Project Plan

Dress For Success

	STEP 1: Initial Client Consult	STEP 2: Explore	STEP 3: Define	STEP 4: Ideation	STEP 5: Prototype	STEP 6: Usability Testing	STEP 7: Iterate & Wireframe	STEP 8: Testing	STEP 9: Present Findings
	JAN 21ST - FEB 4TH	FEB 4TH - FEB 25TH	FEB 25TH - MAR 10TH	MAR 10TH - MAR 12TH	MAR 23RD - MAR 26TH	MAR 27TH - MAR 31ST	APR 1ST - APR 7TH	APR 8TH - APR 14TH	APR 15TH - APR 21ST
WEEK 1	████								
WEEK 2	████								
WEEK 3		████							
WEEK 4		████							
WEEK 5		████	████						
WEEK 6			████						
WEEK 7				████					
WEEK 8					████				
WEEK 9						████			
WEEK 10							████		
WEEK 11								████	
WEEK 12									████

STEP 1
- Review terms and sign contract with client.
- Project timeline and clarify scope.

STEP 2
- In-depth User Interviews
- Website Usability Testing
- Card-sort with the existing IA

STEP 3
- Analyzing and Synthesizing the Research

STEP 4
- Iterative sketching to brainstorm proposed solutions
- * Mar 13th - 23rd is spring break

STEP 5
- Low-fidelity wireframe with proposed solution

STEP 6
- Conduct usability tests on the prototype

STEP 7
- Synthesize data from prototype testing
- Create mid-fidelity wireframes of validated solution

STEP 8
- Test mid-fidelity wireframes with users

STEP 9
- Final presentation

DELIVERABLES

- Content Audit Heuristic Analysis
- Personas Affinity Map Journey Map Task-Success-Rate Card-Sort Results
- Low Fidelity Prototype
- Task-Success-Rate Table User Feedback
- Mid-Fidelity Wireframes Task-Success-Rate Table