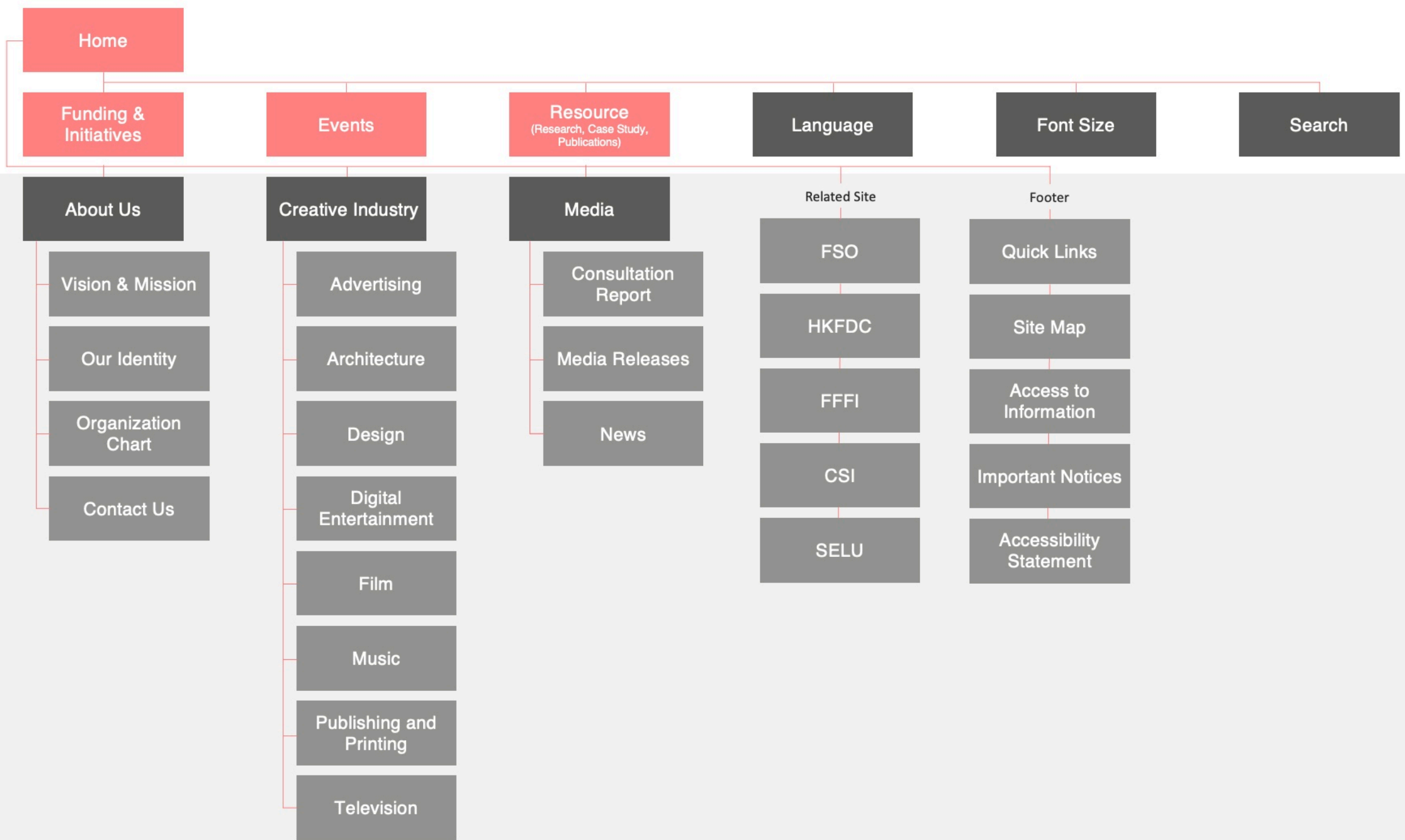


INFORMATION ARCHITECTURE





## Opportunist

They are actively exploring and looking for support to jump start or grow their business. They more focus on funding schemes, programs and event for networking and partnership.

### Pain Point

- Lack of a sector overview to summarize all the support resources available
- Hard to select a suitable programs based on their need
- Not aware of CreateHK's services
- Lack of linkage for related content



## Enthusiast

They are passionate about specific topic in the creative industry and looking for events, workshops, and exhibitions to experience and understand more about that topic.

### Pain Point

- Not aware of HK creative industry events
- Lack of ways to share their interest
- Lack of filtering to find the type of events
- Easily forget the date/details of the event



## Media / Researcher

They are looking to research within their industry, policy, or resources for their work. They have a clear purpose when they visit and look for a direct ways to find the pertinent materials.

### Pain Point

- Information overall in long PDF listings
- Lack of search & filter function
- Lack of preview page to quickly view the doc/content

IDEO- Global Innovation Company

## Highlight Key Focus Area

To keep the user focused and quickly find the information; IDEO highlighted three focus areas on home page, separate from the hamburger menu. At the same time, IDEO shows the latest content on home page to keep the content fresh and attractive to repeat visitors.

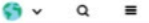
### Key take away:

1. **Highlight Focus Area**
2. **Show brief company introduction** for new user
3. **Show latest content** in home page

IDEO

1

# Work Journal Tools



IDEO is a global design company. We create positive impact through design.

WANT TO TALK?

[CONTACT US](#)

2

IDEO



3



IDEO

WHAT WE DO

Work  
Questions  
News

WHO WE ARE

About  
Contact  
Jobs

CONTENT + RESOURCES

Blog  
Journal  
Tools

HOSPITAL

insig  
rica

From

## TRENDS & REFERENCE STUDY

Kickstarter - Worldwide

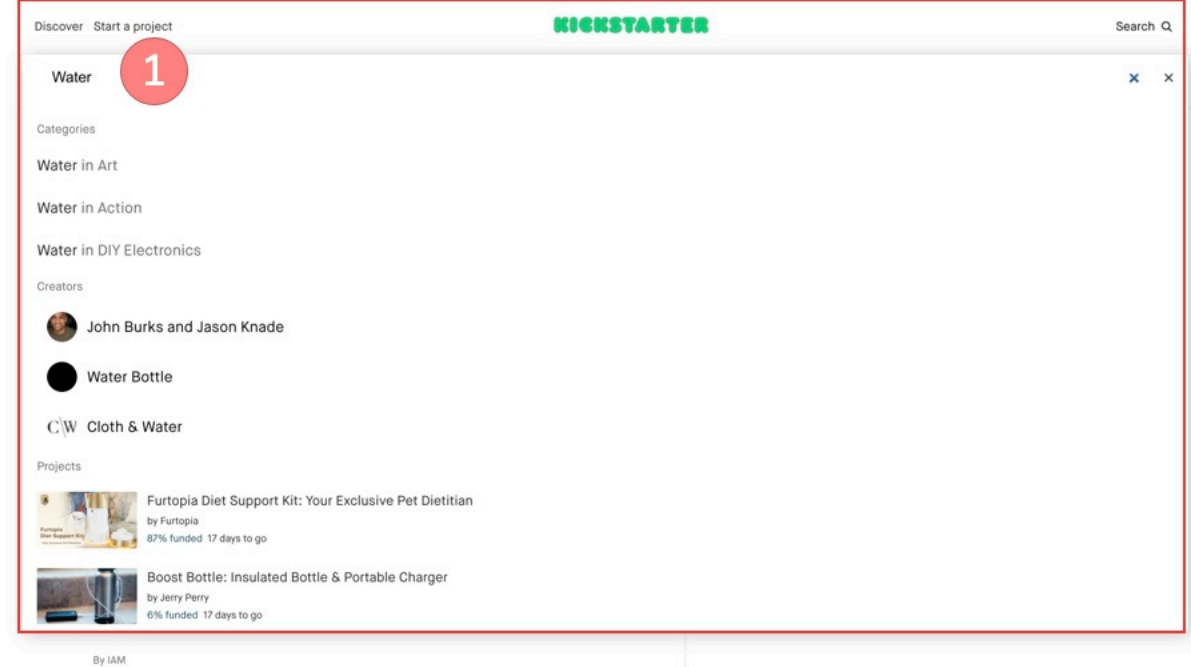
# Ease of Access

With the wealth of information that is offered on CreateHK we must organize the information clearly for easy access and make smart search a key function on the site. Implementing a content tagging system to research papers and articles will help users quickly find the exact items they are looking for, saving them time and effort.

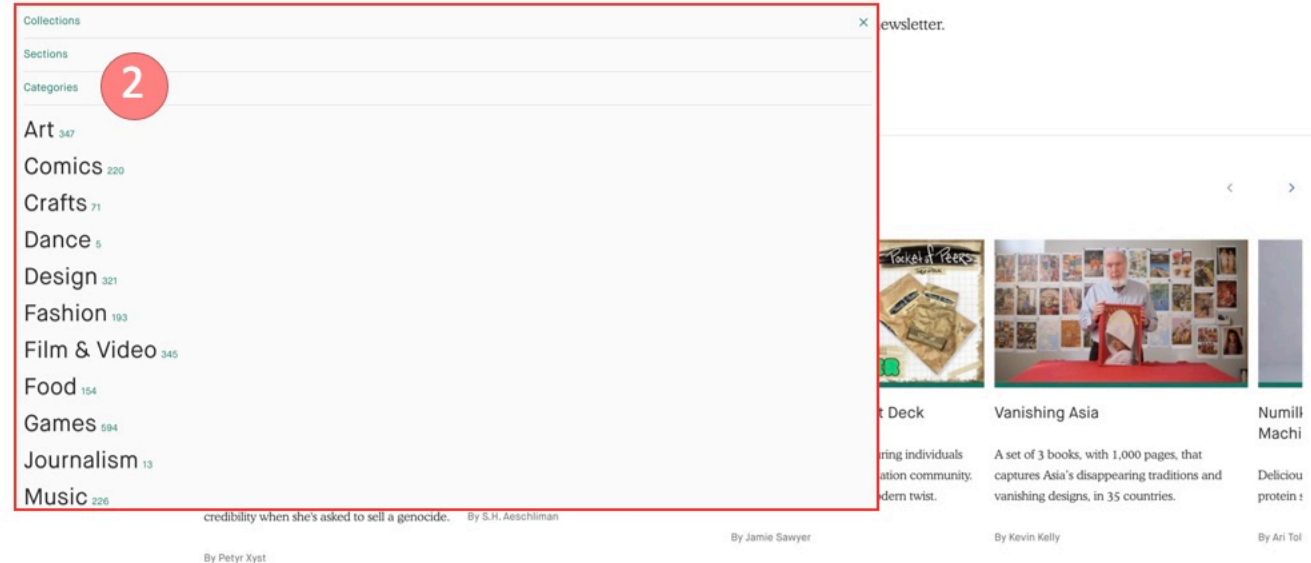
According to SimilarWeb average amount of time spent on websites before navigating away for all devices have gone down by .49 seconds

### Key take away:

1. The **Smart Search** is vital to finding the pertinent information.
2. **Tagging System** implementation to gather, organize and filter related content for the users.



Discover the best and brightest projects on Kickstarter.



## TRENDS & REFERENCE STUDY

Warby Parker - USA

# Storytelling

Making the CreateHK brand relatable and drive the connection to the creative industry is vital to its branding success. We need to connect with our audience and engage on a deeper level. Promoting lifestyle content, success stories, making it relatable for those trying to pursue the same goals in the creative industry. We must encourage those that are discouraged.

According to research from Quantified, messages delivered as stories can be up to 22 times more memorable than facts.

### Key take away:

1. **Encouragement** in the community
2. **Relatable and personable success stories, Connect with our users** to help push the creative industry in Hong Kong.









Shop Tyshawn Jones x Warby Parker > WARBYPARKER Home Try-On Eyeglasses Sunglasses Contacts Eye exams

## Wearing Warby

We're lucky to have some pretty special customers who use our glasses as a tool to accomplish some pretty great things.

1

MEET OUR FAVORITES BELOW.

-   
Kia Damon  
CHEF, ACTIVIST, & CULINARY DIRECTOR
-   
Elaine Welteroth  
AUTHOR, JOURNALIST, & "PROJECT RUNWAY" JUDGE
-   
Jamie Thomas  
SKATEBOARDER & DESIGNER
-   
Mohammed Fayaz  
ILLUSTRATOR & COMMUNITY ORGANIZER
-   
Esther Povitsky  
STAND-UP COMEDIAN & ACTRESS
-   
Micaiah Carter  
PHOTOGRAPHER
-   
Sloane Crosley  
AUTHOR
-   
Gus Dapperton  
MUSICIAN

Shop Tyshawn Jones x Warby Parker > WARBYPARKER Home Try-On Eyeglasses Sunglasses Contacts Eye exams

## Edith Young

#EDITHWYOUNG

Edith is a photographer and photo editor—and has been wearing Warby Parker glasses since 2016.

LEARN MORE ABOUT EDITH

2

Watch the full interview

WEARING WARBY SINCE:  
2016

DAY JOB:  
Photographer and Photo Editor at Man Repeller

CURRENT LOCATION:  
Manhattan

FRAME YOU'RE WEARING:  
Percey

Percey in Striped Soxgrip  
Shop Men Shop Women

We want to make the shift from a fragmented and static information site

**To a dynamic, immerse, and connected  
site experience, with rich, valuable  
information, that inspires and supports  
our users**