Project Plan

Ancient Toys Project

Great Greek Love
Eindhoven

Version

Version	Date	Author(s)	Amendments	Status
1	13.02.2023	Elena D.		Done
2	24.02.23	Elena D.		Done
3	28.02.23	Elena D.		In progress

Communication

Version	Date	To
1	08.02.2023	Everyone (we discussed how we want to proceed with the project plan and make the main points)
2	15.02.2023	Everyone (Putting all the info together)

Content:

1. Project Assignment

1.1 Context

For this semester we were given a project with a client. Our client is an artist creating Greek ancient toys. She is from Greece, and she wants us to create a website where her customer can learn more about the history of the toys and how they were used in the past. Furthermore, since it's her business she wants to sell them from the website and museums. Just like children of today, children in ancient Greece loved to play with a variety of toys. Many of the toys that Greek children enjoyed were like the toys of today. They played with rattles, tops, and pull toys. The yo-yo, or something close to it, may have been created in Greece. It was made from two terra cotta discs and was simply called a disc.
Having said that, our client mentioned the Greek barbie, also called plagon. Plagons were beautiful colourful dolls, with elegant hairstyles and with magical attributes that appealed to young and old. The oldest toy in the world evolved from a religious figurine into a doll and played a key role in the development of young girls. Our client sketches and recreates them(block-printing).
When visiting the website, our client wants her customers to feel the history, culture, elegance, and playfulness of her art. Another important aspect for her was the creation of a connection between the toys and the customers. She mentioned that when the customers create that connection, they can see her perspective and aesthetic. We can say that the most important thing for our client is to make the website and the usage of the toys playful and interactive. She wants us to bring an interactive result that would make customers buy her art and learn about ancient Greek toys.
We are happy to say that our client makes her toys with a smile on her face and that is the most important thing for an artist.

1.2 Goal of the project

The goal of our project is to meet all the requirements needed. We will think big of all the problems and solutions of the project.
First, we want to have a great connection with our client so that we have a clear understanding of her needs. As a team, we will put all our ideas into consideration so that everyone feels included in the project. Our aim is to create surveys and interviews because that way we can gather clearer information about the problem. Furthermore, research is very needed for the project because of the little information we have from our client, which is understandable because in general all the clients do not know what they want for a result.
Second, we need to identify the problem. For that to happen, we first came out with questions about the problem itself. Then from these questions, we thought of sub-questions. After that, we produced the actual problem, which is how can our client make her art more interactive and how can we make it reachable (selling to customers/museums) for her customers. After talking to our client, she made it clear that she wants her website to have the feeling of playfulness, a connection between history and the toys, and elegance. And that is the goal of our project.
There are many benefits that this project offers. Since this is our first-ever meeting with a client we get to experience the whole procedure of creating a project for a real client. It is extremely exciting to be able to create something special. Also, Fontys is offering us a real-life situation

where we get to experience all the difficulties of a project. There are endless possibilities that the project offers. For example, if the client is really amazed by the result, we could be offered to do another project. The most important thing for us is to be able to experience this feeling of creating something important for clients and make them happy in the end.

1.3   The assignment

This semester the assignment that we are given consists of having a real client and the whole design thinking process. The design thinking process underpins the entire assignment. Design thinking is a problem-solving method that prioritizes the needs of the consumer primarily. It is based on observing clients" interactions with their environments with empathy and employs an iterative, hands-on approach to developing innovative solutions. Design Thinking is a strategy for creative problem-solving that prioritizes the needs of customers primarily. It aids in engaging a person in a variety of opportunities such as experimenting and developing a prototype model, gathering customer feedback, and redesigning the product using innovative solutions.

1.4   Scope

The project includes:	The project does not include:
1 Surveys	1 Stock photography
2 Interviews	2 Misleading buttons
3 Research	3 Incorrect information about the toys
4 Project plan	4 Wrong information about the client
5 Low-fidelity prototypes	5
6 High-fidelity prototypes	6
7 Feedback from client/teachers	7
8 Delivering the final product	8
9 Real pictures of the toys	9
10 Persona	10
11	11
12	12

1.5   Conditions

Our client does not have any conditions regarding the styling of the website. The only criterion she had was to be as playful as possible. Of course, throughout sprint 2 we are going to reach her again and show her the design we came up with and see if she has any objections or ideas in mind.

1.6   Finished products

The finished product will be a fully working website with all the requirements necessary. It should be delivered at the beginning of June.

1.7 **Research questions**

MAIN QUESTION:

How to make a playful / interactive website for Fenia to allow her to sell and distribute the ancient Greek toys she recreates for parents / different retailers?

Sub-questions:

1. What is the story behind the making the toys?
2. How could we define Fenia's audience?
3. What are their needs?
4. How can we help Fenia to know how to achieve her goal?
5. How could we help Fenia to establish her brand?
    - How do you establish a brand?
    - Does Fenia have any preferences for any logo?
6. What does Fenia want to be displayed in her website?
7. What is the desired aesthetic ?
8. What is the production rate?
9. What is the variety of products she offers?
10. What is the age range?
11. What would be a playful website for parents?
12. Does Fenia want a contact page where customers/other artists can contact her? If yes, how?
13. How to make her about page more attractive?
14. How to present the product to make it attractive to the customers and bigger distributions?
15. Does Fenia want a login page?
    - Is it necessary?
    -Would customers like to have one?
16. How would bigger distributions contact Fenia to buy and sell her products?

2. Approach and Planning

2.1 Approach

For this project, we decided to follow the waterfall method. It is very clear to understand each step and we made it colorful in order to be able to see where we are at. In this diagram, we explain the process that we will follow during the making of the project. See figure 1.
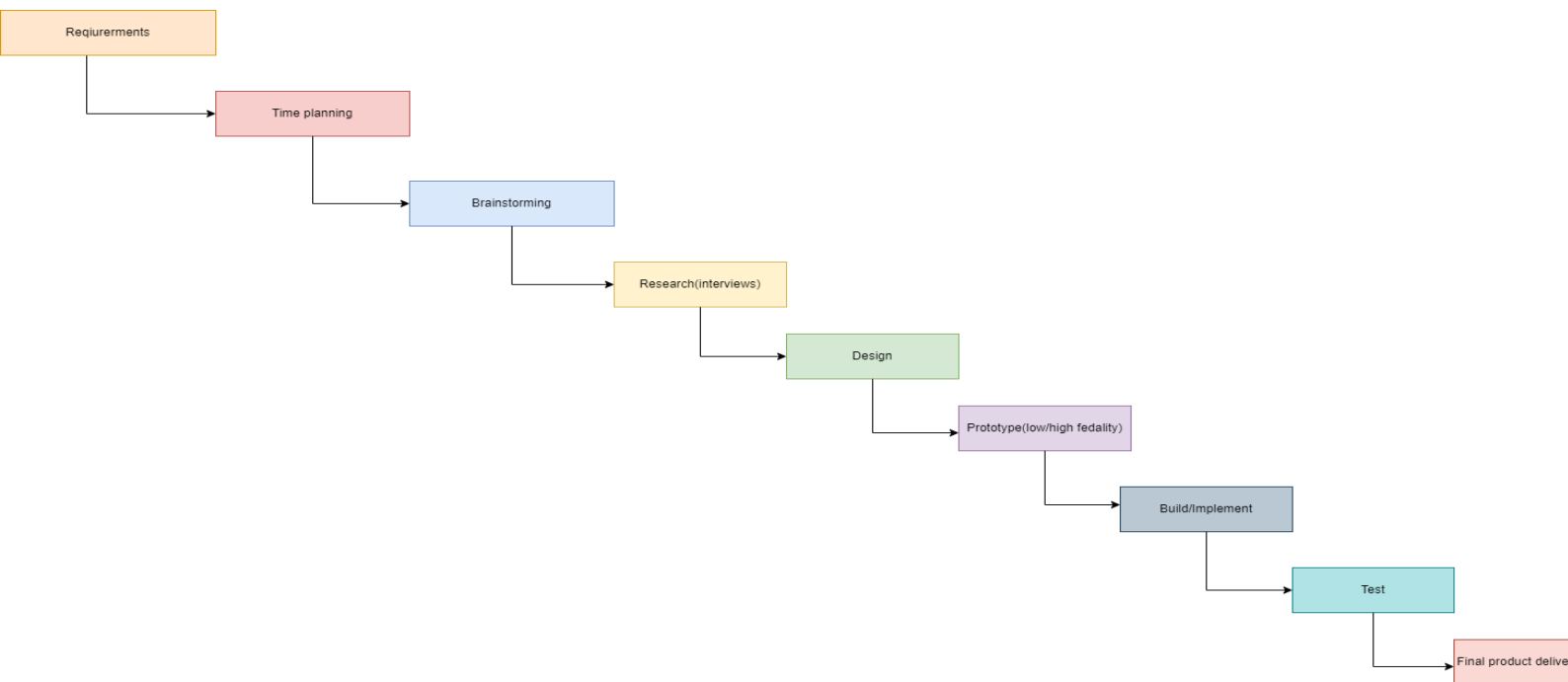
2.1.1 Test approach

This semester we are going to try to do as much testing as we can because that way we can eliminate upcoming mistakes. Our test approach would be to actually let our stakeholders try our product first with a working prototype several times. This way we can really see how their user experience will be. Then we are going to have another session with our stakeholders when the product is actually almost done.

2.2 Research methods

In order to have a great end result, you should first have great research methods. We used several CMD methods. For example, the field, library, and workshop methods. We used the field method because we wanted to explore the application context. We apply a field strategy to get an overview of the users and know their needs, desires, and limitations so our design is relevant to them. The field method includes card sorting, interviews, surveys and content mapping.

The library method helped us to find common solutions for recurring problems and a description of the context in which these solutions work best. This method helped us with the design pattern search and trend analysis.

And last but not least, the workshop method helped us to explore opportunities. Prototyping, sketching, and co-creation activities are all ways to innovate and gain insights into what is

possible and how things could work. For us, prototyping is the most important part of any project. By sketching or prototyping it is an easy way to try anything and

2.3   **Breakdown of the project**

<<Show the rough breakdown in phases or sprints of the project here.>>

2.4   **Time plan**

Phasing	Effort	Start	Ready
1. Brainstorming			✓
2. Research			✓
3. Research questions & sub-questions			✓
4. Interview with client(as many as possible)			✓
5. Project plan			✓
6. Design			
7. Prototype low-fidelity			
8. Prototype high-fidelity			
9. Testing the prototype(feedback)			
10. Building / Implementing			
11. Testing the product			
12. Delivering the finished product			

3. Project Organization

3.1 Team members

This semester our team consists of 5 people.

Name + Phone + e-mail	Abbr.	Role/tasks	Availability
Elena Damakova: *+31 6 81429001* *e.damakova@student.fontys.nl* *Mohammed Rafeq:* *+31 6 87562519* *490014@student.fontys.nl* *Louie Willems:* *+31 6 43527444* *l.willems@student.fontys.nl* *Benjamin Aarts:* *+31 6 19576024* *b.aarts@student.fontys.nl* *Robin Niet:* *+31 6 83576542* *r.deniet@student.fontys.nl*	*Elena* *Mo* *Louie* *Ben* *Robin*	*Elena Damakova: Leader, Documentation & Design* *Mohammed Rafeq: Implementation* *Louie Willems: Creativity, management* *Benjamin Aarts: Implementation* *Robin Niet: Implementation*	*Elena Damakova:* **four days a week** *Mohammed Rafeq:* **four days a week** *Louie Willems:* **four days a week** *Benjamin Aarts:* **four days a week** *Robin Niet:* **four days a week**

3.2 Communication

Our team is communicating via WhatsApp and Teams. There we discuss all the things related to the project and not only. If any of us needs help for something or he/she has something to announce, WhatsApp is the place. We find it really helpful and easy because we can reach each other at any time. We use teams for posting documents and presentation so everyone can edit the attachments. Regarding teachers, we reach them via email if we have questions or just to check in with them about university work.

3.3 Test environment

<<omit this section if not applicable>>

<<Describe what the test environment looks like. A picture gives the best overview. Also record to what extent you use a CI/CD environment (self-developed or using an existing system)>>

<<Describe which products are included in the test environment. These can be products that the project produces, but also external products that are necessary to perform the test approach (e.g., computers).>>

3.4 Configuration management

For configuration management we use Git. We like to put everything in folders so that everything is organized and everyone understands what is in there. We have separate folders for pictures, assignments, HTML, CSS ad Java scripts.

4. Finance and Risks

4.1 Cost budget

Not relevant to the project

4.2 Risks and fall-back activities

- Even though we have tried to be as clear as possible within the description, it is possible that misinterpretation and misunderstanding of the project occur.

- The level of delivery could differ between the project group and the client. When miscommunication about the level of detail, or the actual product occurs.

- When communication between the different stakeholders is lost, they don't know what is going on with the current project and can't react properly to occurring issues.

- When a discussion is had about a topic the decision has to be adequate to continue the project, otherwise, the project will get stuck quickly after.

- When the project team is ill-organized and all work is subdivided with some of it missing. Some of the work may be not delivered, however, the whole project group is held accountable.

- We try to keep all lessons in sync with the project deliveries. It can happen that some of the required knowledge is missing at the moment you start the delivery and run into some delays.

- When we are not following the described steps we can run into trouble during the project track. Either you move too quickly and miss some essential content, or we move too slowly and cannot deliver everything in time.

- Without a project organization, you will run into some problems along the way. Every project has a management or some form of control to run the project smoothly. It could be as simple as one person keeping all deliveries in control.

Risk	Probability	Impact	Mitigation
Project team misunderstand the requirements	Highly unlikely	Extremely harmful	By setting up this project plan with all the required details all parties can know exactly what is required. Referring back to the plan frequently will prevent most of this risk.
Users have inaccurate expectations	likely	Harmful	Between students, and teachers clear discussion about quality and expectations should be discussed.
Impacted individuals aren't kept informed	unlikely	Harmful	The students will report frequently about their progress.

Decisions are incomplete	likely	Slightly Harmful	When decisions are made, these should be documented (Canvas) and agreed upon by both parties, answering all questions.
Project team lacks the authority to complete the work	likely	Slightly Harmful	The team as a whole is responsible for all deliverables. All deliverables can be tracked using the Canvas course.
Delays in training impact the project	Highly unlikely	Harmful	When one of the subjects is delayed, this should be communicated between the team and teacher to find an appropriate solution.
Failure to follow a methodology	likely	Harmful	Not following the method described in the project plan will cause misinformation and delays. Frequently referring back to the planning in the project plan will help prevent this.
Lack of management or control	likely	Harmful	The Canvas course is created to aid all parties in the structure of the management. Keeping track here will aid significantly.

5.   Other

<< Describe here everything that is relevant but that you cannot put elsewhere in the document.>>