



Process Book

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Phase One: Empathize and Ideate

Role of human-centered design

Graphic designers create in order to communicate a message to a target audience, and the success of the design in making meaningful connection and communication requires human-centered design at the core. Human-centered design requires understand the target audience, their experience, and their needs and executing a design that addresses those specific needs.

Designers only know what they know about a product or experience, but the end product is not about what the designer or business thinks is right. The success of a design or product is ultimately about what the target audience thinks. Assumptions about the audience wants can lead to misalignment and miscommunication with the target, and a business is likely to lose customers if their products or offerings do not address the customers' needs.

Human-centered design benefits the designer and/or business during the development process in the following ways: avoid assumptions about the target audience, focus the project on solving a specific customer experienced problem, and create a better user experience and connection (Cass). The ultimate goal with any design or product is to connect with the target audience. Empathizing and understanding the specific wants, needs, and problems that the target audience experiences during the design process allows designers to have a clearer direction in making successful connection with the target audience.

References:

Cass, Jacob. "4 Creative Ways to Use Human-Centered Design." JUST Creative, JUST Creative, 31 Aug. 2020, <https://justcreative.com/human-centered-design/>.

Phase One: Empathize and Ideate

Needs and Expectations of Target Audience

The target audience for Focus 05 is millennial couples and individuals aged 22 to 42. The first generation to grow up with the Internet, they are incredibly technologically savvy, enjoy socializing, and share their favorite brands and content on social media. They are highly influenced by the opinions of their friends and Internet influencers, and they are highly concerned with the ethics and sustainability practices of the companies they shop with. Millennials look for memorable, new, exotic experiences that they can share with friends in person or through social media. They are more focused on the group than individual and fitting in, but they do like attention.

From the profile of the target audience, the following needs and expectations can be assessed:

- Millennials expect businesses they consume from to be ethical and sustainable in their practices.
- Millennials need technologically savvy, social media-shareable experiences.
- Millennials expect experiences that are memorable, new, and exciting they can share with friends.
- Millennials need experiences that will give them attention on social media or clout with friends and followers while still being accepted as part of the group.

Preferences and expectations when it comes to design are as follows:

- Sans serif fonts to communicate a “contemporary,” “modern,” “approachable” feel.
- Colors that are “optimistic” but still “natural” and “authentic.” Shades in the brief are bright but less saturated.
- Imagery that includes groups, diversity, minority representation, technology, and challenging gender roles with authenticity and uniqueness. Bold, bright, and quirky aspects appeal to them.
- More imagery than text and use of negative space.
- Interactive elements with human connection.
- Consistency in branding.

Phase One: Empathize and Ideate

Attributes of Target Audience

The following attributes of the target audience are important to note and will influence design choices.

1. Technologically savvy social media users

The target audience of millennial couples and individuals are the first generation to grow up with the Internet, and they are incredibly savvy with technology such as smartphones and social media. The “anti-technology” or “unplugging” messages like what are currently displayed on the subway ad are likely to turn this group away. Smartphone compatible options such as apps or social media accounts related to the restaurant, ordering or booking on-line, and electronic pay options are pluses for this group. As the information available to them through modern technology is quick and often highly visual, less talk and more imagery that gets to the point would be more appealing layout-wise.

2. Social, group-oriented

Though they are often called the “Me” generation, millennials tend to have a focus on fitting in and connecting with the group. Millennials are social and enjoy connecting with friends on-line as well as in-person. They would rather share experiences with others than dine alone. They are most comfortable with the people close to them, and casual, unique experiences where they can make memories with these people are what they enjoy more than formal, solitary dining. Images of groups having fun would connect with this attribute of the target.

3. Ethically, socially, and economically conscious

Millennials as a generation are incredibly conscious about the impact their dollar makes especially since their spending budgets are much lower than other generations. Opportunities to support smaller businesses are taken over supporting a major corporation. As information is easily found on the Internet, any ethical slip-up can put on a business on their “unfriend” list. They are also active with social movements for change, and they want to see the businesses they shop and dine with doing the same. Authentic, mindful choices are key in marketing materials. Images should reflect the modern, diverse world the millennials live in. Messaging that affordable options with limited guilt on social, economic, or environment impact are available to this group will attract their attention.

Phase One: Empathize and Ideate

Create a Mood Board to Generate Ideas



References:

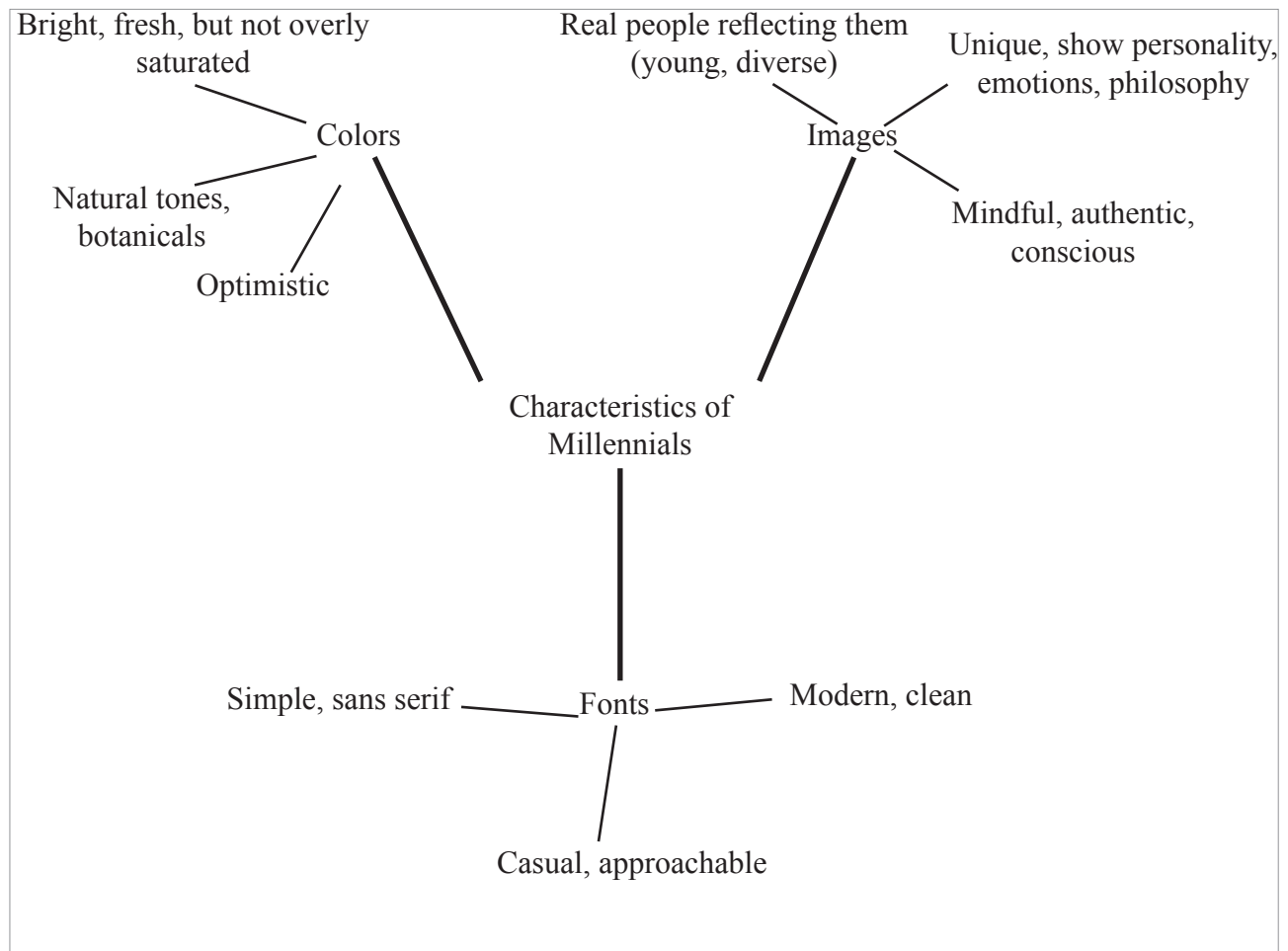
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Montes, Pablo M. "Woman Eating." Unsplash, 8 August 2018, <https://unsplash.com/photos/Orz90t6o0e4>. Free to use.

Thrainer, Reinhard. "Lounge Tables." Pixabay, 9 January 2020, <https://pixabay.com/photos/hotel-lounge-tables-table-4753661/>. Free to use.

Phase One: Empathize and Ideate

Create a Mind Map to Generate Ideas



Phase One: Empathize and Ideate

Explain

Mind Map

The mind map explores the characteristics of millennials and how they relate to images, fonts, and color swatch choices. Most key descriptors were inspired from the target audience profile research. As summarized in previous sections, millennials are social, ethically conscious, and technologically savvy. They value fitting in and connecting with their social groups in unique experiences. The key words and phrases “simple, sans serif,” “modern, clean,” and “casual, approachable” were chosen to describe their preferences for fonts. This group of consumers is less stuffy and more in tune with the modern styles utilized by the technology brands, so serif fonts’ structured, formal attributes are not a stylistic match. The key words and phrases “bright, fresh, but not overly saturated,” “natural tones, botanical,” and “optimistic” were chosen for color options. Millennials are younger than their boomer counterparts with optimism for changing their future, so bright and happier colors are their preference. However, the millennials also value authenticity, so less saturation and colors found in nature would more appeal to their tastes for what is real. The key words and phrases “Real people reflecting them (young, diverse),” “Unique, show personality, emotions, philosophy,” and “Mindful, authentic, conscious” are used for imagery. Millennials are social people who care about the others around them when it comes to social justice and inclusion. As authenticity and connection are highly valued by this group, seeing people like themselves reflected in images creates a bond that better communicates that a marketing pitch or product photo. Millennials wish to see the world as diverse as it reflected back in the media and brands they consume, and knowing a brand for who they are and what they care about is most important to this socially and ethically conscious group.

Mood Board

The mood board images were selected based on the millennial want for unique social experiences and dining with groups. The images of the restaurant spaces show spacious seating for hosting large groups with unique design elements such as the octopus painting and natural wood tones. One could picture visiting either of these spaces with a large group friends for a casual night out. The natural aspects and warm colors in the restaurant image also address the millennial preference for authenticity and natural, bright tones. The image of the girl eating in the restaurant was included as not only does she appear in the target audience age range but also because the image represents the millennial design preference for seeing people like them depicted enjoying the unique experience of a brand. The two brown color swatches were selected for their warm, natural tones preferred by the millennials. The red swatch and yellow swatch also add the brightness and optimism of the millennial target while still having a sense of natural authenticity and inviting tone. The three font choices are sans serif fonts as preferred by the millennial target. Each of these have the modern, casual feel that millennials prefer over stuffy, formal serif and script fonts.

Phase Two: Ideate, Define and Mock-up

Ideate

The problem statement for this subway ad is defined in the following statement:

We need a subway advertisement that engages millennial consumers interested in sharing unique, affordable dining experiences enhanced with modern technology solutions.

This problem statement summarizes the issues presented by the current advertisement to the millennial target audience. As the advertisement stands, millennial consumers do not see values that reflect their wants or interests. The solution will need to reflect the millennial consumer in offerings of unique experiences at affordable prices that can be shared with friends. The solution will also need to demonstrate an embracing of modern technology solutions to enhance the tech savvy millennial's experience and service.

Define

The current advertisement is seems catered more to the millennial's generational adversary- the boomers. The advertisement uses a serif font such as Times New Roman that appeals to the older generations for its traditional, formal qualities. These attributes do not speak to the modern, casual Millennial consumer. The text reading "Disconnect," "Leave your phone at home," and "quiet, well-lit" are all keywords related to wants of the boomers. The negative smartphone and social media commentary with the crossed out app icons all feel like lectures to the millennial generation from their older counterparts about phone usage. The images of the food items are appealing, but from research on the target audience, the designers understand that images with people enjoying amenities and experiences speak more to the millennial than just images of the products. The copy under the images has potential with details of the sustainable food practices and local partnerships, but the younger audience prefers less text in their advertising as they do not have time to read large sections of copy. The inclusion of the address and phone number are helpful, but having an option to access information digitally such as a QR code that links to the restaurant's website, menu, social media, etc. would benefit the technologically savvy target who prefers quick access using their smartphones.

Phase Two: Ideate, Define and Mock-up

Mock-up 1



Images used:

Montes, Pablo M. “Woman Eating.” Unsplash, 8 August 2018, <https://unsplash.com/photos/Orz90t6o0e4>. Free to use.

Meta. “f-Logo_PMS-2382U_Blue.” Meta, 2023, <https://about.meta.com/brand/resources/facebookapp/logo>.

Meta. “Instagram_Glyph_Gradient copy.” Meta, 2023, <https://about.meta.com/brand/resources/instagram/instagram-brand/>.

QR Code Generator.com. “frame.” Bitly, 2023, <https://www.qr-code-generator.com>.

Twitter, Inc. “Twitter social icons - rounded square - blue.” Twitter, Inc, October 2020, <https://about.twitter.com/en/who-we-are/brand-toolkit>.

Phase Two: Ideate, Define and Mock-up

Mock-up 2



Images used:

buffetcrush. "Platter of Food." Pixabay, 27 January 2017, <https://pixabay.com/photos/platter-food-starters-meal-feast-2009590/>. Free to use.

Meta. "f-Logo_PMS-2382U_Blue." Meta, 2023, <https://about.meta.com/brand/resources/facebookapp/logo>.

Meta. "Instagram_Glyph_Gradient copy." Meta, 2023, <https://about.meta.com/brand/resources/instagram/instagram-brand/>.

Pixabay. "Person Holding Android Smartphone With Black Screen." Pexels, 5 August 2017, <https://www.pexels.com/photo/android-blur-cellular-close-up-301718/>. Free to use. Modified.

QR Code Generator.com. "frame." Bitly, 2023, <https://www.qr-code-generator.com>.

Twitter, Inc. "Twitter social icons - rounded square - blue." Twitter, Inc, October 2020, <https://about.twitter.com/en/who-we-are/brand-toolkit>.

Phase Two: Ideate, Define and Mock-up

Mockup 3



Images used:

Chepearroyo. "Burger on Wood Plank." Pixabay, 13 January 2017, <https://pixabay.com/photos/burgers-fast-food-food-menu-1976198/>. Free to use. Modified.

dolvita108. "Taco with Salsa." Pixabay, 25 August 2016, <https://pixabay.com/photos/tacos-mexican-meal-yummy-1613795/>. Free to use. Modified

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Meta. "Instagram_Glyph_Gradient copy." Meta, 2023, <https://about.meta.com/brand/resources/instagram/instagram-brand/>.

sharonang. "Delicious Noodles." Pixabay, 7 September 2015, <https://pixabay.com/photos/resort-yummy-delicious-noodles-921940/>. Free to use. Modified.

Syrikova, Tatiana. "Freelance table with glass of water laptop mobile phone and pencil." Pexels, 25 May 2020, <https://www.pexels.com/photo/freelance-table-with-glass-of-water-laptop-mobile-phone-and-pencil-3975570/>. Free to use. Modified.

QR Code Generator.com. "frame." Bitly, 2023, <https://www.qr-code-generator.com>.

Twitter, Inc. "Twitter social icons - rounded square - blue." Twitter, Inc, October 2020, <https://about.twitter.com/en/who-we-are/brand-toolkit>.

Phase Two: Ideate, Define and Mock-up

Explain: Mock-ups

Each mock-up meets the design needs of the millennial target audience through implementation of modern sans serif fonts, imagery heavy designs, bright but natural colors, minimal text, and an embrace of social media and technology solutions. The font Gill Sans was used for most header text with supporting text in variations of Lato. These fonts were noted in the brief as font designs preferred by the millennial targets for their clean and modern aesthetics. Imagery was the main focus in each design as research found this generation responds more image focused designs, and the text was limited to one liners that thematically supported the content of the ad. Bright colors complimenting the imagery aligned with the bold and natural color preferences. Each ad design also features a QR code for the viewer to use in order to connect with the restaurant menu and other brand information directly on their phones. This feature appeals to the target's love of technology and enhancement of their experience with the brand by offering solutions to order or book a table ahead of time while they ride. The previous ad shamed social media usage with crosses through the icons of Facebook, Twitter, and Instagram. In these mock-ups, indication of the restaurant's presence on social media also calls for engagement with the target on their preferred channels of communication.

The first mock-up was themed around the millennial target's desire for unique experiences and preferences for images of people who look like them engaged in the experience. The image of the young woman enjoying an interesting pasta dish in a cozy restaurant environment is warm and inviting, and the header text "Dining unique as you" draws connection to the millennial target's "uniqueness" values to Focus 05. The sub header details of "Live music," "Local flavors," and "Limited brews" also appeal to the unique factor millennial consumers are looking for as well as support for sustainability and small business. Viewers are encouraged to engage with the ad and brand through inclusion of supporting social media and the QR code. To also appeal to the millennial desire for a good deal, a time challenge that offers a free drink to the viewer is added with the QR code to encourage them to book while they are on the train.

The second mock-up was inspired by the millennial desire to share with others in person and online. The image of the platter spread on the table demonstrates the unique dining experience that is shareable with friends in person. The addition of the arm taking a photo of the spread also plays on the "sharable" nature of social media and encourages the millennial habit of taking photos of food and experiences for their social media rather than shaming the habit. In addition to the QR code access to the menu, "brews of the week," music line-up, and discount, the call to action for the social media links is "Tag us @focus05." This copy is another encouragement to the millennial viewer to engage with the brand and demonstrates an understanding of the millennial lifestyle and expectations.

The final mock-up is a recreation of a common problem of getting together with friends that the social millennial often runs into. Embracing technology fully, a text conversation between friends is demonstrated where everyone wants to meet up but cannot agree on what to eat. Large imagery of each of the "texted" preferences is displayed beside the conversation with the header "Local flavors for the whole squad." This ad demonstrates that Focus 05 has a variety of locally-sourced menu options that the entire friend group can enjoy. The QR code is again offered to enhance the experience with ordering or booking ahead, and the millennial is called to "join the conversation" on social media with the brand.

Phase Three: Test and Iterate

Iteration 1



Images used:

Montes, Pablo M. "Woman Eating." Unsplash, 8 August 2018, <https://unsplash.com/photos/Orz90t6o0e4>. Free to use. Modified.

Meta. "f-Logo_PMS-2382U_Blue." Meta, 2023, <https://about.meta.com/brand/resources/facebookapp/logo>.

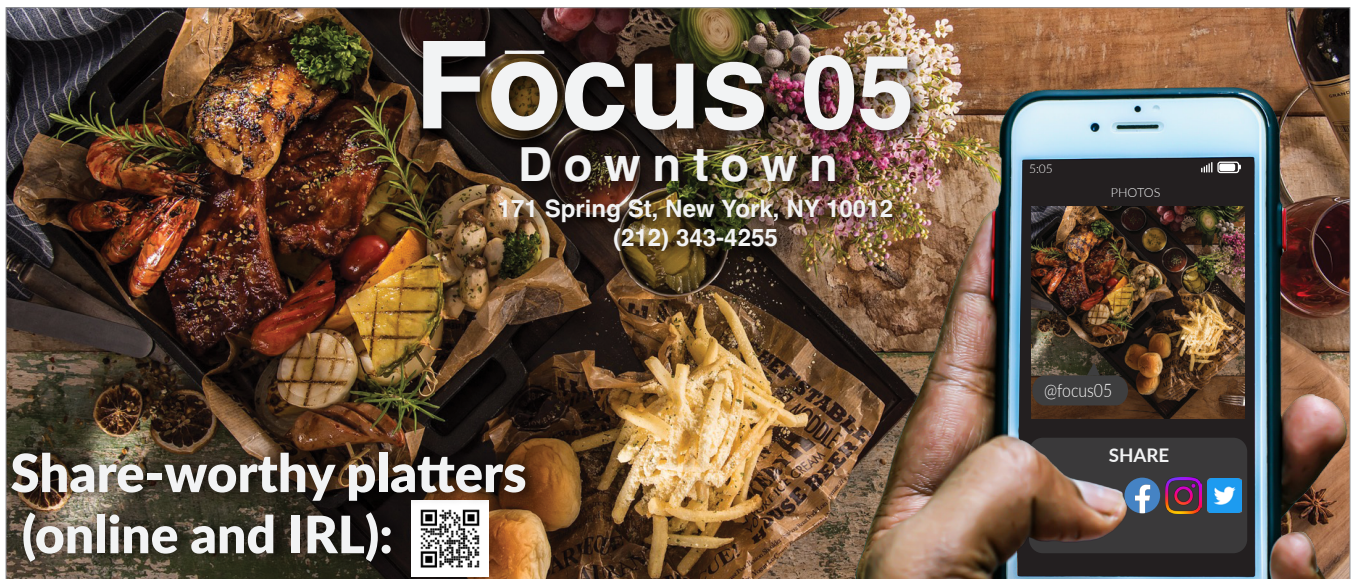
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Phase Three: Test and Iterate

Iteration 3



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dolvita108. "Taco with Salsa." Pixabay, 25 August 2016, <https://pixabay.com/photos/tacos-mexican-meal-yummy-1613795/>. Free to use. Modified.

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Meta. "Instagram_Glyph_Gradient copy." Meta, 2023, <https://about.meta.com/brand/resources/instagram/instagram-brand/>.

sharonang. "Delicious Noodles." Pixabay, 7 September 2015, <https://pixabay.com/photos/resort-yummy-delicious-noodles-921940/>. Free to use. Modified.

Syrikova, Tatiana. "Freelance table with glass of water laptop mobile phone and pencil." Pexels, 25 May 2020, <https://www.pexels.com/photo/freelance-table-with-glass-of-water-laptop-mobile-phone-and-pencil-3975570/>. Free to use. Modified.

QR Code Generator.com. "frame." Bitly, 2023, <https://www.qr-code-generator.com>.

Twitter, Inc. "Twitter social icons - rounded square - blue." Twitter, Inc, October 2020, <https://about.twitter.com/en/who-we-are/brand-toolkit>.

Phase Three: Test and Iterate Iterations

The following feedback was given for the first mock-up by Professor Christine Jowdy:

“Make the tagline slightly smaller so you can pull it to the right slightly. The right column is cramped. Make the black bar wider. You have the room. Remove the words Order Now. Remove the words follow @focus05. Consider a different location for the social icons. They do not need too much attention” (2023).

An overall simplification of the design was decided starting with the focus on the image of the girl. As detailed in the brief, the millennial design preferences include images of people who look like them enjoying the experience of the brand. Less talk and more visual is also preferred by the target audience as detailed in the brief. To bring more focus to the experience of Focus 05 dining in the ad, the image “Woman Eating” by Pablo Montes was zoomed in on the woman and flipped horizontally so she is seated to the left facing the right. This seating placement of the woman follows the natural movement of the eye when reading, and her face as well as the lines from her hand holding the fork bring the eye across naturally to the rearranged tagline, Focus 05 logo, and social media/QR code images. The tagline was sized down as recommended and placed below the expanded Focus 05 logo creating a clearer hierarchy of information to the viewer. The social media icons were sized down as suggested and placed neatly below the QR code in the bottom right corner so as not to take too much attention away from the main image.

The following feedback was provided for the second mock-up by Professor Jowdy:

“Can you move the hand to the right and the photograph underneath a little bit? You need the room for the copy. The copy needs to be larger or bolder. It is hard to read” (2023).

Upon review of the feedback and original mock-up, the “hand” image was replaced due to the original’s posing taking excessive space. The phone depicted in the original image also appeared out-dated and would not appeal to the tech-savvy millennial audience. The phone/hand image was replaced with Rashan Ravi’s “Close Up Photo of a Smartphone” which depicts an iPhone more familiar to the target audience in an upright position. The new positioning of the hand and phone image provided a better fit to the right side of the ad allowing space for the copy, logo, and the background platter image. The new phone image was also updated with a mock screen image of the tagging and sharing process of the platter photo “taken” on the iPhone. This addition nods to the social media habits of the target while providing a creative placement for the brand’s social media information. The copy information was increased in size and bolded for readability as recommended and placed to bring attention to the QR code for ordering or viewing the “shareable” platters. The Focus 05 logo was increased and placed in the center for a clearer hierarchy of information to the viewer.

The final mock-up had the following feedback from Professor Jowdy:

“You don’t need the bubbles near the food. Let the food stand on its own. Make the logo black and consider placing the tagline at the bottom of the page with the QR code and the social icons. This should improve the hierarchy and focus” (2023).

The text bubbles on each side of the logo were removed per recommendation allowing more open space and focus on the food images. The information on Focus 05’s social media presence was moved to the cellphone image as a “text” being written by the viewer to keep with the social technology theme, and the QR code was moved to the bottom right corner following natural reading eye movement. The tagline was resized and moved down the page for clearer hierarchy to the reader, and the Focus 05 logo was changed to black as suggested for improved readability and flow with the overall image design.

References

Jowdy, Christine. “Milestone Two: Ideate Define and Mock-Up Milestone Two: Ideate Define and Mock-Up.” GRA-280-H7651 Design Thinking/Graphic Design 23EW3Grades, Southern New Hampshire University Brightspace, 7 Feb. 2023, https://learn.snhu.edu/d2l/lms/grades/my_grades/main.d2l?ou=1237182.

Phase Three: Test and Iterate

Justify Design Decisions

The second iteration of the first mock-up design focuses on the simple, interpersonal design preferences combined with the desire for unique experiences of the target audience as detailed in the design brief. Millennial audiences prefer to see ads with minimal text letting the imagery speak for itself. Imagery preferred by millennial audiences depicts young, diverse individuals enjoying the unique experiences of the brand being advertised. The focus of the image was adjusted to the woman enjoying the experience to relate to the millennial viewer. With this focus, the millennial viewer can image themselves experiencing the unique environment and dining of Focus 05 with the woman depicted creating a more genuine connection to the brand. Copy and additional elements from the first iteration were limited to keep the focus of the ad on the experience in the image and align with the simplistic, image-focused preferences of the target audience. The copy “Dining as unique as you” relates to the millennial viewer’s desire to be considered “unique” as well as their taste for similarly special experiences. For the remaining copy, the modern simple font Lato was kept in the design as it was directly referenced as one of the preferred font styles of the millennial target. Implementation of the QR code and social media presence of the brand connects to the millennial targets’ need for experiences and brands who are as technologically connected and savvy as they are.

The second iteration of the second mock-up embraces the social media habits and technological needs of the target audience by connecting to a common image sharing habit by millennial consumers. The inclusion of the hand holding an iPhone where an image of the platter in the ad is being tagged and shared on social media is a direct reference to this sharing habit without shaming the target viewer. “Share-worthy platters (online and IRL):” gives a humorous nod to the food that the targets like to share with their friends both in the restaurant and on social media while also drawing attention to QR code that can enhance their dining experience. Inclusion and diversity are important to millennial consumers as detailed in the design brief. The hand holding the phone reflects the diverse population of the city and the target audience better reflecting the target users in the ad. The image heavy ad with modern Lato font also fits the style preferences of the target audience.

The final iteration of the third mock-up also embraces the technological and social habits of the target audience while telling a relatable story. Rather than lecturing the viewer with a sales pitch, the benefits of dining with Focus 05 are depicted to the target viewer in real-time in a familiar format of a text exchange on an iPhone. Millennial consumers prefer sharing experiences and communicating over text with social groups, and the depiction of the iPhone conversation shows the brand understands these preferences. There is also an understanding of the diverse perspectives and backgrounds of millennial friend groups as the text exchange shows the common issue of everyone having a different preference for what to eat and the difficulty of coordinating a meet-up spot that everyone likes often experienced by the target. The text “Just meet me @ focus05” pending send puts the viewer in the driver’s seat with the viewer knowing the unique new spot in town to share with their friends on social media. The inclusion of the QR code also adds to the technological needs of the viewer. Large images of the different foods offered by Focus 05 with minimal copy communicate the unique and delicious experience of eating at Focus 05 while staying in the simple, modern style preferences of the target audience.