



Final Group Report

Infocchino Project

Date : 29th July 2015

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Version: 0.1

Status: *Release*

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1. Product development process & methodologies.

1.1 Product development process:

For the product development process we analysed the functional requirements of the Infocchino site. Having agreed the functionality that was in scope for the project we researched and tested various Content Management Systems and concluded that we would not require a CMS for the Infocchino Website.

After discussing the initial prototypes with the design team we concluded that we could achieve all of the required functionality using a technology stack composed of HTML5, CSS3, the Bootstrap front-end framework, the jQuery JavaScript libraries and the PHP server-side language. We liaised with our graphic designers on the final mockups and identified the need for a tweening/animation library with a timeline to achieve the desired SVG animations.

Keeping all projects costs down during the application development lifecycle was important and as such all plugins used were free of charge.

We also strived to utilise a minimum amount of 3rd party plugins and ensure that the JavaScript code ran efficiently and error free in the JavaScript engines of the most popular modern browsers.

We achieved all of the in-scope functional requirements that were agreed by the Killer Pixels team in Scope document.

The Infocchino has been fully tested and deployed to a Linux/Apache/MySQL/PHP web server which is currently hosted with DigiWeb.

Our final product is a responsive Infocchino website that adheres to modern web standards and can be extended with new functionality as needed.

1.2 Methodologies used:

For Infoccino project development an agile methodology was used. Developers, designers and managers worked together very well and were self-organized from the beginning. Each of our developers picked different aspects of functionality to work on. The main development timeline was monitored based on Project Sprint Plan and online Trello board. Completed tasks were monitored on weekly basis.

The developers utilized adaptive planning, researching multiple options and alternative solutions for each task so when difficulties arose they were able to quickly switch to the backup plan. For example when creating complex animated menus and realizing that they were not ideal for mobile devices, they promptly decided to use simplified but interactive background animations instead.

2. Rationale for design.

Design principles and best practice were incorporated as much as possible throughout the whole project. This included Gestalt Principles, colour schemes, layout and grid systems as well as careful consideration to typography selection. We also designed our UI around potential users, created user personas and scenarios, user surveys and other research techniques in order to get in-depth insights into our users so we could create an effective working prototype and our final product.

2.1 Design Team & Tasks Delegation

The design team consisted of Barbara and David. They both agreed to work on certain tasks within the design process. We equally divided work between the designers but supported each other in our individual tasks.

Barbara took on the tasks of creating the initial wireframes and main design of the website. She also provided graphics and some infographics for the website.

David focused on establishing the brand guidelines, secondary landing pages including wireframes and mockups. David also created infographic design, video infographic for the content of the website.

2.2 The Design Process

The ideation process consisted of an initial round of wireframes and high fidelity mock-ups produced by Barbara and David.

2.3 Initial sketches



Introduction screen

About Infoccino

Did You Know

Benefits of Infographics

Services

Portfolio

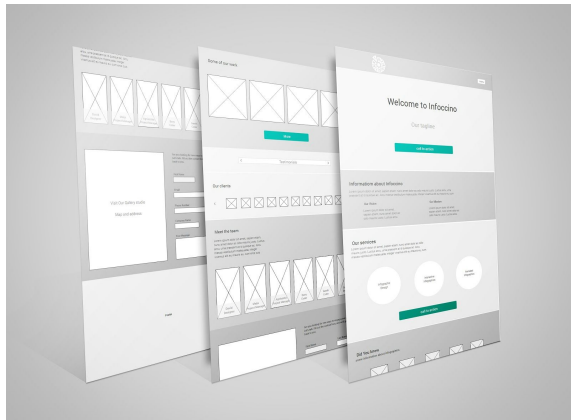
Testimonials

Meet the Team

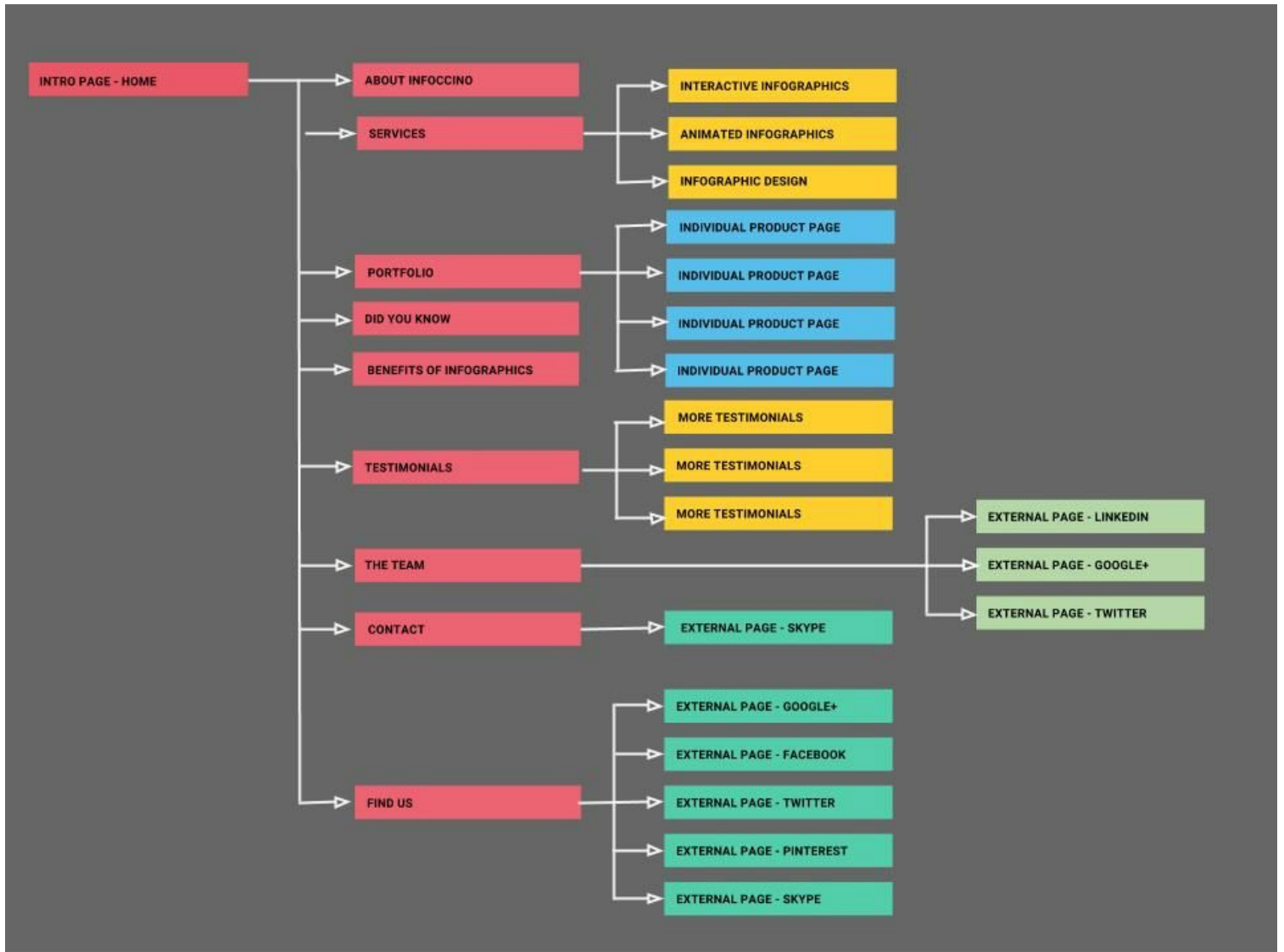
Contact Infoccino

Find Us

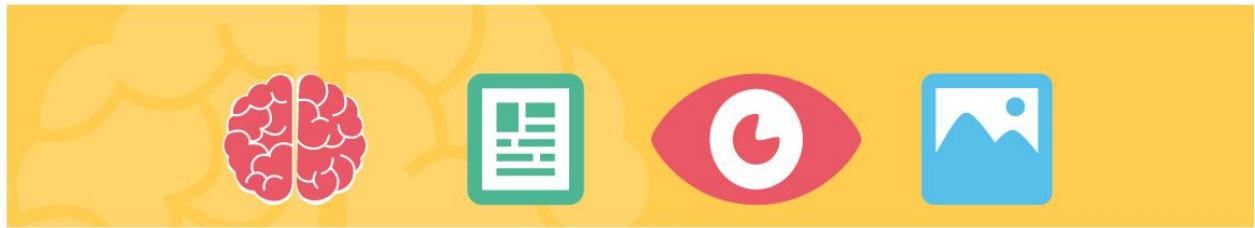
2.4 Wireframes



2.5 Site Map



Meaning of our colours:



encourage communication, enhance vision, happiness, positivity, energy, optimism

to focus attention, to make quick decision, passion, action, vibrance

inspiration, honesty, trustworthiness, balance, loyalty

energy, growth, freshness, safety, money,

successful beginning, perfection, possibility, understanding, safety, simplicity

2.8 Typography

Roboto font was used on the site. The font was designed entirely in-house at Google by Christian Robertson. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settle into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types¹.

Roboto Light
Roboto Regular
Roboto Bold



The image shows a screenshot of the Infoccino website with a red background. The text is arranged in a grid-like fashion, with horizontal lines pointing to specific font weights. The text includes:

- About Infoccino** (Roboto Bold)
- Infoccino is a unique design studio based in Dublin. We specialise in infographic design. We are committed to make your business stand out from your competitors. Our outstanding infographic designs deliver individual and successful results, every time. To us, every project, large or small, is a unique and exciting challenge. We offer a personalised, friendly and professional approach. So, have a look through our site and don't be shy. If you have any specific questions please get in touch.
- Our Vision** (Roboto Regular)
- To present your information in a unique, powerful and engaging design.
- Our Mission** (Roboto Light)
- To deliver outstanding/creative visual content.
- We help people to express their ideas and create outstanding infographic designs.
- GET IN TOUCH TO FIND OUT MORE** (Roboto Bold)

¹ <http://www.fontsquirrel.com/fonts/roboto>

2.9 Mockups





3. Individual roles of team members outlined.

Name	Role
Maija Loughran	Lead project manager Responsible for project sprints, project documentation and risk monitoring.
Agnieszka Grzaslewicz	Lead digital marketer Responsible for digital marketing campaign and social media accounts.
Barry Mulrooney	Lead on animation implementation site. Responsible for cross browser animation functionality.
Gareth Moran	Lead on main site development Responsible for site development code and site main functionality.
David Burkhardt	Lead UX and video Responsible for user feedback, presentation and document design,
Barbara Bugalska	Lead graphic designer Responsible for site mockups and overall design.

4.Planning process and project execution.

Our team's work ethos allowed creativity to flourish. Great collaboration between streams (avoided working in silos). We had weekly online meeting and emailed as needed to sort out any issues. We also frequently called each other if we needed a quick response. Our communication in team was well established and we could approach each other at any time. Email responses were always prompt.

Group communication and meetings:

- Established understanding and respect within the team
- Weekly online Skype meetings
- Mobile calls and messaging
- On site meetings
- Using trello on weekly basis to track the task progress
- Weekly demonstration of the completed work
- Weekly progress and communication emails
- Effective other meetings (to include our chats in the car and Manning's)

We created a milestone map to be able to manage and see our timeline and milestones at one glance as below:

Milestones List	Week	Planned														
SPRINT	SPRINT 1		SPRINT 2		SPRINT 3		SPRINT 4		SPRINT 5		SPRINT 6		SPRINT 7		SPRINT 8	
Weeks	Week - 1	Week - 2	Week - 3	Week - 4	Week - 5	Week - 6	Week - 7	Week - 8	Week - 9	Week - 10	Week - 11	Week - 12	Week - 13	Week - 14	Week - 15	Week - 16
Date	21 Apr-28 Apr	29 Apr - 5 May	6 May - 12 May	13 May - 19 May	20 May - 26 May	27 May - 2 Jun	3 Jun - 9 Jun	10 Jun - 16 Jun	17 Jun - 23 Jun	24 Jun - 30 Jun	1 Jul - 7 Jul	8 Jul - 14 Jul	15 Jul - 21 Jul	22 Jul - 28 Jul	29 Jul - 4 Aug	5 Aug - 11 Aug
Presentations																
RESEARCH/Brainstorming																
Team and Project Presentation																
Mid Term Presentation (Pilot)																
Final Product/Presentation																
Documentation																
MVP																
MVP for New Infocino																
Business Model Canvas 1																
Business Model Canvas 2																
Value Proposition																
Initial Project Scope Document																
Final Project Scope																
Market Research																
Project Pilot Plan																
Personas and scenario																
Survey/questionnaires																
Website content																
Stakeholders Analysis																
Risk Matrix																
Survey/ User Feedback																
Digital Marketing doc																
Final Group Report																
Final Stream Report																
DESIGN																
Team Logo																
Project Logo																
Wireframe Update																
Mockup Update																
User Stories																
Site Map																
DEVELOPMENT																
Research																
Software testing																
Testing design and functionality																
Development																

Risk Management

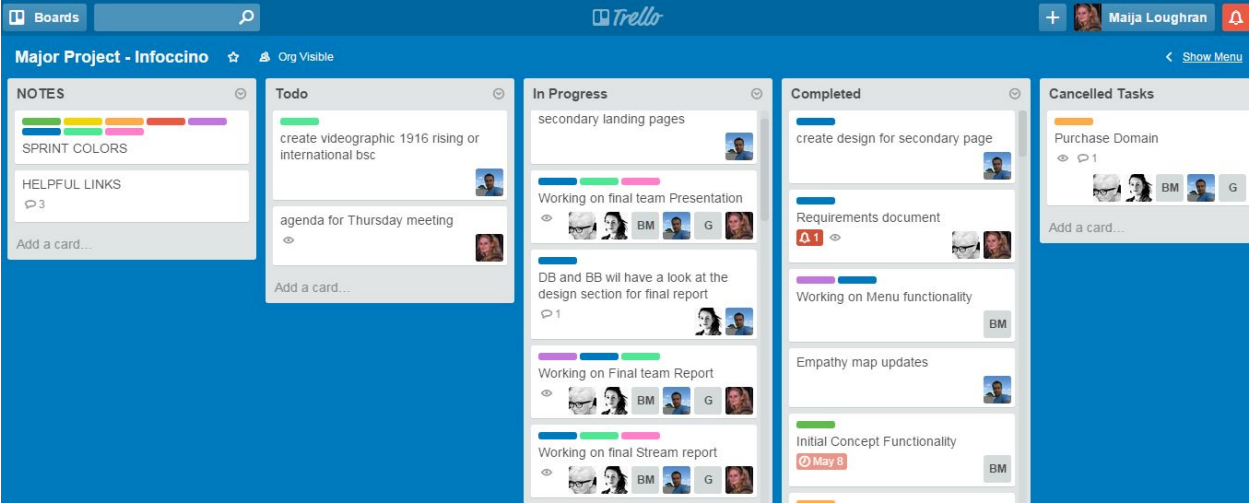
We approached risk management by creating risk matrix and evaluating which risks need to be monitored more frequently and more closely than others.

	Insignificant	Minor	Moderate	Major	Catastrophic
Almost Certain	No clickable prototype	Large workload	Unexpected project delays like sick leave	More than planned coding and re-testing needed	Malicious code
Likely	Change in scope	Problems on the day of launching	Have to do more functionality research than planned	Delays in development stages - coding not complete	No budget for Marketing campaign
Possible	UX fails to capture all details	Page content not updated	No media interest for publicity	Poor leadership	Plan will exceed budget
Unlikely	Failure to understand users	Cancelled team meetings	Design not as per Guidelines	Lack of feedback	Not compatible with mobile devices
Very Unlikely	Not responsive design	Failure to cope with growth	Poor content	Poor Software testing	Not compatible with browsers

Then we created list of project risks listed below, that we will be monitoring on weekly basis to insure success. We marked the risks high and medium depending on their impact to the project.

No	Risk Description	Impact
1	Project not finished in time	High
2	Change in scope	Medium
3	No page content supplied	Medium
4	Page content not updated	Medium
5	Design not as per Mockups	Medium
6	Lack of feedback	Medium
7	Poor leadership	High
8	Poor time management	High
9	Unplanned cut of resources	High
10	Coding not finished in time	High
11	Malicious code	High
12	Software testing not complete	High
13	Not compatible with browsers	High
14	Failure to cope with user growth	High
15	Not Responsive	High
16	Not secure	High
17	Site doesn't meet user expectations	High
18	No clickable prototype	Medium
19	Failure to understand users	High
20	UX fails to capture all details which leaves a shortfall in User Experience	High
21	Can't locate/load Images	High
22	More than planned coding and re testing needed	High

We monitored all the team tasks by using Trello to make sure they were completed in time. This was one of the main tools we used as a team to keep our project on track.



5. Target Audience

Our target audience for our Infocchino website is anyone who requires custom infographic especially - web editors, digital marketers, content creators and video editors.

We felt as though we benefited greatly from our research and analysis of existing infographic sites to help us better understand existing market and competition.

We researched our target market using various techniques such as potential user surveys as well as our own reflections in getting into the mindset of a potential user. This allowed us to achieve the best possible user experience for our target audience in order for them to easily and effectively navigate around Infocchino site and achieve their goals.

We designed the site to be easy to use and it was hugely important that all the relevant functions and information was easily accessible.

We have also done potential user feedback using questionnaires as outlined in section 7 in this report.

6. Research Carried Out

The research which we undertook was based on current market and competitor research. For the Infocchino website we researched various design and functionality variations based on continuous testing to improve site usability, interface and navigation elements.

Initially we worked on implementing a full screen website utilising a plugin called fullscreen.js but we found it to be unsuitable for the type of content we had planned to include in the site.

Having a large amount of content per page would result in an inferior user experience so the full screen version was abandoned in favour of a more traditional one page site with modal windows for supplementary content.

We settled on using the Greensock animation library for SVG animations as it allows for more complex animations than pure CSS and user interactions and complex timelines..

We developed a interactive menu but felt from a UX perspective that it wasn't functioning well on smaller devices, so we changed it to a large animation on the homepage screen instead and we implemented more conventional hamburger menu with fluid-scrolling function.

For the Infocchino content research we have looked at competitor sites like Visual.ly and we have looked what would work the best when trying to reach our potential users and niche markets.

Based on the requirements as well as feedback from potential users we have also created personas and user scenarios for potential Infocchino website users.

7.Evaluation of Project

Strengths and weakness


STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">● Outstanding customer service● Experienced, cutting edge design team● Highly skilled development team● Animated infographics● Customised video infographics● Fresh modern design● Offering printouts for wall art as well as digital products● Have a plan to add services in near future - Static and animated banners, videos etc.	<ul style="list-style-type: none">● Low budget / No budget● New in market● Don't have set customer base● Need to find/prove niche market● Takes multiple revisions to create a client infographic● Requires a long time to create an infographic● Highly competitive marketplace

User Feedback

PRE TEST




INFOCCINO POST-QUESTIONNAIRE



Infocchino


IS THE SITE CURRENT



Infocchino

WHAT DO YOU LIKE BEST


Colour [9]
Navigation [3]
Layout [1]
Style [2]
Animation [2] Avatars [1]



Infocchino

WHAT DO YOU LIKE LEAST


Too much text
No prices
Blue slides
iPad issue
White Font
Images



Infocchino

HOW TO ENHANCE SITE


more video
white font hard to read
display prices
remove blue slides
fix iPad issues



Infocchino


ANYTHING MISSING

promo
share buttons
pricing
blog



Infocchino

USE OR REFER OUR SITE



Did the product meet its objectives?

The results of our post survey were really promising. All testers found the site very current and would either use the site or refer us to a friend or business! They really like our branding colors however there were one or 2 testers who found it hard to read the white text and also 1 person who did not like the blue slide as it made the page blur for him. One crucial piece the testers found missing was the share this button and also they wanted to see a pricing page before getting in contact with us. Lastly one person mentioned we should have a blog on the site.

One of the strengths of the product is the unique design and navigation of the site. As well as offering outstanding customer service where not only we reply within 24 hours but we will offer meetings via Skype and we will offer to out to clients office for the meeting.

One area that we are planning to improve over time is to add more services like:

- Static and animated banners for Google Adwords which are in high demand from Digital Marketing Agencies across Ireland
- Videos created for specific platforms like Vine and Instagram
- Offer multiple digital design services that will be finalised at a later stage

Also we are planing to add service price indicator or price per hour/day section. After our potential user questionnaires we could see that people would like to see even approximate price indicators from previous projects.

The team worked hard to create the unique the design of the product and to come up with new interaction and visual ideas.

We are delighted with the final product and we are hoping to launch it into the real market using our digital marketing plan.

8. Appendix

Research designers

<http://www.google.com/design/spec>

<http://thenextweb.com/dd/2015/01/02/10-web-design-trends-can-expect-see-2015/1/>

<http://aptdesignonline.com/10-great-single-long-page-website-designs>

<http://www.fontsquirrel.com/fonts/roboto>

<http://en.wikipedia.org/wiki/Roboto>

User Feedback Results

Infocchino Pre-Test Questionnaire (Responses) ☆

File Edit View Insert Format Data Tools Form Add-ons Help All changes saved in Drive

B	F	G	H	I	K	L
What is your name	1. Do you know what a motion graphic or animated infographic is?	2. Have you seen one online recently?	3. Did you like the (motion/animated) infographic?	4. If you required a 30second motion/animated infographic for your business what would you be willing to pay?	6. What platforms would you use to display the (motion/animate) infographic?	7. Would you use an Infographic as a poster, wall art or for educational purpose?
Francis Ryan	Yes	Yes	Yes	maximum of 500	Website, Facebook	Yes
John O'Sullivan 3.1 Cork	Yes	Yes	Yes	500-1500	Facebook, Twitter, Youtube	Yes
tanya mac mahon	Yes	Yes	Yes	500-1500	If possible in every platform ,as i think digital presents its very important in times we live.as more and more people is using digital communication for every day life.	Yes
Sean Mooney	Yes	Yes	Yes	500-1500	Website and most likely social media services like Twitter and Facebook	Yes
Tim Cronin	Yes	No	Havent seen one yet	maximum of 500	facebook	Yes
Brian Lehane	Yes	Yes	No	maximum of 500	Facebook, Twitter, Google+	Maybe
Patrick Maher	Yes	Yes	No	maximum of 500	Website, Facebook,	Yes
Paul Griffin	No	No	Havent seen one yet	maximum of 500	Twitter, Facebook,	Yes
Edmond O'Loughlin	Yes	No	Yes	maximum of 500	Facebook, Website, LinkedIn	Yes
Emmett	Yes	Yes	Yes	maximum of 500	Website, Facebook	Maybe
John Taylor	Yes	Yes	Yes	1500-3000	Website, LCD public displays	Yes
Michelle	Yes	No	Yes	500-1500	LinkedIn Facebook Website Blog	Yes

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
		1. What is your overall impression of the portfolio website?	2. Do you feel that the site is current?	3. What do you like the best about the infographic?	4. What do you like the least about the infographic?	5. What would you do to improve the site?	6. Is there something you feel disappointed about?	7. If you could have to describe the site to your friend in 1-3 sentences, what would you say?	8. Do you have any comments or questions?	9. Would you use or refer the website/service to a friend or customer?	10. Do you know - What does the information transmitted to the client's visual?	11. Portfolio - when does the information (B&C) change again?	12. Our core design is...	13. What is our new BRCCOB? Post Card?	
7/21/2018 14:1	5	Great like the site is one thing and don't have to click next page to see more.	love the colour and navigation like the things moving.	no	I would like the button to stand out more in services as I nearly missed it.	I would like to have easy share button so I can share it on my Facebook.	I would like to see some indication of price per services infographic as I wouldn't use to know I assume it's very expensive.	interesting infographics site to use if you need a custom infographic, great for presentations and the do custom wall art.	love the feel of the site nice design.	Yes	Yes				
7/21/2018 14:3	5	Yes love the colours its funky.	Colour and style	no	Video would be nice	Add image option on services	Would like to see some suggestion of price	If you need infographic this is the site to go to, looks very professional.	How much does it cost to create infographic?	Yes	Yes				
7/21/2018 14:3	5	Yes love the design.	Colour and navigation, style	Too much text on services area.	Add image option on services	Add sample price list	Video maybe	If you want to make infographic wall art with any size this is the best place to start.	Love the animations on site.	Yes	Yes				
7/21/2018 14:4	5	Yes very nice.	Colour and layout.	No price guide	Add sample price list			Custom infographics for your presentations or commercial campaigns.	No	Yes	Yes				
7/24/2018 9:21	4	The site is very good and informative.	I like the animation and videos of the people working there and the information that you get from it. I makes it fun but informative at the same time.	I am not to keen on a blue sides its very bright and hurts my eyes. I think just a few shades darker would make a big difference.	Just the colour blue	No. Absolutely not.	Brilliant interactive site. Well worth to have a look.	No.	Yes					Creating fresh and exciting modern sites	01-017AL
7/24/2018 11:0	5	Yes	Colors are fresh and navigations is very precise. Very use friendly.	Not much... maybe the way the navigation menu renders too much on the page covering text?!!	Be creative... also one or two spelling grammatical issues!!!	A blog???	Very user friendly	Re portfolio facts about B&B with the estimated budget of B&B 4.8 billion just does not AS I follow???	Yes					Creating fresh and exciting modern sites	008-RZVP
7/24/2018 10:3	4	Yes, very current.	Its feel is very modern, lots of colors, easy to understand.	I had some issues viewing it on my iPad when I viewed the team members section. I couldn't click under the navigation page so I couldn't close it and view any more members.	Hardly like the style, a bit of looking on the iPad responsive issue.	A. Animation maybe, maybe 3D seconds giving an overview.	A very modern, energetic, creative site.	I personally don't like Gatsby's style, but not the root but the angle looks unprofessional.	Yes					Creating fresh and exciting modern sites	008-RZVP
7/24/2018 13:0	5	I guess so though I have not gone online looking for a series of websites to compare with. Yes I have the experience of being a friend that has our software company and has a their own website Platform Avenue and it looks good.	Clarity and how design focuses the eye on content and how it is easily understood.	Probably the colour scheme though this can be subjective and may even be my screen is set up poorly regarding contrast.	Hardly has some of the named people that do the respective jobs simply, leave their arms and legs and make jumping towards the various pieces of content to do with what's specifically it is they do with the company.	Apart from the moving people does so.	Its clear with quick navigation and effective content display. You will get what you want from surfing to it.	Not really the website says it all.	Yes					Creating fresh and exciting modern sites	008-RZVP
7/24/2018 13:0	5		colour looks brilliant	the white font hard to read	Hardly has some of the named people that do the respective jobs simply, leave their arms and legs and make jumping towards the various pieces of content to do with what's specifically it is they do with the company.	everybody looks at things different	So modern	Not everything OK.	Timothy Cronin	Yes				looking	008-RZVP
7/24/2018 14:0	5	I guess so though I have not gone online looking for a series of websites to compare with.	Clarity and how design focuses the eye on content and how it is easily understood.	Probably the colour scheme though this can be subjective and may even be my screen is set up poorly regarding contrast.	Hardly has some of the named people that do the respective jobs simply, leave their arms and legs and make jumping towards the various pieces of content to do with what's specifically it is they do with the company.	Apart from the moving people does so.	Its clear with quick navigation and effective content display. You will get what you want from surfing to it.	Not really the website says it all.	Patrick Maher	Yes				Creating fresh and exciting modern sites	008-RZVP
7/24/2018 14:0	5	I guess so though I have not gone online looking for a series of websites to compare with.	Clarity and how design focuses the eye on content and how it is easily understood.	Probably the colour scheme though this can be subjective and may even be my screen is set up poorly regarding contrast.	Hardly has some of the named people that do the respective jobs simply, leave their arms and legs and make jumping towards the various pieces of content to do with what's specifically it is they do with the company.	Apart from the moving people does so.	Its clear with quick navigation and effective content display. You will get what you want from surfing to it.	Not really the website says it all.	Patrick Maher	Yes				Creating fresh and exciting modern sites	008-RZVP

COMPETITORS RESEARCH

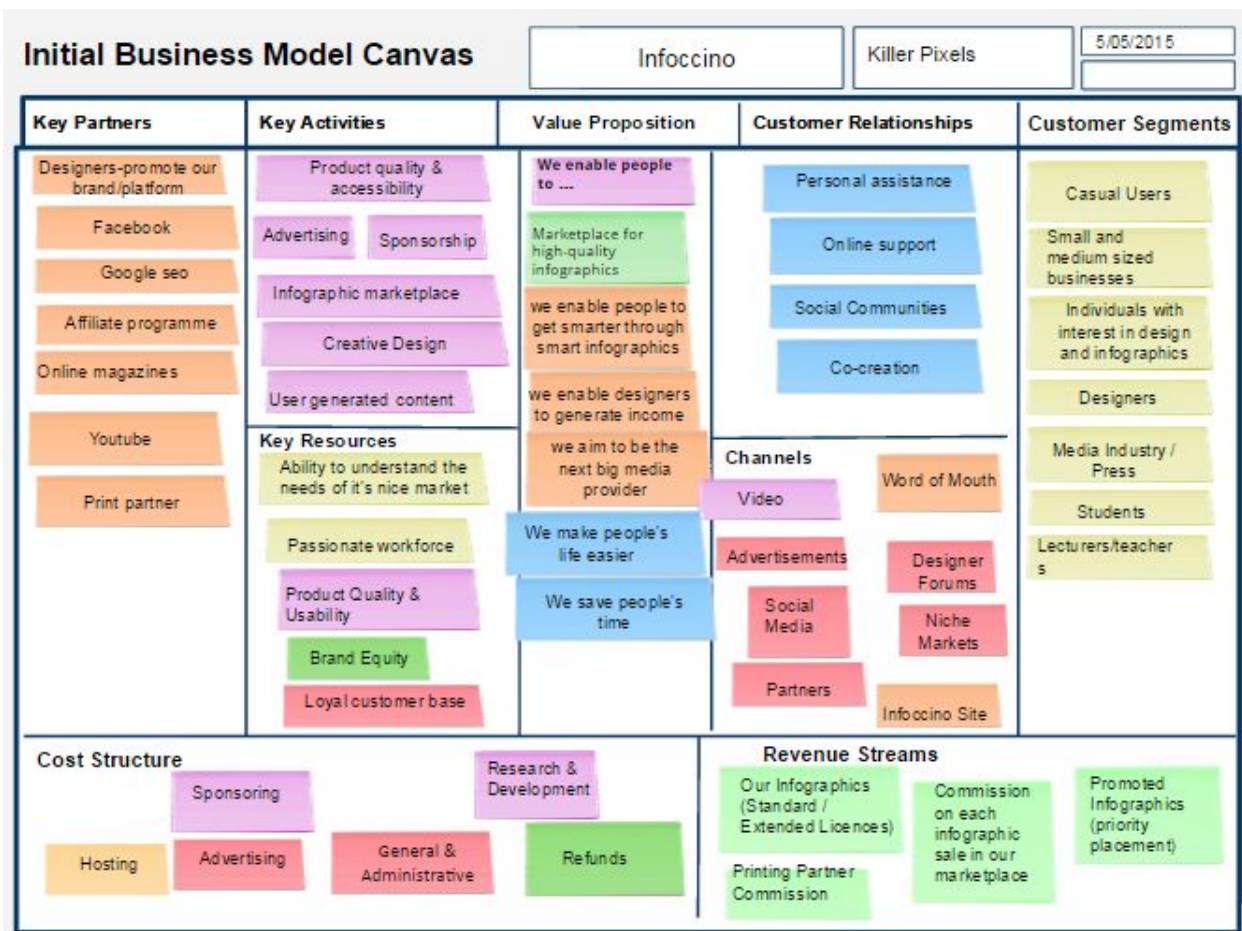
Sites we had researched to get better understanding on existing market and products available.

- <http://gapingvoid.com/infographic/>
- <http://visual.ly/>
- <http://www.infographicdesignteam.com/>
- <http://infographiclabs.com/>
- <http://www.tinderpoint.com>
- <http://www.infographicdesign.org/>
- <http://lemonly.com/>
- <http://neomam.com/>
- <http://www.columnfivemedia.com/>
- <http://infogr8.com/>
- <http://killerinfographics.com/>
- <http://fatjoe.co/infographic-design/>
- www.upwork.com
- <http://99designs.com/>
- www.fiver.com/
- <http://ffctn.com/en/portfolio>

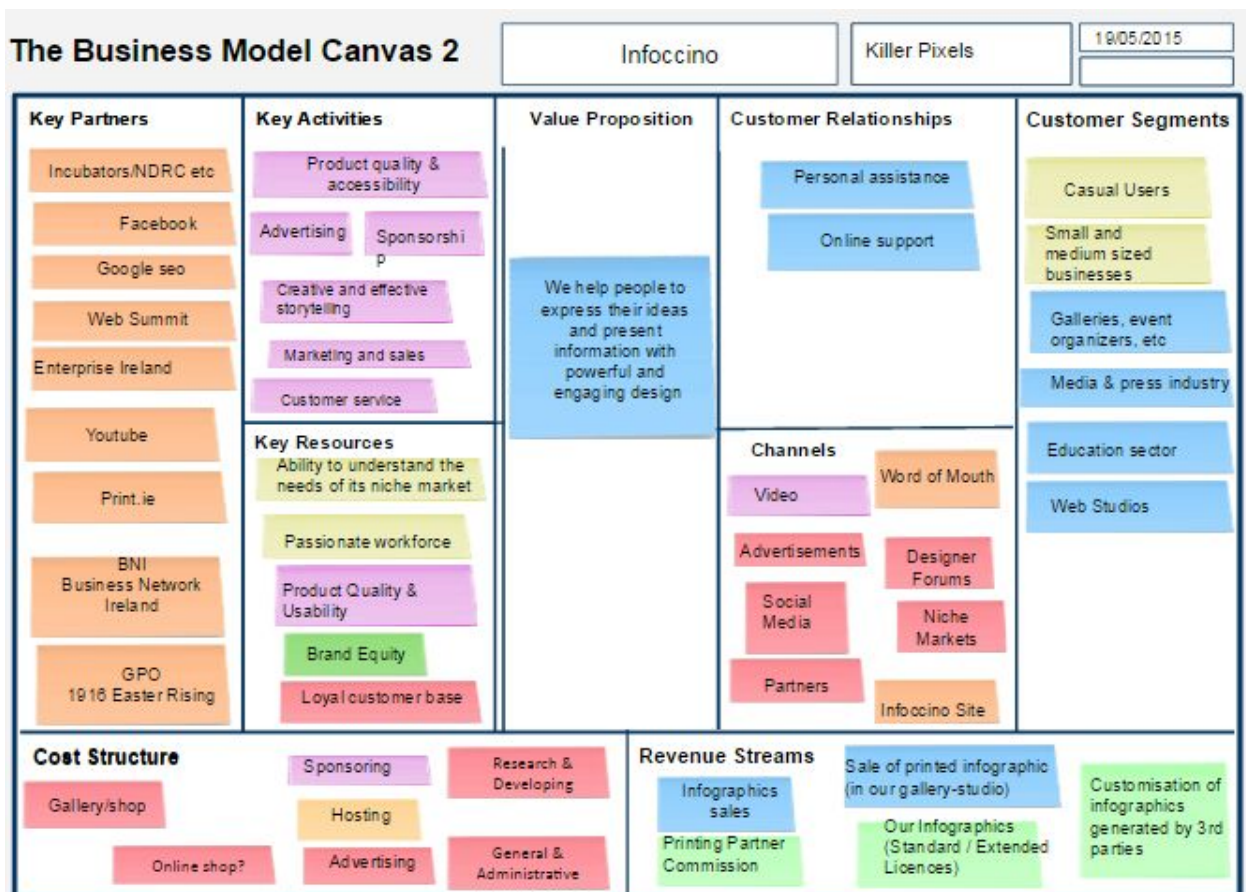
COMPETITORS ANALYSIS

Competitors	Custom order Infographics	Interesting Website Design	Unusual Website Navigation	Target Niche market	Face to face meeting	Online video meeting	Print outs
Infocino	Yes	Yes	Yes	Yes	Yes	Yes	Yes
http://gapingvoid.com/info-graphic/	Yes	Yes	No	No	No	No	Yes
http://visual.ly/	Yes	Yes	No	No	No	No	No
http://www.infographicdesignteam.com/	Yes	Yes	No	No	No	Yes	No
http://infographiclabs.com/	Yes	No	No	No	No	No	No
http://neomam.com/	Yes	Yes	Yes	No	No	No	No
http://www.infographicdesign.org/	Yes	No	No	No	No	No	No
http://lemonly.com/	Yes	No	No	No	No	No	Yes

Initial Business Canvas



Final Business Canvas



Personas and Scenarios

Name: Frank O'Reilly

Age: 45

Occupation: CEO International Digital Courses

Location: Dublin, Ireland.

Education: MBA International Business



His goal:

To provide international online courses in the digital industry resulting in honours degrees.

Personal details:

- Married to Siobhan, 3 kids - Anna 5 Brian 7 and David 11
- Lives in Dalkey.
- Has interests in Education, Digital Skills.
- Has built up his Educational Business since 2000.

Scenario:

Frank has been running his business in providing digital skills courses in Ireland for the last 15 years. He has worked closely with his lecturers and participant experience coordinators in setting up the right environment for students to achieve their diplomas and degrees. Over the years they have built up an extensive list of critical data for students to make it through the programmes. Frank is now considering providing similar courses internationally and is looking to promote the new business online. David, the new participant experience manager suggests that they try and visualise the participant data in an infographic and work with marketing to see if they can build a campaign around it. David has heard that there is a new start-up in the same building that specialise in unique data visualisation. Frank has agreed to get a quote from the new start up and is willing to help them promote their business.

Name: John

Age: 45

Occupation: Business Development Director

Location: Dublin, Ireland.

Education: Commerce, Finance, Accounting, MIS & Business Disciplines, University College Cork



His goal:

To give outstanding and professional speech/presentation on the Mobile World Congress in Vienna.

Personal details:

- Married, with 3 kids, aged 7, 10 and 15 years.
- Lives in a private house in Dublin 16
- Has interests in golf, sailing and modern art.
- Has been working in Cisco 10 years

Scenario:

John is working for the company who is one of the global communications solutions provider and one of the leader in mobile network technology. The company makes equipment that facilitates communications networks around the world.

John is going to be one of the keynote speakers on the Mobile World Congress in Vienna.

His speech/presentation needs to consist some visual data to explain a number of product and service messages clearly. He requires three custom infographics telling different stories about different business sectors to different audiences. His company believe that creative and effective storytelling will help communicate Cisco expertise and industry leadership

As Infocoin was recommended by John's friend, John's PA contacted our office to arranged meeting with our graphic designers. A week later John came to our office to get a quote and discuss details.

David and Barbara went through with John all requirements. They also presented all options along with the price. They offered to prepare few samples in the next 5 days and send them by email to John for his comments. John was very impressed and accepted our concept and design. Finally he chosed three infographics which were

Name: Paul

Age: 36

Occupation: Owner at Eternity Tattoo Studio.

Location: Cope St, Temple Bar, Dublin, Ireland.

Education: BA Diploma in Art & Design.



His goal:

To be the number one tattoo studio in Ireland. The first place to go to put a permanent stamp on your skin

Personal details:

- Lives with his girlfriend in modern 2 bed apartment in Dublin 4.
- Has interest in rock music, drawing.
- Loves to spend his free time playing guitar and meeting his friends.
- He has been tattooing for 11 years. His influences come from comics, graffiti, and a bit of Art Nouveau. He is well recognized in the Ireland market as a one of the best tattoo artists.
- For the last three years he runs his own tattoo studio and employs 4 employees. He is also known from number of publications in 'Tattoo Artist Magazine' and 'Tattoo Culture Magazine'.
- He is the author of the book 'Tattoos in the modern world'.

Scenario:

Paul is definitely well recognized tattoo artist in Ireland. Valued for his professionalism, bespoke talent and outstanding customer service. But even so, he has to work hard to keep his business growing. He is open to novelties and constantly looking for new ways to promote his business. Recently he was looking for a way to prominently display some content on his website to engage people and encourage them to stay and explore the website. Happened that one of his clients was a graphic designer from Infocino.com, specializing in data visualisation. After lengthy talks Paul learned a lot about benefits from having infographic on the website, that adding interactive content on your website can be one of the most effective marketing strategies. He decided to give it a try and made an appointment with Infocino team. After first meeting he ordered an infographic to be used on his website, blog, social media platforms and some his magazines publications. The title was: Tattoos popularity in decades. The results were incredible. The first infographic created for him, generated over 23,000 pageviews to his website and generated hundreds of favourable social media signals. Paul became a regular Infocino customer and devoted brand ambassador of the company.

Name: Sean Johnston

Age: 42

Occupation: Plumber

Location: Wicklow, Ireland.

Education: City and Guilds certified



His goal:

To increase the amount of revenue generated from his company.

Personal details:

- Married, with 2 kids, aged 4 and 6 years.
- Lives in a private house in Greystones, County Wicklow.
- Has interests in gaelic football, hurling and clay pigeon shooting.
- Has been self-employed for 9 years.

Scenario:

John has been self-employed as a plumber for the past 9 years. His business is performing adequately but he would like increase his customer base and generate higher revenue. He regularly posts branded how-to videos on YouTube teaching people how to fix trivial plumbing problems. His intention is to gain additional customers should they require a plumber for a major plumbing installation or repair task. His business website contains his contact details, links to his YouTube catalog and business information. He is looking for a detailed infographic to illustrate the system of pipes, drains, fittings, valves, and fixtures installed in a general house. After searching on Google for a reputable graphic design company that could complete this task, he contacted Infocino and is now in discussion with the graphic design team about the infographic data and aesthetics.

Name: Siobhan Casey

Age: 20

Occupation: Student Representative

Location: Dublin, Ireland

Education: Currently studying Economics in DIT, Kevin Street



Her goal:

To get an informative poster detailing the upcoming events in rag week.



Personal details:

- Single.
- Lives in a shared apartment in Camden St, Dublin with 2 other students.
- Interested in swimming and social inclusion.
- Works part-time in a second-hand clothing shop in Dublin 2.

Scenario:

Siobhan is currently studying Economics and is an active member of the Student Body Council.

Rag week is next month and the student council has been inundated with requests about the upcoming events. Siobhan's father recently commissioned the Infocino team to generate an infographic for his car repair business. After talking to Siobhan about rag week he suggested that she employ Infocino to generate an infographic poster for the student council.

After a lengthy discussion regarding her requirements, the Infocino team have started the design of an A5 infographic detailing all of the upcoming rag week events. The marketing staff also gave Siobhan a 30% discount for agreeing to include the Infocino branding and contact details on the bottom of the poster.

Digital Marketing Strategy

Content Promotion Strategy – Link! Subscribe! and Follow!

- Utilize content to generate high search rankings, social media followers and email subscribers
- drive traffic to the [Infocino](#) website
- spread and generate awareness

Social Media platforms – connect with relevant audience and engage them in the conversation

- Facebook
- [Tweeter](#)
- Google+
- Instagram

SEO – indicate our relevance using “rich” keywords

- [Keyword-Rich](#) page title
- Description META Tag
- Include Keywords in Headers
- Link to the post from other posts

Email Marketing – built and utilize Email list

- Add a sign-up box to the website
- Include a signature in our Email
- Provide exclusive content offers to email subscribers

Social Media created accounts for Infocchino details

FACEBOOK

Name: Infocchino Infographics
DOB: 18 May 1980 Female J
Username: infocchino@yahoo.ie
Password: webinnovate

Facebook business page: <https://www.facebook.com/pages/Infocchino/488247478000372>

TWITTER

Name: Infocchino
Username: infocchino
Email: infocchino@yahoo.ie
Password: webinnovate

Twitter business page: <https://twitter.com/infocchino>

GOOGLE+ PAGE

Name: Infocchino Infographics
Username: Infocchino Infographics
Email: infocchino@gmail.com
Password: webinnovate

Google+ business page: <https://plus.google.com/u/0/b/106303279023283804280/106303279023283804280/about/p/pub>

PINTEREST

Name: Infocchino Infographics
Username: infocchino
Email: infocchino@yahoo.ie
Password: webinnovate
Pinterest business page: <https://www.pinterest.com/infocchino/boards/>

SKYPE

Name: Infocchino Infographics
ID: Infocchino
Password: Webinnovate

9. Other Information Appropriate to the group contribution on the project

All team members worked on the Requirements Document, Scope Document and Project Plan document.

All team members have worked on all Initial project presentation, Mid-term project presentation and final project presentation.

Brainstorming sessions

What is infocchino going to be???

1. Marketplace where users can buy infographics and also order custom infographics (marketplace)
2. Marketplace for only designer/pre-made infographics (marketplace) - No custom infographics
3. Website for promoting the service of bespoke graphic design (graphic design company) - Just custom infographics.

*number you pick, *Why, * explain, if you want, what's wrong with other ideas

Maija - 1. I like the idea that users can buy ready-made infographics on many topics, as well as order custom infographics on anything they want/need. 3. Just custom infographics could work too but I like no. 1 better as it can create designer community for submitting the work that they have already completed and creating opportunity for them getting paid for it, also designer work is being seen by public.

Gareth - 3. 2 is competing against ourselves in the service offerings. 1 & 2 marketplaces are saturated but 3 is easier to compete VS an established multifaceted marketplace in 2. 3 is clear service, easier to add additional services in time, offers faster ROI and will enable us to build / client host (additional revenue) our custom infographics. It would be nice to have a marketplace but realistically we would need lots of professional looking infographics for launch and it would take time to gain traction / users. Option 3 offers us a viable solution and if successful: capital could be spent developing options 1 and 2 in the long term while using 3 as income.

Aggi - I like 1 option, which gives a chance to create an innovative project, which envisages the creation of one market for both pre-made infographics and custom design ones. However, from the ROI point of view option 3 is far stronger. Choosing the 3 option does not preclude the introduction of the option 2 (in the later perspective). We could slowly create very strong community of experienced designers that will sell their work through our website.

David - My preferred choice is number 1 as this proposes a revolutionary new experiment that will make people smarter with high quality infographics. I know it's probably the most difficult one in terms of proving a MVP. I prefer number 1 over number 2 because of the added offering of custom made designs. Both 1 and 2 are marketplaces (ie we just facilitate the tool and have to focus on marketing and sales and customer service of our platform) 3. Is a good idea as well but I think there are too many competitors on the market offering the same service.

Barbara - I can not make up my mind yet. I would love to hear what Damien Downes thinks about our ideas before I make my decision.

Barry - 3. I'm feeling now that the third option is best and most feasible for the timeframe that we have. It'll allow us to create a very polished product that'll look good as a portfolio piece as well as giving us the chance to sell graphics and hopefully make some cash in the long term.

Sprint Plan - full layout for all sprints

Sprint Plan																
SPRINT	SPRINT 1		SPRINT 2		SPRINT 3		SPRINT 4		SPRINT 5		SPRINT 6		SPRINT 7		SPRINT 8	
Weeks	Week - 1	Week - 2	Week - 3	Week - 4	Week - 5	Week - 6	Week - 7	Week - 8	Week - 9	Week - 10	Week - 11	Week - 12	Week - 13	Week - 14	Week - 15	Week - 16
Date	21 Apr-30 Apr	29 Apr-5 May	6 May-12 May	13 May-19 May	20 May-26 May	27 May-2 Jun	3 Jun-9 Jun	10 Jun-16 Jun	17 Jun-23 Jun	24 Jun-30 Jun	1 Jul-7 Jul	8 Jul-14 Jul	15 Jul-21 Jul	22 Jul-28 Jul	29 Jul-4 Aug	5 Aug-11 Aug
Presentations																
RESEARCH/Brainstorming																
Team and Project Presentation	■															
Mid-Term Presentation (Pilot)									■							
Final Product Presentation																■
Documentation																
MVP																
MVP for New Infocino																
Business Model Canvas 1			■													
Business Model Canvas 2																
Value Proposition																
Initial Project Scope Document				■												
Final Project Scope																
Market Research																
Project Pilot Plan																
Personas and scenarios																
Surveys/questionnaires																
Website content																
Stakeholders Analysis																
Risk Matrix																
Survey/ User Feedback																
Digital Marketing doc																
Final Group Report																
Final Stream Report																
DESIGN																
Team Logo																
Project Logo																
Wireframe Update																
Mockup Update																
User Stories																
Site Map																
DEVELOPMENT																
Research																
Software testing																
Testing design and functionality																
Development																

Trello - online task tracking tool we used

The screenshot shows a Trello board titled "Major Project - Infocino" with the following sections:

- NOTES:** Includes "SPRINT COLORS" and "HELPFUL LINKS".
- Todo:**
 - create videographic 1916 rising or international bsc
 - agenda for Thursday meeting
- In Progress:**
 - secondary landing pages
 - Working on final team Presentation
 - DB and BB will have a look at the design section for final report
 - Working on Final team Report
 - Working on final Stream report
- Completed:**
 - create design for secondary page
 - Requirements document
 - Working on Menu functionality
 - Empathy map updates
 - Initial Concept Functionality
- Cancelled Tasks:**
 - Purchase Domain

Designers “Design/Mock Up” Sessions

Usability tests through Google Docs

Weekly skype meetings

Created social network accounts - Twitter, Facebook, Pinterest, Google+

- Facebook business page: <https://www.facebook.com/pages/Infocchino/488247478000372>
- Twitter business page: <https://twitter.com/infocchino>
- Google+page:<https://plus.google.com/u/0/b/106303279023283804280/106303279023283804280/about/p/pub>
- Pinterest business page: <https://www.pinterest.com/infocchino/boards/>

Created email address

Created Skype Account