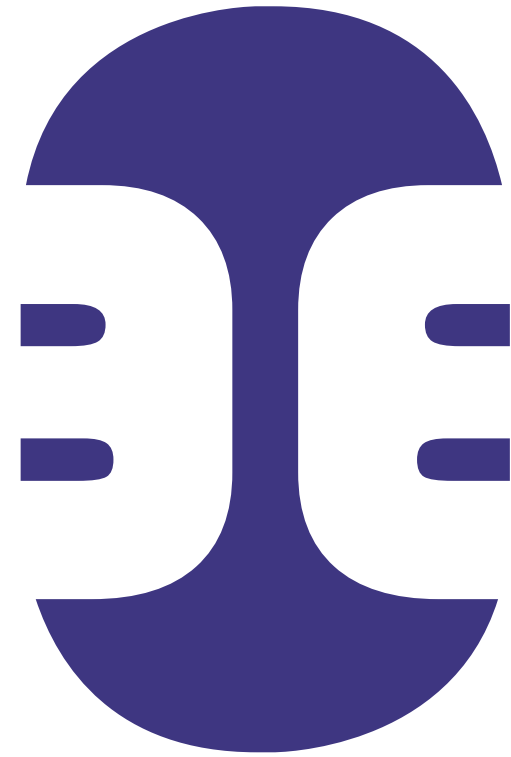
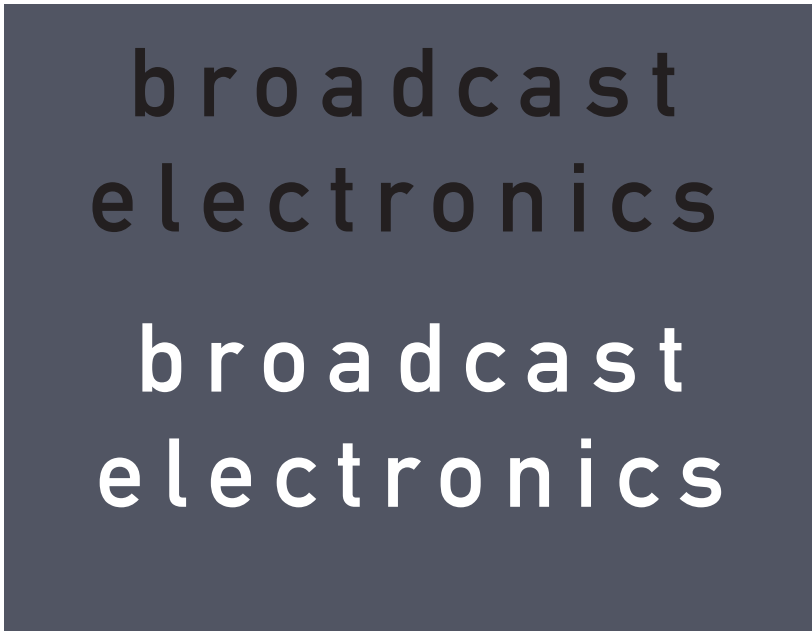


broadcast electronics

Branding guide - color

broadcast
electronics



rgb 62-54-129
cmyk 92.5-94.51-14.95-3.75
hex 3E3681

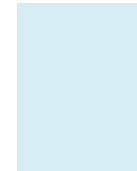


49-153-187
75-25-17-0
3099bb

web neutrals



143-146-161
25.34-17.66-16.55
#8e92a2



213-235-242
15-1-3-0
#D5EAF1



221-221-220
12-9-10-0
#dddddd



83-85-99
69-61-45-25
#535563

Branding guide - type

Main Headings

Din Alternate Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Alternate body copy

Avenir next

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Web body copy

Oxygen 200-400-700

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Alternate headings

Garamond Pro

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Web headings

Quicksand 400-700

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
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1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
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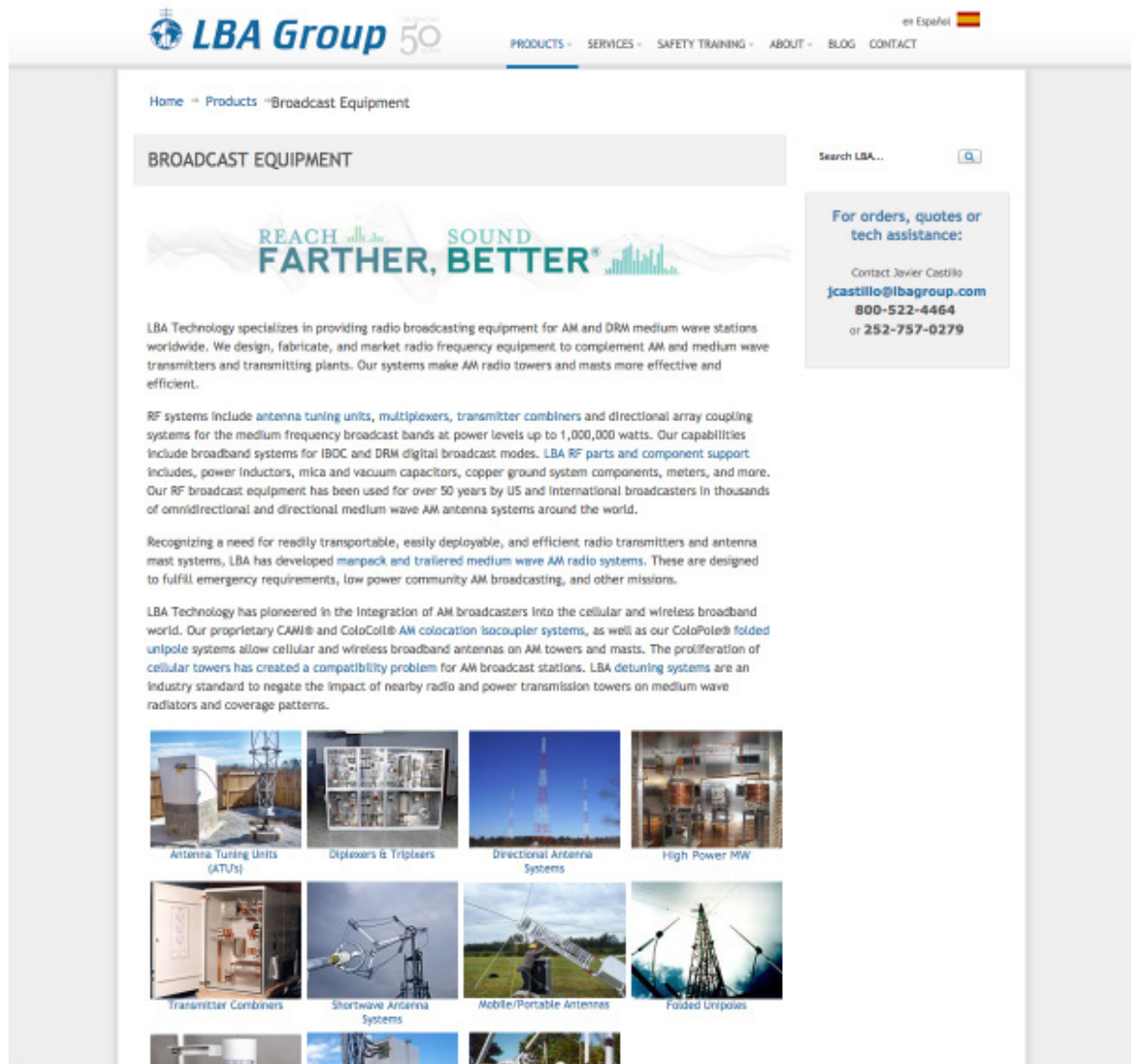
LBA group

“managing the application & safety of electromagnetic energy”

Since 1963, the common focus of LBA is RF and wireless applications and communications, primarily in the government and commercial sectors worldwide. LBA is a CMSDC certified small disadvantaged Hispanic business.
responsive: not responsive

nav: horizontal w/ multiple vertical drop downs

notes:
specialty with radio towers
emphasis on safety



Competitor Research

BSW

“We don’t sell. We serve. We are a part of the community we are dedicated to serving.”

Confident they have the best prices, guaranteed to beat other’s prices with 30 days notice. With an expertise with matching prices, shipping, extended hours, easy returns and flexibility. Very retail oriented.

responsive: not responsive

nav: horizontal/simple

notes:

emphasis on retail

broadcaster is treated as a customer/buyer

as opposed to a partner

animated logo

LOTS of information on home page

3 sub navs, tons of content.

The screenshot shows the BSW website homepage. At the top, there is a navigation bar with links for HOME, BROADCAST, RECORDING, PODCASTING, CLEARANCE CENTER, and GET A QUOTE. A search bar is located on the right. A yellow banner advertises 'FREE SHIPPING on most web orders over \$100! LEARN MORE'. The main content area features a large banner for 'Mic Mania at BSW!' with a 'BUY EARLY AND OFTEN!' call to action. Below this are four featured products: 'Mic Pack Special' (Buy it now for only \$548.00! You save \$590.45!), 'Powerful FM Monitor' (Buy now for \$2,172.73! You save \$217.27!), 'Perfect Podcast Pack' (Buy it now for only \$549.00! You save \$491.22!), and 'BSW Video of the Week Audioarts 08'. A 'Top Sellers' section displays four products: 'Hell Sound PR40 Package' (\$369.00), 'Hose Technology PDR360' (\$130.00), 'Denon DN-901C' (\$399.00), and 'MXL BCD-1-PKG Broadcast Dynamic Microphone with Boom' (\$189.00). A 'Popular Products' section is partially visible at the bottom.

Competitor Research

Progressive Concepts

“Progressive Concepts provides our customers with very high quality FM & LPFM Radio Broadcast Equipment and services at the lowest prices on the planet!”

Founded by Eric Hoppe in 1990, Progressive Concepts is an FM & LPFM radio broadcast equipment supplier with it's sales office and warehouse centrally located in the Chicago area.

responsive: not responsive

nav: horizontal - inconsistent :only products has a hover menu, the rest are simple links

notes: image dominant home page
30 day no fault guarantee
consumerism focused as well
claims to ALSO have best prices / price matching
much like BSW

The screenshot shows the Progressive Concepts website homepage. At the top left is the logo, a stylized 'p' in a circle, followed by the text 'progressive concepts' and 'THE BEST IN RADIO BROADCAST EQUIPMENT SINCE 1990'. On the top right, there is a 'Contact/Support' button with the phone number '630.736.9822', a Facebook icon, a globe icon, and a 'Select Language' dropdown menu. Below the header is a navigation bar with links for 'Home', 'About', 'Products', 'Specials', 'Industry News', 'Quote List', 'Ordering', and 'Leasing'. A search bar is located on the right side of the navigation bar. The main content area features a large banner for '100' Andrew Pro-LDF4 Half Inch Cable and "N" Connectors' with a price tag of 'Only \$279'. Below the banner are three smaller promotional boxes: 'STATE-OF-THE-ART EQUIPMENT' with an image of a spectrum analyzer, '30 DAY NO-FAULT GUARANTEE' with an image of a server rack, and 'SIGN-UP FOR NEWS & OFFERS' with an image of a man wearing a headset. At the bottom, there is a sidebar with a menu for 'Radio Broadcasting Equipment' including 'Modules and Parts', 'Software', 'Studio', 'Test Equipment', and 'Transmission Equipment'. The main content area below the sidebar contains the text 'Progressive Concepts is your LPFM Headquarters!' and 'Progressive Concepts has been providing our customers with'.

Competitor Research

Persona A

"I want a return on my investment"

Bob Kelso - 35

Inherited his father's radio station, legacy is in desperate need of updated equipment. In order to keep from losing his market niche he needs new broadcasting electronics, which is where we come in! Loves putting things on his company card, status symbols, and generally being a corporate scumbag. Views his peers as stepping stones and is highly ambitious. Will only accept the best equipment for his enterprise, very business oriented, needs professionalism.

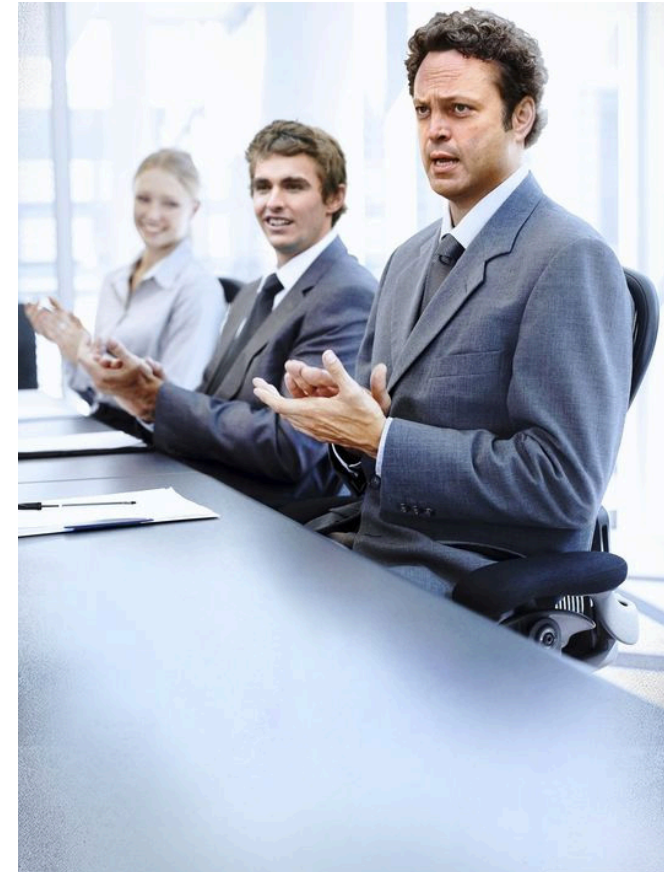
Needs

Software applications designed for trained radio professionals.

Large-scale studio equipment.

Corporate ad applications on modern radio-related media.

An assistant to clarify if our equipment is actually useful to his team.



Consumer Research

Persona B

"I love radio, and I want my students to have the opportunity to love it, too."

August Ferguson - 45

Teacher at the local university, also the radio club director and part time host. Puts lots of his free time into managing the university's radio station. Needs new transmitters to keep the school up to date. Working on a very small budget, relying on fundraisers from his students and a small stipend from the university's club organization.

Needs

Up to date format for interfacing hardware with each other, simple easy to use software.

Small time studio equipment.

Cheap, durable, portable, reliable equipment students can get their hands on.

A means to promote the school's club



Consumer Research

Persona C - Negative persona

"I live for that first run of the day,
nothing but fresh powder."

Kayla Vonn - 45

Professional skier by trade, mother of one. Kayla spends almost all of her time training to compete in her sport, and the rest of it caring for her child. A very minimal amount of radio media is even consumed in this case. Media outlets that she prefers are more along the lines of online social media, ski magazines, and whatever her child is currently interested in.

Needs

More hours in the day, her schedule is too tight.

A garage workbench for her husband to work on ski equipment/waxing boards/bindings

A brand new STX line RF transmitter, for large scale radio towers. Just kidding.



User Goals - Content Outline

Primary users are looking for state of the art, high quality hardware and software. The main audience of Broadcast Electronics will not be a general consumer, but rather something like a business partner or corporate entity.

Desktop

Looking to sign up for software/hardware services.
Latest in broadcasting technology. As a company/embodiment of a large corporate entity, consumers will typically be looking for a partner, rather than a specific product. Abstract corporate marketing seems appropriate.

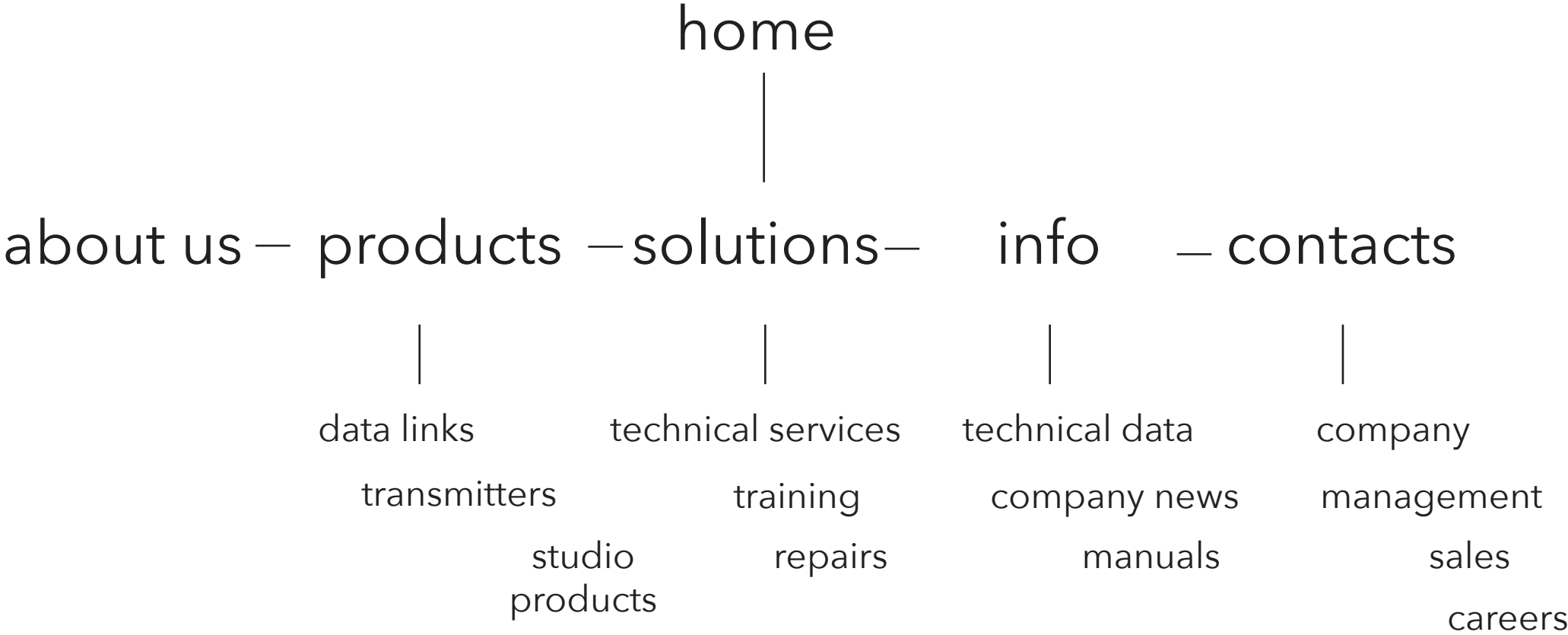
Tablet

Content should basically include everything the desktop version has, slightly more condensed and redesigned for ease of use. A CEO could theoretically use a tablet as a primary device for business purposes.

Mobile

Assume consumers will not be committing to a partnership via the phone, the mobile version will be more like a glorified ad. Front page content should be incredibly simplified for readability, and user should have to click through (perhaps multiple times) in order to reach detailed content.

Site Map



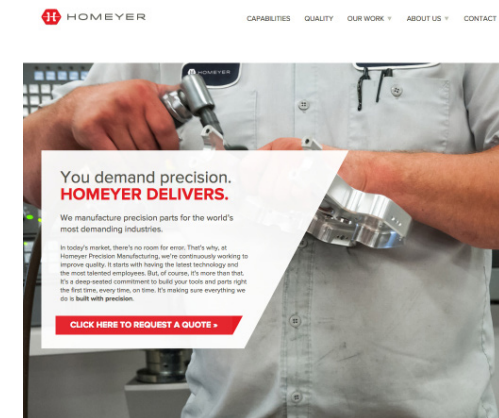
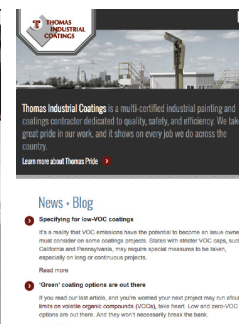
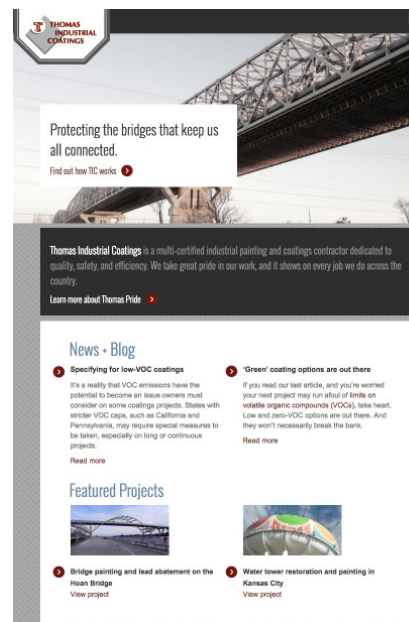
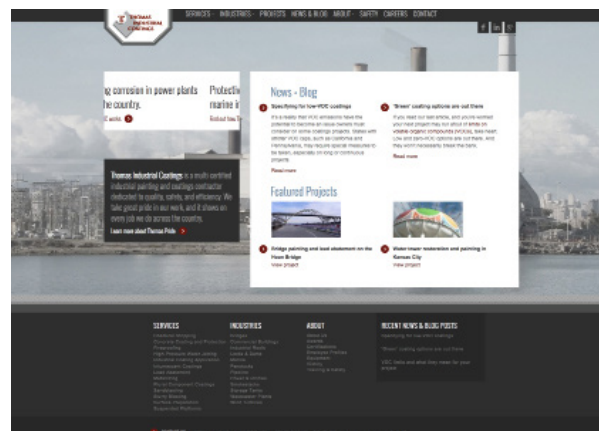
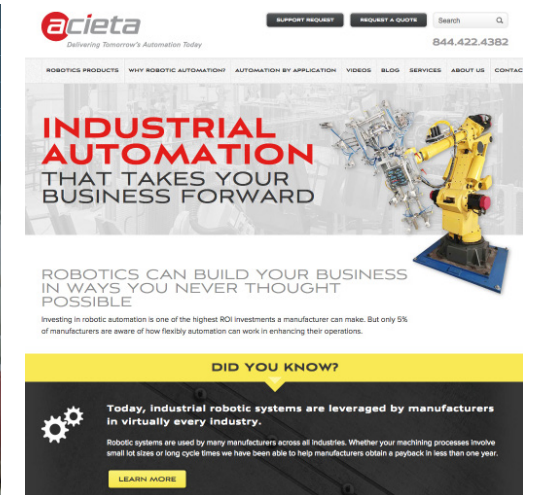
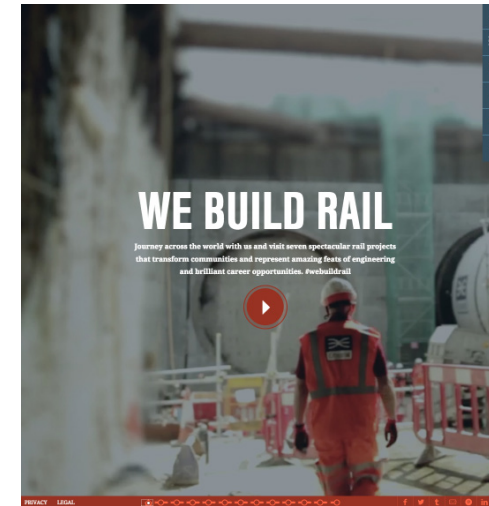
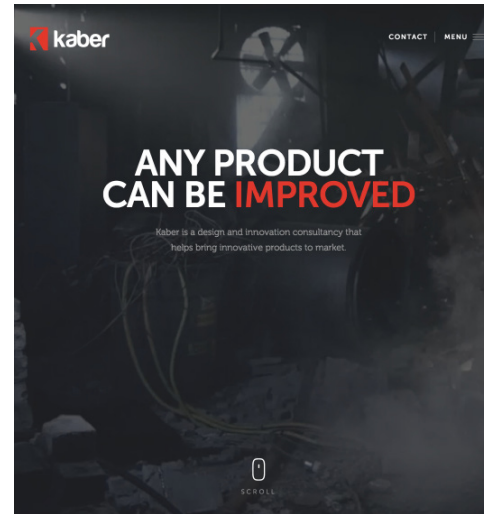
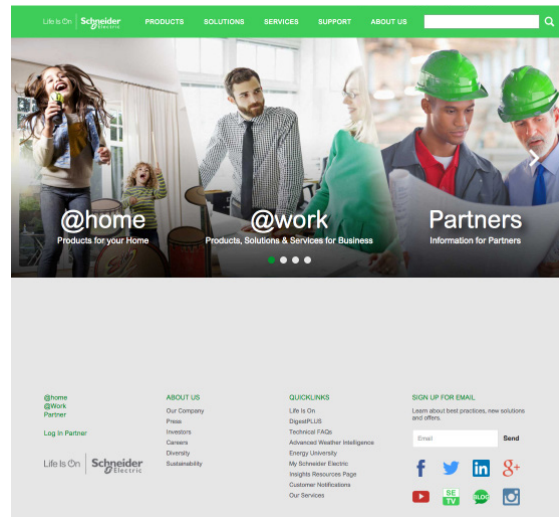
Ideation

Mood Board



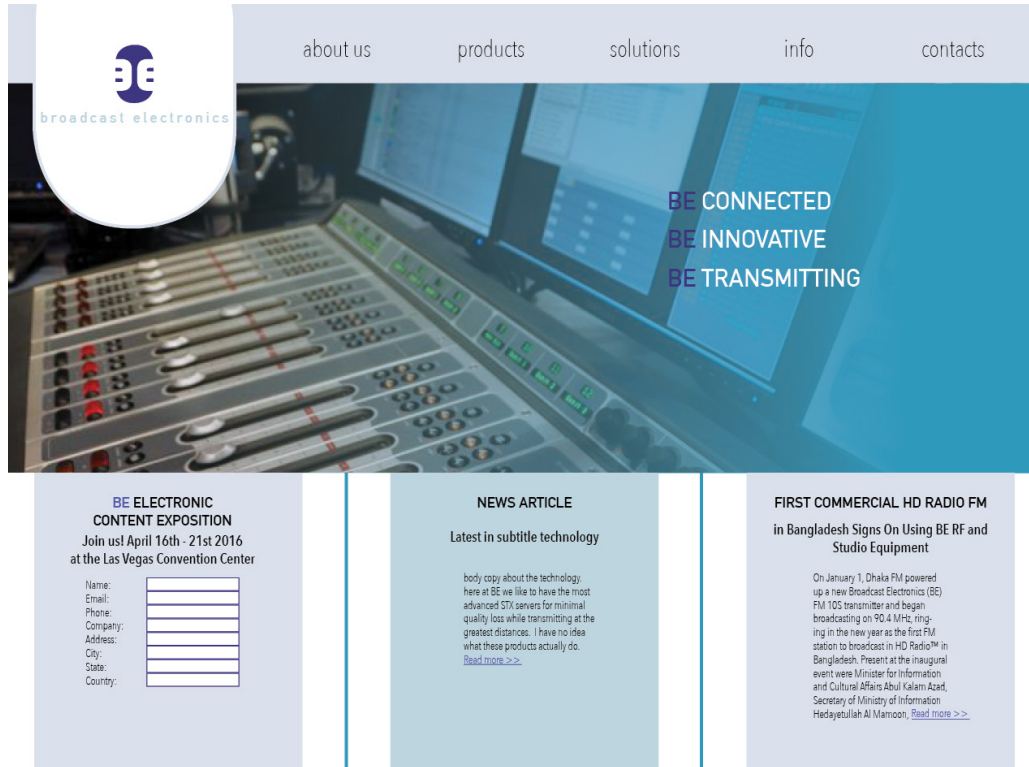
Research

Inspiring Websites

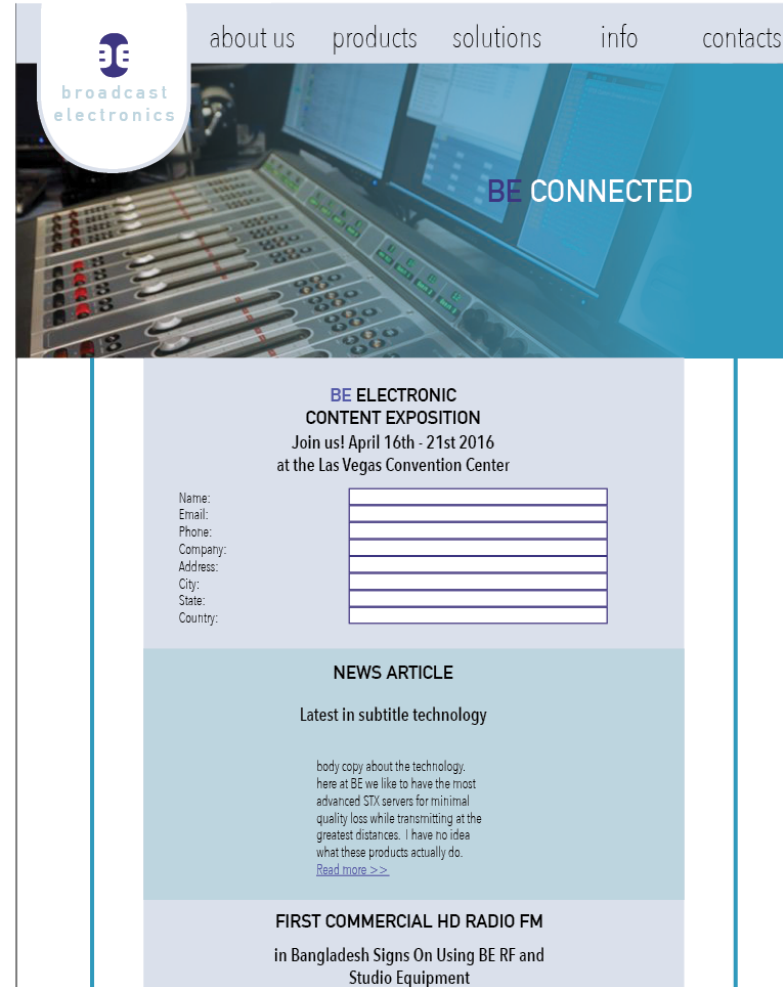


Visual Comps

Desktop



Tablet



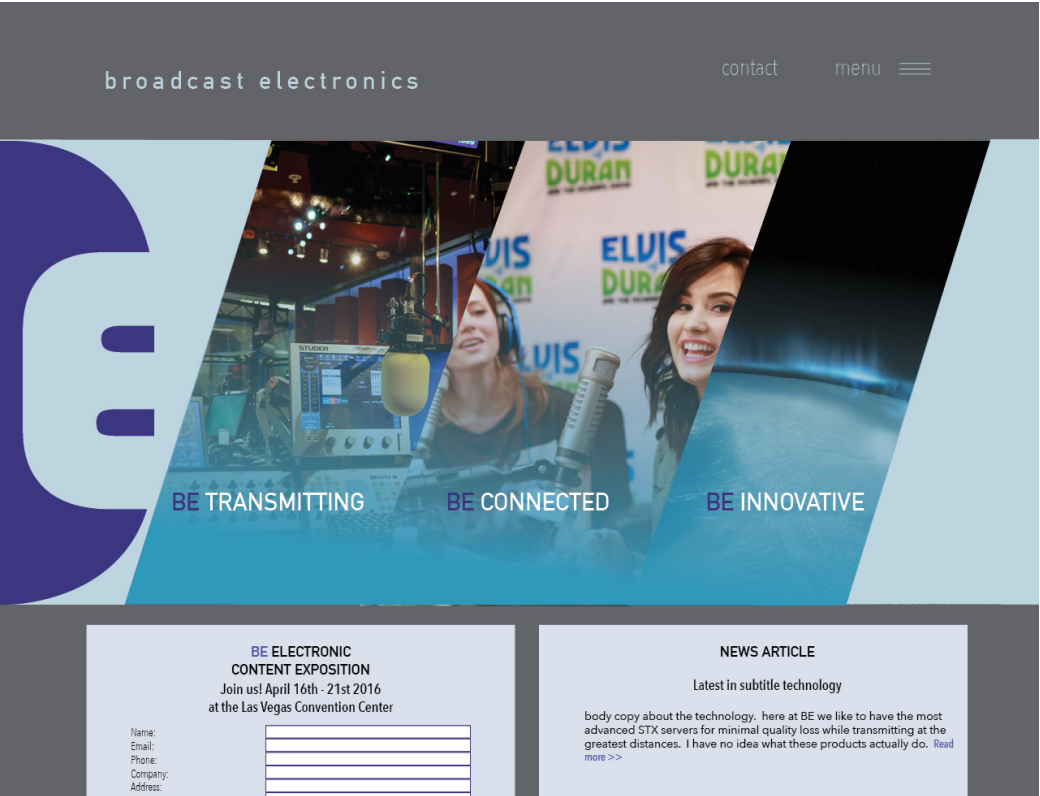
Mobile



Ideation

Visual Comps

Desktop



Tablet



Mobile



Ideation

Visual Comps - finalist

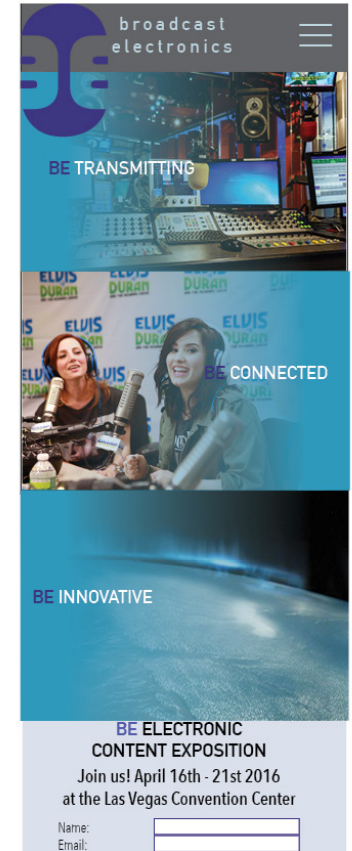
Desktop



Tablet

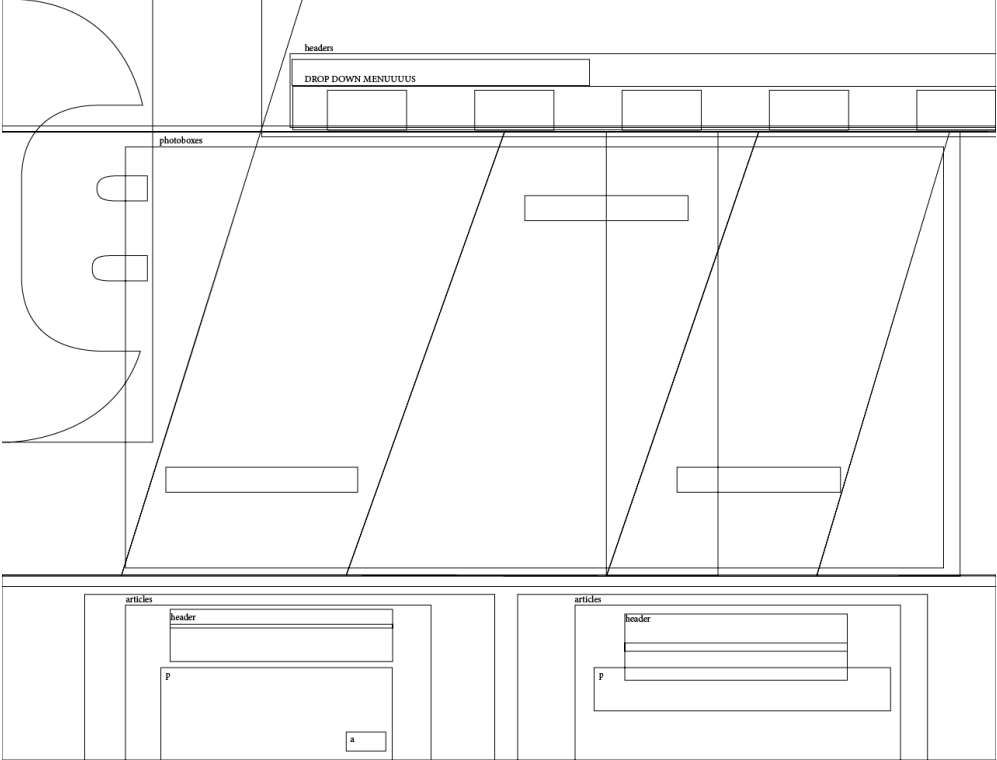


Mobile

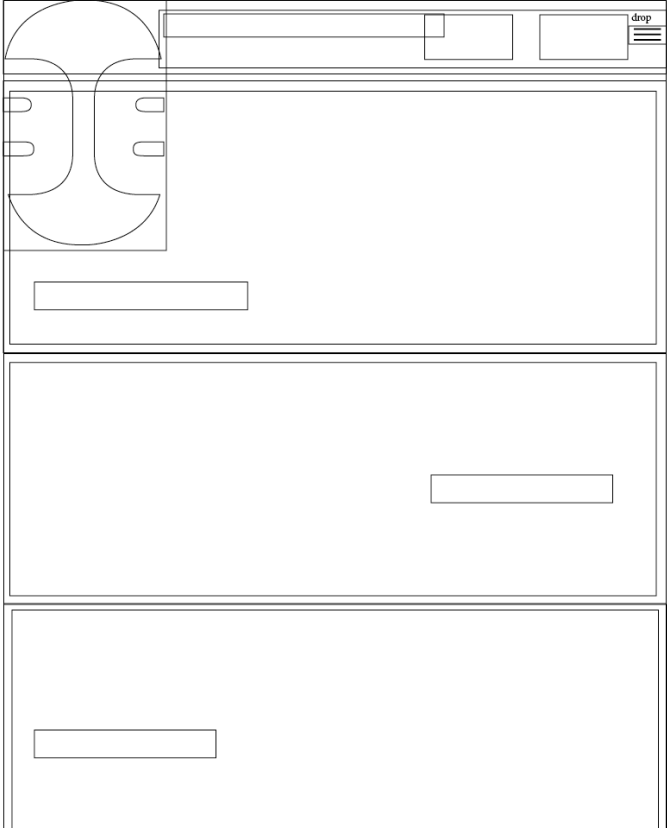


Wireframes - home page

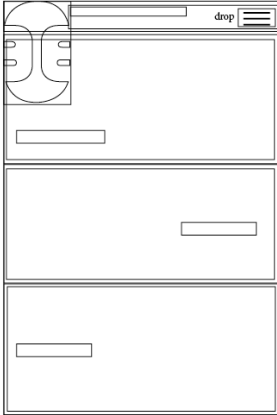
Desktop



Tablet



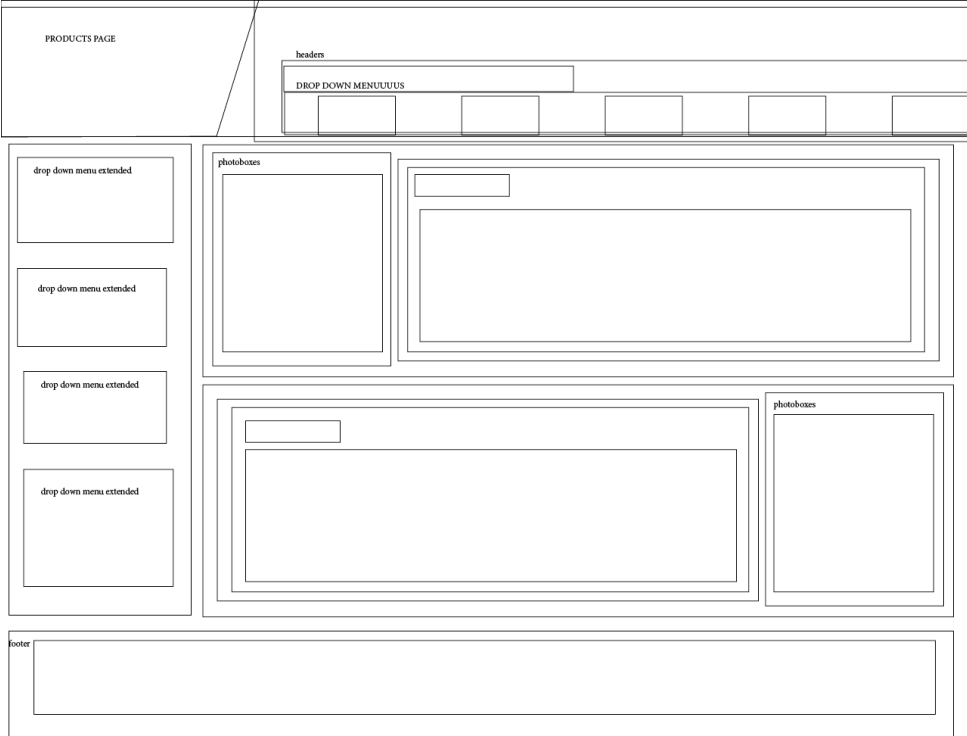
Mobile



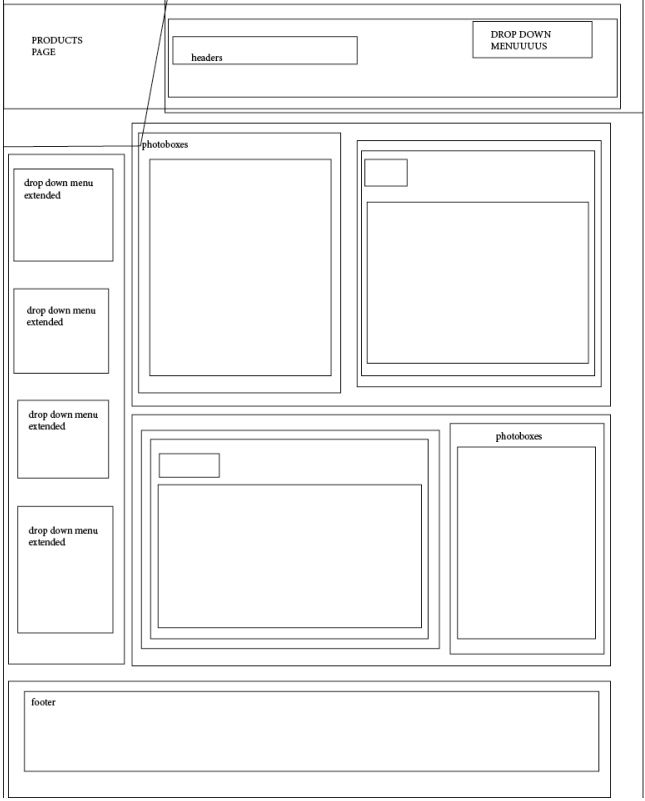
Ideation

Wireframes - products page

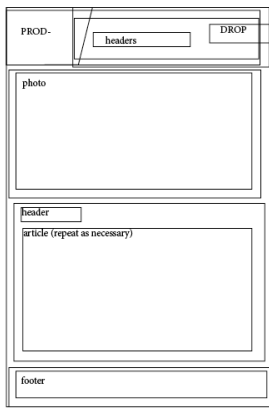
Desktop



Tablet

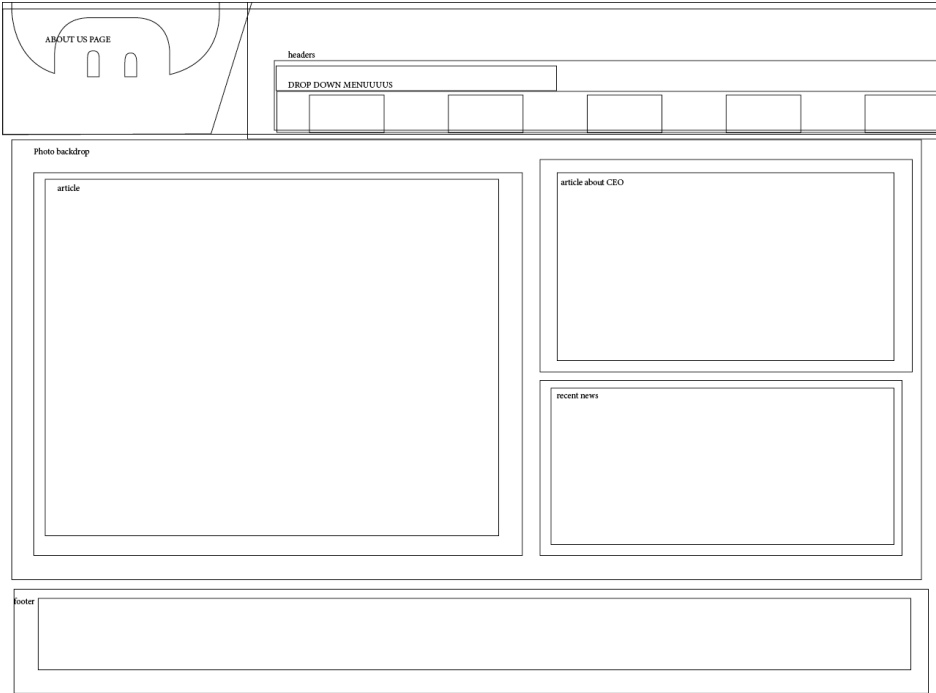


Mobile

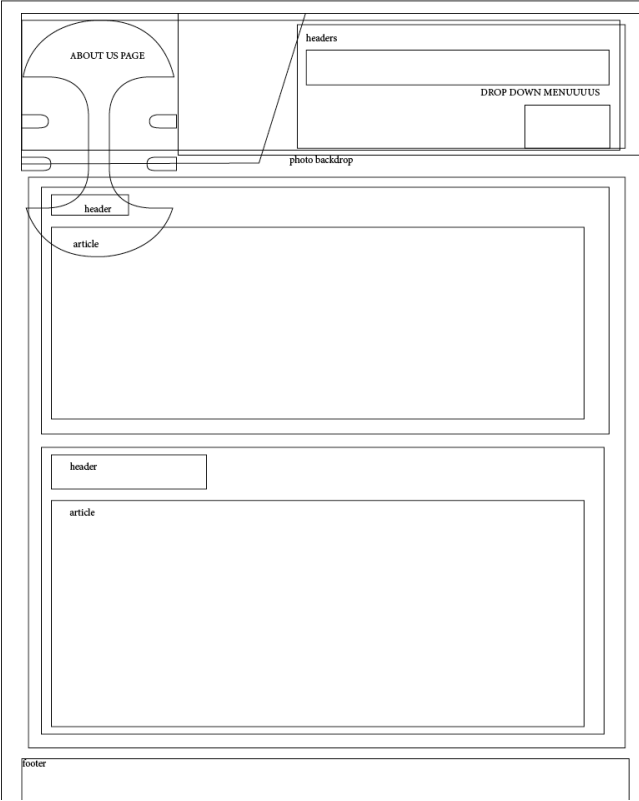


Wireframes - about us

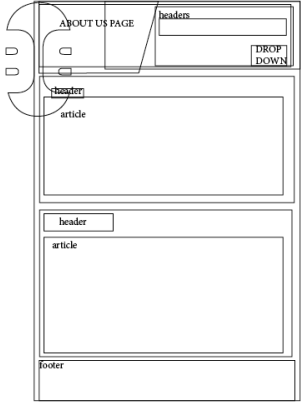
Desktop



Tablet



Mobile



Ideation

Assets

It was necessary to redesign a number of supporting programs' logos in order to make them fit the current design aesthetic better. These assets were seemingly designed by a different designer each, and they never saw the work the other designers did. Relatively slight modifications to color and type bring the studio product logos much more in line with the new brand.



finalization

Usability testing analysis

what worked

navigation clarity

website easily digestable

clear & multiple paths to "tasks"

site load time is optimized

what didn't work

not enough color/inconsistent

type hierarchy/legibility

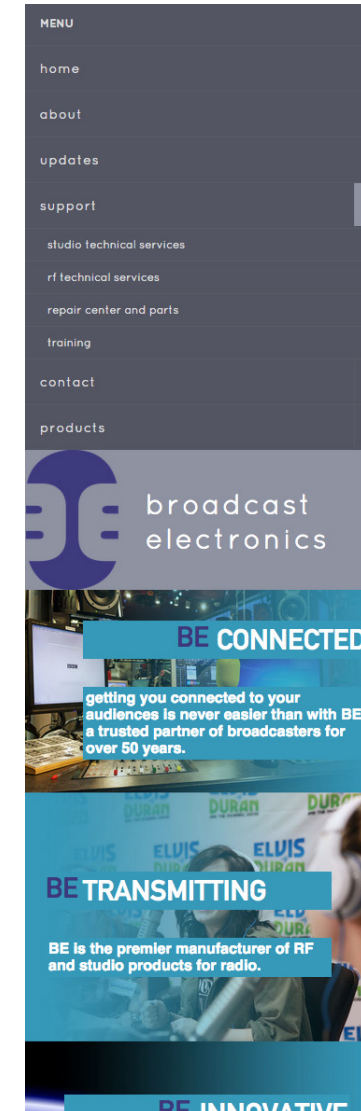
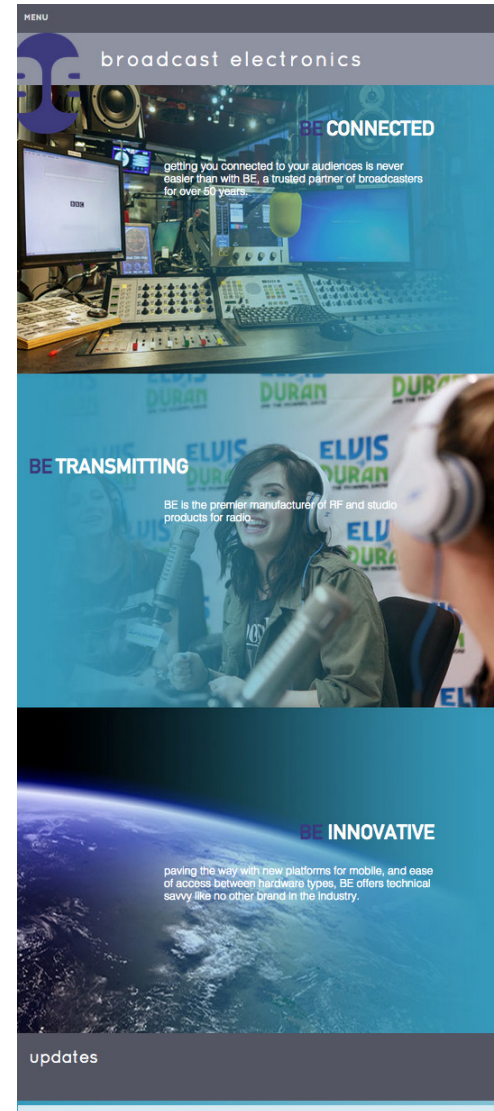
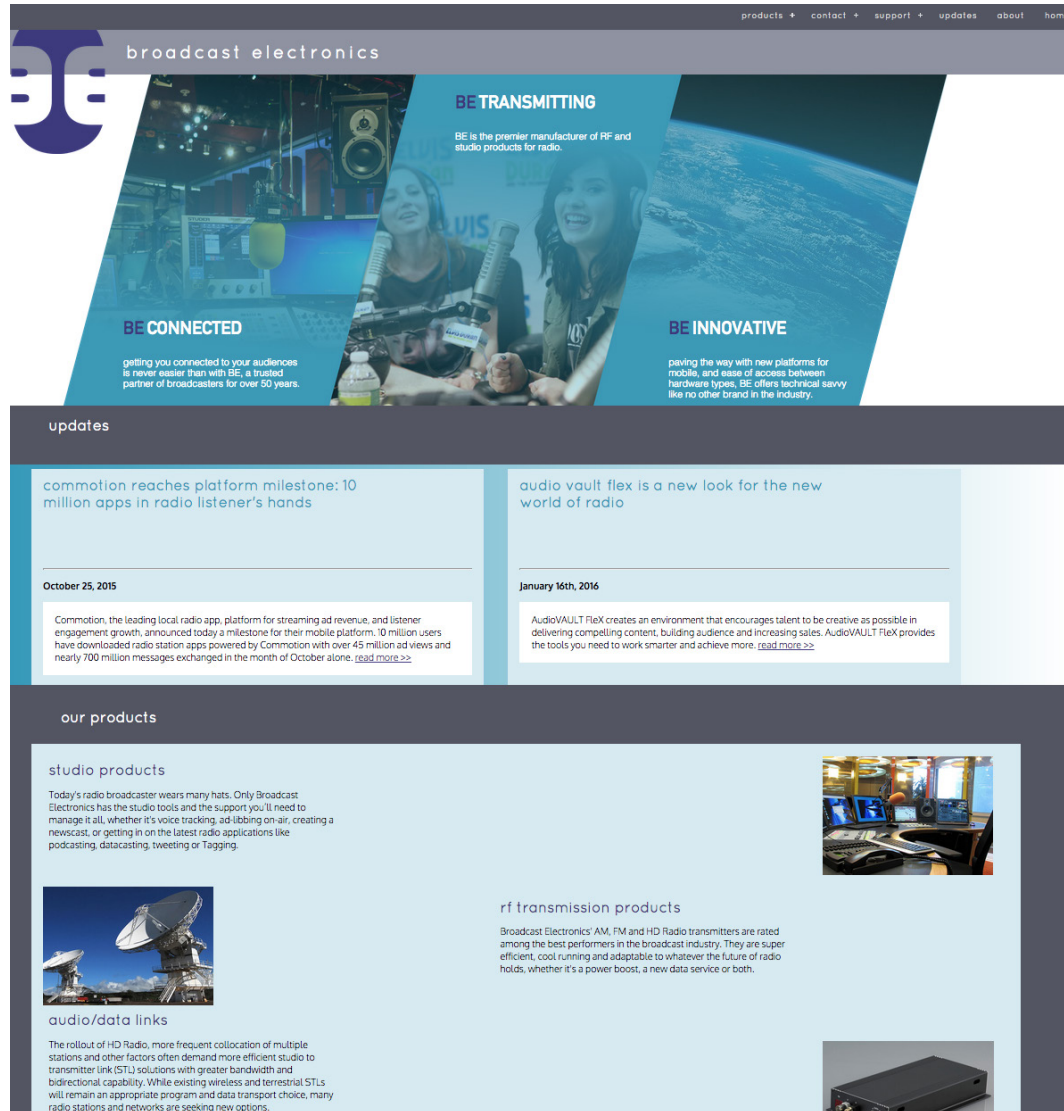
2 pages completely unresponsive

form has unecessary info

After the initial splash on the homepage, website content lacked color and was a little bit 'meh' in terms of overall design. Necessary to add a bit more branding extensions to the body content. Two pages are currently completely unresponsive, design falls apart as window compresses. Obvious need to add in media queries. Sign up form on homepage comes off as "needy" with users, move further into the website.

finalization

Broadcast Electronics - Live



finalization

<http://myweb.students.wvu.edu/~woodlac/dsgn360/project-2/index.html>