Welcome to James' LAUNCH Portfolio

Click on one of the icons below to see view my learning progress

L

LOOK, LISTEN, AND LEARN
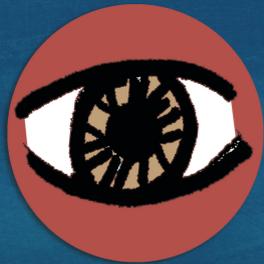
A

ASK TONS OF QUESTIONS

U

UNDERSTAND THE PROBLEM OR PROCESS

N

NAVIGATE IDEAS

C

CREATE (A PROTOTYPE)

H

HIGHLIGHT AND FIX

Look, Listen, and Learn

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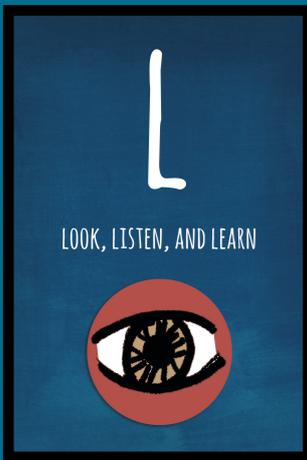
Business you are contacting:

Marine Discovery Tours: https://www.marinediscoverytours.com

Contact info for the business:

Phone: 541-265-6200 E-mail: Captain@MarineDiscovery.com

The date you will do your interview:

Tuesday, May 23rd

Topic ideas we have for question:

Motto, experience, length, who are your customers, whales, crab hats/merch.

Ask Tons of Questions

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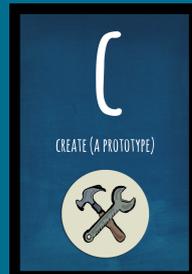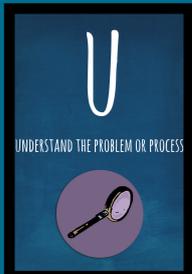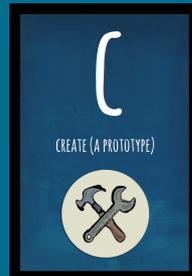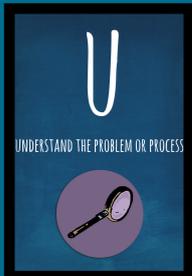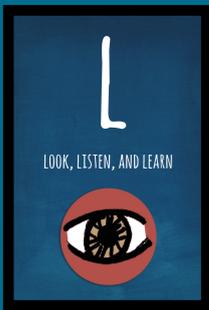
Entrance sentence:

Hi there, I'm James and I'm just wondering if I could ask you a few questions about your proffered advertising style.

Questions (for the interview we only got to say one):

What would/do you like to see in an ad?

What do you think the key factor of your business' success is? (Asked)

Who are your main customers?

Is there a certain aspect of your business you would like to advertise?

What do you like most about your business?

Exit sentence:

Thanks so much for your time, I really appreciate it.

The interview.

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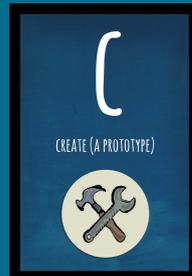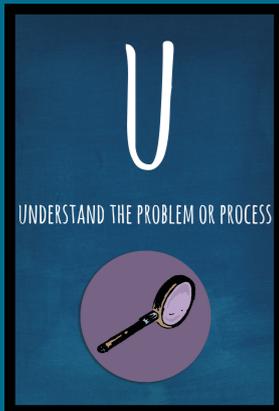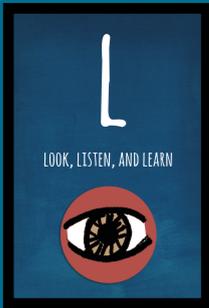
Understand the Problem or Process

The general idea of this interview was, all of us asked one question, so we got six questions. The feedback we got from our interview was, we want a new logo (and then they specified), we learned how they like to approach advertising; with a focus and fun and education. We learned how they like to advertise their crew and activities, as well as some other useful things.

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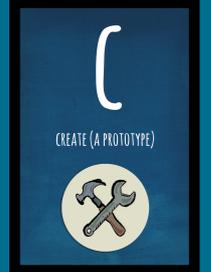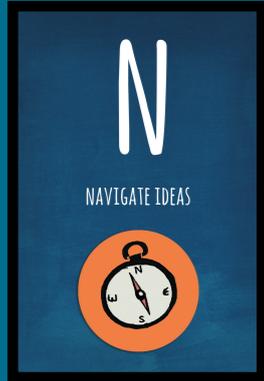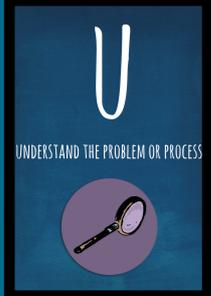
For this we had to:
- Do some brainstorming (Ideas for the ad)
- Create a mood board (pics that show the general theme)
- Create design principals with team (criteria for add)

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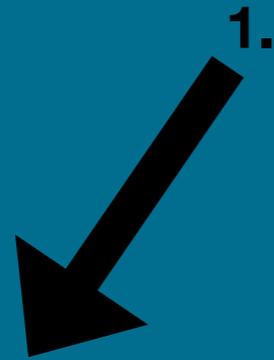
- include whale, boats, crabs, sea star, info.
- Ocean.
- New logo?
- Show the experiences.
- Waves?
- Vertical.
- Probably print or web ad.
- Good text.
- Realism, family-friendly.

2.

3.
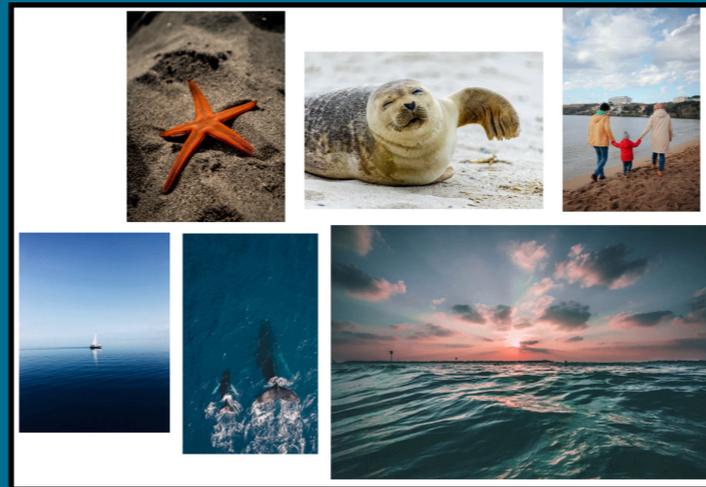
- Focus of fun and education.
- Include revised logo.
- Focus on the ocean.

Navigate Ideas

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HIGHLIGHT AND FIX

Marine discovery tours

A fun, educational experience for all!

For this, we made
our first draft.

Create a Prototype

Highlight and Fix