Project Plan-Project X:

Student: Jean Pierre van Driel.
Coach: Stan van Oers.

Project Description:

The project will be to make a website design for a client, who is the owner of a new soon to be open sushi restaurant in Lima-Perú called Yakimo.
The web design should be informational, showcase the vision and tone of the restaurant, as well as transmit relevant information.
I will be working on this based on an existing Brand Guide.

Research Question:

The research question would be:
'How can user-centered design principles be applied to improve the usability and user satisfaction of an informative website?' .

To answer it i will use the following research methods:

Field:

- **Client Interviews:** Discussing the client's vision, goals, and expectations for the website. Understand their brand identity and key information they want to highlight.
- **Interviews:** Conducting interviews with potential customers in order to understand their needs and preferences for restaurant information such as menu, location and hours.

Lab: .

- **Usability Testing:** Doing usability tests with a prototype of the restaurant's website to observe how users navigate and find information.

Showroom:

- **Heuristic Evaluation:** Have someone use a 'Heuristic Evaluation Checklist' to review the restaurant's website to identify any usability issues and suggest improvements.

- **Competitive Analysis**: Analyzing competitor websites, identifying strengths and weaknesses to inform in my design strategy.

Plan:

Week 1 (May 31 - June 2)

- **Gather Inspiration and Moodboard:** Research restaurant websites and create a moodboard.
- **Client Interview (June 2):** Discuss the client's vision, goals, and key information.

Week 2 (June 3 - June 9)

- **Interviews with Potential Customers:** Learn their needs and preferences.
- **Competitive Analysis:** Study competitor websites.
- **Design Jam - Brief and Visual Elements:** Brainstorm initial design ideas with a focus on visuals.

Week 3 (June 10 - June 13)

- **UX Layout and Wireframes:** Create the UX layout and wireframes.
- **Usability Testing:** Test the prototype to see how users navigate it.
- **Heuristic Evaluation:** Identify usability issues using a checklist.

Week 4 (June 14 - June 18)

- **User Testing and Feedback:** Conduct tests and gather feedback.
- **Combine Design Elements and Wireframes:** Merge design elements, wireframes, and brand guide.
- **Final Adjustments and Refinements:** Make final tweaks based on feedback.

Week 5 (June 19)

- **Client Review and Delivery:** Present the website design to the client, make final changes, and deliver the product.