



Annenberg Digital Lounge *Website 2.0*

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table of contents

phase 1: Assessment & Objectives

- 04 Situation
- 05 Original Objectives
- 06-07 Community Outreach
- 08-09 Social Integration
- 10 Approach

phase 2: User Research

- 12-17 User Personas & Flows
- 18 One Thing

phase 3: Process, Design & Build

- 20-23 Wireframes
- 24 Style Guide
- 25-26 Comps
- 27-28 Final Designs

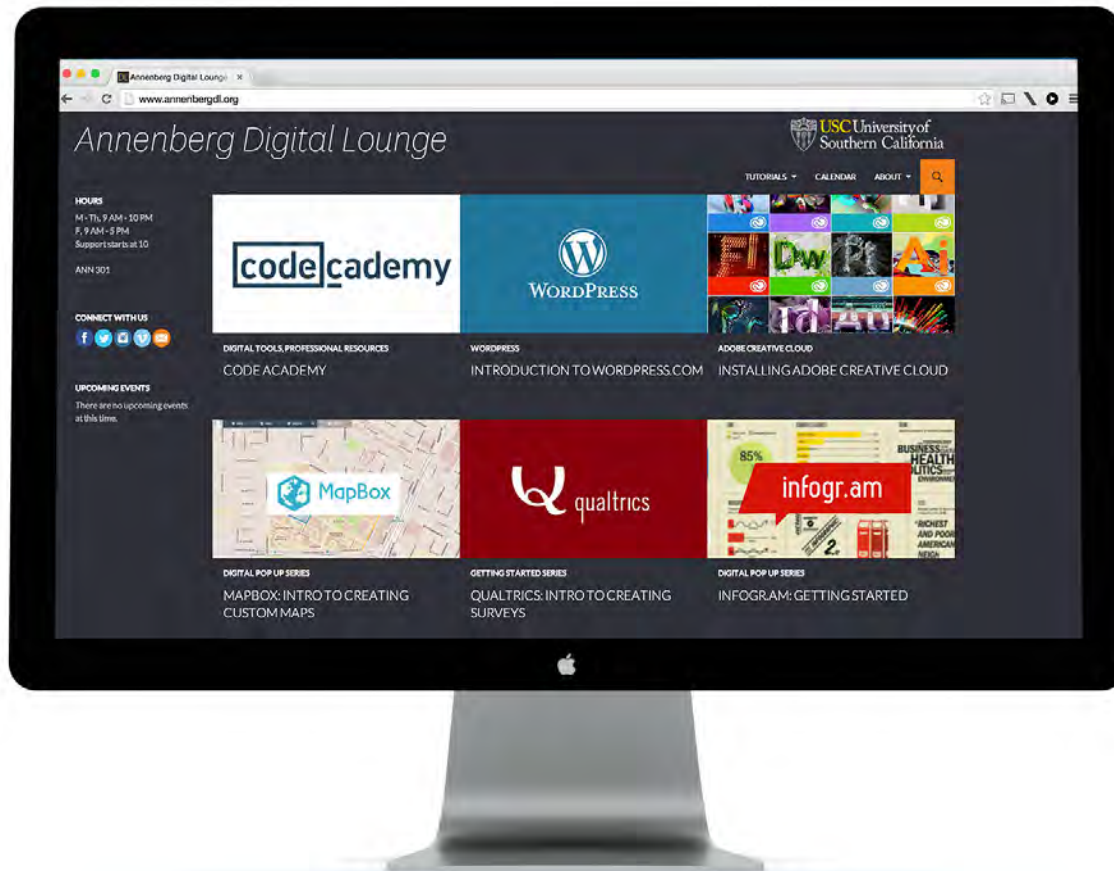
phase 4: Conclusion & Evolve

- 30 Conclusion
- 31 Evolve



Phase 1: Assessment & Objectives

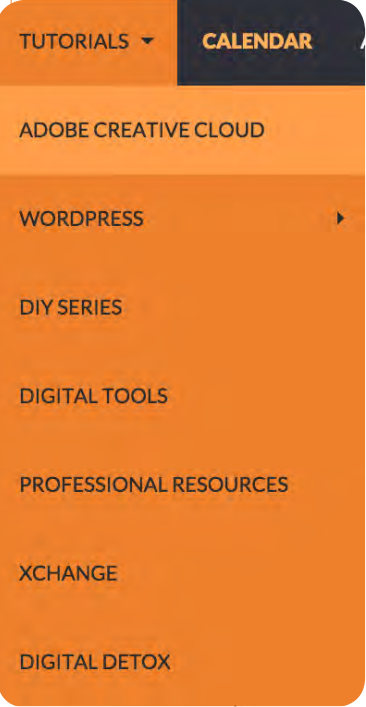
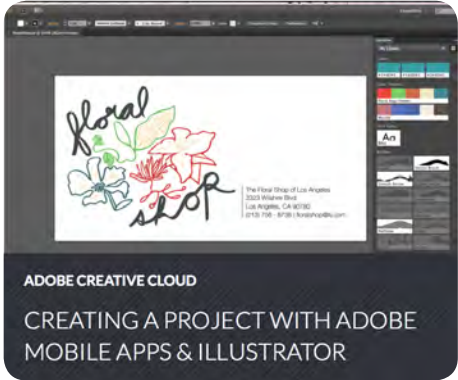
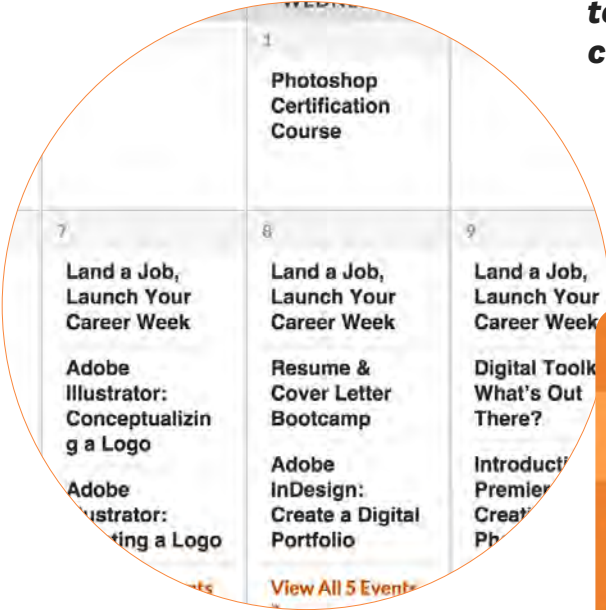
Annenberg Digital Lounge 1.0



The Annenberg Digital Lounge website hosts online tutorials, event information, and digital resources for the USC Annenberg community. Since the launch of version 1.0 in August 2014, there has been a significant amount of growth to our identity and consequential changes to how the website functions and interacts with the physical space.

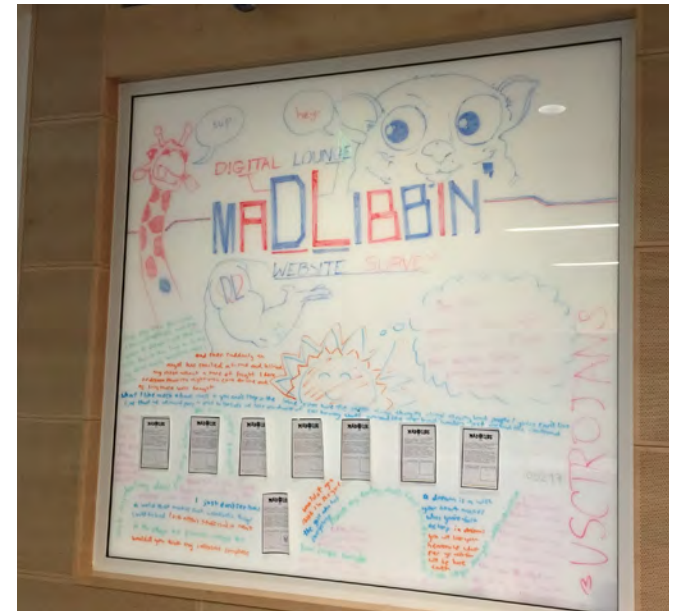
In just under 6 months of operation, the website reached over 25k views. The most popular pages on the site included the Events Calendar, a tutorial on creating cinemagraphs, and WordPress content geared towards the Bluehost Pilot. As we move into Version 2.0, we plan to add a blogging feature, make tutorials easier to find, upgrade design/UI/UX to mimic the feel of the space, and create better social media integration.

In Version 1.0, we planned to host the following content on our website:



- Workshop & Events Schedule
- Hours of Operation & Contact Information
- Creative Media Team Office Hours
- Tutorials (Handouts & Screencasts)
- Resources (Lynda, CodeAcademy, etc.)
- Connection to Media Support Specialists
- Real Time event function through the Raspberry Pi
- Schedule for Theater Showings in ANN 301D
- Chat Function, possibly Adobe Connect or Hashtag system
- Links to Social Media Accounts

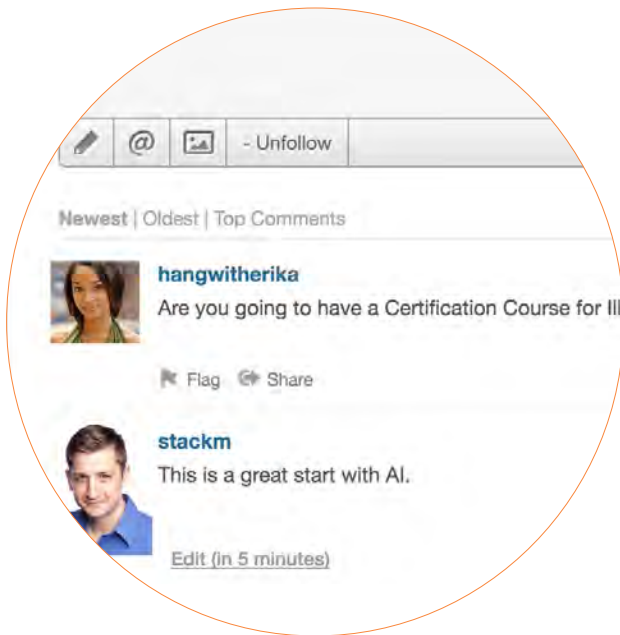




We launched a "Mad Libs" campaign, encouraging critique from students hanging out in our space. We also worked with Professor Amara Aguilar's Interactive Media Design for Publishing course, where we served as the course's first client. In developing an Adobe DPS prototype based on the Annenbergdl.org website, they scoured through our site for weeks, giving us very detailed evaluations on what could be improved.

Based on feedback and user research, we landed on these 2.0 objectives:

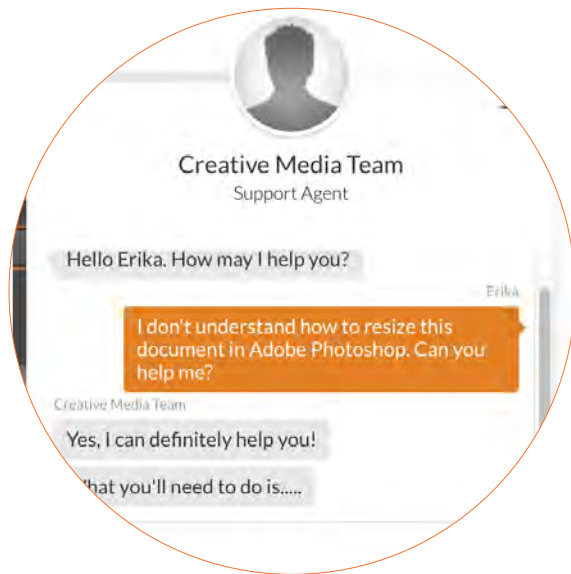




LiveFyre's Comments

LiveFyre's comments integration proved to be the perfect solution to help us create dynamic content and seamlessly create a social media conversation around our posts. This allows us to gauge difficulty with certain areas of a tutorial, generate a conversation, create a social media trail, and allow us to learn which tutorials students are most interested in. Student users can comment via their Facebook, Twitter, LinkedIn, or Google Plus account - therefore, eliminating the hassle of creating a new account to interact with our website.





LiveChat with a Media Support Specialist

To further create a better experience and connection between the site and our physical space, we wanted to add a way to chat with our Media Support Specialists at the helpdesk from anywhere and anytime during business hours. LiveChat allows student users to start chatting with us directly, and on our end, it creates a ticketing system for us to keep track of questions and follow-up as needed. On the new site, users will see a “Chat” button that will pop-up a Chat Window to start a discussion and allows the user to upload any relevant screenshots or images. This feature will help us connect with students who watch our online screencasts at home, and will even allow us to stay connected with students studying abroad! As a space centered around customer service, this was an important feature to increase support and highlight our amazing Media Support Specialists.

Our approach:

Our approach to developing this website comes from reviewing the analytics on Version 1.0, developing precise user scenarios/flows that replicate the everyday use of the website, and then designing the architecture accordingly with WordPress as our CMS.

- Ease of use
- Lots of plugins
- A great system for contributors, authors and editors
- A fantastic commenting system
- A simple yet robust post word processor
- An easy-to-use Media library
- Constant updates for new software
- Built-in analytics via Jetpack
- Spam controls built-in
- Daily Backups
- An intuitive WYSIWYG back end.
- SEO built-in
- Themes for updating UI quickly
- Mobile friendly and responsive



Phase 2: User Research



**User #1:
Donna,
Savvy Entrepreneur**

SCENARIO:

Donna has a WordPress site with a niche market. She wants to turn her WordPress site into a viable media company. As a graduating senior, she is looking to build out her site into a profitable business. Donna is currently using a ThemeForest theme with additional plugins to customize her site, but she is interested in best practices and design ideas.

BASIC NEEDS:

Donna would like some guidance as to what steps she needs to take to make her WordPress site better and how to develop a scope for her project. Donna would also like to understand how the architecture works in WordPress and sources for Best Practices.

▶ **PERSONA:**

Major: Communication
(With a focus on
Entertainment, Media &
Society)

Age: 21

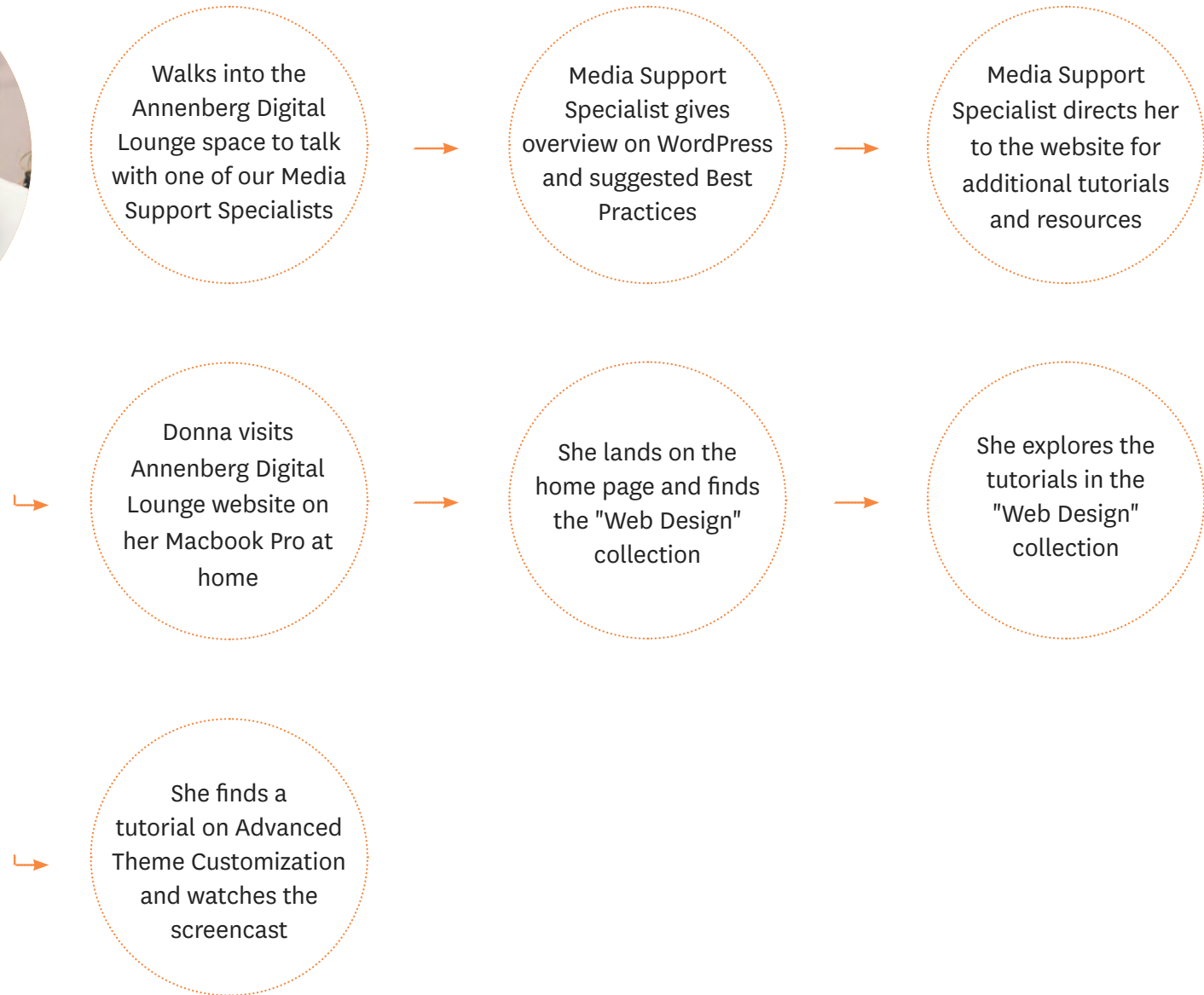
Devices: Macbook Pro &
iPhone 5s

Extracurriculars:

Interactive Marketing
Intern at Paramount
Pictures, Member of
Alpha Kappa Psi & USC
Blackstone Launchpad



**User #1:
Donna**





**User #2:
Briana,
Neon Tommy
Reporter**

SCENARIO:

Briana is on assignment for Neon Tommy and working on a story about protests happening in downtown Los Angeles. While at the scene, she takes a great candid photo that she wants to use as the featured image for the story on the Neon Tommy website. However, there is a light post in the shot that is distracting the composition. She would also like to make some other minor touch-ups.

BASIC NEEDS:

Briana would like to learn how to remove the light post and make these edits using Adobe Photoshop. She needs a quick tutorial, so she can get the photo up immediately.

▶ **PERSONA:**

Major: Print and Digital Journalism

Age: 21

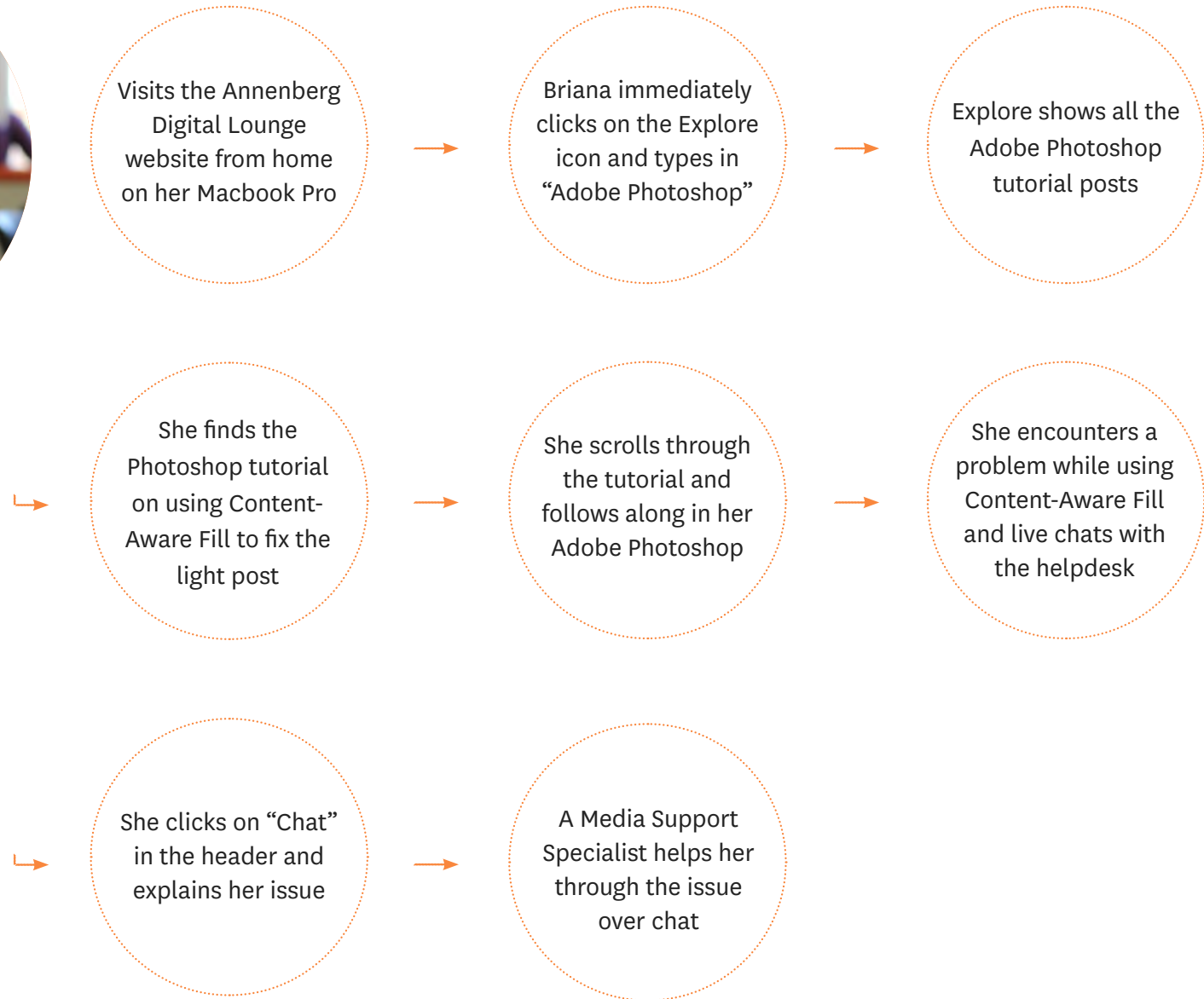
Devices: Macbook Pro, iPad, & iPhone 6

Extracurriculars:

Arts & Entertainment Editor for Neon Tommy, Business Intern at Los Angeles Times



**User #2:
Briana**





**User #3:
Vanessa,
Seeking
Employment**

SCENARIO:

Vanessa has download the Adobe Creative Cloud but rarely uses it. She doesn't feel that using the Adobe Creative Cloud can help her secure a job after school, but she has had several internships that will help her find employment once she is finished at USC. Vanessa believes that having a resume and/or website portfolio that looks cool is useful but not necessary. Vanessa heard about a career workshop at the Digital Lounge and would like to get the details of the event.

BASIC NEEDS:

Vanessa would like to use the website to get information on the upcoming career services. She needs to access the calendar to find out when the event will be held.

▶ **PERSONA:**

Major: Communication

Age: 20

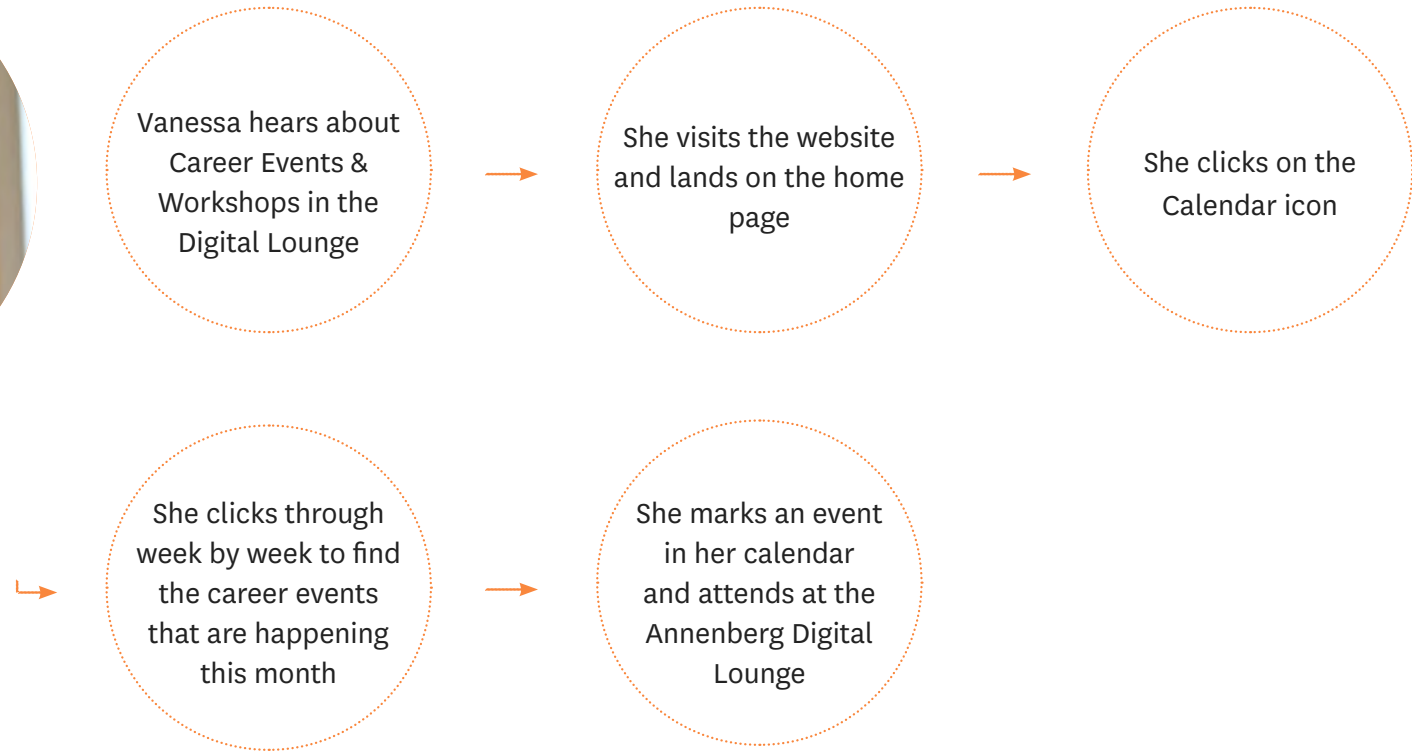
Devices: Macbook Pro & iPhone 6

Extracurriculars:

Writer at Neon Tommy,
USC Troy Camp, Sorority
Member of Alpha Phi
Omega





**User #3:
Vanessa**



Create a site that is easier to navigate while enabling better content discovery.



Phase 3: Process, Design, & Build





20 1 PM | Mindfulness Week 8, a brief descripton..... **Annenberg Digital Lounge** CHAT WITH US  

News

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Digital Arts

Tools To Get A Job

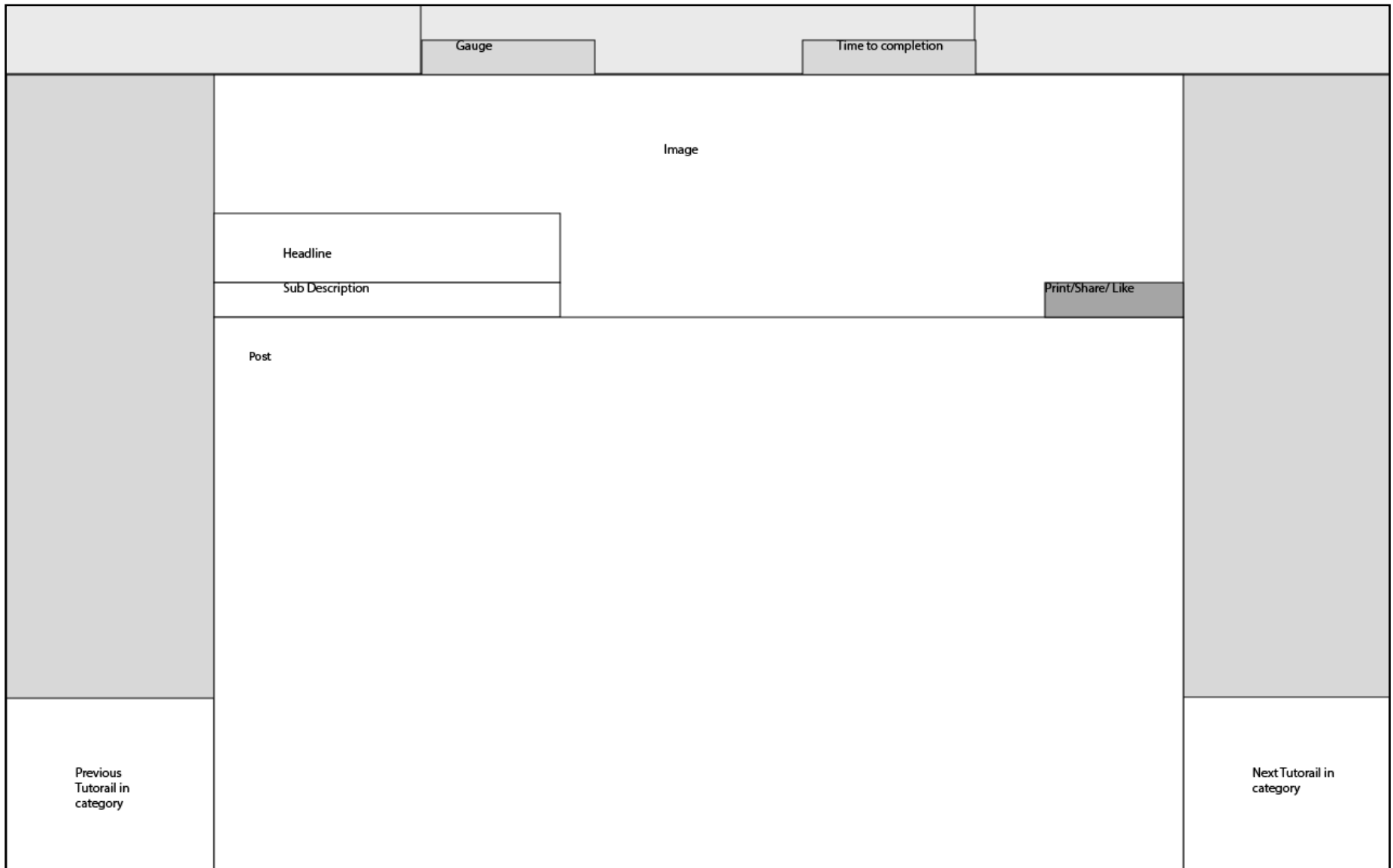
   

Annenberg [About Us](#) | [Meet The Team](#) | [Our Space](#)

September 20 Saturday 1 PM | Mindfulness Week 8, a brief description..... Annenberg Digital Lounge



CHAT WITH US  

Upcoming Events List view	SUN 12TH	MON 13TH	TUE 14TH	WED 15TH	THU 16TH	FRI 17TH	SAT 18TH
11:00 AM						ASCJ 200	
12:00 PM							
1:00 PM						Photoshop Certification Course	
2:00 PM					Coffee + Code		
3:00 PM							
4:00 PM							
5:00 PM				Photoshop Certification Course			
6:00 PM							
7:00 PM							



20 | 1 PM | Mindfulness Week 8, a brief description.....





Annenberg Digital Lounge

CHAT WITH US  

PHOTO

NEXT BIO

NEXT BIO

USC Annenberg

About Us | Meet The Team | Our Space

Official Typefaces

Our official typeface for the Annenberg Digital Lounge is National. It is USC's official sans serif typeface. Correct and consistent use of these official typefaces helps reinforce the university's identity.

Headlines

Headlines for each tutorial and news post is set in National Bold, size 48pt, and #f53502 at a 75% opacity.

Body Text
Omni et ut asperna tisquuntis
resequiandi teCia sant. Am escit et faceatur
rerum ulpa aut esti occum, tem estiis

Body text is set in National Medium, size 16px, and #777777.

Official Colors

Based on user feedback, we brought in the colors from the chairs, couches, and vinyl in the Digital Lounge into the graphic and design of the website. The site uses variations of the orange and pink-ish hues across the site with hints of dark grey.



Pink
#c23c47
R194 G60 B71



Orange
#f9873d
R249 G135 B61



Dark Grey
#666666
R102 G102 B102

Logo

Keeping in line with University's guidelines, "Annenberg Digital Lounge" is always set in National Bold with an alternate glyph for the g. As shown here:

Annenberg Digital Lounge



News



Mindfulness Makes a major impact on ARN students

AUTHOR JIM HENSON, 12/12/2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet...



Photoshop Time Lapse in Joshua Tree

AUTHOR JIM HENSON, 12/12/2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet...



The Ultimate Internship At Google Headquarters

AUTHOR JIM HENSON, 12/12/2016

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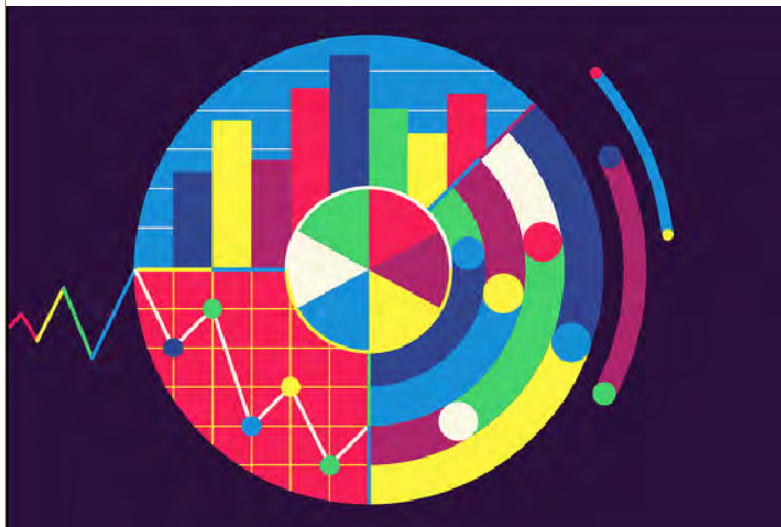


Adobe Voice In Muir Woods

AUTHOR JIM HENSON, 12/12/2016

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Infographics



MASTERING INFOGRAPHICS

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INFOGR.AM A SIMPLE WAY TO CREATE INFOGRAPHICS

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PREZI CREATE AWESOME INTERACTIVE WEB PRESENTATION WITH THIS EASY TO USE SOFTWARE

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Adobe Voice for Ipad

ADOBE CREATIVE CLOUD, MOBILE APPS, IOS

AUTHOR JIM HENSON, 12/12/2016

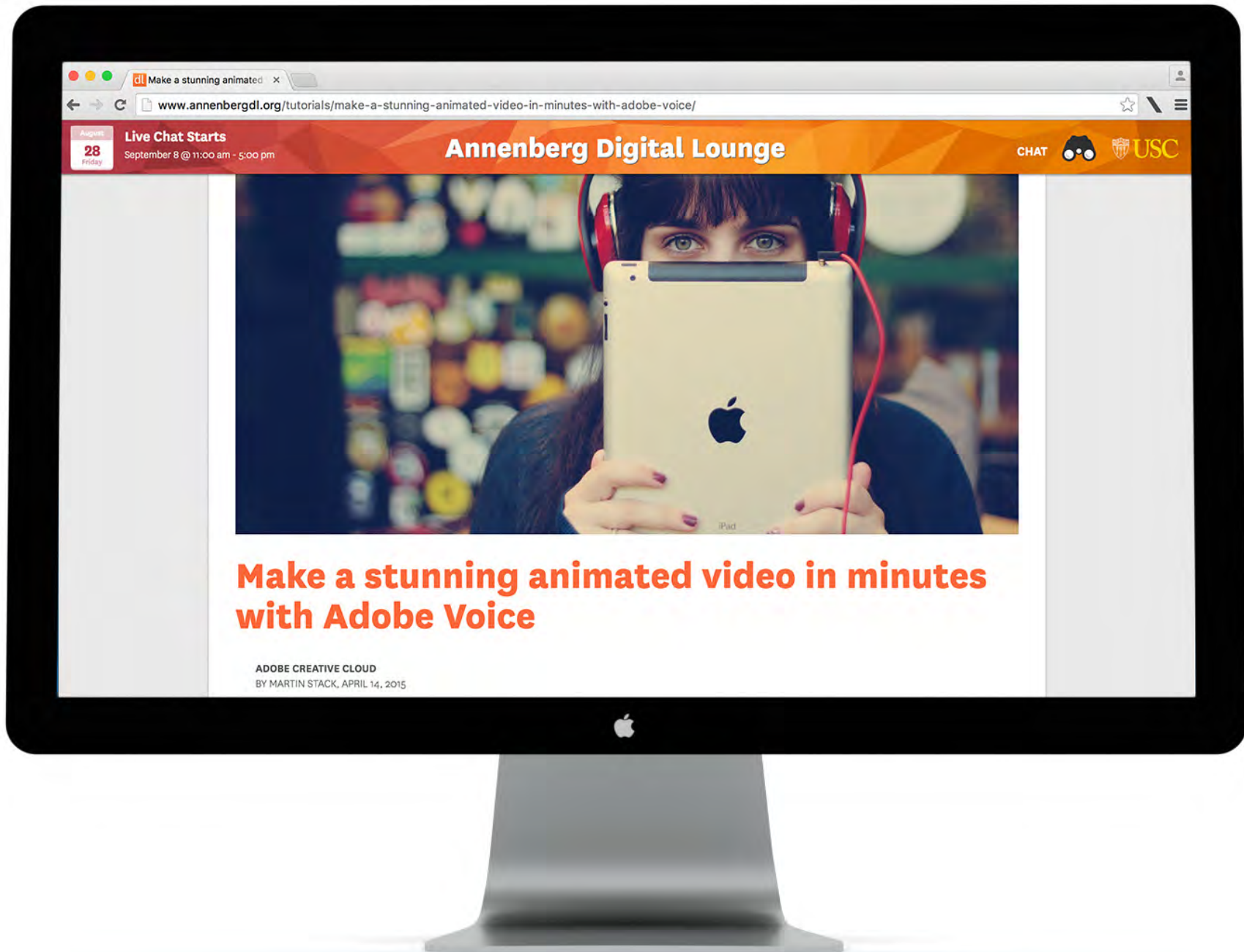
Print Share 0 Tweet 0 Share 0

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Phase 4: Conclusion & Evolve

Version 2.0 includes:

Simplified & Intuitive User Experience

Content & Event Discovery is Front and Center

Social Integration

LiveChat

Goal for Version 3.0:

As content grows, we will streamline the Annenbergdl.org experience by allowing users the ability to curate their own home screen.