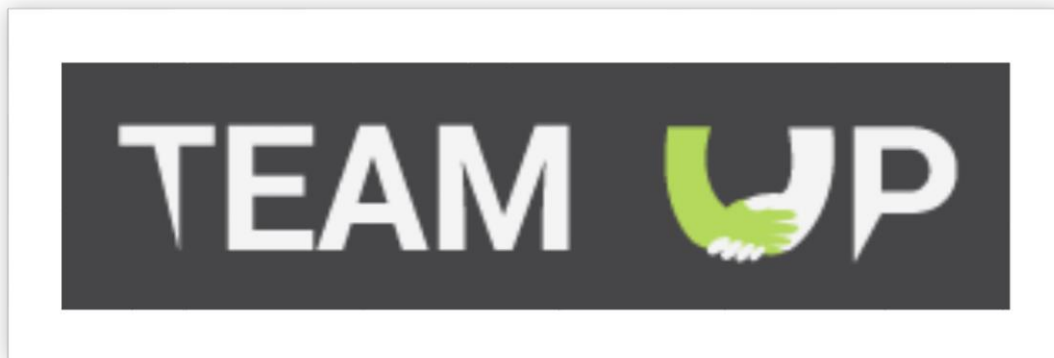


http://anastasiakeller.com/Leisure_Lyngby/



Project 4: Leisure in Lyngby

Management Summary

MULTIMEDIA DESIGN, 2 SEMESTER

April 2015

1. Problem definition

The goal of this project is to create a communication portal that will invite and motivate several of the more than 4,000 international staff and citizens of the Lyngby-Taarbæk municipality to become part of local volunteer organizations by:

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

The project requirements also include:

- building website prototype in a CMS system (WordPress)
- with the content about 2-3 voluntary organizations' material and needs
- with high usability for all types of associations in the municipality
- with links to the associations' own websites.

The background for our project was the *Design Brief* from Sport Management students. Unfortunately, their brief did not provide enough information about target group, so we made target group analysis ourselves. However, they specified that we should design a networking portal, where associations and expats can meet each other, inspired by LinkedIn. The portal's name is: TeamUp Lyngby-Taarbæk, and website address: www.teamuplt.dk

2. Basic Communication Model

Who?	Volunteer Center Lyngby-Taarbæk
Says what? (messages)	<ol style="list-style-type: none">1. There are many young skillful expats/ associations covering various interests and needs in Lyngby-Taarbæk.2. It is easy to find and contact interesting matching associations /volunteers/ members3. Volunteers are welcome to the associations –it is fun and mutually beneficial deal to join
To whom?	To expats and associations
By which means?	Networking portal
With what effect?	<ol style="list-style-type: none">1. Target groups find and contact each other2. Expats join volunteer organizations3. Associations involve more expats to their activities
Long-term effect:	<ol style="list-style-type: none">4. Better integration of expatriates in Denmark

3. Target group analysis

As defined by Sports managers our primary target group is EXPATS, more precisely young students (men and women) or young working people, who have moved to Denmark just recently.

However since their suggestion is about a double-way communication between expats and associations, we identified a second target group – ASSOCIATIONS in Lyngby-Taarbæk, looking for volunteers and/or members. There are many types of associations in Lyngby-Taarbæk. The ones presented on Volunteer Center's website are mainly for older people, families and socially weak. So we have browsed around other associations' websites in order to understand better their needs.

The AIDA model, which can be found in Appendices, shows how with the help of communication and design we plan to hit our target groups. The model describes appeal to both target groups.

4. Project Planning

We summarized all the requirements to the final product in [PBS chart](#) below, in which one can see all elements of the planned website, as well as the task distribution in the group.

5. Information Architecture

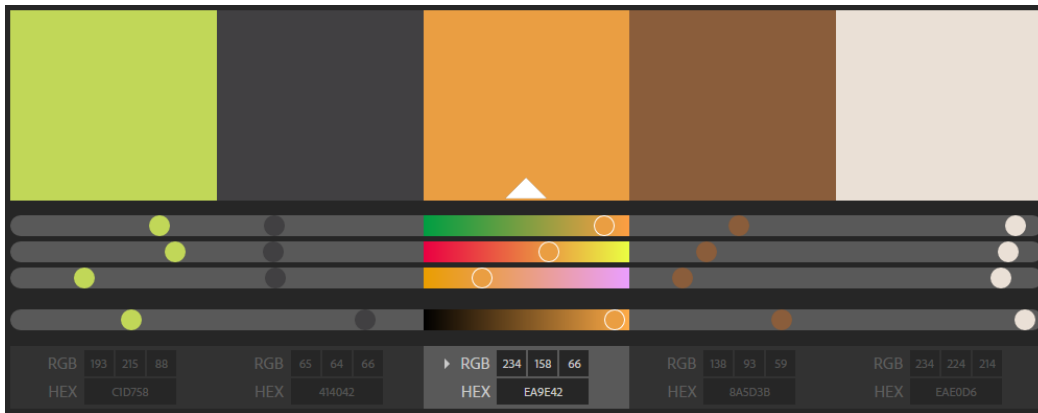
After planning the content, we decided about [Website Hierarchy](#) and [Wireframes](#) of some of the pages. At the same time we have been looking at different themes in WordPress to make sure that our plan is realistic. We have made a wireframes for all page suggested by Sports Management students. [Wireframes](#) can be also seen in the Appendices.

6. Design process

We started design process by choosing the fitting theme in Wordpress – it was not easy. We needed to find the one which would provide all the necessary functionalities and visual effects: for example, slider, opportunity to build profiles and make advanced search. We chose one called Virtue, because it seemed to fulfill all major requirements, the missing ones we were going to apply with the help of plugins.

Using the chosen theme, we set up the website, shared login information with each other and started developing visual and textual content. First we identified style, color and font choice.

Basic palette (logo, slider colors)



Typeface used on the website: Lato – light positive font. It plays well with the logo’s typeface and is easy to read.

Styling keywords: simplicity, functionality, young, energetic, dynamic, positive, skillful, diverse.

Using these prerequisites, we designed the following visual elements:

1. Logo is a redesign of Sports Management students’ own logo version, which is shown in Appendices. The idea behind the logo is to underline cooperation between expats and related associations. It is visible in the letter “U” in TeamUp, where two hands meet in a friendly handshake. The logo was first drawn by hand and then image traced in Illustrator. The first version of the logo is above, next to the initial logo suggestion. To get a cleaner “U” form, decided we to correct the lines in Illustrator and the style of the “hands” got “cleaner outline. The typeface Roboto is used for the rest of the letters. The first letter “T” and the last letter “P” were changed by cutting corners for an edgier look. In this way “P” reminds of a speech bubble which indirectly hints on communication. The website is meant for communication after all, so such analogy is quite fitting. We use 2 colors for the logo: fresh and young green (first in the color palette) and serious and reserved dark grey (second in the color palette). This contrast attracts attention and balance out each other.

2. 3 sliders for the homepage:
 - a. First slide targets expats. It demonstrates how many associations there are in Lyngby-Taarbæk with an icon symbolizing the “house of associations” (client).
 - b. Second slide shows young expats of different nationalities, smiling friendly to the viewer. The message to the associations is: there are nice International people in Lyngby-Taarbæk area willing to help. Icon represents expats in the house and symbolizes cooperation and unity of people under a certain cause, interest.
 - c. 3 slider is for associations to advertise their activities, events.

The slides are meant for associations to post their events and news to target certain groups of expats.

3. **Profile pictures and texts** were chosen/composed with consideration of the target groups. We structured profile information according to categories which we thought might be relevant, while participants conduct search on the portal.
4. Text on *About us* page consists of the short description about the project and an excerpt about the “culture of associations” in Denmark¹, also useful relevant links

7. Interaction design

In this project we used only functionalities and styling options built in the chosen theme Virtue. However we realized quite soon that the theme doesn't have everything we need, so we had to install various plugins and ad-ons.

7.1. Plugins and extensions

BuddyPress

Our primary plugin is BuddyPress. It is a social network software that makes it possible for the user to create a profile on the website and share information about themselves with associations and other expats.

We have created most of our interactivity on the website with the help of following extensions to BuddyPress:

- **BP profile search**, which helps to make it possible for the user to search for both other expats and associations with following search options: name, age, country, occupation, interests and so on.
- **Conditional Profile Fields for BuddyPress**, which allows site admins to set conditions for the hiding/showing profile fields based on the various data entered by the user. We made one category conditional: expat/association, which enabled us to create 2 different registration forms for expats and associations.

One thing we did not manage to get around with this free version of BuddyPress was to separate *Members* by expats and associations in the graphic presentation. This is why we have manually added menu-sections Expats and A associations under the primary menu. This can be fixed in the Pro version that we recommend the client to buy.

¹ **Source:** “Foreninger og integration” af Pernille Vibe Rasmussen

http://static.sdu.dk/mediafiles//Files/Om_SDU/Centre/C_isc/Movements/Movements2008_7.pdf

8. Conclusion

The portal we made looks somewhat different compared to the mockups suggested by Sports Managers. We decided to optimize their design choices, however keeping most of the functionalities, which we think are most crucial in this project.

As the result, we managed to set the following functionalities on our portal:

- Register and login system, which also creates profiles
- The profiles can be updated, as well as they are visible to the other registered and unregistered users
- From Member overview page it is possible to search by registration categories (name, age, country, occupation, interests).
- Registration forms are different for expats and associations, since associations do not need to fill in age, country and occupation fields.
- It is also possible to send messages from users profiles and to invite other users to become friends.
- Users can provide their facebook links, so that interested parties can find out more about them.

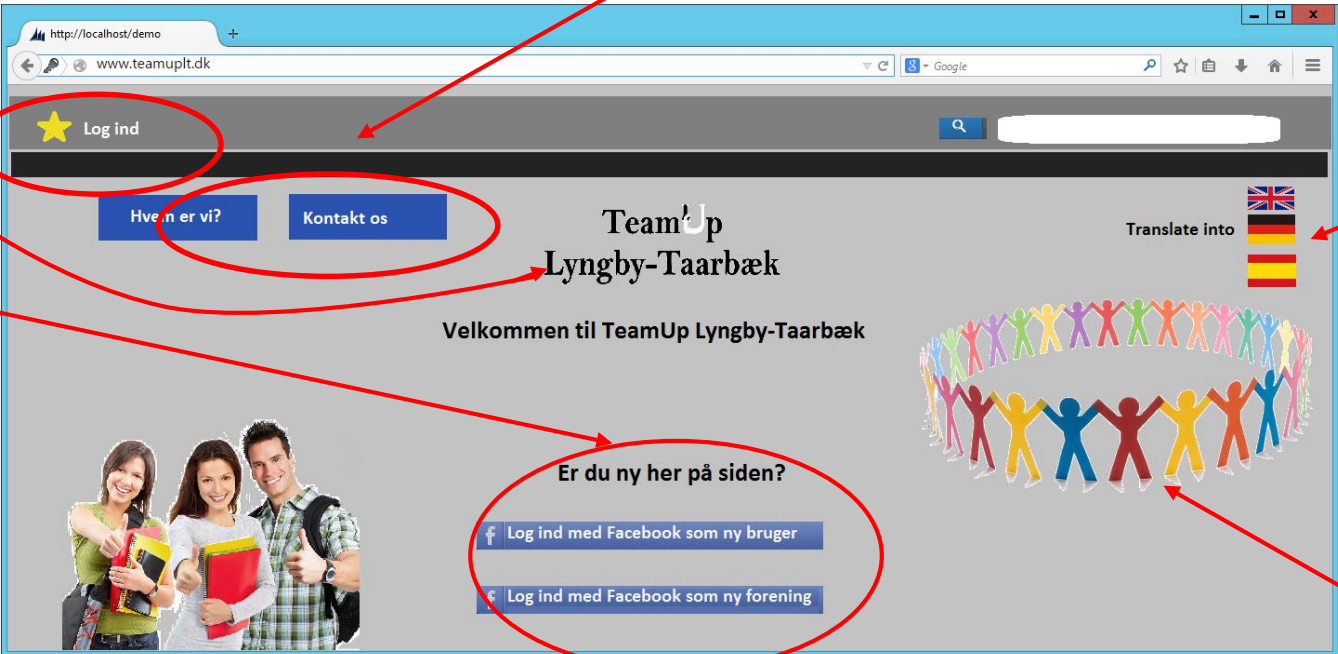
Challenges and suggestions

We faced several challenges with setting up some functionalities on the website. Mainly because some plugins are not available for free. For example we did not set up translation functionality. On the current site, there are icons of flags to simulate the possibility for translation, but they don't work. We assumed 3 possible languages: English, Danish and Spanish, Expats come from many different countries, therefore the client shall be able to set up other languages for translation of the website according to the statistics of website visitors. For this purpose we suggest the client buys the Wordpress Multilingual Plugin. It costs 30-50\$ and can be found here: <https://wpml.org/> With this premium plugin you can manage many different languages, make custom translations, and adjust language menus and the translated pages.

Generally we think we have fulfilled most of the requirements of the project, even though we have to admit that the formulation of the task that we have received from Sports Management students deviates slightly from the initial idea of one way communication portal (associations → expats). We believe though that our two-way communication solution provides more flexibility. Besides, it can also serve as a platform for sharing information about associations of various types in Lyngby/Taarbæk municipality.

1. Appendices

Figure 1: Usertest of initial mock-up of the startpage



The screenshot shows a web browser window with the URL <http://localhost/demo>. The page content includes a search bar, a 'Log ind' button with a star icon, navigation buttons for 'Hvem er vi?' and 'Kontakt os', a 'Translate into' dropdown menu with flags for UK, Germany, and Spain, a logo for 'TeamUp Lyngby-Taarbæk', and a sign-in section with the text 'Er du ny her på siden?' and two Facebook login buttons: 'Log ind med Facebook som ny bruger' and 'Log ind med Facebook som ny forening'. A group of people is shown on the left, and a ring of colorful stick figures is on the right.

1. Missing ID, Logo in a wrong place

2. Missing menu, unrecognizable navigation buttons

3. Wrong location and appearance of Signin, Login

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

5. Pictures are located inefficiently, confusing colors

ANASTASIA KELLER - [HTTP://WWW.ANASTASIAKELLER.COM/SIDER/PROJEKTER/SEMESTER-2.HTML](http://www.anastasiakeller.com/sider/projekter/semester-2.html)
RAQUEL LORENZANA HESDORF - [HTTP://WWW.LORENZANA.DK](http://www.lorenzana.dk)
ANDERS WETTERSTEIN - [HTTP://ANDERSWETTERSTEIN.DK/INFO.HTML](http://anderswetterstein.dk/info.html)
MIKKEL ANDERSEN - [HTTP://WWW.MIKKELANDERSEN.DK](http://www.mikkelandersen.dk)
JENS ROWINSKI - [HTTP://WWW.JENSROWINSKI.DK](http://www.jensrowinski.dk)

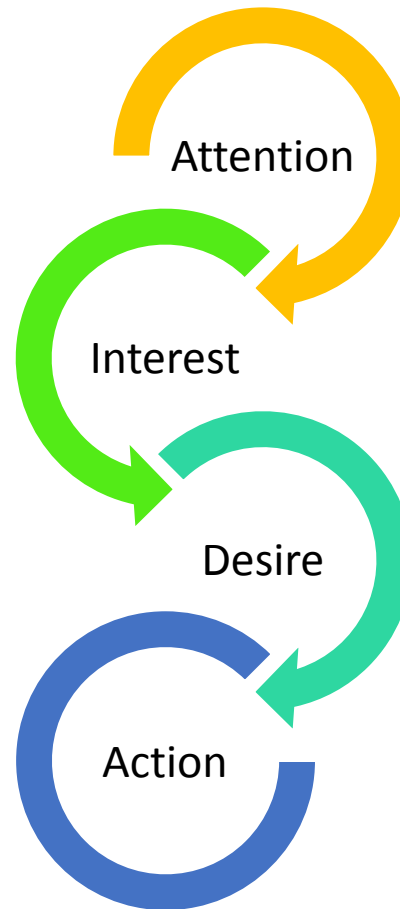
Figure 2: AIDA model

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

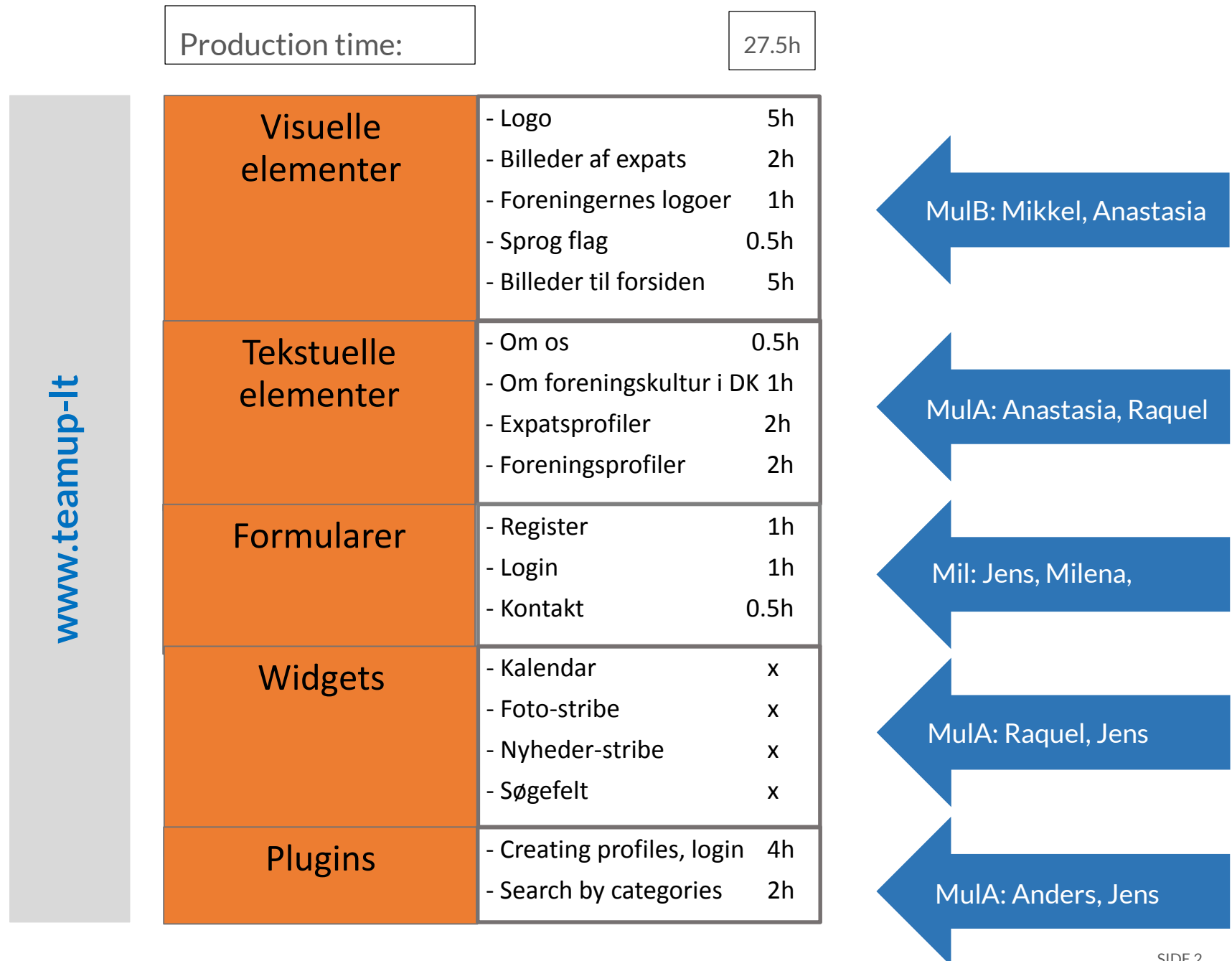


Figure 4: Website hierarchy

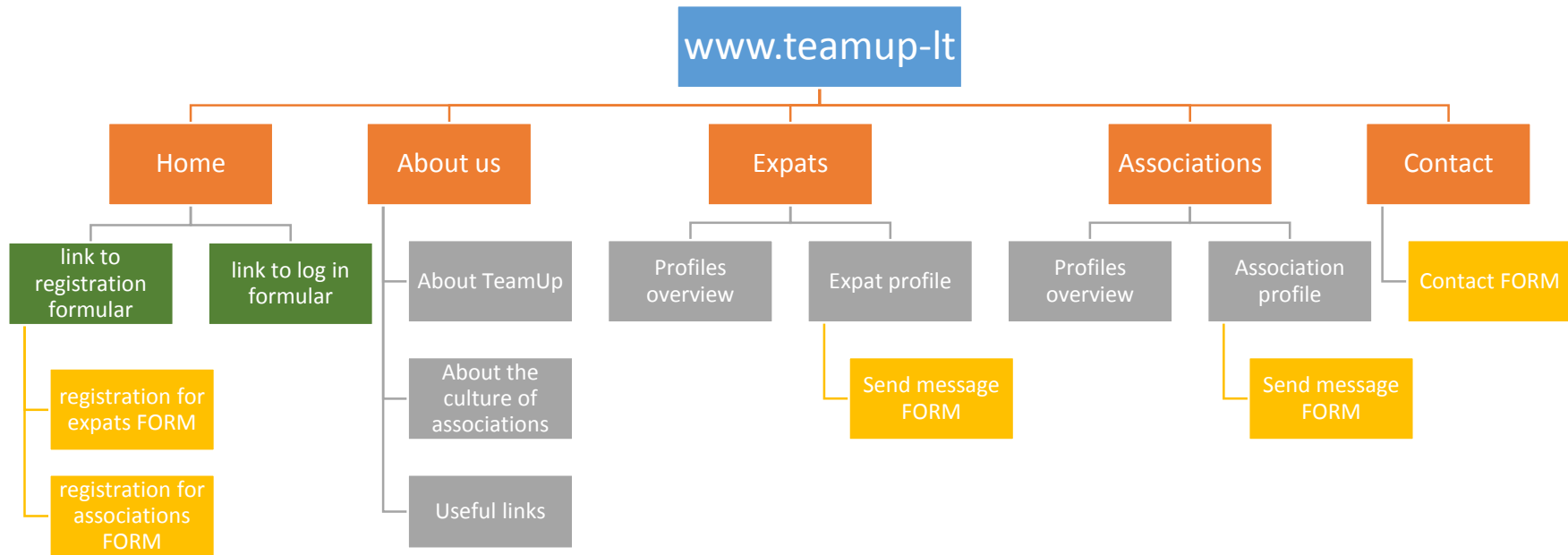


Figure 5: Wireframes

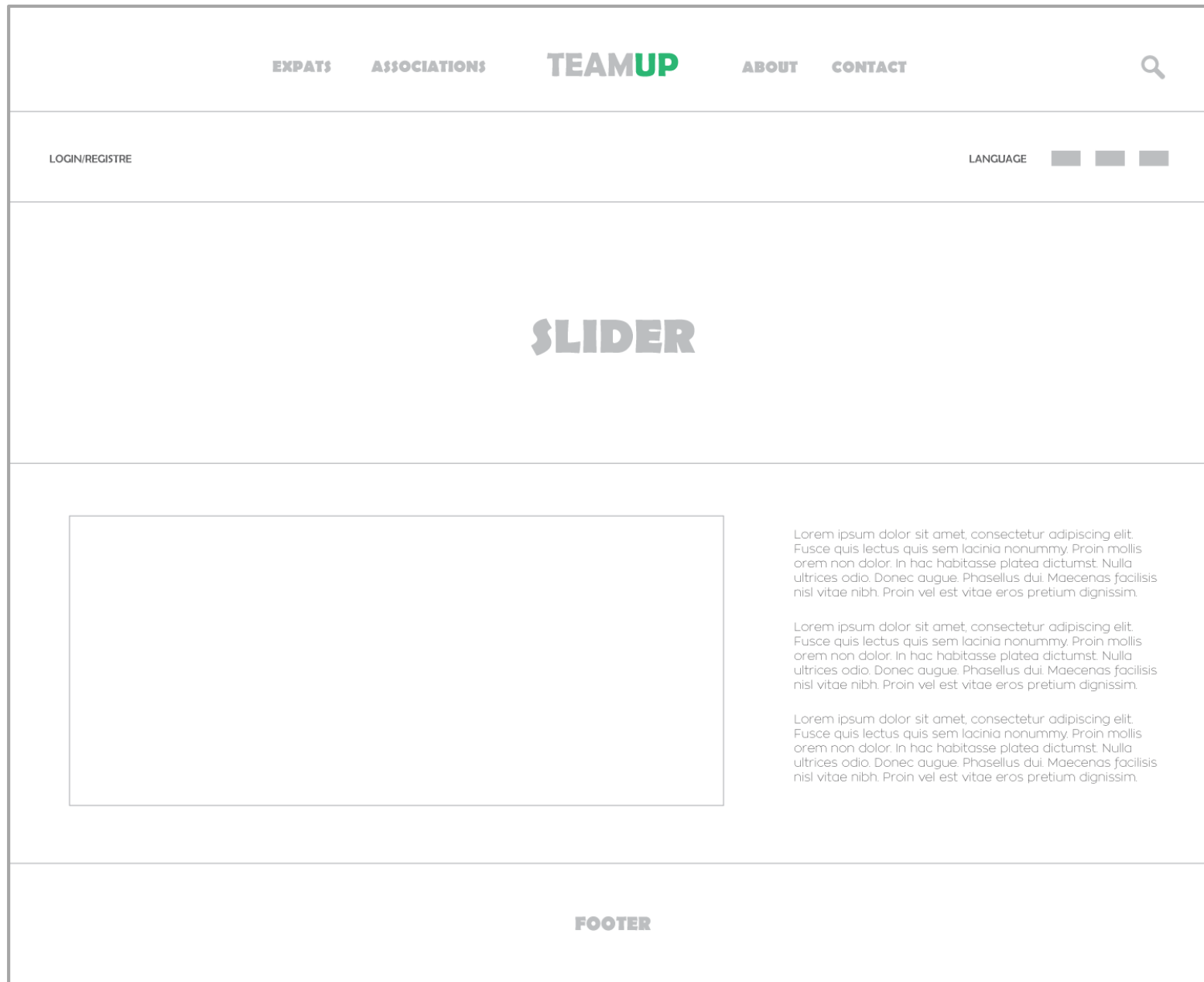


Figure 6: logo versions

TeamUp
Lyngby-Taarbæk



Figure 7: Slider icons

