**EXECUTION PLAN FOR DALILA ONLINE SKINCARE SHOP**

**Introduction**

This is a small online shop that aims to satisfy the parameters that have been set in order to meet the goals provided. The parameters in relation to the products being sold include the display of the original price, the promotional price, the image, the name, and its weight or basket. The shop should also be able to display the products in the basket, a filter to display products by size or weight, login to a session, checkout after login to a session, and offer choices of methods available to pay to the customers. The parameters listed above align with my role as the UX/UI designer.

**Plan for execution**

As the UX/UI designer my goal is to focus on a user centered design by ensuring usability and enjoyability of the website and accommodating all customers and their needs.

1. **User Research**

My first goal is to perform user research study. I will create two personas based on who the target audience is intended to be. Solving the issue for them first as a representation of real world users. Afterwards, I will create a user journey map of what the user would expect and address any pain points experienced. I will based the pain points off of personal experience when using skincare shops in Kenya. I connected how using certain websites made me feel and how that hindered my experience from being enjoyable.

1. **Refining the design**

As a UX/UI designer my next step was to create mock-ups for the website to bring coherency to the entire team (assuming this consists of product designers, product owners, front-end developers, back-end engineers, database administrators, and other assumed team members). I created the design using Figma, ensuring all components, frames and groups are properly named to achieve consistency and reusability throughout the implementation of the website. The reusable components such as the nav bar, the filter menu and option items will be defined as assets to ensure that the engineers know that they are reusable components that can be injected into a frame, and allow for flexibility of design and integration when choices are made by the user. The main goal of refining the design is to translate the parameters to designs.

1. **Testing the design**

I will conduct a usability study with only one user due to time constrains. The main aim of the usability study is to attempt to solve the issues of one user. One user is just as important as a billion user because they are a representation of several people that fall in the same demographic. The one user is meant to highlight the good and the bad they experience while using the website. This will then lead to a revision of the mockups.

1. **Front-end implementation**

The next step is to create the website using AngularJS, HTML, SCSS. This will give the engineers a small overview of what is expected as the first MVP or final product.

**Conclusion**

This plan lays out the steps I plan to execute. The users involved will not be real other than the insights from the final usability study. The personas and the user journey maps will be users fabricated from my imagination by putting myself in the shoes of a user or by highlighting my experiences as a user on an online skincare shop. I have created a PowerPoint presentation to guide you through the execution of this plan.