Project Planning: DeliverNow UX/UI Redesign

Project Timeline: 5 Weeks

Phase	Week	Tasks
Phase 1: UX Research & Mid-Fidelity Prototype	Week 1	Project Kickoff, Research Strategy, User Interviews
	Week 2	Persona Development, User Journeys, Problem Statements
	Week 3	Wireframing, Mid-Fidelity Prototyping, User Testing
Phase 2: UI Design & High-Fidelity Prototype	Week 4	Moodboard, Style Guide, High-Fidelity Prototyping
	Week 5	Usability Testing, Final Refinements, Presentation Preparation

Phase 1: UX Research & Mid-Fidelity Prototyping

Week 1: Empathy & Research

- Conduct user interviews with 5 people per persona (restaurant owners, customers, runners, and runner managers).
- Gather qualitative and quantitative data.
- Identify pain points from previous customer feedback.
- Research competitive solutions.

Week 2: Define & Ideation

- Create four personas.
- Develop user journey maps for each persona.
- Define problem statements.
- Brainstorm potential solutions and concepts.

Week 3: Wireframing & Mid-Fidelity Prototype

- Develop wireframes for mobile and desktop interfaces.
- Create mid-fidelity prototypes.
- Conduct usability testing with 5 users per persona (20 total tests).
- Document main feedback and iterate on prototypes.

Phase 2: UI Design & High-Fidelity Prototyping

Week 4: UI Design Strategy & High-Fidelity Prototyping

- Create a moodboard to define branding, colors, and typography.
- Develop a style guide with UI components.
- Build high-fidelity prototypes with refined visual design.

Week 5: Usability Testing & Presentation

- Conduct usability testing with 5 users per persona (20 total tests).
- Gather feedback on desirability and usability.
- Iterate and finalize prototypes.
- Prepare final presentation (demo video + UX/UI process overview).
- Ensure at least 5 attendees for the presentation.
- Share feedback forms with the audience.

Deliverables

- **UX Phase Deliverables:**
  - Research findings (qualitative & quantitative).
  - Personas & user journey maps.
  - Problem statements.
  - Mid-fidelity prototypes (demo video).
  - Usability testing feedback.
- **UI Phase Deliverables:**
  - Moodboard & style guide.
  - High-fidelity prototypes (demo video).
  - Usability & desirability testing feedback.
  - Presentation summary.

Presentation Format

Timing: 30 minutes presentation + 10 minutes Q&A

Structure:

1. **UX Phase:**
   - Initial brief.
   - Research findings & problem statements.
   - Ideation & concept introduction.
   - Mid-fidelity prototype demo.
   - Usability testing feedback.
2. **UI Phase:**
   - Moodboard, style guide, branding.
   - High-fidelity prototype demo.
   - Usability & desirability testing feedback.
   - Next steps.
3. **Audience Engagement:**
   - Share feedback forms.
   - Collect insights for improvements.

Feedback Form Questions

1. What do you remember of this presentation?
2. On a scale from 0 to 10, how clear was the speech? Why?
3. On a scale from 0 to 10, how engaging was the presentation? Why?
4. On a scale from 0 to 10, how coherent was the presentation? Why?
5. On a scale from 0 to 10, how impactful were the visuals? Why?
6. On a scale from 0 to 10, how clear was the problem? Why?
7. On a scale from 0 to 10, how well does the prototype answer the problem? Why?
8. What recommendation would you like to make to improve this presentation? Why?

Repository Structure

GitHub Folder: DeliverNowUXUI_ProjectTitle_Name_FirstName

- **Research/**
  - User_Interviews.pdf
  - Personas.pdf
- **Prototypes/**
  - MidFiPrototype.mp4
  - HighFiPrototype.mp4
- **Design/**
  - Moodboard.pdf
  - StyleGuide.pdf
- **Presentation/**
  - Final_Presentation.pdf
  - Feedback_Form.pdf

Next Steps

- Gather post-presentation feedback.
- Apply final refinements for future development.
- Collaborate with developers for implementation.