Activity 4
Final Report

Bespins

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Project sponsor
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Business need/opportunity
The International Association of Business Communicators Regina Chapter (IABC/Regina) proudly represents communications professionals based in Regina, Saskatchewan and surrounding area. We proudly hold more than 40 Accredited Business Communicators (ABC), internationally recognized leaders in our industry. Connecting through learning, networking and mentoring opportunities, our organization promotes ethical business communications standards, inspires a passion for learning and helps our members achieve communications excellence in their daily work. We are part of IABC, a global network of communication leaders operating in 70 countries.

Reflections on project planning
North star customers: IABC administrators and active members.
Carryover customers: IABC non-active members.
Assumptions:
- The website is going to be developed in wordpress.
- Testing the website's design will take most of our time and resources.
- We will get more specific comments on the project and better questions to ask after each meeting with the IABC.

Constraints:
- Limited meetings with the client.
- Limited budget "9k" provided by the IABC "The less, the better".
- Not enough information about the visitors of the website.

Key findings from the empathy map:
- Users are not happy with the navigation.
- Administrators want a simple backend for non-tech individuals.
- Advertisement for jobs on the website needs more flexibility for customers.

Key findings from the affinity diagram:
- User experience: (UI easy to traverse, Search Function, Sensible mobile design).
- Utility: (Sign Up options, Information delivery, Scheduling information).

Sprints & MVPs:
Activity 1 (Sprint):
Story maps, affinity diagram, and empathy map created.
Activity 2 (Sprint):
Low Fidelity prototypes created.
Activity 3 (Sprint):
High Fidelity prototypes created.
Activity 4 (MVP):
Usable website created using wordpress. This is an MVP as it could be directly hosted and used by the customers. All minimum functional elements exist.

Prototyping activities and topics discussed in class:
Topic 1 (Keep it simple):
Places of the pages and are as shallow as possible, makes the user easy to find what they need without looping into different pages to get to a simple page.

Topic 2 (adaptability):
Some users "including the author of this section" have problems working with a white and bright screen. Making the dark-mode option available makes it closer to many types of users.

Topic 3 (False consensus effect):
That is not in the design itself, but during the meeting questions, "which is sort of a design". Whatever we brainstorm while developing the website's prototypes, we do not take it for granted even if it seems straight forward. The IABC's answers were taken to be the way to go.

Reflections on project planning
How we felt about this project:

Likes:
- The clients we worked with never gave destructive comments to any of the teams present, yet constructive notes.
- Real project not just an example. This project is sort of what we could be doing after graduating.
- Knowing more about technical wordpress stuff, plugins, and presenting our work.

Dislikes:
- Although our team presents on Wednesdays, we felt that teams presenting on Mondays are less lucky "48 hours difference".
- Wordpress looked easy and tempting to use, yet paid plugins should be deployed if the client needs security.

Things went well:
- Time management, we always finish the tasks regardless of the tension during the week.
- IABC clients, again, were supportive while giving feedback.
- Finishing MVP one on time.

Things didn't go well:
- Not all of us were able to attend all team meetings.
- Payment plugin was not secure enough, thus we did not add it at all.

Transporting prototypes to WordPress:
- The theme selection and plugins used were the main factor the prototypes were really close to the real web application product.
- We changed some of the design aspects as of the instructions given by the clients and Tim.

Did the "people-centered design" topic help our design exploration?
This topic affected the way we managed to do the following:
- The point of view we had during the mapping and problem solving process.
- Making the view that is visible to the user easy to adapt and easy to learn.
- Making the backend integratable with the website.

As well as always getting feedback from the IABC to ensure how they feel about our designs and aspects.

What would we do the same on future projects?
- Keep scheduled meetings with the client and take feedback on our improvements.
- Make the design easy for the users and no puzzling aspects.

What would you do differently on future projects?

- Have more time during the meetings with the client.
- Ensure we have more than one meeting after the last MVP, one for the initial feedback, second after the actual usage.

Opportunities for future work:
- Add payment plugin.
- Subscribe to the paid version for the WP Forms for secure input.
- Translate the website to French.