newsletter, an advertisement in "Wonen" magazine and brochures that can be placed in recently sold homes.

Concept 2:

The concept has begun with a mind mapping session to generate a wide array of ideas for improving New L'oak's services and enhancing customer engagement. Following this, we applied a convergent technique to filter and refine these ideas, considering factors such as feasibility and alignment with New L'oak's goals. The five most promising concepts that emerged from this process were then discussed by our team. We examined each idea's potential benefits, feasibility, and how well it addressed New L'oak's challenges. Finally, we conducted a team vote with everyone having 2 votes. The idea with most votes ended up being Kitchen visualizer with cost estimator only one point behind. This led to emerging of these 2 ideas and creating concept of Kitchen Vision.

Concept 3:

In a classroom session led by a coach, the team used the "Crazy 8's" technique, which provided a structured yet creative approach. We had eight minutes to produce eight unique concepts. During

this exercise, among a rush of ideas, the concept of participating in a trade show emerged. It was a straightforward but promising idea, offering the New L.oak a chance to present their work to a wider audience. As we continued to refine the concept, we added elements like the 3D brochure and transformational video to enhance its creativity and engagement. This came after further reflection on the concept's potential. Furthermore, during our field research, we had a valuable interaction with a user who expressed a strong interest in seeing Before & After transformations as part of our concept. This feedback played a crucial role in our decision to incorporate this specific feature. It emphasized the significance of being attentive to user preferences and how this input could enrich and enhance our concept.

Concepts

Concept 1

Figure 8
Frameboard for concept 1.

CONCEPT 1

Expanded Network: New L.Oak builds bigger audience

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Description

A rebrand of the logo, additional information on the company's website as well as an addition of a monthly newsletter containing news about the environment, company's contributions to sustainability that month & how to take care of the products being sold. Additionally, monitoring what houses/apartments have recently been bought and bringing brochures with New L.Oak's promotion there. Also, paying for a spot in "Wonen" magazine for additional brand awareness.

Target Users



OVER THE AGE OF 40 (HOMEOWNERS) WORKING IN SENIOR POSITIONS VALUE LUXURY, EXCLUSIVITY, SUSTAINABILITY INTERESTED IN INTERIOR DESIGN

Insights From Target Group

Lack of branding: The target group is confused by companies' incohesive branding and story on different social media channels.





All these additions can include promo-codes to encourage people to purchase.

Justification



Feasibility

- Rebranding: Changing logo, website updates, and tree count are low-cost and easily manageable.
- Monthly newsletter: For this addition one worker and 3 hours per month are needed for (writing, designing, editing, sending).
- Brochures in recently sold homes: Requires checking Funda daily, (less than an hour daily), and going to those houses leading to more work for the employee (around 5 hours a week).
- Advertisement in "Wonen" magazine: Cost is 30,000 euros, no additional work for New Look.

Viability

- Logo change and adding tree count shows commitment to sustainability, attracting eco-conscious customers.
- Online quotation reduces employee workload, improving user experience.
- Monthly newsletter enhances brand awareness, fostering customer connection and boosting future sales with 95% (Heath, n.d.).
- Brochures increase brand visibility, bringing customers who may have overlooked New Look and chosen competitors.
- Advertisement in "Wonen" magazine is a valuable investment, elevating brand's appeal and credibility.

Desirability

According to the field research, the target group needs:

- Cohesive branding across different social media platforms.
- Need for more product information, care tips, and pricing.

During prototype testing we learned:

- The target group doesn't read "Wonen" magazine!
- Positive feedback for newsletter and rebranding prototypes, expressing interest in sustainability.
- Target group prefers visual and concise content for the prototypes.

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Concept 2

Figure 9
Frameboard for concept 2.

The frameboard displays a website layout for a kitchen renovation service. At the top, there's a photograph of a modern kitchen with a sink, a faucet, and a bowl of fruit. Below the photo, the main title is "Kitchen Vision: See your dream kitchen come to life". To the left, the text "SoluMedia Pro . Creative Agency" is visible. To the right, the SoluMedia logo is shown. The central section is titled "Description" and contains a paragraph about the new feature: an interactive visualiser and cost estimator. It aims to convert website visitors into actual customers by allowing them to personalise their kitchen design. The page also features two screenshots of the tool's interface, showing color swatches and estimated prices. On the right side, under "Target Users", four groups are listed: Homeowners, Landlords, Design Enthusiasts, and Real estate professionals. A note below states that the tool is versatile for anyone considering a kitchen upgrade. The bottom section, titled "Key Problems", lists three issues: lack of transparency on prices, uncertainty during renovations, and website differentiation. The "Solution Approach" section at the bottom right discusses employing a designer and IT expert to create AI design outcomes and develop a seamless algorithm for the tool.

Kitchen Vision:
See your dream kitchen come to life

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Description

New L.Oak's website is set to introduce an exciting new feature - an interactive visualiser and cost estimator. This tool is designed to convert website visitors into actual customers by allowing them to personalise their kitchen design. Through this engagement, customers will spend more time with the brand. Additionally, by providing estimated cost information, we aim to foster a sense of transparency between the customer and the company.

Target Users

- Homeowners**
- Landlords**
- Design Enthusiasts**
- Real estate professionals**

Insights From Target Group

Target group lacks access to clear pricing and visual representations of the style combinations they desire, making their decision-making process challenging.

Key Problems

- Lack of transparency on the website regarding kitchen renovation prices.
- Customers face uncertainty during renovations due to the lack of information.
- Website lacks differentiation from competitors.

Solution Approach

Vision: Informative and Interactive Transformation.

To enhance the user experience, we're employing a designer to create visuals for AI design outcomes and IT expert to develop a seamless algorithm for the tool. This ensures customers have an engaging and user-friendly interface on the website.

Value Proposition



This concept has the potential to increase the conversion rate of visitors of the websites to actual customers since we are giving them additional information and they are spending time with the brand through the interactive tool. It will also give New Look an advantage over competitors since none of them have anything similar.

Justification

Adding a kitchen renovation tool to the website is justified for several reasons.



ENHANCED USER EXPERIENCE

It enhances the user experience by allowing customers to visualize and customize their kitchen renovations, making the website more engaging.



COMPETITIVE ADVANTAGE

This feature can give you a competitive advantage in the market since many competitors may not offer a similar tool.



STREAMLINED PROCESS

It streamlines the initial consultation process, reducing time spent on phone or in-person meetings.



CURIOSITY CONVERSATION

Additionally, the tool can also bring customer that aren't yet convinced in renovating but are curious about the price and final look.

Feasibility

The feasibility of this project is high due to the limited number of options involved. With only 12 fronts materials, 7 handle materials, and 3 kitchen layouts, the design process is straightforward. Creating visuals for all combinations by a graphics designer is manageable, as hour rate for an entry level graphic designer is around 20€ (Tran, 2023) and after asking 2 different graphic designers the estimated time needed, the answer was up to 6 hours. Web development for this limited set of options is also relatively straightforward, with an average hour rate of 17€ (Kelley, 2023).

Desirability

Based on testing, the kitchen renovation tool is highly desirable as it enhances user engagement and personalisation. Customers appreciate the ability to visualise their future kitchen and tailor it to their preferences as well as to learn the information of the estimated final cost. The convenience of exploring unique design options and costs at their own pace is another strong selling point. Additionally based on the Olariu (2023), making your website interactive can dramatically improve engagement targeted traffic, conversions and user experience.

Viability

The tool's viability is significant as it offers:

- Cost-effective marketing
- Attracts potential customers
- Increased customer conversion rates

Additionally, the tool can collect valuable customer data, helping you understand user preferences and market trends, further contributing to its viability as a business investment (Raitalusto, 2023). The overall cost shouldn't exceed over 500€ based on conversation with the students of the industries needed.

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Concept 3

Figure 10
Frameboard for concept 3.



Justification

New L.oak is looking to expand its reach and enter new markets where potential customers may not yet be aware of their innovative solutions.

The use of 3D brochures and transformation videos uniquely showcases kitchen transformations, setting New L.oak apart at trade shows and in potential partnerships.

The adaptability to market changes, feedback incorporation, and ongoing refinements ensure a competitive partnership model.

In conclusion, the strategy creates mutual benefits: New L.oak expands its customer base, and partners enjoy exclusive offerings, support, and collaborative marketing for increased sales and revenue.

Feasibility

Participating in trade shows is a feasible strategy for New L.oak. As trade shows have gained importance as a marketing technique for smaller businesses, trade shows are seen as a crucial element of their marketing strategies, enabling these businesses to effectively promote their products or services, connect with potential customers, and compete in the market despite their limitations. Trade shows serve as a strategic marketing tool that aligns with the unique needs and resources of smaller enterprises (Jonida, 2014). While there may be costs associated with exhibition fees, booth setup, promotional materials like 3D brochures and transformational videos, these expenses can be budgeted for. Additionally, the financial return on investment from potential sales and partnerships justifies these costs. The logistical aspect of trade show participation requires careful planning and execution, including booth setup and coordination with partners. However, with effective organization, these logistical challenges can be successfully managed.

Desirability

The concept of participating in trade shows is highly desirable for New L.oak. It offers a direct means of engaging with their target audience, attracting potential customers, and building partnerships. Trade shows serve as a platform to increase brand awareness and recognition within the industry, network with industry members, generate new business leads, attract, and convert customers etc (Using trade shows, exhibitions, and other events, 2023). Also, the Creative brochures and videos are likely to capture attention and generate interest. This desirability is driven by the opportunity to create lasting impressions and connections with potential customers and partners, increasing brand awareness as New L.oak's primary challenge is limited visibility too.

Viability

Participating in trade shows is not only feasible and desirable but also highly viable. It is a recognized and effective strategy within the industry, aligning with common practices (Scism, 2023). This approach positions New L.oak favourably in the competitive market, setting them apart from competitors by demonstrating their proactive approach. The potential for forming long-term relationships and collaborations through trade shows adds to the concept's viability, as it reflects New L.oak's commitment to consistent growth and success.

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Prototypes

Concept 1

For the rebranding concept we did a printout prototype of new changes and a digital newsletter mock-up.

Figure 11
Prototype of newsletter for New L.Oak.

The image displays four prototypes of a newsletter design for 'New L.Oak' across two pages. The top half shows the front and back covers of a print newsletter, while the bottom half shows a digital newsletter layout and a photo of the founders.

Print Newsletter Front Cover: The title 'New L.Oak' is in a large serif font. Below it, 'NOVEMBER 2023 | 1ST EDITION' and 'MONTHLY NEWSLETTER' are in smaller text. A logo featuring a stylized tree with the text 'REPLANTING TREES' and '12.2023' is on the left. The main image is a kitchen interior with teal cabinets and black stools. Text on the left sidebar includes 'In the Business of Wooden Kitchen Fronts', 'Maintaining Wooden Kitchens', and 'Rebranding New L.Oak'.

Print Newsletter Back Cover: The title 'NEW L.OAK' is in a large sans-serif font. Below it, 'MONTHLY NEWSLETTER' is in smaller text. The right side lists staff roles: Editor-in-Chief (Carly Ferris), Managing Editor (Wendy Salinas), Content Director (Theodore Lewitz), Art Direction (Jackson Davis, Ullian Pratt, Sharlene Rose, Tristan Cibusso), Photographers (Francois Mercer, Francisco Andrade, Jin Ae Soo, Hannah Morales), and Contributing Writers (Phyllis Schwaiger, Noah Schumacher, Aaron Loeb, Rosa Maria Aguado, Margarita Perez).

Digital Newsletter Layout: This section is titled 'About Our Staff'. It features two columns of staff bios. The left column includes Phyllis Schwaiger, Noah Schumacher, and Margarita Perez. The right column includes Aaron Loeb and contact information for the magazine. A small note at the bottom right indicates page 2.

Photo of Founders: A photograph of two people, Paul and Nicole, standing in a kitchen. They are wearing matching teal hoodies with the 'New L.Oak' logo. The photo is dated November 2023.

Article Preview: The title 'MAINTAINING Wooden Kitchens' is displayed in large, bold, white letters against a black background. Below the title is a short intro: 'A short intro or kicker of the article will go here. This part acts as a bridge between the headline and the article itself.' The preview image shows a modern kitchen interior with light-colored cabinets and a window above the sink.

Page Details: The bottom left corner of the digital layout is labeled '3', and the bottom right corner is labeled '4'.



IN THE BUSINESS of Wooden Kitchen Fronts

By Carly Ferris
Photography by Francois Mercer

A SHORT INTRO OR KICKER OF THE ARTICLE WILL GO HERE. THIS PART ACTS AS A BRIDGE BETWEEN THE HEADLINE AND THE ARTICLE ITSELF.

A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content. This can include articles, stories, photographs, and advertisements.

To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content. Just starting? Design a memorable masthead with an equally memorable name. This goes on the cover and sets up the branding for your entire magazine. What style are you going for? Is it playful? Classic? Bold? A good masthead captures the essence of your magazine, so it needs to be flexible, meaningful, and consistent enough for future issues.

A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content. This can include articles, stories, photographs, and advertisements.

To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content.

5

Here, you can place a caption for the photo. It can be a short description or it can credit the production team.

Just starting? Design a memorable masthead with an equally memorable name. This goes on the cover and sets up the branding for your entire magazine. What style are you going for? Is it playful? Classic? Bold? A good masthead captures the essence of your magazine, so it needs to be flexible, meaningful, and consistent enough for future issues.

Next, think of a compelling feature for your cover story. This will be what draws your audience in. Make sure that you have accompanying visual content that immediately catches the eye. Include photos, illustrations, and other graphics to match. Appeal to your audience, choose the right fonts and images, and you'll have a magazine that people will remember for years to come.

You can add a brief description for each article or keep it simple and paste the feature titles on the page. Don't forget your page numbers too!

To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content. Just starting? Design a memorable masthead with an equally memorable name. This goes on the cover and sets up the branding for your entire magazine. What style are you going for? Is it playful? Classic? Bold? A good masthead captures the essence of your magazine, so it needs to be flexible, meaningful, and consistent enough for future issues.

Next, think of a compelling feature for your cover story. This will be what draws your audience in. Make sure that you have accompanying visual content that immediately catches the eye. Include photos, illustrations, and other graphics to match. Appeal to your audience, choose the right fonts and images, and you'll have a magazine that people will remember for years to come.



A PULL QUOTE IS AN IMPACTFUL QUOTE TAKEN FROM THE ARTICLE. YOU CAN PLACE THE QUOTE YOU WANT TO HIGHLIGHT HERE.



7

REBRAND

*New Logo +
new web
features*

A SHORT INTRO OR KICKER OF
THE LISTICLE WILL GO HERE.
THIS PART ACTS AS A BRIDGE
BETWEEN THE HEADLINE AND
THE ITEMS ON THE LIST.

NEW L.OAK

KEUKENFRONTEN

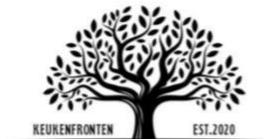


By Phyllis Schwaiger
Photography by Jin Ae Soo

1
Immediate Value Association
A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content. This can include articles, stories, photographs, and advertisements.

2
Shift Focus on replanting
A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content. This can include articles, stories, photographs, and advertisements.

8



Total trees planted

2 4 3 0

since our launch!

SUSTAINABLE DEVELOPMENT: TOWARD A BETTER FUTURE

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**"Stay inspired.
Never stop
creating."**

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Sed consequat, dui at faucibus aliquam, nisl lectus sagittis justo, in ultricies mi ipsum a felis. Cras dapibus imperdiet ipsum sed.

9



After writing all your articles and adding them to your layout, list down all the titles to set up your table of contents. You can add a brief description for each article or keep it simple and paste the feature titles on the page. Don't forget your page numbers too!

Finally, design your back page. Most magazines feature a full-page advertisement, which you're also welcome to do. Why not partner with a local business and feature their products? Not your style? Simply include some contact information and tell your audience how to reach you. Add your social media handles, email, or even any publication information you think they'd be interested in. You can even just extend your cover photo to keep things clean and simple. A magazine can be a great way to reach your audience and communicate your message to the world. With great, curated content, yours can be a bestseller in no time.

DESIGNING YOUR KITCHEN

Tips & Tricks

A SHORT INTRO OR KICKER OF
THE ARTICLE WILL GO HERE.
THIS PART ACTS AS A BRIDGE
BETWEEN THE HEADLINE AND
THE ARTICLE ITSELF.

7

10



A PULL QUOTE IS AN IMPACTFUL QUOTE TAKEN FROM THE ARTICLE. YOU CAN PLACE THE QUOTE YOU WANT TO HIGHLIGHT HERE.

Here, you can place a caption for the photo. It can be a short description or it can credit the production team.

11

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WINTER EDITION

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WONEN
Landelijke stijl

WINTER EDITION
WINTERS WONEN

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12

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New L.Oak

NOVEMBER 2023 | THIRD EDITION

The Strong Female Lead

Is the Business of Fashion

Male Colors Work for You

The Best Looks of the Season

MONTHLY NEWSLETTER

VISIT
NEW L.OAK
ONLINE



WWW.EIKENKEUKENFRONTEN.NL
Catch the freshest features
Updated daily
Read anytime, anywhere

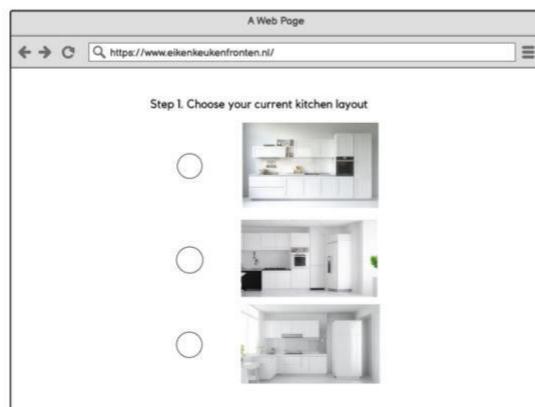
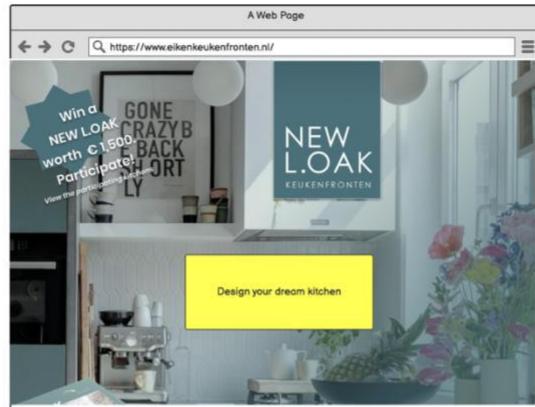
Adapted from (New L.Oak, n.d.).

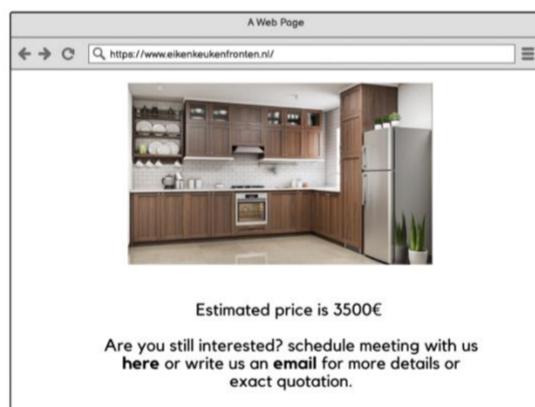
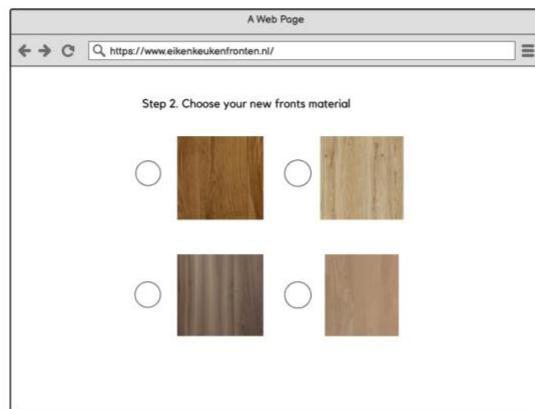
Concept 2

For the Kitchen Vision prototype we created an interface through balsamiq.cloud that allows users to experience the tool first hand .

Figure 12

Pictures of prototype for concept 2.



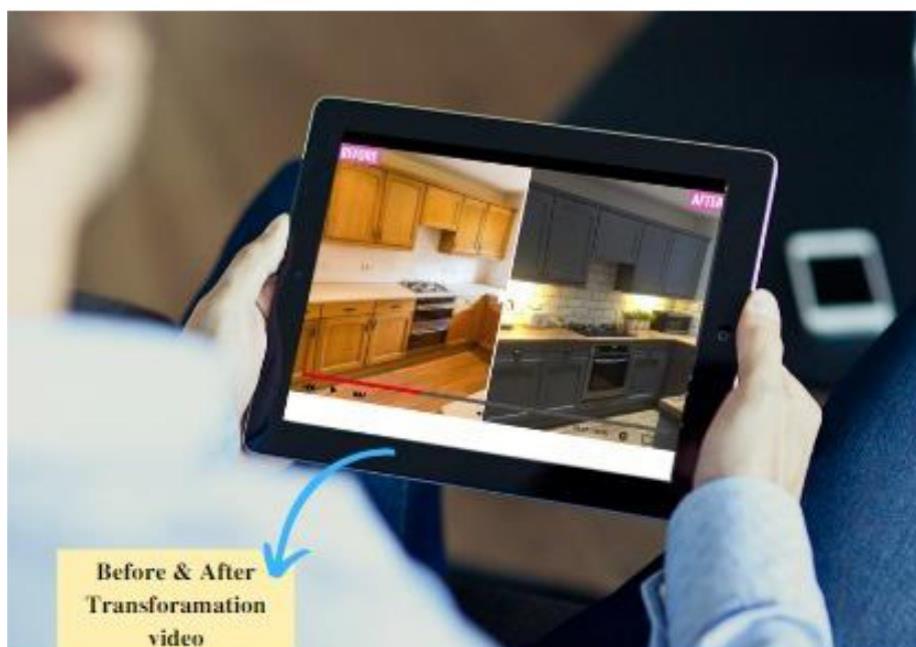
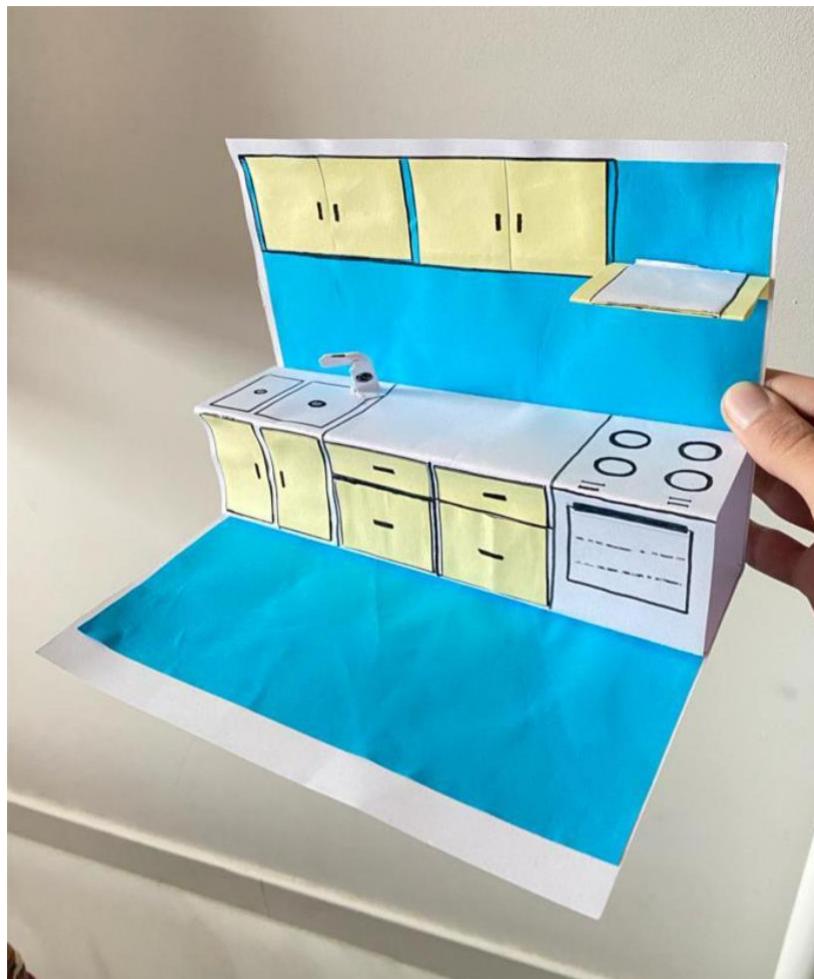


Concept 3

For the brochure and before and after videos concept prototype we created a paper 3D brochure and edited a few before and after videos for kitchen transformations.

Figure 13

Picture of prototypes for concept 3.



Testing

Before testing we must complete prototype testing plan for each concept. For this we used Usability Test Plan Dashboard which helps plan the testing session details for it to go smoothly and be efficient (Naji, n.d.).

Prototype 1

Figure 14
Usability test plan dashboard for prototype 1.

USABILITY TEST PLAN DASHBOARD				
AUTHOR	CONTACT DETAILS	FINAL DATE FOR COMMENTS		
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? The prototype being tested is: "Expanded Network: New Look builds bigger audience." It's rebranding and newsletter.	PARTICIPANTS How many participants will be recruited? What are their key characteristics? 3 participants in the age group of 35-50	TEST TASKS What are the test tasks? To show the prototype, to let the target group experience the newsletter and to record the responses. One person will film the testing.	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? The group will test all the prototypes together. This includes setting up the test location, testing our own prototypes and shooting the session interchangably.	
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? We are testing it to see how the target group responds, if it is effective and to get feedback.	EQUIPMENT What equipment is required? How will you record the data? The printed out rebranding examples, computer to show newsletter on, phone to record the testing on.		LOCATION & DATES Where and when will the test take place? When and how will the results be shared? The test will be done at Inholland University Den Haag location on 8/11/2023.	
PROCEDURE What are the main steps in the test procedure?				
				

Adapted from (Naji, n.d.).

Feedback received from testing:

The feedback overall was positive, and the target group enjoyed the idea of a newsletter containing ways to live more sustainably, gather inspiration for home décor, cleaning tips. The target group liked the design of the newsletter, they liked new logo and think it sends a clear message that the company values sustainability. Additionally, we received some suggestions and made a few changes based on it. The target group said that the current length is too long, and they wouldn't want to read such a long newsletter. They also expressed preference for it to be more visual rather than textual.

Prototype 2

Figure 15
Usability test plan dashboard for prototype 2.

USABILITY TEST PLAN DASHBOARD				
AUTHOR	CONTACT DETAILS	FINAL DATE FOR COMMENTS		
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? The concept called Kitchen Vision will be tested, it is a kitchen design tool and cost estimator. The goal of the product is to add an interactive tool to the website that will bring more customers by informing them about the	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? The main objective is to find out if this interactive tool would be interested for the potential customers and to what extent would this tool convince them to become a customer. The mains question is if this might be a deciding factor in making decision on renovating your kitchen.	PARTICIPANTS How many participants will be recruited? What are their key characteristics? For this concept 3 participants are needed aged 35-55	TEST TASKS What are the test tasks? To find out potential improvements of the concepts and see the reactions of this concept on the target group.	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? The testing has to be done by at least 2 people. As one has to explain and show participants important steps. And the other is recording the feedback.
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? We are testing to see what are the positive and negative sides of the prototype to improve it in the future and make sure that we do not miss opportunities on hearing feedback from the target group.	EQUIPMENT What equipment is required? How will you record the data? The equipment needed is a computer and camera. Computer is needed for showing a concept to the members of the target group and camera or recorder for the recording of the process and feedback.		LOCATION & DATES Where and when will the test take place? When and how will the results be shared? Testing will be executed on 8th of November at the ground of Inholland, Den Haag	
PROCEDURE What are the main steps in the test procedure?	<pre> graph LR A[Step 1] --> B[Step 2] B --> C[Step 3] C --> D[Step 4] D --> E[Step 5] style E fill:none,stroke:none </pre>			

Adapted from (Naji, n.d.).

Feedback received from testing:

After the testing session with 3 different participants, we made a few changes based on the feedback received. First change is adding a disclaimer that the price is in fact only an estimation and the actual amount may vary. Second, was the addition of choosing the number of drawers needed as this might make a noticeable difference in a final cost estimation. We also added an option to order a sample of the chosen material to the last page as well as a changing formulation from: "Choose your current kitchen layout" to "Choose the layout **that is closest** to your current kitchen". These changes made the prototype more specific, understandable, and transparent towards the potential clients.

Prototype 3

Figure 16
Usability test plan dashboard for prototype 3.

USABILITY TEST PLAN DASHBOARD					
AUTHOR	CONTACT DETAILS		FINAL DATE FOR COMMENTS		
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? Prototype for our "ProsperTogether: The New Look Partnership Journey" concept will be tested to help the client increase their connections and brand awareness.	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? Our goal is to get feedback on our concept as the prototypes and get suggestions from the interviewees for iterations.	PARTICIPANTS How many participants will be recruited? What are their key characteristics? 3 participants in total, Age 35-50	TEST TASKS What are the test tasks? Test task is to show them our prototypes, do a roleplay with them as they are in an expo. One person is going to shoot this interaction.	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? So we will do this testing together as a team. All the members will try to set-up everything and then we will ask them questions as who has worked on the concept and the other person will shoot.	LOCATION & DATES Where and when will the test take place? When and how will the results be shared? The test will be done around the Inholland campus and will be done on 8/11/23.
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? We are testing our concepts with by taking feedback from them.	EQUIPMENT What equipment is required? How will you record the data? 3D brochure, transformational video, camera- (mobile), exhibition roleplay-table, chairs etc.				
PROCEDURE What are the main steps in the test procedure?					
<pre> graph LR A[Introduce the concept] --> B>Show our prototype B --> C[Explain our prototype and concept] C --> D[Ask questions] D --> E[Get feedback and suggestions] E --> F[Thanking the participants and ending it] </pre>					

Adapted from (Naji, n.d.).

Feedback received from testing:

The target group responded positively to the concept, they thought it could work for both business-to-business and business-to-customer situations. The 3D brochure was something they found unique and different, something they hadn't seen before from any brand. They also liked the idea of a transformational video or a Before/After video. It was a good way for them to see and appreciate New L.oak's skills.

Chapter 3 – Analysis of Control Factors and Risks

QOFTIM

QOFTIM Model for SoluMedia Pro Project.

The QTOFIM model is used to assure that the company can deliver a quality product effectively and efficiently (Grit, 2021).

Quality - product quality refers to how well a product satisfies customer needs, serves its purpose and meets industry standards. When evaluating product quality, businesses consider several key factors, including whether a product solves a problem, works efficiently or suits customers' purposes (Indeed Editorial Team, 2023). Our journey began with a focus on delivering high-quality work. We conducted thorough research to gain valuable insights. Under the guidance of our coaches, we aimed to create a solution tailored to the client's needs. Rigorous testing and prototyping ensured the quality and functionality of our proposed concept. Comprehensive client information gathering laid a strong foundation for our project.

Organization - relates to the firm's capacity to oversee and plan every step of the manufacturing process. To guarantee that projects are finished on schedule and within budget, the organization should have a clearly defined project management methodology in place (Kantana, 2017). To stay well-organized and work harmoniously, we used digital collaboration tools that provided seamless communication and project management. Divergent and convergent thinking techniques sparked brainstorming sessions, fostering creative discussions and generating numerous ideas. As a team, we explored various business and creative models and used tools such as mood boards and frameboards etc to structure our thoughts and concepts.

Facilities - the things or tools needed for the project. Example: from conference space to local transport, pen & paper and renting projectors etc (ANNELIESMYA, 2014). Our journey was enriched by informative sessions and guidance from our coaches, providing invaluable perspectives on shaping our project effectively. We used a variety of creative tools, including graphic design software like Canva and Photoshop, as well as online platforms for inspiration. Models shared by our coaches also heled us a lot in the process.

Time - refers to a project management timeline which is a detailed schedule for our project. It spells out all of the tasks involved and a deadline for each so that our entire team can see when individual steps will take place and when the whole project will be wrapped up (Atlassian, n.d.). Time management played a pivotal role in our project's success. Strategic use of platforms like Trello allowed us to efficiently allocate tasks, track progress, and meet crucial deadlines. Furthermore, our team maintained strong communication, reminding each other of upcoming meetings and important deadlines to prevent any project delays.

Information - refers to the business's capacity to successfully collect, process, and use information. The business has processes in place to gather and analyze information about its customers, rivals, and market trends such as website cookies, marketing and PR teams (Data Clarity, 2019). An effective information management system was vital to our project's success. We maintained detailed records of client meetings, ensuring comprehensive and accurate documentation. This careful approach significantly reduced the risk of miscommunication and enabled us to refer back to critical discussions when needed. We conducted extensive research to better understand the target group, the broader industry context, and specific requirements, enhancing our ability to provide a tailored solution.

Money - Money in project plans, Money in progress monitoring, Money in project reporting are the aspects included in the money part of the project (Projectmanagement-training.net, n.d.). Throughout our project, we considered budget limitations and aimed to create concepts that balanced cost-effectiveness with client objectives. Our careful analysis identified potential risks and corresponding solution approaches. To help the client make informed decisions, we conducted thorough pros and cons assessments for each concept, emphasizing the long-term value and return on investment they could expect from our proposal.

To see how SoluMedia Pro would manage each concepts' project see appendix 10.

QOFTIM Model for Concept 1

Concept 1

Quality (Q):

The rebranding of the logo and the addition of informative content on the company's website and newsletters were precisely designed to enhance the audience's perception of New L.oak. Ensuring high-quality content about sustainability and product care added value and credibility to the brand.

Organization (O):

The concerted effort to monitor recent property purchases and strategically distribute brochures targeted potential clients. Furthermore, securing a spot in "Wonen" magazine required systematic planning and coordination, aligning with New L.oak's goal of reaching a wider audience.

Facilities (F):

New L.oak used the new website and monthly newsletters to reach more people online. The addition of brochures for targeted locations and securing a spot in a renowned magazine contributed to a robust marketing strategy.

Time (T):

The redesign of the logo, website updates, and monthly newsletter requires adherence to specific timelines. The strategic distribution of brochures aligning with recent property purchases demands careful scheduling for maximum impact.

Information (I):

The website updates, newsletters containing environmental news, sustainability efforts, and product care information aimed to educate and engage the audience effectively. Additionally, targeting specific households with brochures personalized New L.oak's promotional approach.

Money (M):

Investing in the logo rebrand, website updates, and securing a spot in "Wonen" magazine required a balanced financial strategy. This investment aimed to boost brand awareness and expand New L.oak's audience effectively. We also explored cheaper options like using Facebook, Instagram, or Google ads instead of advertising in "Wonen" magazine.

QOFTIM Model for Concept 2

Quality (Q):

The introduction of an interactive visualizer and cost estimator can showcase New L.oak's commitment to providing an enhanced user experience. Adding an interactive tool and cost estimator is suggested to enhance the experience. Ensuring the tool is user-friendly and accurately represents various kitchen designs highlights a commitment to delivering top-quality service.

Organization (O):

Efficient organization and customer engagement are crucial aspects of this proposed concept. The implementation of the interactive visualizer required a well-coordinated effort among various departments. Additionally, facilitating a seamless transition from visitor to customer through personalized design options emphasized New L.Oak's customer-centric organizational approach.

Facilities (F):

Innovative facilities and technological advancements are the backbone of this concept. Adding the interactive tool, including the estimator on the website showcases the use of advanced tech, providing customers with a personalized and creative experience. This facility can position New L.Oak uniquely in the industry, offering personalized and innovative solutions, setting them apart from others.

Time (T):

The tool quickly provides estimated prices for the chosen client options within just a few minutes. This rapid response not only simplifies the process for clients but also demonstrates New L.Oak's commitment to offering prompt and efficient services, enhancing customer satisfaction.

Information (I):

Offering clients immediate estimated prices for their chosen options helps them make informed decisions swiftly. This transparent approach not only builds trust but also underscores New L.Oak's commitment to empowering clients with timely and reliable information.

Money (M):

New L.Oak's investment in this efficient technology shows how they give value without spending too much. While getting the tool set up might need a professional's help and some initial expense to add it to the website, this investment creates something special and unique for New L.Oak.

QOFTIM Model for Concept 3

Quality (Q):

New L.Oak's focus on impressive 3D brochures and captivating transformational videos isn't just about looking good. These elements will display their top-notch work to clients during the expo, demonstrating their expertise and leaving a strong impression on potential partners. These materials are made with great care to show they're experts and leave a strong impression on potential partners.

Organization (O):

When New L.Oak goes to expos, they team up with retailers, designers, and contractors. This teamwork helps them share similar ideas and create strong partnerships in the kitchen renovation industry.

Facilities (F):

Utilizing cutting-edge tools like the 3D brochures and videos, New L.Oak not only presents their work but also shares these assets with partners. This sharing helps them display their exceptional work and potentially increase sales through effective showcasing and collaboration with partners.

Time (T):

New L.Oak plans ahead with their team to decide the best times for presenting the video and sharing the brochure. This careful planning helps them create more interest and engagement, making their presentations more effective at events. These small-small smart plannings with their team can them secure more partnerships during events. This careful preparation ensures they maximize their opportunities and attract more partners effectively.

Information (I):

Through brochures and videos, New L.oak effectively communicates essential details about their expertise, services, and unique offerings. These materials serve as a window into their capabilities, allowing partners to gain a deeper understanding and encouraging more meaningful connections.

Money (M):

They do this because being part of these events can help them become more known and get chances in the market. They will focus on both making brochures and videos also buying stalls at expos because it's important for their success. These events are a big part of their plan, and the materials they create for these events are really important for their investment.

Risk factors

To analyse risk factors, we used the risk matrix. A risk event's likelihood of happening and its possible impact are the two intersecting factors that form the basis of the risk matrix. Stated differently, this tool aids in the visualisation of a potential risk's probability in relation to its severity (AuditBoard, 2023).

Concept 1

Figure 17
Risk matrix for concept 1.

Risk Analysis Matrix		Negligible	Minor	Moderate	Significant	Severe
Very Likely						
Likely						
Possible					Ads in magazine are costly with uncertain returns.	
Unlikely		Focusing too much on sustainability		Risks in newsletter and rebranding impact		
Verly Unlikely						

Adapted from (AuditBoard, 2023).

Risk 1: Spending a lot of money on ads in the "Wonen" magazine might not make us enough money back.

Suggestion: To be safer, we can try using a smaller budget for ads at first or test it with a smaller campaign. Keep a close eye on how well the ads are doing and change our advertising plan if they're not bringing in enough inquiries or sales. This way, we can see if the ads are working and adjust accordingly.

Risk 2: Impact of the rebranding and contents of the newsletter won't be exciting enough for people to leave the lasting impression.

Suggestion: To get more people interested, we have made sure the newsletter has useful info that our target audience likes. Ask people what they want through surveys or talks. Partner with popular people in sustainability and design to make engaging newsletter. Keep an eye on how many people open and click our newsletter to see if it's working.

Risk 3: Focusing too much on the sustainability can be annoying for some customer.

Suggestion: To make sure people aren't overwhelmed with one topic, the balance of the content is needed. It would be a good idea to consult the rebranding with an actual marketing consultant to find the smoothest transition.

Concept 2

Figure 18
Risk matrix for concept 2.

Risk Analysis Matrix		Negligible	Minor	Moderate	Significant	Severe
Very Likely						
Likely		Limited Design Options				
Possible					Misleading Cost Estimates	
Unlikely			People not willing to give their data away			
Verly Unlikely						

Adapted from (AuditBoard, 2023).

Risk 1: People will have to give away their email address to receive results of the new design and cost estimation, which they might not like.

Suggestion: To make this action less annoying, we also might offer them some added value for example code for - 5%.

Risk 2: Giving estimated costs through the tool could lead to differences between what users expect to pay and what the final cost is. Wrong estimates could make customers unhappy.

Suggestion: To lower this risk, we must make sure the tool's cost estimates are accurate and based on real data. Tell users that the estimates are just guesses and the actual cost may change based on their specific project. Give users the option to ask for a personalized quote from New L.oak to deal with any differences.

Risk 3: When using a design tool you can choose from all the materials currently available with different style of handles in the combination with you kitchen layout. You can have a layout that isn't listed in options or you are buying a handles from someone else which can lead to the situation where you are left without your desired option

Suggestion: In reality we can't avoid this situation from happening. But the possible solution might be adding a disclaimer that the designing tool is for the illustration purposes only and final product design may vary.

Concept 3

Figure 19
Risk matrix for concept 3.

Concept 3

Risk Analysis Matrix	Negligible	Minor	Moderate	Significant	Severe
Very Likely					
Likely				Minimal ROI with 3D brochures	
Possible			Booth not gaining sufficient attention	Posting before&after videos on wrong channels and with lack in quality	
Unlikely					
Verly Unlikely					

Adapted from (AuditBoard, 2023).

Risk 1: Creating 3D brochures that will be given away on the expos might be costly and we would be dealing with a low quantity of brochures.

Suggestion: Instead of giving away 3D brochures to people who might not even be interested in collaborating we might send them right to the company/client that we are interested in collaborating with. Other solution might be creating different style of brochures that are also original but also cheaper to make.

Risk 2: Booth at the expo not getting enough attention since the it wont be interesting enough with a lack of presentation skills.

Suggestion: To prevent this from happening New L.oak has to first visit a convention to look at the most captivating details that are withing their budget and get feedback on their target audience before the convention takes place. This might give them the edge over the competition and making worth of their money spend to have their booth there.

Risk 3: Before & After videos with a low quality and posted on the wrong channels when the traffic of the target group is low.

Suggestion: New L.oak has to recognize what style of videos are they have to tailor for it to be effective in the means of raising the recognition on the market. And finds the best time/platform to post it on to gain the most out of it.

Financial Forecast

Concept 1

Table 1

Estimated cost of concept 1.

EXPENSE	QUANTITY	COST (PER ONE)	SOURCE
Brochure printing	50	5.47	(Printenbind.nl, n.d.)
Magazine advertisement	1	32300	(Dencheva, 2023)
TOTAL:		32573.5	

Concept 2

Table 2

Estimated cost of concept 2.

EXPENSE	QUANTITY	COST (PER ONE)	SOURCE
Website plug-in	1	250	(Savaliya, 2019)
Design		250	(Interviews, 2023)
TOTAL:		500	

Concept 3

Table 3

Estimated cost of concept 3.

EXPENSE	QUANTITY	COST (PER ONE)	SOURCE
vt Wonen & Design Fair	1	7000	(Marketing Donut, n.d.)
			(Printenbind.nl, n.d.)
Brochure printing	100	5.47	
TOTAL:		7547	

Recommendations

We as SoluMedia Pro recommend combining all three concepts together as we believe they form a cohesive marketing strategy that will increase brand awareness, engagement in the target group as well as clear up pricing. The rebranding and newsletter can be a great stepping stone in more efficient communication of brand values to target audience as well as increase engagement between New L.oak and target group. After the followers are more familiar with New L.oak they can be introduced to kitchen design tool and cost estimator which will clear up confusion in potential customers about what the result would look and cost. Lastly, participating in trade shows that are not only business to customer but also business to business can expand the network of potential buyers. Through participation in business-to-business trade shows New L.oak can find retailers they can collaborate with to branch their business from online only into stores too.

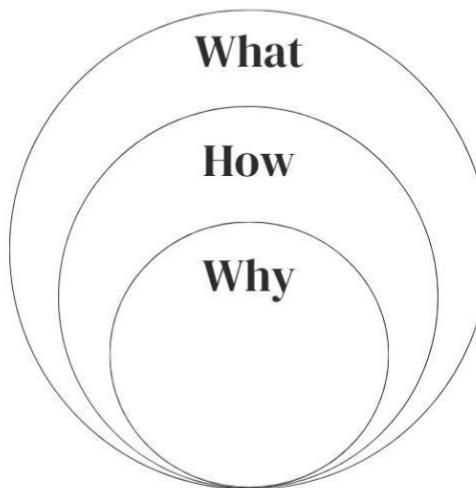
All concepts would work well together, and we recommend taking time to fully establish each before introducing another. The perfect timeline would be around six months in between rebranding with newsletter and kitchen design tool and then another six months before participation in trade shows. This will make sure New L.oak has enough time to monitor the success of each concept and decide if it needs adjusting or changes.

Brand Identity of SoluMedia Pro

The Golden Circle

First developed for marketing messaging, can be applied to any type of written or spoken disagreement. It supports you in organising your ideas and drawing reasonable conclusions (Nepriakhina, 2019).

Figure 20
Golden circle model for SoluMedia Pro.



What

A diverse team of four individuals comes together to solve various clients' problems based on research and perspectives.

How

Solving diverse problems and achieving client's wishes are our priority! Solutions are tailored to match the client's needs following the latest trends in marketing and social media promotion strategies. With our integrity, extensive research and innovative vision we help businesses achieve their success.

Why

Together, we strive to leave the world a better place than we found it. By combining research and design, we come up with the best concepts and strategies to assist our clients in building the brands of tomorrow.

SOLUMEDIA PRO
Creative Agency

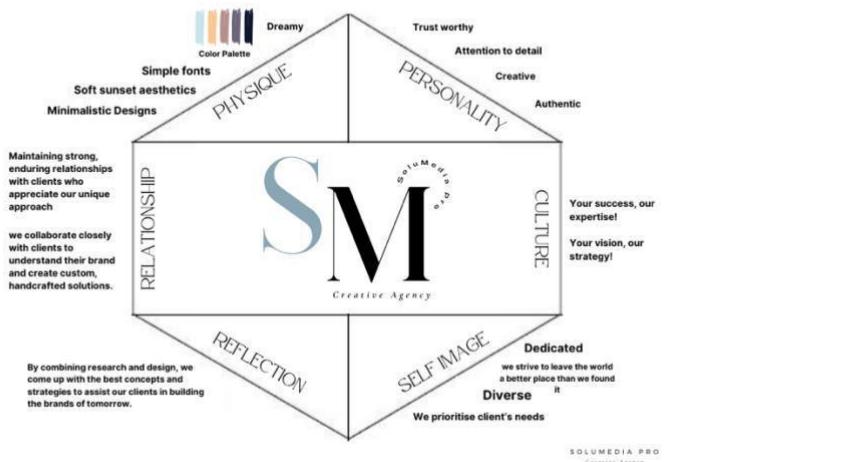
Adapted from (Nepriakhina, 2019).

Kapferer model

A helpful tool for visualising a brand's key attributes and their relationships with one another. The best brands, in Kapferer's opinion, combine all six components into a single, harmonious brand identity and message, with each facet connecting to the brand's central idea (MerlinOne, n.d.).

Figure 21
Prism model for SoluMedia Pro.

KAPFERER'S PRISM MODEL



Adapted from (MerlinOne, n.d.).

Appendix 1.



Frontz

Company info:

- Since 2015, Based in Harlem
- Ensuring that an affordable and stylish kitchen or cabinet is accessible in the Netherlands and abroad. An IKEA body decorated by FRONTZ.

Products & Services:

- FRONTZ makes cabinet doors, drawer fronts, side panels, handles, tops, and skirting boards for IKEA's METOD kitchens, **PAX cabinets** and **BESTA cabinets**.
- spray the fronts, cupboard doors, tops, sides and skirting boards with high-quality paint or we work with thoroughly coloured MDF, triple solid wood and high-quality wood veneer.
- We can deliver quickly - within **6-8 weeks** - and everything we deliver is finished perfectly and sustainably.
- Do not install, but we can put you in touch with certified installers who are used to installing both IKEA and FRONTZ.

Social media:

- Instagram- 4485 followers, 778 following
(Most active on this platform)

They post photos and videos of their current projects and videos of their workplace, and they also tag their clients in their posts and ask them to tag them in their posts.

- Facebook- 505 followers, 464 likes
(Not very active on it)

Posts photos of colour combinations, some of their previous works, some announcements.

- Pinterest- 830 followers, 23 following, 25.5k monthly views

Good amt of posts in it and below most of the posts they advertise about themselves.



K14

Company info:

- (Since 2000)

- Showrooms in Amsterdam, Arnhem, Breda, Delft, Eindhoven, Zwolle
- Collaboration-



- Company size 11-50 employees
- Headquarters Doetinchem, Gelderland

Products & Services:

- K14 designs and supplies fronts and worktops for (IKEA) kitchens and cabinets. Each one tailor-made by us.
- IKEA kitchen renovation, IKEA cupboard renovation, kitchen renovation
- Showrooms throughout the Netherlands
- Free measuring service
- Affordable customization
- Own installation service
- Online appointment for clients

Social media:

- Website- They have a very organized and good website that also has a video about the customer journey that helps that customer to understand better.
Their website has a review section, every section of their website has videos for the clients to understand the format.
- Instagram- 12,1K followers, 138 following
They have a very interesting account with informative and eye-catching videos. They collaborate with influencers and tell them to post videos also (very active).
- Facebook- 3.2K followers, 3K likes
They share their project pics here
- Pinterest- 621 followers, 32 following, 422,8K monthly views. They have tagged everything on their posts like bed frames, wooden shelves, wardrobes etc... (to come in searches)
- LinkedIn - 125 followers



Keukenfronten

Company info:

- Since- 2017
- Based in Wehl
- 2-10 employees

Products & Services:

- They have developed a configurator where you can easily install and order your desired fronts yourself.

Social media:

Website- They have steps provided for their clients, video available for the clients, Clients reviews available, her story also available see below.

Instagram- 7.857 followers, 383 following.

(Not that active as they post 1-2 post in a month)

They mostly make the same video where they talk in it and talk about the IKEA collaboration, but they have few posts.

Facebook- 237 followers, 207 likes

They only post collage photos with descriptions for the audience.

LinkedIn- 24 followers

Appendix 2

Stakeholders:

1. Customers:

- Current homeowners seeking kitchen upgrade/renovation
- Potential homeowners interested in kitchen upgrades
- Previous customers who may require additional services or recommend service to others

2. Suppliers:

- Wood suppliers providing materials
- Hardware and appliance suppliers
- Local contractors or craftsmen for installation.

3. Employees:

- Carpenters and craftsmen responsible for materials
- Sales and marketing staff (owners)

4. Competitors:

- Other companies in Netherlands providing kitchen fronts/whole kitchens
- Companies offering alternative kitchen renovation solutions

5. Government:

- Local government authorities in Amsterdam.

7. Financial Institutions:

- Banks or investors providing financial support for the business

8. Media and Public:

- Local media covering small businesses or home design
- Online platforms and social media users reviewing or promoting the company

9. Business Partners:

- (Potential) Collaborators or bigger businesses/partners reselling the New L.oak product

Appendix 3

Trends in the industry.

Explanations for trend pyramids:

Figure 7
Trend pyramids for the Smart Kitchen and Sustainability trends in the industry.



Adapted from (Lith, 2010).

Advancing technology is driving digitalization, causing significant lifestyle shifts. The fast-paced society increasingly relies on the comfort and convenience offered by these technologies. Internet and Bluetooth have become essential in every home, simplifying tasks. This digital transformation influences the design of home devices and furniture, exemplified by the emergence of "Smart Kitchens."

Homeowners, valuing comfort, are incorporating more technology into their lives, particularly during kitchen remodels. Modern renovations prioritize touch-less appliances, motion- or voice-activated features, and mobile apps, providing complete control over household activities. Contractors are now sought to integrate these innovative technological features, presenting an additional service opportunity for businesses (Tracey, 2023).

Figure 7

Trend pyramids for the Smart Kitchen and Sustainability trends in the industry.



Adapted from (Lith, 2010).

Overconsumption has caused significant environmental damage, leading to climate change. The business industry is now focused on sustainability, with a notable trend being "Recycling" to reduce consumption. Consumers increasingly consider the environmental impact when making purchasing decisions. Environmentally friendly kitchen design, such as LED lights and energy-efficient appliances, is gaining popularity, saving homeowners money. About 74% of homeowners find sustainable options cost-effective, and 54% choose them for environmental reasons (Parker, 2023).

Reducing the environmental impact of products enhances a business's reputation and is crucial in marketing. Small businesses have an advantage in adopting environmentally friendly practices for sustainable growth (Indeed, 2023).

More trends in the industry:

Value through purpose

Consumers might be more drawn to businesses that share their values when shopping. Through partnerships or community involvement, businesses are increasingly starting to demonstrate their values. By doing this, organisations can attract new customers, show their loyal customers their commitment to their shared mission statements and how they might contribute to a more positive world. (Indeed, 2023)

Targeted social media marketing

Although social media is now widely used as a marketing tool, there are continuously new innovations. Targeting certain audiences through viral marketing can be more effective than paid promotions, while micro-influencers can be more successful than attempting to reach as many people as possible. Streaming live, or live videos can be a particularly powerful engagement-boosting technique. Businesses that use social media marketing in a carefully targeted manner

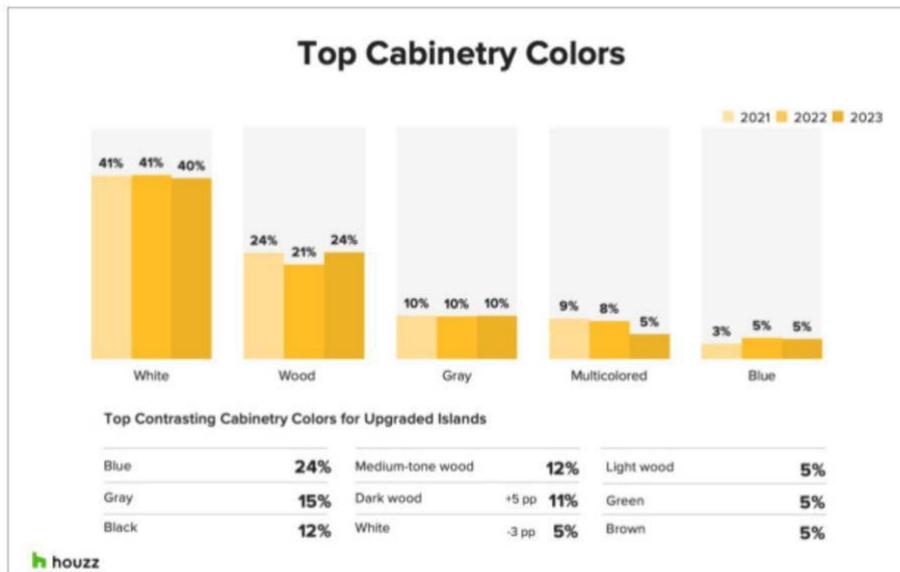
can reach their clients more effectively, especially younger generations that consume less traditional media than their parents do (Indeed, 2023)

Natural Materials

Using natural materials, such as wood, stone, and bamboo, are gaining back popularity for cabinets, countertops, and flooring. These materials add warmth and texture to your kitchen and are environmentally friendly (Villaflor, 2023).

Even though white cabinets are still the most chosen colour in 2023 with 40%, Wooden tones are a strong competitor. Twenty-four percent of homeowners (24%) choose wooden cabinetry. On the other hand, over 50% of homeowners (46%) decide on a base colour for their kitchen island that differs from the nearby cabinets. Most favoured contrast colour among these homeowners is blue (24%), followed by grey (15%), black (12%), and medium-tone wood (12%) (Parker, 2023).

Figure 22
Top cabinetry colors for kitchens.



From (Parker, 2023).

Appendix 4

Target group persona's.

Figure 23

Persona's of the target group for New Look.

HUGO KOENEN, 38

BIO
Hugo is a homeowner in his late thirties who lives in a outskirts of The Hague with his wife and their two young children. He works as a software engineer at a local tech company.

MOTIVATION
Hugo's motivation for renovating his kitchen is driven by a desire to improve the durability and aesthetics of this important family space. Over the years, kitchen cabinets and fronts have become outdated, showing signs of wear and tear. The kitchen lacks the modern, organised, and stylish look that he wants for his home. He believes that a kitchen renovation will be the long term investment that will better the overall quality of life for his family but also increase the value of their home.



INTERESTS

- Magazines: AG Connect, Men's Health
- TV shows: Hunted
- Newspapers: Haagsdagblad, Telegraaf



MARIA DE BOER, 50

BIO
Maria van der Voort is a 50-year-old woman living in the city of Haarlem with her husband of 57 years. They have 2 sons, who already moved out. Maria is a successful doctor with her own ambulance.

MOTIVATION
Maria's motivation for renovating their kitchen primarily centers around aesthetics and personal enjoyment. With their children out of the house, she has more time to focus on herself and their living environment. The kitchen, which has remained largely unchanged since their children were young, is now an opportunity for her to create a beautiful and functional space where she can enjoy her love for cooking.



INTERESTS

- Magazines: Wonen, Woman's Health
- TV shows: We zijn er bijna
- Newspapers: Haarlems Dagblad



Appendix 5

Field research – interview.

Demographic questions:

- How old are you?

Speaker 1 - 45; Speaker 2- 43

- Are you a homeowner?

Both are homeowners

- Gender?

Speaker 1 - man; Speaker 2 - woman

Kitchen questions:

- How long have you had your kitchen the way it is right

now? Speaker 1 - 17 years; Speaker 2 - 3 years

- Have you ever renovated your kitchen? What did you change?

Speaker 1 - never; Speaker 2 - changed kitchen islands surface

- Have you ever considered renovating your kitchen?

Speaker 1 - yes; Speaker 2 - so far no, but knows that at some point she will want to change it

- If you're interested in renovating your kitchen, what's stopping you?

Speaker 1 - money; Speaker 2 - the kitchen is new and doesn't need any renewal

- Do you think you would rather renovate your whole kitchen or just change the fronts?

Speaker 1 - The whole kitchen as it's outdated; Speaker 2 - just the fronts

- Would you be interested in only changing your kitchen fronts?

Speaker 1 - maybe; Speaker 2 - maybe

- Would you be interested in being able to customize your kitchen cabinet fronts? Does your answer change if they must be wood?

Speaker 1 - yes, likes customization, but if it must be wood, they will not do it as it's more expensive and harder to take care of; Speaker 2 - likes customization, never considered wood fronts as sees it as harder to take care of and it's not their style

- Do you care if your kitchen cabinet fronts are wood?

Speaker 1 - no; Speaker 2 - no

- Do you think having real wood kitchen cabinet fronts is practical?

Speaker 1 - doesn't matter; Speaker 2 - no

- What material cabinets do you have in your kitchen right now? Why did you choose that material?

Speaker 1 - MDF, cheap, easy to take care of; Speaker 2 - MDF, easy to take care of, standard

- Does it affect your inclination to buy from New L.oak knowing that they are offering real wood cabinet fronts which are made sustainably, and they plant a tree for every kitchen renovation they do?

Speaker 1 - no; Speaker 2 - depends on the price, if them being sustainable means that the price goes up more than 20% compared to competitors, then they won't consider it

- Do you care about sustainability when you're making a home purchase?

Speaker 1 - no; Speaker 2 - depends on the price difference between sustainable and not sustainable products, if it's not more than 20% then they will choose sustainable, otherwise they will go for the standard product

Website and marketing questions:

- Do you find the website aesthetically

appealing? Speaker 1 - yes; Speaker 2 - yes

- Would you order from this website?

Speaker 1 - no; Speaker 2 - no

- What do you think of their Instagram page?

Speaker 1 - very focused on being sustainable, and green; Speaker 2 - outdated, they should focus more on finished results in some kind of pinned photo carousel or story highlights as well as just talk more about the product

- Is it appealing to you?

Speaker 1 - no; Speaker 2 - no

- Does it look professional?

Speaker 1 - The pictures are pretty and professional, but the page itself no; Speaker 2 - no

- Would you buy it based on

Instagram? Speaker 1 - no; Speaker 2 - no

- Do you think it has enough information about the product?

Speaker 1 - no, leaves room for questions; Speaker 2 - no

- What do you think of their Facebook page?

Speaker 1 - normal page, nothing bad; Speaker 2 - too heavy message, would rather see visuals and not so much text, promotes sustainability as the main selling point and she would rather see other reasons for why she should choose them and not the competitors

- Is it appealing to you?

Speaker 1 - yes, more suitable for my demographic; Speaker 2 - no

- Does it look professional?

Speaker 1 - yes; Speaker 2 - no

- Would you buy it based on

Facebook? Speaker 1 - no; Speaker 2 - no

- Do you think it has enough information about the product?

Speaker 1 - yes; Speaker 2 - no, more info about company values rather than the product

- What marketing advertisement/campaign would make you interested in purchasing?

Speaker 1 - a before and after with prices; Speaker 2 - more about the design of the fronts, different options, more client reviews

- Do you use Pinterest?

Speaker 1 - no; Speaker 2 - yes

Appendix 6

Field research – Digital Safary

After researching and documenting the customer experience on the website of New L.oak and its competitors in the kitchen renovation industry, here are the found insights:

Competitors:

Hot Cuisine: Offers the convenience of changing the website language to English, making it accessible to a broader audience.

Frontz: Includes graphics displaying different styles and placement of handles, helping customers visualize their options before deciding.

Knoet: Provides a user-friendly feature for requesting a quotation through a form. This simplifies the process for customers and collects all necessary information in one place. Additionally, the option to add photos enhances understanding of the renovation space.

New L.oak:

- Has a well-designed website.
- Offers a feature for requesting a free quotation.
- Provides a unique benefit of offering a second sample for free, setting them apart from competitors.

Conclusion:

These insights provide a clear picture of the competitive landscape and areas where New L.oak could potentially improve its website to enhance the customer experience. By analysing the features and advantages of competitors, New L.oaks can identify opportunities to make their website more user-friendly and appealing to potential customers. This research can also inform marketing and website development strategies to stay competitive in the market.

Appendix 7

Field research – content analysis

Quality of Products and Service:

- Customers like Joeri and Mirella emphasize the quality of the kitchen fronts. They express that the fronts are beautifully made and of good quality.
- There is a general satisfaction regarding the service, with mentions of accessible and friendly interactions.

Customer Engagement and Support:

- Joeri appreciates the effort put into setting up things thoughtfully, which suggests a focus on customer engagement.
- Customers find the furniture maker to be readily available to address queries and provide assistance, reinforcing good customer support.

Personalized and Expert Advice:

- Nathalie values the personalized contact and advice, highlighting the importance of expert guidance.

Accessibility and Responsiveness:

- Several customers mention that the company is easily accessible, indicating the importance of convenience and responsiveness in customer satisfaction.
- The quick resolution of any issues further reflects the company's commitment to customer service.

Affordability and Budget-Friendly Options:

- Mirella's testimonial illustrates the importance of affordability. The company's solution of replacing only the kitchen fronts and skirting boards allowed her to stay within her limited budget without a major renovation.

Customization and Versatility:

- Mirella's experience showcases the customization aspect of the products. The veneer oak kitchen fronts were tailored to match her interior, highlighting the versatility of the offered solutions.

Long-Term Value:

- Mirella also emphasizes the longevity of the solution. She can change her kitchen's appearance to match her evolving taste in the future without significant concerns.

Competitive Pricing:

- Maarten's review mentions great prices, suggesting that the company offers competitive pricing alongside good quality.

Overall, the field research indicates that the company, NEW L.OAK, has a strong focus on providing high-quality products and personalized service that is responsive to customers' needs and budgets. Customization and long-term value are key features of their offerings, and competitive pricing adds to their appeal. These positive customer experiences and testimonials reflect the company's commitment to customer satisfaction and product quality.

Appendix 8

Field research – contextual inquiry

Ethan is a 37 years old working in a bank at a service desk. He was asked to search “New L.oak” on google and take look at the website. Here are some of Ethan’s comments:

- Homepage: User-friendly but overwhelming (too many elements in the background)
- The content became clearer as he came to know about their products with a little scrolling and reading.
- Navigation was easy as he was able to find and go through all the sections effortlessly.
- The information about the kitchen fronts is clear but needed more information about the wood.
- The images effectively showcased the furniture after it was made as well as the close-up shots helped to see the details of the wood texture.
- Didn’t know that this type of service exists in the market, nor they have heard about New L.oak.
- The online quotation option is useful as Ethan doesn’t like to call and ask about everything.
- Ethan prefers free delivery or design consultation option.
- As a client Ethan wants to know more about the durability and the maintenance of the wood that he would install.
- Ethan doesn’t have many suggestions for the product but if the website would have videos, then it may be more engaging for client and also reviews of previous clients.
- The focus on sustainability is a major positive point and the lack of detailed information on the durability of specific materials, and the limited insights into maintenance requirements of the eco-friendly elements available.

Appendix 9

Methods used in ideate phase.

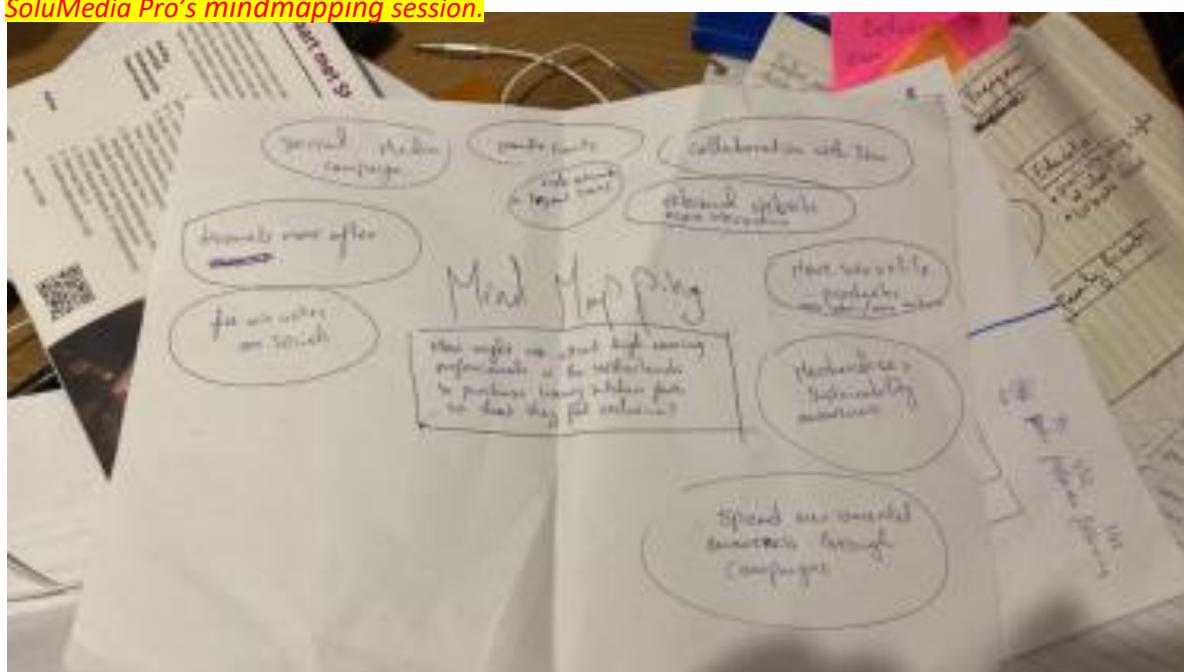
Brainstorm:

Image 1
SoluMedia Pro's brainstorming session.



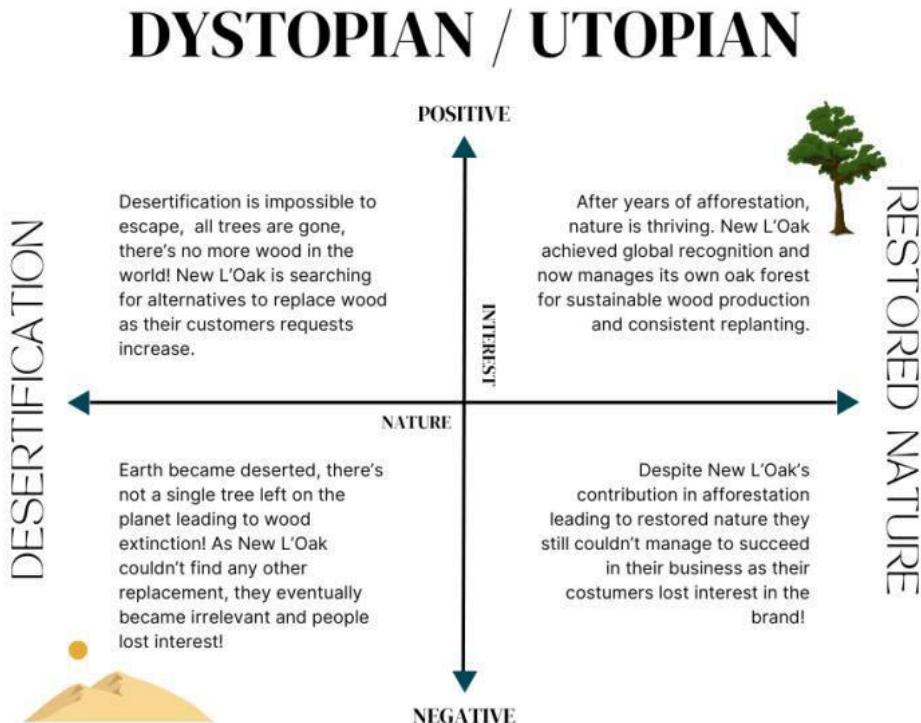
Mind map:

Image 2
SoluMedia Pro's mindmapping session.



Utopian/Dystopian:

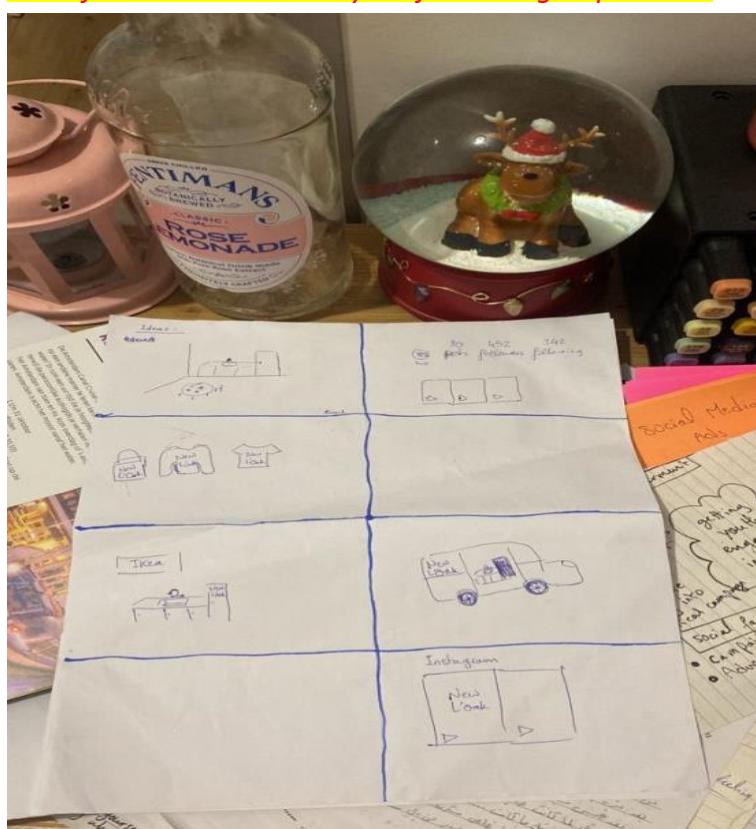
Image 3
Dystopian/utopian model done by Rupina.



Adapted from (Xin et al., 2018).

Crazy 8's:

Image 4
One of SoluMedia Pro's crazy 8's from the group session.



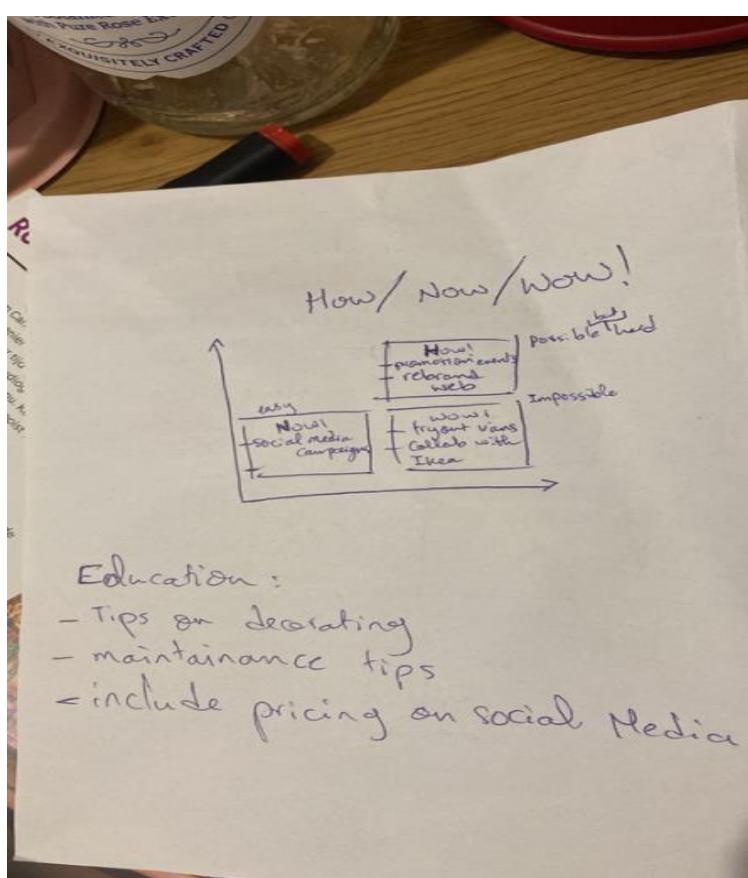
Mash-up:

Image 5
SoluMedia Pro's idea's mash-up.



How/ Now/ Wow:

Image 6
SoluMedia Pro's how/now-wow model.



Appendix 10

QOTFIM for how SoluMedia Pro would manage project concepts

Concept 1

Quality (Q):

Our precise efforts in refining the logo and enriching the website and newsletters were aimed at shaping New Loak's image positively. Delivering relevant, high-quality content about sustainability and product care aimed to elevate the brand's credibility in the eyes of potential customers. After deep research and selecting designs diligently for the logo emphasizes our commitment to showing New Loak's unique strengths effectively.

Organization (O):

We strategically planned to monitor property purchases to precisely target potential clients through tailored brochures. The inclusion of New Loak in "Wonen" magazine was planned to expand their reach and engage a broader audience effectively.

Facilities (F):

Utilizing the redesigned website and monthly newsletters, our goal was to maximize New Loak's online reach. The distribution of brochures to specific locations and their presence in a reputable magazine formed a strong foundation for a comprehensive marketing strategy.

Time (T):

The timeline-driven approach for logo redesign, website updates, and newsletter distribution was instrumental in ensuring our promotional efforts aligned with market trends and customer preferences. The strategic timing of brochure distribution complemented recent property purchases for maximum impact.

Information (I):

We aimed to educate and engage the audience through updated website content and newsletters highlighting environmental news, sustainability efforts, and product care information. Customizing brochures for specific households reflected our commitment to personalized marketing strategies.

Money (M):

Our financial strategy centered on smart investments in logo redesign, website enhancements, and securing a spot in "Wonen" magazine. These initiatives were geared toward enhancing brand awareness and extending New Loak's audience reach. Exploring cost-effective alternatives through social media advertising further optimized our marketing efforts. Indeed, managing the newsletter in-house for New Loak can result in cost savings, depends on their choice.

Concept 2

Quality (Q):

Introducing an interactive visualizer and a cost estimator is our way of emphasizing New Loak's dedication to an exceptional user experience. These tools are intended to elevate the experience by ensuring ease of use and accuracy in portraying various kitchen designs, underlining our commitment to delivering top-tier service.

Organization (O):

Making the interactive visualizer work well needs all our teams to work together smoothly. Enabling visitors to effortlessly transition into customers via personalized design options showcases our customer-focused organizational approach.

Facilities (F):

The incorporation of an interactive visualizer and estimator demonstrates our innovative use of technology, offering customers personalized and creative experiences. This strategic facility aims to position New Loak as an innovator, presenting innovative and personalized solutions unique to the industry.

Time (T):

The tool swiftly provides estimated prices for chosen client options within minutes, highlighting our commitment to prompt and efficient services. This quick response streamlines the process and enhances overall customer satisfaction.

Information (I):

Furnishing immediate estimated prices empowers clients to make informed decisions promptly, building trust and reinforcing our dedication to timely, reliable information delivery.

Money (M):

The investment in this efficient technology showcases value-driven approach. While initial setup costs might be necessary, this investment offers something unique and special for New Loak, emphasizing value without excessive spending.

Concept 3:

Quality (Q):

New Loak's dedicated focus on crafting striking 3D brochures and impactful transformational videos extends beyond appearance. These creative materials serve as a showcase of their expertise and stellar work, leaving a profound impression on potential partners at expos. We strategically created these materials to demonstrate their expertise and make a lasting impact on potential partners.

Organization (O):

New Loak's approach at expos involves collaborative efforts with retailers, designers, and contractors. This teamwork boosts our ideas and fosters strong partnerships within the kitchen renovation industry.

Facilities (F):

Utilizing advanced tools like 3D brochures and videos, they don't just exhibit their work but according to our plan they will share these facilities/assets with partners, aiming for increased sales through effective showcasing and collaboration.

Time (T):

Strategic planning with the team ensures optimal presentation timings for videos and brochures, enhancing engagement and effectiveness at events. These thoughtful preparations empower the concept to secure more partnerships and make the most of our opportunities during expos.

Information (I):

Our brochures and videos are an effective medium to communicate their expertise, services, and unique offerings. These materials offer partners a deeper insight, fostering meaningful connections.

Money (M):

Investing in event participation, alongside creating impactful brochures and videos, is pivotal for our market visibility and growth opportunities. These events are an integral part of our strategy, and the materials crafted for them are vital investments in their success.

Design Brief:

Figure 24
Design brief for New L.Oak by Solumedia Pro.

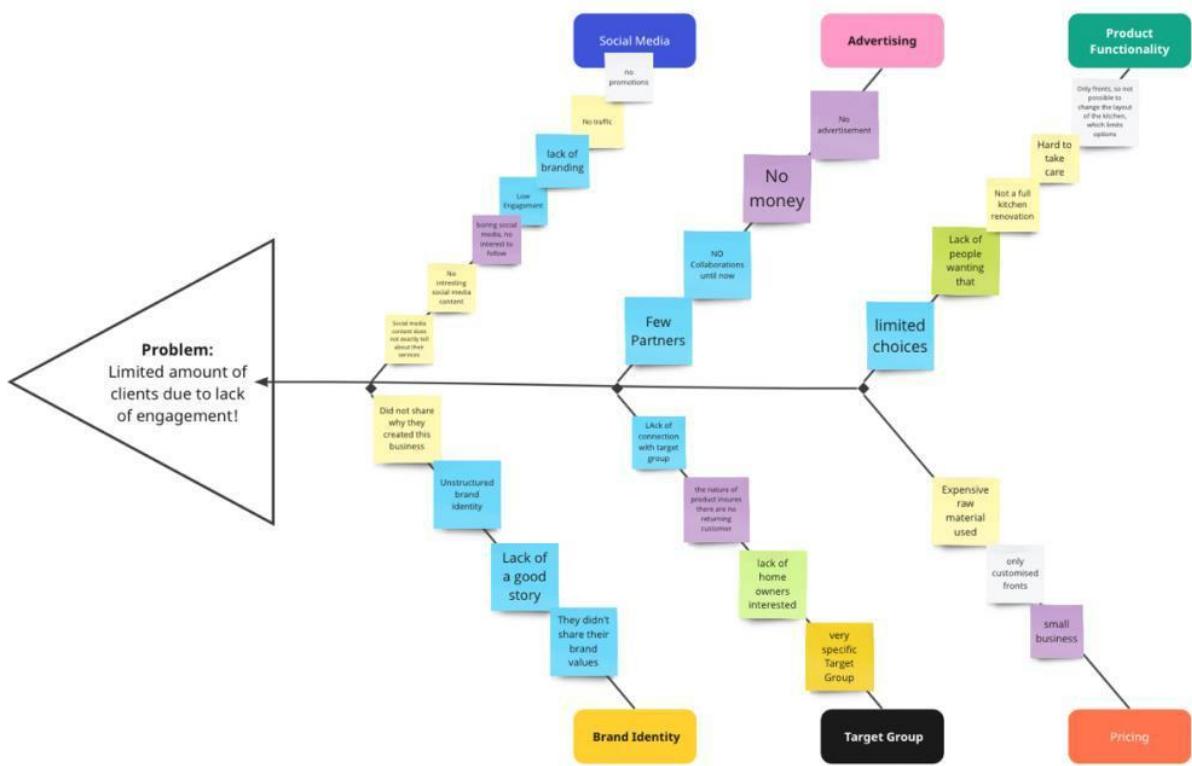
Contact Name:	Maxim Miskov		Client:	New L'Oak		Project Name:	SoluMedia	
Client & Project Overview		The Big Picture		Target audience				
<p>NEW LOAK is led by Paul Hult and Nicole van Lunteren. They are both entrepreneurs who have had experience for many years. Together, they found NEW LOAK in 2021. Nicole is a graphic designer and responsible for marketing and Paul is the professional. He has 22 years of experience building custom furniture. In terms of creating and manufacturing kitchen fronts, they make the ideal team. NEW LOAK operates its own workshop and completes all work in-house. Together, they aim to extend the lifespan of kitchens and make a designer kitchen accessible to everyone. Additionally, they value sustainability.</p> <p>Additionally they value sustainability. Therefore they donate money with each purchase to "trees for all" to plant a tree!</p>		<p>New L'ok is a company that provides limited choices in their products which makes it even harder for them to reach their specific target group! Additionally they also lack engagement and connection with their audience on social media which prevents them to build a loyal relationship with their clients</p>		<p>Age: 35 - 50</p> <p>Majority are dutch citizens with a small French percentage</p>				
<p>They hope to have their own forest one day, where they can use the trees again for their products</p>		<p>Objective</p> <p>With all these challenges, we want to showcase New L'OK's brand image and connect with potential customers through sharing the brands values clearly!</p>		<p>They mostly love interior design</p> <p>Living in: Haarlem, Amsterdam & The Hague</p>				
<p>The Problem</p> <p>New L'ok struggles with limited amount of clients due to lack of engagement, preventing them to reach out to all people that might be interested in their products</p>		<p>Competitors</p>		<p>Deliverables</p> <p>According to the client's suggestion: Come up with a story for promotion/marketing campaign that they can use on their Socials</p>				
				<p>Guideline & Design Direction</p> <p>The current challenge for NEW LOAK is to bring their brand of distinctive wooden kitchen fronts to a higher level. The primary objective is to effectively engage with potential customers and persuade them to choose the brand's sustainable renovation solution over a complete kitchen replacement.</p> <p>Motto: Don't splurge on a new kitchen or discard a good one when you can easily refresh it by replacing or redesigning fronts.</p> <p>How can a relevant marketing campaign be created to engage the 35-55 years old Dutch target audience?</p> <p>Design direction: enable the company to develop more effective marketing strategies and communicate more effectively with potential customers. Such as increased awareness, brand awareness and improved customer insights.</p> <p>The final goal is to improve NEW LOAK's brand reputation and have a favorable impact on this particular demographic.</p>				

Adapted from (Bluescape Community, 2021).

Fishbone Map:

Figure 25
Fishbone problem map for New L.oak.

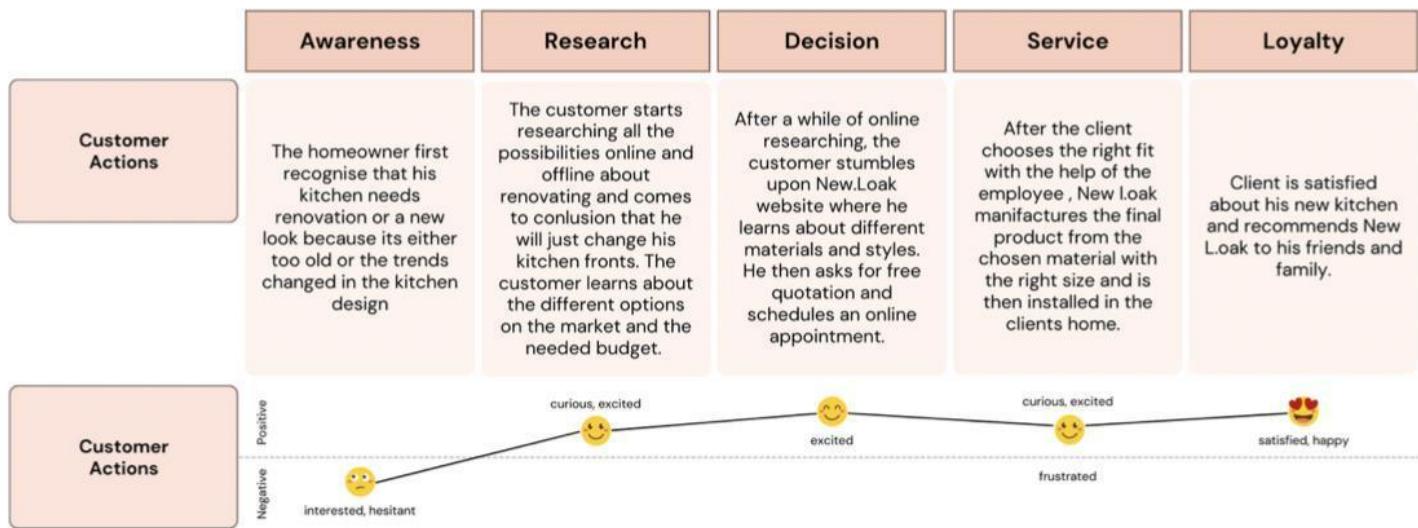
SoluMedia Pro



Adapted from (ASQ, n.d.).

Customer Journey

Figure 26
Customer journey for New.Loak customers.



Adapted from (Trengo, n.d.).

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