

Topic Discovery

Mike Henry once said, “We’re living in a world where one good video can lead to a massive social following.” Web video is cutting edge marketing tool that, if properly done, can immerse the consumer into the world of the business’s services. Sure pictures can say a thousand words, but videos show 100,000 words. Furthermore, when information is presented in video format there is less room for error in interpretation. I will be revealing why web videos are essential for any professional that wants to drive home their products or services to the consumer.

Media Implemented:

Videos and modals

Presenting:

I will keep my topic geared toward the reason why it’s best to use web video. I will refrain from going into what programs to use and things of that sort. I want to give the people the meat for their nutrition, not where it comes from.

As web videos are concerned, there is an immense amount of information, so under presenting about my topic won’t be a concern for me; in particular.

References/Links

DYNAMIC PLUGINS

<http://codepen.io/GusRuss89/pen/bVwNrE>

<http://codepen.io/shadesofgraywpg/pen/EapERq>

FONTS

<http://codepen.io/zitrusfrisch/pen/vymGI>

INFORMATION

<http://www.entrepreneur.com/article/241488>

http://www.nytimes.com/interactive/2013/02/14/technology/personaltech/20120214-toolkit-interactive.html?_r=0

GRAPHICS

<http://bootsnipp.com/>

<http://mazwai.com/#/videos/192>

<http://jycme.com/visuals/>

<http://www.coverr.co/>

<http://activetheory.net/home>

Topic User Analysis Worksheet

➤ **USER ANALYSIS FOCUS** -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

➤ **USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after.

Outcome:

A **measurable** change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.

From your Topic Survey determine:

You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.

| User Outcomes | Website Features |
|---|---|
| List the outcomes your users want from your website. (Pick the most distinctive ones or the one they you most understand.) | Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome. |
| Why use web video? | cards/modals |
| What separates web video from pictures? | cards/modals |
| What kind of websites use web videos? | cards/modals |
| | |
| | |

Topic User Analysis Worksheet

➤ **USER CHARACTERISTICS**

- 1) What are the motivations and behaviors of your Users?
- 2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

| User Motivation | Website Approach |
|---------------------------------------|---|
| List user motivations | Match how this would influence your content design. |
| Keeping up with current technology | Feature this new wave in web, called veros |
| Becoming a well rounded web designer | Showing a way to use web video as a marketing tool |
| How to use content across media types | A cutting edge way to show content in video format |

FROM THE USER PROFILES DETERMINE:

| User Behaviors | Website Approach |
|--|--|
| List user behaviors | Match how this would influence your content design. |
| Going to websites, to see the latest trends | Showcasing the new trend of web videos |
| Obtaining information through the quickest route | Videos allow information to be gained quick and easy |
| Learning through video format | Having a video that teaches how to use video to market |

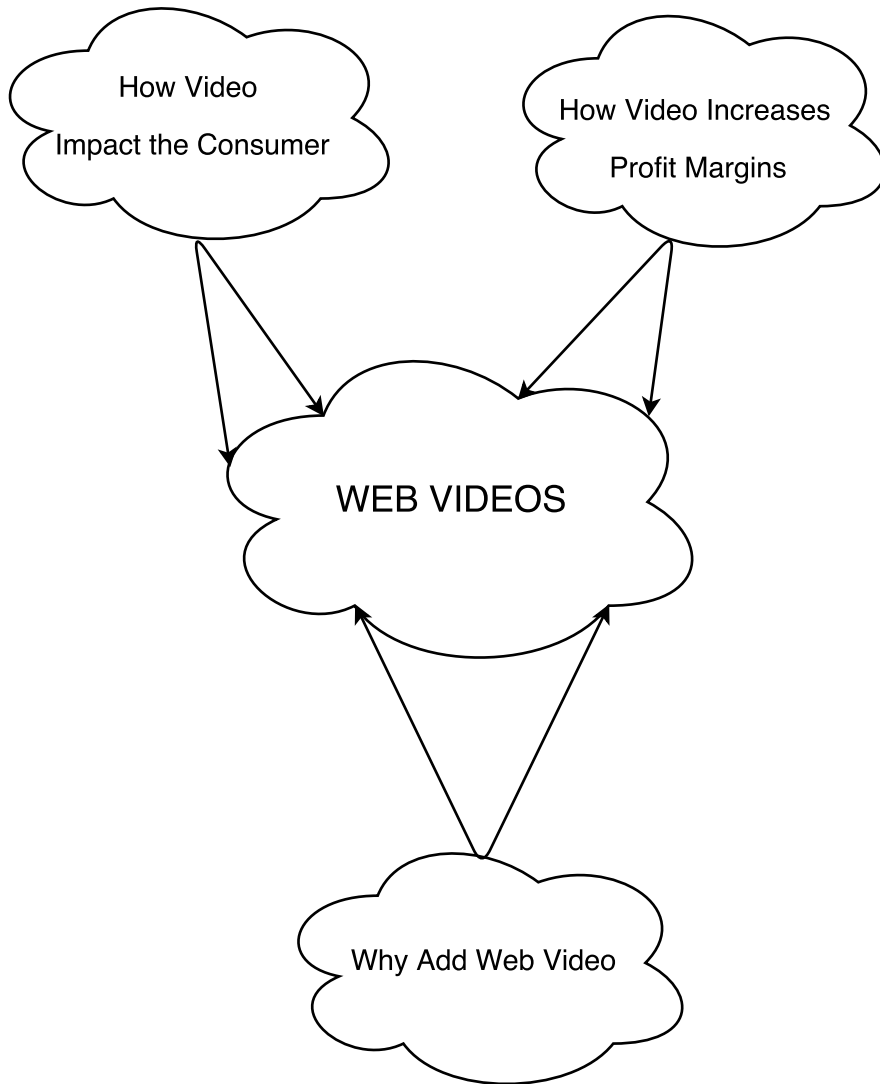
➤ **APPLY FINDINGS TO CONTENT PLAN** -----

From The Worksheet Tables – place the information into your Content Plan

| | |
|----------------------|--|
| topic | Using Web Video as a Marketing Tool |
| User goals | Learn why videos are necessary for websites |
| User characteristics | Short attention span, Bored often, Detailed oriented |

Topic User Analysis Worksheet

| | |
|-----------------|--|
| website goals | Convey why web designers need to implement videos into their website(s). |
| website message | Web videos are here to stay and will impact the value of companies once implemented. |



Template Analysis Worksheet

➤ **eTEMPLATE ANALYSIS FOCUS** -----

- 1) Categorize Template Types

Choose a Template:

- 2) Match a Template features to your Content
- 3) Sketch the chosen template's breakpoint layout pattern
- 4) Create the Desktop layout wireframe with element labels and content descriptions

➤ **TEMPLATE TYPES**

Look at this website for ideas about how to categorize Templates

[HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/](http://blog.jimdo.com/how-to-pick-the-perfect-template-for-your-website/)

What do you **need** your website to do? What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

| Template Types / Categorizes | Example: description or mini-screenshot or link |
|-------------------------------------|---|
| Hero | Full Browser - low content home page image/video |
| Collage | http://www.templatemonster.com/demo/46078.html |
| Home - Full Browser | http://www.templatemonster.com/demo/45239.html |
| Side Slide | http://www.templatemonster.com/demo/46144.html |
| Owl Carousel | http://edena-creative-multipurpose-bootstrap-theme.little-neko.com/files/home-5.html |

Template Analysis Worksheet

| | |
|-----------------|---|
| Vertical Slider | http://edena-creative-multipurpose-bootstrap-theme.little-neko.com/files/home-17.html#3rdPage |
|-----------------|---|

- **CHOOSE A TEMPLATE**
- **2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT**

ANALYZE YOUR TEMPLATE:

| General Features | |
|---|--------------------------|
| Is it responsive? | Yes |
| What is the navigation scheme? | Sticky Nav |
| Can I rearrange the layout (is it in sections) ? | Yes |
| What is the home page like? | Sections |
| What are the interior sections like? | No, I have a scroll page |
| Is all the content on one long scroll page? | Yes |
| Other: | |

MATCH THE TEMPLATE TO YOUR CONTENT LIST:

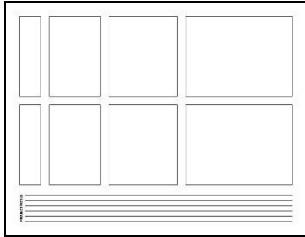
| List YOUR Content Items | MATCH Template Element |
|---|--|
| Example: List Benefits of my technique | Example: Section with 3 columns and icons with simple headings. |
| Web Video: A Marketing Tool | Template with embedded video |
| Why Add Web Video | Modal |
| How Video Increases Profit Margins | Modal |
| How Video Impact the Consumer | Modal |
| | |

- **TEMPLATE LAYOUT PATTERN** -----

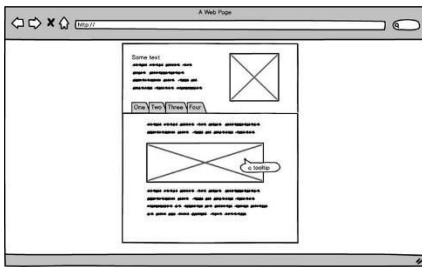
3) Using the breakpoint sketch sheet -

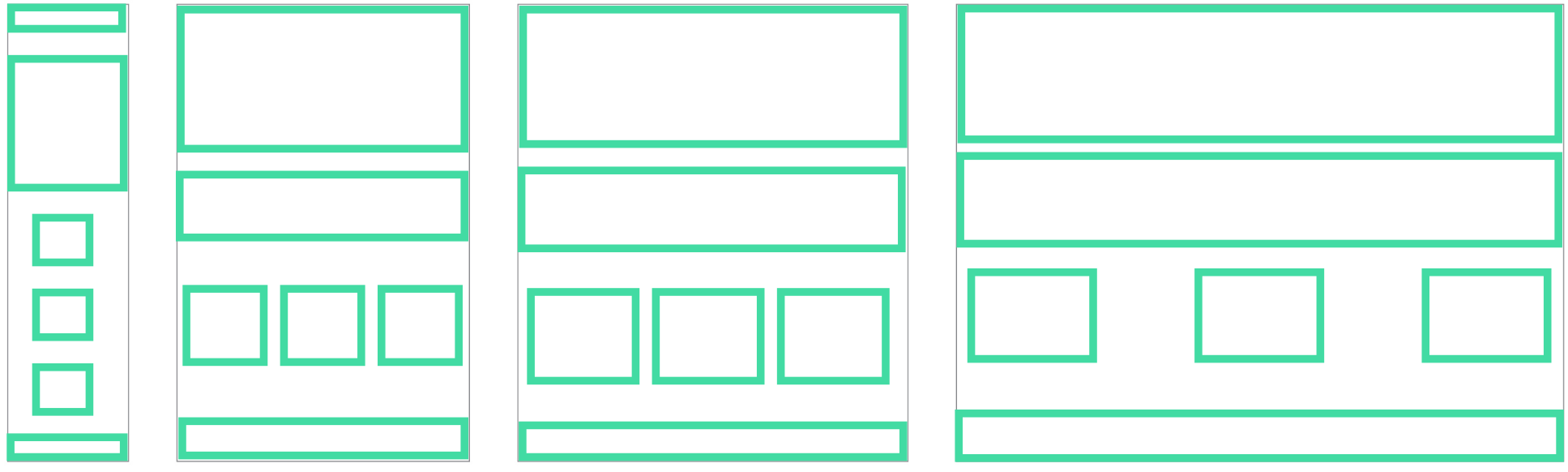
Template Analysis Worksheet

Do a rough sketch of the **Breakpoint Layout Pattern**



- 4) Wireframe the Desktop Layout.
Label each element with its Section Name & Content Description
(You can use Balsamiq for this)





Four large, empty rectangular boxes arranged horizontally, intended for content or images corresponding to the wireframes above.

PROJECT NOTES



WEB VIDEO

ABOUT IN-DEPTH FOOTER ▲

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WEB VIDEO: MARKETING

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CONSUMER IMPACT

PROFIT MARGINS

WHY ADD WEB VIDEO



WEB VIDEO

ABOUT IN-DEPTH FOOTER ▲

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WEB VIDEO: MARKETING

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CONSUMER IMPACT

PROFIT MARGINS

WHY ADD WEB VIDEO

WEB VIDEO

ABOUT IN-DEPTH FOOTER ▲



WEB VIDEO: MARKETING



CONSUMER IMPACT

PROFIT MARGINS

WHY ADD WEB VIDEO

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WEB VIDEO

Style Tile
version:1

Possible Colors



Textures



X CLOSE

Web Video: Marketing

How to successfully use web video as a marketing tool.

Web Video: Marketing

Mike Henry once said, "We're living in a world where one good video can lead to a massive social following." Web video is cutting edge marketing tool that, if properly done, can immerse the consumer into the world of the business's services. Sure pictures can say a thousand words, but videos show 100,000 words. Furthermore, when information is presented in video format there is less room for error in interpretation. I will be revealing why web videos are essential for any professional that wants to drive home their products or services to the consumer.



Consumer Impact



Profit Margins



Why Add Web Video

| | | | | | | | | | |
|--|--|---|--|---|--|---|--|---|---|
| 455183: What do you want to know about this topic? | 455184: What will make this information meaningful to you? | 455185: How do you plan on using this information? | 455186: Rate on a scale of 1 - 10 How do you rate your current interest in this information? | 455187: This topic relates to my role as a: | 455188: Rate on a scale of 1 - 10 "I would like a broad idea of where the topic fits in" | 455189: Rate on a scale of 1 - 10 I would like an outline of the benefits of this product / idea / technique. | 455190: Rate on a scale of 1 -10 I would like detailed information on how to use this. | 455191: Rate on a scale of 1 - 10 I would like to see examples of this. | 455192: Add any other input / comments. |
| What software is best used for web video | get your idea across | fast way to get your idea across | 9 | web designer,web developer,media designer,animation designer | 9 | 9 | 9 | 9 | how many is to many, videos can you use. |
| Why use web video? | How can I do this? | If it seems like a good idea, I would like to know how to make web video part of my project. | 2 | web designer,media designer,animation designer | 5 | 5 | 8 | 7 | |
| How to use web video in a website. | Examples that show effective use of videos on a website | As a marketing tool | 10 | web designer,web developer,art director,media designer,animation designer,visual designer | 10 | 10 | 10 | 10 | I am interested in learning how to use video in web design. |
| What separates web video from web animations? | WHY use it? | I hate videos on websites, help me understand why they're important. | 2 | visual designer | 4 | 10 | 10 | 1 | I confuse web animation and web videos! Can web videos be animated?? |
| When and where is it appropriate to use video? | How can I use video to make my websites more engaging? | I want to be able to use video to effectively get information into the brains of my users without losing their attention. | 10 | web designer,art director,visual designer | 10 | 10 | 10 | 10 | Is web video in right now? is it overused? do users usually respond well to web videos? |
| More about what it is and what kind of websites use web video. | Good information and examples. | It could come in handy in future web design projects. | 5 | web designer,web developer,art director,media designer,animation designer,visual designer | 6 | 8 | 6 | 9 | |

| | | | | | | | | | |
|---|---|---|----|--|----|----|----|----|--|
| Who uses it, what it's used for, when is it best used, why should it be used, and how to incorporate it into your design. | Explaining who, what when where why and how. | understanding why this is useful in marketing and design. | 8 | web designer,web developer | 8 | 9 | 9 | 10 | |
| do we need as much copy if we have a video? | do user always watch the videos? | to see the benefits of video vs without | 10 | web designer,web developer,media designer | 8 | 10 | 7 | 5 | what goes in the video? what should i include and what should stay out? how long should they be? |
| How you can incorporate how having a video into your page without taking all of the interest away form the page. | It will help me with my future designs. | I plan on using this information for my webpages that I plan to create in the future. | 10 | web designer,web developer,media designer | 10 | 10 | 10 | 10 | Show examples of great ones and some of bad. To know what to stay away from. |
| What are common uses of video in web design? | To see what the trends are today using video | It will help when designing a website. | 8 | web designer,web developer | 8 | 8 | 8 | 10 | none at this time. |
| I have little knowledge about using web videos. | By learning more about it | Not really sure? | 8 | web designer,media designer,animation designer,visual designer | 8 | 7 | 8 | 8 | I really don't know much about web videos so Im looking forward to learning more about this topic. |
| How to integrate the video into sites seamlessly | Whether I can easily/usefully incorporate it into my work | To improve my designs | 8 | web designer,visual designer | 6 | 10 | 9 | 10 | N.A. |