North Belfast Advice Partnership: Production Log

Interactivity for Social Enterprise
BSc (Hons) Interactive Media

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Contents

1. Introduction

This is my personal journey I undertook while working alongside two colleagues for the North Belfast Advisor project. The reasons behind picking this organisation for our project was due to having an interest in what the organisation do – helping others in need in a non-profitable business, and we felt that we had all the skills necessary to complete this project to a high standard.

The skills we needed for this project include – HTML/CSS, WordPress, Adobe Suite (Photoshop, Illustrator & Indesign).

2.North Belfast Advice Partnership (NBAP) Research

Before meeting the client, I wanted to have a better understanding of their organisation so that I was be able to execute this task effectively and to fit their needs. This was also an important aspect before creating any deliverables so that I could understand the target audience of the business.

I found out that it was 5 organisations working together to serve the community of North Belfast. The organisations involved include – Ballysillan Community Forum, The Vine Centre, Ligoniel Improvement Association, Ardoyne Association & Tar Isteach. Each individual organisation offers a range of services. These services include – Advice on benefits, debt and housing, Food / Grocery & Prescription collection, and delivery, as well as crisis intervention food parcels across North Belfast to name some.

Ballysillan Community Forum – Specialise in debt, employment, welfare rights, advice on housing & more.

The Vine Centre – Specialise in Education being (children's clubs & adult education) & more.

Tar Isteach – Specialise in counselling, training, and education for ex-convicts & more.

Ardoyne Association – Specialise in housing benefits, social security & more.

Ligoniel Improvement Association – Specialise in Youth clubs for young people & more.

3. Meeting With Client

With the COVID-19 rules and restrictions we decided that a Google Teams meeting would be the best option to go with. This meant that we could communicate effectively with microphones and be able to visibly see each other through webcams. Throughout the meeting, I took notes that would help me later with the creation of the project deliverables.

In this call we met the North Belfast Advice Partnership Coordinator – Sinead McKinley. I gained a better understanding and insight of the organisation and what they do. NBAP are struggling with exposing the work they do within the community, and their main outcome goal was having a place to display to the community of North Belfast the services they offer, their previous work and upcoming events.

After talking about the project goals with Sinead, it was evident that they needed a website, along with branding. For the branding, they wanted to keep each their already existing individual organisation branding, with an over all brand which links them together. The purpose of the website was to display all the previous community work they have completed, and to have a place showing all the services offered.

We were told be very careful when picking a colour scheme for the organisation as they wanted it to look and feel as natural as possible towards all communities of Northern Ireland.

Identity Brand

5 community advice partnership services
delivering advice and information.

- One main logo for all 5 orgs.

  a logo for each individual org.

- Create a video
  Show casing the range of work.
  they offer to communities.

Merchandise.

  - causal org uniform
    Example polo shirt.

  - company cups

  - Lanyards.

  - Over coats.

Deliverables
  - New visual Identity brand.

  - merchandise

  - website

  - Services showreel
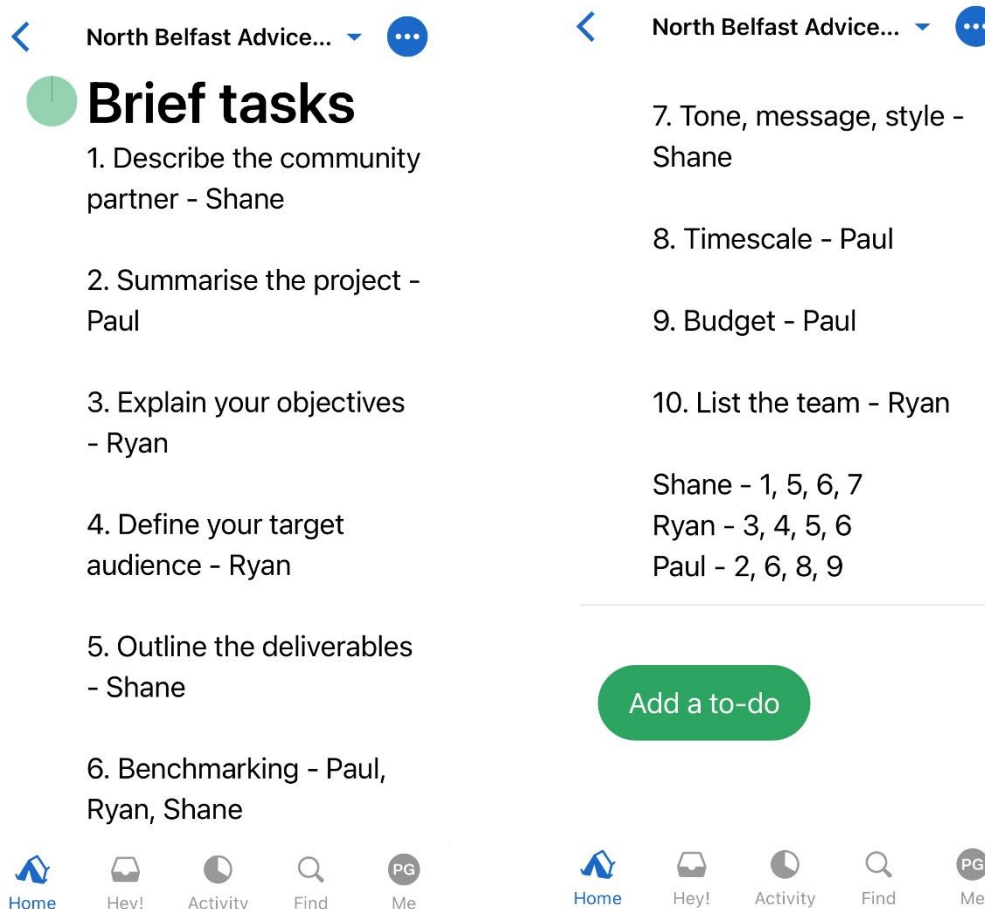
  - Marketing materials (letterheads etc)

4. Project Brief

Creating a project brief is beneficial for both myself and the client. The reason being that it clearly outlines what is included in the project, so that the client knows exactly what they will be receiving.

My colleagues and I sat down and discussed what all we need to put into this brief and breaking up the tasks, so the workload is even and executed correctly.

The brief included – a summary of the community partner, a project overview, project objectives, target audience, deliverables, ton/message & style, benchmarking other current websites in the same sector, project budget, project timeframe and information about myself and colleagues.

Once we had the tasks identified, I broke the tasks up with an even and fair workload between myself and my two colleagues. I uploaded this onto Basecamp in the 'to-do' section so that we could see which tasks was assigned to us.

North Belfast Advice... ▾

Brief tasks

1. Describe the community partner - Shane

2. Summarise the project - Paul

3. Explain your objectives - Ryan

4. Define your target audience - Ryan

5. Outline the deliverables - Shane

6. Benchmarking - Paul, Ryan, Shane

7. Tone, message, style - Shane

8. Timescale - Paul

9. Budget - Paul

10. List the team - Ryan

Shane - 1, 5, 6, 7
Ryan - 3, 4, 5, 6
Paul - 2, 6, 8, 9

Add a to-do

Home   Hey!   Activity   Find   Me

4.1 Website Bench Marking

Bench marking websites is a way to gain knowledge and understanding of what similar organisations are doing. By looking at current organisation's websites, you can visually see what works well, what looks out of place and how to prioritise information.

Category	Feature	East Belfast Independent Advice Centre	SENAC
First Impression	Aesthetics	Nice use of colours, but the layout is very confusing	Hero image and text, Very professional feel
	Target Audience	Clearly shows target Audience on first page	Clearly shows target Audience on first page
	Aim	Shows there aims in the mission statement	Shows aim on first page
Feel & Look	Responsive	No	Yes
	Content In prime position	Content is scatter over the place	Text and gives you the option to pick the location you want
	Body Font	Sans Serif	Sans Serif
	Logo	In the top left corner	In the left right corner
Navigation	Menu	Fully exposed	Fully exposed
	Analytics	Google	Google
	Menu Bar	Top of screen	Top of screen
	Contact Us	Contact us section under the logo on top right	In the navigation bar & footer
	Clicks to Contact	None	One click & footer
Content	Outdated content	None	None
	Social Media	None	In the navigation bar on all pages
	FAQ section	None	In the navigation bar
	Privacy Policy	In the footer section	Bottom
Search	Search Bar	None	None
	Type of Search Bar	None	None
Functionality	Load Time	1.8	2.1
	Email subscription	None	None
Accessibility	How many fonts	2	4
	Clear Headings	Yes	Yes
	Links are easy to notice	Yes	Yes
	Underline Hyperlinks	Yes	No but they change colour with mouse over hovering
	Hyperlinks change colour when visited	No	Yes

SENAC

SENAC is an example of a good website with a professional look and feel when using. The content is laid out on relevant pages, social media icons easily accessible and makes use of a device responsibility. The colour palette used throughout the website makes the viewers eye flow naturally and has a pleasing effect to it.

East Belfast Independent Advice Centre

East Belfast Independent Advice Centre is an example of a poor-quality website. Although the content is easily accessible it is not visually pleasing. It has an overwhelming number of icons on the landing pages which leads to a very messy and unprofessional look and feel.

4.2 Project Summary

This was to show the client that we understood the over all project goal. Outlining the specific deliverables needed from NBAP, including branding, website, and the use of colour palettes.

4.3 Project Timeframe

This was to identify the weekly goals the team and I needed to achieve to be able to complete this project in the agreed time scale. Showing mini milestones so the client could visually see and have an idea of what element of the project will be completed by a specific time.

This timeframe was created before starting the actual work. We encounter some problems with this timeframe. We spent too long on the project brief, and we were late starting the design deck.

Adrian and Clare had a talk with Me, Ryan & Shane raising their concerns that we would not get this project finished on time. We overcame this issue by finishing the project brief that day, and communicating with each other that we must work outside of the hours assigned to this project using our personal time to meet the agreed deadline.

4.4 Project Budget

For any project budget is a key factor. As NBAP are a non-profitable organisation without much money to spare or invest, we had to be sensitive when selecting elements which include – web hosting, domain & appointment cards.

5. My Designs

5.1 Logo

This is my first practice logo design. The 5 figures of people with there hands up represents the 5 community partners working together. I put an underline of this logo to separate the text from the graphics, so that the viewers eye could flow naturally separating the two different components of the image. The font used is Roboto, and the reasons behind this is its clean, clear, and easily readable. The colour schemes used are to represent different purposes.

Blue – represents freedom, inspiration & sensitivity.
Purple – represents ambition.
Green – represents growth and renewal.
Red – represents courage, health, and life.
Yellow – represents happiness.

After getting feedback from my colleagues Ryan & Shane, they advised me to change the colour palette, as it looks more of a business rather than a community organisation.

I changed the colour scheme into more pastel colours, which projects relaxation. Pastel colours are also known to represent neutrality which suites the client's needs.

Blue – represents freedom, inspiration & sensitivity.

Yellow – represents happiness.

Red – represents courage, health, and life.

Purple – represents ambition.

Green – represents growth and renewal.

This is the second practice logo design. The 5 flames represent each of the 5 community partners, each flame being a different colour. The reason behind using flames was to depict that NBAP is at the heart of the North Belfast community, the flaming light that is always there when people are in need. The same colour palette was used as the first logo.

The feedback was the same as the first logo, just test out a different colour palette.

5.2 Appointment Card

Front

Back

This is a practice appointment card design for NBAP. The front of the card displays the logo which allows whoever is looking at it to clearly identify who the appointment is with. This is a clean basic, simple but effective design. All the contact information of NBAP displayed under the logo so if the client is looking to change their assigned appointment is it easy to contact NBAP. The back of the appointment card is kept simple, the reason behind this is to give only the relevant information needed and not to flood the card with unnecessary clutter.

5.3 Website

After the knowledge gained from bench marking other organisations websites, I decided to go with not a lot of text, but nice clear and clear images which are relevant. This is so the user does not get overwhelmed or bored with scrolling through the content.

As this is a device responsive website, this is how it will look on a mobile device.

6. Design Deck (Pitch)

The purpose of the design deck is to have visual mock-ups of the deliverables to showcase to our client. This is to show our ideas, gain feedback and make any changes that suites the clients need.

6.1 Logo


North Belfast Advice Partnership

#014b8c

#5d4286

#006633

We decided to go with Shane's logo for this project. The hands represent the community, and the map in the middle is of North Belfast which makes it unique and relevant to NBAP. The colour scheme Shane used kept in mind what the client had requested keeping it natural to all communities of Northern Ireland

6.2 Website
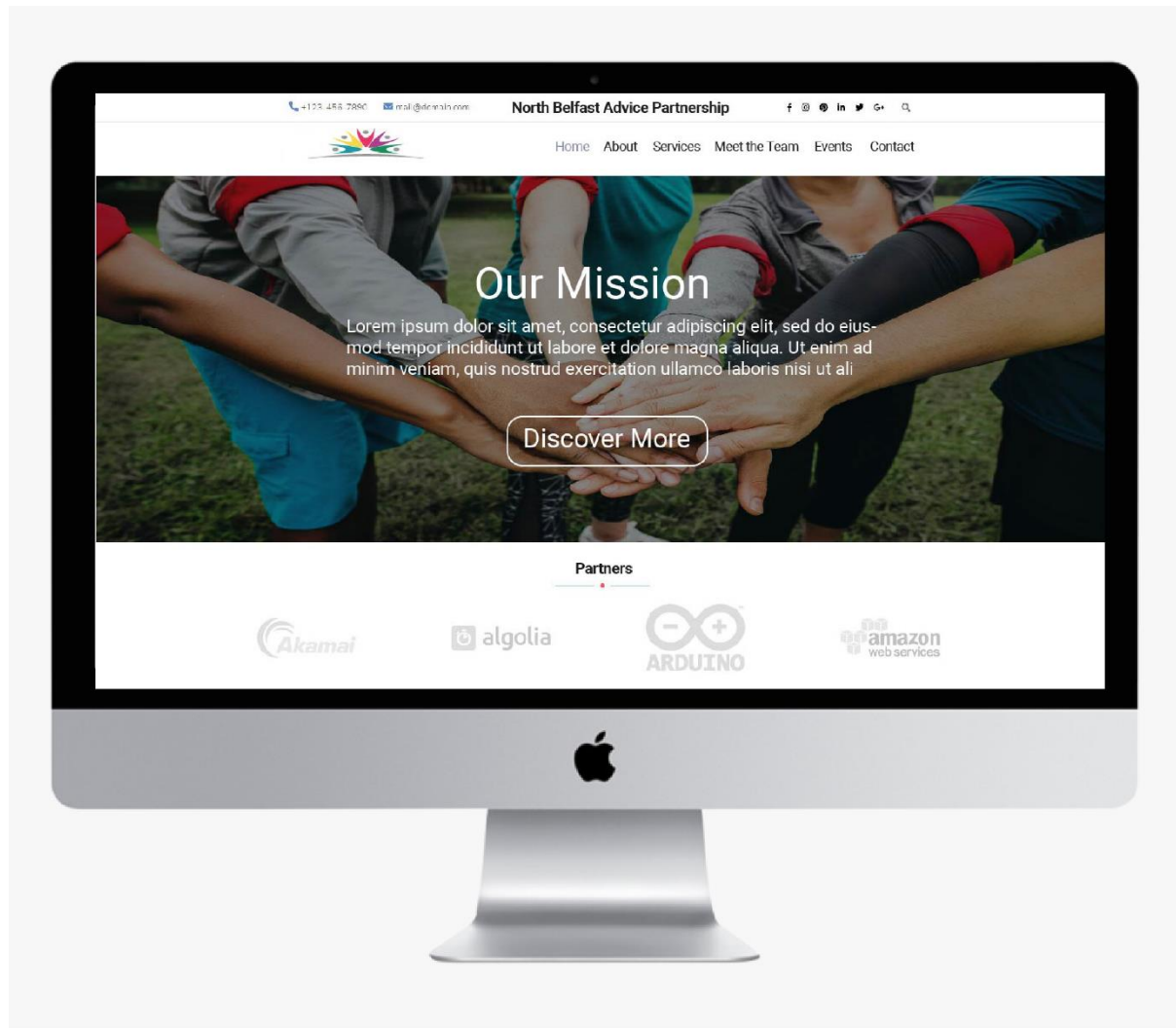
This is the website mock-up displayed on a computer screen. The Idea behind it was to keep the text minimal, and let the images do most of the communicating with the viewer. Below the landing the community partners of NBAP would be displayed showing who is involved.

This is a mock-up of how the website will look on a mobile device. The same idea and layout – minimal text and let the images do the talking. The 'Discover More' button would display the organisations Mission Statement, with the button linking to 'About Us'.

6.3 Appointment Card

7. WordPress Website Creation

My role in the team was to get a domain, set up the hosting service and to create the WordPress website. https://northbelfastprojectsocial.live-website.com/ is a live link to our website. I was able to find a domain and hosting service all in one package from www.ionos.co.uk which also has a built in WordPress activation method.

The first thing I done when creating this WordPress website was to build a shell for the content, using image fillers and lorem Ipsum for text filler, which would be replaced by actual content when received from the client.
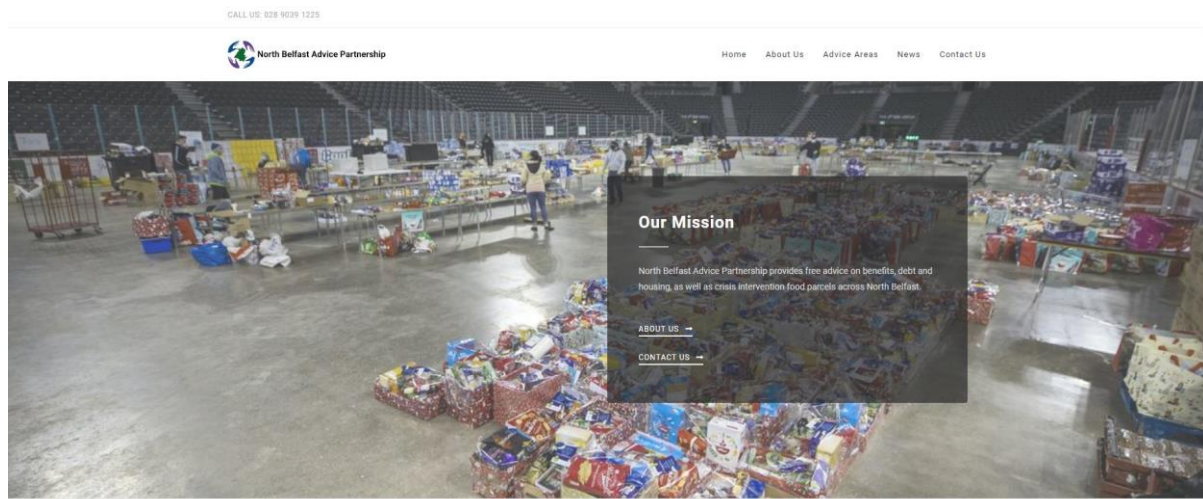
For the landing section of the website, I wanted to keep the style and theme minimalistic, drawing the user's attention to the organisation mission statement. Making this content easily accessible is vital when it comes to web design, so that the user doesn't have to look for it.

In the navigation bar, the NBAP logo in displayed, along with contact information and links to their social media. This is so users can instantly access it as soon as they land onto the page without having to go looking for it.

The two buttons in the Our Mission statement links to the 'About us' and 'Contact us' page.

| Partners

North Belfast advisor partnership contains 5 different organisations working together which include – Ballysillan Community Forum, The Vine Centre, Ligoniel Improvement Association, Ardoyne Association & Tar Isteach.

| What Our Community Say

"After recently losing my job, I was stressing out about how I will put food on table. After speaking with North Belfast Advice Partnership they gave me great advice and reassurance that I have options and pointed me in the right direction."

- Joe Blogs

"I have been struggling financially and a friend recommended that I speak with North Belfast Advice Partnership to discuss my options. After a chat with an adviser the stress has been lifted and helped me get my financial struggles under control."

- Melissa Stevens

"As I am elderly and have limited mobility I find it hard to collect my prescriptions. After a phone call with North Belfast Advice Partnership we were able to arrange collection and delivery of my prescriptions which has improved my quality of life greatly."

- Dominic Jenskin

As the user scrolls down the page, the next content seen is the organisations partners involved. Below the partners logos there is testimonials from the community, giving positive feedback on how NBAP have helped change their lives. There are no blocks of texts under the partners logos as it can scare off the user with too much information and text.

Sinead McKinley

Coordinator at North Belfast Advice Partnership

Discussing what the partnership does and showing the December 2020 SSE food bank.

Carrying out the theme of minimal text, Shane suggested that I put in a video of Sinead McKinley – the coordinator of NBAP explaining what the organisation does. This allows the user to interact with a video and audio, instead of having to read blocks of text.

As the client was unable to supply me with content and images for the website, this was a problem I had to overcome. Clare was able to send us some information regarding NBAP and Shane and I collecting as much content as we could from the NBAP twitter and news articles piecing together as much relevant information as we could.

7.1 WordPress Manual

After the completion of the WordPress website, I created a manual for the client. In this manual it descripts a step-by-step process with screenshots of how to change a page title, content text and images.

# 8. Project Management

8.1 Communications & Document Management

As communication is crucial for any group project to succeed, I decided to make a WhatsApp group so myself and my work colleagues could communication easily and effectively together. At times when sending in a message, there would be no response. To overcome this issue we privtely messaged the person on WhatsApp and was able to get a response that way.
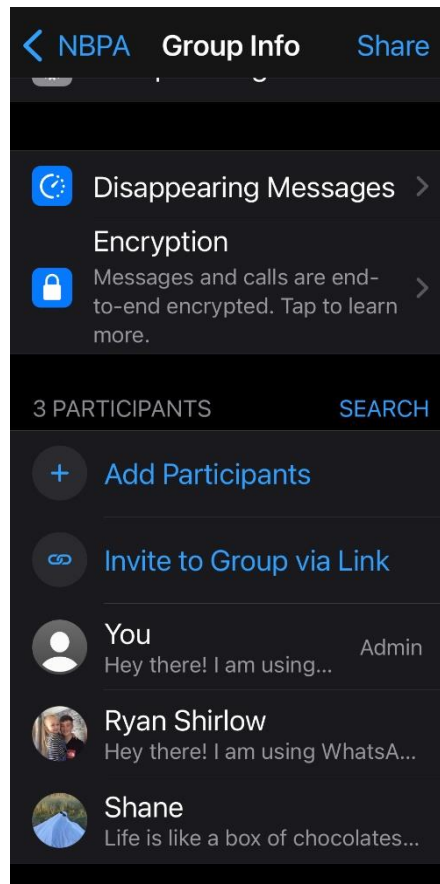
We also used a program called Basecamp for our project. The reason being we could have another place to communicate, to gain feedback from outside of our group and have a place to story our files so anyone in the group can easily access when needed.
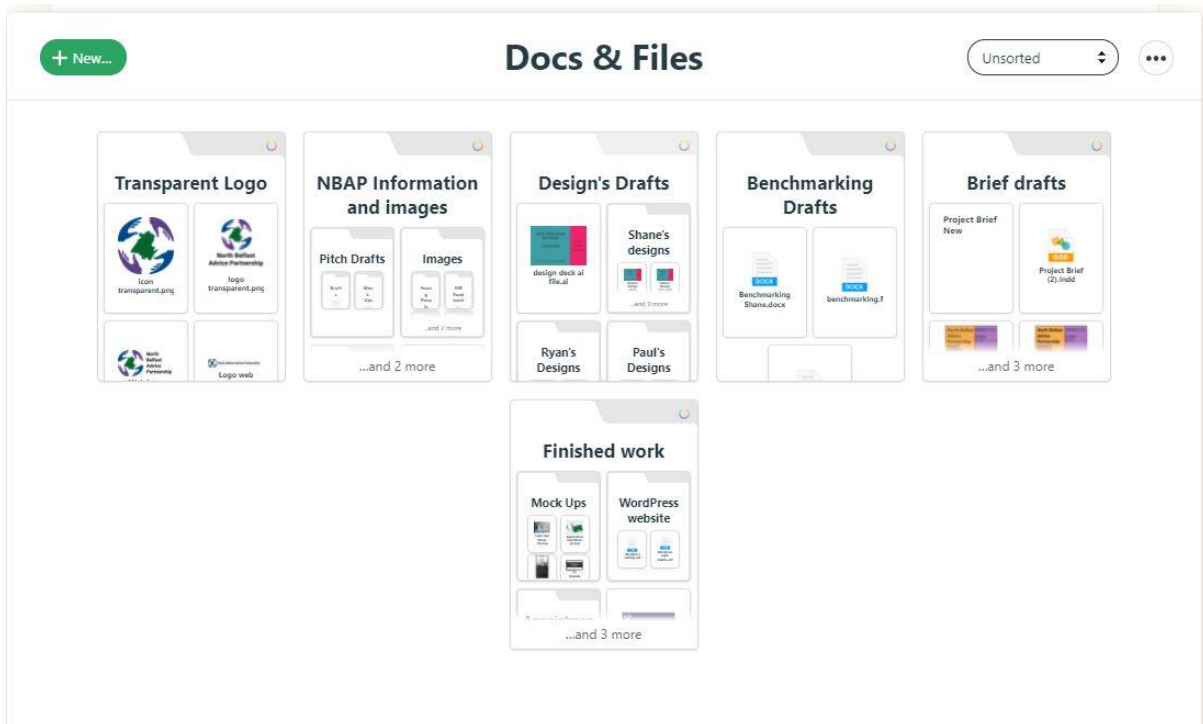
Shane was responsible for keeping each deliverable in specific folders, keeping it tidy and easily accessible.
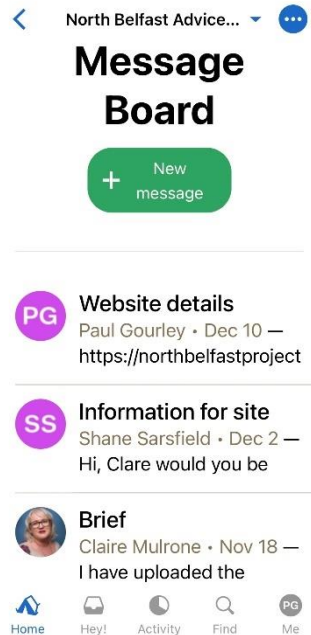
Basecamp was also a good way to keep in communication with our teachers, to gain feedback and to let them know how were getting on.

8.2 Clockify

We used a program named Clockify to log all the time spent on a specific task. This lets us and the client visually see how much time has been spent on each task.

Research – 2 hours & 57 minutes.

Brief – 12 hours & 3 minutes.

Designing – 25 hours & 30 minutes.

WordPress website build – 35 hour & 13 minutes.

WordPress manual – 1 hour & 27 minutes.

Production log – 19 hours & 12 minutes.

Total – 96 hours & 22 minutes.

9. Conclusion

The overall project was a success, but if I was able to go back and do it all over again, I would do things differently. I would put extra hours in at the start of the project to get a head instead of having to put extra hours in at the end of the project, this will cause less stress and a better over all project outcome. I enjoyed working with Shane and Ryan, we worked well together, but over all as a team we lacked motivation to start the project when it should have been done. We caught up with a lot of work, but it was completed in a rush and did not meet the full potential of what the team is capable of. This type of project is going to help me in the real world of work if I am going to continue down this route of work and has giving me and incredible insight of what it entails and is personally required.
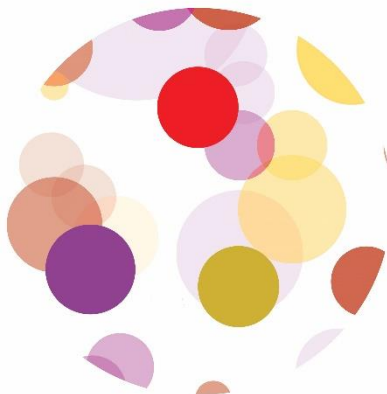
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