

BEAT BOX

Target Audience


We made a persona based on the requirements of the stakeholder he wanted to reach students at Fontys ict (R10) from semester two and three.

PERSONA

Name: Stan van der Meer
Age: 21
Education: Currently in his third semester at Fontys University of Applied Sciences








Background: Stan is a driven and ambitious student hailing from Tilburg, Netherlands. With a keen interest in design and a passion for music, he decided to pursue a degree in ICT at Fontys. While his main focus is on graphic design he has always been fascinated by the world of sound and audio technology.

Personality: Stan is analytical, innovative, and detail-oriented. He enjoys tackling complex problems and finding creative solutions using his technical expertise. Despite his introverted nature, he likes collaborative environments where he can exchange ideas and work with others who share his passion for sound. In his spare time, he enjoys playing with electronics, playing musical instruments, and experimenting with audio effects.



Style

RESEARCH

1 COZY	56%		
2 MODERN	31%		
3 CHIQUÉ	13%		
4 FUNKY	6%		
5 FUTURISTIC	13%		
6 ABSTRACT	13%		
7 RETRO	38%		

For the style we first did a Survey, we gave the target audience a choice between the above images and connected them to a style. Here you see that a cozy/retro style is the winner.

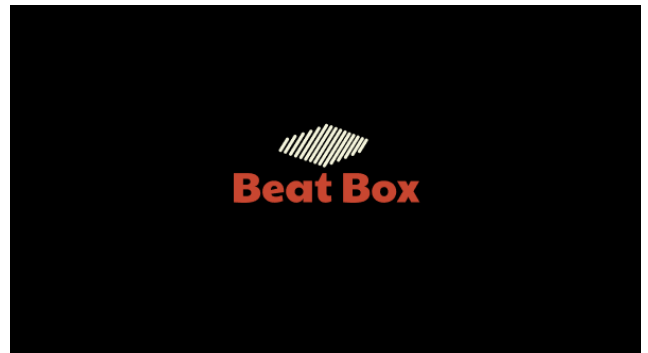
Logo

Based on this knowledge we all made some logos.

I designed [my logo's in Figma](#), this because Figma is fast and easy for prototyping.

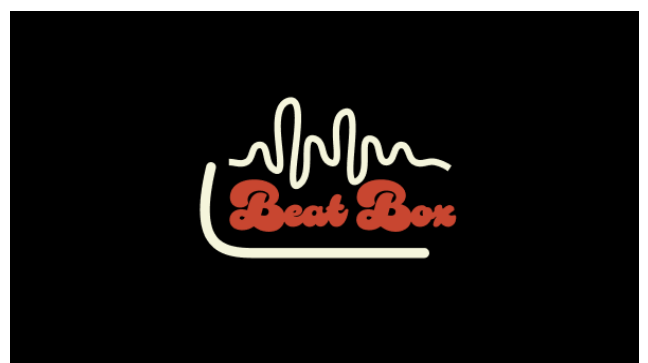
My first logo is a more modern/minimalistic logo because it has no doodles or other random elements. I made this modern minimalistic because many people like the modern vibe.

Here you see the element above the text. it represents a sound wave. This reconnects to the sound because there you can make sound.



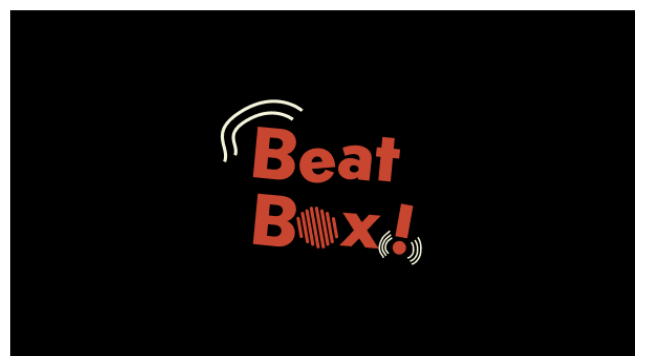
This is more of a warm and cozy design.

It is a retro font. The colours make it cozier and warmer. I made a line above the retro text to connect the logo to the audio lab. This line represents a sound wave.



For this design I went for a more playful vibe but still minimalistic. The lines at the top and by the exclamation mark make the logo more playful as well as the font the letters are rotated.

I also brought a sound wave in the o from box as lines.



then i asked josh which logo he liked the most and he told me this:

“the modern one is to formal and the playfull one is almost childidish so i would go for the warm and cozy design.”

This is the logo i chose for the survey we would give to the target audience. Because Josh liked it and the target audience chose for a more cozy and retro style.



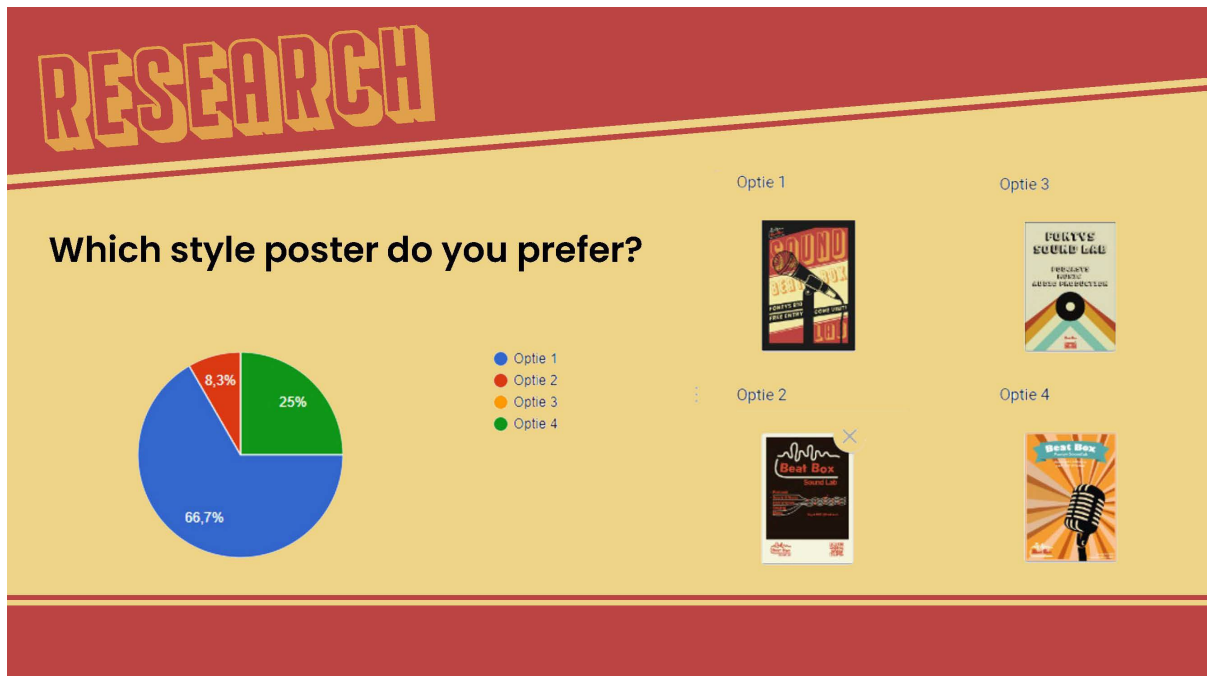
here is the survey we gave to the target audience. You see that this is the logo that came out of the survey. So then we knew that the target audience liked the retro cozy design.

After this survey we made another one but then we all made a poster. I made the following poster.

I used the logo and added the sound lab text. This so it is clearer that it is for a sound lab. I also gave some examples of what the sound lab can be used for. And the sheet music line makes the biggest connection with the sound lab. The overall poster is like a photo from an instant camera this enhances the retro feel of the poster.



We put all our posters in a survey and then we let the target audience choose the one they like the most:



CMD Method

So, for this project, I used the CMD method survey to gather info faster quick.

Surveys are awesome for that—they let you gather up loads of data from many people in no time. Our questions were straightforward, so people could just do the survey in less than five minutes, without getting bogged down.

People can do a survey whenever they want because its fast and easy this is good for the number of answers. That flexibility helped us cast a wide net and get all kinds of perspectives. It was cool seeing what different peeps think and want, which gave us a good perspective on our target audience.