

## Debrief

For a short period, I was once serious about joining the ad industry. I imagined 'jobs' for which primary users would 'hire' the site to do.

### Agency

Whenever I search for directors to hire, I want to see commercials within an industry, so I can find directors who have that experience in one place.

### Client

Whenever I search for ideas to give potential agencies, I want to gather commercials by a certain look and feel, so I can show the agencies what we want tone-wise, and not only tell them.

### Creative/Student

Whenever I want to study a specific brand, I want to gather its commercials, so I can see the tone and look of their commercials as well as their larger strategies, which might have changed over time.

### Casual

Whenever I want to see a commercial from the past, I don't want to have to remember the company or anything I like, so I can find it by searching using whatever I can remember.

If I were to polish the aesthetics of the site, I would experiment with implementing icons. I was too lazy to find suitable icons within the Figma community, and I didn't have time and competency to make my own. I don't want the site to look like a software program or a database site with a lot of checkboxes and dropdown menus. I would never have icons without accompanying text if I had any say. I would try reversing the palette: black backgrounds give an air of sophistication. Companies (e.g., The Mill) and people (e.g., Noam Murro) in the industry use this palette.

I've used too many colors and font combinations. I would experiment to find the balance between having compact lists and giving list-items room to 'breathe.' I wanted to depict a video player that expands to play in a modal window, but that's more of a functionality thing. Going forward, I would do simple usability tests with people. I might code prototypes because I can do that. I would also try how it works using only a keyboard and throw every accessibility tool/check at it.