



# POSTER POSTER PITCH PROJECT

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Understand Poster's purpose, history and audiences

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Identify the most important problem to solve.

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Generate a wide range of possible solutions.

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Pitch the top 3 solutions your team came up with.  
(This presentation!)



# 01

## EMPATHIZE

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What is Poster Poster and what is  
it's audience.



# CLIENT QUESTIONNAIRE

## QUESTIONS

- Are you interested in a full site redesign?
- New features or just improving the old?
- Who would you like the site to appeal to?
- What would you like to avoid while using the site?
- What are your goals with this website?

## ANSWERS

- Complete redesign
- New features
- Primary audience is design teacher's secondary is design students
- Profitable so a programmer can be hired to maintain the site or Simple enough to update yourself
- Become a staple that comes to mind when it comes to poster design.

# USER INTERVIEW

## **1) What would make you use Poster Poster more as a site**

If it was good for school and a good resource, if it's needed for an assignment.

## **2) When it comes to the site is there anything you actively dislike about it.**

The site navigation as is can be quite troublesome, the menu on the side would be better on top. The logo appears as quashed sometimes, redone visuals and better UI. The cards on the bottom, unclear as the images don't show.

## **3) How were you introduced:** For an assignment in class.

## **4) Anything that would, put you off using the site further after an update to it:**

If the layout and design of the site isn't made to be easier to navigate.

## **5) Anything feature wise that would be a good addition:**

A mobile or on the go version, that's easily accessible that I can pull out whenever.

# PRIMARY USER

# Jeremy

Painter  
Age: 23  
Gender: Male  
Location: Colorado

### Background:

### How to improve the site for him:

### Personality:



**Goal's and Aspirations:**

### Challenges and Pain Points:

## Primary User

*While not used to the internet a simple site for displaying his art is perfect for him.*

# Liam

Computer Engineer  
Age: 20  
Gender: Male  
Location: Wyoming

### Background:

- Builds custom computers for people as a job
- Enjoy's browsing art
- Spend's lot's of time online

### How to improve the site for him:

- Allow users to "follow" or "favorite" creators they enjoy
- Have a part of the site dedicated to buying any posters that are for sale
- Maybe have a "trending" section of the site.

### Personality:



### Goal's and Aspirations:

- Wants to discover cool posters for inspiration or decoration
- Interested in learning about the process of creating posters out of curiosity
- Interested in supporting smaller creators who's art he enjoys
- Willing to share the site with more creative people so he has more content to consume.

### Challenges and Pain Points:

- Doesn't really have any creative work to share
- Isn't sure if he actually belongs on the site as he isn't a creator
- Unsure of where to start when it comes to exploring the site
- Doesn't want to feel out of place or like he's just lurking

## Secondary User

*While not someone who would use the site for their personal art they could enjoy the premise*

## SECONDARY USER

### **Quotes**

"Simple enough design to where I can update it myself, or to where I can monetize it and hire someone to maintain it" (paraphrase)

"I want poster poster to come to mind when you think of a poster, like with shoes how you think of nike or adidas, poster poster would come to mind" (Also paraphrased)

Is hiring someone to remake the site with new features and a new design/style.

### **Actions**

### **Expectations**

- Complete Redesign of the website
- For the site to be a staple that comes to when you think of poster design.
- Be capable of profiting off the website OR have the site be cheap
- Be able to reach design teachers and hopefully student
- New features to the site.

-Want's students as well as their teachers to not only use the site, but for it to be the first thing that comes to mind when you think of posters.

-It being easily navigatable for the average user.

### **Values**

# CLIENT EMPATHY MAP

# 02

## DEFINE

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What are the priorities  
for this site redesign?



# WHAT DID WE LEARN?

- The site should be made with a complete redesign, more functional/cohesive UI design such as a different layout for getting to different parts of the site.
- Audience is design teachers and design students.
- Make it either profitable enough to hire a developer to maintain the site or simple enough for Natalia (The client) to update themselves when needed.
- The site should be able to become popular enough to where it's the first thing that comes to mind when you think of a poster. For example, how you think of Nike or Adidas right away when you think about shoes.

# OUR FOCUS:

The main problem we are going to try to solve is making the site more popular/convenient for our target audience so that it can be used by more people. On top of monetizing, it so that it can be maintained without annoying pop ups getting in the way.

# HOW MIGHT WE?

01

How might we create a website that is interesting enough to catch the eye of a designer and informative enough to teach even experienced users more about poster culture?

02

How might we monetize the website in a way that is nonobtrusive to the users while making enough money to pay a web developer?

03

How might we make the website more popular to the point where it's the first thing that comes to mind when thinking about poster culture?

# 03

## IDEATE

The solution's we came up with

# OUR MAIN IDEAS

01

Adding a QR code on the poster that links to the posters website which can be beneficial for those who are interested to see what is on the website and getting to see more details about the poster itself

02

Nonobtrusive advertisements to monetize the site to the point where you can hire a developer to maintain the website. This can be done by having small ads on the sides or bottom of the screen out of the main line of sight.

03

A “community” section where you can upload your own posters that will be displayed on the site which will allow you as a user to share any work with others if you think that the poster you created is worth of sharing with others.

# HOW WILL THESE CHANGES BENEFIT POSTER POSTER?

- Non-intrusive ads benefit both the website owner and the audience by generating revenue for site maintenance and developer hire, while providing the audience with free, accessible content. This model allows the website to monetize its traffic through methods like pay-per-click, creating a sustainable business that can invest in improving the user experience and offering more value to the audience.
- Putting a QR code on a poster links the physical advertisement to the digital world, providing benefits like enhanced customer engagement and space-saving for the poster designer. For audiences, it provides immediate access to more information, offers, or interactive content with a simple scan, streamlining the user journey.
- A community section with user-submitted photos benefits the poster by increasing content, improving engagement, and providing social proof, while also benefiting the audience by fostering a sense of community, offering diverse perspectives, and creating a richer visual experience. It helps the website's content become more comprehensive and relevant, as pictures can "speak a thousand words," illustrate subjects, and enhance the site's overall quality.

# SUMMARY OF OUR IDEAS AND THEIR BENEFITS

01

Add a QR Code that links to Poster Poster on the corner or besides any poster that was created for the site. Creating a way for users to learn more about a poster they've seen while also introducing them to the site.

02

Advertisements' that stay out of the way, appearing on the bottom or sides of the information displayed on the site. Or possibly just a chance for an advertisement to take up a slot that a poster would normally show in.

03

A “community” section where more users can interact with the site itself, with the chance to create their own poster that can contribute to the site and be shared with others.



THANK YOU FOR  
YOUR TIME!