



PRODUCTION LOG

MED526 - Interactivity for Social Enterprise

Ryan Redmond

B00786723

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INTRODUCTION

In this module, two classmates and I (Jack and Tom) were presented with the opportunity to work as a team to develop an Interactive production solution that fits the needs of our chosen community partner.

In terms of choosing a project, there were a total of ten projects to choose from. After deep consideration of both the skills involved in developing the project and the type of project, Tom & Jack, and I decided to develop a project for 'Discover Groomsport Development Group'.

In terms of my own experience, I had just finished my placement year with Ards and North Down Borough Council as a Digital Marketing student. In this placement year I learned various new skills in both creating and using content on various online platforms to attract online audiences.

To complete this project successfully myself and my team had various meetings with the community partners to discuss the direction of the project, the expectations going forward, the timeline, deadlines, and the output of the project, which would be attainable in the given timeframe. This also meant various feedback sessions from partners and lectures (Adrian and Claire) on both the Brief and Pitch to help direct the project in the right direction.



THE TEAM



RYAN REDMOND

Duties:

- Web Development
- Client Communication
- Brief Writer
- Client Digital Asset Organiser



TOM WILSON

Duties:

- Photography
- Videography (Editing)
- Equipment Manager
- Brief / Production Log Designer



JACK MARSHALL

Duties:

- 360° Photography / Interactivity
- QR Code Development
- Asset Organiser
- Designer

PROJECT SOCIAL

Background of Project Social

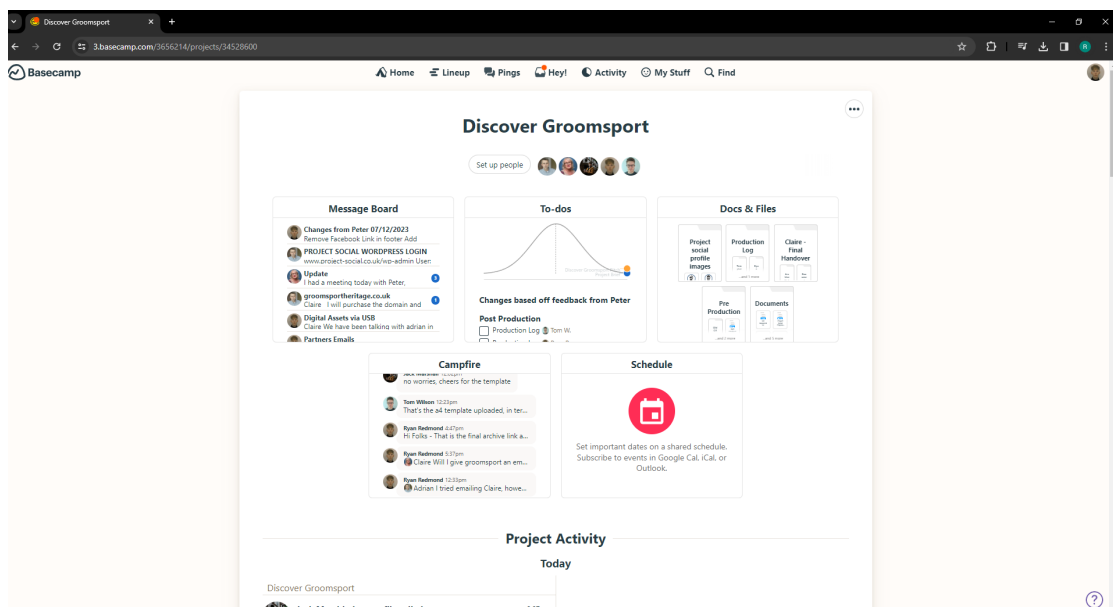
Under the supervision of Senior Lecturer, Adrian Hickey, and Community Engagement Manager, Claire Mulrone, Interactive Media students complete compulsory interactive media projects with Science Shop community partners.

My team and I chose the 'Discover Groomsport Development Group as our Science Shop project and were tasked to develop The Discover Groomsport group a Digital Archive to capture and feature the history of the village and surrounding areas. (Project Social, n.d.), (Ulster University, 2022).



Communication via Basecamp

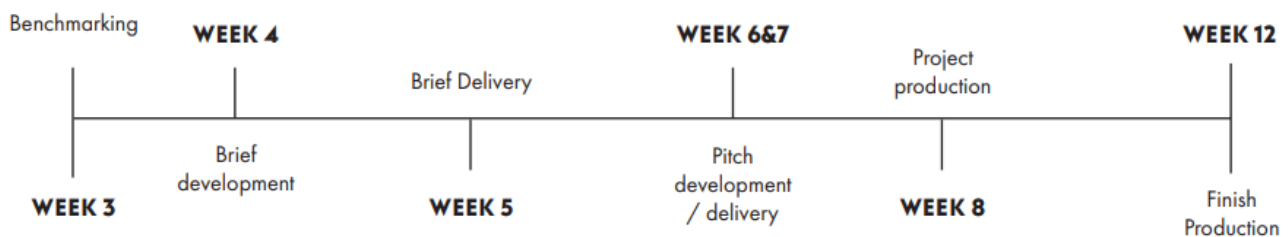
On 28/09/23 Adrain invited myself, Tom and Jack to a Basecamp channel. Basecamp is what we primarily used to communicate and organise out work outside of the classroom. It was my first time personally using Basecamp as a platform for any form of team work or project work, therefore getting used to the filing structure system and message board system to post important notices was something different and required an adjustment to get used to. However overall I feel my team and I utilized the features of basecamp effectively and it added to our overall project management. We used the 'Docs & Files' Section to upload our work, the 'Campfire' as are main area for communication, To-Do's as an area to set tasks and deadlines for various pieces of work and 'Message Board' to post any major notifications for the project.



TIMEFRAME

The Timeframe

In the process of completing the project itself, the team and I had a very strict deadlines to meet with different timeframes for each section of the project. Working towards deadlines as University students was something everyone was all fimilar too, however the standard of work had to be professional and meet the expectations of the client which was an aspect I had previously experienced due to my placement year. Below shows the timeline we had to work towards.



A black and white photograph of a coastal stone fortification. The structure is built from large, dark stones and features a prominent square tower with crenellations. A stone wall extends from the tower, and a wooden bench is visible on the right. The foreground is a sandy area, and the background shows a body of water and some buildings on a hillside. The sky is overcast with a few birds flying.

RESEARCH PHASE

BENCHMARKING

As a part of the research development, my team and I conducted a benchmarking exercise included research based on various regional organisations and competitors from across the same acting sector. The following benchmarks are all similar acting organisations from both the mainland UK, and Northern Ireland that offer the similar content or demonstrate best practice to that of 'Discover Groomsport Development group'.

We each developed benchmarking for two website, the social media platforms connected to these websites and a Heritage digital archive example. For my benchmarking I decided to benchmark the following;

- Visit Donaghadee DCDA Website
- Visit Donaghadee Social Medias (Facebook & Twitter)
- Hayward Gallery at 50: Uncovering the Archive

BENCHMARKING

Benchmarking summaries

After benchmarking the following websites, social media and Heritage Digital Archive examples for the Groomsport Digital Archive Development group. It is very evident from the scores presented from above that the benchmarking examples didn't have a very strong social media presence, especially in younger audiences.

Firstly, in terms of website, some of the benchmark websites present very poorly optimised features, both including content embedded within the website itself and for interactivity and navigational purposes.

The Visit Donaghadee Group

The Visit Donaghadee was the first website Ryan Benchmarked, in terms of content provided by the Donaghadee group crucial aspects of the content was interactive, however the presentation of the content was unaligned. One of the major downfalls of the site was the buttons presented on the home page and images not being correctly aligned which effects the overall professionalism and cohesiveness of the site. All text presented on the site was eligible and clear. Majority of the content presented was easily accessible and they present good practice in terms of navigation and responsiveness for various users and devices.

With an overall score of 69% in the current website there are still features that are needed that would be expected overall there is decent room for improvement. Ryan also benched marked The Visit Donaghadee social medias which scored an overall 40%. There social media for the existing platforms had good content and was active however they are not currently active in the following; Tiktok, Instagram and YouTube which are essentially when trying to reach out to a younger audience.

BENCHMARKING

Discover Portrush

The Discover Portrush website was the second website I Benchmarked, in terms of the overall content provided was very good and interactive however the website is missing core functions such as a Contact Us section which is critical for a Tourist Website especially for those that are maybe not local coming from another area/country.

With the content provided it was extremely clear and eligible. Branding was coherent and used throughout appropriately. For this reason, the website for functionality purposes and coherence has been given a score of 78%. A few core features that you would expect a tourist website to have been missing however the content that is already existing is good quality. The social media for the Discover Portrush group was given a score of 80%, the only category they fell on was Tiktok as they do not have an existing account. The content provided by the others was up to date and good quality. However, a Tiktok account is necessary especially when trying to bring in a younger audience.

Hayward Gallery at 50

As a part of benchmarking, the team each examined one heritage example each. Ryan Benchmarked 'Hayward Gallery at 50'. Hayward Gallery at 50 is a gallery however they have a dedicated 'Digital Archive' on the Google Arts & Culture website. In the section you read about the history behind the art, explore the gallery throughout the years and review blockbuster events and shows that took place within the gallery itself. The 'Hayward Gallery at 50' project demonstrates a beautiful projection of a Digital Archive and the history and heritage that unfolds with it. For this reason, it has been benchmarked at 88% in terms of the Discover Groomsport project, this is a brilliant demonstration of the level to be aimed for in the final product.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
Initial Impressions	Aesthetics and Design	Interactive buttons (Not aligned) / Images	Static website, not much interactive content. Consistent branding and colour scheme	Interactive Website / fully responsive	Great imagery, horrible website features	Basic, clean design. Images too large, text heavy, low res pngs.	Great design and layout, high quality photographs, very responsive.
	Intention/ purpose	Gain attraction / Give useful information on surrounding area and events and heritage	Gain attraction / Give useful information on surrounding area and events and heritage	Gain attraction/ help plan holidays/ booking Promote Area	Promote Area List of key areas	Promote areas, landmarks and local events.	Promote areas, landmarks and local events.
	Aimed Target Audience	Tourist, Locals	Tourists, Locals	16+ Families	Tourists (self-claimed in opening paragraph)	Tourists, Locals.	Tourists, locals.
Interface and Feel	Text and Eligibility	All text eligible, different fonts and font weights (bold etc) used throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, consistent fonts bar header and titles.	All text eligible, consistent font throughout using different weights.
	Logo and Branding placement	Logo placed in upper left corner - Visible	Logo placed in upper left corner - Visible	No actual logo just "Visit Cornwall" in serif font	Logo placed top left, very busy with different fonts	Logo placed large center.	Logo placed top left.
		Responsive, other elements such as button out of alignment	Responsive, all elements also responsive	Responsive, all elements also responsive	It appears to be built for responsiveness originally however it does not seem to work well	Header & images contains hover functions. Mainly read only text.	Responsive, hover functions on header and dropdown for languages.
	Image/content quality	All content quality is HD. No blur and all clear	Image used on homepage slightly blurry / Other image HD	All content quality is HD. No blur and all clear	All content quality is HD. No blur and all clear Fantastic Videography and photography	Hi quality photos, poor graphic design pngs.	High quality, professional photographs throughout the website.
Navigation	Primary menu functionality	Dropdown menus / hamburger menu (Mobile Phone, Tablet).	Dropdown Hamburger menu	Laid out top menu, burger bar for mobile and tablet	Laid out top menu, burger bar for mobile and tablet (burger bar does not appear to be functioning well)	Header placed top left with 6 links. Manual slideshow near footer.	Header top right, images used as links to advertise events.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	Ease of access from bottom to top	Button in right corner directing user back to top	Button in right corner directing user back to top	Button in right corner allows user to scroll down but no back to top	No.	No.	No.
	Sitemap	No.	No.	Yes.	Yes.	No.	Yes.
	Contact us	Yes	No	Yes.	No.	Yes.	Yes.
	Social Medias	Yes.	Yes.	Yes, Facebook, Instagram, Youtube.	No	No direct links but contains social media guidelines.	Yes.
	No. of clicks to Contact Us.	1 Click	Not Active	1 Click	Not Active	1 Click	1 Click
	No. of clicks to social media.	1 Click per social media	1 click per social media	1 click per social media	Not Active	Not Active	1 Click per social media
	Any form of search functionality?	Yes	Yes	No	Yes	No	Yes
	Search type	Search Bar	Search bar within hamburger menu.	N/A	Search bar under search button	N/A	Search bar
Functionality	Load time	Medium	Medium	Fast	Medium	Fast	Medium
	Email / Newsletter Subscription	Yes	No	Yes	No (can sign up for an account on site)	No	Yes
Content	Background of place/ area	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Portrush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Donegal
	FAQ or information page	No	No	Yes	No	No	No
	Social Media	Yes	Yes	Yes	No	No (not linked in site)	Yes
	Privacy Policy	No	Yes	Yes	Yes	Yes	Yes
	Disclaimers	No	Yes	Yes	Yes	Yes	Yes
Outdated content	N/A	No	No	No	Semi-outdated	No	No
Interactive Content	N/A	Yes	Yes (menu)	Yes	Yes (imbedded videography)	Yes (header & images)	Yes (header and images)
Score		69%	78%	92%	61%	57%	86%

Competitor	Category	Facebook	Twitter	Tiktok	Instagram	Youtube
<u>Visit Donaghadee</u>	Interactive Content	Yes	Yes	No	No	No
	Links to Website?	Yes	Yes	No	No	no
	Branding and Identity represented?	Yes	Yes	No	No	no
	Active in comments and other areas?	Yes	Yes	No	No	No
	Type of content	Videos / Images including information	Videos / Images including information	N/A	N/A	N/A
Score	10/25 (40%)					

BENCHMARKING

Discover Portrush	Category	Facebook	Twitter	Tiktok	Instagram	Youtube
	Interactive Content	Yes	Yes	No	Yes	Yes
	Links to Website?	Yes	Yes	No	Yes	Yes
	Branding and Identity represented?	Yes	Yes	No	Yes	Yes
	Active in comments and other areas?	Yes	Yes	No	Yes	Yes
	Type of content	Videos / Images including information	Videos / Images including information	N/A	Various shorts and images based around heritage and surrounding area	Recorded Meetings and various visual assets from <u>lanscape</u>
Score	20/25 (80%)					

Category	Hayward Gallery at 50	Donegal heritage	Ulster Folk Museum
<u>Indepth</u> information	Yes	Yes	Yes
Original Photographs	Yes	Yes	Yes
Digital Mock-ups	No	Yes	No
Historical Facts and Stats	Yes	Yes	Yes
Landmarks	Yes	Yes	Yes
Artifacts	Yes	Yes	Yes
Tourist Attractions	Yes	Yes	Yes
Maps	No	Yes	Yes
Local Culture	Yes	Yes	Yes
Score	88%	100%	100%

PARTNER MEETING

On 11/10/2023 myself and the team had our first Partner meeting. In this meeting, we met the partners virtually for the first time and developed our knowledge of the project further. In this meeting one of the partners attended (Liz Barron). Liz gave us some background information on herself and her role in the Discover Groomsport project. Jack and I attended the meeting as Tom was at a training day in Belfast and this allowed us to take some notes and develop the ideas surrounding the project for the brief.

In the meeting I took the following notes based off of the direction Liz asked us to develop the project in;

- Proposal to house a digital archive on the current site – (This then changed to making a completely site for the archive which interconnects with the main site).
- Social History of the beach in Groomsport and how it has been used over the years.
- Talk to people around the area and gather stories and potential assets from there experience on the beach (Liz mentioned they would gather the people; we would conduct the interviews)
- Social Media campaign based on stories.
- Liz also emphasized on the importance of asking impactful questions in the interviews to get impactful stories that can be presented within the archive.

After conducting this meeting, the team and I went back to the drawing board to then start to develop the brief based off of the feedback and clarity Liz provided.



BRIEF PHASE

THE BRIEF

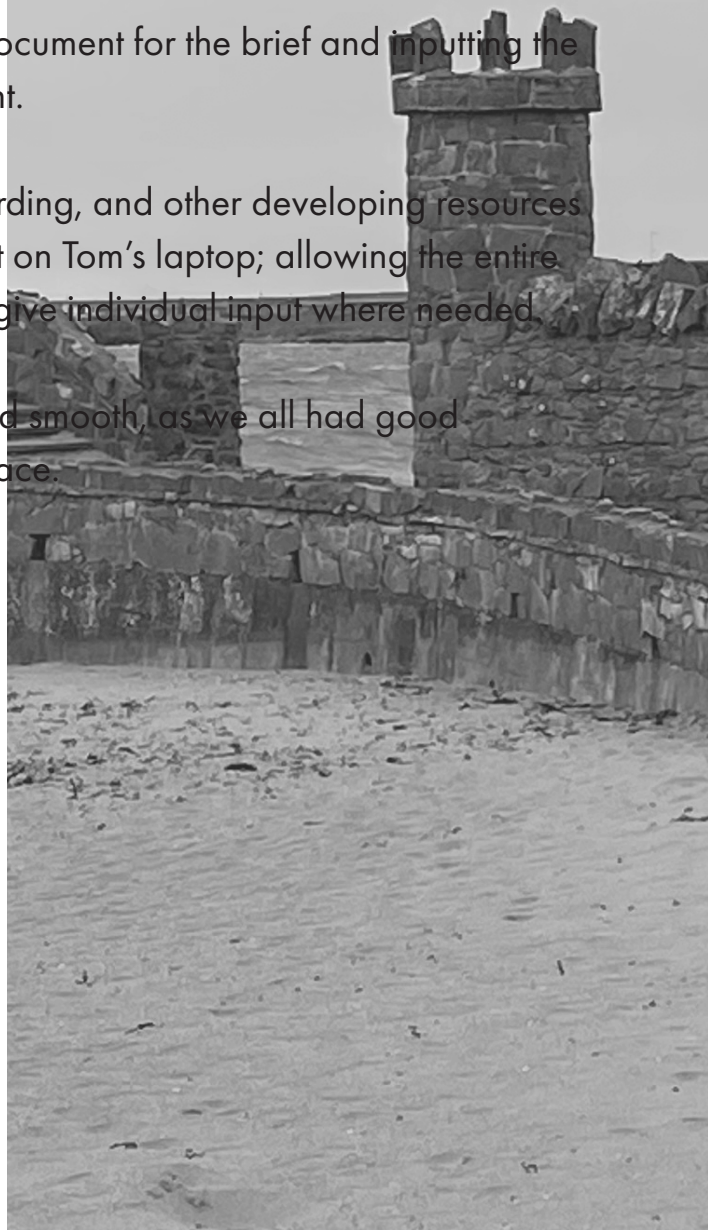
After the meeting with Liz Barron, the team and I started to develop the brief. My job in this process was to develop and write the brief itself, determine the target audience, and develop my own mood boards and site mapping that would help develop the direction the overall brief was heading in. Below are the brief and Target Audience demographics I developed; in addition, to mood boards that helped give the brief and Design Document that Tom developed through InDesign.

Jack was tasked with gathering information based on pricing for the website and QR stickers and developing a potential QR concept for the brief.

Tom was in control of designing the InDesign document for the brief and inputting the information we gathered into the final document.

Once we all had the benchmarking, moodboarding, and other developing resources in place, we developed the InDesign document on Tom's laptop; allowing the entire team to be involved in the design process and give individual input where needed.

I found this process with the team to be fluid and smooth, as we all had good communication on the roles that were taking place.



THE BRIEF



DESIGN BRIEF





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4-10 - BENCHMARKING

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12 - MEET THE TEAM

13 - BEST PRACTICE

14 - EVALUATION

INTRODUCTION

Discover Groomsport is a development group based in the village of Groomsport County Down, formed in October 2022 and achieving charitable status in January 2023. Its purpose is to strengthen the community by increasing community participation, promote social inclusion and facilitate open and accessible community activities.

To celebrate, promote, and preserve the rich history and heritage of the village. To help preserve Cockle Row Cottages and other built heritage in village. To ensure that future, and development are consistent with its heritage and uniqueness.

BRIEF

The Discover Groomsport Digital Archive sets out to deliver various stories by the traditional method of oral input by collecting stories from older residents based on various areas in Groomsport. The goal of the project is to take the younger generation through time by depicting these stories in an interactive format. This will be done by creating a new website for an interactive Digital Archive.

The project will use creative media to develop a digital archive, including the oral history of the village by recording stories from older residents, capturing published articles, artwork, photographs, maps, memories, poems and short stories. We will identify how Discover Groomsport can harness social media to promote, attract and engage the younger generation to curate the archive and preserve the heritage of the village moving forward.

Alongside this we have recommended that the Development Group allows me to develop a digital archive accessible through QR code meaning it can be put on various access points on the surrounding area of Groomsport.

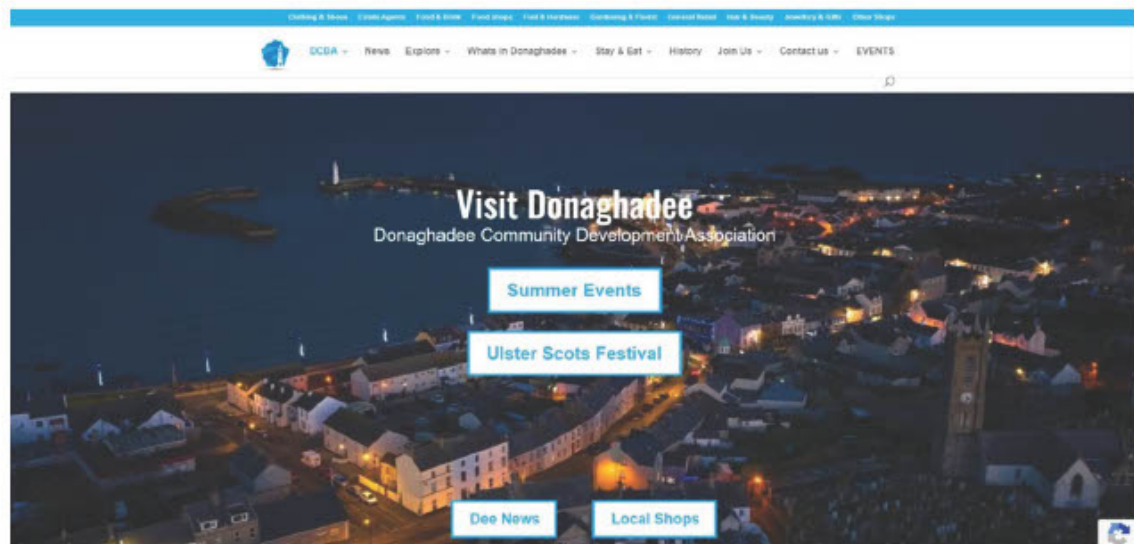
The goal is to make an accessible digital archive with access in line with the expectations of younger, digital savvy audiences. Along side this digital archive a series of social media posts (Video and Imagery) will be executed informing the younger audiences on social media about the surrounding area.

BENCHMARKING

As part of the development process, a benchmarking exercise has been undertaken on a range of regional organisations from across the sector. The websites benchmarked are all similar organisations from across the UK and Ireland that have been used to demonstrate methods of best practice. We have also benchmarked Discover Groomsports own website to compare and contrast to competitors.

The sites assessed during the benchmarking are:

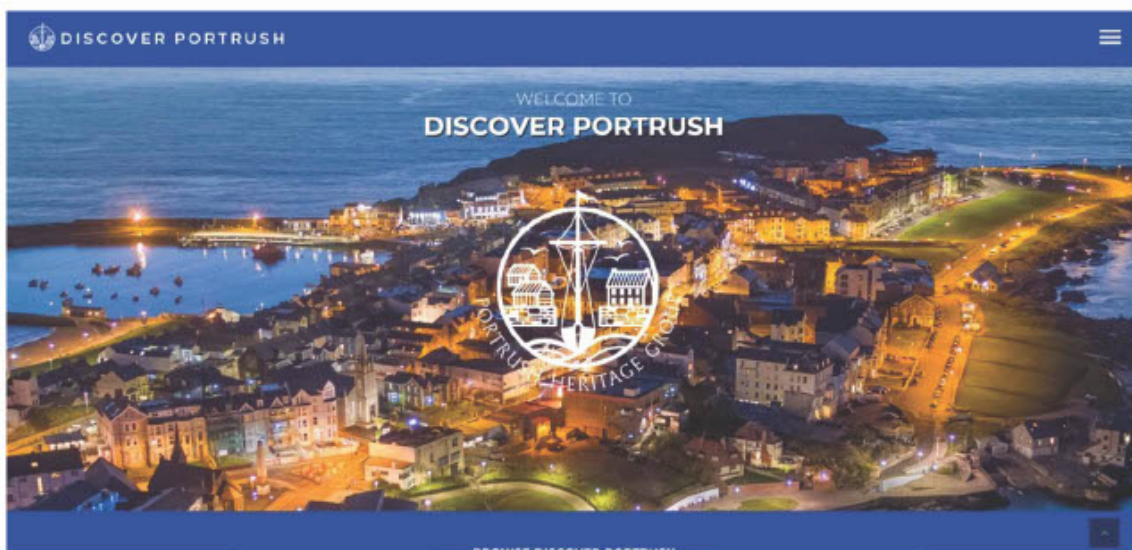
- Visit Donaghadee
- Discover Portrush
- Visit Cornwall
- Sunny Bangor
- Discover Groomsport
- Go Visit Donegal



<https://visitdonaghadee.com/>

THE BRIEF

BENCHMARKING



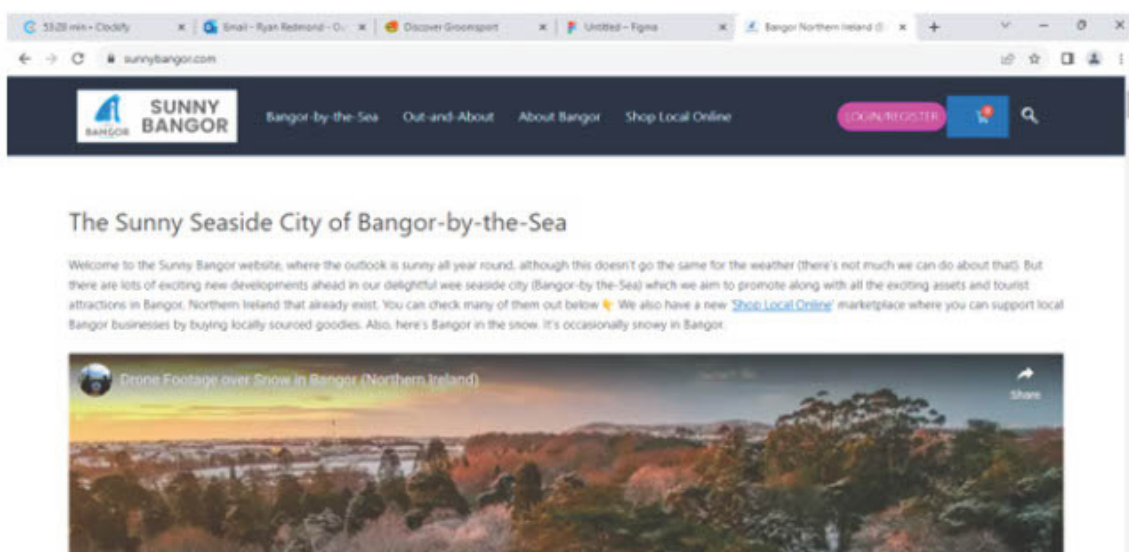
<https://discoverportrush.com/>



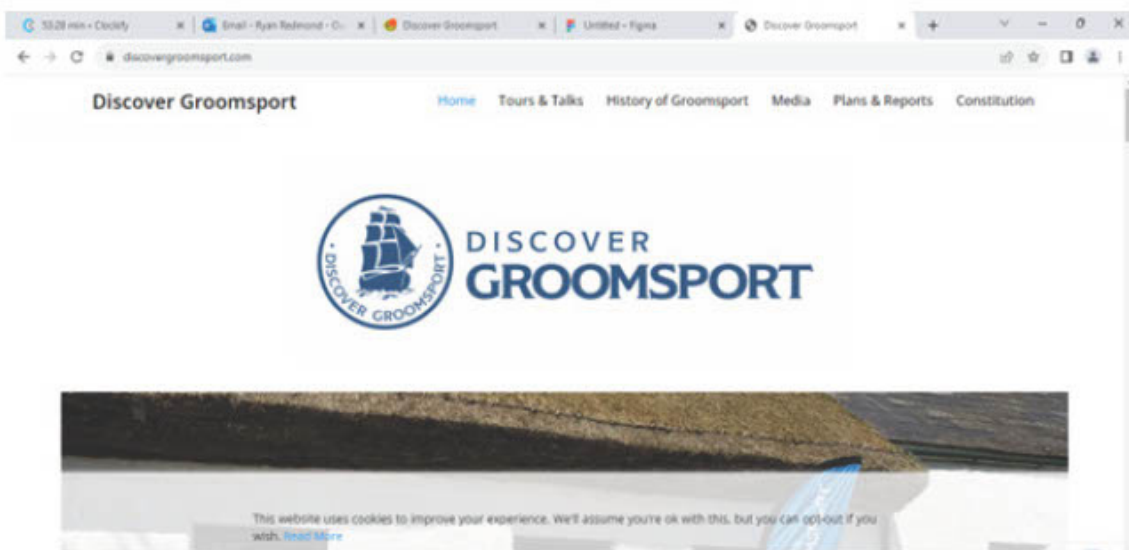
<https://www.visitcornwall.com/>

THE BRIEF

BENCHMARKING



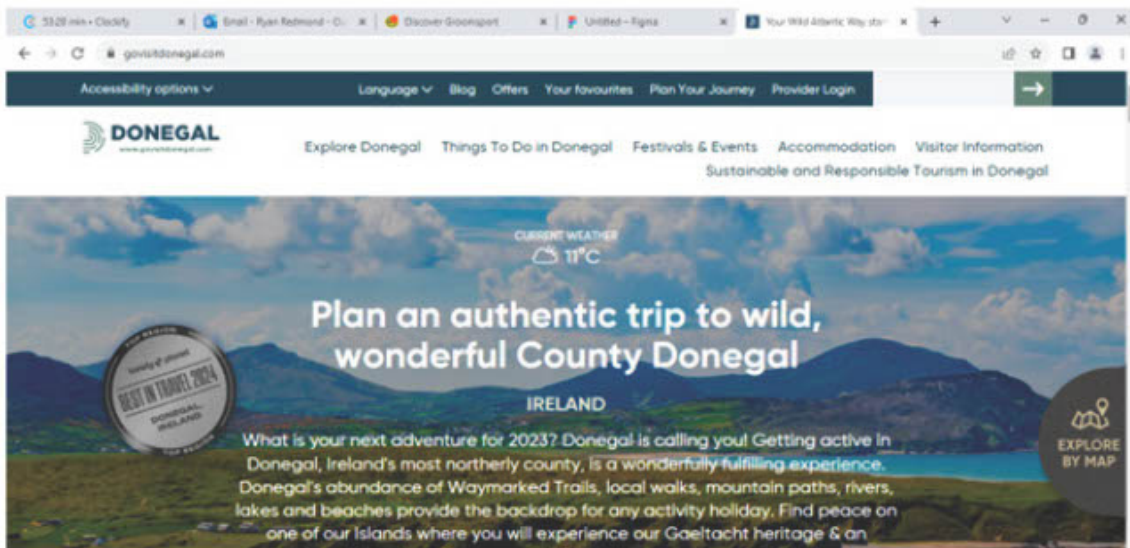
<https://sunnybangor.com/>



<https://discovergroomsport.com/>

THE BRIEF

BENCHMARKING



<https://www.govisitdonegal.com/>



THE BRIEF

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Portrush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Donegal
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	Logo and Branding placement	Logo placed in upper left corner - Visible	Logo placed in upper left corner - Visible	No actual logo just "Visit Cornwall" in serif font	Logo placed top left, very busy with different fonts	Logo placed large center.	Logo placed top left.
		Responsive, other elements such as button out of alignment	Responsive, all elements also responsive	Responsive, all elements also responsive	It appears to be built for responsiveness originally however it does not seem to work well	Header & images contains hover functions. Mainly read only text.	Responsive, hover functions on header and dropdown for languages.
	Image/content quality	All content quality is HD. No blur and all clear	Image used on homepage slightly blurry / Other image HD	All content quality is HD. No blur and all clear	All content quality is HD. No blur and all clear Fantastic Videography and photography	Hi quality photos, poor graphic design pngs.	High quality, professional photographs throughout the website.
Navigation	Primary menu functionality	Dropdown menus / hamburger menu (Mobile Phone, Tablet).	Dropdown Hamburger menu	Laid out top menu, burger bar for mobile and tablet	Laid out top menu, burger bar for mobile and tablet (burger bar does not appear to be functioning well)	Header placed top left with 6 links. Manual slideshow near footer.	Header top right, images used as links to advertise events.

THE BRIEF

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	Sitemap	No.	No.	Yes .	Yes.	No.	Yes.
	Contact us	Yes	No	Yes.	No.	Yes.	Yes.
	Social Medias	Yes.	Yes.	Yes, Facebook, Instagram, Youtube.	No	No direct links but contains social media guidelines.	Yes.
	No. of clicks to Contact Us.	1 Click	Not Active	1 Click	Not Active	1 Click	1 Click
	No. of clicks to social media.	1 Click per social media	1 click per social media	1 click per social media	Not Active	Not Active	1 Click per social media
	Any form of search functionality?	Yes	Yes	No	Yes	No	Yes
	Search type	Search Bar	Search bar within hamburger menu.	N/A	Search bar under search button	N/A	Search bar
Functionality	Load time	Medium	Medium	Fast	Medium	Fast	Medium
	Email / Newsletter Subscription	Yes	No	Yes	No (can sign up for an account on site)	No	Yes
Content	Background of place/ area	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.

THE BRIEF

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	FAQ or information page	No	No	Yes	No	No	No
	Social Media	Yes	Yes	Yes	No	No (not linked in site)	Yes
	Privacy Policy	No	Yes	Yes	Yes	Yes	Yes
	Disclaimers	No	Yes	Yes	Yes	Yes	Yes
Outdated content	N/A	No	No	No	Semi- outdated	No	No
Interactive Content	N/A	Yes	Yes (menu)	Yes	Yes (imbedded videography)	Yes (header & images)	Yes (header and images)

Score		69%	78%	92%	61%	57%	86%
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On benchmarking the following websites, social media and heritage digital archive examples for the Groomsport Digital Archive Development group, we can conclude this is a sector in which younger audiences are not catered for and this gives us an opportunity to develop sector leading archive materials for this audience.

TARGET AUDIENCE

LOCALS / TOURIST

The project aims to bring in new tourists and target a younger audience through its new innovative approach of updated website and digital archive.

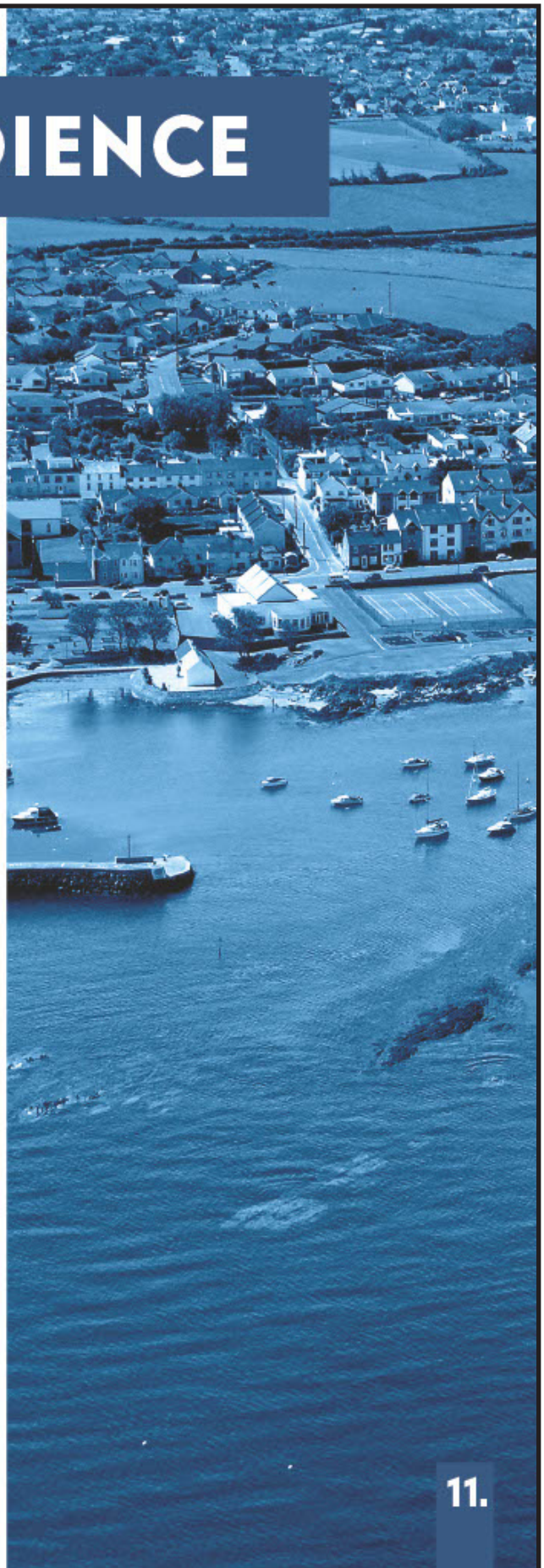
To achieve this, we recommend the Discover Groomsport group develop a new target audience for website and digital archive.

Based on the fact that the project is going to be using material to present the past of Groomsport in a modernized method, we are going to be aiming for the age groups of 16-30.

ADMINISTRATORS

Members of the Discover Groomsport carry out admin roles for the site. They typically update content and provide the site with any maintenance as necessary.

With the new website that will hold the new digital archive these admins will also hold responsibility for keeping content up-to-date and maintaining the site once project timescale has concluded.



THE BRIEF

MEET THE TEAM



JACK MARSHALL

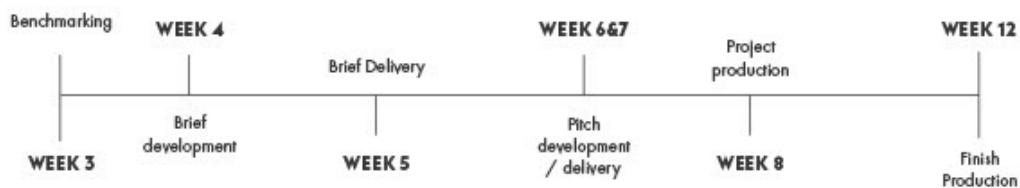


RYAN REDMOND



TOM WILSON

TIMEFRAME SCHEDULE



THE BRIEF

BEST PRACTICE

HAYWARD GALLERY AT 50

After benchmarking various websites and digital Archive Projects. We have concluded the two best projects that exhibit best practice in terms of functionality and deliverable content. The first example of best practice comes from 'Hayward Gallery at 50'. With strong core functionalities as a Digital Archive and innovative interactive features that keep the audience engaged through fluid and connected storytelling. This project is a strong example of the type of digital archive that we aim to achieve for Groomsport.



VISIT CORNWALL

The second example of best practice comes from the Visit Cornwall website with an overall website score of 92%. Visit Cornwall demonstrates stunning visuals and information to all visitors. This website is an excellent example of the interaction and storytelling that can be achieved. We will take best practice design and interaction from this into our digital archive development for Groomsport.



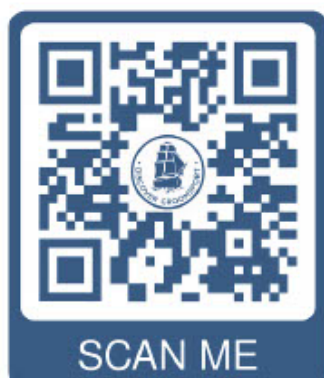
THE BRIEF

EVALUATION

In this project we propose to develop a digitalised archive to celebrate, promote and preserve the rich history and heritage of the village. This will be executed with a new wordpress website under the Groomsport banner, we have examined the costs and tried to be as minimal as possible as instructed by client meeting. Below we have laid out the costs after researching different products available.

OPTIONAL PRICE CHART

PRODUCT	ITEM	PRICE	QUALITY	ESSENTIAL
HOSTING	Wordpress Basic	£20/month (charged £240 annually) (+free domain for one year)	Best Value	Yes
	Wordpress Free	£0 (no domain)Try	Free but no Domain and very low storage (1GB low for content amount)	
DOMAIN	www.discovergroomsport.co.uk	£1 First year (£10 annually after first year) (IONOS)		Essential with Wordpress Free
STICKERS	Discover Groomsport QR Code Stickers	10 stickers £16.99 20 stickers £29.99 50 stickers £49.99 100 stickers £72.99 Via Vistaprint Free delivery on orders over £40	Best Quality for Value	No however would help drive traffic to website / socials



QR CODE MOCKUP

BRIEF FEEDBACK

After completing the brief and sending it off to the partners to give them a wider scope of vision for the direction the project is heading in, we received some kind feedback:

“GUYS

THANKS FOR THIS. IT IS A GREAT PIECE OF WORK FOR WHICH I HOPE YOU GET DUE CREDIT. IT IS THE SORT OF THING YOU WOULD EXPECT FROM A PROFESSIONAL CONSULTANCY.

I WAS REALLY IMPRESSED BY THE BENCHMARKING OF OTHER WEBSITES. IT WILL BE USEFUL TO REFER BACK TO THIS IN THE FUTURE WHEN WE NEED TO CRITICALLY ASSESS OUR OWN WEBSITE.

LOOKING FORWARD TO WORKING WITH YOU.

PETER”

- SECRETARY OF DISCOVER GROOMSPORT



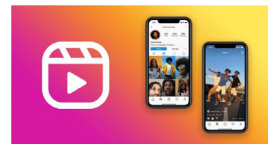
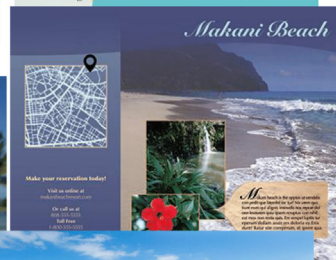
PITCH PHASE

MOODBOARDS

Mood boards are an essential part of the creative process. Before developing my pitch, itself I took my two main ideas for the pitch and developed them visually to help narrow down the elimination process, which would then allow the team to settle on one idea to develop for the final Pitch design. In each of my mood boards, I tried to implement all the factors the partners of the project asked to be implemented to give a much more creative and visual approach to writing the brief. In terms of the design process, this helped me eliminate a lot of questions and develop the brief.



Digital Archive linked with QR on notice boards linked to new website



Social Media Content Plan linked to Digital Archive developing a series of videos and content posts with a new set of 'fr' to get younger audiences involved.



Instagram Hashtag Generator

The SISTRIX Instagram Hashtag Generator suggests successful hashtags for your posts. Achieve higher visibility and more followers. Simply enter a hashtag to start.

#groomsport *

The use of the tool is free. You can do up to 25 queries a day. Once the limit is reached, a registration will be needed.

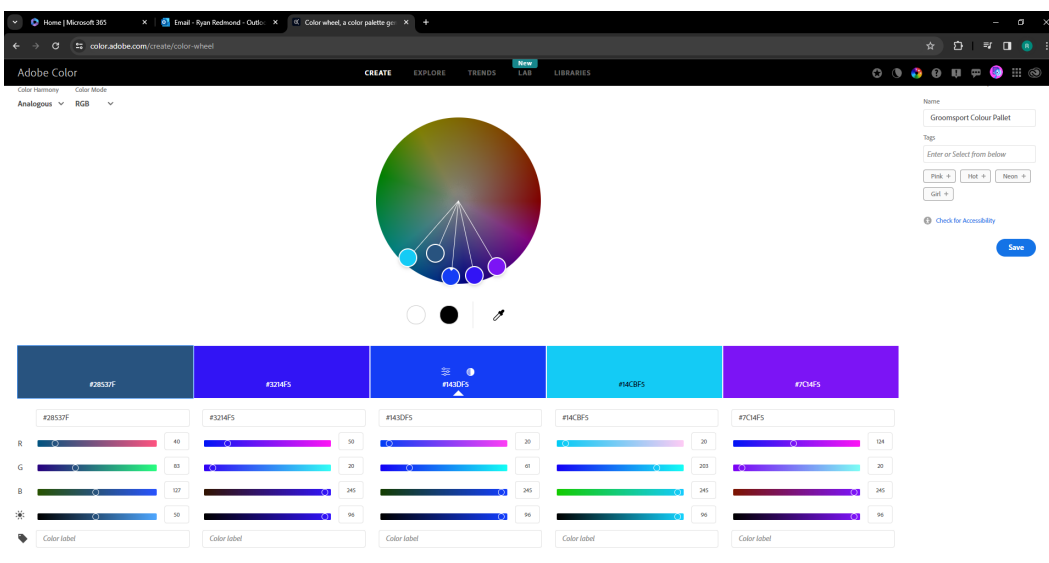
Copy

The best 15 tags

#boatinglife #coastalphotography #exploireireland #explorenorthernireland #irelandcalling #northernireland #northernirelandphotography #purenorthernireland #repost #sailingadventure #sailinglove #sailingpassion #skylovers_clouds #visitireland #yachtingworld

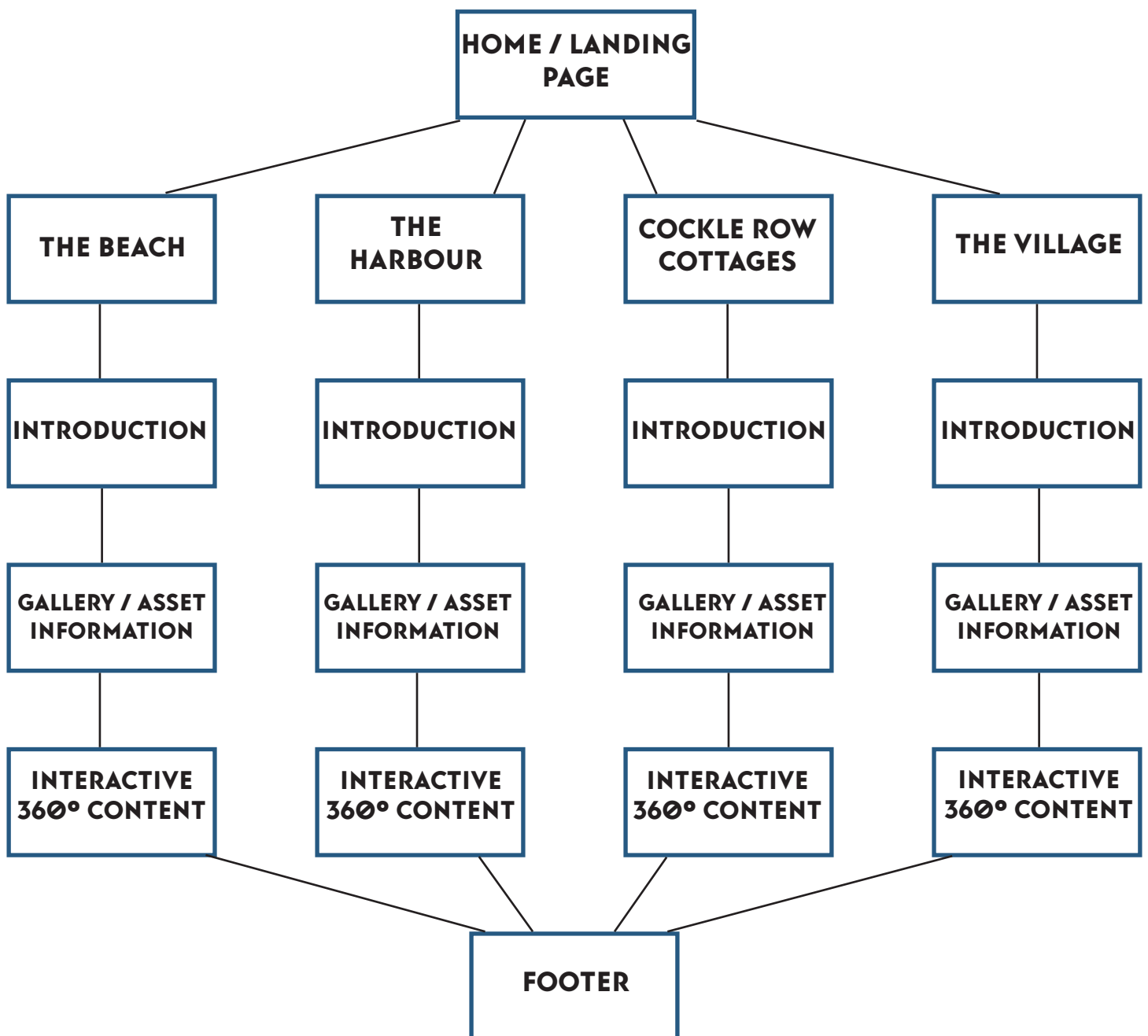
COLOUR PALLETE

In the process of developing the ideas for my pitch, I also decided to do some colour research. From my previous years in development my knowledge of colour physiology and how different colours effected us differently emotionally. Before starting this research I knew that Groomsport had there own colour scheme being blue (#28537F) I took their logo into Photoshop and used the eyedropper tool to get this. After getting this I then did some research on the colour blue and the effect it can have which is calmness and relaxation. After doing this I then used adobe colour to develop a colour pallet for my Pitch concept. (Discover Groomsport, n.d.)



SITE MAPPING

Before developing the design concept for the digital archive, I also went through the process of site mapping. By doing this it meant I could structure the pages and existing content on each page, which would overall help me with my approach to the concept design that would be included in my pitch. Below you can see my sitemap:



MY PITCH

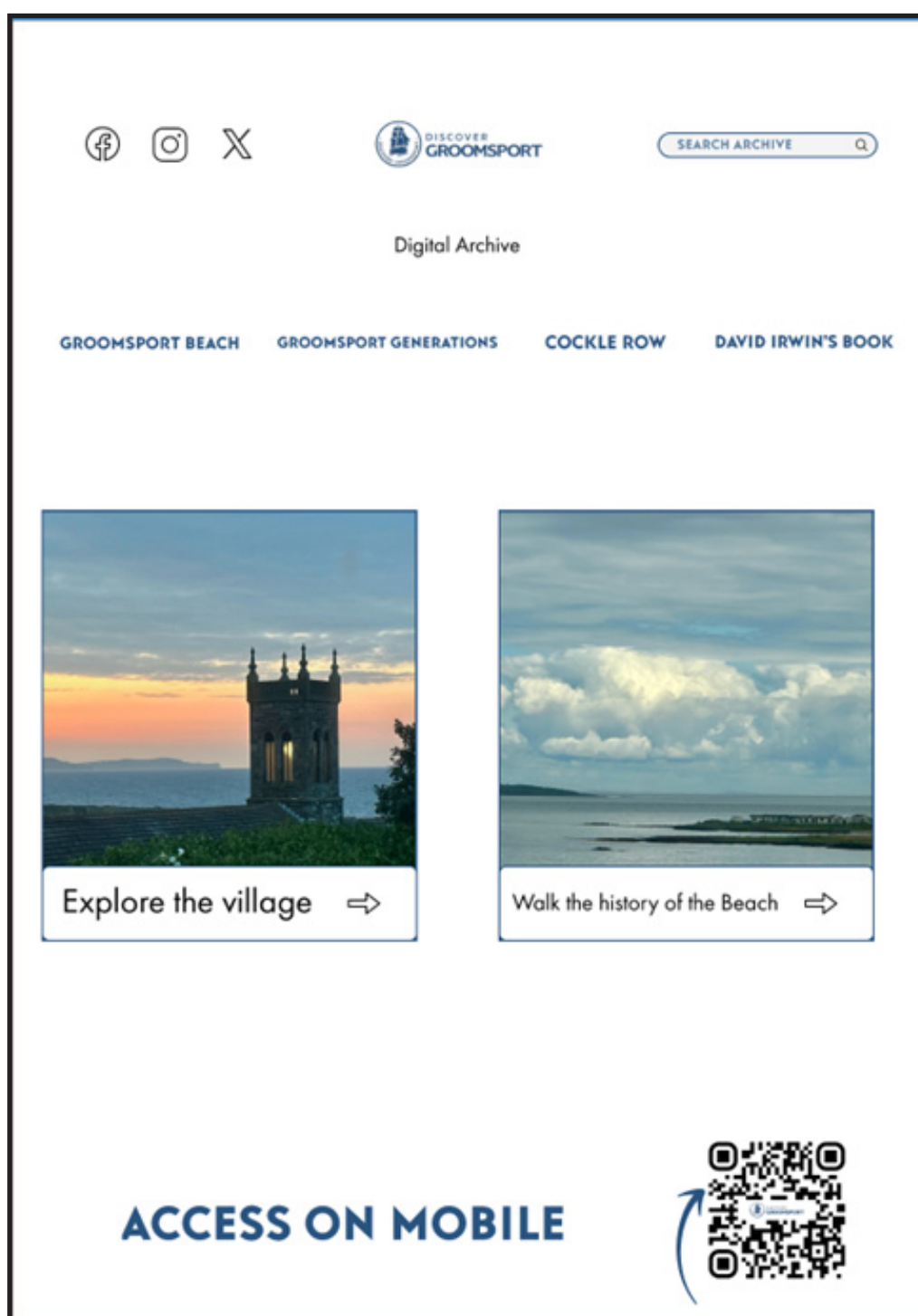
After developing the brief, the team and I were tasked with developing three different design pitches based on the brief. Every member of the team was encouraged to come up with three different project approaches. In the design process, I used Photoshop for graphics and Figma for the overall UX/UI design approach of the new digital archive. Below is the final version of the pitch that I presented to Claire, Liz, Peter, and Audrey. (Figma, 2023)



DESIGN PROCESS

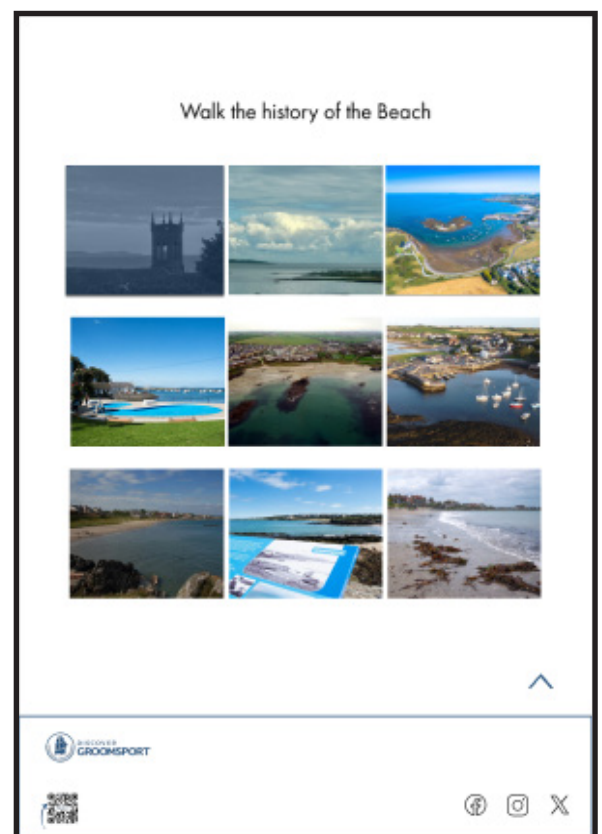
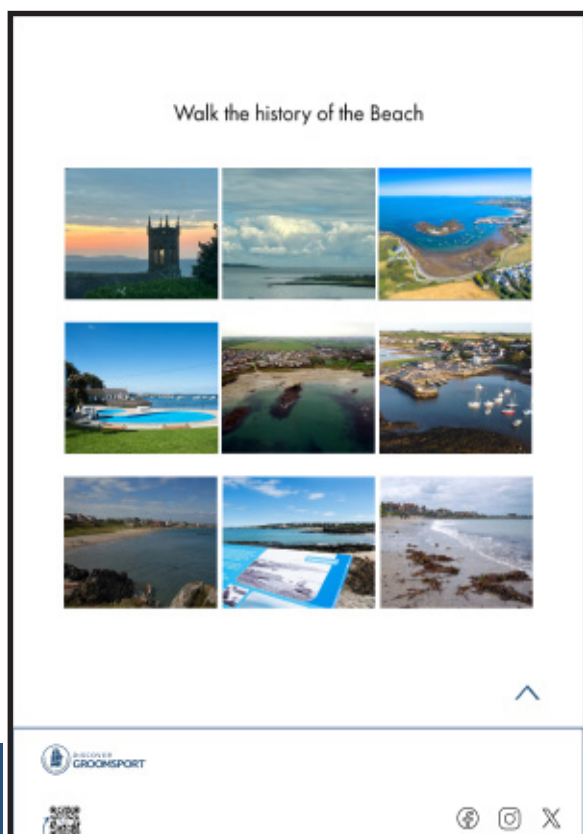
In the pitch process, I personally experienced a lot of trial and error with various design approaches to my version of the digital archive. I kept all of these versions, and I will present them below to show a progression of how my design evolved into its final form.

VERSION 1



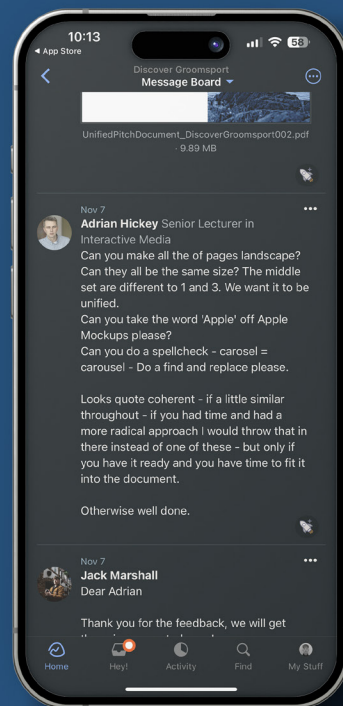
DESIGN PROCESS

VERSION 2



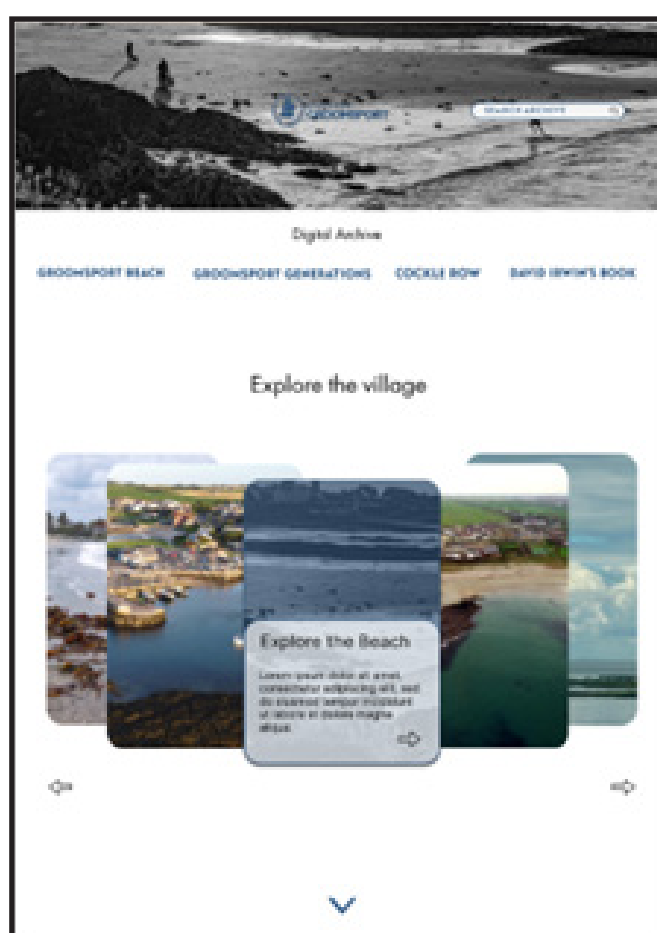
REFLECTIONS

After submitting my pitch concept to Adrain via Basecamp he had the following feedback, based on this I decided to implement features from the first iteration of my design concept and combine them into version 3/4 of my design concepts. I felt this to be the best course of action, however, I also identify a weakness here in terms of taking an initiative and proactive approach to developing a more radical solution.



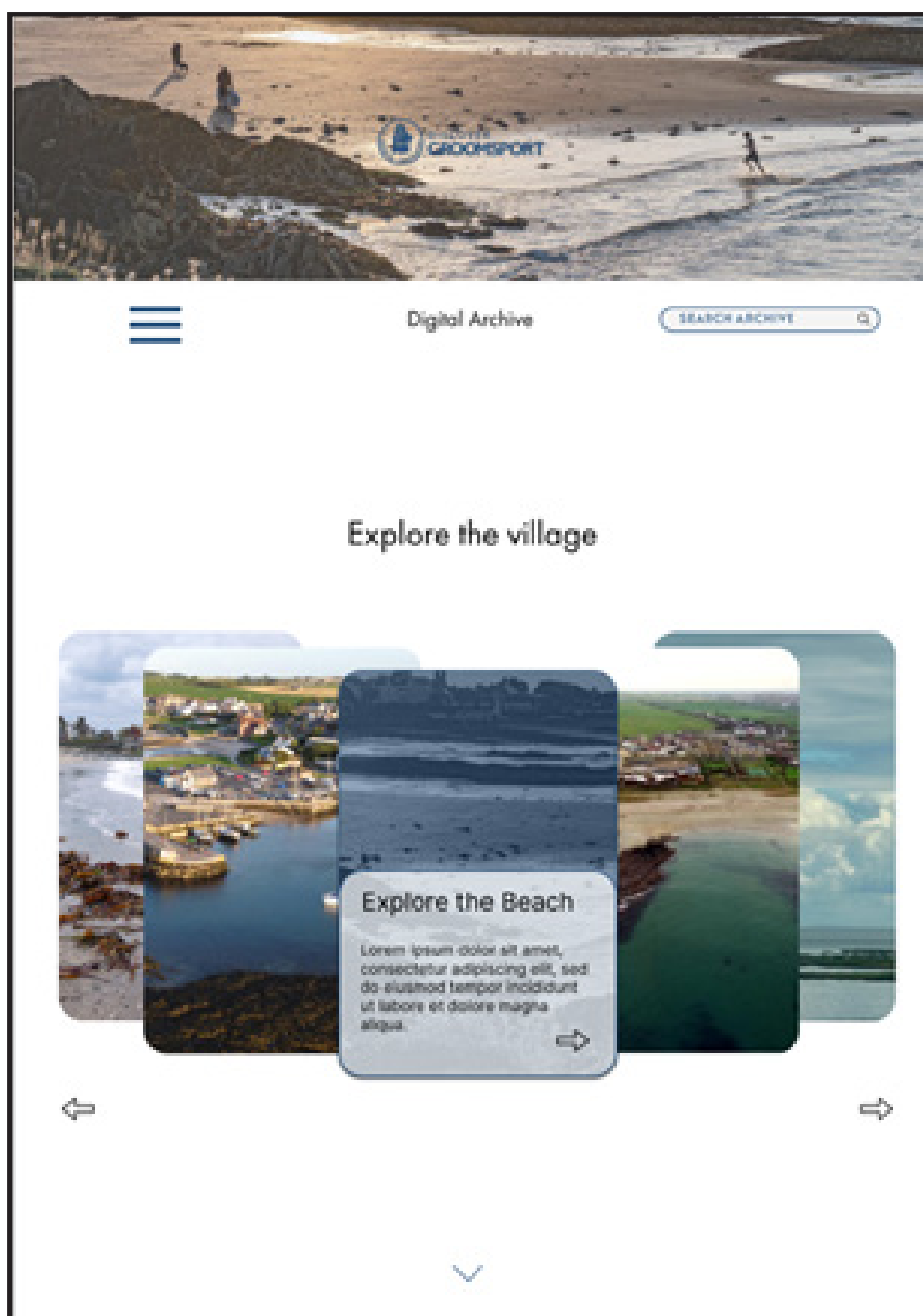
DESIGN PROCESS

VERSION 3/4



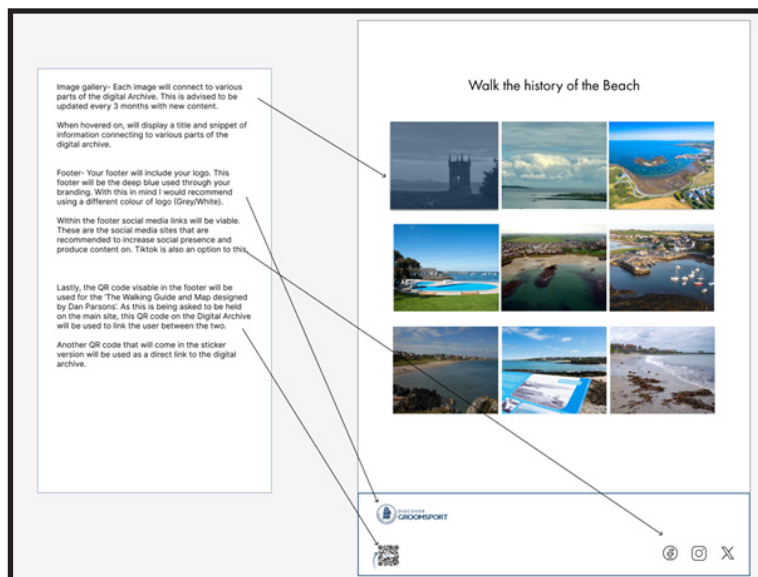
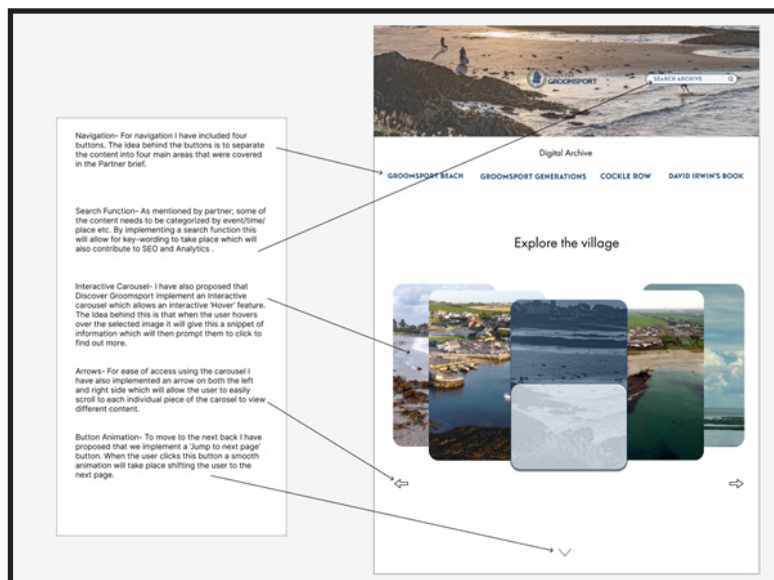
DESIGN PROCESS

MOBILE VERSION



DESIGN PROCESS

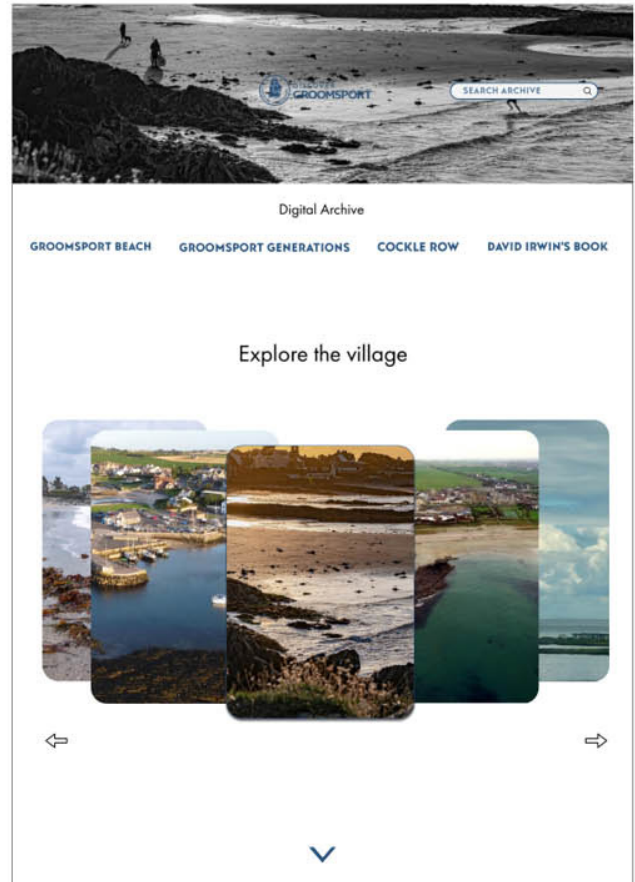
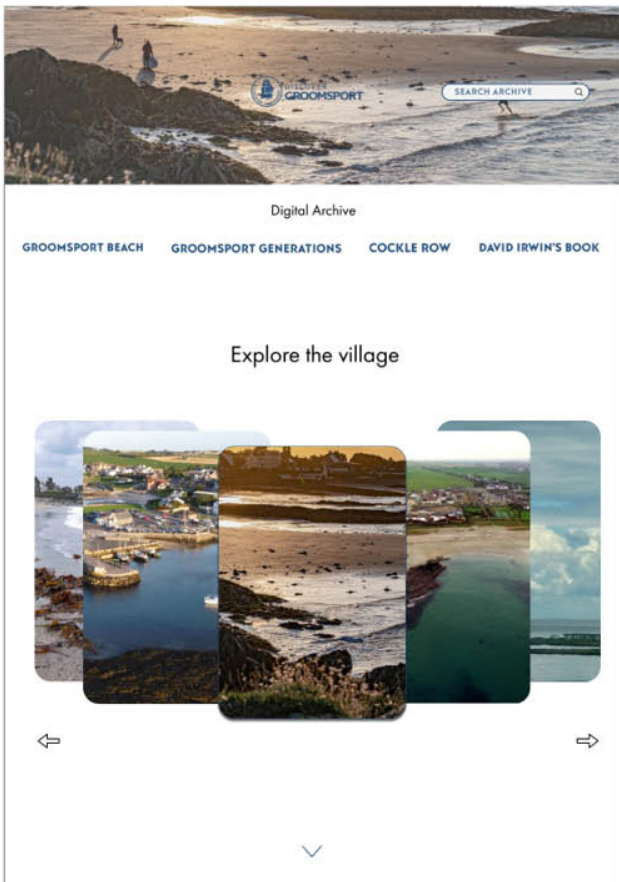
Before going into the pitch I also developed an illustrated version of my digital archive. I decided to not include this in the final pitch as I personally felt this may have been information overload to some of the attending partners and it would be better for me to just explain features based on the notes I produced.



CONCEPT 1

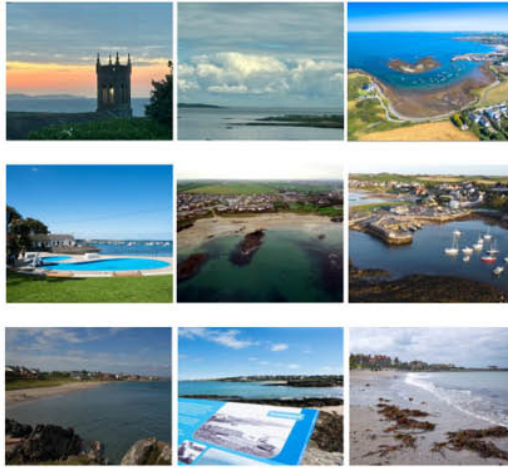
CONCEPT 1:

New Discover Groomspport Website/Digital Archive (Coloured and Black/White)



CONCEPT 1

Walk the history of the Beach



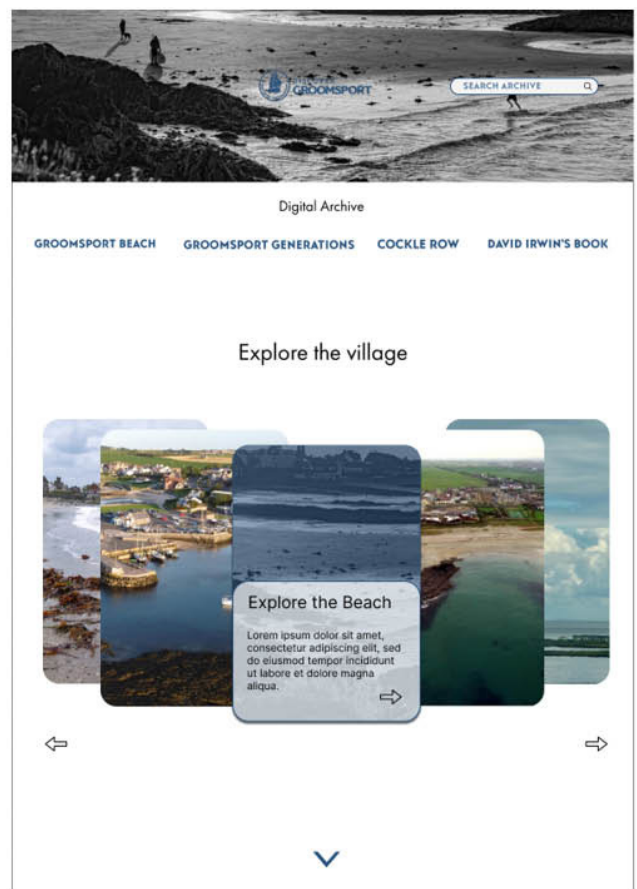
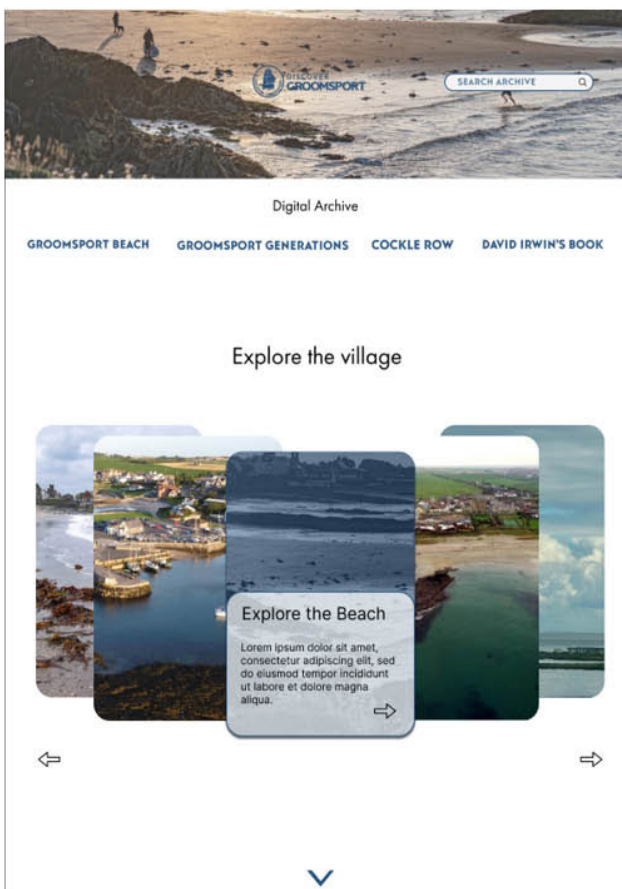
DISCOVER
GROOMSPORT



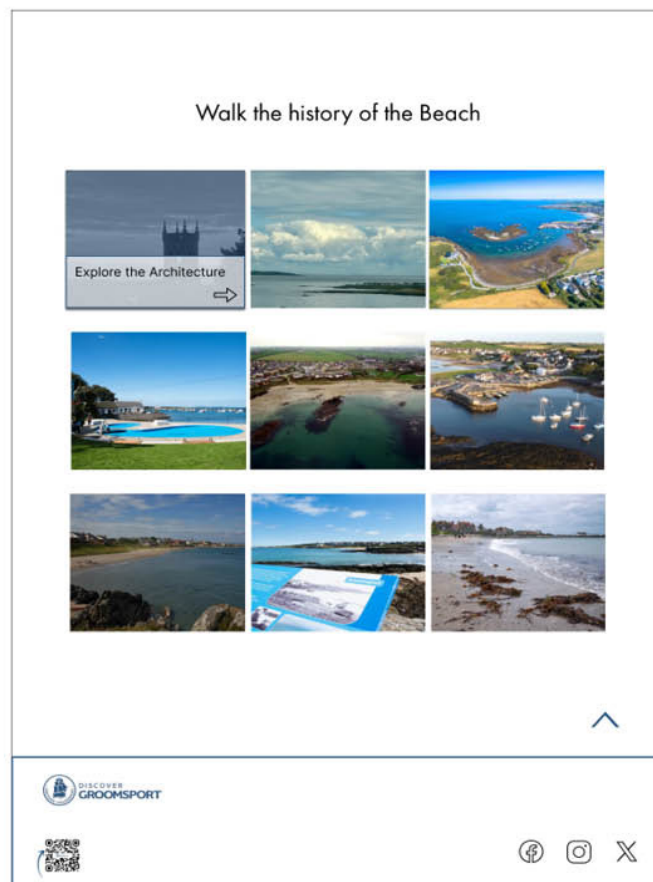
CONCEPT 2

HOVER CONCEPT:

Hover concept on coloured version and Black/White iterations

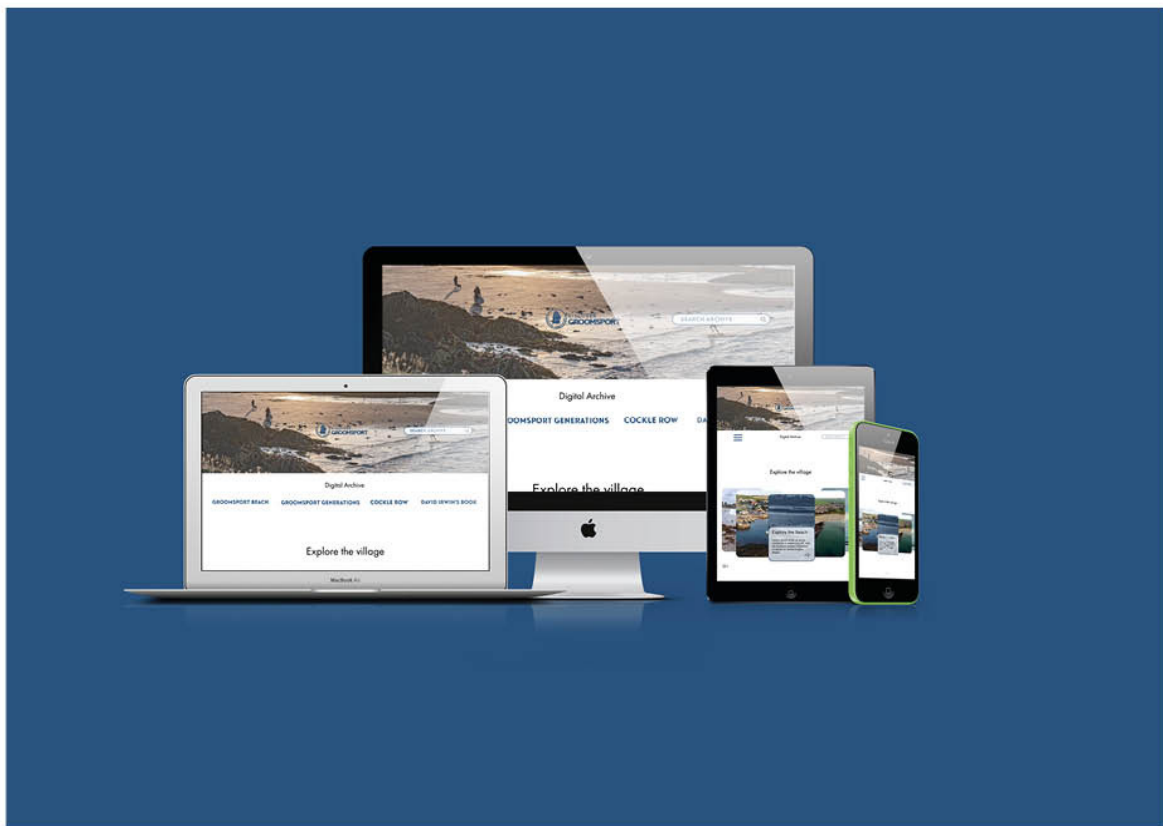


CONCEPT 2



MOCKUPS

MOCKUPS ON VARIOUS DEVICES



QR CONCEPT

QR CODE



QR STICKER CONCEPT

QR STICKER MOCKUP

Stick on various information /notice boards



JACK'S PITCH



GROOMSPORT DIGITAL ARCHIVE

COLOUR PALETTE



NAVAL BLUE GROOMSPORT
GREY



KEY AREAS

- ORGANISED HIERARCHY
- VISUALLY CLEAR SECTIONS
- BURGER BAR DROP DOWN NAVIGATION
- INTERACTIVE BUTTON TO ENTER GALLERY
- PROMINENT SOCIAL BUTTONS







DIGITAL MOCK-UP

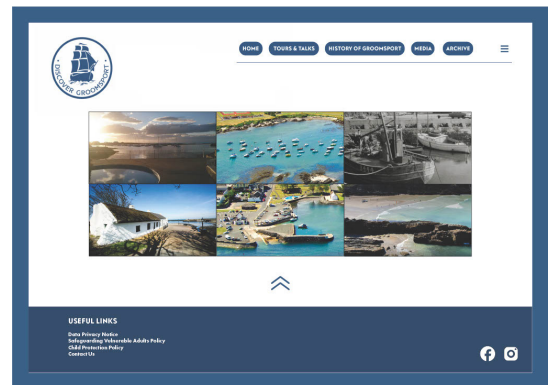
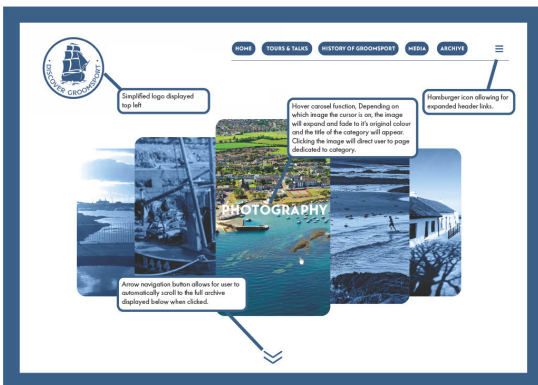
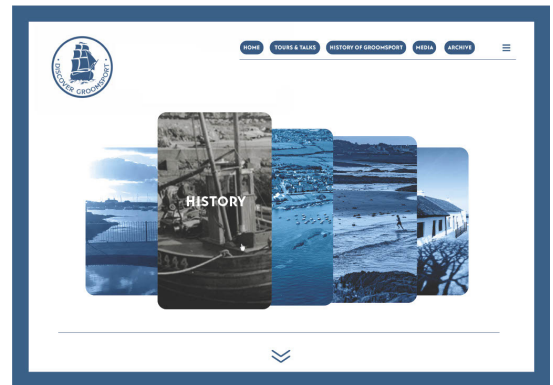


QR CODE

- QUICK NAVIGATION TO DIGITAL ARCHIVE
- REPRESENTS GROOMSPORT WITH COLOUR AND EXISTING LOGO
- CAN BE POSTED DIGITALLY OR PRINTED DEPENDING ON NEEDS
- REPRESENTED IN GROOMSPORT COLOUR PALETTE

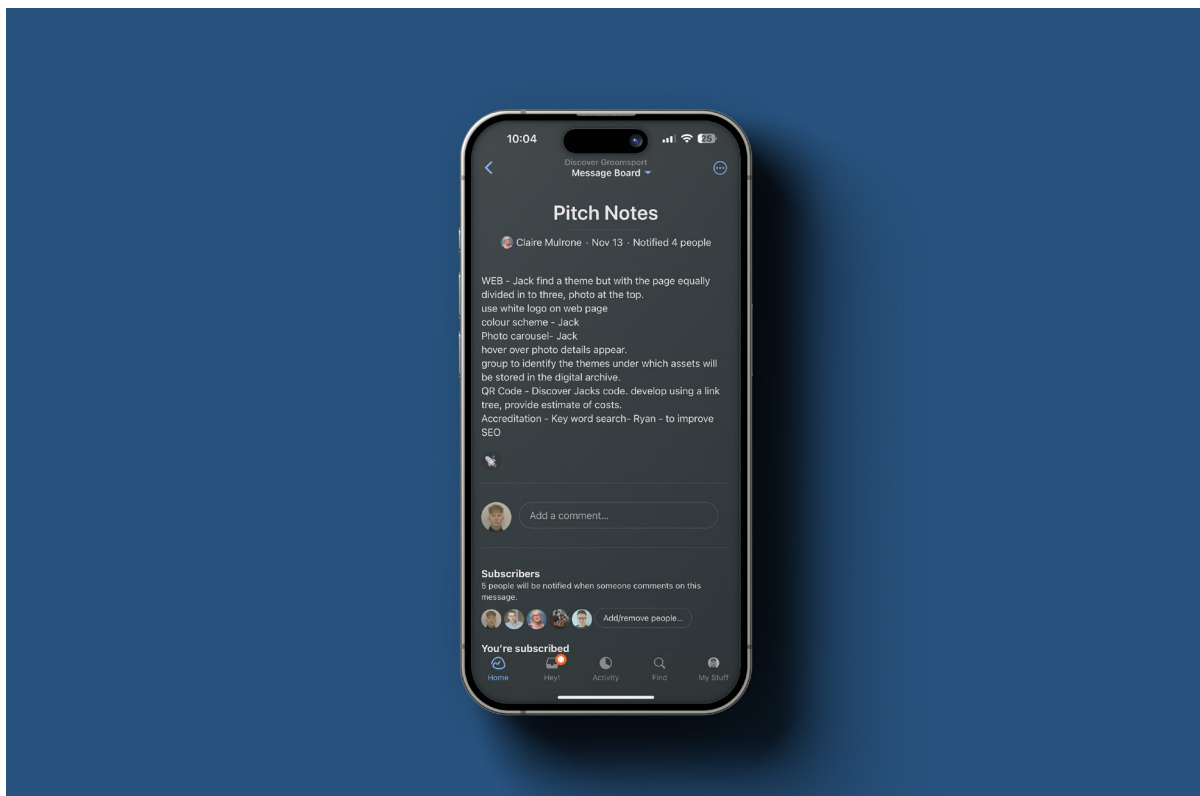


TOM'S PITCH



PITCH FEEDBACK

After the team delivered our pitches. The partners (Liz, Peter, and Audrey) decided they didn't want to choose just one of the solutions presented. Instead, they wanted to take various design factors from each pitch and integrate them to create one big design. The team and I were more than open to doing this. Below is the feedback they gave that Claire kindly summarised in a Basecamp Post for us:



REFINED PITCH

Based on the feedback given, the team and I re-iterated the design in the pitch and developed the new concept for the Discover Groomsport Digital Archive, this new concept combined features of all three of the pitches together that the partners liked to develop a concept that was more towards their needs.



GROOMSPORT DIGITAL ARCHIVE

JACK MARSHALL
RYAN REDMOND
TOM WILSON

REFINED PITCH

GROOMSPORT DIGITAL ARCHIVE

COLOUR PALETTE



NAVAL BLUE



GROOMSPORT
GREY

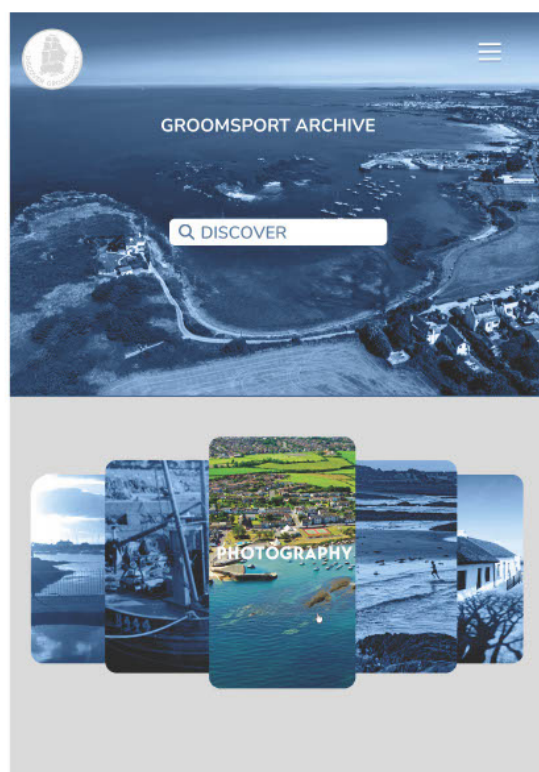
These main
colours will be
supported with
white

REFINED PITCH



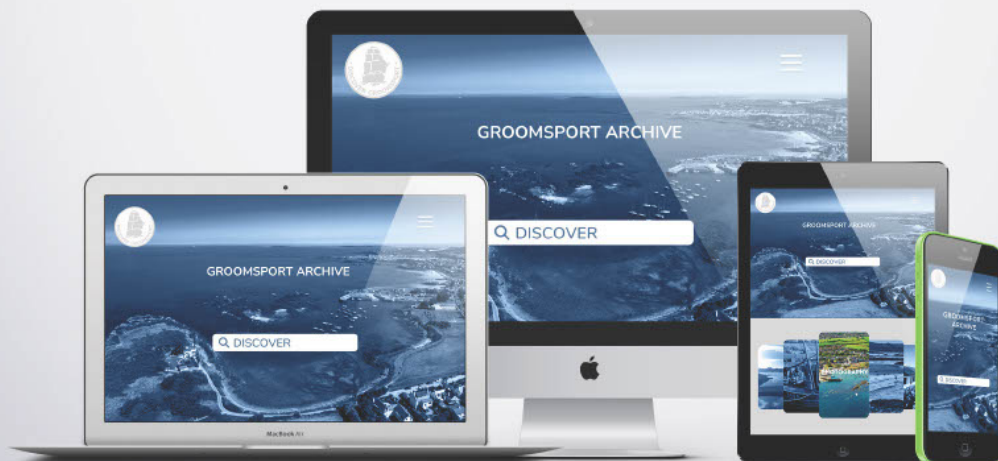
KEY AREAS

- ORGANISED HIERARCHY
- VISUALLY CLEAR SECTIONS
- BURGER BAR DROP DOWN NAVIGATION
- INTERACTIVE CAROUSEL TO ENTER SECTIONS
- PROMINENT SEARCH BAR

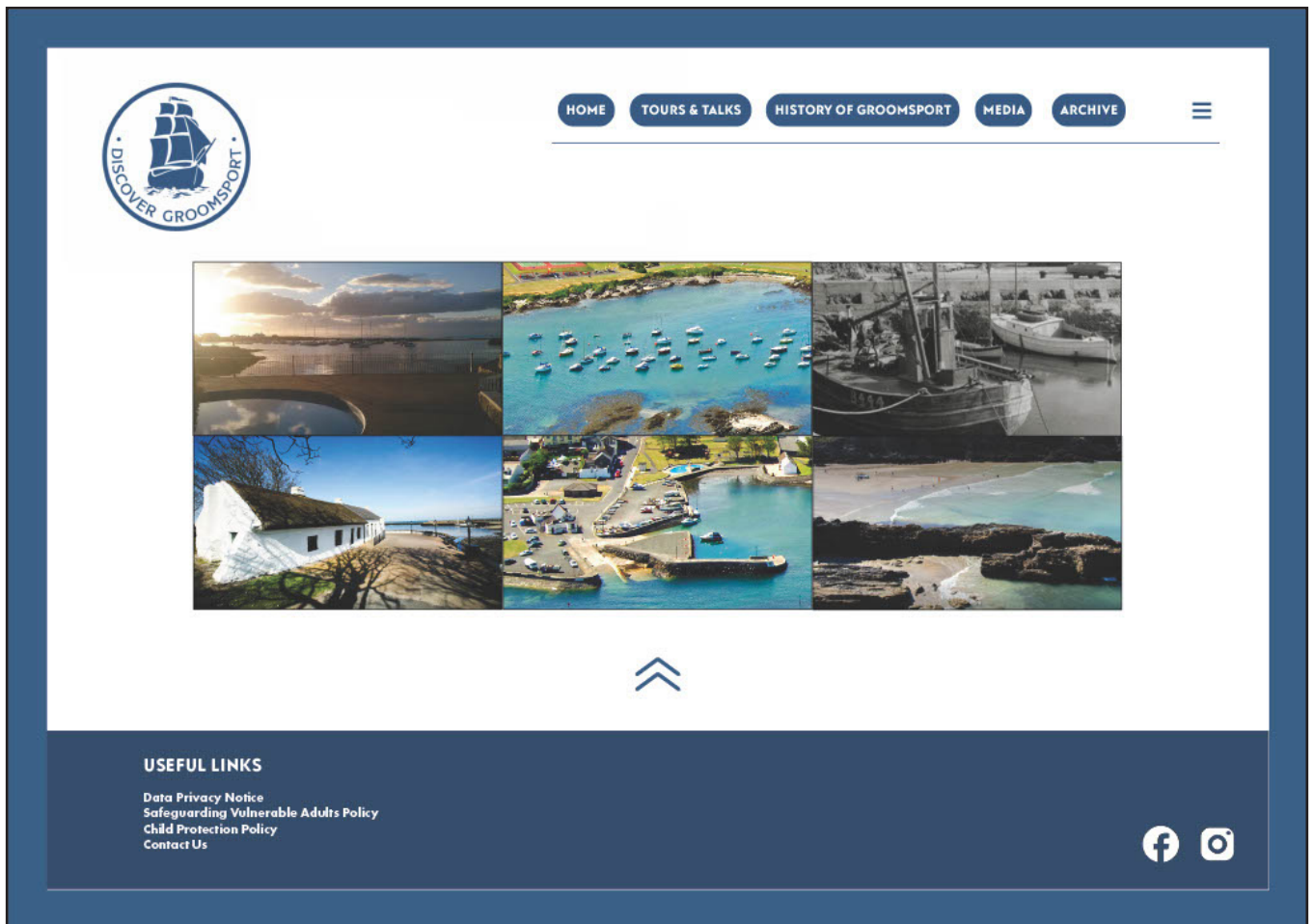


REFINED PITCH

DIGITAL MOCK-UP



REFINED PITCH

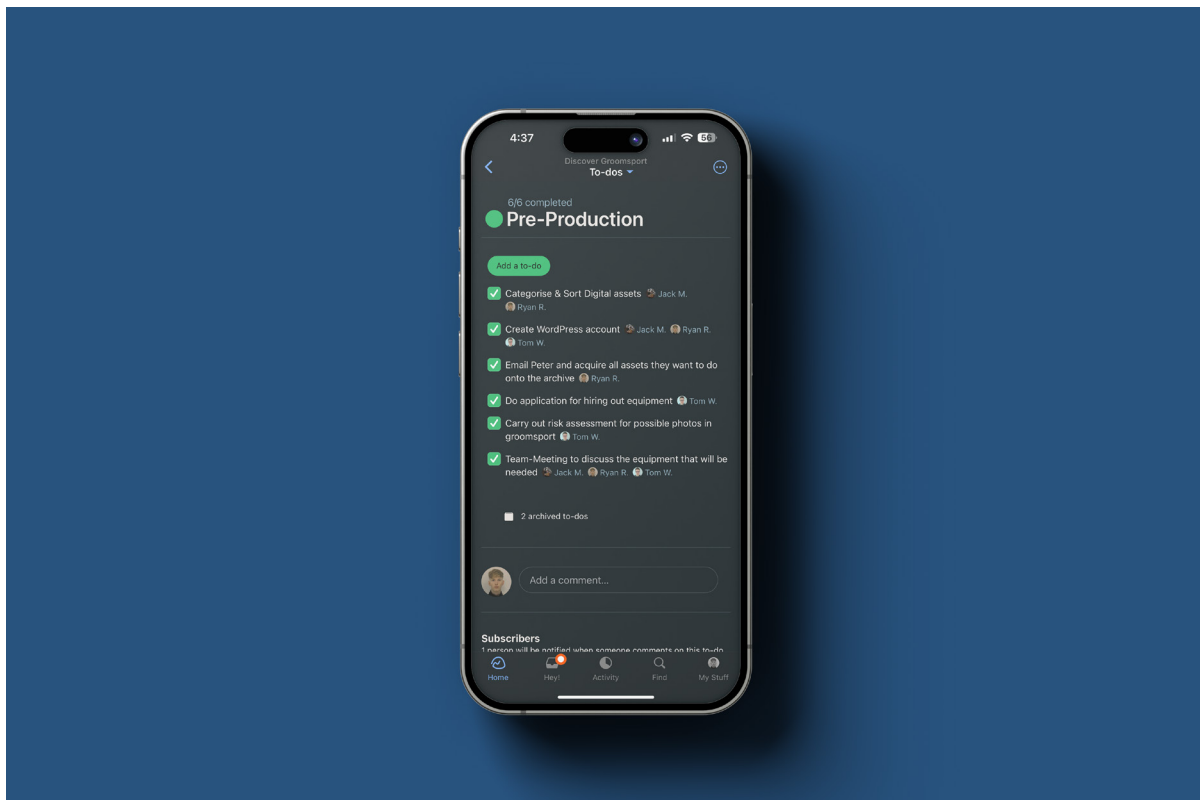




PRE-PRODUCTION

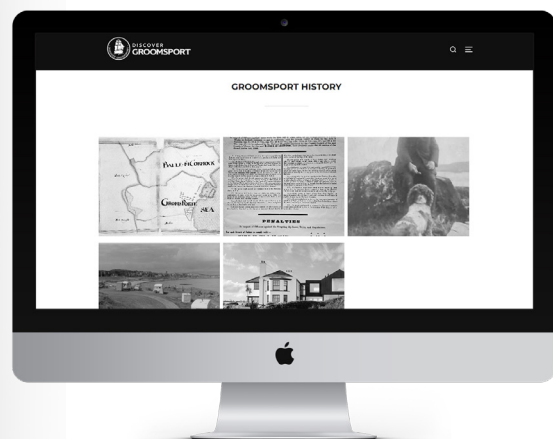
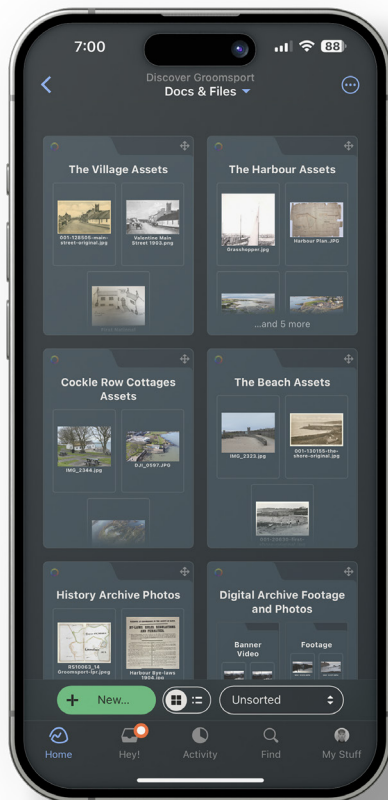
ASSIGNING ROLES

In the pre-production phase, the team and I started to prepare tasks for one another, these tasks would help the production phase of the project and ensure we got into the best shape possible before building the Archive for Groomsport. I was tasked with Categorizing and Sorting the digital assets and developing the base of the site.



ASSET SORTING

As a part of the pre-production phase, one of my tasks was to categorise and sort the assets Peter sent through via email. I did this by downloading each asset, and creating four folders on the basecamp: The Village Assets, The Harbour Assets, The Beach Assets, and Cockle Row Cottage's Assets. In the process of doing this, I realised that some of the assets Peter sent through did not meet the category criteria of the following listed. Therefore when designing the base of the site I decided to add an extra page called 'Groomsport History' This is to act as a 'Mini Archive' for any assets that don't belong within the categories presented. (Freepik, n.d.), (Unblast, 2023a).

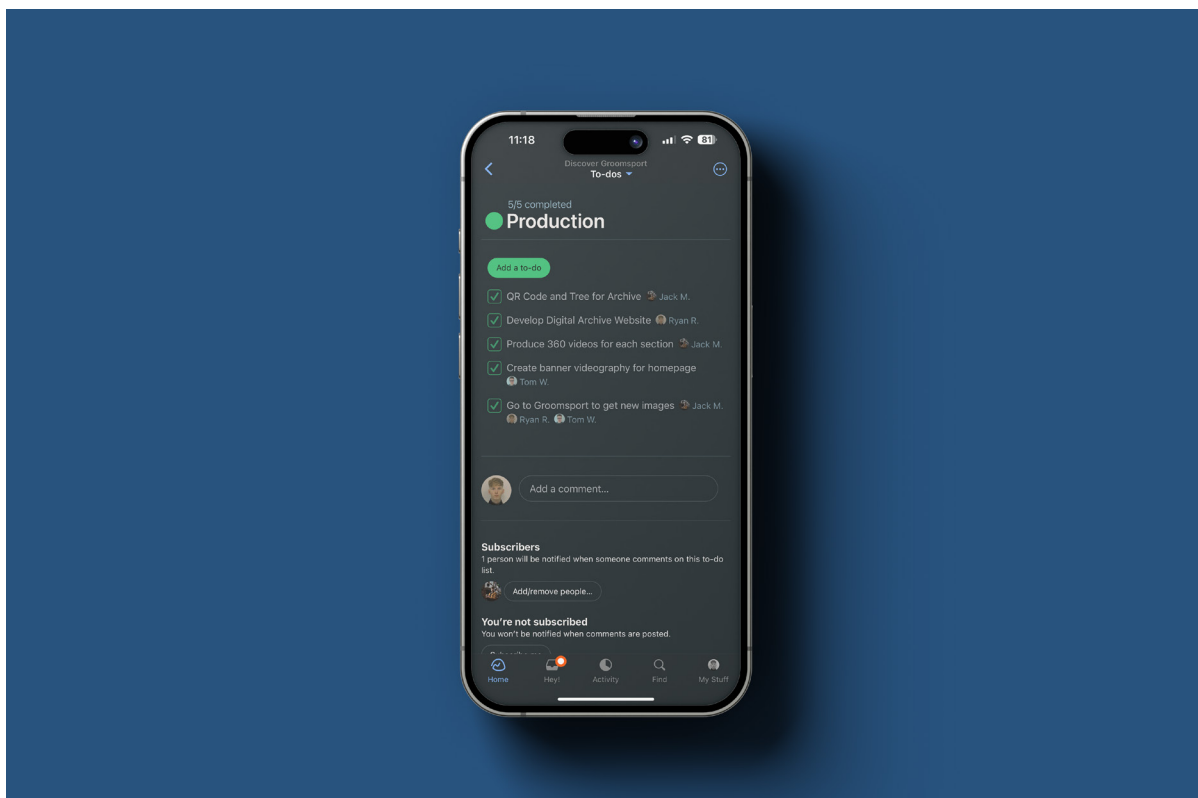




PRODUCTION PHASE

ASSIGNING ROLES

In terms of the production phase, I was assigned to do the website. Originally it was going to be me and Jack however as a team and with the guidance of Adrain and Claire we felt it was best one person was assigned to it. Before this decision was made I had already started developing the base of the site therefore it made sense for me to carry on with this side of the production phase. Below is the to-do list for the production phase and everyone's assigned tasks.



DEVELOPING ASSETS

On the 1/12/2023 the team and I took a trip down to Groomsport to collect Video, Imagery and 360 Imagery that would be then later on embedded into the website by myself. Here is some of the content we captured in Groomsport during our visit.



Our History

This pair of fishermen cottages (Cockle Row) are the last remainer of traditional Groomsport and are thought to be 350 years old. One indicator of their age is the fact they are built at right angles to the sea which provided shelter from fierce coastal storms.

* Legend has it there was a blacksmith's forge on this site at the time. Mural of a soldier was found in 1929 overlooking the area during the 19th century. This included victory at the Battle of the Boyne where Schomberg would die in battle.






The cottages were inhabited until the 1950s and were saved from demolition in the 1970s by a group of local people who leased it from the Council. The council restored the cottages and opened them to the public during weekends in the summer.

The remainder of Groomsport traditional cottages disappeared, including a row leading down to the former Coastguard Watch house, the white building on Ballymacormick Point, to the left of Cockle Island.

In 1999, North Down Borough Council were awarded an EU grant to partially restore the cottages including the first installation of electricity. They reopened that summer, with one building becoming a heritage cottage to allow visitors to experience bygone life and the other as a modern Visitor Information Centre. Since then they have become a much-loved authentic attraction for Aids and North Down.

Discover more about our place at visitorsandnorthdown.com

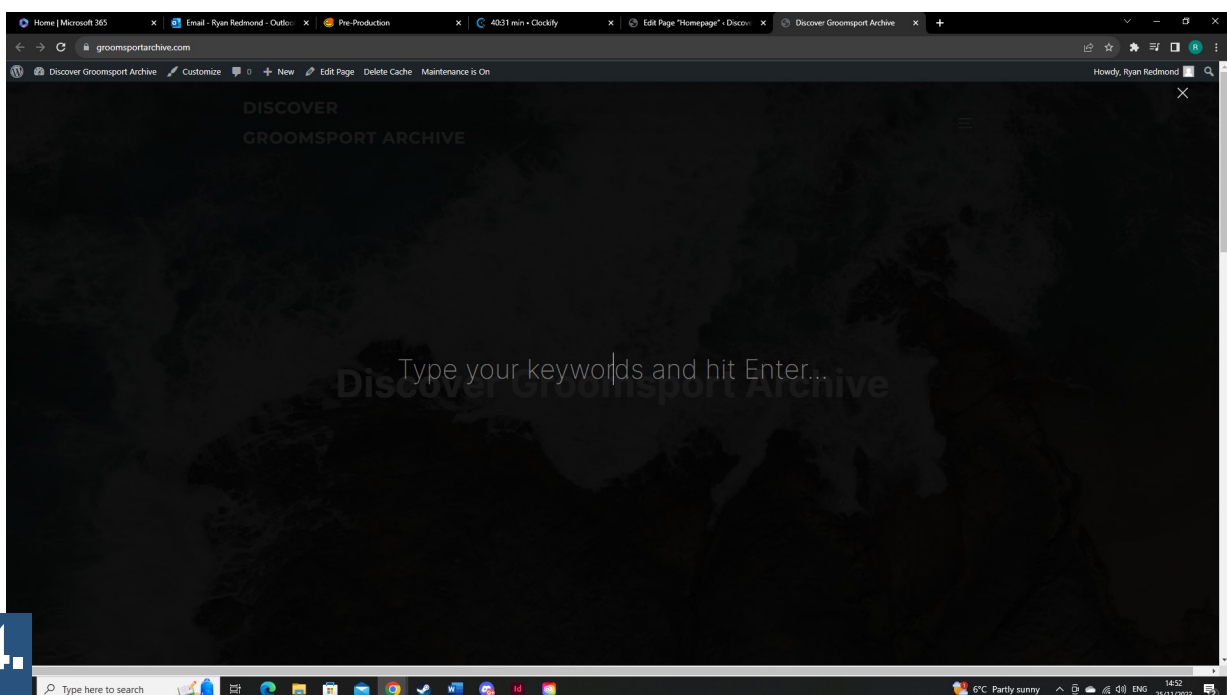
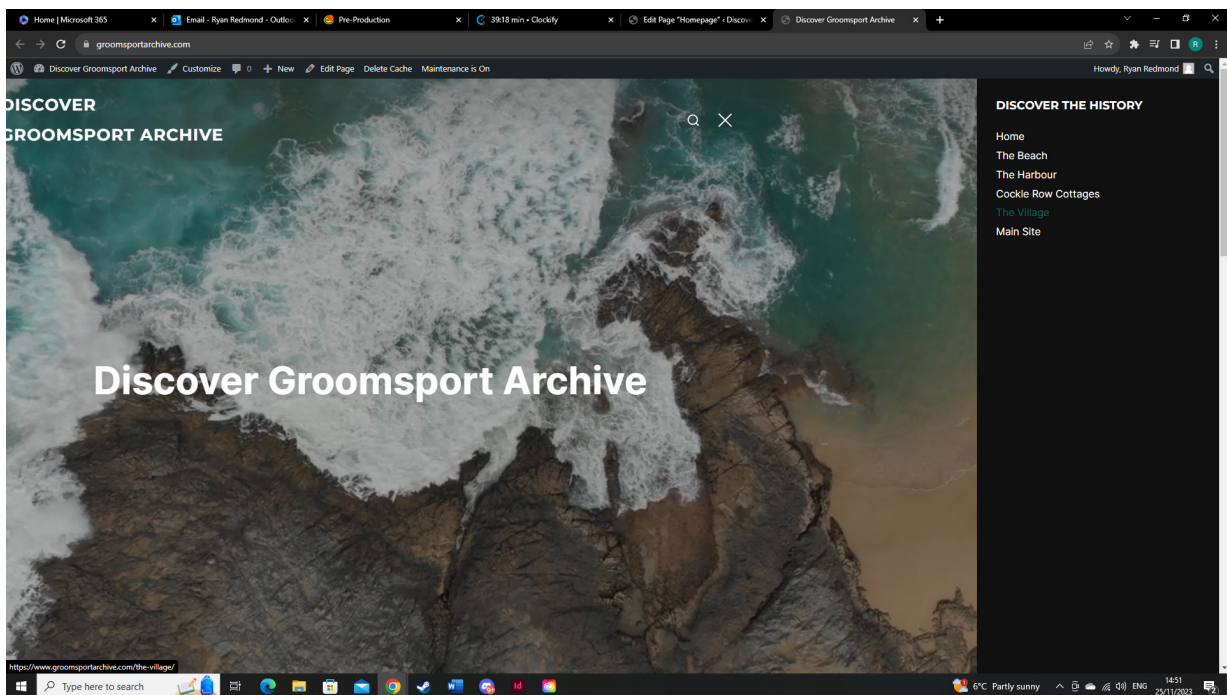
Cockle Row Cottages



Ards and North Down Borough Council

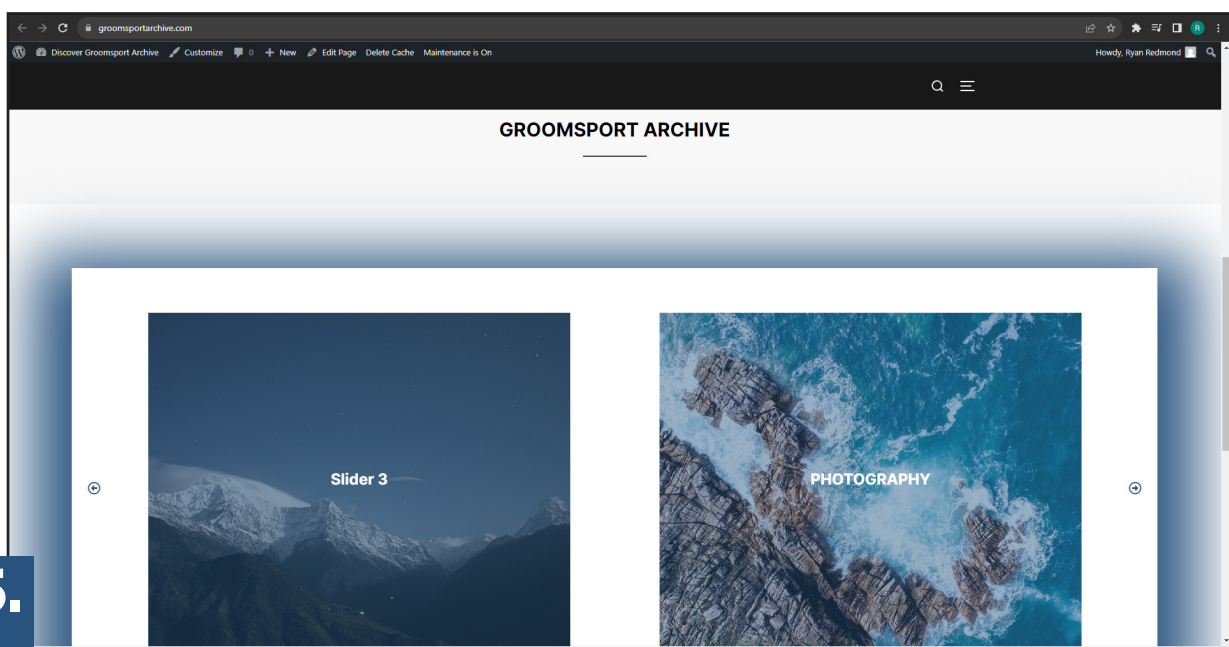
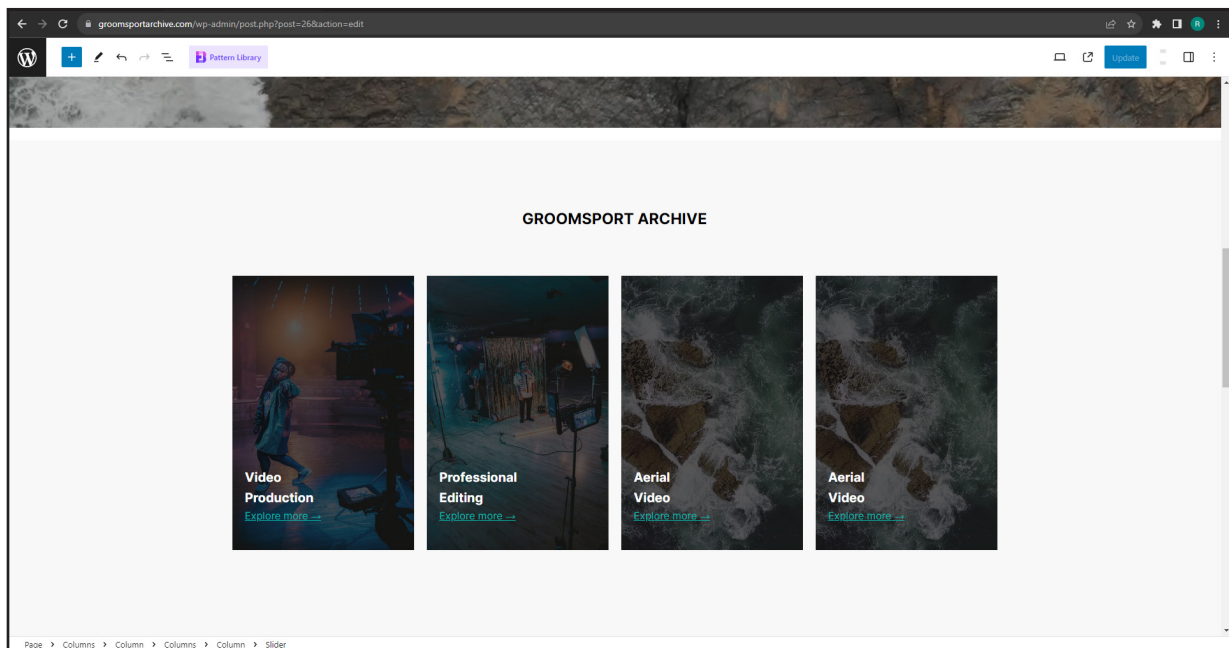
ARCHIVE DEVELOPMENT

As mentioned before hand, in the production phase Jack and I were going to take on the web-design of things as a duo, however we then made a group decision to make it my job. Jack helped develop the starting website theme and supporting navigation as shown below before I took over this role as the main designer.



CAROUSEL

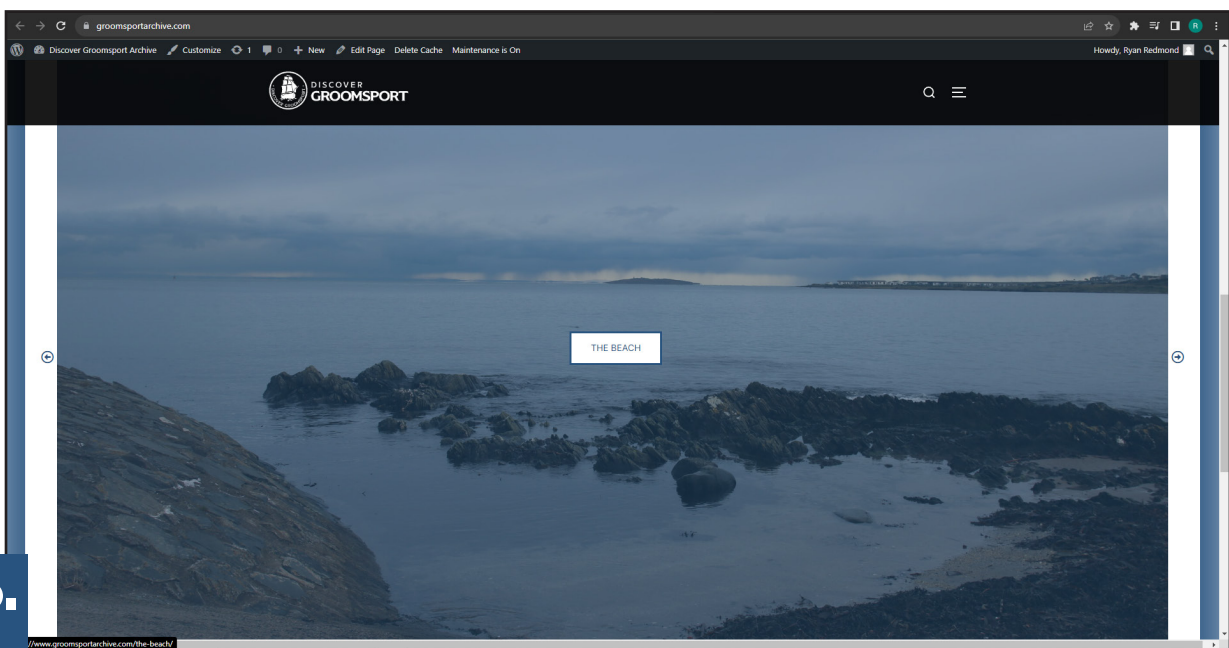
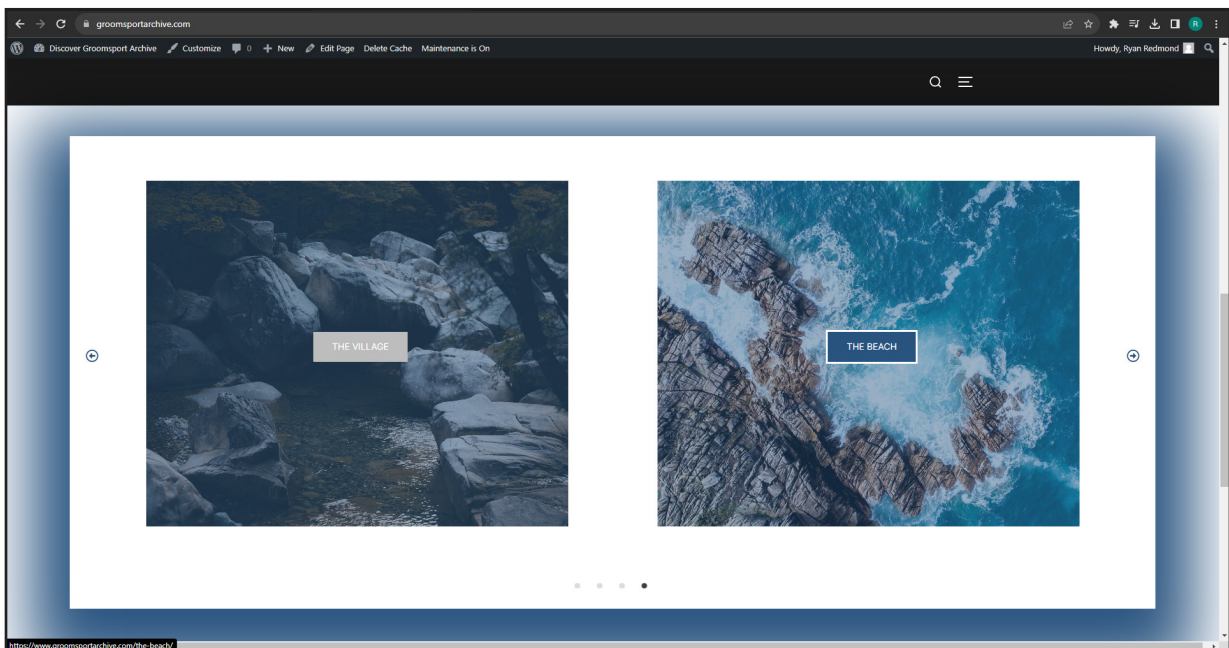
The Carousel acted as the main navigation on the home page when in browser mode. When Jack was picking the theme he also inserted a 'Hamburger Menu' to assist with navigation when on smaller devices if/when needed. During the process of building the carousel, there were multiple iterations carried out, the reason for the design changes as shown in the next two pages is due to accessibility, functionality, and eligability issues when presenting the carousel on smaller screens.



CAROUSEL

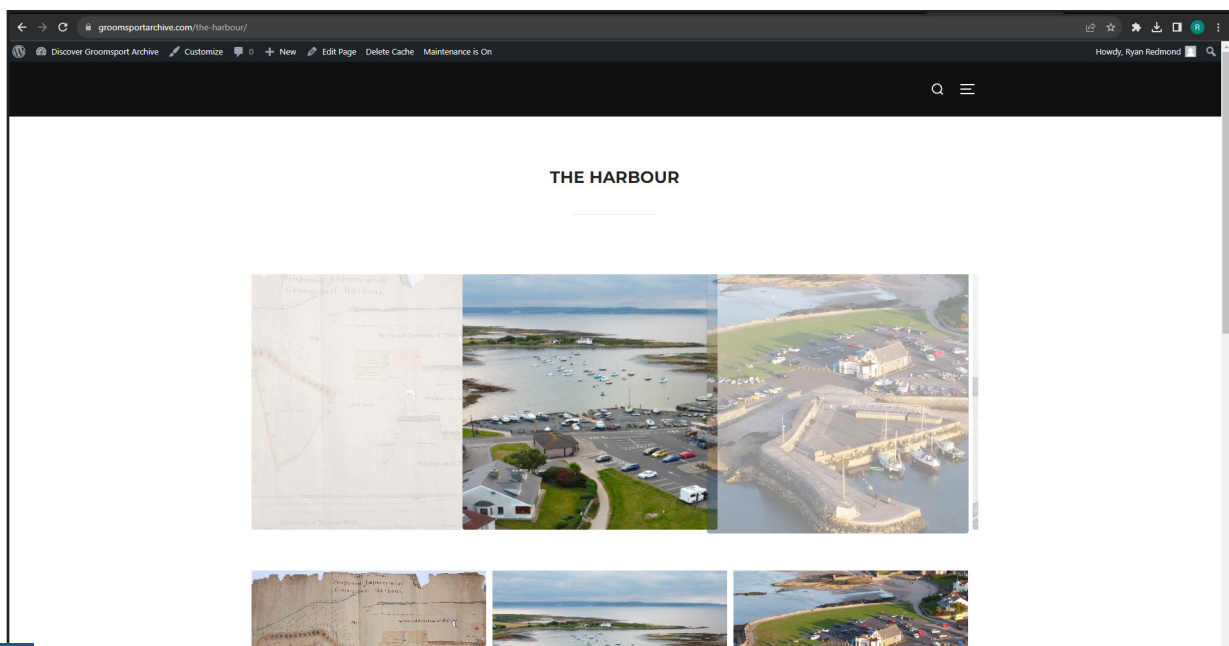
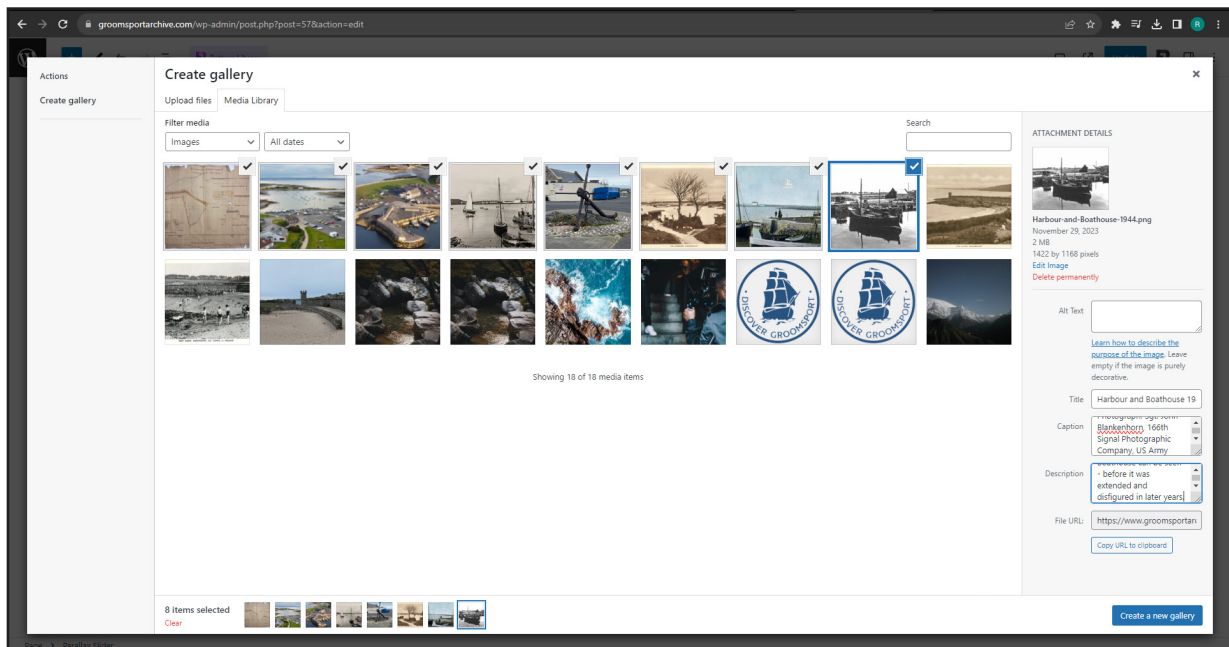
As I created different iterations of the Carousel I made the decision to put one image on each slide rather than trying to re-create what was proposed in the Pitch. This was mainly due to responsiveness issues when having that much information on a smaller screen. Therefore to ensure that the information provided on the screen was accessible and eligible in various different types of screen sizes I felt this was the best design move.

I also added a hover effect during the design process. I felt this enhanced the visual viewing experience of the carousel and had its importance in terms of hierarchy within the page itself.



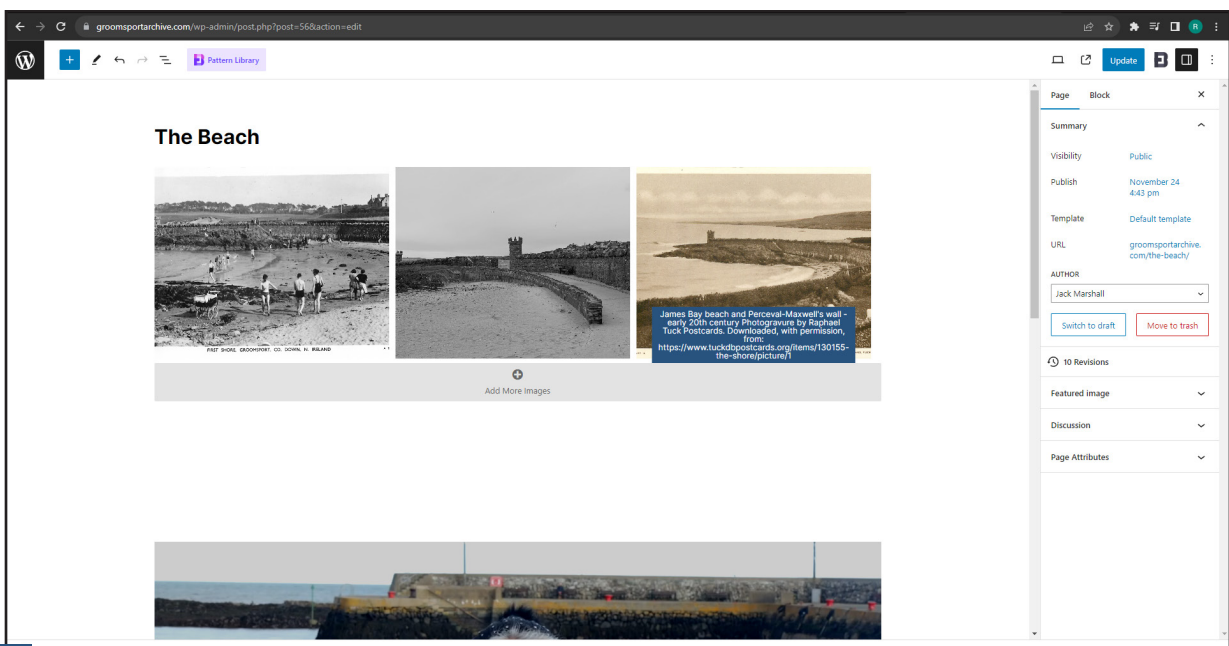
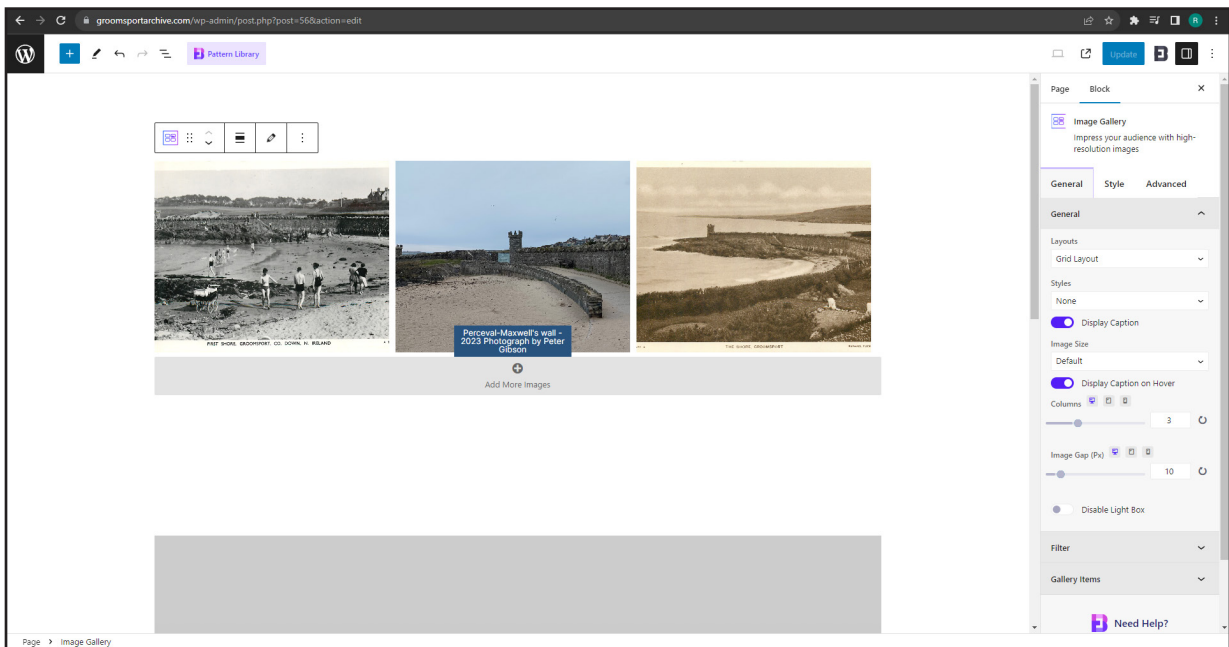
GALLERY SYSTEM

During the process of building the gallery, I implemented any descriptions/captions that Peter added with each asset directed into the wordpress asset manager for the search function. After this was completed I started to experiment with two different types of gallery systems. One allowed the user to move the image, however, I felt in terms of functionality and visuals this could have been a problem. I later discussed this with Adrain and he advised me to go with a normal gallery.



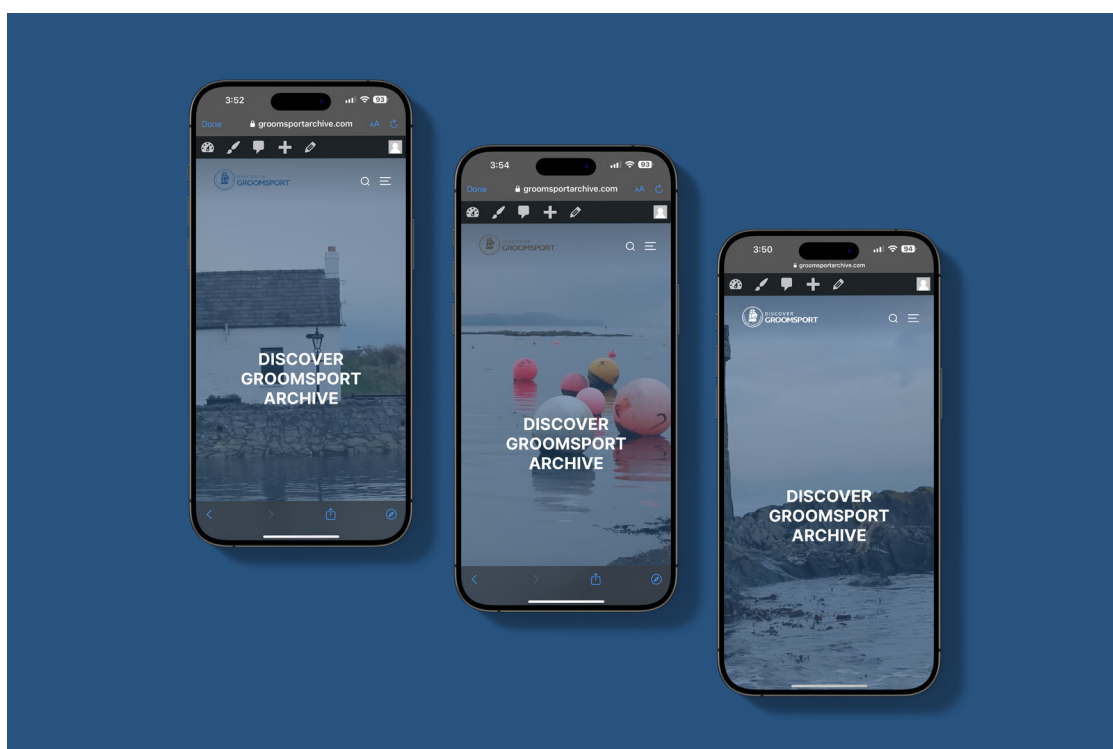
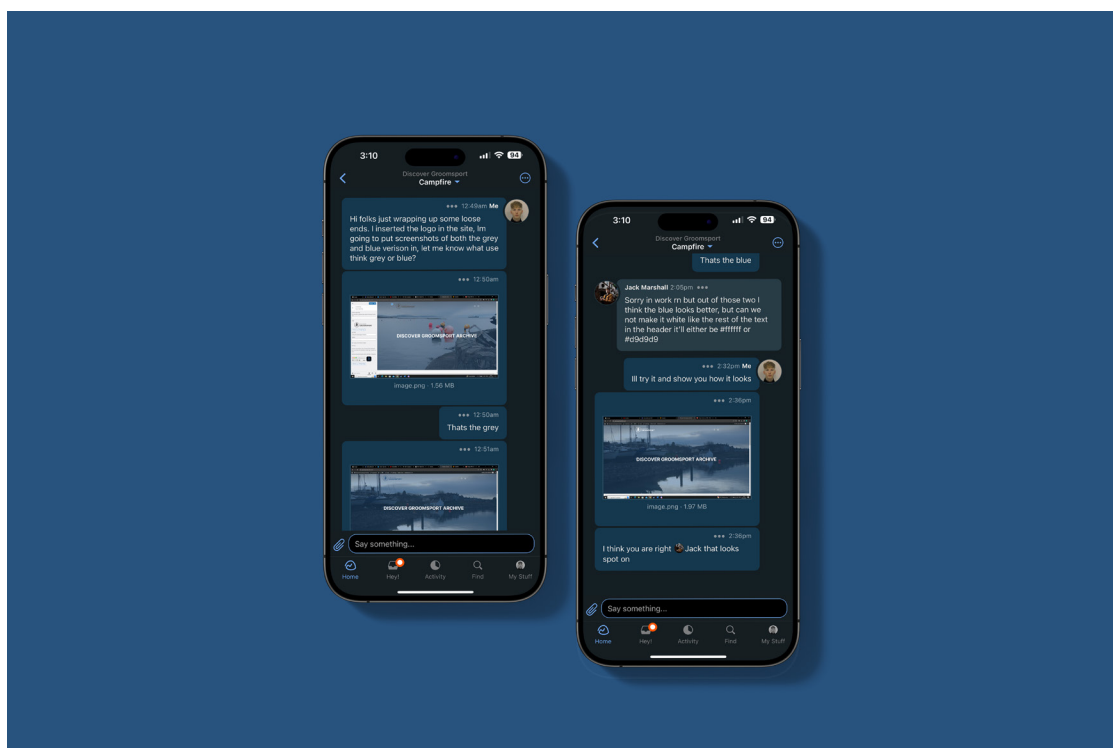
GALLERY SYSTEM

After discussing the matter with Adrain and implementing a normal gallery, he then helped me add a few interactive features to the gallery including a feature that showed a caption when the user hovered over the image and a black-and-white setting that defaulted the image to black & white however once hovered on it then showed the colour in the image. I felt from an Archive perspective this gave the illusion of Past and Present.



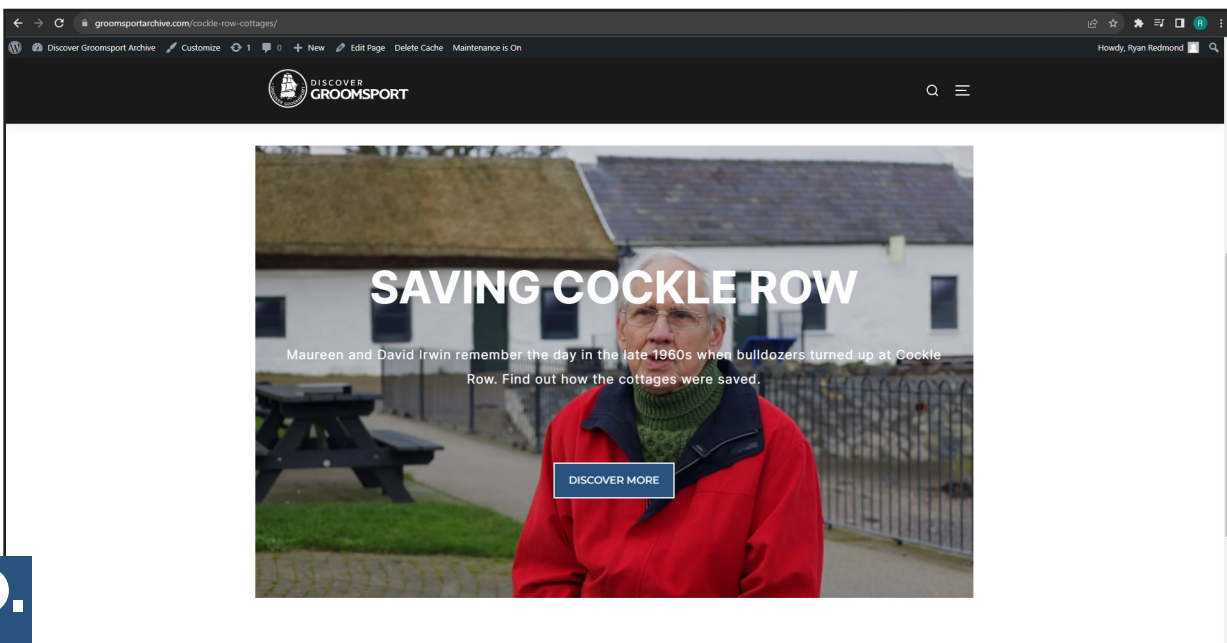
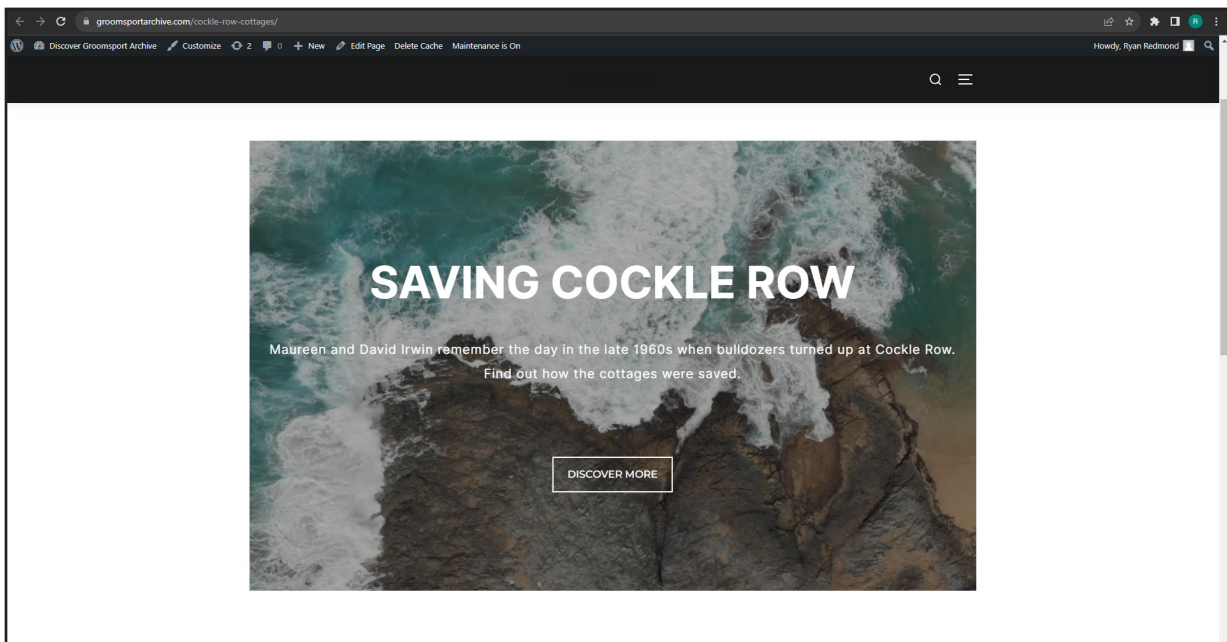
DESIGN DISCUSSION

During the development phase, I asked for opinions through the basecamp chat on various logo colours being used on the site. Below is the conversation me and Jack had about the logo colour and a mockup with all three colours being used to show a comparison. In the end, we decided to go with the white version due to contrast and consistency throughout the header.



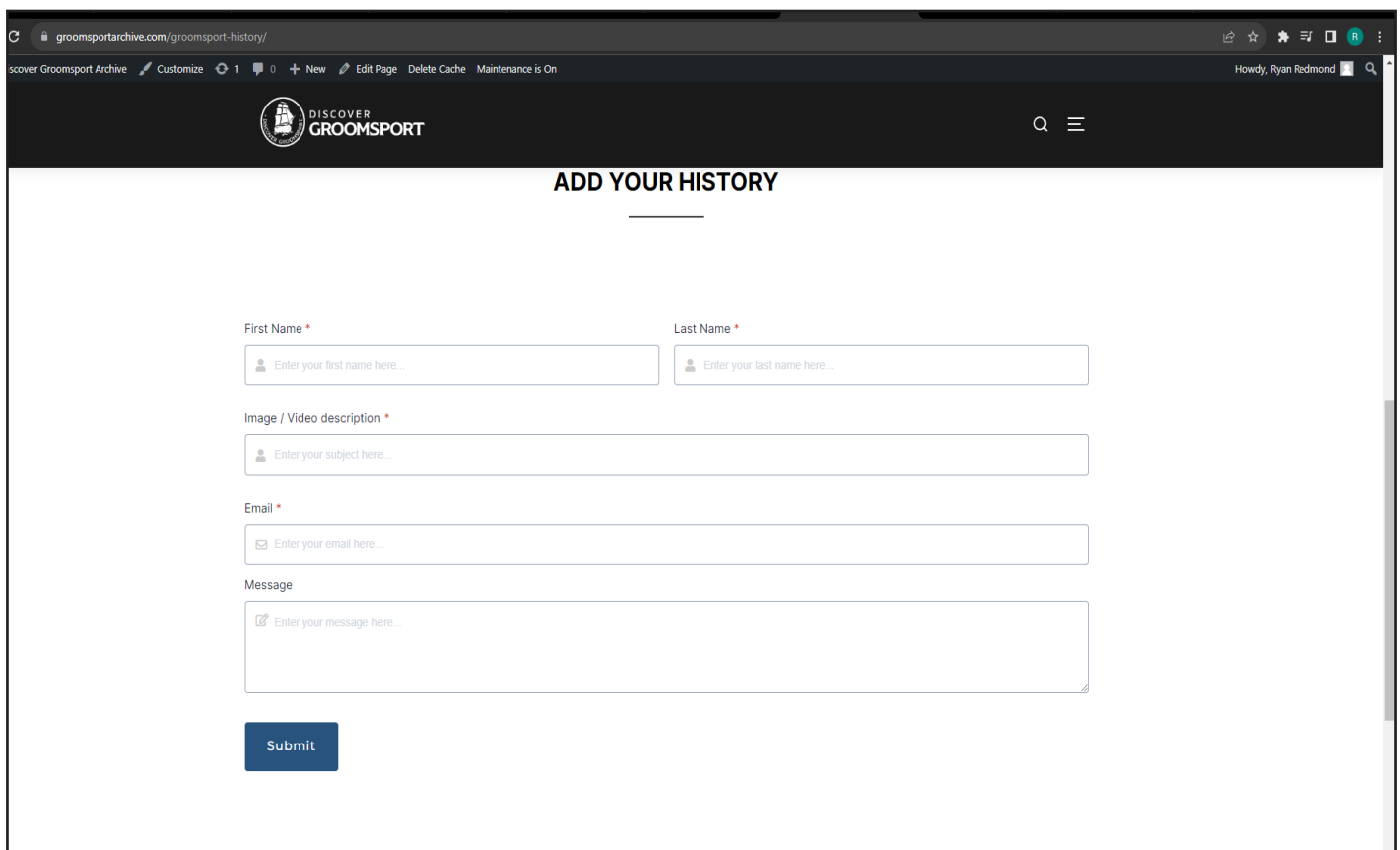
BBC VIDEO'S

In the later stages of production Liz Barron kindly presented the Team and I with a set of 5 videos conducted between the Discover Groomsport team and the BBC. When implementing the videos onto the website I decided that this would be a perfect opportunity to increase traffic to other forms of social media. Therefore the videos embedded on the website have no audio but show a preview of the video, if the user wishes to listen to the audio they can press the 'DISCOVER MORE' button which will take them directly Discover Groomsport YouTube channel.



SUBMIT YOUR ASSET

During the development process of the archive, in the newly added page 'Groomspport History' I decided to add a form that users can fill out. This form is purely dedicated to helping users submit any Images/Videos they may have for the archive. In the settings, I linked the form so that responses from the form go directly to the official Discover Groomspport email that Peter uses meaning he will have direct access and can make decisions on each asset submitted.



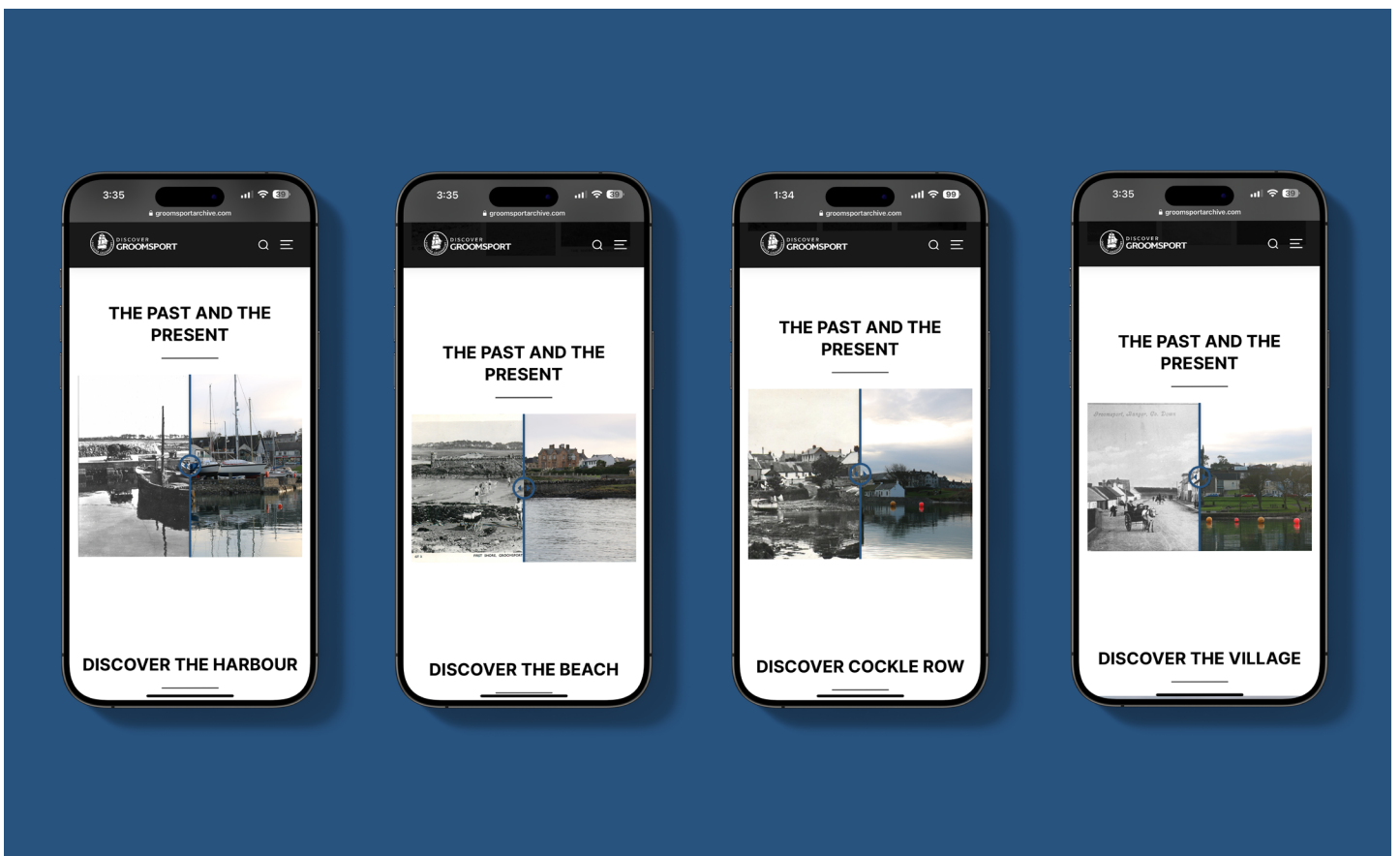
The screenshot shows a web browser window with the URL groomspportarchive.com/groomspport-history/. The page features a dark header with the 'DISCOVER GROOMSPORT' logo and a search icon. The main content area is titled 'ADD YOUR HISTORY' and contains a form with the following fields:

- First Name ***: A text input field with the placeholder 'Enter your first name here...'
- Last Name ***: A text input field with the placeholder 'Enter your last name here...'
- Image / Video description ***: A text input field with the placeholder 'Enter your subject here...'
- Email ***: A text input field with the placeholder 'Enter your email here...'
- Message**: A text area with the placeholder 'Enter your message here...'

A blue 'Submit' button is located at the bottom left of the form.

THE PAST AND PRESENT

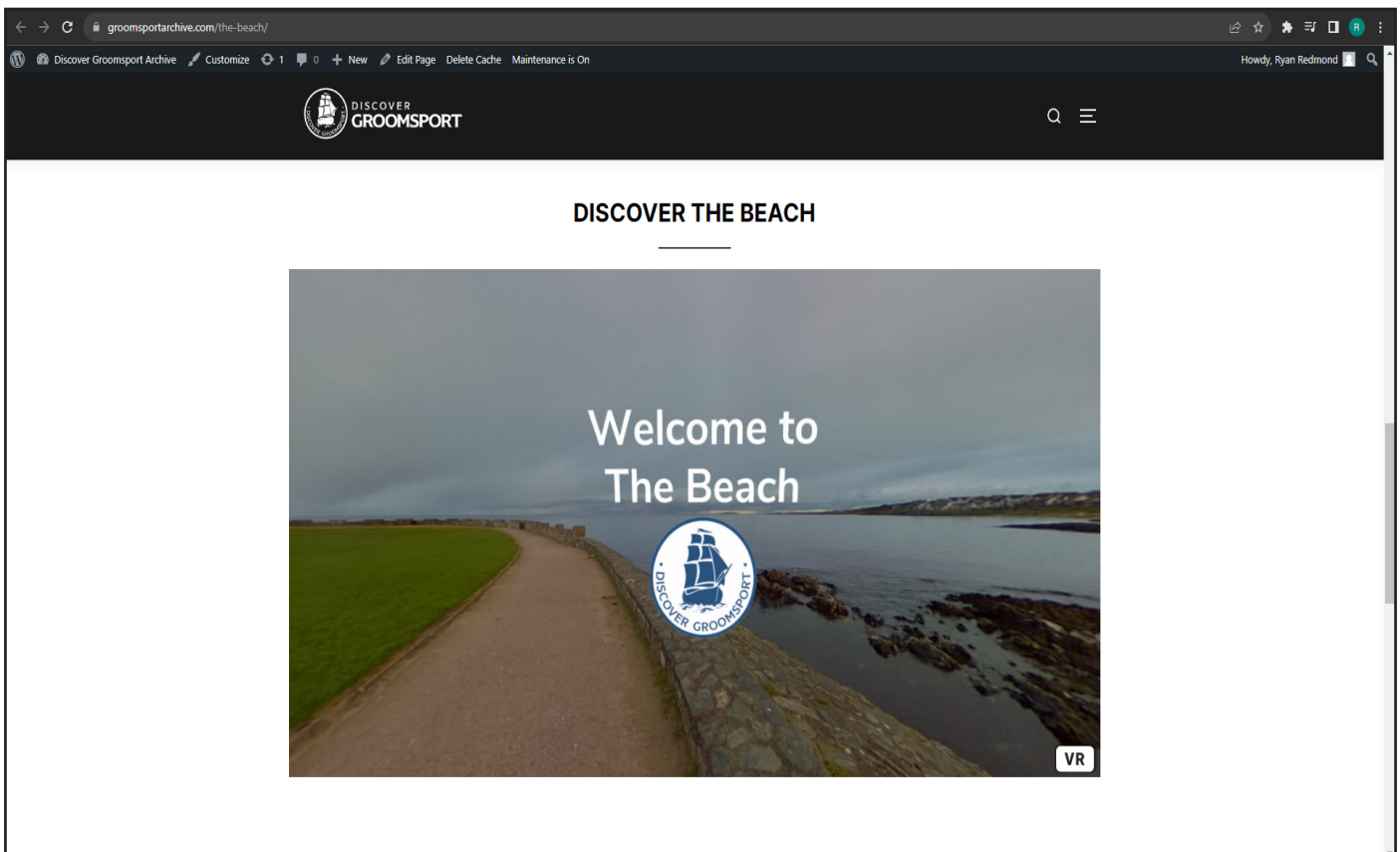
In the final stages of production, I decided to add an 'Image comparison' feature to the main pages (Cockle Row, The Village, The Beach, and The Harbour). This allows users to compare each area site of groomsport from past to present and gives the user an idea of how the surrounding area has changed over the years. The user can use the slider presented on the screen to move more left to view to past and more right to view the present.



360 FOOTAGE

As a part of our filming day in Groomsport. Jack took various 360 Images including each area (The harbour, The Beach, Cockle Row, The Village) and put his own twist on the editing to Welcome the user through the text 'Welcome to The Beach' he also branded the 360 footage with Discover Groomsport's logo.

As I was inserting this content into the website I went with the dimensions of 1400 x 600. This was to make the 360 footage relevant in size in comparison to the other content presented on the webpage.



ARCHIVE TESTING

FUNCTIONALITY TESTING (Before handing over to client)	DESKTOP	TABLET	MOBILE
HOME PAGE			
Navigation	Fully functional	Fully functional	Fully functional
Hamburger Menu	Fully functional	Fully functional	Fully functional
Search Function	Fully functional	Fully functional	Fully functional
Carousel – Buttons	Fully functional	Fully functional	Fully functional
Carousel - Sliders	Fully functional	Fully functional	Fully functional
Footer – Social Media Buttons	Fully functional	Fully functional	Fully functional
THE BEACH, HARBOUR, COCKLE AND VILLAGE			
Gallery System – Images Displaying?	Fully functional	Fully functional	Fully functional
Gallery System – Information on hover displaying?	Fully functional	Fully functional	Functional – On images with larger amounts of text – not all text can appear on smaller phone screens.
The Past and The Present slider working?	Fully functional	Fully functional	Fully functional
360 Image working?	Functional – Only issue is that image should be set to the welcome and logo (Jack had issues getting it to work)	Functional – Only issue is that image should be set to the welcome and logo (Jack had issues getting it to work)	Functional – Only issue is that image should be set to the welcome and logo (Jack had issues getting it to work)
Video’s (If present) working?	Fully functional	Fully functional	Fully functional
GROOMSPORT HISTORY			
Gallery System – Images Displaying?	Fully functional	Fully functional	Fully functional
Gallery System – Information on hover displaying?	Fully functional	Fully functional	Fully functional
Form functional? (All Fields working)	Fully functional	Fully functional	Fully functional

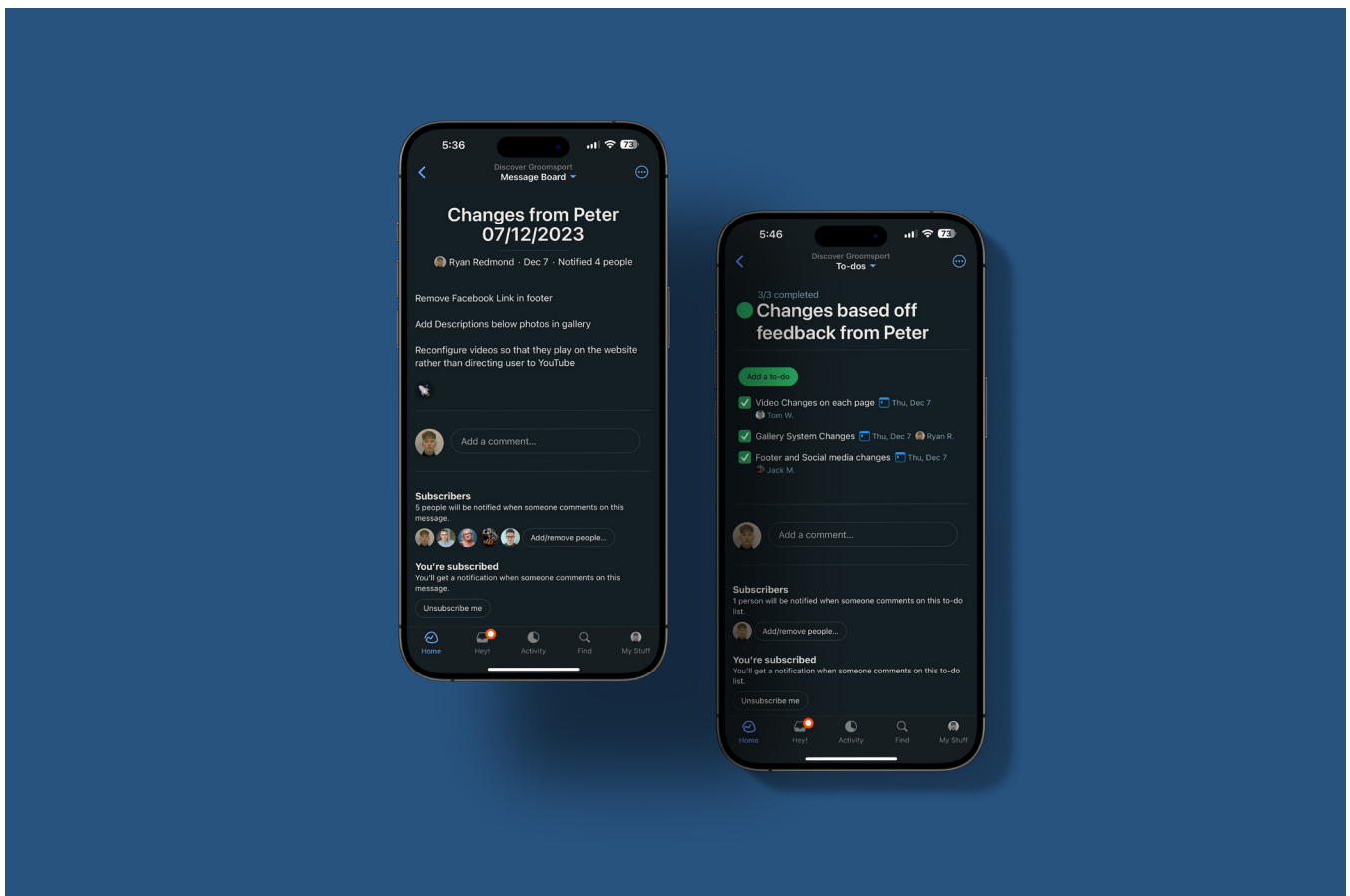


POST-PRODUCTION

FEEDBACK FROM PETER

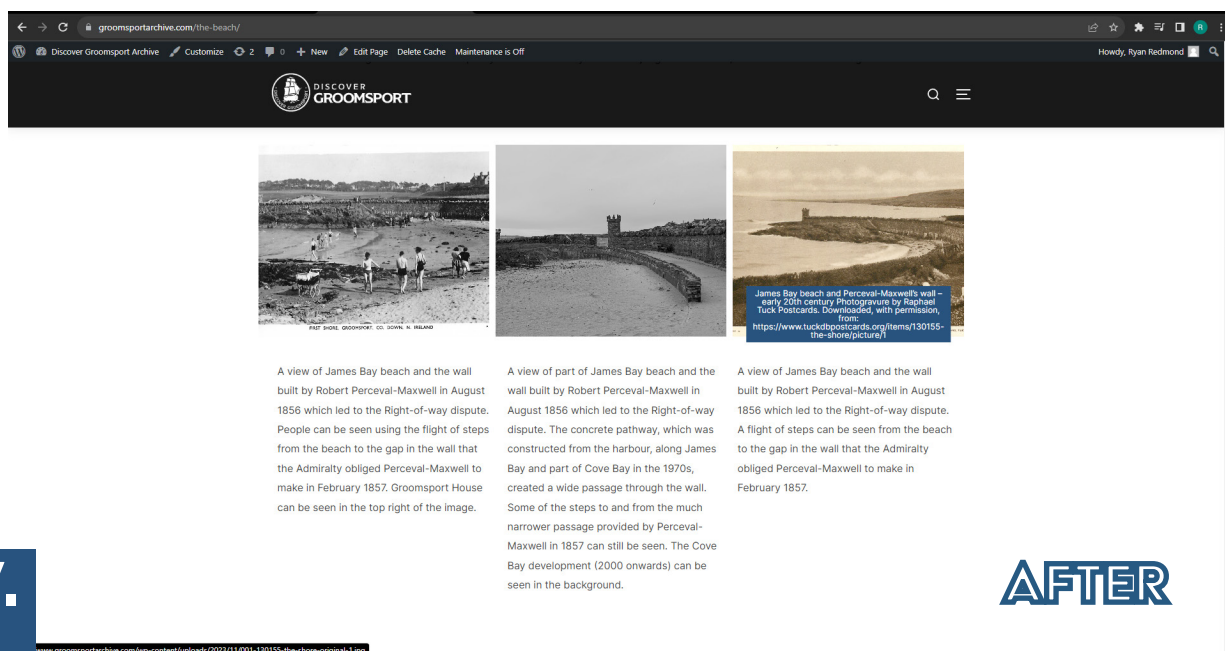
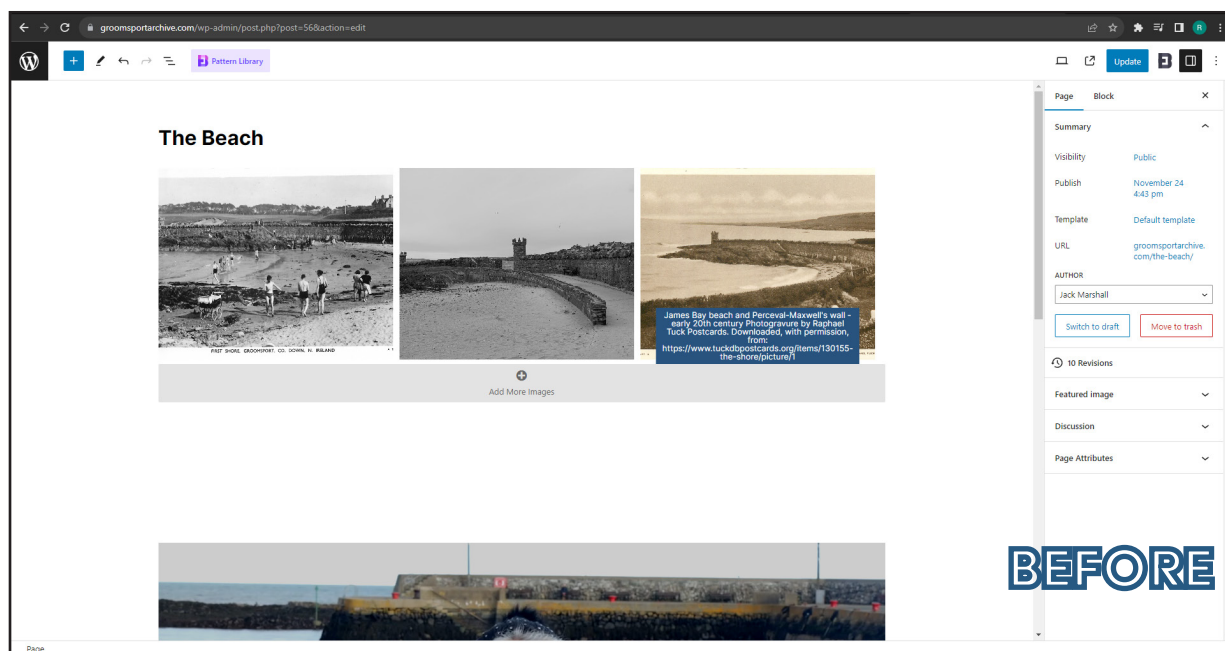
During our classtime on 07/12/2023, The Team and Claire conducted a feedback session through Microsoft Teams where we presented Peter with the Archive. In this session, I ran Peter through various pages on the site and talked him through different design processes and decision-making on certain features. Peter was very pleased with the outcome of the project; however had a few minor changes he wanted to make. After exiting the meeting with Peter, the team and I decided we would split the workload in terms of changes.

After making the changes, I then took the Archive off of maintenance mode and asked for further feedback from the other Partners that Peter would later gather and send through to us on 11/12/2023. Below are the changes Peter wanted to make and who took on what change.



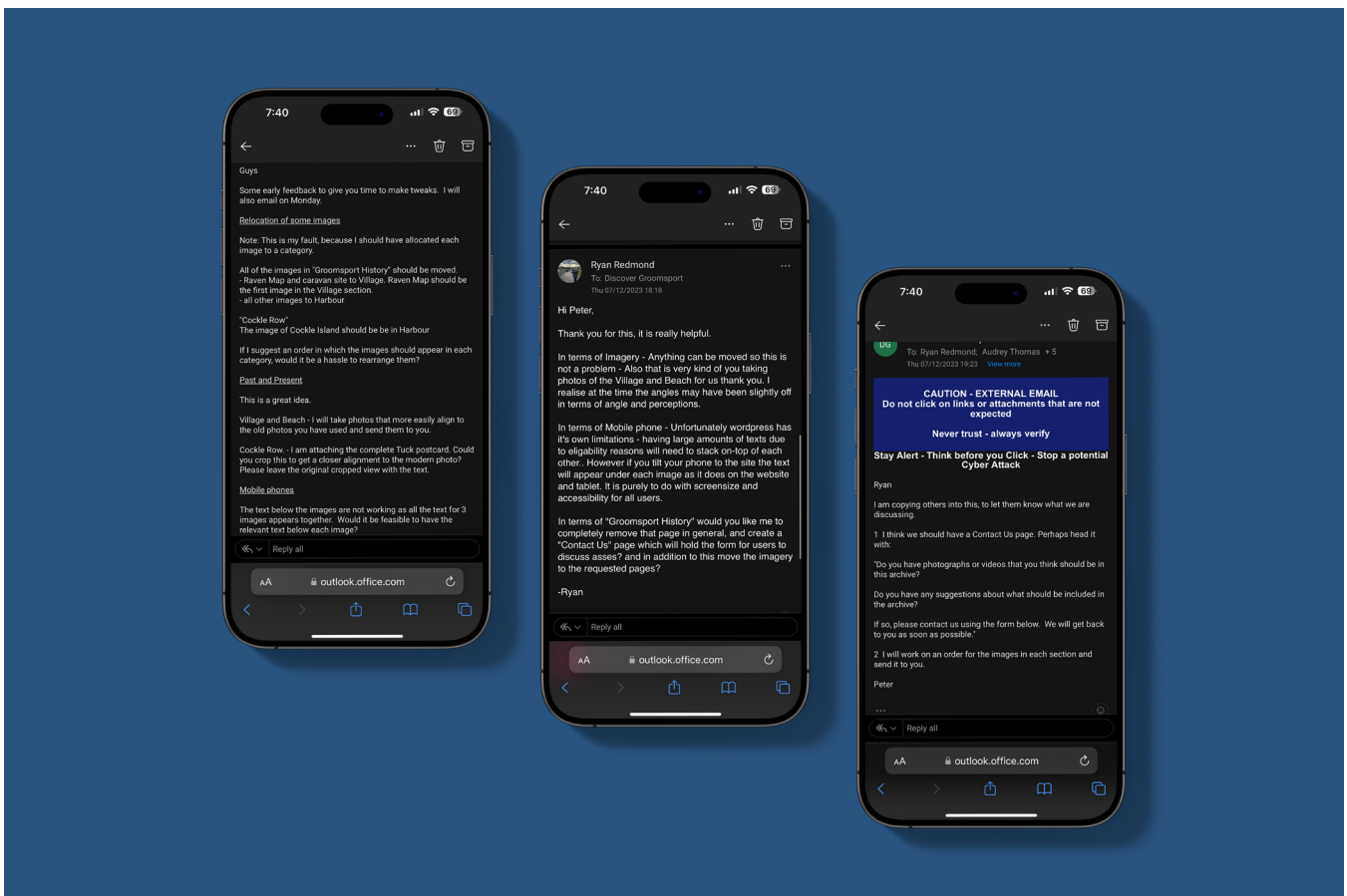
NEW GALLERY

After receiving feedback from Peter I was assigned the role of re-iterating the gallery system. Peter was unhappy at the fact descriptions of the images were not visible but only the captions were visible. After brainstorming with Peter and Claire we decided the best course of action was to keep the current hover system in place to show the captions for each photo. However, an additional set of columns would need to be added below each set of images to show the related description. Below are the before and after of this the change being implemented.



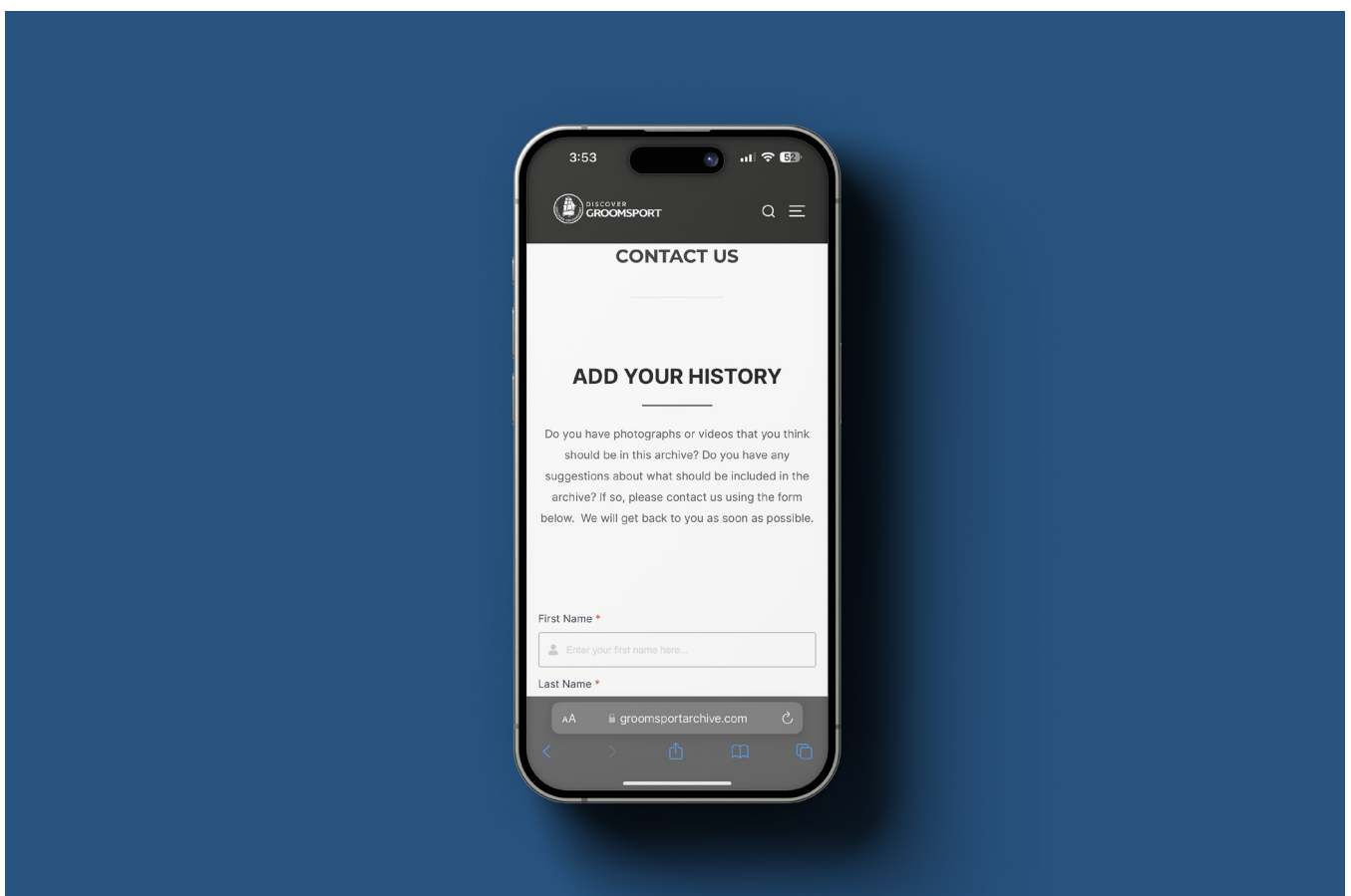
FURTHUR FEEDBACK

Peter later came back to us on 07/12/2023 with additional feedback which he would like implemented. During this process I had to brainstorm a few ideas with him regarding content and its placement within the site - this resulted in us deciding to disregard the Groomsport history page and move the assets to various other pages - In addition to this we decided to develop a Contact Us page that would host the form that was held on the Groomsport History page. Below shows the conversation myself and Peter had via email:



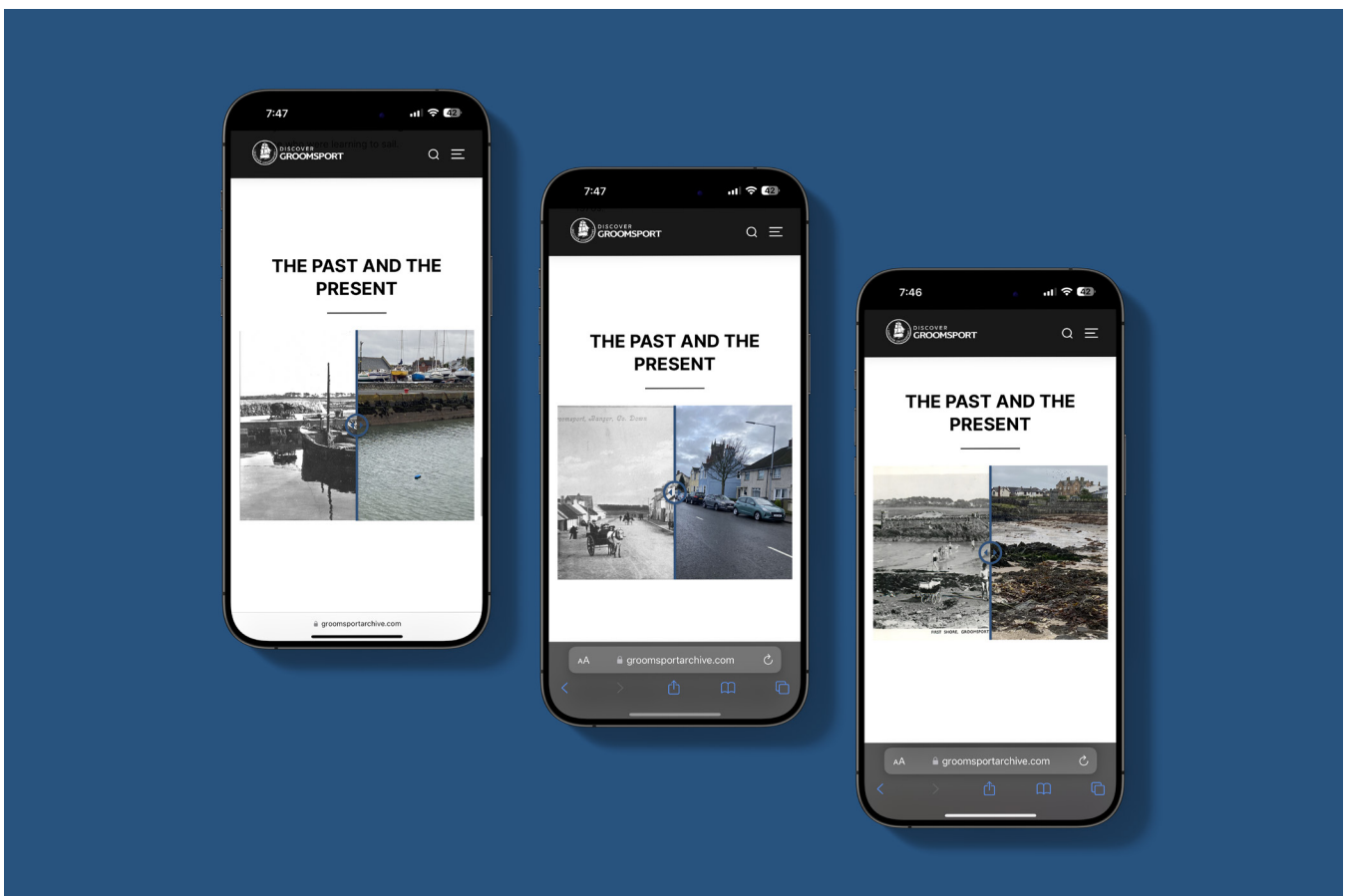
CONTACT US PAGE

One of the main changes Peter asked for was to remove the assets on the 'Groomsport History' page and relocate them to different pages. However, he wanted to keep the 'Submit your Asset' form. With this information, I decided to rename the Groomsport history page to 'CONTACT US' and move the assets he requested to the new locations. Now on the Contact Us page, the only thing that is present is the submit form as shown below.



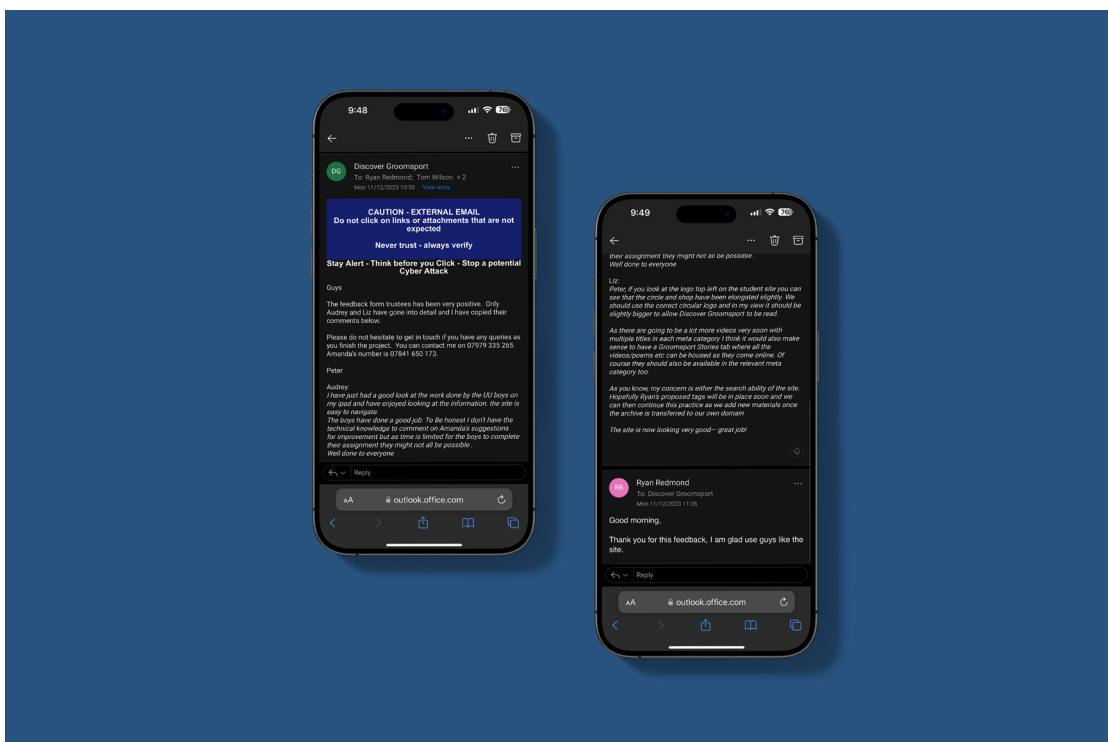
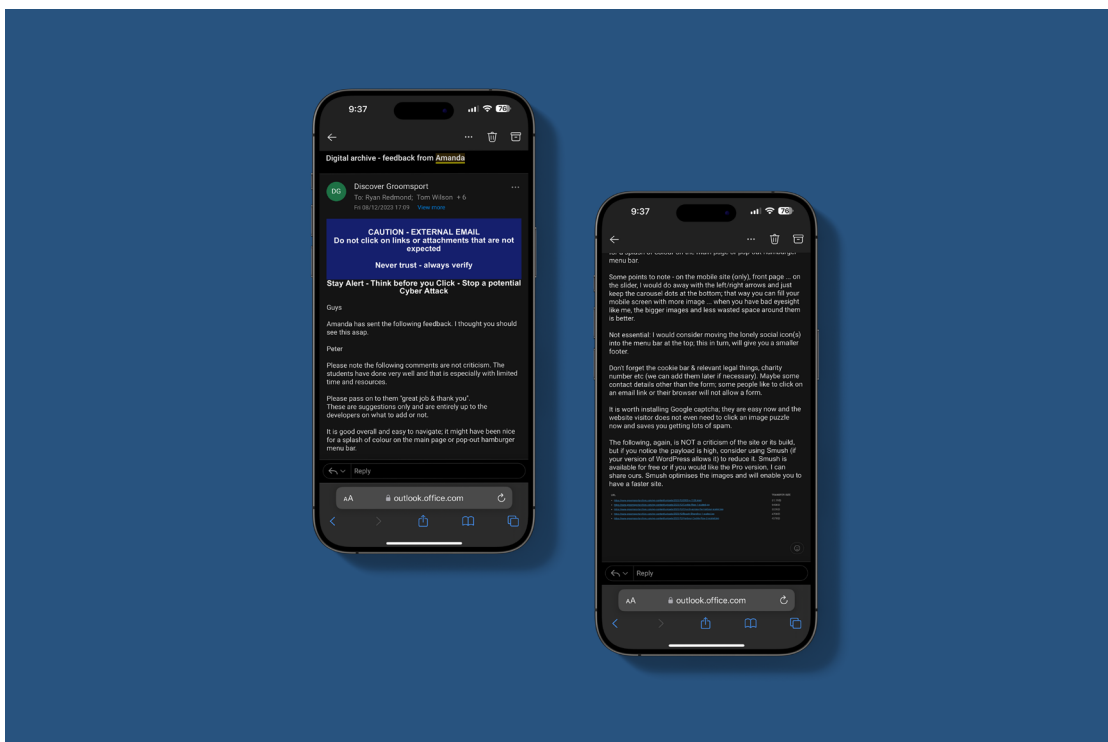
THE PAST AND PRESENT

Peter also kindly went and took photos of The Village, The Harbour, and The Beach which aligned better with the past images we had. It was a concern of mine as I realised after I completed The past and Present sections that some of the images were not fully aligned. This was due to limitations we had as a team with the equipment and risk assessments. The Mockup below shows the updated versions of each section.



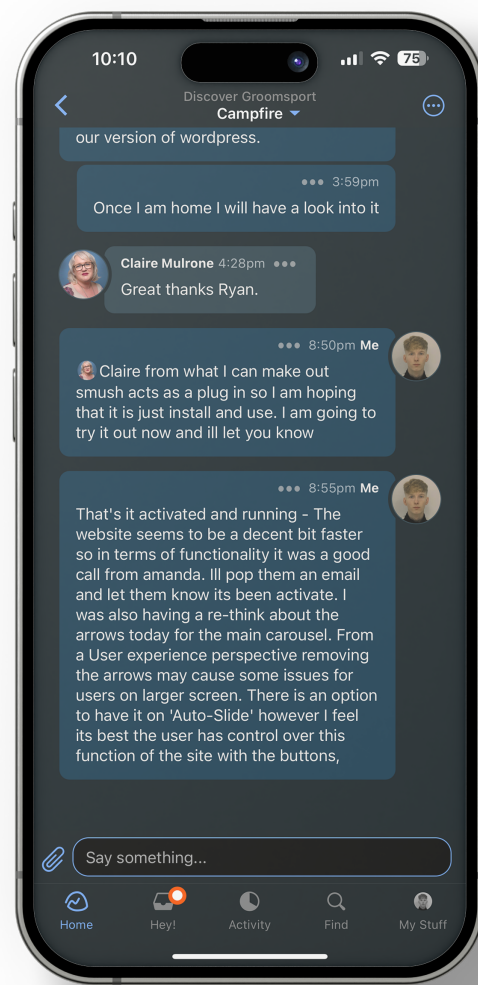
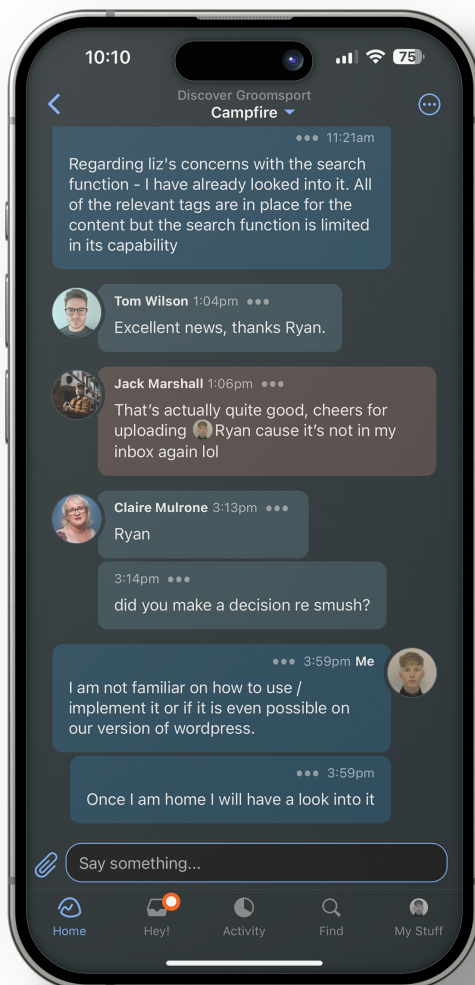
ADDITIONAL FEEDBACK

On 08/12/2023 Amanda sent through additional feedback and on 11/12/2023 Audrey and Liz sent through feedback which was overwhelmingly positive. At this stage of the project, the team and I had some time limitations on what was possible in terms of changes. I had a discussion with Claire based on Amanda's feedback as there were some functionality changes she suggested that could improve the speed and loading of the archive through a Plug-in called 'Smush' on WordPress. I felt this change could really positively impact the site so therefore we decided to add the plug-in.



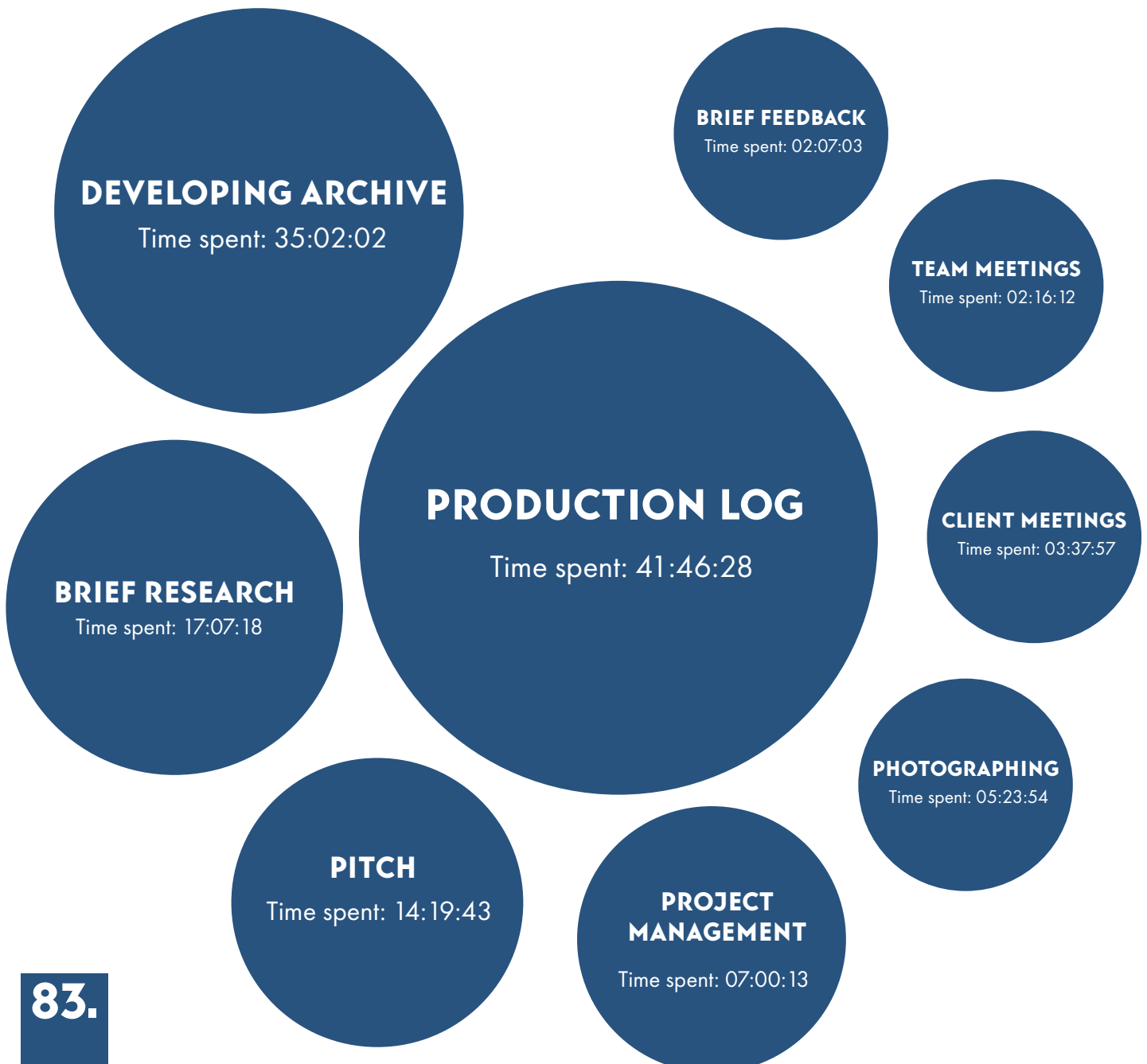
BASECAMP CHAT

Before making any changes to the site myself and Claire had a small conversation on Basecamp about Amanda's feedback. In terms of 'Smush' I had never worked with it or knew how it operated, however after a small session of research I learned it was just a matter of installing the plugin to help the site function a lot better. I also discussed some of the other changes that were mentioned by other trustees and voiced my concerns in terms of design and overall functional issues that may occur when making these changes. Based on this we then made a decision in class on 14/12/2023 to not go further with these changes due to issues that could arise. (Basecamp, 2019).



CLOCKIFY

Throughout the process of the entire process, the Team and I used 'Clockify' as a tool for project management and tracking our time for each individual section of the project itself. I found this to be a lot better than a traditional 'Project Management' sheet as it allowed us each individually to record our exact time spent on each section of the project that way it gave us a good indication of what each team member was contributing and to what part of the project they were contributing to. Below is the time I spent on each section of the project, my total individual contribution to the project was 128:40:50 (Hours, Minutes, Seconds). (Clockify, n.d.)



REFLECTIONS

Throughout the project, I personally have made errors and mistakes which could have been easily avoided with better preparation and communication.

Communication

In terms of communication I believe I personally struggled in the beginning in terms of getting used to Basecamp as a means of communicating with my teammates and lectures. As the project progressed I became much better at this in a short time period. Despite working in team-based environments before in terms of Placement and other projects. I underestimated, to begin with, how key, clear, effective, and concise communication would be in getting the project where it needed to be.

Communication with the partners at the start was also a struggle; trying to keep track of all emails etc. and various team member emails. After the Pitch, I slowly moved into the position of being the main communicator between the team and partners. I worked closely alongside Claire, and Peter to help me develop the archive in the right direction.

Design Process

I personally believe the Pitch process is where I could have improved on my creativity. I believe in terms of my overall Pitch concept itself I could have taken a much more divergent approach to how the final concept of my pitch for the archive could have turned out. Despite doing moodboarding, site-mapping, and other design processes, as a designer I should have used my capability to think outside the box. After the pitch and in the process of building the archive itself, I began to think a lot more outside the box which then led to design features such as 'The Past and the Present' and 'Add your History' concepts becoming a reality.

CONCLUSION

In conclusion,

Despite some of the setbacks we faced as a team in terms of communication, some of the design processes, and creating a clear path where the project was heading.

The entire team pulled together and developed their ends of the project. Without the help and guidance from both our lectures (Adrian & Claire) and resources and background information from the community partners, the entire project would have never been possible.

I feel, that Jack, Tom and I worked extremely well together and throughout the project itself, we helped each other where necessary to get the work over the line to the client.

I really enjoyed the project itself, in that we got real-life experience in working with a client straight from a classroom. In my placement, I had this opportunity but from a digital marketing perspective; therefore, it was a slight change in pace however from this I personally feel that my overall design, communication, and organizational skills and processes have massively improved which I can bring into a workplace after I finish the course.

Overall from a personal perspective, other than the issues outlined in the 'Reflections: Page 82' section and based on the client feedback contained between pages '73-80' I think each member of the project did an excellent job in developing the archive and helping meet the expectations of our community partner 'Discover Groomsport'.

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