PROJECT PLAN

Great Greek Love
(Project Ancient Toys)

Fenia Xatzimixail
Eindhoven

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Status	**:**	**In Progress**
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Version

Version	Date	Author(s)	Amendments	Status
1.0	14-02-2023	Everyone	Initial Plan	In Progress
1.1	25-02-2023	Everyone	Overall checking if the document is ready to be delivered; Added further information on points 1.4, 2.3, 2.4, 3.1,	In Progress
1.2	03-04-2023	Quinn	Added the roles to the group members	In Progress
1.3	04-04-2023	Quinn, Furkan,	Changed CMD Methods we plan on using	
1.4	16-05-2023	Maksim	Changed the view of document Created Phasing Table Edited table of context Added new categories (Starting Point, Client Introduction, Current Situation, Goals and Solutions, What we Expect from this Project, Deliverables & Non-Deliverables, Constraints, Risks,	

			Phasing and other) Edited text	

Table of Context

Project Introduction

Starting Point

The client for this project is Fenia Xatzimixail.

We will be able to contact her via email:

Fenia Xatzimixail will be representing the company: Great Greek Love, for whom we will develop a website.

The developer of the project is our group "Five Guys".

Client Introduction

Our client Fenia Xatzimixail is an artist from Greece who primarily makes sculptures. She is working on a project named "*Great Greek Love*" about ancient Greek culture and one of the elements of the project is focused on bringing back actual toys that the Ancient Greeks used to play with. She'd love to have a website where she can show and sell her artwork.

The main reason she is doing this project is to share her love for Ancient Greek culture and to inspire people to explore it, while also making a name for herself and earning some money in the process.

Current Situation

The current situation for the client is the fact that she has no website for showing her products online. Fenia wants to open a gallery/portfolio website to increase the quantity of her customers because people prefer to enter websites instead of calling or reading journals.

Problem Description

Great Greek Love company needs a website for customers to allow them to get information about both toys and Fenia. They should also have the possibility to contact Fenia using contact form on the website.

Project Goal and Solutions

Fenia Xatzimixail is looking to have a website to show her latest artwork to people, retailers, and museums.

Our main goal during this project is to provide a website that represents the artist's latest project works for those interested in purchasing these artworks, for museums and for retailers. Additionally, include information about the toys and the story behind them to help the maintenance of Greek culture and provide information for the users.

What We Expect from this Project

In this project, we are going to improve our skills to work as a team and include the artist's ideas and expectations to have an acceptable result and also share our ideas to improve the work. While doing this project we should think of ways to make the website attractive for children to find these toys playful, and other targeted groups. Thus, we should do research about the origin of the toys and find information about Greece's ancient culture to help us to create a website inspired by the artist's work and Greek culture, and do a survey to make it suitable for parents and children. This can help us in choosing a proper colour pallet. Also, we include the new subjects and skills that we are learning during this semester to develop the project.

For the final result, we are going to create a website that targets both parents and children, with information about the sculptures and being playful as well. Also, provide a suitable space for retailers and museums to become aware of the latest artist's project.

Assignment Description

The assignment is focused on providing a website as a platform for our customer to show her work, while inspiring people to explore Ancient Greek culture and for customers interested in it to buy the sculptures. The main design margins that we need to be in/ look out for, which were described to us from Ms. Xatzimixail are that the site needs to look and feel playful and to have young kids in mind in the design process.

Needed functional and non-functional requirements:
- Playful, colourful look attracting kids, but also parents and potentially museums and retailers
- Having an interactiveness in the product would be preferred since it would appeal to kids even more and she can probably sell more of her work
- Information and description about each product is a must

Questions We Came Up With

In this point we came up with questions to solve in order to guide us to making a good end product for our users. The questions are the following:

Main Question:

How to create an interesting, playful but professional website where parents/kids/museums can buy, play with and find information about handmade recreations of ancient greek toys made by the artist Fenia Xatzimixail?

1. What could make the website interesting and engaging for parents/kids/museums alike?
2. How can we balance the playful and professional look in the website?
3. How can we implement the "play" part?
4. How can we describe, promote and tell the customers about Fenia as an artist?

Deliverables & Non-Deliverables

The project includes:		The project does not include:	
1	Website	1	Online Purchase Function
2	Prototype	2	Registration Page
3	User Research Document	3	Product Cart
4	Presentation of the final product	4	-

Notes for client:

Client should buy a domain for the website.

Constraints

- Deadline: 16th of June 2023
- Tools to use(CSS, HTML, JS, Photoshop, Illustrator)
- Nice UX & UI design
- Color palette(developer decides)

Phasing

The project is going to be broken down in 4 sprints. We are going to follow the Module planning in our Project introduction page in Canvas, since that module is already broken down in sprints according to the things we will be studying during the course of the project. Syncing any of our plans, and time frames with the sprints described in the table on that page would be both very convenient, and also we can get guidance and help, and even

learn new things which can further enhance the process, outcome and product of the project at the end.

The initial plan is shown better in **Tables** below.

Phasing	Effort	Start	Ready
Sprint 0: - **Empathising Phase** - **Research**	**2**	*Week 1*	*Week 3*
Sprint 1: - **Detailed Research** - **User Requirements** - **Database Diagrams**	**3**	*Week 4*	*Week 7*
Sprint 2: - **Ideation** - **Sketching** - **Brainstorming**	**4**	*Week 8*	*Week 11*
Sprint 3: - **Prototyping (low-, mid-, hi-fi)** - **Testing**	**5**	*Week 12*	*Week 16*

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Introduction to Assignment	✓ - 1 day								
Creating GIT repository	✓ - 10 min								
Creating Google Drive Repository	✓ - 10 min								
Creating Discord Channel	✓ - 10 min								
Meeting with client		✓ - 30 min		✓ - 30 min		✓ - 30 min		✓ - 30 min	
Creating/Updating Project Plan		✓ - 1 day				✓ - 1 day	✓ - 1 day		
Creating/Updating URS		✓ - 1 day				✓ - 1 day	✓ - 1 day		
Surveys			✓ - 3 days						
Creating Persona				✓ - 1 day					
Creating Customer Journey Map				✓ - 1 day					
Stepping Stones Research					✓ - 1 day				
User Stories						✓ - 1 day			
Mind Map									✓ - 1 day

	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16		
Card Sorting	✓ - 3 days								
Sketching Prototype		✓ - 2 days							
Figma Clickable Prototype			✓ - 2 days						
Coding				✓ - 2 days	✓ - 2 days				
Testing					✓ - 1 day	✓ - 1 day			
Fixing						✓ - 1 day			
Final Presentation							✓ - 20 mins		
Meeting with client		✓ - 30 min		✓ - 30 min					
Updating Project Plan				✓ - 1 day					
Updating URS				✓ - 1 day					

Approach and Planning

Approach

The approach to solving the problem of our client includes using the design thinking process. It is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. It is divided into 5 phases - Empathise, Define, Ideate, Prototype and Test, and we added another step being Assessing which is explained more in depth below.

For our approach, we divided our research methods into phases like so:
1. Empathizing
2. Defining
3. Ideating
4. Prototyping
5. Testing
6. Assessing

Empathizing

For the Empathizing Phase we decided that the use of the "Expo", "Participant Observation" and "Survey" CMD methods would be ideal.

We can use the Expo method to see what other people think about our product. Because one thing looked at from different points gives us a better idea of the whole picture about the product.

Participant Observation is also another thing we can use since we can put ourselves in the shoes of our users and 'test' our own product which can make us find problems which we couldn't do beforehand.

Surveys are also quite useful since we can have a general understanding of what our target audience likes or would like to have as a product. The survey questions can be tailored to get deeper or more overall information.

Defining

After empathising with our potential users our next step is defining all the information we got from the first phase.

Firstly, we will define the main problem and the goal of our project. We will proceed with identifying our potential user's needs and requirements, how to fulfil them with the product we offer and whether our product will provide a useful asset to them. We must also keep in

mind that our project should be a viable solution to the main problem we have defined and it also covers our main goal.

We will use different CMD methods such as "Requirement list", "Design Pattern Search", and "Test Report" among others.

"Requirement list" is a great method to use since, once done, it can serve as a planning tool and a checklist to ensure that our design meets all demands.

"Design Pattern search" is also a good method because it can guide us to find common problems and a description of the context in which these solutions work best.

"Test Report" is a way to collect data from conducted tests on surveys etc, and summarise the information, show the analysis of that data and conclude it with lessons learned.

Ideating

The first method that comes to mind is Ideating. Grouping up with the members and having exchange of ideas can set a creative mind among the participants which can lead to coming up with great design or functional ideas for the product.

Thinking aloud is a good way of thinking of ideas, be it by yourself or with your teammates.

"Context mapping" is a method where we can get an understanding of what the users know about a type of product, or how they interact with it, so we can use that information to define the margins we need to keep in order to target our user with the design or functionality.

"Proof of Concept"
Sketching is the second step of ideating - basically putting your ideas down on paper, since only thinking about something without a clear image can be misleading most times. When we put something down on paper some design ideas also appear to be either not good, or hard to do, or need more research.

Concept is another method we can use to summarise the main principle on which our solution is going to be based.

Prototype

As we are users ourselves, "Context mapping" is an ideal CMD Method as the group is going to actively participate in the design thinking process from the early stages of the design.

During the group meetings, the members of our group are going to use the "Proof of concept" CMD Method to demonstrate the desirability and feasibility of their ideas for them to be implemented in the product.

Testing

In the Testing phase we will use the following CMD Methods: A/B testing; Usability Testing

"A/B testing" is going to happen during the whole development phase as we ourselves will be users as we test the usability of the website. We will constantly make changes by adding new features and improving the design.

As a group we are going to use "Usability Testing" to detect problems with our design and correct them before the client sees the final product.

Assessing

Peer review is a must when assessing since having the opinions of more than one person can give a more objective overview of an item, or a product. Also if we get help from experts, they are going to help us see and realise things which we most probably hadn't even thought about before.

Quality review is also a step that needs to be taken in order to ensure that the product is indeed ready for use and meets the requirements and standards it needs to meet.

Research methods

Our team decided to choose the DOT Framework for this project. We chose several research methods to solve the challenging questions that appeared on our way.

Competitive Analysis

Our client has chosen a niche that the competitors are not filling. This uniqueness will give our client an advantage and will make the parents and kids more enthusiastic about buying these products.

Quality Review

Balancing a playful and professional look of the website is not easy, that's why we will use Quality Review to ensure the product is perfect before releasing it to the client and users.

Ideation and Sketching

One of the most challenging parts of the project is providing the user with a way to interact with the product. We will come up with some ideas, then we will discuss those ideas and sketch them.

Best, good & bad practices

During a discussion, our team decided that the best way to promote the client's products is to create a logo for our client's company. The logo will be easily recognized which will help the client later with promotion and marketing.

The Research methods along with the design thinking process are the ways with which we are going to answer the questions in point 1.7. The empathising phase is going to help us understand what children might want, or what attracts them in a website or in a toy and using the Expo and Participant Observation methods we can understand what they like, so we can make it more targeted towards them.

Answering the second question also requires us to empathise with our older users. We can use the same methods described earlier. But in order to cater to 2 target groups, we need to define margins and guidelines, understand what both sides need and balance the website's look accordingly. Using the methods "Requirement list", "Design Pattern Search", "Proof of Concept", "Test Report", we can draw out a margin to follow and satisfy both groups' needs.

Implementing the play part in the website is where we will need to use some prototypes and testing, preferably with children to see what they think, and if they actually even like the idea. If they happen to not really pay attention, or not enjoy it as much as expected, it might not even be necessary to include it in the end product after all.

The easiest way to answer the last sub-question is to interview our client. No matter how much we think about it, there is a certain thought and idea in her mind about herself, there is a personal image that she wants to set. And this is a very subjective point. It is impossible for us to go out of our way to come up with something that we don't even have any evidence on. So the most obvious and effective way of solving that problem is to conduct an interview with Fenia, ask her what type of an image she wants people to think of when they hear about her and work along those guidelines.

Project Organization

Team members

Table 3 is a visual representation of our roles and available times when our group members and teachers can reach us

Table 3:

Name + Phone + e-mail	Abbr.	Role/tasks	Availability
Furkan Smail **+359878426278** **furkanmusa2@gmail.com**		*Leader*	**Constantly changing schedule, contact for more information**
Quinn Lutters **+31 6 46 03 37 99** **quinn.lutters@gmail.com**			**Always**
Sara Rabiei **+31687306584** **sara.rabieiabbasi@gmail.com**		*Notetaker*	**Always**
Maya Tsotcheva **+31681092570**		*Arbitrator*	**Always, as long as contacted beforehand to confirm**

maya.tsotcheva @gmail.com			
Maxim Guida **+31612285883** **mg.maximguida @gmail.com**			**Mon. - Thur. : 10:00 - 18:00** **Fr. : 10:00 - 15:00**
Maksim Malko **+31 6 38417129** **flinas2003@gma il.com**		*Devil's advocate*	

Communication

Communication with our client is possible whenever we need further information from her. But we also do not want to steal from her time since she's quite busy with her work. Contact with our mentor/teacher supervisor is easier and we can always message them whenever we need advice, help, or guidance.
When it comes to team members, communication between each of them is essential and is the most frequent people that exchange information from one another.
All communication happens mostly by email, and only with our group members do we communicate through either email or Discord.

Configuration management

For the start of this project we are using google drive, because we have to do a lot of documentation and google drive allows us to see the live changes that a group member makes. We are going to switch to git, since git is really useful for when we start to do the coding.

Finance and Risks

Cost budget

For this project we don't expect to have any costs, since we have all the equipment and resources available to us that we might need. So we won't have a cost budget, since it's not applicable.

Risks and fall-back activities

There are many risks that might occur during this project. Here's the risks and potential methods to mitigate them.

- **Misunderstanding between team members -** In every project there is a risk of misunderstandings happening between the group members. Preventing misunderstandings requires excellent and constant communication.
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- **Personal irresponsibility -** General lack of motivation or interest in the project from group members may lead to them taking impudent and disrespectful actions, such as neglecting the tasks given to them. This may negatively affect the project and possibly create conflict between team members, especially if such issues aren't communicated and are left to worsen.
  -
- **Incomplete Decision Making -** 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 matters are discussed, it's important to come to a conclusion. There might be some instances in which discussions are rushed or cut short, and a clear objective or decision is not reached.

- **Delays in the wrapping up of a task have a possibility to push next interconnected tasks further, delaying the whole process**

- **Not asking for a checkpoint and assessment:** Feedback is important in this project so we should always ask for it from the other members of the group. If we do not we risk finalising our part without the other members liking it.

NOTE: Refer to table 4 below for more information

Table 4 is a visual representation of the risks related to the tasks and workflow of the project

Risk	Probability	Impact	Mitigation
Misunderstanding between team members	Highly likely	**Extremely Harmful**	By setting up a project plan with all required details, all parties can know exactly what is required. Referring back to the plan frequently will prevent most of this risk.
Personal irresponsibility	Unlikely	Harmful	This problem might not even be needed to be faced if all of the members are enthusiastic and motivated to do the project. If someone shows some signs of irresponsibility, solving that problem should be as easy as talking to the said person and discussing with them how we can solve the problem.
Incomplete Decision Making	Likely	Harmful	There needs to be constant communication between the team. Reaffirming one decision a couple of times is crucial when it comes to making sure that decision is final, and that it is the best thing to do.
Delays in the wrapping up of a task	Likely	Harmful	Plan out extra time where you can fix mistakes or delays beforehand
Not asking for a checkpoint and assessment	Likely	Harmful	Remind ourselves to always ask for feedback each day. Make reminders on our calendars if necessary.