THE IMPORTANCE OF SOCIAL MEDIA

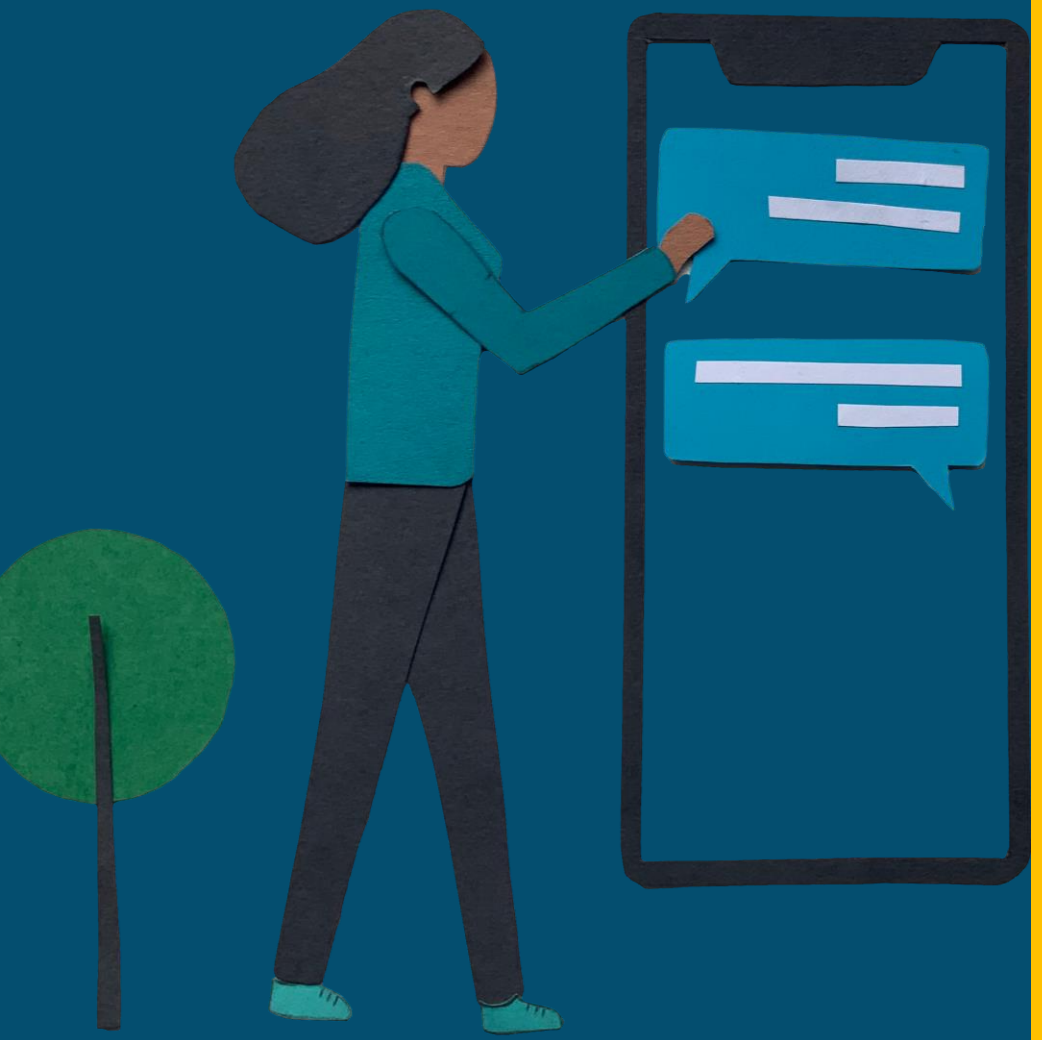
Mahshid Roshandelpir | GDS70 Spring 2022

THE PROBLEM!

The social network wars have become so intense that it's hard to follow the latest updates, let alone stay proficient at using each one. Based on my major, computer technology, many adults around me suffer from the complexity of using social media, and I've been asked to teach them. They cannot use these applications independently and constantly need to ask someone. I strongly feel the emptiness of such a program with simple instructions, details, and pictures.

THE SOLUTION!

Jumping into social media without at least learning the basics could be a significant disaster. It probably won't ruin your company. It probably won't destroy you. But it will be a waste of time. Taking the time to explore social media and soak up as much information as possible gives you a better understanding of what social media can do and how to create a plan.



FEATURES

1

Easy Navigation
People prefer websites that are easy to use and navigate.

2

Social Media Elements
Links to social media accounts are important for people browsing a company's website.

3

Brand Logo
The logo should be placed at the top left of your website as it is where users tend to look first when visiting a website for the first time.

4

Updated Blog Content
Regularly updated content on the "Networks" page helps the website rank higher in search results.

> Adults need to learn how to use social media!

Bio

Zari is a 53-year-old middle-aged who lives with her 27-year-old daughter. She worked as a librarian for 17 years and she is retired now. After her retirement, Zari spends most of her time on social media. Her native language is Persian and enjoys connecting with her friends and family in Iran via social media. She gets help from her daughter to work with social media.

Zari Jamshid

53 • retired • Inquisitive

Motivations

CONVENIENCE	* * * *
FAMILY & FRIENDS	* * * * *
SOCIAL	* * *

Goals

- to use social media independantly
- to be familiar with all the features

Pain Points

- lack of English proficiency
- low tech skills

Frequently Used Apps

Twitter Facebook Instagram WhatsApp

PERSONAS

PERSONAS

Ali Amini

42 • Chef •Ambitious

Motivations

COMFORT	* * * *
PERSONAL GROWTH	* * * * *
ACHIEVMENT	* * *

Goals

- to represent his work
- to attract more customers

Pain Points

- low technology skills
- shortage of time
- poor English proficiency

Frequently Used Apps

Telegram WhatsApp

> “The power of social media is it forces necessary change.”

Bio

Ali is a 42-year-old chef who lives in Iran with his wife and two children. He loves his job, but he is not a fan of social media. He thinks it is hard to learn and time-consuming. Recently, he has decided to open Instagram and Facebook accounts to represent his work. He believes he is falling behind in comparison to his colleagues who are active in social media. Since his English is almost zero, and he is not smart at working with technology, he does not know how to start.

"You can either allow social media to be helpful for you or it can be harmful. I like to let it be helpful."

Bio

Asha is a 32-year-old secretary. She is single and lives alone. She is familiar with social media and technology. She spends her free time browsing Instagram, Twitter, and Pinterest. She is going to change her job and get a job as social media administrator. She thinks she should learn more about using social media.

Asha Sardari

35 • Secretary • progressive

Motivations

INCOME	* * * * *
GROWTH	* * * * *
ACHIEVMENT	* * *

Goals

- to change her job
- to make money from social media

Pain Points

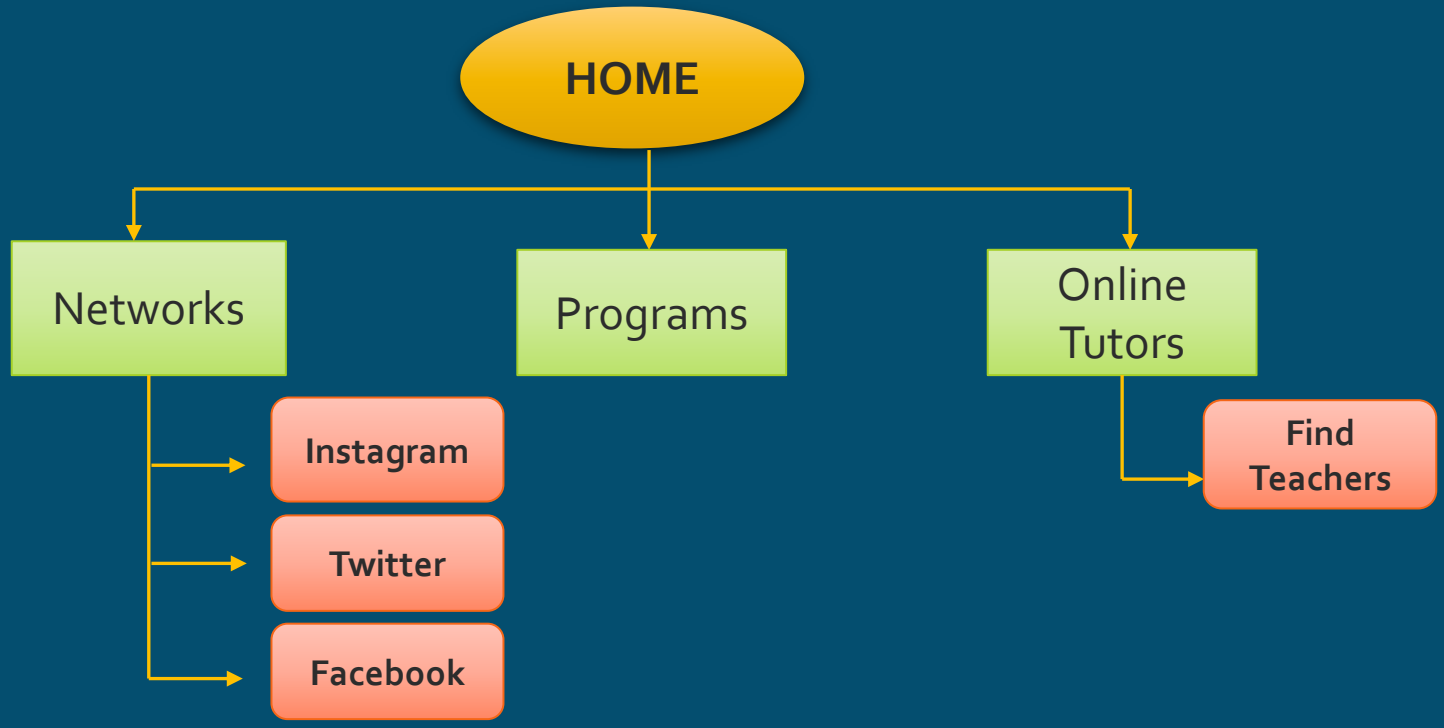
- Daily updates on social media app
- Staying on top of social trends

Frequently Used Apps

Instagram Pinterest Facebook

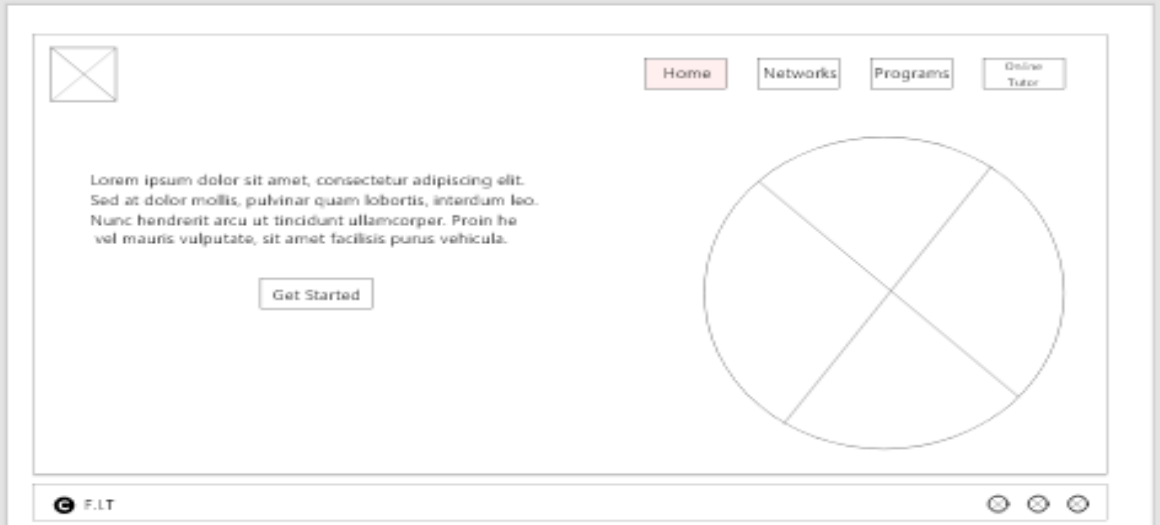
PERSONAS

SITE MAP

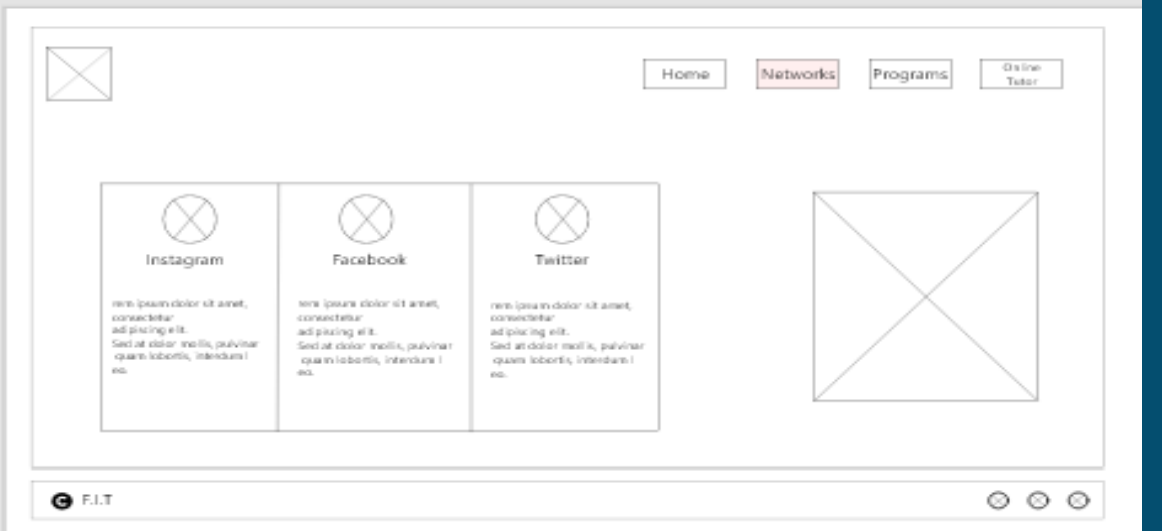

HOME
Networks
Programs
Online Tutors
Instagram
Twitter
Facebook
Find Teachers

WIREFRAMES

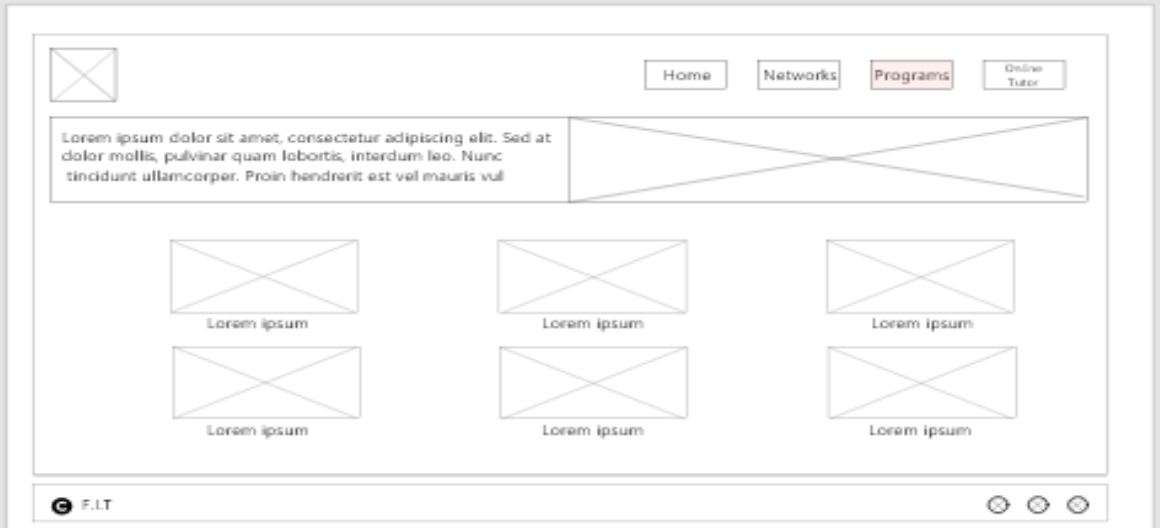
HOME



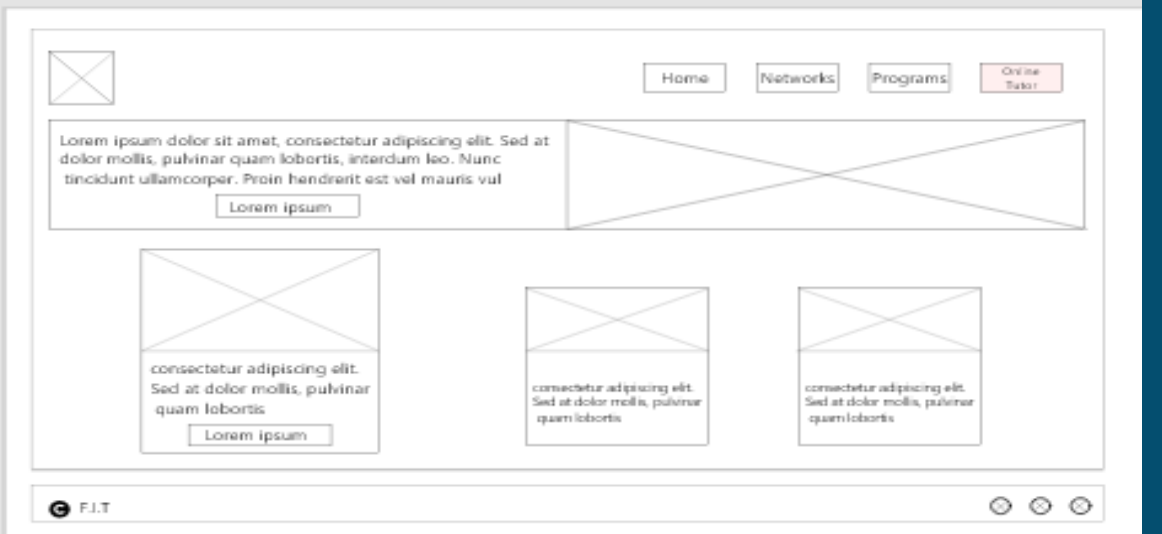
Networks



Programs

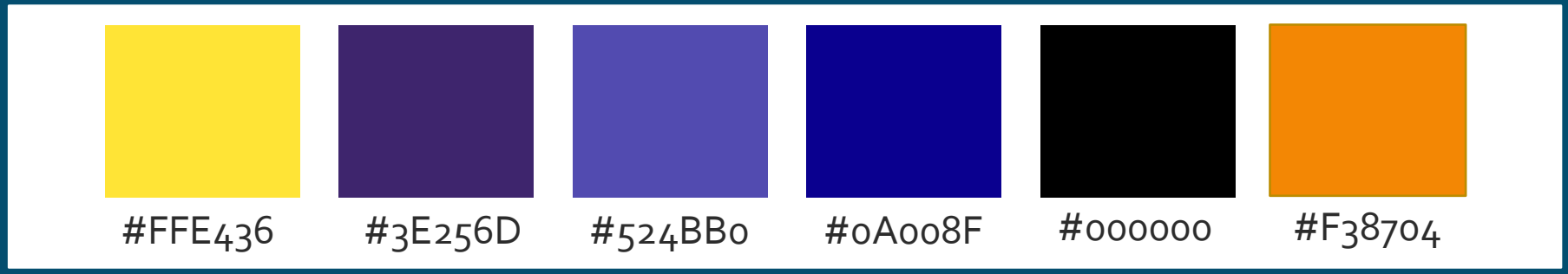


Online Tutor



COLOR PALETTE/TYPOGRAPHY

COLORS



FONTS

Headline Sample

Font: Montserrat

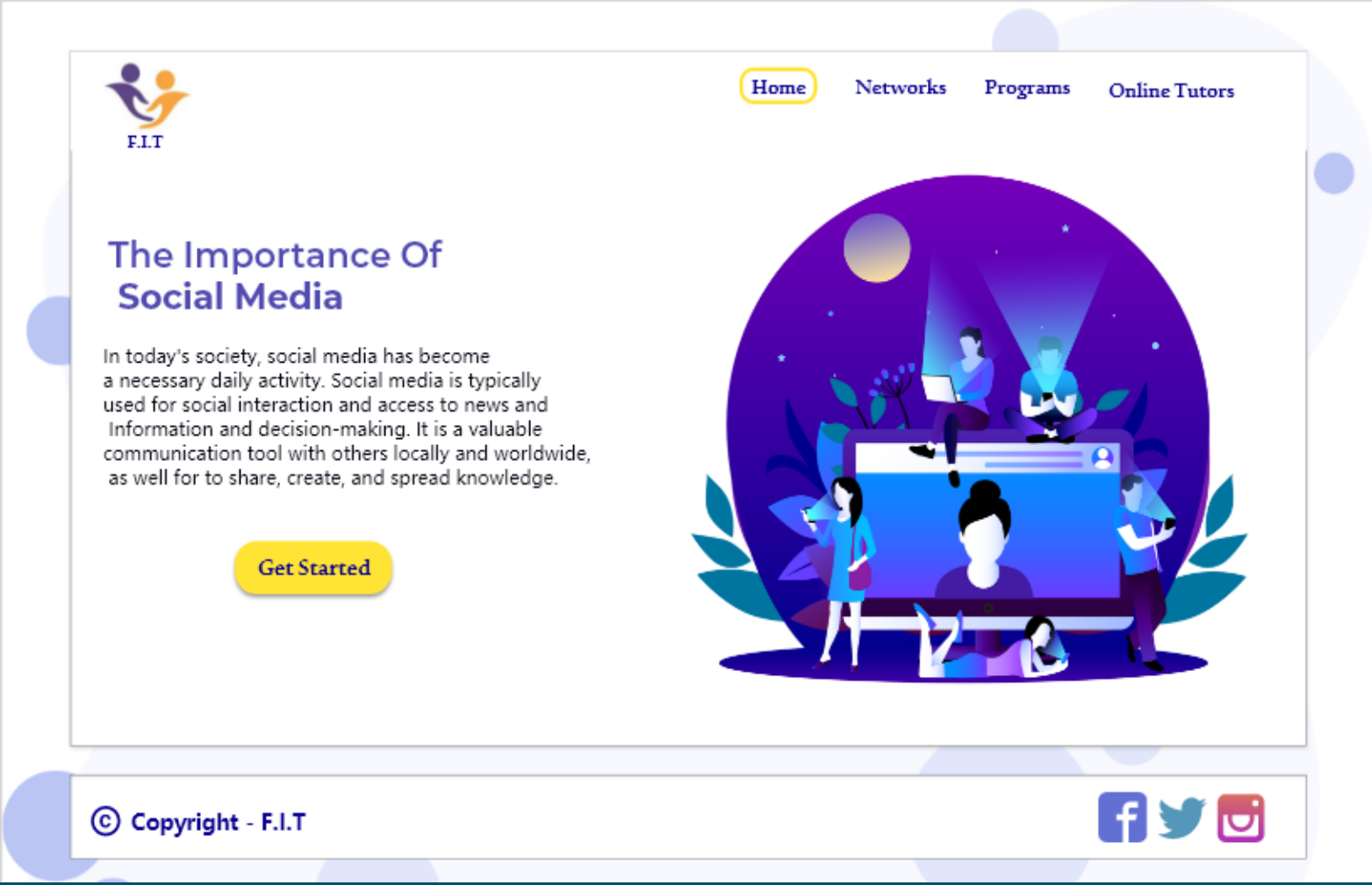
Sub Headline Sample

Font: Microsoft PhagsPa

Paragraph Sample. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec ullamcorper nulla non metus auctor fringilla. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Vestibulum id ligula porta felis euismod semper. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius.

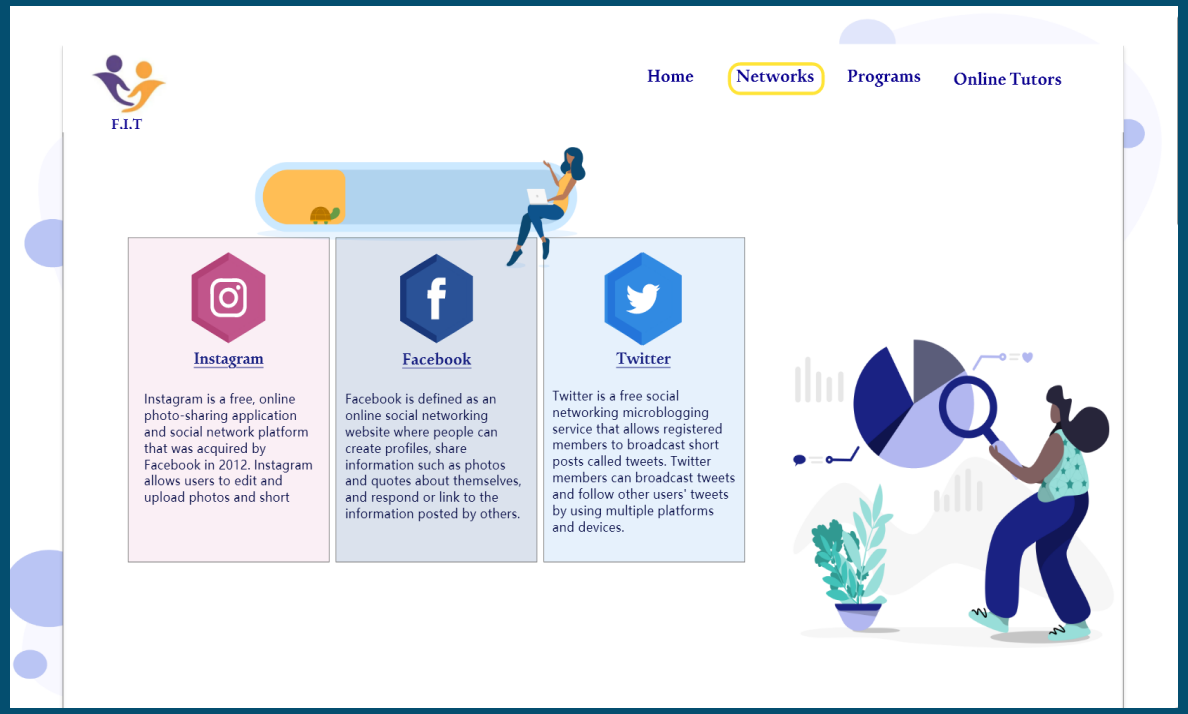
Font: Microsoft YaHei UI

FINAL DESIGN



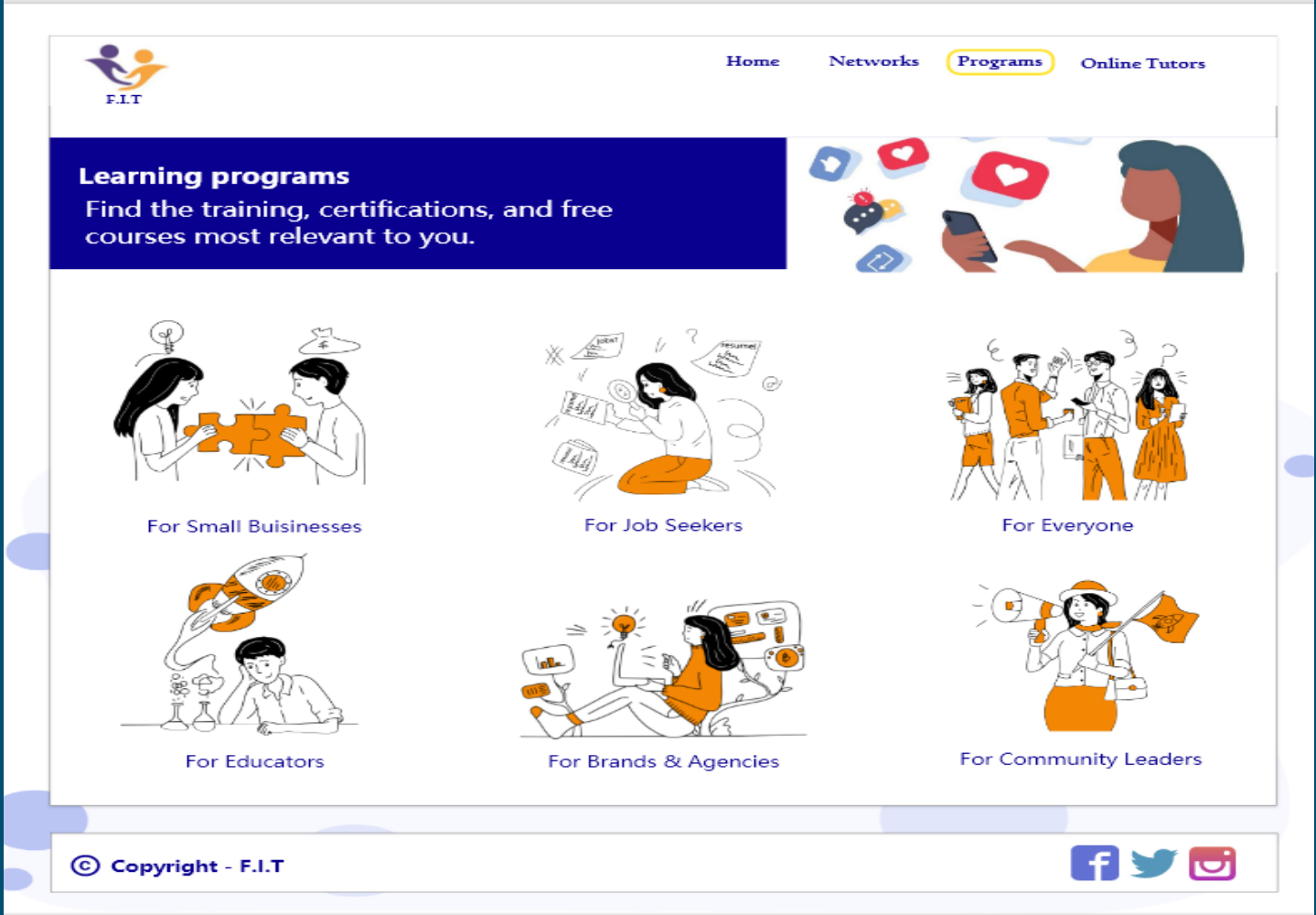
This is the Home page with the headline and sub-headline by offering a brief description of what we do. Since most people are visual, I used an Image to capture attention.

FINAL DESIGN



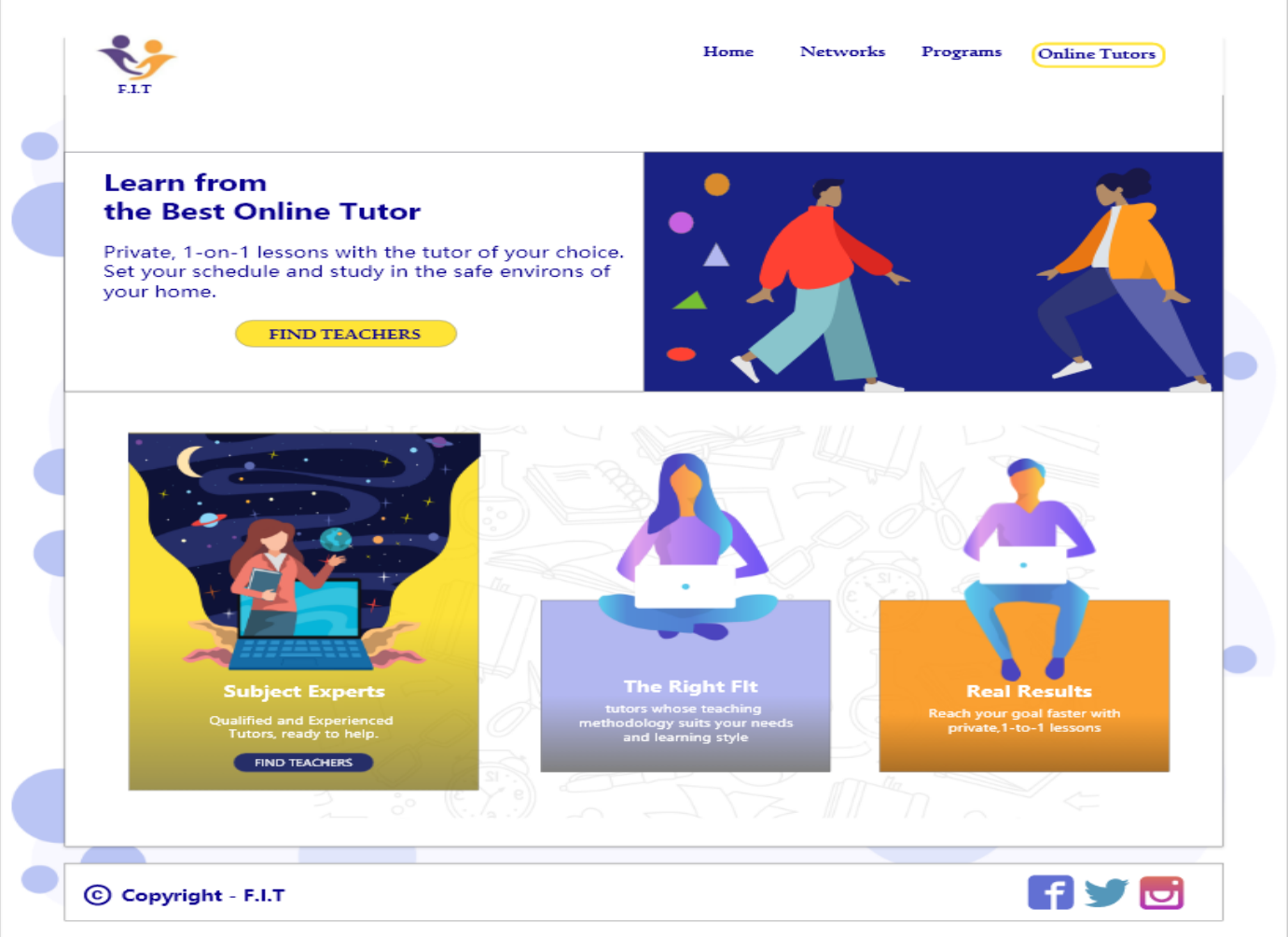
By clicking on the links under the Instagram, Facebook, and Twitter icons, people can easily access the content of the latest updates on social media.

FINAL DESIGN



People get information about the programs we offer by clicking on the pictures.

FINAL DESIGN



The "Online Tutors" page is for those who want to get help from a teacher. They can select a tutor of their choice to reach their goal faster.

The footer contains a copyright notice and social media icons that direct people to get more information about them.

PEER REVIEW

Reviewed by:
Keita Kodama
Web Developer

Q: Have you ever seen this website before?

No. I haven't. This is my first time seeing the site.

Q: Please give me your initial impressions about the layout of this page and what you think of the colors, graphics, photos, etc.

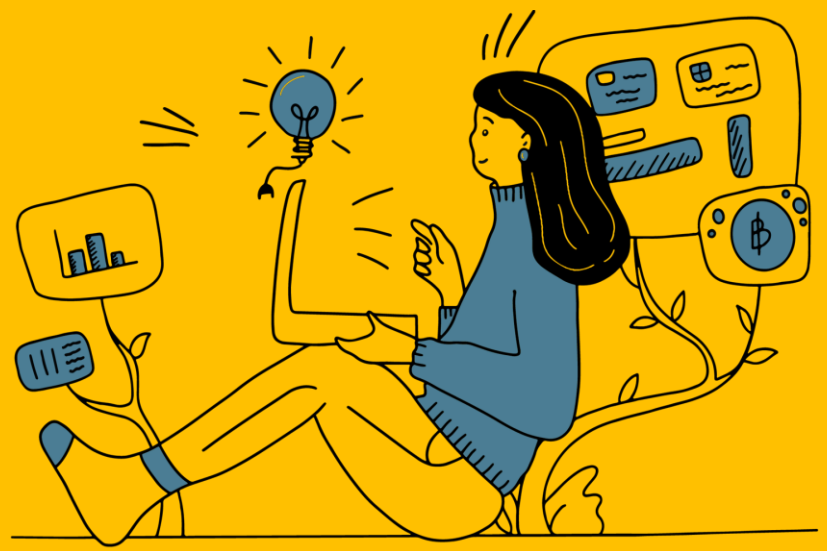
I was interested in the site of the illustration, which
It occupies the right half of the home screen, even though I didn't know what kind of site this was at first. The site is straightforward to read and understand, with colorful and appropriately sized illustrations balanced with text on all pages.

Q: If given a chance, what other feature(s) would you add to the application design/structure?

I have nothing to add to this site from me, as the information is clearly organized.

PEER REVIEW

Reviewed by:
John Sadir
Web Designer



Q: Have you ever seen this website before?

No, I have not. This is the first time I'm seeing this website.

Q: Please give me your initial impressions about the layout of this page and what you think of the colors, graphics, photos, etc.

The use of illustrations is evident and consistent for the website. User-friendly and informative. The colors are working fine, although the contrast between colors is advised. For instance, the yellow is too light and should be slightly darker to match the logo's color scheme. I think it's best to try experimenting with sans-serif fonts (Lato, Open Sans, Helvetica, etc.) in typography because the website is intended to be user-friendly. The goal is to teach social media literacy, so font selections should be considered. In addition, attention to alignment is required to ensure that the overall design is consistently refined.

Q: If given a chance, what other feature(s) would you add to the application design/structure? N/A

PEER REVIEW

Reviewed by:
Ali Mirala
Engineer

Q: Have you ever seen this website before?

Q: Please give me your initial impressions about the layout of this page and what you think of the colors, graphics, photos, etc.

No, I haven't; My initial impression of this website is positive. It has a prominent structure and accessing different parts of the website is very easy. The navigation buttons are placed in a good place and are easy to access. The colors are consistent, and the two primary colors, blue and orange, are stressed and used consistently in the entire website. The fonts are formal, and they deliver a feeling of facing an excellent and informative website. The graphics are well positioned and are aligned to help build a good structure and user interface.

Q: If given a chance, what other feature(s) would you add to the application design/structure?

Other features that can be added are a sign-in/sign-out input/button at the top of the application and second, animations or videos can be added.