FINAL PROJECT - TEMPLATE

GENERAL ORGANISATIONAL INFORMATION

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| **Team name** | Girls team |
| Short description  (A brief summary of the organisation such as: values, mission, background, etc.) | It’a |

PROJECT SPECIFICATIONS

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| **Project title** | “Eye see you” |
| Short description | We are building a new web-site for an existing optic shop. The new web-site will be enhanced with new design and additional new features. |
| Target audience | People who need new glasses or test their vision. |
| Goal  (What’s the main purpose of the project?) | - Learning  - Practicing real-life cases  - Voluntering |
| \*What’s in it for the target audience?  (What are the benefits for the end-users/target audience?) | - Help show owner to update and improve existing web-site  - Provide an easy and free online service |
| \*Unique Selling Proposition  (What differentiates the product/service?) | It’s free, easy and trustworthy to test vision during coronavirus times. |
| *\*Optional for internal projects* | |

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| Has preliminary research been conducted in the past? If not, can you do research? (personas, user journey, market research, etc.?) | Yes |
| *If yes, what was the outcome? You can add a link, or send us the information in advance.*  *Site owner decided that his web-site need to be updated and as he is a fried of our teamplayer this is a volunteering work and learning experience.* |

PROJECT TYPE

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| Do you have a clear idea of the outcome of your project? | Yes |
| *Web-site for an optic shop* |
| Which skills do you need in your team to achieve your goals? | HTML, CSS, javaScript, React, Databases (SQL), NodeJS |

SCOPING

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| **Outcome** | |
| *Must have* | - Landing page with the wow effect  - Home page with base information about the website  - Vision test feature  - Contact us/About us page with location map |
| *Nice to have* | - Display available products  - Display available services  - Display latest news |
| *Optional* | - Face matching feature to help users select sunglasses  - Add ‘why choose us’ block  - Site on both languages French and English |

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| **User testing** | |
| Are there users available for testing? | Yes |
| *Shop owner, teammates, web-site customers* |

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| **Aftercare** | |
| Is aftercare/follow-up required? | Yes |
| *Shop owner will need a followup service if he decided to go life with the new project that we offer.* |