LBTJ
Date: 5/6/13
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GENNOVACAP
Technology Services

Overall Goal

The overall goal for the LBTJ client application UX design is to create and design the architectural outline and blueprint for the client's functional application. To achieve this goal, Gennovacap will utilize Omnigraffle Software to design the wireframes and the blueprint for the application. Gennovacap will work closely with the owners to develop the blueprint including the following: determining the technology platform(s) to be employed, create the User Experience (workflow and processes) for the application, create rough sketches for the layouts, and develop functional requirements for each section of the custom application.

The following is an overview of the process involved for creating the UX Wireframes.

Basic Functional / Analytical Overview

- Platforms: Ruby on Rails, Java (JEE), Quickbooks API, Mailchimp API
- Programming Languages: HTML, CSS, Javascript, jQuery, Ajax, Ruby, Rails, Java
- Database: MySql, SQLite, or PostgreSQL
- Deployment Strategy (server type): Heroku or Amazon Web Services
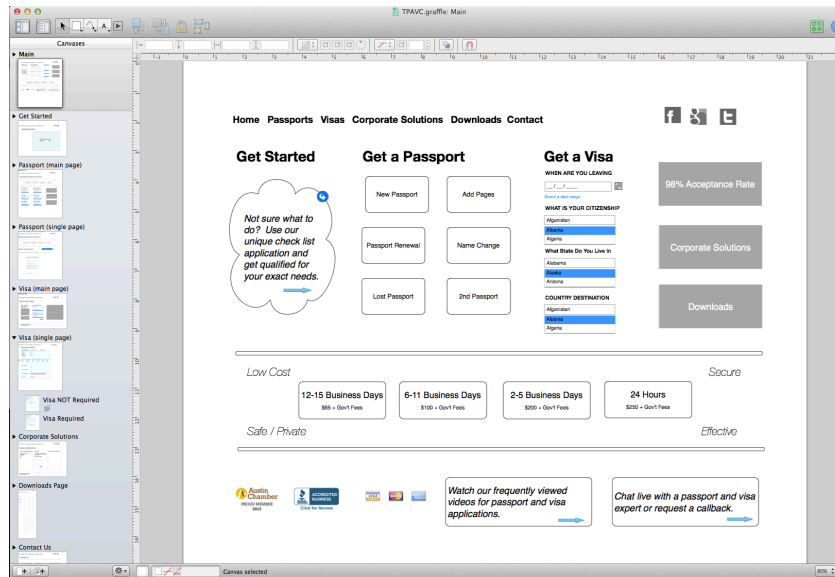
Project Deliverables

- 1 set of wireframes approximately (35-40 slides) in Omnigraffle to define the UX and application
- Create user experience for 3 levels of user (Admin, Class Attendees, and Donors)
- Workflow for registration with questionnaire and new user sign up and donations
- Workflow for admin creating, managing, and maintaining scheduled classes/events
- Workflow for users and donors virtual profile with features
- Workflow for the admin dashboard and class scheduling application (waiting lists, automated emails, user/donor tracking)
- Quickbooks integration workflow including: customer and donor payments and customer records
- Mailchimp Integration (automatic addition to the mailchimp mailing list) API Workflow integration
- Mockup of bulletin boards
- Mockup and workflow for dashboards and metric data for financials and demographics
- Architectural blueprint including functional requirements for developing the application
- Timeline and estimates for each scope of work broken down by sections

Approach to UX Design

To sum up, our approach to UX design is progressive and adaptable. Upon project commencement, we will meet with all key stakeholders to determine the requirements. Although we do not need the visual and content requirements to begin the wire framing process, it is usually helpful for spatial planning and layout design.

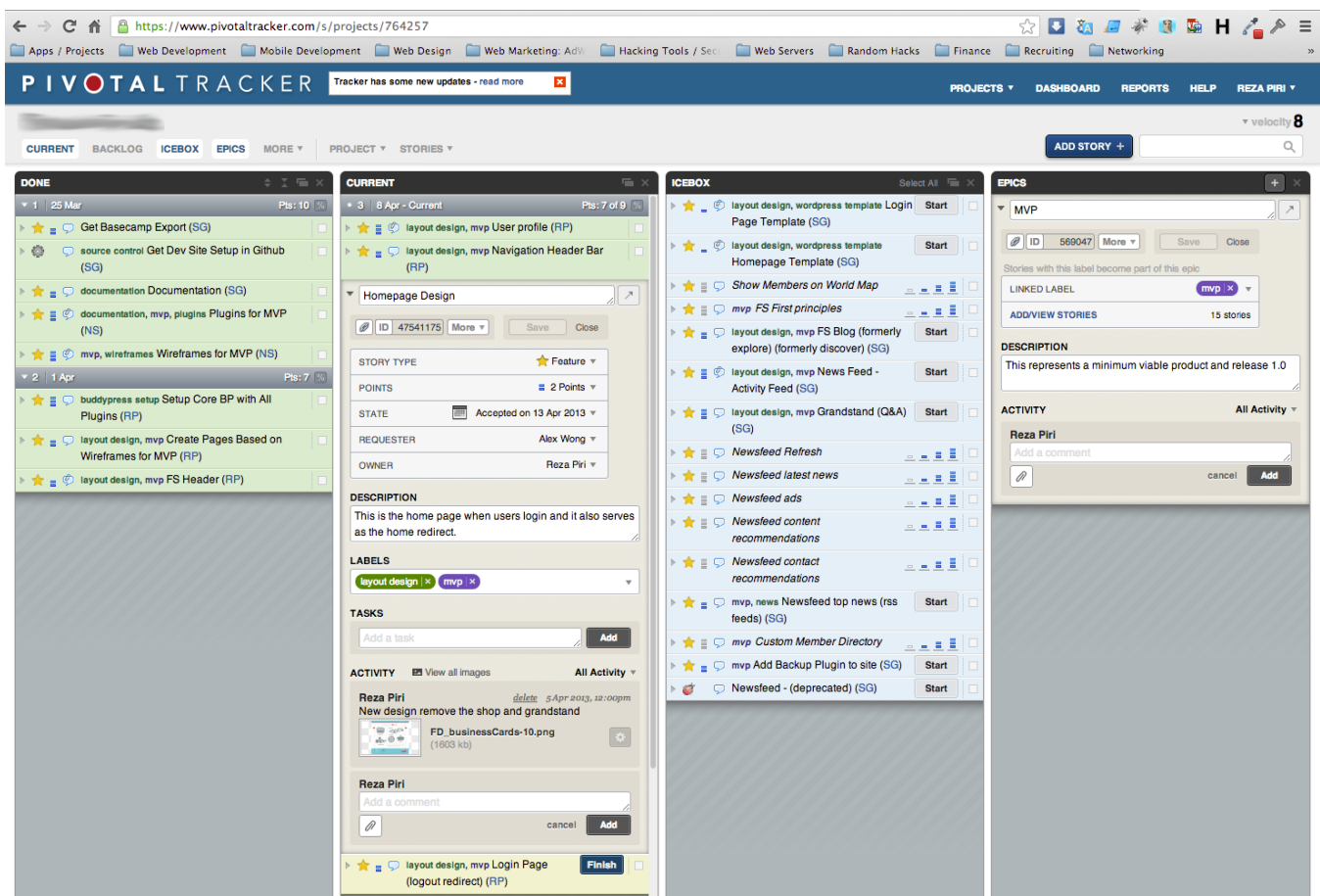*Example of Omnigraffle wire frame and resulting graphical representation:*

Project Management

We utilize a variety of cloud-based tools to manage each project engagement lasting longer than a month in the design and development life cycle. Typically engage with the client on weekly or bi-weekly sprints for features and updates. We organize each piece of the project logically and assign features, bugs, chores, and items with appropriate labels in Pivotal Tracker. We can add as many users as we need into Pivotal Tracker so that both our team and our clients have access to add features and keep up with project requirements and deliverables during the course of the project.

- 100% of our project management is conducted in Pivotal Tracker
- 100% of content, documents, images, and graphics are stored in Dropbox
- 100% of client notes and project note taking is conducted in Evernote

Example of Pivotal Tracker project management cloud-based software:

Project Assumptions

- The current wireframe project does not include branding*
- The client will provide all requirements necessary to make the application*
- There are no requirements to create audio for this project
- There are no requirements to create video for this project
- There are no requirements for custom illustration or animation
- There are no requirements to create flash for this project

*Major assumptions

Project Estimates

Hourly Rate	$120.00
Total Projected Cost for UX Design	$6,840.00

Requested Items	Quantity	Time	Cost
Meetings (2)	2	1	$240.00
Design UX for all Pages (Site roadmap and flow)	1	55	$6,600.00
REQUESTED ITEMS TOTAL			$6,840.00