

Interactive media design: Poster

Why?

The client asked me to make a poster with the goal to attract and inform new customers. Since posters, especially placed in public spaces should get your attention immediately. To validate my design choices I conducted a think aloud to find out what their first impression is.

How?

I showed the target group my poster and asked them to perform a think aloud. This method will help me find out their immediate reactions.

My goal for this poster was to make it look calm and not look to crowded, since that matches the vibe of the brand

What?

The poster did look calm and peaceful, but it wasn't grabbing their attention yet.

- I added a call to action, since the target group wasn't intrigued enough.
- Made the contact detail more prominent, so they know where to find it if they take action.

So?

The test and the feedback have improved my poster and I was able to validate my design choices. By adding their suggestions, the poster is more functional and appealing. This shows the importance of user-centered design.

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