Documentation for Smartphone Graphic.

Small example.

Purpose for Smartphone Advertisement

The purpose is to display the variety of Windows 8.1 phones, designs, sizes, minimum to maximum, screen resolution etc.

Target Audience for Smartphone Advertisement

The target audience for windows phones are generally aimed at college/university students and young business individuals. With a slick and smart design, plenty of business features and compatibility with PC’s.

User Guide example.

Purpose:

The purpose of the user guide is to show consumers how the phone will work and function with clearly displayed annotations for things like volume up/down, on/off/sleep, etc.

Target Audience:

The target audience is aimed at people who have brought the phone and need to know how to work it.

For Advert

Purpose:

Purpose of the advert is to create an attractive and appealing smart phone to the target audience, increasing sales and making the phone look like a ‘must have’ product

To sell the phone via magazine and/or websites.

Target Audience:

The target audience is young executives and college to university students. They will want things like easy access to emails and messaging. Should also include a diary of such and include applications that will get certain tasks done such as Microsoft office – word. Also the audience would like a more up to date phone for a wider access across more capabilities such as a wider range of applications, more battery life and just in general a more up to date phone.

Requirements:

Requirements of the advertisement is to be suitable for magazines and web pages, for this I will need to compress the files to be compatible with a web page for fast loading and to change the file type for magazine use. This will of course limit the image to a certain size and the image will lose its quality if resized, it should be the correct size for magazine use and website.
For User Guide

Purpose:
To explain how to use the phone and all its operations, show and explain it in detail. Will show where and what the controls do and to instruct the new owner how to use their phone at its maximum potential.

Target Audience:
New owners of the given product/phone
English may not be their first language so there will be varies of different languages to read from in the guide or to change from the internet guide.

Alternative Design
My alternative design was going to include a more colourful advert in a cartoony style, but I decided it was a bit too bright and wouldn’t attract the target audience I am aiming for, instead I will make a realistic advert now.

I was also going to include the phone to have a keyboard with the touch screen for the people who dislike touch screens but this wouldn’t cater to my target audience who generally wanted a bigger screen, if I were to add a keyboard it would take up more of the room to fit the screen so I decided to scrap this.

Advertisement

Product suitability
The above image is an advertisement for the phone I have designed. This meets the purpose of the task, it includes a small piece of text, edited background and the product. It also meets the target audience because it is a mature advert for my target audience which are young executives and college/university students. This should sell well with this kind of audience and therefor meets the purpose.
User Guide

Translated annotations, via the physical or digital guide.

1. Headphones
2. Charger
3. Volume up/down
4. On/off/sleep
5. Camera/light/shot
6. Search
7. Dashboard
8. Back
9. Touch Screen
10. Camera Shutter

Product suitability

The drawing above is a user guide, its purpose is to show the user how the phone will work and the many physical options the phone provides and the size and dimensions of the phone. The drawing meets the purpose as it’s a user guide for the assigned task and shows the users how to use the phone as stated with annotations to help what button does what and such. I think this meets the target audience as it has many options for translation on the guide for users around the world. This drawing also displays all the sides of the phone, buttons and how to use it for any suitable user.
**Asset Table:**

**Advert:**
Image/sketch Phone in first person, with a person with their hands on the screen, using the touch screen.

<table>
<thead>
<tr>
<th>Image Name and/or Type</th>
<th>Image Preview</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPEG</td>
<td></td>
<td><a href="http://i-cdn.phonearena.com/images/reviews/102905-image/Nokia-Lumia-800-Review-Design-06.jpg">http://i-cdn.phonearena.com/images/reviews/102905-image/Nokia-Lumia-800-Review-Design-06.jpg</a></td>
</tr>
</tbody>
</table>

**User Guide:**
Image/sketch with annotations showing what where button/slots are and what they do and are. Including dimensions, screen resolution, size, horizontal and vertical.

<table>
<thead>
<tr>
<th>Image Name and/or Type</th>
<th>Image Preview</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front</td>
<td></td>
<td><a href="http://www.kickmobiles.com/content/images/thumbs/002681_nokia-lumia-830-16gb-factory-unlocked-simfree-black.jpeg">http://www.kickmobiles.com/content/images/thumbs/002681_nokia-lumia-830-16gb-factory-unlocked-simfree-black.jpeg</a></td>
</tr>
<tr>
<td>Back</td>
<td><a href="http://www.kickmobiles.com/content/images/thumbs/002681_nokia-lumia-830-16gb-factory-unlocked-simfree-black.jpeg">http://www.kickmobiles.com/content/images/thumbs/002681_nokia-lumia-830-16gb-factory-unlocked-simfree-black.jpeg</a></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Side</td>
<td><a href="http://okophone.nazwa.pl/okophone/zdiecia_tel/nokia%20lumia%20830%20black%201.jpg">http://okophone.nazwa.pl/okophone/zdiecia_tel/nokia%20lumia%20830%20black%201.jpg</a></td>
<td></td>
</tr>
</tbody>
</table>
**Test/Confirmation**

Does the overall product meet the purpose? Yes, the product meets the purpose of task. It includes an advertisement with text, a user guide with annotations and translation options and explained the how I have done this.

Is the quality good? I think the quality is mediocre, it could have been a lot better with more time and understanding of the tasks meaning.

Does the product work? The product opens up properly and seems to meet the working purpose, it could be worth making adjustments to the product for improvements but there are time constraints.

**User Guide**

I have looked at both products now and can say they are both fit for the purpose, the user guide shows the size of the phone, dimensions and annotations (with translations) of buttons, the sides and lines displaying the transparency of the phone. There all in order and are correct

**Advert**

I have looked through the advert and it displays the image correctly without losing its transparency of quality. This seems to be correct and meets the purpose.