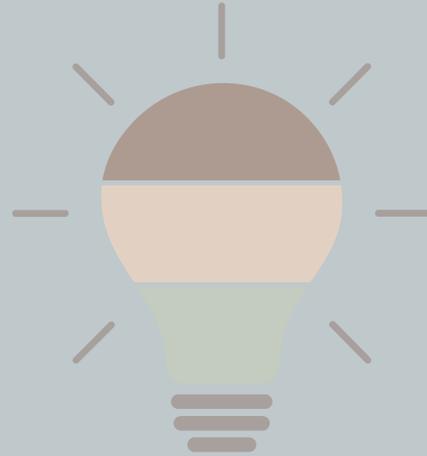


# Major project: Commodity

# Twitter description:

An illustrated map & guide for visitors and locals to explore Stockholm through its coffee houses. (98 characters)



Target audience:

Men and women

18 - 40

Interests in travel, coffee and/or food, new experiences/new cultures

Primarily for those visiting Stockholm, whether as a tourist or for those based there (e.g. newcomers who have newly moved to Stockholm)

User personas:



Mini-  
survey/discussion:

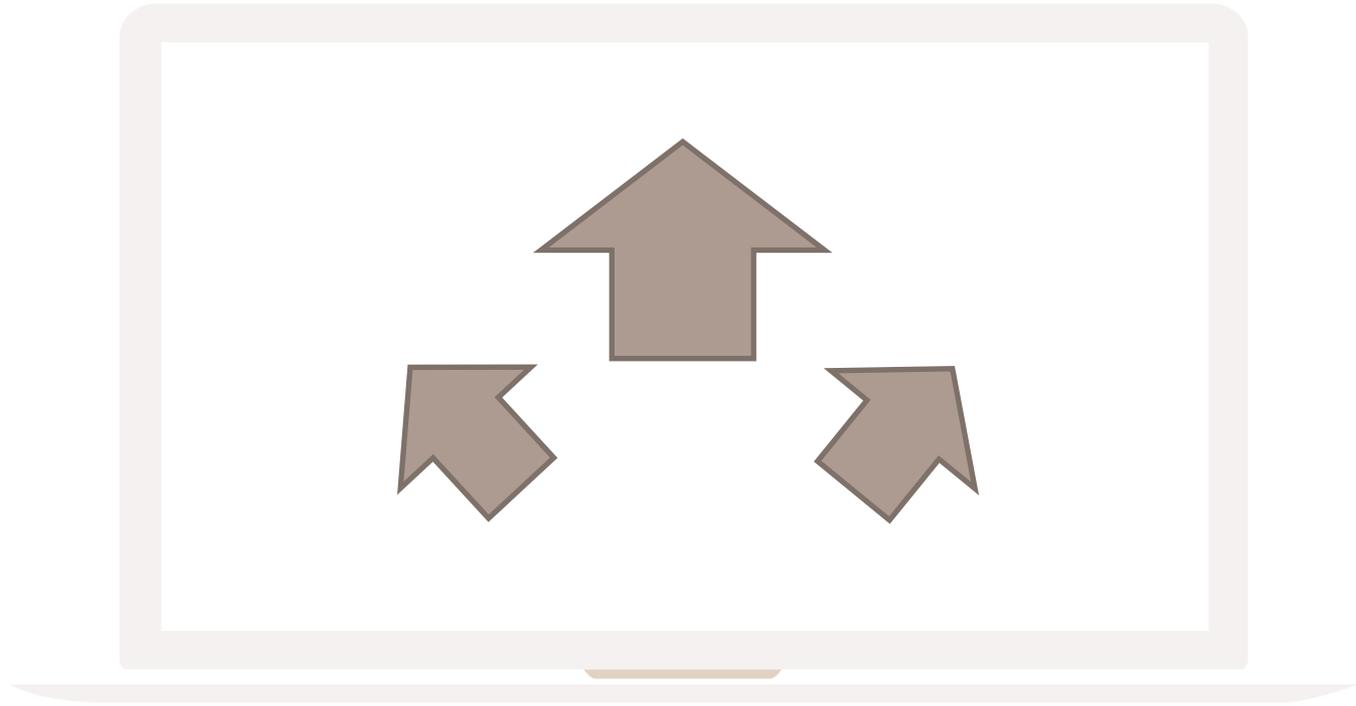
# Main findings:

Search by area/category – tied to where people are staying

Some liked the idea of being given suggestions for a fika walk based on a general theme/interest, particularly if they didn't have a set area/location in mind.

Immediate wants: map/location details for every café, links to menu or café website, some indication of price, phrasebook for common phrases, and an overall listing of the cafes for browsing.

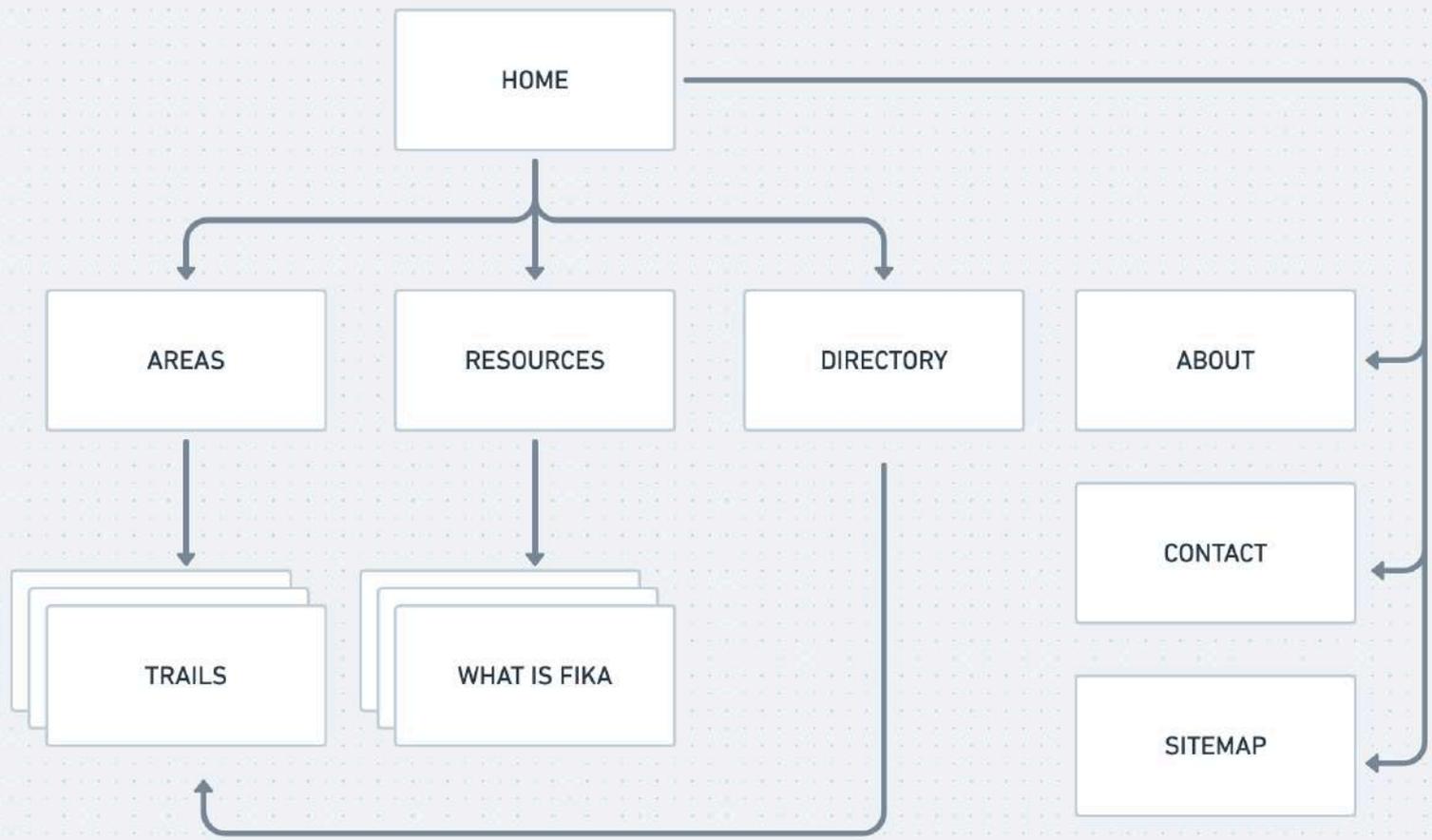
Quiz for getting inspiration?



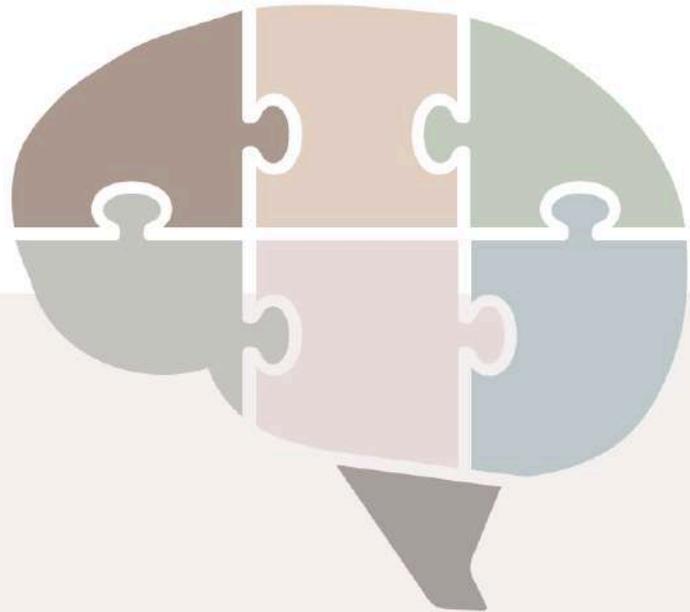
Points of Entry

# Information architecture





# Content



# Main landing page:

- Quiz area at top, to encourage users to take it – even if just for fun?
- Options to go directly to a certain area/neighbourhood
- Intro to what fika is (link to main page under ‘resources’)



# Content creation:

Primarily text and illustrations. Photographs?

Will use own knowledge and resources, as well as that of family and friends, to offer content from a more personal perspective.

Quite a bit of work here...

## Content creation: text

Main bulk of work – the trails, and the informative content.

Started to map out trails according to the cafés, and have used these to plot out 'types' of fika trails, but this will take time to complete and refine.

Already have the bulk of the contextual information from the previous presentation's research, but I need to refine this and probably test with some readers to see what they find the most interesting!

## Content creation: illustrations

I want the illustrations to be a big part of the site to help set the tone and feel, rather than photographs. Should match the friendly tone of the text.

Different types of illustration: larger illustrations of the coffee house, decorative images (to break up larger parts of text), and icons.

I have started to play with styles and I feel these are starting to move in a direction I like. I'll need to start being brave in getting some feedback on them next, and then continue from there!

