

Checkpoint 2 20-09-2024 🔒



Kock, Yoshua Y.G. 3 months ago

The content the group has is a lot of work in progress, from logos, color and content strategy. Should keep in mind that team building is not the only important factor when it comes to the target group to engage and wanting to contact Blik. It's good that we are getting insight with colors and imagery from the target group in surveys and interviews but also consider contact the Blik team for their input as well, especially before the final presentation. Presentation wise, it's best to have only two members up to give the presentation to Blik, especially the members who are more comfortable with that. We gave our future plans and promised to have the final designs ready based on target group and Blik's feedback before the final presentation

Checkpoint 5 01-10-2024 🔒



Kock, Yoshua Y.G. 3 months ago

The website needs work to be done. The pages on the prototype should be longer to be scrollable for the preview showcase, the imagery should be changed to fit the target audience's needs, navigation bar needs better contrast and color is too much green. Website has to follow the brand guide's rules of what and what not to do. The idea for the paint splashes that was shown on the social media mockups is a touch that also can be added to the brand guide and website look as it is a unique touch and could help on adding more color than just green as different paint color splashes could be used for specific scenarios.



Kock, Yoshua Y.G. 3 months ago

We are working on separate tasks but now its best to really discuss with each other so everyone's on the same page of how things need to be before Friday.

Checkpoint 6 final presentation branding 04-10-2024



Kock, Yoshua Y.G. 3 months ago

Our client's side: Regarding our whole presentation on the brand guide and website prototype, a lot of compliments were given on the social media strategy, logo and font. Only at footer of the website, where the second logo placement is, there were remarks on it being too small. For the colors, there are a lot of use of different shades of our chosen green colors, which our client thought of being too busy. Questions regarding the social media posting schedule and color detail of the logo were answered, clarifying the strategy on posting twice a week on Instagram and Facebook and once a week on LinkedIn, for the color on the logo it was regarding the yellow color on the lightbulb which the client was wondering if that yellow is part of the chosen color scheme in which we answered that it is not but there are versions of the logo we offer which it comes in the pure sea salt white color or even the jet black color.

Anke agrees with most of our client's remarks, the ones she had were for the following members:

-Isa: Instead of saying that certain elements could be changed within the design choices, I should've said that at this point in time, the design choices we made were the best ones to go for currently. The rest seemed fine.

-Yoshua: There were slides where it was me reading the texts on screen but she would like me to challenge myself as the parts were it was me openly talking she sees potential that I can do presentations without so much screen-help.