



## Project 4: Leisure in Lyngby

[www.teamup-lt.dk](http://www.teamup-lt.dk)

### Group 1

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## Overview:



1. Problem definition
2. Design Brief
3. Mock-up usertest
4. Design brief (updated)
5. Target group analysis
6. AIDA-model
7. Planning: PBS
8. Information  
Architecture
9. Design process
10. Interaction design
11. Suggestions

**The goal** of this project is to create a communication portal that will motivate several of the more than 4,000 inter-national citizens (expats) residing in the Lyngby-Taarbæk municipality to become part of local volunteer organizations (associations) by:

- making it easier for expats to find volunteer organizations activities
- providing a friendly environment, where the international citizens feel welcome and well received
- providing general information about the Danish association traditions and opportunities in Lyngby-Taarbæk

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- TeamUp Lyngby-Taarbæk – [www.teamuplt.dk](http://www.teamuplt.dk)
- Portal hvor foreninger og expats kan møde hinanden
- Inspireret af LinkedIn
- Log ind med din Facebook profil – direkte oplysninger
- Oplysninger om 3 foreninger

- ❖ Kunstnergruppen Frederiksdal



- ❖ Første skridt



- ❖ Lyngby orienteringsklub



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Sport managers provided 5 mock-up pages, showing how the portal should look and function. We found some mistakes on their front-page mockup which we are going to fix.

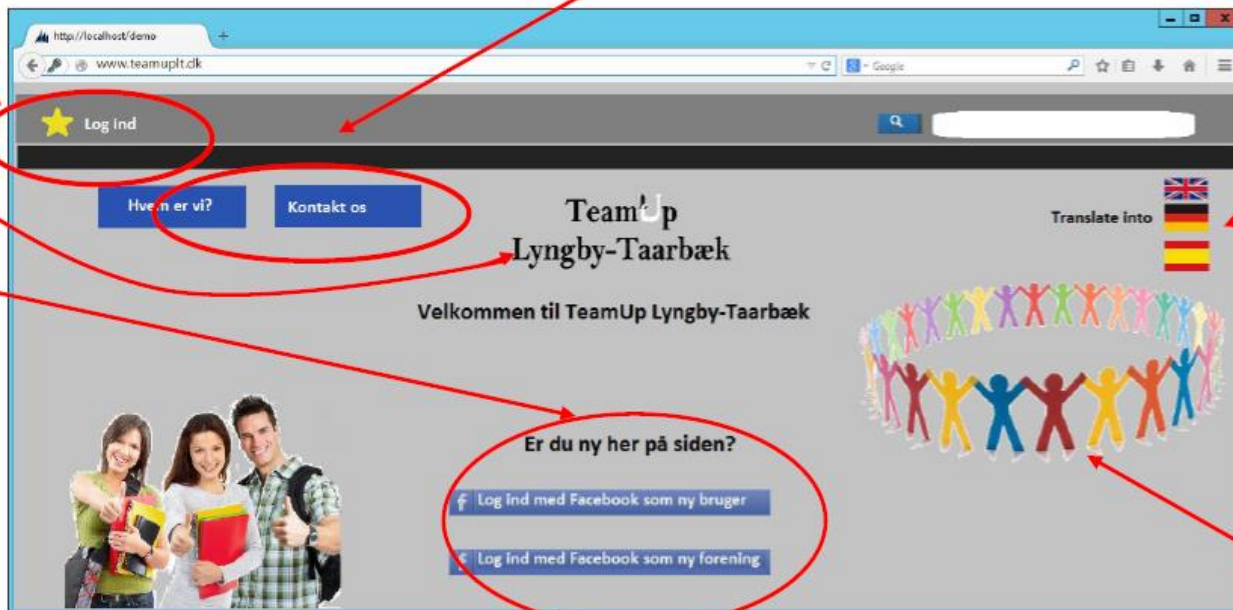
1. Problem definition
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1. Missing ID,  
Logo in a  
wrong place

2. Missing menu, unrecognizable navigation buttons

4. Language flags  
usually are in a row  
(language menu)

3. Wrong location  
and appearance of  
Signin, Login



5. Pictures are  
located  
inefficiently,  
confusing colors

<u>Who?</u>	Volunteer Center Lyngby-Taarbæk (client)	1. Problem definition
<u>Says what?</u>	<ol style="list-style-type: none"><li>1. There are many skillful expats/ associations covering various interests in Lyngby-Taarbæk.</li><li>2. It is easy to find and contact interesting matching associations /volunteers/ members</li><li>3. Volunteers are welcome to associations</li></ol>	<ol style="list-style-type: none"><li>2. Design Brief</li><li>3. Mock-up usertest</li><li>4. <b>Design brief (updated)</b></li><li>5. Target group analysis</li><li>6. AIDA-model</li><li>7. Planning: PBS</li><li>8. Information Architecture</li><li>9. Design process</li><li>10. Interaction design</li><li>11. Suggestions</li></ol>
<u>To whom?</u>	To expats and associations	
<u>By which means?</u>	Networking portal - website	
<u>With what effect?</u>	<ol style="list-style-type: none"><li>1. Target groups can easily find each other</li><li>2. Expats join volunteer organizations</li><li>3. Associations involve more expats</li></ol>	

## Primary target group

- EXPATS, - young students (men and women); young working people, who have just moved to Denmark

## Secondary target group

- ASSOCIATIONS in Lyngby-Taarbæk, looking for volunteers and/or members

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## 6. AIDA-model

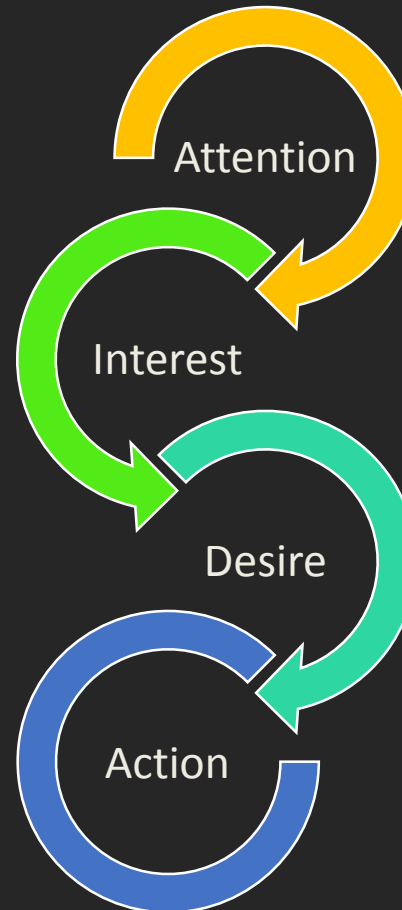
### Messages on the slides

**To expats:** 1. It is easy to find places and activities of your interest - *availability*  
2. You are welcome to be member in associations with locals – *safety*

**To associations:** 1. There are lots of cool skillful English speaking expats in L-T  
2. They want to participate in your activities

### Actions (for expats and associations)

1. Create a profile
2. Find expat/association of interest
3. Contact expats/association of interest
4. Meet expats/association of interest
5. Recommend to other expat/association



### Catchy elements

Dynamic slider with catchy images and bright highlight colors  
Bright fresh green color in logo and as a theme  
Modern simple uncomplicated style

### Unique benefits

**To expats:** 1. Find friends by interests  
2. Learn Danish language and culture in the native environment  
**To associations:** 1. Potential skillful international volunteers  
2. Fresh blood, cultural exchange



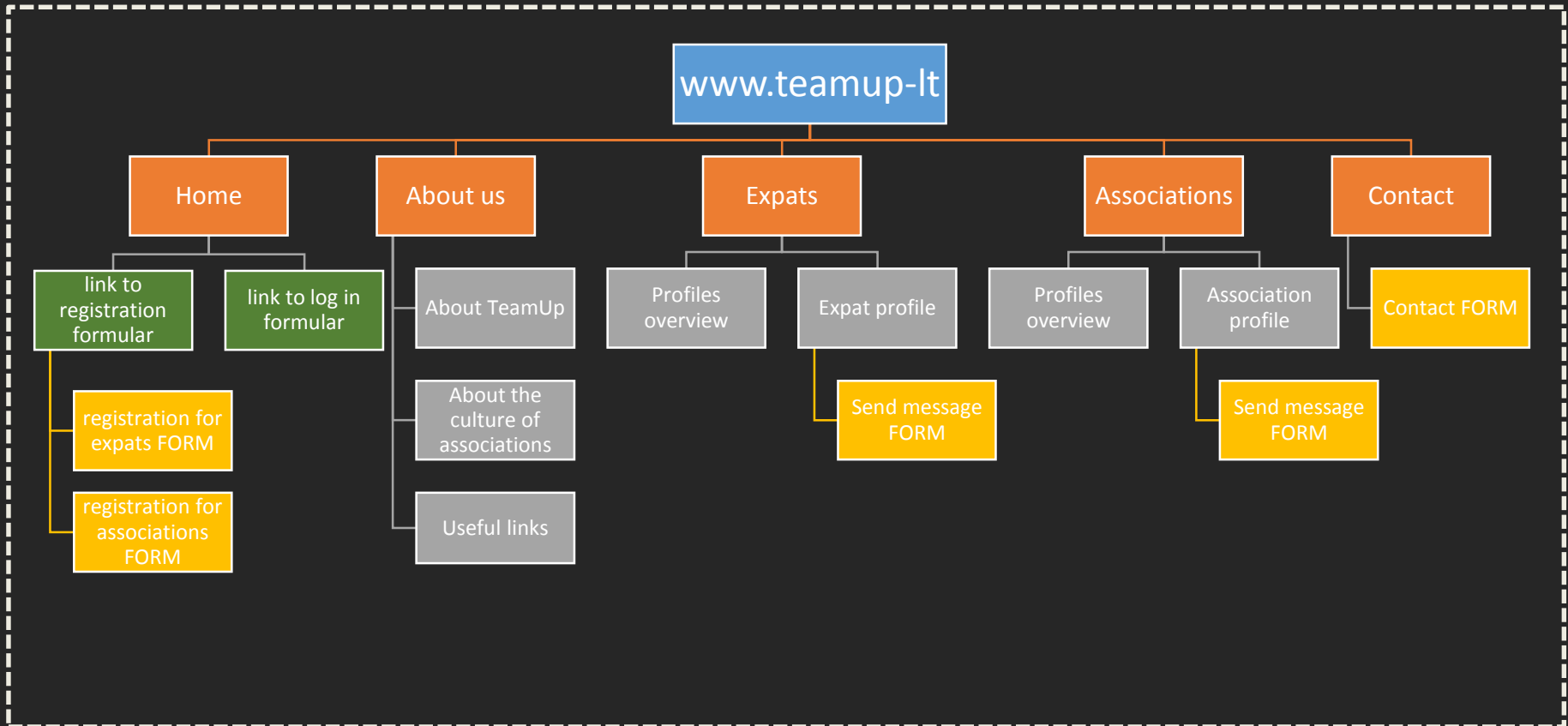
Figure 3: PBS (Teamup-LT website) + Task

www.teamup-lt	Production time: 27.5h	
	<b>Visuelle elementer</b>	<ul style="list-style-type: none"> <li>- Logo 5h</li> <li>- Billeder af expats 2h</li> <li>- Foreningernes logoer 1h</li> <li>- Sprog flag 0.5h</li> <li>- Billeder til forsiden 5h</li> </ul>
	<b>Tekstuelle elementer</b>	<ul style="list-style-type: none"> <li>- Om os 0.5h</li> <li>- Om foreningskultur i DK 1h</li> <li>- Expatsprofiler 2h</li> <li>- Foreningsprofiler 2h</li> </ul>
	<b>Formularer</b>	<ul style="list-style-type: none"> <li>- Register 1h</li> <li>- Login 1h</li> <li>- Kontakt 0.5h</li> </ul>
	<b>Widgets</b>	<ul style="list-style-type: none"> <li>- Kalendar x</li> <li>- Foto-stribe x</li> <li>- Nyheder-stribe x</li> <li>- Søgefelt x</li> </ul>
	<b>Plugins</b>	<ul style="list-style-type: none"> <li>- Creating profiles, login 4h</li> <li>- Search by categories 2h</li> </ul>

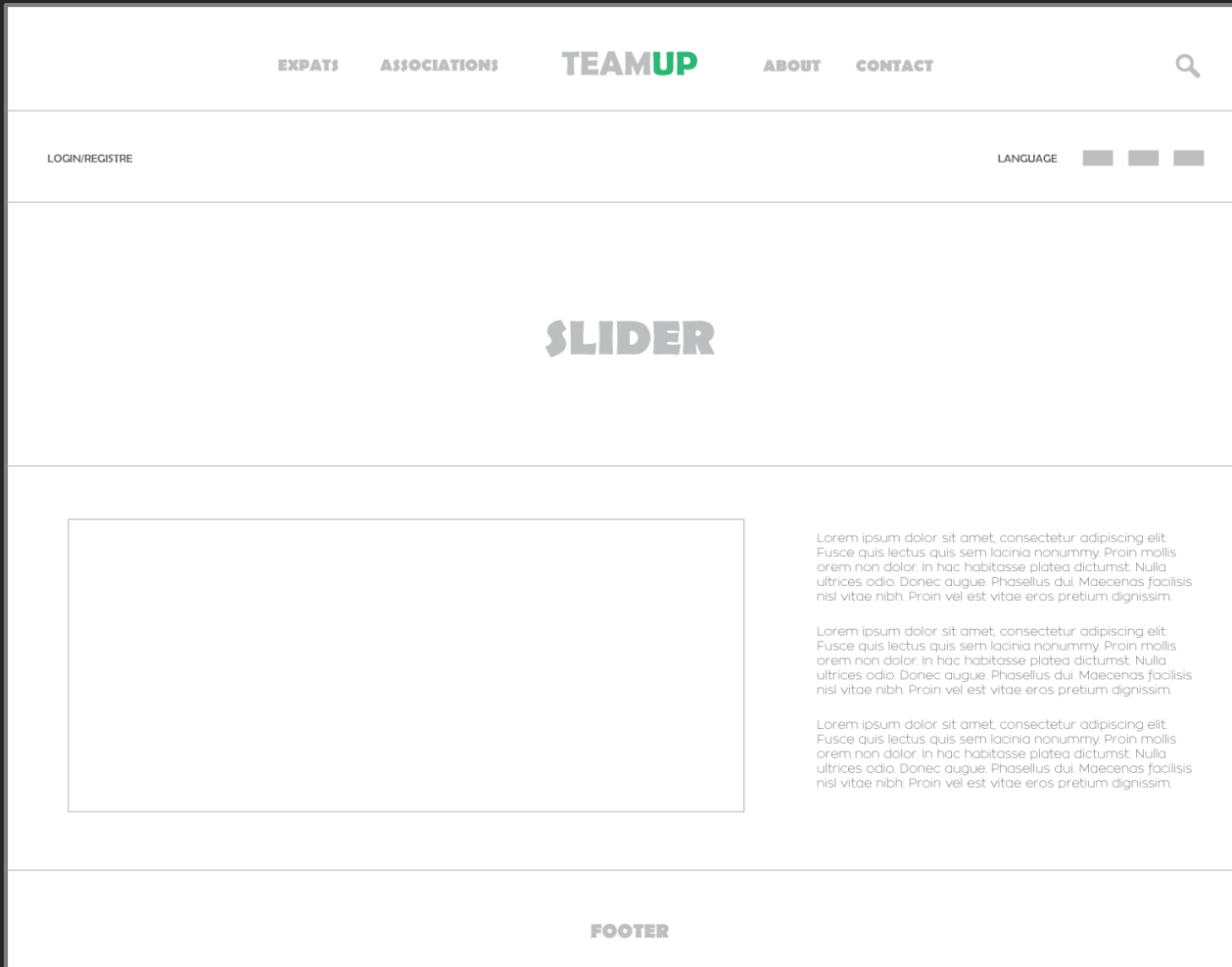


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## Information Architecture 1: Website hierarchy

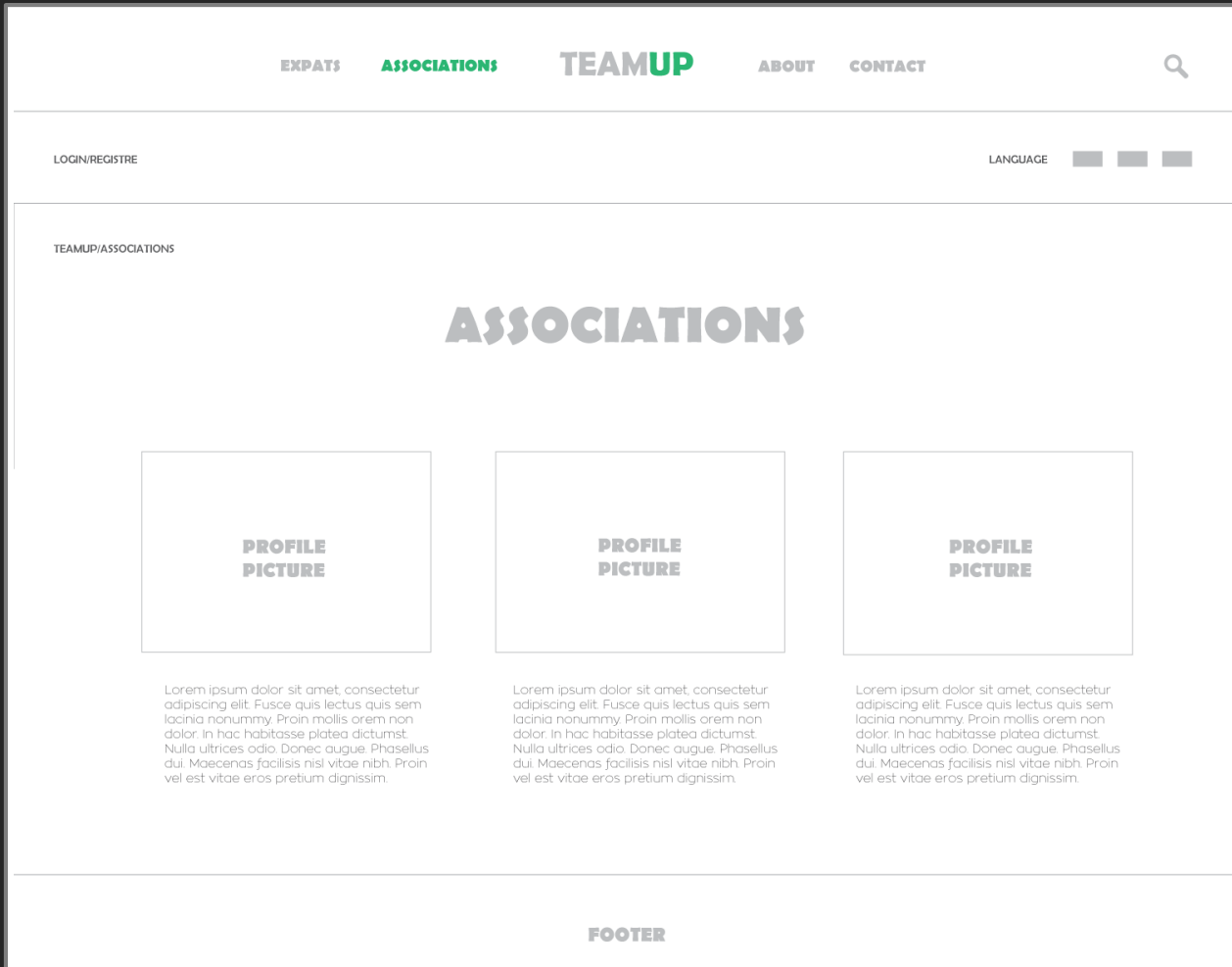


## Wireframes: frontpage



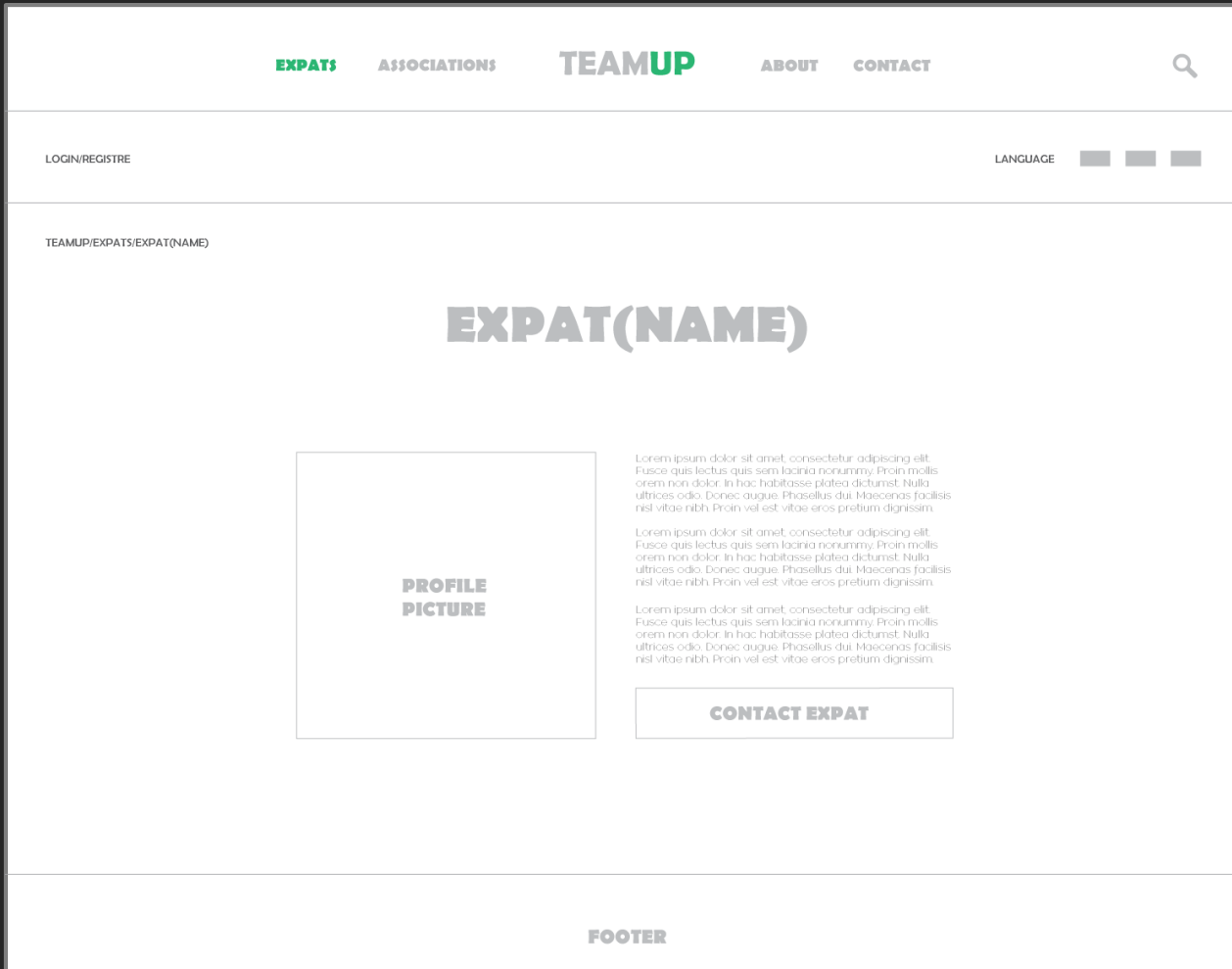
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## Wireframes: profile overview



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## Wireframes: profile



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## Information design: About

### About

#### About Team up

Team up is a networking portal for expatriates and associations in Lyngby-Taarbæk municipality. The project was initiated by Volunteer Center Lyngby-Taarbæk to help local expatriates find associations based on their interests. The portal also provides an opportunity for local associations to look for new members and volunteers among foreign citizens in Lyngby-Taarbæk municipality.

This networking portal was developed and designed by students from DTU International Faculty Services and Copenhagen Business Academy and supported by Lyngby-Taarbæk Municipality.



#### About the culture of associations in Denmark

Not many newcomers to Denmark know that associations play important role in the Danish society, mainly in how people organize their activities, especially in sport, culture and leisure. It is possible to create association around almost

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## Information design: Expats

### Expats



**Name:** Gloria  
**Country:** Spain  
**Age:** 22 years old  
**Occupation:** Student at DTU, International studies  
**Interests:** zumba, dance and history



**Name:** Claus  
**Country:** Germany  
**Age:** 32 years old  
**Occupation:** Production manager in Visma  
**Interests:** Sports, running, biking



**Name:** Steven  
**Country:** Chile  
**Age:** 27 years old  
**Occupation:** studying Architectural Engineering at DTU  
**Interests:** drawing and playing guitar

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## Information design: Associations

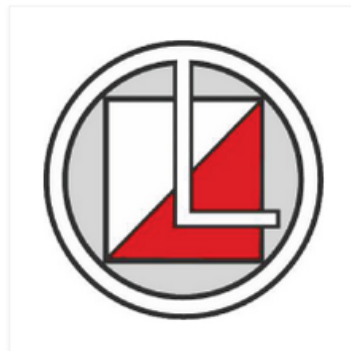
### Associations



Kunstnergruppen Frederiksdal is an association of amateur artists in Lyngby-Taarbæk area. We meet at Virum School one evening a week during winter-season, where we paint, draw and inspire each other with constructive criticism. We exhibit our works at least once a year – preferably in the local area.

**Contact information:**

[www.kunstnergruppenfrederiksdal.dk](http://www.kunstnergruppenfrederiksdal.dk)



Lyngby OK is one of Denmark's oldest orientation clubs. We have about 100 members, including many young people and students. Our training takes place in the forests north of Copenhagen, including Geelskov, Rudeskov and Hareskov. It is also possible to participate in competitions.

**Contact information:**

[www.lyngbyok.dk](http://www.lyngbyok.dk)



Første Skridt is an association of volunteer banking and social workers who want to help with the first step towards a healthy economy. Our association provides financial advice to ALL who have difficulties managing their economy. No matter how big your debt is, you can get free and anonymous debt advice.

**Contact information:**

[www.foersteskridt.dk](http://www.foersteskridt.dk)

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## Information design: Contact us

### Contact us

---

Your Name (required)

Your Email (required)

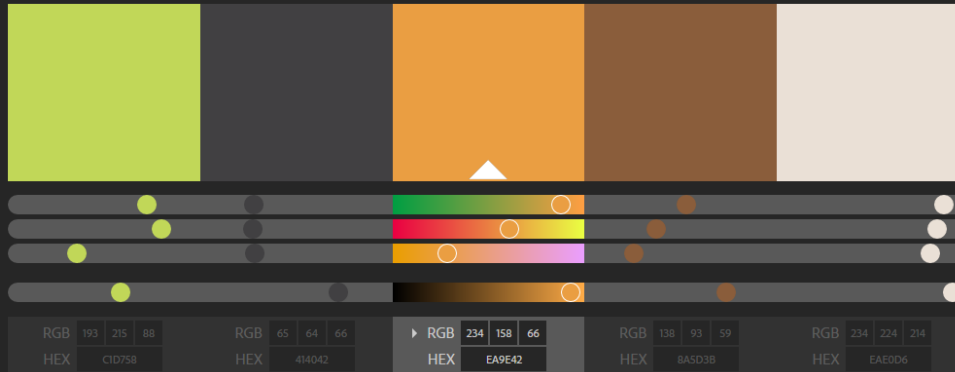
Subject

Your Message

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## Color, typeface and style

### ➤ Color choice



### ➤ Typeface:

➤ Roboto

➤ Lato

➤ Keywords: simple, functional, positive, young, dynamic, skillful, diverse

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## Logo

TEAM UP

TEAM UP

TEAM UP

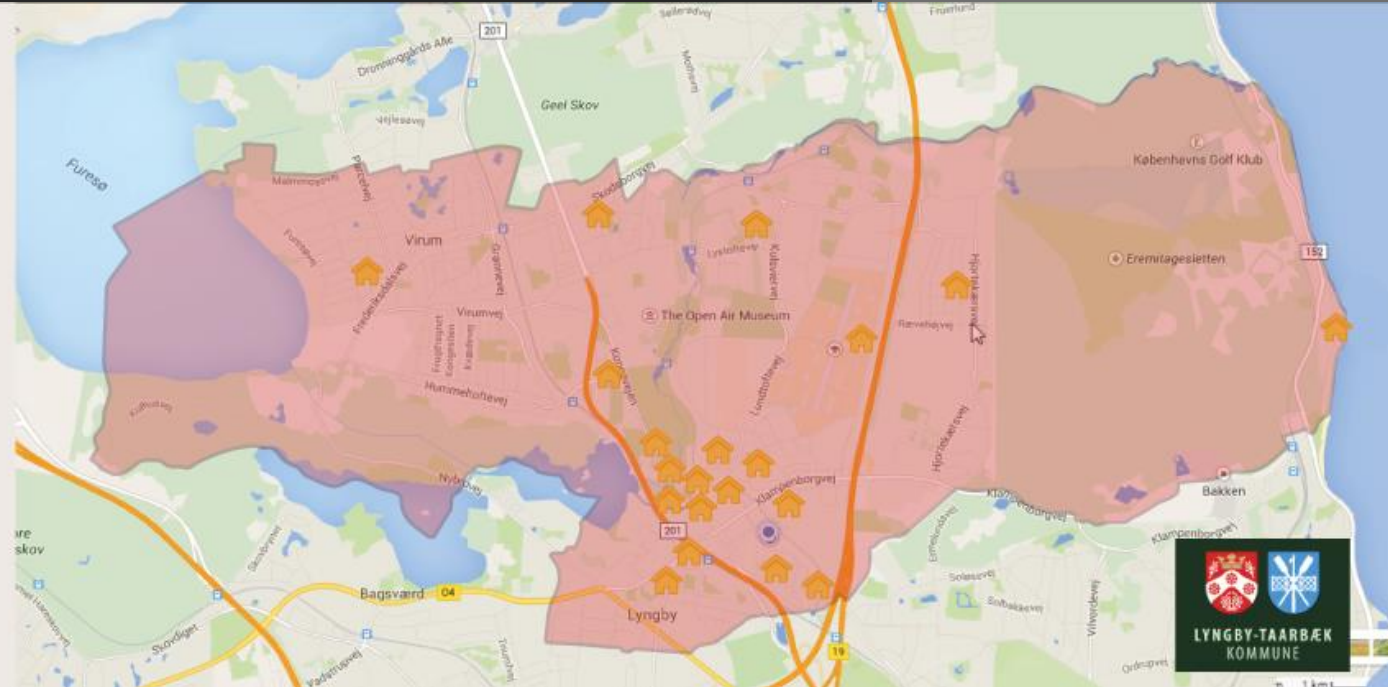
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## Slider 1

Did you know there  
are more than 45 in-  
terest clubs in  
Lyngby-Taarbæk?



Choose and join!



9. Design process 3
10. Interaction design
11. Suggestions



## Slider 2



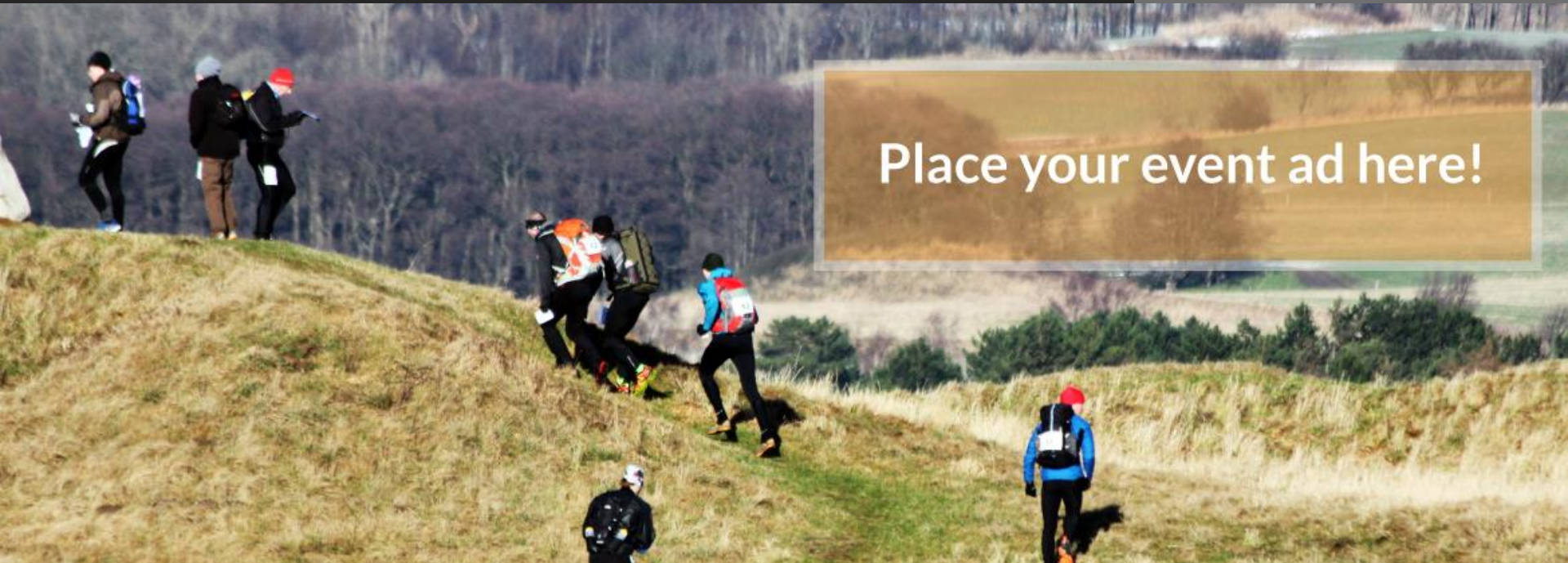
Did you know  
there are more than  
4000 expats in  
Lyngby-Taarbæk?



**Meet the expats!**

9. Design process 3
10. Interaction design
11. Suggestions

## Slider 3 (example)



9. Design process 3
10. Interaction design
11. Suggestions



[http://anastasiakeller.com/Leisure\\_Lyngby/](http://anastasiakeller.com/Leisure_Lyngby/)

Q Search

Log In

Register

Members



Did you know  
there are more than  
4000 expats in  
Lyngby-Taarbæk?



Meet the expats!

## Theme: Virtue

<http://leisurelyngby.anastasiakeller.com/>

## Plug-ins:

- BuddyPress (BP)
- BP Profile Search
- Conditional Profile Fields for BP
- Contact Form 7
- Huge IT Slider

## Widgets

- Footer

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## Styling in WordPress

### ➤ Theme options, Customize, Widgets, Menus OR

#### Custom CSS

Quickly add some CSS to your theme by adding it to this block.

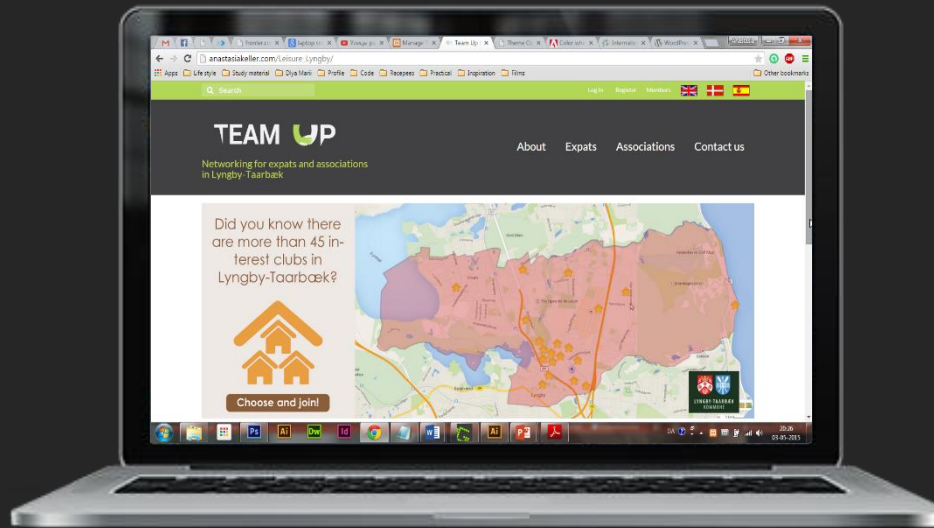
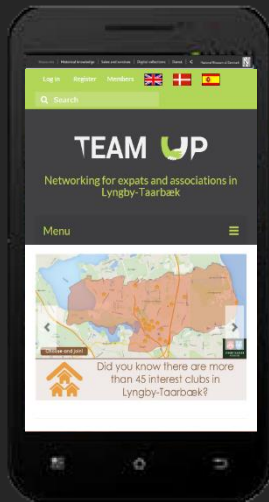
```
/*hiding text about registration field visibility*/
.field-visibility-settings-toggle,.field-visibility-settings-notoggle {
display:none;
}
/*changing color of hover effect in the primary menu*/
#nav-main ul.sf-menu a:hover {color: #C1D758;}

/*changing color of submit button on the contact form*/
.wpcf7 input.wpcf7-submit {background-color: #414042;}

/*changing display style of page listing in the footer*/
.footer-widget .page_item {
display: inline-block;
margin-right: 20px;
}
/*changing width of footer container*/
#containerfooter {
padding-top: 0px;
}
/*changing padding around footer credits*/
.footercredits {
padding-top: 0px;
padding-bottom: 0px;
}
```

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## Responsive design



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- BodyPress Pro – to style member pages
- Wordpress Multilingual Plugin
- Slider with captions
- News/events on the homepage
  - Sliders
  - Posts

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