

I presented the beatbox brand to the stakeholder in the final presentation. We made a PowerPoint presentation to make it more visual.

Here is the feedback we got from the presentation.

Josh:

- + Lovely name*
- + Love the logo,*
- but in the design very underpresented*
- + Retro part: super nice and the combination of cozy and retro work very well together*

- Why is there "Free Entry" there is no charging money...*
- + Liked the poster without free entry more.*

- Sadly the main view for the Soundlab is for podcasting, why doesn't it represent it?*
- * (Through our meetings we thought it wanted more representation for other stuff as well rather than podcasting.*

- + Very nice color choice.*
- Mock-ups: Why not just a photo of the soundlab wall and edit the poster on there.*

Paul:

- The Logo and the style are very different from eachother.*
- The presentation has a lot of text, it becomes boring after a while.*

Content strategy missing: Why > We had a conversation about this and "No content strategy is needed if the client doesn't want it" > "Still it's in the announcement"...