

# Process Book

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GRA 280: Design Thinking for Graphic Designers  
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a diverse group of friends laughing and enjoying each other's company, looking at a smartphone together. The background features a bright blue wall	0	<a href="https://stock.adobe.com/search?filters%5Bcontent_type%3Aphoto%5D=1&amp;filters%5Bcontent_type%3Aillustration%5D=1&amp;filters%5Bcontent_type%3Azip_vector%5D=1&amp;filters%5Bcontent_type%3Avideo%5D=1&amp;filters%5Bcontent_type%3Atemplate%5D=1&amp;filters%5Bcontent_type%3A3d%5D=1&amp;filters%5Bcontent_type%3Aimage%5D=1&amp;k=-diverse+group+of+millennials+on+vibrant+blue+background&amp;order=relevance&amp;safe_search=1&amp;limit=100&amp;search_page=1&amp;search_type=user-typed&amp;acp=&amp;aco=diverse+group+of+millennials+on+vibrant+blue+background&amp;get_facets=0&amp;asset_id=896038626">https://stock.adobe.com/search?filters%5Bcontent_type%3Aphoto%5D=1&amp;filters%5Bcontent_type%3Aillustration%5D=1&amp;filters%5Bcontent_type%3Azip_vector%5D=1&amp;filters%5Bcontent_type%3Avideo%5D=1&amp;filters%5Bcontent_type%3Atemplate%5D=1&amp;filters%5Bcontent_type%3A3d%5D=1&amp;filters%5Bcontent_type%3Aimage%5D=1&amp;k=-diverse+group+of+millennials+on+vibrant+blue+background&amp;order=relevance&amp;safe_search=1&amp;limit=100&amp;search_page=1&amp;search_type=user-typed&amp;acp=&amp;aco=diverse+group+of+millennials+on+vibrant+blue+background&amp;get_facets=0&amp;asset_id=896038626</a>	Free to use with Standard License.	08/08/2024	Катерина Євтехова Generated with AI	Modification allowed.
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Female in Yellow Studio	7	<a href="https://www.pexels.com/photo/optimistic-young-black-female-having-fun-in-yellow-studio-4171758/">https://www.pexels.com/photo/optimistic-young-black-female-having-fun-in-yellow-studio-4171758/</a>	Free to use. Attribution is not required.	04/07/2022	EVG Kowalievskia	Modification allowed.
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QR Code	0	<a href="https://www.adobe.com/products/photoshop.html">https://www.adobe.com/products/photoshop.html</a>	Free for commercial use with Attribution.	07/29/2024	Adobe. (2024). <i>Adobe Photoshop</i> (Version 25.10) [Beta software]. <a href="https://www.adobe.com/products/photoshop.html">https://www.adobe.com/products/photoshop.html</a>	Use as it is.
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Woman on Wheelchair	7	<a href="https://www.pexels.com/photo/woman-on-black-folding-">https://www.pexels.com/photo/woman-on-black-folding-</a>	Free to use.	04/07/2022	Judita Tamošiūnaitė	Modification allowed.

# Phase One: Empathize and Ideate

## Role of Human-centered Design (HCD)

Empathy is about really getting into someone else's head and heart. As a designer, empathy can be a total game-changer. Start every project with fresh eyes. Toss out your biases, challenge your assumptions, and welcome new ideas. Embracing diverse perspectives and experiences makes our designs more inclusive and impactful. Here are some fun and effective methods to empathize with our users:

- **Build a Diverse Team:** Include team members from various backgrounds and perspectives to ensure a wider range of empathy and understanding in the design process.
- **Conduct User Interviews:** Chat directly with users. Ask open-ended questions to dig into their needs, pain points, and behaviors.
- **Create Personas:** Build detailed profiles of the typical users based on research. This helps keep their perspectives front and center throughout the design process.
- **Engage in Co-Creation:** Involve users in the design process by having them contribute ideas and solutions. This collaborative approach can lead to more user-centered designs.
- **Gather Feedback Regularly:** Encourage users to share their thoughts and suggestions frequently. This can be through surveys, feedback forms, or direct communication.
- **Participate in Usability Testing:** Watch users as they navigate the product. Pay attention to where they struggle or get frustrated, and ask follow-up questions to clarify their experiences.
- **Practice Active Listening:** When interacting with users, focus entirely on their words and emotions without interrupting or jumping to conclusions.
- **Use Empathy Mapping:** Visualize what users are thinking, feeling, saying, and doing in different scenarios. This helps us understand their emotional journey.

Imagine we're whipping up a recipe for the perfect product—one that our users will love. HCD is like the secret sauce in that recipe. It's all about making sure every ingredient, from usability to innovation, caters to the tastes and preferences of our end-users. By really getting to know our users—what they like, what frustrates them, and how they live—we can cook up solutions that hit the spot. This user-first approach doesn't just make products easier to use and more relevant; it also sparks creativity, leading to those "aha!" moments that purely business-driven strategies might miss. And the best part? When we serve up a product that's designed with genuine user input, it's more likely to be adopted and satisfy the users' needs, leading to higher customer loyalty and positive word-of-mouth.

Understanding the target audience is crucial because it:

- **Aligns with User Expectations:** When our design matches what our audience expects, their satisfaction and engagement go through the roof.
- **Facilitates Empathy:** Getting to know our audience builds empathy, allowing us to create designs that are more human and emotionally resonant.
- **Identifies Real Problems:** Talking directly with our audience helps us uncover the real issues they face, leading to solutions that truly matter.
- **Informs Design Decisions:** Knowing what our audience likes, dislikes, and struggles with helps us craft solutions that hit the mark.

By using these methods, we designers can truly get to know our users, creating designs that are intuitive, relevant, and satisfying—basically, understanding our audience is the secret sauce for making our designs a hit!

# Phase One: Empathize and Ideate

## Needs and Expectations of Target Audience

### What Makes Millennials Tick: A Fun Breakdown

#### Who Are They?

- Age Range: Millennials (Gen Y), aged 22-45, born between 1981 and 1996.
- Achievement-Focused: They're all about hitting their targets, especially in science and math.
- Cool Traits: They're educated, tech-savvy, money-conscious, optimistic, and love a good laugh.
- Feedback Seekers: They love getting positive feedback and attention.
- Mainstream Culture: Clothing, music, and cultural markings are very mainstream.

#### What Do They Want When Dining Out?

- Healthy and Affordable: They love delicious yet budget-friendly meals that are also good for them.
- Squad Goals: They prefer dining in groups, sharing the experience with friends.
- Tech Savvy: Ordering and paying via an app is a big win. Less chit-chat with staff, more convenience.
- Unique Vibes: They want more than just food—they want an unforgettable experience!

#### What Influences Them?

- App Addicts: They keep up with brands and share their favorite finds via social media and mobile apps.
- Social Media Kings and Queens: They trust their friends' recommendations and social media influencers way more than TV ads. If it's trending online, it's on their radar.

#### How Do They Roll?

- Ad Skeptics: Traditional ads? Meh. They're all about user reviews and friend recommendations.
- Tech Lovers: They're glued to their gadgets and love socializing in groups, whether it's eating out or chilling at home.

#### What Drives Them?

- Achievement Junkies: They're driven, assertive, and always striving to hit their goals.
- Values Matter: They're all about brands that align with their values, like sustainability and transparency.

#### What Are Their Design Preferences?

- Colors: Bright, vibrant hues that scream adventure and excitement. Think deep greens and reds, and warm oranges.
- Fonts: They dig modern and clean sans serif fonts like Arial, Futura, and Gill Sans.  
Layout: Clean, with lots of white space and a clear, readable font hierarchy. Authenticity and transparency are key.
- Visuals: Real, relatable photos with a diverse mix of people. They love user-generated content that feels genuine.

So, if you want to win over Millennials, we need to make sure your brand is tech-savvy, authentic, and aligned with their values. Keep it fun, vibrant, and real, and you'll have them hooked!

# Phase One: Empathize and Ideate

## Attributes of Target Audience Shaping Design Decisions

Their preferences and habits offer a unique guide to creating engaging, effective, and vibrant user experiences. Let's dive into how we can shape your design to win their hearts.

### Community and Social Integration

Social media is where Millennials really come to life, so get involved on the platforms they love—Instagram, Twitter, TikTok, and more. Foster engagement by encouraging sharing and interaction to build a vibrant community around your brand. User-generated content and social shares are pure gold! Also, add interactive features like comment sections, reviews, and sharing options. These elements let Millennials feel part of the conversation, turning them into active participants who feel valued and engaged, rather than just passive observers.

### Content Strategy

They crave authenticity, so ditch the stock photos and use real images that reflect diversity and genuine moments. They want to see themselves and their world in your visuals. And remember, show, don't tell—let your images do the talking. Use ads, infographics, videos, and engaging visuals to communicate your message, keeping the text light and letting the visuals take center stage. It's all about making your story come alive in a way that's both effective and captivating!

### Ethical and Sustainable Design

They're passionate about the planet, so make sure to flaunt your eco-friendly practices and commitment to sustainability. Show them you're doing your part to make the world a better place, and they'll definitely appreciate it. Also, keep it real—honesty is crucial. Be transparent and genuine in all your messaging. They have a sharp eye for authenticity, so being upfront and real will build trust and make a strong connection.

### User Experience (UX) Design

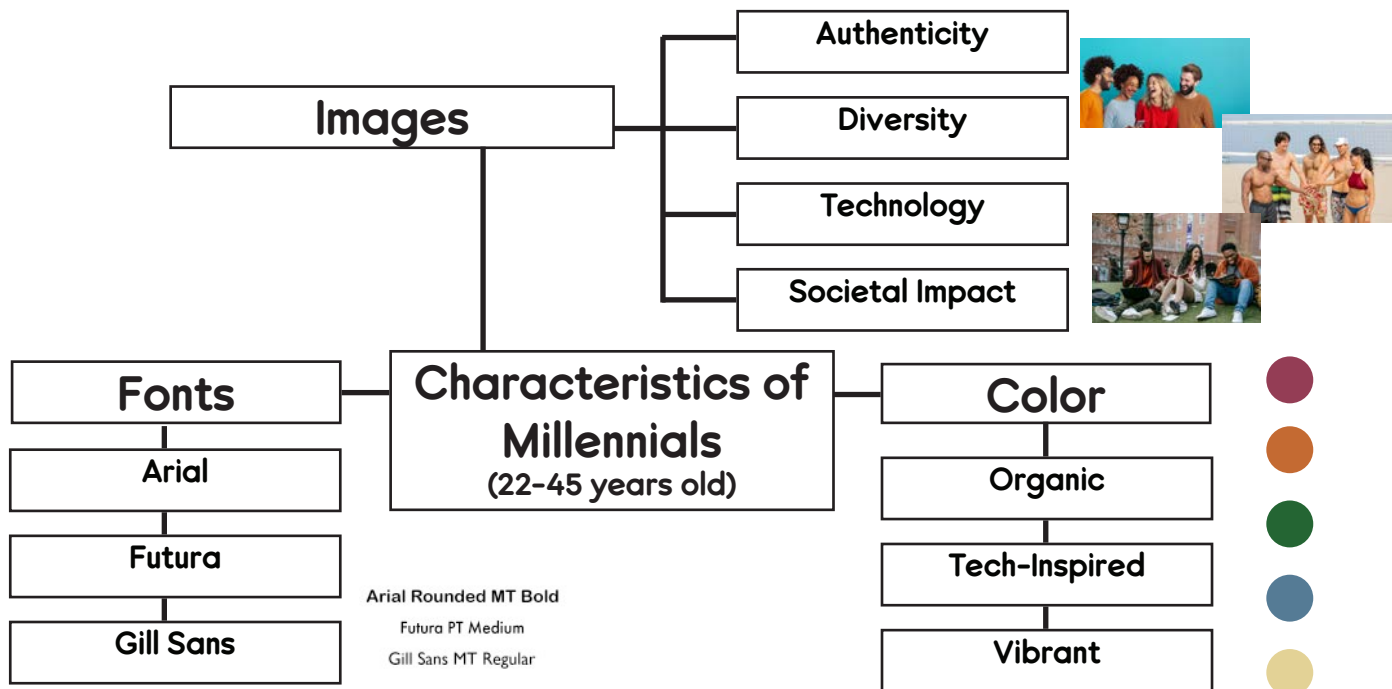
They crave consistency, so your ads, menus, website, and other marketing materials need to be in perfect harmony. They value when everything matches up seamlessly, creating a trustworthy and cohesive brand experience. And don't forget about efficiency—make navigation a breeze with clean layouts and straightforward pathways. Since their world is in their pockets, your design has to shine on mobile devices. A smooth, stunning experience on smartphones and tablets isn't just a bonus; it's a must!

### Visual and Aesthetic Choices

They're all about that sleek, modern vibe, so go for sans serif fonts—they're clean, contemporary, and easy on the eyes, adding a fresh, cool touch to your design. When it comes to colors, they are drawn to colors that radiate mindfulness and optimism. Think organic shades that bring a touch of nature indoors, with botanical greens and earthy tones that feel grounded yet vibrant. They love natural hues but with a twist—saturated, tech-driven colors that feel authentic and genuine. Vibrant, fully saturated shades that signal excitement and adventure are a hit, using a full spectrum to create a dynamic and engaging palette. The key is to ensure these colors resonate with their values and expectations, adding an authentic touch of energy and inspiration.

By designing with these Millennial traits in mind, you'll create experiences that are engaging, relatable, and spot-on for their tastes. It's all about being tech-savvy, authentic, and vibrant to really resonate with them.

## Create a Mind Map to Generate Ideas



### Color Swatches

- **Tech-Inspired Colors:** Authentic, modern, and tech-driven hues
  - #953c55 is a vibrant, saturated red falling within the organic and botanical shades. It evokes excitement and adventure, making it a good fit.
  - #577b95 is a muted blue-gray tone that adds depth and a sense of calm. It can be used to create contrast against lighter or more vibrant colors, helping to anchor the design without overwhelming it.
- **Vibrant Hues:** Bright, saturated colors indicating excitement
  - #c36934 is a warm, saturated orange that evokes excitement and adventure. While it leans towards natural tones, the vibrancy of the hue can also lend a contemporary, stylish feel.
- **Organic Tones:** Natural, earthy, botanical shades
  - #2a6432 is a deep botanical green, fitting the organic and natural tones. It's more foundational and authentic.
  - #e2d399 is a soft, warm beige-yellow that adds a touch of warmth and sophistication, complementing the cooler tones like #577b95. It can be used to highlight areas or add a subtle brightness that doesn't distract from the main content.

### Fonts

- **Arial:** Simple and contemporary
- **Futura:** Modern and clean
- **Gill Sans:** Fresh and approachable

### Images

- **Authenticity:** Real, relatable photos and user-generated content
- **Diversity:** Inclusive and representative visuals
- **Technology:** Tech-related imagery, modern and futuristic



# Phase One: Empathize and Ideate

## Create a Mood Board to Generate Ideas



Millennials are all about authenticity, diversity, and tech-savvy vibes. They love real and relatable photos, inclusive visuals that represent everyone, and modern, imagery that highlights their techy side.

When it comes to colors, think vibrant, natural, and saturated. They dig tech-inspired colors like vibrant reds (#953c55) and muted blues (#577b95), bright, adventurous hues like warm oranges (#c36934), and organic tones like deep, botanical greens (#2a6432) and soft, warm yellows (#e2d399).

Fonts need to be on point too, with simple and contemporary Arial, modern and clean Futura, and fresh and approachable Gill Sans leading the pack. This mix of elements will hit home with Millennials, making sure your designs are spot on and resonate with their tastes and expectations.



# Phase One: Empathize and Ideate

## Explain How Components Represent Target Audience

At the heart of vibrant downtown, where urban buzz meets the culinary flair of Focus 05, we want to draw millennials in like bees to honey. Picture this: a sleek, tech-savvy hotspot that turns dining into an experience rather than just a meal. It's not just about the food; it's about the fun, the connection, and the perfect blend of style and substance. Here, dining is an event, and every detail—from the fonts to the unique décor—reflects millennials' love for memorable, social, and tech-enhanced adventures.

The mind map is our go-to tool for sorting and connecting ideas, turning chaos into clarity. It's like a roadmap to understanding millennials, breaking them down into neat, easy-to-follow categories for brainstorming, planning, and problem-solving. The age range (22-45) gives a snapshot of who we're talking about. Values like “authenticity,” “diversity,” and “societal impact” paint a picture of a generation that's deeply invested in social causes and experiences that go beyond just a product. Technology is another biggie—millennials are all about being tech-savvy and embracing the latest innovations. And when it comes to design, bold fonts and vibrant colors (think “organic” and “vibrant”) hit the mark with their love for modern, eye-catching aesthetics.

The mood board is like our project's mood ring, capturing its vibe, style, and the emotions it's meant to spark, all in one visual snapshot. When you're diving into design for this audience, think of it as crafting a visual party where authenticity, diversity, and tech vibes are the guests of honor. Imagine real, relatable photos mingling with inclusive, representative visuals, all set against a backdrop of sleek, futuristic tech imagery. Your color palette should be like nature's own tech-savvy twist: deep botanical greens (like #2a6432) and soft, warm yellows (#e2d399) ground the look in natural vibes, while vibrant reds (#953c55), muted blues (#577b95), and warm oranges (#c36934) inject a burst of excitement and adventure. Finish it off with fonts that are as fresh as they are functional—simple and contemporary Arial, clean and modern Futura, and approachable Gill Sans.

So, the mind map effectively captures millennials' age, values, tech-savviness, and design tastes in one clear, textual snapshot. Combined with the mood board's aesthetic flair, these elements come together to aid in creating a design that's not only visually stunning but perfectly in tune with millennial tastes.

# Phase Two: Ideate, Define and Mock-up

## Ideate

### Problem Statement

The restaurant's current crowd is mainly Baby Boomers and Gen Xers, but they want to vibe with Millennials instead. The challenge? To whip up a subway banner ad that catches Millennials' eyes and makes them want to check out the restaurant.

### Explanation

The problem is rooted in the current advertising and branding strategies, which do not align with the cultural and aesthetic preferences of Millennials. This demographic is characterized by a preference for authentic, relatable content, vibrant and saturated colors, and contemporary design elements. The goal is to redefine the restaurant's visual identity in a way that connects with Millennials, driving more of this target audience to become patrons.

## Define

The current Focus 05 subway ad is missing the mark with Millennials, and here's why: it's just not vibing with them. Millennials are all about that modern, fresh look, so throwing in old-school serif fonts and dull colors just isn't cutting it. Those fonts make the ad feel like a dusty history book instead of something trendy and fun. Using modern and friendly sans serif fonts is way more their style.

Millennials want bold, vibrant visuals that scream authenticity and relatability. They love rich, saturated colors and natural, botanical hues that give off a vibe of authenticity and optimism. If you're sticking with muted or overly traditional colors, you might as well be invisible. They want their eyes to pop, and bold, engaging visuals are the way to do it.

And let's talk about the images—if they don't showcase diversity and real-life experiences, they're going to come off as generic and out of touch. Millennials are looking for visuals that reflect their values and lifestyle, featuring diverse and inclusive photos that feel real. They care about sustainability and social causes, so if the ad uses bland, staged, or non-inclusive imagery, it's not going to resonate with them at all.


Plus, engagement is key. A static ad without interactive elements, like QR codes or social media links, is just a snoozefest. Millennials want a consistent brand vibe, and if the ad doesn't match the cool, cohesive look of Focus 05, it's not going to build trust or interest. To really capture this crowd's attention, the ad needs a total revamp with trendy fonts, eye-catching colors, relatable imagery, and some fun interactive features.

# Phase Two: Ideate, Define and Mock-up




## Mock-up 1: Bold & Buzzing

- **Color Scheme:** Bright and lively colors like air force blue and hunter green.
- **Typography:** Playful and modern fonts like Impact for the headline and Futura for the subhead, with a fun and bold twist to keep things lively.
- **Imagery:** High-energy photo of a diverse groups of young people laughing, sipping drinks, and having a blast while slaying work. Think rooftop vibes, cozy corners, and big smiles. This portrays a lively, inclusive, and stylish setting where people can both work and unwind, appealing to young professionals and social butterflies alike.
- **Messaging:** Feels like an open invite to a good time and aligns with Millennials' desire for inclusivity, social connections, and a dynamic lifestyle. It portrays a space that caters to their work-life integration, social interactions, and preference for trendy, modern environments.

**Sip,  
Savor,  
Slay!**




*Your new  
favorite spot for  
killer eats and  
good vibes.*

**Fōcus 05**  
Downtown

171 Spring St, New York, NY 10012  
(212) 343-4255



# Phase Two: Ideate, Define and Mock-up

## Mock-up 2: Chill & Classy

- **Color Scheme:** A cool and sophisticated mix of deep hunter green and warm cocoa orange.
- **Typography:** Clean and classy fonts like Gill Sans for the headline and Arial for the subhead, keeping things sleek and simple.
- **Imagery:** An Instagram-ready dish that's totally drool-worthy, paired with a shot of a diverse duo chatting about where to lunch next—it's all about tasty food and good company! This underscores inclusivity and the idea that choosing where to eat is all about quality and a fun, shared experience.
- **Messaging:** It's all about that low-key and fun vibe effectively appealing to Millennials by focusing on stylish, inclusive, and shareable dining experiences.



**Eat.  
Chill.  
Repeat.**

Modern flavors and cozy feels—because your taste buds deserve a party!

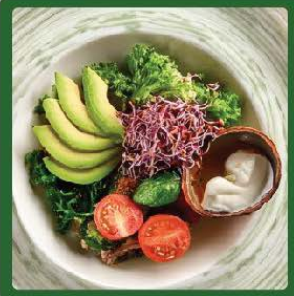
**Fōcus 05**  
Downtown  
171 Spring St, New York, NY 10012  
(212) 343-4255

QR code


# Phase Two: Ideate, Define and Mock-up

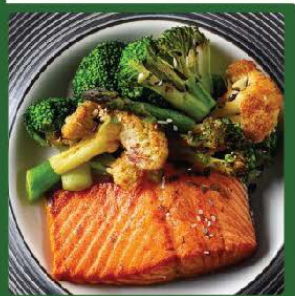
## Mock-up 3: Unique & Tech Savvy

- **Color Scheme:** A modern mix of hunter green, warm cocoa orange, and a pop of magenta for a fresh, tech-savvy feel.
- **Typography:** Sleek and stylish with Gill Sans, keeping things clear and contemporary.
- **Imagery:** Focus on beautifully plated meals with a sophisticated twist coupled with a visual of a person using a smartphone, perhaps scrolling through a food delivery app or sharing their dining experience on social media. This showcases the tech-forward aspect and the restaurant's appeal to digital-savvy Millennials.
- **Messaging:** Tap into the tech-savvy nature of Millennials while highlighting the convenience and modernity of the dining experience while still showcasing the restaurant's culinary excellence.



Experience Unique Eats,  
Wallet-Friendly Feasts,  
and Tech-Savvy Treats  
in a Sustainable, Health-Conscious Haven






## Swipe Right for Flavor!

*Downtown's  
Hottest Stop for  
Foodie Adventures*

**F̄ocus 05**  
Downtown  
171 Spring St, New York, NY 10012  
(212) 343-4255





# Phase Two: Ideate, Define and Mock-up

## Explain Mock-ups

Each mock-up was designed to meet specific design needs while appealing to the target audience of Millennials. This approach ensured that the designs are visually engaging and relevant to the audience. The layouts were designed to be user-friendly and accessible, making it easy for users to navigate and interact with the content. The first mock-up, with its vibrant colors and playful typography, uses the phrase “Sip, Savor, Slay!” to create a fun, modern vibe, attracting those looking for a trendy spot with good vibes. The second mock-up emphasizes “Modern flavors and cozy feels,” using a sophisticated yet warm color palette and modern fonts to appeal to those seeking both great food and a welcoming atmosphere. The third mock-up focuses on “Unique Eats” and “Wallet-Friendly Feasts,” using a clean and modern layout to attract budget-conscious Millennials interested in sustainability and health. Finally, the fourth mock-up invites viewers to “Dive into a culinary adventure” with bold language and dynamic design elements, targeting young, adventurous foodies looking for new experiences.

These mock-ups effectively solve the problem statement by modernizing the brand’s image and making it more appealing to a younger, vibrant audience. They move away from any outdated visuals or conservative messaging, instead using contemporary fonts, vibrant colors, and engaging language that resonates with Millennials. Each mock-up aligns with the target audience’s values, highlighting themes like unique dining experiences, affordability, and a fun atmosphere. This approach ensures that the brand is seen as relevant, relatable, and attractive to a younger demographic, successfully repositioning it to appeal to this audience. Additionally, the inclusion of interactive elements, such as social media links and QR codes, cater to the digital habits of the target audience, encouraging engagement.

## Room for Improvement

The mind map and mood board effectively captured the essence of what appeals to Millennials, resulting in a cohesive brand identity. And while the mock-ups excelled in several areas, ensuring consistency across all brand messaging and materials would have strengthened the overall brand identity. Initially, I felt it was important to provide variety in the mock-ups but upon reflection ensuring a consistent visual identity across all mock-ups may be crucial. This includes maintaining a unified style, color palette, and typography to strengthen the overall brand image and recognition. This would be helpful if the client were to launch a campaign of several ads but wanted to maintain the consistent look across all of them.



# Phase Three: Test and Iterate

## Feedback on Mock-ups

1. There is an overwhelming tendency to use center alignment, recommend to stay away from that. It's much more interesting to look at. When you center things, it creates symmetry. So that the negative space around the object is symmetrical. And what do we know about symmetry and graphic design? It's typically not the most interesting thing. So go ahead and break that. Suggest using left alignment. For a more dynamic layout, consider left-aligning the elements.
2. Separate social media icons and QR code from subhead and logo so that the branding area is the exit strategy.
3. Replace the generic social media icons with the actual ones.
4. Try to think about your images. Images should depict group activity (not individuals), technology, diversity, adventure, high energy color pallet. Images should be casual and intimate showing smiling groups of people and relationships, and if showing food they should depict light, organic, healthy, sharable foods.
5. When we look at the white backgrounds, we're kind of forced into this notion of traditionalism. Instead of using white backgrounds, try cropping in an image as the background.
6. Avoid using all four corners; instead, focus on grouping and proximity to create a cohesive look.

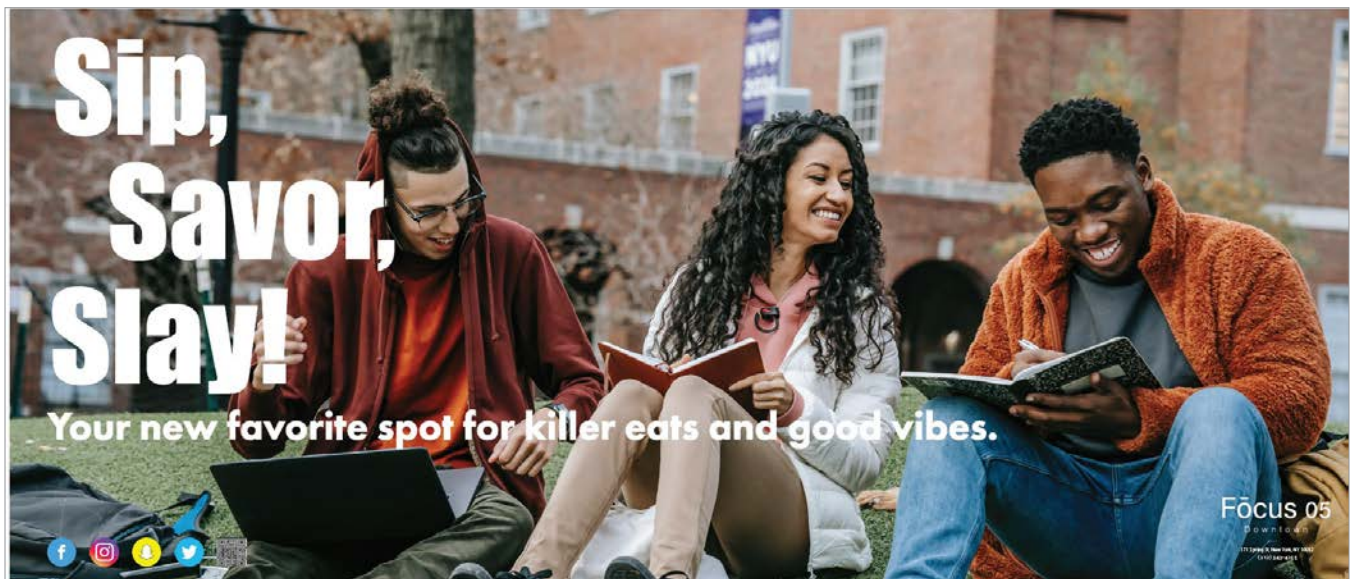
Making these tweaks will really sharpen the overall design, making it more engaging and user-friendly.

# Phase Three: Test and Iterate

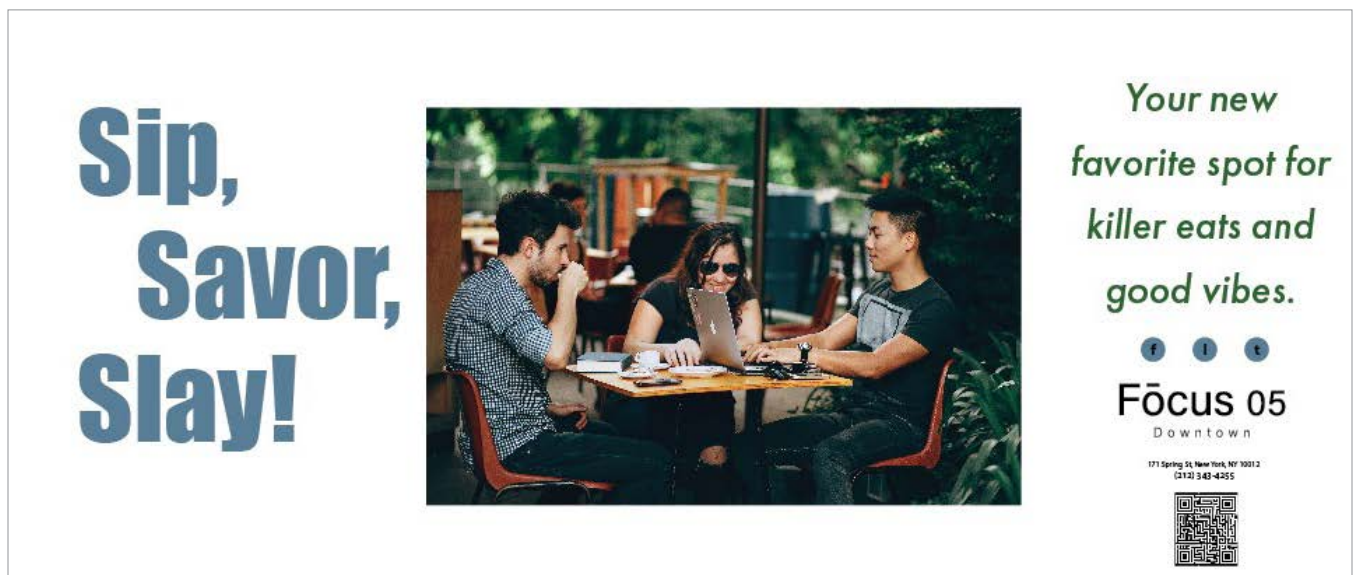
## Iteration 1: Bold & Buzzing

For this iteration, I zoomed in on a background image that spotlights a diverse group engaged in a lively tech-based activity—it's got that energetic vibe we're aiming for and creates better harmony. Switching to left alignment brought a more dynamic layout, guiding the viewers' eyes naturally across the design while allowing gravity to influence the placement. I also shifted the subhead beneath the headline to establish a stronger visual hierarchy, making it easier for viewers to follow the flow of information. By incorporating actual social media icons, the design now feels more polished and authentic. Grouping the icons and QR code together, and placing them separately from the logo, keeps things clean and offers a clear, effortless way for viewers to connect or exit.

### Mock-up after Iteration



### Original Mock-up

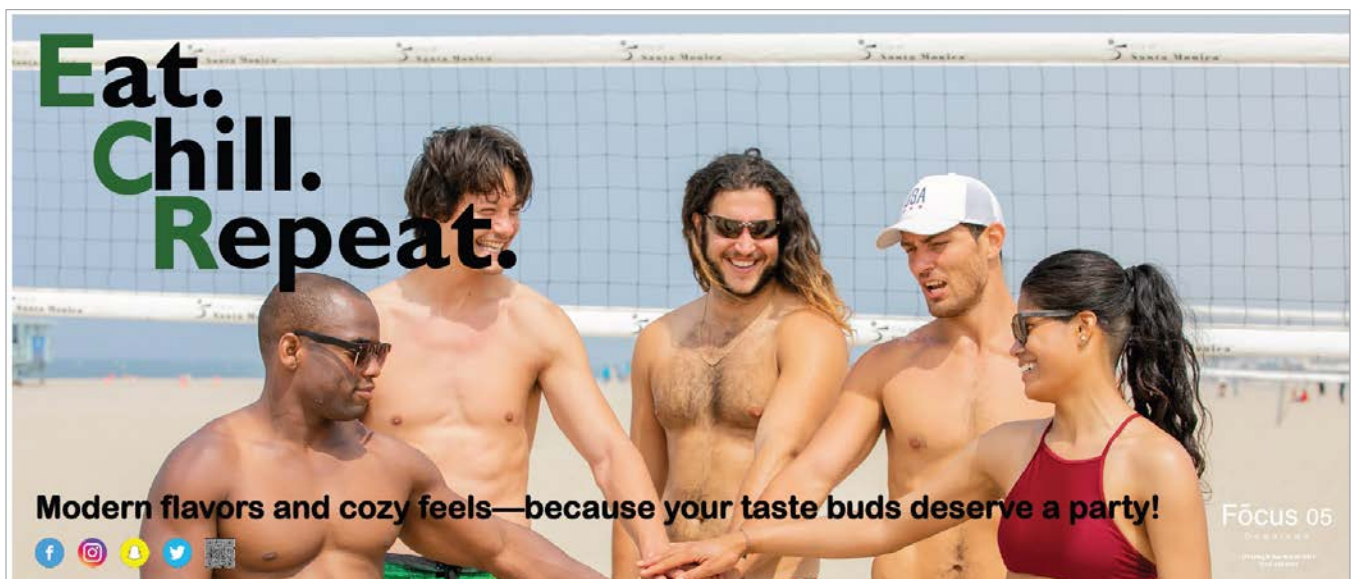


# Phase Three: Test and Iterate

## Iteration 2: Chill & Classy

For this iteration, the background image highlights a diverse group interacting in a beach volleyball adventure, reinforcing their health-conscious nature. Switching to left alignment gave the layout a fresh kick, letting gravity do its thing and naturally guiding viewers' eyes across the design. I moved the headline up and to establish a stronger visual hierarchy, making it easier for viewers to follow the flow of information. The new social media icons add a polished and authentic touch, while grouping the icons and QR code together, and placing them separately from the logo, keeps things clean and offers a clear, effortless way for viewers to connect or exit.

### Mock-up after Iteration



### Original Mock-up





# Phase Three: Test and Iterate

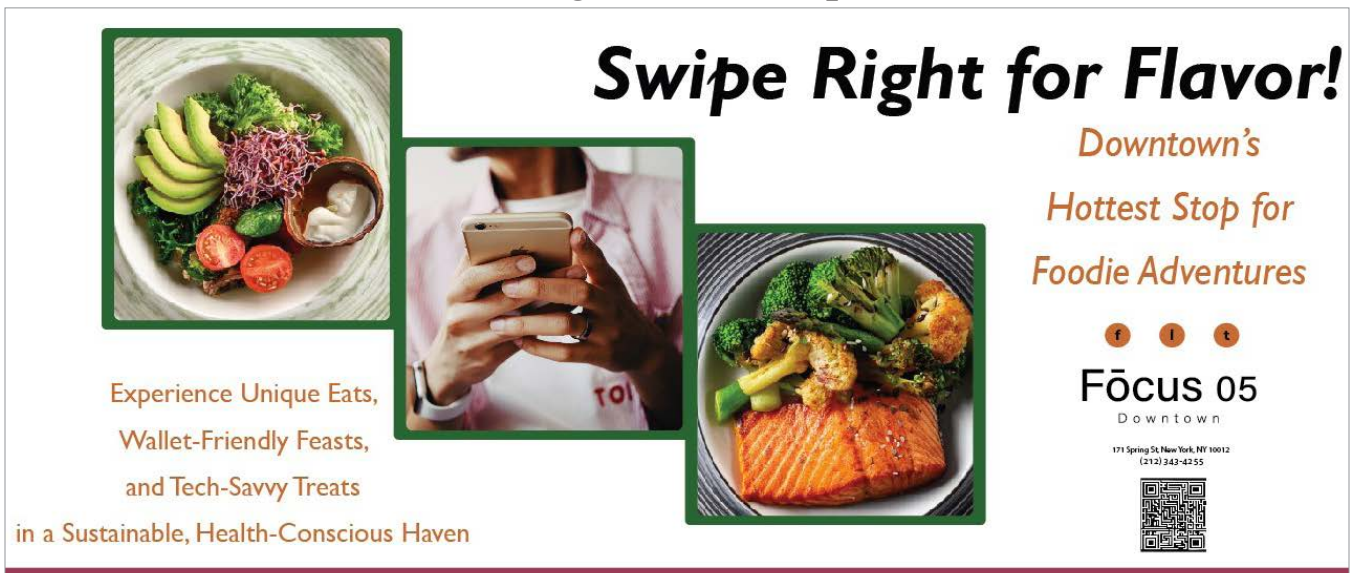
## Iteration 3: Unique & Tech Savvy

For this iteration, the background image highlights a diverse group swiping right for flavor, just like placing a food order. Switching to left alignment gave the layout a fresh kick, letting gravity do its thing and naturally guiding viewers' eyes across the design. I moved the headline and subhead to the left to establish a stronger visual hierarchy, making it easier for viewers to follow the flow of information. I also trimmed the extra copy to keep it simple and avoid confusing anyone. The new social media icons add a polished and authentic touch, while grouping them with the QR code, and placing them separately from the logo, keeps things clean and offers a clear, effortless way for viewers to connect or exit.

### Mock-up after Iteration



### Original Mock-up



# Phase Three: Test and Iterate

## Iterations: Integrating Feedback to Refine Design Solutions

I took the feedback to heart and made sure it was woven into every aspect of these designs. Instead of sticking with my usual center alignment, I shook things up with left alignment to give the layouts a fresh, dynamic feel. This adjustment improved the overall flow and readability and strengthened the visual hierarchy making the designs more user-friendly.

The images now capture friends hanging out and having a blast with technology, perfectly reflecting the target audience's social and community vibe. This change strengthens the emotional connection, aligns with their tech-savvy nature, and makes the designs feel both modern and relevant to their daily lives, all while highlighting the importance of inclusivity.

I ditched the plain white backgrounds for colorful, image-rich ones that add depth and a vibrant energy making the designs visually richer, emotionally resonant, and more engaging. Then I updated the social media icons to include the platforms most popular with Millennials, making the designs more relevant and engaging for the audience. This simple change not only makes it easier for users to connect with the brand on the platforms they use most, but it also helps the designs feel more current and in touch with today's trends.

## Justifying Design Decisions: Capturing Audience Representation

With each round of feedback, I've refined the designs with a focus on human-centered principles, ensuring that the final product isn't just visually appealing but also connects deeply with the audience's lifestyle and needs. By really tuning in to what they care about, like diversity, social interaction, technology, and new experiences, I've crafted solutions that perfectly align with the design brief and really speak to who they are. The designs feel authentic and relatable, so they resonate on a deeper level. Plus, by keeping things human-centered, the end result is something that not only meets their needs but also connects with them emotionally.

My design solutions represent the audience by integrating their unique tastes and values into every aspect of the design. I've focused on incorporating elements that reflect their social nature, such as group activities and interactive technology. The visuals are diverse and inclusive, showcasing a variety of people and experiences to resonate with their commitment to representation. Additionally, the use of vibrant, high-energy imagery speaks directly to their love for excitement and wellness.