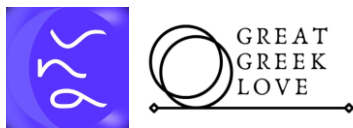# Unveiling the Artistry

Rediscovering the Intriguing World of Ancient Greek Toys.

Olivia Brabers & Kalin Kanev
25/05/2023

Research report

PROJECT REPORT
FONTYS UNIVERSITY OF APPLIED SCIENCES

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assignment period: (from – till)	06/02/2023 - 20/06/2023
Client data	
Name company/institution:	Great Greek Love
Department:	Department of information technology
Address:	Fontys

Foreword/Preface

Welcome to our enthralling exploration of Ancient Greek Toys! In this project, we have strived to create an exceptional website that combines rigorous research, innovative design, and robust quality assurance measures.

For the development of this project, Olivia made the content and research up until Chapter 4, this laid a solid foundation for Kalin to undertake the responsibility of developing the remaining chapters. Which helped us draw a concrete report on all the research we conducted and collected along the way.

To ensure the credibility of our work, we employed the CMD approach, leveraging valuable insights from the CMD website. This allowed us to effectively contextualise our project within the realm of Ancient Greek toys and implement sound research methodologies.

Our extensive research involved studying historical texts and archaeological findings. We meticulously analysed this data to provide accurate and compelling information on our website, serving as a reliable resource for visitors seeking to delve into the world of Ancient Greek toys.

To ensure a seamless user experience, we conducted surveys and interviews, engaging with our audience and experts in the field. The valuable feedback and insights we received were instrumental in refining our design choices and ensuring the website meets the expectations of our visitors.

We extend our gratitude to the CMD website for its valuable guidance in implementing the CMD approach effectively. Additionally, we would like to express our appreciation to all the participants who generously contributed their time and knowledge through surveys and interviews.

Table of contents

Summary

This research report aims to address the client's requirements and presents the acquired data through the study and definition of the target audience. It serves as the foundation for creating a final website for the client, Fenia. The report includes detailed data analysis, research techniques, and conclusions to guide the website creation process.

The client, Fenia, is passionate about creating handmade toys with artistic and historical significance. The assignment is to develop a website that showcases Fenia's unique creations and supports her aspirations for online sales and museum exhibitions.

The report provides an overview of the assignment, including the current situation, problems, purpose, desired end situation, assignment description, constraints, methodology, phases, and research strategies. It outlines the research strategies employed, such as fieldwork, library research, interviews, surveys, and ideation techniques.

The process and results chapter describes the systematic approach followed in the project, divided into sprints corresponding to the phases outlined in the assignment overview. Each sprint focuses on specific tasks, including planning, research, the development of the persona, ideation, and testing. The chapter highlights the techniques used, such as interviews, surveys, personas, card sorting, and prototyping.

The conclusion chapter summarises the findings and interpretations, validating the solution provided. The report highlights the success in creating a playful and professional website that showcases Fenia's toys and incorporates an interactive game. It emphasises the systematic approach, project planning, and user-centric design.

The report concludes by recognizing the potential for further advancements and research in the field, suggesting future directions for website features, technologies, and user experience enhancements. It emphasises the dedication, expertise, and excellence demonstrated throughout the project.

Glossary

The glossary lists and defines your concepts, terms, symbols, and abbreviations, in alphabetical order. The first time you use an abbreviation in the text, please follow these steps: you write everything in full, then the abbreviation in parentheses. For all subsequent calls you use only the abbreviation.

I. Introduction

In this research report, we aim to address the client's requirements and present the data we have acquired through the study and definition of our target audience. Chapter 2 focuses on our interactions with the client, Fenia, where we gathered information about her artistic vision, goals, and the Ancient Greek toys she crafts. Chapter 4 delves into the research techniques we employed, including surveys and interviews, to gain insights into our target audience's preferences and to identify what is considered playful and interactive for them. These research methods allowed us to collect valuable data to inform our design decisions. Additionally, in chapter 4 we tested the low and high fidelity prototypes with a select group of users and incorporated their feedback to improve the website's usability and effectiveness.

To gather insights about the target audience and understand what is considered playful and interactive for them, we conducted a survey. The survey included specific questions designed to identify individuals who would be interested in the Ancient Greek toys crafted by Fenia. Additionally, for those who expressed interest, we included additional questions to further explore their preferences for playful and interactive elements.

In order to validate our findings and ensure accuracy, we conducted interviews with individuals. These interviews provided valuable qualitative data and helped us confirm that we were on the right track with our approach.

Based on the insights gathered from the survey and interviews, we developed both low and high fidelity prototypes of the website. These prototypes were then tested by a group of users to evaluate the usability and effectiveness of our design. Feedback from these users allowed us to make necessary adjustments and improvements to the website.

Furthermore, we had a meeting with Fenia, the artist herself, to present our research results and seek her input and approval. This collaboration ensured that our exploration aligned with Fenia's vision and goals for the website and the promotion of her Ancient Greek toys.

It is essential to clarify that this research report reflects the data collected thus far. We plan to augment it with new and more relevant data from users who closely resemble our target audience.

By conducting thorough research and analysis, we aim to meet the needs and expectations of our client while delivering a website that resonates with the users. This research report provides a comprehensive understanding of our data-driven approach and the strategies employed to ensure a successful outcome.

II. About the client

In this chapter we talk a bit about our client Fenia, and her passion for creating handmade toys that were previously used to play with. Although her venture currently exists as a hobby rather than a formal business, Fenia aspires to expand her reach by selling her unique creations online and exploring opportunities to showcase them in museums.

Fenia, residing in Athens, Greece, channels her artistic talents into crafting captivating toys that are made for individuals seeking artistic and historical significance beyond traditional children's toys. Her commitment to quality and innovation sets her apart in the realm of handcrafted toys.

While the assignment is rooted in Fenia's hobbyist pursuits, our role is to leverage our expertise and creativity to develop a website that effectively showcases her extraordinary creations. By capturing the essence of Fenia's artistic vision and translating it into a digital platform, we aim to support her aspirations and contribute to the growth of her venture.

III. Assignment overview

In this chapter, we provide a comprehensive overview of the assignment, addressing various aspects to ensure a clear understanding of the project scope and objectives.

Current Situation and Problems:
One problem for us in this given situation is the time pressure, since we spent all this time researching, we gave ourselves very little time to code and actually make the website. After this we still have to do user testing and make a presentation about this whole project so the problem is that we really have to cram a lot of work in 2 or 3 weeks, which can cause some mistakes or flaws in our design.

Purpose and Desired End Situation:
The purpose of the assignment is to create a playful and elegant promotional website for selling the ancient Greek toys. Our client aims to achieve the desired end situation where she has a professional website that not only provides information about the toys but also incorporates an interactive game. This will expand our knowledge in areas such as implementing a functional website and gaining fundamental game development skills.

Assignment Description:
Based on the aforementioned goals, the precise assignment description is to develop a working selling website that reflects a balance between playfulness and elegance, the client also really wants us to tell the history behind these toys. The website should feature interactive elements, including a game-like component that complements the overall theme.

Constraints:
We take into account the constraints associated with the assignment. These may include budget limitations, time constraints, technical considerations, or any other specific restrictions that need to be considered during the development process, this could be something like an actual working e-commerce website.

Methodology:
We outline the methodology to be employed, including the methods, tools, procedures, and rules that will guide our approach to designing and building the website. This ensures a systematic and efficient execution of the project. So, for methods we will be mostly looking at the CMD methods to guide us. As for tools we use the basics (GIT, Google Drive, Teams, CMD-website etc). We also will be using Asana to track our progress and see what we have to do.

Phases of the Assignment:
Sprint 1: week 1-3= Empathy phase (introducing students to the basic ins and outs of the empathise phase, focus on pre-research, empathy mapping)

Sprint 2: week 4-7= Define phase (Team mission statement: Project details, User requirements, Functional requirements, Database/data flow diagrams.

Sprint 3: week 8-11= Ideation phase (Sketching, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques.

Sprint 4: week 12-16= Testing phase (Interactive prototyping, A/B testing etc.)

Our research began with the **empathy phase**, where we brainstormed and conducted an interview with Fenia, the artist. We also conducted a literature study to understand the elements of playfulness for our target audience.

In the **define phase**, we created personas, a manifesto, and user scenarios, and conducted surveys to gather insights into the target audience and their preferences. We also explored the concept of elegance through library research, surveys, and interviews.

During the **ideation phase**, we sketched and brainstormed ideas, and used card sorting to organise website content effectively.

In the **testing phase**, we developed interactive prototypes and conducted A/B testing. We sought peer review and feedback to refine the website's feel and conducted usability tests for implementing the e-commerce mechanism.

Through interviews with Fenia, we learned about Ancient Greek Toys and its historical background. To make the website interactive, we conducted library research, ideation, and prototyping. By leveraging these research methods, we gathered valuable insights, made informed decisions, and created a playful and elegant promotional website for Fenia's Ancient Greek toys**.**

IV. Process and Results

Sprint 1: **Empathy phase**
Kick-off
To kick-off the project we formulated questions and activities, accompanied by a rough estimation on the required time for each task. Starting the project we developed the project plan. A Gantt chart was made to visually represent deadlines, aiding in effective project management. Our primary focus during this phase was finalising the project plan, ensuring clarity and alignment within the team.

During the first phase we were able to partially answer the research questions:

1. What is an elegant product?
2. How do we make website interactive?

By using research on an elegant website we partially found out in what direction the website would be in terms of look, of course this wasn't the full idea just some inspiration. In the next phase we were able to check in with the client to confirm our idea a bit more.

For the interactiveness of the website we were made clear that a game was requested to be put in the website, but this wasn't the only thing we wanted to add. We wanted some more features, which we discussed in later phases.

Sprint 2: **Define phase**
To start off the 'define phase', we really dived in the research of the project, by interviewing the client. At the same time we created a survey for the users to answer so we could have a rough sketch of who our users really are. We were then able to make a user story fitting the results which we got from the survey.

In this phase we were able to answer the research questions:
1. What is the target audience?
2. Who's Fenia the artist?
3. What are Ancient Greek Toys about?
4. What is the background of Ancient Greek Toys?

Client interview
Our client, Fenia, participated in an interview to provide essential information for an Ancient Greek toys website. Fenia, as the client, shared her preferences and vision for the project. We prepared specific questions to establish a clear scope and gather the necessary details. Fenia expressed a preference for a minimalist website style and provided helpful materials. See **attachment VI** for Fenia's vision of an elegant product.

Survey
To gather the necessary information, we carefully identified what we needed to know and formulated relevant questions. The survey was conducted among fellow students, who served as participants in the study. We did this to define and identify our target audience. After having analysed the data presented in **attachments II - V,** several trends emerged. It was observed that participants who show an interest in purchasing art in general are also more likely to purchase Fenia's products. Additionally, a majority of the participants expressed a desire for additional digital content accompanying the toys, with a 3D model

being the most preferred option. Furthermore, the survey revealed that most participants are familiar with e-commerce and frequently make online purchases. These findings provided valuable insights into our target audience, enabling us to create a persona.

User stories:
The purpose of crafting user stories was to articulate how specific work items would deliver value to the customers. By envisioning the desired outcomes, we could better align the website development with customer expectations. To envision the functionality of the website, we carefully considered how we would like it to work. This involved brainstorming and shaping the user stories to capture the intended user experience and desired features. During this phase, we focused on creating multiple user stories and refining the website concept. To address uncertainties about potential interview candidates, we analysed survey responses and selected our target users. This process ultimately led us to create a persona, which can be seen in the sketch. To view the user story see **attachment XII**.

Sprint 3: **Ideation phase**
To start off the ideation phase, we conducted a user interview to get a more in depth view on their opinions on the website ideas. This made it possible for us to create a clear persona. When we finally finalised the persona we did some card sorting to get a clear image on the lay-outing.

In this phase we were able to answer the research questions:

1. What is the target audience?

2. What is considered playful for the target audience?

3. What is an elegant product?

4. How do we make website interactive?

User interviews
The purpose of conducting user interviews was to gather thoughts and feedback on various features for the website. By understanding the preferences and opinions of our target group, we aimed to ensure that the final website design and functionality align with their expectations. To structure the interviews, we compiled a list of feature ideas and formulated questions based on these concepts. This approach allowed us to explore user perspectives and gather insights relevant to our design and development process.

After doing the user interviews we concluded that: Product pictures description, About the artist page, Behind the scenes of products and a webshop were a definite must, since everyone agreed on having this on the website.
There were some doubts on having games, an AR preview and a 3D model of the toys. So this should have some more research to back it up.
What we got to scrap from our plan were the NFT's since most found no real use for it.
For the preferred websites they mostly preferred the stereotypical greek website and the very playful website. See the **attachments VII - IX**.

Persona
The personas are adjusted to better answer the first question and interviews are planned with artsy and high-income individuals from our target audience. Further improvements are planned for refining the personas and conducting interviews at museums. By doing this we were able to refine the persona based on feedback received from initial user interviews. We recognized the importance of user perspectives to have the persona accurately represent our target audience. You can see our conclusions in **attachment X.**

Card sorting & brainstorming
The purpose of card sorting was to gain insights into how users perceive and prefer the layout of the website. By involving the target group in organising and prioritising the content, we aimed to ensure that the website layout aligns with their expectations and enhances their user experience. To conduct the card sorting activity, we first determined the elements to be included on the website. We then invited users from the target group to organise these elements in a way they deemed most logical and user-friendly. This approach allowed us to understand user preferences and tailor the website layout accordingly.

Building upon the conclusions drawn from the previous week, we generated a variety of ideas to address the identified user needs and create a unique user experience. We explored different design possibilities and considered various approaches to meet the project objectives. We then came up with what we wanted in the website, this then made it possible for us to do card sorting in order to know how the users envision the lay-out.
See **attachment XI** for the results. We also made an online card sorting in optimalsort which made it possible for us to do card sorting online since there weren't a lot of groups in the OIL.

Sprint 4: **Testing phase**

In this phase we were able to answer the research questions:

1. How to promote the product?

2. How do we implement the e-commerce mechanism?

3. How do we make website interactive?

Sketching & Paper Prototype
To create the paper prototype, we sketched out various design concepts and translated them into tangible, handcrafted representations. We then invited users from our target group to interact with the prototype and observed their behaviour, noting their suggestions and feedback. The purpose of creating and testing the paper prototype was to evaluate the user experience and gather feedback on the initial design concepts. By involving potential users early on, we aimed to identify areas of improvement and ensure that the final design meets their needs and expectations. Additionally, we consulted with the client to update them on the progress, discuss the prototype findings, and gather their input and feedback. Based on this valuable input, we proceeded to create a high-fidelity prototype in Figma.

After this we were able to create a high-fidelity prototype in Figma.
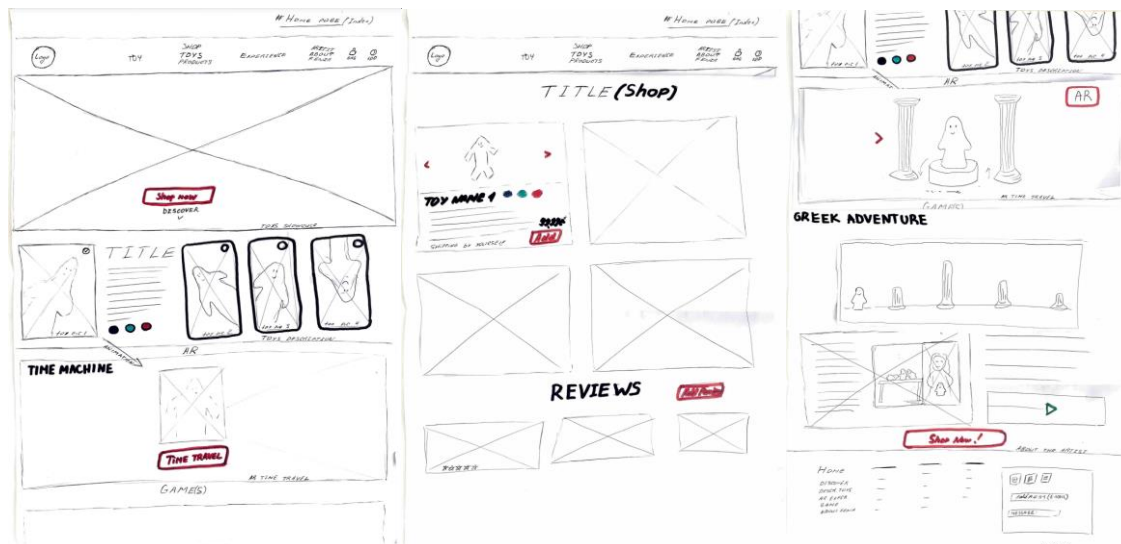
Functionality

As a result of our survey we came to the conclusion to add an AR function and a 3D-model.
With Polycam Fenia was able to make the 3D-mode which we needed to put in the website.

V. Conclusion(s) and Recommendation(s)

In conclusion, our project has made significant progress through the first three sprints, each focusing on a specific phase of development. During the Empathy phase, we kicked off the project by formulating questions, creating a project plan, and partially addressing research questions about an elegant product and website interactivity. We emphasised clarity and alignment within the team while finalising the project plan.

Moving into the Define phase, we successfully answered important research questions regarding the target audience, Fenia the artist, Ancient Greek Toys, and their background. Through a client interview, we gained valuable insights into the content and features the website should have. The client's preferences for a playful and elegant design, along with their willingness to share design process footage, provided us with a clear direction. Additionally, the survey data helped us identify trends, leading to the creation of a detailed persona and user stories.

In the Ideation phase, we dove deeper into our research questions and obtained answers regarding the target audience's preferences for playfulness, elegance, and interactive features. User interviews played a crucial role in confirming the essential features of the website, such as product descriptions, an artist page, behind-the-scenes content, and a webshop. However, we recognized the need for further research on including games, an AR preview, and a 3D model of the toys. The personas were refined based on feedback, and we conducted interviews with artsy individuals from our target audience to gather more insights.

In summary, our project has progressed with a user-centered approach, continually refining our understanding of the project requirements and the target audience's preferences. The research, interviews, surveys, and prototyping activities have all contributed to a more informed and focused development process. As we move forward, we are confident that the insights gained during these early phases will guide us towards the successful implementation of an elegant, interactive, and engaging Ancient Greek Toys website.

VI. Evaluation

Throughout this assignment, we have had the opportunity to engage in a variety of activities that have contributed to our professional growth. From conducting surveys and interviews to ensuring effective communication with our clients, each aspect of the project has played a significant role in shaping our understanding. Moreover, we have gained invaluable insights into the realm of Augmented Reality (AR), honed our ability to collaborate effectively within a team, conducted extensive research, and explored the intricacies of User Experience (UX) design. Additionally, we have familiarised ourselves with the creation of user stories, the development of personas, the iteration process using low and high fidelity prototypes, as well as the utilisation of card sorting techniques.

However, it is essential to acknowledge the challenges that presented themselves throughout the duration of the project. One prominent issue was the need for better time management. While the allocation of a considerable amount of time for research was intended to enhance the project's foundation, it inadvertently resulted in an imbalance between the time dedicated to research and that devoted to coding. Consequently, this hindered the overall progress and timely completion of the project.

Additionally, effective communication with our clients proved to be a challenge at times. Misunderstandings and communication gaps occasionally impeded the smooth execution of the project, highlighting the importance of fostering clear and open lines of dialogue. It is worth noting that external factors, such as a significant reorganisation within our department, which led to personnel transfers or dismissals, did have an impact on our work.

Task division:

| Task	Olivia	Gijs	Kalin	Alexander	Desislava	Dilyan
Project plan	+		+			+
Research report	+			++		
Survey	+	+	+	+	+	+
Interviews				+	+	
Research	+	+	+	+	+	+
Prototyping				+	+	
Team agreements		+				
Be Real	+	++	++	+	++	++
Usability testing				+	+	
Persona	+	+	+	++	+	+
Card sorting	++	++	+	+		
Sketching	+	+	+	+	+	+
User tasks	+	+	+	+	+	+
User story	+	+	+	++	+	+
Low fidelity	+			+		+
Transcripts	+		+		+	
High fidelity				++	+	
Client communication			++	+		
Moscow chart	+					+
Presentations	+		+	++		
Final product	+	++	+	++	+	++
Final report	++		++			

VII. References/Literature list

You can list books, magazines and websites and other sources studied during your assignment. Make sure you mention recent information sources, in such a way that the interested reader may consult the same sources.

References have to be used according to APA standards. This means that both the reference list and the references themselves need to follow the APA guidelines (APA, 2013, http://www.apastyle.org).

- *CMD Methods*. (Week1 - Week 16). https://cmdmethods.nl/
- Sketch. (Week 8 - Week 11.). *Sketch*. https://sketch.com/
- *Polycam - LiDAR & 3D Scanner for iPhone & Android*. (Week 11). Polycam. https://poly.cam/
- *Figma: the collaborative interface design tool.* (Week 12-Week 16). Figma. https://figma.com/
- *Optimalsort by Optimal Workshop*. (Week 11.). https://x91zv7wo.optimalworkshop.com/optimalsort/aq4y2pno

VIII. Attachments
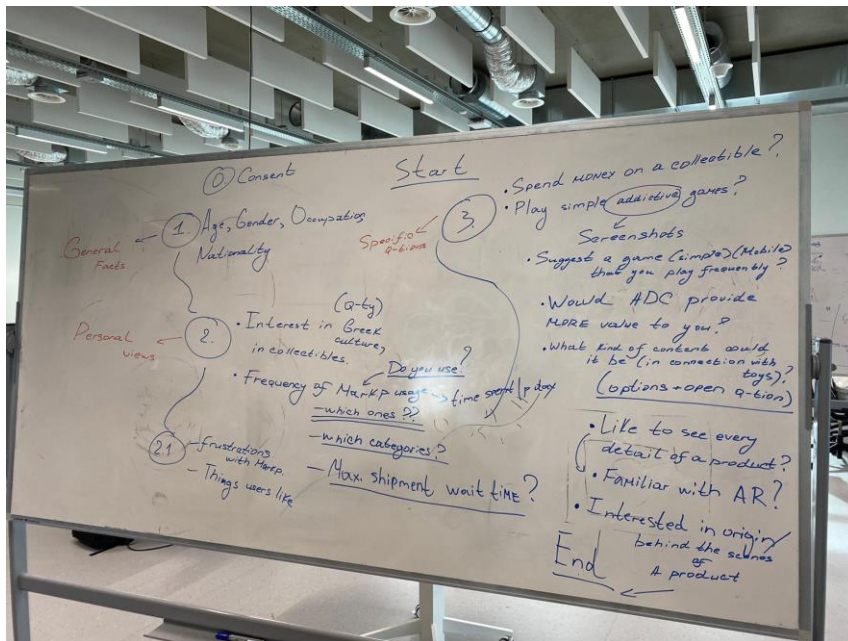
I. Mind Map about website ideas.

ID	What's your age?	What's your gender?	What's your occupation?	What's your nationality?
1	18-25	Male	Studying	Belarusian
2	18-25	Female	Studying	Bulgarian
3	18-25	Female	Studying	Bulgarian
4	18-25	Male	Studying with a part-time job	Bulgarian
5	18-25	Male	Studying with a part-time job	bulgarian
6	18-25	Male	Studying	Bulgarian
7	18-25	Female	Studying with a part-time job	Polish
8	18-25	Male	Studying with a part-time job	Chinese
9	18-25	Male	Studying with a part-time job	Bulgarian
10	18-25	Male	Studying	Bulgarian
11	18-25	Male	Studying with a part-time job	Bangladeshi
12	18-25	Male	Studying with a part-time job	Bulgarian
13	18-25	Male	Studying with a part-time job	Bulgarian
14	18-25	Male	Studying	Dutch
15	18-25	Male	Studying with a part-time job	Bulgarian

16	18-25	Male	Studying	Bulgarian
17	18-25	Male	Studying	Norwegian
18	18-25	Female	Studying	Bulgarian
19	26-34	Female	Full-time job	Bulgarian
20	18-25	Female	Studying	Bulgarian

II.   Survey (part 1) General info on the users

Which online marketplaces do you use most often ?	How much time do you spend on online shopping per week?	Are there any frustrations you can think of when shopping online, if so which ones?	Are there things you like about online shopping, and if so, which ones?	ID
	<30 minutes	delivery times		1
				2
	<30 minutes		It's fast and you can do it at any time.	3
	<30 minutes	A lot of ads	It is fast and easy	4
	<30 minutes		yes when I order something I'm happy when it comes fast and good quality	5
	<30 minutes	Some online stores don't have the option to ship to a courier office.	It's faster and has more variety.	6
	<30 minutes	Unclear websites	Fast and non-problematic service	7
	<30 minutes		You can do it from home	8
	<30 minutes	Ads	I can search for a specific product and find it immediately, not like in the actual store where I have to search for 30 minutes and not find it	9
	<30 minutes		I buy everything from home	
Amazon	<30 minutes	Size doesn't fit	Free delivery	10
Amazon , Nike	<30 minutes	I can't think of nothing	You don't have to wait for sizes. In the physical store they might not have all the sizes all the time	11

Amazon, bol, coolblue	30-60 minutes	When products don't ship out the same day or paying shipping costs when it's below 20$	The convenience of being online and not having to go somewhere and being able to easily price compare on other websites	12
Facebook Marketplace	<30 minutes	I don't have any	I have more options	13
	<30 minutes	No		14
wish.com and ebay	30-60 minutes	expensive shipping prices	sales	15
Amazon	<30 minutes	You can never know the quality of the products for sure until you receive them.	It is convenient and you can get a better sense of your options before purchasing something.	16
bol.com, amazon, shein	<30 minutes	credit card only payments, a product being sold many times by different sellers	the reviews with pictures	17
shopsector	<30 minutes	Slow pages	It's fast and easier	18

III. Survey (part 2) Info on their opinion about e-commerce

On a scale from 1 to 5 how would you rank your interest in the Greek culture.	Have you ever bought art pieces?	How likely are you to spend money on art pieces like these?	Have you ever played simple online games?	Which one of these games are you most likely to play?	To which extent do you agree with this statement: "Additional digital content which is bundled with a physical product provides value to me"	ID
2	Yes	2	Yes	Game 4	Fully agree	1
3	No	2	Yes	Game 3	Neutral	2
3	No	1	Yes	Game 2	Somewhat agree	3
2	No	2	Yes	Game 1	Somewhat disagree	4

1	Yes	2	Yes	None of the above	Somewhat agree	5
2	Yes	2	Yes	Game 3	Somewhat agree	6
2	No	1	Yes	Game 1	Somewhat agree	7
3	No	1	Yes	Game 2	Somewhat agree	8
3	Yes	2	Yes	Game 3	Fully agree	9
4	No	1	Yes	Game 1	Fully agree	10
3	No		Yes	Game 3	Fully agree	11
3	No	1	Yes	Game 3	Somewhat agree	12
2	No	1	Yes	Game 2	Neutral	13
3	Yes	2	Yes	Game 4	Somewhat agree	14
4	No	1	Yes	Game 1	Somewhat agree	15
4	Yes	1	Yes	None of the above	Fully disagree	16
3	Yes	1	Yes	Game 2	Neutral	17
3	Yes	3	Yes	Game 4	Somewhat agree	18
4	No	2	Yes	Game 3	Fully disagree	19
3	Yes	1	Yes	Game 1	Somewhat agree	20

IV.   Survey (part 3) Info about their interest in our ideas & greece.

What kind of content could it be?	How interested are you in seeing a 3D-model of a physical product you'd buy?	Are you familiar with (Augmented reality) ?	How interested are you in the background story of creating a product?	ID
NFT	5	Yes	5	1
Behind the scenes footage	2	Yes	2	2
Digital 3D model	4	No	3	3
	4	Yes	4	4
NFT	4	No	4	5
Digital 3D model	4	Yes	3	6
Behind the scenes footage	4	No	3	7
NFT	3	Yes	3	8
NFT	5	Yes	5	9

Digital 3D model	3	No	2	10
Digital 3D model	4	No	5	11
NFT	4	Yes	3	12
Digital 3D model	3	No	3	13
Behind the scenes footage	3	Yes	3	14
Digital 3D model	4	Yes	2	15
	1	Yes	4	16
None of the above	1	Yes	3	17
Digital 3D model	4	Yes	3	18
		Yes		19
Digital 3D model	5	No	3	20

V.   Survey (part 4) Info about additional content.

CLIENT INTERVIEW
Ancient Greek toys website
On: Friday 10-3-2023 12:30 - 13:30

So first, we were thinking a lot about the content itself. I mean, the content of the website and we've realised that we need high resolution pictures. We were also thinking a lot about implementing 3D models so that people can kind of rotate the toy. So, I'm wondering whether you have such content, or you will be able to provide us with that.

I just got the high-resolution pictures but the rotation thing I don't have.

So, we were thinking about this and there is a way to make it. I don't know if you have an iPhone.

I have. I have. Yeah.

OK. Is it 12 and newer or is it older?

Yes, it is. But OK, if it's if I can do it via my iPhone, I can find the way because OK, I don't have the technical knowledge, but my husband is so he will help me if you tell me what you want me to do. I will do it.

Yeah, that would be very nice because without it the simplest way to do it is for you to scan it with your phone and send the model to us. That will be very helpful.

Yes, OK. I will do it.

**Yes. OK. Then we kind of want to know everything about your products.
We want to know how many there are because that's a huge uh point. If there are not that many, then we can.Pay more attention to each product and advertise it more. If**

there are many, then we need a kind of catalogue so that users can go through all the products, maybe filter them if there are many.

It's not that it's not a law. They are only 12 or 13, something like this. It's they're not many till now and then.

We will only focus on these products, only the 12 of them.

OK. So, you're not planning to add any?

I'm planning but I don't. I don't know if we'll. We'll have the time to put it or not.

OK. Yeah, that's fine.

Uh, so are they separated into categories or are they kind of the same category?

They are almost the same as the little four models of this lagoon, as we say here in Greece.

So, I took this for models that we found in ancient Greek and added a scarf 3/4 of them and the four of them in several colours et cetera.

Hey so there may then be four main sorts of those cases and in several colours. Something like that. What's your opinion?

Well, it depends on how you treat them. If you treat each of 12 dolls as a unique piece of art, like as a separate unique piece of art, then maybe for them.

Ah yes, you put it all together.

Marketing reasons it would be better to advertise each one as a unique one and not as different colours because like I think it could mean that the product is not that valuable if you just give it in different colours. But if yeah, but if each colour is like a unique piece of art and each colour is important, then maybe we can advertise it as more of a sophisticated product.

OK, I agree.

OK. Uh, so we need uh, I think we need some basics like a list of toys with their photos.

Possibly descriptions if you have such. Uh yeah, the description can contain maybe an origin, some history details, because we can include everything.

Yeah.

Yeah, it would be perfect if you included maybe the place of found or founding of that tour or something like this because we could really get a huge use of it. So, we could have interactive maps or something like this.

Ok I agree.

Yeah. Also, we want to know about the age restrictions for if you, if you want the toys for kids. Are they meant for younger kids or are they meant for adults as well? So, what's the age restrictions?

In my mind this and don't for adults, not for children.

Yeah, OK. Uh, so we were brainstorming the whole principles of our design A lot and we came up with having the main principles as playful and elegant. Do you agree with those things?

Yes.

Great. Also, it would be very nice to have, maybe, you know, uh, some footage of the design process.

If you have such, yeah, and that could also include your personal story as an artist. So maybe some outtakes from your previous works or something like this, or just some videos of you working or designing something that would be very nice to have on the website.

Yes, Perfect.

So, we want to create the website in the form of a storyline. That's one of the ideas so that the user is gradually presented with the story because it's ancient history, it's heritage. So, we want to make it like a story. Do you agree with this approach?

Yeah. I like the idea very much.

Ohh OK, so if you agree, maybe you can provide us with a kind of a story. We, I mean the basis for his story, maybe some historical facts. So, we can think of how we introduce our products.

OK, I will do it now. So, you need all the basic historic descriptions. And you want a description about the origin, history and places that we found on these dolls and uh, high resolution pictures and all this with the iPhone.

Yeah, it doesn't have to be very thorough. So we're not obviously, it's not like a history website. So we only need maybe something which is the most interesting, most interesting outtakes.

OK. Yeah, I agree. I like all the ideas.

Yeah. OK. So the last thing is that I want to show you some of the websites that we found. Maybe you'll, yeah, maybe you'll tell us something you don't like about these websites or maybe you'll say that this is completely wrong or completely right. OK. So I'm going to share the screen in a minute. OK. Do you see my screen?

Yeah.

Yeah, it's meant to track attention with colours, and it also introduces all the products in a very minimalistic manner. So all the attention is drawn to the product itself.
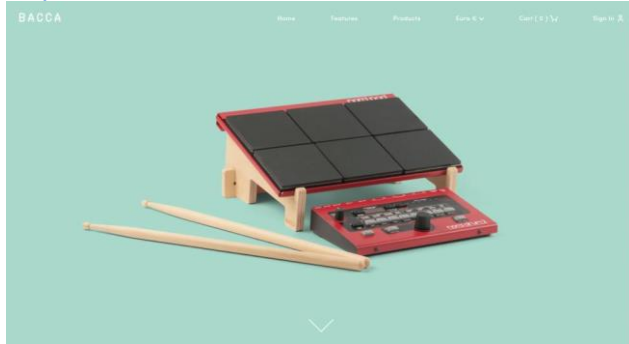
Yeah, very nice. I like it. It's very elegant, very simple. It's colourful. I like it.

We also went through some traditional toy websites, but I think this is irrelevant because you said the toys are meant for adults, so I guess that this is very irrelevant. OK.

Yes, it's irrelevant. The 1st place it's better!

Yeah, we also found a website which actually sells ancient Greek toys. I don't know if you've seen our competitor. Yeah. Ethic black. You know this one.

Ah, No.

Oh OK yeah. I mean, they sell quite a lot, I guess.
History connected stuff. Yeah. So, but you can see here that they've chosen a very traditional style, I would say. Boring approach, I don't know what your opinion is.
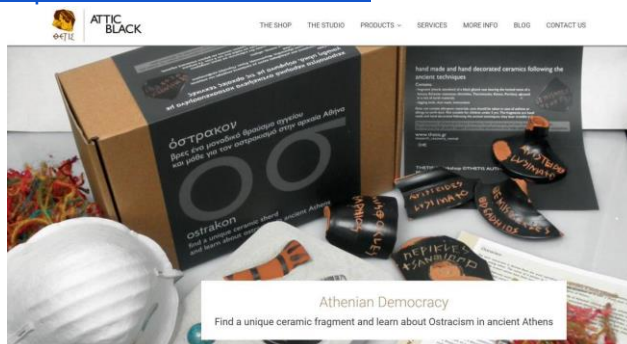
No, I think the first one is one more in my aesthetic.

OK. So you preferred the minimalist.

Yeah, the minimalistic one yeah. So, I think the first one is more in my aesthetic.

Yeah, the problem with all the ideas that we have is that now they don't have all the research evidence. So we'll continue researching, asking users about what they want. But we also have thought of adding additional digital content. So for example, the user buys a type, but also because the user is no dial and dulled. Yeah. So what's your opinion about this?

Uh, yeah. Perfect.

Yeah. So this is, yeah, I must warn you that this is not research based. This is one of our ideas, but I want to know whether you will be looking forward to such ideas of bundling or having bundles of your products with something digital. So we can make use of the digital world.

Yeah, Why not? I'm open to it, yeah! Well done guys, very nice.

Then after we do the research, I hope you'll hear from us with some prepositions that we might make because, yeah, that's an important issue. And yeah, but if you're interested, that's very nice.

Of course, and it's very interesting. All the things that you told me. They are very interesting. And thank you very much! So tell me your deadline. When do I have to send all this?

It really depends on how much time you have because we can be busy with actually researching a lot of things. So we'll need high resolution photos only in the very end that this will be like in a month.

Ah, OK.

Yeah. So it will be very nice to have it earlier, of course. But if you don't have time for that, you might as well send the high definition pictures in a month and before that we can use stock images. So that's not a huge problem until we have the working prototype.

Okay so just to make sure you want the description of the toys, the pictures and the history of the toys?

Yes, that's perfect. So yeah. So we'll make use of all of the information we get because we want to make it very interactive and yeah, we don't need that much basically.

OK.

OK. So yeah, so I don't have anything else, if any. If anyone else has any questions, but I think, yeah, we just want to thank you for your time.

Me too, guys. Very nice work, very interesting. Thank you very much. So whenever you want, whenever you want to send me anything I will be here for you. OK.

OK. Yeah, that's very nice. So after the research, we'll email you with the ideas.

OK. Thank you guys. Bye!

Thank you!

VI.   First interview with the client

USER INTERVIEW
USER#1
Date: 03/04/2023
Conducted by: A.Murashka and D.Andonova
Transcribed by: D.Andonova

Interviewer:
Okay, first do you consent that we record this interview?

Interviewee:
Yes, sure.

Interviewer:
I'll start with some context. So, we're going to develop a website, where we're going to promote and sell art piece replicas of ancient Greek toys, so basically a promotional ecommerce website. So, the first task for you is actually not a question, but a task. You have to say, whether each of the features you'll see on the screen belongs to our website, or you could imagine it being on our website.

Interviewee:
Okay.

Interviewer:
The first ones are product descriptions and pictures.

Interviewee:
Yes, I would imagine that it would include stuff like that.

Interviewer:
An artist's page and behind the scenes.

Interviewee:
E-commerce websites usually don't have stuff like behind the scenes they just have the products but yes, that could be interesting to see as well maybe like a different page explaining the process.

Interviewer:
What about AR? Are you familiar with it?

Interviewee:
Yes, it sounds unusual but it is quite interesting. I don't think I've seen many websites that do

that but It could be cool.

Interviewer:
3D model of a product?

Interviewee:
Yeah, that will be cool as well.

Interviewer:
All right what about bundles with additional content I can explain what this is - basically we have a product itself – a doll, and it will be in a bundle with an NFT art, based on the product you can later sell if you would like.

Interviewee:
All right yeah it would be nice to have something in addition to the product.

Interviewer:
Okay what about arcade games, basically games such as Crossy Road, Angry Birds..., but it has a Greek theme and is based on the dolls themselves?

Interviewee:
I mean, it could be like a cool interactive feature on the websites. However, if someone is there to buy something that could be a bit distracting from the thing you're trying to achieve, which is for people to actually purchase the dolls. Otherwise, it seems like a cool idea.

Interviewer:
So it's closer to a no?

Interviewee:
Yeah.

Interviewer:
Okay. Then a webshop?

Interviewee:
Yes, of course.

Interviewer:
Okay, then we're going to show you some of the products. And I have two questions for you. So first, do these products feel premium? And can they be valuable pieces of art?

Interviewee:
I mean, they look cool, they look artsy. So, when I see them, I think of those small businesses which sell entirely homemade, authentic products. So that would be the crowd you're going for. But premium? I don't know, it is something more unique and fun.

Interviewer:
So more fun rather than premium?

Interviewee:
Fun and artistic. I would say that they're not for everyone. But I think some people would really enjoy them.

Interviewer:
Would you characterise them as weird?

Interviewee:
Not particularly weird, more like artsy and unique.

Interviewer:
Okay. Then basically the same question goes for packaging. Does it add to a premium feel?

Interviewee:
Yeah, this is for sure better than just having the box with the address sticker and stuff. This is more personal. So, it's great to see something like this, right off the bat.

Interviewer:
I have some more questions for you. First, what makes you interested in Greek culture?

Interviewee:
I mean I will have to say Greek mythology.

Interviewer:
Alright, and how do you usually find information about the products you buy online?

Interviewee:
So if it's a specific product I'm looking for I check different websites that offer similar products. And I check the prices, whether it's delivered to my country, and I see what's the best value for the price and choose based on that, or if it's something I'm willing to invest in, a really good product, but it's more pricey, I might still go for the more pricey version.

Interviewer:
Okay. Are you a person who is prone to Instagram-targeted ads?

Interviewee:
I mean, I think nowadays, most of us are, because they're straight in your face. You're already on Instagram, and you see something that looks really cool. And you want to check it out, and you just instantly click on see more. So, I would say yes.

Interviewer:
Would you be more likely to buy a toy if it was the main character of a game you like?

Interviewee:
Probably, yeah. If it's something I already like, and there's like, sort of merchandise for it. I would be more likely to buy it.

Interviewer:
You can think of like Angry Birds and buying this fluffy plush bird.

Interviewee:
Yeah, I see.

Interviewer:
Okay, that's nice. Do you know how NFTs work?

Interviewee:

Not really.

Interviewer:

Okay. Would you appreciate the value of additional digital content? Like an NFT being bundled with a physical thing you've bought.

Interviewee:

Yeah. Sounds cool.

Interviewer:

Okay, In the related question if you imagine you receive an NFT are you likely to create a crypto wallet and bother to do all the steps to actually own it and maybe sell it in the future?

Interviewee:

I mean It sounds like an investment. However, I'm not really informed about crypto and stuff like it so I would need to do a lot more research. But if I see that it's worth it I definitely would.

Interviewer:

Here we come into the last phase of our interview. I will show you some website examples and what you need to do is decide which one belongs to today's matter. You should ignore the content itself and judge by the overall feel of the website. You can go through them and decide which one you like the most.
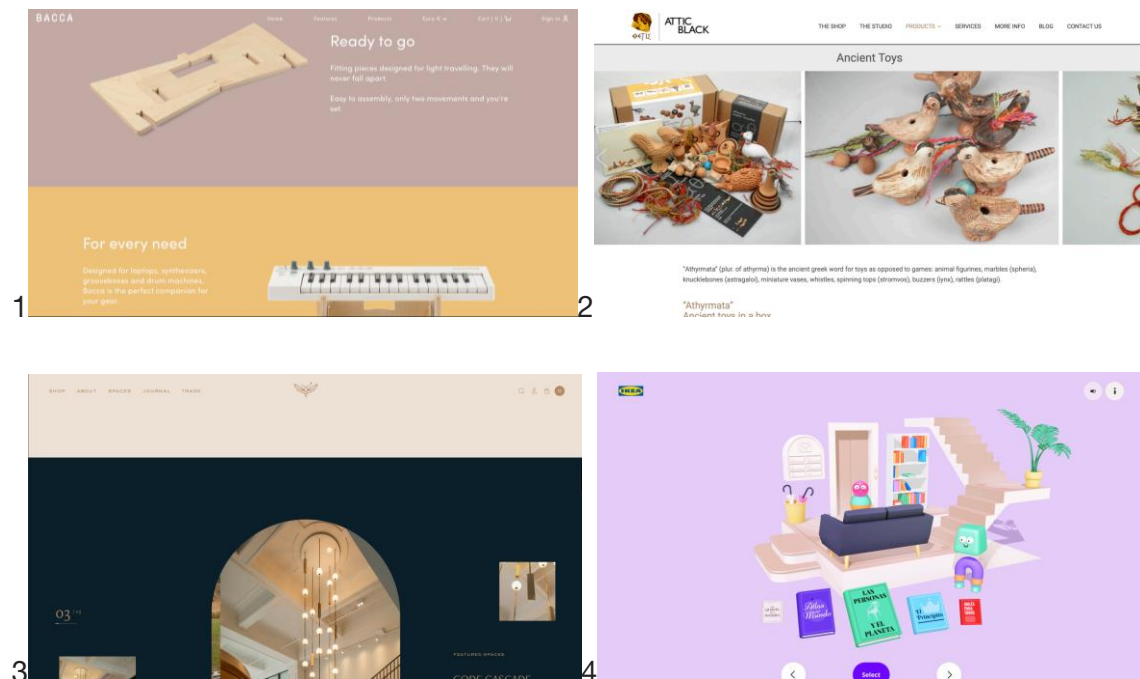
Interviewee:

I would imagine something more playful like the last, fourth one, or the very clean and elegant one, just basing it on the vibe of the websites themselves. However, this has the sort of Greek motifs. You could include some of the culture's motifs but in a more playful way, like the fourth site, so the second and the fourth one I would say.

Interviewer:

So a mix of websites 2 and 4?

Interviewee:

Yes.

Interviewer:

Perfect. Thank you very much for your time and devotion.

VII.   Interview User 1

USER#2

Interviewed by: Alexander & Desislava
Transcribed by: Olivia
3/04/2023

Interviewer

Okay, so first of all, do you consent that we're recording your voice over your transcript?

Interviewee

Okay. Yes, you can have my consent.

Interviewer

Okay. So first of all, we'll give you some context we're doing a promotional ecommerce website, which promotes ancient Greek toys, which are handmade by an artist. It will also have some additional features that will raise the interest in these toys. And that's basically it. So the first question is more of a task. So we have a lot of ideas of content that we want to have. So we're thinking of you telling us whether this content belongs to our website or not. So the first one is product picture descriptions.

Interviewee

I would say so, yes.

Interviewer

And what about the artist's description?

Interviewee

You said it's a single artist selling these right?

Interviewer

Yes

Interviewee

Then yes.

Interviewer

What about behind the scenes of the making of the dolls?

Interviewee

I feel that this is a good thing, yes.

Interviewer

What about an AR preview of the products?

Interviewee

No

Interviewer

What about 3D models?

Interviewee

seems like a nice idea, but I'm not sure if it would be a good choice. Yeah. So no

Interviewer

So could you now specify why AR for example, is not an option for you?

Interviewee

So we are talking about toys right? And toys would be something where I would say having an AR that you want to buy toys to like play with them and not to place them somewhere. And even if you place them somewhere, then you don't really need to have a view of that. Yeah. But I would assume that yet, for something like a toy, an AR view would not make much sense in terms of like, oh, would this fit in my apartment?

Interviewer

By the way, they're not for kids. It's more of an art piece. So we meant it to work so people could see how it would look in their cupboard or on a wall for example.

Interviewee

Yeah. Still, yeah, I don't know. But AR is something that I associate with furniture, for example. I personally wouldn't use it. That's what I can say.

Interviewer

Okay, so what about NFT's

Interviewee

Personal preference, absolutely not. No, I'm hugely against the whole NFT stuff.

Interviewer

So it wouldn't provide you any extra value to this product?

Interviewee

For me. Absolutely. It would mean for me that I'm not purchasing this or that I'm avoiding this thing altogether. From my very personal

Interviewer

Okay. Then arcade games. So imagine there's for example, game textures that are based on the topic and the game characters are also based on the topic.

Interviewee

And I would play that in the browser or?

Interviewer

Basically on the browser on the page, which is promoting the toy.

Interviewee

seems like an interesting idea. But I'm not sure if I personally would use it. But it seems like a nice idea, but you know that this might be a lot of work, right. So how many games are we talking about here?

Interviewer

3 or 4 simple ones.

interviewee

For me personally it wouldn't have any added value.

Interviewer

Okay, what about a webshop

Interviewee

Yes, absolutely.

Interviewer

Now we'll show you some pictures of the products. And the main question here is whether they feel premium, and they feel like a piece of art that you can play somewhere.
So these are the pictures:

Interviewee

The white one, yes the green one, No, for whatever reason, I think it's the plant next to it.

Interviewer

All right. So, does the packaging suit the picture or does it make any difference?

Interviewee

Yes actually, the packaging is very nice. I especially like the one around the edges. That's a nice idea.

Interviewer

Okay. Yeah, before we go to the last part, I want to ask you some questions. First of all, Greek culture. What specific part are you specifically interested in? Like Greek mythology.

Interviewee

Yes certainly mythology and philosophy

Interviewer

What do you dislike or frustration about E-commerce if we're talking about web shops?

Interviewee

Biggest frustration is when I need to almost finish an order to get information about, for example, shipping. So in general the biggest problem of e-commerce for me is the lack of information on the whole process. So things like delivery time etc. In this case I would be worried about the safety of the product because the thing might get broken.
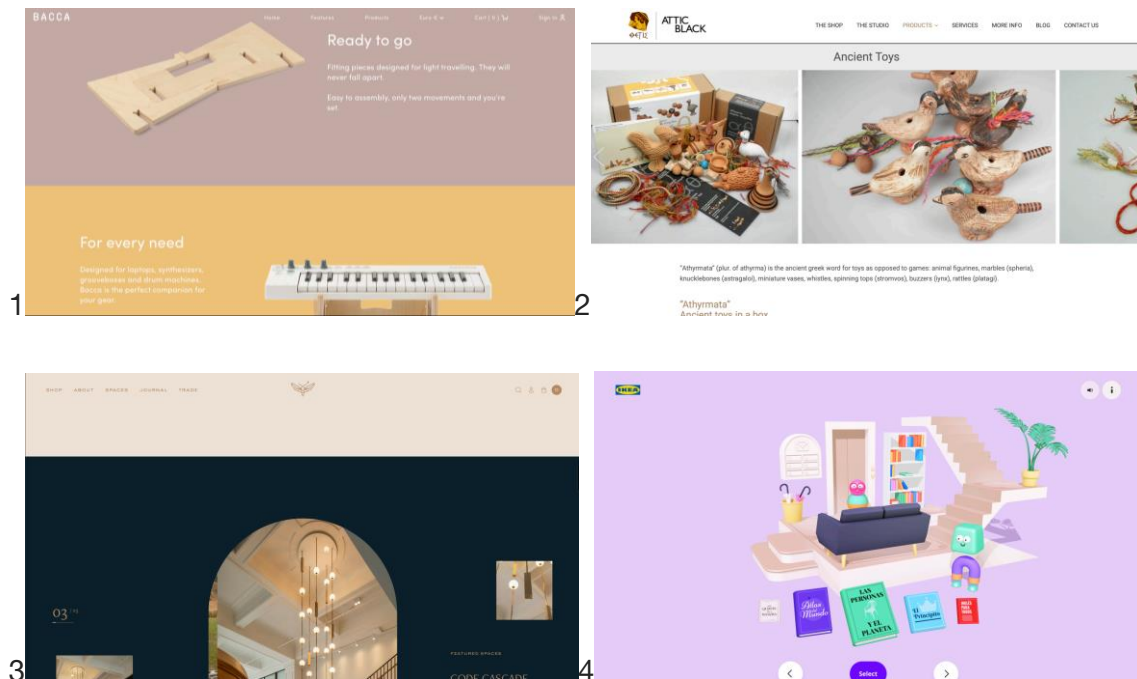
Interviewer

So, the last thing is to consider the game on the website, if the character of the game looks like the toys, would it make it more likely for you to buy the toy?

Interviewee

I think not to be honest because I think the game is going to distract me. But it depends, if the game is the "main actor" and the art piece the merchandise, it might change. But if the merchandise is the "main actor" then the game might actually distract from that.

Interviewer

Okay the last question, so we've discussed a lot about the idea of the website and we have some visual examples of websites. After we've shown them you need to pick one, fully based on the vibes not the content. (See the examples that are given below.)

Interviewee

So definitely not the second or the third, I would say 1 would not fit the product vibe, but I think 4 is too much playfulness so I would say a mixture between 1 and 4.

Interviewer

Okay! That's it, thank you for your time!

VIII.   Interview User 2

USER#3

Date: 03/04/2023

Conducted by: A. Murashka and D. Andonova

Transcribed by: K. Kanev

Interviewer

Okay, so do you consent that we record your voice or transcript?

Interviewee
Yeah, no problem.

Interviewer

All right, then. Okay. We're going to start with some context. I believe some of that context, you know, but still, we're doing a commerce promotional website for ancient Greek toys, which are not actually meant for kids. They're meant for adults, and they should be treated as art pieces. Yeah, they're handmade, but you'll learn later. So, our website will have different features. And the first thing is a task. There will be a list of features and you have to say whether you believe this thing or that thing belongs to our website. Okay, so start with the product description. About the artist page, okay. Yes. Behind the scenes of a product. Yes. Okay, our preview product. Are you interested in this?

Interviewee
Yeah

Interviewer
Okay. 3D model

Interviewee
3D model?

Interviewer
Yeah. Together with pictures.

Interviewee
Yes.

Interviewer
Yeah. Okay. Products plus NFT bundles so that you get the product, and you also get NFT which is generated based on the product. It's not a feature of the product, but it's something product, it's inspired. It's like a unique piece of NFT classroom.

Interviewee
But what are you going to do with NFT bundles? Like, basically you're giving users.

Interviewer
So, when you buy a product, you get one and you see, you can do whatever you want with it. If it gains value and becomes trendy, you can sell it. Yeah, so Okay.

Interviewee
Okay.

Interviewer
So isn't that Yes. First off to bundles.

Interviewee
Yeah, yeah, basically, maybe it can attract more customers.

Interviewer
Okay, yeah. Oh, person for us. It will be interesting, right?

Interviewee
What?

Interviewer
Personally, for you, it will be interesting.

Interviewee
Yeah.

Interviewer
Okay. Arcade games based on a topic right. The textures will be like Ancient Greece inspired, and the main characters will be the choice. Some simple stuff like I don't know, like the diner star from Google something like this, on a promotion.

Interviewee
I mean, what do the users do here, like the games like what they're supposed to do.

Interviewer

They're supposed to play the game. With these toys and maybe get higher in litters, leaderboard. Competing scores. Have a high score on a website, or on a website in. So, for example, you can mention you answer a page devoted to one toy and there in the after the description you can kind of leave this site like if playing a simple game. This is the second

Interviewee
Yeah. Sure.

Interviewer

That was proof of everything. I'm going to show you the products themselves and ask whether you think they have a premium feel. And they already feel artsy at the same time. So, these are handmade products. They are €50 to €100 per piece. This is the packaging. Yeah. So just think about it.

Interviewee
So, the packaging also shows how the artist looks right?

Interviewer

Yeah presenting the thing that it's inside.

Interviewee
Is that a good idea to show the product already?

Interviewer

Well, basically we are not in control of this. So, it is as it is where you just want to know whether it hasn't premium feel or whether it feels artsy.

Interviewee
Okay, yeah, that's good. But this way it doesn't look premium.

Interviewer

It is not okay for you. Yeah, that's what we want to know. Oh, that's fine. Okay. What about Ancient Greece? Are you interested in ancient Greece?

Interviewee
Like the culture tradition? I'm more interested in history.

Interviewer

In history

Interviewee
Yeah.

Interviewer

Perfect. Okay. Then we switch the topic a bit. What do you think about e-commerce? Are there any things you don't like in E-commerce?

Interviewee
There's interesting things that I don't like about ecommerce. Sometimes online orders take much more time. Also, the return policy sometimes if it feels annoying for me, especially. And yeah, there is always a bit of a confusion like whether the product I'm going to buy is gonna

look exactly the same. The way I see it on a website. So there's another insecurity. And yeah, I love websites that have good reviews, at least that have reviews about its product. Always. Otherwise I feel like it's coming. It can be a scam.

Interviewer

Do you think it's relevant for a website that only sells products of one artist? To have reviews? Because we don't have an authorised on our website, we won't have an authorised seller only have one person

Interviewee

if it's a commercial website, and if it's a personal website that means when you can be I for my first victory, we could only be successful by your first knowledge sites. If you are really you know, if real people really know you, at least a good amount of people know if you're like, you know, in the middle of your journey, you need some quite good stuff. Like some people know you, I don't think it's gonna be very successful. Then you have to do promotional stuff, to reach out to people as much as possible to sell your stuff. And if it's commercial real estate, maybe 10 users will visit the website to users who like it. And then the next day five users visit those sites, TV users like your stuff. So there's more possibility to sell more stuff on a commercial site, or you show multiple artists stuff than just a personal website.

Interviewer

Well, okay.

Interviewee
That's my opinion

Interviewer

That's fine. So, about the whole NFT thing. Would it encourage you to create a crypto wallet, for example, if you don't have one, and you were given a bundle? With an addressee, invite and bonds all you got an NFT? Would it be enough to motivate you to bother to create a crypto wallet? Maybe think of selling in which you go in the steps?

Interviewee
No, because personally I don't believe in crypto.

Interviewer

Okay that's fine. The last thing, the last thing is also a task. So you have to select the design website, which wipes the most with the things we've discussed. You don't have to pay attention to the content of the website for different purposes. Yeah, just the look of it. Yeah. Okay. So here's the first one very simple. Stuff like this. The second one is Greek themed but not really simple. Third, it's very elegant. Architectural vibey and the last one, which is insanely playful. Which one do you like?
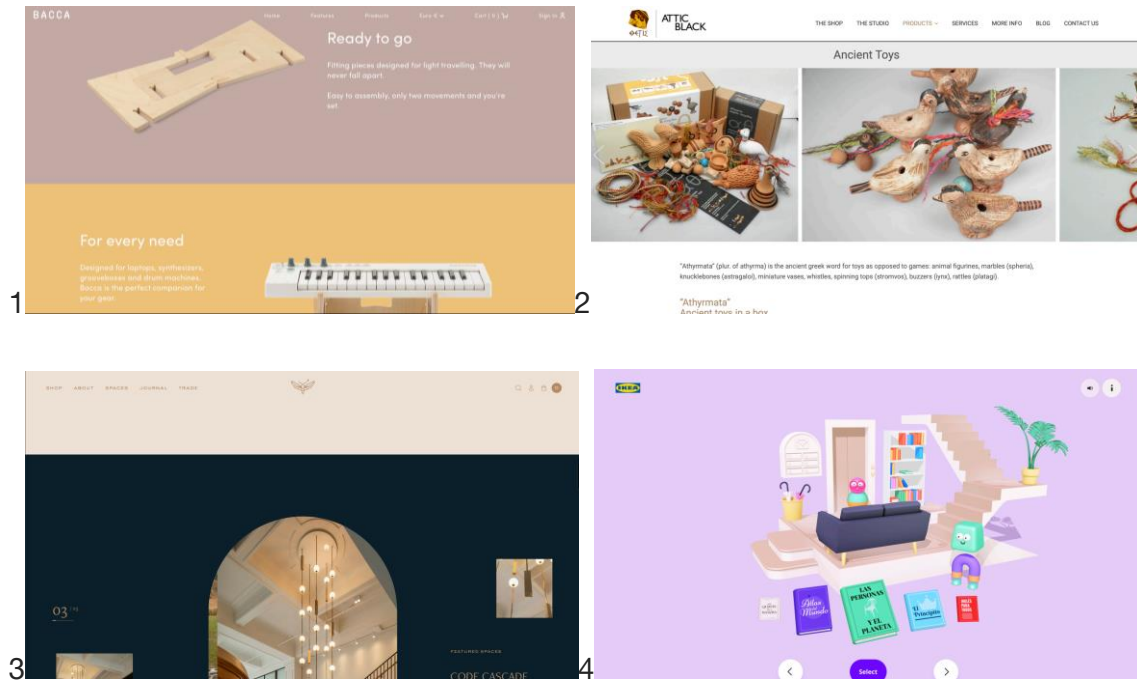
Interviewee
I liked the second and third one.

Interviewer
second, and third. Okay, so the more elegant solution.

Interviewee
That looks cleaner.

Interviewer
Yeah, of course.

Interviewee
It looks professional. Yeah, yeah. Okay. So that'd be my first choice. The third

Interviewer
Okay. Well, thank you.

Interviewee
No problem

IX.   *Interview User 3*

X.   Persona

XI.   Card sorting results

Team Luna 21 March 2023
USER STORY
Sarah's story
Sarah, a 21-year-old international student working for Albert Heijn, was scrolling through her Instagram feed when she saw an ad for a new e-commerce website featuring ancient Greek-inspired "toys" by a company called Luna. The advertisement was quite simple and elegant (Luna is famous for its outstanding design) but very eye-catching and colourful at the same time. Intrigued by the idea of her connecting with Greek culture (which she has dreamed of doing), Sarah decided to click on the link to explore the site.

Having entered the website, Sarah was immediately impressed with the elegant and sleek design and user-friendly layout. As she browsed the homepage, she noticed that she was presented with a section, where she could play cool arcade games with ancient Greek toys. Excited about the opportunity to experience ancient Greek culture in a fun and interactive way, Sarah decided to try those games. After playing, Sarah continues exploring the site together with its products and discovers the 'view in AR feature'. Sarah clicked on the feature when the concept piqued her interest. She was surprised to have the opportunity to see the ancient Greek-inspired toy more interactively. She spent a few minutes experimenting with different toys and angles and was impressed with the level of detail and accuracy of the AR features.

Sarah then decides to see if she can buy an ancient Greek-inspired toy. She was happy that the items were well-organised and easy to browse. She was also impressed with the promotional product page that provided the background history of the toy and its importance to ancient Greek culture. Sarah appreciated the efforts made to provide customers with a more complete and beneficial experience.

Finally, Sarah decides to read about the artist (Fenia) who created the toys. The artist's devotion towards crafting toys and her creative process intrigued Sarah, and after learning more about the origins and inspirations of toys, she felt a deeper appreciation for them.

Overall, Sarah was impressed with the site and she felt it provided a seamless and enjoyable experience. A typical online shopper, Sarah appreciated the user-friendly interface and streamlined checkout process. She was also pleased with the site's focus on providing customers with an informative and immersive experience. Sarah left the site feeling more connected to Greek culture . She's definitely looking forward to sharing her positive experience with her friends and family. The toys were supposed to be delivered in a few days...

XII.   User story

Project plan
Luna
Fenia
Greece

Date	:	**28-02-2023**
Version	: **1.0**	
Status	:	**Status**
Author	:	**Author**

Version

Version	Date	Author(s)	Amendments	Status
1.0	14.02.2023	team	started with the main brainstorming	In progress
1.1	28.02.2023	team	filled in what we discussed last time	In progress

Table 1: What updates were made during the semester

Communication

Version	Date	To

Table 2:

Index

1.   Project Assignment

1.1   Context

"**Great Greek Love**" is a small business that wants to sell ancient Greek toys.
The main goal of the site will be:
To create a site about her products where you can buy the toys.

The things that should be included:
- The history of each toy.
- Create an interactive game on the website. (How the toy was used while playing the game).
- 1 site sells to the target group the other sells to the museum.

1.2   Goal of the project

The main goal is **to create a playful and elegant promotional website for selling**.
The problem: There isn't a way for our client to sell her ancient Greek toys.
Desired situation: We create a playful & professional website for our client that includes some info on the toys and also a game that has the toys incorporated in it.
The possibilities the result offers: We expand our knowledge on specific features, like a working buying system and the basics on making a game.

1.3   The assignment

The main idea is built around a working selling website.
This website should definitely be playful and yet professional.
It also should have an interactive game in the website, (doesn't have to be a full on game but just something that works as a game.

1.4   Scope

To make this as concrete as possible so that there are no misunderstandings between you and your client.
We created a scope iIn this paragraph.
Please view table 3.

The project includes:	The project does not include:
1. An interactive website	1. Offensive or inappropriate imagery
2. Somewhat of a working game	2. A full on working game
3. Working e-commerce mechanism	3. Modern cultural or political references

Table 3: Clearly described what's the inside scope of the project

1.5   Conditions

*Does not apply

1.6   Finished products

For this project we will deliver a website in which we will depict a playful yet professional and elegant look. We will also provide a working game within the website.

1.7   Research questions

How to create a playful and elegant promotional website for selling "Ancient Greek "toys crafted by an artist Fenia?

1. What is considered playful for the target audience?

2. What is the target audience?

3. What is an elegant product?

4. How to promote the product?

5. How do we implement the e-commerce mechanism?

6. Who's Fenia the artist?

7. What are Ancient Greek Toys about?

8. What is the background of Ancient Greek Toys?

9. How do we make website interactive?

2. Approach and Planning

2.1 Approach

We will be using the scrum method, length of sprints.

Sprint 1: week 1-3
Sprint 2: week 4-7
Sprint 3: week 8-11
Sprint 4: week 12-16

2.2 Research methods

In this section we will describe which methods we will use to answer the most important questions within our project. We also put the specifics of the methods in between the brackets.

1. **What is considered playful for the target audience?**
   - Library research. (**A/B testing**)
   - Survey
   - Interviews
   - Ideation (Get ideas on the design)
   - Sketching
   - Prototyping(See if it fits the theme using (interactive) prototype on users)
   - Peer review (Get feedback on the feel of the website)

2. **What is the target audience?**
   - Survey
   - Expert Interview (Fenya)

3. **What is an elegant product?**
   - Library research. (**A/B testing**)
   - Survey.
   - Interviews
   - Ideation (Get ideas on the design)
   - Sketching
   - Prototyping (See if it fits the theme using (interactive) prototype on users)
   - Peer review (Get feedback on the feel of the website)

4. **How to promote the product?**
   - Competition analysis. (see how other websites ad companies promote this)
   - Trend analysis

5. **How do we implement the e-commerce mechanism?**
   - Library research. (**Usability test**)
   - Ideation (Get an idea on how to make this)
   - Prototyping (See if it works using interactive prototype on users)

6. **Who's Fenia the artist?**
   - Expert interview. (Fenya)

7. **What are Ancient Greek Toys about?**
   - Expert interview. (Fenya)

8. **What is the background of Ancient Greek Toys?**

- Expert interview. (Fenya)

9. **How do we make website interactive?**
   - Library research (**Literature study**)
   - Ideation (Get an idea on how to make this)
   - Prototyping (See if it works using interactive prototype on users)

2.3 **Breakdown of the project**

Sprint 1: week 1-3= Empathy phase (introducing students to the basic ins and outs of the empathise phase, focus on pre-research, empathy mapping)

Sprint 2: week 4-7= Define phase (Team mission statement: Project details, User requirements, Functional requirements, Database/data flow diagrams.

Sprint 3: week 8-11= Ideation phase (Sketching, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques.

Sprint 4: week 12-16= Testing phase (Interactive prototyping, A/B testing etc.)

2.4 **Time plan**

In this section we have made a gantt chart, where each colour symbolises a sprint week.
Please look at the image below.
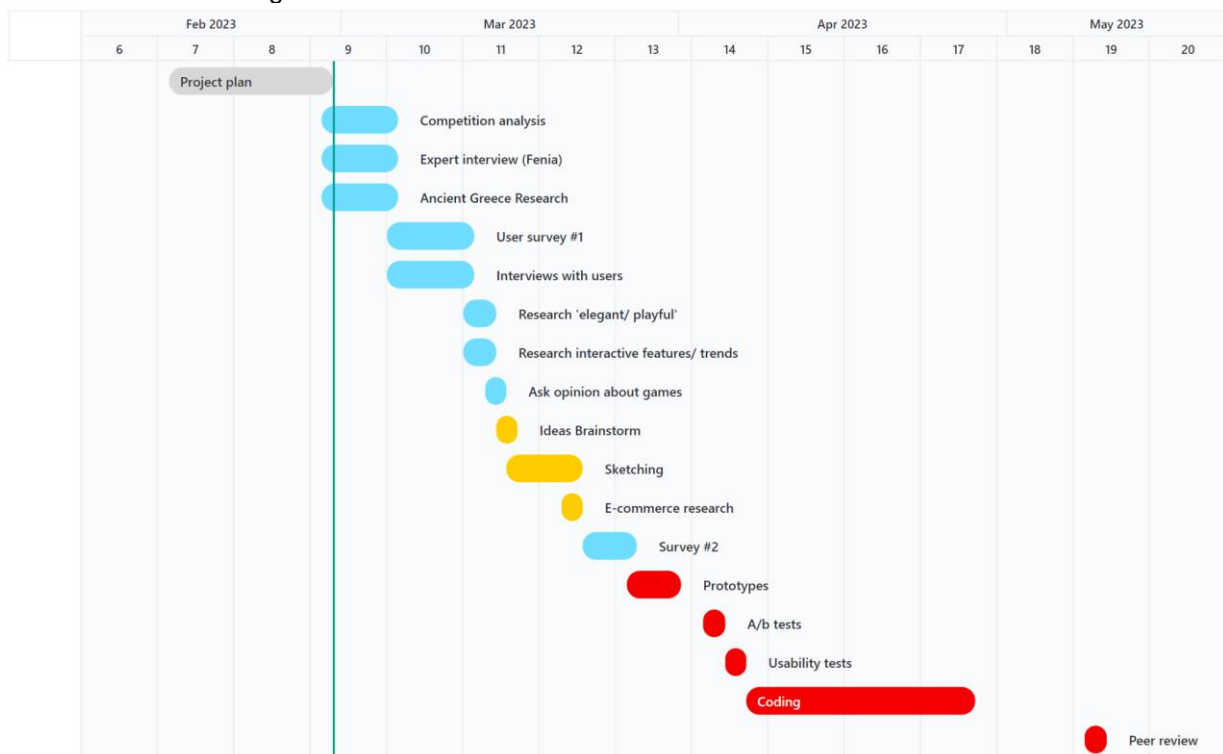
https://app.asana.com/0/1203965485195022/board(To keep track of our tasks)

Project Organization

2.5   Team members

Name + Phone + email	Abbr.	Role/tasks	Availability
Contact details	*Sometimes it is useful to indicate a role or person with an abbreviation*	*Mention the role or any specific tasks*	*What availability of the person is necessary (e.g. 3 days a week, during phase 2)*
Kalin Kanev *+359 88- 550- 0515* *k.kanev@student.fontys.nl*	*team member*	*- team member*	*Monday- Thursday*
Olivia Brabers *06 33019002* *o.brabers@student.fontys.nl*	*team member*	*- team member*	*Monday- Thursday*
Dilyan Mezev *+359 88- 763- 7557* *d.mezev@student.fontys.nl*	*team member*	*- team member*	*Monday- Thursday*
Alexander Murashka *06 83340167* *a.murashka@student.fontys.nl*	*team member*	*- team member*	*Monday- Thursday*
Desislava Andonova *+359 88 233 5498* *d.andonova@student.fontys.nl*	*team member*	*- team member*	*Monday- Thursday*
Gijs Bimmel *06 36530543* *g.bimmel@student.fontys.nl*	*team member*	*- team member*	*Monday- Thursday*
Georgios Metaxas *06 39272855* *g.metaxas@fontys.nl*	*Internship teacher*	*- Internship teacher*	*Tuesday- Thursday*

Table 4: Information about everyone in our group

2.6   Communication

When we have something to talk about when we're not in school we communicate through Whatsapp, Otherwise we will weekly discuss the progress on the project so far this will be done on Tuesday's .

2.7   Configuration management

- Git repository
- Google Drive

3. Finance and Risks

3.1 Cost budget

* Does not apply

3.2 Risks and fall-back activities

In this section we will discuss the risks, prevention of it, the fall back activities and the severity of these risks. to view this please look at table 5.

Risk	Prevention activities included in plan	Fall-back Activities	Severity
1 Users do not find our interactive features ideas playful.	Have feedback from the client.	We check again to see what they think would be playful	High
2 Not being able to implement the e-commerce mechanism.	Get help from someone who understands this ahead of time.	At Least make it look like it would work. So the idea is still there.	High
3 Prototypes fail at a/b testing.	Make sure the prototypes link to the answers of the survey/interviews & research.	Try to create more accurate prototypes based on surveys and interviews.	Medium
4. User requirements do not match our ideas after having conducted the research	Go into the research with no general ideas of our own. Try to stay objective.	We are not the users so we have to stick to the users opinion.	Medium
5. Client is not satisfied with the end product.	Ask for feedback on time.	We change features based on all the critique we got.	High
6. Fail to deliver a complete working end-product.	Prepare the client on time if something happens during the project and the team is not able to finish it.	We begin with the most important parts so the less important things aren't done.	High
7. We are behind on schedule and are not able to finish all tasks in time.	Prepare the client on time if something happens during the project and the team is not able to finish it.	We begin with the most important parts so the less important things aren't done.	High
8. Research shows no interests in the product or the website itself.	Reconsidering our main idea for the project and making the changes we need.	We change features based on all the critique we got.	High
9. The ability to make a proper interactive game	We start out with a really basic game and if there's time left we can broaden the game.	We create an interactive page that looks like a game and acts like a game but only made with HTML/CSS.	High

Table 5: Risk assessment, prevention plan, fall-back activities and severity.

XIII.   Project plan

All attachments are numbered with Roman numerals or with capital letters and have an informative. The information in an annex supplements the report, but the reader must be able

to read the main report (the report without the attachments) completely independently of the attachments.

One of the attachments of your report can be your *Assignment Plan.*

During the assignment you will probably write a large number of documents for the company. It is expressly not intended that these documents are, all in their entirety, part of the *attachments*. Include only documents or portions of documents that are relevant for the reader who wishes to read additional information.