



cphbusiness

Multimedia Designer

Blog Universe

SIGN-UP



Flow 4 • 2nd sem. • Apr. 2017

Scenario

There is today a wide range of interest areas / communities / universes where persons or groups of persons convert knowledge and expertise within a field to a web-based business. It could be cooking, health, sports, vintage cars or role play or something else.

A client has for some time had a successful blog about his interest. Now he wants to professionalize the website and wants to make money on his blog in the future. The client wants a proposal for how a more commercial blog about his universe might look. He wants that the website still appears as a blog site where users can find tips and tricks and detailed instructions on how the reader can develop his own interest in the field. The client also wants to integrate more commercial elements on the page.

He has just started offering courses in his field of interest, sales of tailored courses and guiding to match customers' unique needs and requirements, as well as events where everyone can come and share their experience. He is also very open to other suggestions that may help him make more money on the concept. He wants a high degree of user involvement e.g. through social media.

The task

You choose which area or field of interest the customer and his blog represents.

Develop proposals for a website to the customer.

- How will you present a working solution for the customer and what should it include?
- Who should the website be developed for and how can you create a user experience in an exciting informative universe that users will pay for?

The solution must be a prototype of a website with inspiration, tips and tricks as well as more detailed instructions. In addition, the development of mock-ups that show how the site can support blog features such as comments, ratings, reviews etc.

You also need to develop proposals on how the use of video or animation on the website can provide a greater user experience and how videos or animations via social media can increase website traffic.

Professional competencies

Project development using Design Thinking and UX.
Prototyping using Adobe Experience Design CC (XD).
Development documentation.

Method

The project will use Design Thinking and UX for the rapid development of the idea and prototype as well as the tool Adobe Experience Design, an all-in-one cross-platform tool for fast designing and prototyping websites and mobile apps design.

Product

The product must contain the following elements:

- A prototype of the website and blog with presentation of content tailored to the selected universe.
- Prototypes of content for the website.

Prototype developed in Adobe XD or coded in html.

Project documentation

Project development must be documented with notes, sketches, photos and video. The documentation shall include full material of the process for an informative and structured presentation. It's OK to use your phone as a camera - the main thing is that you end up with material that shows your workflow.

Evaluation

Teacher gives verbal feedback to the group after each presentation supplemented with feedback from the other students. The students who are not currently presenting, prepare written peer reviews from the same areas of focus during the presentations. Subsequently, the groups receive the written peer reviews about their group, including teacher's written notes.

Groups

The project is carried out in groups of 3-5 people.

Hand-in

Upload: April 30th, 2017.

1 page with:

- Group member full names and link to portfolio uploads
- Link to product / project presentation

Study Points

You get 15 study points for this project.

5 points To Deliver on Time

5 Points to Participate in the Project Presentation

5 points for uploading in your portfolio

Flow plan (overview)

See TimeEdit for detailed information about the daily activities during this flow.

WEEK 16

Design Thinking

UX design

Project documentation

WEEK 17

Adobe Experience Design CC (XD)

Upload: April 30th 2017.

WEEK 18

Presentation Monday, May 1st.

Lecturers

Ditlev: dsk@cphbusiness.dk

- UX

- Project documentation and design documentation

Lene: ljni@cphbusiness.dk

- Design Thinking process

Jesper: jhi@cphbusiness.dk

- Adobe XD