Project name: Full Design Project

Client/company name: NoFunFilms

About the client/company
Christian business that create family-friendly films.

Brand keywords

Project goals and objectives

Modernize it

Make it current.

Target market/audience

For families to watch, for producers to be able to see it and want to be involved in that movie.

Key project deliverables

Trailers, short films, descriptions, leaks, press kits, movie swag. Clean work, one talking point on each page, clear navigation.

Wireframe

prototypes

Schedule

Budget

Creative direction

To sell production to both consumers and producers. Advertise for the company using the platform of the website.

Primary contact person

Anne

Other stakeholders
NoFunFilms

Final approver

Further notes

Doesn't want pages cluttered, no long scrolling pages, wants click-and-go, no more then one talking point.

Full Design Analysis

Features: Search, google analytics, favorites, store, accessible, deals, contact forms, news

Elements: IMDB, trailers, press kits, description

Purpose: To promote movies that are eye opening, meaningful, build a community, comprehensive. Modernized and up-to-date, fresh 2020 relevancy. Christian family films.

Trust: IMDB, rate us, reviews

Information: Community info, benefits, pricing info, FAQs

Social Media: Events, social media bar, shared

Branding: Logo, colors, labeling, copy write descriptions, community news, community press releases

Marketing: deals, subscription deals

Events: movie showing, calendar

Business items: contact form, press kits, contact info

Resources: trailers, descriptions

Store: Movie swag

Movie catalog: iframe link to imdb

Producer area: submit an event, contact owner, press kit, casting calls

User Persona Worksheet to collect information - You can transfer the information to a another structure

Demographics	Behaviors
Male Age: 20 years 	Attached to the internet. Has a budget Likes to watch videos Uses social media Watches trailers Rides his bike around town Indie guy (documentary interests) Tribe oriented (interested in causes) Motivated by community
Pain Points	Needs
Slow website Not impressive Hard to navigate Not mobile friendly Wants to stream Don't want to buy DVDS	Not costly Wants entertainment

User Persona Worksheet to collect information - You can transfer the information to a another structure

Demographics	Behaviors
Male Age: 40 years Producer 	Uses internet often Makes decent money Technically savvy Family-friendly Supply and demand
Pain Points Well Organized/Filter catalog Complicated/overcrowded Unclear where B2B	**Needs** Trying to make profit Re-sell/play at event Popularity/Rating System helps them know which movies are popular Story behind the movies (biography of why)

Demographics	Behaviors
Male Age: 65 years 	Low internet usage Uses public transportation
Pain Points Direct website Clear navigation Easy readability	**Needs** Wants to buy DVD's Good prices Popular movies

User Analysis Summary Persona

The Website users have three distinct lanes
- Consumers who don't buy the DVDS
- Consumers who do buy the DVDS
- Producers who watch and re-sell

Website design considerations based on the user analysis
- Build an accessible website
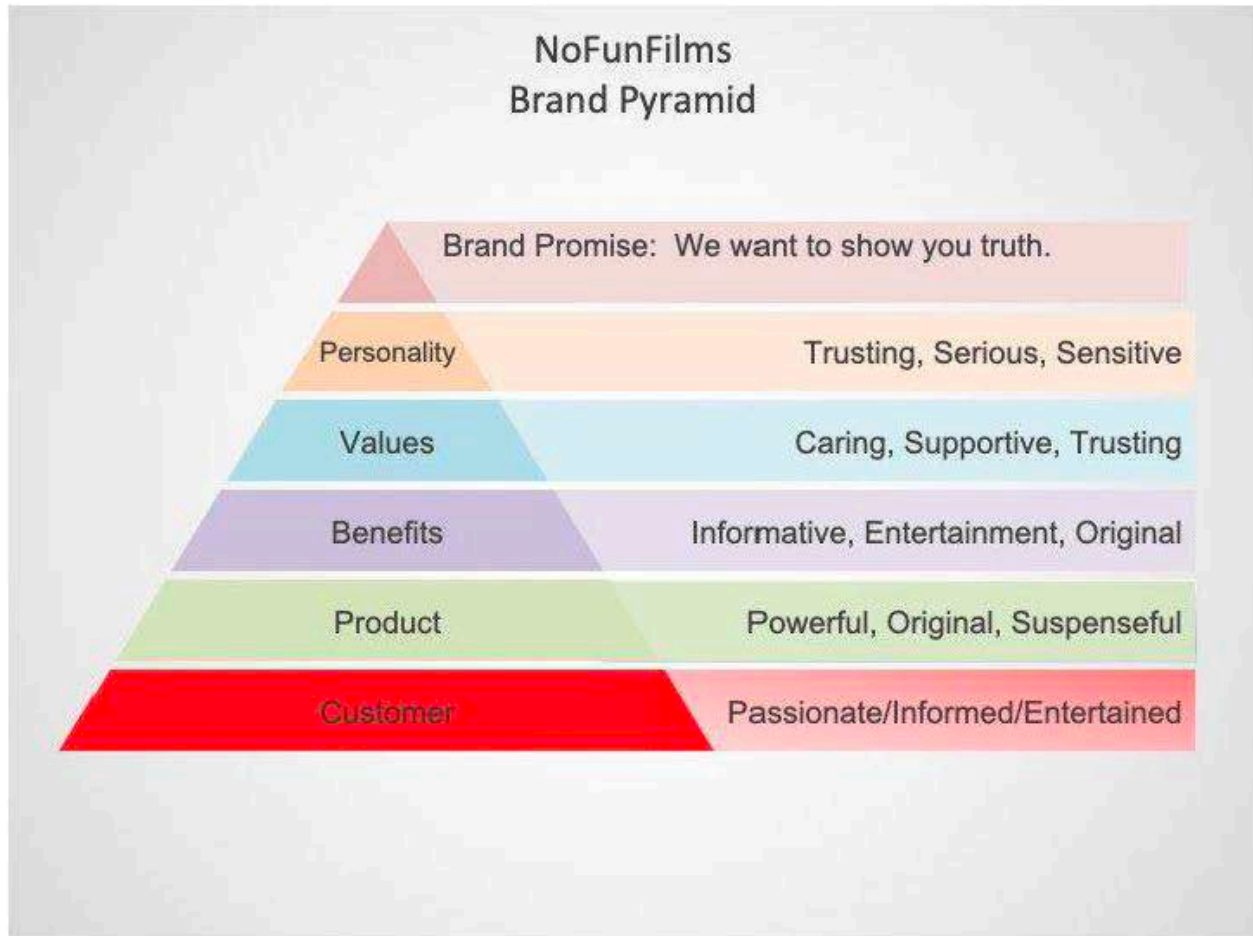- Mobile friendly website
- Click-and-go website

Designs to consider based on the user analysis
- Great return policy if they ordered the wrong one
- Filters for top movies
- Links to imdb
- Click-and-go navigation
- Trailers
- Descriptions
- Deals
- Search bar
- About us

General knowledge
- Not fun, but serious. People come to the site for real world issues more or less, entertainment by real world views and perspectives.

NoFunFilms
Brand Pyramid

Brand Promise: We want to show you truth.	
Personality	Trusting, Serious, Sensitive
Values	Caring, Supportive, Trusting
Benefits	Informative, Entertainment, Original
Product	Powerful, Original, Suspenseful
Customer	Passionate/Informed/Entertained

BRAND ITEM	HOW THIS IS EXPRESSED IN THE WEBSITE
Logo	
Rainbow inside of a cloud: colorful , cheerful simple shape	Sets the t one top in the header. Colors are repeated throughout the website and +provide a cohesive feeling. Simple shape is peaceful.
Brand Characteristics:	
#1 Cultured Dynamic / Proud / Thoughtful/ Friendly	Brand Promise: We will bring you the truth so that you can make the world a better place. Dynamic: Event Calendar
Core Values	
Crusaders	Crusaders; Paragraph describing the types of

Rainbow Cloud Dog Gear
Brand Summary

Crusaders	Crusaders; Paragraph describing the types of movies and why? Or the about page?
Brand Voice:	
Simple and genuine	Heading wording is simple and clear. Owner story.
Brand Style:	
Simple shapes, clear language, not crowded	Aligned background squares for text. Heading typeface is monotype (not crowded)
Rainbow	
The rainbow of colors is a style theme.	Each category will be associated with one of the rainbow colors. The product cards will have the color of its corresponding category.

NoFunFilms Features

Home

- Header
- Logo in banner
- Buttons for Home, About Us, Events, Store, Producer
- Open Catalog button
- Learn More button
- Movie Swag Shopping icon
- Buy button
- Features
- Social Media icons (footer)

About Us

- Search
- Alert / Our Latest Activity

Events

- Event X

Store

- Features
- Buy movies
- Movie Icon

Producer

- FAQs
- Alerts
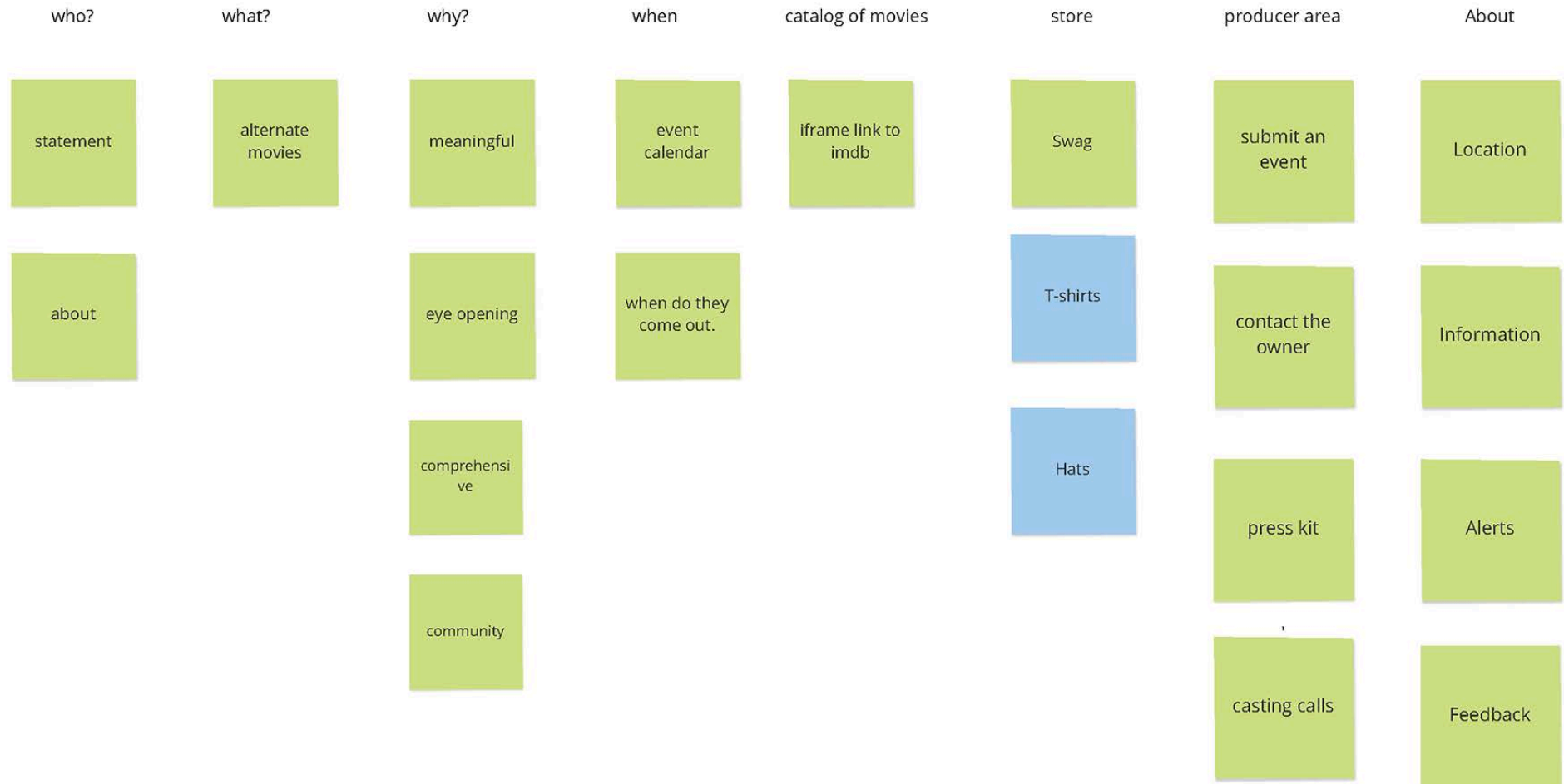- Submit Event, Time, Date
- Search Casting Calls

Catalog

- Movies
- Series
- Genre
- Sort By
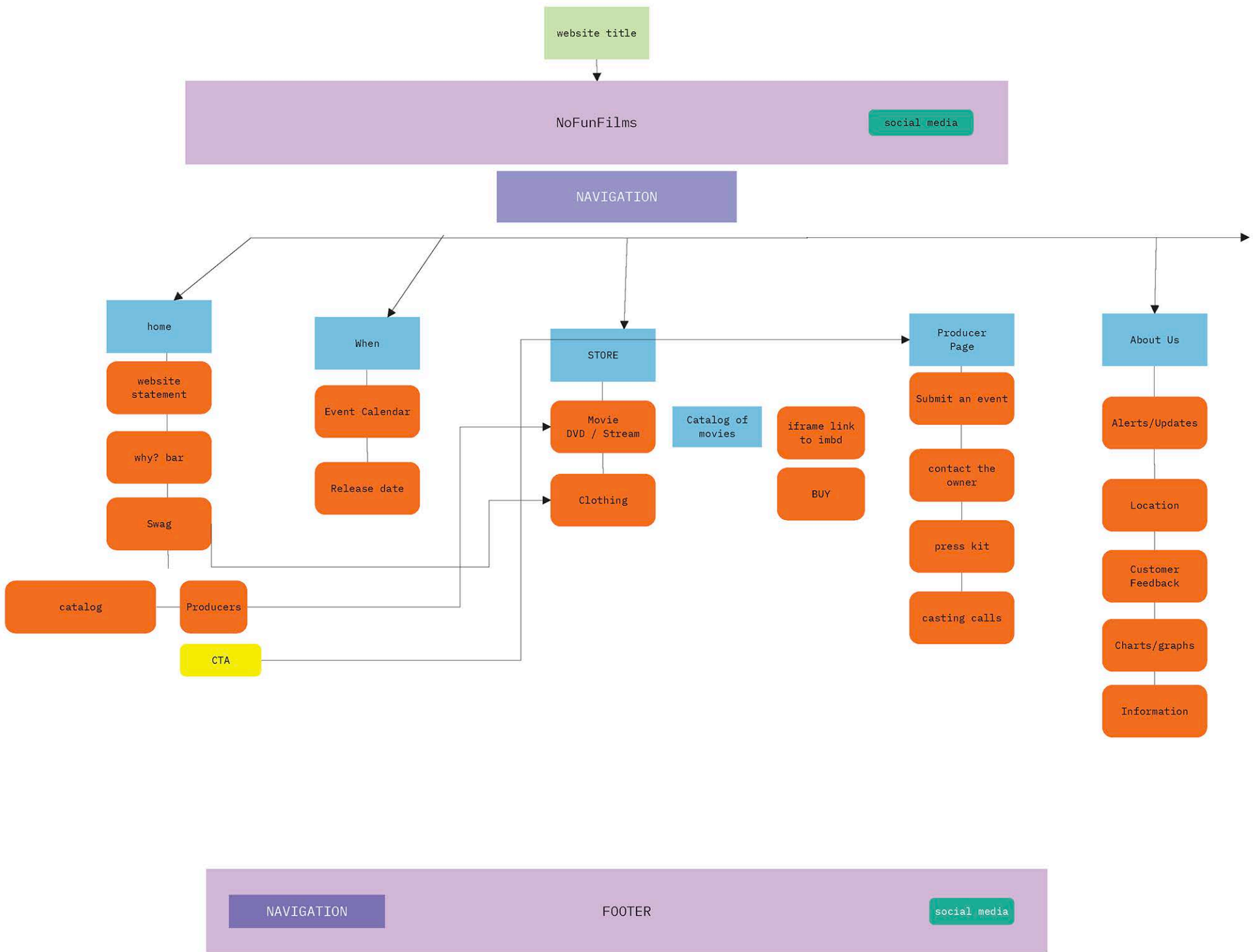- Imdb

Good for determining the information units (cards);

Web Content

- purpose
  - statement
  - about
- What's unique?
  - Alternate movies
- why
  - meaningful
  - eye opening
  - comprehensive
  - community
- trust
  - imdb
  - Rate us
  - reviews
- information
  - community info
  - benefits
  - pricing info
  - FAQs
- social media
  - Events
  - social media bar
  - shared
- branding
  - logo
  - colors
  - labeling
  - copy write descriptions
  - community news
  - owner story
  - community press releases
- marketing
  - deals
  - subscription deals

- events
  - movie showing
  - calendar
- business items
  - contact form
  - press kits
  - contact info
- features
  - search
  - google analytics
  - favorites
  - deals
  - news
- resources
  - trailers
  - descriptions
- store
  - swag
    - t-shirts
    - hats
- movie catalog
  - iframe link to imdb
- producer area
  - submit an event
  - contact the owner
  - press kit
  - casting calls

Strategic Elements

Group content into categories from the mind map

who?	what?	why?	when	catalog of movies	store	producer area	About
statement	alternate movies	meaningful	event calendar	iframe link to imdb	Swag	submit an event	Location
about		eye opening	when do they come out.		T-shirts	contact the owner	Information
		comprehensi ve			Hats	press kit	Alerts
		community				casting calls	Feedback

Navigation Sitemap

website title

NoFunFilms

social media

NAVIGATION

home
- website statement
- why? bar
- Swag

catalog

Producers

CTA

When
- Event Calendar
- Release date

STORE
- Movie DVD / Stream
- Clothing

Catalog of movies

iframe link to imbd

BUY

Producer Page
- Submit an event
- contact the owner
- press kit
- casting calls

About Us
- Alerts/Updates
- Location
- Customer Feedback
- Charts/graphs
- Information

NAVIGATION

FOOTER

social media

NoFunFilms
<h> tag hierarchy chart

HOME			Label
			NoFunFilms
	<h2>		Welcome
	<h2>		About Us
	<h2>		Movies
	<h2>		Why?
	<h2>		Movie Swag
	<h2>		Producer
		<h3>	The Movies of Wonders
		<h3>	Learn More
		<h3>	Sneak Peek
		<h3>	Buy
About Us			Label
	<h2>		Our Customer Feedback
	<h2>		Alert / Our Latest Activity
	<h2>		Location
		<h3>	Latest Feedback
Events			Label
		<h3>	Event X
Store			Label
	<h2>		Store
	<h2>		Buy Movies Here
	<h2>		Features

Store			Label
		<h3>	Buy Movies
		<h3>	Item
		<h3>	Movie Swag
Producer			Label
	<h2>		Submit an Event
	<h2>		Contact the Owner
	<h2>		Casting Calls
	<h2>		Press Kits
		<h3>	Event link
		<h3>	Submit
		<h3>	Event Description
		<h3>	Executive Bios
		<h3>	FAQs
		<h3>	Our Location
Catalog			Label
	<h2>		NoFunFilms Movie Catalog
		<h3>	Movies
		<h3>	Series
		<h3>	Genre / All
		<h3>	Sort By / Popularity
		<h3>	Imdb

NoFunFilms

NoFun FILMS

Open Catalog

Welcome
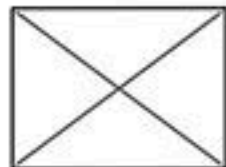
lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

About Us

Our History

Learn More

Features

Movies

The Movies of Wonders

Sneak Peek

Buy
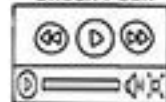
Why?

lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

Learn More
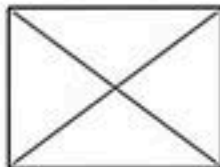
Movie Swag

Shirts   Bracelets   Hats   Jackets

Producer

LEARN MORE HERE

NoFunFilms

Open Catalog

About Us

search

Alert
Our Latest Activity

No	Yes

Location

Our Customer Feedback

Latest feedback

Latest feedback

Latest feedback

Latest feedback

Home

About Us Company	Support	Blog

NoFun FILMS

Events

APRIL 2020

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

Jump to   Event X ▼
Event X
Event X
Event X
Event X
Event X
Event X
Event X
Event X

Event X
Event X
Event X
Event X
Event X
Event X
Event X
Event X

NoFunFilms

Open Catalog

Store

Buy Movies

lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui

Features

Buy Movies Here

Movie Swag

Item $##.##

Lorem ipsum dolor sit amet, consectetur
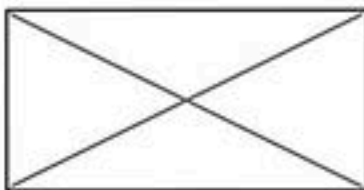
🛒 ③⌃⌄ Add to

Item $##.##

Lorem ipsum dolor sit amet, consectetur
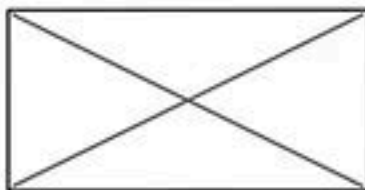
🛒 ③⌃⌄ Add to

Item $##.##

Lorem ipsum dolor sit amet, consectetur

🛒 ③⌃⌄ Add to

Item $##.##

Lorem ipsum dolor sit amet, consectetur

🛒 ③⌃⌄ Add to

NoFunFilms

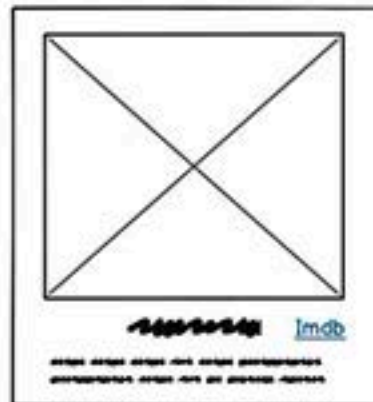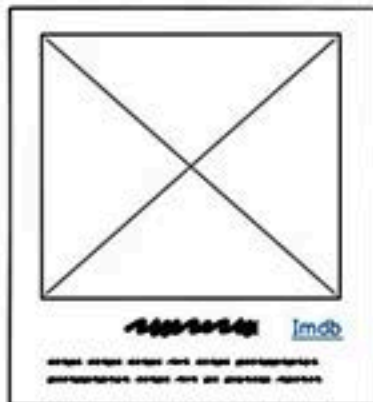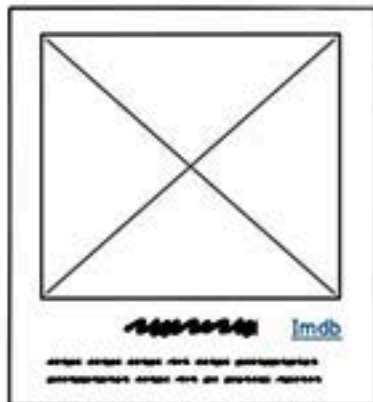## NoFunFilms Movie Catalog

Movies   Series   Genre   All   Sort by   Popularity
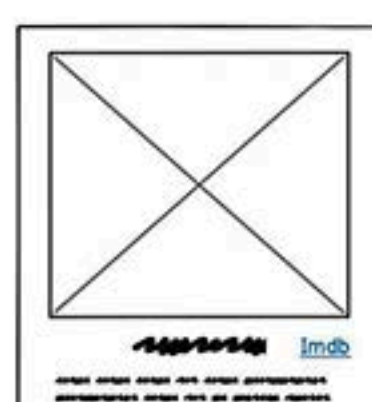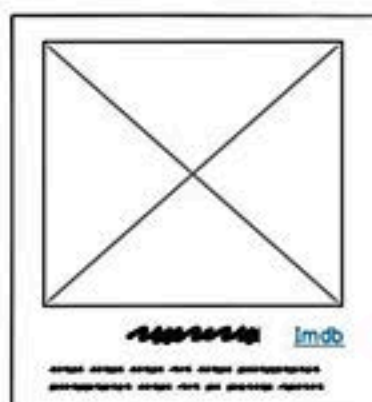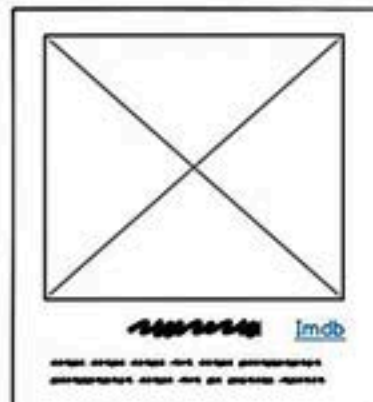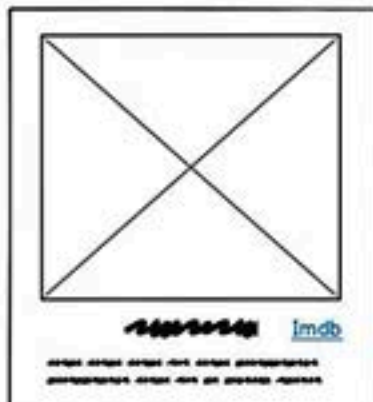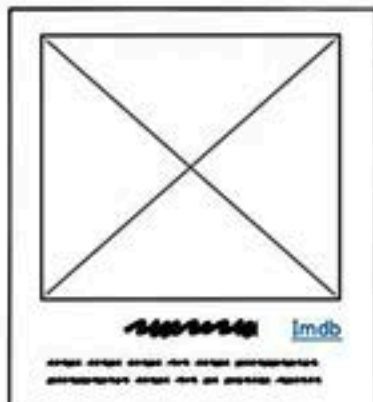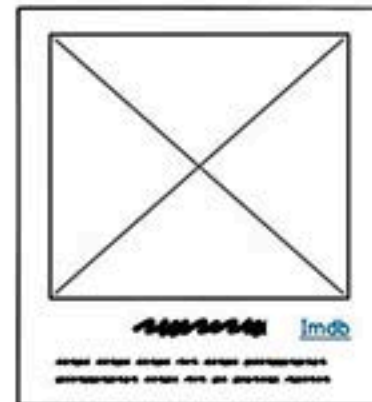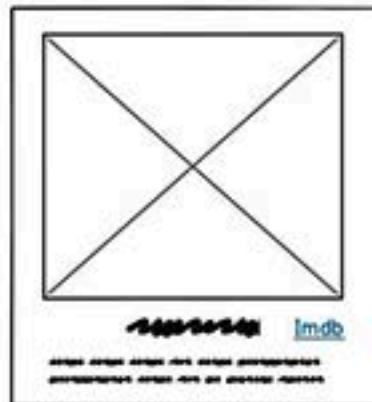
NoFunFilms

Open Catalog

Producer

Submit an Event

2020
Fri, Apr 24

APRIL 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

CANCEL   OK

9:11 PM

CANCEL   OK

Event Description

- ☐ Name
- ☑ Time
- ⊟ Move Title
- ☐ Description
- ☑ Why?
- ⊟ Location
- A row without a checkbox

Event Link

Submit

Contact the Owner

Reason

Alert
Alert the owner

Casting Calls

| Actor 1 | Actor 2 | Actor 3 | Actor 4 | Actor 5 |

search

Name (job title)	Age ⬍	Nicknam	Employee ▾
Giacomo Founder & CEO	40	Peldi	🔲
Marco Button Tuttofare	38		☑
Mariah Maclachlan Better Half	41	Potato	⊟
Valeria Liberty			

Press Kit

NO FUN FYLMS

Executive Bios

FAQS
- ☑ ____ ?
- ☑ ____ ?
- ☑ ____ ?
- ☑ ____ ?
- ☑ ____ ?
- ☑ ____ ?
- ☐ ____ ?
- ☐ ____ ?
- ☐ ____ ?
- ☐ ____ ?

Executive Bios
1
2
3
4
5
6
7

Our Location

Style Tile

Possible Colors

#ff6b98	#ff0800	ff8449	#c90100	#000000

Textures

Home
About Us
Events

The Hard Truth

NoFunFilms
Events Calendar
June 21 Lorem Ipsum
June 24 Lorem Ipsum
June 27 Lorem Ipsum

Buy Movie

Buy Movie (Hover)
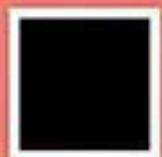
This is an Example of a Header
Font: Name Georgia Bold

This is an Example of a Sub Head
Font: Name Arial Rounded MT Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name Georgia Bold

This is an example of a Text link »

Adjectives

ORIGINAL Sensitive

Eye-opening **Powerful** Suspenseful

Encouraging SURPRISING

PROJECT MANAGEMENT

Signoff sheet

Project	Comments	Date
Discovery		
Client Briefs		
Branding Statement		
User Personas		
User Analysis		
Sign off		
Content		
Website Features		
Content Strategy		
Site Map		
<h> Outlines		
Sign off		
Design		
Desktop Wireframe		
Breakpoint Wireframe		
Style Tiles		
Sign off		
Prototype		
InVision prototype		
Navigation		
Sign off		

Vincent Fasse

What I learned and what I would do differently.

Evaluation of being a Designer

I had a great time being the designer in the full design project. The whole process all around was a rollercoaster. At first it started out troublesome but once I dove right into it and had a couple meetings with my client I started to slowly grasp what was expected and what steps I was going to take to in order reach the end result. I learned it's not about what looks good to the designer, but more importantly to the client. Once everything was tied into a design and then prototyped using Balsamiq and InVision everything came together and the big picture was revealed. One of the more interesting parts of being a designer was realizing the questions needed to be asked in order to get the full story most importantly what the business personality is, what feelings are invoked, and what the business atmosphere is like. I would love to get the chance to design for clients again similar to the experience I had.

Evaluation of being a client

Being the client was a whole new experience considering this time I was in the hot seat and I was asked what I would like designed for myself rather than design it myself. I can't fulfill my own vision of my business based on my work this time so placing my trust in someone else this time was a whole new experience.. Trying to think about what I really wanted, what my vision was, just my entire perception of my business took some time but it's very important so that I can share this with my designer so they know how to go about it. At first I didn't know entirely what I wanted in my business, my designer did quite a bit of filling the gaps for me and even went about making a logo for my business.