

/ crit 2

Commodity

Anna Riazhskikh

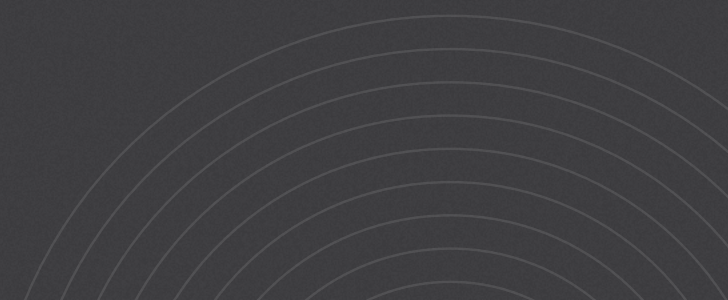
Major Project

MA Web Design and Content Planning'21-22

University of Greenwich

commodity

commodity



Twitter description

The **trampoline** website for the newbies in design that presents fundamentals of design theory in a simple and fun way.

(117 characters)

News#1

It's

designtrampoline. co.uk

com

wc for who cares

at the moment

Target Audience

Professionals who **face** some **specific design problems** in their work tasks and need to know the design basics to present their work more efficiently.

Design students who look for a **starting point** to dive into the subject, examples of themes and resources **to continue learning.**

Small business owners who tend to **do most** of the tasks **themselves** in the early stages of the business and **need** some **basic knowledge** on the subject.

User Personas

#1



Sarah,
SMM manager

26 y.o., works for a professional hair cosmetics brand as SMM manager

#2



Charlie,
Design student

19 y.o., an undergraduate student at visual communications, interested in design

#3



Myra,
Small business owner

47 y.o., ex-account manager at the event agency, now runs a small store of hand-made bags on Etsy



Sarah

SMM manager

Reasons to use product

Focus on outcomes, not features

Sarah wishes to learn more about design and typography basics. She wants to avoid using templates proposed by MS PowerPoint and Canva as they are widely used and not unique enough. Already took a couple of online courses on udemy but still doesn't feel confident enough when she needs to create design for her job tasks from scratch.

Knowledge and Skills

What do I know? What am I good or bad at?

Good and fast at making presentations, smart, proactive, good at making engaging social media posts and stories, use Canva for professional purposes and learning Figma as she heard is a relatively new programme in the industry.

Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

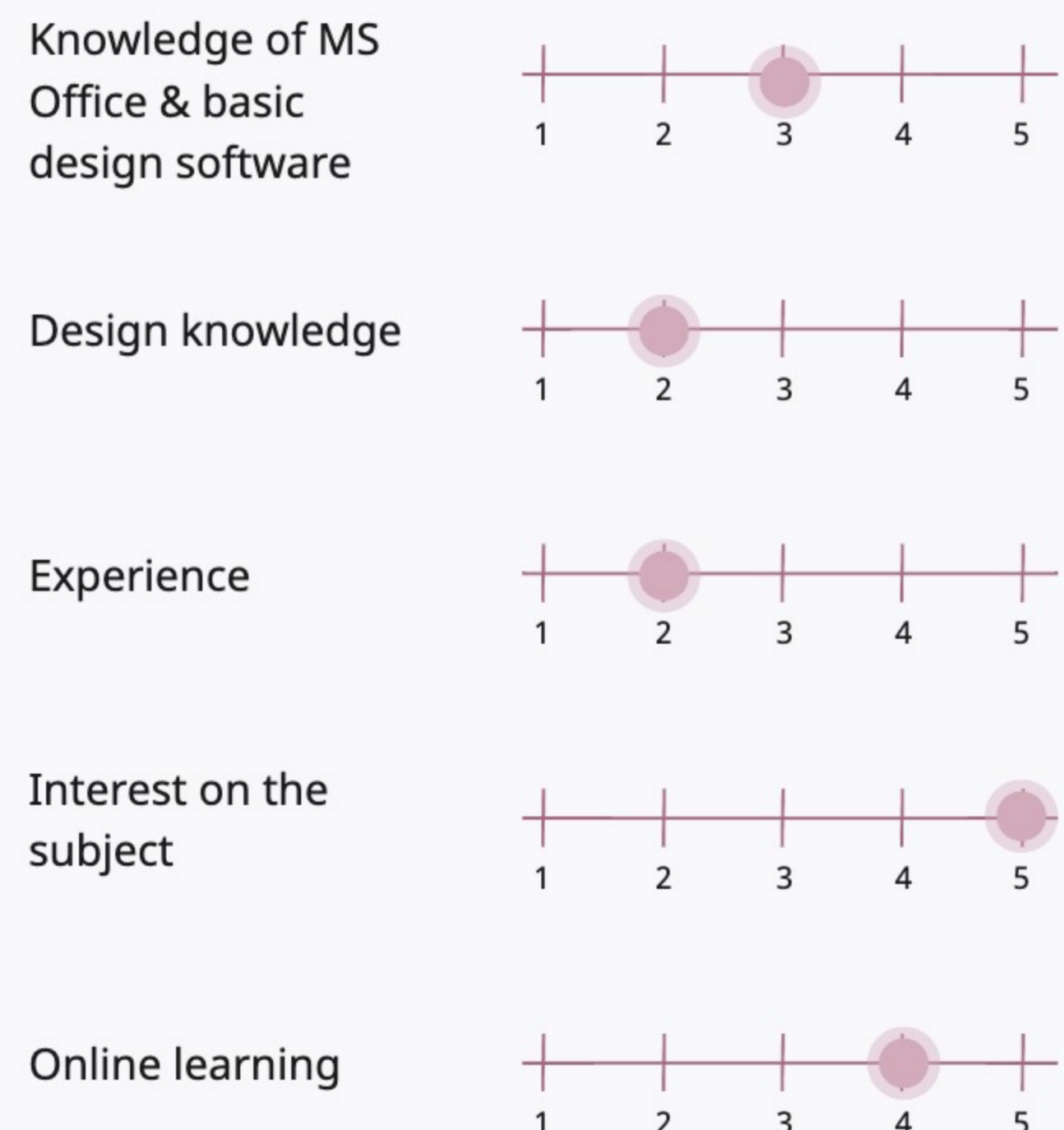
26 y.o., works for a professional hair cosmetics brand as SMM manager, BA in advertising, has a strong interest in visual culture and design, collects vintage travel posters.

Biggest Frustrations

I feel	bewildered
When	I see a white canvas and don't know how to start
Today I solve this by	looking for ideas on pinterest which takes time
I feel	uncertain
When	I need to choose fonts and colour for slides
Today I solve this by	using pre-designed templates
I feel	unsure
When	I create designs myself, but don't know how to improve
Today I solve this by	asking for help or leaving the design as it is

Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.





Charlie

Design

Reasons to use product

Focus on outcomes, not features

Charlie studies visual communications and is interested in design. He has just started learning design and wants to know the basics of useful theory, and wants to jump to practical tasks for his studies as soon as possible.

Knowledge and Skills

What do I know? What am I good or bad at?

Learned Photoshop and Illustrator via online tutorials, but feel a lack of fundamental knowledge of design basics. The knowledge on the subject is quite fragmented.

Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

19 y.o., an undergraduate student at visual communications, tech geek, loves comics and action movies, interested in repeating designs he likes by following online tutorials.

Biggest Frustrations

I feel

frustrated

When

I google the subject and struggle to find relevant resources

Today I solve this by

clicking the search results with hope to find a nice resource

I feel

bored

When

I start learning the info I found as it's in text and pictures format without interactivity

Today I solve this by

looking for suitable tutorials on YouTube

I feel

happy

When

I find great articles but tired that all of pieces are in different places

Today I solve this by

bookmarking all the useful links I find on the subject

Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.

Knowledge of MS Office & basic design software



Design knowledge



Experience

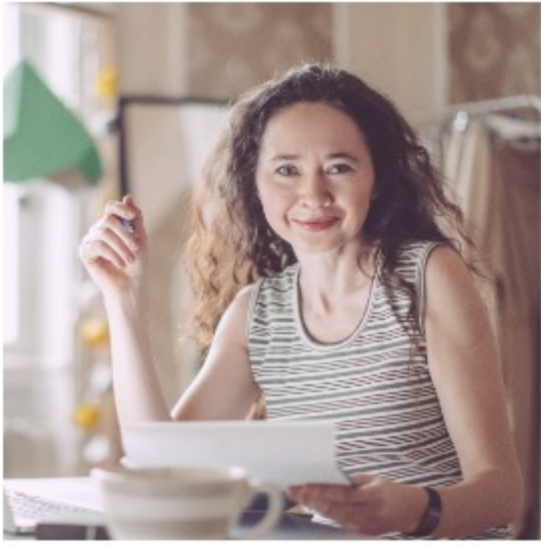


Interest on the subject



Online learning





Myra

Small business owner

Reasons to use product

Focus on outcomes, not features

Myra lost her job during the pandemic and decided to convert her life-long hobby into a small business. She loves sewing and giving new life to the old things, so she opened her small atelier, where she creates bags and pouches out of old outdoor gear. She runs a small store on Etsy and an Instagram account. She wants her content to stand out with design but knows nothing about how she can improve.

777

Knowledge and Skills

What do I know? What am I good or bad at?

Active PC user, she often uses MS Office (PowerPoint in most cases) as the main instrument to create visual content for her online store and social media.

Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

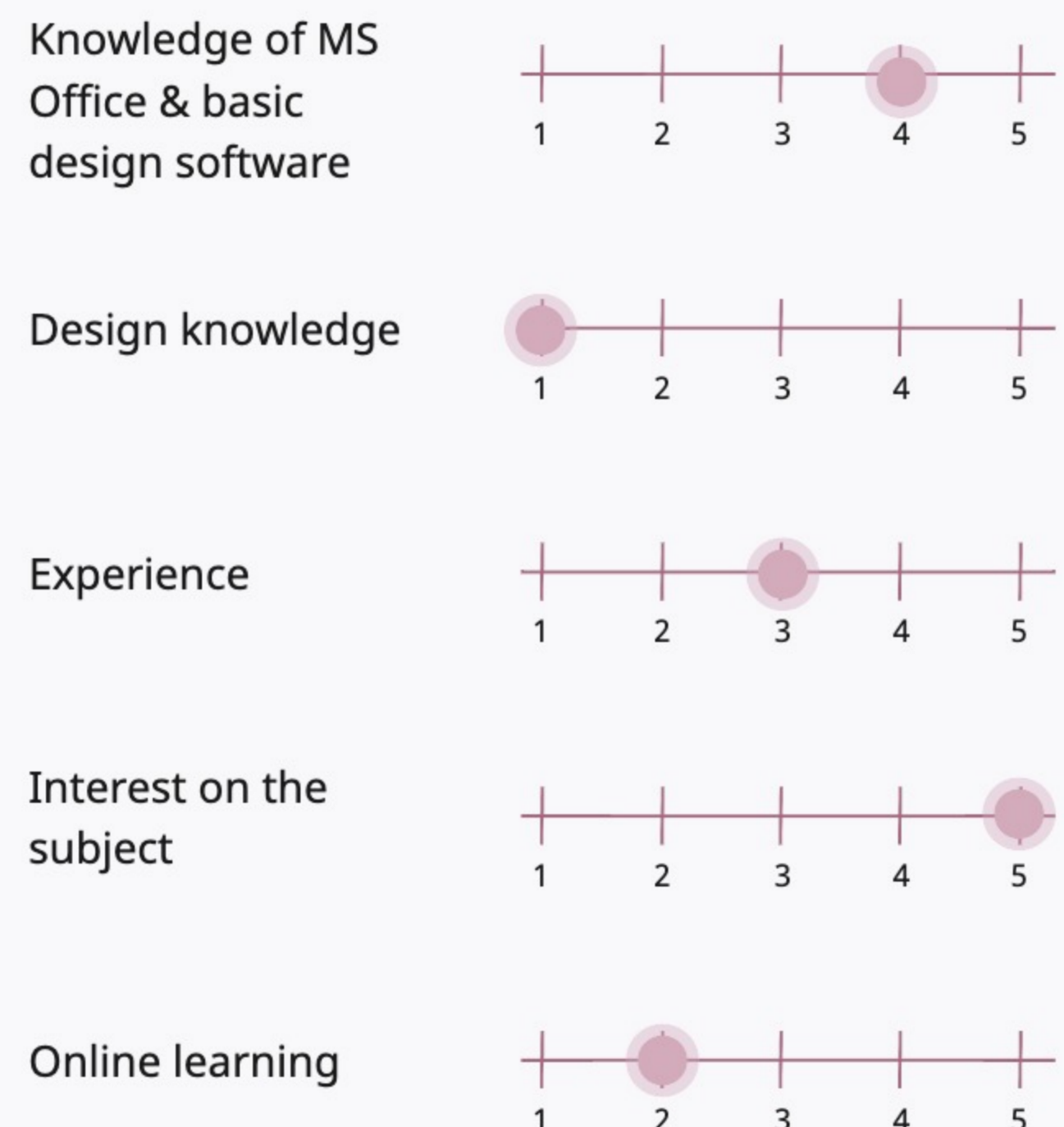
47 y.o., two adult children who are doing their BA, previously worked as an account manager at the event agency. Loves unique hand-made pieces and loves to create something with her own hands. In her free time loves to visit art exhibitions and flea markets.

Biggest Frustrations

I feel	indecisive
When	I try to create some visual content for my online store
Today I solve this by	spending a lot of time trying various designs
I feel	frustrated
When	I spend a lot of time on creating content and still am not satisfied with the result
Today I solve this by	giving up and leaving it as it is
I feel	inspired
When	I find interesting solutions for the design, but want to add more consciousness to the process
Today I solve this by	I don't solve it as consider that to be occasional success

Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.



In order to make this project successful, I need that users **could relate** the tasks and themes presented on the website with **their tasks**, which will help **not just to learn** the theory, but to **start applying** it.

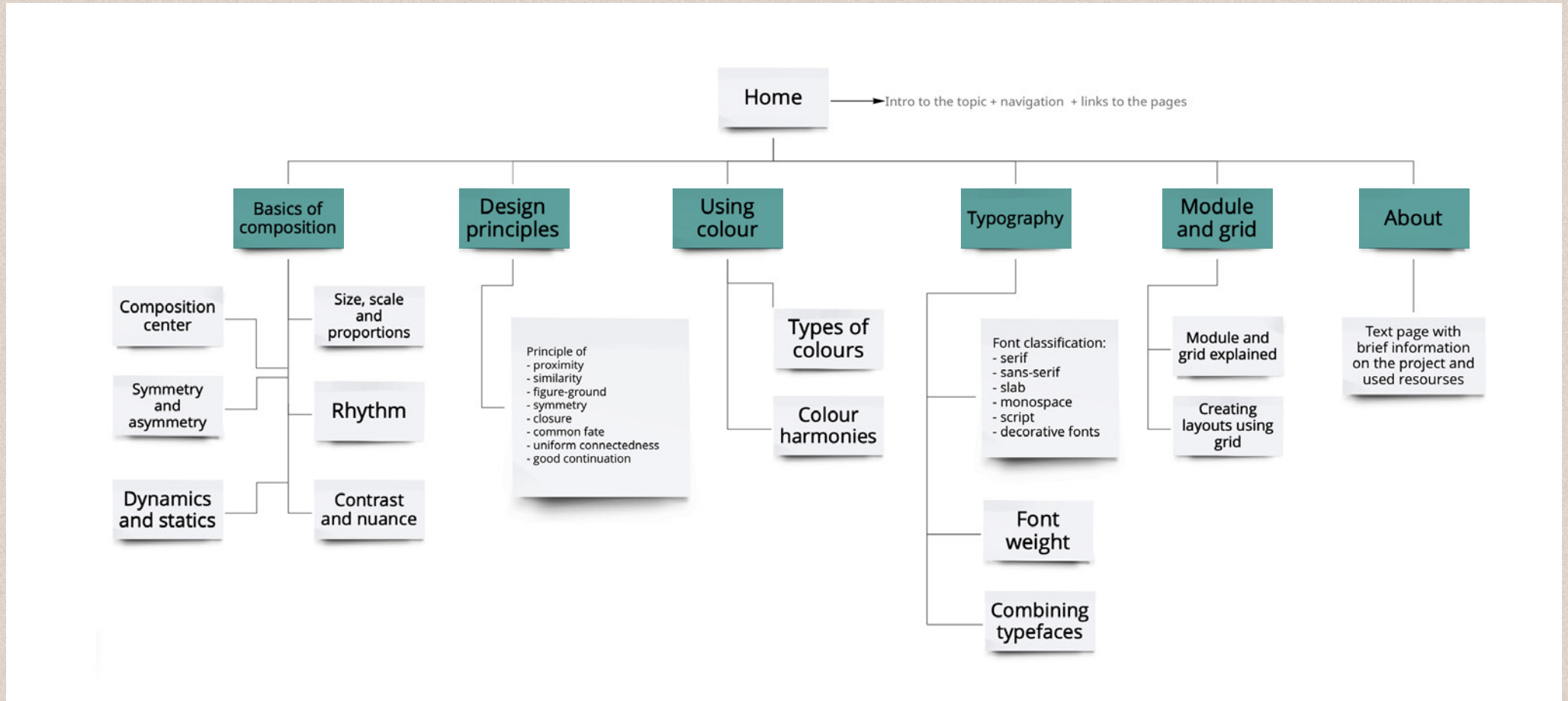
Running the research

Plan: to run an online survey for 5 users, who are the closest to the TA I chose.

It will help to prove or to correct the assumptions I made and make hypothetical User Personas more precise.

Timing: 1-15 February 2022

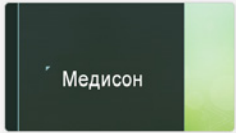
Information architecture



Content creation

As I declared a new segment TA group – professionals who face design tasks at work, but feel the lack of specific knowledge, I need to think about the **tone of the voice** for all my users.

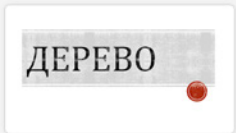
The examples I will set to explain the theory **must be** as **close to real tasks** as possible. It is crucial to think not only about **what** to explain but also **how** to do it.



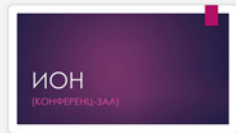
Медисон



Атлас



Дерево



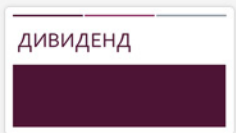
Ион (конференц-зал)



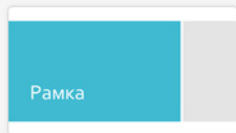
Небесная



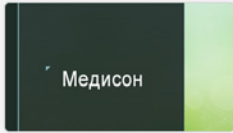
Савон



Дивиденд



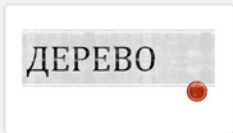
Рамка



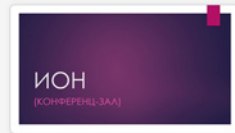
Медисон



Атлас



Дерево



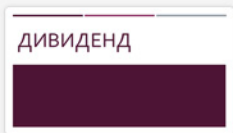
Ион (конференц-зал)



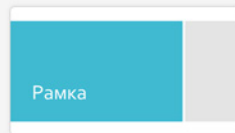
Небесная



Савон

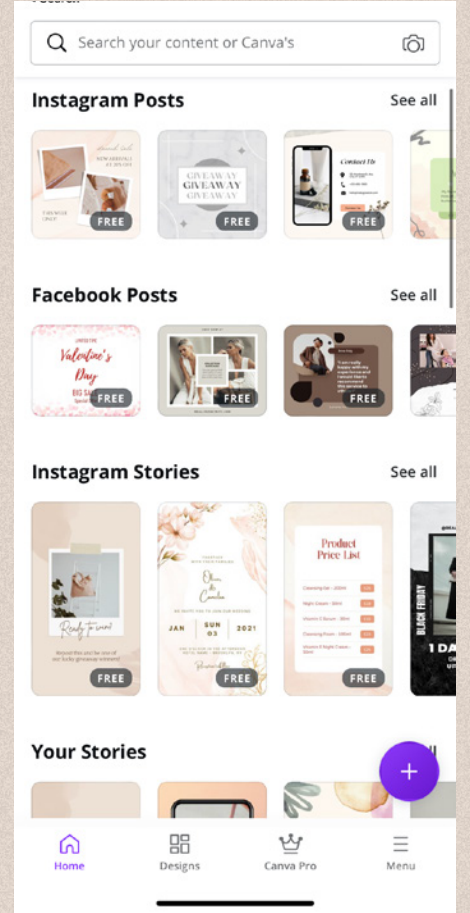
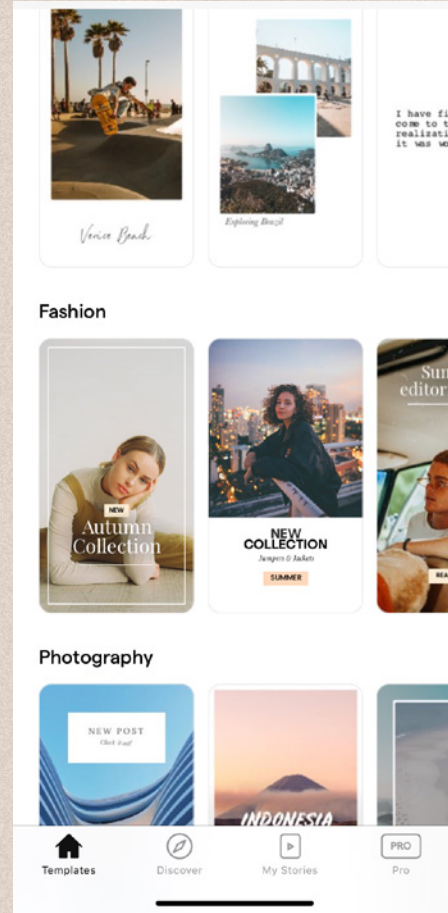
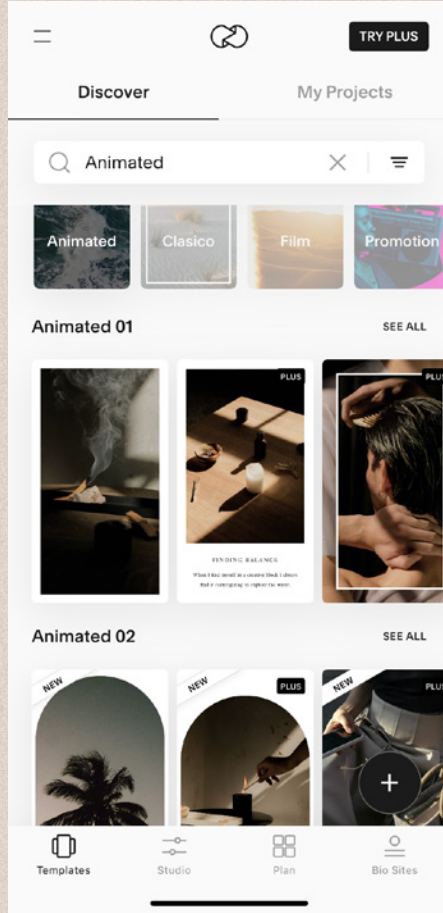
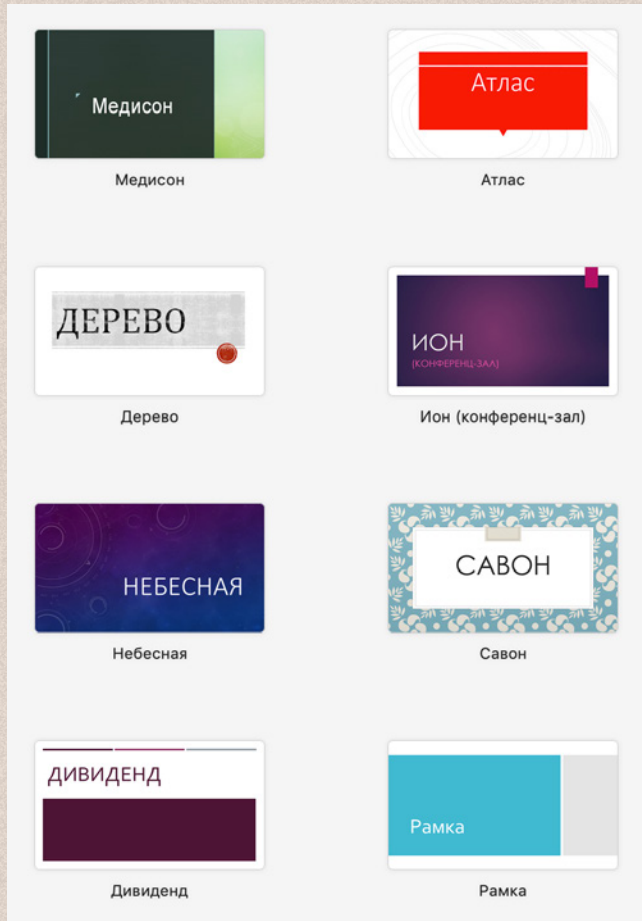


Дивиденд

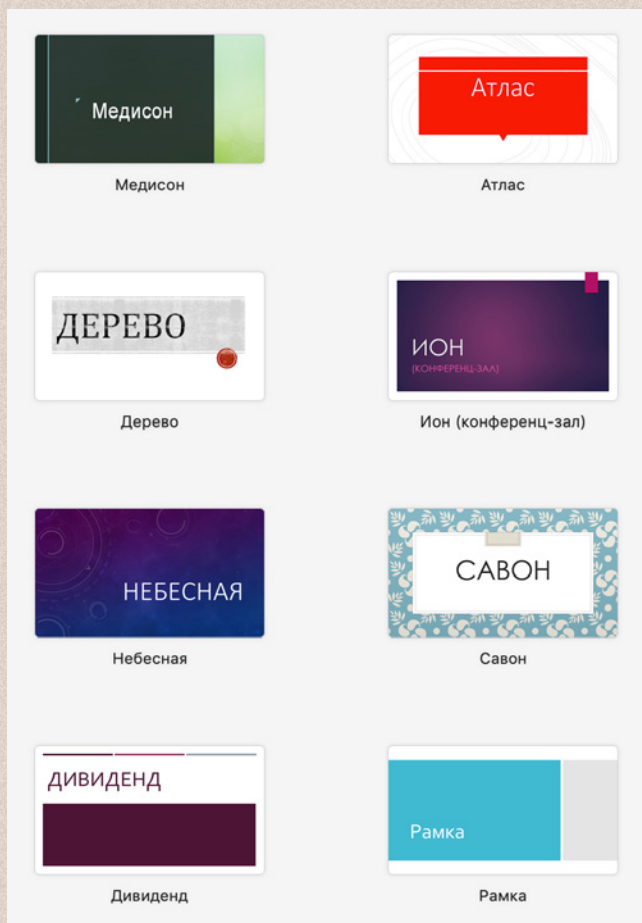


Рамка

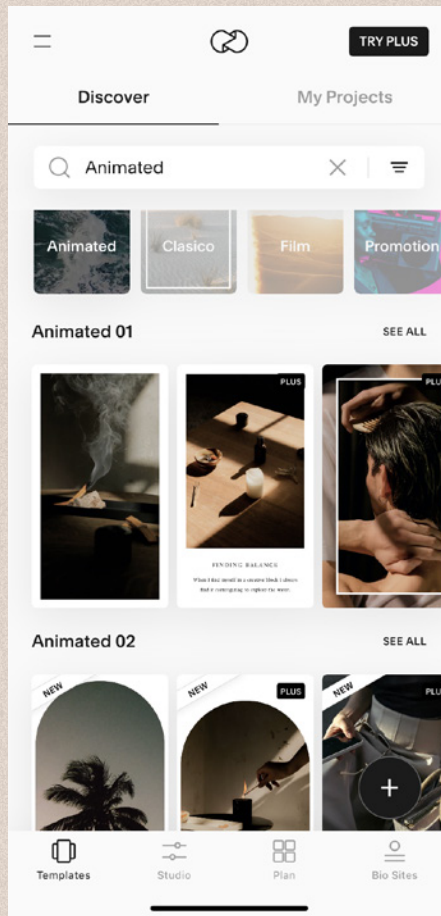
MS PowerPoint



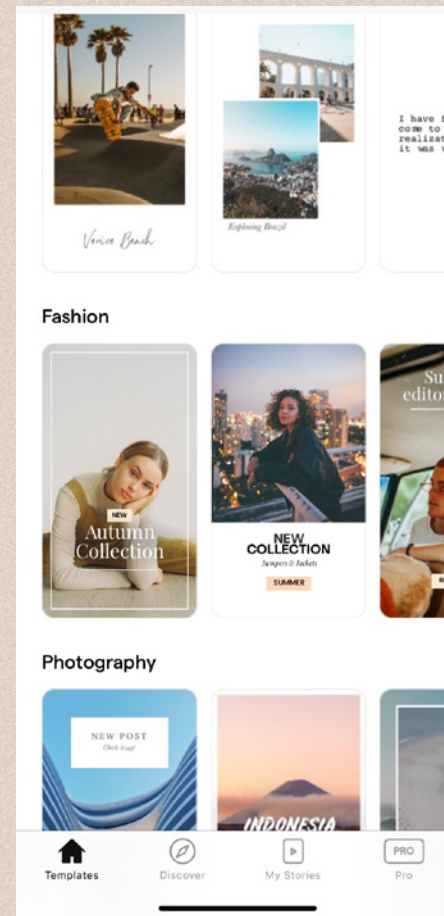
MS PowerPoint



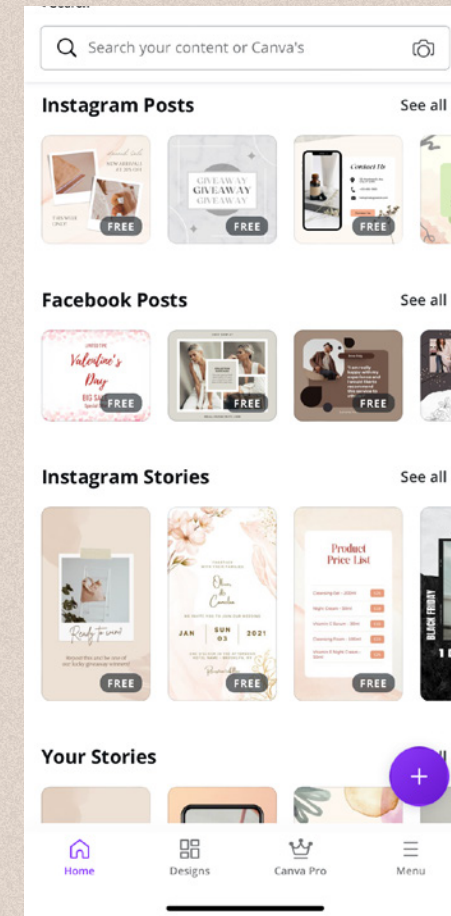
MS PowerPoint



Unfold



Mojo



Canva

Content creation

Users group 1&3

Problems faced:

/ want to step up from using ready-to-use templates which need to be adapted to real business needs

/ lack of knowledge to create a design from scratch

What they will find on the website?

Relevant examples with explanation, how the theoretical knowledge can help them in common design tasks. How to balance the colour on the slide, how to create visually captivating composition with only one font etc.

Knowledge builds confidence.

Users group 2

Problem faced:

/ completely new to the topic and want a simple and easy-to-use resource to start their learning journey

What they will find on the website?

Semantic core, a cloud of tags, main terms and concepts – you name it.
A starting point from where they may continue learning on other resources.

Useful reading list as a pleasant bonus.

Knowledge is **power**.

THIS IS A HEADING

And this is a subheading

Here comes some beautiful
text on a wonderfully
interesting subject.

Here you may find some less important details

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And this is a subheading

Here comes some beautiful
text on a wonderfully
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Here you may find some less important details

Content creation

/ **Texts with relevant references**

– plan to summarise the existing knowledge and write some original content as well.

/ **Illustrations** – I plan to create all the demo visuals myself using Illustrator and Photoshop. It will be great to make some of the visuals animated, which mean I need to learn CSS animation or some other animation technology.

/ **Book recommendations** on each theme with a rating of difficulty, images from open resources.

/ **Small quiz** after each theme – still thinking if I need them and how to execute it, but from the educational point of view, this might be very helpful.

Thank
you.

