

## Checkpoint 2 18-09-2024



**Kock, Yoshua Y.G.** 4 months ago

This is also for checkpoint 1 as I did not even notice that the first checkpoint was up. (I thought it was forgotten which is also why I asked for another one the next day). The survey's target was changed to the group of companies, event organizers and private individuals, as targeting only the group of people who enjoy theatre is more difficult to approach. The survey's structure was changed entirely to have less open questions and have more questions of multiple choice or making use of the likert scale so the users of the survey are more engaged into answering. The questions themselves have been changed too to fit with the current target audience, though more questions that revolve around the workplace should be added and don't categorize BLIK as just a theatre group and more like team-building service for the work environment. For the competitor analysis document, I will have to add links and photos as proof for everything I am analyzing of the five theatre groups I am looking into for this research method.

## Checkpoint 3 Dirk - Research (WK4) 25-09-2024



**Kock, Yoshua Y.G.** 3 months ago

From the analysis shown for the survey and interview, my approach is a mixed bag. I did some things right with the questions I had to get a better view of how the content strategy on Blik's social media presentation should steer. Should think about when to have these posts be most efficiently seen by the target audience. The color is one that my approach is not really the right one to do. My approach was to give information on the thing I want a color answer for then give different options for the color they associate with the thing I gave. This goes bad because I'm steering them to a color I want, e.g. red was chosen by a majority of the survey, and interviewee, because theatre is associated with red so it was automatic that they went for warm tones. I should have the reverse approach when it comes to the color for next project. Don't focus much on the persona, it's too late into the project phase even if the personas we have so far are based on online research than the data from the survey and interview.

## Checkpoint 4 Dirk - Portfolio (WK6) 07-10-2024



**Kock, Yoshua Y.G.** 3 months ago

My portfolio idea for having it be an interactive 3d website is nice, only when it comes to the section where it displays what I have from the Figma prototype needs some work when it comes to the consistency between all the pages. Home page should also have a hover effect button to navigate to other pages just like the projects page does. For the 3d environment, a monitor works well to display my work but I'll have to think differently to have this all also be working well on mobile devices as well. The inspiration I took for this idea is a good example as it looks proper good on desktop view but not on mobile as it's only best experienced on desktop. Perhaps a tablet instead of a monitor so I can work it around for both desktop and mobile view, where the tablet can be rotated for both ways. The desk can have more than just the monitor/tablet, like some figurines or other things I own to have a little interactive section to know about me personally.

#### Checkpoint 6 Pim 04-12-2024



**Kock, Yoshua Y.G.** a month ago

I showed Pim my portfolio design that will be shown on the big monitor of my 3d environment. The structure of the work is exactly what it should be but i should do some tweaks with the alignment of buttons and nav bar lines. I am adviced to work on the three.js part for the portfolio



Write a summary of what you discussed with your teacher...

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#### Checkpoint 5 Checkin Project X 03-12-2024 🔒



**Kock, Yoshua Y.G.** a month ago

I showed Jan my 3d environment for my portfolio. What I have made for the desk, laptop and monitor is good as it is. I should add a few things, like a plant or figure (can also be downloaded online instead of modeling it myself as i should focus on shading and coloring), to make it more lively. It is more important now to figure out what i would need for the background, camera placement (especially important when working on three.js) and of course the coloring and shading to make it all complete. Also more insight of how project X will go, as coding the game would be hard for the 4 week span and it is fine to work on the prototypes