

PROJECT PLAN

Client: Eleni

City: Athens/Eindhoven

Date:

Group: Team **Green** (Denson Arends, Corne Heesakkers, Martina Angelova, Hanga Kovács, Maria Kuneva, Sergio Arce)

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1. Project Assignment

1.1. Context

Our client is a socially engaged artist who works in the interfaces of visual arts, collaborative projects and art education by combining all those different aspects and bringing them into hers and people's everyday life. She wants to integrate art based and educational strategies, as well as anthropological tools into a "transdisciplinary essay", in order to generate dialogue, to develop methods of involvement, to invent tools, to invite other people to participate, also to document existing ways of living together.

1.2. Goal of the project

The project's objective is creating a brand and a website that will increase public awareness of our client's work and the work of others in the same field, so that more people engage with her and people alike's mission.

1.3. The assignment

Our assignment is to create and execute to a certain extent a website concept that meets our client's user requirements. During this project, we must go through all the design process stages.

The website should be able to connect people to each other, as well as to the client in a playful and interactive way.

1.4. Scope

Must have	Should have	Could have	Won't have
A focus on interactive elements	Animation and movement	Reader mode where pages have a lot of texts	Elements that the users can change
Text, images, visual elements	Multiple separated pages		The client's biography
	Creative (non-static) layout		

1.5. Finished products

Project plan and group rules by the end of week 3. Project document by the end of week 4. Project pitch on week 11. By the end of week 16 Final report.

During sprint 2 we should work on project details, user requirements, functional requirements and data flow diagrams. During sprint 3 we will work on sketching, brainstorming, brainwriting and other ideation techniques. During sprint 4 we will start focusing on the testing phase.

1.6. Research questions

- **What do the competitors have that you like and don't like? What don't they have?** - Competitive Analysis method
- **What websites do you use for inspiration?** - Benchmark creation method
- **How to make our website unique and playful?** - Ideation method, Scamper method
- **Is our understanding of the project good enough to come up with relevant ideas?** - Expert Interview method

2. Approach and planning

2.1. Approach

For this project we will use the scrum method with 3-week long sprints, coming to a total of 4 sprints. At the end of each sprint, we will take a moment to get feedback on our work, reflect on it and our group dynamic/performance, and outline goals for the next sprint.

2.2. Research methods

- **Competitive Analysis method** – Finding a niche or unique selling point competitors are not filling.
- **Benchmark creation method** – Using Existing products in your niche as a reference and a source of inspiration.
- **Expert Interview** – Interview people or the client so we can gain more useful information about the concept that can help us design and create our project.
- **Design Pattern Search** – Looking at common solutions for recurring problems and a description of the context in which these solutions work best.
- **Ideation method** - Bring our team together in order to spark creativity and use a creative technique to help set a creative mind-set among the us.
- **Scamper method** - When it is hard to develop an initial idea into an elegant solution you can use to create variants of your ideas by Selecting, Combining, Adapting, Modifying.

- **Risk Analysis method**– We determine which risks are acceptable by making an inventory of the possible threats in a project and determining the probability and impact of each threat.

2.3. Breakdown of the project

Sprint 1	Sprint 2	Sprint 3	Sprint 4
Week 1-3	Week 4-7	Week 8-11	Week 12-16
Working on the Empathize phase deliverables. (Project plan, group rules)	Working on the Define phase with some focus on interviews, surveys, persona, manifesto, user scenario, user stories	Start of the Ideation phase with basic focus on ideation techniques: Sketching, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques.	Start of the Testing phase: some simple and basic focus on different testing methods and making iterations

3. Project organization

3.1. Team members

Name	mail
Jon Arends	jon.arends@student.fontys.nl
Anna Kovács	anna.kovacs@student.fontys.nl
Anna Angelova	anna.angelova@student.fontys.nl
Elke Heesakkers	elke.heesakkers@student.fontys.nl
Anna Kuneva	anna.kuneva@student.fontys.nl
Jon Arce	jon.arce@student.fontys.nl

3.2. Communication

Team communication: Our group has set up, as means of quick and efficient communication, a WhatsApp group, where we can reach each other at all times. In addition to that, we have set up a Microsoft Teams channel, in which we share and collaborate on files in an easy manner.

Communication with advisors (teachers): In person on campus or via e-mail

Client communication: Communication with our client is going to be conducted mainly via e-mails coordinated by our project teacher. There is possibility of setting up additional Teams meetings if necessary.

4. Risk assessments

- **The project team misunderstand the requirements**

Problem: When project team members misread requirements, a gap forms between expectations, requirements, and work packages.

Potential Solution: Check up on each other's progress, hold meetings to discuss the requirements and making sure everyone is on the same page.

- **Delays are caused by learning curves.**

Problem: When our project team needs to learn new skills for the project, productivity may suffer in the long run.

Potential Solution: Help each other wherever possible, find useful and easy to understand resources to make the learning curve less treacherous.

- **Design miscommunication**

Problem: Each team member potentially has their own design ideas and combining them/compromising on them may take additional time.

Potential Solution: Coming up with agreements, leaving final ideas up to a vote, and even making different prototype versions and showing them to users, prioritizing their input.

- **The project team wants to create more than they can.**

Problem: The team could potentially spend more time and effort on something they can't finish, as the concept is complicated, and forget about the basic needs.

Potential Solution: Research potential functionalities and assess whether possible solutions are feasible considering our time frame and skillset.

Consult the clearly outlined requirements and deliverables in the MoSCoW chart.

- **Resources are inaccurate**

Problem: Some materials that our team members can access may be created by unskilled individuals, which may result in mistakes and errors in our project.

Potential Solution: Double check resources, consult our client/teachers if necessary.

- **Misunderstanding tasks per individual day**

Problem: It is possible that when work starts on a given day, members of the group either don't know what to do or they do the same thing, leading to inefficiency in terms of which work gets done.

Potential Solution: Making comprehensive plans for daily tasks and schedules ahead of time, ideally around two days ahead, otherwise the day before/in the morning, to ensure members know what needs to be done.