

# **Design Brief**

## **Differentiation**

This site streams ads, that is, video commercials. It's an archive to which people submit videos for posterity. They can't control access to videos, but they can make collections/playlists. This barrier helps control quality. It will also limit duplicates and prevent deletions. The site is like an archive or library site in which the search function is the home page and vice versa.

## **Assumptions**

People are using the site for business, not pleasure. Who actually wants to watch ads? Most of them work in or alongside the advertising industry. Cultural researchers, advertising students, and brand enthusiasts are also users. They know the ads, or aspects of ads, that they're seeking. They're busy and want to find groups of similar ads, which they'll show to others for work reasons. They're tech-savvy and use modern devices with high-bandwidth connections. They want info about ads almost as much as the actual ads.

Their unaddressed needs are that ad videos aren't in one centralized place. Major sites aren't great for granular searches and/or quality is low. Sites like Ads of the World aren't geared toward quick scanning of info about ads, which is important.

## **Design strategy**

The strategy revolves around quick and easy searching, scanning, saving, and sorting. As mentioned, the search page is the home page. Query-results pages are single-column lists with relevant text. This arrangement is more useful than grids with huge images and minimal text, like Ads of the World. In query-results pages, actions like saving and sorting are one click/tap away. For sorting playlists/collections, people can type the desired position of an item. This action is easier than dragging and dropping it, especially if the playlist is long.

Each query-results item has an embedded player. Because ads tend to be short, people can watch them without losing their search results: They can stay on the query-results page. Whenever possible, text will link to other query searches. This feature helps people to easily co-locate groups of similar ads. YouTube, despite its vast collection, might not have useful suggestions and playlists.