

USER TESTS

**User testing/
audience response**

Alistair Conner

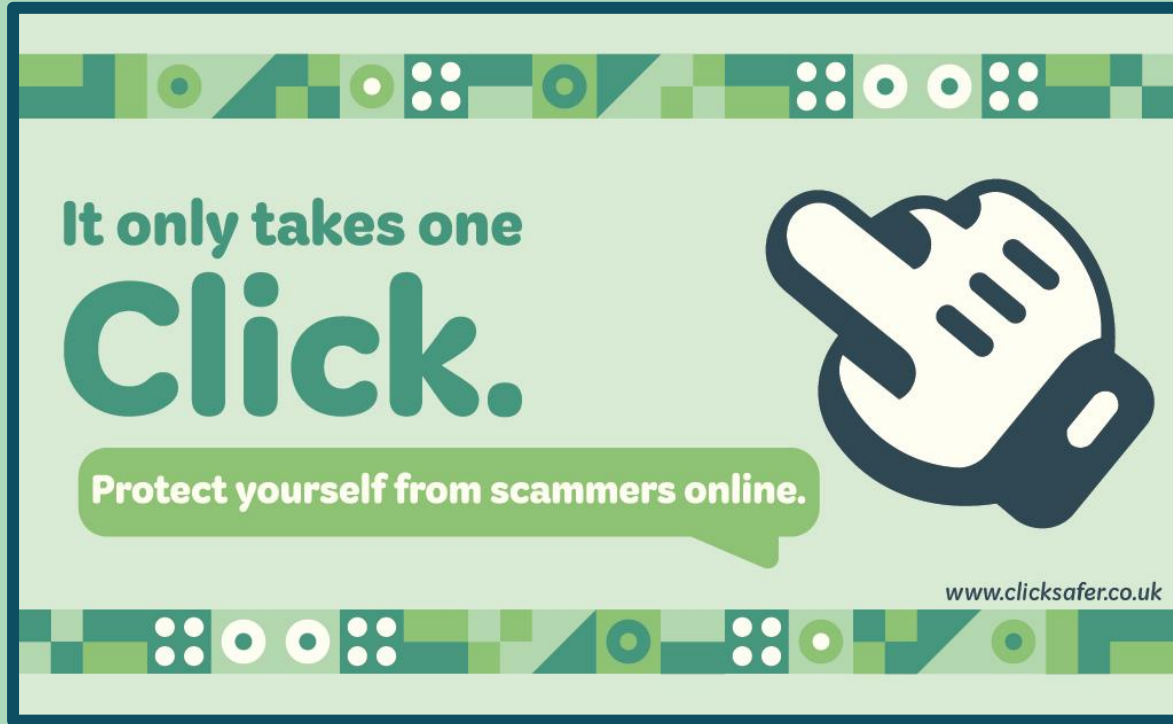
Major Project

Practical Output

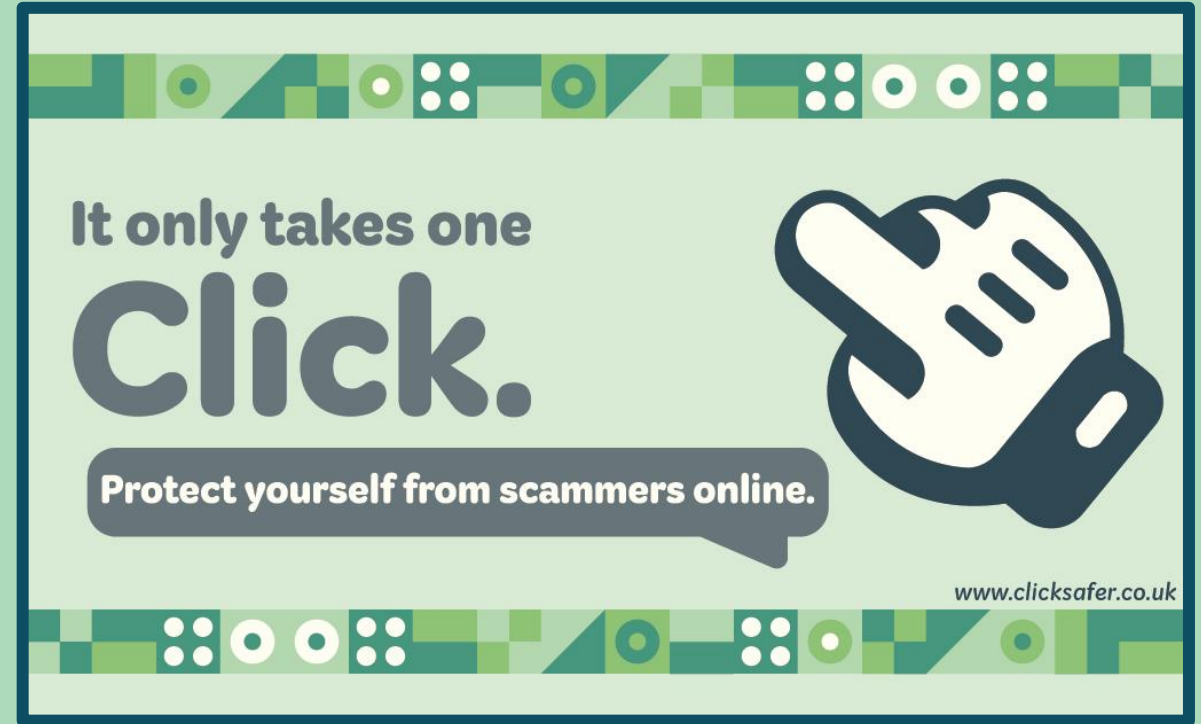
User Testing and Audience Response

Once I tested and experimented with my design choices I presented them to peers and even friends who won't have as much graphic knowledge as me. I showed them the examples from my experimentation and prototyping stage, allowing me to have a clear understanding on my colour choice, visual hierarchies, placement and structures.

User Testing and Audience Response



Original design



Improved design

Alistair Conner

Major Project

Practical Output

OUTCOMES

**Final outcomes
and deliverables**

Alistair Conner

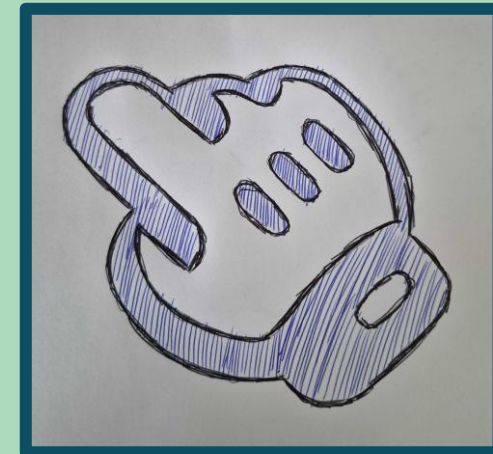
Major Project

Practical Output

Our Mark



This is my logo, since I wanted to avoid generic online safety icons such as shields, padlocks, alert sirens etc. I created something more iconic. Instead of using a default click cursor, I designed mine in the style of a rubber hose glove.





Click.



It only takes one click
It only takes one click
It only takes one click

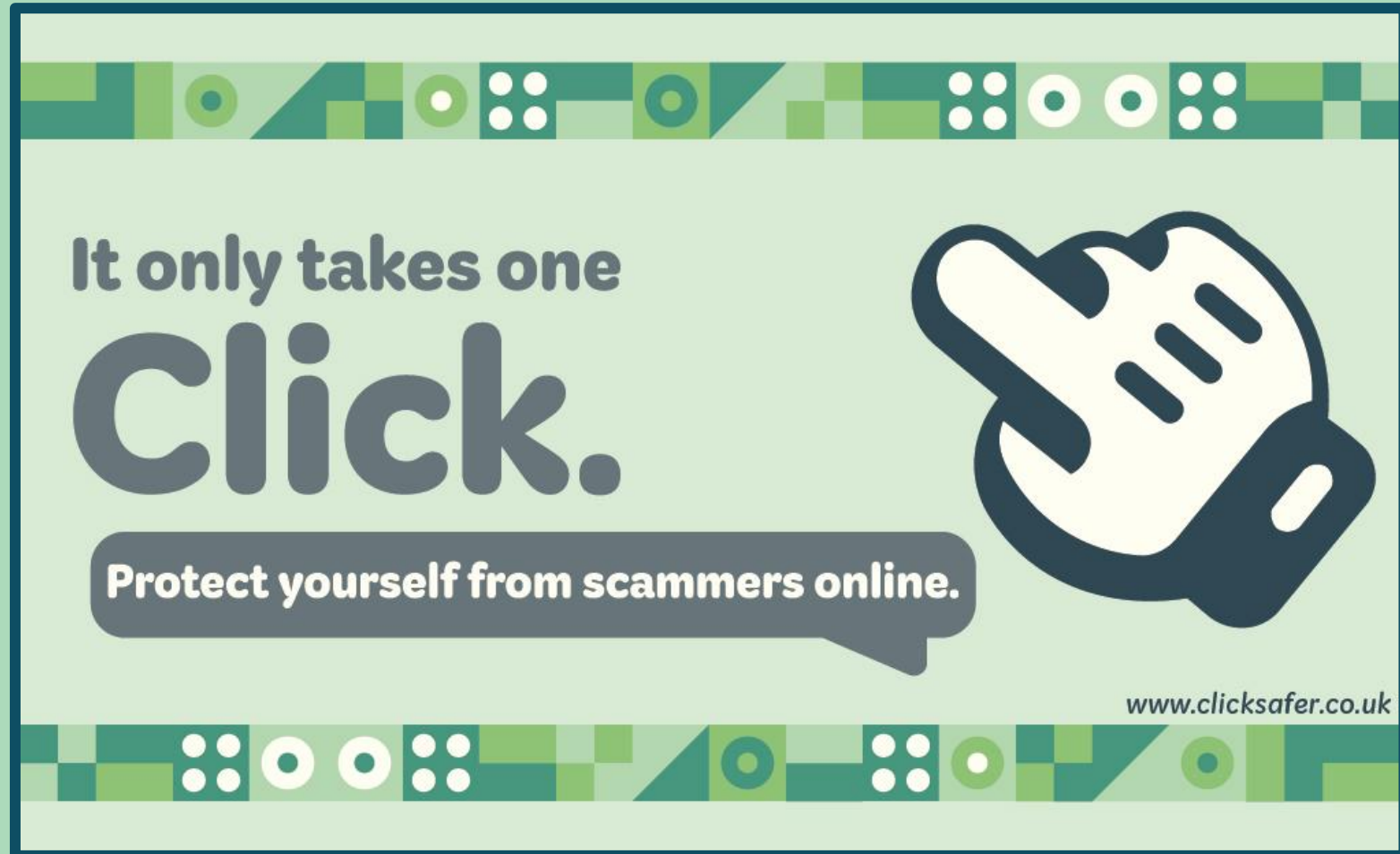


Click.



Billboard Design 1

I wanted to create two billboards, one to be an advertisement towards the campaign and the other to be more educational.



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Major Project

Practical Output

It only takes one
Click.

Protect yourself from scammers online.

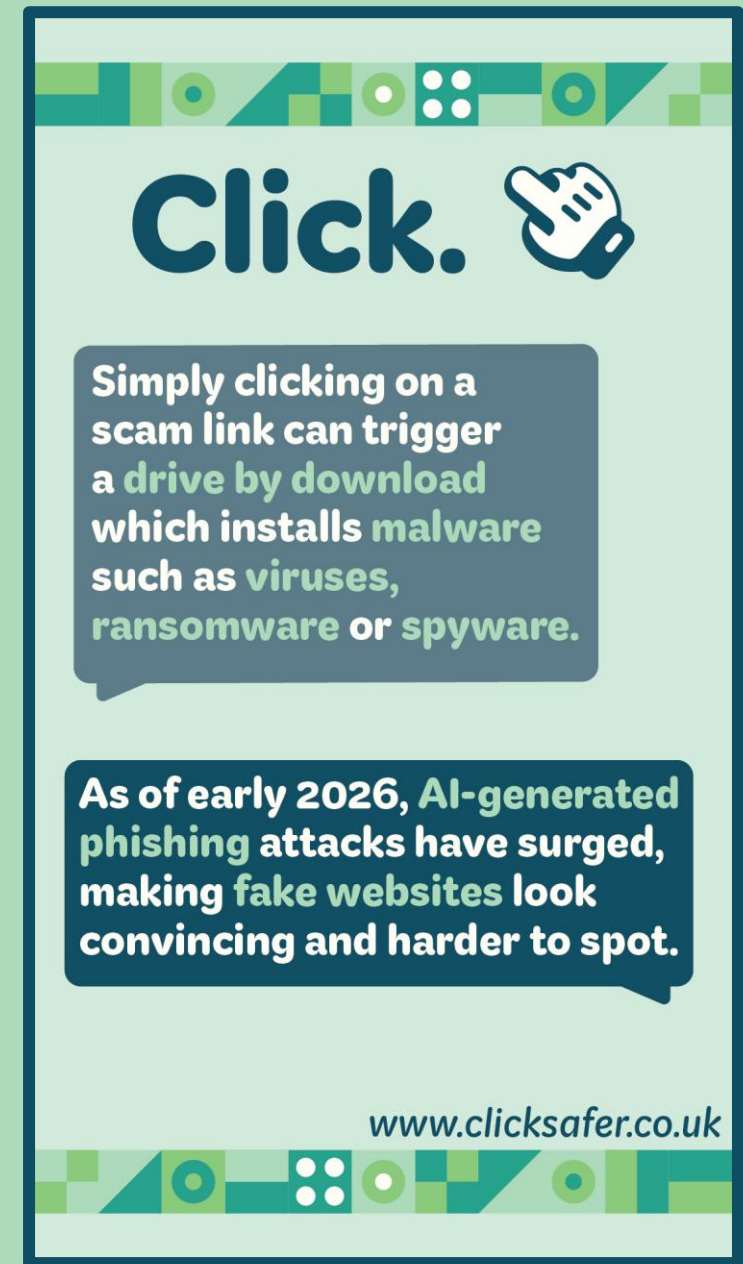


www.clicksafer.co.uk



Billboard Design 2

This is my second billboard design, unlike the first design this one supplies more information about online safety rather than just advertising the campaign like the previous design.



Click.

Simply clicking on a scam link can trigger a drive by download which installs malware such as viruses, ransomware or spyware.

As of early 2026, AI-generated phishing attacks have surged, making fake websites look convincing and harder to spot.

www.clicksafer.co.uk

Social media Post

Social media profile picture. I left it simple for the audience to recognise it simply just by seeing the logo. Instead of trying to add the name of the campaign aswell, that wouldn't be readable.



Click.



It only takes one click

Protect yourself from
scammers online

Watch what you click



click



Click.



It only takes one click

Protect yourself from
scammers online

Watch what you click



253 likes



click - Be cautious where you click
[#click](#) [#saferonline](#) [#clickcampaign](#)

Additional Mock-up

I wanted to explore a little with my logo so I created a simple mock up as to what my logo may look like on real life merchandise, if I was to take this campaign to the next step.



IMPACT

**Potential impact
on target audience**

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Practical Output

Impact

The final impact of my designs was to address the dangers of browsing data online, and the importance of a single ‘click’. I find that my designs address that information clearly within an advertisement and educational matter. I was able to keep my campaign unique and my designs different from any of the pre-existing ones already out in the real world.

**THANK
YOU!**

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Major Project

Practical Output