



HERRERNES MAGASIN

by DAVID K

DOCUMENTATION REPORT NADIA ABRAHAMSEN

MMD INTERNATIONAL - 4TH SEMESTER EXAM

Github link: <https://github.com/nadi7707/Divi-child>

Website link: www.ndesigns.dk/finaleexam

Figma link: <https://www.figma.com/file/ovxoo0T9ELkFmy2oLs1eso/4th-sem.-Exam-Herrernes-Magasin?type=design&node-id=0%3A1&t=GcZhm0LJ5010j8WN-1>

Link to video (scroll down): <http://ndesigns.dk/finaleexam/david-ks-favorites/>

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INTRODUCTION

Herrernes Magasin was founded in 1998 by David K, and can celebrate 25 years shortly. In a prime spot midtown Copenhagen he opened an exclusive men's fashion store selling everything you can think of and more you didn't know you needed or wanted. The vision was to open a store where the costumers feel they are a part of something exclusive and special, leaving them feeling important with no rush to leave. Therefore, the placement of a sofa in the middle of the store, and the possibility of a draft IPA or a glass of Brut is just the accent which makes his costumers return year after year. The shop is situated in a preserved building, giving it a 20s atmosphere, which caters to the vision of being an exclusive spot for men's fashion.

Their goal is to create a unique costumer experience, giving you choices not possible elsewhere, and leaving with something you did not expect to. Herrernes Magasin has made a name for itself, appearing on Go'morgen Danmark numerus times, and has become the first place which comes to mind when referring to extravagant and exclusive fashion.

PROBLEM AREA

Despite their success, Herrernes Magasin has charmed their way to the top of the fashion industry in Copenhagen, without ever developing a brand identity (except their logo) which we grant essential. Moreover, their digital solution is not to the standard matching the brand and is not performing sales as they would like. The website as well as the majority of the photos on the website are 100% done by the store, with no professional input. Unfortunately, it is largely apparent, and they are aware it needs to be improved, if they wish to increase the conversion rate. Herrernes Magasin also tries to be present on social media, but lacks a set of guidelines to amplify the quality and coherence on all platforms. This will be too big of a task for me, where as I will focus on a brand identity and website, which probably will give them a sense of direction on their social media.

PROBLEM FORMULATION

"How might I re-design Herrernes Magasin brand identity, create digital engagement, and a digital solution corresponding with the physical store."

In my initial meeting with the owner, David K and the executive associate Allan Rasmussen, they had a vision of starting an exclusive membership club for their 5000+ costumer index.

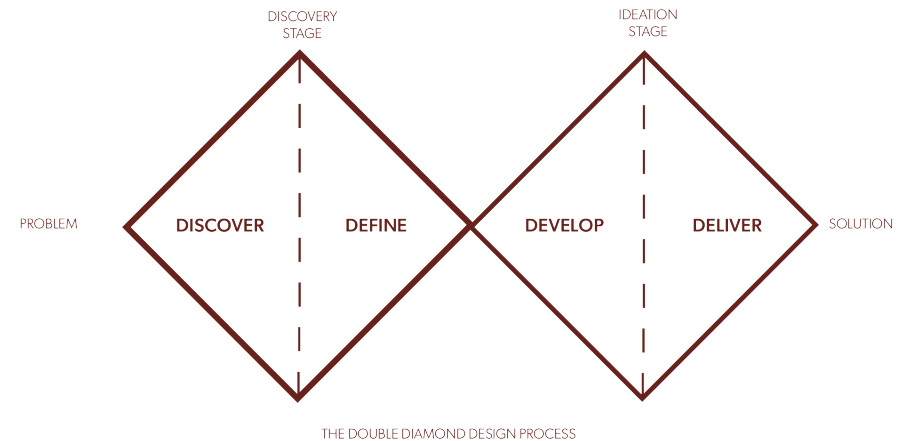
Herrernes Magasin by David K and the persona

DEVELOPMENT PROCESS

DOUBLE DIAMOND

During this progress I will use the Double Diamond design process model^A. While it is a great tool to get bigger development teams of both designers and non-designers on the same page, it is a great tool to guide and develop a process to the right solutions, based on creative ideas, and actual data and needs. It is a flexible process, as it allows you to travel back and forth, as a part of the discovering and re-discovering phase of the development process.

I will use the 4 anchors: Discover, define, develop, and deliver, as guides in structuring my project process, design process and refining my final result.



THINKING METHODS

I will have to activate different ways of thinking, which is paramount since I am working by myself. Therefore, I will be using 3 methods of thinking throughout the double diamond method: Lateral, divergent, and convergent, making sure I access creative, logical, and out of the box thinking, when developing my solution^B.

PROJECT MANAGEMENT

To make sure I can keep track on my development, and what my tasks are, I have set up a TRELLO board color-coding the progress. It helps to be able to visualize the tasks ahead and keep track of your own process.

APPROACH

Using the tools described above, I will conduct an interview with the company, to help define their main problem area. This will be followed by a survey, market research and a data analysis. The analysis will define a target audience, the interface they use, and why they choose Herrernes Magasin, instead of

^a <https://www.designcouncil.org.uk/our-work/skills-learning/tools-frameworks/framework-for-innovation-design-councils-evolved-double-diamond/>

^b <https://www.teachthought.com/critical-thinking/3-modes-of-thought-divergent-convergent-thinking/>

their competitors. This insight will also help me understand their consumer, and the direction of my design process.

RESEARCH

From my first interview with the owner and executive associate, I could easily define that though the costumer loves the physical shop, there is a missing a link between the physical shop and the company's website. The shop generates a lot of revenue each day, while the website does less than a fraction of that. There is no focus on the website, which is something they would like see change¹.

SURVEY ANALYSIS

When I requested information about their target group the information was very vague, which is why I decided to create a thorough survey², to learn who their main costumers is, and what some of their habits are.

I asked permission to conduct the survey with their subscribers and following on and social media, which they were more than willing to. Because they don't have employees only working with e-commerce, they granted me access to their MailChimp³, where I designed an email which I then sent out to their subscribers, while they posted the survey on their social media channels. 152 responses made it possible to create a realistic picture of their target audience, and which audience to focus on.

QUANTITATIVE DATA

From the survey done, I could conclude the vast majority of Herrernes Magasin consumers are men (98,7%), ranging from 30-59 years old, 50-59 years old being the biggest group with 32,2%. 55,9% are married and live in Copenhagen surroundings (38,8%) or in the city centre (34,9%). They are mostly well educated with a Masters' degree (49,3%) or a Bachelors' degree (26,3). Their occupation ranges from working in the business sector (23%), managers (12,5%) or entrepreneurs (9,2%) with the biggest group; 43,4%; earning over 750.000 DKK in annual income.

ONLINE SHOPPING HABITS

I also wanted to know more about their shopping habits online, where I found 51,3% of my participants buy 2-4 pieces of clothing pr. month, with 71% buying all or 1-3 pieces online!

17,1% did not know Herrernes Magasin has a website, and 90,8% have never purchased on it. The main items purchased online are accessories and basic shirts, suits and blazers. 41,1% say they need to see the items first, where 35,7% say it's because they love the experience in the physical store. To the question if they would like to shop more online, 21,1% said yes, while 40,1% were unsure.

ONLINE SOLUTION

Among the participants, the largest group, accounting for 46.7%, used their smartphones for online shopping, followed by the second largest group at 29.6% who preferred laptops.

When it comes to the user experience (UX) features, the most important aspects in an online solution are easy navigation, accurate product photos and descriptions, and visually appealing design. While measurements and fit were important considerations with our survey participants, given my constraints in focusing on them, my primary focus will be to create an enjoyable and user-friendly journey through the digital solution.

SUMMARY

TARGET AUDIENCE

Herrernes Magasin target audience is well-educated married men in their 50's, with an annual income above 750.000 DKK, living in Copenhagen. They spend money on fashion each month and are most likely to buy accessories or basics online. They could be persuaded to buy more online on their smartphones, if it is easy and has accurate photos and descriptions of the items.

SOLUTION

The survey clearly states an overweight of online purchases with a smartphone. Therefore, I will create a mobile first design, which needs to be easy to navigate, accessible, and with high design aesthetics, catering to the target audience.

Since 40.1% of the participants expressed uncertainty about doing more shopping online, it presents a significant opportunity to create a user-friendly solution. By focusing on accessories, basics, and off-the-rack goods, we can cater to the needs and preferences of potential customers.

Furthermore, the survey revealed that David K is not only a fashion inspiration but also a prominent presence both online and in the physical shop. Taking this into consideration, I have made the decision to create a dedicated subpage called "David K's Favorites," which will showcase David's current inspirations from the webshop. This subpage will include different inspiration categories that will lead users to product list pages, ensuring easy navigation and providing appropriate suggestions for users to explore.

If we can successfully create a solution that meets these criteria, there is a potential to expand Herrernes Magasin's online customer base for basics to approximately 60%. This represents a significant growth opportunity for the brand and highlights the importance of developing a user-friendly and engaging online platform.



LARS PETERSEN

Age: 55 years old
City: Copenhagen
Occupation: Entrepreneur
Status: Married

"I appreciate ambience, and excellent service, but I don't have time for shopping, even though I wish I did."

BIO

Lars is a very successful entrepreneur, who prides himself with the company, he has built. He surrounds himself with likeminded people both professionally and personally. He always strives for perfection and expects the same from his staff. He tries to spend as much time with his children and enjoys watching them evolve and grow. While balancing his career and family he also prioritizes his free time running and dinner with friends. He would like more hours in the day, therefore values quality and optimal solutions in every aspect of his life.

GOALS

World domination and providing for his family.

INTEREST

Running and spending time with his family and friends.

FRUSTRATIONS

Lack of hours and stressful family life.

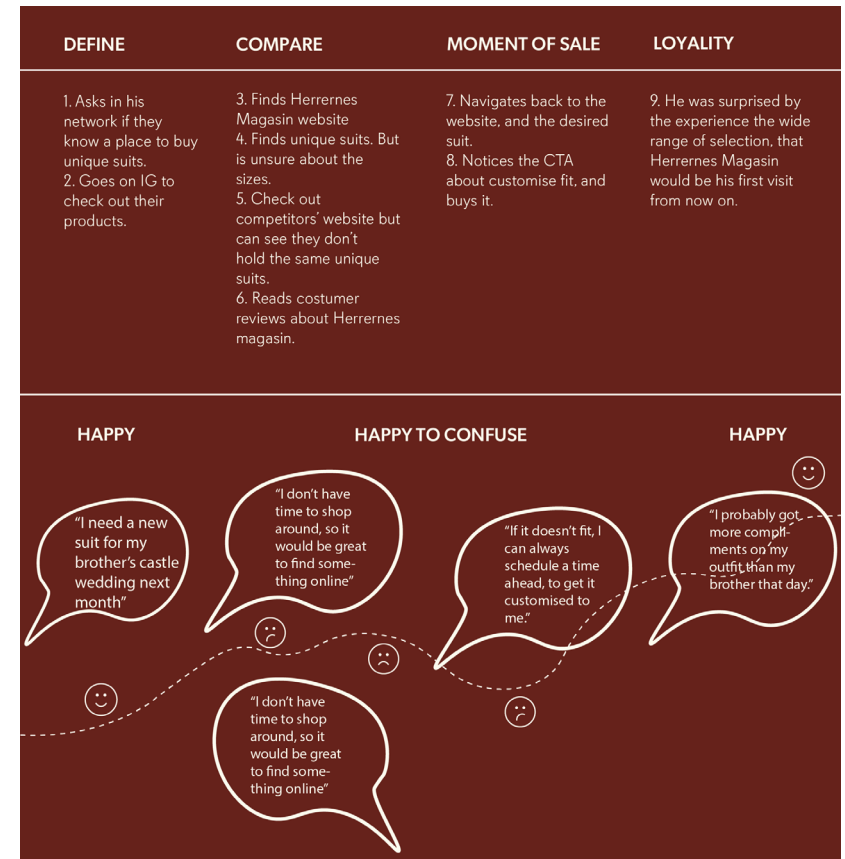
SOCIAL MEDIA

Instagram and Facebook

PERSONAS

The next step in understanding the user we are designing for, is creating personas. It is essential for our development process to understand habits, interests, goals and frustrations of our target audience, to better empathize with our user, and therefore create a design for them, rather for ourselves.

For creating realistic personas, I will use different parameters which is defined in my survey, about our target audience, also get them validated by the director of Herrernes Magasin.



User journey

QUALITATIVE DATA

I had to reflect on what information was needed to create a data-driven persona, based on factual qualitative data. I already had plenty of data and information useful from the survey, but I needed to gather further qualitative data, which is why I conducted an open-ended interview with 1 man who fitted into the description of the target audience gathered from my quantitative data⁴.

USER JOURNEY

When the personas where created, it was useful to lay out the costumers user journey, to map out the path and interactions the user might experience while trying to reach their goal using the website. If the website challenges are too great, the user might get stuck and ultimately leave the user journey. Therefore, the user journey helps identify different

ways we can ease the journey, to enable the user to quickly reach their goal.
 Because the companys' wish is to translate more website visits to sales, this was the scenario I chose for my journey map.

PERSONA: LARS PETERSEN

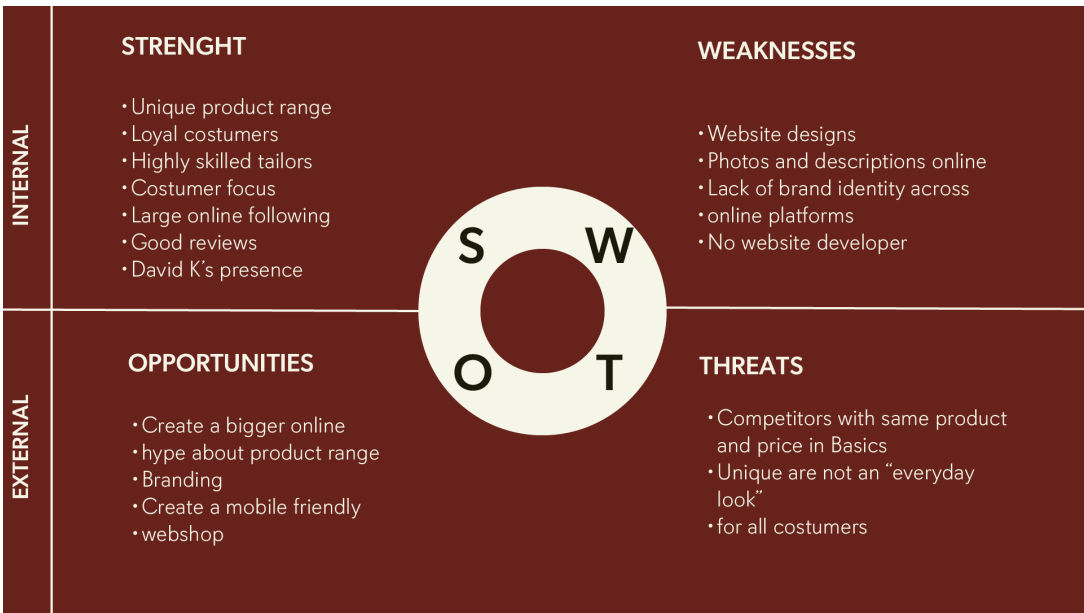
SCENARIO: Lars need to buy a suit for his brother's wedding. It will be held in a castle, so he wants a suit which matches the venue. He is not worried about the price, but it worried about his lack of time to go out finding what he is looking for.

EXPECTATIONS:

- Exclusive selections.
- Easy to navigate.
- Perfect fit.

SUMMARY

What I found through conducting the user journey, is the point the journey might lead to frustration, and also why they would choose Herrernes Magasin rather than one of their competitors. If I can update the website, create an easy online journey, with relevant information/description and a safe evaluation



Swot analysis

processes, such as CTA about tailoring and reviews, the costumer might feel safe to purchase, and have a smooth costumer experience.

SWOT ANALYSIS

After all the research done, I stood with enough information about the company to conduct a SWOT analysis. It is a great tool to gain and asses a momentary snapshot of the company's weaknesses, strengths, opportunities and threats, to create a successful project strategy.

COMPETITOR ANALISYS

It was important to conduct a competitor research, to better understand what differentiates Herrernes Magasin from other leading shops in Copenhagen. When discussing the market and competitors

	WEBSITE	PRODUCT RANGE	SPECIAL FEATURE	MISSION
TROELSTRUP	• Outdated grid layout. • White background	• Very limited	• Part of IMG	• Value for money • Sustainability
MOND	• Static • Business impression. • White background	• Very limited	• 3d body scanner	• Sustainability through long-lasting MTM
SUITSUPPLY	• Static. • White space and minimalistic. • White background	• Limited	• A look builder	• Sustainability through long-lasting MTM

Competitor analysis

relation to Herrernes Magasin, if they carried any special feature, and their mission.

- **WEBSITE**
- **PRODUCT RANGE**
- **SPECIAL FEATURE^c**
- **MISSION**

SUMMARY

My insight gathered from this research demonstrates clearly that Herrernes Magasin strongly differentiates themselves from their main competitors in terms of product range and their overall approach. Their competitors are traditional, minimalistic, and safe when referring to product range, website and the physical store. Their prices are somewhat the same, but can differ from chosen fabrics with MTM, which all of them offer, although Herrernes Magasin holds more singular expensive off-the-rack items. Moreover, all their competitors have functioning and responsive websites with consistent high-quality photos and descriptions.

Furthermore, each competitor had a highlighted feature which make each of the stand out. Troelstrup is a member of the prestigious IMG, which is a international acknowledged quality stamp, Mond works with 3d scanners while Suitsupply has an online look builder, which assists the costumer visualise an outfit, using their products. For Herrernes Magasin to be an even stronger competitor, I would suggest implementing something similar.

^c Link to an explanation of IMG: <https://www.imgapparelretailgroup.com/>

with Herrernes Magasin, it was clear that MTM (made to measure); custom-made garments; is what they all have to offer and differentiates them from the more generic fashion shops. But I wanted to understand furthermore about the digital presence, web design, and their product selection. Because Herrernes Magasin holds such exclusive, one-of-a-kind products, it was important to understand where they can position and advertise themselves on the market.

In terms of the analysis, I broke it down into 4 categories, website design, the product range in

IDIATION / DESIGN PROCESS

PRODUCT BENCHMARK

In my survey I discovered the target audience had an annual income of 750.000 DKK and above. Because Herrernes Magasin also hold an expensive product range, I did a product benchmark researching brands in the same price range, such as Prada, Gucci, Balenciaga, Ralph Lauren and Tom Ford etc..⁵

The reason behind the product benchmark was getting to know the genre, research related men's fashion websites, and discover if there are any recurring themes throughout the website to gain inspiration, to improve my designs. Conducting a product benchmark is a visual and design approach, compared to competitive analysis.

FINDINGS

What I found was that all websites were very minimalistic with full width grid layout, large drop-down product menu, and plenty of negative space. Most websites had plain background such as white or black, with minimal use of color. Only Ralph Lauren used a clear blue color on their typeface, and Gucci a dusty mint green color for their single product site.

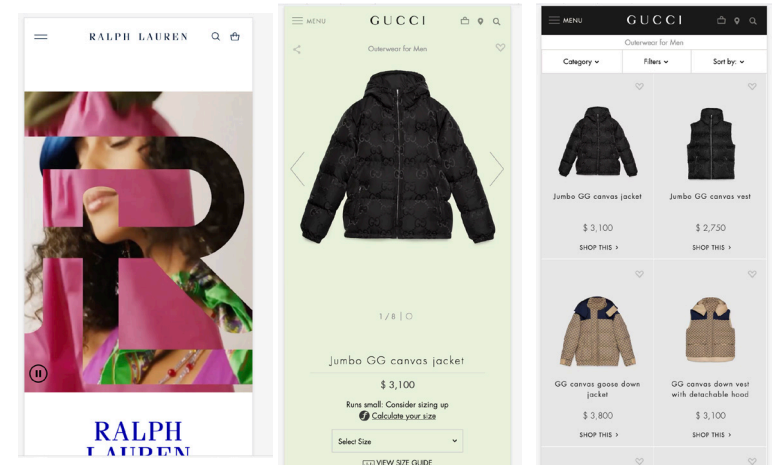
On the Gucci page I am inspired by the full width video with and ingrained logo animation, and the simplicity of the layout.

Gucci has a very simple grid layout on the product page, with only the most useful information, while the product page is also very simple with a hit of color and a nice information structure. I appreciate that the product does not have a background, which makes the design minimalistic.

Because fashion consists of many items, I found almost all the websites in my benchmark had implemented the same solution, which is a large drop-down menu, for easy access and with only a few clicks away to reaching your goal. Louis Vuitton has also implemented main groups with photos, which is a new way of designing a drop-down menu.

MOODBOARD

After conducting the product benchmark, I conducted some research on Pinterest to gather inspiration for the desired feeling I wanted for the website. The product benchmark and competitor analysis demonstrated that all websites were very minimalistic and used white as the background color. However, since



Ralph Lauren homepage Gucci product page Gucci product list-page

Herrernes Magasin aims to be bolder and more eccentric, I deliberately wanted to incorporate that into the design to make it stand out.⁶

After thorough research, I found great inspiration in the circus and Art Deco styles, which I decided to use as the foundation for my design.

STYLE TILE

As mentioned earlier, it was crucial for me to ensure that the design reflects the bold and eccentric nature of my client's brand, as well as their clothing line. It was important to strike a balance between boldness in color choices while allowing the products to take center stage.

Additionally, I aimed to incorporate elements of Art Deco, masculinity, and exclusivity into the color palette and overall design.

COLORS

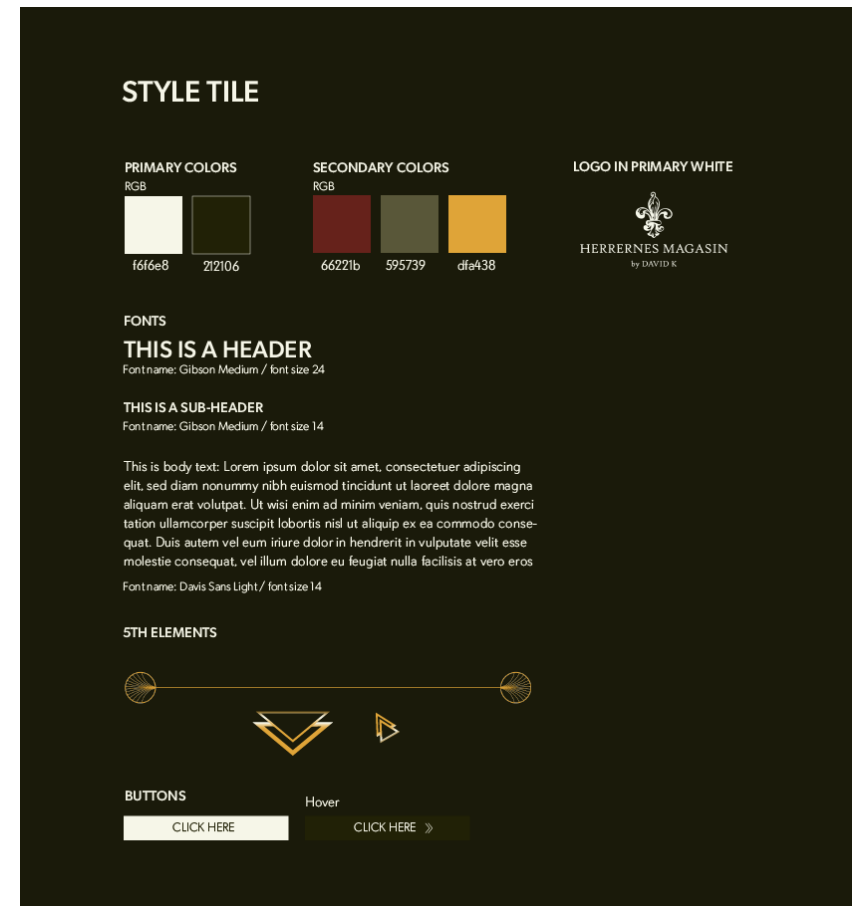
To achieve this, I made deliberate choices in color selection. I opted for a matte velour accent across all color choices, with matte black and white serving as the foundational colors. The addition of matte green and red further emphasizes the brand's boldness, while yellow is used as an accent color for navigation and the 5th elements.

By carefully curating these colors, I aimed to create a design that captures the essence of the brand, evokes masculinity, exclusivity, and pays homage to Art Deco influences.

Using the Adobe Color Accessibility tool, the green color can be transformed into a grayish tone, while the yellow color can be shifted towards a pink shade. These modifications ensure that all the colors maintain their harmonious balance and exude a sense of exclusivity.

FONTS

When deciding on the fonts to use, one might have expected an art deco font choice. However, given my decision to incorporate vibrant colors and 5th elements into the design, it became crucial for the fonts to be simple and easily readable. This was to ensure that they do not create additional distractions in the final solution. By opting for straightforward fonts, I aimed to maintain clarity and coherence in the overall design, allowing the products to be the main focus without overwhelming the readability of the content.



Style Tile

BUTTONS

Due to the prevalence of sharp edges in art deco elements and my goal to maintain a simple design, I made the decision to create a minimalistic white button without rounded corners. The absence of rounded edges adds to the sleek and modern feel of the design, enhancing its simplicity while still providing a clear and functional button for users.

5TH ELEMENT

In order to capture the art deco ambience and bring it to life, I utilized Adobe Illustrator to create various elements that serve both as visual cues for navigation and decorative elements.⁷ These elements enhance the overall aesthetic appeal with simple art deco character desired.

LOGO

Considering the company's 25-year history, I decided not to alter the logo. Instead, I incorporated the modified white or black colors to enhance the design. It is recommended to reserve the accent colors for special occasions, such as printed invitations, to maintain the logo's consistency and recognition. By maintaining the integrity of the logo, we honor the company's longstanding brand identity.

INFORMATION ARCHITECTURE

CARD SORTING

While working on the information architecture of the site, I encountered a situation where there was a significant amount of information and features that didn't naturally fit together. This posed a challenge as I had to sort through the information and determine the best approach to feature it on the site.

To gain a clearer understanding of how to effectively group the abundant information on the site, I decided to utilize card sorting. This method allowed me to gather insights on how to organize the information in a logical and user-friendly manner⁸.

I conducted a hybrid card sorting exercise using a website called UXteaks⁹ with the participation of 6 volunteers from diverse backgrounds, ranging in age from 24 to 64. The participants included individuals with various professions, including teachers and digital designers.

The test was conducted online, providing each participant with a designated challenge to solve within a 15-minute time frame. It is important to note that I was not physically present during the test and did not interact with the participants while the test was being conducted. This approach allowed for unbiased and independent exploration of the assigned challenge by the participants.

Due to the limitations of the unpaid version, I had to make specific choices regarding the options for categories and cards in the card sorting exercise.

^d <https://www.uxtweak.com/>

Participants were required to select their preferred categories from the provided options. For example, there were two similar categories: READY-TO-WEAR and CLOTHING. The results of the exercise clearly indicated the participants' preferred name for this category.

CONCLUSION

In conclusion, I found the data gathered during the testing phase to be quite valuable. One notable finding was the higher demand for a more information-dense menu, which exceeded my initial expectations. The results indicated the necessity of including a Basics category, in addition to the Clothing category, which provided valuable insights. Furthermore, it became apparent that certain cards, which I had originally intended to place only under Accessories, should also be included in the Basics category.

With the insights obtained from the testing, I proceeded to develop the initial data structure for implementation in my prototyping. The refined structure will serve as the foundation for further testing in the final solution⁹.

WIREFRAMES

The insights gained from the information architecture and card sorting process was a valuable guide when creating the wireframes for my final digital solution. During my competitor analysis, product benchmark and ideation, I developed a clear vision for how I wanted to structure my website. One major change I aimed to make compared to the current site was the content arrangement on the website. Instead of a grid layout, to utilize full width layouts.

I started with Crazy 8's¹⁰, moving on to sketching my mobile view wireframes, outlining the elements I wanted to include and their respective order and placements¹¹. I later transformed my wireframes into high-fidelity prototype using Figma.

PROTOTYPE

After completing the wireframes, I proceeded to create a high fidelity prototype utilizing the low fidelity wireframes as a foundation, incorporating all the design elements from my style tile.

I incorporated a combination of full-width videos and product pictures throughout the solution. Specifically, on the Home-page, I opted for slow videos to create a relaxed and effortless atmosphere. The color scheme predominantly revolves around black and white, with the intention of drawing attention to the products themselves.

As users navigate deeper into the website, the color palette becomes more vibrant and diverse. This progressive use of color aims to enhance the overall visual experience. I chose a black background on the Home page and Product-list pages, to ensure that the products take center stage, allowing them to capture the viewer's attention. The use of green in the Product-page is to further reinforce the client's bold brand image, as green conveys boldness while still being a relatively neutral color.

When navigating to David K's subpage, I have chosen to utilize the bold red color to align with David K's character. However, I have added a white background for all the elements, to ensure that the videos and product images remain visually enhanced. In Figma, I have labeled the subpage as the "Landing Page" to reflect the client's potential to create campaign videos that will lead visitors to David K's page¹².

USER TESTING

When finished with my first version of the prototype, I got one expert and a former Multimedia Design student to test the prototype and give me feedback on the visual as well as the user experience¹³.

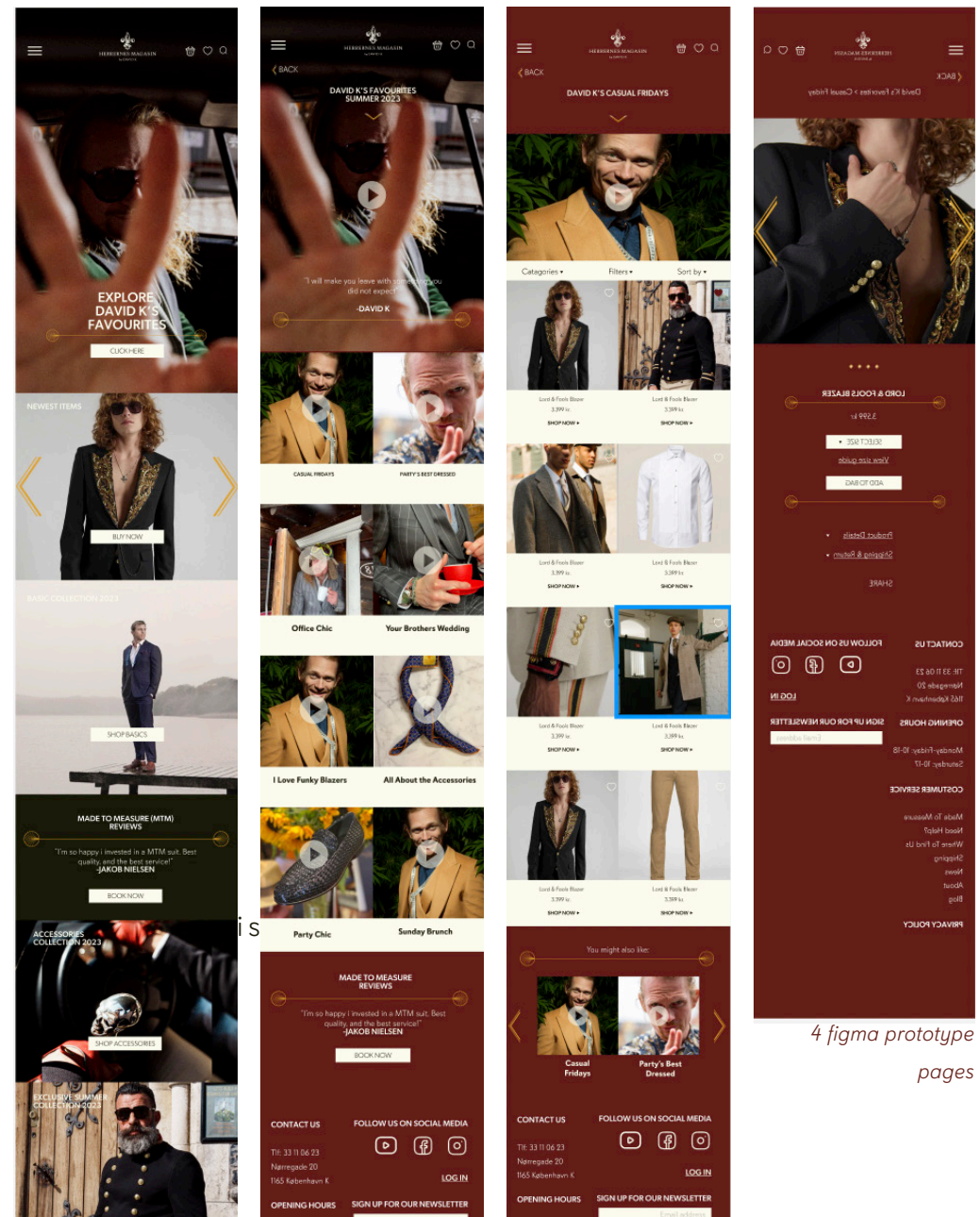
After receiving the feedback, I made several adjustments to the prototype. I decided to remove some of the 5th elements and create more white space to improve the overall visual appearance. Additionally, I moved the newsletter module higher on the footer to make it more easily accessible.

One of the key changes I made was on the product page. Initially, the product image background was cropped, making the whole product page green. This was mentioned by the expert, so I added a white background to address the issue¹⁴.

As a result of these modifications, the latest version of the website has a more sleek and simple look. Despite the minimalistic approach, the art deco design still noticeable.

UX PRINCIPLES

-The 7 factors that influence the User Experience^E



4 figma prototype
pages

^e <https://www.interaction-design.org/literature/article/the-7-factors-that-influence-user-experience>

USEFUL

My conclusion of my competitor analysis was that there is no competitor in Copenhagen holding the unique product line in which Herrernes Magasin does, and their 25 years have proven incredibly desirable amongst their target audience. The user survey demonstrated the wish to shop more online, which is why creating a user-friendly digital solution very useful for their audience. Moreover, making their exclusive product line available online for their busy 'Persona'.

USABLE

Herrernes Magasin is not for everyone. As my survey demonstrates, their main audience is around 54 years old and has an annual income of over 750.000 DKK, and seek Herrernes Magasins products for special occasions. Unless another wave of COVID will emerge, there will always be special occasions to go to, weddings, birthdays and company parties. With the new website layout, they get easy access to the main categories on the homepage, clear CTA buttons, and if they lack inspiration, they get access to 'David K's Favorites' through the header video or top menu.

FINDABLE

Clothing store bear a lot of categories and subcategories. To ensure every category and subcategory is easy to find, the information architecture is based on the card sorting test. Some subcategories reappear, catering to how the user thinks. Moreover, the homepage is designed in the major categories for this reason specifically.

CREDIBLE

Due to David K being the face of Herrernes Magasin the past 25 years, the credibility of the brand itself is carried and proven by him. My assignment was to create a brand identity and solution to match his credibility. The results of my prototype user testing validate that my design choices effectively convey the intended message to the users, establishing a sense of credibility. Additionally, creating a subpage which specifically speaks to his credibility and recommendations.

DESIRABLE

As mentioned above, Herrernes Magasin caters to a specific price range and may not be affordable for everyone. They hold one of the most exclusive 'off the rack' product range for men in Copenhagen, making them very desirable.

ACCESSIBLE

During my design process, I also took the the accessibility tool in Adobe Color into account, meaning that the colors would match in this instance. Meanwhile, in the digital solution I made sure always to use the alt text, clear buttons and high contrasts.

VALUABLE

Herrernes Magasin was created through passion for fashion and creating an excellent service. The guests (in which they always call their costumers) can relax while browsing products, be served a draft beer or a glass of wine in their minibar in the middle of the shop, and leave with a unique purchase and excellent service, which serves the shop aswell. A unique experience in the shop will make it more likely for returning busy guests (customers) online.

CONTENT CREATION

VIDEO DEVELOPMENT

PRE-PRODUCTION

After creating “David K’s Favorites” for my digital solution, I recognized the potential of involving David K himself in the promotional video, if possible. While brainstorming¹⁵ and exploring fashion films, I noticed a common absence of a narrative. Therefore, I drew inspiration from the “In-feed intimacy” concept discussed in the “We are social 2021”^f report, which explores emerging social media trends. My goal was to craft a cinematic, yet straightforward storyline centered around David K and his shop. Given the limitations of filming alone, I considered these challenges during the pre-production and development stages.

CONCEPT

Introduction to concept:

The concept revolves around introducing David K as an individual and shop owner, showcasing his quirky and passionate personality alongside the products available in Herrernes Magasin, its’ environment and his personal favorites.

It was important to create a dynamic, “unperfect”, film, with thought behind transitions, angles and placement. With my website solution I am trying to create a simple but exclusive design, where the products are the main characters, meanwhile in the film I am looking for the opposite. I’m portraying David K the character; more is more and quirky; which narrative should emerge in post-production.

Title: “Welcome to me”

Runtime: 51 sec

Format: 1920x1080 / 16:9 / 30fs / 4K

Theme: Introduction to David k and his shop.

Logline: David K is quirky, passionate and loves to dress up in his own unique shop and product line.

^f <https://wearesocial-net.s3-eu-west-1.amazonaws.com/wp-content/uploads/common/thinkforward/2021/Think+Forward+Report+2021.pdf>

STORYBOARD

When my vision was clear, I drew a simple 6 image storyboard to mark out major takes, which makes the story move forward. I also wrote down B-rolls I needed for backup, if filming did not go as planned¹⁶.

SHOTLIST

Due to I would be filming by myself, I needed to carefully plan all my shots for a smooth shooting day. Therefore I created a detailed shotslist with POV, descriptions, transitions and cinematography. I did not end up with all the shots I wished for but had enough material to execute my vision¹⁷.

SHOOTING

While not having the possibility of visiting the shop prior to filming for the purpose of gaining knowledge, if my desired shots were possible, I knew flexibility was important, due to the production crew being only me. For equipment, I brought

- 3 light kits with lights stands.
- 1 DJI Osmo Mobile gimbal.
- 1 DJI Osmo Pocket2
- 1 Audio recorder
- 1 tripod
- Iphone 13, 4K camera

I made use of all my equipment during the shoot, primarily relying on my iPhone and gimbal. However, this setup became challenged as the battery would die after a couple of hours. I hesitated to switch to the Osmo Pocket because I needed reassurance of the same quality for all my shots. This resulted in iphone shots without the gimbal, which is not optimal due to camera stabilization. Therefore, I did not capture all my desired shots in their entirety.

POST-PRODUCTION

EDITING

In the film industry, there is a saying; ***the true director of a film is the editor! Due to their ability to shape the narrative through editing.***

The first stage of editing was watching through all 150 captured shots, gaining an overview of all my material, moreover, categorizing in A-rolls and B-rolls. I quickly concluded my initial plan for the video would result in a 3-4 min video which would counter today's viewers' attention span. It states that 2 of 3 viewers prefer short under 1-minute videos⁹. I decided to exclude all talking-heads takes, and imported all A- and B-rolls to Premiere Pro. To test whether my backup plan still would convey the desired message, I quickly set up and edited a sequence. Being satisfied with the outcome, I then continued down that route.

⁹ <https://blog.gitnux.com/video-attention-span-statistics/>

EDITING STYLE

As mentioned above, I decided to use central framing during my intro and outro, using the timelapse feature and jump-cuts, to indicate time passage, as a metaphor for Herrernes Magasins' 25-year existence, on a busy street. The exterior sequence prior to the outro is combined by match-cuts.

When entering the shop, I mainly use dynamic cuts and cut-aways, to indicate the interchangeable, restless atmosphere, through speed/duration, stacked frames and fast transitions.

It was a conscious decision to minimize video transition effects as much as possible throughout the video, relying on the shot quality, due to my desire to convey contrasts. My main transitions are deliberate camera transitions: example: from a white blazer transitioning into the white hat.

COLORGRADING

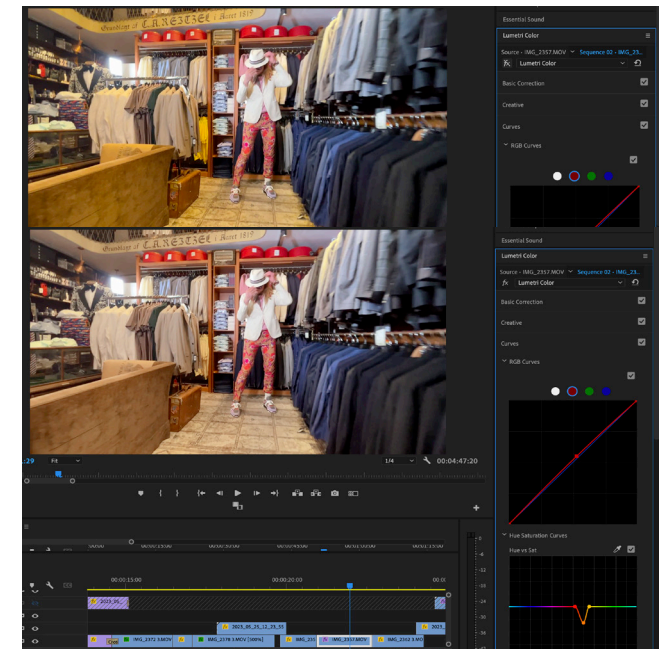
Due to the filming period starting at 8am – 15pm, the lighting outside changed throughout the shots, which I colorgraded in Premiere Pro Lumetri Color. The interior shots were very orange and yellow, which I pulled down adding whites, and a little blue and red, matching the exterior shorts, and minimizing the color contrast between the exterior and interior shot.

MUSIC

The royalty free music I chose is *“Francesco DAndrea - The Peaceful King”* which is a symphonic piece which captures the quirky but serious king David K is in his castle “Herrernes Magasin”. I added the music following the editing and adapted the cuts and speed to best match the beats in the music. Furthermore, the staccato in the music aligns perfectly to my vision of the absence of video transition effects and animations.

CONCLUSION

My initial plan involved producing two videos: A header-video; featuring a slow-motion shot of David K on a boat against a quiet lake in the background; and one promotional video introducing David K, the shop while explaining about his favorite items. Due to time constraints, multiple locations was not possible. With the collection of shots I had, I was able to quickly edit 3 videos for the ‘David K’s Favorites’ video page in my digital solution. They are an example representation of how I envision them be¹⁸.



Colorgrading example

In hindsight, I would use the DJI Osmo Pocket due to better battery, if I knew there would be multiple hours of filming.

TECHNICAL DOCUMENTATION

DIGITAL SOLUTION

WORDPRESS/CMS

For this assignment I chose to implement CMS, which we spent all my 3rd semester learning. The advantages of using CMS are the prospects of the client taking over further development, after the styling and structure is made.

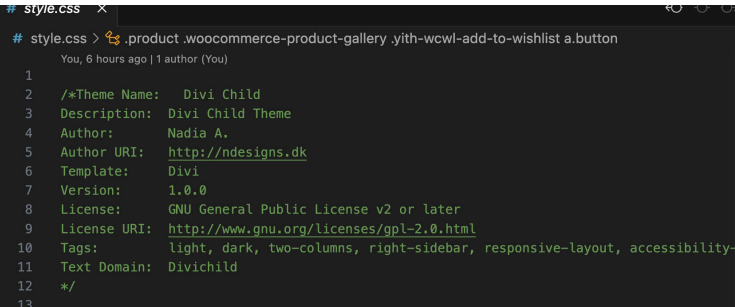
Due to my prototype, I did not spend time browsing Wordpress themes, but decided to use the DIVI Builder, and build my site completely from scratch.

I built and styled 4 pages in mobile-first design, which is the user-flow for this exam:

- Homepage
- David K's Favorites (could be used as landing page for future promotions)
- David K's Casual Fridays product list page
- Casino Blazer Lords&Fools product page

CHILD THEME

When planning on implementing customizations, it is important to create a child theme, to avoid the parent theme to override the child theme customizations. I downloaded WordPress locally on my computer and uploaded it on FTP server FileZilla. I then proceeded to download the DIVI. zip file inside the wordpress file in FileZilla, in which I created the Divi-child theme. Inside the Divi-child folder I created a style.css file and a functions.php file. To be able to connect the Divi-child theme and my domain, I wrote a snippet of code in the functions.php and style.css file.



```
# style.css X
# style.css > .product .woocommerce-product-gallery .yith-wcwl-add-to-wishlist a.button
You, 6 hours ago | 1 author (You)
1
2 /*Theme Name: Divi Child
3 Description: Divi Child Theme
4 Author: Nadia A.
5 Author URI: http://ndesigns.dk
6 Template: Divi
7 Version: 1.0.0
8 License: GNU General Public License v2 or later
9 License URI: http://www.gnu.org/licenses/gpl-2.0.html
10 Tags: light, dark, two-columns, right-sidebar, responsive-layout, accessibility-
11 Text Domain: Divichild
12 */
13
```

Child theme intigration

When the file is connected, I can add my code by opening the stylesheet in VS code and modify instantly.

Unfortunately, I made a minor mistake in this process, which I discovered after I had started building my site and did not want discharge everything I had done up to that point. The procedure I did works perfectly, but to get a more semeless intigration with GitHub, I would have to download the Divi theme inside my local WordPress folder, create the Divi-child folder, and then upload to FileZilla. This manner would make it easier to upload local files, such a svg's. Currently

when I want to 'commit' to my GitHub repository, I need to drag my stylesheet locally to 'commit', which creates minor complications.

PLUG-INS

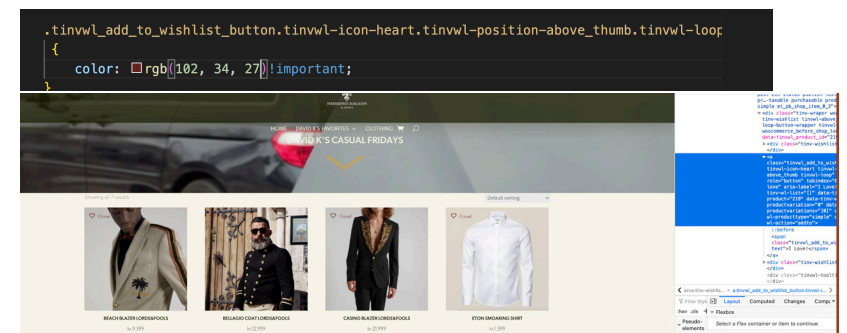
To optimize my CMS based solution I used plugins to support the website and get the best user friendly website. The plugins used are¹⁹:

- **WooCommerce** – to be able to create a product database and build a customized web shop.
- **TI WooCommerce Wishlist** – to integrate a wishlist function, which needed to be styled in css to appear on top of the product photo.
- **Wordfence** – for website security against malware, spam and firewall.
- **Smush** – which is a great plugin to automatically reduce image files to improve the performance rate, and mages the site load faster. This plugin is activated once the site is done.
- **WP Super Cache** – which also is a great plugin to improve the performance rate, and makes the site load faster through static html files.
- **SVG Support** – To enhance the visual design, my intention was to add a custom curser, but due to WordPress not allowing uploads of SVG, I downloaded this plugin. PNG file are generally suffice, but tend to loose quality in smaller items such as 30px x 30px. This is why a scalable file such as SVG would be ideal for this purpose. Although I managed to generate a url for the SVG to use as a reference in my code, I faced difficulties in adding a class or and ID to the item to set height or width, which prevented this function from working.

CUSTOMIZATION

Although you are able to almost completely customize Divi, I had to link to my adobe fonts, and the WooCommerce plugin comes with non-customizable elements, which is not possible to style. Because I had created buttons with 0 radius, I wished to continue the aesthetic throughout the design. For example, the 'choose size' element had 3px radius styling, which was difficult to style, but was able to style to 0px. Also, the product page background was white with my desired foreground color, finding the right class was difficult but I succeeded in styling it green. Throughout the process I used VS code to style²⁰, but sometimes experienced delays in the styling being applied, in which I used the integrated Divi css styling option to optimize my workflow. I also added a 'back'-button in the header, by defining the button with a costum class and using JavaScript to grab the button, which I then added to my style.js file in FileZille. Due to delays, I tested the code in Divi Integrations, by adding the JavaScripts code in <head></head>.

Link to github: On front page.



Example of customization

USER TESTS

When I finished the first version of the website, with styling, and implemented videos, I proceeded to conduct 4 user tests of the mobile view version of the website. I intentionally sent the tests to specific participants to whom all either work as developers, in online communication or are former Multimedia Design students.

The testes I chose to utilize were:

- **5 sec test**
- **Navigation test**
- **Trunk Test**
- **Thik Aloud Test**

5 SEC TEST

I utilized my browsers photo potion in 'inspect', to take a full-layout screenshot of my homepage, thereafter, created a 5 second test in UsabilityHub²¹. The participants were given 10 sec; due to the long mobile view layout; and 3 questions. My intention was to know if my intended vision and impression would be identified. The test reveals there was no hesitation in what the website was about, that it was trustworthy, exclusive and inviting.

NAVIGATION TEST

The second test I conducted was the navigation test²² with the 'David K's Favorites'-page, because I was in doubt if the user would understand that the buttons lead to a product list page. The heatmap²³ showed that the majority of the participants were navigating to the burger, which is not wrong, but not my intention, and needed to be improved.

TRUNK TEST

I conducted the Trunk test on Google Jamboardii, as I wished to research if the site was easy to read from a UI perspective. The Trunk Test, also known by "Don't make me think", is to make sure all the needed information is clear in the users' perspective. The results were divided into 2 groups. One group read everything perfectly, whereas the second group had difficulties identifying which page they were on. It was a design choice to place the title, which is also the page title under the photo, which I will have to reconsider.

THINK ALOUD TEST

When finished with the above testes, I modified the website and conduction a Think Out Loud test with a participant who works in IT developmenti²⁴. She was liked site, understood the brand and the sub-pages, but mentioned she would love a 'back'- button, which I later implemented with JavaScript.

CONCLUSION

During my initial meeting with the company, I experienced the uniqueness, passion and fun approach when met as a guest. However, their digital web-based presence was neglected and lacking attention. In my problem formulation: “How might I re-design Herrernes Magasin brand identity, create digital engagement, and a digital solution corresponding with the physical store.”, I identify the focus on creating a brand identity, digital engagement and a web-based solution.

Through my research I generated sufficient data to know who the target audience is, their habits as well as their desire to shop online. This knowledge provided valuable insights into my design choices and usability aspects of the website, guiding my decisions in effectively targeting the intended audience. Furthermore, the survey results revealed a Instagram following on David K’s private profile, along with mentions of being inspired by his style, which inspired the concept of an engaging ‘David K’s Favorites’ page.

Conducting a competitor analysis gave me valuable insights into the market landscape and highlighted the similarities in their digital prescience and design. This reinforced the importance of creating a distinctive brand design for Herrernes Magasin, inspiring the dark color theme and the small Art Deco indications. Moreover, following the trend of special features, which would be the ‘David K’s Favorites’-page.

Video is a great part of digital presence today, which I wanted to integrate onto the website. I created a video, which captured the essence of the physical shop and introduced David K, which is present and noticeable on the website the second you land on the page, creating the inviting feeling into the webshop.

In conclusion, I am confident that I have succeeded in developing a compelling digital solution tailored to the target audience, through the combination of

a user-friendly website, engaging content, and a distinct brand identity that corresponds with the physical store and David K the persona.

FURTHER DEVELOPMENT

Given more time, I could have focused on smaller website customizations, such as transform hover effects, locating the right footer container to style colors on individual pages and taking images I desired for different sections.

Looking ahead there is significant opportunity to further develop the ‘David K’s Favorites’ site. It could be integrated with an ecommerce platform, serving as a promotional landing page, with dynamic and changing content, aligning with the season or current events.

It is important to understand the value the physical shop has for their guests. The digital solution is not a replacement, but an addition catering to the busy client.

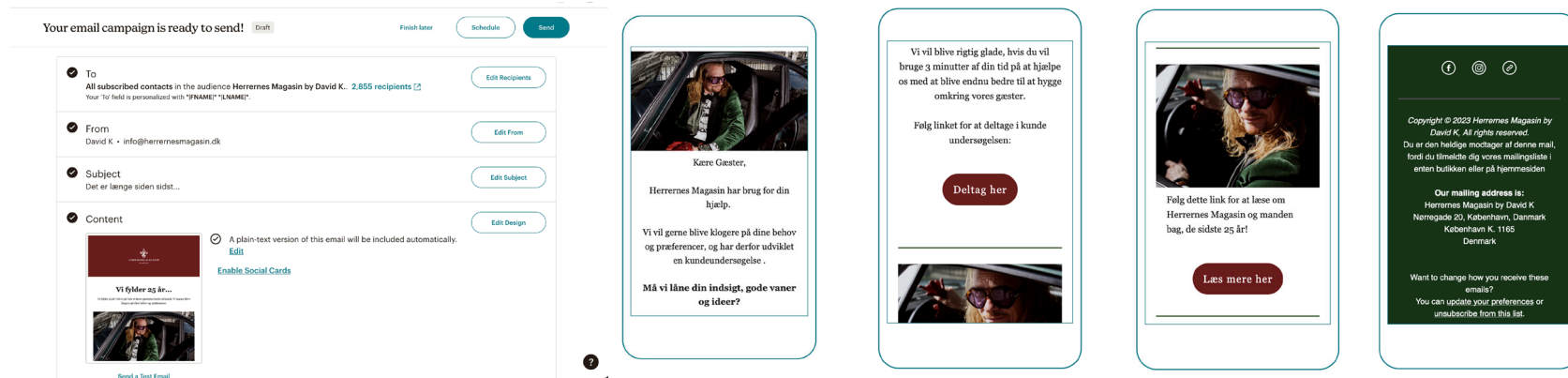
While online sales were not the primary focus of my project, I would recommend the new website giving a new opportunity to optimize their conversion rate (CRO) with various strategies, such as updating search-engine-optimization (SEO), regularly refreshing social proof, conducting call-to-action (CTA) testing, implementing MailChimp follow-up emails and construct effective and planned social media campaigns.

If a guest is seeking both company and a complementary beer, their best option would be to visit the shop in Nørregade. The enjoyable experience might even influence their decision, to conveniently purchase other items via the digital platform on their phone.

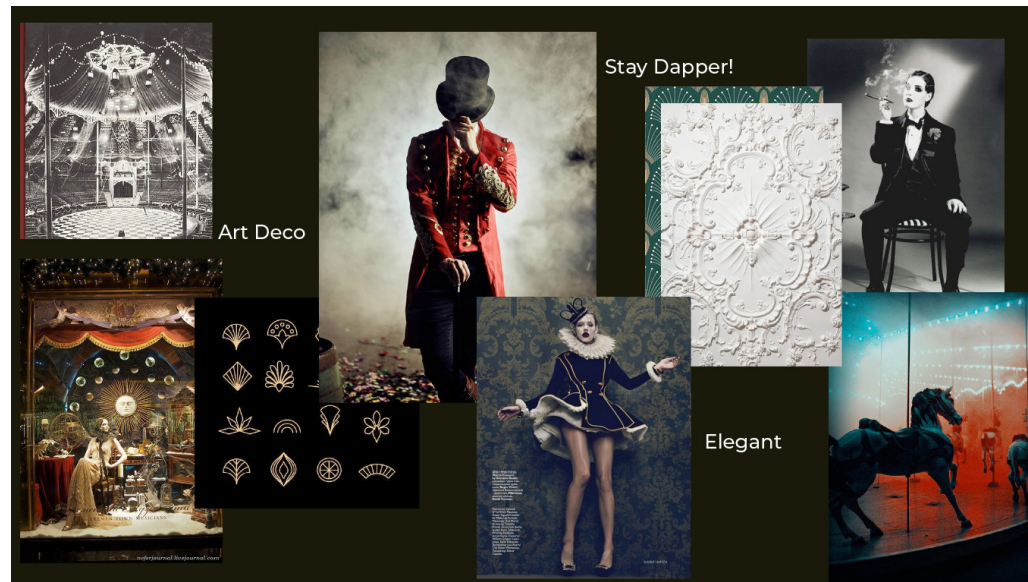
THANK YOU

APPENDIX

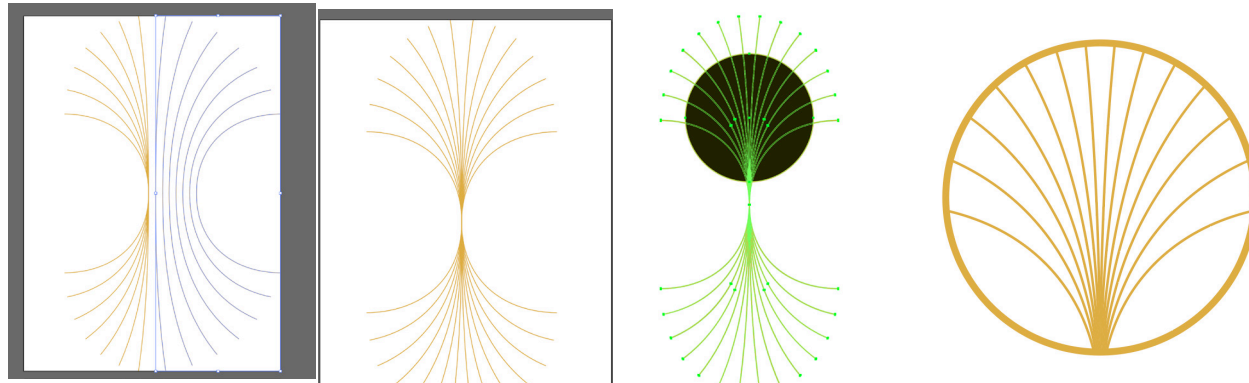
- 1 Link to interview: https://drive.google.com/file/d/1vkZG-DOLqySQOuyY5FX4w3fStD_t8XyB/view?usp=sharing
- 2 Link to survey results: https://docs.google.com/forms/d/e/1FAIpQLSd1Wij60hzOeg31ElrXdnuzqUZfVaOnHIDevRCD_59S_dsysg/viewform?usp=sf_link
- 3 Images of the MailChimp email:



- 4 Link to interview: https://docs.google.com/document/d/1rOZUDEPY8z1n8HFEAvARo5fEOqz9BuZmN_YVmcTz80/edit?usp=sharing
- 5 Link to desk research folder: https://drive.google.com/drive/folders/1P0q8NXMxglxoG9JqUlJ7xmcsnVyyiws?usp=drive_link
- 6 MOODBOARD

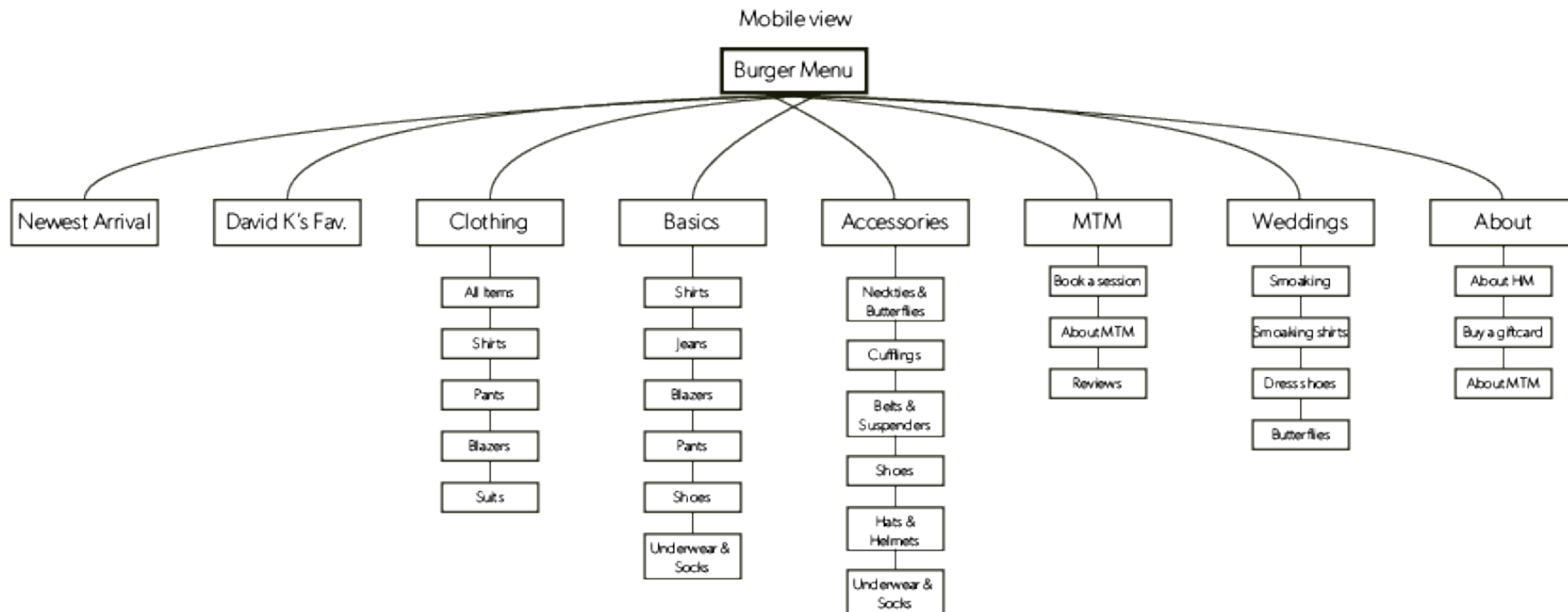


7 Border Design in Adobe Illustrator:

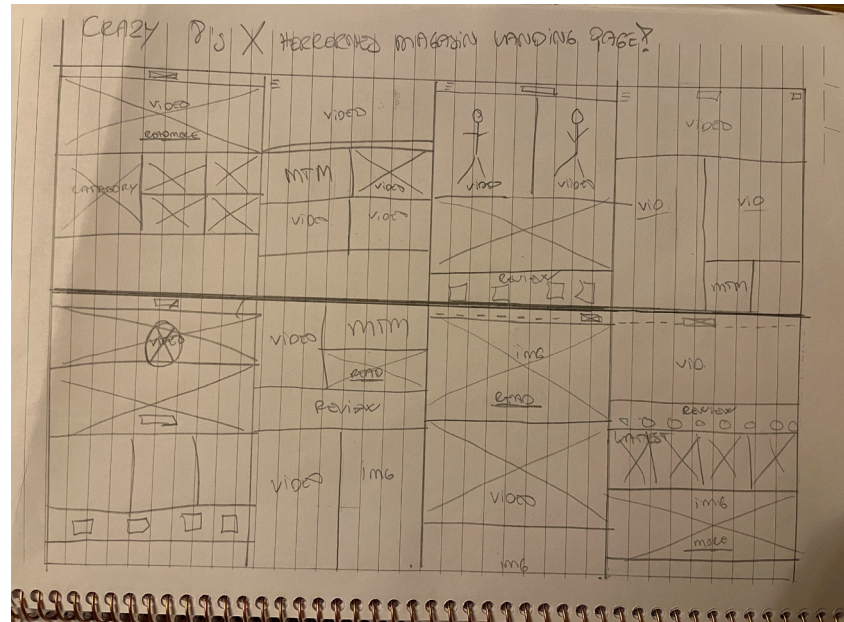


8 Link to card sorting results: <https://app.uxtweak.com/cardsort/results/6TI5anInUTemQTcalxgxF/IIXTLWCqPHuEv7AK25xqP>

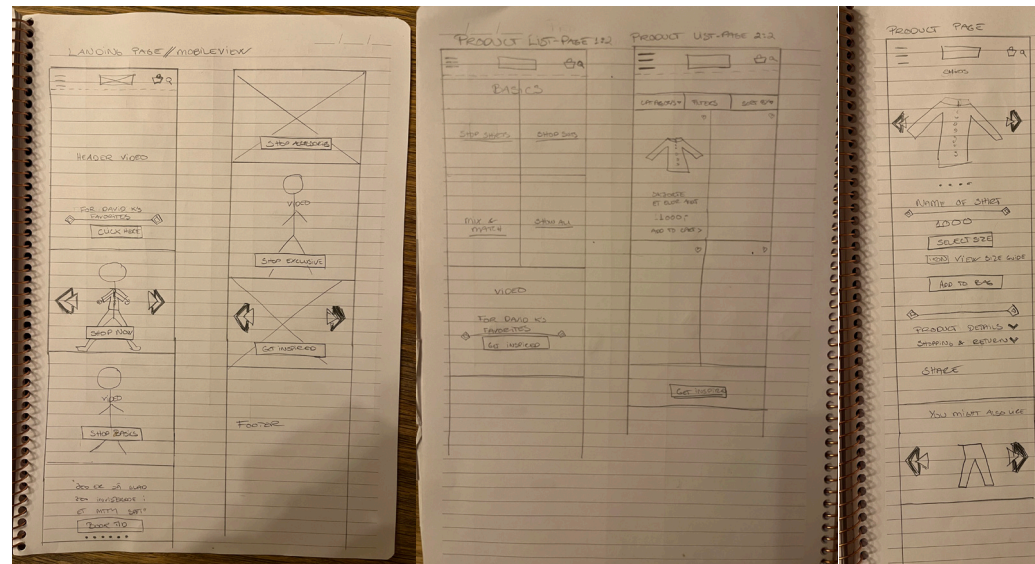
9 Visual information architecture:



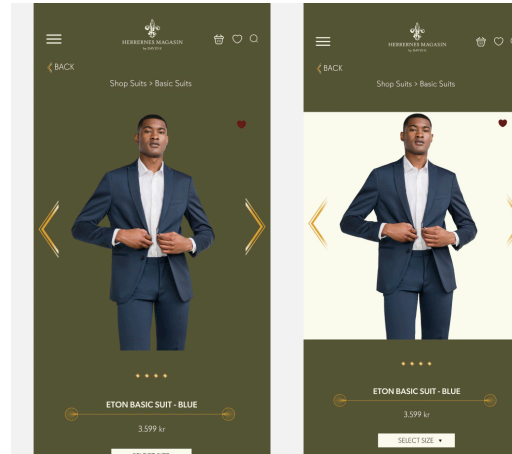
10 Crazy 8's



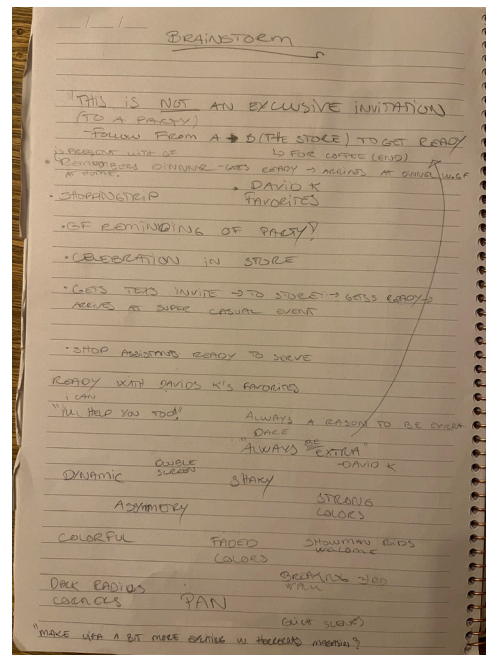
11 Wireframes

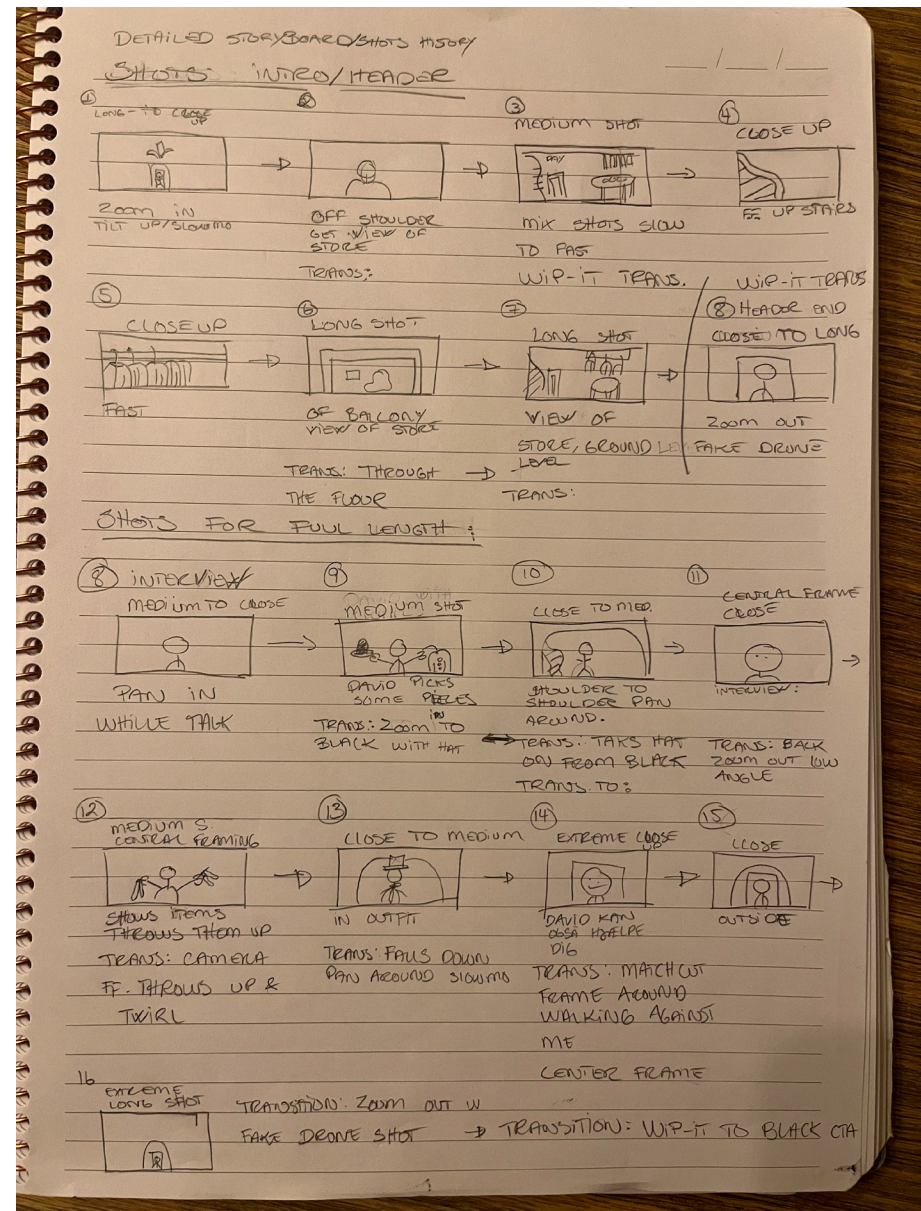
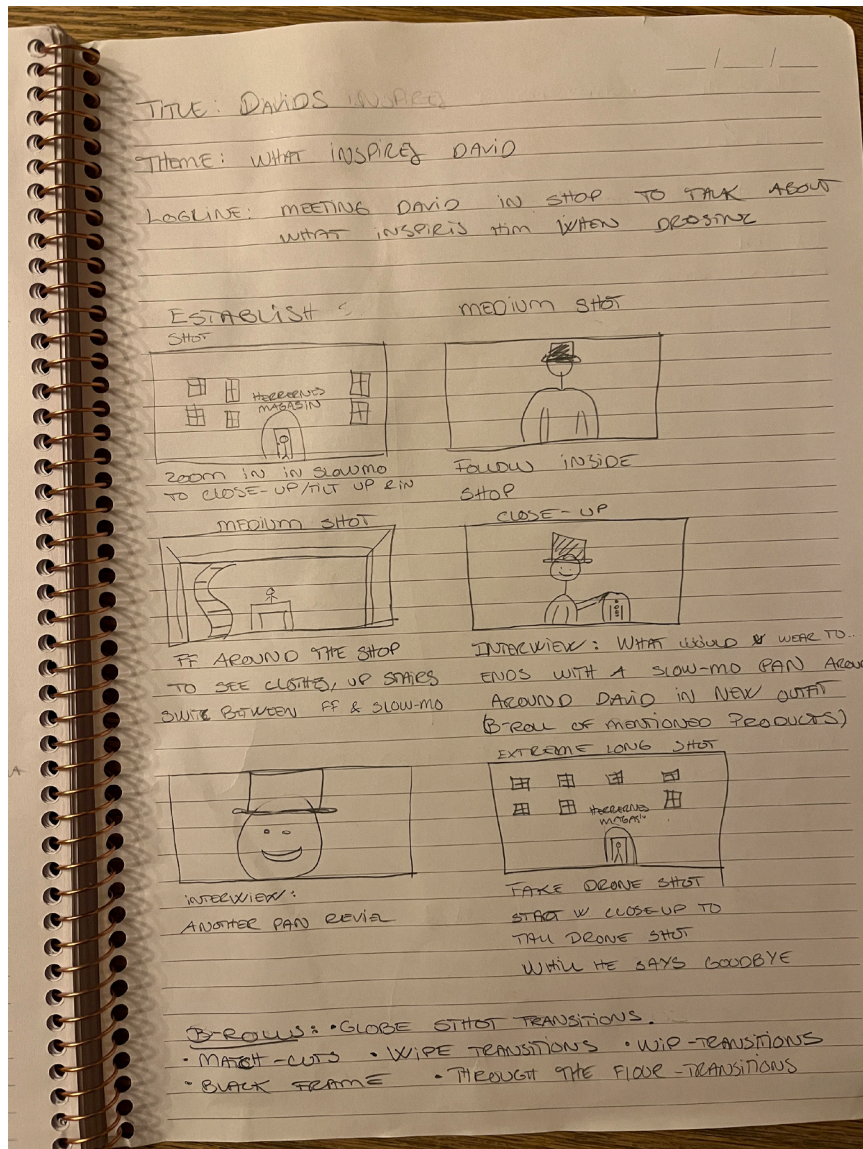


- 12 Link to Figma prototype: <https://www.figma.com/file/ovxoo0T9ELkFmy2oLs1eso/4th-sem.-Exam-Herrernes-Magasin?type=design&node-id=0%3A1&t=GcZhm0LJ5010j8WN-1>
- 13 Link to user testing interview: <https://docs.google.com/document/d/13AvYyfrxeulHkMv27jllTEBCNfp1VgH6hGR18KTJud0/edit?usp=sharing>
- 14 Example of before and after usertest:



- 15 Video brainstorm:



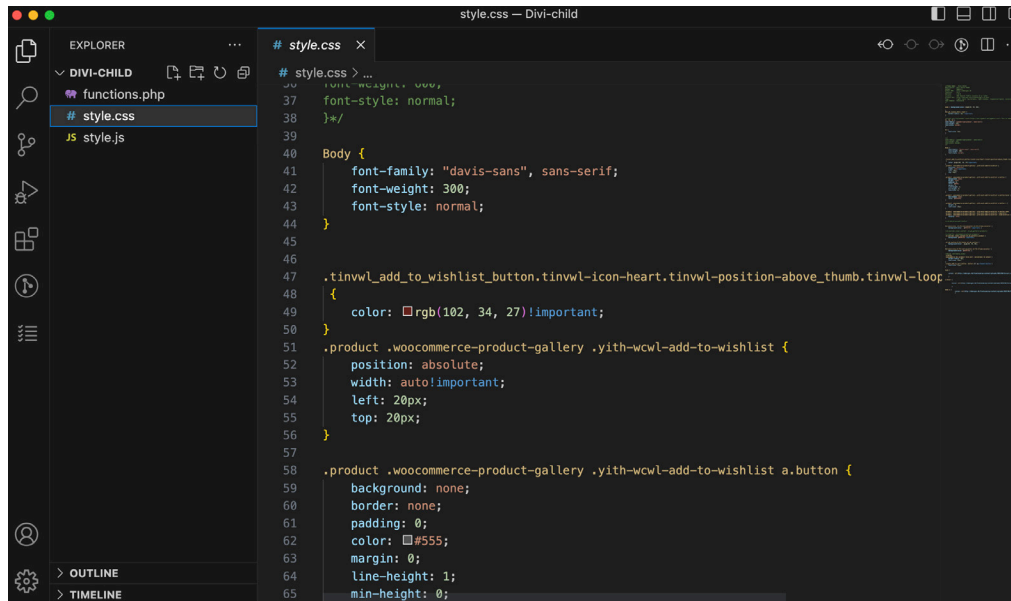


18 Backup link to video: <https://youtu.be/cmzDjj-naco>

19 Image of installed Plug-ins in WordPress

☐ Smush Settings Docs Upgrade for 30% off Deactivate	Reduce image file sizes, improve performance and boost your SEO using the free WPMU DEV WordPress Smush API. Version 3.12.6 By WPMU DEV View details Rate Smush Support Roadmap
☐ SVG Support Settings Deactivate	Upload SVG files to the Media Library and render SVG files inline for direct styling/animation of an SVG's internal elements using CSS/JS. Version 2.5.5 By Benbodhi View details Get Support Leave a review Donate to author
☐ Ti WooCommerce Wishlist Deactivate Settings Premium Version	Wishlist functionality for your WooCommerce store. Version 2.5.2 By TemplateInvaders View details
☐ WooCommerce Settings Deactivate	An eCommerce toolkit that helps you sell anything. Beautifully. Version 7.7.1 By Automattic View details Docs API docs Community support
There is a new version of WooCommerce available. View version 7.7.2 details or update now .	
☐ Wordfence Security Upgrade To Premium Deactivate	Wordfence Security - Anti-virus, Firewall and Malware Scan Version 7.9.3 By Wordfence View details
☐ WP Super Cache Activate Delete	Very fast caching plugin for WordPress. Version 1.9.4 By Automattic View details

20 Image of VS code. Link to full style sheet via GitHub: <https://github.com/nadi7707/Divi-child>



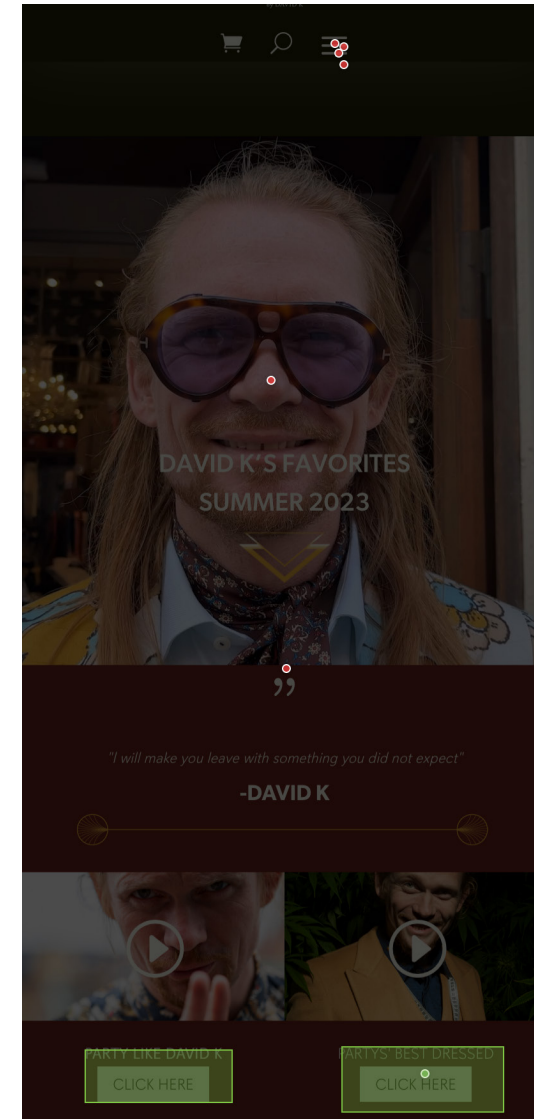
```

# style.css
37 font-style: normal;
38 }+
39
40 Body {
41   font-family: "davis-sans", sans-serif;
42   font-weight: 300;
43   font-style: normal;
44 }
45
46
47 .tinwvl_add_to_wishlist_button.tinwvl-icon-heart.tinwvl-position-above_thumb.tinwvl-loop;
48 {
49   color: rgb(102, 34, 27)!important;
50 }
51 .product .woocommerce-product-gallery .yith-wcwl-add-to-wishlist {
52   position: absolute;
53   width: auto!important;
54   left: 20px;
55   top: 20px;
56 }
57
58 .product .woocommerce-product-gallery .yith-wcwl-add-to-wishlist a.button {
59   background: none;
60   border: none;
61   padding: 0;
62   color: #555;
63   margin: 0;
64   line-height: 1;
65   min-height: 0;
  
```

21 Link to 5 sec test results: <https://app.usabilityhub.com/tests/372f398958c0/results/94ddceff4d13>

22 Link to Navigation test results: <https://app.usabilityhub.com/tests/e23823c30a1c/results/c914cc37c632>

23 Image of Heat map from Navigation test



24 Link to transcript from Think Alout Test: https://docs.google.com/document/d/10cRfLr0Tuc1uLD506DwWuXcNauBkoCgaP4HvSV_3uTo/edit?usp=sharing