

# Project plan

*UX / UI design internship*

**DATA  
DATA  
TADAT  
ADATA**

*Eindhoven*

Date	:	29.02.2024
Version	:	1.0
Status	:	Incomplete
Author	:	Eva Evgenieva

## Version

Version	Date	Author(s)	Amendments	Status
1.0	19.02.2024	Eva Evgenieva	Basic layout, formatting, cover page,	Incomplete
1.1	20.02.2024	Eva Evgenieva	Research questions, context	Incomplete
1.2	21.02.2024	Eva Evgenieva	Project assignment	Incomplete

## Communication

Version	Date	To

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# 1. Project Assignment

## 1.1 Context

Tada Solutions is an IT company specialising in data management and analytics and it is known for converting complex data into actionable insights. The company provides advanced services to help businesses make the most out of their data. Also, there are some advancements in data integration and user-friendly reporting to help users get up-to-date information.

The assignment focuses on elevating the user interface of their platform. It aims to make complex data sets more accessible and engaging through innovative visualization techniques, moving beyond traditional graphs and tables. This enhancement seeks to deepen user engagement and improve their ability to easily obtain meaningful insights from data, responding to evolving market needs for more intuitive data interaction.

Presently, Tada Solutions has a lack of design on their PowerBI analysis and the focus is more on the data itself rather than the design of the data combined with the way of presenting the data which will lead to more customers. The enhancement could significantly improve Tada Solutions' client satisfaction and make the company a leader in this field.

## 1.2 Goal of the project

The goal is to find new ways to visually show and improve how customer journeys and business processes are understood by clients. This will make them easier for everyone to follow and use. This involves creating clearer and more engaging designs to help users make better decisions and interact more effectively with business operations.

## 1.3 The assignment

The project at Tada Solutions aims to enhance interaction design and data visualization, focusing on user-friendly interfaces for data analysis diagrams and innovative visualization methods. The goal is to create interactive, engaging customer journey map design that will simplify complex business processes, increasing user and client satisfaction. Deliverables include high-fidelity prototypes and a research document, utilizing Figma and PowerBI. The project emphasizes an intuitive, enjoyable user experience in data exploration. If there is enough time for the main task, I will do some front-end coding.

## 1.4 Scope

The project includes:	The project does not include:
1 Conducting user research (needs, expectations)	1 Target audience definition
2 Design sketches, wireframes, and prototypes	2 Creating a new logo for the company
3 User testing on qualitative and quantitative data on their satisfaction and engagement	3 Back-end development

## 1.5 Conditions

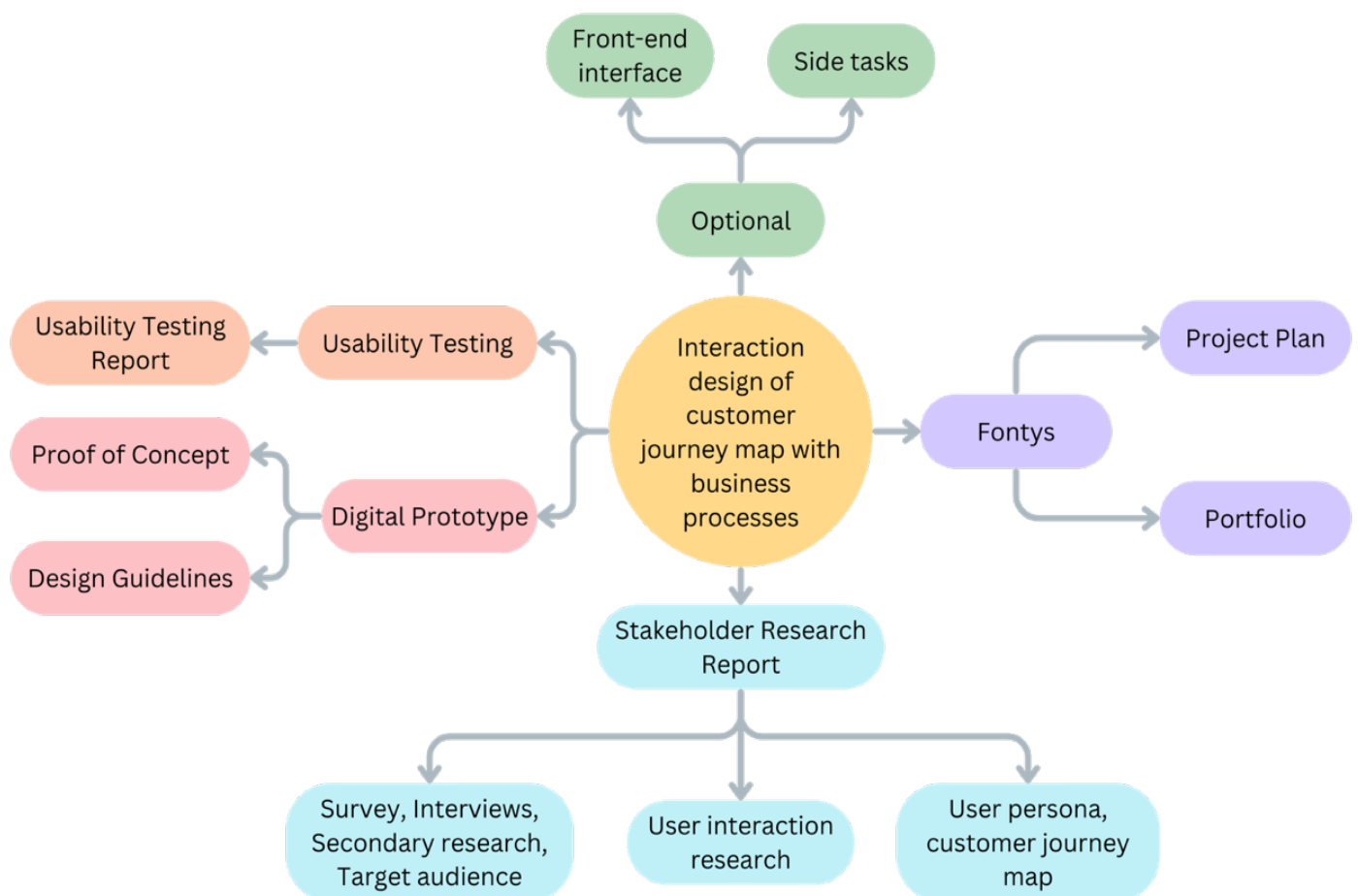
In terms of **working** environment, Tada Solutions provides me all the necessary supplies to work in their office – own desk, a monitor, Internet, a laptop /if requested/, etc.

The **technological** resources are also given to me such as I have access to the company's database and a company email address as well as company's MS Teams.

The language barrier is also considered, if needed there will be a representative from the company to **communicate** with different clients or users in Dutch.

## 1.6 Finished products.

The key deliverables are represented by a tree-shaped diagram, commonly known as the PBS. The product is shown at the top level of the visual, with a more detailed description provided in the stages below. These deliverables are specifically made to meet the requirements of the company and the project itself. The assessors from Fontys ICT will be provided with exact same things, which will be collected and described in a portfolio.



## 1.7 Research questions

### Main research question:

- How can I make a new visual design including customer journey and business process to help users make smarter decisions?

### Sub-research questions:

- What are the specific data visualisation preferences and pain points of the user interacting with complex datasets on the platform?
- What are the emerging trends and innovative techniques in data visualisation beyond traditional graphs and tables?
- What are the key usability factors that influence user engagement, and how can they be addressed through interface design and interactive visualisations?
- What metrics and methods can be employed to measure user engagement levels with the new data visualisations and interfaces?

## 2. Approach and Planning

### 2.1 Approach

I will tackle the problem using the DOT-Framework technique. I will use a combination of CMD methods from different fields to find out the answers to my research questions. I will do extensive research on the customer journey map, its ability to attract users, and ways to improve its design without turning to overwhelming information visualisations. In addition, I will investigate how to use appealing and engaging design approaches that simplify and improve business process diagrams for customers. These strategies will provide me the information and knowledge I need to come up with the innovative design that Tada Solutions' final product requires. I will be able to complete the project and produce a solution that the company may incorporate in its products if I follow a well-structured plan.

### 2.2 Research methods

- How can I make a new visual design including customer journey and business process to help users make smarter decisions?
  - Field – I will conduct **interviews** with some clients to understand possible user better and to hear their opinions.
  - Stepping Stones – I will utilise **Empathy map** and **Personas** to summarise the findings from the interviews.
- What are the specific data visualisation preferences and pain points of the user interacting with complex datasets on the platform?
  - Field – this will also be included in the **interview** to get more feedback.
  - Library – I will do some **Literature study** to see some examples and opinions on the datasets.
- What are the emerging trends and innovative techniques in data visualisation beyond traditional graphs and tables?
  - Library – I should check **Trend analysis** to find out relevant information.
  - Library – also the **Literature study** will help me answer this research question and will give me valuable insights about the data.
- What are the key usability factors that influence user engagement, and how can they be addressed through interface design and interactive visualisations?
  - Lab – with **A/B testing**, I would be able to analyse and find out the key factors.
  - Workshop – I can address the design solutions by doing **Ideation** and **Prototyping** to showcase my ideas.

- Stepping Stones – **Mood Board** will be a communication between design and clients as well as the team in the company.
- What metrics and methods can be employed to measure user engagement levels with the new data visualisations and interfaces?
  - Field – **Survey** would be helpful method to collect quantitative data from clients
  - Showroom – **Expo** will put on pedestal my work and I will be able to collect expert feedback.

## 2.3 Learning outcomes

**LO1** - Professional duties. Professional products will be the outcome of my professional responsibilities at the junior bachelor level for the organization. The actions will be in line with the principles of Analysis, Design, Realization, Advise, Manage, and Control.

**LO2** - Situation- orientation. I will put my academic knowledge to use in a way that will help the project and the company get results that are relevant. This means that in addition to my work being valuable to the company, I will be working in a methodological and structured manner that is tailored to the way of running the company and their processes.

**LO3** - Future-oriented organization. I will manage every aspect of the project's execution, investigate the organizational background, and take sustainable and business-related factors into account. I will create a project plan, stick to it and I will keep an eye on everything related to my project, including risks that exist, resources, and time needed for the execution as well as the importance of results that will benefit the company.

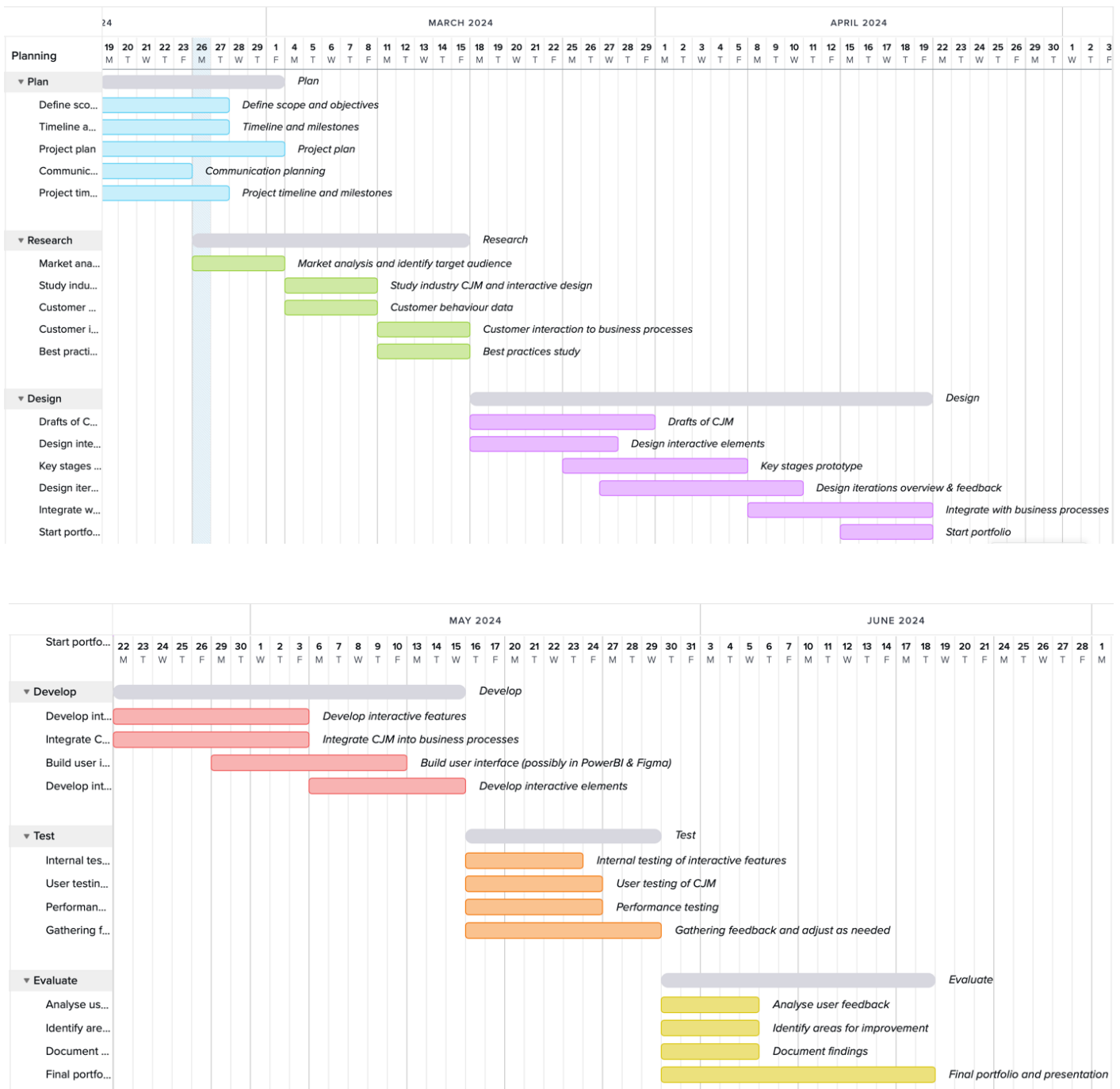
**LO4** - Investigative problem solving. I will evaluate my project from different perspectives, identify challenges, choose a suitable strategy, and come up with relevant answers. To find logical answers to my research questions, I will use a variety of research strategies, methodologies, and activities such as DOT Framework and CMD methods in an organized way.

**LO5** - Personal leadership. I am going to handle my project and personal growth with an approach to business, be aware of my own capacity for learning, and keep in mind the type of IT professional I want to become. In addition, I will think back on what I've done, ask for remarks on my work, and find out opportunities and possibilities that arise from the feedback.

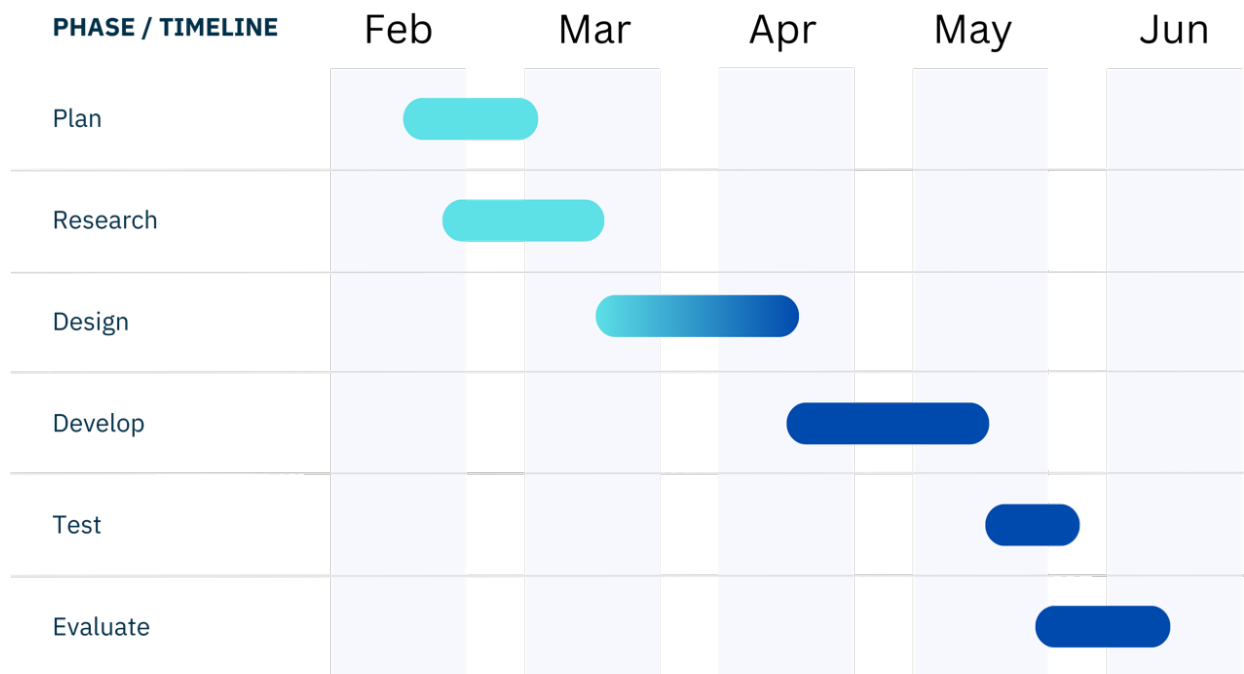
**LO6** - Targeted interaction. I will identify the partners who are involved in my project, work constructively with them, and communicate effectively to get the intended result. In this aspect, I will ensure that the outcome and execution of my communication are appropriate.



## 2.4 Breakdown of the project



## 2.5 Time plan



### 3. Project Organization

#### 3.1 Team members

Name + Phone + e-mail	Abbr.	Role/tasks	Availability
Eva Evgenieva +359878945011 476144@student.fontys.nl	Student, Intern	Student	5 days a week
Jos Cup +31612074907 jos@tada-solutions.nl	CEO, Internship Mentor	Company mentor – provides mentorship and approves what should be done and what should not be done	5 days a week
Wietse Klomp wietse@bankai.eu	CEO, Second Mentor	Designer – provides specialised guidance, helping me to integrate design principles into the project	5 days a week
Thijn Holthuis thijn@bankai.eu	Senior UX / UI Designer	Designer – provides specialised guidance, helping me to integrate design principles into the project	2 days a week / online
Li, Li L. li.li@fontys.nl	Fontys First Assessor	Assessor – will have regular meetings to check my working process and will give feedback when needed	1 day a week / online
Metaxas, G.	Fontys Second Assessor	Assessor – will have impact on my mid-way and final presentation grades	-

#### 3.2 Communication

Having a work email allows me to stay in touch with all my colleagues and, in times of need, with clients. There is a company mentor that helps me out in the office Monday to Friday. He gives me advice on what to do and what not to do. A second mentor from the Bankai company also advises me on design decisions and helps when needed. The mentor and I meet one-on-one every Thursday in the office as our main form of communication and weekly check-up on the progress I have. In the meantime, he is available if I have any questions or need help.

## 4. Finance and Risks

### 4.1 Cost budget

What I cost to Tada Solutions is Microsoft Office 365 account so that I have personal work email which costs the company around \$70 per year.

### 4.2 Risks and fall-back activities

Risk	Prevention activities included in plan	Fall-back Activities
1 Company's mentor absence / sickness	Communicate your schedule in a timely manner	Feedback from other workers at the company or having a meeting with the second mentor from Bankai
2 Difficulties in conducting the user research due to Dutch language/culture	Be informed about the people you are interviewing (who are they, what is their language, etc.)	If needed, get assistance from a colleague who is Dutch
3 Hard managing the time for the project	Create deadlines for everything that should be done and complete them daily	Overtime hours from the office/ home office to finish all tasks