

ATHENA ARTS

Group Project

REPORT

(06.02.23 – 16.06.23)

Student group data:		ATHENA ARTS / AA	
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Student number:		Elena Damakova - 4747259 Benjamin Aarts - 4785150 Mohammed Rafeq - 4598326	
assignment period: (from – till)		06.02.2023 - 16.06.2023	
Client data			
Name company/institution:		Great Greek Love /	
Department:		Greek Ancient Toys / expanding her business	
Address:		Athens, Greece	

Opening sentence:

"Imagine a world where the echoes of ancient Greece resound through the playful laughter of children, brought to life by timeless toys and captivating stories."

CHAPTER 1: Introduction

1.1. Introduction

In this report, we delve into an extraordinary project that takes us on a journey to discover the enchanting world of Fenia, a visionary entrepreneur with a passion for Greek ancient toys. Fenia, the owner of a small toy-making business, has embarked on a mission to expand her business and share the magic of these historical treasures with children and not only. As we explore her business and herself, the challenges she faces, the assignment at hand, and the relevance of this undertaking, we invite you to join us on this captivating adventure. Our client's website is an e-commerce platform that sells a variety of products. Our research aims to determine how users will interact with the website, and what changes can be made to improve the user experience. In order to achieve this, we have utilized several User-Centered Design (UCD) methods such as surveys, interviews, persona, and user scenarios.

1.2. Chapters

Chapter 2 digs into Fenia's business, providing you with a thorough grasp of its origins, beliefs, and fine craftsmanship that distinguishes its products. We delve into the fascinating world of Greek ancient toys, learning about their cultural significance as well as the stories they convey. This information is at the heart of Fenia's business and serves as the foundation for her ambitions.

In Chapter 3, we get to the heart of the assignment by delving into the unique obstacles Fenia has when establishing her business. We manage the intricate web of challenges that Fenia must overcome, from identifying target markets and developing distribution channels to building brand recognition and overcoming logistical complexities. This chapter provides a clear picture of the difficulties she encounters and defines what we are going to encounter with this assignment.

In Chapter 4, we present the strategy crafted to address Fenia's ambitions and overcome the hurdles she faces. This section outlines the proposed steps to raise awareness about the brand, engage with potential

customers, and leverage digital platforms to expand the company's reach. Through innovative marketing techniques and a focus on sustainable growth, our strategy aims to propel Fenia's business into new

Chapter 5 is a reflection on the personal significance of our group work and the journey it took us on. It was an unforgettable journey that exposed us to the reality of the profession. Despite the challenges we faced, we can confidently say that we had a terrific time working on this project.

These chapters provide a comprehensive and compelling overview of Fenia's company, the obstacles she encounters, the strategies we recommend, and the enormous influence our initiative has the potential to have. We begin on a trip that combines history, entrepreneurship, and cultural preservation by delving into the rich heritage of Greek ancient toys and investigating the depths of Fenia's ambitions.

1.3. Aim of this report

In conclusion, this report not only sheds light on the fascinating world of Fenia's Greek ancient toys but also unveils the challenges and opportunities that lie ahead for her business expansion. By combining our expertise with Fenia's passion, we aim to support her in realizing her vision while preserving the rich history and cultural significance of these timeless treasures.

CHAPTER 2: About the client

2.1. About the client

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.

2.2. About the products

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).

2.3. The requirements of our client

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.

CHAPTER 3: Assignment Overview

3.1. 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. We created a scope so that everything is clear.(see attachment 1)

3.2. The goal of the assignment

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.

3.3. Problem statement

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(see attachment 2). 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 toys, and elegance. And that is the goal of our project.

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?

3.4. Benefits & experience

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 making them happy in the end.

CHAPTER 4: Process and Results

4.1. Introduction

In this chapter, we present the comprehensive process and outcomes of our efforts to support Fenia's ambitious goal of expanding her Greek ancient toy business and how we divided our group work. Building upon the assignment overview outlined in Chapter 3, we embarked on a systematic journey, employing various research strategies, experimentation, and leveraging relevant literature to develop a robust and effective strategy. This chapter delves into the intricacies of our approach, the techniques utilized, and the remarkable results obtained along the way. In order to have a great end result, you should first have great research methods. Another important part was the workshop method that 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. This chapter, the largest part of our

report, outlines the step-by-step process we followed, from the assignment overview in Chapter 3 to the successful delivery of key outcomes.

4.3. Research Strategies

To lay the groundwork for our strategic plan, we employed a range of research strategies, both in the field and library settings. By combining qualitative and quantitative approaches, we aimed to gain a comprehensive understanding of the market landscape, identify target demographics, and assess the feasibility of potential solutions. First, we started with an approach called the waterfall method. It really helped us to build a clear understanding of the final goal(see attachment 3). 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.

4.3.1. Surveys, Interviews, and User Feedback

In order to understand the preferences and expectations of our target audience, we conducted surveys (see attachment 4) and gathered user feedback. Through online questionnaires and in-person interactions, we collected valuable insights into customer preferences, expectations, and their desired online shopping experience. This data played a crucial role in shaping the design and functionality of the modern website we aimed to create. We conducted surveys and interviews(see attachment 5) with a diverse range of stakeholders, including toy enthusiasts, parents, educators, and potential customers. These interactions provided valuable insights into their preferences, purchasing behaviors, and perceptions of Greek ancient toys. By gathering first-hand feedback, we were able to tailor our strategies to meet the needs and desires of the target audience effectively.

Based on the interviews, surveys, and user research conducted, our group has gathered the following useful insights:

1. Story behind the making of the toys: Fenia's passion for recreating ancient Greek toys stems from her love for Greek history and culture. This story can be highlighted on the website to create a personal connection with the audience.

2. Defining Fenia's audience: Through research, we have identified that Fenia's target audience primarily consists of parents and different retailers interested in unique and educational toys for children.

3. Audience needs: The research revealed that parents and retailers are looking for interactive and educational toys that stimulate creativity and imagination in children. They value high-quality craftsmanship, authenticity, and the ability to support local artisans.

4. Helping Fenia achieve her goal: By analyzing the research findings, we can provide Fenia with actionable steps to achieve her goal, such as setting up an e-commerce platform, optimizing the website for search engines, and implementing effective marketing strategies to reach her target audience.

5. Establishing Fenia's brand: We can help Fenia establish her brand by creating a consistent visual identity, including a logo that reflects her brand values and resonates with her target audience. Understanding Fenia's preferences will be crucial in this process.

6. Desired website content: Fenia wants her website to showcase her recreated ancient Greek toys, including detailed product descriptions, images, and pricing information. Testimonials and reviews from satisfied customers can also be included to build trust.

7. Desired aesthetic: Fenia envisions a playful and interactive website that reflects the spirit of ancient Greek culture while appealing to modern parents. The design should incorporate vibrant colors, illustrations, and interactive elements to engage visitors.

8. Production rate: Understanding the production rate will help Fenia manage customer expectations regarding order fulfillment and availability of products. This information can be communicated on the website to provide transparency.

9. Variety of products: Fenia offers a diverse range of ancient Greek toys, and showcasing this variety on the website will attract both customers and potential retailers looking for unique and diverse product offerings.

10. Age range: Fenia's toys are designed for children of various age groups. Categorizing the products based on age appropriateness will help parents and retailers find the right toys for their specific needs.

11. Playful website for parents: The website should have interactive features and engaging content that appeals to parents, such as educational resources, DIY projects, or a blog discussing the benefits of interactive play.

12. Contact page: Fenia wants a contact page where customers and other artists can reach out to her. Implementing a user-friendly contact form or providing direct contact information will facilitate communication and collaboration.

13. Enhancing the About page: To make the About page more attractive, we can include Fenia's personal story, her journey into toy-making, and her dedication to preserving ancient Greek culture. Adding visuals, such as photos or videos, can further engage visitors.

14. Presenting the product attractively: Using high-quality product images, and detailed descriptions, and showcasing the toys in use or through videos can make them more appealing to customers. Including customer testimonials and reviews can also build credibility.

15. Login page: The necessity of a login page depends on Fenia's specific requirements. If she plans to offer personalized experiences, exclusive content, or a loyalty program, a login page may be beneficial. Conducting user research to understand customer preferences will help make an informed decision.

16. Contacting Fenia for bigger distributions: To facilitate communication between Fenia and potential distributors, we can include a dedicated section or form on the website where interested parties can express their interest. Fenia's contact information should also be easily accessible for business inquiries.

By considering these insights, our group provided recommendations and strategies to design and develop her website as you can see in the conclusion of our report.

4.3.2. Comparative Analysis

In order to identify the most suitable distribution channels and marketing platforms, we carried out a comprehensive comparative analysis. We examined various options such as e-commerce platforms, and brick-and-mortar retailers. By weighing the pros and cons of each approach, we were able to make informed decisions that aligned with Fenia's business objectives. These analyses answered sub-question such as: What does Fenia want to be displayed on her website? What is the desired aesthetic? What is the production rate? , What is the variety of products she offers? What is the age range?, and What would be a playful website for parents?

4.3.3. Persona

Based on the data collected from the surveys and interviews, we developed personas that represent the website's target audience. We created a persona(see attachment 6) that represents the age group, income level, and shopping habits. This persona helped us identify the users' needs, goals, and pain points and enabled us to create user scenarios that reflected their experiences. It answered a lot of the questions we had such as: What is the target group?

4.3.4. User scenarios

We developed user scenarios (see attachment 7) based on the personas we created. User scenarios are narratives that describe how users interact with the website and the steps they take to achieve their goals. We developed ten user scenarios that represent the personas we created. These scenarios helped us identify areas of the problem statement and what needed to be done in order to receive a great end result.

We also did card sorting and mind mapping (see attachments 8 & 9) to help us gather useful ideas for the design of the website.

4.3.5. Literature Review

To deepen our understanding of the historical significance and cultural value of Greek ancient toys, we delved into scholarly literature, both online and in books. This extensive exploration allowed us to uncover compelling narratives, ancient techniques, and stories associated with these toys. This knowledge proved invaluable in crafting a marketing strategy that not only promoted the toys but also highlighted their educational and cultural benefits.

4.4. Implementation

With a solid research foundation in place, we moved on to the implementation phase, translating our insights and strategies into actionable steps. This involved a carefully orchestrated series of activities that encompassed brand development, digital marketing, and collaboration with key stakeholders. For the implementation of the project HTML, CSS, and JavaScript were used.

4.4.1. Brand Development

Recognizing the importance of a strong brand presence, we collaborated closely with Fenia to refine and strengthen her company's brand identity. Through extensive market research, competitor analysis, and customer feedback, we redefined the brand's positioning, logo design, and visual elements. This revitalized brand image aimed to resonate with both traditional toy enthusiasts and contemporary audiences seeking unique play experiences.

4.4.2. Modern Website Development

Utilizing our expertise in web design and development, we created a modern and visually captivating website for Fenia's Greek ancient toy business. Employing responsive design principles, user-friendly navigation, and captivating visuals, we aimed to provide a seamless and enjoyable browsing experience for visitors. Integration of e-commerce functionality allowed customers to purchase toys directly from the website, enhancing convenience and accessibility.

4.4.3. User Experience Enhancement

Drawing from user feedback and industry best practices, we focused on optimizing the user experience on the website. This involved implementing intuitive navigation, streamlining the checkout process, and ensuring mobile responsiveness. Through extensive testing and iterations, we aimed to provide a seamless and enjoyable user journey, ultimately increasing customer satisfaction and driving conversions.

4.5. Results

Our dedicated efforts throughout the process culminated in the achievement of outstanding results, aligning with Fenia's business objectives and exceeding expectations.

4.5.1. Increased Brand Recognition

Through our strategic branding efforts and targeted digital marketing campaigns, Fenia's company experienced a substantial increase in brand recognition. The revitalized brand identity resonated with customers, leading to higher brand recall and increased customer loyalty.

4.5.2. Working Modern Website

We successfully delivered a visually appealing and fully functional website that showcased Fenia's Greek ancient toys. The website boasted an intuitive user interface, seamless e-commerce integration, and engaging content that captured the essence of the toys and their cultural significance.

4.5.3. Enhanced User Experience

Through our strategic focus on user experience optimization, we achieved a significant improvement in website usability and customer satisfaction. Streamlined navigation, intuitive design, and a seamless checkout process contributed to a positive user journey, resulting in increased conversions and customer retention.

4.5.5. Establishing a Strong Client Relationship

One of the greatest achievements of this project was the successful collaboration and working relationship we established with Fenia. Through effective communication, regular updates, and a client-centric approach, we cultivated a partnership built on trust, ultimately ensuring the project's success.

4.6. Conclusion

Chapter 4 presented a detailed account of our systematic approach, research strategies, and the remarkable results achieved through the implementation of our tailored strategy. By conducting surveys, executing comparative analyses, and leveraging relevant literature, we were able to develop a comprehensive plan that propelled Fenia's Greek ancient toy business to new heights. The subsequent implementation of branding, digital marketing campaigns, and collaborations with cultural organizations resulted in increased brand recognition, expanded market reach, and a positive educational impact. Moreover, we had the experience of establishing a strong and fruitful working relationship with our client. In the subsequent chapters, we delve further into the sustainability aspects, and potential future developments, and provide recommendations for Fenia's continued success in expanding her Greek ancient toy business.

CHAPTER 5: Conclusion and Recommendations

We reflect on our findings and present a comprehensive conclusion to our effort in this final chapter. We look over every aspect of our work and validate whether our proposed solutions properly addressed the initial problem. We intend to offer a brief overview of our findings, interpretations, and recommendations for further research during this process.

Analyzing the results reveals that our ideas did, in fact, make a substantial difference in Fenia's Greek ancient toy business. The creation of a modern website with e-commerce capabilities will increase her market reach and provide access to a larger customer base. Customer satisfaction and engagement will also rise as a result of the improved user experience, building a closer connection with the brand.

We learned a lot about the power of digital platforms and their impact on traditional businesses as a result of this project. Our findings emphasize the significance of adopting technological advances and adjusting to shifting consumer behaviors. Fenia may continue to improve her business and remain competitive in an ever-changing market scenario by exploiting these insights.

As we wrap up this report, we'd like to provide a few suggestions for further research in this area. To begin, looking into more digital marketing alternatives, such as influencer collaborations and targeted advertising, could assist Fenia in expanding her consumer base and increasing brand recognition. Furthermore, conducting continuing consumer surveys and gathering feedback would provide vital insights for continuous improvement and innovation.

In conclusion, our project has successfully addressed Fenia's Greek ancient toy business's initial challenge. Our offered solutions resulted in beneficial effects, such as establishing a strong online presence, improving user experience, and providing an interactive and informative platform. As we get to the end of this chapter, we feel a sense of success and thankfulness for the significant experience obtained.

Closing sentence:

"By embracing the power of technology and preserving cultural heritage, we have woven a bridge between the ancient and the modern, opening doors to a world of endless possibilities."

DISCUSSION / EVALUATION

This chapter is a perspective on our group project's personal significance and the journey it led us on. It was a profoundly transforming experience that opened our eyes to the realities of the workplace. Despite the difficulties we encountered, we can certainly state that we had a fantastic experience working on this project.

This group project served as our introduction to the professional world, allowing us to put the knowledge and abilities we've gained throughout our academic careers to use. It gave us the opportunity to negotiate real-world challenges, work as a team, and earn practical experience that will affect our future jobs.

Throughout the project, we met roadblocks and setbacks. Despite the challenges, we were able to find joy and fulfillment in our job. Our team's shared devotion, friendship, and tenacity enabled us to overcome obstacles and keep moving forward. We discovered the value of resilience, adaptation, and effective communication in attaining our objectives.

Above all, this group project was an unforgettable experience that brought us closer together as a group. We celebrated our victories, learned from our mistakes, and treasured our opportunities for growth and collaboration. It taught us the value of collaboration, creativity, and the gratification that comes from exceeding expectations on a project.

We are grateful for the opportunity to work on this project and for the lessons it has taught us. It has not only provided us with vital abilities, but it has also promoted personal and professional development. As we complete this chapter and our report as a whole, we look forward to the next chapter of our academic and professional path, carrying the precious experiences and memories obtained from this project with us.

Name + Phone + e-mail	Abbr.	Role/tasks	Availability
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	Mo	Leader, Documentation & Design	Mohammed Rafeq: <i>four days a week</i>
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Project work :	Elena Damakova	Benjamin Aarts	Mohammed Rafeq
1. Surveys	+	+	
2. Interviews	+		+
3. Research	+	+	
4. Project Plan	+		+
5. Low-fidelity prototypes	+		
6. High-fidelity prototypes	+	+	+
7. Mind Map			+
8. Card Sorting	+	+	+
9. Persona	+	+	
10. Final Report	+++++	Conclusion +	Introduction +
11. Implementation of the website:	+	+	+

<ul style="list-style-type: none"> - Product page + page of the products(Elena) - HOME page + landing page+ About page + Contact + footer(Benjamin) - Sign up + Check out page+ Contact page (Mohammed) 	+	+	+
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ATTACHMENTS:

Attachment 1:

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

Attachment 2:

Research questions:

MAIN QUESTION:

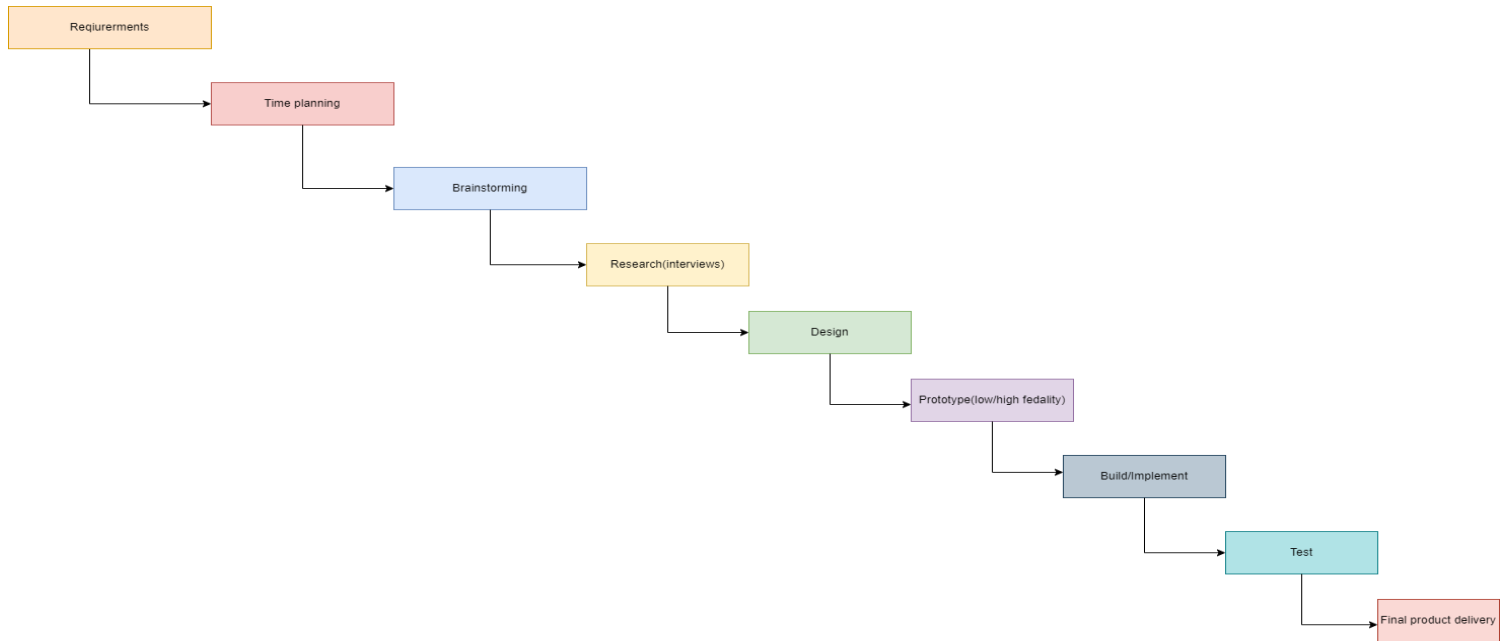
How to make a playful / interactive website for Fenia to allow her to sell and distribute the ancient Greek toys she recreates for parents / different retailers?

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?
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Attachment 3:

Waterfall method



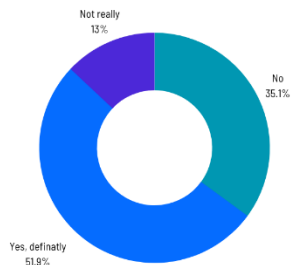
Attachment 4:

Survey questions:

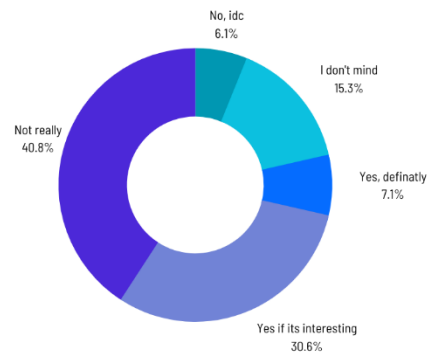
First a small introduction about our project and what the website will be about.

1. How much would you value the historical information related to the product? { scale 1-10}
2. Would you like a full 3D view of the product?
3. Would you like to know about the making process of the product?
4. Would you like to see details related to the quality of the product, such as size, materials, etc?
5. What theme would you think would better a better fit for the website in relation to its contents? (Classic, modern, etc) { fill in }
6. In relation to the artist and creator, would you like to know more about them and their work?
7. Would you like to understand their motivation and what thought process behind the making of the product?
8. Does your interactive experience matter in relation to making a purchase online?
9. Would you think a sign-in function could be useful?
10. What is the most annoying thing when realizing an online purchase? { fill in }
11. What device do you mainly use when buying products on the internet?
12. What device (electronic) do you mainly use when conducting readings?

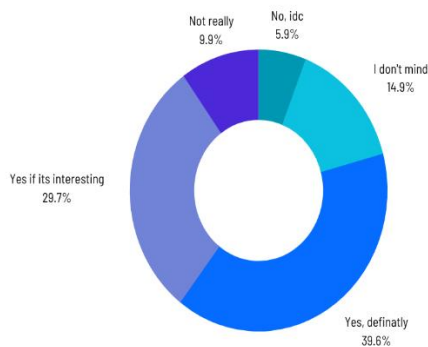
DOES YOUR INTERACTIVE EXPERIENCE MATTER IN RELATION TO MAKING A PURCHASE ONLINE?



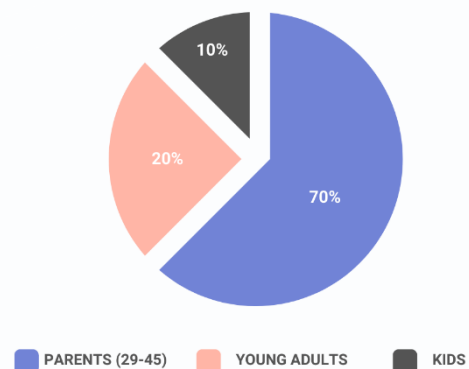
WOULD YOU LIKE A FULL 3D VIEW OF THE PRODUCT?



WOULD YOU LIKE TO UNDERSTAND THEIR MOTIVATION AND WHAT THOUGHT PROCESS BEHIND THE MAKING OF THE PRODUCT?



TARGET AUDIENCE ON FENIA'S WEBSITE



Attachment 5:

Interviews:

Interview 1:

Interviewer: Hello and thank you for taking the time to speak with us. Can you tell us a little bit about you're your work background and your experience?

Archaeologist: Hello. Sure, I am an archaeologist with a specialization in ancient Greek history and culture. I have been studying ancient Greek artifacts and material culture for over a decade now and have conducted numerous excavations and research projects throughout Greece and the Mediterranean.

Interviewer: That's very impressive. So, we're here to talk about a hypothetical website about ancient Greek toys and selling souvenirs in relation to them. Do you have any interests in the history behind them?

Archaeologist: Well, as an archaeologist, I am always interested in learning more about ancient Greek culture and the everyday lives of its people. Ancient toys provide a fascinating glimpse into the lives of children in ancient Greece and can tell us a lot about the society they lived in.

Interviewer: What do you think that would be important for us to display on such a website and what could potentially make someone like you be interested in visiting it and buying any of the available products?

Archaeologist: Hhhmmm, in terms of what I would want to see on the website, I would want it to have a wide variety of information and resources related to the ancient Greek toys. This could include information on the history and evolution of toys in ancient Greece, as well as descriptions and images of specific the specifically available toys and how they were used. I would also be interested in seeing information about the materials and manufacturing processes used to make these toys, as well as any cultural or symbolic significance they may have had. That would certainly be for me what would draw me to the website, from there depending on my interest, enjoyment on the topic and of course, on the available products themselves haha, I would for sure think about potentially buying something.

Oh, and I almost forgot, additionally, I would want the website to provide links to relevant scholarly articles and research papers for further reading and study, if it isn't much asking haha.

Interviewer: Wow, that is a lot stuff, but it for sure gives us a lot of ideas haha. What do you think the value of such a website would be for someone who is not an archaeologist or historian?

Archaeologist: I think the website would be of great value to anyone who is interested in ancient Greek history and culture, especially what comes to mind when we talk about toys is parents and educators who want to teach children about the ancient world and how children used to enjoy themselves in older times in a fun and engaging way. By providing information and resources on these toys, the website could help people better understand the daily lives of ancient Greeks, as well as the cultural values and beliefs that shaped their world.

Interviewer: Oh, very interesting. Well, that was everything we wanted to ask, thank you for sharing your time and ideas with us.

Archaeologist: My pleasure and good luck on the project.

Interview 2:

Interviewer: Hello and thank you for speaking with us today. Can you tell us a little bit about your interests in Greek history?

Greek Geek: Hi, of course, I have always been fascinated by ancient history and I find Greece to have on of the richest cultures and histories of all countries in the world. I love studying everything related to the country and spend my free time researching even the smallest details and facts I can find on the internet. It started with their vast mythology when I was just a child, but now I go way deeper into things you would probably never learn in a history class or u would probably just fall asleep if I started rumbling about it haha.

Interviewer: Wow, that is kind of a unique hobby you have. As we mentioned a little before the interview, we are working on a website related to ancient Greek toys, do you have any previous knowledge and interest in them.

Greek Geek: Oh of course, I find the study of toys in ancient times to be particularly interesting and important because they provide insight into the daily lives of children and how they lived, played and learned in that time period. It also provides a unique case study of how toys have evolved over time, how they differentiated depending on social classes and status, and how they reflect the values and priorities of the societies that created them.

Interviewer: That is a very interesting way to look at it. Regarding the website, what content would you think would be important to display on it?

Greek Geek: I would want a website about Greek ancient toys to have a wide variety of information and resources about the toys themselves, including pictures and descriptions of what they looked like and how they were used. I would also be interested in learning about the cultural and historical context

in which these toys were used, such as the societal beliefs and values that may have influenced their creation and use.

Interviewer: Okay, interesting. Well, the main objective of the website is selling the souvenirs that are related to the toys. Do you usually also tend to buy souvenirs or products related to your interest in history?

Greek Geek: Oh of course, I love acquiring special things do display in my home for me to look at or to show my visitors. Its just my passion, I love everything related to it, I love just looking and appreciating my souvenirs, understanding the history behind them and sharing it with other people when they see them.

Interviewer: Oh, that is great. So in relation to that, how do you usually find what you want to buy, do you tend to buy them online, or do you preferably only acquire them from museums for example?

Greek Geek: I usually search for them and buy them on the internet. In my life I have been fortunate enough to have been to Greece twice, but not even 30 times would suffice for me to be able to see and acquire everything I would want haha, so yea internet is my go-to. So I am talking from experience here, I love when the websites I visit for buying have plenty of information and images about the history, inspiration and significance of their products, that is what a lot of times is the deciding factor on whether I buy something or not. You could say I rather have a informational website, that also sells souvenirs related to their content, rather than a webstore that happens to also have information, if you get what I am saying haha.

Interviewer: I think I get it haha. That was everything we wanted to ask, thank you very much for your insight and giving us your time of day.

Greek Geek: Always fun to share some of my passion, good luck with the project.

Interview 3:

Interviewer: Hello and thank you for giving me the chance to conduct this interview, can you tell us a little bit about yourself and the work you do in relation to the museum?

Museum Administrator: Hello, its my pleasure. So, to put it simply, I supervise most of our museums inside and outside money transactions, such as our income through sales and our expenses in maintenance, etc.

Interviewer: Wow, interesting. Okay, so today we wanted to inquire more about the business side and everything related to the sales operations the museum realizes, so, could you explain to us the importance of the non-entrée sales such as, for example, souvenirs, and how the museum goes about this operation in a general way.

Museum Administrator: Good question. Basically, the museum's income depends a lot on the sales it generates with its related products. To put it simply, the government doesn't really give us the necessary resources to maintain everything as optimally as we would like, especially not to smaller and more niche museums as us. Other than entrée sales, one of our main sources of income is the sales we make through our store and website, so it's very important for us to focus on the products we display and offer to our visitors.

Interviewer: So, how do you guys come up on your products, do you ideate them yourselves?

Museum Administrator: Of course, we designed them ourselves. Like every museum, our products are related to the content we display in the museum so that the visitors can take a reminder of their experience back home. After putting much effort in to the design and ideas into what we wanted to offer, we sent them to the same local company that produces the products of different museums in the area, we get supplied a new batch every couple of months.

Interviewer: So, there is no process through which you acquire a specific product from a unique manufacturer?

Museum Administrator: Not really, our supplier has the capacity to produce a wide arrange of products. The only items we acquire from a different source are the themed clothes we have for sale, we wanted them to be of the upmost quality, so they are produced by a different specialized company.

Interviewer: Okay, that is understandable. Before you mentioned something about the visitors taking home a memory of their experience, could you go a bit deeper into what you mean by that and how you go about making that possible?

Museum Administrator: The work we do at the museum isn't only about making money, a lot of people here are passionate about the work they do and want to share that passion with the people outside. We do our best efforts to explain the history and meaning of what we display, give a unique experience to our visitors. We want our products to be an extension of us, when they look at them, we want them to remind our visitors about their experience, what they saw and what they learned when they visited us, that is important for us.

Interviewer: Oh wow, that is great. However, earlier you mentioned the museum has an online store, how do you go about giving that same experience through the website?


Museum Administrator: Oh, that's an interesting question. It isn't really my area of expertise, but I think most people that buy our products online have already visited our museum. However, there could also be cases where people with previous interest and knowledge visit our webpage to inquire more or in search of different products "on their own volition" or to "satisfy their interest" so to say, in that case, we could also cater to them. All our products are explained in detail on our website, with their inspirations, what displayed item they are related to, its history etc. Of course, it will never be the same as visiting the museum in person, but unfortunately not everyone has the possibility to do that, so giving some of that experience through a digital platform is also important for us.

Interviewer: I think we are done for today, thank you very much for giving us some of your time to answer our questions.

Museum Administrator: My pleasure.

Attachment 6: Persona:

Jill Anderson



"I'm looking for a site that will expand my knowledge of Greek ancient art & be able to buy products."

Age: 32
Work: Architect
Family: Married, 1 child
Location: Milan, Italy

Travel lover

Practical

History teacher & architect

Hardworking

Bio

I am an architect with the best hobby in my opinion. I love to travel and discover new underground artists. I'm very interested in Greek history specifically. I would love to explore more by having a proper website. I would also want to buy souvenirs for my child and see how she would play with them.

Personality

Introvert	Extrovert
Analytical	Creative
Loyal	Fickle
Passive	Active

Preferred Historical Cities

Milan
Athens
Island Crete
Rome

Goals

- To spend less time searching for such website
- expanding my knowledge of Greek ancient art
- travel more so I can explore more

Frustrations

- Too much time spent reading useless information - I'm just busy!
- Too many websites visited
- Not terribly tech-savvy - don't like the process

Motivation

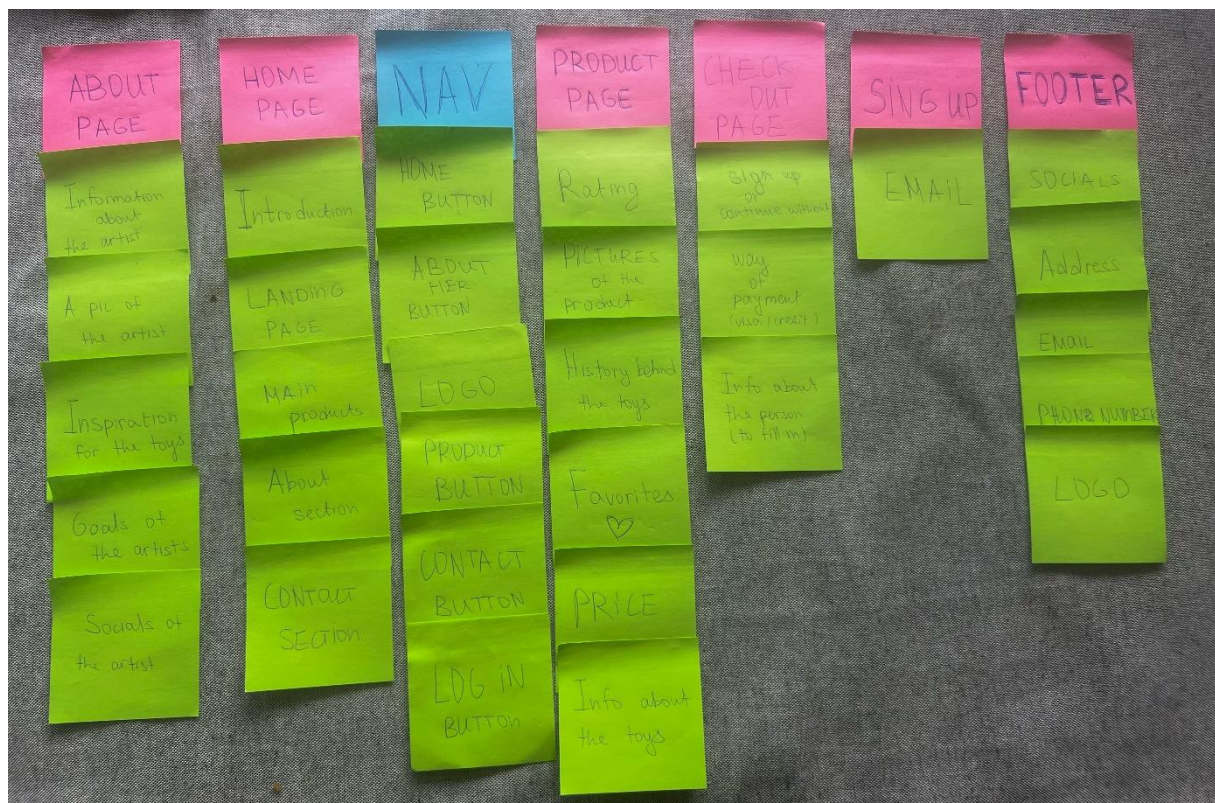
User-friendly website
Comfort
Convenience
Ancient figure
Information about the history of the Greek toys

Attachment 7:

User scenarios:

1. As a user, I want to see pictures of Fenia's toys in order to decide whether I like them visually or not.
2. As a parent, I want to read more about the materials of the toys, so that I can decide if they are safe for my children.
3. As a tourist, I want to read more about the history of the toys on the website, so that I can explain to my relatives why are they important for Greek history.
4. As a child, I want to see how the children in the past played with these toys so that I can play like them.
5. As a user, I want to know more about Fenia so that I can be sure that she is a good artist.
6. As an older person, I want the website to be easy to use because I don't understand modern technology.
7. As a user, I want to be able to buy the toys from the website so that I don't have to go to Greece in order to get one.
8. As a child, I want to have a game on the website to play virtually with the toys.
9. As a parent, I want to be able to search for how many types of toys she has so that I can buy the one that my child likes most.
10. As a user, I would love it if the website has a contact form in order to contact Fenia if a problem occurs.

Attachment 8: Card Sorting



Attachment 9: Mind Map



Attachment 10: Risk-assesment

Risk	Probability	Impact	Mitigation
The 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.

- 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 management or some form of control to run the project smoothly. It could be as simple as one person keeping all deliveries in control. (see attachment 10)