

UX Strategy I

Seamstress

This document presents the UX Strategy plan for the Seamstress project, detailing the time frame, tools, and deliverables for each phase of the UX process over 4 working days.

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• Project Time Frame (4 Working Days)

day	phase	tool(s)	time allocation	output
day1	emaphthy/ user research	user interviews	4h	interview script + insightss
		competitive analysis	3h	competitive landscape + tabel
day2	define	persona	3h	persona board
		user journey	3h	journey map
day3	ideation	brainwriting	3h	idea board + selected concept
		voting matrix	1h	main idea
day 4	prototype & test	paper prototype(6-12)	4h	paper sketches
		Mid-Fi Wireframes on Figma + User Flow	3h	interactive prototype
		user testing(5users)	2h	testing protocol+key learnning