

Wikipedia Article Microsite - Initial Zoom Meeting Record

Creative Director: Rocio Laucerica | Designer/Developer: Lily Sun

Topic

- Miffy (gen)

Purpose

- Creating an enjoyable webpage to engage with miffy content and find any miffy-related content or products one might want
 - o Have informational elements on miffy and who she is
 - o Contain a great amount of access to products, videos, audios, images, etc (through links or otherwise)

Target audience

- Fans of Miffy (miffy is pretty popular with GenZ currently)
- Children (as miffy is a childrens book series and cartoon)
- Children's parent (children don't often go on websites alone to look for things they want), so likely parents looking for products or sources for their children

Content direction

- Home page about Miffy, some kind of about Miffy and the Netherlands
- Many additional pages or collapsible tabs that can take you to each different kind of miffy media each on their own page, box, section, etc.)
- Ideally a bar stuck to the top that holds all of these page options
- Interactable elements to entertain the children and overall add to the whimsy and fun of the site (could be as simple as buttons that hover in a fun way or a fun scroll bar)
- Not attached to a particular method of communication or specific tabs, definitely want an about miffy/ the Netherlands, a section to access miffy books with the covers of the books, a section of miffy products (doesn't have to be an extensive section, could be purely aesthetic like non-descript plushes, figures, posters, clothes/merch, accessories, home decor, a section of miffy and friends (maybe who the other characters in the miffy-universe are, think Sanrio how its about hello kitty but theres many other characters)

Visual Direction

- Miffy has a very distinct color palette and style (reference the official Miffy website for inspiration and pinterest)
- Lots of bright colors (orange, navy blue, yellow, green, white, pink) and black outlines on most things I think would be nice considering the miffy cartoon and book styles typically has everything with consistent black outlines in a very cartoon style
- Almost sticker book or children's book feel, could be accomplished by handwritten style font, organic features, sticker like images with borders, experimenting with textures, etc.