

# THE KUSP

## Website UX & UI Proposal

Client: Amos Ertusi

Graphic Designer: Kyle Ayuba

UX Designer: Yousuf Ullah

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The Kusp aims to be a gateway for the next-generation of diverse creatives from underrepresented, focusing primarily on the fashion, film & television industry. We aim to do this by partnering with brands within the industry on intimate experiences with our creatives.

The campaign, #OnTheKusp, aims to highlight creatives from the underrepresented backgrounds within the industries mentioned above. The purpose of the campaign is not only to shed light on what they do, but to grasp what issues/ areas they believe are needed to be on the cusp of success in their industry. i.e. they need a network, need greater access to resources etc.

## **Executive summary**

What we will give The Kusp is an iconic Internet presence that takes into account issues of privacy regarding internal activities while still promoting customised employment and business based incentives to a quality lead.

The foundation of our vision for The Kusps' digital presence is a strong, efficient social content marketing strategy. This means that The Kusp would ideally have multiple outlets to present information in easily digestible chunks, editorial pieces, email, Instagram posts, or infographics that provide users with proof that The Kusp is the voice of authority for the BAME community within the fashion, film & television industry. Increasingly, content is becoming a major selling point for consumers of every kind—businesses, and individuals alike. Good content provides not only a reason for the potential customer to spend more time on The Kusp website, but also a compact nugget of information that can be easily shared across multiple media channels.

Ideally, the content is impressive enough that the user is compelled to share with others, perhaps through facebook or any of a myriad social networks. Our goal is to provide a home for and subsequently create content that will ensure The Kusps' credibility and encourage conversions about what The Kusp achieves. By turning The Kusps' web presence into a content factory, low cost and free channels are utilized to spread awareness of the expertise behind the name.

# THE TEAM



**Amos Ertusi**

Project Manager  
Consultant  
Copy Writer



**Kyle Ayuba**

Graphic Designer  
Digital Content Creator



**Yousuf Ullah**

User Experience Designer  
Web Developer  
SEO and Web Analytics

Despite the fact The Kusp is a niche for **the creative social enterprise**, there remains many similarities amongst successful websites of top enterprise within the film and television industry. The goal of sending users through the conversion funnel remains the same regardless of whether it is a niche or a mainstream enterprise. With this in mind, we analysed the digital presences of what are ranked as the top two creative contacts within the British fashion and film industry as presented by **thecreativeindustries.co.uk**.

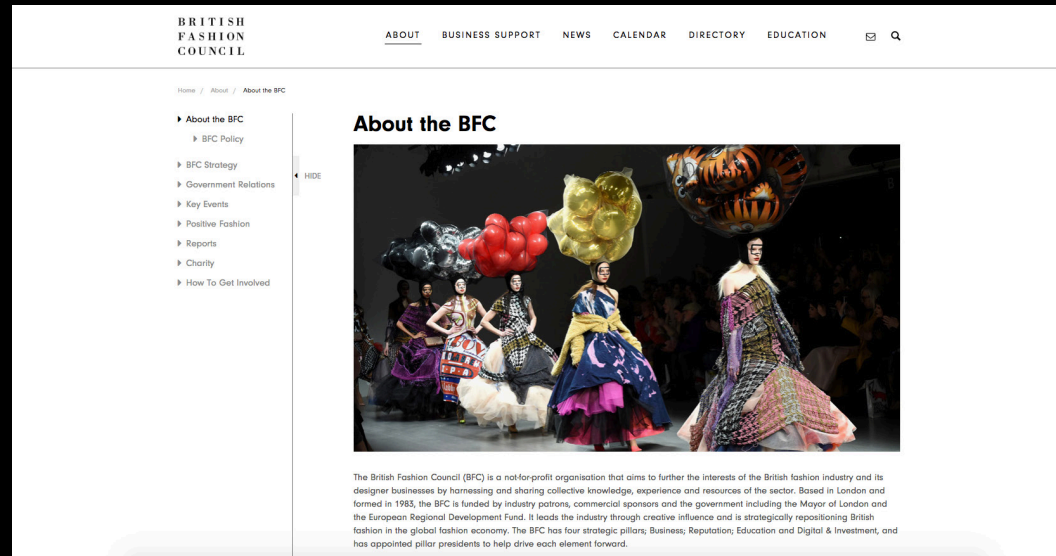
### British Fashion Council (BFC)

<http://www.britishfashioncouncil.org.uk/>

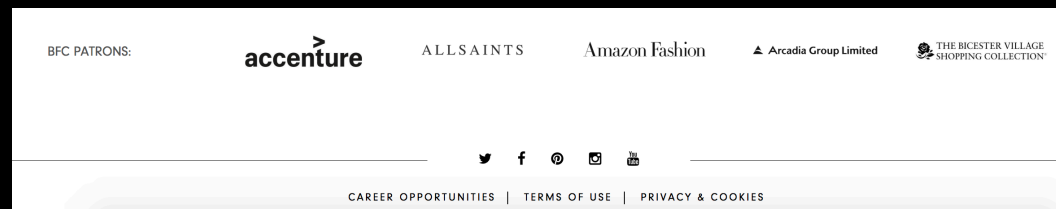
The landing page is minimalistic and provides menu buttons for each type of customer that MFC is hoping to attract. A video reel of catwalk shows and other fashion events playing as a full screen background. Pictures speak a thousand words but this video reel tells us more.



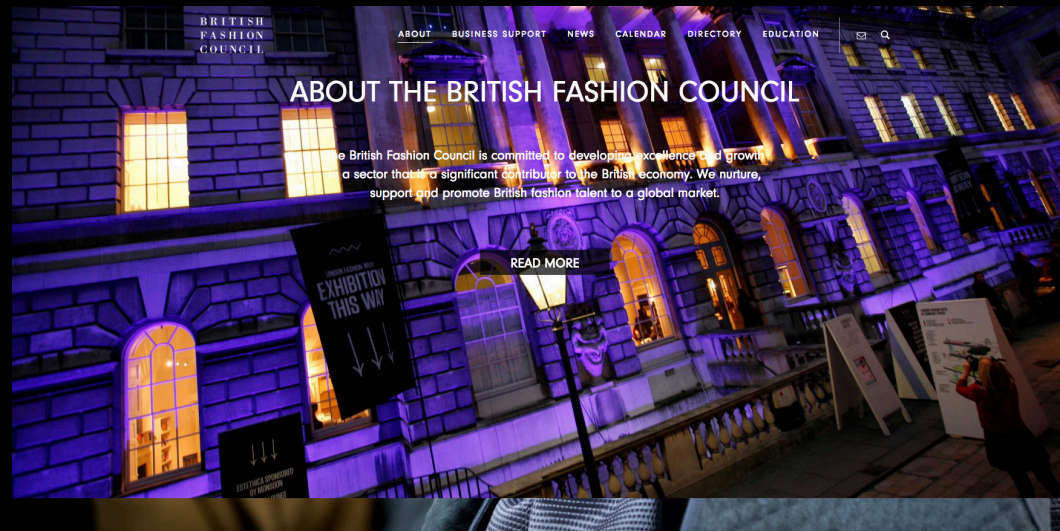
Looking at the BFC digital presence, we see an extensive amount of information regarding their company mission. The information covers everything from philanthropic endeavors, to fashion industry principles. Having the presence of all this information gives BFC credibility on a personal level, which makes a prime choice for investors. The extensive copy communicates to potential quality leads that BFC thinks before it acts, keeping investors and institutions' wellbeing at the forefront of every transaction.



BFC advertise their branded industry patrons to prove their credibility and worth in a rotating carousel. BFC has taken to all major social media networks, providing icons for each outlet at the bottom of their web page. This is also a method of generating new leads by sharing engaging rich media content.



Some of the menu items on this site does not correlate as it seems to transport the user to a completely diffrent layout and structure. This can cause irritation and show a lack of planning in the design.

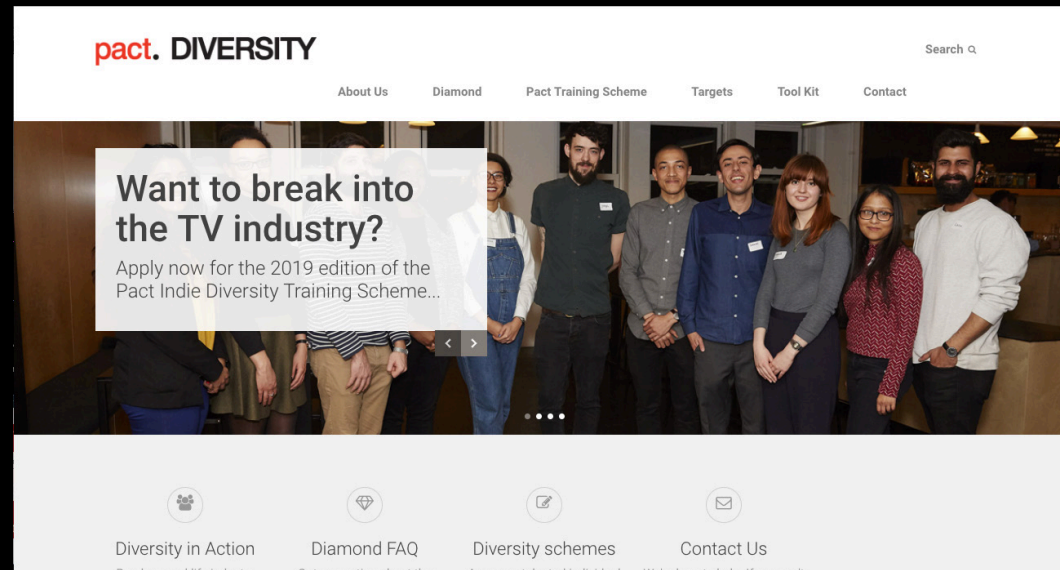


This alternative about page creates a gulf of evaluation for its user as they cant easily track the information they need. The parallax scrolling was also designed poorly as the text is hard to read when its placed on a white background image.

## Pact Diversity Micro Site

<http://diversity.pact.co.uk/>

This site is an intellectual outlet for various activities the the Pact represents withing the british Film and TV industry with consideration to BAME, gender, and disability. Not only does this add credibility to the Pact, but it generates intellectual content that readers are inclined to share with others who may become a quality lead after discovering the company's Training Schemes within the Industry.



The carousel provides multiple iterations of engaging content while taking up little page space, and maintaining the minimalistic feel. The function of the carousel allows the content to remain the focus point above the fold, while still showcasing multiple calls to action that can catch the user's eye.




At all times, relevant contact information is easily accessible in the top right corner of the page, or within the articles itself minimizing the gulf of evaluation.

**Contact**

**pact. DIVERSITY** About Us Diamond Pact Training Scheme Targets Tool Kit **Contact** Search

## Who's who



**Anjani Patel** Head of Diversity

Anjani's role is to work with industry partners to help build diversity across the content production sector.

**Keep in touch**

Phone	020 7380 8235
Mobile	07880 357 528
Email	anjani@pact.co.uk
<b>Working hours</b>	Monday to Thursday 09:30 – 18:00 Friday - 09:30 – 15:00

Anjani's role is to work with industry partners to help build diversity across the content production sector. She also provides support and advice to the Indie sector in order to help them develop their diversity policies and to recruit as widely as possible, both in terms of their staff and creative on and off screen talent.

Anjani has over 18 years experience of production, starting as a researcher for LWT's factual unit, she went on to produce and direct prime time factual and entertainment shows including Come Dine With Me, Masterchef and Location, Location, Location. She has also worked as a Talent Manager for BBC Drama and most recently collaborated with Creative Skillset on a number of projects

On the main site the contact details of all the members within the Pact team is listed, however, on the microsite only the Head of Diversity is the contact as she deals with all Diversity related enquiries.

The Cultivist, the world's only global arts club offering uniquely privileged access to every aspect of the art world. Although their services are not the same as the Kusp Club their website is very well designed with a minimal approach in their design.

The first priority of the website is easily defined by the main navigation. The first button is "About" as not many visitors will necessarily know who they are and what they offer from just viewing their home page.

Who they are, their Credibility and voice of authority can easily be seen with two clicks, *About > The Team*, or *About>The Press*.

The 'Team' page presents the user with an Image, Name, Job title and a short description of each of the members in the organisation.

'The Press' page gives the user snippets and URL access to editorials or articles published by other industry magazines and company.

# PERSONAS

There are three target audiences that have been identified:

- BAME individuals seeking Fashion, Film & TV Industry Experience
- BAME Individuals seeking to join a social community based learning environment.
- Individuals or companies looking to invest in BAME within the Fashion, Film and TV.

Research was undertaken to gain more information regarding the various user personas that fall under each of these target audiences. By looking into the personas it will aid in understanding the target audiences and deciding the best methods of encouraging companies to invest in The Kusp.

# Asha Kamara

# FASHION

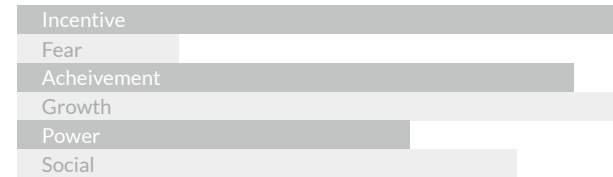
**AGE** 24  
**OCCUPATION** Fashion Designer  
**STATUS** Single  
**LOCATION** London  
**TIER** Prosumer  
**ARCHETYPE** The Artist

Ambitious Admired Optimistic



*"If only I had a place to find a decent mentor or make friends who understands me and will support my growth in the industry"*

## MOTIVATIONS



## GOALS

- To grow a strong industry reputation
- To learn from reliable experts
- To find a place of inspiration

## FRUSTRATIONS

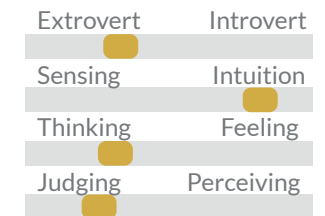
- Slow download times
- Poor communication
- Lack creativity and clutter

## BIO

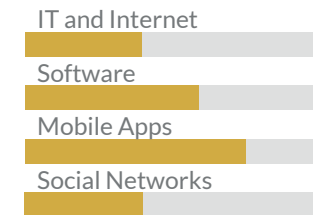
Asha completed her degree in Fashion from Univesity of the Arts London. She currently works as a store supervisor at Zara but on the side she designs couture dresses and hand bags, which she never sold as she lacks marketing knowledge. She continues on working on a dozen projects at a time and is trying to establish herself in the industry.

Asha hates slow Computers loading speeds and anything that makes her look bad. She works alone but is looking for guidance from like minded people.

## PERSONALITY



## TECHNOLOGY



ZARA

ChristianDior

BURBERRY



# Vicki Mei

**AGE** 25  
**OCCUPATION** Film Director  
**STATUS** Married  
**LOCATION** London  
**TIER** Prosumer  
**ARCHETYPE** The Rebel

Revolutionist Disruptive Optimistic



*"I want to advance the British Film Industry and shine some light on everything that's wrong"*

## MOTIVATIONS



## GOALS

- To gain practical experience in the film industry
- To join associations that will empower me
- To always make new friends along the way

## FRUSTRATIONS

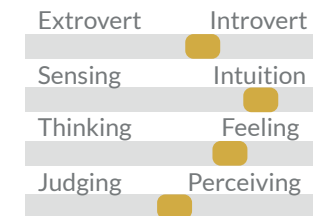
- People and companies that don't understand me
- Flashing Images as I am epileptic
- Things that are not logical and poorly designed.

## BIO

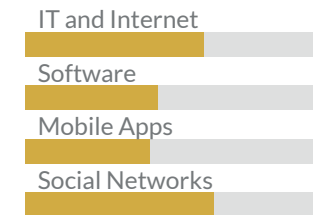
After completing Film BA Honours at the University of Westminster Vicki married her childhood sweetheart. She currently works as a PA at a cancer research facility in Surrey. Vicki is trying hard to get into the film industry. She is currently writing scripts and directing short plays at her local theatre to which she finds helpful to keep her dream alive.

Vicki is always on the lookout for associations that will give her a helping edge in this competitive industry.

## PERSONALITY



## TECHNOLOGY



# Carlos Weaver

# INVESTOR

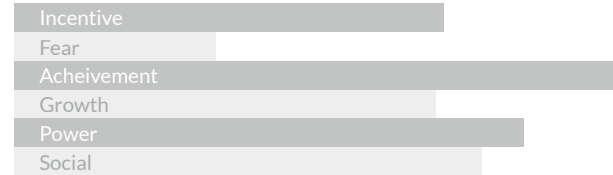
**AGE** 63  
**OCCUPATION** Diversity and Inclusion Lead  
**STATUS** Single  
**LOCATION** London  
**TIER** Enthusiast  
**ARCHETYPE** The Supporter

Caring Generous Ambitious



*"At the BBC, we are keen on Investing in the future of the Under represented minorities within the British Film and TV Industry"*

## MOTIVATIONS



## GOALS

- To find and identify BAME Film and TV agencies
- To Invest in the growth of quality workshops
- To engage in creating BBC apprenticeship opportunities

## FRUSTRATIONS

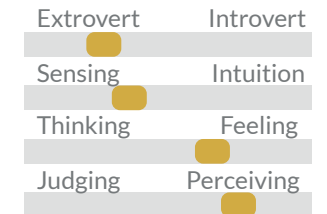
- Unethical businesses and corruption within the industry
- Not being able to find the right people to speak to
- Complaine the never show recognition our investment

## BIO

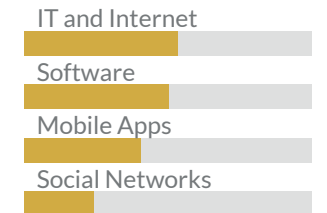
Carlos has work at the BBC for 23 Years and has been the Leader of the Diversity and Inclusivity department for two years running. One of his roles at the BBC is to identify and invest in startups within the diverse spectrum of the Film & TV industry.

His worst concern is to invest in a company that is unethical toward their staff and trainees. Carlos would also like to see progress reports of any programmes he has invested in.

## PERSONALITY



## TECHNOLOGY



# OUR VISION

**Sleek.**

Our vision for The Kusp embodies the minimalist smooth design approach. A straightforward approach in both copy and graphics reduces distractions from the goal at hand. That is, to efficiently digest the calls to action and the expert content that will eventually lead them through the conversion funnel. Additionally, the clean lines and simple colours reflect the sophistication and class that The Kusp represents.

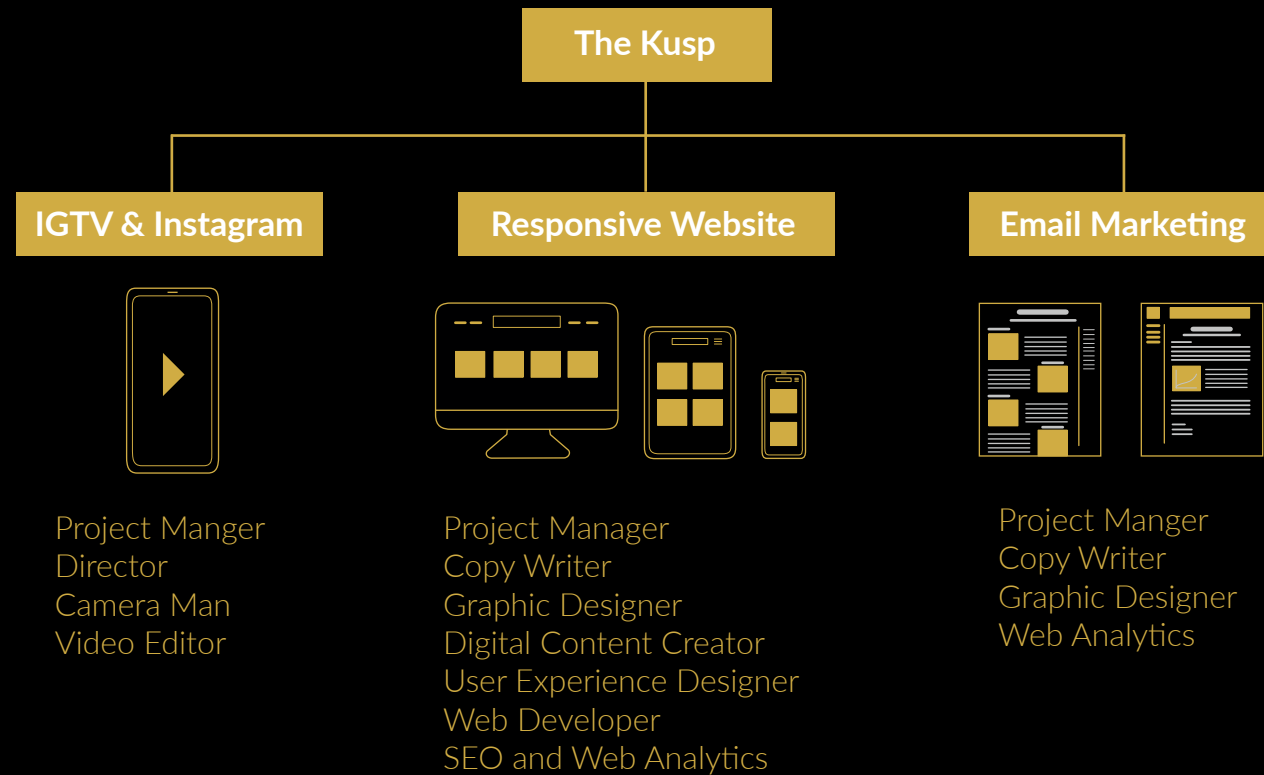
**Reputable.**

Between IGTV, instagram posts, newsletters, The Kusp will be known as a voice of authority for the BAME community in britian. As content is produced, The Kusp's popularity will snowball and will boast a credibility that generates quality leads and provides ample reason to appear in every discussion as the top niche creative social enterprise within the Fashion, Film and TV.

**Pertinent.**

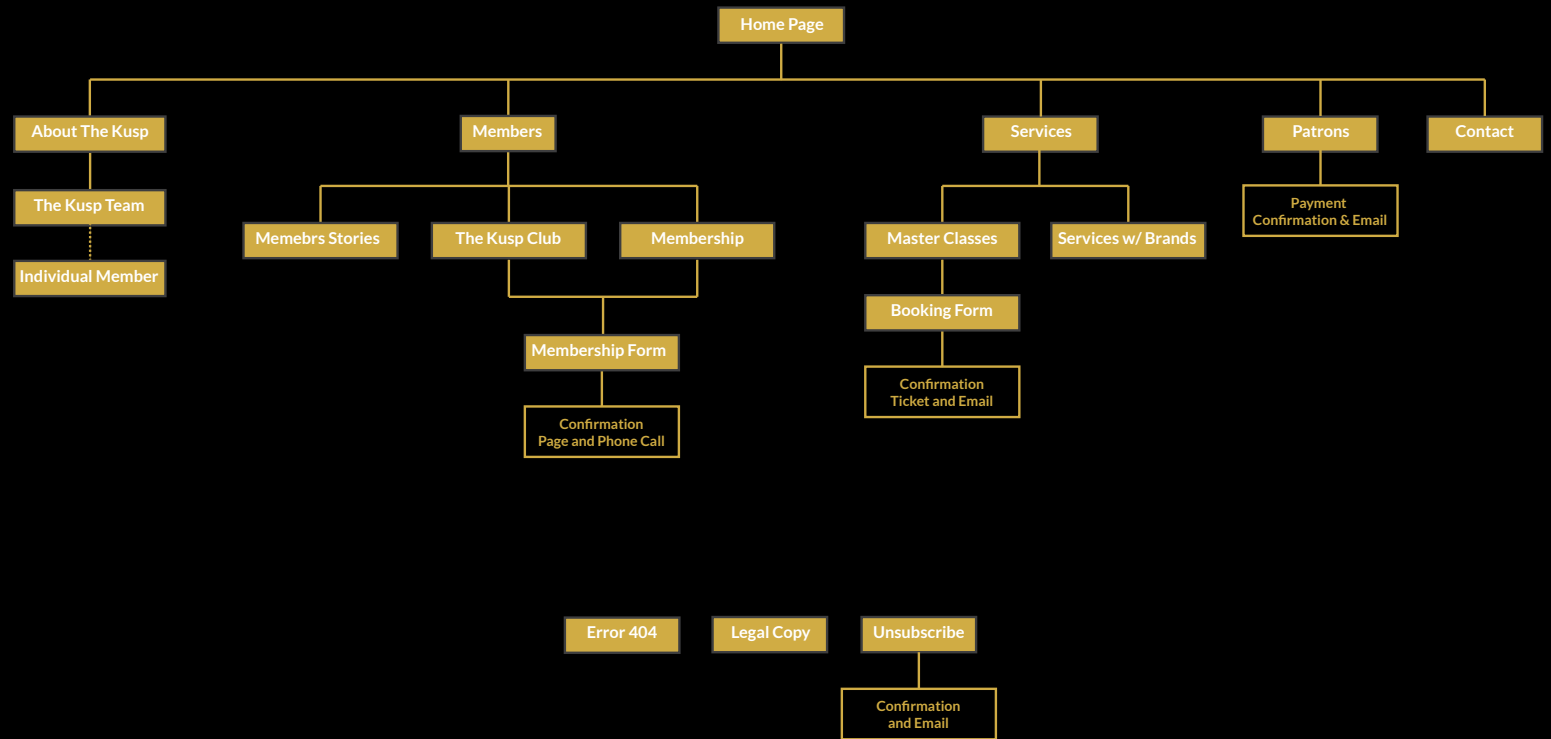
We have created three personas to understand each of The Kusps main demographics: Fashion, Film and TV job seekers, and Investors or companies seeking to invest in the enterprise. By understanding the wants, needs, and fears of these groups, we can successfully produce content that is pertinent to their interests and can encourage them to become repeat customers.

## PROPOSED MARKETING STRUCTURE





# INFORMATION ARCHITECTURE



## Home Page

1

The Kusp logo will be present on all of the pages to represent the company's identity. It is also a link to Home.

2

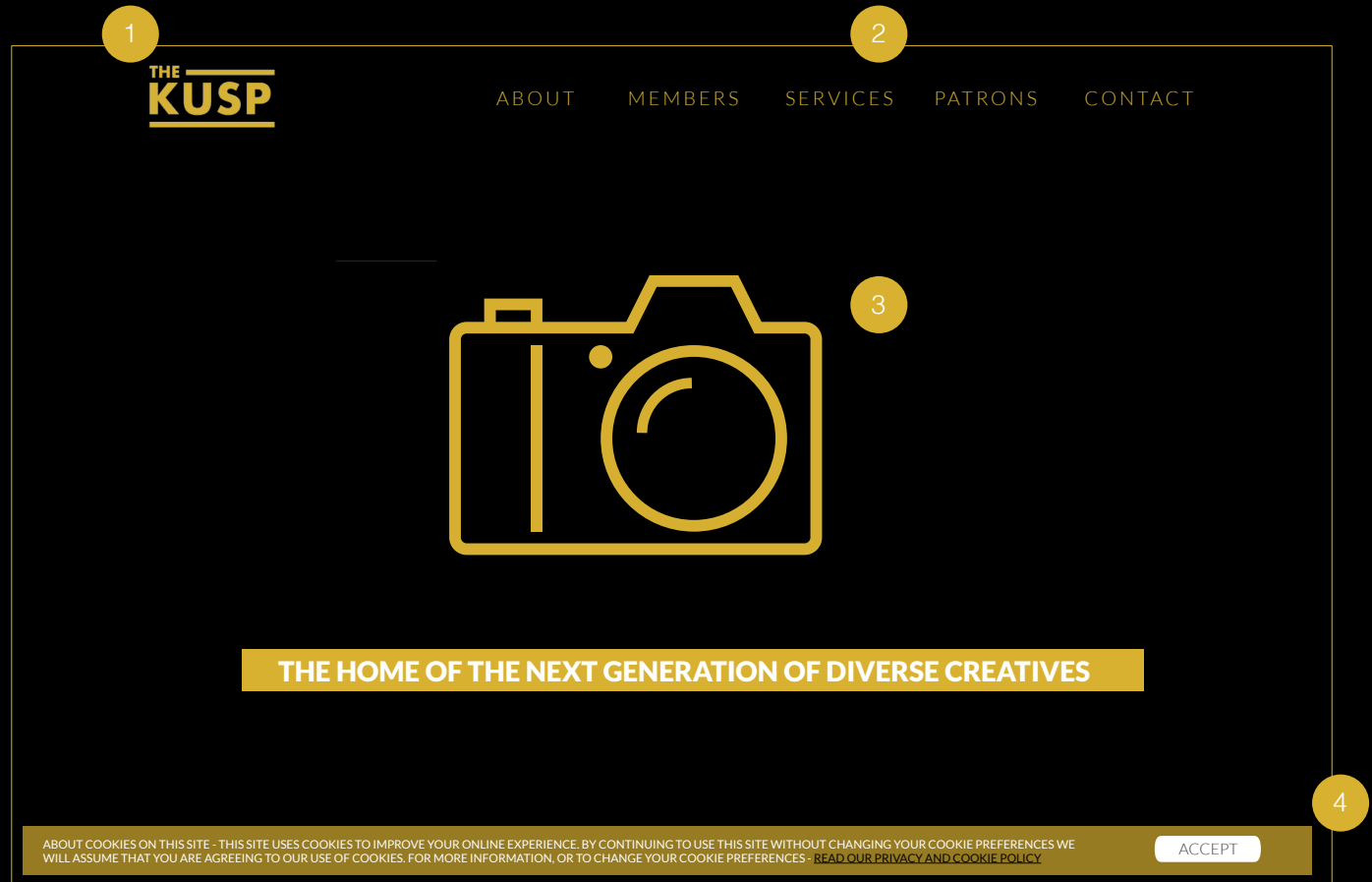
The main navigation menu of the website should be clearly visible and static.

3

Four image slideshow of The Kusp key members. This will elevate recognitions and help raise familiarity of the artists involvement on all our digital platforms.

4

The Privacy and cookies statement acceptance disclaimer message will appear on all pages until the user accepts our terms by clicking the highlighted button on the right.



## About Page

5

Visitors are presented with information regarding the Kusp and their Values.

6

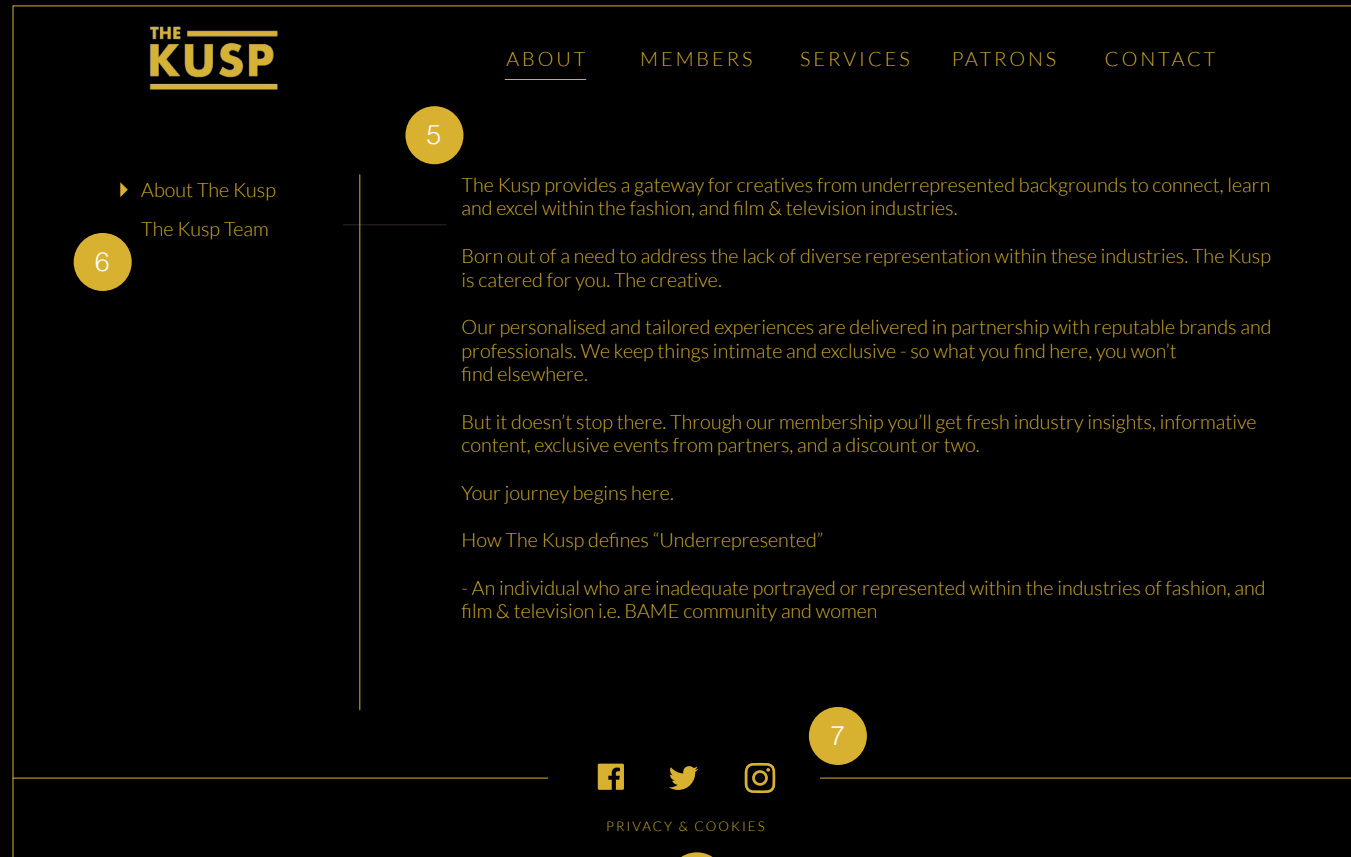
The side menu navigation will allow users to navigate to other submenu pages with visual hierarchy. The arrow marker will indicate which page content they are currently viewing.

7

Social Media Links to the Kusp Instagram, IGTV and any other Social Networks will be placed in the footer.

8

A link to the 'Privacy & Cookies' statement and any disclaimers will be available on all pages as will any legal copy in the future.

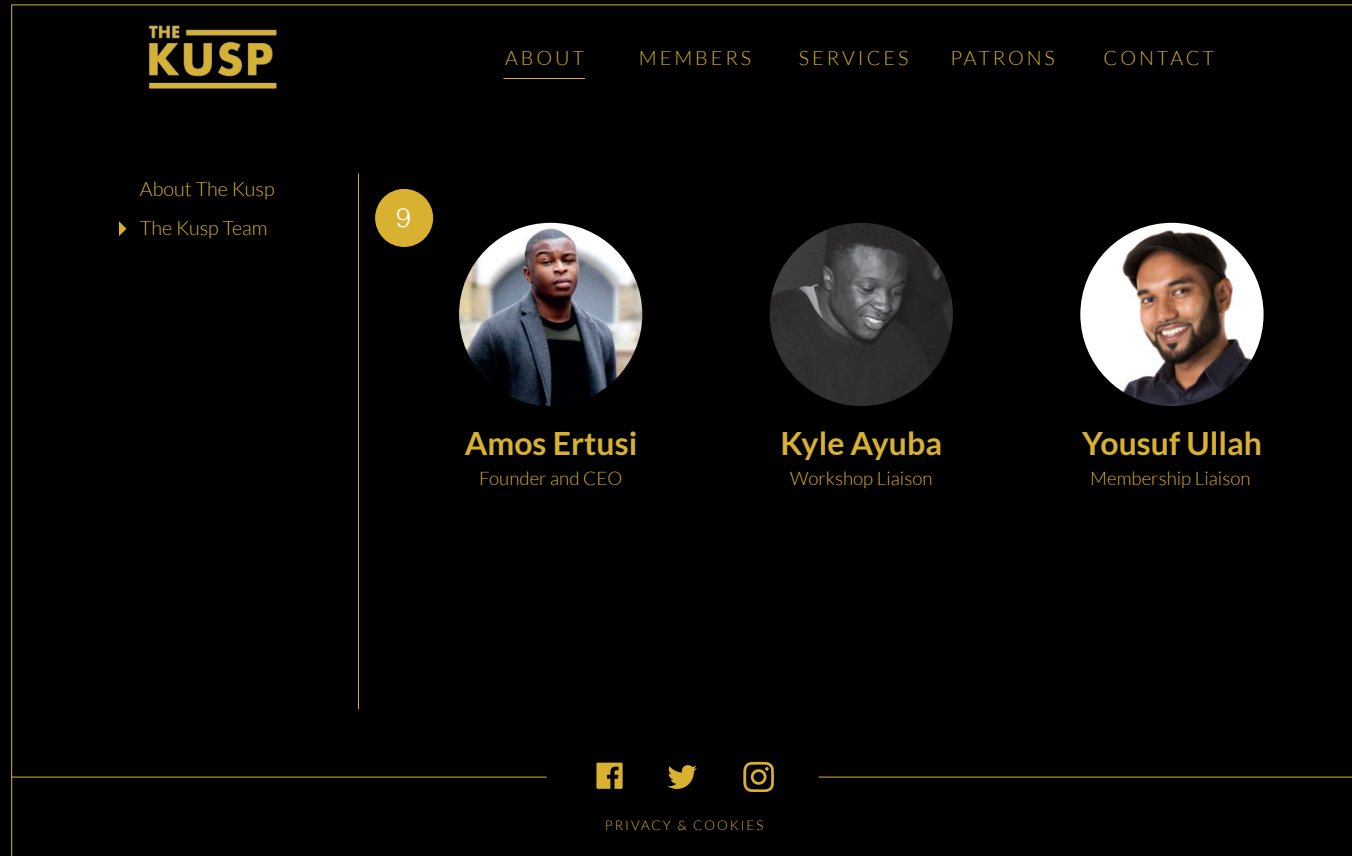


## About Page The Kusp Team

9

The Kusp Team section details the Key Kusp Staff Members involved within the organisation. Their names and image links to their individual Bio page. Attaching photos and personalities to these names lends itself to the credibility of the The Kusp team, personalizing what could otherwise be a cold encounter.

This information page will also be linked to the contact page to allow users to find the information they need with minimal loss of execution.




## About Page Team Member

10

The Kusp team memebers individual page contians details regarding their role within the company and any business related social media presences they may have, if applicable.

11

The memebers contact detail will appear on this page in case the visitors would like to get in contact with them directly.




[ABOUT](#)
[MEMBERS](#)
[SERVICES](#)
[PATRONS](#)
[CONTACT](#)

About The Kusp

▶ The Kusp Team

10






Amos Ertusi is the founder of the The kusp and is currently taking the leading steps in moving The Kusp into the Fashion, Film and TV industries working closely with brands.

Amos Ertusi is also a creative marketing executive....nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

11

**Amos Ertusi**  
 Founder and CEO  
 amos@thekusp.com

soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

[PRIVACY & COOKIES](#)

## MEMBERS

### Members Stroies

12

A colour image of the Member to help build association and empathy for the story being told.

13

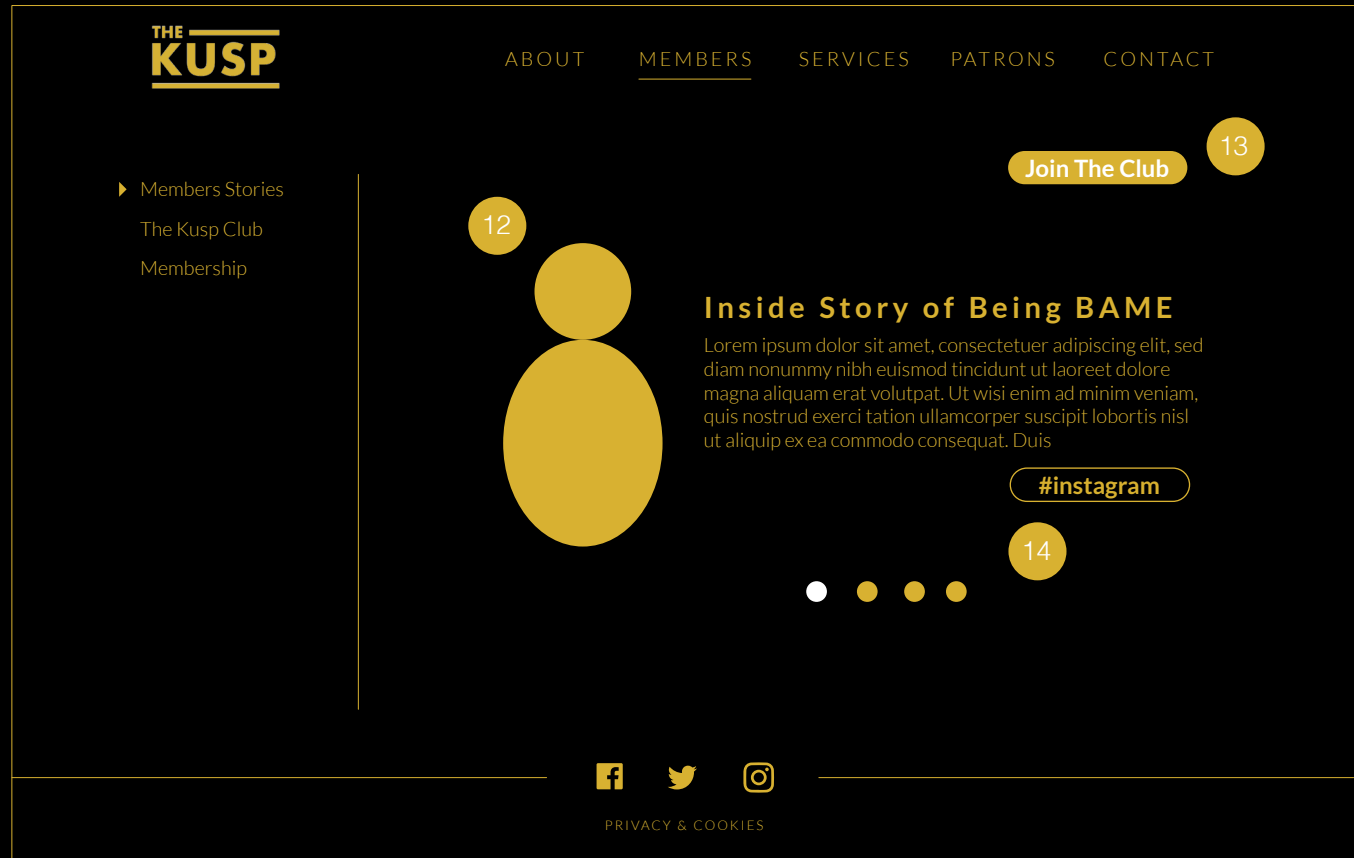
Primary Call to action will navigate the user to the Membership Form.

A Call to action is a term used for ojects that capture the users attension.

14

Four Members Stories will contain captivating and inspirational stories of some of the The Kusp members who are doing great work in the industry and some of their pinch points on their journey.

A secondary call to action will allow users to browse their instagam stories.




## MEMBERS The Kusp Club

15

Text Discription regarding The Kusp Club outlining what services are entailed.

16

Call to action to join the club. Will navigate the user to the Membership Form.



[ABOUT](#)
[MEMBERS](#)
[SERVICES](#)
[PATRONS](#)
[CONTACT](#)

Members Stories

- ▶ The Kusp Club
- Membership

### The Kusp Club

The Kusp Club is an exclusive members club for diverse creatives who want to connect, learn, collaborate and excel. A club for the ambitious and underrepresented within the fashion, and film & television.

Just so you know what you'll be getting, here are the benefits:

- Access to an exclusive digital community
- Personalised industry news, updates and insights
- Heavily discounted access to The Kusp masterclasses\* (3 fashion, 3 film & television)
- Access to events/masterclasses/socials hosted by partners
- Exclusive product or service offers

And more benefits to come....




\*subject to event type i.e. it may even be free if you're a member  
 \*How The Kusp defines "Under-represented"

- An individual who are inadequate portrayed or represented within the industries of fashion, and film & television i.e. BAME community and women.

15

[Join The Club](#)

16

[PRIVACY & COOKIES](#)


## MEMBERS Membersip

17

Text Discription regarding The Kusp Club Membership Benefits outlining what services are entailed.

18

Call to action to join the club. Will navigate the user to the Membership Form.



[ABOUT](#)
[MEMBERS](#)
[SERVICES](#)
[PATRONS](#)
[CONTACT](#)

- Members Stories
- The Kusp Club
- ▶ Membership Benefits

### The Kusp Club Membership Benefits

17

[Join The Club](#)

18

CONNECT. COLLABORATE. LEARN. EXCEL.

Thank you for your interest in The Kusp Club. There are two stages to the application process. First, fill in the membership form by clicking 'Join The Club'. Second, a 15-minute phone call, to talk a little more about what you're looking for from the club.




We welcome all applications and want to ease you through the process. If you have any queries, drop us an email at [thekuspclub@gmail.com](mailto:thekuspclub@gmail.com)

Criteria:

- Must have an interest in pursuing a career in the fashion or film & television
- Must be aged 18+
- Must be from an underrepresented background\*
- Must be willing to share, learn and collaborate within the community

Membership fees: £180 per year / £15 per month.

There's a one-off registration fee of £15 included in the membership fee.

[PRIVACY & COOKIES](#)



## MEMBERS Membership Form

- 19 Most navigational links will be removed so that the user is not distracted.
- 20 This Form will collect all essential information regarding the applicant. fields with asterix are essential and must be completed.
- 21 Information icon will have a hover / popup baloon explaining the usefulness of the information requested in the fields.
- 22 Radio Buttons to select a specific industry the applicant is showing interest in joining.
- 23 The 'Send now' button works as a terms of agreement button and will nevigiate the user to a confirmation page or an Error message will occur if required fields are left empty.

The screenshot shows the 'MEMBERS' page of THE KUSP website. The navigation menu includes ABOUT, MEMBERS, SERVICES, PATRONS, and CONTACT. The main heading is 'Membership Form'. Below it, a thank-you message states: 'Thank you for your interest in Joining The Kusp Club. Please fill the form below and our mebership team will be in touch with you shortly to complete the rest of your application process.'

The form fields include:
 

- Full Name \***: Three input fields for First Name\*, Middle Name, and Last Name\*.
- Date of Birth\***: A date picker with fields for Day (01), Month (01), and Year (2000), and a calendar icon. A note below says '18 and above\*'. An information icon (i) is present.
- Email Address\***: An input field with an information icon (i) and a tooltip that says 'Personalised email experience.'
- Phone Number\***: An input field with an information icon (i).
- Fashion** (radio button) or **Film and TV** (radio button, selected). An information icon (i) is present.
- Current Job Role\***: An input field with an information icon (i).
- Social Media**: Three input fields for LinkedIn, The Dots, and Instagram.
- Share Portfolio\***: An input field with an information icon (i) and a label 'URL Link' below it.
- How did you hear about us?**: An input field.

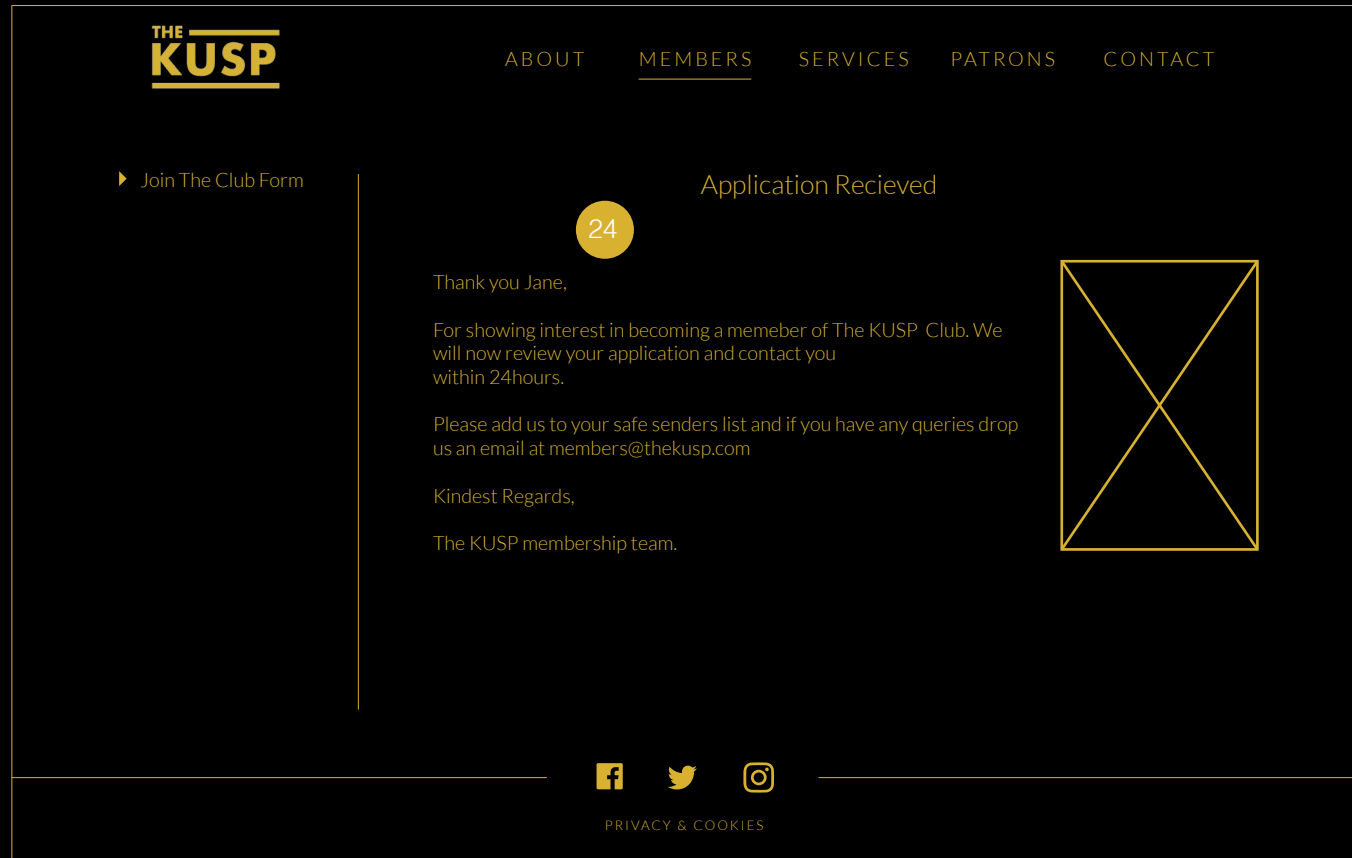
At the bottom, there is a confirmation text: 'I'll now submit an application for the membership of The Kusp Club. By pressing send now I hereby confirm that I meet criteria of The Kusp Club.' followed by a 'Send now' button.

## MEMBERS Confirmation Page

24

Personalised membership confirmation and thank you note is received by the user and a message of gratitude is provided with added notes on how to enable Insparo emails into the safe sends list.

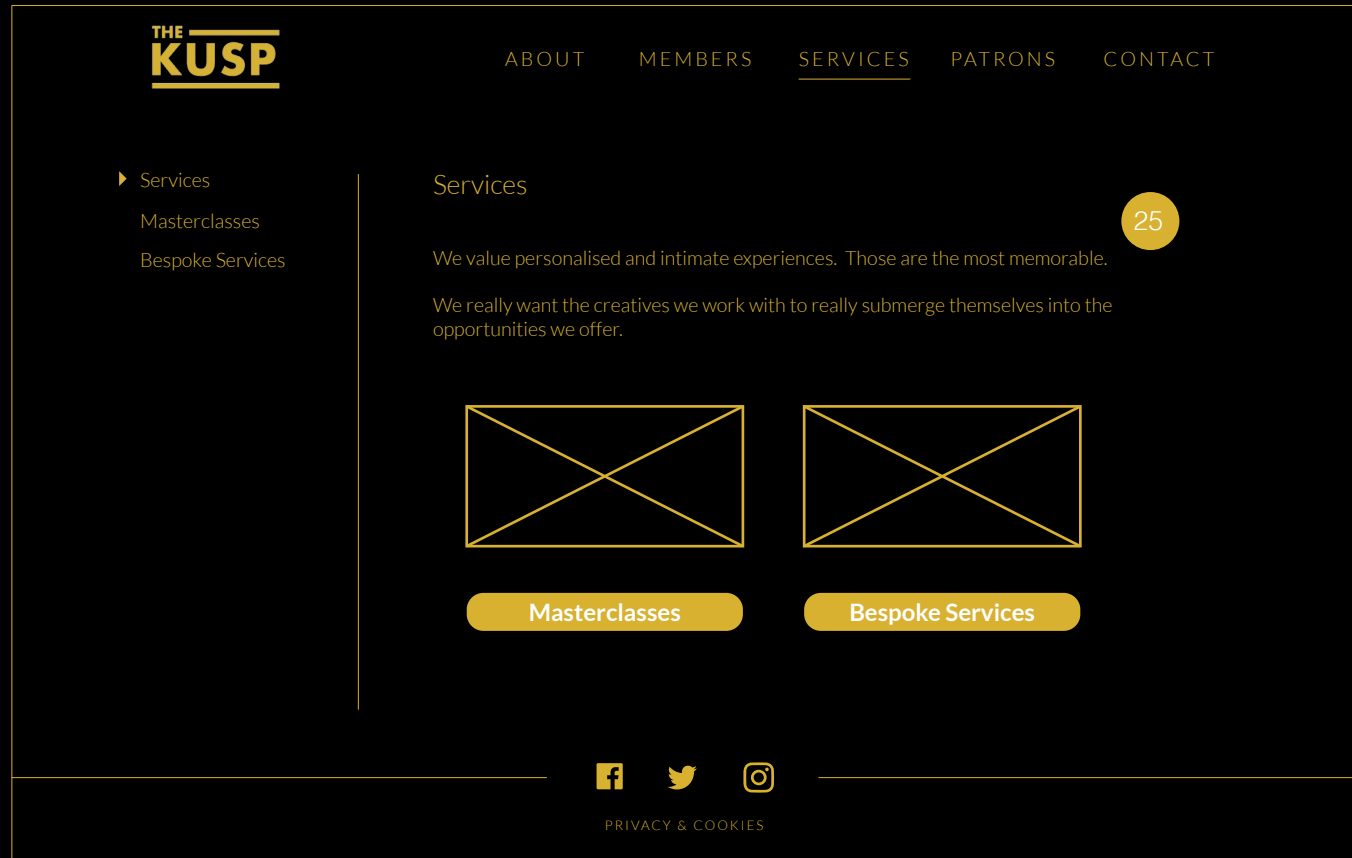
A image of the The Kusp employee is provided to the user for a more personalised and engaging approach.



## SERVICES Landing Page

25

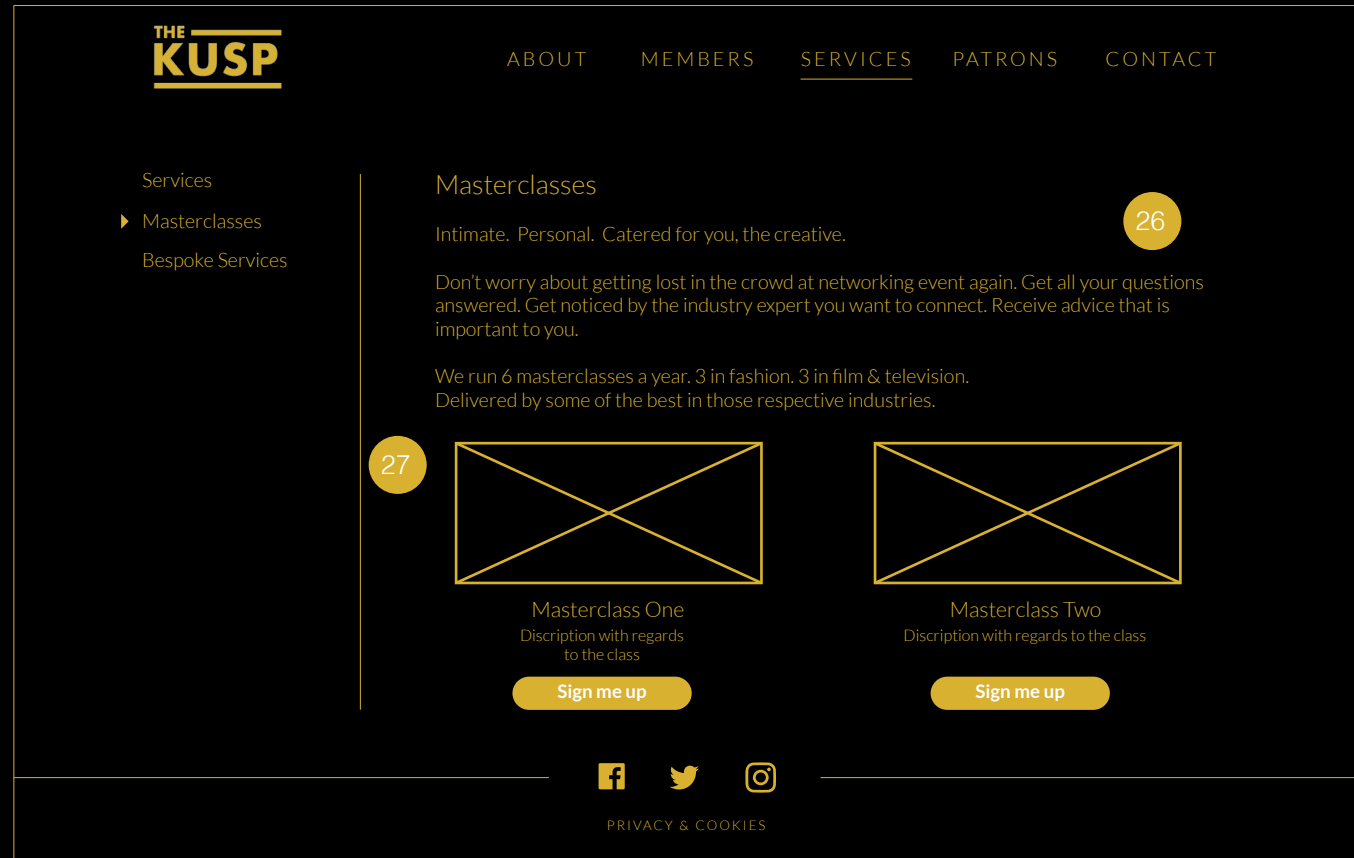
Services landing page will have the copy with imagery or video to entice the user to follow the masterclass or services with the brands call to action.



## SERVICES Master Classes

26 Copy for the Masterclasses Landing page

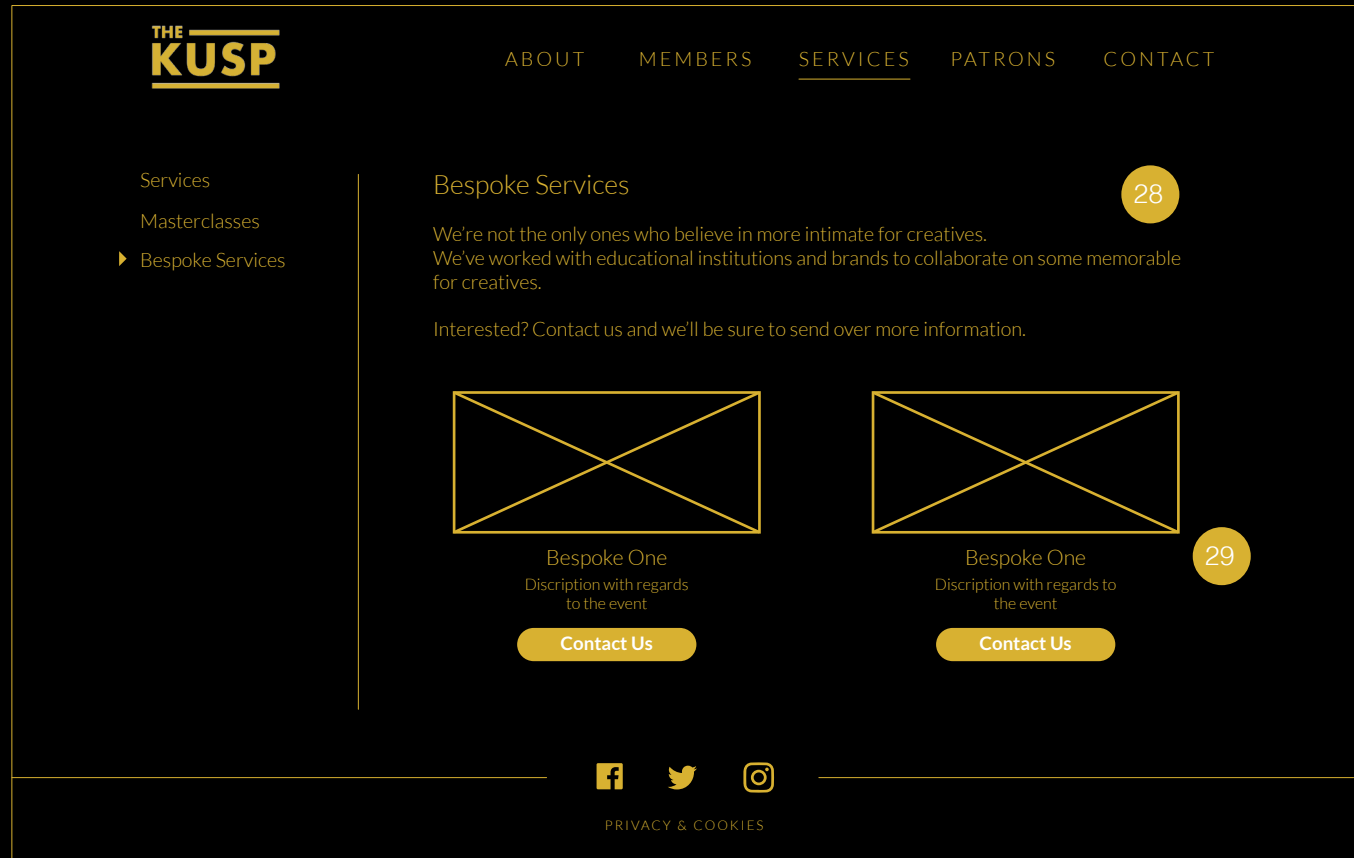
27 Image / Video relating to the master class and short discription followed by 'Sign me up' call to action.



## SERVICES Bespoke Services

28 The Bespoke services with educational institutes and Brands copy

29 Image / Video relating to upcoming services and short discription followed by 'cantage us' call to action. This will link them to the Contact Page.



## PATRONS

- 30 A compelling story to encourage patrons in supporting The Kusps current and future activities.
- 31 Image / Video relating to the sponcership and short discription followed by 'Become a patron' for users who would like to become a patron
- 32 Image / Video relating to the sponcership and short discription followed by 'give a gift' for users who would like to give the KUSP a one off contribution.

The screenshot displays the 'THE KUSP' website with a navigation menu (ABOUT, MEMBERS, SERVICES, PATRONS, CONTACT) and a 'Patrons' section. The main heading is 'The KUSP Patrons'. Below this is placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis Nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.' The page features two columns of content, each with a placeholder image and a call-to-action button. The left column is titled 'Become a Patron' with a sub-description 'Discription with regards to the sponcership.' and a 'Become a patron' button. The right column is titled 'One off Contribution' with a sub-description 'Discription with regards to the one off contribution.' and a 'Give a gift' button. The footer includes social media icons for Facebook, Twitter, and Instagram, and a 'PRIVACY & COOKIES' link.

## CONTACT

33

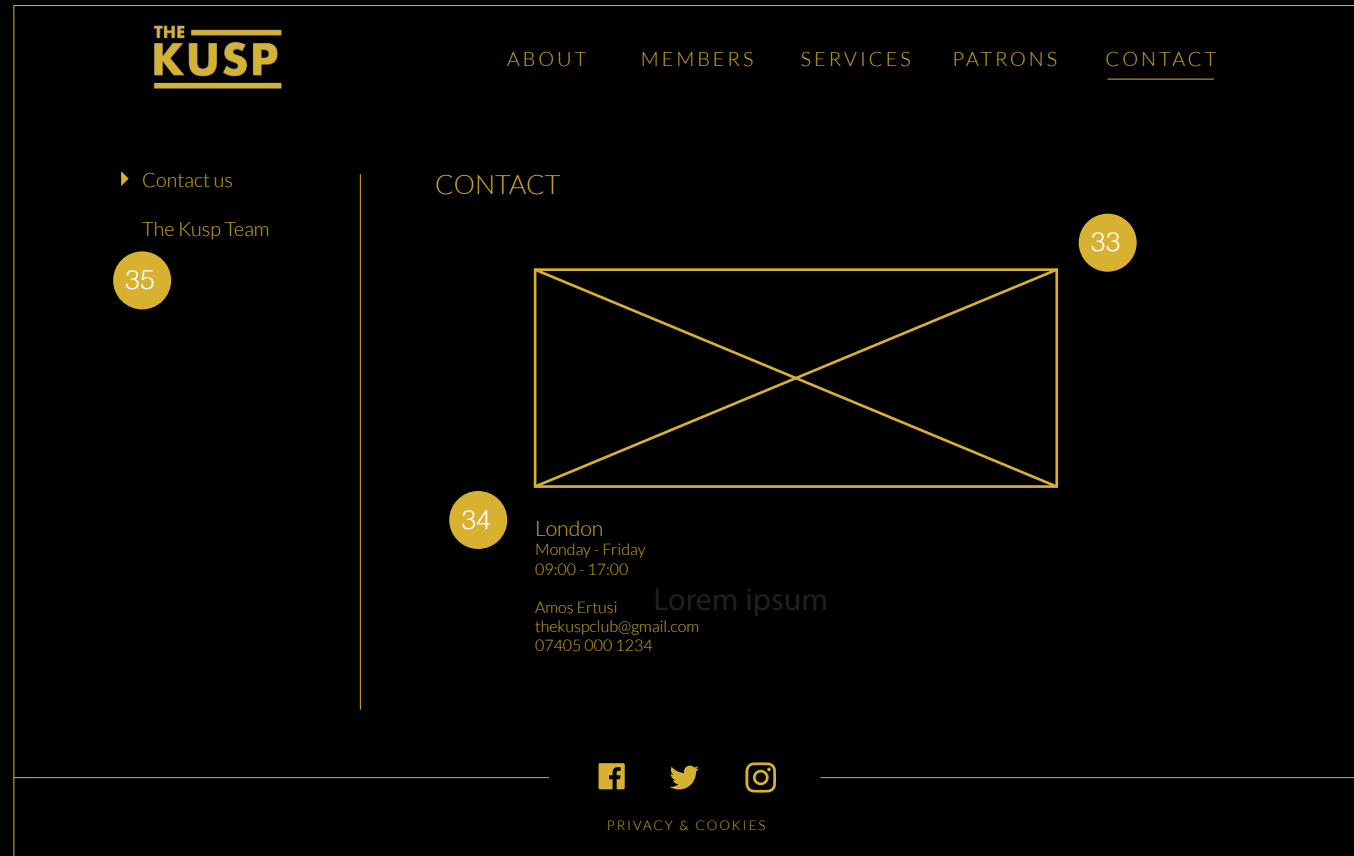
Relevant Image of our Customer service team being engaged with The Kusp activities.

34

Contact provided with office hours to increase the number of quality leads.

35

A link to 'The Kusp Team' page is also ideal here in case users are looking for key staff contacts within the company.



# MOBILE DESIGN



The responsive version of the site caters to users who are always on the go. It would be specifically successful for those who commute on public transportation and look for engaging content to keep them busy on the train or bus ride.

I will use the apple and android mobile design guidelines to create an easy navigation menu and allow room for margins so that the buttons does not interfere with the general functionality of the mobile devices.



# BIBLIOGRAPHY

Research and Bibliography is available in another document.

