




Process Book

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GRA 280: Design Thinking for Graphic Designers

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Phase One: Empathize and Ideate

Role of human-centered design

Human-centered design is just that, design based on how humans think, feel, and experience things. Having a human-centered design helps the designer to see the way the viewer/target audience will perceive it and make changes accordingly to make the design better. Being able to empathize with your audience makes for a better user friendly design. Consumers want to be able to do things easily and that makes sense for them. Being able to empathize with your target audience helps bridge that gap between what looks great and what is efficient for the viewer while looking great. We as designers want to be able to reach our target audience in a way that benefits them and caters to their needs depending on the design project.

Phase One: Empathize and Ideate

Needs and Expectations of Target Audience

The target audience, Millennials, is a huge generation. They are very tech friendly and want the most for their money. Millennials want to experience something new or different. They don't want traditional anything. They prefer an experience with dinner, maybe a black and white movie playing while they eat, or maybe a trivia night. Millennials want to try new things and are accepting of new things. Applications such as Cash-App, venmo, PayPal would be a good Millennial friendly way to pay. The tap to pay feature on credit cards/debit cards are definitely for Millennials. Having an order ahead option or an online wait list check-in are ways to attract Millennials. Sans-serif fonts are the best way to grab their attentions. Uber, Facebook, Cash-App all have logo that do not have serifs and are geared towards Millennials. Colors for Millennials should be natural colors, making them feel optimistic. Colors that are highly saturated appeal to them. Images of diversity, gender-roles, and technology are great ways to attract the attention of a millennial. Showing designs on how something works, or showing a product with equal representation of people would be something that Millennials would be interested in.

Phase One: Empathize and Ideate

Attributes of Target Audience

Some attributes of millennial's would be tech-savvy, socially they are usually in groups. Eating out or going somewhere they usually do this with other friends or co-workers. They do not usually dine alone. Millennials are very intelligent and head strong. Being coddled by parents, teachers, society, and government, they feel they need to be cared for. Millennials also trust their peer reviews on products they are looking to buy. This could be Facebook Friends, Instagram, tik-tok they usually follow the crowd they do not want to be the odd one out. Most Millennials are still living at home with their parents/grandparents, they marry and start families later in life than boomers did. Millennials want to experience everything first and have the freedom to do so. They do not handle criticism well and need positive feedback and or encouragement. Often Millennials are called “entitled” due to they way they grew up feeling “special”. By every milestone being celebrated they had no other option, but to feel like they were important.

Phase One: Empathize and Ideate

Create a Mood Board to Generate Ideas

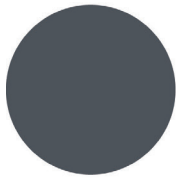
Mood Board

Target Audience:
Millennials

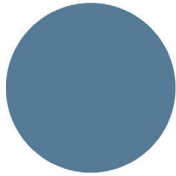
Colors

Fonts

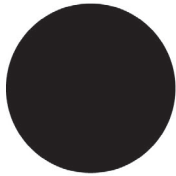
Images



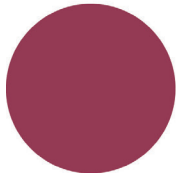
Lato



Futura



Arial



Works Cited

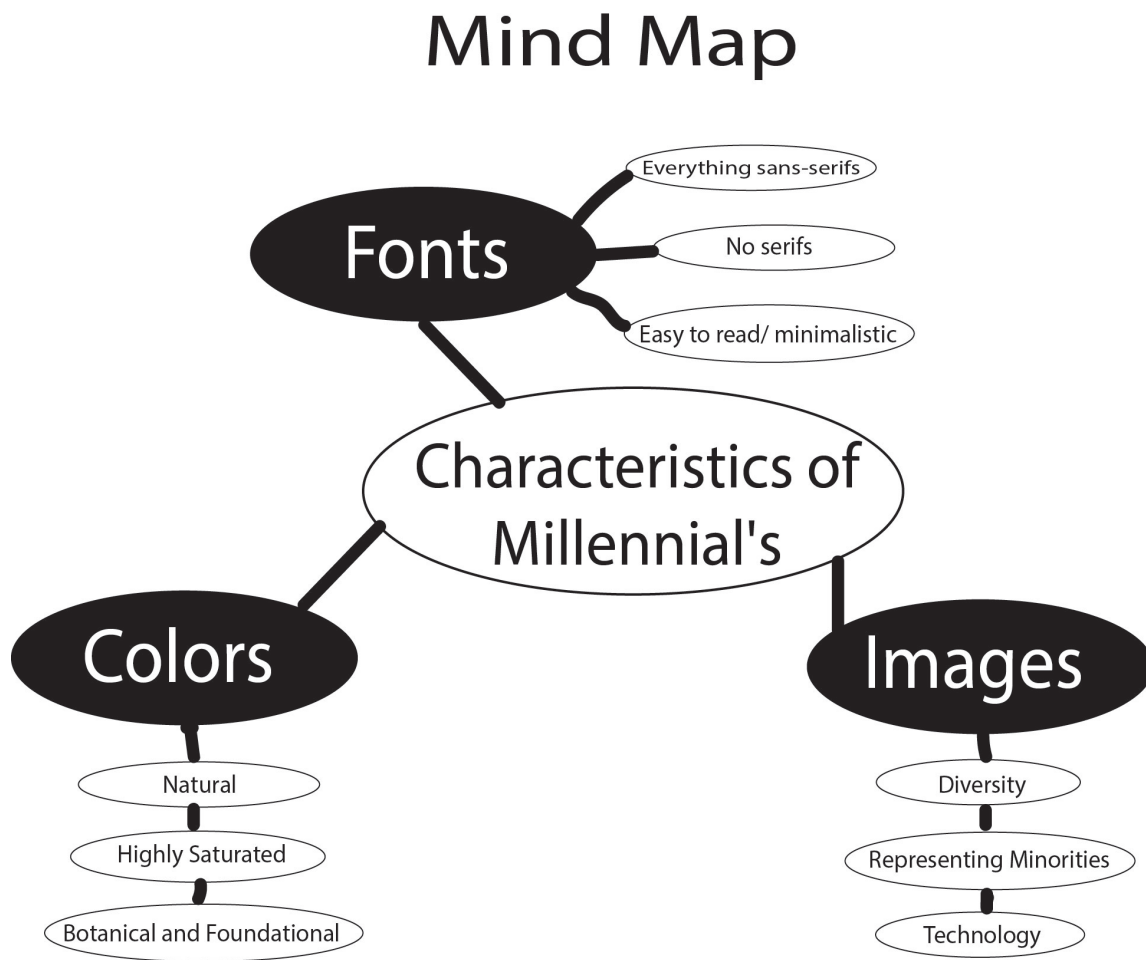
D3100, Nikon. "Pub Dining." Pixabay.com, 11 Apr. 2019, pixabay.com/photos/inn-pub-gastronomy-restaurant-4116914/.

Mark II, Canon EOS 5d. "Serving Food." Pixabay.com, 16 Sept. 2015, pixabay.com/photos/dinner-salad-restaurant-italians-939434/.

Merchan Montes, Pablo. "Women Eating." Unsplash.com, 8 Aug. 2018, unsplash.com/photos/Orz90t6o0e4.

Phase One: Empathize and Ideate

Create a Mind Map to Generate Ideas



Phase One: Empathize and Ideate

Explain

The mood board I created includes fonts that do not include any serifs. I chose Lato, Futura, and Arial to use as I feel these are preferable to the target audience and they work well together. One does not over take another. Images that I chose were of the woman dining and the feeling she seems to have is relaxed, peaceful, and serene. The next picture is a photo of a waiter holding plates. Millennials identify with people and what they feel. The last photo I chose is of the dining room itself. As a millennial they want to see the environment and get a feel for what is to be expected. The colors I chose include, black, gray, blue-gray, and deep rose. These colors are nature based and are saturated, but have a relaxing feel. The mind map represents the target audience as it includes things that millennial's look for, such as diversity, gender-roles, minority representation in the images that they see advertised. Fonts that catch your attention, but don't have so much copy that you need to stop and read the advertisement. Short sweet and to the point is great for millennial's. They are a technologically inclined generation and they have the means to get things very quickly. Their attention spans are shorter than previous generations. Natural, botanical, and highly saturated colors are the best for getting the attention of millennial's. They are very busy, but seek things that bring in the outside.

Phase Two: Ideate, Define and Mock-up

Ideate

Current designs for advertisement are geared more towards the Boomers' generation than the Millennials. Millennials look for sans-serif typefaces, unique experiences, diversity, and they are tech savvy. Designs for advertisement should include the elements that visually attract the target audience. The advertisement should have sans-serif fonts, images that are unique, super intimate, and visually action driven. The design should have good negative space and not be "overly-designed". Color palette should be optimistic, saturated, and have natural tones. Bringing all these element together really changes the advertisement to be geared towards the target audience of Millennials.

Define

The current advertisement does not attract Millennials because the fonts are serifs, the images do not include any people, hardly any diversity or minority representation, and the copy is too much. This advertisement need to be more simple and to the point. There is a lot on the advertisement and mostly the color black is used. There is not a lot of whitespace/negative space in the advertisement as the text takes up a good bit.

Phase Two: Ideate, Define and Mock-up

Mock-up 1

Need to Disconnect?

Want a Unique Dining Experience?



FOCUS 05
DOWNTOWN

Seafood, Steaks, Sauteed Specialties,
Light Menu Options

Featuring Local, Seasonal Produce and
Sustainably Sourced Seafood and Meats

A Unique Dining Experience Located in
Manhattan's SOHO District

171 Spring Street New York, New York 10012
(212) 343-4255

We're on Social Media so when you are here, you don't have to be!

Works Cited

D3100, Nikon. "Pub Dining." Pixabay.com, 11 Apr. 2019, pixabay.com/photos/inn-pub-gastronomy-restaurant-4116914/.

Phase Two: Ideate, Define and Mock-up

Mock-up 2



Works Cited

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Merchan Montes, Pablo. "Women Eating." Unsplash.com, 8 Aug. 2018, unsplash.com/photos/Orz90t6o0e4.

Phase Two: Ideate, Define and Mock-up

Mockup 3



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Phase Two: Ideate, Define and Mock-up

Explain: Mock-ups

All three of my designs include sans-serif typefaces, images that attract the target audience and a color palette that is specifically designed for millennials. For typefaces I used Ariel, Lato, and Futura. All of these typefaces are more eye catching for millennials. The images I selected are images of feelings. The woman eating, shows that she is really enjoying the experience she is having. The image of the restaurant shows what the atmosphere will be like and the waiter serving food shows that the experience of being served is a good one. Millennials want to see people enjoying themselves. From the servers to the guests. My color palette includes colors that are very saturated, homey, mindful, and optimistic. The colors work well together and are not overly bright, but more natural colors. I chose layouts that had a good bit of negative space. I used the information in the design that did not work to help me pick out this that millennials would want to know/see. My designs are not overly copy heavy and they are simple and to point.

Phase Three: Test and Iterate

Iteration 1

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Phase Three: Test and Iterate

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Iteration 3



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Phase Three: Test and Iterate

Iterations

The feedback from milestone: part two was that the blue text on the red background was hard to read and the address was blurry on mock-up two. Making sure all the text was easy to see and had great readability as well as legibility was something I needed to make sure of for the target audience on all the mock-ups for a human-centered designed concept.

For mock-up one I wanted the text on the right side to be more visible while still being geared towards the target audience and more visually appealing to the target audience. What would the "Millennials" looking at this design see? It also needed some balance with the red color on the left side. I used saturated colors that were in the color scheme to give the text a shadow effect. This goes along with the target audiences' preferences of beautifully unique and consistency. There was a lot of red on the left side, and it was very asymmetrical and not great. The right side did not have any red on it and felt disconnected. I did not want to use too much red as this would be too overwhelming. I feel like the shadow text was a great option to get some color and balance out the design colors.

Mock-up two is where I had the most work needed and I wanted it to still be pleasing to the eye, readable, and legible. The blue was hard to see on the red background and when you looked at it, it vibrated. I changed the text to black, so it was legible and readable for the target audience. Having a human-centered design when it comes to being able to see your design through their eyes helps to make things easier for the target audience. Still needing some blue color as it is the color scheme I created a background for the pictures, and this works as there is nothing to read, and the images are more eye catching. The blue background does help to give the eyes a rest from the red that is so prominent in the design. The color scheme works to the target audience's preferences and appeals to the eye. The address was blurry because I had an outline of white on it and it was not a useful design choice for human-centered design. The outline was heavier than the text itself and did look blurry. I changed the text to have no outline at all and made the text bold, so it was more readable and legible.

Mock-up three there was a white outline around the red text that was not necessary. I changed this for human-centered design purposes as this was not something essential to the design or for the target audience's preferences. The background is black in this mock-up, so most colors would be readable and legible on this background if not too dark. Red is perfectly readable on top of the background color for the viewers. The blue outline for the images was not completely centered behind the images. I moved the images up some and fixed the blue outline so that there were equal parts if it seen from behind the images all the way around. This would have really bugged some viewers visually as it did me when I noticed it. Making sure to step back and see things as the Millennial I am helps to keep the human-centered design aspect in the forefront while making design decisions.

Phase Three: Test and Iterate

Justify Design Decisions

Millennials are the target audience for this design. According to the design brief, Millennials have specific preferences for how they view good designs. They are a little difficult to please but are also generous and faithful. Millennials are internet driven and grew up in an evolving technological environment. Most everything for us Millennials is “Googled.” Most of us are even older than Google itself, however, we still rely on the internet to research anything we are interested in. Whether it is to purchase something, confirm a fact, or get feedback on an item from their peers, the internet is where we go to do it.

Millennials prefer sans-serif typefaces over serifs. This is a more modern type of style, and you can tell Millennials prefer it due to logo designs such as Uber, PayPal, Google, Netflix, and Facebook. For my designs I used Futura, Lato, and Arial. All sans-serif typefaces with good sized font families so that all the text did not feel the same but felt related. I used shadows for some of my designs to enhance the visual components of text while still designing for the target audience and keeping them in mind. The typographical hierarchy is clear in each design and the text draws your eye through the advertisements.

Color schemes for Millennials should include saturated colors and be organic and natural. My color scheme follows the criteria for the preferred colors. The color scheme includes blue, red, blue-gray, and black. These colors are well saturated and work well together in the designs. No two colors are competing for emphasis. All three iterations are color balanced. The first iteration needed a bit of red on the right side of the design as there was not any. Having a consistent color scheme helps to create cohesive advertisement designs for the target audience.

Millennials prefer images that are action driven, visually engaging, super intimate, and beautifully unique. The images I used for these designs are intimate, unique, and visually engaging. The first image being a woman enjoying her food. Letting the target audience know that the food is great. The woman also has a peacefulness about her that makes you also feel the calm and relaxing emotions. Image two is of the actual pub and how the atmosphere is dim lighting which is intimate and close tables. Open concept dining area and a magnificent view out the floor to ceiling windows. The third image is an up-close view of a server holding two plates of food that look so good your mouth starts to water. The images altogether create an intimate atmosphere and get the target audience in an emotional state to disconnect and talk to the people they are sitting with and or around.

The layout of the designs is a simple one. Millennials prefer lots of negative space or breathing room. The layout of my designs is very minimalistic. The content is just enough to get the viewer to ask for more and want to experience this unique way of dining that they are defiantly not used to. In all the designs I have used the social media icons and crossed them out due to this dining experience being uniquely disconnected from your phone, however, I did add them in on a smaller scale at the bottom and tell them to look up the restaurant on social media. Millennials hardly do anything without consulting their phones. So, this restaurant will still need social media platforms to have their peers letting them know what kind of experience it will be and different options they offer, etc.

In conclusion, the designs created are specifically geared toward the millennial generation according to the design brief provided and would do a fantastic job of capturing their attention and getting them to attend this new and unique restaurant with the “disconnected” experience.