

# the **defectors** marketing reborn

## Customising for the 21st century

Bachelor Thesis

By :  
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# Customising for the 21st century



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## Foreword

As last year's students of ICT Media Design at Fontys University of Applied Science, we, Emal Gholzad and Bart Tulfer have completed our graduation internship within a period of 18 weeks at The Defectors, Sydney Australia.

The purpose of this thesis is to setup an e-commerce shop (customater.com) and let the customers customise their own company collateral online.

This thesis contains the research, design and development phases for customater.com.

Bart was responsible for objectives & thesis research question and Emal was responsible for introduction and company description chapter. We both worked on research analysis, concept & product development, progress descriptions and reflection chapters.

We did the research together, the most of design tasks were done by Bart and the development of the web site and Facebook fan page were done by Emal.

We would like to thank our employer Joel Maloney for giving us the opportunity to do this project and we thank our on-site supervisor Jenine Wong for her guidance and advice throughout the project. Also we would like to thank our school supervisor Constanze Thomassen for her guidance, advice and understanding.

Sydney, December 2010

Emal Gholzad  
Bart Tulfer

*(This thesis might be printed in black and white. To view the colour version, please go to [customater.com/thesis.pdf](http://customater.com/thesis.pdf))*

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## Summary

This thesis outlines a research, design and development process that Bart Tulfer and Emal Gholzad worked out in 18 weeks from August 16<sup>th</sup> until December 17<sup>th</sup> during their graduation internship at The Defectors in Sydney, Australia.

The Defectors are a boutique marketing agency specializing in Marketing Strategy, Social Media Campaigns & Social Media Management, Brand Development, Intelligent Web Design and Development, Marketing Communications and Search Engine Marketing.

Customater is the solution for people in need of good looking, professional collateral that they can create and customise by using templates or by uploading their own images and logos in three simple steps a fresh collateral package can be created and downloaded in PDF format.

### Orientation and introduction

The first phase of this project was getting to know the company, the research problem and preparing the project plan.

### Research

This phase is an important phase, because without researching the market, the competitors and the technology you can't develop any concept. A few things were researched like the market analysis, competitor, product, target audience, branding and technology. We've used desk and field research to get information about these fields.

### Web Design

After the research part we came to a better view of what is really to expect. We've designed the site's homepage and its sub pages in Photoshop. Furthermore we have created wireframes to suggest the structure of the web pages and to have it as blueprint of what we are going to make.

### Web site Development

Once the pages were designed we developed the web site into basic HTML and CSS and a Facebook page with Facebook Application and a Twitter page. Last but not least we have tested the web site and its sub pages in different browsers and operating systems like Windows and Mac.



# Samenvatting

Deze scriptie beschrijft het onderzoek en de ontwerp en ontwikkelfases die Bart Tulfer en Emal Gholzad van 16 augustus tot en met 17 december tijdens hun afstudeerstage hebben doorlopen bij The Defectors in Sydney, Australië.

The Defectors is een marketing en design agency met als doel bedrijven de winnaars van het digitale tijdperk te maken. Ze zijn gespecialiseerd in Marketing Strategie, Social Media Campagnes & Social Media Management, Brand Development, Intelligent Web Design en Development, Marketing Communicatie en Search Engine Marketing

Customater is de oplossing voor mensen die professionele huistijlelementen zoals visitekaartjes, enveloppen, briefpapier en flyers zelf willen creëren met toch hun eigen input te gebruiken zoals zelf gekozen afbeeldingen en logo's. Vervolgens kan het gemaakte product gedownload worden als PDF formaat.

## Introductie

In de introductie fase was het doel het verkennen van het bedrijf, het formuleren van de probleemstelling en het opstellen van een plan van aanpak.

## Onderzoek

Dit was de belangrijkste fase in dit project, omdat je zonder een goed onderzoek geen concept kunt maken. Een aantal dingen zijn onderzocht zoals: de markt, de concurrenten, de beschikbaar te stellen producten, de doelgroep, branding en de technologie die gebruikt moet gaan worden. We hebben desk en field research gebruikt om deze informatie te verkrijgen.

## Web Design

Na de onderzoekfase kwamen we erachter wat de verwachtingen precies waren en hoe we vervolgens te werk zouden moeten gaan. Het ontwerpen van de homepage en haar onderliggende pagina's zijn gemaakt met Adobe Photoshop. Ook hebben we wireframes gemaakt zodat we een beter beeld hebben hoe de web site eruit gaat komen te zien.

## Web site ontwikkeling

Zodra we klaar waren met het ontwerp van de webpagina's hebben we het ontwerp omgezet naar HTML en CSS. Daarnaast hebben we ook een Facebook pagina met Facebook Application en een Twitter pagina gemaakt. Ten slotte hebben we de web site en Facebook pagina getest met verschillende browsers en besturingssystemen.

# Glossary

## **ABS**

Australian Bureau of Statistics

## **Company collateral**

Collateral or company collateral is visual identity of a company like business card, letterhead, flyer etc...

## **CMS**

A Content Management System is a web site which you can use to manage your content of your web site.

## **DESTEP analysis**

This is a analysis method which we used to research the external factors that could possibly involve our project.

## **DIY**

Do it yourself (or DIY) is a term used to describe building, modifying, or repairing of something without the aid of experts or professionals.

**E-commerce** consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks.

## **Magento**

Magento is an open-source web shop web application.

## **PayPal**

PayPal is an e-commerce business allowing payments and money transfers to be made through Internet.

## **SEO**

Search engine optimization (SEO) is the process of improving the visibility of a web site or a web page in search engines via the "natural" or unpaid ("organic" or "algorithmic") search results.

## **SMART**

SMART stands for Specific, Measurable, Acceptable, Realistic and Timely and is a technique to make your goals more reachable.

## **SME**

Small and Medium Enterprises are companies whose headcount or turnover falls below certain limits.

## **Social media marketing**

Marketing based on social media networks, like Facebook and Twitter.

## **Ten Dollar designs / 10DD**

This was the work title we used before we came up with the official project name of customater.com

## **WordPress**

WordPress is an open source Content Management System (CMS), often used as a blog publishing application, but it's also possible to use it for your own basic web site or portfolio.

## **Wireframes**

A web site wireframe is a basic visual guide used in interface design to suggest the structure of a web site and relationships between its pages.



## Introduction

01

*"Customater.com is an e-commerce store where users can create and customise their..."*

# 1 Introduction

## 1.1 Initial idea

Customater.com is an e-commerce store where users can create and customise their own collateral online. Users will most likely be small to medium business owners who are more likely to want to do things themselves and many would never consider hiring a graphic designer to design their collateral. However, they also don't have the skills to create professional collateral.

## 1.2 Outline of the thesis

This thesis is organized as followed: Chapter two provides a description of the company, The Defectors and in chapter three you can find the objectives and the thesis research-questions. Chapter four gives you a description about the research which includes research analysis and conclusions and recommendations.

The concept and product development part of the research project is covered in chapter five. Chapter six describes the process and the way we worked on this project. Finally, chapter seven provides a reflection on the complete project.



## Company description

02

*"The Defectors originally launched as a web design and development agency in 2007..."*

## 2 Company description

### 2.1 The Defectors

The Defectors originally launched as a web design and development agency in 2007 by Joel Maloney. Originally, the company's main focus was on becoming a digital partner to the bigger advertising agencies in Australia. In the social media arena, the Defectors specialised in building online communities for brands and built a number of social media platforms for big brands such as Bayer and Schwarzkopf in close consultation with the leading advertising agency.

Business was going good... then more and more agencies started doing their own productions. Complex web projects were time consuming and resource heavy. The Defectors needed to reinvent themselves and find place in the marketing world. They found their niche in being a boutique Marketing Agency and a specialised social media marketing agency to service the bigger brands and other agencies.

Right now the company is located only in Sydney and are a marketing agency specializing in Marketing Strategy, Social Media Campaigns, Brand Development, Intelligent Web Design and Development, Marketing Communications and Search Engine Marketing.

The company consists of four employees and six interns. Their customers include ING Direct, Materials in the Raw, Galderma, School Tours Australia, Q Station, World Masters Games and Customtec.

### 2.2 Mission

The mission of The Defectors is to challenge the established marketing methods of yesterday, to innovate every day, and deliver marketing solutions that effectively engage customers, exceed ROI (return on investment) targets and make business sense.

*Written by Joel Maloney, CEO at The Defectors*

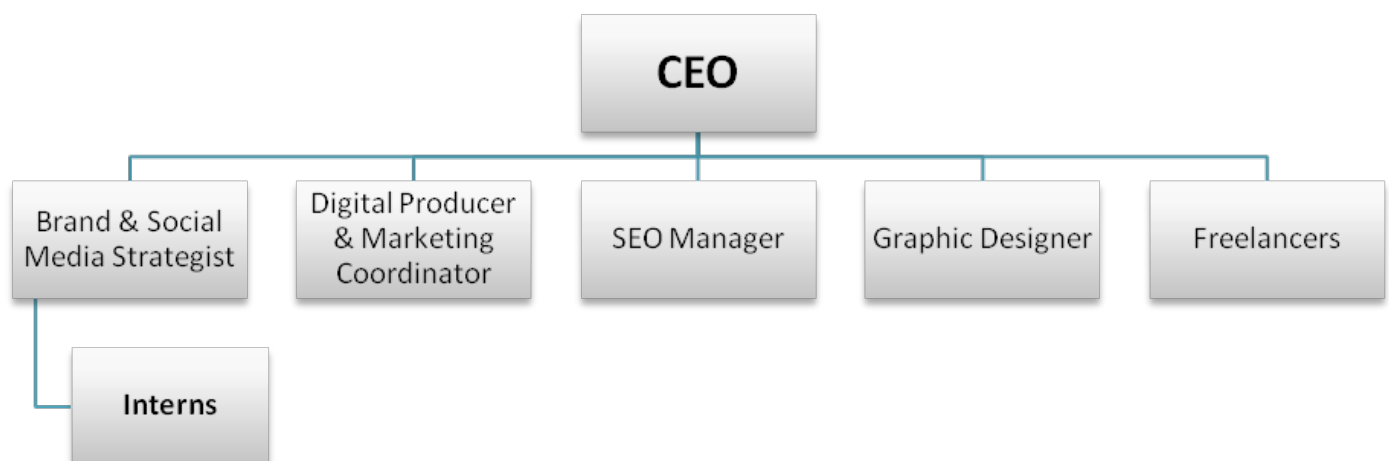
## 2.3 Organization Structure

The Defectors consists of four employees, two enthusiastic freelancers and six interns. Table 2.1 provides an overview of the employees and their positions as of October 2010.

Employee (internal)	Position
Joel Maloney	CEO, Marketing & Online Business Strategist
Jenine Wong	Brand & Social Media Strategist, Intern program supervisor
Patricia Potestas	Digital Producer & Marketing Coordinator
David Hamann	SEO Manager
Monica A. Nava	Graphic Designer
Emal Gholzad	Intern
Bart Tulfer	Intern
Lavinia Frantzen	Intern
Tom van den Broecke	Intern
Semra van der Linden	Intern
Hillary Kneubuhl	Intern
Freelancer	Position
Matthew Rochow	Front-end Web Developer
Dries Geeroms	Facebook Developer

2.1 – Organization Communication Flow

The following illustration displays the communication flow of The Defectors and as you can see there is direct communication between all employees and the freelancers. The freelancers communicate with the manager and the interns communicate at first with the Intern supervisor, Jenine Wong.



2.2 - Organization communication flow



Objectives & thesis research question

03

*"Customers from The Defectors are requesting the option to create and customise ..."*



## 3 Objectives & thesis research question

### 3.1 Problem statement

The Defectors is a marketing agency that handles a lot of projects for many different companies. They offer their customers a wide variety of services from implementing advanced marketing strategies to designing and developing web sites that meet the current requirements like social media plug-ins and up to date SEO information.

Customers from The Defectors are requesting the option to create and customise their own collateral so that they have more personal input and are able to add own designs and logos to their freshly new developed collateral package.

How we are going to fix this problem and find a proper solution for this problem? That is what our research is going to tell us.

### 3.2 Research question

To get a clear and proper research question, you should make sure that the question on which you build your research on is formed in a SMART way  
(**S**pecific, **M**easurable, **A**ceptable, **R**ealistic, **T**imely)

**“How can customers create their own collateral in 3 simple steps using templates and own designs?”**

We are going to use this question as a base for the research we are about to do.

### 3.3 Objective of research

The main objective of this project is that a solution for the above motioned problem will be found. By researching the market, the competitors, the technical opportunities and of course the customers need we will define a conclusion on which we will base our product. By a professional and quick way customers are going to be able to buy their freshly created collateral for a sharp price immediately and have it delivered in .PDF format as an instant download.

Customers are most likely operating and active in the small to medium business sector. This is exactly the sector where we would like to present this product to. Please see attachment V for target audience research.

An ideal solution for companies and businesses that can't effort a professional collateral or don't have enough design skills to create one on their own, that's where customater.com is going to come in to fill up this gap.

We want to know what our possible customers want and therefore we are going to use a survey that the current customers of The Defectors need to fill out. We also would like to find out if the clients are interested in being part of the design phase or if they rather use a pre-made template.

With this unique idea in mind, and with the correct resources and sharp planning, this project could turn in to a success.

### 3.4 Research sub-questions

In order to achieve the objective, the following sub-questions have been made:

1. What would be possible solutions for this problem?
2. Which one of these solutions are realistic and within reach?
3. Who are the competitors?
4. Who are these customers/clients and in what sector are they active?
5. What kind of collateral type is most preferred by our customer/clients?
6. What are the advantages and disadvantages for The Defectors?
7. What kind of templates are we going to allow the customers/clients to use?
8. What basic web page technique do we need and which platform should be advised to use?
9. What kind of possibilities does the customer get in designing its own collateral?
10. What kind of options does the competitor offer to their customer, and which ones does customater.com want to offer them?
11. Which steps are we going to use and why?
12. What are brands and how are giving them an identity?
13. What kind of collateral types are we going to make available for the customers/clients?
14. Which online payment methods are possible and which one should be used for customater.com?
15. What social media web sites are useful and which ones are we going to use for customater.com?



Research analysis

04

*"To find out what our (potential) customers desires and wishes are we sended them a survey..."*

## 4 Research analysis

### 4.1 Preliminary analysis

#### 4.1.1 Surveys

To find out what our (potential) customers desires and wishes are we sent them a survey. This survey has 16 important questions on where we base our facts on. We divided these surveys over 64 different companies that are related with The Defectors or have business relations. 52 of them filled it out and we could base a lot of facts on this survey. You can find the results of this survey in chapter 4.3.2 sub questions.

#### 4.1.2 Web design trends

In order to create innovative, simple, fresh and trendy web site for Customater.com there had to be some kind of trend watching. We have watched a few articles about web design trends of this year on several web sites and have chosen suitable trends for this project. The following trends are recommended by several web designers and articles online on Smashing Magazine and Web designer Wall:

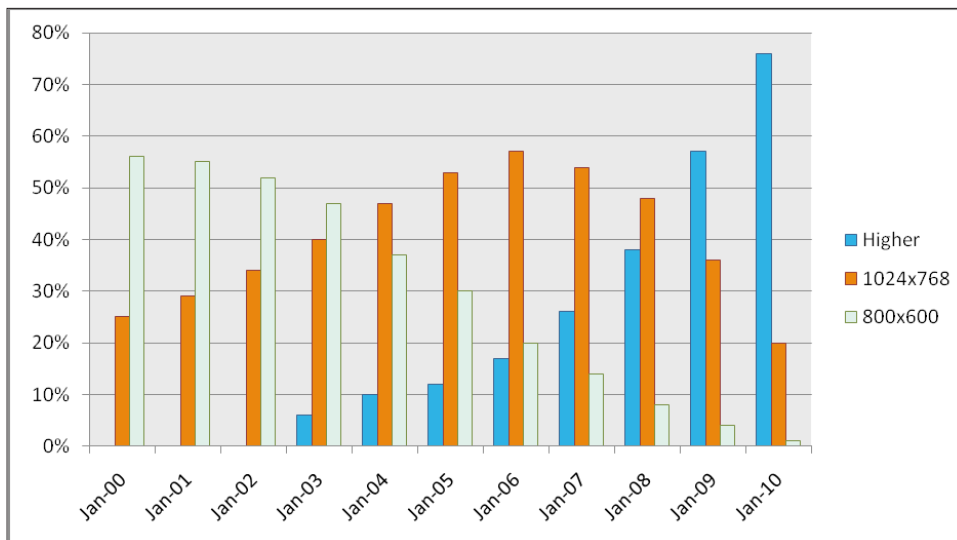
- Clean & Simple
- Big typography
- Icons in navigation bars
- Gradients
- Rounded corners
- Modal Boxes
- Larger page layout
- Sliders
- JavaScript animation

Please find more information about web design trends in attachment III “Analyse web design trends”

#### 4.1.3 Screen resolution

It is important to know which screen resolution our users are using, because then we can design the web site of Customater.com for the right computer screens resolutions.

What you can read from the statistics below is that most users are using a screen resolution of 1024x768 pixels or higher like 1280x1024 pixels or even 1680x1050 pixels widescreen.



4.1 – screen resolution of the latest years according to W3Schools.com

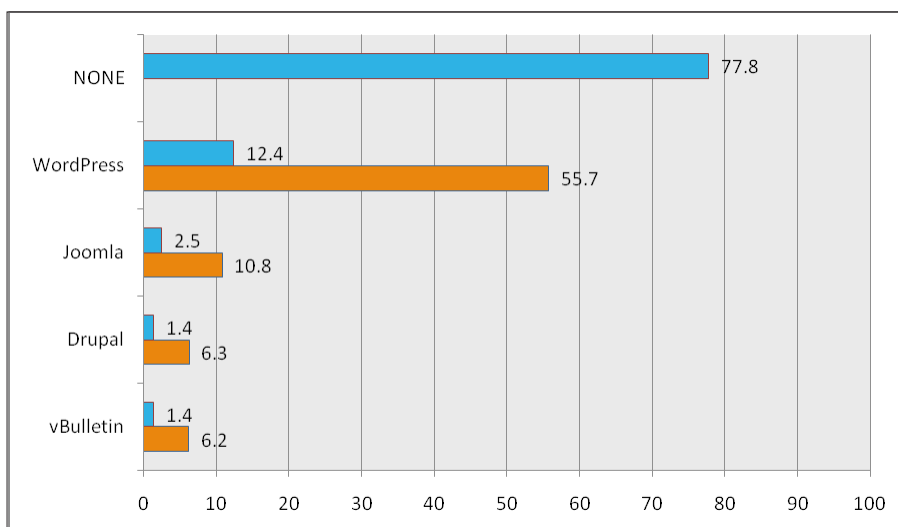
The most computers today have a screen resolution higher than 1024x768 pixels. That's why we are going to design the web site for Customater.com at least 1024 pixels wide.

### 4.1.3 Platform

The Defectors would like to know which platform they can use for Customater.com as back-end system. To select the best we've compared and tested WordPress and Magento platforms for Customater.com. The web site needs to have a platform which is easy to use, easy to configure/edit and has free updates and plug-ins.

Magento is an open-source e-commerce web application with free and paid modules. The most of the modules are not free and can be used only for non-free version of Magento Enterprise Edition. Magento is most used as an e-commerce system and it is very heavyweight open source CMS because it is not easy to use and configure them properly.

WordPress is an open-source Content Management System (CMS). It has many features including a plug-in architecture and a template system and is the most popular in use today:



4.2 – usage of Content Management System according to w3techs.com in percentage

As you can see 77.8% of the web sites worldwide use none of these CMS. WordPress is used by 12.4% of all the web sites that is a CMS market share of 55.7%.

It is easy to use and configure WordPress with all the free plug-ins and widgets available. It's really an easy task to configure WordPress to serve as a regular private or corporate web site, a private membership site, a full-featured e-commerce site, and much more.

As you noticed WordPress has more to offer for Customater.com than Magento platform and that's why the Word-Press should be used for Customater.com web site. For more details please see attachment IX "WordPress & Magen-to platforms".

	WordPress	Magento
Security	++++	++++
Support	+++++	++
Easy to use	+++++	++
Easy to edit/configure	+++	+
Speed	++++	++
Management	++++	+++
Commerce	++++	++++
Free Plug-ins/updates	++++	++

#### 4.3 Benefits of WordPress and Magento

## 4.2 Methodology

For this research a combination of qualitative and quantitative research methods were used. The Following methods were applied: field research (survey, public opinions), desk research (Internet and literature) and SWOT Analysis. In order to verify facts we obtained Information only from trusted sources.

### Field research

This is the way of investigating the subjects summed up below but with this you go out on the streets to organize for example: interviews, surveys and ask for public opinions. Research done out of your field of operation to gather details and information.

### Desk research

We are going to use this method to get information about marketing research like product research, technology re-search, competitor analysis, target audience and segmentation analysis from behind the desk.

### Observation

During the internship we got information and observation from The Defectors employees, work atmosphere and clients.

### SWOT analysis

We have performed a SWOT (Strengths, Weakness, Opportunities and Threats) analysis in order to create a struc-tured overview of what is currently happening internally and externally with The Defectors.

## 4.3 Internal analysis

### 4.3.1 Organizational structure

Please find the organizational structure in chapter 2.3.

### 4.3.2 Service

Currently the following services are being sold to their customers to revolutionise their marketing:

#### *Brand Development*

The company believes that a brand is not just a logo and some pretty colours; it is more like a person with its own identity, life, story and plans for the future. The company sells also services like collateral design, e-mail template design and print advertising design.

#### *Social Media Marketing*

The Defectors sells this service to the customers who want to make their brand more social on social media web sites like Facebook, Twitter, YouTube and Blogs. It's not about "build it and they will come" it's about strategy to attract audiences, rally them into action, get them to spread the word, engage them in a continuous conversation and keep them coming back.

#### *Web Design & Development*

The Defectors designs and develops web sites and it's all about simplicity, solutions, strategy and style. To develop web sites the company uses the latest open source web technologies like WordPress, Magento and Joomla CMS.

#### *Search Marketing*

The Defectors help customers make their web site findable and increase websites ranking in search engines like Google (Search Engine Optimisation)

### 4.3.3 Strategy

The Defectors believe that it all starts with strategy. Marketing without strategy is like finding your way through a maze blindfolded. This is why the company take a strategic approach to all projects they work on, no matter how big or small. When it comes to strategy it's all about integration where all the tactics are functionally tied together to drive consumer response and achieve campaign goals.

### 4.3.4 Freelance and outsourcing

There are two freelancers working as web developer. One of them is skilled in WordPress and lives in Queensland. The other developer lives in Belgium and does Facebook Development. They contact with each other by the phone or Skype.

Beside the freelancers the company also outsource their projects in India. One of the projects which is developed by an Indian company is VIPvouchers.com.au.

### 4.3.5 Financial situation

Currently The Defectors are in a stable financial position after downsizing after the recent Global Financial Crisis. During the period of 2008/09 they reinvented the business model to reduce costs and focus on the most profitable and reliable services which were web site design and development, SEO marketing and social media marketing.

### 4.3.6 Marketing

The marketing strategy of this company is “practice what we preach”. The Defectors promote the company throughout their online marketing agency channel outside of word of mouth marketing and networking. They are running Facebook Ads, LinkedIn campaigns, Search Engine Optimisation and Social Media Marketing through the Defectors Blog. They are averaging about \$500 a month on marketing expenses and 5 hours a week is spent on actively marketing the business through the aforementioned tactics.

## 4.4 Conclusion internal analysis

We have defined the strengths and the weaknesses with above gathered information through this internal analysis. This represents the “SW” for the SWOT Analysis in chapter 4.8.

#### **Strengths:**

Currently in a strong market position which allows them to reach a lot of people in a short amount of time.

A lot of current customers/clients are very satisfied with the service they are provided with by The Defectors.

#### **Weaknesses:**

The market itself is not a stable one. Companies can easily stop existing when the wrong decisions are made. It is a business that exists on taking big chance in the market.

Freelance developers are skilled, but they live far away, they can't work right away, which take a lot of time to work and discuss the project.

To outsource projects to India is pretty cheap, but with VIPvouchers.com.au the Defectors had already a lot of issues with the development of the web site. After the web site was delivered and was done, there were still a lot of bugs and loose ends in it.

## 4.5 External analysis

To figure out what kind of external factors we have to cope with when investigating small business throughout Australia which is our major target audience. We decided to apply the DESTEP research method that will give us an overview of the external environment. By using DESTEP, we can come up with detailed and clear information that we'll need to complete this project successfully.

DESTEP consists out of six important categories that are important for us to know if we want to continue working while knowing the right facts. The six categories are:

- Demographic
- Economic
- Social and cultural



- Technologic
- Ethical
- Politic and legal

It is a way for us to obtain an image from the external (macro) environment in which an organization operates. Understanding the external environment of an organization is important to make effective use of the opportunities and threats caused by the environment in which a company operates. Aligning the strategic policy on the findings of DESTEP analysis suggests a company to operate successfully in its environment.

#### 4.5.1 Demographic

In this chapter we will explain some facts about the demographic facts on which we based our decisions and conclusion on.

2005-2006	2006-2007	2007-2008	2008-2009	2009-2010
1,65 million	Unavailable	1,98 million	1,94 million	1,96 million

4.4 The growth of small businesses in Australia during the last five years

The table above shows us the growth of small businesses during the last five years.

*The ABS previously reported that there were 1.93 million small businesses at the end of 2006-07, however the Australian Bureau of Statistics advises that the 2006-07 data is not comparable with subsequent data due to a change in methodology ([www.innovation.gov.au](http://www.innovation.gov.au)).*

Some demographic facts given about small businesses in Australia:

- The economic recession also left its traces in Australia. The period 2008-2009 shows us a little downfall in the people that start or have small businesses in Australia.
- The 2005-2006 periods has gone through a big growth because of the upcoming small internet businesses.
- 70.7% of the owners of a small business are male.

#### 4.5.2 Economic

The Australian economy has been a healthy one for over a decade of years already. Even the economic recession hasn't hit them as hard as it did to other countries during that time.

Some economic facts about the small business sector in Australia:

- A company fits in the small business sector if it hasn't more than 19 employees and doesn't has a turnover of more than 2 million AUD a year.
- 19,2% is the largest group when it comes to the weekly income of a small business company. (\$400 to \$599) followed by the second largest group of 15,2% (\$600 to \$799). 46,2% makes more than that and 19,4% less.
- In 2007-09 there were 295.298 small business entries and 313.448 small business exits. Business failures make up only a small subset of total exits.

### 4.5.3 Social and cultural

A part of the DESTEP research methodology is to monitor the social and cultural data.

Some social and cultural facts about the small businesses in Australia:

- 67.5% has a home based small business, operating from their house
- 22% of small business owners estimate they work 41 to 50 hours in a typical working week
- 18% of small business owners estimate they work 51 to 70 hours in a typical working week
- 6% of small business owners estimate they work over 70 hours in a typical working week
- 54% work 40 hours or less
- The state of New South Wales is the state that has the most registered small businesses, (31 % , 316.400), followed by the state of Victoria (26%, 269.500)

### 4.5.4 Technologic

Because our final product has a big part of it based on technique, it's important for us to know some facts about the target audience's technical facts.

Some technologic facts about the small businesses in Australia:

- 96% of small businesses own a computer.
- 94% of small businesses are connected to the internet with a further 2% expecting to connect their business-  
es to the internet within the next 12 months.
- Of the small businesses reporting connections to the internet, around 96% had broadband access.
- 78% used the internet to place orders.
- 74% received payments over the internet.
- 62% took orders over the internet.
- 61% of small businesses have a web site.

### 4.5.5 Ethical

When a customer decides to create its own company collateral using customater.com there won't be any form of rights on the design. By reading the license agreement and accepting this, the customer gives up its rights to claim the design. Furthermore Customater.com doesn't make products that affect the environment. Therefore it has no environmental ethical responsibilities in carrying out its services.

#### **4.5.6 Political and legal**

To make sure that the customers know what they can expect from customater.com, they have to read and accept the user agreement before they can proceed. To inform the customer about what is legal and how we handle their personal information, we will include a privacy policy to inform them about their rights.

### **4.6 SWOT analysis**

#### **4.6.1 Strengths**

The Defectors are currently in a strong market position which allows them to reach a lot of people in a short amount of time.

A lot of current customers/clients are very satisfied with the service they are provided with by The Defectors.

The concept we are developing is as good as unique which would mean that it is a good solution for filling in the customer's gap when it comes to creating their own collateral online.

#### **4.6.2 Weaknesses**

The market itself is not a stable one. Companies can easily stop existing when the wrong decisions are made. It is a business that exists on taking big chance in the market.

The possibilities might subsist that clients are actually not so hungry for a solution like this one because of the high supply of competitors that exists online already.

#### **4.6.3 Opportunities**

The market is a healthy one which would mean that there are enough people are interested in services that we provide.

Social Media is growing explosively which could mean that a lot of people get to know customater.com in a short amount of time which could make it big quickly. Because of our use of the social media networks like Facebook and Twitter this could be a big opportunity.

Demographic trends: People are using the internet way more than before which could mean that they are looking for a solution that we are providing them with in the form of customater.com.

#### **4.6.4 Threats**

The competition could bring a new feature that looks a lot like ours which would mean that our product is not unique anymore.

People are eventually not using our products as often as we thought they would. The need or the extra features we offer might not be interested enough for them.

### **4.8 Research results**

In this chapter you can find the research results of the main research question and the results and research method of the sub-questions.

### 4.8.1 Main research question

**How can customers create their own collateral in 3 simple steps using templates and own designs?**

We are going to answer this main question with sub questions that are divided as shown below

### 4.8.2 Sub-questions

#### 1. What would be possible solutions for this problem?

Research method: Desk research

- The solution for this problem could be an e-commerce web site where customers can customise their own company collateral by using templates or their own designs.
- The second possibility is that we build a stand-alone application which customers can install them on their computer and customise their own collateral.
- A third possibility could be that the application will be build for internal use and purposes only. By communicating with the customer a designer could quickly make a collateral package that matches the requirements of the customer.

#### 2. Which one of these solutions are realistic and within reach?

Research method: Desk research

- The first solution is the most realistic one because this one is within our limits. With limits we mean, time limits, and knowledge limits. We are able to realize a fully designed and developed web shop environment which will allow the customer to create his collateral in a few minutes.
- The second solution is not realistic for us to realize because by this way we are not directly competing with our competitors because they all offer their customers a DIY solution in where they can have the freedom of creating something for themselves by just using the internet. Providing them cd's or downloads, would be too cumbersome and expensive.
- The third solution is not possible within the current occupation of The Defectors because there is no room for an extra designer that should be doing all the work for the customers. Besides, the customers are getting less own input in the design process as they eventually wanted.

By having this stated our choice logically goes out to solution number one.

To build a stand-alone application is not realistic for us because we are more designer and less developers.

#### 3. Who are the competitors?

Method: Field research

By stating an important question in our client survey that we held over 52 respondents, the following results came out of it.

The three biggest competitors for us will be:

- Moonpig.com
- Yellowpostie.com.au
- Zazzle.com.au

These three all provide their customers with the service of personalizing and customising greeting cards and post cards. Zazzle.com.au is the only one that does offer more services like customising clothing and gadgets like coffee mugs and buttons. None of them are offering professional collateral.

In chart 1 you can see how aware the customers are about our competitors and if they know what they do and if they know of their existence.

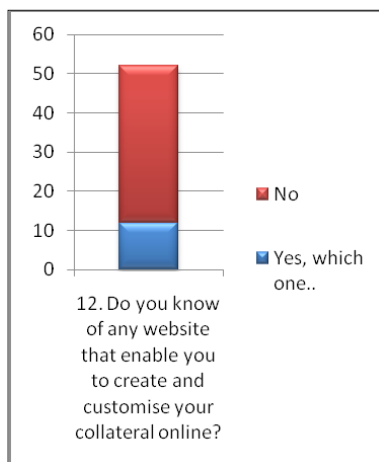


Chart 1: publicity of competitor

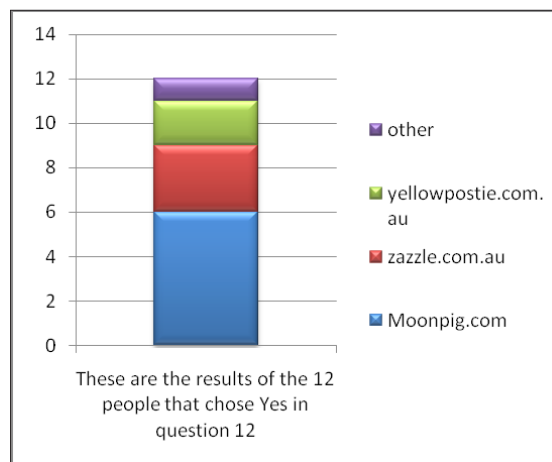


Chart 2: The most known competitors

#### 4. Who are these customers/clients and in what sector are they active?

Method: Field research

Based on a target audience analysis, we used a survey to figure out what the wishes and desires of the customers are. This survey has 16 important questions on where we base these facts on. We divided these surveys over 64 different companies that are related with The Defectors or have business relations. 52 of them filled it out and we could base a lot of facts on this survey.

In chart 2 you will see the most common and targeted business sectors that would we would like to target. The graph shows us which sector is most popular and interested in a product like customater.com.

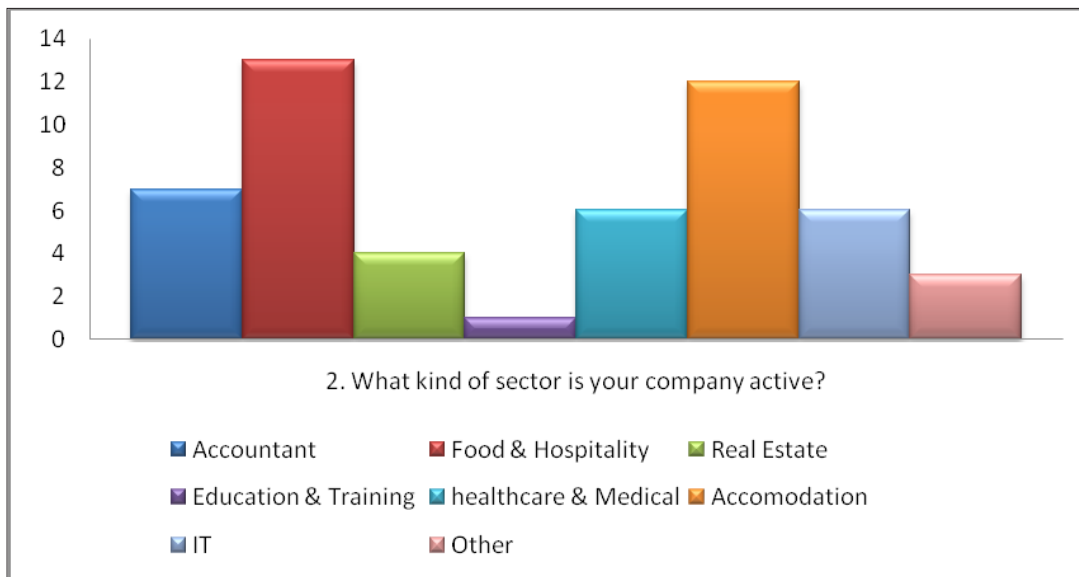


Chart 3: The most interested in customisable business collateral sectors

We also investigated in the age category so we can get a better image of our future customers and in what category they're in. Chart 3 shows us that most of the company owners are in an age between 26 and 45 years old. This could be an interesting thing to know for when we get to start designing because, we then can reckon with the style and design people of from that age category are most interested in.

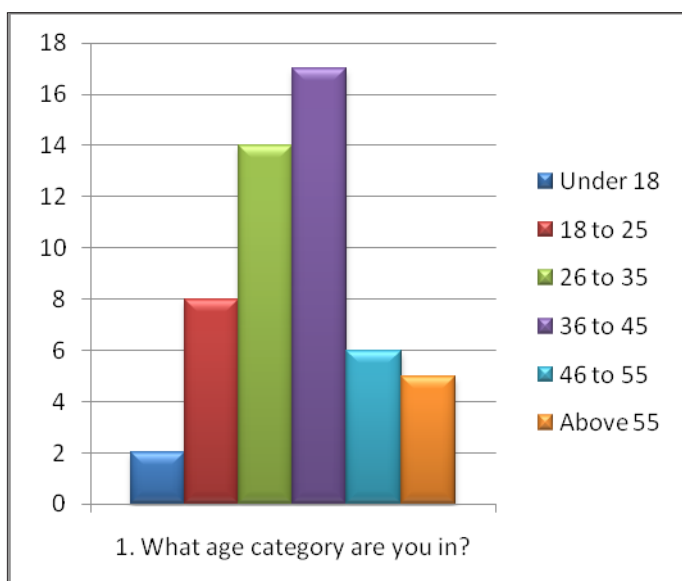


Chart 4: The most popular age category for a product like customater.com

## 5. What kind of collateral type is most preferred by our customer/clients?

Method: Field research

To answer this question we used the same survey that gave us some clear answers about what the customers are interested in and what they would like to customise. We gave them a few options that are common in a collateral suite. The graph below will give a more clear answer to what is wanted by our possible customers.

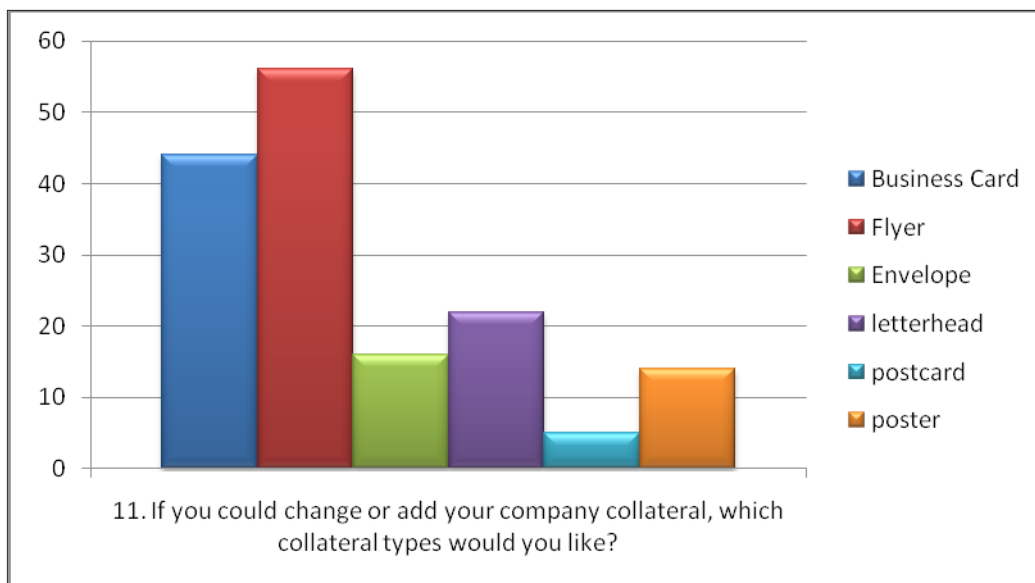


Chart 5: The popularity amongst collateral types

As you can see the business card, flyer, envelope and letterhead are the types of collateral that are most wanted by our respondents.

## 6. What are the advantages and disadvantages for The Defectors?

Method: Desk research / SWOT analysis

Based on the SWOT analysis there should be a few advantages and disadvantages for The Defectors. For more information, see the SWOT analysis in the methodology chapter.

### Advantages:

Customer.com could expand the popularity of The Defectors what would deliver them eventually more customers and clients that are interested in the services that The Defectors deliver.

### Disadvantages:

This could be an investment of the wrong kind when it's not handled properly.

## 7. What kind of templates are we going to allow the customers/clients to use?

Research method: Desk research

We are going to allow the customers to choose from 5 different categories of templates.

- Food & Hospitality
- Account & Business
- Travel & Accommodation
- Health
- IT

According to the results we got from our customer survey, the five most popular and interested branches are these five. That's why we decided to provide them with particularly designed templates.

We are going to allow the customers to choose from existing templates for every category like Business Cards, Flyers etc. The results show us that In every category you can browse different templates in sizes and colours. Besides that the customers have the opportunity to use their own logos or designs.

It is also possible to start from scratch and customise and create your own company collateral. We chose for this option because this gives the customer/user more freedom while creating its own collateral.

## **8. What basic web page technique do we need and which platform should be advised to use?**

Research method: Desk research

The basic web page technique we need for this project is the standard markup languages like HTML/CSS & JavaScript, because this is needed for a standard web page to view with a browser like Internet Explorer or Google Chrome.

We advice WordPress platform for customater.com, because it's much easier to configure, edit, develop, install free plug-ins and much more. For more details about platform please read chapter 4.1.3.

## **9. What kind of possibilities does the customer get in designing its own collateral?**

Research method: Desk research

The site will have an extensive library of collateral options that users can select a basic design from and then adapt:

- The text (with ability to choose a font, font colour and change font size)
- Logos and images (uploading their own)
- Choose a colour scheme for the template (each template will have a variety of different colour schemes users can choose from).

We chose for these options because they give the customer enough space and possibilities to make unique designs for their collateral. More options would only make it more complicated and confusing. Easy and simple are core values where we want to live up to.

## **10. What kind of options does the competitor offer to their customer, and which ones does customater.com want to offer them?**

Research method: Desk research

In the chart below you can see what our competitors offer their customers and what we are about to offer the audience. We are going to use a different concept which is not common and makes us different and thus unique for the targeted audience.

The major differences are in the fact that we offer the customer a professional looking and reasonably priced, collateral pack or element. This gets delivered to them in .PDF format in their mailbox.

We do not take an option to customise gadgets (coffeemugs, t-shirts etc.) or postcards because there are too many of our competitors already offering this to the existing audience. We are offering them something new in the shape of customater.com in where they can easily create their collateral pack in three simple steps.



	Business cards	Flyers	Letterhead	Poster
zazzle.com.au	x	x	x	X
yellowpostie.com.au				
moonpig.com				
customater.com	x	x	x	

	Envelope	Clothing	Gadgets	Collateral suite
zazzle.com.au		x	x	
yellowpostie.com.au				
moonpig.com				
customater.com	x			X

	pre made designs	post cards	PayPal	credit card payment
zazzle.com.au	x	x	x	X
yellowpostie.com.au	x	x	x	X
moonpig.com	x	x	x	X
customater.com	x		x	X

	Social media links
zazzle.com.au	
yellowpostie.com.au	x
moonpig.com	
customater.com	x

## 11. Which steps are we going to use and why?

Research method: Desk research

Progress trackers are designed to help users through a multi-step process and it is vital that such trackers be well designed in order to keep users informed about what section they are currently on, what section they have completed, and what tasks remain.

We are going to use the following steps:

- Step 1: to choose your company collateral type and template like business card, flyer or poster
- Step 2: to customise your product
- Step 3: to checkout, pay and download your completed file as PDF

We are using these steps because these are three easy to interpret steps that will offer the customer guidance while designing its collateral so that he/she won't get confused and maybe stop designing or leave the web site.

We also want to be unique from other comparable websites and of course it's required for a product like this e-commerce store.

## 12. What are brands and how are giving them an identity?

Research method: Desk research

A brand is the identity of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp. A legally protected brand name is called a trademark. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service.

(Source: [www.wikipedia.com.au](http://www.wikipedia.com.au))

We want to give customater.com a strong brand identity by providing it with a strong logo which will be recognized by the audience because of the colour schemes and used fonts. We are also planning on providing a special Facebook and Twitter page for the web site so that customers and clients can link their profile or business page to the Facebook/Twitter page of customater.com. By doing so we will increase the popularity and the number of page visits/ views and thus making the brand identity stronger.

## 13. What kind of collateral types are we going to make available for the customers/clients?

Research method: Field research (survey)

We found out throughout the survey that most of the customers are most interested in having the following four collateral types available:

- Business Cards
- Flyers
- Letterhead
- Poster

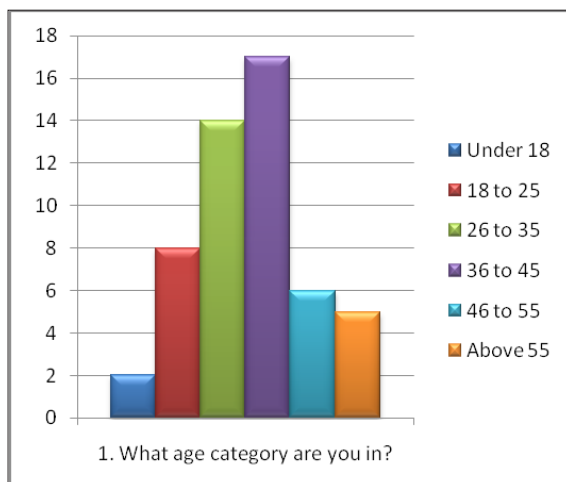


Chart 6: the most popular collateral types amongst the respondents of the survey

## 14. Which online payment methods are possible and which one should be used for customater.com?

Research method: Desk research

It's possible to pay online from your PayPal account, Google Checkout or from your credit card like MasterCard, Visa

and American Express. The best payment option for customater.com should be paying from your PayPal account, because with your PayPal account you can add your bank account in Australia like Commonwealth Bank, NAB, Westpac or ANZ. Also you can add your credit card like MasterCard, Visa or American Express. Paying with PayPal makes it easier, faster and with low costs than a credit card. Also it's easy to configure and integrate PayPal account on the web site.

For more details please check the attachment "VII Payment methods"

#### **15. What social media websites are useful and which ones are we going to use for customater.com?**

Facebook & Twitter

Why, because they are a perfect way to raise attention for our product and it easily connects people with each other which makes it possible to get a large network of people in a short amount of time that are all following your product or "like" it. For the social media research please see attachment VIII.

### **4.7 Conclusions and recommendations**

#### **4.7.1 Conclusion**

From the above research the following conclusions can be drawn. First of all we are very satisfied with the results we were able to gather because they gave us enough information to base our concept on. By researching different fields of interest like: target audience, competitor analysis, social media analysis and a technical research document in where we investigated what our possibilities were from a technical view, we were able to come up with a matching idea to realise the wishes from the future users.

By doing an internal and external analysis for this future web site we could conclude that The Defectors as a company is ready to expand their scala with a web site like customater.com. Furthermore show the results from external analysis that we did by using the DESTEP analysis method, that the market and their customers are ready for a product like ours.

As outcome of these results we decided to make the customater.com web site to perfectly match the representation with the image we wanted it to give, a professional fresh but easy to use online customisation tool, that gives the customers the complete freedom to create their business collateral exactly the way they want it be.

#### **4.7.2 Recommendations**

From the conclusions above several recommendations have been made. First and foremost is it an import recommendation for The Defectors to get an in house web developer. This is needed because there is no in house developer present at the moment and there is no suitable person that could maintain functionality of the customater.com web site and expand it with new functions when necessary.

We recommend WordPress for customater.com as back-end CMS platform, because of easy installation, configuration and implementation. Please see Platform chapter for more details.

The market for mobile devices is growing rapidly, that is why we recommend adding mobile functionality to this web site so that it will be reachable and useful for the modern mobile devices like iPhone, Android, Windows Mobile and iPad.



Concept and product development

05

*"Based on the results of the preliminary research the following concept proposals ..."*

## 5. Concept and product development

### 5.1 Concept proposals based on preliminary research

Based on the results of the preliminary research the following concept proposals were drawn up.

- Wireframes of the web site
- Web page designs
- Develop the web pages in HTML and CSS
- Facebook page design and development
- Twitter page and background design

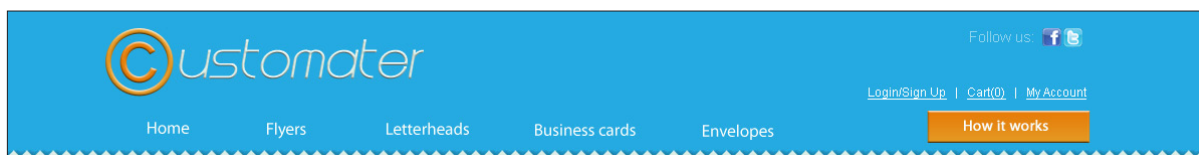
### 5.2 Definite project/concept choice and justification

The web design of customater.com contains a simplified navigation bar with the following buttons:

- Home
- Flyer
- Business Cards
- Envelope
- Letterhead
- How it works


In every page you can see the following features which are always in the header and footer of a page:

- Header of every page contains:
  - Customater logo
  - Social Media links (Facebook and Twitter)
  - Login/Sign up, Shopping Cart and My Account buttons
  - Navigation
  - “How it works” button

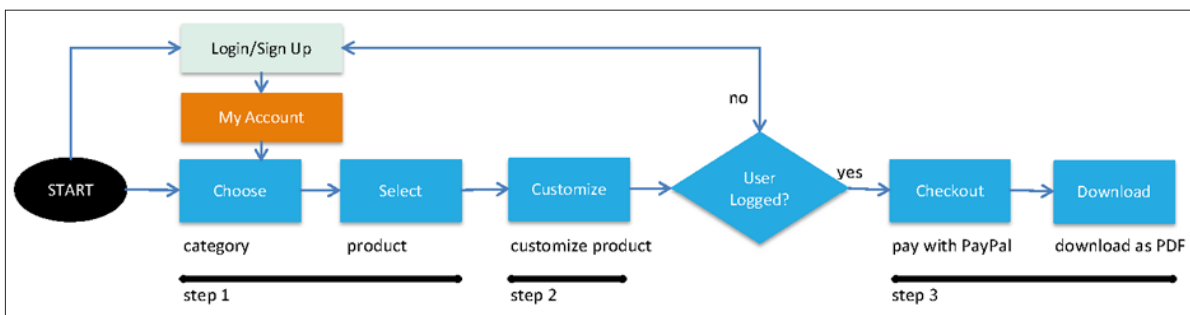


- Footer of every page contains:
  - Sign Up for newsletter
  - Links
  - Blog posts
  - Copyright customater.com

<b>Contact</b> Phone: +61 2 9993 0450 Fax: +61 2 9993 0454 Email: <a href="mailto:info@customater.com">info@customater.com</a> HQ: 145 William St Darlinghurst 2010	<b>Blog</b> <b>Customise in 3 steps</b>   11-11-2010 3.33 pm Did you know that customising your collateral is way easy than you think? Choosing from simple... <a href="#">read more</a> <b>Website launched</b>   11-05-2010 5.39 pm Today we launched the website customater.com. Would you like to make your own company collateral?... <a href="#">read more</a>	<b>Links</b> <a href="#">Library</a> <a href="#">Glossary</a> <a href="#">FAQ</a> <a href="#">Terms and conditions</a> <a href="#">Contact</a> <a href="#">Our Partners</a>
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© 2010 Customater copyright trademark 

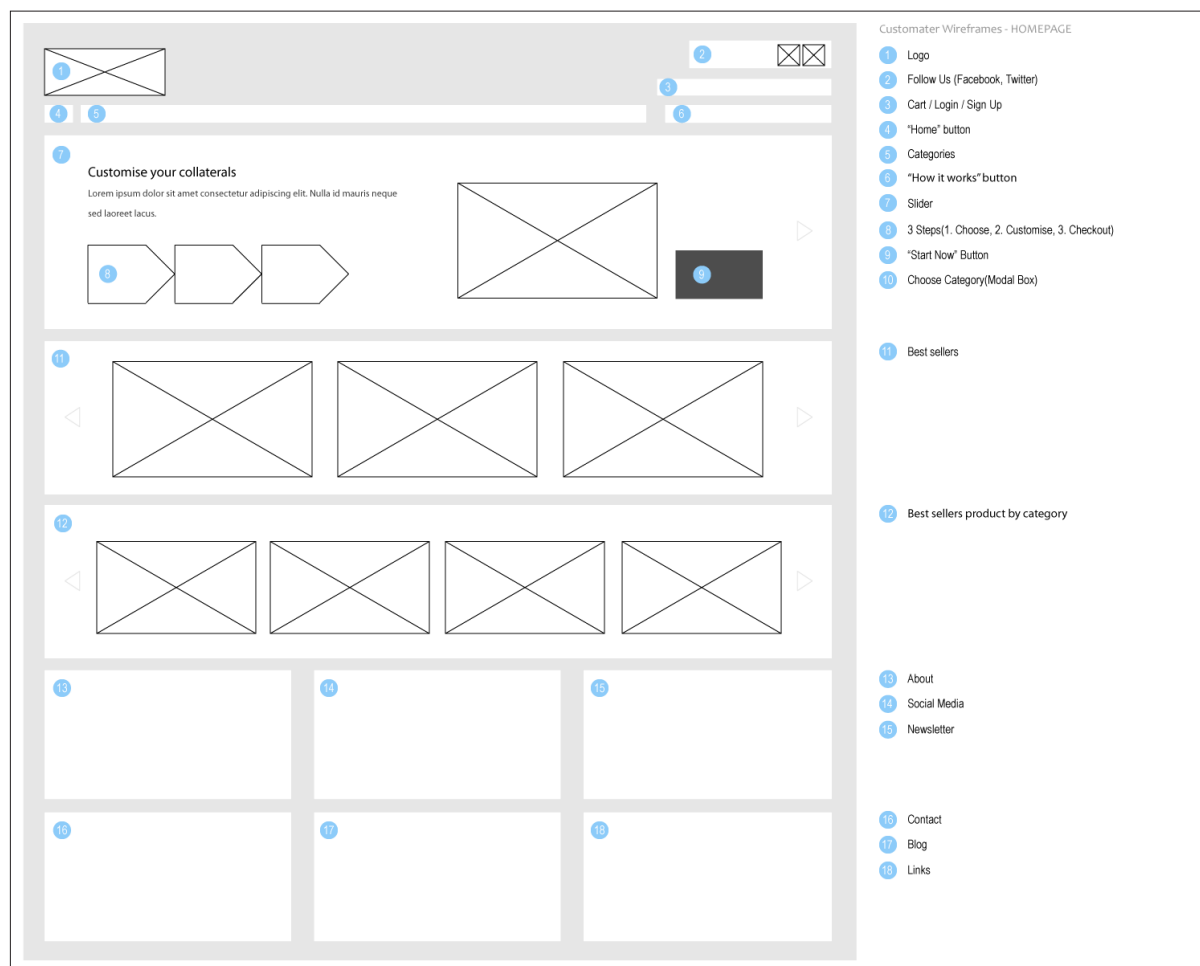
A flow chart of Customater.com can be seen in illustration 5.1. Please note that Choose page is a pop-up page to choose a category. The lines represent the communication flow of how the pages are all linked with each other. The arrows on the lines represent the direction of the communication flow.



5.1 – Customater Flow Chart

### 5.2.1 Wireframes

To show the visual interface and structure of customater.com we've made wireframes in Adobe Illustrator. After that we designed the pages in Adobe Photoshop which are explained on the following paragraphs.



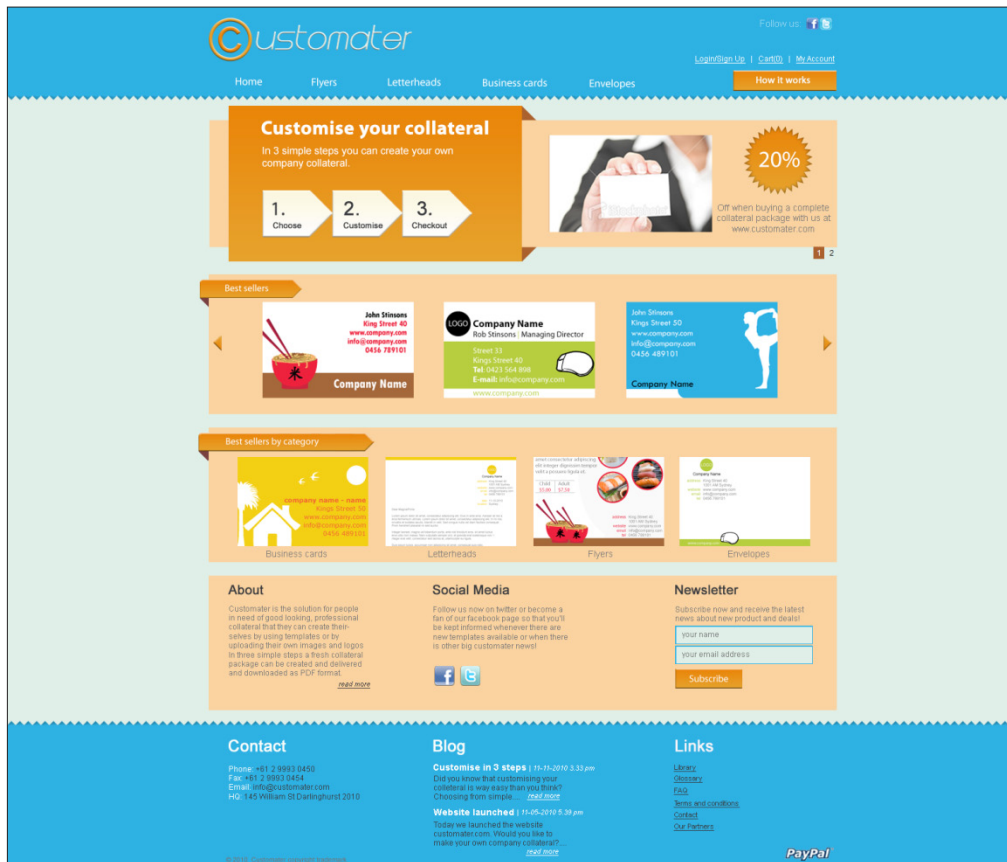
### 5.2 – the wireframe of the homepage

Please find more wireframes in the attachment XI "Web site Wireframes".

### 5.2.2 Description of the Homepage

The homepage of customater.com has a few features and it consists the following:

- Intro
- 3 steps
- Slider with 2 slides(customise & special offer)
- Best Sellers Slider
- Best Sellers Product by Category



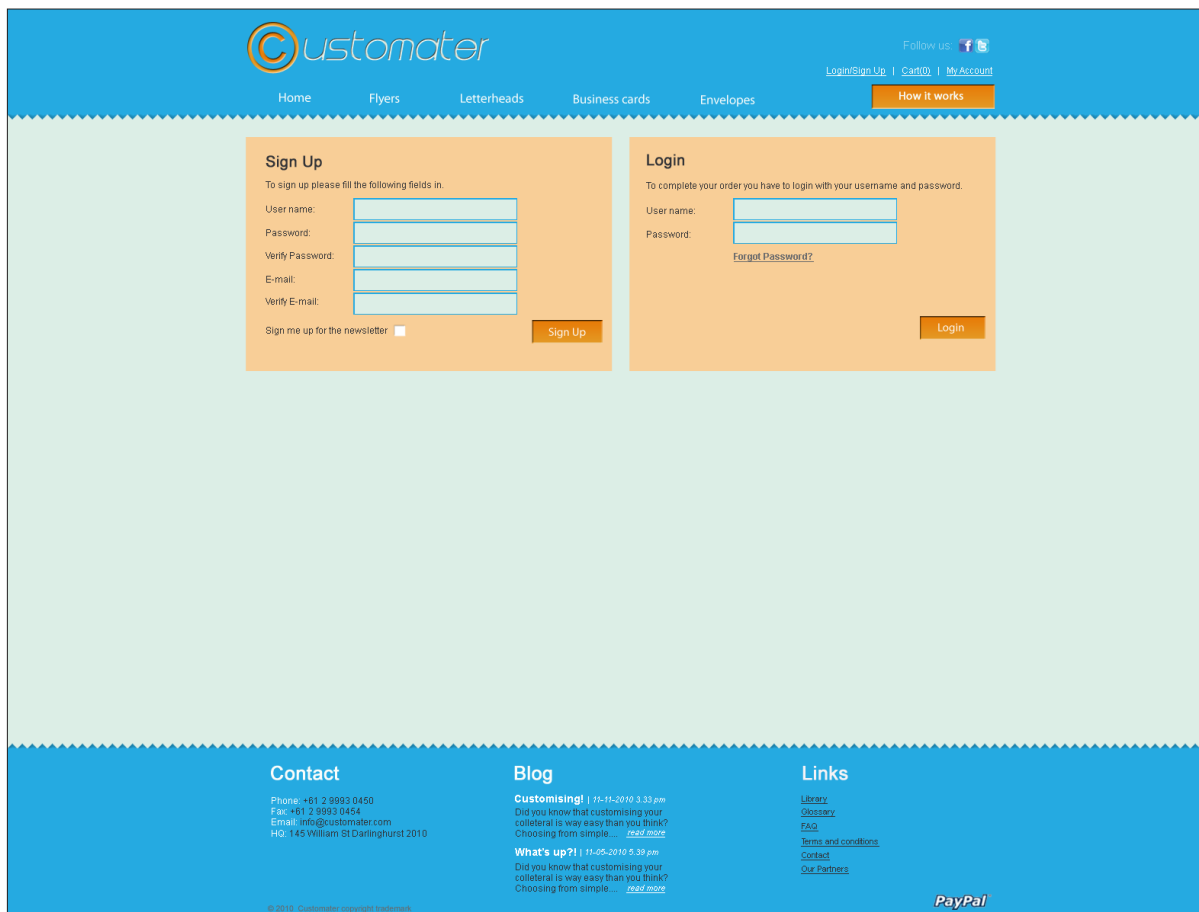
### 5.3 – homepage design of customater.com

#### 5.2.3 Description of the Login/Sign up page

The login and sign up page consists the following:

- Sign Up section which contains:
  - Username, Password, Verify Password, Email and Verify Email input fields
  - Radio button for signing up for newsletter
  - Sign up button
- Login section which contains:
  - Username, Password fields and Forgot Password link (pops up in modal box)
  - Login button





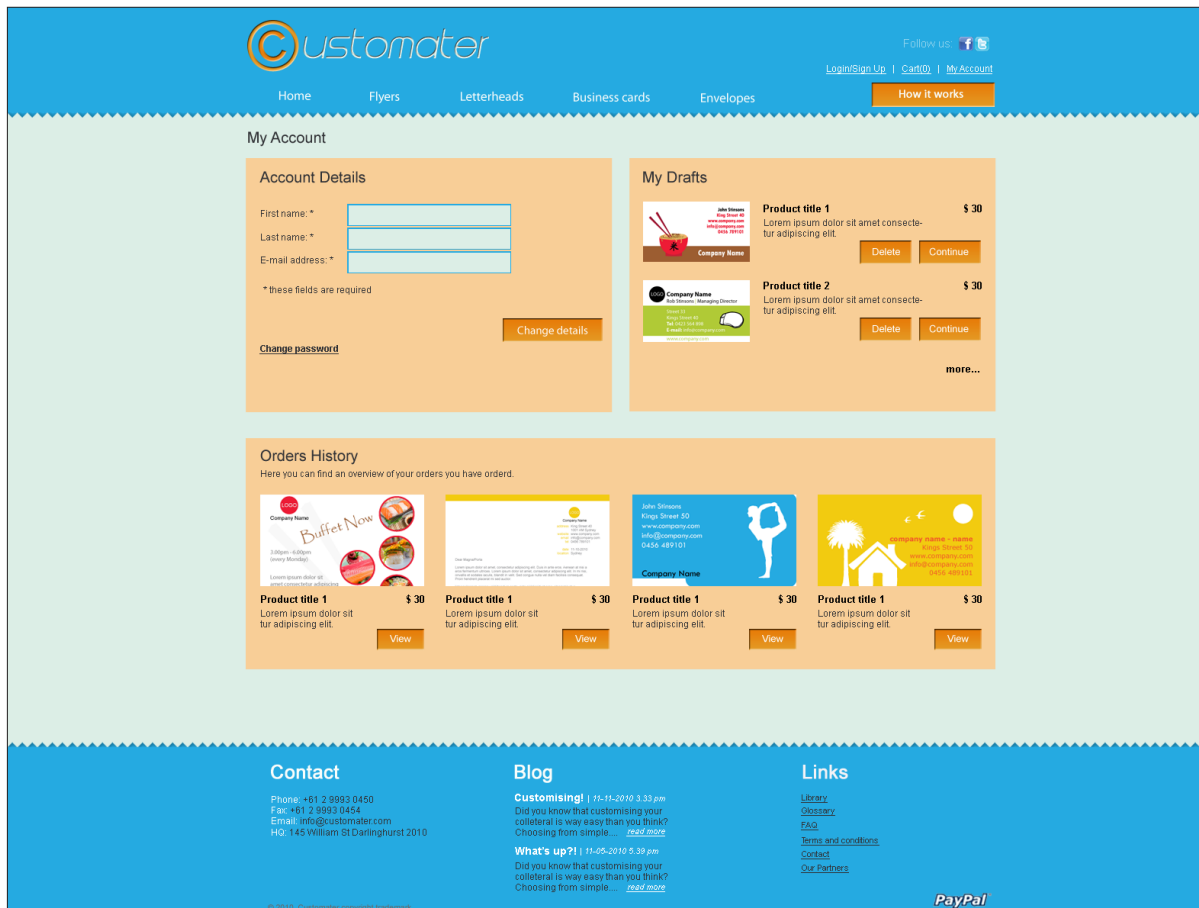
#### 5.4 – login & sign up page design of customater.com

### 5.2.4 Description of the My Account page

This page is for logged in/registered users which consists the following:

- Account Details which contains:
  - First name, Last name and Email Address input fields
  - Change Password link(pops up in modal box)
  - Update button
- My Drafts (save for later products)
  - Details of a product(preview, name, description and price of the product)
  - Delete and Continue buttons
  - More button

- Orders History
  - Details of a product (preview, name, description and price of the product)
  - View button
  - More button



## 5.5 – My account page design of customater.com

### 5.2.5 Description of the Choose page

On Choose page you can select a template of a category and this page consists the following:

- Progress Tracker (3 steps)
- Browse for templates which contains:
  - A preview of a template
  - The name of the template
- Pagination



## 5.6 – Choose page design of customater.com

### 5.2.6 Description of the Customise page

On this page you can customise your own product (business card for example) and it consists of the following options:

- Progress tracker(3 steps) so you can see in which step you are currently
- “Save for later” button
- Big preview of product
- Zoom button(pops up bigger in a version of the product in modal box)
- Switch the front and back of the product
- Product details(Product name, description, price)
- “Add to cart” button

- Personalize it section for customise/personalizing a business card which contains:
  - Upload a logo, name, address, telephone, email address and web site URL input fields
  - Browse and upload buttons
- “Customers Who Bought This Item Also Bought” section (cross-selling)



5.7 – Customise page design of customater.com

### 5.2.7 Description of the Checkout & Download page

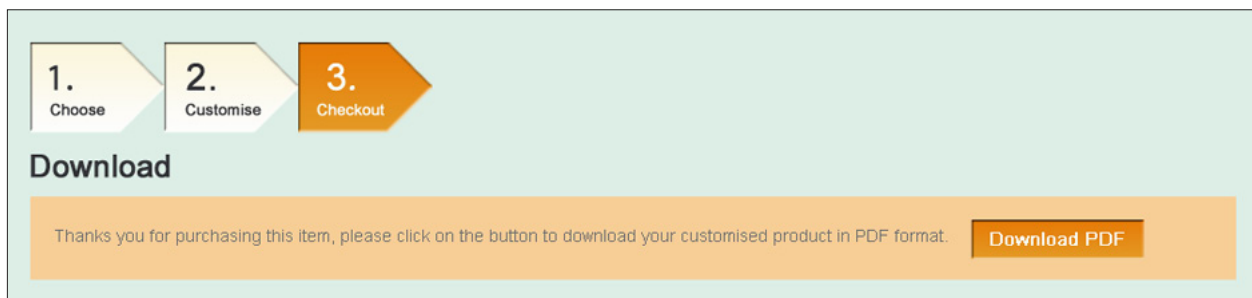
The last step is to checkout and download your product in PDF file format. The given options are as followed:

- Progress tracker(3 steps) so you can see in which step you are currently
- “Customers Who Bought This Item Also Bought” section (cross-selling)
- Shopping Cart with product details(product preview, name, price and description)
- “Change” and “remove” buttons
- “Checkout with PayPal” button



### 5.8 – shopping cart page design of customater.com

When you are done with paying, you return to download page to download your customised product in PDF format.



### 5.9 – Download page design of customater.com

## 5.3 Social network pages

### 5.3.1 Facebook

The Facebook fan page offers our customers and fans the following options:

- Intro about Customater and 3 steps(choose, customise and checkout)
- Special offer to attract the user to click on it and it goes to customater.com
- Collateral types which we offer the customers/fans to customise on customater.com by clicking on “start now” or one of the collateral types
- Contact details



5.3 – Facebook fan page for customater.com

### 5.3.2 Twitter

Twitter is a communication platform that helps businesses stay connected to their customers.

As a business, you can use it to quickly share information with people interested in the company, gather real-time market intelligence and feedback, and build relationships with customers, partners and other people who care about Customater.

As an individual user, you can use Twitter to tell a company (or anyone else) that you've had a great—or disappointing—experience with their business, offer product ideas, and learn about great offers.



5.4 – Twitter page for customater.com ([twitter.com/customater](https://twitter.com/customater))

## 5.4 Realization and implementation

The web pages are sliced up, from layout designed in Adobe Photoshop, into HTML/CSS basic web page using Adobe Dreamweaver. To bring some animation on the web site we've used JavaScript jQuery to develop slider and modal box plug-ins.

To improve the visibility of customater.com via the natural search results we've coded the web site to get more visitors from search engines like Google, Bing and Yahoo.


By creating and developing a Twitter and Facebook page we hope we will get more users through this two massive social network services.

For more details please check attachment "Realization and implementation"

## 5.5 Possible explanation about product/concept

This is the part where we could start with as soon as we finished the preliminary research like the target audience research and the competitor research. After this we got together with some people and started brainstorming to come up with a good name that would be unique, match and identify with the target audience and offers us enough possibilities to expand the name to a brand.

After a few brainstorm sessions that were not really successful we still didn't have a name. This was not an obstacle because we could easily continue working and keep the work title Ten Dollar Designs as a temporary name. Then when we didn't expect it we came up with a good name that could meet with the requirements. The result was Customater.




It is a word that is a combination of two other words, customise and automater. Automater is not a proper English word, but it does remind the people of machine that could automate a process for you like Customater is doing in some kind of way for you.

When the name got approved we could continue working on creating a nice logo that would match with the style we wanted to use. This style should basically consist out of simplicity and be fresh looking and would meet the style trends from 2010 we investigated in the preliminary research.

Eventually we choose for three basic colours that will keep returning in the rest of the designs. These colours are light blue, orange and white. See the screenshots attached to this document to give this a better explanation.

Eventually the rest of the pages will all meet the previously setted up (web) standards and will consist of these three basic colours. The Facebook page will get a little more adjusted design so that it will meet up with the standards that will match the Facebook standards.







Process description

06

*"Starting with a briefing from The Defectors about the idea they were having and that..."*

## 6. Process description

### 6.1 Phases

#### 6.1.1 Orientation phase

This is the phase we start with and make sure in what we are going to do in the period of 18 weeks. Starting with a briefing from The Defectors about the idea they were having and that we are going to realise for them. The following step we took after that was the step in where we started to do some preliminary research like investigating the current market and the competitors that we would have to reckon with. By determining the actual problem setting we created some sub questions. These sub questions should give us the answers to the things we really needed to know before we could start with designing or developing anything. Every sub question needs its own part of research but that is the subject of the next heading.

#### 6.1.2 Research phase

The research phase consists basically of giving answers to the created sub questions. By doing desk research and field research we were able to give a good and solid answer to all of our sub questions. We used questionnaires and survey as part of the field research. We used survey to investigate the potential customers of customater.com by sending it to almost all of the related businesses and partners of The Defectors. This is a good way to investigate the interest amongst the clients that are a big part of our target audience, namely the small to medium businesses and enterprises in the Sydney city area. Next we used a short but clear questionnaire to investigate the opinion and the usage of social network services amongst the people. We went out on the streets of Sydney to hand out these questionnaires to collect answers we needed for our research. Afterwards we processed this data into some charts to would give us a clear view and answer to our sub question.

As part of our desk research, we consulted a lot of trusted websites to base our facts on (mainly government websites). A good source of desk research for us where we also turned to was Wikipedia. It gave us next to some good articles written by experts in the field the answers we needed to base our results on.

#### 6.1.3 Concept phase

After collecting a lot of data that we need to start developing and designing the actual web site it was time for us to put our focus to the concept phase. In this phase we created a web site that allows us to fulfil the most of the wishes of the potential customers. We started with designing wireframes. These are a blueprint for the web site we are about to make. By designing the wireframes we really needed some good over thinking to make sure that we implemented all of the functions that we wanted to implement. When the wireframes were done, we could turn our focus to the actual design. We needed to figure out what colours we wanted to use and what kind of colours would easily match each other. From the research results we already knew what the average age form our target audience was so we could make a design that would appeal to the mass of our target audience, young, simple and fresh.

#### 6.1.4 Realisation phase

In this phase we completed the designs and we started building the web site in basic HTML/CSS and a bit of JavaScript for some animations. The web site is now ready to be developed into a customisation tool and with payment options.

We decided to develop a Facebook fan page with a Facebook Application and a Customater Twitter page in where interested people and clients follow the progress Customater goes through or to stay updated from new available templates or special deals. If someone becomes a fan of the Facebook page, he/she will get the newest offers and deals the first.

## 6.2 Obstacles

Some obstacles we had to cope with during the time we worked on this project. During the 18 weeks we worked on this project, we encountered a few obstacles along the way. One of them was that the both of us really had some difficulties in how to do proper research to find out the things that you want to know and where you can base your statements and facts on. Luckily we had some good guidance from the university and from The Defectors themselves.

### **Formulating our problem statement**

At first we had some difficulties to create a problem statement that would perfectly describe the situation and would fit with main research question. After some good research, communicating with the university and with The Defectors we were able to come up with a proper SMART problem statement and research question.

### **Agreeing to a work load we could never accomplish in the given period of time**

When we in the beginning agreed to accept this challenge as our graduating assignment we were promised to have a helping hand in the shape of a professional web developer/programmer.

Because of changes in The Defectors infrastructure it was no longer possible for us to get help from a developer/programmer.

Our graduating assignment consisted in the beginning out of the following tasks:

- Research the market and possibilities for a customisation web site
- Research the target audience
- Branding
- Logo design
- Design of the wireframes that will serve us as a blueprint
- Design the web site with all of its subpages
- Develop the web site with all of its subpages (HTML/CSS)
- Research and develop the customisation tool
- Research and develop the payment option
- Research and develop with Adobe inDesign Server. A web to print application
- Test everything for bugs and failures
- Implement and publish the web site and all of its functions to the World Wide Web
- Write user documentation

After some meetings with the management we agreed on adjusting our tasks to make them way more realistic. The tasks are now as followed.

- Research the market and possibilities for a customisation web site
- Research the competitors
- Research the target audience and their wishes
- Research social network services like Facebook & Twitter
- Name branding
- Logo Design
- Design of the wireframes that will serve us as a blueprint
- Design the web site with all of its subpages
- Develop the web site with all of its subpages (HTML/CSS)
- Develop a Facebook fan page and a Twitter page for customater.com
- Recommendations for the future

This change was kind of drastically but we managed to push this project in the right more realistic direction. The rest of the tasks will be outsourced in the future.

### **The amount of research that needed to be done**

When started writing this thesis and we came up with lot of facts that we could not underpin with the proper re-search results. These facts were facts that we assumed were right. When doing a research like this you can't assume that things are the way you think they are. We learned that we can only state these kinds of facts when you base them on your own research results or on results that have been proven to be right. We tried to look at our research and product with the eyes from an outsider that asks critical questions. Proceeding like this makes you see in a better way if some facts and research results make sense or not. A lot of times we asked ourselves why we made the decisions that we made and why would we want to know these kinds of facts.

### **Guidance in completing this project successfully**

The Defectors are a fast growing busy company with a lot of good ideas and projects that really could strike the market. A lot of work needs to be done and it's not a 9 till 5 mentality. Because of this stressful environment with a lot of last minute work to be done, the appointments made with less priority will become last. Sometimes this was the case with the appointments we made with the management. When our appointment gets rescheduled when we are at a point in our progress in where we should get a "go" or a "no go" from the management we can't continue working on our project without this approval from above. We could sometimes make a start with a new phase in our project but could not really continue without having the previous phase approved.



## 7. Reflection

### 7.1 Retrospect

This final chapter of our thesis is the one where we look back on the complete section we have been working on for the past 18 weeks.

#### Bart

During this internship I learned so many new things that it is almost impossible to describe in this subchapter but the most important ones I shall review here. My research skills and report writing skills were never so staggering, that is why I kind of looked up to this as a problem that could occur throughout this internship. I prepared myself properly on this aspect by doing a lot of pre research back in The Netherlands and during the first weeks of this internship so that my skills would be better when I needed to start writing this thesis. During the weeks of research I developed a critical point of view for my own work in where I tried to review my own work through the eyes of someone that doesn't know anything about this project. This really helped me out in making the research more insightful for myself and probably for the reader as well. I asked myself constantly these questions like: "Why is this important for our research?" And "How am I going to make this information reliable and put it in a clear way on paper, so that everyone should be able to understand it?".

What my designing skills concern, I always had a very clear view in what I wanted to design and how I wanted it to look. I wasn't used to take into account that my design also should meet proper requirements so that a web developer can easily slice up the design and convert it to a HTML/CSS lay-out without changing to many things in the original lay-out. By studying a lot of online resources and tutorials I managed to get this better done than before. This is where I learned how I could make a slick design that is also realisable for web development.

From the beginning on we were counting on the fact that we could get help from a web developer that could guide us and advise us in the steps we needed so that we could finish this development part together with the web developer. Because of some circumstances in the company infrastructure there was no in house developer available to help us anymore. We realised that we could never complete the amount of work that we needed to do within the given time. In consultation with the management team from The Defectors we adjusted our goals so that they were way more realistic and achievable. The changes we made were the ones in where we decided to focus us more on the HTML/CSS development, the page designs and the social media network implementations instead of developing a complete customisation tool and its implemented payment options.

When we started with this internship we made a clear planning in where we really carefully took the steps we needed to take into concern and providing them with an achievable deadline. This has been our main grip throughout this whole project. We had a lot of advantages of using it. It gave us every week a good imagination of the work that still needed to be done from that point. Working in this professional environment proved to be very educational for me.

#### Email

I've done my first internship at ISAAC in the Netherlands and that went good, but this time I've done my internship at The Defectors in Sydney Australia and it was amazing. I've done a lot of things at the Defectors; researching, designing and developing for our graduation project and of course for internal projects, but at the same time get used to the Australian way of life, work atmosphere, nice people and making new friends. It's all about the experiences.

In the beginning of our internship we made a clear plan so we knew what we had to do and when had to be done. I did the research about the product and technology of the project. Also it was needed to see what the competitors are developing on, like platform. The Defectors wanted to know which platform they should use in the future so I did

also a research about WordPress and Magento platforms.

The next phase of this project was designing the wireframes, web pages, Facebook and Twitter pages. I find it really useful to design a wireframes for a web site to suggest the structure of a web site. To design a Facebook and Twitter page was a great opportunity for me, because I have always wanted to do that.

I prefer development than design, because I want to specialise myself in web development. During this internship I've worked on several web sites and of course on customater.com. For our gradation project I've sliced up the web pages and converted them into HTML (5), CSS (3) and JavaScript. The exciting part was when I converted the web page designs into the new features of HTML5 and CSS3.

I am the only web developer at this company who is working in the office and that's why I worked on several web sites like Air Niugini, Computer Networks IT, The Eye Institute and of course the new layout for the Defectors web site.

In the beginning of the internship I've wrote a list of things which I wanted to learn. And when I look back I see that I've done all of those things on my list which are: Facebook Development, Twitter Development, Search Engine Optimisation, HTML5, CSS3, improving my PHP skills, improving domain/hosting skills and slicing up an e-mail template with inline CSS.

## 7.2 Recommendations for the future

### Bart

There a few recommendations for potential future projects that I should reckon with. One of them is start early enough so that you won't get in a shortage of time when the project deadline is coming closer. This will create stress and that is not conducive for the productivity. Another one is that I should always try to look at products and creations with the eyes of an outsider. Doing this will make it a lot easier for yourself to see your mistakes and it will allow you to improve your product even better. The recommendation that I am definitely going to use more in the future is that I make a clear planning in the beginning and no matter what try to stick to it. Otherwise you should adjust your goals on time so that you will not get in time trouble. Reviewing your planning from time to time will help in making the goals more achievable and the final product more within reach.

### Emal

The most important recommendations for me should be; make a plan, discuss the project, get opinions from all the colleagues, dare to ask questions when you are stuck with something, meeting about the project with your supervisor.

These are mistakes which I made in the last 18 weeks during our internship and I won't make these mistakes again in the future.

## 7.3 Evaluation

### Bart

Throughout this complete internship section I have been very satisfied about the facilities we got offered from The Defectors and that is why my expectations even got surpassed. From our own desks with computers to a complete reference library with books that could help us out a lot to eventually achieve the goals we needed to achieve. Unfortunately we had some struggles starting up because we didn't have a good vision of the expected goals and were unsure about the coverage of the complete project. Luckily we quickly solved this problem by communicating in the correct way with the management team and came up with proper alternatives.

I had hoped for the presence of a web developer so that I could learn some more about programming and developing websites. This is not my strongest skill that is why I would have liked it to improve it. On the other hand, I learned a lot new things about social media and SEO. I didn't expect to learn these but they were very educative to me.

In the beginning, getting used to talk English in a business environment, functioning in an Australian company and eventually write our complete graduation thesis in English were some of the things that I looked up to. I was able to pull all these three of by committing myself to this project and work hard to reach the goals I putted up for myself.

My overall experience was a great one, I can proudly say that the decision to go to Australia for this internship was one of the best that I have ever made. I am not regretting one single moment of my time here Down Under. Together with Emal I managed to pull of the most important part of our study with a result we can be proud of.

### **Emal**

I met the expectations which I had about the company, the country and the people. The things I've learned at the university helped me with the whole time during my internship. During the project I've learned and improved my skills in three ICT Media & Design fields like ICT, Communication and Design.

In the beginning of the project it was difficult for me to get used to the company environment, the project and the product, but later on we've solved this problem by communicating properly with the co-workers and Jenine Wong our on-site supervisor.

I've expected to improve my PHP skills, but unfortunately there is no web developer working in the office, but still I've learned and improved my social media like Facebook & Twitter development and SEO skills like Google Analytics, Google Webmaster, .htaccess and make the web site/blog more findable on the internet.

I am really proud of the results Bart and I researched, designed and developed together.



## Epilogue

During our stay in Australia we learned a lot about life and all of its trials and tribulations. The most important reason for us to come to this beautiful country was that we needed to graduate here by fulfilling our last internship in which we had a special graduation assignment to complete at The Defectors established in the city centre of Sydney. We had a great experience during the time we worked for this company. It proved to be a very interesting and educational internship in where we both improved our design and develop skills so as our market analyzing and social media knowledge and possibilities.

Furthermore we improved our English skills massively by using this language for an uninterrupted time of a 7 month period and of course by writing this thesis in English as well. The internship demanded a lot of effort and dedication to fulfill but in the end we managed to end it like we wanted it to end from the beginning on, successful.

Once again we would like to thank our school mentor Mrs. Thomassen for helping and guiding us trough this final phase of our study. We would also like to thank Joel Maloney and Jenine Wong for their professional advice and guidance and most of all for giving us the opportunity and freedom to develop and manage our own project within their company environment. Without this freedom we could never finish this project successfully. Finally we would like to thanks our friends, family and colleagues for their endless support and help we got from them during this time abroad and all the other people that made this experience for us an amazing one that we will never forget for the rest of our lives.

In conclusion, thank you all.

Yours truly,

Bart Tulfer  
Emal Gholzad

## Resources / bibliography

### Literature

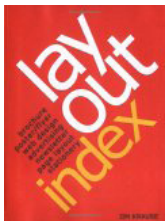


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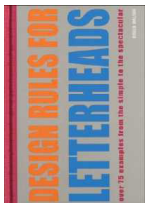
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[www.w3techs.com/technologies/overview/content\\_management/all](http://www.w3techs.com/technologies/overview/content_management/all)

Information about the research method DESTEP

[www.intemarketing.nl/marketing-analyses/destep](http://www.intemarketing.nl/marketing-analyses/destep)

### **Other resources**

Fact sheet about small business and independent contractors from government site.

<http://www.innovation.gov.au/AboutUs/KeyPublications/PortfolioFactSheets/Documents/SMALL-BUSINESS-AND-INDEPENDENT-CONTRACTORS.pdf>

Adobe Photoshop and Illustrator for designing the web pages and saving for web elements.

Adobe Dreamweaver for developing web site and testing elements and web pages.

Windows computers with Internet Explorer, Firefox, Chrome, Safari for browser testing.

Apple Mac computers with, Firefox, Chrome, Safari for browser testing.

# Attachments

## General

- I. Project plan
- II. Planning

## Research

- III. Analyse web design trends
- IV. Ten Dollar Designs project name
- V. Target audience research
- VI. Branding attributes
- VII. Payment methods
- VIII. Facebook & Twitter pages research
- IX. WordPress & Magento platforms
- X. Target audience and social media surveys

## Concept

- XI. Web site wireframes

## Realization

- XII. Realization and implementation

## Digital attachment

- XIII. Web site customater.com