Cape marketing website Project Plan

Prakasa Kandasamy Pandian Sivanesa Pandian

Table of Contents

Introduction

Welcome to this project plan! In today's digital world, simple and user-friendly tools are important. This document outlines an exciting project to help Cape's marketing team easily make changes to the website without needing developers. This plan is like a roadmap for a project that allows the marketing team to create and change blog pages and website content on their own, without waiting for developers

In the project plan, I'll explain all the details, outlining the important steps and tasks needed to make this project a success. It's the start of a journey to change how the marketing team works with online platforms.

About Cape

At Cape, they create digital marketing solutions that make it easier for companies to handle all their marketing work in-house. They provide a single interface from which companies can design, plan, publish, and view the results of all their online marketing campaigns. The focus is on tailoring the tool to each customer's specific wishes, making it a desired choice for larger companies like TakeAway.com, BasicFit, Rituals, etc., for whom a standardized tool just doesn't fit their needs.

Cape is a young startup with a commitment to innovate and grow in the online marketing sector. Cape has an informal working atmosphere with sociable and hardworking colleagues. It is part of Peach, a large digital media agency with over 100 employees globally, headquartered in London. The product development team of Cape is stationed in Tilburg, and the headquarters are based in Amsterdam.

The Assignment

The primary goal of the assignment is to modernize the marketing website and align it with current standards of competitors, while optimizing the marketing team's workflow and easing the developer's workload. This will be achieved by implementing a CMS system that allows non-technical users to easily manage dynamic content. This approach will guarantee a user-friendly experience and

empower the marketing team to maintain an up-to-date website, providing them with the functionalities to create and delete new pages/content without requiring any technical expertise. Additionally, modernizing certain outdated UI elements and pages will help the marketing website align with the current standards of competitors and enhance its ability to convert clients by providing a more intuitive and visually appealing experience.

Design Challenge

From the stakeholders:

How might we empower the marketing team to autonomously update and create new pages and content on the marketing website, staying aligned with emerging trends, while minimizing dependency on developers?

What problem are we solving?

(User) needs to *(user's need)* because *(insight)*.

The marketing team needs to autonomously update and create website content because staying aligned with emerging trends is crucial, and dependency on developers can cause delays.

Current software stack:

The marketing website is built using Next.js.

The CMS system used is Contentful.

Target Users

Who am I designing for?

The marketing team is the primary target audience

Zoë Smits

Luigi Esposito

📊 **Results:** The target audience is:

- Marketing Team / Cape's clients

Scope

Deliverables

1. Create a smooth connection between the existing system and CMS to make it easy for the marketing team to create content, landing pages, and support multiple languages.

2. Teach them how to use it effectively, and provide ongoing help through documentation to ensure that everything works smoothly and meets their marketing needs.

Research Questions
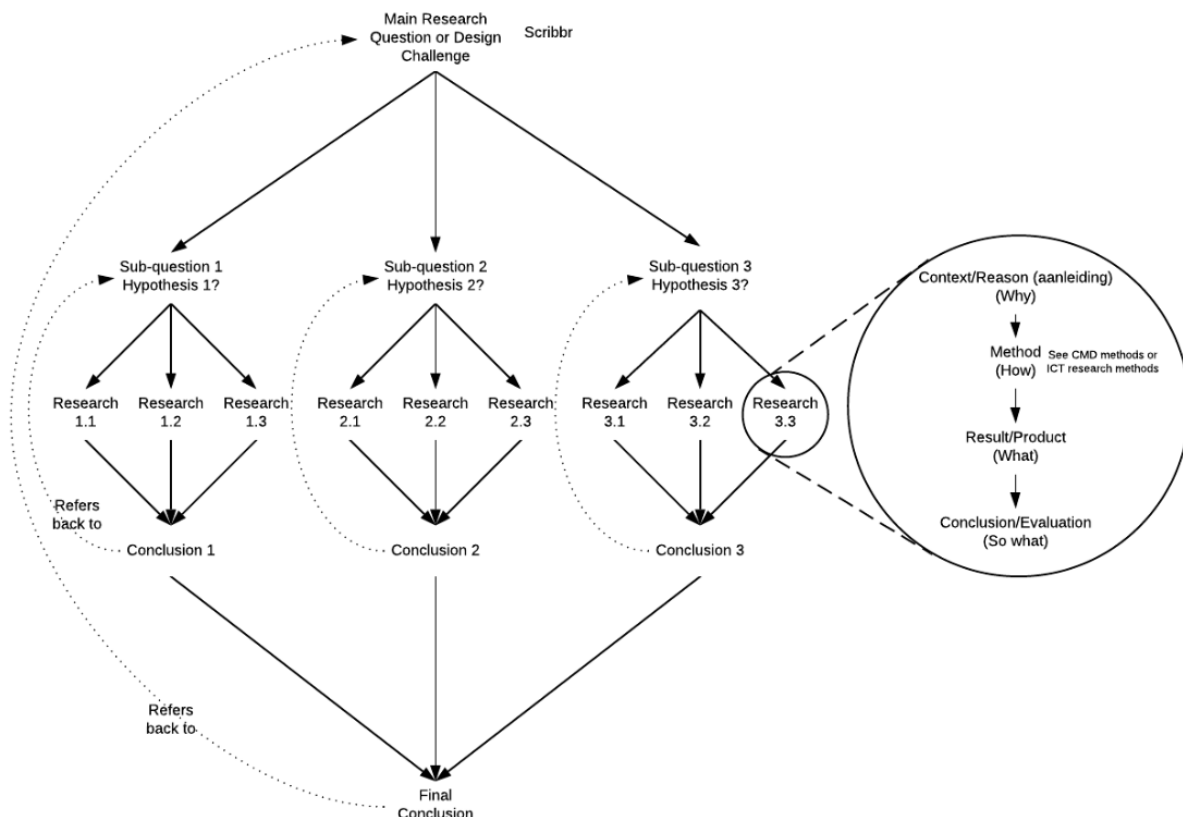
Here the research questions will be documented. The research questions might change based on the progress of the project. However, by looking at the pre-defined research question, I have come up with seven sub-questions and their research methods.

> **? Main Research Question:**
>
> How can the efficiency of non-technical users be enhanced in managing dynamic content, creating, and deleting pages on the marketing website? Furthermore, how can the marketing website be aligned with the current modern standards of competitors?

Sub-questions based on the main research question:

1. **Discover -**

   How do users currently engage with the existing website, and what pain points do they encounter?

   What are the current trends in CMS systems, and which content management system is most
   suitable for the current project?

2. **Define -**

   What are the primary content management challenges faced by the marketing team?

   How do the existing CMS limitations contribute to user and content management issues?

3. **Ideate -**

   What innovative design elements can be introduced to improve user engagement on both desktop and mobile devices?

   What CMS options are available, and how do their features align with the project's content management needs?

4. **Prototype -**

   How can interactive prototypes effectively showcase the proposed design changes for both desktop and mobile versions?

   How can prototypes demonstrate the integration of each CMS into the project's workflow?

5. **Test -**

Which areas of the assignment are expected to require a research attitude?

1. **Understanding user needs and behaviours:**
   Researching the target audience of the marketing website and the marketing team to understand their needs, expectations, and pain points regarding their problems. This might involve conducting surveys, user interviews, or usability testing to identify specific areas for improvement.

2. **CMS System Selection:**
   Researching different CMS platforms, comparing their features, functionalities, and user interfaces to identify those best suited to the project's needs. This involves evaluating factors like ease of use, security, scalability, and integration capabilities.

3. **Understanding user needs for CMS:**
   Conducting user research among team members, including marketing and technical persons, to understand their needs and expectations for working with the chosen CMS.

4. **Benchmarking competitor websites:**
   Researching and analysing competitor websites to understand their design trends, user interface styles, and content strategies. This helps identify industry standards and potential areas for development.
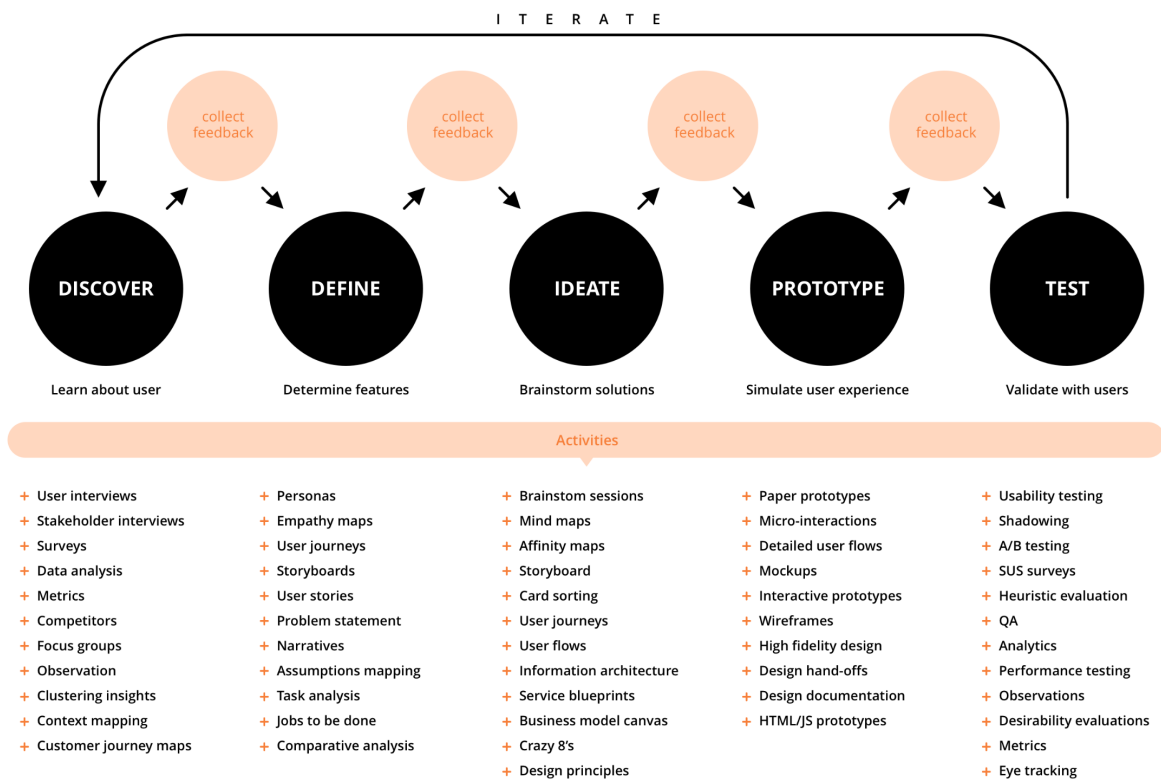
5. **Website Analytics and Tracking:**
   Researching and selecting an appropriate analytics platform to track website traffic, user
   behaviour, and conversion rates. This involves comparing features, pricing, and integration
   capabilities of different platforms.

Strategy

Design Thinking Process

ux hints.com

ITERATE

| collect feedback | collect feedback | collect feedback | collect feedback |

DISCOVER — Learn about user
DEFINE — Determine features
IDEATE — Brainstorm solutions
PROTOTYPE — Simulate user experience
TEST — Validate with users

Activities

DISCOVER	DEFINE	IDEATE	PROTOTYPE	TEST
+ User interviews	+ Personas	+ Brainstom sessions	+ Paper prototypes	+ Usability testing
+ Stakeholder interviews	+ Empathy maps	+ Mind maps	+ Micro-interactions	+ Shadowing
+ Surveys	+ User journeys	+ Affinity maps	+ Detailed user flows	+ A/B testing
+ Data analysis	+ Storyboards	+ Storyboard	+ Mockups	+ SUS surveys
+ Metrics	+ User stories	+ Card sorting	+ Interactive prototypes	+ Heuristic evaluation
+ Competitors	+ Problem statement	+ User journeys	+ Wireframes	+ QA
+ Focus groups	+ Narratives	+ User flows	+ High fidelity design	+ Analytics
+ Observation	+ Assumptions mapping	+ Information architecture	+ Design hand-offs	+ Performance testing
+ Clustering insights	+ Task analysis	+ Service blueprints	+ Design documentation	+ Observations
+ Context mapping	+ Jobs to be done	+ Business model canvas	+ HTML/JS prototypes	+ Desirability evaluations
+ Customer journey maps	+ Comparative analysis	+ Crazy 8's		+ Metrics
		+ Design principles		+ Eye tracking

Discovery & research

In the discovery phase, we will conduct desk research and literature research. We will interview real users and understand their pain points. Research plays a critical role in discovering user needs and preferences, as well as identifying potential design solutions that will improve the user experience.

Define

In the Define phase, we will analyse the data collected through research and define the problem statement. We will identify the key challenges faced by physical exercise teachers in primary schools and how our solution can address them.

Ideate

The ideation phase will help us brainstorm ideas and conduct rapid prototyping. Based on all the research gathered, we will define the UI elements of the product. With open minds, we will generate a lot of ideas and cherrypick the ones that fit our research question. The ideation phase will help us visualise how our final product.

Prototype

The Prototype phase will involve creating a working model of the app or tool that visually displays sound levels in an intuitive and appealing way. This will be an important stage for testing the technology and assessing whether it meets the needs and preferences of the target users. Additionally, the Prototype phase will provide valuable insights into areas for improvement and refinement before the final product is launched.

Test

The testing phase will involve user testing, which will be critical in evaluating the effectiveness of the app or tool in addressing the needs and preferences of the target users. Additionally, the testing phase will provide valuable insights into areas for improvement and refinement before the final product is launched.

Stakeholders & Communication

Throughout the semester, I will have daily team stand-ups and weekly personal meetings with my mentor, Stijn Toussaint. I will also be part of sprint planning and attend bi-weekly meetings in Cape. Additionally, I will have meetings with my coach, Frank Roosen, as needed.

Cape

Aa Name	≔ Role	≣ Availability Preferences
Zoë Smits	Stakeholder	Available Monday till Friday
Luigi Esposito	Stakeholder	Available Monday till Friday
Stijn Toussaint	Company Mentor	Available Monday till Friday
Frank Roosen	Semseter Coach	Always available at Teams and request meeting, scheduled meeting once every two weeks

Agreements

📈 **Scrum framework**

This project will be carried out using the Scrum framework. The sprints will last for two weeks each, resulting in a total of nine sprints. There will be a sprint planning meeting and a retrospective meeting at the end of each sprint.

🕐 **Working hours**

During the week, I will work with the team from Monday to Friday. These interactions could occur online or at the office, depending on the specific day.

> 📅 **Meetings**
>
> Have a weekly meeting with my company mentor every Thursday.

Approach & Planning

Timeline Planning

Will use the SCRUM methodology. Each sprint will have a duration of 2 weeks. There will be a total of 9 sprints. At the end of each sprint, there will be retrospectives and new sprint planning sessions.

Sprints	Deliverables	From	To
Sprint1	Onboarding & Project Plan	04/03/2024	15/03/2024
Sprint2	Research	18/03/2024	22/03/2024
Sprint3	Research	25/03/2024	05/04/2024
Sprint4	Prototyping	08/04/2024	19/04/2024
Sprint5	Iterating	22/04/2024	03/05/2024
Sprint6	Implementation	06/05/2024	17/05/2024
Sprint7	Implementation, feedback	20/05/2024	31/05/2024
Sprint8	Implementation, feedback	03/06/2024	14/06/2024
Sprint9	Bug fixing, Documentation, Final	17/06/2024	28/06/2024

Sprints	Deliverables	From	To
	Delivery		

Research Methods

For the research, will be using the CMD research methods and the design thinking process. The table below shows which research method will be used to achieve an answer to each research sub-question.

RESEARCH CYCLE

Formulate Question
Draw Conclusions
Choose Method
Analyse & Present Data
Collect Data
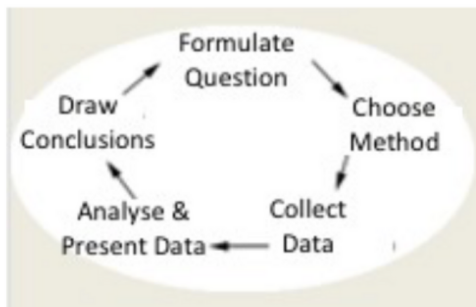
1. Formulate a research question
2. Choose research method / methods
3. Execute the research (collect data)
4. Analyse data & present results
5. Draw conclusions & recommendations

Decide: Improve concept in next phase or repeat current/earlier phase

Note: Your advancing level of knowledge could be used as a basis for reflection

How could I .....
- have asked a better research question?
- have selected a more appropriate research method? (e.g. avoid remote evaluation of paper prototype)
- improve the execution of my research? (e.g. perform a pilot test first)
- improve my data analysis & presentation?
- ensure I draw conclusions related to my research question?

Sub - Questions	ICT Research Methods
What are the current trends in CMS systems, and which content management system is most suitable for the current project?	(Library) Conduct a thorough literature research to understand the existing knowledge and trends in CMS systems, (Library) Competitive analysis
What are the primary content management challenges faced by the marketing team?	(Field) Stakeholder Interviews with the Marketing Team
How do the existing CMS limitations contribute to user and content management issues?	(Library) CMS Evaluation, (Field) Stakeholder Interviews

What innovative design elements can be introduced to improve user engagement on both desktop and mobile devices?	(Workshop) Brainstorming Sessions, (Library) Competitive analysis
What CMS options are available, and how do their features align with the project's content management needs?	(Library) Competitive analysis, (Field)Feature prioritization matrix
How can interactive prototypes effectively showcase the proposed design changes for both desktop and mobile versions?	(Workshop) Wireframing, Sketching, Interactive prototype
How can prototypes demonstrate the integration of each CMS into the project's workflow?	(Workshop) Intergration prototype, (Showroom) Stakeholder / User feedback

Finance & Risks

Budget

The budget and the financial Information is still unknown. This space will be updated as soon as the budget information is known.

Risks & Prevention

Risk	Prevention activities
Company mentor unavaliable	Plan meetings ahead of time, contact another team member or the covering PO
Certain features take longer	Plan with extra buffer zone and ask for help and talk about it as soon as possible if necessary