



# BRANDING PROJECT

## Project plan

**Team Espresso (Claudia Cretu, Ellyshia Cheryl Tan, Josif Mitsanski, Nikoleta Mihova, Yasmin Abhrao Kfuri) | M2-CMK, Class 2**

**Client: Nathalie Silverentand**

*Fontys University of Applied Sciences, ICT Media Design, Eindhoven*

## Project definition

This project aims the creation of a planning branding for the artist Nathalie Silverentand together with social media self-advertising approach by presenting results of her target audience and translating her missions, values and wishes on her brand.

## Project background

Nathalie Silverentand is an acrylic/oil/watercolor painter from Veldhoven, North-Brabant, in the Netherlands, who wants to have her own brand to promote and sell her artworks. Nathalie has been working as a painter since 2022. She works between abstract and figurative arts using several different materials such as brushes, palette knives, etc. Nathalie started a career as a painter after/because she felt confident in her artworks and thought that it would be nice to share it with others. Therefore, since then she's been working on commissions and self-inspiration artworks.

## Problem Statement

Currently, Nathalie has an exhibition of some of her paintings in the Café Shop called KoffieKeuten, located in Eindhoven, The Netherlands. Her paintings are priced and for sale, but she faces the challenge of not knowing her own target audiences. With that, she's unsure of who the potential buyers are and where they could reach her.

Therefore, Mrs. Silverentand feels lost and doesn't know where to start to promote herself and find more commissioners. The planning branding provided by our group, Team Espresso, aims to help her get to know her target group so she can set work-related goals, and position herself in the art industry through social media marketing strategies and her new brand.

## Team

Team Espresso consists of five international UX/UI and graphic designers. We can be reached by our personal e-mails:

**Team Leader and Project Manager:** Yasmin Abhrao Kfuri

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**Time Manager:** Claudia Cretu

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**Organizational Planner:** Ellyshia Cheryl Tan

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**Marketing Strategist:** Josif Mitsanski

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**Lead Creative Design and Illustrator:** Nikoleta Mihova

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## Project goal

The main goal of this project is to create a new brand for painter Nathalie Silverentand, that also aligns with the characteristics of her target audience. In addition to that, this project is also established to increase the number of customers for Nathalie Silverentand and her painting commission service, so she is able to reach her target group.

## Expected results

In alignment with the goals of this project mentioned in the previous chapter, the expected results are:

- The quality of the products delivered are satisfactory and sufficient to fulfill the client's wishes
- Good relationship with the clients based on our communication
- Achieved learning outcomes for the second semester

## Methodology

Team Espresso is using the Waterfall method as our way to work. The Waterfall method is a linear system, where the team needs to complete each project phase before moving on to the next one. That means client input is required only after completing each phase.

Having this in mind, these are the steps that we are following using the Waterfall method:

- Requirements
- Design
- Implementation
- Verification or testing
- Deployment and maintenance

This is a good method to use because developers can catch design errors during the design process, the total cost of the project can be estimated, it is easier to measure progress having clear milestones and developers who join during the progress can easily get up to speed because everything they need to know is in the requirements document.

Using this method, we are dividing tasks and putting a deadline to them, that is before the client deadline so we can meet, communicate, and debate our choices. Our main communication method is WhatsApp, and we do our planning on Teams. We divide the tasks based on our skills.

For creating our products, we are using Adobe tools, Figma for the website prototype and Canva for StyleScapes.

During the whole development process research and feedback are tools Team Espresso is constantly using to improve our knowledge and develop our skills.

## Deliverables

- Stylescape (in .jpg file format)
- Brand guide (in .pdf file format), includes:
  - Logo (in .png file format)
  - New Brand Name
  - Color Palette
- Website sitemap (in .jpg file format)
- Final website interactive prototype in Figma (in accessible link format)
- Content strategy (in .pdf format) and Customer Journey Map
- Target audience survey results

## Non-deliverables

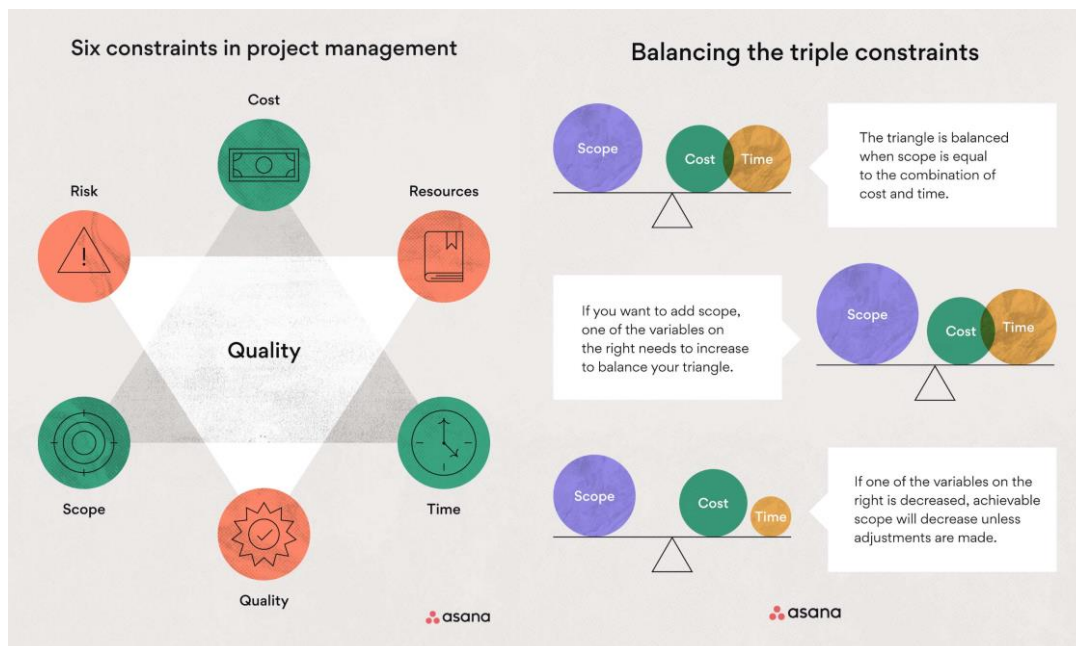
- Team charter
- Project Plan
- Website wireframe in Figma (in accessible link format)
- Project Report

## Stakeholders

Stakeholder name	Title	Role
Nathalie Silverentand	Artist (Painter)	Client
Customers	-	Customer
Potential customers	-	Customer
Fontys and Professors	Institution	Resource manager
Yasmin Abhrao Kfuri	Undergraduate student	Project manager
Team Espresso	Undergraduate student	Project team members

## Constraints

Project constraints are the general limitations you need to account for during the project life cycle. Most project constraints impact one another, which is why constraint management is crucial for project success. Constraints include cost, scope, time, risk, resources and quality.



- **Scope:**

Project scope refers to a project's magnitude in terms of quality, detail, and deliverables. We will do our best to bring forth the deliverables in the best quality we can manage in our given time.

- **Examples:**

- For our deliverable "website prototype" our scope includes an appropriate colour palette, interactive elements, good organization and generally modern design according to our client's wishes.
    - For our deliverable "logo" - the scope includes an ironed out .svg file of a logo, but the quality of it will depend on our time constraints.
    - For our deliverable "New Brand Name" - the scope includes a professional brand name that is suitable for our client. Based on her reaction to what we come up with, she may decide to focus on the other deliverables instead and pick her own name as her brand.
    - For our deliverable "Color Palette" - the scope includes multiple stylescapes with different color palettes. At the point of writing this, we have already finished our work on them. Based on our client's reaction to what we have picked for her, we will adjust accordingly. Again, this is dependent on our time constraints.

- **Cost** – there are no cost constraints.

- **Time:**

- **Constraints:**

- **Initiation:** 26 February 2024
    - **Deadline:** 22 March 2024

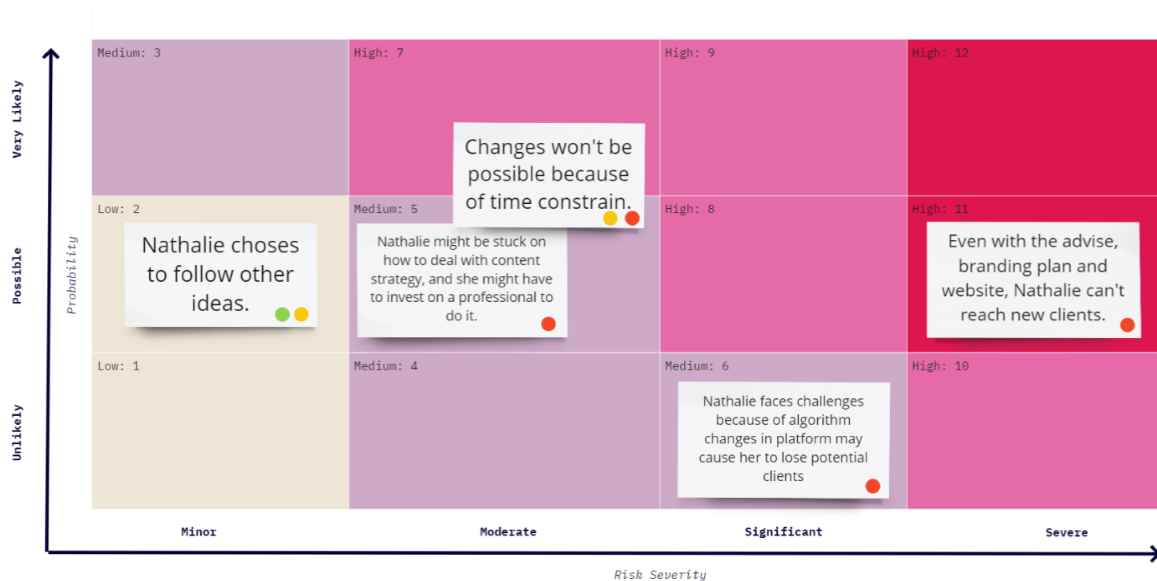
- **Personal management:**

Time management is essential for project success. So far, our team has managed to finish our allotted tasks relatively early to the deadlines we've had up to this point.

- Risks (more information in the Risk assessment):
  - Scope risk
  - Team risk
  - Deliverable risk
- Resources – we only reacquire information and online resources. We have
- Quality
  - Constraints: our experience, time management, creativity and resources.

## Risk assessment

- Opportunity for Nathalie
- Risk for the group
- Risk for Nathalie



## MoSCoW



1. Brand Logo
2. Brand Name
3. Brandguide
4. Not legal with it
5. Website/Landing Funnel Prototype



1. Marketing funnel
2. Content Strategy
3. Wireframe and Site Map



1. Content Production Guidelines



1. Deployed website