

The background features a pattern of yellow hexagons. Two of these hexagons contain stylized yellow faces with simple, curved lines for features and a small yellow dot for an eye. The overall aesthetic is clean and modern.

Copenhagen Business Academy

Multimedia Design

MIL 2011-2013

Tutor: Thomas Hartmann

Final Exam Project - 4th semester

Human Hotel '14

<http://www.spectrum-services.dk/home.php>

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Table of contents

I. Introduction and Pre-analysis

- 3-4 - Creative Brief
(Project description and Problem Formulation)
- 5 - Methodology
- 5-6 - Company and target group analysis
- 6-7 - Stakeholder analysis

II. Research

- 8-9 - Risk Analysis
- 10 - Initial Project Plan
- 11 - Product Breakdown Structure
- 11 - Work Breakdown Structure
- 12 - Estimates
- 13 - SWOT analysis
- 14 - Concept description
- 14-16 - Target group and Communication strategy

III. Design

- 17-24 - Design Brief

IV. Completion

- 25 - Technical solution and example of coding
- 26 - User test
- 27 - Final Project Plan
- 28 - Conclusion
- 29 - References and sources

I. Introduction and Pre-analysis



Creative Brief: Human Hotel Project

(Project Description and Problem Formulation)

Company name: Wooloo PRODUCTIONS ApS

Date: 16-04-2013

Overview (Project Description):

The final exam project is about creating a multimedia product which reflects the skills we have learnt during our two years Multimedia program.

I have chosen to build a new visual identity for an existing project called Human Hotel, led by Wooloo, the company I spent my internship by.

The Human Hotel project is about hosting artists from different countries by Danish citizens in the district of Østerbro. The current website's domain is:

www.humanhotel.net.

My project will contain a dynamic website where visitors can get more information about the Human Hotel project, register their own profile with a possibility of being a host for the coming artists and sign up for our newsletters, and it will contain also two flash banners .

Goal:

The Human Hotel project's purpose is to improve the social activity in the district of Østerbro, as an intellectual part of Copenhagen Urban Renewal program, which program is running since many years. My goal is to assist this aim on the best possible way by creating a targeted visual identity, a website and advertising materials (banners).

Reasons to act (Problem Formulation):

- How can we attract Danish citizen's interests in hosting artists coming from different countries by the tools of communication and attractive targeted visual identity?

- How to reach, that they are going have a will to sign up for our newsletters, receiving news about the upcoming exhibitions?

- How to make them feel they are a part of something happening in reality?
- How to solve technically the possibility of creating a profile by the visitors and sending newsletters to the collected e-mail addresses?

Target Audience:

As it is requested by our customer (Københavns Kommune), our target group is specifically habitants from Østerbro district and from its neighbor.

The main media we use is the internet, what makes our target group narrower, where age is close to the interval of a biggest range of people in Europe who are daily users of this media (16 - 44), both genders.

Our real interval is the age between 21 and 54, where people already have their own existence, but are still in a group, which already has ever used internet in a high percentage (85% of them).

And between these ages those people, who are interested in art - also internationally - , and they are also interested getting to know new people from the neighbor, getting new friends and ready to open their homes for foreign visitors.

Because the group we want to reach is too wide, it is necessary to create at least 2 different flash banners, targeted to a narrower age group in both genders.

1. group: age 21 – 39 - active
2. group: age 40 -54 - calmer

The website will have only one style, focused on the target group in all mentioned ages together between 21 and 54, both genders, to have the feel of the unit.

I. Introduction and Pre-analysis



Media:

The project will include:

- a website using CMS system, Wordpress, where visitors can get relevant information about the project, create their own profile and sign up for newsletters
- two different flash banners, which directs visitors to www.humanhotel.net and these banners can be posted on other related websites, like for example on www.kulturlab.dk.

Additional goals:

The project's additional goals are

- To have the ready version tested and make it user friendly
- To create a report
- It is a school project, but also related to reality, so to create an excellent and inviting product, which meets a real market need.

Delimitations:

- My Danish language knowledge is limited, so I could have only an English version of the product
- Our target group is limited, because regarding a research above the age of 54, there are few people using internet
- I am alone in this project, which might mean less ideas coming up at the brainstorming session.

Economy and resources:

The project is free of charge, since it is an exam project.

I have no view of the economy of Wooloo, but here you can find my estimated calculation.

Cost benefit sheet

The principle (where Cost and Benefit is the same for each year)

The table show the actual discount rate

Records	Year 0	Year 1	Year 2	Year 3	Year 4	Discount rate	Net present value acc
Cost							328557,4
Development	-324000,0					5,0%	368226,9
Implementation	-121800,0					5,5%	363923,2
Equipment	0,0					6,0%	359699,3
Operations per year		-14520,0	-14520,0	-14520,0	-14520,0	6,5%	355553,2
License per year (Equipment)		0,0	0,0	0,0	0,0	7,0%	351483,0
Cost total	-445800,0	-14520,0	-14520,0	-14520,0	-14520,0	7,5%	347486,9
						8,0%	343563,1
						8,5%	339709,9
						9,0%	335925,7
Benefit						9,5%	332208,7
Cost-Reduction	440000,0	120000,0	120000,0	120000,0	120000,0	10,0%	328557,4
Personnel		0,0	0,0	0,0	0,0	10,5%	324970,3
Other savings		0,0	0,0	0,0	0,0	11,0%	321446,0
Benefit total	440000,0	120000,0	120000,0	120000,0	120000,0	11,5%	317982,9
						12,0%	314579,6
						12,5%	311234,8
Benefit - Cost	-5800,0	105480,0	105480,0	105480,0	105480,0	13,0%	307947,2
Discount rate (according to table)	10%	1,000	0,909	0,826	0,751	13,5%	304715,5
Net present value (NPV)	-5800,0	95890,9	87173,6	79248,7	72044,3	14,0%	301538,4
						14,5%	298414,6
Net present value accumulated							328557,4

Product and Process:

The development method is the following:

1. Pre-analysis
2. Research
3. Design
4. Completion

I will create a Project Plan, set up milestones. I have 47 days for this project.

After I am done with a detailed Project Plan, I will start working on visual identity, then webdesign - using Wordpress, looking for themes and plugins for the requested functions – like singing up and sending newsletters.

And during all the process I will be writing a report about the actual topic.

If I have any questions, I will set up a meeting with my supervisor.

I. Introduction and Pre-analysis



Methodology

The chosen development method :

I chose the method called HOME, offered and developed by the authors of the book "Developing Multimedia – A Holistic Approach".

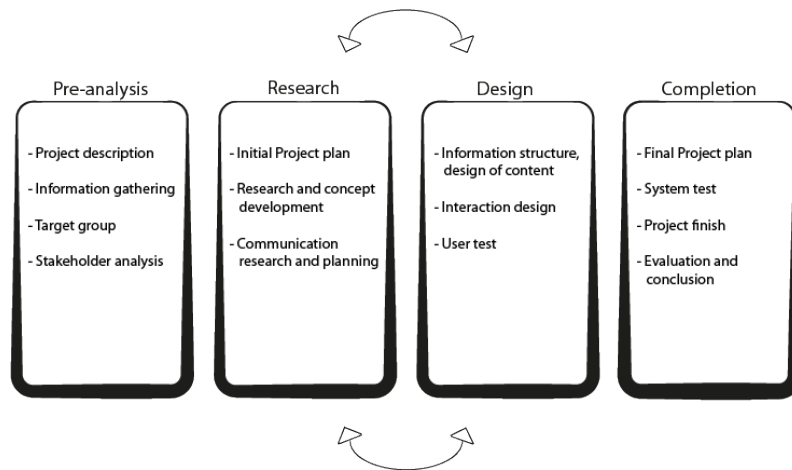
This method is holistic, meaning that all activities are viewed from both a production-oriented and a process-oriented point of view and open, so it can be adjusted to my project.

It contains 4 main chapters:

- Pre-analysis
- Research
- Design
- Completion

and several sub-steps.

With this method, we are able to work on the design, make a research again and go back to make some redesign if it would be necessary.



Company and target group analysis

Actors:

- *Client and contractor:*

1. Wooloo PRODUCTIONS ApS

Wooloo is a Danish art group (established 2002) - founded by Sixten Kai Nielsen, Martin Rosengaard, and Russell Ratshin - known for their socially engaged practice in Denmark and abroad – often involving elements of hospitality.

Wooloo's first project was the online social network Wooloo.org. The website is today being used by more than 27.000 international cultural producers and art institutions to collaborate around exhibitions and other projects.

During the UN Climate Summit in Copenhagen in 2009, Wooloo accommodated more than 3,000 climate guests with Danish families for free.

- *Users:*

1. Visitors of the event - Habitants of Østerbro district and its neighbor

These users are people living in Østerbro and its neighbor in the age between 21 and 54 who are interested in international art, getting to know new people from their neighbor, getting new friends.

I. Introduction and Pre-analysis



2. Hosts for the artists - Habitants of Østerbro district

These users are people living in Østerbro in the age between 21 and 54 who are interested in international art, getting to know new people from their neighbor, getting new friends and ready to open their homes for foreign visitors.

3. Artists from abroad

These users are artists coming from different countries, interested to be a part of a new project held by an artist group from Denmark, which project they can mention in their portfolio later.

Sponsor:

1. Københavns Kommune:

"Københavns Kommune (Copenhagen Municipality) initiated the 5 yr. urban renewal plan for the Skt. Kjelds neighborhood, which is located in Copenhagen's Østerbro district, in 2010. Over the course of the renewal plan's lifetime, certain projects dealing with urban infrastructure and cultural activities (Human Hotel) will be implemented into the area in order to improve the environment in which the residents live in."

2. Skt. Kjelds Kvarter:

"The official urban renewal office in Skt. Kjelds Kvarter (Vennemindevej 49) is the primary organization responsible for administering and overseeing all the projects and events taking place. The office is democratically run by a number of local representatives (teachers, professionals, parents, etc.) that make up the Steering

Committee – a committee dedicated to the interests of the local community."

3. Kultur Østerbro:

"Kultur Østerbro is responsible for the majority of cultural events and programs (concerts, reading clubs, performances, children activities, creative workshops, etc.) for greater Østerbro district, and is therefore helping promote Human Hotel: SKK to various social groups, including the international and expat community."

Stakeholder analysis

Stakeholders are people or groups who have any kind of connection with the project directly or indirectly, so they can have an influence or interest in the project's success.

The first step of Stakeholder Analysis is to identify the stakeholders, then to analyze the height of their power and their interest and finally to develop a good understanding of the most important stakeholders.

High interest and high power:

High interested and high influence people are for whom I need to make the greatest effort to satisfy and work together closely.

This group contains the followings:

- The Wooloo team
- Copenhagen Business Academy, teachers
- Adam Mezei (me)

I. Introduction and Pre-analysis



High interest and low power:

High interested and low power people should be constantly informed and ensured that everything is going on a right way. They should be contacted related to the details of my project.

This group contains the followings:

- Sponsors
- Artists

Low interest and high power:

Less interested but high power people are to kept satisfied, but shouldn't get too many messages or information, so they won't get bored.

This group contains the followings:

- Hosts of the artists and the event from Østerbro district

Low interest and low power:

Less interested and low power people should be also informed well, but the communication should be not overdone so they don't get bored neither.

This group contains the followings:

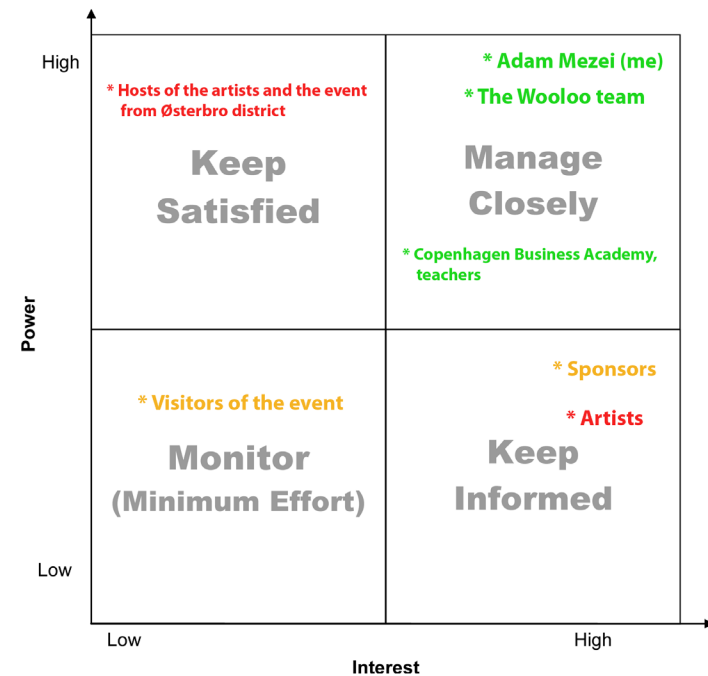
- Visitors of the event

Final understanding:

As it is shown, my main supporters are my school's teachers – my counsellor -, the Wooloo team I work for and myself. With these people the communication should go smooth and quick in order to reach the best result.

The critics are the hosts and the artists, who should be satisfied and well informed, so they don't need to worry about the out come of the project, and make sure, that the hosts are ready to get the guest artist and also the visitor during the exhibition and that the artist is ready with his/her performance.

The sponsors and the visitors are natural. We already agreed with the sponsors, but they should be well informed about how the project goes and we should get as many visitors as we can considering the capacity of the hosts apartment.



color coding:
supporters: GREEN
critics: RED,
neutral: ORANGE

II. Research



Risk analysis

1. Introduction

My task is to develop a multimedia product using Wordpress as a CMS system for the project called Human Hotel '14. The communication needs to be targeted to the habitants of Østerbro neighbor, who can register on the site as a host in the framework of the project.

The Business Level is high – Wooloo has a plan to develop this service in a long-term. The implementation takes 47 days.

The complexity is low since the project covers only one specific area.

Technology needs to be well established. Wordpress has different plugins, which can assist the project's technological needs after some adjustments or changes on them.

Number of organizational units are the following:

4 actors – one client/contractor and 3 user-groups

3 sponsors:

Wooloo PRODUCTIONS ApS; Visitors of the event - Habitants of Østerbro district and its neighbor; Hosts for the artists - Habitants of Østerbro district; Artists from abroad and Københavns Kommune; Skt. Kjelds Kvarter; Kultur Østerbro.

Overall risk of failure is low, because the CMS system already exists, working well and tested, so only my developed site needs to work well in Wordpress.

Systems Development Life Cycle:

Phase 1 - Project Planning

Phase 2 - Requirement Analysis

Phase 3 - Design

Phase 4 - Implementation

Phase 5 - Testing

Phase 6 - Evaluation

2. Risk management standard

Risk assesment

- Identify

Question 1: Is senior management taking an active role in overseeing and monitoring the project?

probability: 2

consequence: 3

risk value: 6

Prevent: If it's needed, I should reach my tutor as fast as possible either online either in personal.

Question 2: Have I been established a project management structure for its part of the project?

probability: 2

consequence: 3

risk value: 6

Prevent: I should establish a project management structure for its part of the project. If it's necessary, there is a possibility to contact my tutor.

Question 3: Is an option to cancel the project at scheduled checkpoints specified in the contract?

probability: 1

consequence: 5

risk value - 5

Prevent: If it's necessary to cancel the project at schedule checkpoint I should contact my tutor.

II. Research

Question 4: Are there oversight reviews by a senior steering committee planned at each checkpoint?

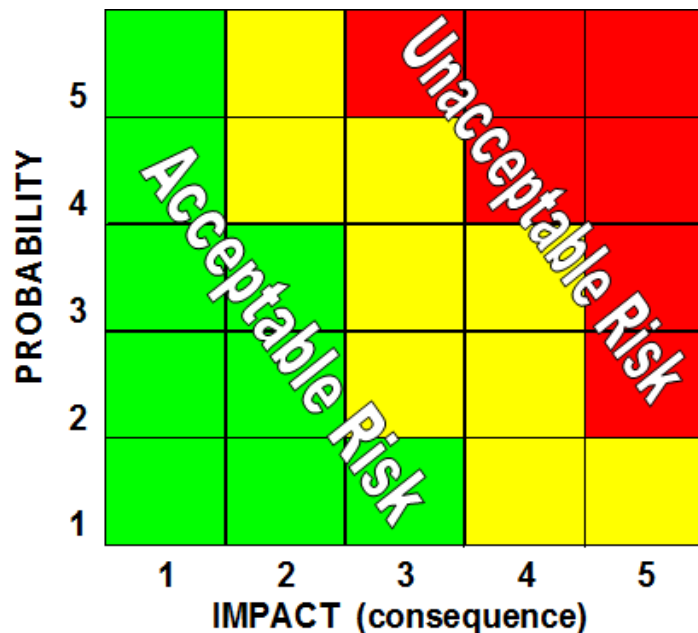
probability: 2

consequence: 3

risk value - 6

Prevent: In the project plan there are set suggested consultations after each main sections. If needed, these should be used.

- Analyze



- Prioritize

Value consequences

1 - A minor issue in the project that creates irritation

2

3 - Issue that cause delays, necessitating a revision of the plan and budget

4

5 - Serious issue that prevents the project implementation, and consistency can be closure of the project

Risk control

-Mitigate

Identification the necessary actions that can be carried out in advance to reduce (or eliminate) the impact of the risk.

Question 1: I should contact my tutor or the company, Wooloo, if there is any need to discuss an issue.

Question 2: I should have possibility to be in touch with teacher (guidances) or with project manager at Wooloo.

Question 3: If it's necessary to cancel the project at schedule checkpoint I should contact my tutor and finish the project till the deadline of re-exam.

Question 4: At each set suggested consultations in the project plan, I should consider if it's needed or not.

3. Conclusion

All values are in the acceptable risk area, just the suggestions should be followed to prevent.

II. Research



Initial Project Plan

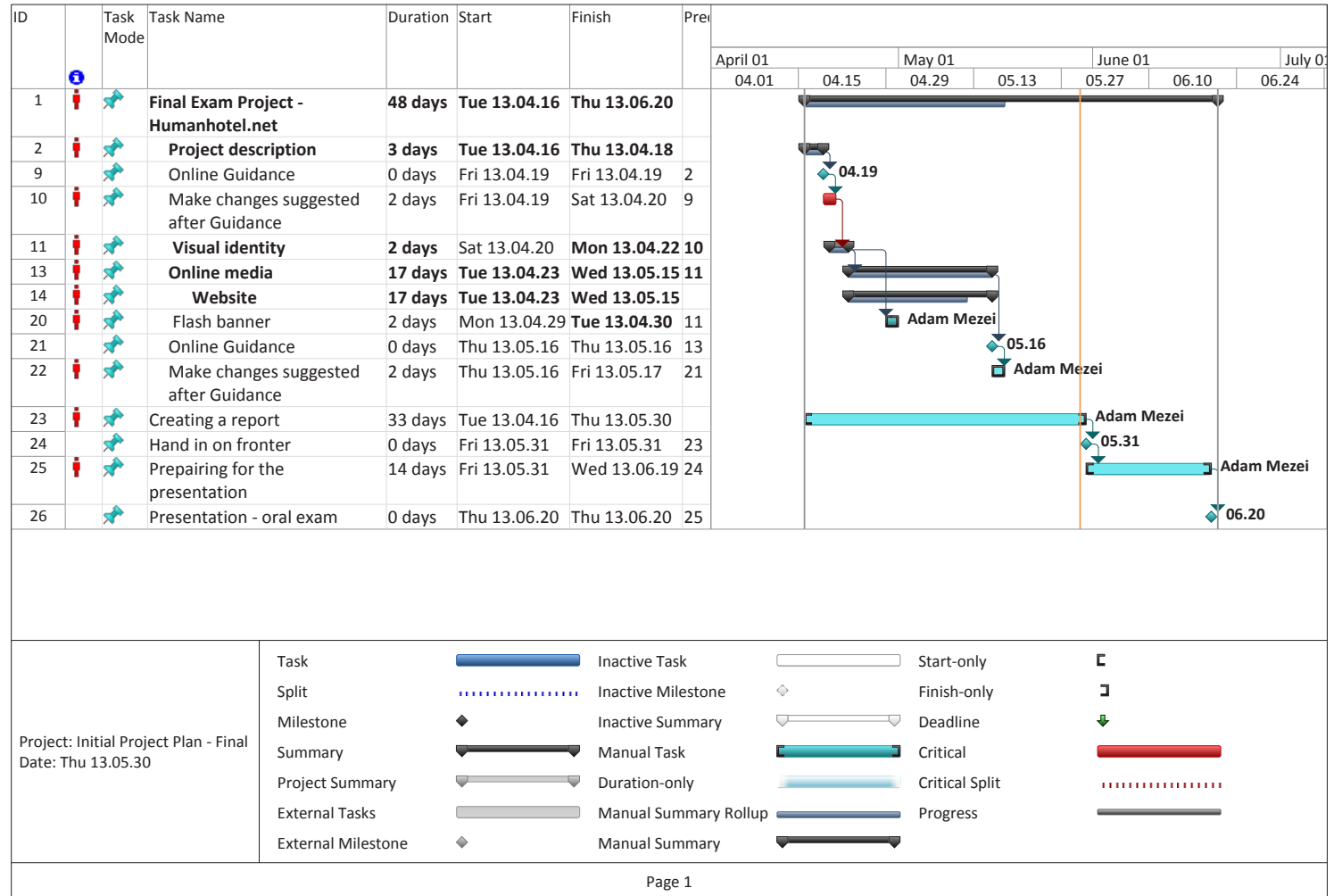
As you can see in my Project Plan, first I created the Project description, which was approved by my tutor. Then I started to work on my Report and I am writing it while I am working on the different sections.

As my plan says, the next step is to make a Pre-analysis and a Reasearch, then to start to design a visual identity and the logo.

When the logo and the Design Brief is done, I need to look for a Theme, which could be used as a base of my website and which has a layout, that is similar to the one, I need. On this Theme I should make all the necessary changes so it suits to my own planned design.

When I'm done with the structure, I need to search for all the plugins I needed for the requested functions. I might change something in the plugins to make them work well together and also their design should be adjusted to my concept.

And when I'm done all these, I can create the flash banners.

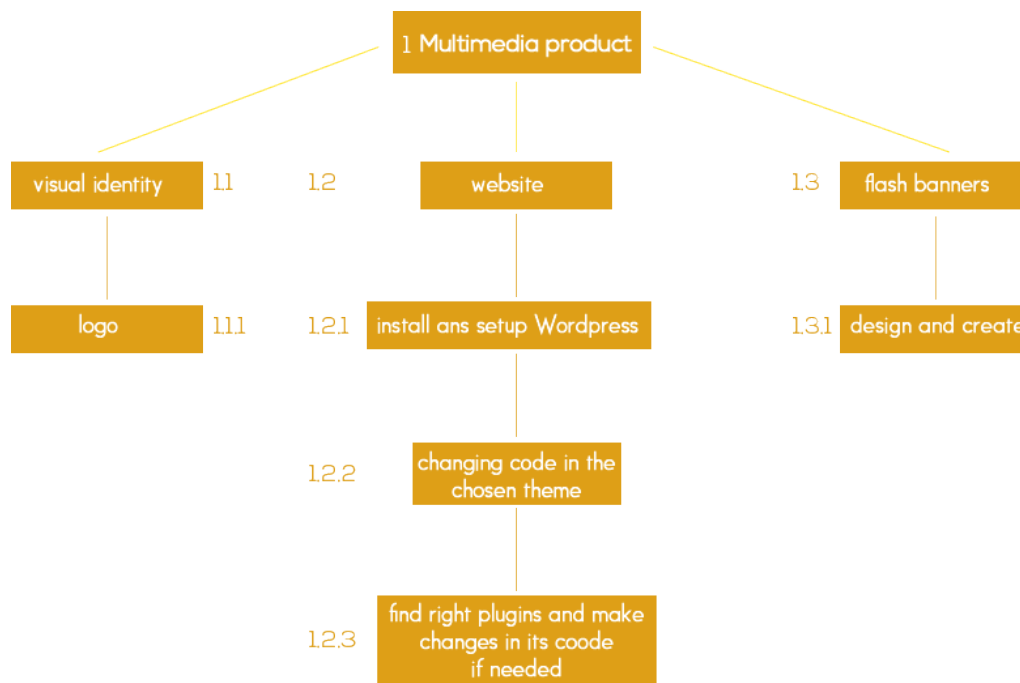


II. Research



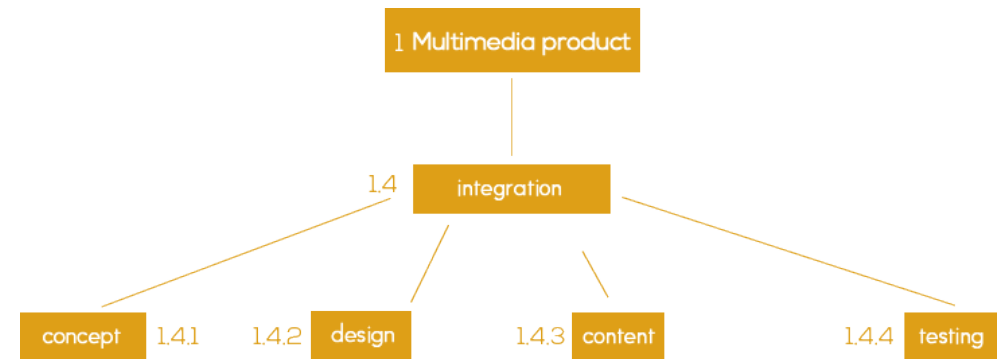
Product Breakdown Structure

In my Product Breakdown Structure I represent my product's structure. With this I can break down the product into three different parts: visual identity, website and flash banners. The website is the most complex part.



Work Breakdown Structure

The Work Breakdown Structure was created after PBS. Here is detailed, what kind of work method is needed in the PBS sections.



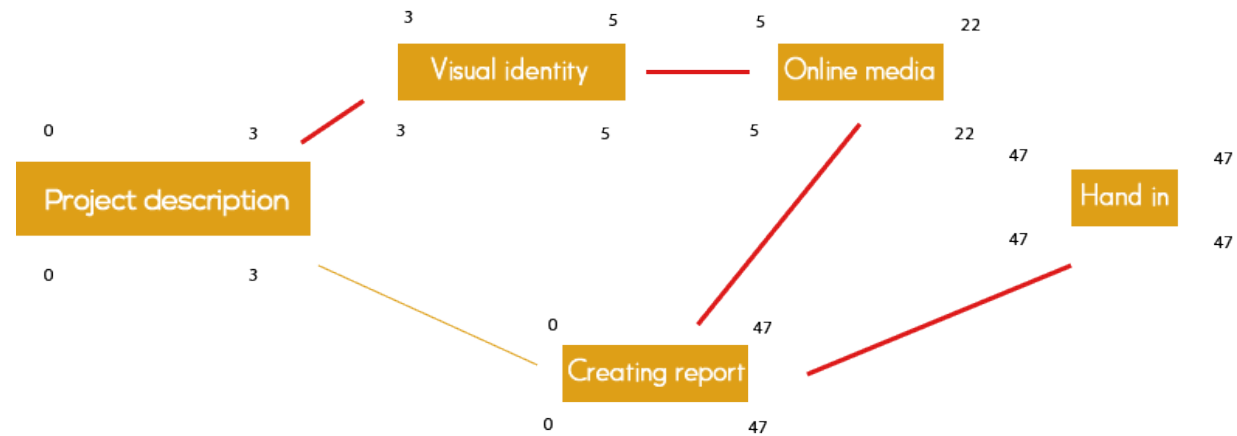
II. Research



Estimates

In order to implement the project in time, I had to calculate an estimation and set up the critical path.

Here you can see the result:

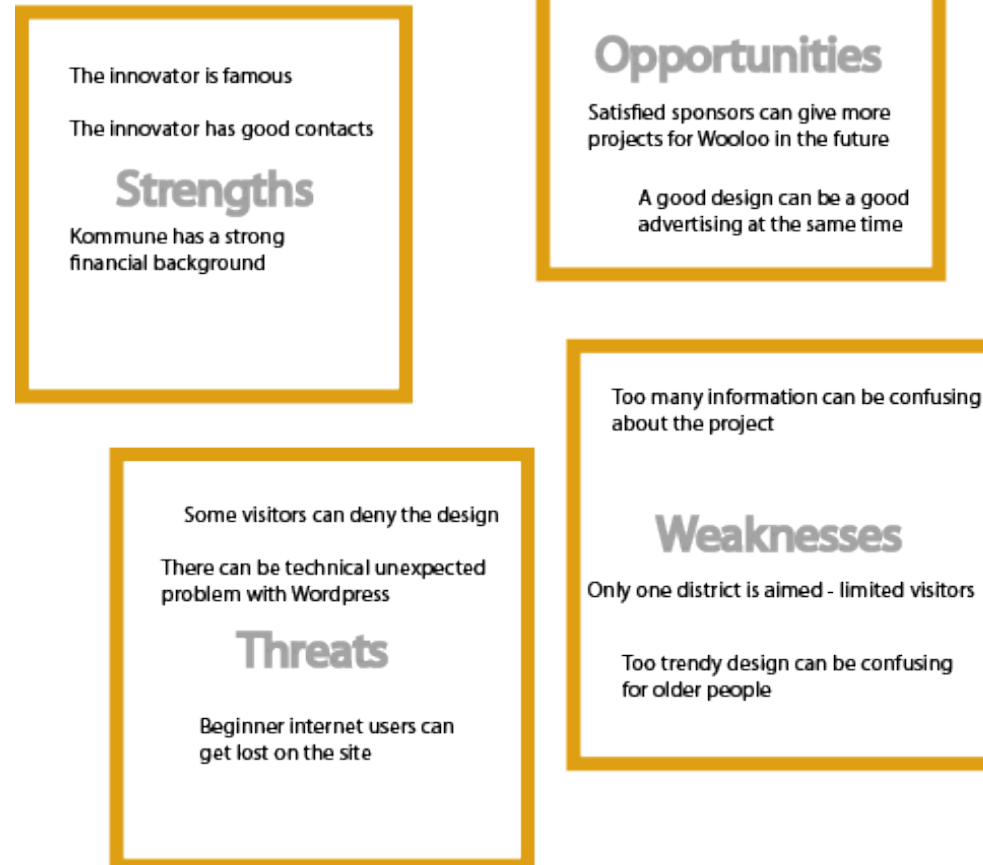


II. Research



SWOT analysis

To analyze the internal strengths and weaknesses and external threats and opportunities I used SWOT.



II. Research



Concept description

Concept:

To create a visual identity and a website for the Human Hotel '14 project, I need to define the colors, fonts and shapes. There are some materials from the previous years, which could be used as an example to generate ideas.

The visual identity is based on the aim of the project - to get in contact with each other: The hexagon is a symbol which is present in this project's all appearance as the symbol of connection, connecting people. The other important symbol is faces to shows that it is about a guest and a host, a meeting of two people or people in general.

Content:

The content of the site is information about the project itself, about the rooms and the artists, and also about the companies who are in charge with these events.

At the moment the site contains information mainly from the previous year, because it is only a prototype for the event for the next year and the text might change as the Wooloo team wants.

Design:

The design is planned to be clear and ease. The main colors are the colors of a typical house in Copenhagen: red (bricks), and yellow or orange which refers to creativity and something new.

I used some tools like mindmapping and six thinking hats.

Need:

The target group is habitants living in Østerbro district and the aim is to make them better socialized, as a part of Copenhagen renewal program.

Wooloo needs a website to help their work next year, to make it possible for the visitors to create their own profile as a host.

Target group and Communication strategy

Target group

According to a research made in Europe, the biggest range of people who are using the internet in daily system are people between the age of 16 - 44.

To make it more specific, we focus on people living in Østerbro district, in the age of between 21 and 54, who have already their own existence, but are still in a group, where a big percent of people have already used internet (85%).

As it is mentioned before, because the group we want to reach is too wide, it is necessary to create at least 2 different flash banners targeted to a narrower age group in both genders.

1. group: age 21 – 39 - active

2. group: age 40 -54 - calmer

The website will have only one style, focused on the target group with all mentioned ages together between 21 and 54, both genders, to have the feel of a unit.

Communication plan and model

In order to obtain relevant information about who could be our targetgroup and how to communicate for them, I was searching on the internet.

Sender:

Wooloo Productions ApS

The senders requested a website, where visitors can register as a host, sign up for newsletter and which contains relevant information about the Human Hotel project.

II. Research



Wooloo is the primary sender.
The sponsors are the secondary senders, who ordered the project from Wooloo.

Receiver:
We have 3 different categories of receivers.

1. Visitors of the event - Habitants of Østerbro district and its neighbor
2. Hosts for the artists - Habitants of Østerbro district
3. Artists coming from abroad to perform their works

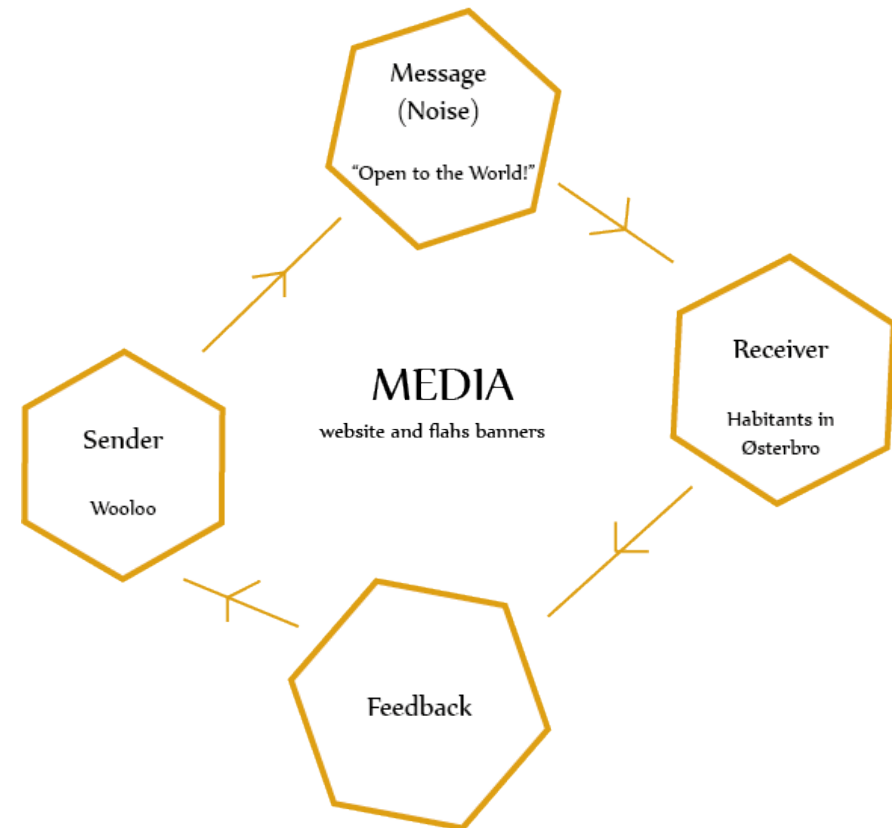
On our website people in all 3 categories can get information about the event, but our main focus is on the 2. group, who we want to be a host for our project.

The message:
Be a host, be a part of a social life, social activity through opening your home's door for foreigners, who can be easily your friends soon.
„Open to the world!“

The Media is: online media - website and 2 different banners.

Effects:
We want an effect, which results many visitors who register as a host.
And a good communication can also result more visitors for the events.

Communication model



II. Research



24 QUESTIONS

1. WHO IS THE TARGET GROUP?

- Hosts of artists - Habitants of Østerbro district, age between 21-54

2. WHAT IS THE MESSAGE?

- Be a host, be a part of a social life, social activity through opening your home's door for foreigners, who can be easily your friends soon. „Open to the world!“

3. WHAT MEDIUM SHOULD BE USED?

- Internet: website, flash banners.

4. WHAT IS THE INTENDED EFFECT ON THE TARGET GROUP?

- To make the target group interested in being a host.

5. WHAT IS THE PURPOSE OF THE INTENDED EFFECT ON THE TARGET GROUP?

- To socialize them.

6. WHO IS THE SENDER?

- Primary sender is Wooloo, secondary senders are the sponsors from the Kommune.

7. WHAT IS THE INTENDED EFFECT ON THE SENDER?

- To make them feel, that the project helps their purpose.

8. WHAT IS THE PURPOSE OF THE INTENDED EFFECT ON THE SENDER?

- The purpose is to make the sender satisfied.

9. HOW IS THE TARGET GROUP AFFECTED BY SIMILAR MESSAGES?

- It might be a unique message for them.

10. HAS THE PRODUCT BEEN MADE BEFORE?

- The topic is brand new topic, but there are similar websites exist.

11. WHERE, WHEN AND HOW IS THE TARGET GROUP GOING TO MEET THE PRODUCT?

- They can reach it online.

12. HOW SHOULD THE PRODUCT BE DISTRIBUTED?

- Online on different cultural portals.

13. WHAT MEDIA GENRE(S) SHOULD BE USED?

- Online advertising.

14. HOW SHOULD THE MEDIA GENRE(S) BE USED?

- When visitor visits cultural portals, they can click to our link.

15. WHAT SKILLS SHOULD THE PRODUCER HAVE?

- Organizing and hosting skills.

16. WHAT KNOWLEDGE SHOULD THE PRODUCER HAVE?

- Knowledge about organizing events.

17. HOW MUCH SHOULD BE INCLUDED?

- All knowledge about events and communicating with foreigners.

18. WHAT EQUIPMENT IS NECESSARY?

- IT equipments.

19. WHAT IS THE BUDGET?

- Around 120 000 DKK.

20. WHAT KIND OF LEGAL PROBLEMS COULD OCCUR?

- We need to have an attention to product personal data of the hosts.

21. WHAT KIND OF ETHICAL PROBLEMS COULD OCCUR?

- The hosts should be satisfied and communicate well with them.

22. WHAT IS THE NAME OF THE PRODUCT?

- Human Hotel '14

23. WHAT IS THE TIMETABLE?

- Timetable is 47 days.

24. WHAT IS THE EASIEST WAY OF MAKING THE PRODUCT?

- To keep all deadlines.

III. Design



Design Brief

As it is detailed in the Communication strategy, our sender is Wooloo, who wants us to create a website which communicates for habitants of Østerbro district.

Sender: Wooloo

Target group: habitants of Østerbro district, age 21 and 54

Our Problem formulation related to design is:

How can we attract Danish citizen's interests in hosting artists coming from different countries by the tools of communication and attractive targeted visual identity?

How to reach, that they have a will to sign up for our newsletters, receiving news about the upcoming exhibitions?

How to make them feel they are a part of something is happening in reality?

Style:

The identity needs to be similar to the existing one, in order to make visitors recognize the project's previously known identity.

The main parts are: hexagons and two faces.

Colors

The chosen colors are in the range of yellow and red with the play of an analog harmony. All are warm colors.

Yellow: increase fun, creativity, intellect and personal power

Red: vitality, spontaneity, passion, active, exciting

Orange: emotional expression, creativity

And where the background is chosen from these colors, there I use white for the logo.

In the flash banners, where the ages are divided:

1. group: age 21 – 39 - active

2. group: age 40 -54 - calmer

I would use orange for the 1. group and red for the 2. group, since orange is more about young energy, creativity and red is more about passion but still exciting.

User experience:

The website should be easy to use and navigate.

Always visible registration and newsletter function.

Fonts:

Since it is on online product, the text should be san serif, easy to read.

Pictures:

To make the visitors feel, they can be a part of something real, we can use pictures from the past events, also to inspire them.

Content:

The text is mainly written by the Wooloo group, but one thing we should have a focus on is that the text should be as short as possible and contain as much information as possible.

It possibly have a huge effect to convince the visitors to be a part of the project as a host or as a visitor.

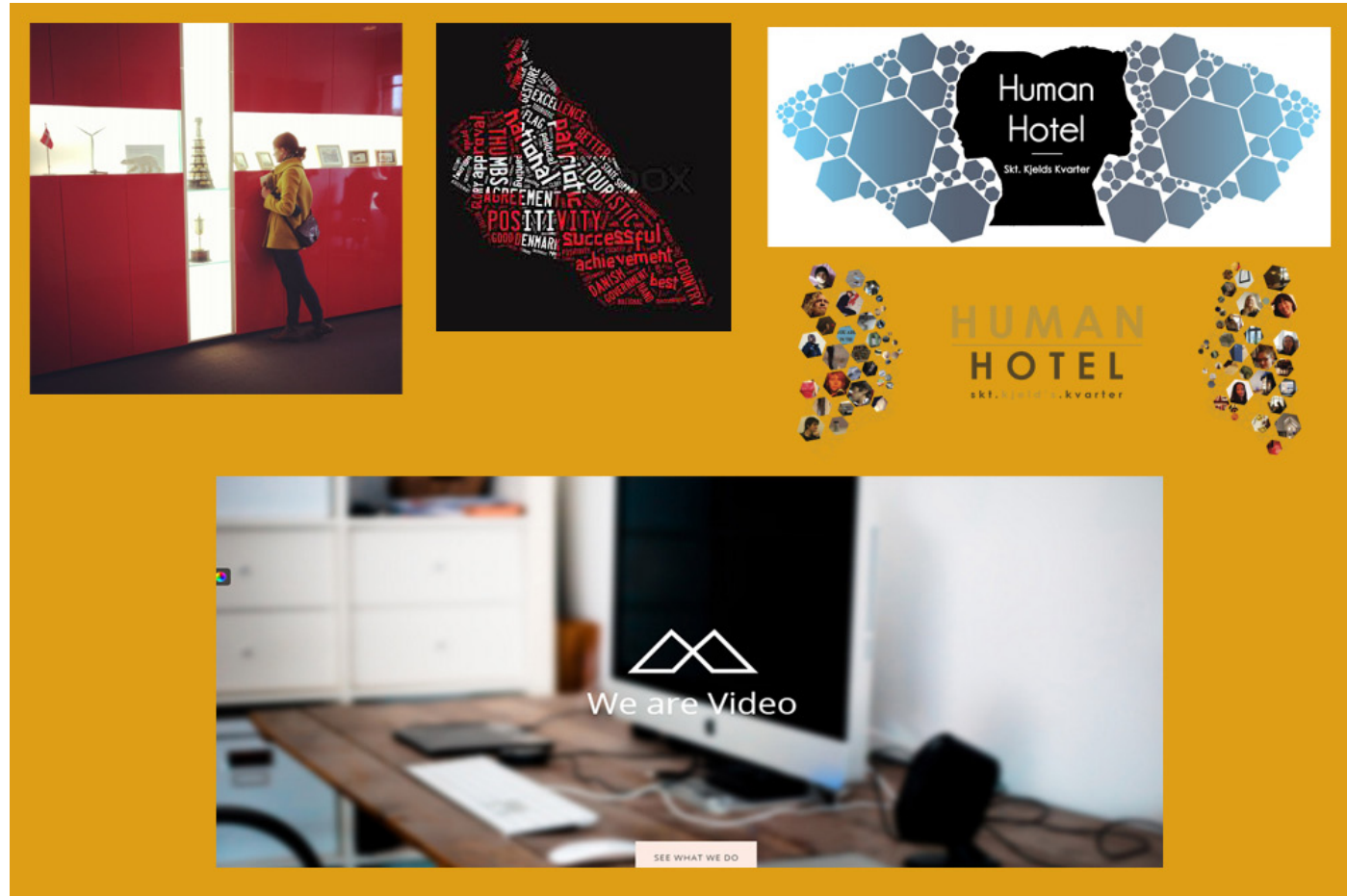
III. Design



Moodboard:

As a first step of the design part I started to look for pictures related to the topic and for a cool web design.

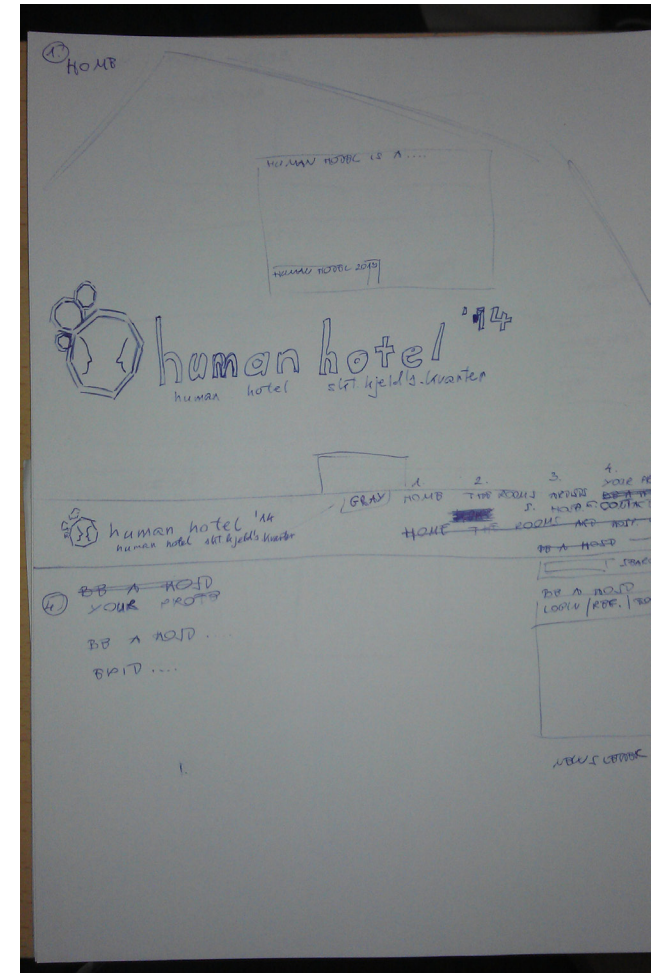
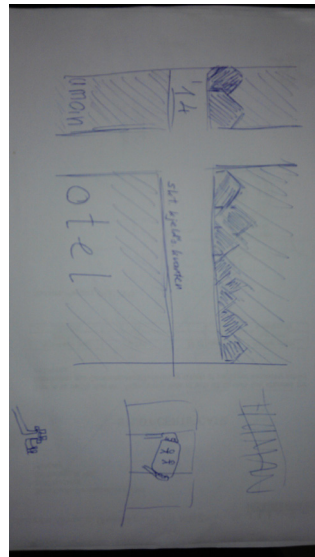
I used as an idea-generator also the previous logos.



III. Design



Here are some sketches how the logo could look like and the final solution. And also the web design part has begun.



III. Design

Here are the three different colored logos.
The chosen colors were explained before.



III. Design



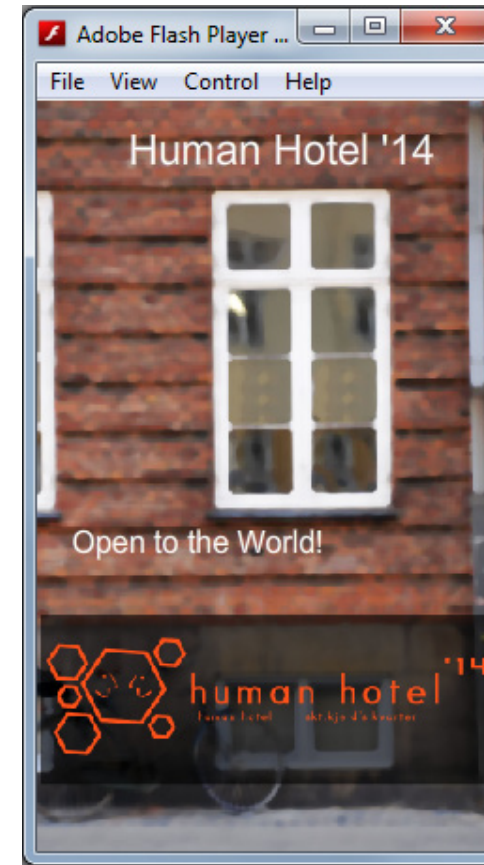
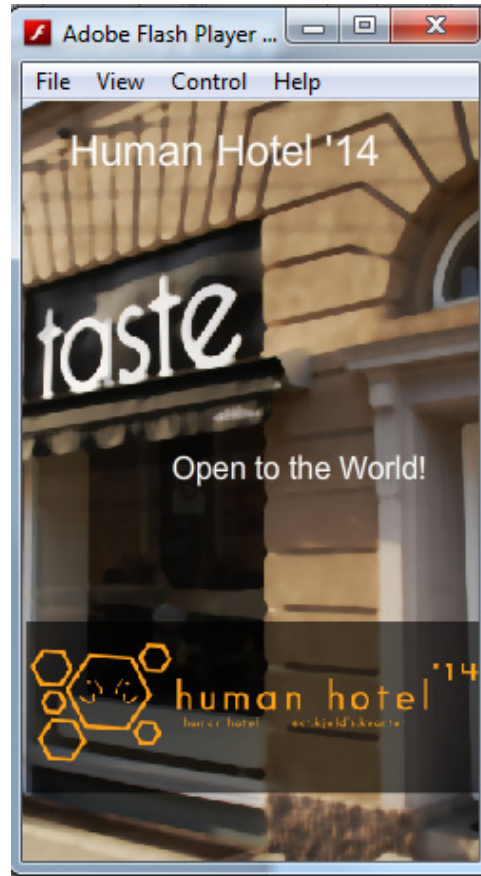
Here you can see some play with the backgrounds for the website.



III. Design

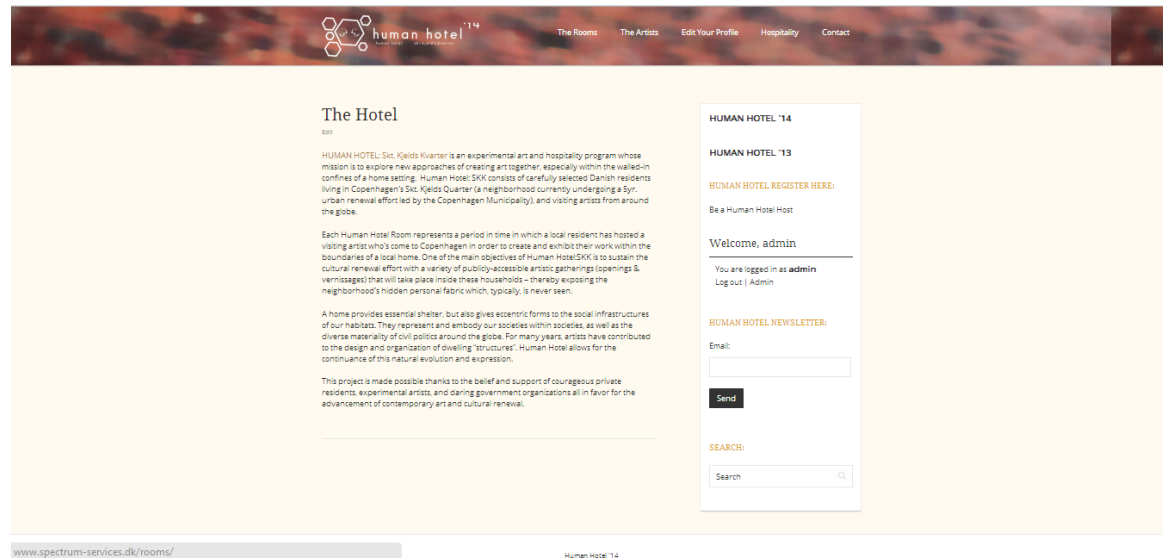
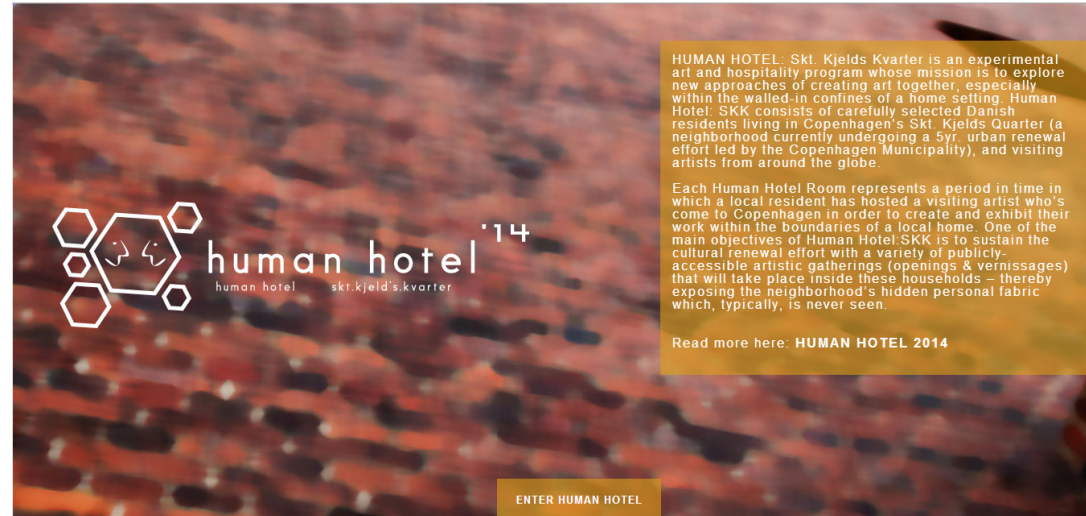


These are the two different flash banners.
First is for the younger target group and the second is for the older visitors.



III. Design

And here is the first page of the website where visitor can get some quick information about the Human Hotel project and enter either directly to the rooms or to the first page of the wordpress theme.



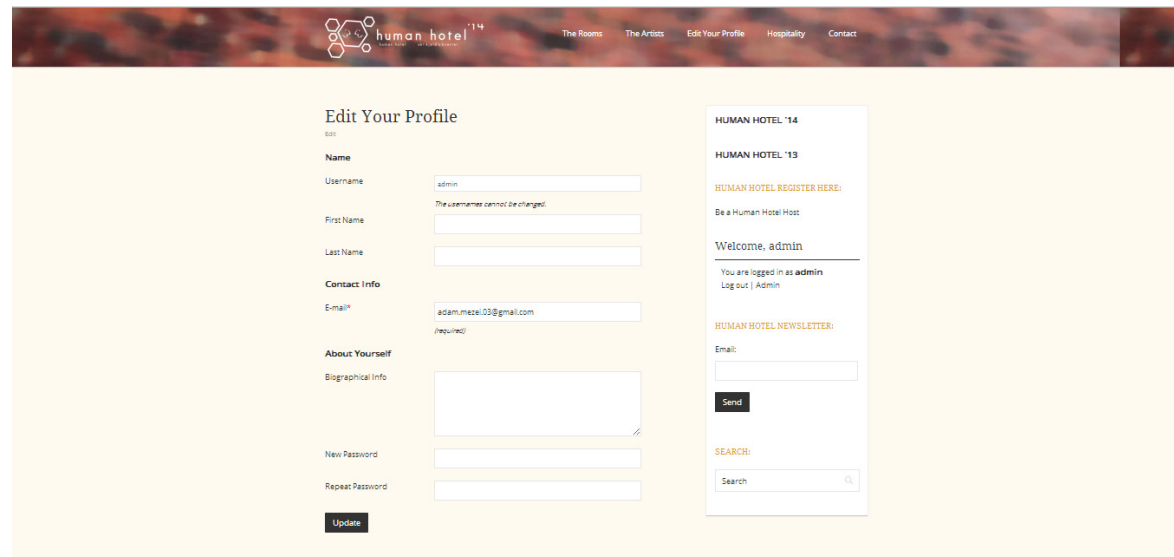
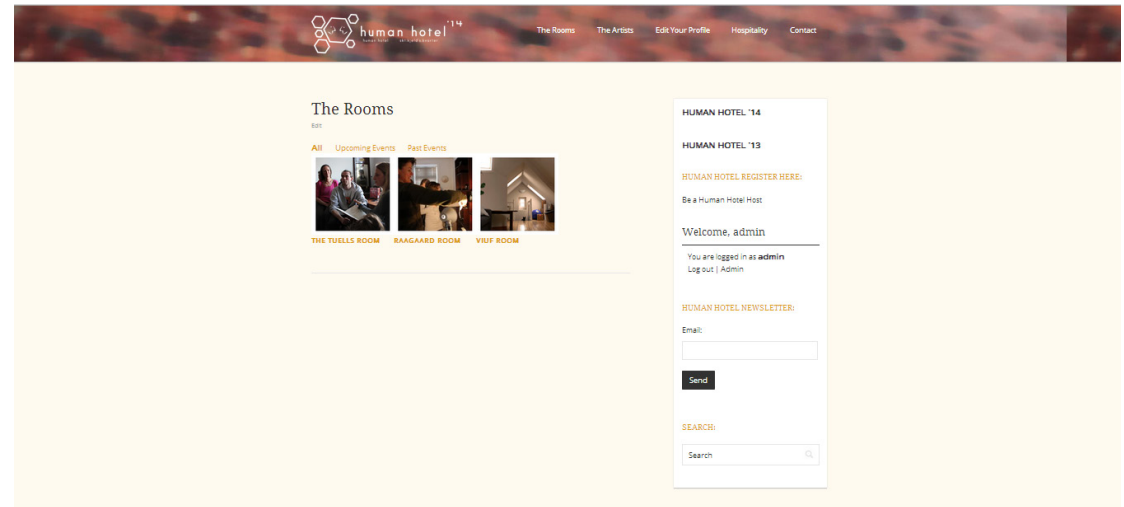
III. Design



Here is the page of the rooms, where you can choose between the upcoming or the past events.

All contents are taken from the existing website just to illustrate how it could look like.

On the second picture here you can find one of the plugins, where the visitor can fill out the form after he/she registered as a host.



IV. Completion



Technical solution and example of coding:

The last problem to solve is:

How to solve technically the possibility of creating a profile by the visitors and sending newsletters to the collected e-mail addresses?

The plugins I used for this issue are the following:

- K-news - a tested newsletter sender with several options
- Profile Builder - with this I could build the form, where user can setup his/her data
- Register Plus Redux - this plugin helps to setup the login logo on the <http://www.spectrum-services.dk/wp-login.php> page.
- Remove Dashboard Access - this plugin helped me to remove the Dashboard, so the user can not see this even if he/she is logged in
- Tabbed Login Widget - this is a widget on the sidebar, that makes easier to login and register at the same time, visible all the time. - I changed its size and the written text in the code.
- ✓ WP ToolBar Removal - this plugin removed the toolbar above, which could just disturb the user after login

As a simple example, here you can see how I changed the Tabbed Login Widget's code:

```
"<?php } elseif ($reset == true) { ?>  
  
<h3><?php _e('Success!', 'tabbed-login'); ?></h3>  
<p><?php _e('Check your email to reset your password,'  
'tabbed-login'); ?></p>  
  
<?php } else { ?>  
  
<h3><?php _e('Human Hotel Host Login', 'tabbed-login');  
?></h3>  
  
<?php } ?> "
```

IV. Completion



User test

I used the Gangster test as a user test.
Here you can see the answers:

23 years old, female, multimedia student, socially active, pro web user

Gangster Test Result: 10/16

The website identification – 1/4

"The splash page is very confusing because when I access it, I just want to enter the site and don't really want to read the huge text there...the problem is that from the index page, I can't really understand what it is about and I can't really go back to the description in home.php. Keywords should help the user to identify better what it is about."

Sections – 2/4

"It is easy to find the menu, even if I find it a bit too high on the page."

Sub-page name – 3/4

"It's okay, I just can't really understand what Hospitality is about..."

Local navigation – 4/4

"The navigation clear."

30 years old, female, freelancer, socially active, advanced web user

Gangster Test Result: 08/16

The website identification – 1/4

"I see it's about a hotel, but I don't get what it is about at all. The text is confusing, I don't even want to read it."

Sections – 2/4

"I can navigate well, but I still don't understand what it is."

"I can navigate well, but I still don't understand what it is."

Sub-page name – 3/4

"I don't understand what Hospitality is."

Local navigation – 2/4

"I got lost a bit."

29 years old, male, IT manager, socially active, advanced web user

Gangster Test Result: 10/16

The website identification – 2/4

"Hard to understand what it is about, but after a time you can get it."

Sections – 3/4

"I can quite clearly see where is what."

Sub-page name – 3/4

"They are fine, I can get everything."

Local navigation – 2/4

"A bit confusing, but after 5 minutes I can navigate easily."

Conclusion:

The identification needs to be changes for sure, to make it more clear for the user, what the site is made for.

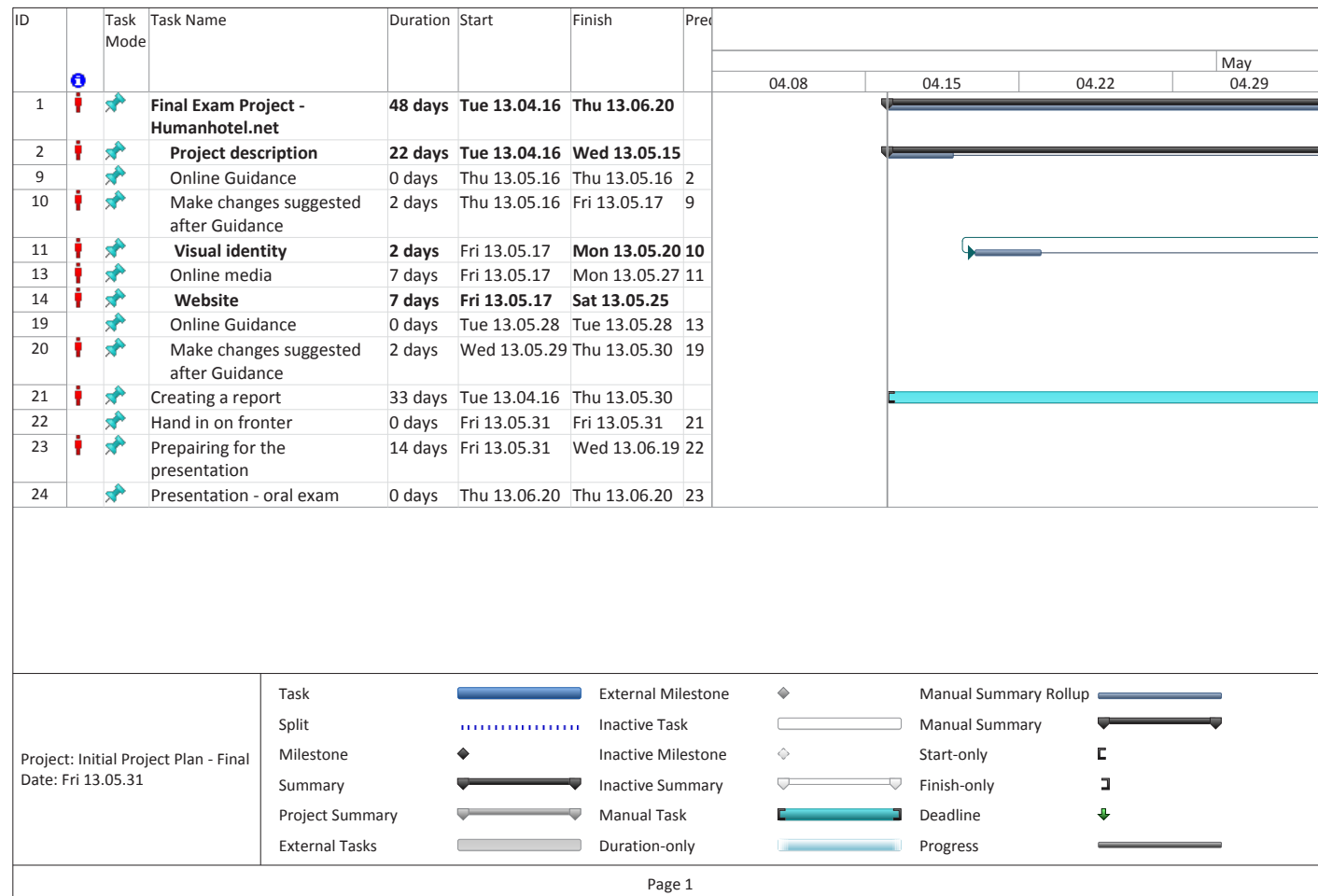
And also the sections should be more clear.

IV. Completion



Final Project Plan

Here you can see how the project went finally.
 I had to spend more time to find the right plugins and to change the code in the theme and also in the plugins.
 That was the main thing, why I couldn't finish till the deadline I have set up.



IV. Completion



Conclusion

First of all some suggestions to change on:

Later in the form we could add an option to let the registered visitor to upload a picture about him/herself, add his/her phone number, upload images to a gallery about his/her apartment/room. And we could optimize the website for a handheld device.

In the initial project plan there are mentioned some optional parts like for example ER modell and database coding, these were finally not necessary, because the plugins solved these things.

Problem Formulation:

- *How can we attract Danish citizen's interests in hosting artists coming from different countries by the tools of communication and attractive targeted visual identity?*

+ We used pictures to present, how this event looks like, this can inspire visitors to register as a host.

- *How to reach, that they have a will to sign up for our newsletters, receiving news about the upcoming exhibitions?*

+ Those who are not interested to be a host, still can be interested to visit the events inspired by the pictures.

- *How to make them feel they are a part of something is happening in reality?*

+ Also the pictures help in this and the stories written after the events.

- *How to solve technically the possibility of creating a profile by the users and sending newsletters to the collected e-mail addresses?*

+ All the plugins I installed and some changes I made on them solved this issue.

Personal reflection:

The project itself was really exciting, but also hard to work on it alone.

I hope I made the best I could during this 47 days I had for the project.

IV. Completion



References and sources

- <http://humanhotel.net/housekeeping/our-partners/> - information about the sponsors.

- Exploring Multimedia for Designers; Ray Villalobos - Creative Brief

- Developing Multimedia - A holistic approach; Marie Oosterbaan, Louise Harder Fischer

- https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/scoreboard_life_online.pdf - reasearch about the internet users:

"Many national policies aim to increase efforts to promote the benefits of the internet for elderly people. In stark contrast, for the population aged between 16 and 44 years the internet has become a daily tool either for studies, work, leisure or social relations. Only 4% of people aged 16 to 24 and just 15% of people aged between 25 and 54 declared that they have never used the internet."

- http://www.mindtools.com/pages/article/newPPM_07.htm - Stakeholders template

Inspiration for design:

<http://halfcreative.themes.bitfade.com/>

<http://line25.com/articles/25-web-designs-with-clever-fixed-header-effects>

<http://eu.fotolia.com/>

<http://humanhotel.net/>

- http://www.env.gov.bc.ca/csd/imb/3star/sdlc/8manage/risks/risk_std.html - risk analysis:

Copenhagen Business Academy:

- Risk analysis template

- Stakeholder template

- Economy template

Changed Wordpress Themes:

Chip Life

Changed Plugins:

- Awesome Filterable Portfolio

- Gallery Carousel Without JetPack

- K-news

- Profile Builder

- Register Plus Redux

- Remove Dashboard Access

- Tabbed Login Widget

- ✓ WP ToolBar Removal