THE PANTRY

OWNERSHIP · COMMUNITY · MEMBERSHIP · VOLUNTEER

MED 526
Interactivity for Social Enterprise

Production Log

Mark Murphy

Contents

PRE PRODUCTION

INTRODUCTION

For this project, we were tasked by the Ashton Trust to help produce branding materials for a new social supermarket that is to be added to the Ashton Centre. The social supermarket is a scheme in which people are allowed to sign up and take food supplied, similarly to a food bank, while also keeping their personal dignity and ownership of their choices.

Our aim is to provide the client with branding for their new social supermarket, as well as designing marketing materials to help promote and explain the social supermarket to the local community. As a team of three students, we aimed to provide a list of deliverables that would be shared among ourselves.

MEET THE CLIENT

Ashton is an award-winning social regeneration charity that intends to support the local community, promote positive change and improve the quality of life for the people of North Belfast. Ashton is supported by the Belfast Charitable Association as their donor and they want to help the disadvantaged members of their local community, support families that are forced to rely on food banks, by providing more options that allow them dignity and give them agency. One of their aims is to help support people in the short term so they can learn to find solutions for the situation they are in. There are a variety of different ways they intend to do this, including providing cooking/nutrition classes as well as potential school outreach programmes to encourage savings and budgeting.

The Project

Our Project is to create branding and marketing materials for a new Ashton Trust venture; a social supermarket. The social supermarket is to be started up in the Ashton Centre with an aim to help the local North Belfast area by providing an alternative to a food bank.

Though the Social Supermarket, membership is offered at £5 a week in return for £40 worth of Groceries. With products separated into colour categories instead of prices, each member is allowed to take whatever products they need as long as it doesn't surpass the set £40 mark. The goal of this system is to help reduce food poverty in the area by providing a system to allow people to have access to food. The scheme also encouraging members to attend other Ashton Trust programs with fiancé, cooking classes and independent living as to help them in the long term.

Ashton is interested in a brand identity for the social supermarket, while also still being connected to the charity as a whole. This means that our design team is in control of the naming, visual identity, and tag line, while ensuring it remains consistent with the pre-existing brand ideas of Ashton mostly though connecting back though the colours. One detail highlighted by the client is how they wished to heavily feature community as a primary theme as to reflect their previous community focused work and to help encourage an open, inviting tone with the branding.

Client Meeting
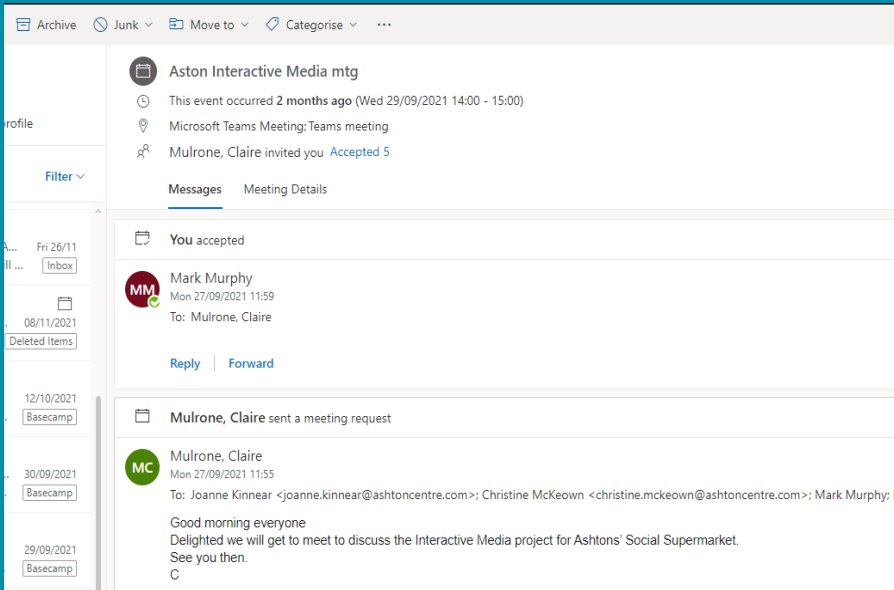
We had our first meeting with our client 29th September over Microsoft Teams. Meeting with Joanne Kinnear and Christine McKeown, the Chief Executive and Head of Child care & Family support respectively, we began to discuss the main points of what the new project was.

As the meeting progress ,we were able to ask questions, directing the clients to provide details on the directions they want the project to go, what tome and feeling they wished to capture and any specific requirements needed.

Both were very insistent on the tone of the project, with an emphasis on it being **inviting**, and provide a feeling of **openness**, **choice** and **ownership**.
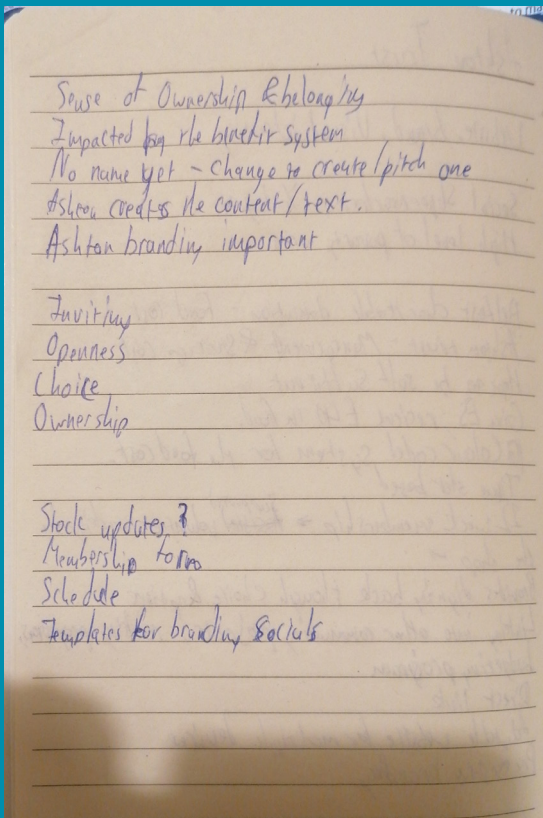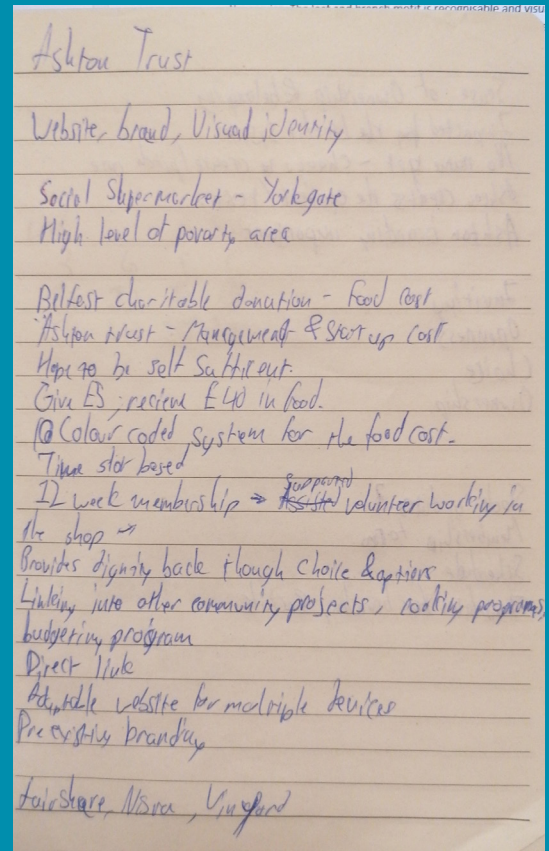
Similarly feelings of sigma and accessibly came up frequently, with the wish to help reduce any of the local stigma typically faced towards using charities and food banks, and to help make the branding accessible to people of all ages and backgrounds as to ensure as much people can avail of the help being provided.

Target Audience

The Target audience is primarily people with low income in the North Belfast area, and any communities that require additional support following the pandemic.

As the particular target audience for this project is from low income families and individuals, there has to be an emphasis in accessibility when it comes to accessing the social supermarket and its connecting advertising. This mean that marketing materials must be clear to read and adaptable to use in areas of high visibility. Similarly, the online presence must be similarly accessible to people of all ages and situations. Therefore, the website has to be adaptable to mobile devices as these would be more common within the target audience than computers or laptops.

Another point of accessibility is a wide range of nationalities and ethical backgrounds. This meant we have to consider that part of our target audience aren't as custom to English and may have a higher preference for a different language.

Deliverables

After discussing with the client and doing some background research on the area and similar organisations , we have agreed on a list of deliverables to be provided to the client.

•A new brand identity for the social supermarket

•A Website

•Promotional material for print and digital

•A promotional video explaining the social supermarket system

•Photography

•Motion Graphics

Budget

For the budget, we don't have a large amount to cover since any printing is to be done by Ashton. However, we do have a responsibility to provide an estimated price range for our products to allow Ashton to choose if certain deliverables are within their price range
But what is necessary is the website budget, which we need before we can start production on the website. As Ashton is a not for profit, I researched alternate options before deciding on the host platform of choice to suit Ashton's needs.

•Website Hosting: Bluehost Basic Plan for Wordpress - £2.21/month

•Domain name: 123REG- approx £15/year

•Poster, Leaflets and other promotional materials- £113.00 approx (Belfast Print: A3 Poster £71.00 for 250, A5 Flyers £42.00 for 250)

• Bus Shelter Posters - £18 per poster (Wherethetradebuys.com offers bulk prices with increased quantities.)

• Any other marketable materials to be quoted by a printer.

Meet the Team

Anna

Our resident photographer, Anna has done a year placement with the PSNI as a
Anna will be in charge of producing the explanation video and motion graphics for the project, while assisting in the general graphic design needed for branding.

Reece

Skilled in making and producing website, Reece has experience working freelance in the web design industry, working with various clients. Reese will be heading the production of the website and its documentation.

Mark

A previous placement student with the University creating a Heritage and Campus experience, Mark has experience graphic design work, web design and image editing.

Market Research

In order to grasp a better idea on what is needed for social supermarkets, and to find best practice in how to integrate those feature, we conducted market research by choosing a range of other social supermarkets to analyse and benchmark their websites, social media presence and visual identity.

S Mart

S Mart in Angus Scotland's goal is to tackle food insecurity and reduce food waste in the community. They use over ordered, surplus or even "no longer stocked" food from major supermarkets and local food supermarkets. Due to the intensive initial planning for this social supermarket when the need arose when Covid-19 hit they were able to react fast in supporting people with S Mart Grocery packs. They prepared to support any members of the community who were struggling and as a result 35,991 meals were provided to the local people.
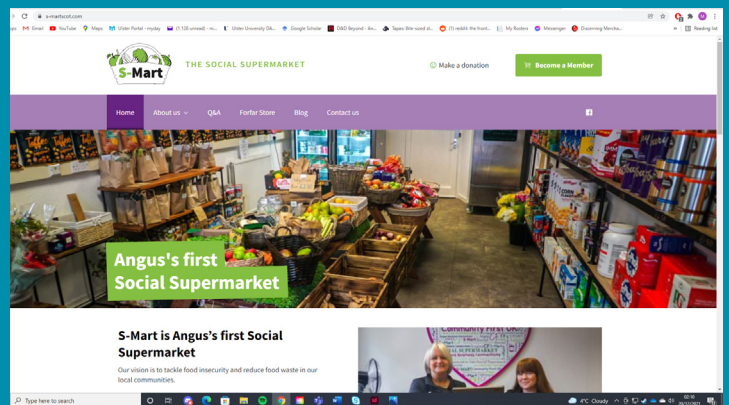

Food Print

They are a social enterprise started by students at the University of Nottingham, selling surplus food at greatly reduced prices through our low-cost social supermarket in Sneinton, Nottingham. They also act as an intermediary between supermarkets, wholesalers, charities, and the people of Nottingham to redistribute food. They intercept and redistribute surplus food that would otherwise end up in landfill and is no longer fit for sale by supermarkets. They receive donated surplus food through our partnerships with FareShare and Neighbourly, amongst other local food outlets that they work with.
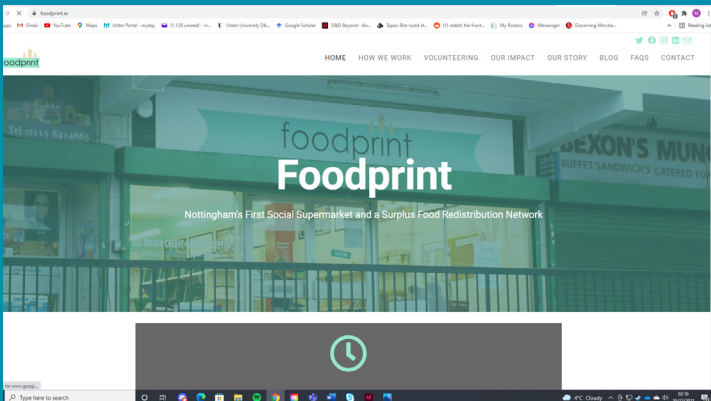

The Trussell Trust

The Trussell Trust was founded in 1997 by Carol and Paddy Henderson and was originally focused on improving conditions for kids in Bulgaria but after research on poverty and deprivation in the UK and the first food bank was set up in Salisbury in 2000 out of their garden shed and garage.20 years later they support a multitude of food banks across the UK.
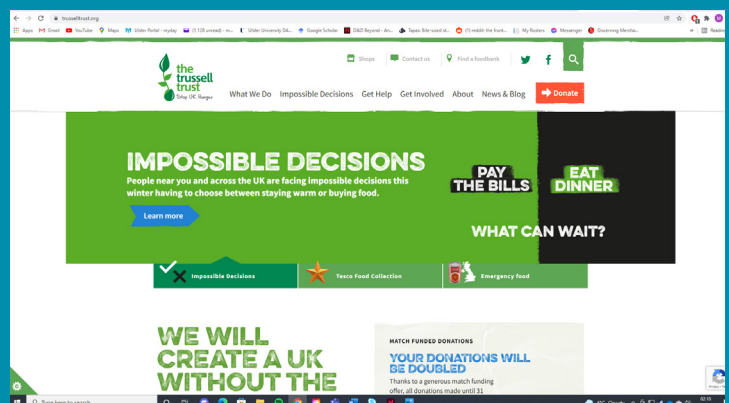
The Company Shop Group

The Company Shop Group is a business based in Barnsley in South Yorkshire but has social supermarkets that operate across the UK. Their main goal is centred towards the idea of sustainability in what they call "Corporate Surplus Responsibility." They work with a variety of retailers, manufacturers, and food service providers to obtain surplus stock to sell at low prices for the surrounding communities and community stores. On top of offering services like these they also offer various community enrichment programmes.
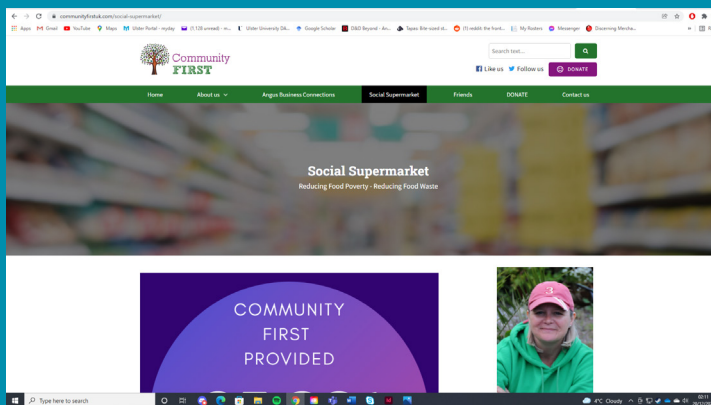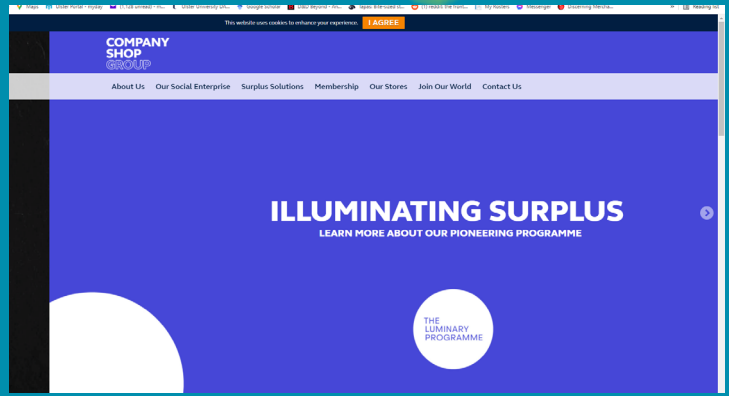
Community First Group

Community First is a Social Enterprise Charity organisation that prioritises in assisting and running several other charity organisations and schemes in the UK. They receive donations and raise funds as to distribute to assist in community schemes. One of their main projects is the S Mart Social Supermarket.

St Mary's Church

St Mary's Church is a Christianity community Charity organisation that is open to people in need of all faiths in order to help people in poverty and isolation. Located in Sheffield, it is primarily targeted towards helping the local community and supporting s Social Supermarket and Cafe to help combat food poverty.
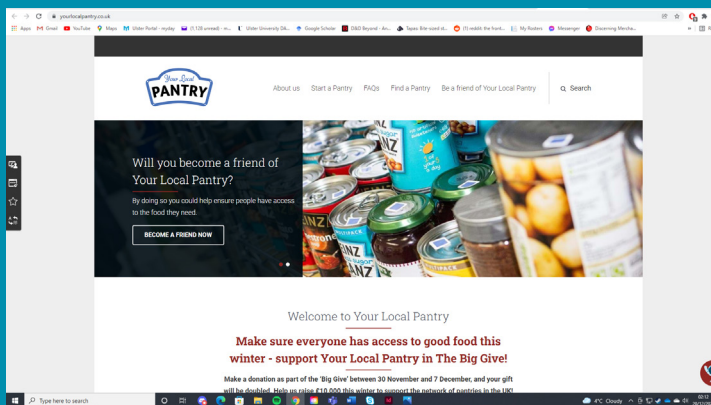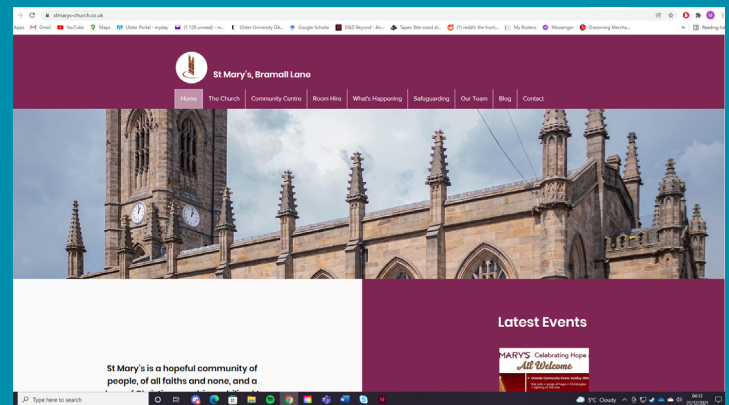
Your Local Pantry

Your Local Pantry is a network of Food Stores, Community Supermarkets and food banks that are aimed towards creating a sustainable and long-term solutions to food poverty. It is run in partnership between Foundations Stockport and Church Action on poverty. They have multiple different pantry's set up across the UK and help provide support to people that look to open their own Social supermarkets.

Benchmarking

Visual Identity

Category	Feature	S Mart	Food Print	Company Shop Group
Visual Aesthetics	Style	Colour scheme is carried through the website consistently however the branding is not bar the logo on the top left of web page.	The styling of this website is very consistent and professional looking. It appears very clean and functional.	The styling of the website is consistent throughout t each page. Easy to read.
	Colours	Green, White, Purple and blue is slightly too busy for a colour scheme, three would work better as it would be easier to make cohesive	Very simple colour palette of white, teal and beige which works very harmoniously	Navy, White and Grey colour scheme, whilst this is a clean colour scheme think that its quite a cold colour scheme to use for community outreach.
	Fonts	Sans Serif	Sans Serif	Sans Serif
	Tone	Colourful, simple, Consistent	Simple, Modern, Clean	Modern, Basic, Uniform.
	Logo	Top Left	Top Left	Top Left
	Graphics	Simple photography, photos are not HD	HD photography and video	HD photos, videos appear slight grainy.
	Website	Website has been designed and created by "Carnoustie Creative", website is functional however the design doesn't look professional	The website has clearly been designed and created by a professional web designer however they do not disclose who it was. The website is very modern and professional looking however there is one obvious error in the footer of the page.	The Company Shop Group has payed to have their website created and don't appear to advertise who it was. It works well and is easy to navigate.
	Social Media	S Mart uses facebook which is good but a more varied social media presence would work better for the brand in reaching more people	Food Print has multiple different social media platforms which is great as this gives them the biggest possible outreach, however one to consider is tiktok as it is emerging as a very popular platform with young people.	The CSG has a twitter and a linkedin page, they would benefit from taking advantage of other social media platforms such as Facebook and Tiktok.

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
The styling is consistent throughout each page within the website.	Consistent, simple to recognise design with an emphasis on the use of 2 or 3 columns to organise content.	A consistent colour scheme, the actual branding appears to be quite varied and inconsistent. The website is filled with several different layouts, further increasing the lack of consistency.	Styling of the website is kept simple and consistent to help communication.
White, Green, Red, Blue, Grey. The main Logo uses a good mix of colours and shades with green, white and grey. The website has the addition of red and blue. I feel like the addition of one more colour is fine but the use of the blue takes away from the cohesion of the website.	Maroon and White Colour scheme. The use of the two colours helps to contrast and define each other, while keeping the design simple. Greens and yellows are used for highlights in areas.	Green, White and Purple colour scheme. The logo matches all three into the one design. However, it isn't used that much farther than the logo and website. And ever then , the website uses the colours sparingly.	Blue and White colour scheme which works very well, even if at times it appears quite empty and cold. .
Sans Serif	Sans Serif	Sans Serif	Sans Serif
Modern, Colourful, Simple	Simple, clean, consistent.	Simple, Busy, Cluttered	Consistent, clear, accessible
Top left.	No logo	Top Left	Top Left
HD photography, no videos	High resolution photography and the use of illustrations.	Mixture of high and low quality Photography.	Videos and high quality photography.
Website has been created by the company "Reason Digital" The website has a professional feel however, it also feel slightly crowded.	The website is made by Nifty Fox Creative, and is a simple but elegant website that is functional and provides information in a easily accessible fashion.	Website is made by Carnoustie Creative. Its is an overall simple and functional site, but fails to feel cohesive and consistent in its styling. Some pages also look cluttered.	Website is designed and made by Prodo Digital. It is very clear and accessible in it's design, with a simple layout and the inclusion of accessibility features, including a translator and font size changer. Highly functional and easy to navigate website.
The Trussel trust has both a Facebook and twitter page, both have a wide reach.	St Mary's Church uses a Twitter , which could take more advantage of using additional platforms. Additionally the charity could match the Social media branding to its established website's branding and colour palette.	Community First has both a Twitter and Facebook page. Both social platforms share branding but it is limited to a main logo, with most posts being reposts or for one of Community First's children organisations.	Your Local Pantry uses Twitter and Instagram platforms in it's marketing. Each of the individual Pantries under the group each have their own Facebook pages, which helps diversify and personally cater content to particular stores.

Category	Feature	S Mart	Food Print	Company Shop Group
	Messaging	S Mart is clear in it's main message which is to "tackle food insecurity and reduce food waste"	Food Print's main message is "We intercept and redistribute surplus food that would otherwise end up in landfill and is no longer fit for sale by supermarkets" This is clear on the home page.	CSG's main message is "Corporate Surplus Responsibility." Which is stated consistently throughout their website and socials.
	Consistency	There is no consistency between the brand aesthetics and the posts it makes	There is good consistency between the brand aesthetics and the social media account such as keeping the company colours and using the logo.	Their social media accounts are consistent with the message they are trying convey and the companies main aims.
Score		45%	91%	72%

Social Media

Category	Feature	S Mart	Food Print	Company Shop Group
Aesthetics	Brand Incorporation	No brand incorporation	The branding is consistent through all social media platforms	The branding is consistent through all social media platforms
	Identifiable Target Audience	No identifiable target audience	No identifiable target audience	No identifiable target audience
Social Engagement	Post Rate	Multiple posts a week	Multiple posts a week	Multiple posts a week
	User Engagement	Yes	Yes	Yes
	Followers	<20 likes and <5 shares per post	Facebook: <30 likes <5 shares Twitter: <20 likes <5 shares Instagram: <40 likes <5 comments	Twitter: <8 reposts >2, <10 likes Linkedin: < 65 Likes >20 per post
Technical	Link to Website	Yes	Yes	Yes
	Contact Details	Yes	Yes	Yes
Score		57%	71%	57%

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
The Trussel Trust main aim is to "Create a UK without the need for foodbanks"	Clear message of "A hopeful community of people, of all faiths and none, and a place of Christian worship, mobilised to break cycles of poverty, injustice and isolation."	Clear messaging of "Provide services and support to #communities #charities #SME's. "	Clear message of a "network of Community food stores", and it's goals of "creating a sustainable and long-term solution to food poverty"
Their social media accounts have a mixture of posts that tackle multiple social issues.	The website and Social media lack a consistent branding image between them.	Consistent to a point, it fails to fully tie together all of its online presences to the one cohesive whole.	All branding across the social media and website are very consistent in their use of layout, colour palette and graphics.
54%	70%	52%	78%

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
The branding is consistent through all social media platforms	No brand incorporation	The branding is consistent through all social media platforms	The branding is consistent through all social media platforms
No identifiable target audience	No identifiable target audience	Target Audience is identified in intro.	Target Audience is identified in intro.
Multiple posts a week	Posts are uploaded with no set schedule and with long gaps between postings	Pots uploaded in bursts with large gaps between post times.	Multiple posts a week
Yes	Yes	Yes	Yes
Twitter: <100 reposts >20 <100 likes >10 Facebook: <100 likes >20 <80 shares > 0 per post	Twitter: <8 reposts, 7 likes	Twitter: 772 Followers Facebook:884 likes	Twitter: 828 Followers Facebook: 3359 Followers Instagram: 117 Followers
Yes	Yes	Yes	Yes
Twitter: No Facebook: Yes	No	No	No
57%	30%	60%	60%

Website

Category	Feature	5 Mart	Food Print	Company Shop Group
First Impressions	Aesthetics	Uses hero image of the social supermarket to show exactly what they do and provide.	Use of video on main screen, very eye catching and intriguing, colours in the video compliment colour scheme	Uses a huge image of the world, bisected with a plate of food and mentions their idea of surplus redistribution.
	Identifiable Target Audience	On home page	On home page	On home page
	Identifiable Main Aim	On home page	On home page	On home page
Look and Feel	Responsive	Yes	Yes	Yes
	Content Positioning	Centred with white spacing on each side. The website is consistent with no errors.	Centred on a white background, consistent with no errors	Centred with white spacing each side. One image on the homepage is bleeding into the white space.
	Body Text Font	Sans serif	Sans serif	Sans serif
	Logo Placement	Top left	Top Left	Top Left
	Image Resolutions	Not HD	HD	HD
Technical	Member Sign Up	Yes	N/A	Yes
	Analytic Tools	Google Analytic	Google Analytics	No
	Donation Payment	Yes	No	No
Navigation	Main Menu	Click Through and rollover	Click through and scroll	Click and rollover
	Sitemap	Yes in footer	Yes in footer	Yes in footer
	Bread crumbs	No	No	No

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
Hero image in landing page and good balance of Colour palette and clean space to make it open and inviting.	Hero image in landing page and good balance of Colour palette and clean space to make it open and inviting.	Image Slider to represent "Community" and Landscapes	Image Slider of the local communities and support work.
No	On home page	On home page	On home page
On home page	On home page	On home page	On home page
Yes	Yes	Yes	Yes
Centred with white spacing each side. Consistent layout no errors.	Main Image with text. Spaced out	Main Image with Text. Some body content is squashed together and at times hard to ready.	Main image with text. All content is well spaced out
Sans serif	Sans serif	Sans serif	Sans serif
Top Left	No Logo	Top Left	Top Left
HD	HD	HD	HD
Yes	No	No	Yes
No	Google Analytics	Google Analytics	Google Analytics
Yes	No	Yes	Yes
Present at the top of the page. Click through and scroll.	Sticky Navbar with dropdown menus when needed.	Fully Exposed Click Though	Rollover Dropdown menu
Yes in footer	No	No	Yes in footer
No	No	No	Yes

| Category	Feature	S Mart	Food Print	Company Shop Group
	Contact Us Availability	Exposed in the header	Exposed in the header	Exposed in the header and Navbar
Content	Explanation of Service	On Home Page	On Home Page	On Home Page
	Evidence of Outdated Content	None	None	None
	Social Media	Links in header and footer	Links in header and footer	Links in header and footer
	FAQ Section	In main menu	Main menu	None
	Privacy Policy	None	None	Link in Footer
Functionality	Load Time	0.92	2.3	1.76
	Email Subscription	None	None	None
	Multilingual	No	No	No
	No. of Languages other than English	None	None	None
Accessibility	Font Readability	Yes	Yes	Yes
	Accurate Headings	Yes	Yes	Yes
	Distinct Links	Yes	Yes	Yes
	Alt Tags	No	No	No
	Use of Colour	No	No	No
Score		59%	74%	63%

| The Trussell Trust	St Mary's Church	Community First	Your Local Pantry
Exposed in header and footer	Exposed in Sticky Navbar and Footer	Exposed in Navbar and Footer	No
On Home Page	On Home Page	One Click away	On Home Page
None	None	Broken image in footer	None
Links in header and footer	Links in footer	Links in header and footer	Links in footer
None	None	None	Main menu
Link in Footer	Link in Footer	None	Link in Footer
2.37	1.27	1.47	1.14
Yes	Yes	None	None
No	No	No	Yes
None	None	None	28
Yes	Yes	Yes	Yes, text size controllable
Yes	Yes	No, some sections are unclearly labelled.	Yes
Yes	Yes	Yes	Yes
No	No	Yes	Yes
No	No	No	Yes, option for contrasting colour for colour blind users.
58%	58.60%	48.30%	82.80%

Bench Marking Reflection

From the bench marking, there was several points in which we can take as both inspiration of good practice and design ideas to avoid.

One of the elements we we're all surprised at and enjoyed was 'Your Local Pantry' and its extensive use of accessible options that was in its own side bar. The list of accessibility option with text size, colour contrast for colour blindness and the ability to translate the website content between a shocking 28 different languages helped to set 'Your Local Pantry' apart from the other websites as an example of best practice. It helps to show how much can be done to help the target audience and is something that helped encourage our team to do the same.

See below ; an example of the normal, High contrast, Translation and text enlargement accessibility feature.
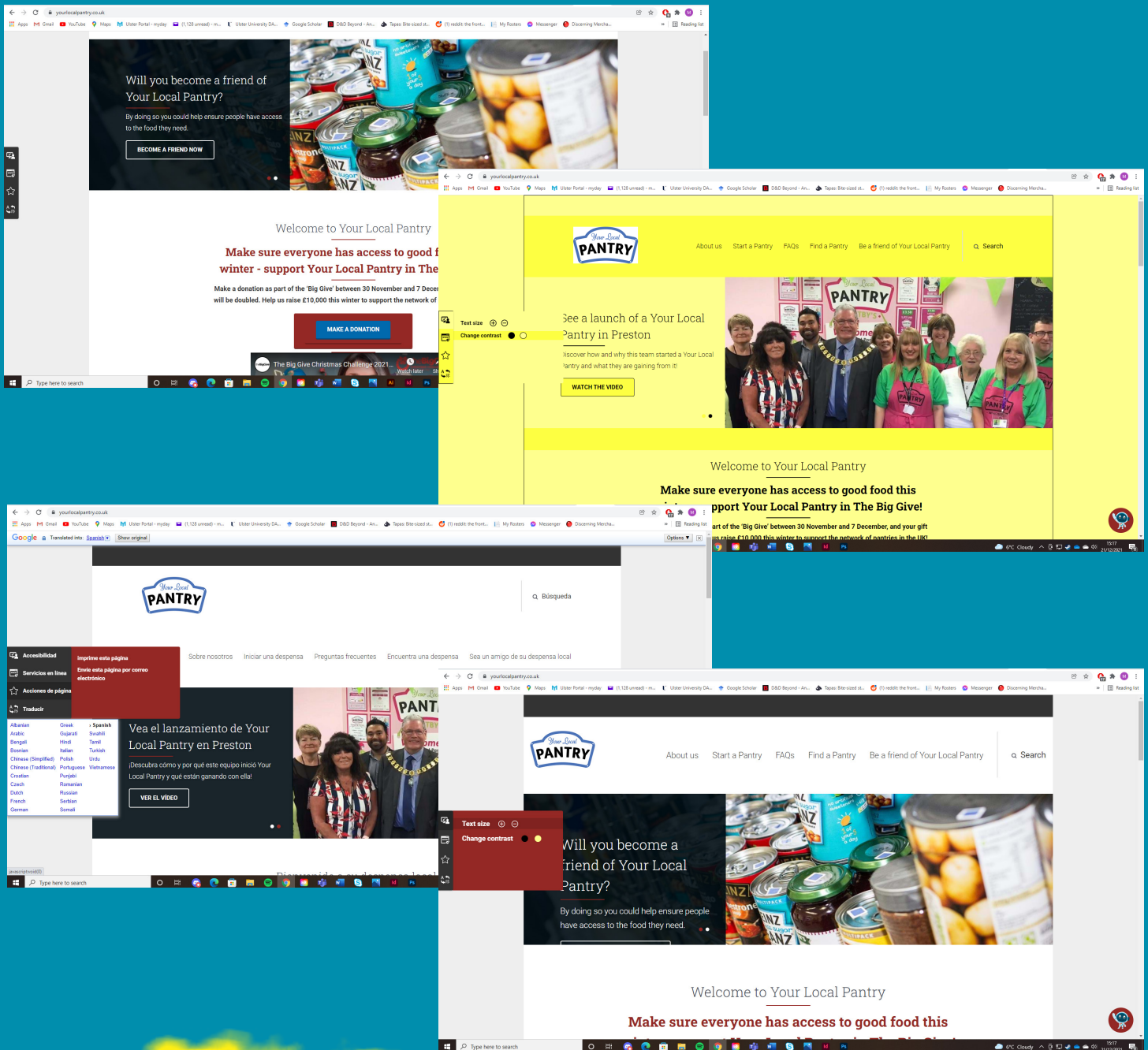
One element that became clear was how layout was necessary. Some of the websites, such as Food Print and Your Local Pantry, had very clear, defined layouts that made it easy to navigate and view content. However, other didn't follow the same idea. Community first had inconsistent layouts, with content not being spaced out. This lead the content being hard to read, confusion and irritating to the eyes.
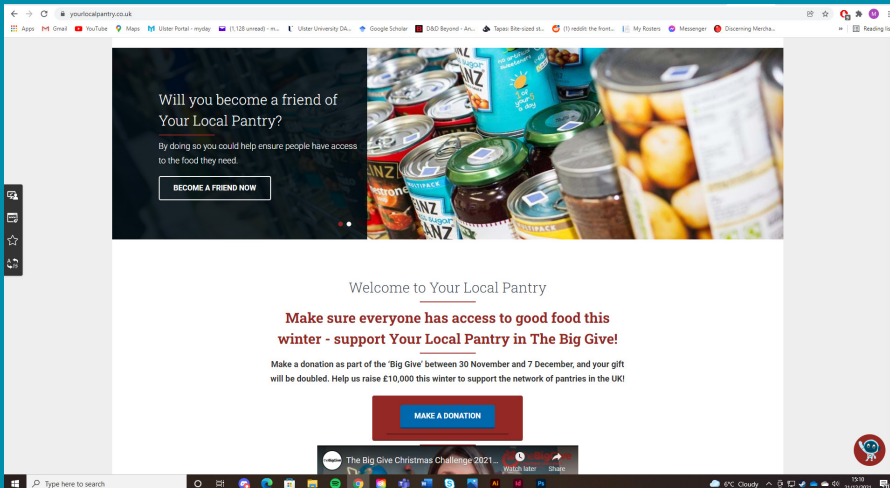
Good Layout, clear, Recognizable headings and sections,
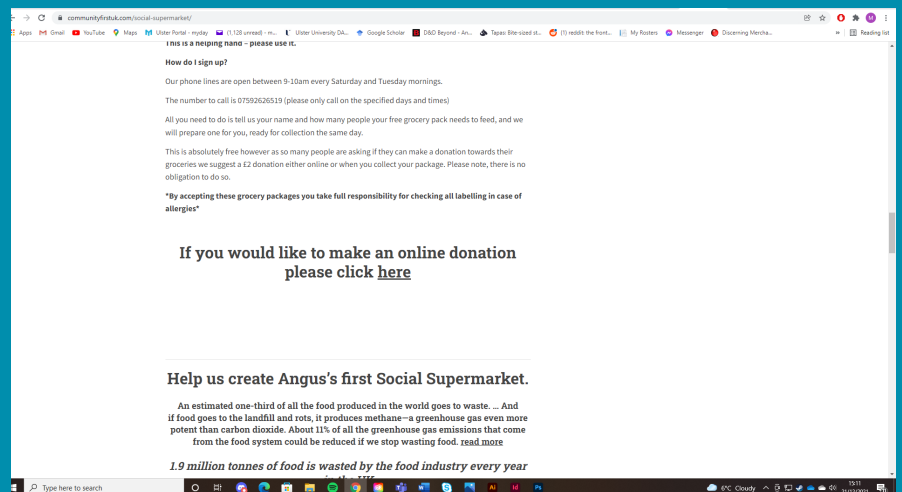
Bad Layout, the context mixes together, hard to tell when a section starts or ends.

Similarly, several of the brands didn't have consistence over its multiple outputs of websites and social media. Some of the example had different colour palettes and even logos used on different social media platforms, such as S Mart failing to have any consistency over it's branding.
It is even more noticeable compared to good examples of brand consistency, such as Your Local Pantry and Company Shop Group, which really highlights the advantages as they are instantly recognisable though its brand image.
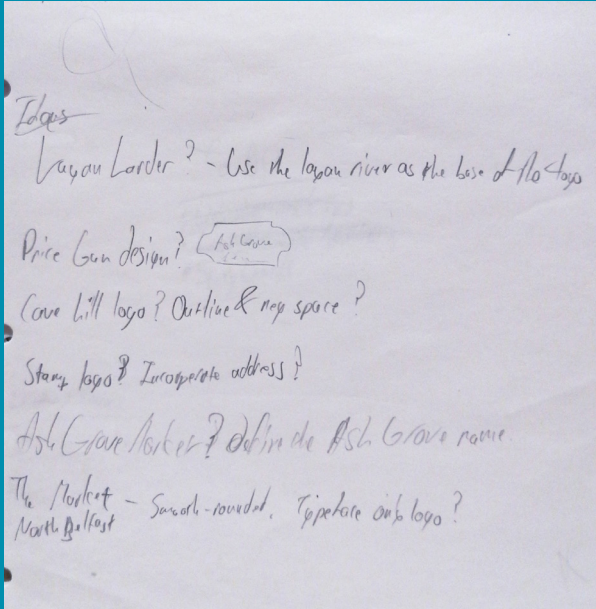
Design and Pitch

Experimenting and Naming

We as designers were given the opportunity to develop the branding and idea of the Social Supermarket essentially from scratch since it was a completely new project by our client.
This meant we had freedom to develop the visual language, emphasis, and name.

The naming proved to be harder than I realised. It was an area which I had previous experience in doing, but not much place which to develop off from. So, I decided to breakdown the ideas to what it was; **inviting, open, welcome, food, social, community.** These main buzzwords helped to centre the naming idea.

Idea Generation and explorations
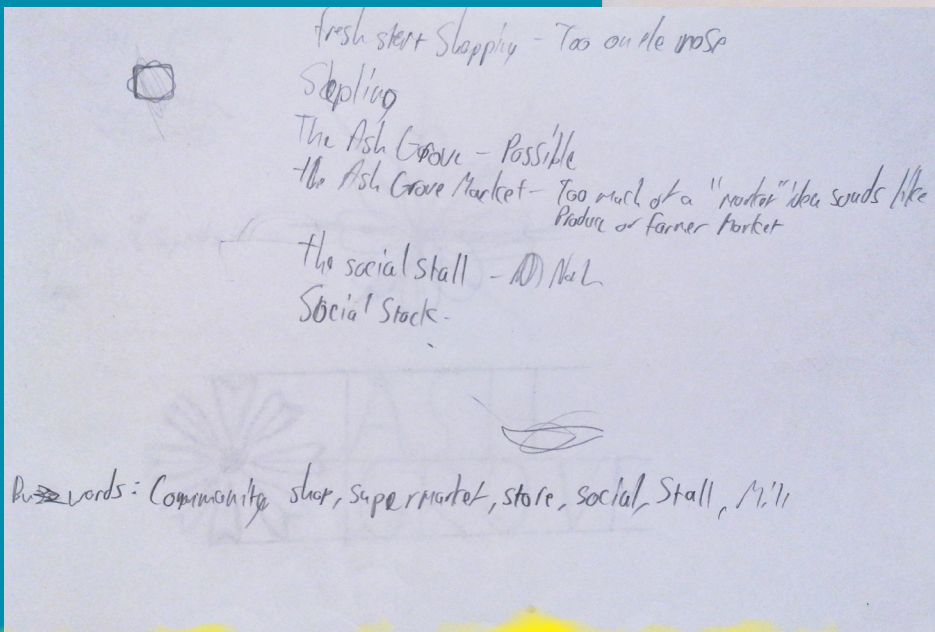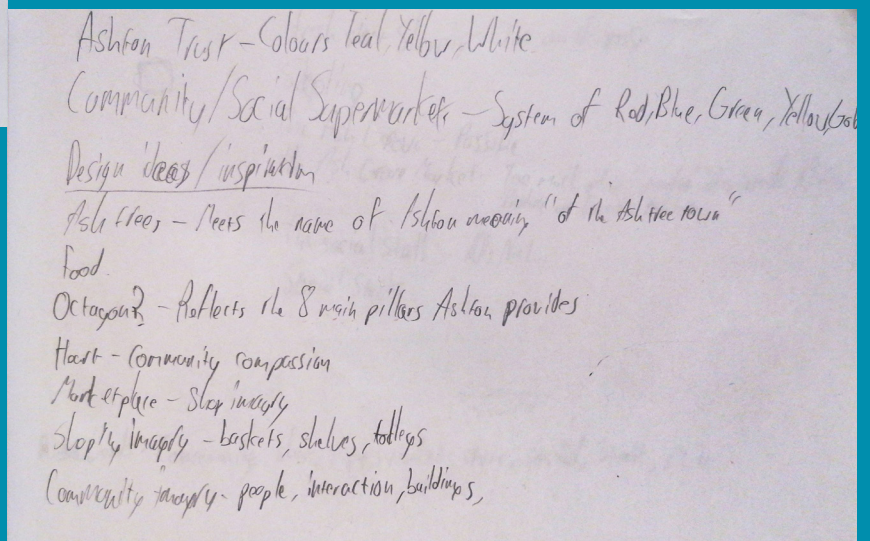
Design 1

The first completed/realised log idea, it was primarily a typography-based logo, with the use of a branch graphic as to provide interest. Inspired partly by the use of negative space logos that use absence to help add something new to the design, such as Cardinal Stage.

The Name, Ash Grove, was a direct result of the naming generation I used earlier. The Ash came directly from Ashton, name meaning "Ash Tree Town", and acted as an indirect link back to the parent organisation. The Grove half came from how Groves are connected to trees but provide an image of a welcoming, safe place. The name overall provided a element of the inviting, open tone that the client requested.

Reflections

As a first design I think it has promise in its use of imagery and the naming. I feel like it helps draw the attention which is an element that will be crucial to help new people to learn of the service. The leaf and branch motif is recognisable and visually pleasing, especially when used outside of the medium of the logo into other applications such as the tote bag mock up and the t-shirts.

However, I do feel like in this iteration it may be a bit too simple. Also the overlapping elements of text and graphics makes the text hard to read upon first glance, needing the viewer to take a while to process. This lack of readability also poses a problem if the logo ever needs to made smaller in its application.

Design 1 Mock-ups

Design 2

This design had a number of small influences. Most notably was the local area of North Belfast and it's target audience. In trying to connect more to the local area, Claire provided the idea of using local slang. With this, the name of "Our Wee Shap" was first created, later being edited to "Our Wee Shop" as keep it more universal while keeping the local connection. The name helps to generate that more casual tone, something I latched onto as it provided a way to reduce the sigma as people could refer to it directly as their "wee shop" instead of saying it's a charity.

From the casual tone of the name, I created the rest of the logo around that idea. Inspired loosely by the local graffiti in North Belfast, I used a Photoshop brush 'Kyle's Inkbox- Classic Cartoonist' to create a stroke to mimic the appearance of a spray can. Similarly, the typeface used is 'Permanent marker', a typeface made to look like it's namesake.

When developing the idea, Adrian mentioned the life cycle highlighted in the social supermarket guide about how people become members, then later are encouraged to volunteer and help the community further. So, I incorporated the idea as a loop, with "Community, membership, volunteering, ownership" to demonstrate the cycle of how people from the community become members, and volunteer, thus claiming ownership of the shop and themselves, before finally giving back to their community. These four words I placed in a circle path behind the logo, with the stroke connecting them in a circle.
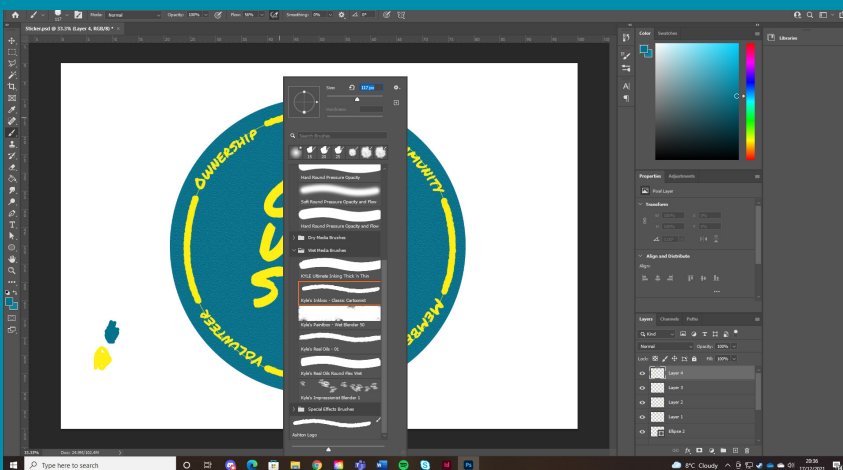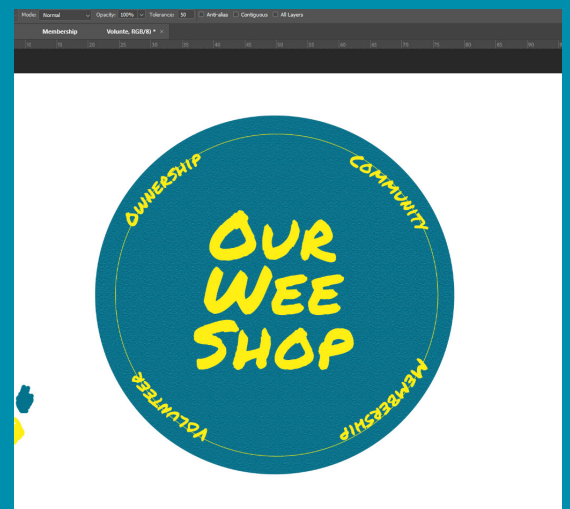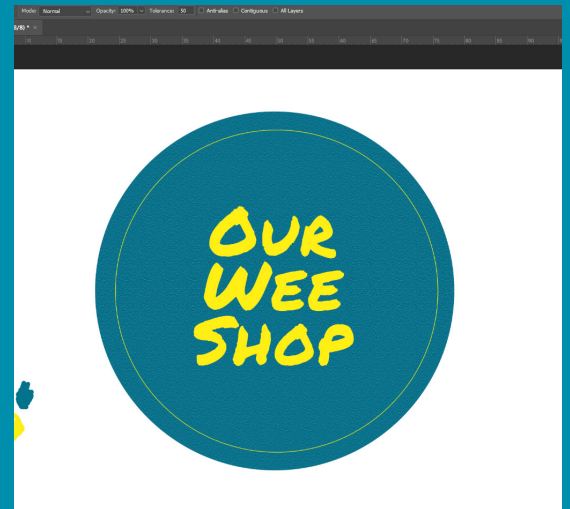
Reflections

This logo has a lot of value in the meanings that it is able to convey in a single piece, while still retaining a simplicity and cohesiveness. The simplicity can already be seen to be beneficial in how it is easily adaptable for multiple situations, as seen in the different colour stickers of the social supermarket system. Its a versatile design idea that I believe has a good bit of potential.

Yet I do feel like it's use of only two colour is a bit of a problem. I personally feel like it makes the design too simple, needing other elements to remain interesting and eye catching. Also the texturing of the circle is just too much. It makes the logo look dated instead of giving it the paper sticker feeling I wanted.

Design 2 Mock-ups

Design 3

This design comes from wanting to help represent Ashton Trust within a basic motif, one that could possibly be used for other Ashton projects. As mentioned before, Ashton Trust is main of 8 main aim/pillars that encompass the work they do. The social Supermarket falls under one of these 'pillars'' of "Childcare &family Support", which used yellow. This provides the basis of a eight-fold symmetrical pattern to represent the company, and using colour to separate the different areas being highlighted.

After experimenting with some different shapes, I found one that when replicated provided the general image of a flower. With this, I decided to return back to the original name of "Ash Grove" and use it to look into Ash tree flowers as the visual inspiration.
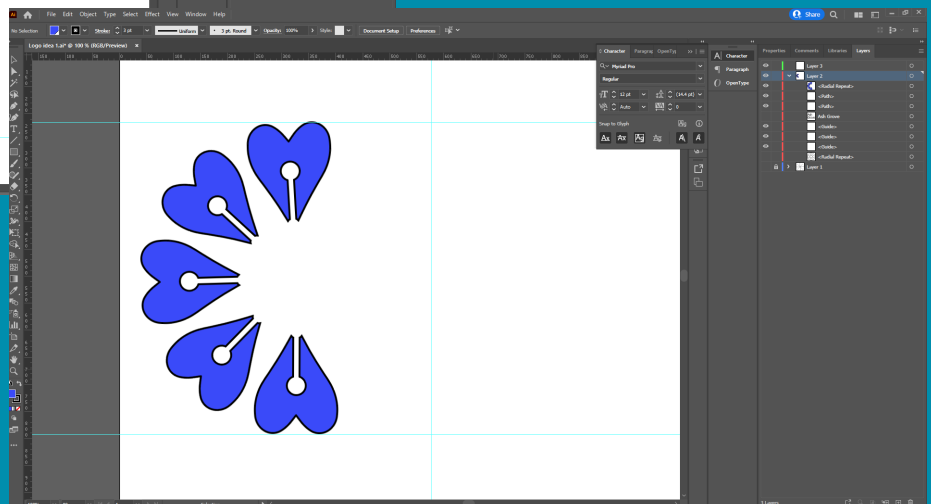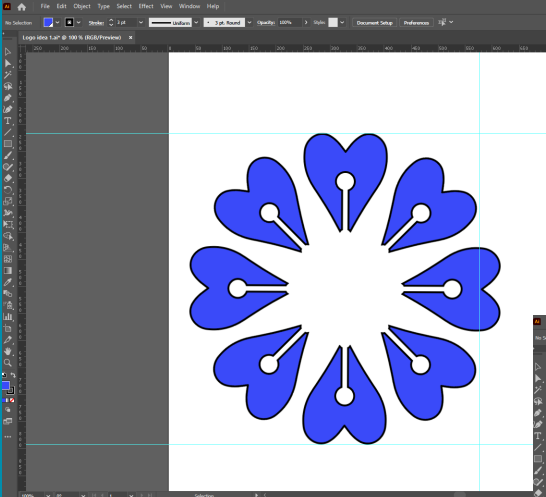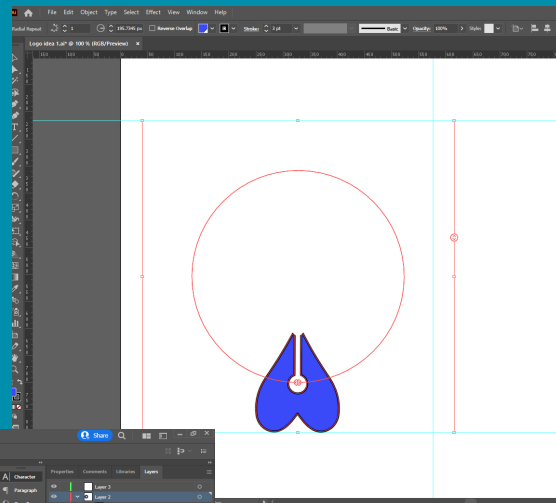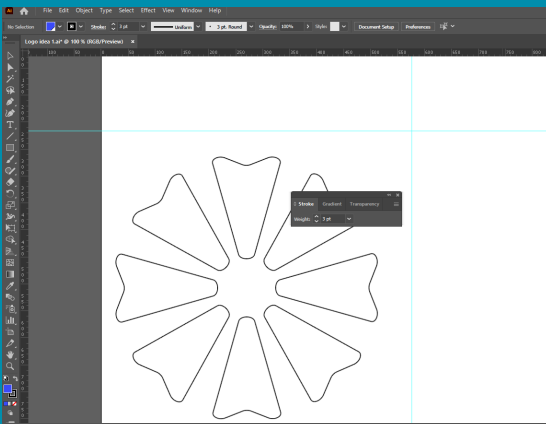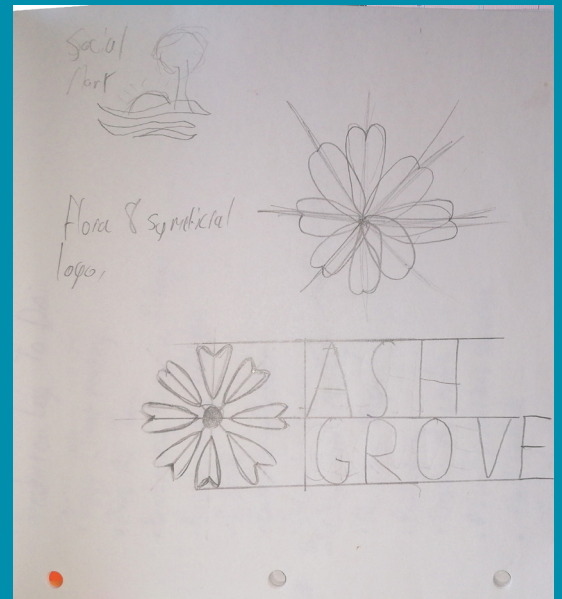
In the end, I decided that the use of the eight leaves made the design too cumbersome in situations with text, so I reduced it to five 'leaves' as to allow space for the typography.

Ash Grove

Ash Grove

REFLECTIONS

This logo, while also being inspired by the Ashton Grove name, I feel it lacks any of the feeling or warmed from the previous designs. Its simple and is quite recognisable with its simple symmetrical petals, but it feels too artificial in comparison to the other designs. It doesn't produce that same tone of friendliness and community that is integral to the project. In fact, after taking a step back it looked similar to the logo for the NI assembly which is a connection best kept away from in the local area due to how people would see it as a possible government scheme.

Also, by reducing the logo to five petals instead of the original eight, it takes away the main meaning and connection the logo had to the Ashton Trust itself.

Design 3 Mock-ups

Ash Grove

Volunteer

Grove

35
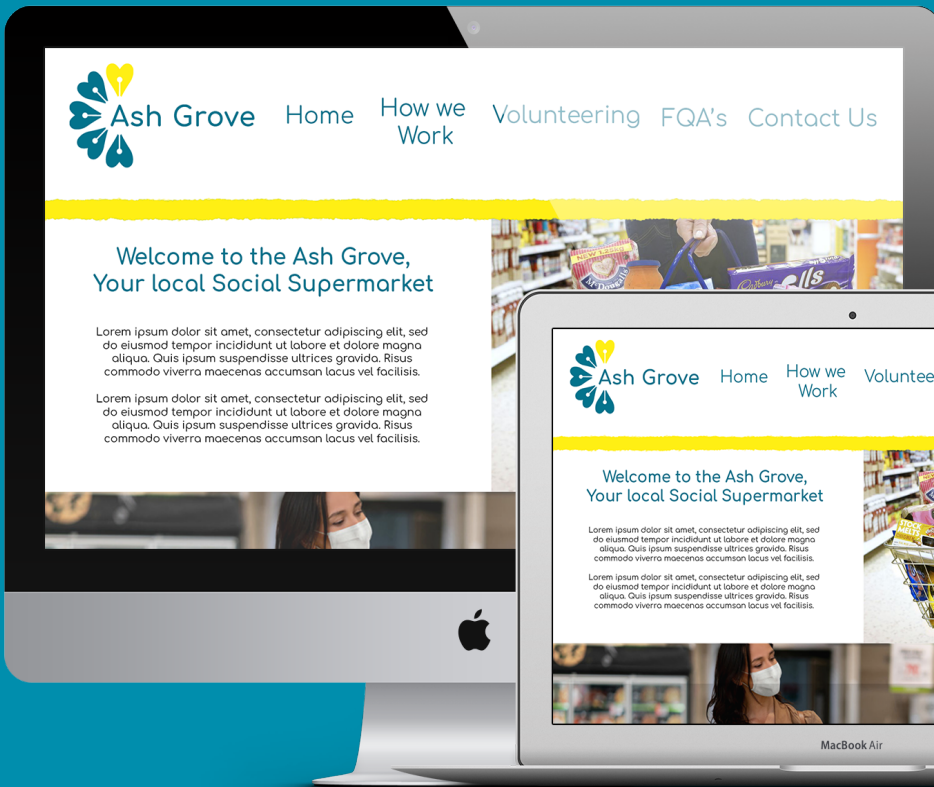
# Feedback

After finishing a first draft of the pitch document I was able to pitch it to Adrian and Claire so that they could feedback in relation to each individual design

Design 1

The first design proved to be too easy and hard to read. The overlapping of the text and graphics broke the design instead of helping to unify it. It also didn't feel like it was representing a social supermarket. If anything, it was quite empty of any connection. However, the use of the design on some of the print materials showed it was versatile, and that the design may work best as with the branch and type separate from each other completely.

Both Adrian and Claire also provided some constructed feedback on the name, asking about what it means and why its chosen. In their view, the "grove" links the brand idea too closely to a local street and a local Well-being Centre, something I missed in my first layers of research. They worried about the possibility the name causing confusion for local people. I took their feedback and toyed with the idea of changing or keeping the name for the moment, before deciding to keep it open as a possible choice.
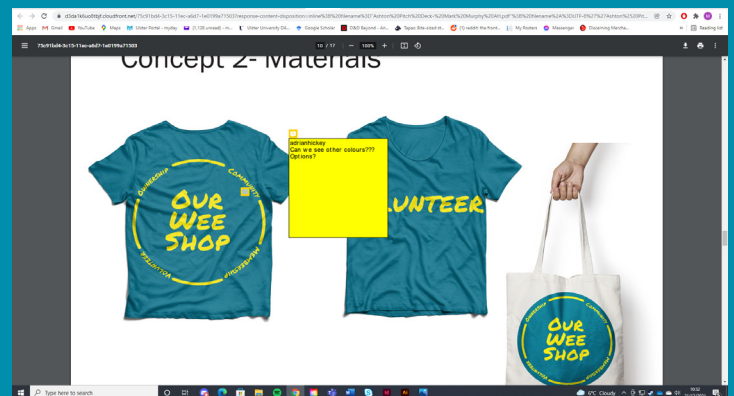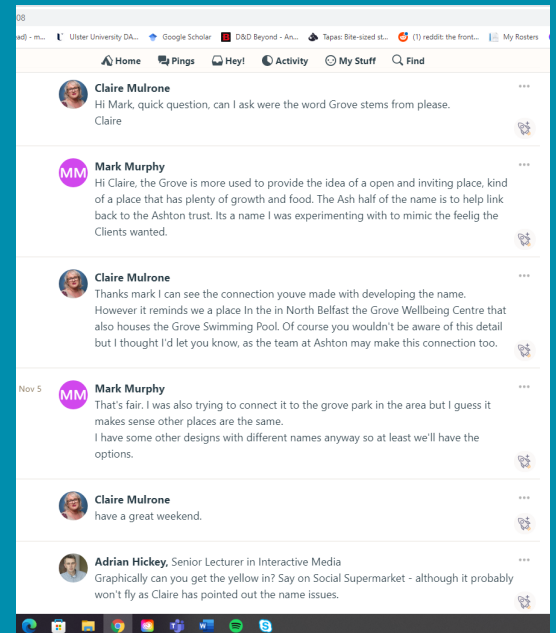
Design 2

The second design was criticized by having some inconsistencies between colours and their usage in the designs, and that the typography within the circle left too much empty space around it.

Both Adrian and Claire remarked on the use of the values used in the design to help provide a cohesive view of the project to a simple, easy to understand concept.

Design 3

The third design has issues over the actual meaning of the graphics used. Adrian remarked on them being too vague, closer resembling ink nibs or dart tails, which in retrospect did appear closer. However, overall, the logo had too much of a corporate feel. This completely missed the tone and feeling we wanted to gain from the logo, so it was wise to drop it completely in favour for a new logo.

The brand was also inconsistent. With the difference in use of both a five petal logo and an eight petal logo, the whole brand idea seemed to be undecided and mixed. It lead to an unprofessional air around the whole design.

So I decided to drop this logo idea and began experimenting and designing a new one.
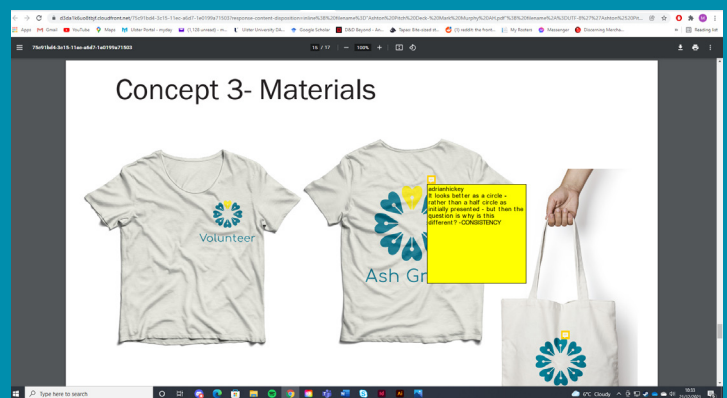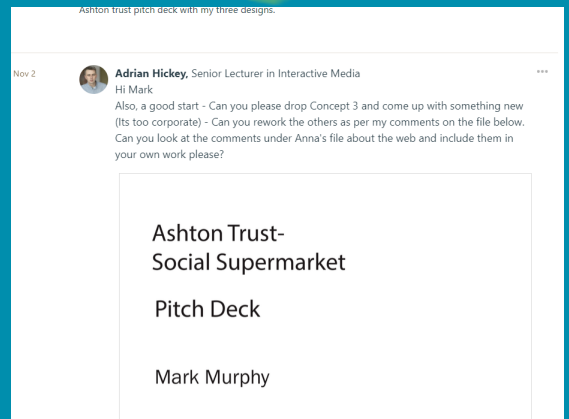
General Feedback

One of the complaints Adrian had of my logos was the lack of colour innovation in them. They were all the same Yellow and Teal combination that Ashton wanted to used for their branding. While, I did want to keep to the client's wishes, the simple two colour palette really does start to feel plain when all compared against each other. Additionally, since we planned to use Wordpress for the website it would be best that we took pre-existing Wordpress themes to use in the mock-up, to provide the client and ourselves with a clearer idea of what the end product would look like.

One problem Adrian did have with my design deck more so that my designs, the lack of a mobile we mock-up. This was a simple over look on my behalf, but it helped me to rethink of how the design deck, and designs themselves, need to be thought of in terms of the end users instead of just visual aesthetics.

He also found the stickers were under-designed. They has the colour system integrated but had no information on what that meant of what it was. While a simple enough fix, it again made me think of these designs as for the end user and practicality rather than just visuals.

Design 4

My next design, while both Adrian and Claire was dubious about the use of the name 'Ashton Grove' I still tried to push for it to be a suitable name for the project and supermarket. Therefore, this design came as a type of re imagining of the name into a more defined and subtle design.

This design began to lean more heavily on the 'Ash Grove' concept rather than the social supermarket as an attempt to help prevent the social supermarket from being the only point, maybe allowing the brand to grow and expand from just shop imagery.

For this logo I started with an elegant font case, Wreath, as to help centre in on that tone of a friendly, local, almost handmade. From here, I began experimenting with using leaf shapes as to define the typography. This proved to be most effective when used on the tails of letters such as the "A" at the start, and the "e" at the end, bookending the design. Taking the "G" for Grove, I decided to alter the swash on the top to a more elaborate version, sweeping it backwards and populating it with leaves to create a tree branch growing out of the letter.

Reflections

I feel like this logo is perhaps my most polished and elegant one yet. I have a personal bias towards it as aesthetically I believe that it is one of my strongest logos made.

However, while it looks well, the more I see it the less I feel like it is appropriate for the client. The leaf and nature theme mixed in the design does not match the context of a social supermarket nor does it particularly connect it to the Ashton Trust brand. I can also see some potential problems in later adapting this idea into other mediums.

Ash Grove
Social Supermarket

Ash Grove
Social Supermarket
Up to 5

Ash Grove
Social Supermarket
Up to 3

Ash Grove
Social Supermarket
Up to 7

Ash Grove
Social Supermarket
Up to 9

Ash Grove
Social Supermarket
Unlimited

Ash Grove
Social Supermarket

Ash Grove
Social Supermarket

Ash Grove

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Re-Designs

Design 1

Following the feedback of Adrian and Claire, I decided to take this idea and separate it back into it's separate pieces. From there, I decided to extend the leaf motif, trying to use the stem as a underline.

However, the Yellow and the long stem of the branch motif made the design look far closer to corn than a tree branch, which defeated the purpose of the connection. So, I decided to follow Adrian's advice to play around with more colour palettes than just the traditional Ashton combination.

But even with the stem, it looked too busy and unwieldy. So, I took the stem out, and kept the brand and leaves as a separate entity to the text.

Immediately, it felt easier to look at and freeing compared to the previous two design variations. By having the branch curve match fill the empty space between the name and sub-title, it helps to ties the design together.

I experimented with more colour variations until settling on this version, which still incorporates the Ashton colours, but in a more subtle way.

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Client Pitch

Preparations

After submitting the new designs, Adrian and Claire asked which design I was going to bring forward to the clients. Both recommend the 'Our Wee Shop' design as the strongest choice to present in the pitch. For myself, I was caught between the Leaf based 'Ash Grove' design or the 'Our Wee Shop' design. The 'Ash Grove' design I feel looked like a stronger design idea from a visual perspective, but I took Adrian and Claire's feedback due to how the 'Our Wee Shop' design better suited the clients' criteria for what they wanted the tone and message the social supermarket should have.

So, taking the 'Our Wee Shop' design I touched it up and built my pitch document including mock-ups to Anna as to integrate into the group's pitch document.

Adrian Hickey, Senior Lecturer in Interactive Media
Hi Mark

Which one are you going to run with?
My preference is Concept 2 - If they don't like the 'Our Wee Shop' name - it is easy to replace with Social Supermarket and it is adaptable.
It is your choice.

Also, can you and Anna and Reece please agree on page numbers and their conventions?

Mark Murphy
I was debating between the first and second design. I personally prefer the first but I'm not sure which would be best for the actual company to use.
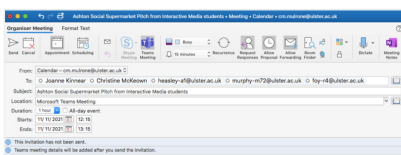And yes we'll have a full template to put everything in.

Adrian Hickey, Senior Lecturer in Interactive Media
You have to pitch it so Ill let you choose - ask Anna and Reece what they think too.

Claire Mulrone
It's up to you Mark as its your work, but as I have explained in previous post the Grove name has nothing directly to do with Ashton. It's on the Shore Road and it runs parallel to the Antrim Road were Ashton are based, but I don't think the local community will connect with this name.

Adrian Hickey, Senior Lecturer in Interactive Media
I think Claire has given you your answer there Mark!

Pitch Confirmed
Claire Mulrone · Nov 8 · Notified 4 people

Seeing we as a group was ready, Claire organised our Pitch presentation with the client for the 9th of November. In order to help us polish up our pitch presentation, our group organised a meeting on Microsoft Teams (since it was the software for the pitch meeting) to practice our pitches and to provide any feedback and to ensure the Microsoft Teams worked on our end as to make sure the pitch as fully displayed.

We also decided who would be sharing the Pitch to the meeting and the order of pitches. I was to control the Pitch Document, as we found I had the most stable internet connection to do so. Similarly, we decided the order will be Reece, myself and Anna finishing off.


Ashton Trust › Schedule

Pitch Practice

Added by Anna H. on November 9

When Tue, Nov 9, 6:00pm - 6:30pm GMT   Add to my calendar...

With Adrian H.   Reece F.   Anna H.   Mark M.

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Client Meeting

We had our pitch meeting with Christine and Joanne as well as Leo Morgan, Ashton Trusts digital support, on Microsoft Teams.

The Pitch went well, with each of us taking our time to explain and elaborate on our chosen designs. Afterwards, we each received feedback on our individual designs before both Christine and Joanne quickly agreed to pick my design as the one they liked best for the shop.

They mentioned it was the main values surrounding the logo was a strong part of the appeal of the design, "its captures the heart of the project". The colours matching the Ashton brand was also very important to them, which it's inclusion helped they pick it as the main choice.

However, they weren't too keen on the name. As the Ashton Centre already had a shop in it and they were concerned about the possible confusion it could cause. Instead, taking inspiration from Anna's 'The People's Pantry', Christine Joanne and Claire decided that the name of 'The Pantry' better suited the project and it's aim. Similarly, they were quite taken by Anna's poster design and wished to include elements of her tag line into the final project.

Joanne was very interested in Reece's story board for the video/motion graphic, having been taken in by it's 'community first' attitude and appearance.
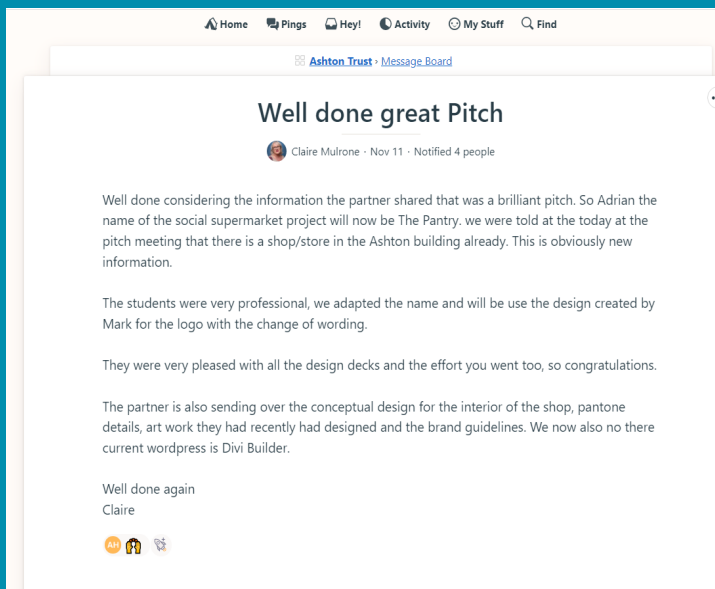
The client also took the meeting to discuss some of the mock-ups and deliverables show. They mentioned how instead of t-shirts, it would be fare more beneficial for them to have Polo shirts as they are more durable than t-shirts would be. Additionally, they wished to have a information leaflet provided as to promote the social supermarket.

A deliverable they were quite interested in is a range of pop-up posters based in the main Palette and for the five colours of the shop colour system, to be used as a brief demonstration of the system.

Overall, the Pitch went very well, with a clear path forward in where to take the design work for the project and how to improve in the updated design deck. Claire was also pleased with our interaction with the Client and we managed to get all the feedback and approval needed to move the project forward.

I was glad we planned ahead to practice the pitch beforehand, as it allowed for a smoother delivery when I had a script already worked out to talk about.

Ashton Trust › Message Board

Well done great Pitch

Claire Mulrone · Nov 11 · Notified 4 people

Well done considering the information the partner shared that was a brilliant pitch. So Adrian the name of the social supermarket project will now be The Pantry. we were told at the today at the pitch meeting that there is a shop/store in the Ashton building already. This is obviously new information.

The students were very professional, we adapted the name and will be use the design created by Mark for the logo with the change of wording.

They were very pleased with all the design decks and the effort you went too, so congratulations.

The partner is also sending over the conceptual design for the interior of the shop, pantone details, art work they had recently had designed and the brand guidelines. We now also no there current wordpress is Divi Builder.

Well done again
Claire

The Final Design

Colours

THE PANTRY

OWNERSHIP · COMMUNITY · MEMBERSHIP · VOLUNTEER
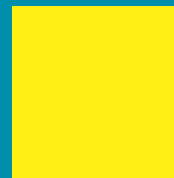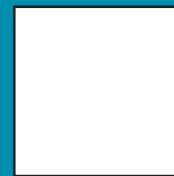
Main Colour
Hex #00677F
RGB 0,103,127
CMYK 100,19,0,50

Main Accent Colour
Hex #FFEF14
RGB 255,239, 20
CMYK 0, 6, 92, 0

Main Accent Colour
Hex #00677F
RGB 0,103,127
CMYK 100,19,0,50

Typefaces

Permanent Marker-
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
!@$%^&*()-=_+[]
{};\:/,./<>?

Noto Sans Regular-
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
!@$%^&*()-=_+[]
{};\:|,./<>?

Tag-line

£5 a week for £40 of Groceries.

PRODUCTION

Team Meeting and Planning

Once we had the second pitch for the design approved by the client, we had a meeting scheduled on Discord as to plan out the next couple of weeks and to delegate what work we each will be doing as part of the project.

As we had our list of deliverables from the brief and a updated list from the client meetings and pitch of what needs to be included we began to measure out which of the tasks matched better with each of our skill sets.
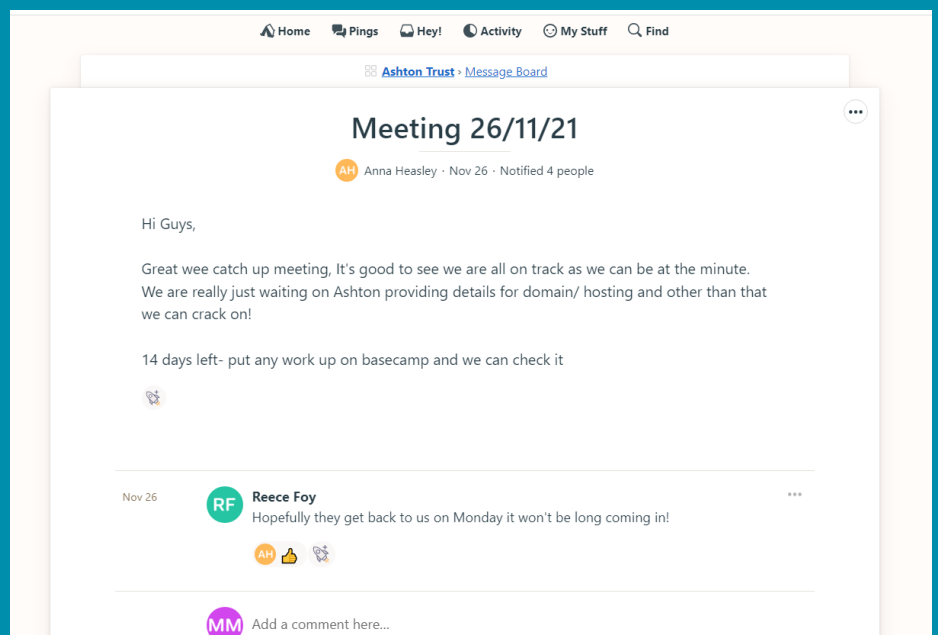

Due to the social Supermarket not yet existing, not planned to be started up until February 2022, and the conditions of the Covid 19 virus we had to rethink the promotional/ information videos. We decided that it would be best to keep the video to only motion graphics and photography provided by Ashton of the local area and centre. This was given to Anna to do as it best suited her video editing skills.

The website, while were unable to start it yet due to not having the domain and hosting provided by Ashton was given to Reece, as he had the most experience with website building and managing web design and client needs. Similarly, it was Reece's job to create a cohesive website guide to give to Ashton, so they are able to further develop and update the website.

And finally, since the chosen design was my own and I had the best general idea of how to use it in designs, I was tasked with the production of the graphic design, print materials and brand guidelines. Additionally, I needed to ensure I had to make sure the logo was made adaptable for the use for multiple projects, including making colour variants, as to hand off to the client for any further use.

Once fully sorting out our individual tasks, and adding them to Basecamp's To Do list, we decided to set the meeting as a recurring "weekly catch up" for every Friday so that we had a set time we could dis-cuss our progress and if we needed any help with our tasks.
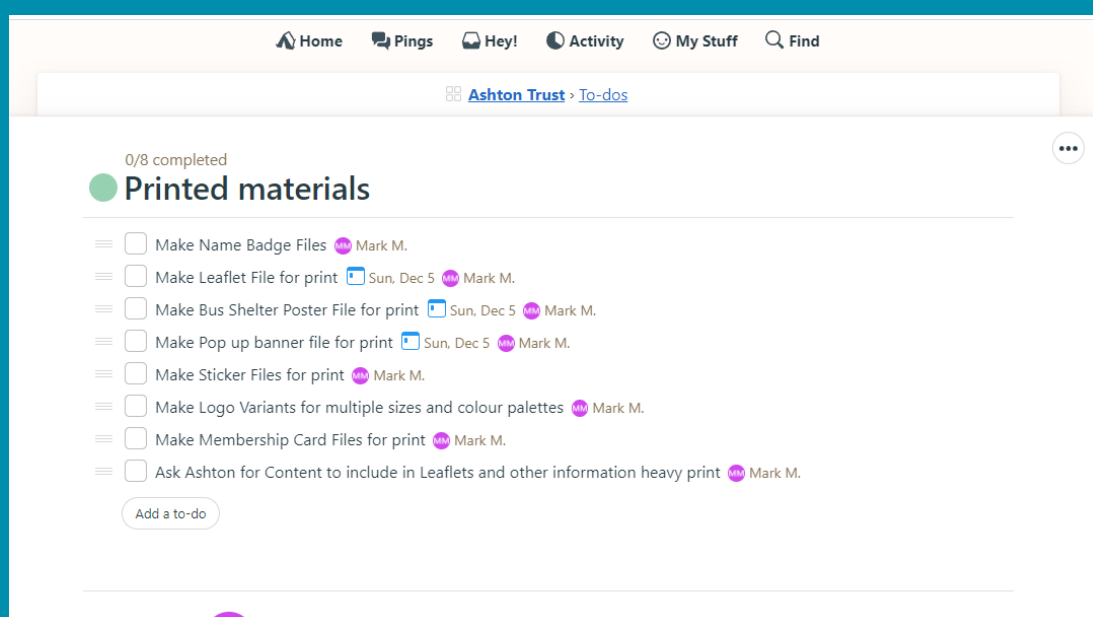
With the project due the 10th December, we wanted the project tasks finished by the 3rd/4th December as to give a period for feedback and polishing. This gave us two weeks to finish.

MAKING GRAPHICS

Since the Logo pack was necessary for making all the other graphics down the line, I began by listing what variants needed to be made; colour variations, export sizes, print and digital versions, and if resolutions.

With the standard palette, inverse palette (for situations in which the standard isn't suitable), Black and White versions for monogram printing and five different colour variations due to reflect the social supermarket colour code system (red, blue, green, yellow and gold) I had nine variations. These had to be placed in both print and digital versions to allow multiple uses, meaning one for 300dpi and CMYK colour for the print use and 72 dpi and RGB for the digital use. This doubled the logo count to 18. And since I used Photoshop to design the logos, I had to ensure they exported in various sizes to ensure they aren't over stretched or shrink when resized. Meaning each logo had three sizes of export to reflect, bring the total of logos exported to 54 files.

With the logo pack finished, I moved onto the designing of the pop-up posters in their print dimension of 800mm x 2010mm as to ensure they are ready for print. I took the main design from the mock-ups and altered them, having to replace the single large photo on the right half for several images of the social supermarket and food. This was due to how an image that size would need to be a far higher resolution to fit 400mm x2010mm than any of the stock photos or photos provided by Ashton could provide. The separation of the image into several smaller ones did allow the shop to diverse, showcasing a greater range of what could attract the eye of customers.

Problems

It was at this point I realised I have made a large mistake.

One such mistake was the choice of software and production pipeline. As I am more experienced in the use of Photoshop, I had used the program for the creation of the design mock-ups and testing out design ideas. Therefore, when beginning the production on larger scale posters for the pop-ups, I began the production in Photoshop with the plan to export them as PDF for printers, PNG for viewing and a SVG for any possible resizing. However, after finishing the design, I begin the exporting and ...

We can't open this file

Something went wrong.

Refresh

Image Size

The image dimensions cannot scale exactly as entered and have been rounded. For an exact size, please use Canvas Size or scale the layer and layer effects in the document.

Scale: 75%

Resample: Bicubic Automatic

Canvas Size
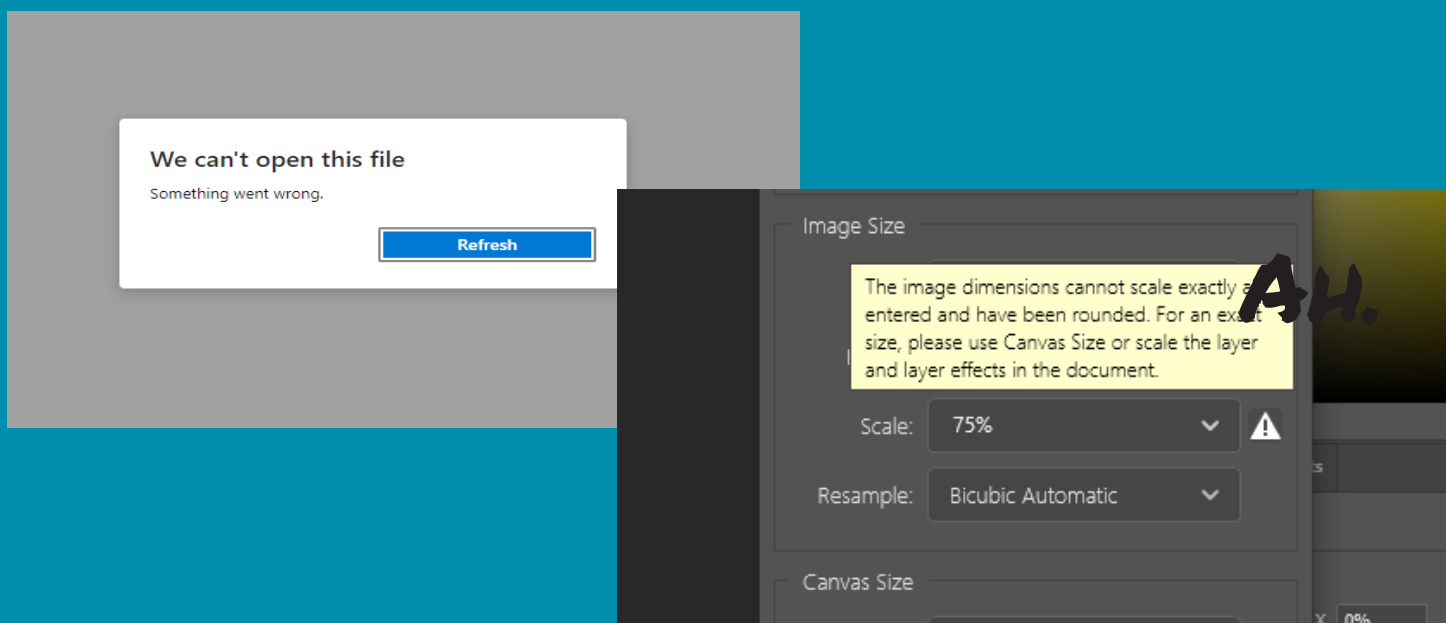
I was previously unaware on the exporting size limits since never before had I worked on a piece larger than A3. This left me with a choice; either to leave the design as it was in Photoshop and find a way to later increase the size to the appropriate 800mm x 2010mm, or to restart the production in Illustrator, redo any graphic work I had already done to provide a more versatile file and higher quality end product.

I opted for Illustrator.

Overall it is a better choice anyway. Illustrator has a better capacity for making larger scale images and it allows the end product to be later resized easily since it is a vector based software that doesn't rely on resolution for all of it's exports, a far better solution that exporting an image at different resolutions in Photoshop which takes up much more storage space.

This changeover, while needed and provided a far better end product, brought its own issues. Namely the fact that until this point, I had been heavily using the Photoshop brush tool, as seen earlier in the design experimenting. This tool proved to be quite difficult to replicate in Illustrator, as it is unused to dealing with such wild raster image.
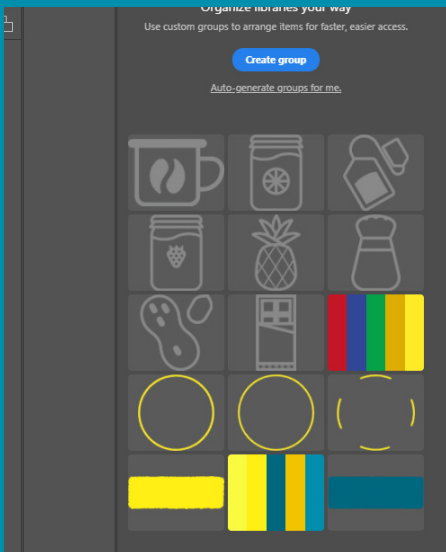
To remedy this, I created as small library of lines and boxes in Photoshop with the brush stroke, added them to my Adobe Library as graphic images, and placed them in Illustrator. Once in Illustrator, I used the image trace tool to carefully transform the graphics into a cleaner vector friendly version, while keeping a similar tone and visual identity. While in the end I lost some of the additional texture the brush added, the cleaner look suited the purpose of the logo to help make it even more recognisable image.

It also meant that all my previous work with the logos had to be redone as to match the new logo aesthetics and guides. The end result was for the best as it meant the files could later be re-exported to suit any situation. The move to vector also helped to remove some graphical issues, such as how the Photoshop versions left artefacts on the borders of the logos.

In this I am luck to have caught onto the problem early on with only the pop up finished instead of doing all of the work, only to then learn of my mistake. I couple steps back is better than an entire project.

Moving from the issue, I had recreated the logo pack in illustrator, exported them into .pdf, .png and .svg (for the digital versions). I also finished the design of the pop-up posters, making colour variations for the shop colour system before moving onto the posters, sticker files, membership card and information leaflets. Following the lessons of the previous mistake, the posters and stickers were designed and produced in illustrator, while the membership cards and information leaflets were made in InDesign.

WEBSITE

While Reece was in charge of building the website, we had the problem that we were unable to get access to any of the website details as Leo in Ashton had not sent over the Domain Name or Hosting logins for us to access the website. This was until the 1st of December, 9 days before our final deadline. Because of this, myself and Reece both organised a meeting and worked together to start up the website and offered technical support to each other.
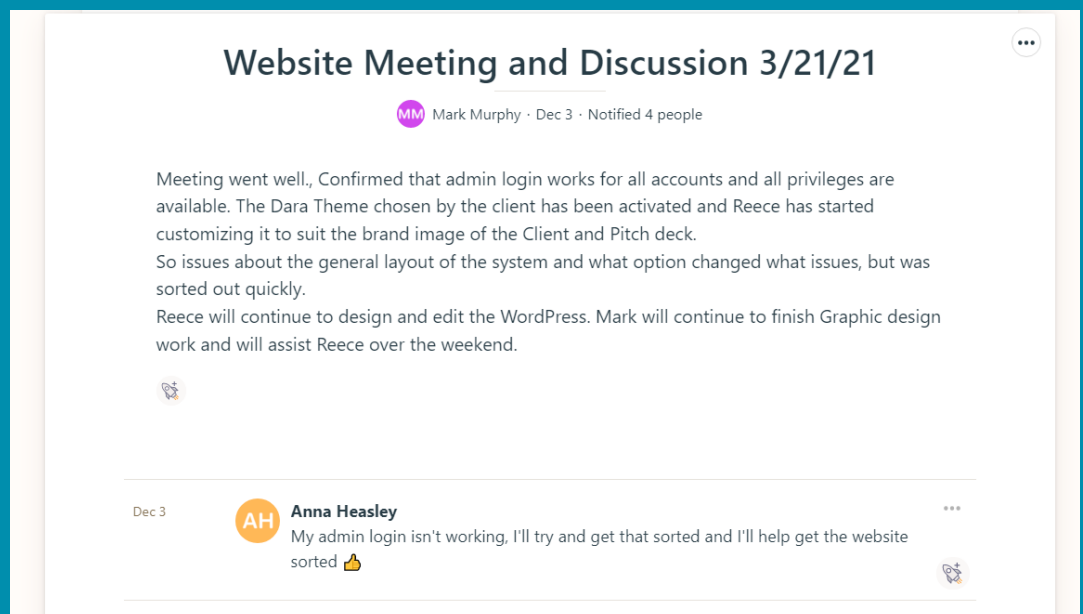
Once both of us had the website ready to edit and design, Reece took over the website building. In order to help, I began gathering the necessary files and graphics Reece needed for the website, such as photography supplied by Ashton, stock images, digital ready logos and other graphics needed to help fit the website into the brand visuals.

Final Outcomes

The Pantry

Print Materials

Membership Card

THE PANTRY

OWNERSHIP · COMMUNITY · MEMBERSHIP · VOLUNTEER

Membership Card

MEMBER NAME:
JOHN JONES

APPOINTMENT TIME:
2PM TUESDAY

Weeks:
1 2 3 4 5 6 7 8 9 10 11 12

Leaflet

Benefits
As part of your membership of Ashton Pantry, you will be allowed to sign up for a capacity or building project. You will be able to avail a full benefits check to make sure you are availing of all that you are entitled to, as well as an opportunity to access food and nutrition programmes.

Ashton Pantry offers:
- A choice of food and hygiene products to members within a community retail environments.
- It provides continuous practical support front dedicated trained volunteer mentors.
- It eases pressure on family budgets through development of transferable skills.

The following programmes which members are encouraged to engage with:
- a range of capacity development programmes,
- a budgeting/debt management programme,
- a cooking /nutrition programme and
- a credit union savings programme.

FAQs

WHO CAN I JOIN?
Anybody living in North Belfast experiencing systemic continuous food poverty is eligible to join. However, priority will be given to households to maximise the beneficiary impact. All members will be referred to Ashton Pantry by an organisation or agency.

WHY IS THERE A COST AND HOW MUCH IS IT?
The purpose of applying a weekly membership fee is twofold: as it provides a sense of ownership, reducing the potential for stigma, and it provides a weekly income to allow for the replenishment of stock.

WHAT IS THE MINIMUM COMMITMENT REQUIRED OF MEMBERS?
· Attendance – members are expected to have continued attendance at the Pantry
· Engagement with any one of the capacity (skills, knowledge and confidence) building programmes offered locally.
· Attendance at a meeting with a benefits advisor to undertake an income maximisation and debt assessment.

WHEN IS IT OPEN?
Five days a week, between 10 am – 4 pm

THE PANTRY

OWNERSHIP · COMMUNITY · MEMBERSHIP · VOLUNTEER

Ashton Pantry
Ashton Centre
5 Churchill Street
Belfast BT15 2BP
Tel: 0289074255
Website: www.ashtonpantry.org
Email: info@ashtonpantry.org

We are The Pantry

Welcome to Ashton Pantry, where you can become a member for a small weekly membership fee of £5.00. For this fee you will be able to avail yourself of a weekly shop with a value of approximately £40.00. Membership will last 12 weeks. After 12 weeks you can become a volunteer at the pantry and continue to benefit from the weekly shop for just £10 per week for a further period.

How does it work?
Members call in at a pre-arranged time and have a chat and a cup of tea with their mentor. They then do their shop in an environment designed to resemble a small scale supermarket. e.g. trolley, shelving, fridges, freezers and tills. All items available are colour coded by retail value with members receiving a guaranteed minimum of 24 items depending on their preference.

RED – Up to 3 items of these high value items which typically retail between £2.00 and £5.00

BLUE – Up to 5 items of these which items typically retail between £1.50 and £2.50

GREEN – Up to 7 items of these items which typically retail between £0.50 and £1.50

YELLOW – Up to 9 items of these home brand food products

GOLD – Unlimited. Member have full access to these fresh food and veg products as they are available.

There is continuous support from trained volunteer mentors and the programme encourages the development of transferable skills such as a budgeting/ debt management programme, a cooking/ nutrition programme and more.

Once members have completed the 12 week programme they can move on to become supported volunteers; this comes at the slightly increased price of £10 per week for volunteer at The Pantry itself, this is aimed to still provide support to the volunteers but to also encourage them to be more independent so that after the programme vthey feel more able in supporting themselves and their household.
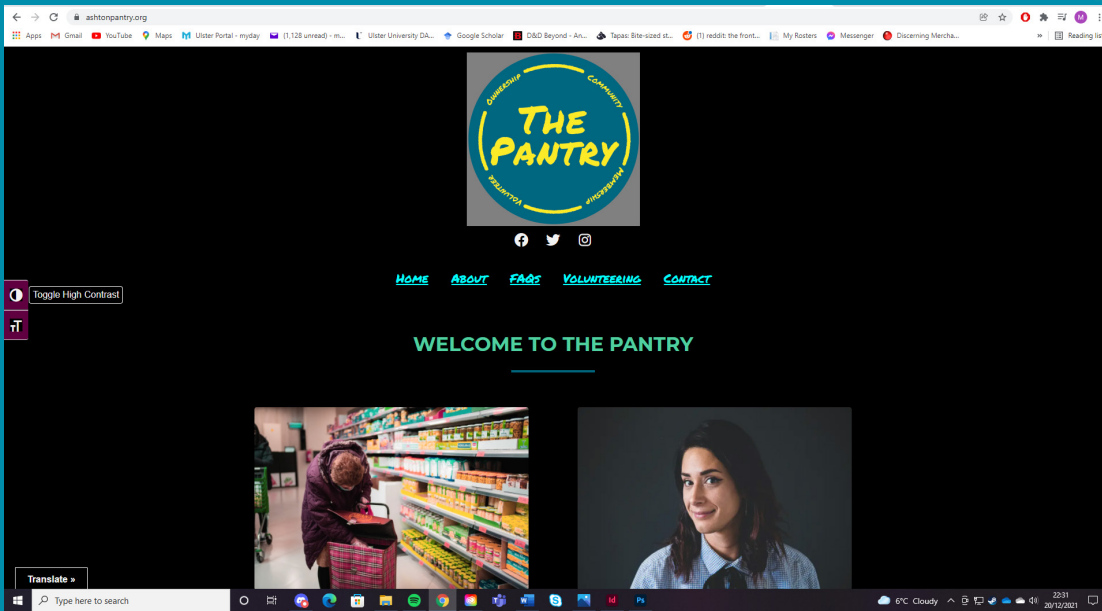
WEB

High Contrast Option

Large Text Option

Translate Tool

Social Media

Instagram Template and Icon

THE PANTRY

THIS WEEKS PRODUCE

Facebook Template and Header

COMMUNITY — MEMBERSHIP THE PANTRY VOLUNTEERING — OWNERSHIP

THE PANTRY THIS WEEKS PRODUCE

Twitter Template and Header

COMMUNITY — MEMBERSHIP THE PANTRY VOLUNTEERING — OWNERSHIP

Motion Graphic

To help members of THE PANTRY develop skills including

Budgeting ✓
Debt management ✓
Cooking ✓
Nutrition ✓
Support with advice ✓

0:30 / 2:20

Red items are valued between £2.50 and £5

OWNERSHIP COMMUNITY
THE PANTRY UP TO 3
VOLUNTEER MEMBERSHIP

1:10 / 2:20

Final Feedback

Leo Morgan <leo.morgan@ashtoncentre.com>
Wed 08/12/2021 15:53
To: Anna Heasley; Christine McKeown <christine.mckeown@ashtoncentre.com> **+1 other**
Cc: Hickey, Adrian; Mulrone, Claire; Reece Foy; Mark Murphy

Hiya Anna , yes everything with the print material sis great, we would like to thank you for all the hard work you all have put in. Just a small thing with the video animation, could the splash behind the text for each of the items be the same colour ie red items, red splash behind the text.

Once again on behalf of Ashton thank you for everything, great work from you all.

Leo Morgan
IT & Communications Coordinator

Tel: (028) 90 742255 | Ext: 3133
McSweeney Centre, 15-31 Henry Place, Belfast
Email: leo.morgan@ashtoncentre.com
Website: www.ashtoncentre.com

ashton

Forward

Leo Morgan <leo.morgan@ashtoncentre.com>
Fri 10/12/2021 13:01
To: Anna Heasley; Joanne Kinnear <joanne.kinnear@ashtoncentre.com> **+1 other**
Cc: Hickey, Adrian; Mulrone, Claire; Reece Foy; Mark Murphy

Thank you to all of you, all the marketing materials look really well and you all put in so much work. Can I ask that if it is possible to send through the design files for all the different designs if its ok to do so, so as we can update them ourselves going forward.

Thank you

Leo Morgan
IT & Communications Coordinator

Tel: (028) 90 742255 | Ext: 3133

T15 2AY

The Pantry

Christine McKeown <christine.mckeown@ashtoncentre.com>
Fri 10/12/2021 15:19
To: Anna Heasley; Joanne Kinnear <joanne.kinnear@ashtoncentre.com>; Leo Morgan
Cc: Hickey, Adrian; Mulrone, Claire; Reece Foy; Mark Murphy

Hi Folks,

Thank-you so much for all the fantastic work you have completed for us. We are absolutely delighted with it and can't thank you enough.

Christine

Christine McKeown
Head of Childcare & Family Support

Tel: (028) 9074 2255 | Ext: 3135
Ashton Centre, 5 Churchill Street, Belfast BT15 2BP
Email: christine.mckeown@ashtoncentre.com
Website: www.ashtoncentre.com

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Team Management

Basecamp

A lot of our activity took place on Basecamp as it functioned as our shared dashboard to access document, ask questions and keep track on the progress of the project outside of class time. It also allowed Adrian and Claire to see our progress and provide assistance outside of class time and without it being lost in an email chain.

I found Basecamp to be very useful. It helped to provide a simple platform with a lot of diversity in what it can do. It really streamlined the process of keeping track of other team members and documents that otherwise could have been quite hard to find/ source.
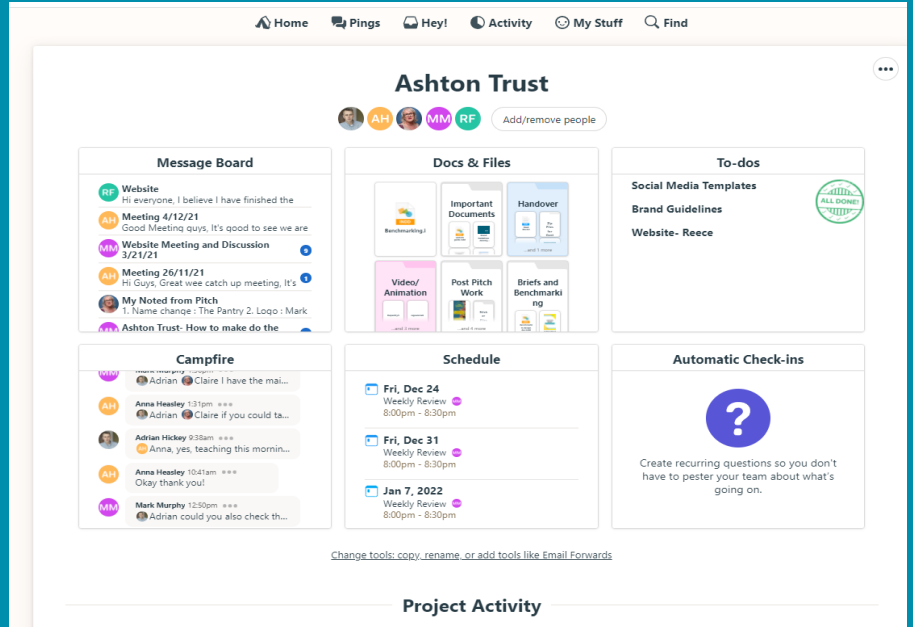
Message Board

The message board became a useful place to add updates on process, keep important information and keep notes on events and progress for other team members to see. It helped to keep important information separate as I have Been in multiple teams before in which such info has been lost in message groups and emails, so having a dedicated place for it here really helped.
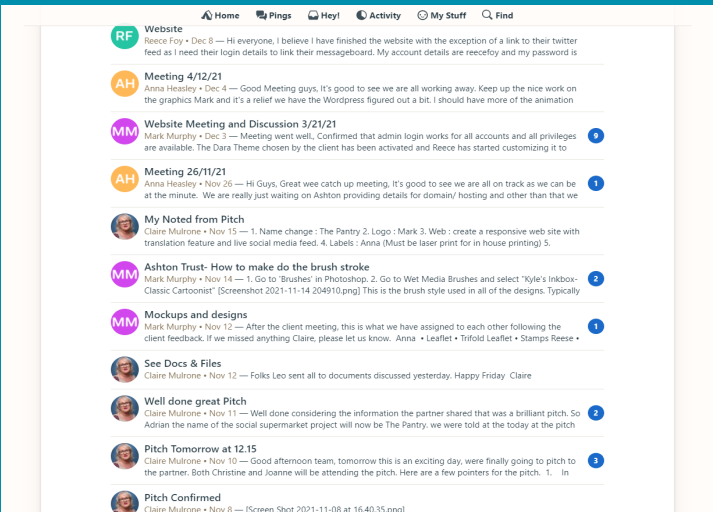

Schedule

Similar to the message board, this feature was great it meant all information for meetings and deadlines were clear to see and easy to fine, not getting lost among other information. We use it frequently to set reminders for team meetings and call, as well as deadline notifications.
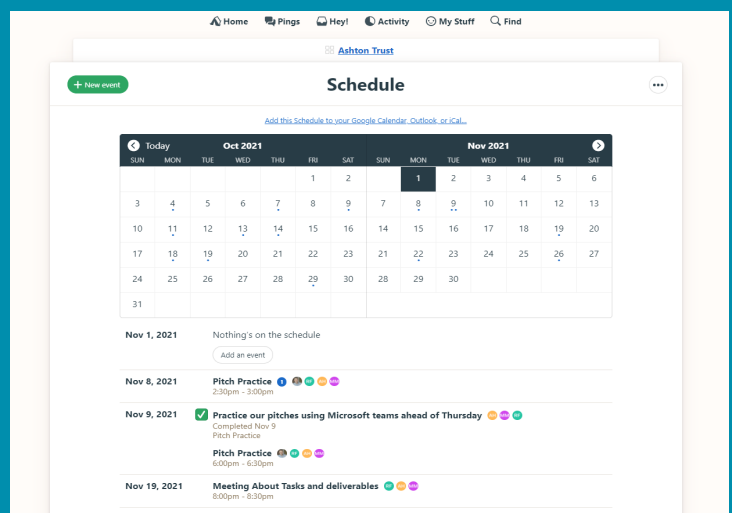
TO DO

We used the to-do list frequently in the project as to set personal deadline for ourself with project work. While it was underused in the start of the project, the more individual work that needed to be done, the more new naturally we adopted this feature, as seen in our post-pitch team meeting.

Its was especially useful as it allowed the user to set tasks to individual team members, a great way to see if a team member needed help.
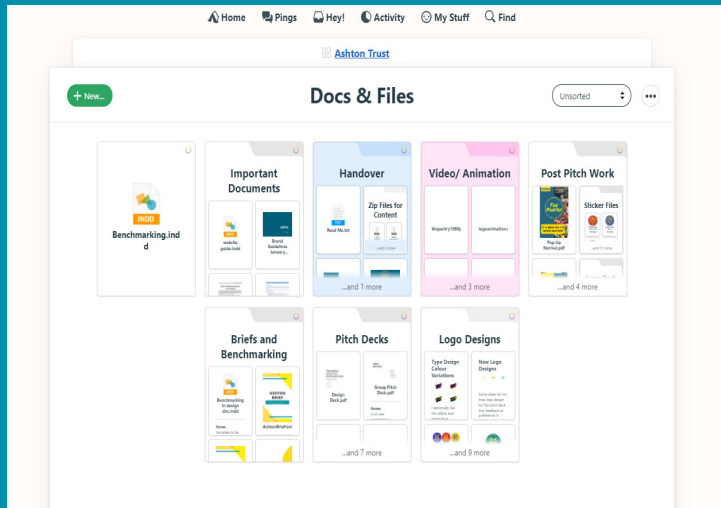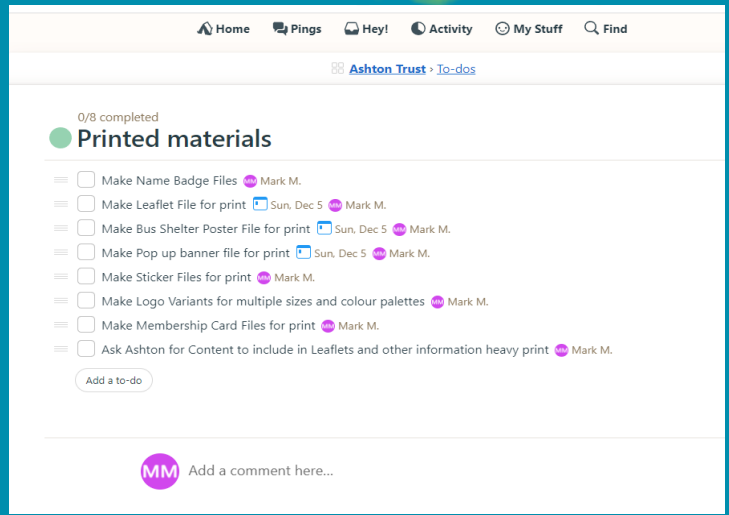

Docs and Files

By far the most useful feature by far in Basecamp was having a section to upload files and documents for other team members to view and download. This proved to be great as it allowed us to work on the same/similar documents for tasks, or to provide feedback to design work.

Campfire

Campfire, as the name suggests, was a chat room to allow us all to communicate and send messages. Out of all of the Basecamp features, this one got used the least perhaps, due to how our team generally used other messaging services for our project.

However, it was great to be able to have access to Adrian and Claire in a way the entire team was able to take from
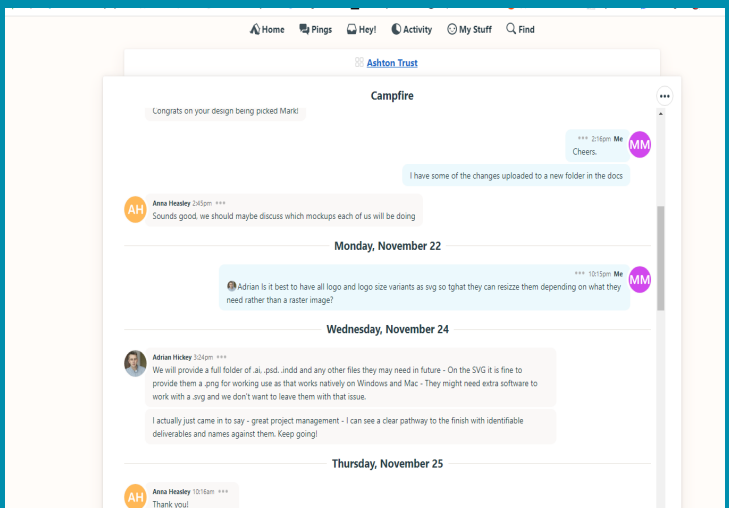
Time Track

Over the term of the project, we used a software, Toggl Track, to log in our working hours on the project. Using Toggl, we were able to time any periods of work we did in relation to the project, with the ability to later review it. It also allowed us to separate the tasks we had to see if there were any particular areas, we needed to dedicate more time to.

Toggl also allowed the use for 'Teams' to be set up wit other Toggl users, allowing us to see our progress as a whole. This was great to see the weekly reviews and have a solid representation of the work we placed into the project, as well as keeping us motivated when we were on the clock.
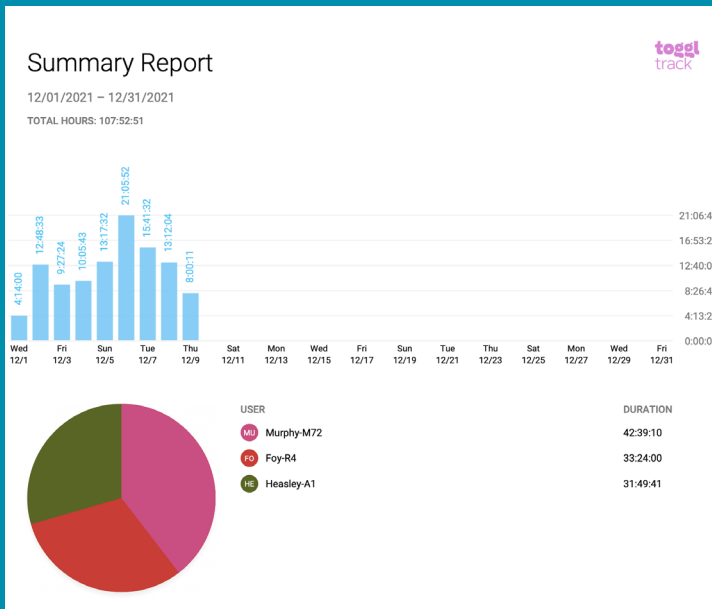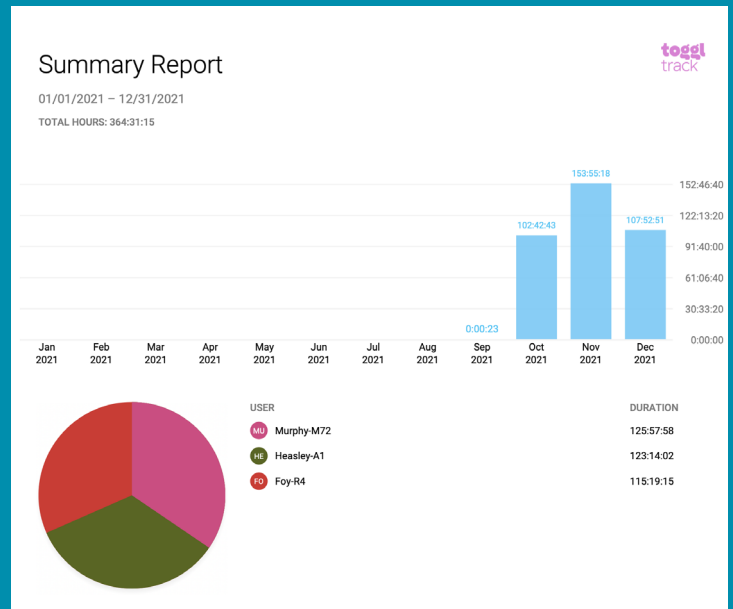
September Report
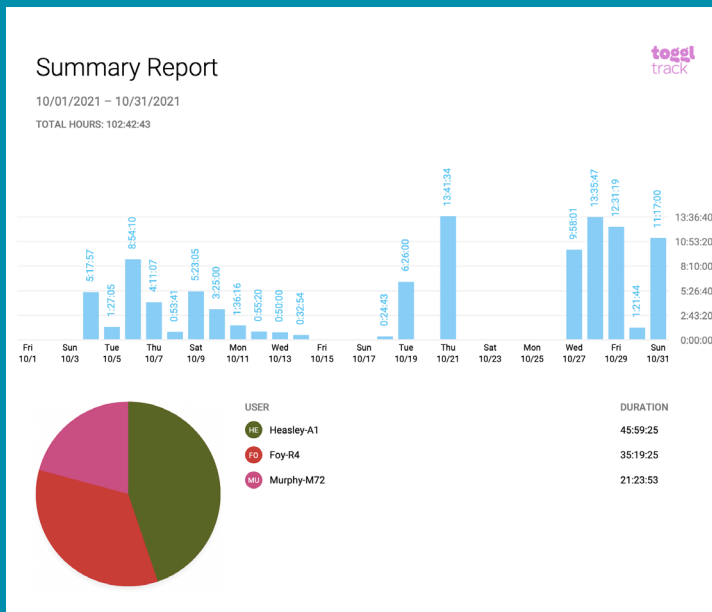
November Report
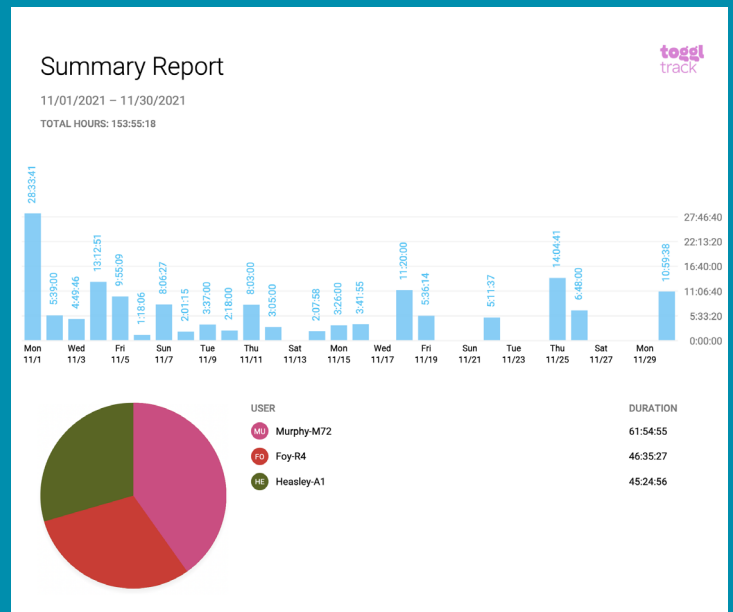


December Report

Year Report

Facebook Messenger and Discord

We decided to use a mix of Facebook Messenger and Discord as our mode of team communication throughout the project. Messenger was useful as it gave us all quick access to each other and in a group chat we could keep track of everything being said. Its especially useful as it is an app that requires little bandwidth, meaning we could have easy access to it even if internet is bad or has trouble connecting.

Discord was used for our video calls to each other, the main platform in which we did our regular team meetings. Quite a versatile platform, it allowed us to quickly set up group calls and to compare work for feedback though the screen share feature. As our team was mostly working from home and travelled to University for class, it helped maintain the team communication and collaboration during periods in which we couldn't meet in person.

Both had the benefit of being easily accessible from both computer and phone, so we always could keep in touch about the project work.
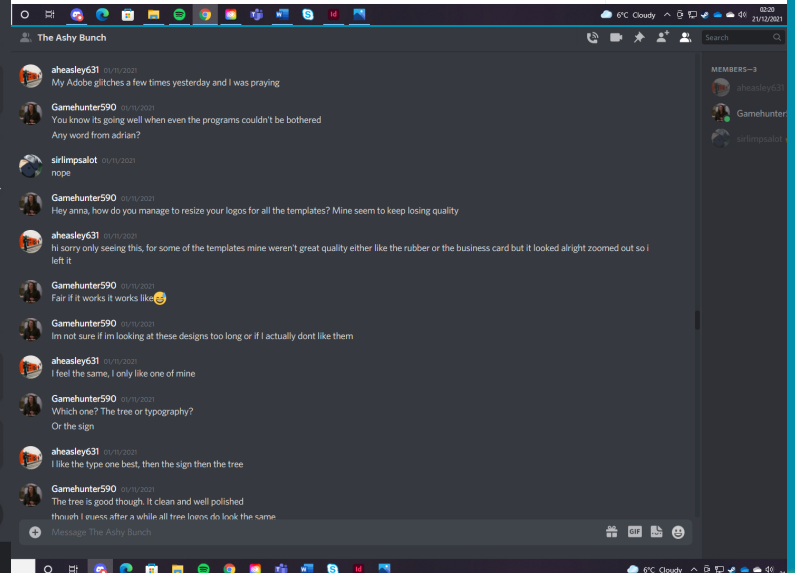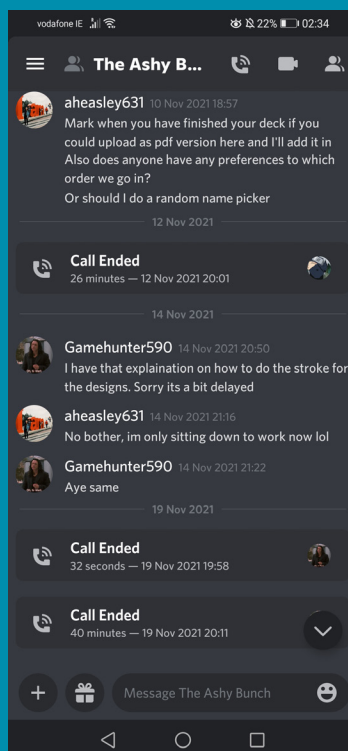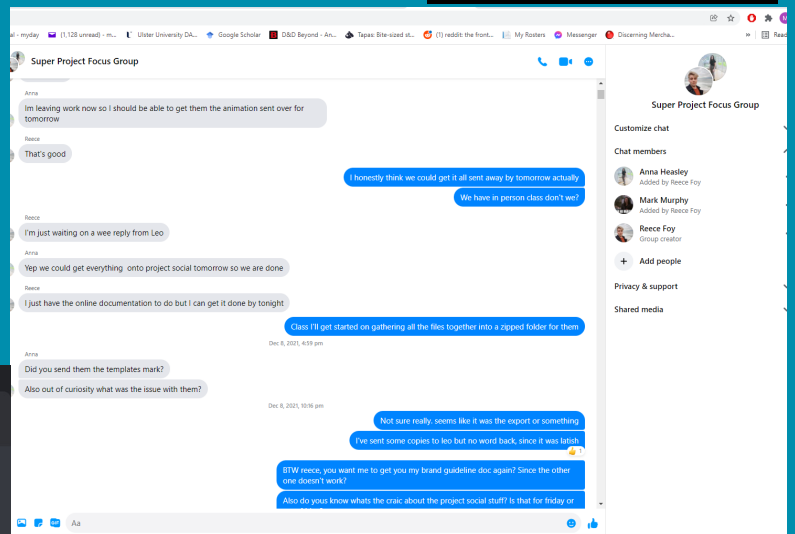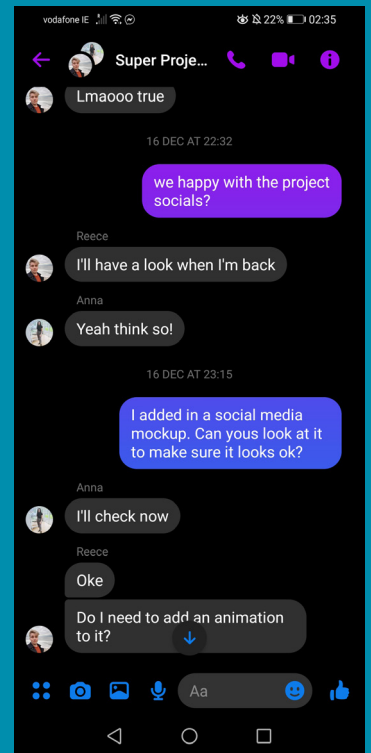
Evaluation and Reflection

The Project

Overall, I feel like the project was a success. It was an interesting experience being fully in control of a design that could eventually be made into a real brand. While myself and my teammates all had placement experience and had varying amounts of experience working with clients and delivering briefs, being in complete control without a professional felt both freeing and scary at the same time.

I think in terms of my own skills, it has definitely helped open my mind to what is needed from a brief and to design to specifics. It also made me consider the end user more that I usually would have, how the end product will be used and seen.

Overall, we had some minor set backs such as a lack of communication from Ashton Trust at times in regards to content and website details. However, all in all I believed the team done a great job to connect to what the client wanted and deliver on that with quality. And all setbacks were quickly accounted for and adapted around as to maintain progress.

I'm happy with the team and feel a large amount of pride of having been able to provide a design to full completion for the client. Both Anna's motion graphic piece and Reece's web design are great and will help the Pantry into the future.

My Team

I am glad we had the freedom to choose our own teams as I couldn't be happier than the group members I had. I have know Reece and Anna since first year and have worked on projects previously with Reece, so we were able to quickly build an efficient base for what our team should be doing.

Each group member was happy to take their equal share of the work load, with us repeatable helping each other in rough spots or being able to lead support in a topic they were proficient in. We also had a good spread of skills and talents in the group, with us all being able to contribute in some way to the other's work.

Since Reece and Anna both travelled to the University from home, we typically had little in person time to talk about the project and our process. In hindsight, I think it would have been better if we had our additional weekly meetings from the very start of the project we may have been more organised. That being said, I don't think there was any point in which we had a lack of communication.

The Science Shop
Knowledge•Ideas•Results

Ulster University
In collaboration with the Science Shop