

# Creative iterations: poster

The client asked me to design posters in order to attract new customers.

**V1:**



**How:**

The goal of the poster is to attract new customers and inform them.

I did a Think aloud to find out if the poster is visually appealing and user-friendly enough.

- The poster needs a call to action, like a discount.
- The contact details didn't stand out enough.

**Why:**

Based on the feedback I've made a V2, because it's important to attract new customers so their input matters.

- I added a call to action for new customers only.
- I made the contact details more prominent with icons.

**V2:**



V3:

**Validate:**

I did a follow up test to validate and users shared their opinions based on V2 that I can implement to V3:

- They suggest to add that masseuses are certified to build trust.
- Get rid of the lotus symbol as bullet points to make it less crowded and more peaceful.

