



Bachelor of Design (Hons) in Creative Media

PRJ62204 MINOR PROJECT

Project Tracking Document

Group and Project Name:

APOTHECARY (Group 1) CLIENT - BRANDIALOGUE

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Link to Group MIRO:

https://miro.com/app/board/uXjVMWKzq4E=?share_link_id=847243446212

Link to Gantt Chart:

<https://docs.google.com/spreadsheets/d/1BEYWFRrSnCkG9iB3jvAtcPFWPlq9Y9TlpdTbknKp-M/edit?usp=sharing>

DEFINING THE CHALLENGE:

(To be filled after the empathy stage has been completed)

Holistic health treatments such as herbal products have been around for ages, but until now, it is still not widely practised compared to pharmaceutical products. This is mainly due to the lack of knowledge on holistic health treatments that consumers have and thus causing a lack of trust towards the products as well as difficulty in choosing the right product for them. Although there are people who wish to try out herbal products since they have lesser side effects, the same problem arises. Furthermore, the usually expensive pricing of herbal products is also the deterrent for consumers to either not consider buying the products or stop using them. Therefore, our challenge is to build a distinctive herbal brand in a crowded market that does not only help customers choose the right products by educating them, but also to base it on science and uphold transparency in order to tackle any scepticism potential customers would have on our product quality, as well as making it as affordable as we can by designing a more practical packaging.

CREATING THE PROJECT PLAN:

What will we work to produce?

BRAND NEEDS

1. Logo Variations
2. E-Commerce Website
3. Visual Identity
4. Quiz Design
5. Brand Guidelines
6. Customer Service
 1. Satisfactory Survey
 2. Email Newsletter
7. Brand Merchandise
 1. Tote Bag
 2. Brand Online Delivery Boxes
 3. Tea Strainer

KICKSTARTER CAMPAIGN

1. Brand Story
2. Product Videos
3. Product Photos
4. Social Media Content / Calendar
5. Kickstarter Page

PRODUCT LIST

1. OUD Essence Oil
2. OUD Incense Box
3. OUD Wood Chip Box

4. OUD Tea (Tin & Refill)
5. OUD Hair Treatment Oil

What constraints will we need to manage?

To ensure that we curate and build a stable brand and kickstarter, we will need to carry out the following:

1. To strike a balance that allows us to incorporate sustainable practices while ensuring affordability for a wider range of audiences.
2. To ensure the herbal brand identity we created caters toward our target market.
3. To establish a set of core values that aligns with the brand so we can create an emotional connection with the customer.
4. To develop a comprehensive plan for our kickstarter campaign, including setting clear goals, creating compelling campaign content, offering enticing benefits, and establishing a well defined timeline.
5. To provide multiple ways for customers to reach out to our brand such as through our websites, social medias, and customer service avenues.

What measures and indicators will help us know our ideas are successful?

By observing and understanding the following indicators, we will be able to analyse the success of our ideas and be able to improve our ideas accordingly:

1. User engagement and reach rate on the brand's social media accounts such as Instagram and Facebook.
2. The number of active users on the brand's website as well as their conversion rates.
3. The amount of Kickstarter interaction, backers and donations to help with the brand's Agarwood Product Line.
4. The consumers' feedback and constructive criticism to provide us better ways to improve the consumer curated journey.
5. Continuous dedication to ensure all the herbs' research are updated and that the consumers receive significant data and information regarding the items they purchase.
6. The metrics of user retention and customer loyalty.

THE PROJECT BRIEF:

[Write up a short "brief" that clarifies the challenge you'd like to address. Write it as if you were handing it to someone else to design with. Capture thoughts on why this is a problem and what the opportunity for design will be for your group]

This project aims to curate a comprehensive herbal brand and a successful kickstarter. A few challenges arise such as:

1. Users who express a desire to incorporate health remedies into their lifestyle but do not know how as the vast array of options can be overwhelming and confusing
2. Users prioritise the safety of the brand's health products so they tend to seek reassurance when using the herbal products.

3. Users who are environmentally conscious find it challenging to trust brands and their claims for sustainability so they tend to seek transparency in product sourcing and brand practices.
4. Users who prefer personalised herbal products tend to choose tailored herbal remedies altered to their requirements so the lack of personalised recommendations could hinder their ability to find any suitable products.

The opportunity for design is to reimagine the brand's visual identity and packaging to convey a modern, trustworthy, and luxurious image.

Key considerations for the designs are:

1. Modern and trustworthy: The design should reflect a contemporary aesthetic that appeals to health-conscious consumers and younger age consumers, showcasing the brand's commitment to quality and innovation.

2. Nature inspired: Incorporate natural elements and colours to establish a connection with herbal ingredients and for the brand image of "mellow" and "rooted"

3. Clear communication: Design packaging that effectively communicates the product's benefits, ingredients, and usage of instructions, ensuring clarity and transparency.

4. Differentiation: Create a design that stands out on shelves and online platforms, capturing attention and piquing curiosity to invite more of the younger age group consumers.

5. Environment conscious: The packaging should be made from Eco- friendly materials in accordance to the brand's value to be sustainable in the products, that way consumers can put trust in the brand such as the environmental-conscious consumers.

6. Versatility: The design should be adaptable to various product lines and sizes while maintaining consistency and brand recognition.

CHALLENGE ANALYSIS:

[Capture all the assumptions and questions]

What do we know in general?

Generally, we are aware of several potential challenges that may arise throughout the project. The main ones being balancing cost and sustainability, building brand image, ensuring consistent design, managing timelines and deadlines, handling feedback and iterations, and ensuring effective team collaboration. Identifying and proactively addressing these challenges will be key to ensuring the project's success and outcomes.

What do we believe we already know about this challenge?

From our own personal experiences, shopping for herbal products isn't always a comfortable process that is transparent and easy to learn. With the high variety of herbal products nowadays, it doesn't make it any easier to choose the products that could be best suited for us. Our challenges will be to help consumers get through this process easier, with a clear sense of trust towards the brand that only the brand can provide through transparency and honesty through a carefully thought of and designed experience.

What would we like to learn more about? (details about the system, customer journey)

As a group, we would like to learn more about alternative ways of medication and health and the ways to improve consumer's journey with the entire experience of obtaining these herbal health alternatives. We are passionate about learning how to build a brand from it's visual identity, brand personality & the interaction between brand and consumer whilst also be able to curate a design experience that serves the consumer on a more personal level, with great products design that will be sure to wow them.

THE TARGET AUDIENCE:

[Who will you be designing for? Consider the core audience and extended audience]

Adults and elderly that prioritise health and are interested in holistic healthcare.

EMPATHY:

"Empathy is at the heart of design. Without the understanding of what others see, feel, and experience, design is a pointless task." *Tim Brown, IDEO*

Who should we talk to: *[Who specifically do we want to talk to and learn from? Create detailed descriptions for at least 3 different users or sources of inspiration. Be sure to cover a variety of gender, experience, ethnicity, etc.]*

1. **Persona 1: Long time user of herbal products**
2. **Persona 2: New user of herbal products**
3. **Persona 3: People who don't use herbal products but knows about them**
4. **Persona 4: Mother of new-born or pregnant woman who is looking to ease recovery**

Build a Question Guide: INTERVIEWING

[What do we want to learn to better understand the challenge at hand?

What are we hoping to understand about people's motivations and frustrations?

What do we want to learn about their activities?

As we are interviewing, capturing what we see and hear during a field visit, capture direct quotes.

Separate our observations from our interpretations so that we know what we saw and what we thought

it meant for that person].

START WITH AN OVERVIEW:

1. What is your age?
2. What is your gender?
3. Where are you from?
4. What is your occupation?
5. How concerned are you about the environment?
6. How would you describe a healthy lifestyle?
7. Is your healthy lifestyle influenced by people around you? If yes, how are they influencing your healthy habits?
8. Do you partake in practices such as meditation and yoga?
9. Have you ever suffered any life-threatening diseases or health problems, such as the Coronavirus, cancer, or heart disease etc.? If yes, how did you recover from the illness?
10. How can a health brand earn your trust in the long run?

DIVE DEEPER:

Persona 1:

1. How were you first introduced to herbal products?
2. Why do you continue to use these products?
3. What are your favorite herbal brands and why?
4. In your opinion, what are lacking from the brands that you've mentioned? What are the ways they could better satisfy you as a loyal consumer?
5. Would you encourage your family members to use/consume herbal products? If yes, how?
6. What do you wish to see more in the herbal market?

Persona 2:

1. How were you first introduced to these products?
2. In your opinion, are herbal products any different than pharmaceutical products? If yes, how is it different?
3. Will you keep using herbal products for a long time?
4. What is your current most used herbal product brand? What is the reason for choosing this brand?
5. From where do you usually buy your herbal products?
6. Does a herbal product packaging design affect your choice in purchasing the product? Why?

Persona 3:

1. What do you think about herbal and pharmaceutical products?
2. How did you come to know about herbal products and herbal medicine?
3. Do you take supplements? If you do take supplements, what kind of supplements are you taking?
4. How can your supplement brand better satisfy you as a consumer?
5. Have you ever stopped using certain herbal products after using it for a long time? Why?
6. Would you consider using herbal products if they are proven to be beneficial?

	Persona 4: 1. If you are currently pregnant how far along are you in weeks? 2. If you have given birth recently, how old is your child now? 3. What do you think about herbal and pharmaceutical products? 4. If you are still pregnant, what herbal products are you planning to take in your recovery journey? 5. If you have given birth before, did you ingest any type of herbal products during pregnancy? If yes, what were they? 6. How were you introduced to herbs as a way to nurture yourself during and after your pregnancy? 7. If you are using or planning to use herbal products, will you keep using it for a long time? 8. If you are using herbal products, how can your current herbal product brands improve on their service or design?
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Build a Question Guide: OBSERVING

[What are we looking to learn in this observation? Capture themes and questions that we want to make sure we get to in the site visit!]

<u>MAKE SURE TO SEE:</u> Products & their benefits Real agarwood Consumer Benefits (Vouchers, free gifts) Product packaging and aesthetics	<u>MAKE SURE TO DO:</u> Ask questions and take notes Take photographs Experience and test some agarwood products Engage with representative on site
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Assigning Roles for Site Visit:

[Assign responsibilities before going to the site]

Name	Role
1. Adena Tan 2. Adeline Wong 3. Alicia Teng 4. Chung Yi Ki 5. Nurul Adlina 6. Sasilvia Cheong	• Write answers & ask questions • Drive & take photographs • Ask questions, & take photographs • Ask questions & take photographs • Ask questions • Ask questions

Site visit - Interview

What was said?	What is interpreted?
What is agarwood? Agarwood has a woody smell and is used in base notes in perfume or scents like in Louis Vuitton. Our products use grade A quality agarwood which is usually from Malaysia and Vietnam. It is grown in Cambodia as well but mostly in Southeast Asia where it has vast areas of rainforests. It is made in the heartwood of aquilaria trees when infected with a mould and it creates resin. That resin is what makes it agarwood. The ingredient is in the TCM bible and for muslims, it was also used by the Prophet Muhammad SAW. It is known as liquid gold or oud or gaharu in Bahasa Malaysia. All ingredients used in our products are sourced locally from Sungai Buloh and Melaka. The price of 1 litre of agarwood is 25 thousand ringgit, 10 millilitre is one thousand ringgit and 5 millilitres is six hundred ringgit. You can get 1 millilitre from 1 kilogram of agarwood.	Agarwood, also known as oud is a fragrant wood formed in the heartwood of aquilaria trees when infected with a type of mould. A resin is secreted to combat the mould which results in a resin-embedded wood, agarwood. For its unique fragrance, it is used in perfume and incense. It is manufactured in Southeast Asia mostly in countries such as Malaysia, Vietnam and Cambodia which have vast areas of rainforests growing aquilaria trees. This resin-embedded wood is an ingredient commonly used in traditional Chinese medicine and even mentioned in the TCM bible. Moreover, the agarwood/oud scent was loved and used by the Prophet Muhammad SAW in the daily rituals of Islam. Other than that, agarwood oil is used even in Ayurveda, the ancient Indian medical system due to its therapeutic properties. Therefore, agarwood is treasured in all different kinds of religions and beliefs. The prices for agarwood oil is high due to its uncommonness and the depletion of wild forests. Moreover, the finest agarwood oil is extracted from very old trees which make them even rarer. For example, one litre of agarwood extract is 25 thousand ringgit. Agarwood is helpful for many health problems such as asthma, abdominal pain, fevers, nausea and many more. It has properties that can improve mood and strengthen focus.
What are the products that D'Advance Agarwood Solutions offer to their customers? We make agarwood products such as pure agarwood oil, essential oil, skin care, tea, agarwood chips, incense sticks, agarwood terrariums, sculptures, candles, amulets, bracelets, coffee and agarwood powder.	DAdvance Agarwood Solutions offer a wide range of agarwood products such as pure oil, essential oil, agarwood skincare, tea, coffee, agarwood chips, incense sticks, terrariums, sculptures, candles, amulets, bracelets and agarwood powder. All of these products use agarwood and are made to benefit its buyer in terms of life and health improvement.

For pure oil, the container has double walls to protect the product and keep it fresh.

For essential oil, it undergoes a distillation process to get the extract and mixed with jojoba oil. 1 millilitre costs 1.5 thousand ringgit.

For skin care, it is anti-bacterial with no alcohol. It is calming, moisturising and has UV protection but we don't know how much SPF.

Our tea is made from the agar tea leaves which are freshly plucked and not taken from the ground. One bottle is 128 ringgit and packaged in a ceramic bottle.

Our agarwood chips are popular amongst Arabs since they light them up for when guests come over to their houses for respect and a show of status. It is more or less like essential oils.

Our loyal customers mainly start from buying out incense sticks which are 88 ringgit for a one month's supply.

For the terrarium and sculpture, it is carved by the orang Asli. The sculptures are considered the Yang of the Yin Yang which are used to get rid of evil spirits.

For our candles, it is made from soy wax which smells stronger than agarwood and only usually given as a free gift.

Our amulet is carved from agarwood and our bracelets use crystals and gold-plated metal. We use wild agarwood rather than cultivated agarwood since it is more durable.

Last but not least, we have agarwood coffee which uses the agarwood oil when roasting the beans. It is not widely accepted due to the taste and smell. It can only be drunk as plain black coffee or kopi 'O' which means no added sugar or cream. Technically, it is like coffee with a layer

of oil which is keto friendly and very niche.	
Who are the target audiences/regular customers of your products? It depends on the product. Incense and agarwood wood chips are usually bought by the older ages and ones with families while bracelets and tea are bought by the younger generation such as early 30s mostly due to their price. Generally, it is early 40's onwards. In conclusion, it's for people who use natural remedies as a lifestyle or for relaxation, ceremonies and meditation. It's also for those who are becoming more health conscious and are interested in feng shui practices.	D'Advance has specific target audiences for each of their products. This is due to the different price points and concerns of each individual (Feng Shui, Health, etc). Overall, the main target audience in terms of demographics are adults who have their own source of income. They are usually ages 30s onwards. In terms of psychographics, they are people who enjoy incorporating agarwood into their own lifestyles, using it for their health, or for feng shui.
What are your target audience challenges and goals? The packaging and education of agarwood are the main barriers for our target audience. The design seems a bit old fashioned. We are, however, currently trying to aim for vegetarians, health stores and tea houses. This is due to vegetarians being more concerned about their health and the source of the products they are using. Other than that, we aim for tea houses to market our agarwood tea and market it to tea enthusiasts. In this way, we can also target youngsters who love tea.	In terms of challenges, D'Advance are struggling in their packaging and education. For packaging, they are worried for their current packaging as it looks a bit outdated for the new modern market. As for education, they are eager to educate their consumers about agarwood, but are hesitant to do so without a complete report. Their main goals when it comes to their target audience is vegetarians, health stores and tea houses due to the consumer base's psychographics. They also aim to increase their products' interest with the youth market.
How do you market your products locally and internationally? Locally sold at stores and online. Not yet have an international market due to the lack of knowledge internationally about the benefits of agarwood products. In Malaysia, it is mostly used for TCM products but we are trying to get the halal certificate so that it can be more globalised and even muslims can start to use it.	D'Advance are currently successful in terms of their local online stores and physical showroom. They even plan to try to market internationally, but have issues due to the lack of resources and knowledge to do so. In terms of distribution, D'Advance provides their agarwood to brands in Europe that expands the product's ability in perfumes and other cosmetic goods. In Malaysia, agarwood is often incorporated into TCM products as it is in the TCM Bible.

Our agarwood is used in Europe but under different brands.	Additionally, agarwood was also used by Prophet Muhammad, which can encourage Muslims to use their products. However, they state they would need a Halal Cert first, especially for their products like Coffee & Tea.
Would you be able to share any customer good or bad reviews that you've gotten after selling the product? It has mostly good reviews. The bad reviews received are not entirely negative. Certain consumers compare brands but still say Dadvance's is still the best.	Consumers like to survey the brands they purchase their product from to test out different brands. However, as D'advance doesn't mix their agarwood with other chemicals, their customers often provide them feedback that their products are the best in comparison. They also enjoy the brand's concentration when creating their agarwood products, such as the incense and essential oils.
Are there any side effects on using your product? It depends from person to person. There aren't many negative side effects since our products are natural and the ingredients are from the forests. However, people who take medication should seek advice from their doctors. Some products are very pure which can give a burning sensation to the skin of consumers such as the oil. So far, however, there are no allergies reported.	As D'advance uses all natural ingredients that are derived from forests, they are able to ensure quality within their products. This means that most people have a positive reaction to the product in the long run. There also have been no reported allergies pertaining to agarwood products. In terms of the agarwood oil, as it is pure agarwood oil without any additives, consumers might feel a burning sensation to the skin or develop rashes. However, this is common with other pure oils as it is not recommended to put pure oils on your skin without a carrier oil. Thus, consumers would need to be cautious either way.
What level of transparency is D'Advance Agarwood Solutions willing to reveal to its customers? The reports are shown to consumers upon request and each batch is tested. Our research and development team has ongoing research and only once we've gotten enough data, we will share.	D'Advance is transparent and honest with their consumers. In order to communicate trustworthiness as a brand to the consumers, they are willing to provide their lab reports when requested. However, they are also conscious of the power data and information holds. Thus, they are cautious with the research they share, wanting to complete their research properly before sharing it with the public.
What are the brand's values when it comes to packaging? We believe in the 3P; people, planet and profit. It	In order to stay true to their values, D'Advance utilises the 3P methodology. This ensures they can cater to their consumers needs & wants but still be able to cater to the planet while ensuring

has to be able to fit into people's lives and be sustainable. The incense sticks use Fang Huo Mian which is a carbon sheet to prevent fire. We are currently aiming to use the honeycomb packaging paper but it is not enough to protect the ceramic tea bottle so we are looking for more protective packaging. Moreover, we give the disabled at the Beautiful Gate Foundation for the Disabled (SS2) an opportunity to work on packing our products which are then delivered back to us.

their products are of utmost quality.

They take great care in making sure their packaging is sustainable and environmentally friendly. For example, using carbon in their incense stick boxes to prevent burning and fires. They also support the disabled community at the Beautiful Gate Foundation for the Disabled (SS2) by giving them the opportunity to work on packing their products.

In conclusion, D'Advance Agarwood Solutions values the people in terms of ensuring buyer's safety and helping communities in need. They also value the planet by aiming to use sustainable packaging to reduce the environmental impact that their business produces. This initiative reflects their brand identity as a herbal product that makes use of natural resources instead of synthetic chemical products.

SURVEY (community)

What was said?	What is interpreted
Persona 1- People are mostly concerned about the environment, though some below age 46 are neutral about it.	Most of the respondents under the age of 56 would choose to consume products or services that are eco-friendly, but especially for those above the age of 45
Persona 1- They think that healthy habits are habits like having a healthy and balanced diet, regular exercise, enough sleep, good mental health, and doctor visits when needed.	For respondents that are familiar with herbal products, they would understand more of what lifestyle habits to adapt in order to mirror the herbal products they are consuming, allowing full effectiveness of product benefits. For them, a healthy lifestyle means they would adapt such important habits like having a healthy diet, exercising the body regularly, having sufficient sleep, maintaining good mental health, and also going to the doctors to maintain good body health

Persona 1- 39 people don't do holistic practices while 28 do. Those said yes are mostly in the 36-45 age group.	Among the respondents who are familiar with herbal products, more of the early-middle age respondents would prefer a more connected way of living that focuses on them as a whole
Persona 1- They are motivated to take herb products by the result of other people's healthy lifestyle and made them realise about their unhealthy habits, and thus, encouraged them to pick up healthy habits.	Even the people who are familiar with herbal products are initially influenced by someone else to begin with. This shows that the encouragement given by a third-party is very essential in transforming another person to adapt to more holistic lifestyle choices.
Persona 1- They think in order to improve a brand, actions such as reducing pricing by decreasing packaging cost, using sustainable packaging, giving samples, having more information and pure ingredients should be taken.	For people that are familiar with herbal products, they have tried more herbal brands than the average person, therefore would understand their wants and needs from the products better. For them, they would prefer a more eco-friendly packaging for sustainability which reflects the values of the product. They would also prefer samples of new products so they can see if it's suitable for them, as herbal products are meant to be consumed long-term, this will be a good way to let consumers try. They would prefer a packaging with more information so they actually know what's going into their bodies. Finally, the consumer wishes to have more pure ingredients as taking herbal products is a long-term lifestyle choice, and they would want it to be effective, so pure ingredients should be used in the production.
Persona 1- Most would encourage family members to use herbal products by sharing their experience and knowledge about them and by gifting the products to them to try.	For people that are familiar with using herbal products, they would prefer to encourage their family members to use herbal products by sharing their own experience and knowledge as they understand the DOs and DON'Ts when it comes to herbal products, they know better of what to take and what not to take. Some stated that they would share the products to let others try, which is a reliable approach most of the time as you would be taking herbal products that are acknowledged by a trusted person. This also shows that building a community is a big aspect in getting people to be involved in herbal products.
Persona 2- People are mostly concerned about the environment, only 2 are neutral about it	Most of the respondents under the age of 35 and new to herbal products would choose to consume products or services that are eco-friendly, but two

	respondents from that age group have different opinions as they have neutral opinions when it comes to environmental matters.
Persona 2- They think that healthy habits are habits like having a healthy and balanced diet, regular exercise, enough sleep, good mental health and moderation. A few mentioned environment should be kept clean and have space for indulgence	For respondents that are new to herbal products, they are more likely to discover and adapt new healthy lifestyle habits, in order for their health to reflect the products they are consuming, allowing full effectiveness of product benefits. For them, a healthy lifestyle means they would adapt such important habits like having a healthy diet, exercising the body regularly, having sufficient sleep, and maintaining good mental health. Other than the mass, a few mentioned that it is to maintain a clean environment as it is proven to give a sense of control and a calming effect. Lastly, one person mentioned having space for indulgence as one of the healthy habits for lifestyle improvement, that is most likely because of the stress-relieving factor that helps restore balance to our mental- wellbeing in the midst of a hectic work life..
Persona 2- Persona 1- They are motivated to take herbal products by the result of other people's healthy lifestyle and made them realise about their unhealthy habits, and thus, encouraged them to pick up healthy habits. One person aged 20 who practises holistic activities and will use herbs for long said that her healthy habits are influenced by herself only.	The people who are new to taking herbal products are influenced by someone else to begin with. This shows that the encouragement given by a third-party is very essential in transforming another person to adapt to more holistic lifestyle choices. This also shows that building a community is a big aspect in getting people to be involved in herbal products.
Persona 2- Those who had serious illnesses mostly recovered using a mix of medications, herbal products and/or home remedies, and consulted a doctor. Most would maybe use herbal products for long, others will continue to use them, none said no.	For people that a new to herbal products, they would prefer to have a mix of modern pharmaceutical medication and herbal products/ home remedies when it comes to treating a serious illness, that is most likely because of the unfamiliarity and lack of understanding on herbal products, thus they would not fully rely on the herbal products in their illness recovery journey. When asked if they would continue using and for how long, most would want to continue to use herbal products as it is a long-term holistic approach, beginner herbal product users would be recommended to try for longer. For the rest, they will not use herbal products for long for they would perhaps prefer a more immediate effect when it

	comes to illness recovery and such.
Persona 2- They think in order to improve a brand, the design has to look pleasing, professional and authentic to look trustworthy. Even better if they're able to see into the inside of the packaging. Also, it has to help ease of use of the product (e.g from a respondent: flip cap instead of screw lid. Plus, transparency on product information on the packaging)	People who are new to herbal products would prefer to purchase trustworthy packaging that looks pleasing and professional, as the packaging is the first look to any product and a new buyer would much prefer a professional looking packaging over a simply packed herbal product. Next, they would also prefer a packaging with a transparent window for them to look into, that way they are able to see inside the packaging and will know what they are getting before buying the product. Sometimes, herbal food may look similar to one another, and the see-through window could help new user identify the correct herbal product. Finally, new herbal product users would prefer packaging that could ease them in their product use such as having a flip cap instead of a screw lid for easy access.
Persona 3- People age range from 18-24 are most concerned about the environment	The younger generation seems to be more concerned about the environment compared to the older generation.
Persona 3- Healthy habits are generally thought of as having a healthy and balanced diet, regular exercise, enough sleep, good mental health, and moderation. One person stated that to take medications when needed. Another stated that being environmentally conscious is a healthy habit too.	One person stated that taking medications when needed is also a healthy habit. Another person expanded the definition of healthy habits to include being environmentally conscious. This suggests that individuals may have different interpretations of what constitutes a healthy habit and that these may include not just behaviours related to physical health but also environmental and social responsibilities. This emphasises the importance of a holistic approach to health that takes into account of multiple dimensions of well-being.
Persona 3- For how people influenced their healthy lifestyle, the consensus is that other people's healthy habits made them realise their unhealthy habits, and thus, encouraged them to pick up healthy habits. Some were motivated by the result people with healthy habits have and wanted the same in their lives, and some other were encouraged to research about healthy habits. One person stated that health issues running in the family made her more aware of her habits too. Another person who said "Other people	Other people's healthy habits have played a significant role in encouraging respondents to adopt healthy habits. For example, seeing the positive results of healthy habits in others motivated some respondents to make similar changes in their own lives. Additionally, some respondents were encouraged to research healthy habits after being influenced by others. Personal factors, such as family health issues, can play a role in motivating people to adopt healthy habits. One respondent stated that they were not

do not influence my attitudes about my health” also stated that she would not use herbal products.	influenced by other people’s attitudes about health and that they would not use herbal products. Social factors, such as observing the healthy habits of others, can be influential in motivating people to adopt healthy habits, but individual differences and personal experiences may also play a role in shaping attitudes towards health and wellness.
Persona 3- 52 people don’t do holistic practices while 19 do. 3 of those who said no and 1 of them who said yes will not use herbal products.	There are some people who engage holistic practices and may be more receptive to using herbal products, there are also some who do not practise holistic practices and may be less likely to use these products, regardless of the perceived benefits.
Persona 3- Those who had serious illnesses mostly recovered using medication and consulting a doctor, only some used herbal products and/or home remedies as well. Drinking lots of water is popular for this persona. A respondent stated that she only used home remedies to treat covid-19 because her symptoms were very light.	Here describes the approaches taken by individuals who had serious illnesses such as the use of medication, consulting a doctor, and only some reported using herbal products or home remedies as well. Additionally, drinking lots of water was a popular approach for this group of people. However, one respondent said that they only used home remedies to treat themselves when they had COVID-19 because the symptoms were very light. People with serious illnesses may utilise a range of different approaches to recovery, including both traditional medical treatments and alternative remedies such as herbal products and home remedies, and that these approaches may vary depending on the severity of the illness and individual preferences.
Persona 3- Those who don't know enough about herbal products don't have opinions on them. Those who do though, mostly acknowledge that they are made from natural ingredients and can be effective to a certain extent, but a lot of them have their scepticism about them since these products are not regulated and not enough research is done to convince them, easy to fall into a scam. Not enough knowledge on herbal products seems to be the deterrent in them using it, as a few said marketing often exaggerates the effectiveness of herbs and one said she would like to use them more but it's “overwhelming to learn about all of them”.	Some of the respondents who know about herbal products know that it is made from natural ingredients and are well aware that it is effective. However, when there is insufficient research done in a product people tend to hesitate whether they should purchase them to use as they are not convinced that it would be effective to help them with their existing issues. They are also worried that it might be a scam where the products are not effective as the market advertises them to be. It also becomes very overwhelming and time consuming for them to learn all about the products without prior knowledge themselves.

Persona 3- 2 respondents who take supplements and 2 who don't take supplements said they will not use herbal products. Those who used herbal products before stated that they stopped because it's either too pricey or not effective or no longer needed. One respondent said they experienced a serious side effect from using it and had to take pills to get better. Only 4 respondents who haven't used herbal products before will not be using herbal products even with proof of benefits.	Some respondents are open to using herbal products, others have reservations due to factors such as cost, effectiveness, and concerns about side effects. Additionally, some respondents who have not used herbal products may be more hesitant to try them without clear evidence of their benefit.
Persona 4- All are concerned about the environment.	Mothers and soon to be mothers are all concerned about the environment. It might be because they want their child to live in a healthy environment.
Persona 4- Healthy habits are generally thought of as having a healthy and balanced diet, regular exercise, enough sleep, good mental health, and good hygiene. Two people stated that taking supplements is part of their healthy habit too.	Respondents of persona 4 have a well-rounded knowledge on healthy habits and practise them in their daily life, even taking them seriously to a point where taking supplements are part of their habit too. This shows that people who would try herbal products are conscious about their health
Persona 4- For how people influenced their healthy lifestyle, the consensus is that other people's healthy habits made them realise their unhealthy habits, and thus, encouraged them to pick up and research about healthy habits. One respondent stated that she is not influenced by anyone as she has always been researching ways to improve the quality of her life, while another stated that she "was probably the influence of people around me to get healthy".	Majority stated that seeing other people's healthy habits made them realise their own unhealthy habits and motivated them to research and adopt healthy habits themselves. One respondent stated that they are not influenced by anyone and have been researching ways to improve their life on their own. Another respondent stated that they were likely influenced by the healthy habits of the people around them to make positive changes in their own lifestyle. Overall, the role of social influence in adopting healthy habits, but acknowledges that personal motivations and research can also play a role in making healthy lifestyle choices.
Persona 4- 3 people don't do holistic practices while 6 do. Two of them who said yes stated that they maybe would use herbal products for a long time.	This shows that people who use holistic treatments such as herbal products would often engage in holistic activities as well since they gained an understanding that doing these activities would help in preventing sickness rather than trying to cure them later on.
Persona 4- Only 2 people had serious illnesses, one consulted a doctor and used home remedies, while the other used medication, herbal products and consulted a doctor.	Doctors tend to be an option that they go to when they have a serious illness because the outcome is faster. While herbal products and home remedies are usually done for long term to prevent

	the sickness from happening ever again. They also prioritise getting a professional opinion to prevent unwanted side effects from self-treating.
Persona 4- Mostly think herbal products are useful and feel healthier after using them, but would need to do research on using the right ones to ensure effectiveness. One stated that pharmaceutical products are easy to consume but she “doesn’t know what they do in the long run”; another said she uses herbal products on a daily basis because it’s widely used in her culture.	Most of them find that herbal products are beneficial for them after using it. It is also vital for them to do prior research on the herbal products before using to ensure that they are using the right ones that will make sure of its effectiveness for them. One find that pharmaceutical products are easy to consume as they are usually package in tablets or pre made liquids that people can take right away without needing to put out a huge amount of effort in preparing them. However she feels a bit unsure about how the pharmaceutical products will do to her body in a long run. Another person mentioned that herbal products are widely used in her culture which makes her more knowledgeable and comfortable in consuming them.
Persona 4- Planned herbal products to take after pregnancy: One stated “bird's nest, ginger root tea, raspberry leaf tea, dried lily bulb, and astragalus root”. Others only said an organic product is preferable and those that can help in regaining vitality and help in milk-producing. A herbalist respondent stated she wrote her own herbal regime for her recovery. Herbal products taken after pregnancy: mostly TCM, ginseng being the popular one	Pregnant moms and moms that just gave birth tend to go for homemade herbal options. Where they purchase certain types of herbal ingredients and make up their own recipe that is beneficial for them while being able to adjust the strength of the medicine.

INTERVIEW (enthusiast)

What was said?	What is interpreted
N/A	N/A

OBSERVATIONS

What was seen?	What is interpreted
Product packaging design looks classy but very	Products are currently targeted at an older age

traditional and uses Mandarin for their labels. Brand name is not easy to remember and the logo is very simple.	group market in the Chinese community, especially those who believe in Feng Shui. This shows that the brand would need a complete rebranding to have a more lasting impression and expand from a niche market.
Research certifications on their digital product booklet. Various agarwood products were seen in the store. Ms. Zaiqi of D'advance also sounded and looked very calm and confident when explaining the production process and research done.	Research is a priority in producing herbal products and finding ways to create new uses for it. With clear research, the information can then be presented to the customers to gain their trust and assurance on the product.
There is a large variety of agarwood related products, ranging from several forms of aromatherapy and skincare to accessories and even edible F&B. This offers more variety for consumers but requires many types of packaging functions and design for them.	The extensive range of different products and types may confuse new customers that do not know the purpose and benefits of each one. Clear information and instructions, perhaps in the form of educational and promotional videos or on the website would be required. Additionally, giving out free test samples may help indecisive or unsure users determine which products are beneficial for them.
No posters or infographics of agarwood production process and certifications were seen in the store. Most of the information gathered by us was done through an interview with Ms. Zaiqi.	While research certifications can be accessed on the digital booklet, the lack of factual information in store would influence potential customers in trusting the brand. The usage of infographics can transform a large amount of useful information regarding products/the production process into a presentable, visually appealing and engaging way for the customers in a way that is easy to comprehend. Thus, allowing customers to have trust in the brand through transparency of information.
There is a lack of showing customer testimonials for products and brand service. There was little availability of reviews that we were able to find.	This can cause a lack of trust from new customers who may believe the brand to have no buyers as the products are not effective or because they are new or even because they are not satisfied enough to take the time to publish a review for them. Providing a space on the brand social media or e-commerce platform for customers to give reviews may benefit the company's social credibility and leave positive impressions on potential customers.
D'advance store is located in an area where a lot	It could indicate that most of the customers who

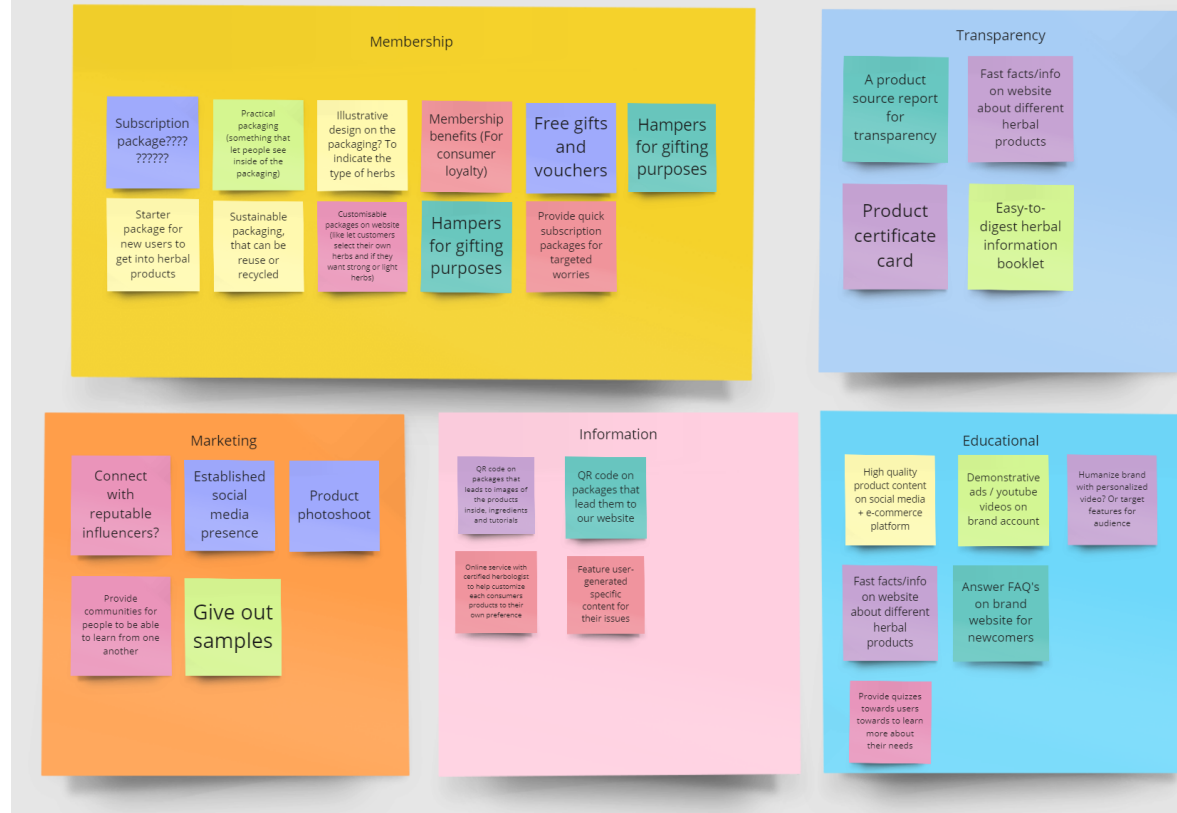
of other higher class brands opened their store too. Plus, its store is located on the second floor and is only accessible via a lift inside the building.	visit or buy from the store have their own income and are abundant enough to spend on a premium health treatment. This also means general consumers might not know of the store as it is not oftenly passed by. Additionally, as the store is not on ground level, if its presence is not indicated clearly enough, people passing by could simply not see it. Strategic location of the physical store or where products are sold is also an important consideration to get more people to know about the product and allow ease of purchase.
The shop storefront does not reflect the relaxed, meditative lifestyle they are trying to project and envision as a brand. The first thing that was seen from the entrance is a large pixelated wallpaper of trees with multiple products placed in front of it, which makes the place look clustered. Though the use of downlight in the store gives a sense of luxury, and the glass casing used to contain their most popular products do clearly showcase them while protecting them from external environmental factors.	This may cause customers to disassociate the products from the shop storefront and create a non-engaging experience that fails to meet their expectations and they may not return again as the image of the store often reflects the consumer's self-image. To combat this, try establishing a brand logo and identity that truly encapsulates NYCX /Apothecary. This includes a set colour palette and design theme. By reflecting this in the store, the brand's concept and visual image will be easily identifiable and consumers will begin associating the healthy, meditative lifestyle with buying and using said products.

DEFINING THE INSIGHTS:

[user + need + interesting learning = POV/Problem Statement]

Activity #1: Referring to the interview and observation interpretations, use keywords or a sentence to represent each point on sticky notes. Use only one sticky note per point or thought and paste all of it on the wall. Eliminate duplicates while looking for similar themes, patterns and connections. Cluster similar notes and create new labels or headings for the clusters.

Categories of Ideas



Through the survey and site visit, we were able to receive proper insight as to what consumers like from a herbal brand. Thus, we were able to group them by category to determine what they look for within a herbal brand to apply for our own herbal brand.

1. Membership - People want a more convenient
2. Transparency
3. Marketing
4. Information & Educational

CREATE THE POINT OF VIEW (POV) STATEMENT [user + need + interesting learning = POV]

Who is the user/audience/persona?

- Holistic health conscious adults

Insights

- Users want to include herbal remedies in their lifestyles but it is too troublesome to learn and pick the right products. Ready-to-use packages with fast facts

	could help in this. - Users want to use health products with a peace of mind, and do not wish for it to cause any unknowing side effects. Providing proof of scientific research could help in this regard. - Users who care about the environmental impact of the products but find it difficult to trust brands. Sustainable packaging and transparency on environmental effects in the product process can gain their trust.
THE PROBLEM STATEMENT: Holistic health conscious adults need natural and alternative ways to prevent and treat health concerns as it is overwhelming to learn and pick the right products.	
From the POV Problem Statement, create a few 'How might we?' topics for the Ideation Stage • How might we provide easy-to-digest herbal education for health-conscious consumers so that they can easily and quickly understand the best herbal products for them? • How might we provide interactive customer-curated service for consumers with various needs so that they can gain the full benefits of our products? • How might we establish the best sustainable herbal brand, in product, service and design wise for the environmental-conscious consumers so that they can trust the brand	

IDEATION: <i>[The reality check on value, needs, challenges, barriers]</i> Defer Judgement, Encourage Wild Ideas, Build on the ideas of others, Stay focused on topic, One conversation at a time, Be visual, Go for quantity!	
For each of the 'How might we?' topics, brainstorm for the potential solution and list it down.	
How might we provide easy-to-digest herbal education for health-conscious consumers so that they can easily and quickly understand the best herbal products for them?	1. Provide consumers with transparent research and results to gain their trust about the products 2. Provide QR Codes on packaging to lead them to learn more about the product 3. Provide a certificate card and/or herbal information booklet

How might we provide interactive customer-curated service for consumers with various needs so that they can gain the full benefits of our products?	1. Have consumers take a quiz to get product recommendations based on their answers 2. Have specialised herbalists to help answer any questions that consumers may have 3. Feature user-generated specific content for each consumers' issues
How might we establish the best sustainable herbal brand, product, service and design wise for the environmentally-conscious consumers so that they can trust the brand?	1. Provide sustainable packaging to consumers 2. Allow for consumers to purchase refills rather than buying a new pack immediately

From the list above, conduct a reality check.

The Reality Check

Values for the target audience:

- **Quality**
 - A focus on providing high-quality products and services that meet or exceed customer expectations
- **Personalization**
 - Having tailored solutions and experiences that meet the unique needs and preferences of each customer
- **Sustainability**
 - A commitment to environmentally responsible practices, such as using sustainable
- **Authenticity/transparency**
 - Valuing transparency, honesty and genuine interactions with customers
- **Accessibility**
 - Ensuring that products, services and information are accessible to a wide range of individuals, promoting inclusivity
- **Wellness/Well being**
 - Fostering a holistic approach to well-being, supporting physical, mental and emotional health
- **Empowerment**
 - Encouraging individuals to take charge of their well-being and to make informed choices for their health
- **Community**
 - Creating a sense of community and fostering meaningful connections among users to share experiences and support each other
- **Continuous Improvement**
 - Continuous improvement in all aspects of the customer care, business, and products to meet consumers' evolving needs and expectations.

What needs are addressed:

- Provide an interactive way for customers to choose and learn about the right products for their health quickly and easily.
- Design a user intuitive website for customers to easily navigate between products.
- Design sustainable packaging to reduce environmental impact as well as proposing local manufacturers of sustainable packaging.
- Design lightweight packaging for reduced cost of shipping and packaging manufacturing.
- Design visually appealing, clear, but also practical packaging to appeal to younger and older target audiences.
- Propose multiple product packages type and sizes to meet customer's need in quantity and affordability.
- Propose worldwide shipping and various payment methods for increased accessibility to our brand's products.
- Create loyalty programmes and after-sales care to gain customers' loyalty and provide additional benefits, such as discounts or offers, as a token of gratitude.
- Propose brand transparency with proven research on products to assure customers' confidence in our brand.

Challenges faced:

- Meeting diverse needs
 - The variety of needs and preferences make it challenging to implement a one-size-fits-all solution. Balancing personalisation and scalability can be a hurdle when catering to a wide range of individual requirements.
- Resource limitations
 - Aligning with customer values such as sustainability or accessibility can often come with higher costs or resource demands. Balancing such values while maintaining resource limitations and costs can be a challenge that requires careful planning and decision making.
- Maintaining consistency
 - Consistency upholding the values that resonate with your target audience across all aspects of your brand can be challenging. Ensuring that brand messages, actions and customer experiences align with their values requires ongoing effort and attention to detail.
- Competing priorities
 - Prioritising and addressing multiple values simultaneously is often complex. It's necessary to balance the importance and urgency of different values while staying true to our brand's identity and goals.
- Communication and Education
 - Effectively communicating and educating our target audience about how our brand values align with their own personal values is challenging as it requires clear messages, engaging content, and consistent effort to build such awareness and understanding.
- Evolving customer values
 - Brand services and products have to be constantly improving to meet customer's evolving needs and expectations. A set of unchanging brand values is needed for the brand to stay grounded and maintain its core identity for long-term brand and consumer relationships.

Barriers that opposes:

- Consumers that are loyal to the many existing herbal brands
- The current economic decrease that could lead to consumer choices decreasing

- Many chemical products are on the rise that propose to give customers quicker results
- Consumers are highly sceptical of herbal products.

DESCRIBE THE IDEA:

[Create concept descriptions for the ideas that would be prototyped]

Concept name:

Haelan Herbs

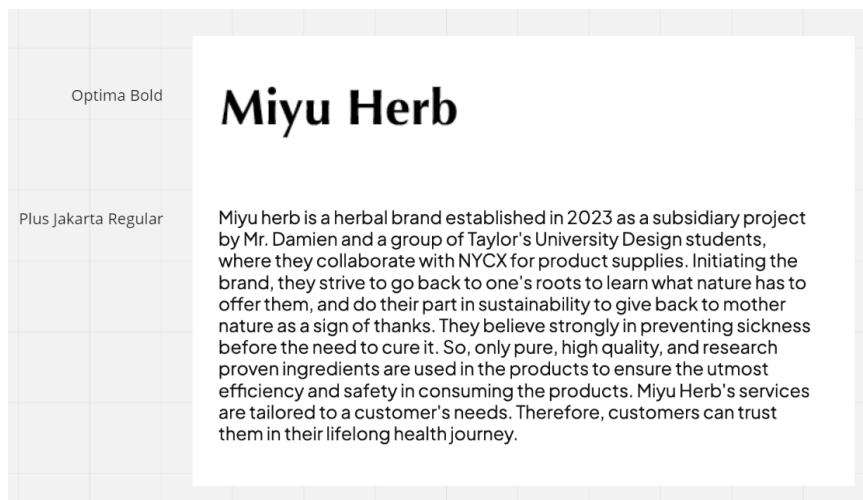
Visual references and draft visuals:

Colour Palette:

DCD5C4 Bone	D8CAAA Dust	A67040 Copper	999E8A Ash grey	55594F Ebony	5E2722 Caput mortuum
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Typography:

(**Below was the previous brand named proposed**)



Visual Tone:

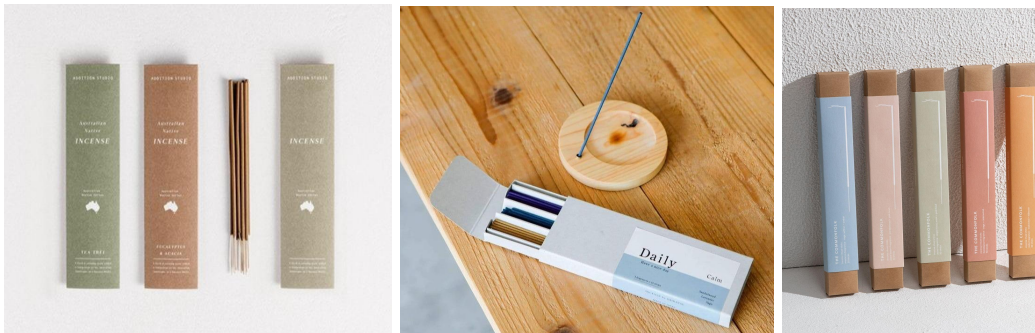


Products:

1. Essence Oil



2. Incense Box



3. Wood Chip Box



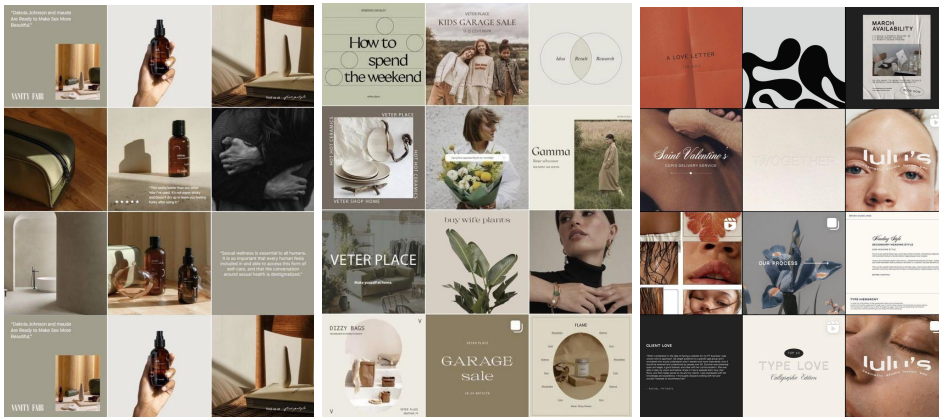
4. Hair Oil



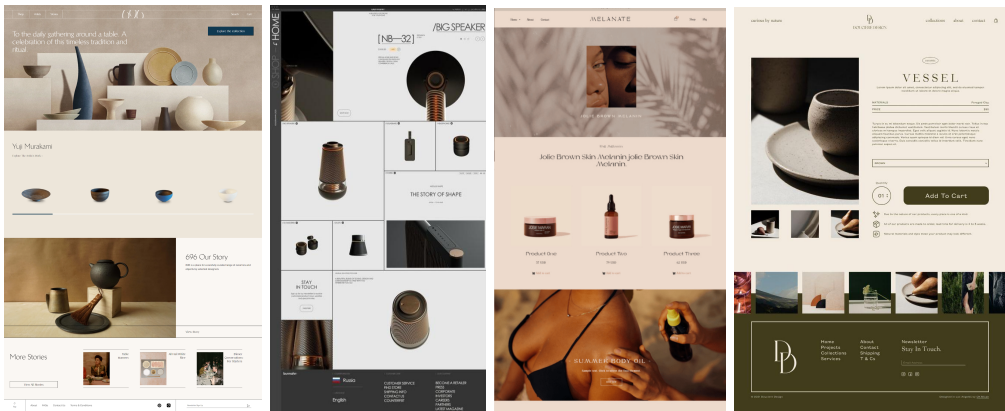
5. Tea



Social Media:



UI/UX:



Brand Logo:



How does it work?

- **Brand:** Haelan Herbs is a brand that empowers health-conscious individuals to personalise their wellness journey by offering premium herbal products. Committed to transparency and education, Haelan Herbs strive to provide valuable insights into the realm of herbs and natural remedies.
- **Social Media (IG)** is the platform that Haelan Herbs utilises to effectively inform its audience about its brand, products, highlighting their benefits, sharing information on alternative medicine and showcasing their craftsmanship through visually engaging photography, videography, and graphic design. Additionally, Instagram serves as a promotional tool for upcoming products, the Kickstarter campaign, and also provides a platform to feature events or recognize employees who have collaborated with Haelan Herbs.
- **Website** serves as Haelan Herbs' central platform, offering extensive information about the brand, its values, achievements, and a convenient e-commerce platform to purchase their natural products. It also features a prominent call-to-action button to the kickstarter page.
- **Kickstarter Page** is an engaging online platform that highlights the oud-based product line. It provides a comprehensive overview of the oud products, the craftsmanship, and the benefits they offer. The page invites backers to contribute to the Kickstarter campaign, enabling them to be among the first to experience the luxurious oud products by receiving exclusive rewards and perks for their support.

One-sentence concept description:

Haelan Herbs is a herbal brand that encourages one to go back to their roots and learn what nature has to offer, as well as carry out their part in sustainability to give back to mother nature as a sign of gratitude.

Who does it involve, both in building and in using it?

Building: A team of university students conducted research with the aim of establishing a brand that offers a fresh perspective on traditional medicine and holistic healthcare.

Using: Adults and elderly who are interested in holistic healthcare and natural medicine.

What do we hope to learn more about through prototyping this idea?

Our group seeks to discover more about building a brand that is suitable and intuitive for the targeted audience through prototyping this idea. Not only that, we will be able to have a clearer view of what consumers look for in their health brands, and be able to learn to adapt and alter our designs to fit the brand's personality through tremendous teamwork.

CONSULTATION LOG

W1: PROJECT PROGRESS REPORT

Consultation Notes:

- Formed a group through mutual interests on the topic

Next Course of Action:

1. Carry out Contextual Research
2. Discuss topics to research on to ensure effective research

Reflections: (to be filled individually)

D – Describe objectively what happened

Choose something that you learned. Give the details of what happened.

Answer the question: 'What did I do, read, see, hear?'

I – Interpret the events

Explain your learning: new insights, connections with other learning, your feelings, hypotheses, conclusions. Answer the questions: 'What was the reason I did this activity?'/ 'What might it mean?'

E – Evaluate what you learned

Make judgments connected to observations you have made.

Answer the question: 'How is this useful?'

P – Plan how this learning will be applied

Comment on its relevance to your module, programme, future profession, life...

Answer the question: 'How might this learning apply in my future?'

Adeline Wong: For week one, we were introduced to an array of topics and immediately my eyes were set on the first one, 'Apothecary'. Usually, one would list the compare and contrast during topics choosing, however I was just trying to see if the rest could compare to 'Apothecary', and they couldn't so I had a choice. Last year, I had a chance to learn and try traditional practices such as cupping, moxibustion, and acupuncture along with Adena so that just solidified my choice even more as it intrigued me. Next, forming the group was a rather smooth process as each member has one another in mind and are confident in our own and each other's abilities from the years of being in groups together. Myself, Adena, and Alicia who were in class on Monday, still needed 3 more members and we immediately thought of Yiki and Sasilvia, we asked them and then needed one more, so Yiki recruited Adlina, which then completes the grouping process. We all confirmed on our topic and typed it down on the google sheet. After we have established our method of communication, we got on a Discord call where a wheel was spun to choose our master, our group leader. In the end, the wheel landed on Adena, a responsible leader and a great friend. Next, we entrusted the wheel again to choose our first individual tasks, the contextual research, and spent the rest of the week for research which we then updated on the MIRO board by Saturday night.

Adena Tan: This week, while Mr Mike held our first class, I was really intrigued with the first topic; Apothecary. As someone who has tried traditional practices, such as cupping, moxibustion and acupuncture, I felt really connected with the topic at hand. Thus, I definitely knew I wanted to carry

out this project. I quickly asked around me, the closest being Adeline and Alicia, if they were interested in this project as well. Once they gave me their confirmation, I knew I had to find three more like-minded people. I decided to wait a day, to let the Tuesday class brew in their thoughts as I thought it would be nice if they got to choose on their own. During their class, the three of us asked Yi Ki and Sasilvia if they would like to join our group. Yi Ki then recruited Adlina to complete the group. After this, we had to decide who would be the group leader. As we all had experiences with being group leaders and are quite reliable, we decided to spin a wheel and let fate decide for us. In the end, fate chose me. After this, we discussed and assigned ourselves to specific topics for our research. We chose Saturday night as a mini-deadline for ourselves to ensure that we had all our data in a timely fashion.

Alicia Teng: In this week, we were briefed on the MIB by Mr. Mike who then introduced the available brand projects to the class. Immediately, I was interested in “Apothecary” as someone who believes strongly in self-care, uses TCM and has ayurvedic practices. Another project I considered was “Feng Shui” as it similarly fell into my area of personal interests. As Mr. Mike explained more about the brands and gave an explanation as to what we would have to do, I found myself leaning more towards the first topic. Following this, my nearby classmates and I discussed which topic we would like to do, luckily we had similar thoughts. We still needed to find three more people and Mr. Mike said we could group with those who were in the Tuesday class so we decided to wait. Eventually, we formed a group of six with Yi Ki, Sasiliva and Adlina. Next, we had to select a group leader and considering the fact that all of us have previous experiences being one, we had no qualms who it would be. Thus, we spun a digital wheel and it landed on Adena. Following this, we tasked ourselves to start on the contextual research regarding competitors, trends, market growth, potential opportunities and limitations that would aid us with our next step, user personas.

Chung Yi Ki: During this week, we were briefed on our assignments for this module and were given a set of topics to choose from. Out of all the topics, “apothecary” sounds the most interesting to me as I use herbal products such as essential oils and am not a stranger to TCM practices, so it’s the topic that I’m more familiar with and would have more idea about. Plus, its brief is a lot more open than the other topics, which means we have more space to play around with our ideas on how to design the branding. Together with Adena, Adeline, Alicia, Adlina and Sasilvia, we then formed a group of six to complete this project. After that, we had to choose someone to be our group leader. Since we all had experience leading before and had no problem on who will be the leader, we decided to leave it to chance by spinning a digital wheel and it landed on Adena. Later, we started to discuss through Discord on the things we needed to search for our contextual research stage, which were future and past trends as well as size and growth of the herbal market, competitors and customer reviews on them. We separated the task among ourselves and updated our findings on the Miro board Mr. Mike provided us with. My task was to search for customer reviews and I made sure to find reviews stating both pros and cons of the competitors’ product so that we can know the opportunities we have in our branding design.

Nurul Adlina: For Week 1, we were introduced to the module by getting a brief of the Module Information Booklet as well as the different projects that we can choose to work on. There were projects that were focused on brand design and some were focused on solving a serious problem such as domestic violence. I was interested in two things which were Lily Doll and Apothecary. Those two were in the realms of what I was already interested in day to day which were adorable

toys and personal care. In the end, I chose Apothecary because I wanted to dive more into the world of brand design which I am not used to since I specialise in Animation. I also think my skills could make the Apothecary project even more interesting in terms of having motion graphics and interesting visuals to market to its target audience. With that, we created a group of the six of us who were also interested in the topic and started working on the contextual research together. It was not difficult for us to work together and the task distribution went smoothly. It is most probably due to the already present synergy in the group since we were all friends and have been classmates since our foundation year. The task I was given was to research the size and market growth. It was a bit vague so I focused on the market growth of Agarwood and the market growth of natural remedies. I got to learn about calculating market volume which is an essential tool when starting a business. It is to calculate the potential of the product you are selling. On Friday, we had a zoom meeting with Ms Zae from Brandialogue (our industry collaborator) which gave us the chance to ask her all the questions that had stirred up in our mind since the day we were given the project. It was a beneficial session since after the meeting, we had a better understanding of the project and what our collaborator expects from us as a team.

Sasilvia Cheong: On week 1, we were given a brief on the MIB by Mr. Mike and then were introduced with a list of topics and their brief that we have to choose from. "Apothecary" got my attention the most as I myself love using herbal and natural products such as tigerbalm, organic soap bars, essential oils, herbal face mask and so on. Forming a group was pretty easy, since Adena, Adeline and Alicia was from Monday class they asked me, Yi Ki whether we are interested in the topic and if we wanted to join their group together, after that Yi Ki also recruited Adlina, that's how our group of six was formed. Soon after, we had to decide on a group leader, since all of us are fine with each other being leaders we decided to just spin the wheel and it landed on Adena. After that, we created a channel in Discord to manage things easier, we listed down 6 tasks that we need to do for the contextual studies and let the wheel assign the task for each of us. We then set a deadline for each other to finish the task by Saturday night and compile them into the Miro board that Mr. Mike has given to us.

W2: PROJECT PROGRESS REPORT

Consultation Notes:

- Completed contextual research
- Discussed the branding's personality design
- Create a mood board to merge the 3 product's branding visuals to find a suitable style to represent all 3 products
- Need to find an age range for the target market
- To find out which market is the primary and secondary

Next Course of Action:

1. To confirm 3-4 personas that best represent the target market

2. Draft questionnaires and/or interview questions for each of the personas
3. List of online survey targets and/or interviewee identities

Reflections: *(to be filled individually)*

Adeline Wong: For week two, Mr. Mike asked Adena, Alicia, and myself to summarise our research after looking through our MIRO progress, and with the summarised research, he gave us feedback which we then shared with the rest of the members, Yiki, Sasilvia, and Adlina. Later that week, we had a meeting with Mr. Damien to get to know the product and what is expected of us, we learned his perspective of Apothecary and we were overall inspired with what we've heard and now has a clearer direction. During the meeting, we were told that we could visit the store/ office which the agarwood oil products are retailed, we then set a suitable date which is Friday, on the 28th of April, after some of us finish classes at 2PM. Right after, we went to the library where we booked a room to discuss our next steps for persona as a group. We were lucky to be able to connect Yiki's laptop to the TV in the room so every member are on the same page, with that, we slowly came up with our first persona and picked up the pace after that. With only 2 hours in the room, we did what we could and have to do with our best efforts and ended up with 4 personas in the end. In the end, we were tasked to fill up the rest of the persona infos such as writing more questions and inserting more images for inspiration, at home.

Adena Tan: On Monday, our group received feedback from Mr Mike after Adeline, Alicia and I summarised the group's research. We quickly informed Sasilvia, Yi Ki and Adlina about the updates through Discord. On Friday, our group met with Mr Damien at the Me.reka Makerspace to go over the product and the expectations for our group. We got to learn a bit more of the world of Apothecary, got a brief description of what people around the world experience and so much more. During this meeting, he also invited us to go for a site visit in Bukit Jalil in order for us to get a better understanding of the materials. We all quickly proposed for 28th April 2023, 2:00pm, which he quickly agreed. Moving on, we went to the library after to discuss our personas. During our meeting, we discussed the personas. At first, we took a while to build the first persona, but after we got the hang of it, we were able to create more personas that we felt were varied. We also created a mini to-do list for the weekend so that everybody is on the right track. Over the weekend, we each edited the Miro board with anything we came up with and found inspiration for.

Alicia Teng: This week, to start off during our Monday session, Adena, Adeline and I went to gather feedback on our progress from Mr. Mike. We were asked to summarise the information we found in our MIRO board and present it. Soon after, we updated our Tuesday group members of the updates we garnered. Then on Friday, we had a meeting with Mr. Damien who explained the vision for the brand and what type of packaging this would entail. He even brought a sample product that we were able to study and keep. He also talked more about the lifestyle that 'Apothecary' would aim to inspire and imbue in its users and audience, saying that it is more than just a product and more so an active way of thinking. My group then set up a time and date for visiting their site in Bukit Jalil. We managed to settle on Friday in the next two weeks at 2PM that would suit everyone's schedule. Following that, our group moved to a private library room to discuss the user personas we wanted for the brand. It was an engaging and thought provoking experience to have to craft a realistic persona with different interests and needs and how it would entail the need for 'Apothecary'.

Chung Yi Ki: In this week, Adena, Alicia and Adeline had gotten feedback on our contextual research

from Mr Mike in their Monday class, and they also wrote down summarisation for each of our contextual research during their class. Me, Adlina and Sasilvia were quickly informed about the updates in our Discord group, and we then made changes accordingly. We also updated the Miro board with a few questions for 3 proposed personas in our Tuesday class and created a moodboard for the product and logo design to note down our ideas for it. Later on Friday, all 6 of us met up with Mr Damien to take a look at one of the products we need to design for and also discuss with Mr Damien about the requirements of the project. The product we got to see and keep is a tube of agarwood incense stick. We also scheduled a time with Mr Damien to let us visit a local agarwood store at Bukit Jalil, which is on 28th April at 2pm. After that, we had a meeting at the campus library. We added 1 more persona on our Miro board and continued to write their profiles in more detail. Later in the weekend, we updated the Miro board with anything that comes to mind and also came up with some questions for the fourth persona.

Nurul Adlina: For week 2, we had completed all our contextual research as a team and Alicia, Adena and Adeline presented our findings to Mr Mike in class. We received some feedback which were mostly positive as well as what we can work on next. Mr Mike mentioned to start working on our user personas and interview questions for each of the user persona groups. Yiki, Sasilvia and I started working on the interview questions and separating our users in initially three user persona groups. It was difficult to not make all the questions sound familiar so we had to see if each question were necessary for each user persona group. Later on Friday afternoon, we met with Mr Damien, Ms Zae's partner, to see the product in person. He showed us a packaging for incense sticks and shared his ideas for the project. He elaborated that natural herbs and remedies is an untapped world that everyone should try out and it should be beginner friendly. That means people who are interested and trying out natural products for the first time are included in our target audience. Moreover, we set a time with Mr Damien on when we could conduct the site visit. With the date set, and meeting with Mr Damien ended, we had our own discussion as a team. We worked on creating the four personas under the four user persona groups. It was genuinely fun to learn about how each persona's background can have an affect on their needs, goals and pain points.

Sasilvia Cheong: This week, we received some feedback from Mr. Mike on our contextual studies and we made changes according to it. Me, Yi Ki and Adlina came up with interview questions for each of the personas and also added a few moodboards that we have for the brand name and packaging design into Miro. On Friday, we got to meet up with Mr. Damien that showed us the product that their company produces, which is incense sticks, he also explained on what he wanted us to do, like come up with a story for the brand, packaging designs, website, etc... He also told us really interesting stories! We also had a discussion on the site visit to the Dadvance Agarwood Solutions Sdn Bhd store in Bukit Jalil, we all settled a date and time that we are convenient with and confirmed it with Mr. Damien. After meeting with Mr. Damien, we head to the library and book a discussion room to continue our meeting further on the personas, we decided to come up with a total of 4 personas. We also discussed on the possible interviewees.

W3: PROJECT PROGRESS REPORT

Consultation Notes:

- Personas are fine and distinctive from each other.
- The online questionnaire is in progress and needs to be in sequence to check for consistency and flow.

Next Course of Action:

1. Need to produce a list of contacts that fits the personas for the online survey.
2. Need to confirm the online questionnaire design. Must conduct the online survey, and analyse the collected data to confirm the interview questions before conducting (if needed)

Reflections: *(to be filled individually)*

Adeline Wong: For week 3, Mr. Mike gave us an brief feedback after looking at our personas and questionnaire questions. With the information we got, we altered our approach and changed some questions to fit the personas better, we then show it to him again the next day where he gave us a second feedback. Throughout the week, we created the Google Form, we first thought of creating four for four different personas, but decided to merge them into one for easy data collection. We then sent out the Google Form once it was approved by Mr. Mike. Adena shared a message with different social media platform to share our survey onto, I focused mainly on Whatsap, Instagram, Facebook, and Discord.

Adena Tan: This week, we received feedback from Mr Mike regarding our personas and our questions for our online questionnaire on Monday. The group amended the questions and prepared to show Mr Mike the next day where he provided more feedback to us. During the week, we took the feedback into mind and discussed ways to make the Google Form better for people to answer. On Thursday, we asked for feedback again. Once we got the green light to send out the questionnaire, we sent it to our targeted list of contacts and onto forums to understand multiple individuals' thoughts on herbal products around the world.

Alicia Teng: During week 3, I was absent for the Monday class as I was not feeling well. Later I caught up with the feedback from my lovely group members regarding the personas and the online questionnaire we wish to send out. Once it was amended and final changes were made, the go ahead was given to distribute it. Following this, all of us blasted out the questionnaire on several social media websites. Personally, I shared it mostly on my personal Instagram profile and amongst family and friends chats as I have an older sister with many acquaintances that fit one of the persona's we are looking for (pregnant and newborn mothers). Additionally, I managed to meet with several of my sister's friends who are newborn mothers that have knowledge of and prefer using herbal products and practices and I managed to collect their data for the online questionnaire.

Chung Yi Ki: For this week, we received feedback from Mr Mike on our persona details and interview questions. After knowing that interview questions should be done face to face and not through a Google form, we changed our data gathering approach to a questionnaire that's open to everyone as some of our interviews for our persona can't be done face to face currently. We followed Mr Mike's feedback in amending the sentence structures of some of the questions and changed the Google form presentation format to match that of a questionnaire. We made sure to include multiple choice answers where possible to avoid making the questionnaire too long and troublesome to

answer. After we confirm that the questionnaire is ready to be shared out, we blasted the questionnaire to the list of potential interviewees we listed down last week and to anywhere else possible, which includes our personal contacts, online forum websites, Facebook groups, and our own social media accounts. We shared our questionnaire link throughout the week and skimmed through the responses while doing some preliminary data sorting for us to better do our data analysis later.

Nurul Adlina: For Week 3, I was unable to attend class but was updated by my groupmates. Mr Mike gave feedback on our personas and user profiles we made. Then, we started working on the online questionnaire that is open to anyone and based on their experience with herbal products, they will be sorted into 4 different categories. It was good that we structured our questionnaire this way because we can share our survey on many different platforms such as Instagram, Facebook and even Reddit. I think it was interesting to get responses from international respondents because it confirmed to us about how there is a market and want for herbal products but with only little knowledge of its potential. With that, we should create a good relationship with our target market and build trust that our product has its benefits. This stage lets us connect with the people we are trying to create a product for and learning more about them will definitely help us create a product that can suit their needs and wants.

Sasilvia Cheong: On week 3, we received feedback from Mr Mike about our personas and the questions that we created for the online questionnaire interview. Mr Mike mentioned that interviews were supposed to be done face to face and normally done if we do not get enough data from the online questionnaire. Through that feedback, we changed our gathering method to an online questionnaire that anyone can answer. After doing some final amendments and getting approval from Mr Mike we send out the questionnaire survey to our targeted personas and also on multiple social media platforms such as Instagram, Twitter, Facebook, Reddit, etc..

W4: PROJECT PROGRESS REPORT

Consultation Notes:

- Analysed the survey responses data and summarized the findings.
- Need to consider design and marketing solutions that are appropriate to address the findings.

Next Course of Action:

1. Proceed to produce 5 ideas from each member and post it in the Insights section on Miro.

Reflections: *(to be filled individually)*

Adeline Wong: In week 4, we received feedback during the Tuesday class, Mr Mike said to close the questionnaire and 3 days later we did, since there wasn't any new responders. Later that week, on Friday, all of the member went on a site visit to our collaborator's parent company, D'Advance

Agarwood Solutions. We were introduced to Ms. Zaiqi, who is the business executive (please correct me id rmb) of D'Advance. We were introduced to all the products around the main office space where the products were displayed. We were allowed to take pictures of the products for research purposes. We received a lot of new information about the products and even tried one of their products, the agar tree leaves tea. I feel that from the site visit, we were able to gain so much insight about the products that were unfamiliar to us before, the marketing strategy, the target market, and so on... Later that day,, Adena, who took notes during the site visit, summarised her notes and sent them into our Discord server, some of the members then added their own notes on top of that.

Adena Tan: During this week, my group had our feedback session on Tuesday due to the public holiday on Monday. Mr Mike had looked at our work and provided a lot of feedback, and gave us advice on how to move forward. The group looked at the data during each of our own free time. On Friday, we had a site visit to D'Advance Agarwood Solutions/Nan Yang Chen Xiang in Bukit Jalil that was set up by Mr Damien. During this session, Ms Zaiqi provided us a lot of information regarding the brand's experience in the agarwood business, and we were able to test out some of the products such as their tea, essential oils and incense sticks. It was very enlightening to be able to learn so much about agarwood and the products it can become, as I never knew the variety it brings. It definitely opened my eyes to the different ways agarwood is valued and used in people's daily lives. During the session, I wrote notes which I later on typed out for the group to be able to access it whenever needed.

Alicia Teng: In this week, we received feedback on Tuesday from Mr. Mike. He told us to close the questionnaire if there were no more responses. To help my group members with the workload, I did a little data sorting for the questionnaire answers. Following this, on Friday our group had a site visit in Bukit Jalil to D'Advance Agarwood Solutions/Nan Yang Chen Xiang which was set up on behalf of Mr. Damien. Thanks to this, we were able to ask Ms Zaiqi all sorts of questions about the products, the intentions behind them, popular customers, the ingredients (+ sourcing locations), and much more. We were even able to test out some of the products like tea, incense sticks, and essential oils. During the visit, my primary intention was to ask questions for more information and take photographs of the office space and products alongside my group member, Yi Ki, for easy referencing at a later date.

Chung Yi Ki: For this week, we continued gathering responses for our survey and we tried to gather as much response as we can for each persona group. Since I have some free time this week, I helped in doing some data analysis of the responses we received at the start of week 4. After discussing our findings with Mr Mike on Tuesday, we noted down some user insights and packaging design plus brand identity ideas that we thought of together with Mr Mike. We kept the questionnaire open until Friday night in order to gather some last minute responses and provide us enough time to complete the data analysis. Alicia then helped to sort the latest data received and I updated the data analysis I did earlier in the week with the latest response from the questionnaire. Other than that, we also went to D'advance Agarwood Solutions shop in Bukit Jalil on Friday for our site visit. During our time there, we were given an introduction by Ms. Zaiqi and Mr. Damien on the company's agarwood brand, Nan Yang Chen Xiang (NYCX), and their insights on the agarwood market in North America. Unfortunately Mr. Damien had to leave early so Ms. Zaiqi continued with the remaining introduction of their products and creation process. We were able to ask them questions about their products, marketing, future planning and product packaging, and we've received valuable insights for them,

which would help us in building the brand identity later. The whole exchange was very conversational and casual. We also got to try their agarwood oil, skincare and tea to get a hold of what their product is like. Furthermore, me, Adeline and Alicia also took videos and pictures of their products for further referencing in our designing stage later on.

Nurul Adlina: In Week 4, Mr Mike reviewed the responses that we had gotten and told us that we can close the questionnaire if we are not entertaining any more responses. He also told us to fill in the Insight section of the Miro. Moreover, on Friday we visited D'Advance Agarwood Solutions as our site visit with Mr Damien. We were introduced to their own products and how they use agarwood for all types of things such as in tea, coffee, as a bracelet, skincare product and the classic incense sticks. This session let us ask the different questions regarding Agarwood and how they market it. There was much to learn and it was definitely a huge benefit to see the products they made face to face. We also took photos of the product as references for our own product design. During the weekend, we worked on our Miro board under the Insights Discovery: Technical and the Project Tracking Document in the Empathy section. We updated our findings from the site visit and the survey conducted.

Sasilvia Cheong: This week, we received feedback from Mr Mike on some of the findings that we got from the questionnaire survey. He mentioned that we can close the survey once there is no one else answering it anymore. We decided to close the survey on Friday, Yi Ki and Alicia helped analyse and sort out the answers from the questionnaire. On the same day, we went to D'advance Agarwood Solutions shop in Bukit Jalil to do our site visit. Mr Damien guided us to the shop and introduce us to Ms. Zaiqi while she gave a further explanation on their agarwood products. She explained about the agarwood market, target audiences, reviews and transparency of the brand. Other than that, she showed us and let us test out some of their available products such as their essential oil, agarwood oil, skin care, agarwood leaf tea, agarwood chips, incense sticks, terrarium, sculpture, candle, bracelet, coffee and powder which all contains agarwood in them. She answered a lot of our questions during our visit, Yi Ki, Adeline and Alicia helped with taking pictures and videos of the shop and products, while Adena helped in taking the notes down.

W5: PROJECT PROGRESS REPORT

Consultation Notes:

- The online survey has been completed and the data analysis was done.
- Insights section was worked on and the resulting statements were created.
- Started working on the Problem Statement and should attempt to create at least 3 How Might We questions.
- Issue to be verified with industry collaborator such as the Agar Wood product range to be branded and promoted, competition from the same OEM producer's brand and target market segmentation.

Next Course of Action:

1. After seeking confirmation from the industry collaborator, recheck the accuracy of the personas and review the survey data's relevance.
2. Proceed to complete the Problem Statement and the How Might We questions.

Reflections: *(to be filled individually)*

Adeline Wong: For week 5, our group had an online meeting on Discord where we updated some stuff on the MIRO board and then we also split sections in the Google Doc to work on the tasks in twos before class to stay accountable in finishing the task. With our progress so far, we then got feedbacks from Mr. Mike regarding the focused products and we were also told to break down the existing age groups and segment them. Later that week on Friday, we had a physical meeting at campus to once again go over and complete the necessary tasks for the week. We had a brainstorm session where we worked on the user journey map, refined our HMW, and to finalise a brand name. We struggled a little at this part because we feel that it would be suitable to have a mix of a Malay word and related that to herbs, however, we would find that too complicated. In the end, we decided on "Miyu Herb" which is an idea by Adena where the 'Mi' stands for me and 'Yu' stands for you, this meaning would represent togetherness in the people using herbal products. Later, we would proceed to split the slides tasks to each member so everyone knows what they are responsible to complete. Lastly, at the end of the meeting, we were discussing on who to elect as art director, since it has to be one of the GD student and Adena is already the group leader, I was naturally appointed art director. My role was to come up with the overall brand design direction, and to do that, I focused on creating the moodboard, typography, colour palette, logo design, graphical elements, and so on...

Adena Tan: This week, our group first had a meeting on Monday to work on some stuff in the MIRO Board. We also assigned ourselves to work on the Google Doc to ensure that the document was updated according to our survey and site visit observations. The next day, we obtained feedback from Mr. Mike regarding the MIRO board which contained our ideation as well as the insights from the site visit. He advised us to clarify some information with Mr. Damien in order to ensure that we were on the right track and to relook at the personas once we clarified with him. Then, I asked the group for a meeting, in order to get everyone on the same track. We agreed on Friday, 1pm and to prepare some parts of the brand identity so we could discuss during then. During the meeting, we amended some parts of the existing work we had, as well as discuss the brand identity, where we founded the name "Miyu Herb" which represents the consumers and sharing the herbs with them. We also discussed our specific roles for the slides and agreed to do most of it by Sunday night. During the weekend, we also discussed further regarding the design direction, led by Adeline, in order to ensure we selected typography, colours, and moodboard without straying from the brand's message.

Alicia Teng: In this week, our group had an online meeting on Monday to focus on our MIRO board as well as diving sections of the Google Document to update it as per our current progress. We then received feedback from Mr. Mike regarding our MIRO board, specifically, insights discovery and ideation progress. He advised that we update two of the insight statements as they felt incomplete. Following this, we began brainstorming for our brand name by putting all of our ideas and explanations for them in the Miro. Later on, we had a meeting on Friday at 1PM where we discussed the final brand name as well as other topics such as the HMW questions and furthering the presentation slides for the upcoming proposal next week. The finalised chosen brand name is "Miyu Herb". We then started assigning sections for the presentation and the section I received was

regarding the four personas. We agreed that we should finish everything by Sunday night. Additionally, Mr. Mike recommended that our art director be a graphic design student, seeing that Adena is already our group leader, Adeline was elected and she did amazingly selecting typography, colour palette, the moodboard and many more design decisions.

Chung Yi Ki: During this week, we had a meeting on Monday to discuss the insights statement part in our Miro board. On Tuesday, we received feedback from Mr Mike on our ideation progress on our Miro board, and shared with him some insights we had from our site visit last week. According to his feedback, we needed to refine our insight statements and fill in the how might we questions. Plus, a few questions about our project requirements came up during our discussion with Mr Mike, and we needed to confirm the answers with Mr Damien and look through our personas again. After getting answers from Mr Damien, we met up at campus on Friday for a group discussion to rework and refine the needed things on our Miro board. Before our discussion day, we decided to each put inspirations for our brand and packaging in our group's Pinterest board and suggest a brand name, brand description and identity, objective and purpose, vision and mission, positioning statement, brand values, target market and unique selling point. During our discussion, we decided on "Miyu Herb" as the brand name since it has a fitting concept of the brand being loyal to the customers (Me + You = Miyu). After that, we splitted tasks among ourselves to complete over the weekend in doing our presentation slides. I was responsible for typing in the problem statement, insight discoveries, how might we questions and the UNSDG goals in the slides. Adeline, who we appointed as the art director of our group, also did various logo ideations, chose possible typefaces to use and came up with the colour scheme of our brand. We discussed the possible logo ideas and chose suitable typefaces through Discord and used the colour scheme in our slides.

Nurul Adlina: This week, we had a meeting on Monday to work on our Miro regarding our Insight Discovery: Technical section. I was unable to attend but was given the task to complete Site Visit - Interview section in the Project Tracking Document. This task gave me a chance to recall back what the representative had told us and what questions were asked. Then, on Tuesday, Sasilvia, Yiki and I presented the Miro Board and Mr Mike pointed out some things we were forgetting to ask Mr Damien and Ms Zae. After noting and sharing all feedback with the rest of the team, we settled the misunderstanding between us and our collaborators. With that, we had another meeting on Friday, to rework our Insight Discover in Miro and work on our User Journey Map as advised. We had also started working on the brand identity. This led to us brainstorming the brand name, logo, art direction, brand values, vision and mission, objective and purpose as well as the brand's unique selling point. The final task left of the week was to try and complete our proposal on Google Slides with all the information we have gathered over the five weeks. Since I was tasked with working on the brand identity section, I struggled a bit since I am not very skilled in this part of the design process. I am grateful for our graphic design members for guiding me along the way. We also didn't properly decide on certain parts so I was nervous in summarising all of our points to cohesive points and sentences. Moreover, Adeline was appointed as our art director who had started with the design direction and digitalized the brand logo of the agreed brand name, Miyu Herb.

Sasilvia Cheong: In week 5, we conducted a meeting online on Monday to discuss and work on the Insights Discovery: Technical part in Miro. Mr. Mike provided input on our insights discovery: technical on Tuesday. He told us that our top five ideas, categories of ideas, and key themes are okay, we simply need to revise the last two insights statements because they were unclear. He also

commented on our empathy in Google Docs and stated it was fine, and we discussed our observations from our site visit at D'advance Agarwood Solutions. We were confused whether we were building a new brand under Mr. Damien or rebranding an existing brand, NYCX, during the feedback. So we planned to ask Mr. Damien a few questions to have a better understanding of what we were doing. After receiving our answers from Mr. Damien, we all agreed to meet on Friday at 1pm for a group meeting on campus so that we could get our work done faster without distraction. We rewrote the final two insight statements, double-checked the problem statement, How Might We, and personas, and then completed our user journey map during our meeting. We also went over all of the brand names that everyone suggested, and we unanimously agreed on "Miyu Herb," which means (Me and You, it signifies sharing apothecary products with one another). We separated each topic for each other to do for the presentation slides before we ended our meeting. I was in charge of doing the contextual research. On Sunday, Adeline, who was appointed to be our art director, made some digitalizations for the brand logo, and I pitched in with a few sketch concepts.

W6: PROJECT PROGRESS REPORT

Consultation Notes:

- Completed the Problem Statement and the HMWs.
- Proceed to the User Journey Map and refine it.
- Had begun working on the proposal presentation deck. Advised to stop at Art Direction. Suggested to merge geometric and organic stylization graphics since their initial design direction seems to be head in this direction of merging technology with traditional or natural organic shapes and forms. The colour palette needs to be firmed up on the rational as meeting the brief's challenge. Need to produce a Key Visual to compile all of the elements for approval.

Next Course of Action:

1. To complete the User Journey Map by next week.
2. Produce a task list based on the agreed touchpoint media or content to be used to create the Gantt Chart.
3. To confirm on the proposed Art Direction, with Key Visual and the revised proposal slides.

Reflections: *(to be filled individually)*

Adeline Wong: In week 6, we received our group's feedback during Monday class where Adena and Alicia were present. They listed down what Mr. Mike advised us to improve after reviewing our presentation slides and MIRO board. I wasn't able to attend class because I got Covid on Sunday and fell ill, so I applied for leave for the rest of the week. With the feedback in Discord, we all improved our own parts and also helped each other. Improvements such as summarising the market survey were done by Adena, Alicia, and Yiki. Meanwhile I surveyed 10 people around me via

whatsapp and in-person to ask them to think of a country or place that our brand name at that time 'Miyu Herb' originates from, from there 6 out of 10 of them thought it sounded Japanese, and so I informed the group and we've decided to change it. At the end of each member's suggestion for a new name, we came down to Sasilvia's "Hælan Herbs", and my suggestion "The Herbarium/The Herbaria". Lastly, I gave suggestions to Adlina alongside Yiki and Sasilvia, on how to improve her brand identity, such as the objective, purpose, vision and mission.

Adena Tan: This week, Alicia & I received the group's feedback from Mr Mike on Monday where he looked at our presentation slides and MIRO Board. After his feedback session, we let the group know his concerns through Discord. During the week, we collectively as a group worked on the slides and discussed the items that needed to be altered to make the presentation as best as possible. For me, I tried to summarise the Market Survey slides better with the assistance of Alicia & Yi Ki. Our group also had a mini discussion to agree what to produce for the end result, which would be used to create the Gantt Chart later on. Following that, we each suggested a group name that is appropriate and has no ties to a country and voted for our favourites. The one that ended up being the popular vote is Sasilvia's "Hælan Herbs", with Adeline's "The Herbarium/The Herbaria" following second.

Alicia Teng: In this week, Adena and I received feedback from Mr. Mike on Monday, regarding our progress for the MIRO board and presentation slides. Adena did a wonderful job presenting whilst I took the notes. On Tuesday, disaster struck and I became very ill with COVID-19 so my contributions this week were not as much as usual. Throughout the week, we continued working on updating the slides based off of the feedback. I assisted Adena with arranging the market survey slides along with Yi Ki, who also helped with summarising the personas into a single slide. We all took turns helping each other check the work. Lastly, on Friday, we decided to come up with one new brand name as our precious one was rejected due to sounding too close to a certain country's language. On Sunday, we voted for our favourite one with Sasilvia's "Haelan Herbs" winning with Adeline's "The Herbarium / The Herbaria" coming in second.

Chung Yi Ki: This week, Adena and Alicia received feedback from Mr Mike on our progress in the Monday class. We caught up with what was discussed through their notes on Discord and made the needed changes accordingly. Adeline, Adena and I helped with editing the User Journey Map to the correct details and I then made changes on the problem statement, how might we and UNSDG goals in the slides. I also helped Alicia in summarising the personas into one slide and we all helped in checking each other's work and providing assistance when any of us needed it. As we needed a new brand name, we each came up with at least one brand name suggestion with reasons and doesn't hint to any countries. We later voted for the ones we think are the best and Sasilvia's "Haelan Herbs" had the most votes, while Adeline's "The Herbarium/The Herbaria" came in second. We also discussed on our product listing to finalise the amount of products we need to design for in the later stage and for Adena to create the Gantt chart. We decided on having 5 products: oud incense box, wood chip box, essence bottle, tea, and hair oil, where the first 3 are already in the brief and the last 2 are added in by ourselves.

Nurul Adlina: In Week 6, Adena and Alicia received a lot of feedback from Mr Mike in their Monday class. It is due to the amount of work we had put in the work before. It was good because we wanted to have everything done well before the day of our presentation. With that, there were parts that I did

that required editing such as the objective & purpose, vision & mission, unique selling point and target market. For the brand values section, Adena helped out which I am grateful for since I do not know the best way to present it. Last but not least, I updated our User Journey Map on the slides based on Mr Mike's feedback. There were some changes made on certain sections which were Decision and Service. I believe Adeline and Yiki as well as Adena had made changes and finalised these sections. To end the week, I decided to ask the group for some feedback and suggestions on the objective & purpose as well as vision & mission slides just to make sure it aligns with everything we are going for in this project. Thanks to Adeline, Yiki and Sasilvia, the two slides were completed. This week, I really owed my group mates for helping out on certain aspects of my tasks. Moreover, other tasks I worked on were producing a product list which later my groupmates added on more and we decided on the final five. We also brainstormed the brand names and voted for which we liked best. As of now, the votes are highest for the name 'Haelan Herbs' and following second is 'The Herbarium / The Herbaria'. I believe these two names are quite suitable for what we want our brand to be.

Sasilvia Cheong: After Adena and Alicia received feedback from Mr. Mike, they let us know what needed to be changed via Discord in week 6. I then went on to edit my section, which is the contextual research, in which I categorize the competitors based on their group categories, such as TCM, ayurvedic herbs, and oud. Then I summarized the entire contextual studies part while Yi Ki helped me proofread and edited it. On Friday, we agreed that everyone would suggest one brand name by Sunday morning so that we could discuss and vote on which one was best. We sought a name that wasn't associated with a country. My suggestion "Hælan Herbs" got picked while Adeline's "The Herbarium / The Herbaria" came in second. We also completed our product listing with a total of five products, we went with three products from the brief and came up with two of our own, agarwood tea and agarwood hair treatment oil. Following that, I assisted Adlina in revising her objective with the assistance of Yi Ki and Adeline.

W7: PROJECT PROGRESS REPORT

Consultation Notes:

- User journey map needs details on duration and touchpoints items
- Slides have the flow and will be revised to show till art direction and the user/customer journey strategy but not the details.
- Reference:
https://www.canva.com/design/DAFOb3WTwhs/MuglcPvokKSXj1bKREFoXg/view?utm_content=DAFOb3WTwhs&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink#9

Next Course of Action:

1.

Reflections: *(to be filled individually)*

Adeline Wong: In week 7, we received feedback from Mr. Mike on how to better our User Journey Map and slides on Monday. I then worked on the design direction alongside Salsilvia, where we finalised on the logo and graphical element posters and from there, I then created a new set of graphical elements based on the feedback given on Monday to have more geometric yet organic elements. We figured there was a lot to fix and update, so we planned a group meeting on Friday where we finalised the user journey map and slides. At the Friday meeting, the members focused on finalizing the slides and user journey map. In the meeting I updated the group members about my progress on graphical elements and received positive feedback from them, so I proceeded to use the elements on my new set of posters. Later that week after we received a feedback message from Mr. Mike, I start to improve the posters based on his new feedback. I decided to include imagery posters and a new set of graphical element posters to represent the brand identity better. We collaborated as a group and held a voting session to select the best designs, which were then uploaded onto our presentation slides. From my pov, it was a productive week of creative improvements.

Adena Tan: On Monday, the group received feedback from Mr Mike regarding our User Journey Map & the Proposal Slides. After we got our feedback, the team worked on fixing the design direction for further feedback the next day. The next day, the group got further feedback from Mr Mike regarding the logos and posters for the brand. Since we had plenty to alter and edit, we all agreed it would be best to have a group meeting on Friday. During the meeting, I was able to pinpoint the specific slides we needed to edit for better readability and presentation flow. The group helped each other whenever we felt stuck at different points, and offered valuable ideas to improve the proposal slides. After finalising the slides, the group had a wind down session in order to boost morale after a stressful week.

Alicia Teng: This week, our group received feedback from Mr. Mike for the User Journey map as well as the presentation proposal slides. We then proceeded to work on fixing the design direction for more updates the following day. Next, we received more constructive criticism regarding the logos and posters. Due to the fact that there was much to change and update, we agreed to an online meeting this friday. During the meeting, our group leader, Adena, determined exactly what we had to do for each slide. Throughout our discussion, we all helped each other out with areas we were confused on and needed help elaborating with. I mostly worked on the two sections: contextual research and solving the problem. Our next task is to prepare for the presentation. Finally, at the end of the meeting, we had a group game session to get to know each other better and relax after hard work.

Chung Yi Ki: For this week, we received feedback from Mr. Mike on our User Journey Map and slides content on Monday. Sasilvia and Adeline continued working on the logo and posters for our brand name, Haelan Herbs, for further feedback in Tuesday's class. We each voted for the design we think suits the most and included them in our slides. We then received more feedback on our brand identity direction the next day and had our brand name approved, but we still have a lot of things to edit in our slides. So, we had a meeting on Friday to get as much things done as we can. I worked on making the User Journey Map with Adlina where we made it more detailed and Adlina summarised it in the slides. We also helped each other out in correcting the contents for all the other parts that are not refined enough. After correcting most of the slides, we left the final touch-ups on the slides to be worked with over the weekends so that we can send it to Mr Mike for approval in the

following week.

Nurul Adlina: For this week, we received feedback from Mr Mike on both Monday and Tuesday. On Monday, we received feedback for the Proposal slides and User Journey Map. On Tuesday, we received feedback on the art direction. Since Haelan Herbs was approved for our brand name, Adeline, with the help of Sasilvia, created logos and posters for the brand to have a digital representation of what our brand will look like. There were still some parts that needed to be tweaked before our presentation on Week 9. With that, we had a group meeting on Friday, to finalise slides based on the feedback given and also create a more detailed touchpoint for the User Journey Map. For my part, I worked on the User Journey Map / Brand Journey slide since the map will have to be summarised for our client (Brandialogue) with Yiki. I found that we have a hard time summarising points but also at times we have a hard time at elaborating points. I do not blame us as this type of work is a first for most of us and the task is not easy. We are definitely learning a lot along the way. The week ends with us hoping to get the slides approved by next week to prepare for presentation.

Sasilvia Cheong: On Monday, we received valuable feedback from Mr. Mike regarding our User Journey Map and proposal presentation slides. Taking his insights into account and confirming our brand name, Adeline and I decided to proceed with the chosen design direction. I assisted Adeline in creating 12 brand logo sketches, which she then digitized and incorporated into the posters. On Tuesday, we received further feedback from Mr. Mike on our design direction, and we realized that some adjustments were still needed before our upcoming presentation. To ensure we delivered a polished outcome, we scheduled a meeting on Friday to address any remaining tasks and finalize crucial elements. Our aim was to incorporate Mr. Mike's feedback once again and ensure that our work resonated effectively with our intended audience, while accurately representing our desired brand image.

W8: PROJECT PROGRESS REPORT

Consultation Notes:

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Next Course of Action:

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Reflections: *(to be filled individually)*

Adeline Wong: In week 8, we had our independent learning week so we worked at home, improving the presentation slides based on Mr. Mike's feedback. We shortened the slides with longer points. We also tried to make it easier to digest from a client perspective. For the design direction, I further developed the poster designs by referring to the posters of premium brands. From the research, I realised that almost all of them use imagery to convey their goals or message. So for my posters, I created another set by only using images that fit Haelan Herbs' brand identity. With the 6 options I

had, the group members gave me feedback and selected a few they liked, then I cut the final ones down to two and uploaded them onto the slides. Later that week, we chose our own slide sections to present, most of us chose the slides we did ourselves because we understood the points well. For a smoother presentation, Yiki created and shared to us a document where all the members can write their script in, this ensures that the presentation will go smoothly as Yiki will be controlling the slides that the day of presentation.

Adena Tan: During this week, we asked Mr Mike for feedback on Monday. Once we received feedback, we started to edit the slides according to the feedback provided. We focused on shortening some slides for the contextual research & persona survey sections. On Wednesday, we sent Mr Mike our improved slides for further feedback from his side. After we received his feedback again, we set on to further improve the slides, with Adeline, our art director, managing our applications for the design direction. Following this, I asked the group for their preferred parts of the slides for the presentation. Once I confirmed everybody's parts, Yi Ki helped prepare a document for us to share to ensure our presentation was as smooth as can be.

Alicia Teng: During independent learning week, once we received feedback from Mr. Mike, we resumed working on bettering the presentation slides and making them as short and comprehensive as possible to provide a clear delivery to the client. We made the slides that have long paragraphs more point-focused. Our art director, Adeline also updated the branding designs for the posters while we helped give feedback based on our brand ideas. Following that, we split the presentation slides into sections and we were allowed to choose which ones we wanted to present the next week. I selected section 2 which is about the personas and the survey analysis. We then wrote our script in a shared Google document to prepare and also recorded roughly how long our sections would be just to get an estimate of how long our total presentation would be.

Chung Yi Ki: In this week, after receiving feedback from Mr Mike, we continued on further improving the slides by making the contextual research and the survey slides shorter. We tried to make our slides more straight to the point by changing from using long sentences and paragraphs to only mentioning important details in point forms. Adeline also updated our poster branding designs while we gave our suggestions by referring to the layout of premium brand posters and used both our illustrated graphical elements and images to show that our logo fits well in those kinds of layout. After finalising our poster designs, we incorporated our branding graphical elements into our slide designs so that our branding can be introduced in the beginning and throughout our proposal presentation. After we finalised and double checked everything on our slides, we split the presentation roles among ourselves and proceeded to write down our script in a shared Google Doc to prepare for our presentation the next week.

Nurul Adlina: This week was Independent Learning Week. Therefore, we did not get to have physical classes with feedback but our leader, Adena, had continuously updated Mr Mike with progress. Most of our progress lies in making the slides more concise and summarised. While Yiki worked on making contextual research shorter, I focused on the Persona & Survey section. I believed the survey section is important but could be summarised in a way where it makes it easier to read and present as well. I tried my best with all the information given and Yiki had assisted me on these slides too. Later in the week, Mr Mike gave us feedback on the slide design and design direction section which Adeline, our design director, worked on. She made so many different layouts

and designs, not only using the graphical elements made but also using photographs. My group mates also worked on redesigning and integrating our design direction onto the slides. Then by the end of the week, we split the presentation parts and I got the About the Brand part. I was relieved because it is the part I worked on most but a little nervous because it is not my strongest suit since it is very graphic design and branding based. Then, I wrote the script for the presentation on Tuesday to prepare.

Sasilvia Cheong: During Independent Learning Week, our team continued working on finalizing our design direction and presentation slides. Taking into account Mr. Mike's feedback, we made necessary changes to address the length and content of the slides, ensuring they were concise and impactful. We also adjusted the posters to align with our design direction, incorporating elements reminiscent of existing luxury brand posters. An insightful suggestion was given to incorporate some of our designs into the slides, gradually introducing our concepts to the client. Adeline, Adena, and Yi Ki collaborated on shortening the slides, while Adeline took the lead in redesigning the posters, with me providing image suggestions. On Friday, Alicia, Adena, Yi Ki, Adeline and I successfully integrated Adeline's graphical elements into the slides, and once all the changes were made, we sent the revised version to Mr. Mike for further feedback. Meanwhile, we began organizing the slides and working on our script in a shared Google document, preparing for our upcoming presentation on Tuesday.

W9: PROJECT PROGRESS REPORT

Consultation Notes:

- Design Presentation to Brandialogue

Next Course of Action:

1. 'Ready to use fast facts' insight is not visually communicated in the KV implementation. Insights are good and needs to be used extensively in the implementation.
2. Need to differentiate the design to stand out, look at Aesop.

Reflections: *(to be filled individually)*

Adeline Wong: In week 9, we had our proposal presentation with Brandialogue after getting our slides checked one last time for approval. Before our presentation, we had a practice round where we got on a Discord call the night before and rehearsed multiple times to try and get the total presentation time under 20 minutes. On the day of presentation, we faced some technical issues with the slides due to connection problems, however with the quick thinking by our group leader, Adena, she managed to share the screen and we successfully finished the presentation as planned. Ms. Zae and Mr. Damien shared their feedback and approval. For my part, I would need to reimagine and rebrand Haelan Herbs by referring more to Aesop's branding. For the rest of the week, Adena shared the Gantt Chart which she has been working on after she enquired about our list of capable

tasks and skills. Alicia, who is in charge of UI/UX in our group, showed her progress on Discord and some of the members assisted with feedback and any improvements. I started working on the new brand by going onto Canva and brainstorming with the help of a newly created 'rebrand' section in our project Pinterest by Yiki.

Adena Tan: On Monday morning, I requested Mr Mike for the group's feedback in case we needed to fix our slides before class so we could get his approval again. Luckily, he approved it, so we were on our way to present. At night, we had a practice round on Discord with all members present. The next day, we all got online at 2pm, ready to present. We faced some issues, especially with our wifi, which was unexpected, but I would say that overall, our presentation went smoothly. Once we finished presenting, we were able to get valuable advice and feedback from Ms Zae & Mr Damien which steered us to think again about what we had presented and how to improve it. We slowly discussed it over the next few days. I had completed the Gantt Chart after a few days, as I wanted to ensure that it was the best it could be given our timeframe. I ensured I constantly asked the group members for their feedback regarding it, to ensure everybody felt confident in their given tasks.

Alicia Teng: This week, after our group leader, Adena, received approval from Mr. Mike for our google slides, we did one last check and sweep for any errors. Then, we began typing out our scripts for our sections of the presentation. The evening before, we had a meeting in Discord to have a runthrough practice presentation to check the overall time and flow of our speaking. Overall, it went quite well and I felt much more confident after practising. I believe it was thanks to this trial that our official presentation went smoothly despite a few technical issues and we were able to receive insightful feedback and points from both Mr. Damien and Ms. Zae. We discussed our goods and could-be-improved based off of this advice and how we hoped to move forward. Our group leader, Adena, sent the finalised Gantt Chart and asked which tasks we would like to do. As the member specialising in UI/UX, I felt I would be most useful in the website aspects so I asked to be assigned to do all the wireframe and website designs as well as prototyping for the final presentation. I also started the UI/UX aspect of this project and began creating the UI stylesheet for the e-commerce platform website prototype. My group members were very helpful and active in their support and feedback of my progress, making sure that everything not only looked nice but felt good for the future prototype site development.

Chung Yi Ki: In this week, after Adena received approval from Mr Mike on our slides, we got our script ready and corrected any typing error that we might have overlooked in our slides. We had a practice run of our presentation in Discord for us to test our presentation timing and for me to practise on changing the slides during the presentation. On Tuesday, our presentation day, we went on Zoom to meet up with Mr Damien and Ms Zae at 2pm and waited for our turn to present. While we were presenting, I encountered some Wi-Fi problems which caused the slides shown in Zoom and my voice to lag, and I kept getting disconnected from the meeting so the slides just disappeared along with me. Thankfully, Adena took over and shared the slides when I got disconnected for the second time. Despite the connection issue, our presentation was successful and we received valuable feedback from Mr Damien and Ms Zae afterwards. Over the remaining days, Adeline worked on coming up with a new idea to change our brand's design direction, Adena worked on the Gantt Chart to plan out and separate our remaining works, and Alicia worked on the UI style sheet and wireframes of our website. I helped in searching for an article on Aesop's brand design and some possible visual references of our redesign that I put in our Pinterest board.

Nurul Adlina: For Week 9, we had our final approval of the slides from Mr Mike before our presentation on Tuesday. We practised on our presentation during Monday night together as a team. We rehearsed the whole presentation and fixed certain parts that were factually incorrect and even shortened some members' parts so our presentation did not drag too long. Then, on Tuesday, we had our presentation with other Brandialogue groups. We were the third group that presented our proposal to Ms Zae and Mr Damien and we were nervous. However, we did not need to be too nervous because our research, insight and brand development was well done but we were lacking on certain aspects that Ms Zae and Mr Damien pointed out and gave feedback to improve. During the presentation, there were some technical errors but I believed it still went smoothly despite it all. The feedback we received was to focus on our insights and translate it into our design direction, especially the first insight on our target audience's issue of having too many choices. We proposed to have ready-to-use packages with fast accurate facts but that insight was not displayed or translated well in our design direction. Therefore, we need to work on it more to make sure we can move on to the next stages of the project. Throughout the week, our group leader, Adena, created a Gantt Chart that we could follow and divided tasks to each member based on their skills and strength. With that, our art director, Adeline, started working on the design direction based on the feedback received and our UI/UX specialist, Alicia, worked on the wireframe of our website.

Sasilvia Cheong: On week 9, while we already started in writing the presentation script, Mr. Mike gave us his approval on our presentation slides. We then finalized our script and did a few practice rounds in Discord the night before the presentation. On Tuesday, we joined the Zoom meeting with Ms. Zae, Mr. Damien, Mr. Mike and the other Brandialogue groups for our presentation. We were third to present. While we were presenting we faced a little hiccup due to the internet connection issue that disconnected a few of our members who was sharing the slides. Although that happened everything else went well. After our presentation. Ms. Zae and Mr. Damien gave us their feedback. We were told that our research was great and had lots of rich informations. However we could improve more in the art direction. At the end of the week, Adena worked on the Gantt chart, while Alicia did the website mockup on Figma and Adeline did more research and coming up with a new art direction.

W10: PROJECT PROGRESS REPORT

Consultation Notes:

- Art direction KV shown as website. The use of san serif headings and sans secondary captions and body text is the chosen direction. Advised to consider switching them. But if persists, then the sans typeface need to be unique.
- The colour palette is close to Aesop's but with secondary colours to differentiate.
- Advised to discover the signature look and must maintain consistency throughout in visualizing and communciating the brand's insights.

- Also advised to look at how the photos and the geometric designs fuses to make the narrative of the brand's USP or identity.

Next Course of Action:

1.

Reflections: *(to be filled individually)*

Adeline Wong: In week 10, we had a public holiday for Monday class, so Yiki, Sasilvia, and Adlina received feedback on Tuesday from Mr. Mike. With the feedback, we were told that we need to improve our design direction such as rethinking our type, justifying the new colour palette and more. I continued working on the new design direction to hardened the brand's identity. On the other hand, Alicia who is in charge of the UI/UX, worked hard on the website pages and the group members assisted in giving feedbacks and ways to improve. Adena and Yiki also worked on copywriting for the website and kickstarter page.

Adena Tan: As it was a public holiday on Monday this week, my group mates, Yi Ki, Sasilvia & Adlina assisted in showcasing our progression to Mr Mike. After he had provided the feedback, we proceeded to try and discuss how to improve it, with Adeline and Alicia leading due to the requirements needed for the visual identity and the website. Through the week, I tried to help look and monitor the group's work and provide any thoughts I had, positive and constructive. On my part, I helped to oversee Yi Ki's progression with the copywriting for the website as well as try to write a bit for the Kickstarter page.

Alicia Teng: In this week, Monday was a public holiday so my other group members, Yi Ki, Sasilvia and Adlina helped present our current progress to Mr. Mike. Over the previous weekend, I had mostly completed the construction of the website wireframe pages. These included the landing, about, shop, products, curated journey, FAQ, contact, sign up/log in, and customer profile page. I focused on the design and UI aspect more than content which is being left to the dedicated copywriters.

Chung Yi Ki: For this week, Adline, Sasilvia and I showed our progress to Mr Mike during our Tuesday class after amending our design direction based on Ms. Zae and Mr. Damien's feedback last week. We also showed the Figma wireframes for our website that Alicia did last week. After receiving the feedback, we proceeded to revise our design direction and continued our project progress according to the tasks listed on the Gantt chart throughout the week. I worked on the copywriting for our website and written draft contents for our landing page, about page and FAQ page. I also wrote down the draft contents for our customer curated quiz with the help of Adena adding in anything that I missed.

Nurul Adlina: In Week 10, Yiki, Sasilvia and I presented to Mr Mike our progress and what we had updated based on the feedback during the presentation which were the website, updated art direction with new color palette and font. However, there were still parts we needed to work on such as creating Haelan Herb's signature look. Later on, we were working on our parts in the Gantt Chart to keep progressing.

Sasilvia Cheong: Since Monday was a public holiday, Yiki, Adlina and I showed our progression to Mr. Mike based on the feedback from Ms. Zae and Mr Damien from the presentation. We showed the Figma mockup of the website which was done by Alicia and the updated art direction in a presentation slide done by Adeline. After our feedback from Mr. Mike we were told to refine the art direction much further by looking at other fonts and colour palettes and also look into existing websites to see how they manage to get their signature look. Later that night, we let Adena know what task are we comfortable in doing and she separated us accordingly. Currently, I am tasked with doing the social media calendar, kickstarter products, the OUD incense box, OUD wood chip box, the product description and product photos. I was not able to help much this week due to an overwhelming amount of deadlines from other modules.

W11: PROJECT PROGRESS REPORT

Consultation Notes:

- The art direction is lacking the photo component and the blend of geometry design and the solid vector graphics. Need to discover the blend for all these elements to complete the Art Direction
- Need to also make sure that the brand personality is effectively visualized in ALL the works.
- Need to also think of creating more introductory visuals for social media to introduce the brand.

Next Course of Action:

1. Try and confirm on the photo component with the geometry design and the vector graphics.
2. Begin confirming on all the design items that need to be designed and make sure that the draft visuals are checked on communicated the brand personality.

Reflections: *(to be filled individually)*

Adeline Wong: In week 11, myself, Adena, Alicia, and Sasilveria got feedback from Mr. Mike with the goal of wanting to have a fixed direction afterwards. We were advised to focus on the brand personality and revolve the design direction around that. We also got some feedback for the website pages. That night, Silvia worked on the planning for social media with the help of Adlina, then Yiki also got some feedback during Tuesday's class about the social media plan. I continued to improve the design direction based on the feedback from Mr. Mike, I shared my progress by compiling them into a slides and got approved by the members then I continued to develop more. Adena then worked on the Gantt Chart to make task assigning easy and smooth for the later weeks.

Adena Tan: This week, my group mates (Adeline, Alicia & Sasilveria) and I got our feedback from Mr Mike on Monday. Once we got our feedback, we went to reflect on the constructive criticism. During the evening, Sasilveria was able to plan for social media, with a touch of help from Adlina. On Tuesday, Yi Ki, alone, was able to get further feedback from Mr Mike regarding the social media plan. During the week, we were able to view our art director, Adeline's, progression for the design direction, which we discussed and agreed it improved in the past few weeks. We also were able to have mini text

discussions regarding the following stages in the Gantt Chart, to ensure we were ready to start once the design direction is finalised.

Alicia Teng: This week on Monday, Adeline, Adena, Sasilvia and I attended the tutorial class for feedback from Mr. Mike mainly regarding the art direction and a few questions for the website wireframes. Throughout the week, Adeline (our art director) continued giving updates and progression for design direction by presenting it through detailed slides that entailed the colour and contrast values we could use for the brand. Everyone agreed on and loved it for the brand atmosphere and aesthetics. On my side, I continued planning the structure for the wireframes design and prototyping animations.

Chung Yi Ki: In this week, Adeline, Alicia and Adena received feedback for our project progression in their Monday class. Sasilvia then was able to do content planning for social media in our social media calendar and Adlina and I helped her with organising the ideas, I also added a bit of my own while organising them. I then showed Mr. Mike our content ideas during my Tuesday class. After receiving the feedback, for the rest of the week, we had some discussion on our photo and video plannings by putting our photo and video sources in a Google drive folder (provided by Sasilvia). Adeline also made new posters according to the feedback and our new direction, and we provided our thoughts on them through text on our Discord group.

Nurul Adlina: For Week 11, I could not attend the tutorial session on Tuesday to support Yiki with the feedback session. However, Yiki and I added on and updated the Social Media Content Calendar that Sasilvia had filled up the day before. Then, Adeline, our Art Director, showed her progress on the design direction. She even compiled slides that briefed us on how our posters and photo editing should look like following Haelan Herb's design direction. I really appreciated it because it can help all of us stay consistent with the style that we want for Haelan Herbs. Moreover, Adena made changes to the Gantt Chart so that I could lead on certain tasks.

Sasilvia Cheong: This week, I joined Monday's feedback session along with Adeline, Adena and Alicia. We showed Mr. Mike our new art direction and a few wireframes for our website. At night, I did the social media content calendar and was able to come up with 42 posts, I did the planning in both google sheet and Miro. On Tuesday before class, Adlina and Yi Ki helped me with some of the descriptions since I was stuck on certain parts. They also helped me move the images from Miro into google sheet because I was struggling on my side since google sheet did not want me to paste images in there for some reason. Yi Ki then attended Tuesday class to receive feedback from Mr. Mike about it. On Thursday, I made a google drive file for photo sourcing and started searching images that are related to our brand to be used in the website/ social media / etc....At the end of the week Adeline updated us with new posters for our art direction.

W12: PROJECT PROGRESS REPORT

Consultation Notes:

- The photo component with the geometry design and the vector graphics look good and is well complemented. Advised to try high contrast with play of levels for brightness and darkness spectrum for all images/photos and perhaps not monotone but lowered saturation.
- The visual communication approach for the user/customer journey plan seems to be in tact and should be implemented on the visual direction soon.
- The videos' mood, tone and manner is fine and compliments the art direction and brand identity.

Next Course of Action:

1. To continue and produce all of the planned touch-point collaterals.

Reflections: *(to be filled individually)*

Adeline Wong: In week 12, myself, Adena, Alicia, and Sasilvia got feedback from Mr. Mike regarding the design direction, social media plans and so on. Meanwhile on Tuesday, Yiki, Silvia, and Adlina proposed their video plan for the kickstarter and brand, they also showed him some progress. Later that week, we changed and improved our works according to the feedback given, making sure that we all get approval from each other along the way. On Thursday, we had a meeting to plan out our content calendar by arranging the tasks into the respective dates. We picked out the contents we feel suitable and fitted to be posted, according to the requirements and flow. We also looked for some video and sound assets and compiled them into a google doc Yiki created, this is so we will have sufficient and consistent content for the video. Lastly, I showed my progress with the edited imageries and updated them on the rules for our designs throughout all applications.

Adena Tan: During Monday's class, Alicia, Adeline and I obtained feedback from Mr Mike regarding our design direction, photo adjustments, posters, social media plan as well as product description. The next class, Yi Ki, Silvia and Adlina showcased Mr Mike videos that had been edited for the kickstarter and brand. Using the given feedback, my group mates were able to edit and fine tune their tasks to be better. On Thursday, we agreed it would be best to have a meeting to discuss the social media calendar. Thus, we scheduled it for the next day at 2pm. During the meeting, we were able to build the social media calendar, as well as discuss which posts were more suited for the brand, and what could be taken out to ensure the social media posts produced were well strategized. We were also able to find some content for our videos and social media in order to assist the video team. Furthermore, Adeline presented the updated photo editing steps according to Mr Mike's feedback. During this week, I mainly worked on adjusting the brand story for the kickstarter as well as overseeing other items.

Alicia Teng: During this week, on Monday, Adena, Adeline and I received critical feedback from Mr. Mike for the design direction which includes photo colour correction presets for the brand, posters, product descriptions and the social media planning. Following that on Tuesday, Yi Ki, Sasilvia and Adlina presented the video content that had been edited and prepared for the kickstarter and brand. On Thursday we all agreed to have a meeting the next day at 2PM in order to discuss the social media calendar. In this meeting, we discussed the content ideas and the frequency or number of posts we would like to have a week and how many we wanted in total. We organised the flow in a way that we felt would ease viewers into the brand and the products comprehensively. We also helped the video editors Yi Ki and Adlina by searching and sharing links to high quality potential

stock videos that we thought they could potentially use in their content.

Chung Yi Ki: On Monday's class, Adeline, Adena and Alicia received feedback from Mr. Mike on the updated brand posters, product description and social media planning, while on Tuesday's class, Sasilvia, Adlina and I showed some test videos me and Adlina did for social media to Mr. Mike. After receiving feedback from Mr. Mike, I managed to tweak one of the test videos based on the feedback given and with the help from Adlina's and Sasilvia's suggestions. We then showed the updated video to Mr. Mike to make sure we're on the right track. Later on in the week, we agreed to have a meeting on Friday to discuss and finalise our social media calendar. We discussed which content ideas to keep and arranged the confirmed ones on the calendar based on the purpose of the respective post, and made sure each posting had a good flow to them. Alicia, Adena, Adeline and Sasilvia also helped in searching for potential stock videos for me and Adlina to use, and Adeline also presented her update on the colour gradings for our brand photos.

Nurul Adlina: In Week 12, Adena, Alicia and Adeline received feedback from Mr. Mike on Monday on the updated design direction by showcasing our posters and imagery that has been edited to fit the style that Haelan Herbs is going for. I was glad for the positive feedback because it meant we could move forward with working on more tasks. With that, Yiki and I worked on videos, based on the suggestions and ideas from the team. We created three videos in total including the logo motion graphics made by Yiki with a bit of help from me. I edited the tea making video to introduce the oud tea product in Instagram reel format so we could imagine how our social media content could look like. On Tuesday, we received feedback for these and Mr Mike mentioned that we should not have any harsh cuts and only use fade ins and fade outs to fit our design direction. We also updated him on our website progress with integrated design elements which received positive feedback. Later in the week, on Friday at 2 pm, we had a meeting to discuss the content calendar together. We set up the timeline of our Instagram posts for 2 months.

Sasilvia Cheong: On Monday, I was able to finish writing the product description before class. Adena, Adeline and Alicia showed Mr. Mike the refined version of the vector graphic, teaser pictures, gradual posters, imagery that Adeline had done. Before Tuesday class, Adlina and Yi Ki managed to produced several test videos that will be used for the website and social media page. Mr. Mike suggested a few things that we could do to improve the videos and Yi Ki was able to make necessary adjustments and showcase the improved videos to Mr. Mike before class ended. We all agreed on having a meeting to discuss how to manage the social media on Friday 2pm. During the meeting we managed to sort out which content will be posted on which date in the social media calendar.

W13: PROJECT PROGRESS REPORT

Consultation Notes:

- Showed the promo and launch schedule, which is of appropriate scale that meets the need

- of a kickstarter project
- Art direction all done and ready for implementation.

Next Course of Action:

1. To assign all relevant task evenly to all group members for production for the final presentation.

Reflections: *(to be filled individually)*

Adeline Wong: In week 13, we received our first feedback of the week, we showed our design direction and social media content. Then on Tuesday, we showed out progress on the customer service and kickstarter posts. Our group members all worked on our own task assigned in the Gantt Chart. On my end, I worked on the packaging design on the essential oil while giving feedback for the members' works together. We do it by compiling in the form of casual slides, then adding the given feedback at the end. I think that way, we work quite fast and effectively. Other than that, I also worked on 4 more social media posts, 3 introduction posts and 1 informative post.

Adena Tan: First, we had our first feedback during Monday where we showcased our final design direction and social media calendar. On Tuesday, the group showcased the customer service and Kickstarter posts to showcase to Mr Mike. During this week, the group was able to complete a significant amount of progress. Personally, I got to complete the packaging design for the Hair Treatment Oil & the Agarwood Tea jar, as well as start the Brand Guideline. I also almost finalised the Kickstarter Page copywriting. The group constantly shared our progression over the week and weekend, while providing each other insightful feedback until we were all happy with the outcome.

Alicia Teng: For this week, on Monday we received our first round of feedback for the final design direction and social media calendar which he approved and told us to start expediting the process. Following that on Tuesday, Adlina, Yi Ki and Sasilvia presented the customer service section and several of the kickstarter posts. For my own individual progress, I worked Thursday through to Sunday on the prototype wireframes for the website. The first two days were finalising content, design decisions and overall placement and positions of UI and elements. The next two days were prototyping page transitions and micro+macro animations and interactions. It was quite the learning curve considering I usually use Adobe XD but Figma is much more advanced on the prototyping front and well-worth the effort of studying the software. I'm glad the long hours paid off because now at the end of the week, the prototype wireframes are 90% complete and ready for the final edits and content updates, leaving me more able to help my group mates with their work. They provided insightful feedback into my current progress as well, helping me finetune the website to the best it can be.

Chung Yi Ki: This week, we showed Mr. Mike our finalised design direction and social media calendar for Monday class, which were approved by Mr Mike. Then, on Tuesday, Adlina and I, together with feedback from Sasilvia, worked on the Kickstarter social media posts to show Mr. Mike. We also showed Adlina's work on our brand's email templates as well. After we're finished with getting feedback, we each work on our assigned tasks throughout the week so that we can expedite our progress for social media. I managed to get the subscription box mockup and the lab test video for social media done during the weekends. In our designing process, we all did different variations

of our ideas and shared our work with each other to get feedback on where to improve so that we can show a finalised idea to Mr. Mike next week.

Nurul Adlina: For Week 13, we received feedback from Mr Mike on both Monday and Tuesday as usual. On Monday, he approved the design direction and evaluated our completed social media content calendar. He stated that we should expedite our progress. Later that day, I worked on the customer service section by creating emails that the brand's customers would receive so that we could share them with Mr Mike. Yiki and I also worked on the Kickstarter post for our social media content to show him. Overall, the feedback was positive. There was so much progress done this week by the group. We completed the packaging mockups, did significant progress on the website and made more social media content. Everyone that made progress had shared with the team and received feedback from everyone as well. I believed everyone did such a great job. For me, I made 2 transition posts and 1 informative post. I created many variations since I considered how it would look like on the social media feed.

Sasilvia Cheong: On monday we received feedback from Mr. Mike that our design direction is good to go and the social media calender is fine too. On Tuesday, we showed Mr. Mike the customer service and a few of the Kickstarter posts. During the Friday and the weekends I was able to come up with a few of the incense sticks packaging mockups and well as the wood chips. After getting feedback from the others, I progressively amendment the packaging until everything looks finalized. I then proceeded with the social media posts on Sunday, I was able to complete 6 of them, they will be refined later on week 14.

W14: PROJECT PROGRESS REPORT

Consultation Notes:

- Almost done with all collaterals. Looking good.

Next Course of Action:

1. Need to work on the final presentation slides and set the presentation date with the client.

Reflections: *(to be filled individually)*

Adeline Wong: In week 14, Adena, Alicia and I received feedback from Mr. Mike during Monday's class. He approves of almost all of our product mockups, social media post designs, and both website and kickstarter design. Just some slight refinement needed. From this feedback, we were sure of our direction and were motivated to refine with a clear goal in mind. The next day, Yiki, Sasilvia, and Adlina got round two of feedback for our refined product packaging mockups and the quiz. Lastly, we worked on our own tasks such as the kickstarter by Adena, customer satisfactory form by Adlina, I did the email newsletter while the other members worked on their part for Haelan Herb as well! I am very proud of us that we are able to work collectively and give each other feedback when needed in order to improve our designs.

Adena Tan: This week, Adeline, Alicia & I got our group's feedback on Monday. After we got our feedback, we let the group know so we can further refine the few that needed editing. Before Tuesday's session, I created the brand's stationary and altered some of the brand guidelines for the group's feedback. After Silvia, Yi Ki & Adlina got the further feedback, we were able to have a clearer direction to move forward with our work. On Thursday, I mainly worked on the social media posts that I was in charge of. This day, we also discussed when to have a meeting to discuss slide flow and finalise this very document. On Friday, I continued and also worked on the Kickstarter writing that needed to be added. On Saturday & Sunday, I worked on the Kickstarter Mockup and made it purposely match the brand design direction.

Alicia Teng: For this week, starting on Monday, Adeline, Adena and I went to receive valuable feedback on various aspects of our project. We specifically focused on gathering feedback regarding product packaging, website design, and our Kickstarter campaign. The overall response was positive, with constructive insights provided to enhance certain areas further. This encouraging feedback motivated us to continue refining our work. On Tuesday, Adlina, Sasilvia and Yi Ki went to get feedback on social media, more product packaging, and the quiz. In addition, we scheduled a meeting for the upcoming week to discuss and collaborate on the presentation slides, as well as finalise the project tracking document. My goals and tasks for this week included updating the website prototype wireframes based off of Monday's feedback and also preparing a new wireframe and prototyping that for the kickstarter.

Chung Yi Ki: For this week, during the Monday class, Adeline, Alicia and Adena received feedback from Mr Mike on our updated progress on the website, social media posts and product designs. We then made improvements on our work based on the feedback received, and I managed to get the quiz promotional post for social media done before Tuesday class. So, on Tuesday, Sasilvia, Adlina and I showed Mr Mike the following updates and also new works for social media, brand identity and products. For the rest of the week, I worked on completing the ingredients sourcing/production process social media video and helped on checking and giving feedback on my group members' work. I couldn't do as much as I wanted since I had to rush for other modules and study for my Programming exam that's held next Monday.

Nurul Adlina: For Week 14, Adeline, Adena and Alicia received feedback on Monday regarding our product packaging design, mockups and the updated website and social media. I continued on completing social media posts on Monday night so that I could complete all the content I was assigned to and we could get more feedback on. On the next day, Tuesday, Sasilvia, Yiki and I got more feedback on the updated product mockups, introduced to him our brand guideline and I created a google document to showcase how our social media content would look like compiled together. For both feedbacks, it was mostly positive with only a few changes to make. Later in the week, Yiki and I created more videos based on the social media content calendar and I finalised the social media content I was assigned to. I had also done the customer experience satisfaction survey along with its mockup to better enhance Haelan Herbs' customer experience. I put all of these files into our group Google Drive for submission and presentation slides later.

Sasilvia Cheong: This week, Adeline, Adena and Alicia received feedback from Mr. Mike like usual and there were some parts that we had to refined. I then proceeded to update the incense stick

mockup for the green packaging as we were told that a 3D pattern would look better and be more consistent with the others. Following with that, I refined the social media posts according to the feedback my members gave me. I also helped out with making the refill packaging for the tea and the strainer since I had a little time in my hands. On Tuesday, Yi Ki, Adlina and I showed the updates that our group did on Monday. I was able to finish my part of the work this week so at the end of the week I was able to focus more on other modules that I have placed on hold.

W15: PROJECT PROGRESS REPORT

Consultation Notes:

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Next Course of Action:

- 1.

Reflections: *(to be filled individually)*

Adeline Wong: In week 15, all the members worked on refining their own tasks. In my case, I first worked on the dark version of the tote bag for brand merchandise, then finished the newsletter mockups for customer service, and lastly refined the social media, product packaging, and brand guideline. We had a meeting on Tuesday to finish up our project tracking document, we worked together by filling up the rest of the unfilled sections. After that, we discussed our part for the presentation on Friday and arranged another meeting to rehearse on Thursday. On rehearsal day, we met on Discord at 8PM and rehearsed the presentation twice, the second time we managed to keep the time below 20 minutes. Come the day of presentation, we are all nervous while waiting for our turn to go. We finished smoothly and got praise from Mr. Damien which really reassured all of us. At the end, I can proudly say that we did our best this 15 weeks and I am so grateful for all my group leader Adena, and the rest of the group members, Alicia, Adlina, Sasilvia, and Yiki. We really did our best work and I am proud of every single one of us.

Adena Tan: During our final week, we worked on finalising all our tasks. For me, I mainly focused on social media, the brand guidelines and the Kickstarter pages. On Tuesday, we scheduled a meeting to finalise this very document and started to discuss the presentation slides. I took the part of Social Media alongside Yi Ki. We set a mini deadline for ourselves to complete a majority of it by Wednesday, 5pm in order to not delay ourselves any further. After 5pm, we sent the file to Mr Mike to obtain our final feedback from him. Once we got the feedback, we were able to complete our slides, and set up a time to rehearse our presentation for the next day @ 8pm. During our meeting, we were able to refine the presentation for a smooth flow of presenting and even discussed how to improve the presentation for the best possible outcome. Friday was our final presentation, and we were all equally as nervous as one another. However, we were lucky as it was all smooth and none of our wifis died out in the middle of it all! The comments made by Mr Damien and Ms Zae really helped us to feel reassured on how we did, and we all let out a figurative sigh of relief. Overall, I would say my group has definitely worked their best throughout these 15 weeks. Without them, I would have really

felt lost, so I am proud of our work and achievements despite the high stress and high complexity of this very module.

Alicia Teng: In week 15, we began to conclude our remaining tasks for the project, including social media content, videos, product packaging and the website. On my side, I finalised any small errors that were discovered in the website prototype and updated some images, some functionality points, the sharing link and also recorded a full walkthrough to easily showcase the features and functionalities I created. On Tuesday, we held a meeting to work on filling up the project tracking document and began working on the presentation slides. My section being website and kickstarter along with Yi Ki. We set a deadline for it to be complete by 5PM on Wednesday and we also tasked ourselves to write our presentation scripts before the next gathering. Following that, the day before the final presentation, we had a meeting at 8PM to rehearse and time our sections where we made a few iterations to decrease the time and have a more cohesive, comprehensive script. Lastly, on Friday, we presented our final project to Mr. Mike, Mr. Damien, Ms. Zae and other groups. We received positive comments and it all went very smoothly. I'm very proud of our group. All that's left now is to organise and submit our documents.

Chung Yi Ki: In week 15, after my Programming exam on Monday, I immediately started working with Adlina on finishing the product showcase video for our social media post. After that, I went to refine my other social media posts based on the feedback I received from my group members and from Mr Mike, and I finally got everything done by Tuesday morning. Later on in the afternoon, we had a meeting to fill up the project management document together and also discussed the content flow of our presentation slides and sorted out slide roles for each of us. Later in the night, we started doing each of our parts in the slides so that we can send it to Mr. Mike for feedback by Wednesday. I was responsible for presenting for week 7- week 9 of social media posting and kickstarter page mockup. For slides content, I filled in the content for the kickstarter page mockup and helped Alicia a bit on the website mockup, while Adena did the social media sections. After everything is inputted in the slides and Adena has designed the slides to match our brand's identity, I helped to check the contents in each slide to make sure all the contents are there. After we received feedback from Mr. Mike, I helped Sasilvia to check on the summarised version of the product description section in the slides, and then started to write my script for our presentation on Friday. Adeline also made Haelan Herbs zoom backgrounds for us to use during the presentation. On Friday, we presented our slides to Ms Zae, Mr Damien and Mr Mike through zoom at 2pm. The presentation went by smoothly and we received positive feedback for our work, which I am very happy and proud of for our group. For the rest of the week, we focused on getting our blogs and files ready for our final submission.

Nurul Adlina: In Week 15, we all quickly finished up all the remaining tasks such as video making, any changes on the products, social media content and website, finishing up the project tracking document as well as creating the final presentation slides. We had a meeting on Tuesday to finalise everything, mostly the Project Tracking Document and started working on the presentation deck. We also divided the presentation parts and rehearsed it on Thursday night together. My part in the presentation was Customer Service. For me, the tasks I was doing were the final five products video with Yiki during Monday night. Other than that, I updated the social media posts, adding paper texture to have consistency with the other posts and adding the Haelan Herbs logo. Finally, on Friday, we had our final presentation with Mr Zae, Mr Damien and Mr Mike. We received positive feedback for our presentation and I was so proud of our team for all our hard work. With that, we

compile all our documents together for submission.

Sasilvia Cheong: In week 15, we are started finalizing our tasks like the kickstarter products, social media posts, video, and website. I had to update the social media posts that I was tasks with and add on the Haelan Herb logo on the top right. After that, we had a meeting on Tuesday afternoon to finish writing the insights, ideation and idea in the Project Document. Then we proceed to split the presentation topic to each other, I was in charge of the Kickstarter products and Brand Merchandise. We then wrote our script and had one final meeting on Thursday night to practice our presentation so that we would make sure everything goes well. Finally on Friday afternoon, we had our final presentation on Zoom together with the other Brandialouge groups. Mr. Mike, Ms. Zae and Mr. Damien was also there. Soon the long and tiring process had ended with positive feedbacks, we were very happy with the outcome and was very proud of ourselves. To finish up everything I wrote my blog and submitted everything that is needed.