

Table of Contents

GRADUATION REPORT	1
Abstract.....	3
Preface	4
Table of Contents.....	5
1. Introduction	7
1.1 Problem.....	7
1.2 Assignment.....	8
1.3 Research Questions	9
2. Theoretical Framework / Brand Identity Trends	10
2.1 Visual Identity	10
2.2 Developing the Website.....	10
2.3 Dutch Culture	15
3. Progress and Result.....	16
3.1 Brief for Applicant Project.....	16
3.2 Making Illustration	16
3.3 Website Icon	17
3.4 Infographic	18
3.5 Logo.....	18
3.6 Website Presentation Preparation Brief.....	20
3.7 Hero Image.....	20
3.8 Sign-up Page.....	20
3.9 Contact Page	21
3.10 Sidebar	21
3.11 Presentation.....	22
3.12 Homepage.....	22
3.13 Brand Guide	23
3.14 Final Homepage Design.....	24
3.15 Page Illustration	25
3.16 Set-up Wizard.....	25
4. Usability Test.....	27
4.1 Goals	27

4.2	Method	27
4.3	Result	27
5.	Conclusion.....	29
6.	Recommendation.....	30
6.1	Brand Guide Update	30
6.2	Wizard Setup Improvement.....	30
6.3	Client Feedback.....	30
6.4	Continuation in Website Development	30
	References	31
	Appendix A.....	34
	Appendix B.....	36
	Appendix C.....	48
	Appendix D.....	49
	Appendix E	50
	Appendix F	51
	Appendix G.....	54
	Appendix H.....	55
	Appendix I	56
	Appendix J	59
	Appendix K	61
	Appendix L.....	62
	Appendix M.....	64
	Appendix N.....	65