

# Creative Brief

## Client

iWorkshop is a smart phones, tablets and computers repair services company established in 2010. It has two stores one in Perth CBD and one in Booragoon Garden City.

## Project

### Phase 1

An update and redesign of their company website [iworkshop.com.au](http://iworkshop.com.au), based on the exciting contents, structures and functionalities.

### Phase 2

Implement a new online shopping system and payment gateway (e.g. WooCommerce).

## Objective

iWorkshop has growingly received sound customer reviews from social media websites and Google, they are looking for a new website with interface layouts that could link or spotlight these reviews. Since iWorkshop has also involved in sponsorship with local schools and communities, they would as well like to have these news and school newsletters broadcast and bring to public attention.

## Requirement

### Home Page

#### Header

- iWorkshop Logo
- Social Media Links (Facebook, Instagram...)
- Individual Support Button for Perth CBD and Booragoon Garden City (phone, email)

#### Testimonials

- Customer Reviews (Google)

#### Sponsorship

- Broadcast latest news and newsletters form schools
- Archive previous achievements

### Services

- Show one of the most popular service provided (e.g. Smart Phones and Tablets Repair)

### Mail-in Repairs

- Step by step demonstration on how Mail-in Repairs works

### About Us

- Brief information and history about iWorkshop

### Contact Us

- Shop photos, contact details, opening times, Google map...
- Send message form

### Footer

- Shortcuts of all sections
- Copyright information

## Target Audience

- High school and university students
- 25-55 years old

## Competitor

- Happy Tel ([www.happytel.com](http://www.happytel.com))
- i-Station ([www.i-station.com.au](http://www.i-station.com.au))
- Phone Ninja ([www.phone-repairs-perth.com.au](http://www.phone-repairs-perth.com.au))
- Device Expert ([www.deviceexpert.com.au](http://www.deviceexpert.com.au))
- Foneezy ([www.foneezy.com.au](http://www.foneezy.com.au))

## Design Theme

As for the exciting iWorkshop website and all competitors stated above, commonly use similar stock photos and general design, this lack of characteristic is difficult to attract customers nor able to dispatch messages effectively.

Our new approach is to use illustration as the main theme not to just give a trendy looks and feels to the design, but also able to stand out from all of other competitors. Sharp and solid colours are likely to apply in order to show energy and give a positive sense of touch.

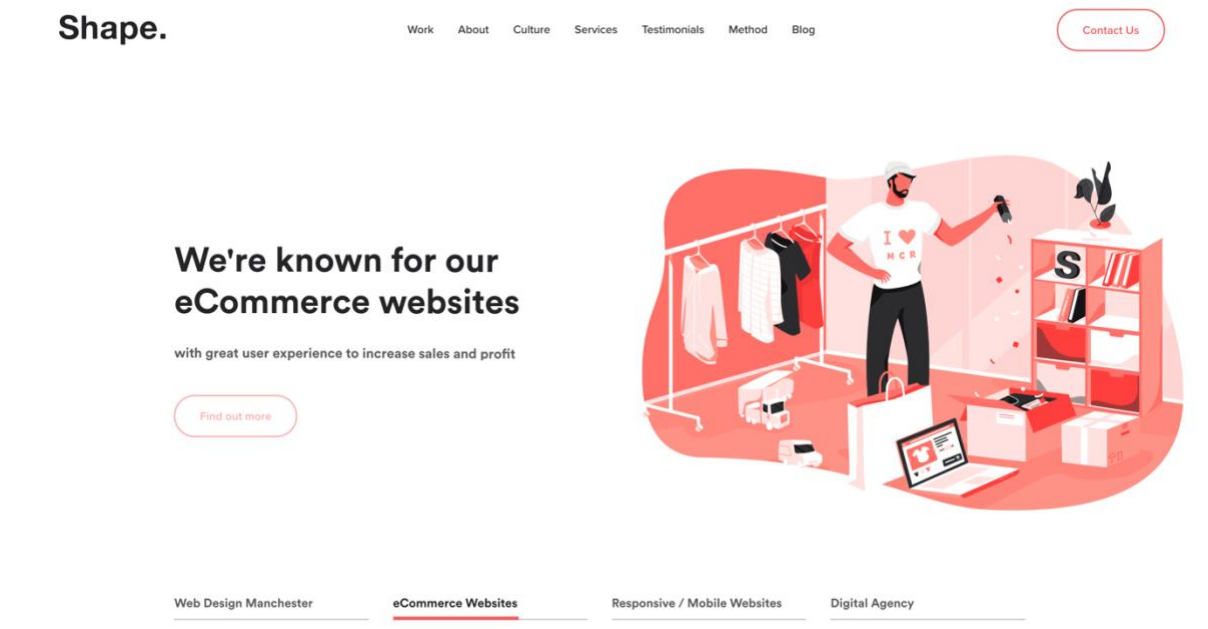
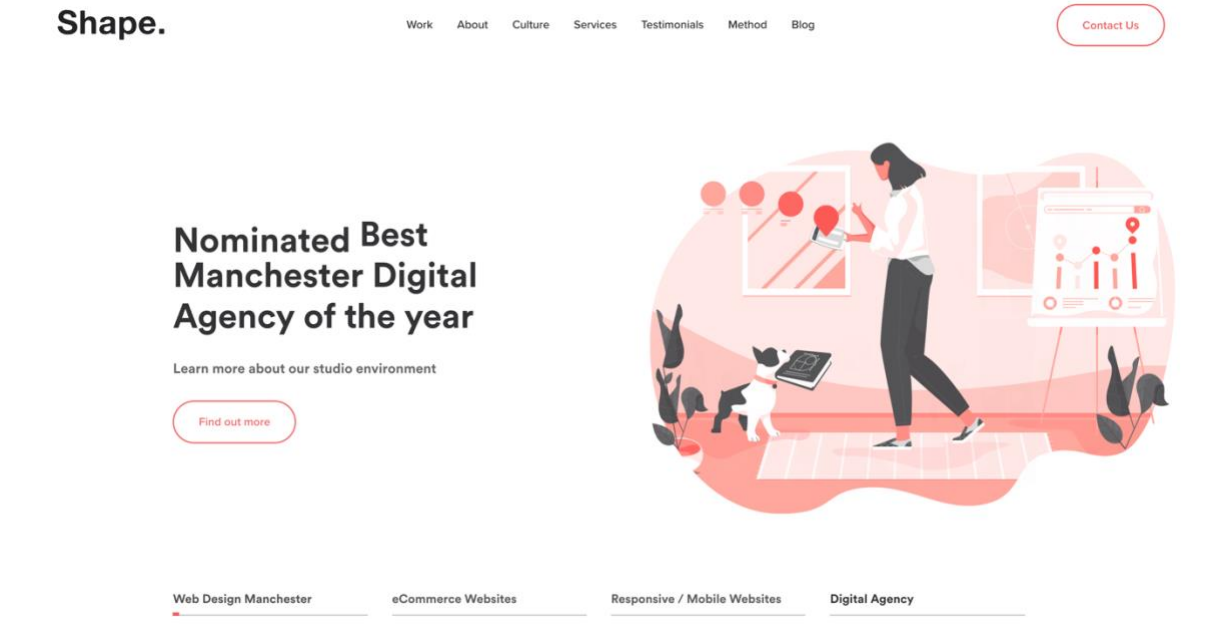
We also believed it would be easier to draw a closer relationship with customers by using illustrations, and show a warmer feeling after all.

“Caring” is the impression that we would like to deliver.

## References

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<https://madebyshape.co.uk/>



Shape.

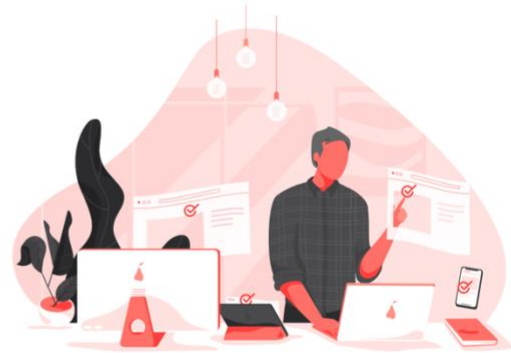
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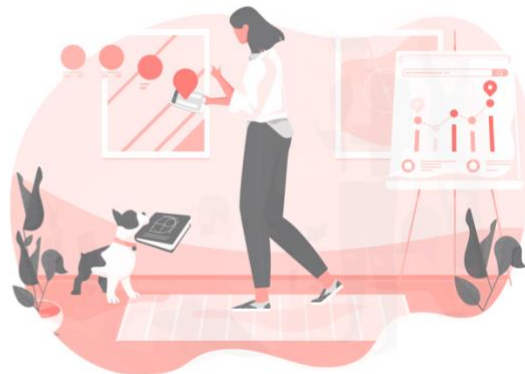
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01  
Sketch keeps winning.  
Anyone ready to challenge it?

Sketch designs account for **62%** of all design files added to Avocode in 2017. For two years in a row, it has defended the title of #1 tool for screen design and has attracted other players such as Adobe XD, Figma, inVision Studio, or Phase. The question is who will change the game?

[Find the answer in our Full Design Report](#)

Illustrated by [Lina Leusenko](#)

This infographic slide features a dark blue background with a stylized 3D illustration of a race track. A yellow car is positioned on the left side of the track, and a blue car is on the right. A large yellow banner with the year '2017' spans across the top of the track. The number '62%' is displayed on the left side of the track, and '38%' is on the right. The Avocode logo is in the top left, and a 'Download Full Report' link is in the top right. Social media icons for Twitter and Facebook are in the bottom left, and the illustrator's name 'Lina Leusenko' is in the bottom right. A vertical navigation bar on the right side includes 'HONORS' and 'AWWARDS' labels.

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02  
Sketch files are 8x smaller than Photoshop designs

Avg. Sketch file size is **4.76MB** while PSDs generally take up **36.76MB**. To make the switch easier, we have built a free Design Converter. Are you too considering converting from Photoshop to Sketch, but don't have the time to recreate your legacy designs?

[Convert your PSDs to Sketch and save storage](#)

Illustrated by [Adam Mihalov](#)

This infographic slide features a dark blue background with a stylized illustration of two people in white lab coats. One person is holding a glowing lightbulb, and the other is holding a tablet displaying the Photoshop logo 'Ps'. A yellow box with '4,76 MB' is next to the person with the lightbulb, and a blue box with '36,76 MB' is next to the person with the tablet. The Avocode logo is in the top left, and a 'Download Full Report' link is in the top right. Social media icons for Twitter and Facebook are in the bottom left, and the illustrator's name 'Adam Mihalov' is in the bottom right. A vertical navigation bar on the right side includes 'HONORS' and 'AWWARDS' labels.


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03  
02  
01

### Designers and design systems are becoming inseparable friends

The use of Sketch Symbols has grown by **25%** in 2017 and designers started using shared libraries. Over 4 Git-like design version control tools have launched in 2017 to give designers one source of truth. Where did this smart-and-synced design approach come from?

[Find the answer in our Full Design Report](#)



Illustrated by [Stefano Marra](#)

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AWARDS

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04  
03  
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01

### Layer count per design goes down as minimal design trend goes up

Designers have adopted the flat approach to screen design. Between 2016 and 2017, the avg. **layer count** per **Photoshop** design has dropped from **327** to **148** (46% drop), and per **Sketch** design from **177** layers to **101** (32% drop). And what happened to layer effects?

[Find the answer in our Full Design Report](#)



Year	Photoshop (Ps) Layer Count	Other Layer Count
2016	327	177
2017	148	101

Illustrated by [Diana Stoyanova](#)

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**05**  
**Text layers take more space with the rise of story-telling**

Storytelling is apparently not just a buzzword but has significant implications in screen design. Only in 2017, the average amount of Photoshop text layers per design grew by **25%** and by **10%** when it comes to Sketch designs. Where did all the text layers come from?

[Find the answer in our Full Design Report](#)



Illustrated by Nugraha Jati Utama

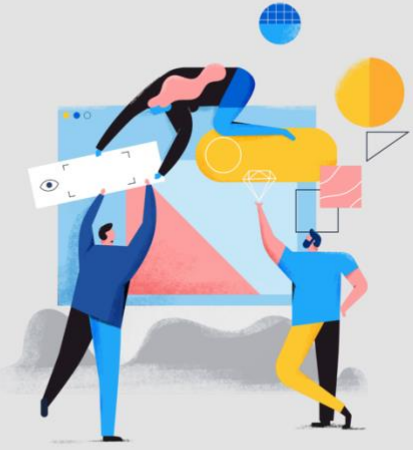
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**06**  
**Vector graphics are closing on exported bitmap images**

SVG has become the second most exported image format after PNG. High-res digital products caused a shift in image export, and there is a growing demand for image assets optimization. Why should you keep your images lightweight and scalable?

[Find the answer in our Full Design Report](#)



Illustrated by Janis Andzans

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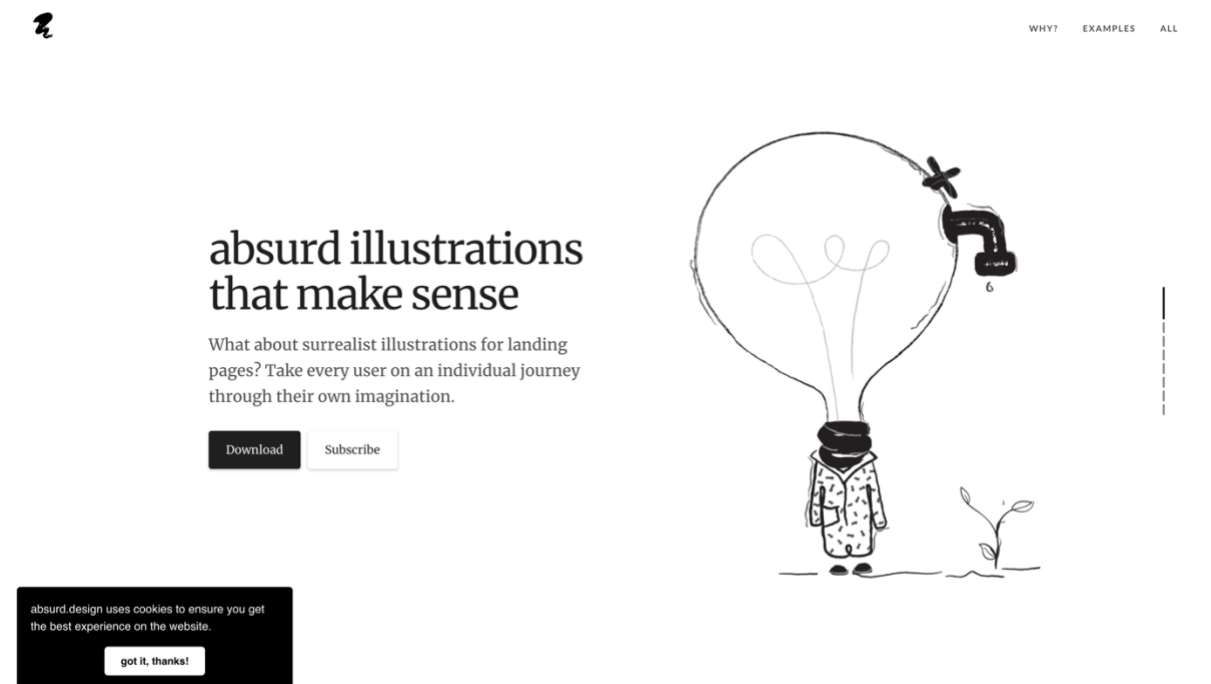
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<https://ifthishendominos.com/>



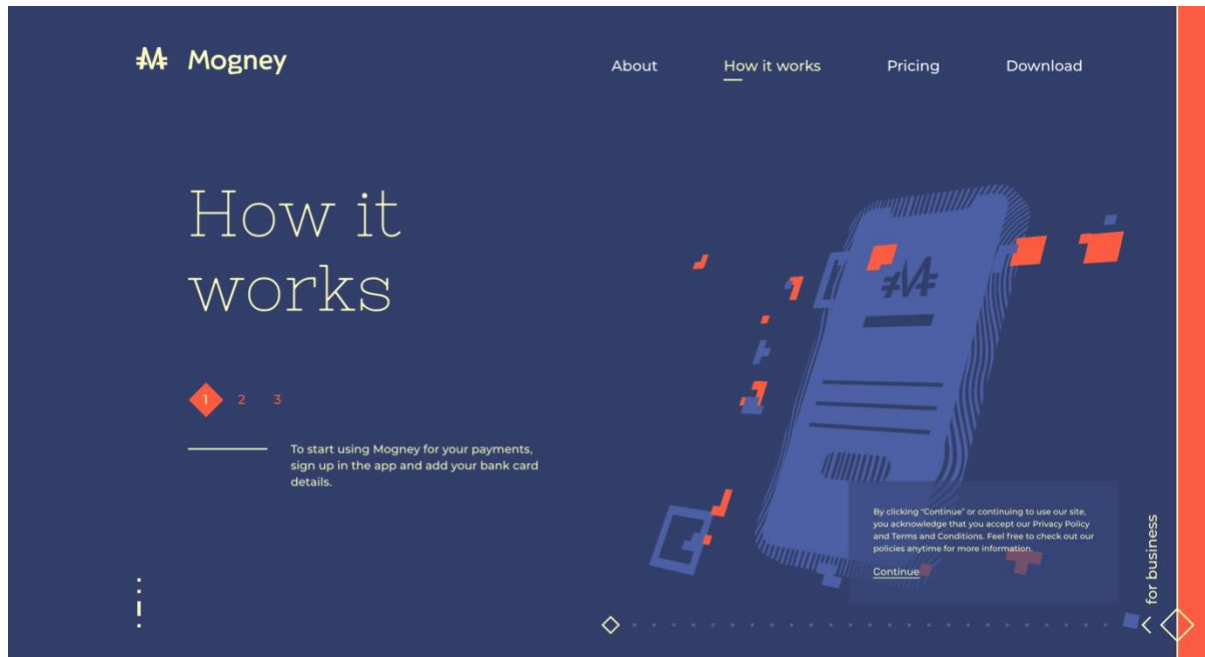
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