

# Project Planning Document

**Project Title:** *DeliverNow – UX/UI Redesign*  
**Date:** [30/6/2025 – 04/8/2025]

## 1. Project Overview

Redesign the user experience and interface for DeliverNow, a food delivery platform, to improve customer satisfaction, streamline restaurant operations, optimize delivery logistics, and support better route and staff management.

### Project Timeline Overview (5 Weeks)

Week	Focus	Key Deliverables
1	UX: Empathy & Define	Personas, Problem Statements
2	UX: Ideation & Mid-Fi	Journey Maps, Wireframes, Prototypes
3	UX: Testing & Presentation	Mid-Fi Testing Reports, Demo Presentation
4	UI: Moodboard & Hi-Fi	Styleguide, Hi-Fi Prototype Designs
5	UI: Testing & Final Pres	Hi-Fi Testing Reports, Final Presentation

## Tools Chosen

Purpose	Tool(s) Used
Project Planning	Notion / Trello
Research & Surveys	Google Forms / Typeform / Airtable
Collaboration & Notes	Google Docs / Miro
Wireframing & Prototyping	Figma
Testing	Maze / Figma prototype sharing / Airtable
Presentation	Google Slides / Canva
Version Control	GitHub
Video Demo	Loom / OBS / Screen Recording

## Users & User Journeys

User Persona	Journey Overview
1. <b>Customer</b>	Order food → Customize options → Pay → Track delivery → Receive & review
2. <b>Restaurant</b>	Receive order → Prep queue management → Mark ready for pickup → Feedback log
3. <b>Runner</b>	View assigned orders → Optimize route → Pick up → Deliver → Confirm hand-off
4. <b>Manager</b>	View runner locations → Assign orders → Monitor delays → View analytics

## Detailed Week-by-Week Plan

### WEEK 1 – Empathy & Define Phase (UX)

**Goal:** Understand user problems through research

Tasks:

- Kickoff & Team Roles
- Create Research Plan for 4 personas
- Conduct Interviews & Surveys (5+ per persona = 20+ total)
- Define Pain Points, Needs, and Goals
- Create Personas (1 per user type)
- Write Problem Statements

Deliverables:

- 4 User Personas
- 4 Problem Statements
- Research Summary Slide

## **WEEK 2 – Ideation & Mid-Fidelity Prototyping (UX)**

**Goal:** Generate ideas and design wireframes

Tasks:

- Create Journey Maps for each user
- Ideate features per user (crazy 8s, How Might We)
- Design Wireframes (mobile + desktop where needed)
- Build interactive Mid-Fi Prototypes in Figma

Deliverables:

- 4 Journey Maps
- 4 Mid-Fi Wireframes + Clickable Prototypes
- Slide Deck with concept explanations

## **WEEK 3 – Testing & Mid-Fi Presentation (UX)**

**Goal:** Validate user flows and present UX work

Tasks:

- Conduct usability testing (5 users per prototype = 20 total)
- Collect feedback: What's clear, what's confusing
- Iterate wireframes based on feedback
- Record demo videos of each journey
- Prepare Mid-Fi Presentation

Deliverables:

- 4 Usability Test Reports
- Demo Videos (1 per user journey)
- Mid-Fi Prototype Presentation Slides
- Feedback Form (shared with audience)

## WEEK 4 – Moodboard, Styleguide, Hi-Fi Design (UI)

**Goal:** Build the look and feel + high fidelity prototypes

Tasks:

- Create Moodboard & Visual Inspiration
- Define Branding, Typography, and Color Palette
- Build UI Kit (buttons, modals, navigation, etc.)
- Design High-Fidelity Screens for all 4 journeys
- Make Mobile/Desktop responsive versions

Deliverables:

- Moodboard (PDF or Figma Board)
- Styleguide (Typography, Colors, Components)
- 4 Hi-Fi Prototypes (interactive)

## WEEK 5 – Testing & Final Presentation (UI)

**Goal:** Validate designs and deliver final presentation

Tasks:

- Usability & Desirability Testing (5 users per prototype)
- Refine designs based on feedback
- Record animated walkthrough videos
- Prepare final pitch deck
- Distribute Feedback Form during presentation

Deliverables:

- 4 Test Reports (Hi-Fi Usability)
- Final Presentation (max 40 mins)
- Feedback Form (Google Form/Typeform)
- Zip folder uploaded to GitHub with naming convention

## Final Submission Checklist

4 User Personas (PDF or Slides)

4 Problem Statements

Mid-Fi Prototypes (Figma + Demos)

Mid-Fi Test Reports (PDF)

Moodboard & Styleguide

4 Hi-Fi Prototypes (Figma + Demos)

Hi-Fi Test Reports (PDF)

Final Pitch Slides

Feedback Form (Google Form or Typeform)

Zip upload on GitHub with correct naming convention