

# CONFIGURATOR CONCEPTS

- Pizza
- Bento Box
- Glasses
- Chair
- Sneaker
- NFT

## BRIEF

## OBJECTIVES

### *Research Goals*

- Understand users' needs, goals, and priorities
- Identify users' frustrations
- Determine high-level design opportunities

### *Project Goals*

- Create a mobile-first configurator that satisfies all user needs
- Develop a configurator prototype with clarity and prioritize usability

## RESEARCH

To provide insights into the design of the configurator, I'll be conducting the following research methods to understand the users' needs and frustrations.

### *Primary Research – Survey*

- Quantitative Data
- 10+ Participants
- Google Form

### *Primary Research – Interview*

- Qualitative Data
- 3 Participants
- In-Person
- 10 Questions

### *Secondary Research – Peer Analysis*

- Analyze 3 competitor in the same field
- Identify their strengths and weakness
- Provide insights to the design

## FINAL DELIVERABLE

For the final deliverable, I plan to create *a case study presentation with a high fidelity prototype in Figma*. The case study will present my research findings and address my crucial design decisions in developing the prototype. Creating a configurator prototype in Figma enables us to provide the product vision to all stakeholders and the users, while maintaining technical feasibility and cost-efficiency.

## TIMELINE

Due Date	Task
03/07/2022	Project Introduction
03/09/2022	Project Proposal
03/14/2022	Spring Break & Send Out Primary Research – Survey
03/16/2022	Spring Break & Finish Primary Interview Script
03/21/2022	Finish Peer Analysis
03/23/2022	Finish Primary Interviews
03/28/2022	<b>Preliminary Sketches &amp; Research Check-In</b>
03/30/2022	Low-Fidelity Wireframes with all functionalities mapped out
04/04/2022	Mid-fi Wireframes
04/06/2022	<b>Mid-Point DESIGN Check-In &amp; Feedback</b>
04/11/2022	High-Fidelity Wireframes
04/13/2022	Usability Testing Round 1
04/18/2022	Clickable Prototype
04/20/2022	Usability Testing Round 2
04/25/2022	<b>Finalize Prototype</b>
04/27/2022	Extra Time in case of change of plans