

# Project Plan

**Metaverse solutions**

([link](#))

Metaverse Solutions

Weert, Sint Apolloniastraat 2D

Mentor: Rik Lempens([LinkedIn](#))

Date	:	20.09.24
Version	:	4.0
Status	:	Finished
Author	:	Borislav Georgiev

## Version

Version	Date	Author(s)	Amendments	Status
1.0	04.09.24	Borislav Georgiev	Update main research question, add methods	done
2.0	11.09.24	Borislav Georgiev	add more information for the sub questions in terms of how they are going to get answered, make a better time plan	done
3.0	18.09.24	Borislav Georgiev	move the current justification of the subquestions to the research methods and create a new justification that focuses more on explaining how the methods used for the subquestions relate to the main question, make gantt chart and dependency map, address the risks better, link deliverables to the outcomes, have introduction before the paragraphs	done
4.0	20.09.24	Borislav Georgiev	removed the methods from the subquestion section and fixed the dependency map and gantt chart	done

## Communication

Version	Date	To

	Version	3
<b>1.</b>	<b>Project Assignment</b>	<b>5</b>
1.1	Context	5
1.2	Goal of the project	5
1.3	The assignment	5
1.4	Scope	6
1.5	Conditions	6
1.6	Finished products	6
	Figure 1. Dependency map	7
1.7	Research questions	8
<b>2.</b>	<b>Approach and Planning</b>	<b>9</b>
2.1	Approach	9
2.2	Research methods	10
2.3	Learning outcomes	11
2.4	Time plan	14
	Figure 2. Gantt chart	14
<b>3.</b>	<b>Project Organization</b>	<b>15</b>
3.1	Team members	15
3.2	Communication	15
<b>4.</b>	<b>Finance and Risks</b>	<b>16</b>
4.1	Cost budget	16
4.2	Risks and fall-back activities	16

# 1. Project Assignment

## 1.1 Context

Metaverse Solutions is a start-up company that aims to help MBO and VO students as well as job-seekers make informed unbiased career decisions. They aim to do that through a WebXR application that would simulate different job experiences that people can try for themselves and through an unbiased AI that would help guide the students/jobseekers toward what they should try first. My part would be creating a design where everything mentioned until now comes together. The reasons for this assignment as research shows are that 1 in 3 students in the Netherlands switch during their studies as well as that in the Netherlands, approximately 20% of employees switch jobs each year.

## 1.2 Goal of the project

The problem that the project aims to eliminate is the lack of people that go into jobs such as plumber, electrician, nursing, etc.(there are 10 such sectors in the Dutch market with subsectors). As one out of three students in the Netherlands switches their study, this means that they will enter the job market at least a year later,(depending on which year they were in when they switched) which for such jobs is crucial. Due to social perceptions, limited exposure to real-world job experiences, and inadequate communication about the realities of practical jobs, young people often develop inaccurate impressions of these fields, but also in the Netherlands, approximately 20% of employees switch jobs each year. This trend of job switching is influenced by factors such as staff shortages in the labor market and high inflation, which drive employees to seek better salaries and employment conditions. The goal of the project is to help students and job seekers make informed unbiased decisions for their career path by bringing these job experiences to life using webXR and AI driven interactions. But understandably these things would need to be put in a webapp, that I would have the task of designing. The desired result at the end from me is a high fidelity prototype that would in the future be used to create the said webapp. As an intern this would help me improve my research skills, I would gain hands-on experience of how an actual company operates and what it means to be part of one as well as get to work and improve more on my UX/UI skills. The project result would offer the opportunity to be able to pitch to and attract more investors and interested people in general while the other parts of the project are still being worked on. This is important as the company has a two year plan until having a finished product.

## 1.3 The assignment

My role as a UX/UI designer would be to lead the whole design process of what in the future would be the webapp that would house the webXR experience. I am tasked with creating a user-centric design that seamlessly integrates the features that the users want. To do so I would conduct user research, implement design changes, conduct usability testing and

collaborate closely with the team responsible for the webXR and my mentor. By achieving the said objectives, I would aim to have created optimal user experience, enhanced the potential that the app can and hopefully will have and contribute to the overall success of the project. I would need to research what students and jobseekers want and feel, as well as similar applications(if there are any), as well as the latest relevant trends in the UX/UI field.

## 1.4 Scope

The project includes:	The project does not include:
1 Discover – project plan, competitive analysis	1 Brand identity 2 Long term management
2 Define phase – user interviews, empathy map, research report, affinity diagram 3 Develop – concept design, wireframes, prototypes, usability testing 4 Deliver phase – prototype iterating, finalize design, design document, final presentation 5 If time allows – code	

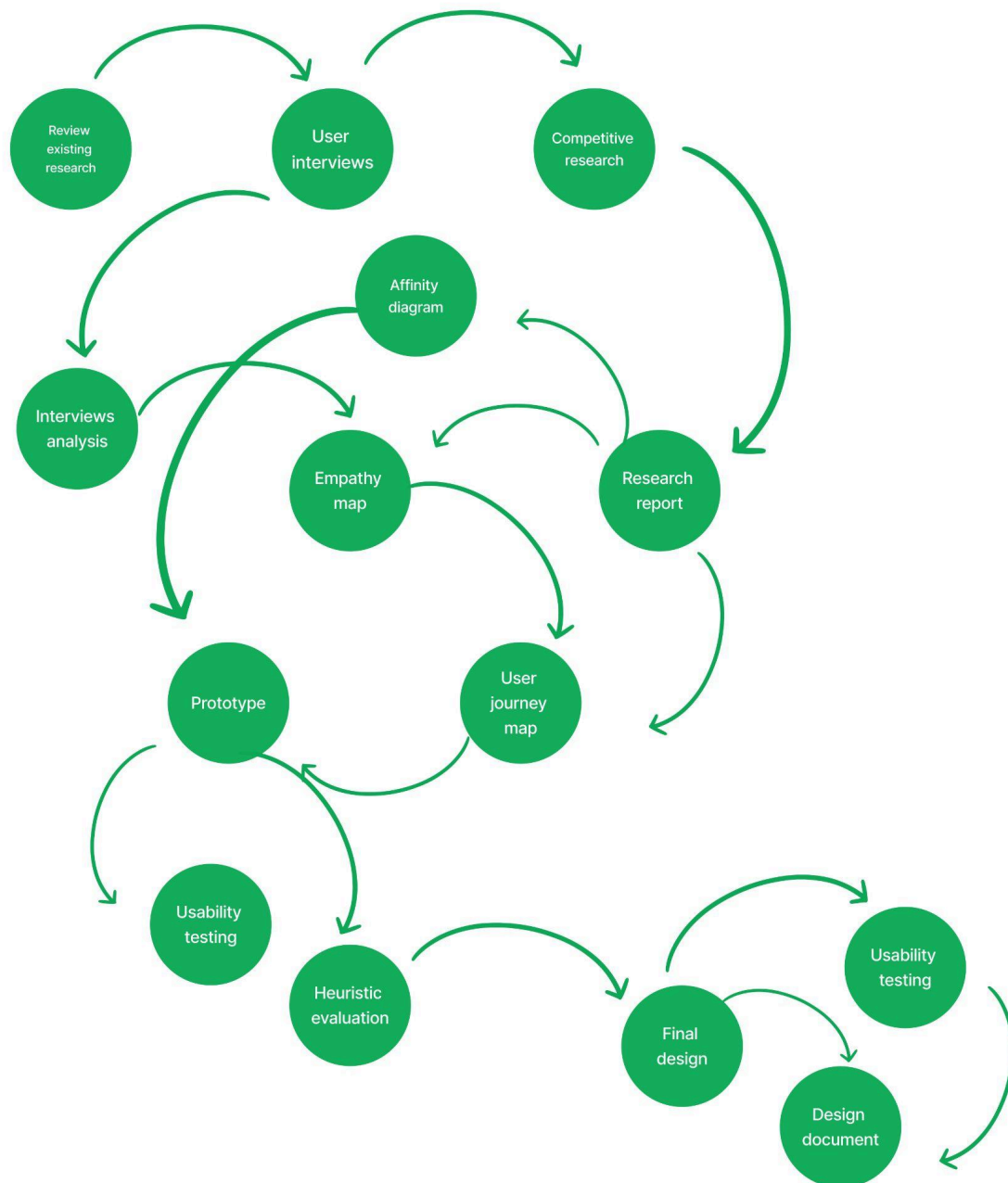
## 1.5 Conditions

The tool that the company would like me to use for creating the prototype is Figma. For project management we are using Miro, Google Docs and GitHub.

## 1.6 Finished products

1. Research(survey, interviews, analysis documents, literature study, customer journey map, empathy map, affinity map, competitor analysis)
2. Clickable high fidelity prototype in Figma
3. Documents with test results – improvements of the design for example
4. Project plan

Figure 1. Dependency map



## 1.7 Research questions

In this section you can learn what the scope of the project is and what needs to be done and how I intend to do it.

- **Main question:**

How can the UX/UI design of the Web-based career exploration platform be tailored to create an engaging and user-friendly experience for Dutch pre-university students and job seekers, making it easy and intuitive to navigate seamlessly to the most important features of the app?

- **Sub questions:**

1. What factors influence students' and job seekers' decision to continue using the platform for career exploration?

I need to know what keeps people coming back to the platform, so I can design features that users actually enjoy and find useful. Behavioral analysis will show me how they use it, and competitive research lets us see what works well on other platforms.

Deliverable: User Analysis, Research Report, Competitive Analysis.

2. What content and information do target users expect to find when exploring careers and educational opportunities online?

A good platform needs to deliver the right content, so I'll ask users what kind of information they want, and also check out what similar platforms are offering to make sure I am covering all the bases.

Deliverable: User Analysis, Research Report, Competitive Analysis.

3. What are the current best practices in UX/UI design for career exploration platforms aimed at pre-university students?

To make sure the design is relevant, I will look at what's considered best practice in the industry and how the best career platforms are designed. This will give me a clear idea of what works.

Deliverable: Competitive Analysis, Research Report.

4. How can previous research on Dutch students' career exploration habits inform the design of the platform?

I don't need to start from scratch. There's already research on how Dutch students explore careers, and by using that, I can shape the design to match their real-life habits and preferences.



Deliverable: Research Report, Design Document.

5. Which specific elements from successful career platforms should be integrated into the new design?

By studying what works well on other platforms, I can figure out which features are crucial for a smooth and intuitive experience. This helps me design a platform that highlights the important stuff without cluttering the interface.

Deliverable: Design Document, Prototypes.

6. How do users currently explore career options, and how can these actions be translated into an intuitive digital experience?

Watching how people look for career information helps me translate their habits into a digital experience that feels natural. Prototypes let me test these ideas and improve them based on real feedback.

Deliverable: Interaction Prototypes, Affinity Diagram, Conceptual Design.

7. What design elements improve user engagement and help create a seamless career exploration experience?

I want to keep users interested, so I'll test different design ideas and see which ones users engage with the most. User testing will show me, again, what works and what needs improving.

Deliverable: Conceptual Design, Prototypes, Testing Report.

8. How does the platform impact users' career decisions and education path choices?

Ultimately, I want the platform to help users make smart decisions about their careers. Testing different versions and asking users for feedback would help me see what designs make the biggest impact.

Deliverable: Testing Report, Impact Analysis.

## 2. Approach and Planning

### 2.1 Approach

For this assignment I would be using the Double Diamond method, since I am familiar with it from past projects and also it allows for a more iterative and flexible approach, rather than having a linear process. Empathizing and research would play a substantial role as well, because the end result needs to address genuine user requirements.

### 2.1.1 Test approach

I know that the initial target audience mainly consists of students at a MBO and VO level and are not sure if they want to study at a university and wonder what career choice to make. The other main fraction of the people are the ones that are looking to change jobs. I believe I would not have any problem having people for surveys and interviews as the founder of the company has a huge network and finding people to interview is not going to be a problem.

## 2.2 Research methods

In this section I explain how the methods that I am going to be using for the project relate to each of the subquestions.

I would be using the double diamond method as it allows for a structured and iterative design approach. By dividing the process into Discover, Define, Develop and Deliver phases it ensures that the users needs would be explored, it would foster creativity and help reach an optimal solution.

### Main question:

How can the UX/UI design of the Web-based career exploration platform be tailored to create an engaging and user-friendly experience for Dutch pre-university students and job seekers, making it easy and intuitive to navigate seamlessly to the most important features of the app?

*Below are written subquestions linked with methods that would individually help to answer the main question.*

### Sub questions:

1. What factors influence students' and job seekers' decision to continue using the platform for career exploration?

Methods: Behavioral analysis, user interviews, and competitive research of other career platforms.

Behavioral analysis, user interviews, and competitive research will help identify the key factors that influence students' and job seekers' decisions to continue using the platform. This will ensure the platform meets users' ongoing needs, keeping them engaged.

2. What content and information do target users expect to find when exploring careers and educational opportunities online?

Methods: Competitive research and user interviews to understand expected features and content.

Competitive research and user interviews will help to align the platform's offerings with user preferences and industry standards, ensuring a satisfying and relevant experience.

3. What are the current best practices in UX/UI design for career exploration platforms aimed at pre-university students?

Method: Literature review and benchmarking of leading career platforms will ensure the platform is designed to meet modern standards and user expectations for seamless navigation and usability.

4. How can previous research on Dutch students' career exploration habits inform the design of the platform?

Method: Review of existing user research and behavior analysis will leverage previous findings to inform the design making, ensuring it is relevant to Dutch students' exploration habits, optimizing for familiar patterns and behaviors.

5. Which specific elements from successful career platforms should be integrated into the new design?

Method: Web-app interaction analysis, user journey analysis from existing platforms will highlight successful features from other platforms, helping to refine the platform's design by incorporating proven elements that work well for career exploration.

6. How do users currently explore career options, and how can these actions be translated into an intuitive digital experience?

Method: Observational studies, user interviews, and prototyping will reveal how users currently explore career options, helping to translate their responses into an intuitive digital experience.

7. What design elements improve user engagement and help create a seamless career exploration experience?

Method: Review of competitive analysis, user testing of prototypes will aim to find engagement-boosting design elements and incorporate them into the platform, creating a user-friendly, enjoyable experience.

8. How does the platform impact users' career decisions and education path choices?

Method: Usability testing, A/B testing, and follow-up interviews will measure the platform's impact on users' career and education decisions, helping to refine the platform based on real feedback and improve its long-term value.

## **2.3 Learning outcomes**

In this section I tried to explain what each learning outcome is for me and what I would present as deliverables for them.

1. Professional duties - The deliverables for this outcome would include final designs, including wireframes, prototypes, and mockups created using Figma. Evidence of user research (interviews, surveys), competitor analysis, and insights that influenced design decisions.
2. Situation-orientation - By applying my existing knowledge and skills in real-world situations, I bridge the gap between theoretical learning and practical application. This hands-on experience is valuable for my understanding of how concepts and skills are utilized in professional contexts. Engaging in real projects enables me to address genuine challenges encountered by the company, helping me to develop and refine my problem-solving abilities. Implementing my knowledge and skills within the company's context fosters integration into the organization's culture and processes. It enables me to become a more integral member of the team and fosters positive working relationships with colleagues and supervisors.

**The deliverables for this outcome would include:** Customer journey map, empathy map, Project Documentation: Explanation of how research was used to address company-specific problems (i.e., addressing career exploration issues for MBO and VO students).

3. Future oriented organization – Being part of the organizational context of my projects, I acquire a comprehensive understanding of how UX/UI design integrates into the broader business framework. This insight enables me to synchronize my design choices with the strategic objectives of the company and the needs of its users. Integrating sustainability factors into my design work allows me to contribute to environmentally and socially responsible design practices. This approach not only benefits the environment but also resonates with the values of contemporary businesses and socially aware users. Upholding ethical standards in UX/UI design is essential. Embracing ethical design principles ensures that my work upholds user privacy, diversity, and inclusivity, consequently enhancing the organization's reputation and fostering trust among users.

**The deliverables for this outcome would include: Sketches, the final presentation and other presentations throughout the semester as well as style guide(will be sure in the next submission). Also feedback from the company mentor**

4. Investigative problem solving - This outcome aims to improve my critical thinking skills. By examining projects from multiple perspectives, I become skilled at recognizing potential issues and struggles in the UX/UI design process. Engaging in investigative problem-solving prompts me to approach design challenges with a user-centric mindset. This ensures that the solutions I propose effectively address genuine user needs and pain points, resulting in more satisfying user experiences. Spotting problems and devising solutions often demands thinking creatively. This cultivates innovation and originality in my design approach, enabling me to devise unique and impactful solutions that distinguish the project. By actively identifying potential problems, I contribute to risk management in UX/UI projects. This not only conserves time and resources but also prevents user dissatisfaction.

**The deliverables for this outcome would include: reports with test results as well as documentation of the design improvements and iterations**

5. Personal leadership - Nurturing an entrepreneurial mindset in my projects enables me to take full ownership of my work. This proactive stance allows me to spot opportunities for innovation and enhancement, resulting in more impactful UX/UI designs. Personal leadership involves being conscious of the kind of IT professional I aspire to become and the positions I aim to attain in the future. This strategic outlook assists me in defining clear career objectives, mapping out pathways to achieve them, and making well-informed decisions regarding skill enhancement and job opportunities. Demonstrating personal leadership qualities positions me as a potential leader within the industry. This paves the way for leadership positions where I can shape the trajectory of design projects and mentor others in the field of UX/UI. Demonstrating personal leadership qualities establishes me as a potential leader in the realm of UX/UI design. This unlocks opportunities for leadership roles wherein I can steer design projects and guide others in the field.

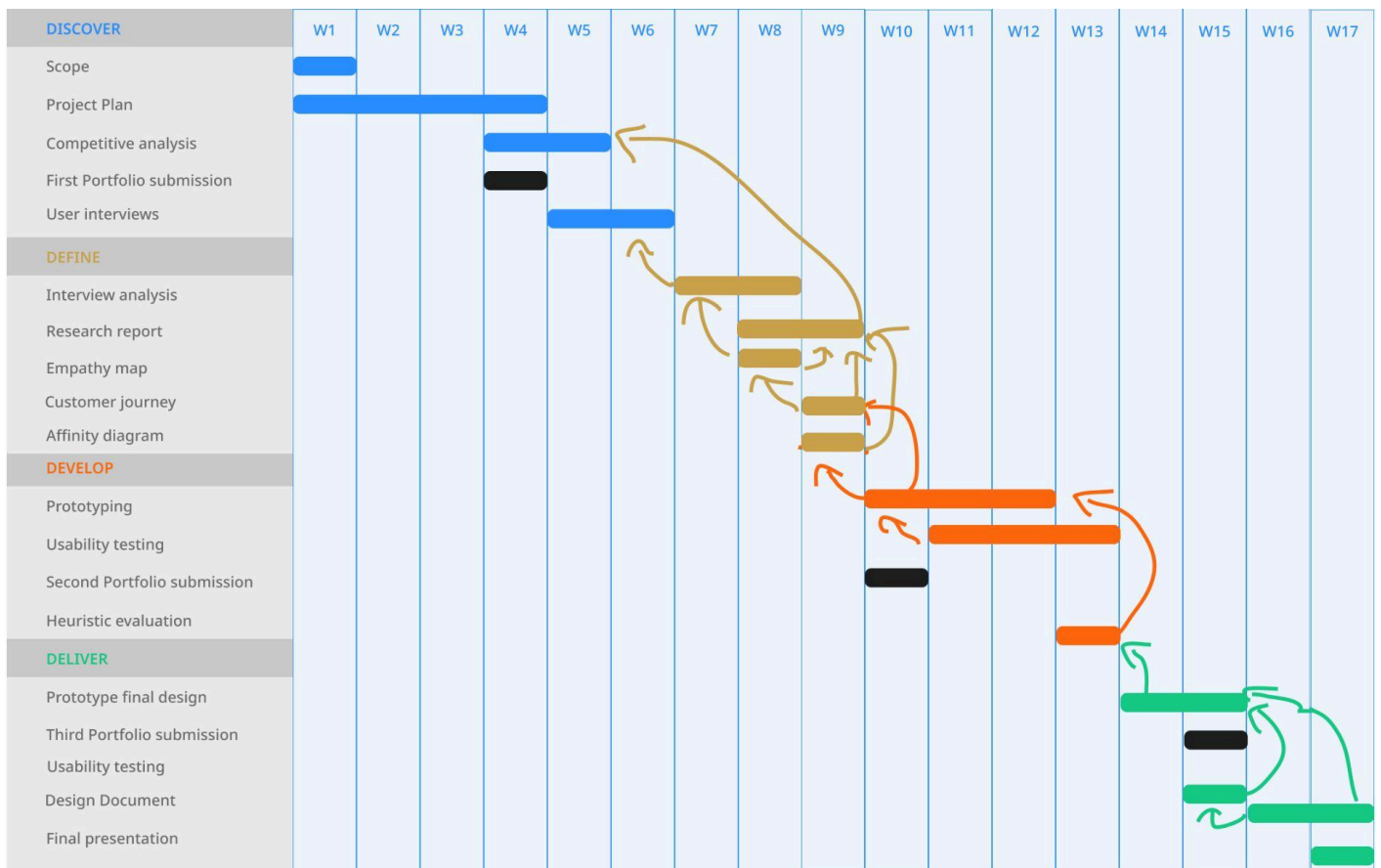
**The deliverables for this outcome would include: project plan, test results report document as well as feedback document**

6. Targeted interaction - Engaging partners in the design process enhances my ability to adapt. I learn to modify my design based on feedback and evolving project requirements, ensuring that the final product effectively meets user and business needs. By having project discussions with my mentor, I gain diverse perspectives and insights, leading to more innovative and effective design solutions. Collaborative problem-solving fosters creativity and helps me address complex challenges comprehensively. Demonstrating proficiency in targeted interaction and collaboration is highly valued in the UX/UI field.

**The deliverables for this outcome would include: documentation from feedback sessions, final presentation ...**

## 2.4 Time plan

Figure 2. Gantt chart



## 3. Project Organization

### 3.1 Team members

Name + Phone + email	Role/tasks
Georgios Metaxas +31885085228 <a href="mailto:g.metaxas@fontys.nl">g.metaxas@fontys.nl</a>	Mentor, Assessor 1
Rik Lempens +31646381880 <a href="mailto:rik@metaverse-solutions.nl">rik@metaverse-solutions.nl</a>	Internship organization, Project lead
Borislav Georgiev +31623387456 <a href="mailto:bobby@metaverse-solutions.nl">bobby@metaverse-solutions.nl</a>	Intern, Research, Design

### 3.2 Communication

The whole team has a daily standup meeting in the morning to give updates on the work done the previous day. I have seamless communication with my mentor via email, whatsapp and phone. Whenever I need something it is easy to communicate it to him and acquire it.

## 4. Finance and Risks

### 4.1 Cost budget

As of now the only cost there is to be paid for is the Adobe software - 234,78 euros/year.

### 4.2 Risks and fall-back activities

Risk	Prevention activities included in plan	Fall-back Activities
1 Not being able to meet my deadlines	Actively trying to manage my time to prevent it from happening	I would update my project plan in a way that still can be delivered on time
2 Final prototype not ready on time	Having planning meetings with my company mentor	Check in with the other part of the team for help
3 Working at a start-up and having to change the scope of the project	Attending the daily stand-ups and being informed about the progress of the project	Contacting my semester coach immediately
4 Not being able to contact the project manager	Keeping in touch and being informed about his schedule	Reaching out to the scrum master of our team - Melina



