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GRAPHIC DESIGN WEBSITE: EXPLORING MARKET NEEDS FOR SERVICES

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ABSTRACT

The objective of building a website that offers services in designing digital media content in English is to sharpen the skills in new media and desktop publishing. The purpose of such a website is to help customers, by providing a service that offers posters and brochures made in English for their usages such as promotions and business descriptions. The methods of this project were online research and an online survey. This was the most suitable and efficient method to identify clients' needs and thus navigate the project accordingly. Ultimately, the aim of this website is to provide a friendly, affordable, and accessible service to not only small business owners but also anyone looking for a service that designs digital content in English for them. According to the data found while conducting research, people find it better when someone else makes digital posters for them. This is due to the feeling of outsourcing the task to someone who is an expert in the field while saving effort and time. In addition, almost 95% of the respondents agreed that a graphic design service makes their life as a layperson easier given their limited designing expertise and restrained time. This is because according to a survey by The Integer Group (2019), nearly half of US respondents said they have a comfortable income but are short on time and 73% would pay for a service to regain time. This proved that a website that offers graphic design services would definitely be a valid project which will help fulfil the needs of a lot of people.

Keywords: Service, Website, Design, Digital Content

1. INTRODUCTION

According to a study in 1980 by the Social Science Research Network, 65% of the human population are visual learners. Humans are naturally inclined to enjoy visual content, which has led to a significant rise in the use of images and visual information on the internet since 2007. This explains why we love visual content and enjoy content such as infographics and digital posters. The human brain also being naturally wired to enjoy images further explains how significant of an effect visual content has on humans.

It is not easy for every single person in this world to immediately pick up the skill of making digital posters. Although there are platforms that exist which allow users to create digital posters by themselves, there are downsides to it. This is due to the fact that these platforms tend to have a high learning curve which can take quite some time to master, with difficult-to-understand graphic designing terms. In addition, some of these applications and websites tend to also have a confusing design of the website's tools (UI) itself. In addition, the problem with these platforms is that they also require subscriptions that can range up to RM100 and more. On

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the other hand, the English language is also something that is not easy to learn and master in a very short period of time. In this case, nowadays, in order for someone to make a digital poster in English, they have to have both a high level of knowledge regarding content creation and a good understanding of the English language. Considering this, it is clear that not everyone is fortunate enough to be able to create the content they desire with the correct and proper usage of English grammar. Therefore, as an initiative to overcome this issue, it was needed to build CZ Graphics, a website that serves as a platform for people to access someone who can design and make digital content in English for them. A website that offers services such as the designing of posters and brochures for resumes, business descriptions and event promotions in English. This website will also allow customers to order digital content for personal usage such as educational posters and informational materials. Through this service, anyone will be able to acquire engaging and professional-looking posters and visuals, which will help them reach their target audiences more effectively. The reason that a website project was decided is according to Julie (2021), people visit websites due to a never-ending need to buy, be entertained, be informed and feel connected. A few examples of fast-growing websites are *Picuki.com* an Instagram-editing site, *Note.com* a Japanese media platform and *HBOmax.com*. These are websites that offer something in return and make users connect in a variety of ways. It shows that people are constantly on the internet and visiting websites. Therefore, this solidifies the decision to build a website that offers a service for anyone in need. This project was also decided based on a previous study in ELS155 E-Content Publishing.

1.1. Project Objective / Purpose

One of the objectives of the project is to design and develop a website that is visually appealing, user-friendly and easy to navigate. The next objective is to create further exposure in new media and desktop publishing. This is because content creation is an interesting topic for anyone willing to expose themselves. It also allows individuals to express themselves creatively and share their ideas and knowledge with a wider audience. Another objective is to cultivate interest in exploring the skills of designing a website. It is one of the most intriguing skills to have that can be beneficial for anyone. Lastly, the next objective is to master modern graphic designing software. It is a mastery that is widely used and important in today's world.

On the other hand, one of the many purposes of the project is to provide digital content designing services for those who lack the skill to create digital content themselves. Another purpose is to offer affordable and friendly digital graphic-making services. This is to assist and make life easier by providing an accessible and affordable platform to order digital posters. Furthermore, another purpose is to help anyone that is less skilled in using graphic designing software and lacks knowledge of the English language. All in all, the project serves as an affordable and friendly website for everyone. For instance, small businesses and others who are looking for poster designing services. Moreover, Evan (2022) stated that the main goal of digital posters is to convey messages, ideas, products, and vision as they are widely used as advertising tools across various industries. Therefore, this project will also be a great opportunity for not only small business owners but other entrepreneurs, and a variety of customers to acquire effective visuals without the need for graphic design and English language knowledge.

1.2. Entrepreneurial Opportunities

The entrepreneurial opportunity of this project comes from customers placing their orders on the digital content that they need to be based on the available services. The customers will be directly paying for the product that they want to be designed. For example, a poster or a brochure that is made in English. The pricing for one poster is RM15 and the price for a brochure is

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RM25. To be precise, when they place an order for a poster, they have to pay in advance which then they will only receive the product. In addition, customers will receive their products depending on the difficulty of their order. For instance, a more complex brochure would take more time to complete. The pricing has also been decided to be affordable for target customers which are small business owners and other customers as well. Therefore, to ensure a consistent number of orders and returning customers, it is important to deliver quality and accurate digital products to clients within the specified timeline.

2. METHODOLOGY

The methodology for this project is done through multiple steps. The first is to identify the research question and objective. In this process, it was needed for me to clearly define the question or objective that the project aims to address. This will assist in the online research and the design of the Google Form that will be conducted. The next step is to design the Google Form. In this step, a Google Form will be created to collect data for the project. This may include selecting the type of questions to be included such as multiple choice and short answer questions. Not to mention it was also needed to format and organize the form in a clear and intuitive manner. Next is to administer the Google Form by sharing it with university students and other people via social media such as Telegram and WhatsApp. Next, is to conduct online research. Online research was conducted to gather additional information and context for the project. This involved using search engines such as Google, Microsoft Bing and databases to locate relevant articles, reports, and other sources. The last step is to analyse the data. Once the data has been collected it can be analysed to draw conclusions and insights related to the research question and objective. This will involve the use of statistical software or other tools to process and visualize the data, as well as interpreting the results.

3. RESULTS AND DISCUSSION

The data found in the Google Form that was carried out proved that most people (73.7%) make posters in English on their own. However, 89.5% of the respondents sometimes wonder if their digital content is using the proper and correct grammar. This proves that people can and may at times overlook grammar mistakes when creating digital content. The data also shows that 89.5% of respondents would prefer for another person to create posters for them to make sure that there are no language errors. This further proves that this service will be beneficial to many users who are less confident in their English. Furthermore, almost all of the respondents agreed that as a small business owners, it would be useful for them if there is a service where I offer them digital content creation in English with no language errors. This proves that this service would be most appreciated by small business owners. In addition, the survey also shows that 94.7% of the respondents agree that a graphic designing service would make their lives easier. Therefore, according to the overall data, the respondents will most likely use this service if they have the chance to do so.

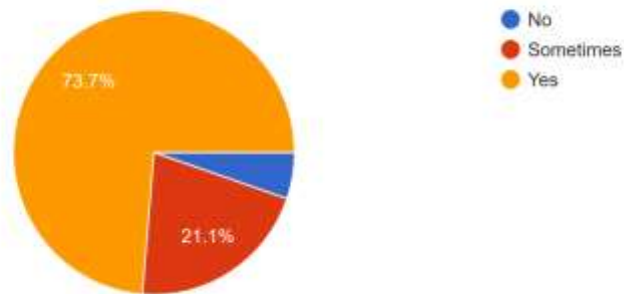Do you make posters/flyers in English on your own?
19 responses

Figure 1: Initiative of creating posters/flyers.

Do you sometimes wonder that you are not using the correct grammar in your posters?
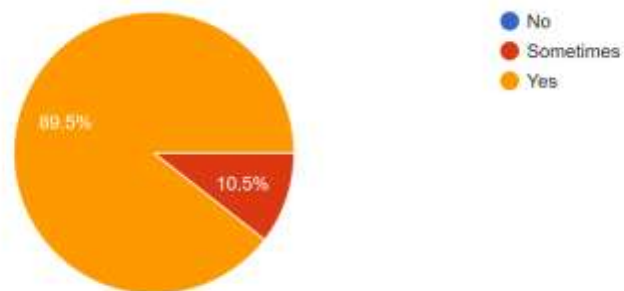19 responses

Figure 2: Accuracy of grammar usage

Is it better if I could help you design posters/flyers for you with no language errors?
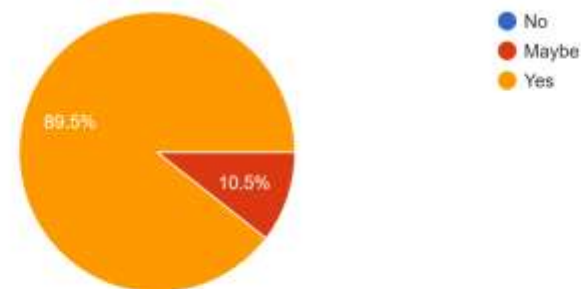19 responses

Figure 3: Market survey question 1

How likely are you to use a graphic designing service where I help design posters/flyers in English for you?
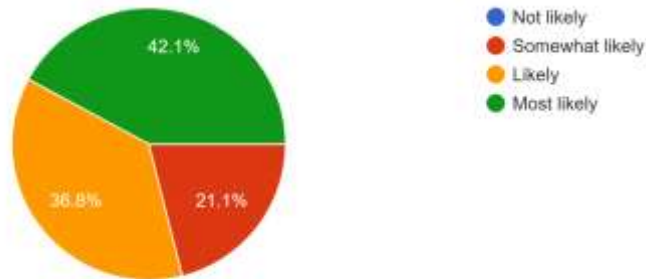19 responses

Figure 4: Market survey question 2

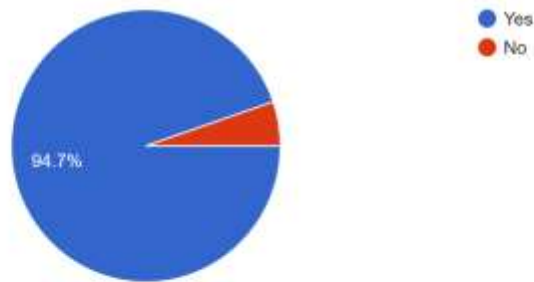Can a graphic designing service make your life easier?
19 responses

Figure 5: Market survey question 3

If you are a small business owner, would it be helpful if I could make flyers and brochures for you in English with no language errors?
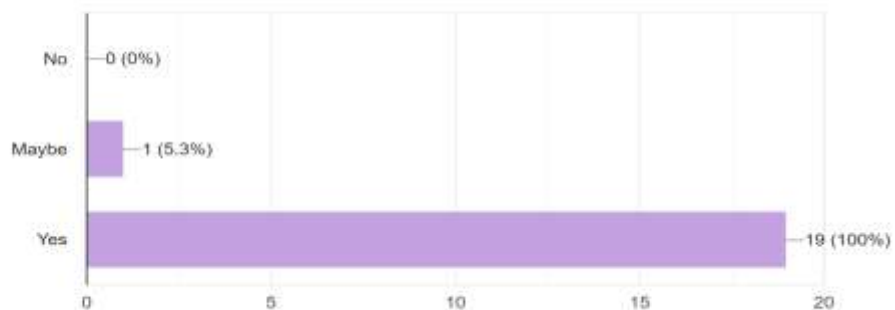19 responses

Figure 6: Market survey question 4

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4. CONCLUSION

In conclusion, the data from the survey had shown a positive response towards the purpose of the project. It had proven that people would appreciate and definitely use a graphic designing service. In addition, the survey results also indicate a high level of interest in the potential website-building project that offers poster-creating services. Respondents are enthusiastic about the concept and believe that it would be beneficial for them. For instance, almost all of the respondents agree that this service is a service that can make their life easier. Furthermore, they expressed a willingness to try out the services offered, indicating that the project has viable prospects. In light of these results, it is recommended that the project be further explored and developed, as it appears that it has the potential to be a successful venture. Not to mention, if there will be issues in the future, such as in the limited choices for designs. We can always update the services according to customer feedback. For example, exclusive orders where customers can order logo designs. All in all, the website will serve its main purpose as a basic, affordable, friendly and easy-to-understand poster designing service. Once again, with the positive response from the survey, the project would definitely be a success and a great entrepreneurial opportunity both in the short term and the long term.

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APPENDICES