



# CIM 545: Managing Interactive Media Projects

Spring 2016 – Professor Jacqueline Stetson Pastore

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## Design

Week 4: February 3, 2016

# Assignments Due Today

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- Reading:
  - A Project Guide to UX Design (Unger)
    - Ch2 Choose Your Hats (pg30-42)
    - Ch3 Proposals for Consultants and Freelancers (pg49-66)
    - Ch4 Project Objectives and Approach (pg67-82)
    - Ch5 Business Requirements (pg83-100)
- Deliverable:
  - Present Project Breakdowns
    - WBS
    - Gantt Chart
    - Budget
    - Schedule

# Topics To Cover Today

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- Action Items
  - Deliverables
  - Additional Readings
  - Guest Topics
- Present Project Breakdowns
- Break
- Design Documentation
  - User Stories
  - Sitemaps
  - Workflows
  - Interactive Wireframes

# Assignments For Next Class

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- Reading:
  - A Project Guide to UX Design (Unger)
    - Ch11 Site Maps and Task Flows (pg219-236)
    - Ch 12 Wireframes and Annotations (pg237-258)
- Deliverable:
  - Updated Gantt Chart – complete project by end of this semester
  - User Stories
  - Start sitemaps & task flows

# Action Items

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# Scope (Activities & Deliverables)

- Define phases with activities and deliverable within each phase.
- Phase
  - Activities
    - Activity 1
    - Activity 2
  - Deliverables
    - Deliverable 1
    - Deliverable 2
- Phase
  - Activities
    - Activity 1
    - Activity 2
  - Deliverables
    - Deliverable 1
    - Deliverable 2

## Edit In Class

CIM545 will complete the following activities and deliverables for each phase of the project.

### Phase 1: Research

#### Activities

- User Interviews – We will talk to parents and caregivers about their experience buying shoes for their children.
- Store Intercepts – We will observe parents in stores buying shoes for their children.
- Strategic Partner Exploration – We will identify all local retail companies that sell children's shoes in Miami-Dade County. We will then reach out to all of them to identify if they are interested in participating in our product and what their technical capabilities are.

#### Deliverables

- Research Findings Presentation – We will create a powerpoint presentation based on research findings. This will include user types, personas, needs, pain points from the interviews and intercepts.
- User Stories in JIRA.
- Excel Spreadsheet of Possible Partners

### Phase 2: Design

#### Activities

- Interactive Wireframes – We will create interactive wireframes in Axure based on user stories.
- Usability Testing – We will conduct usability testing of wireframes to uncover usability issues in the design. If needed, we will adjust wireframes and test again.
- Design Documentation – Once we have final designs, we will annotate the wireframes, create style guides and mockups.

#### Deliverables

- Annotated Interactive Wireframes – Wireframes will demonstrate user stories and will be used in usability testing. After testing, they will be annotated for development.
- Usability Report – We will identify changes needed to happen to wireframes based on usability testing. These will be written out as a Powerpoint Presentation.
- PSD Visual Design Mockups of key pages.
- PSD Styleguide for the app.

### Phase 3: Build

#### Activities

- Development – We will build out the IOS app and any APIs or databases needed for our partners.
- Usability Testing – We will conduct usability testing on the final coded app. We will make any adjustments needed from high priority recommendations. Lesser recommendations will be prioritized into the backlog.
- QA – We will perform Quality Assurance testing across devices for all user stories.

#### Deliverables

- IOS app
- Usability issues as JIRA tickets
- QA issues as JIRA tickets

### Phase 4: Release

#### Activities

- Alpha, Beta, and Final Releases. We will do alpha and beta releases into the app store before officially launching the app. For each release, we will recruit users to use the app and give us feedback. We will do a third and final update for the app in the app store. This is the version that we will start to promote.
- Promotion. Once we have a live product in the app store, we will engage in promotional activities to get more users.

#### Deliverables

- 3 Versions of the app.
- Feedback change requests as JIRA tickets.
- Bug fixes as needed.

# Additional Readings

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- Work Breakdown Structures
  - “Practice Standard for Work Breakdown Structures-Second Edition” by Project Management Institute <http://marketplace.pmi.org/Pages/ProductDetail.aspx?GMProduct=00100084701>
  - “Project WBS Guidelines” by Sunil Sharma <http://www.projectmanagement.com/deliverables/165148/Project-WBS-Guidelines>
  - “Effective Work Breakdown Structures” by Gregory Haugan [http://www.amazon.com/Effective-Breakdown-Structures-Management-Essential/dp/1567261353/ref=sr\\_1\\_1?ie=UTF8&qid=1454479895&sr=8-1&keywords=1567261353](http://www.amazon.com/Effective-Breakdown-Structures-Management-Essential/dp/1567261353/ref=sr_1_1?ie=UTF8&qid=1454479895&sr=8-1&keywords=1567261353)
- Gantt Charts
  - “A Brief History Of Scheduling” by Patrick Weaver [http://www.mosaicprojects.com.au/PDF\\_Papers/P042\\_History%20of%20Scheduling.pdf](http://www.mosaicprojects.com.au/PDF_Papers/P042_History%20of%20Scheduling.pdf)
  - Project Management Graphics by Edward Tufte et.al [http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg\\_id=000076&topic\\_id=1&topic=Ask%20E%2eT%2e](http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=000076&topic_id=1&topic=Ask%20E%2eT%2e)

# Guest Speakers

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- What kinds of topics do you want to hear about?
  - Certifications (Scrum, PMP)
  - Case Studies (mobile, saas, gaming, dev)
  - Product Demos (Jira, MS Project, Trello)
  - How do you decide what tasks go into which phases. When do you decide to stop phase and and go to phase 2.
  - What are pitfalls or things to avoid?
  - What are best practices we should do?
  - Pricing (finding resources, estimated how long tasks will be, put it together for the client)
  - What was process like starting your own company?
  - Projects that failed.
  - What is your day to day like? What tools do you use?
  - Does PMP help you do Scrum?

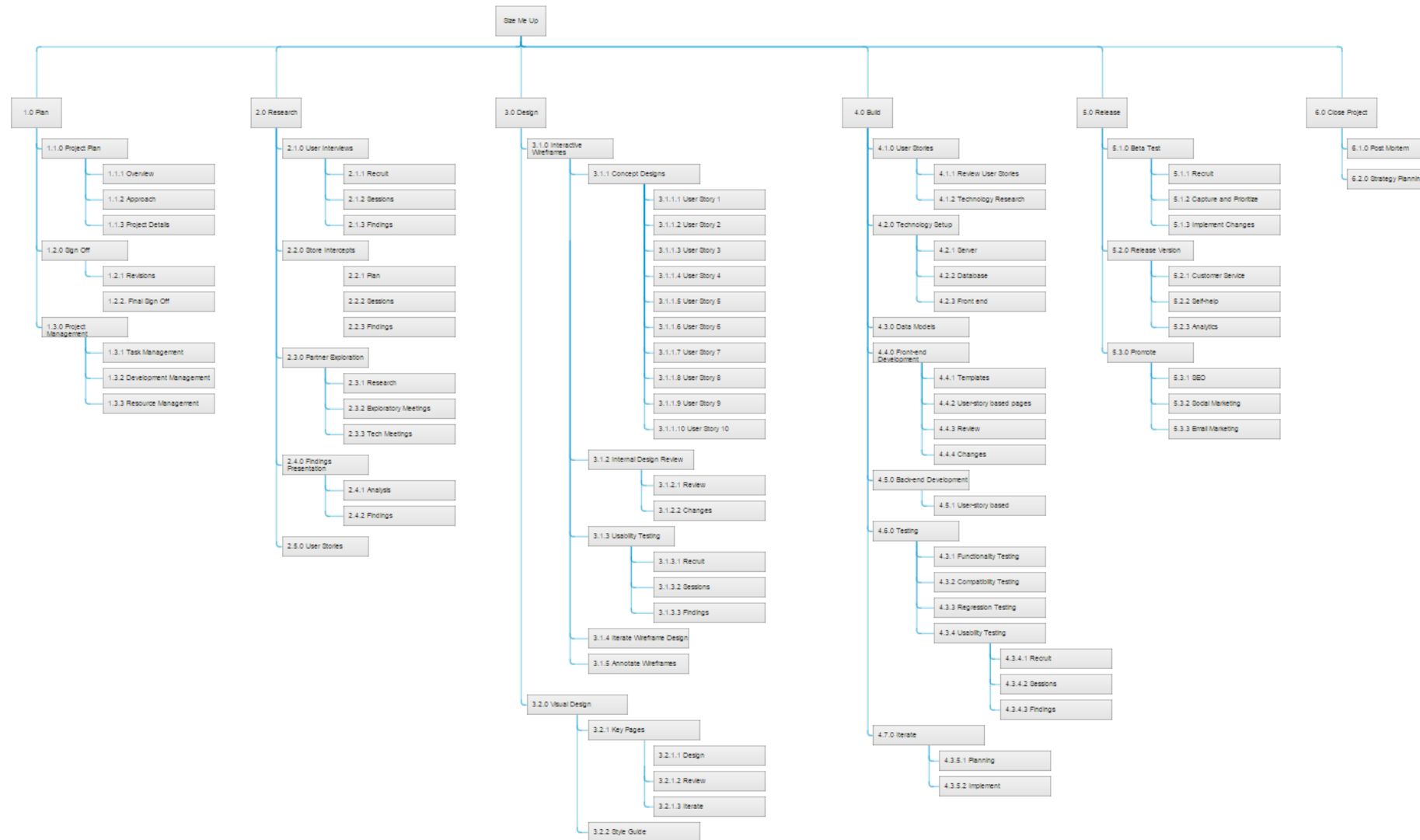


# Project Breakdowns

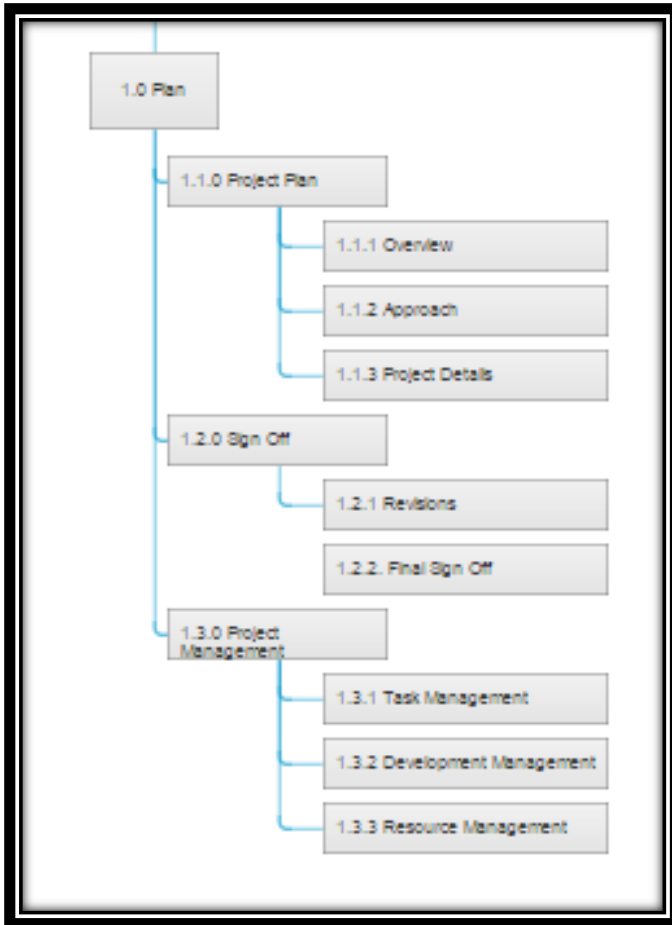
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# Size Me Up WBS

<http://3kttkn.axshare.com/#p=wbs&c=1>

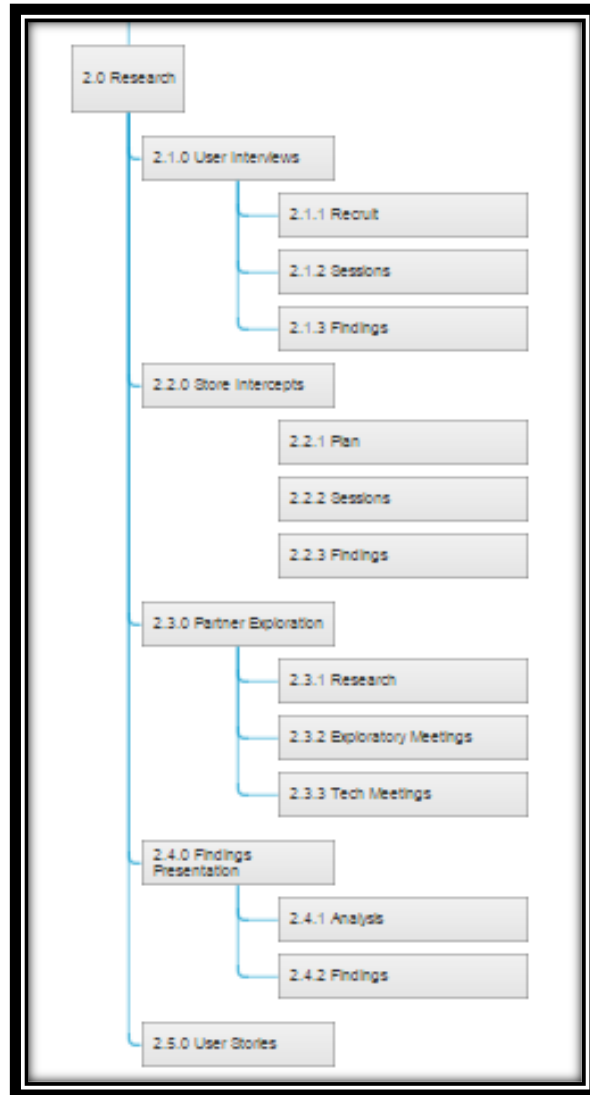


# Activities within Plan Phase



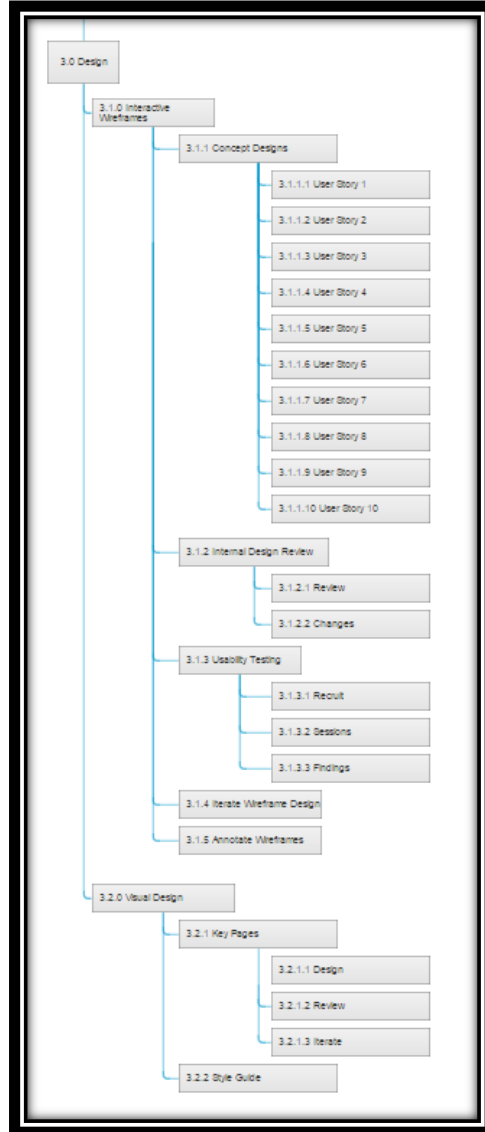
- Create the project plan to determine scope, resources, and budget for project.
- Iterate on schedule to match business requirements
- Get sign off by stakeholders
- Set up project management and development tools for the project.

# Activities within Define / Research Phase



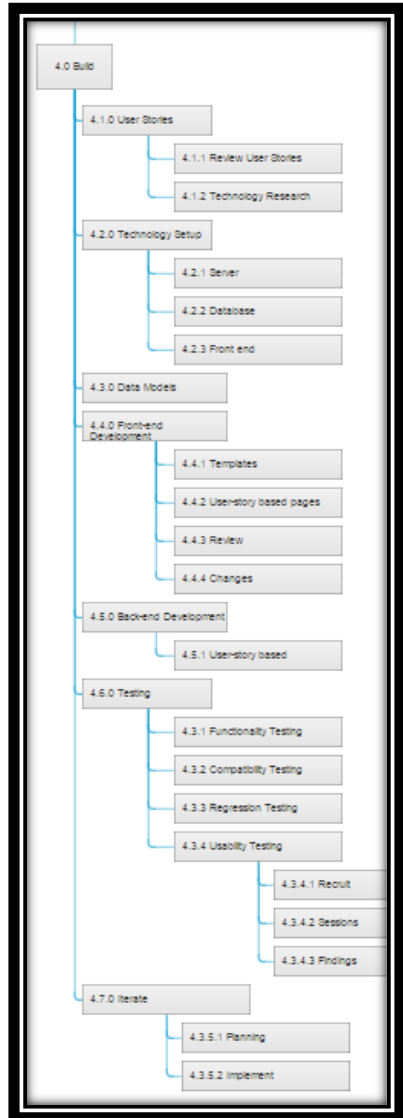
- User Interviews – talk with people (in person, on phone, or online meeting) who represent our target users. Find out how they do activities today and what they want in a tool.
- Store Intercepts – go to a store and watch how families show for shoes. What problems do they have? After observing them complete activity, approach and ask a few questions.
- Partner Exploration – a Business Analyst / Product Owner activity to determine who could be potential partners for the product. Approach them and determine interest and technical capabilities.
- Findings – do analysis of research and present findings.
- User Stories – create user stories based on findings.

# Activities within Design Phase



- Create interactive wireframes based on user stories.
- Review wireframes from a holistic point of view and make changes as needed.
- Conduct usability testing with participants who match target users.
- Iterate as needed.
- After wireframes are finalized, annotate.
- Create visual design mockups of key pages. Review and iterate as needed.
- Create style guide when visual design is approved.

# Activities within Build Phase



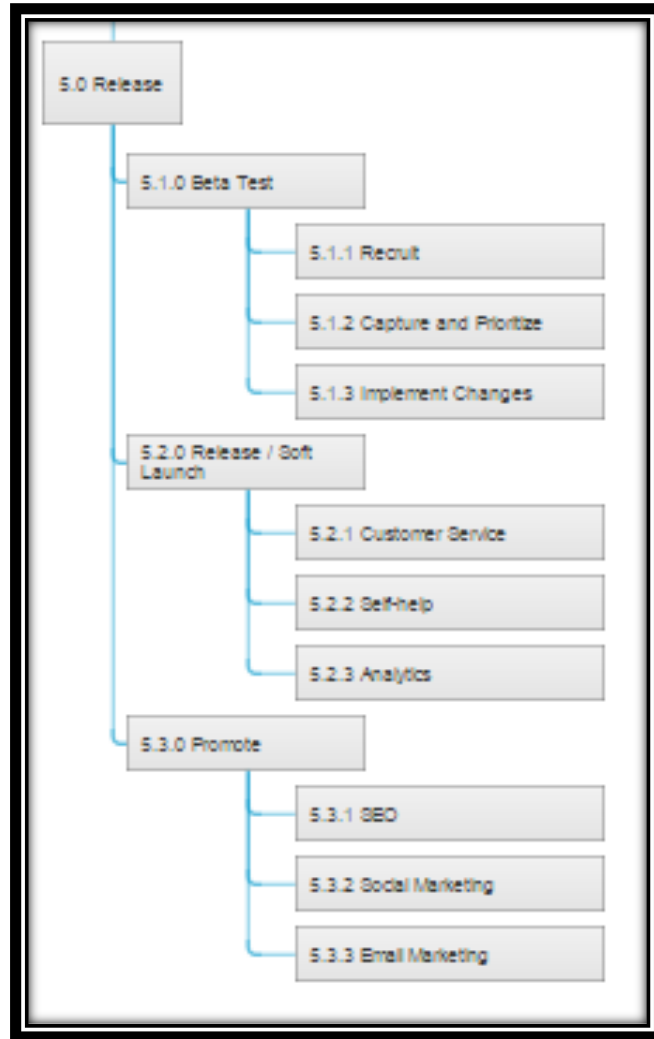
- Review user stories from a dev perspective.
- Conduct any technology research on frameworks, server, database technology, etc
- Set up servers, databases, etc
- Create data models
- Code front end and back end.
- Review front-end with designers and make changes as needed.
- Conduct testing on product.
- Iterate as needed on findings that come out of testing.

# Types of Testing

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- Functionality Testing – ensure the project's required features and components function correctly. Follow flowcharts and measure performance (load times).
- Compatibility Testing – check product across platforms, browsers and operating systems to ensure consistency.
- Regression Testing – spot-check product after changes have been made.
- Usability Testing – test effectiveness, efficiency, and satisfaction of a product.

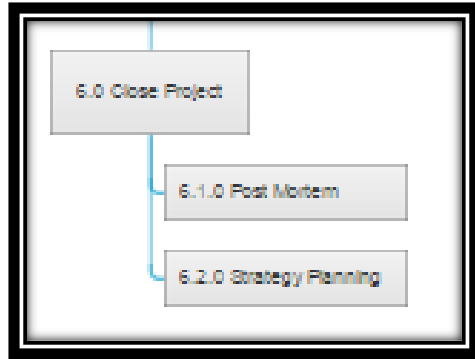
# Activities within Release Phase



- Run a fixed-time beta test. Capture issues and make changes as needed.
- Do a soft-launch of tool to the app store.
- Watch customer service, self-help, and analytics to determine if there are any additional issues.
- Begin marketing campaigns.



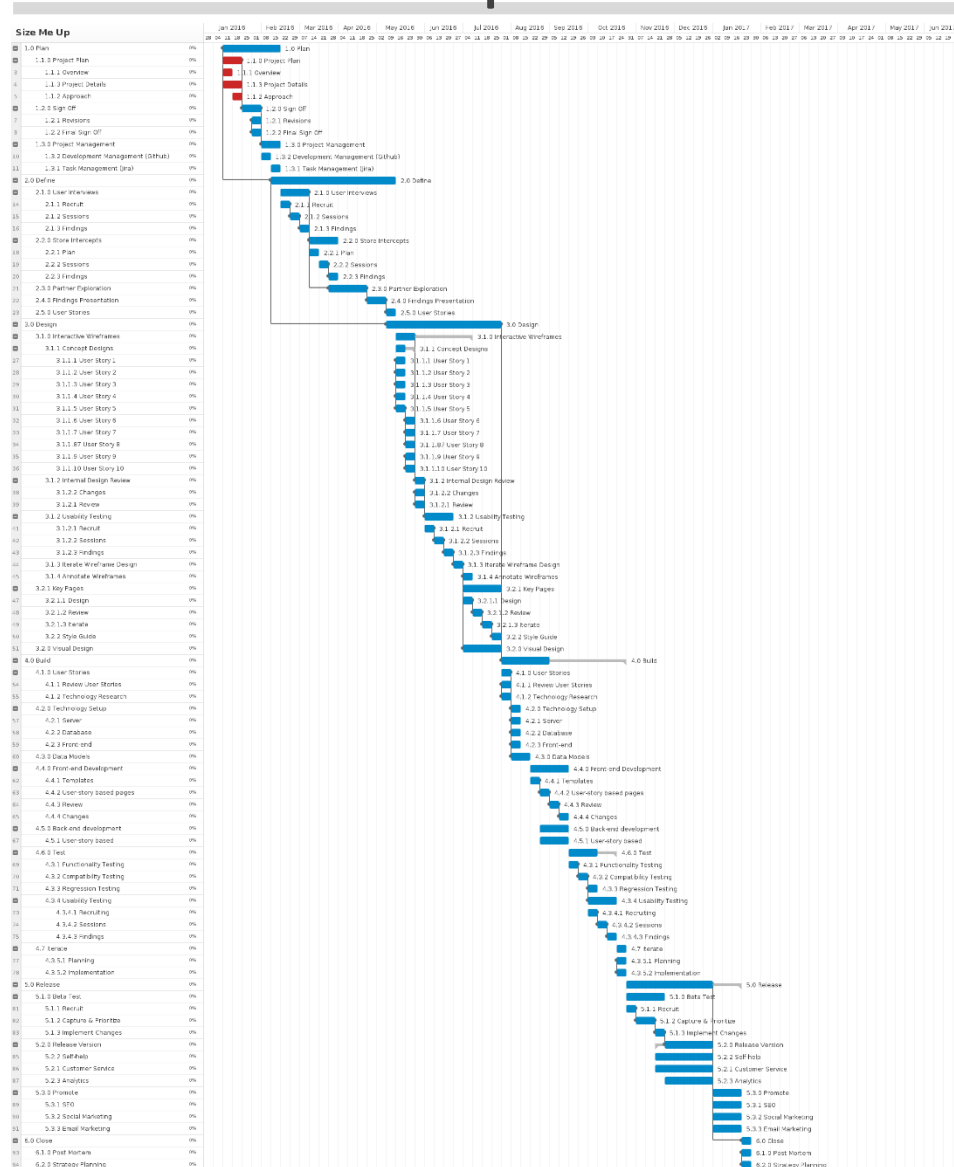
# Activities within Close Phase



- As the project moves into maintenance mode, do a project review.
  - What went well? What went not so well? How can we improve next time?
  - What features / bugs / next steps are there?

# Size Me Up Gantt Chart

<http://instagantt.com/app#>



# Schedule

WBS#	Task	Timeline	Deliverables
<b>1.0</b>	Project Plan		
1.1	Project Plan	Jan 11 – 22	Project Plan
1.2	Sign Off	Jan 25 - 29	
1.3	Project Management Setup	Feb 1 – 12	Github, Jira setup
<b>2.0</b>	Define		
2.1	User Interviews	Feb 1 – 19	Findings debrief
2.2	Store Intercepts	Feb 8 – 26	Findings debrief
2.3	Partner Exploration	Feb 10 – Mar 4	List of potentials & actuals
2.4	Findings Presentation	Mar 7 - 18	Findings
2.5	User Stories	Mar 21 - 25	User Stories
<b>3.0</b>	Design		
3.1.1	Interactive Wireframes Concepts	Mar 28 – Apr 15	Axure wireframes
3.1.2	Internal Design Review	Apr 18 - 22	
3.1.3	Usability Testing	Apr 18 – May 6	Findings debrief
3.1.4	Iterate Wireframe Design	May 9 - 13	
3.1.5	Annotate Wireframes	May 16 - 20	Annotated wires
3.2.1	Visual Design of Key Pages	May 16 – Jun 3	PSD mockups
3.2.2	Style Guide	Jun 6 - 10	PDF styleguide
<b>4.0</b>	Develop		
4.1	Review User Stories	Jun 13 - 18	
4.2	Technology Setup	Jun 20 - 24	
4.3	Data Models	Jun 27 – Jul 1	
4.4	Front-end Development	Jul 3 – Aug 12	Mobile app
4.5	Back-end Development	Jul 3 – Aug 12	Mobile app
4.6	Test	Aug 15 – Sep 16	
4.7	Iterate	Sep 19 - 23	Mobile app
<b>5.0</b>	Release		
5.1	Beta Test	Sep 26 – Oct 21	Iterate on product
5.2	Soft Launch	Oct 24 – Nov 25	
5.3	Promote	Nov 28 – Dec 16	
<b>6.0</b>	Close Project		
6.1	Post Mortem	Dec 19	Recap
6.2	Strategy Planning	Dec 20 - 23	Roadmap

# Salaries

<https://drive.google.com/open?id=1r4gIbANluMlyO47Tlx8Dh7vBxuGcVEJxUu9-egBk5IM>

Role	Salary	Resource
Product Owner / Project Sponsor	\$115,000	<a href="http://www.indeed.com/salary?q1=Product+Owner&amp;l1=Miami%2C+FL">http://www.indeed.com/salary?q1=Product+Owner&amp;l1=Miami%2C+FL</a>
Project Manager / BA	\$86,000	<a href="http://www.indeed.com/salary/q-Project-Manager-l-Miami,-FL.html">http://www.indeed.com/salary/q-Project-Manager-l-Miami,-FL.html</a>
UX Researcher	\$98,000	<a href="http://www.indeed.com/salary?q1=UX+Researcher&amp;l1=Miami%2C+FL">http://www.indeed.com/salary?q1=UX+Researcher&amp;l1=Miami%2C+FL</a>
UX Designer	\$90,000	<a href="http://www.indeed.com/salary?q1=UX+Designer&amp;l1=Miami%2C+FL">http://www.indeed.com/salary?q1=UX+Designer&amp;l1=Miami%2C+FL</a>
UI / Visual Designer	\$88,000	<a href="http://www.indeed.com/salary?q1=UI+Designer&amp;l1=Miami%2C+FL">http://www.indeed.com/salary?q1=UI+Designer&amp;l1=Miami%2C+FL</a>
Front-End Developers	\$91,000	<a href="http://www.indeed.com/salary?q1=Front-end+Developer&amp;l1=Miami%2C+FL">http://www.indeed.com/salary?q1=Front-end+Developer&amp;l1=Miami%2C+FL</a>
Back-End Developers	\$91,000	<a href="http://www.indeed.com/salary?q1=Back-end+Developer&amp;l1=Miami%2C+FL">http://www.indeed.com/salary?q1=Back-end+Developer&amp;l1=Miami%2C+FL</a>

# Budget

WBS#	Task	Detail	Cost
1.0	Project Plan & Mgmt	Salaries	\$201,000
		Subscriptions	\$420
2.0	Define	Salaries	\$24,000
		Honorariums	\$500
3.0	Design	Salaries	\$46,000
		Honorariums	\$200
4.0	Develop	Salaries	\$77,000
		Honorariums	\$200
5.0	Release	Salaries	\$23,000
		Marketing Budget	Not Included
6.0	Close Project	Salaries	Included
Total			\$372,320

# Microsoft Word Navigation Pane

Make sure you have formatted the Word doc correctly so the reader can use the Navigation Pane to quickly navigate the document.

The screenshot shows the Microsoft Word interface with the Navigation Pane on the left and the main document area on the right. The Navigation Pane is titled 'Navigation' and has a search bar. It shows a list of document sections under the 'Headings' tab, including 'Proposal', 'Revision History', 'Project Overview', 'Goals', 'Stakeholders', 'Roles & Responsibilities', 'Approach', 'Scope', 'Project Details', 'Appendices', and 'Appendix A - Work Breakdown Str...'. The 'Revision History' section is selected. The main document area displays the 'Revision History' table, which has columns for Version, Date, Section, Change Description, Required By, and Changed By. The table shows a single revision for version 1.0, dated 2/3/2016, by Jacqueline Stetson. Below the table, the 'Project Overview' section is visible, followed by 'Goals' and a list of project goals.

Version	Date	Section	Change Description	Required By	Changed By
1.0	2/3/2016	Project Details	Added Schedule, Budget, Payment Schedule	Jacqueline Stetson	Jacqueline Stetson
1.1					
1.2					
1.3					

**Project Overview**

The University of Miami CIM 545 Managing Interactive Media Projects class is learning about how to create a project plan for a technology project.

The class project is for Size Me Up, an IOS mobile app that helps parents quickly measure their child's foot and see what shoes in Miami-Dade County are available in that size at stores near them.

**Goals**

Goals for this project include:

- Build an engaging application that helps parents and caregivers know what size a child's foot is and shows local inventory.
  - Measured by 1 out of 5 active users per download after marketing efforts.
  - Measured by conversion rates through coupon codes.
  - Measured by 4 star rating on iTunes.
- Acquire 5 strategic partnerships with local retail establishments.



# Who wants to go next?







Break?



# Getting Into Design

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# User Stories

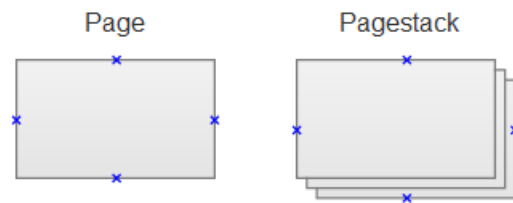
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As A [User Type]	I Want To	So I Can	User Acceptance Criteria

# Sitemaps

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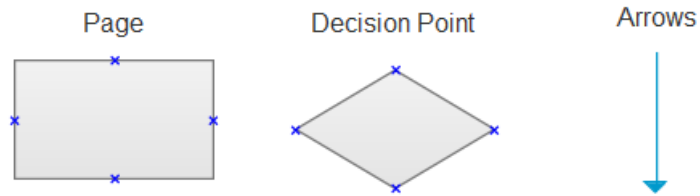
- Visual representation of your product
- Demonstrate hierarchies and connections
- Often mimics site navigation
- Represent pages, views, states, instances
- All pages are numbered
- Uses standard shapes



# Workflows / Task Flows

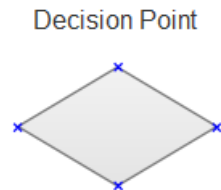
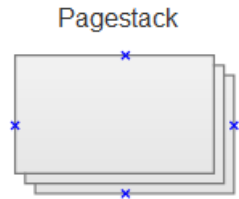
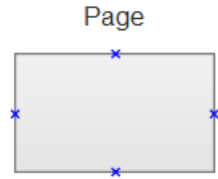
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- Shows the path a user takes through your product (user stories)
- Includes logic that has to be coded (roles, states, events)
- Uses standard shapes



- Label arrows

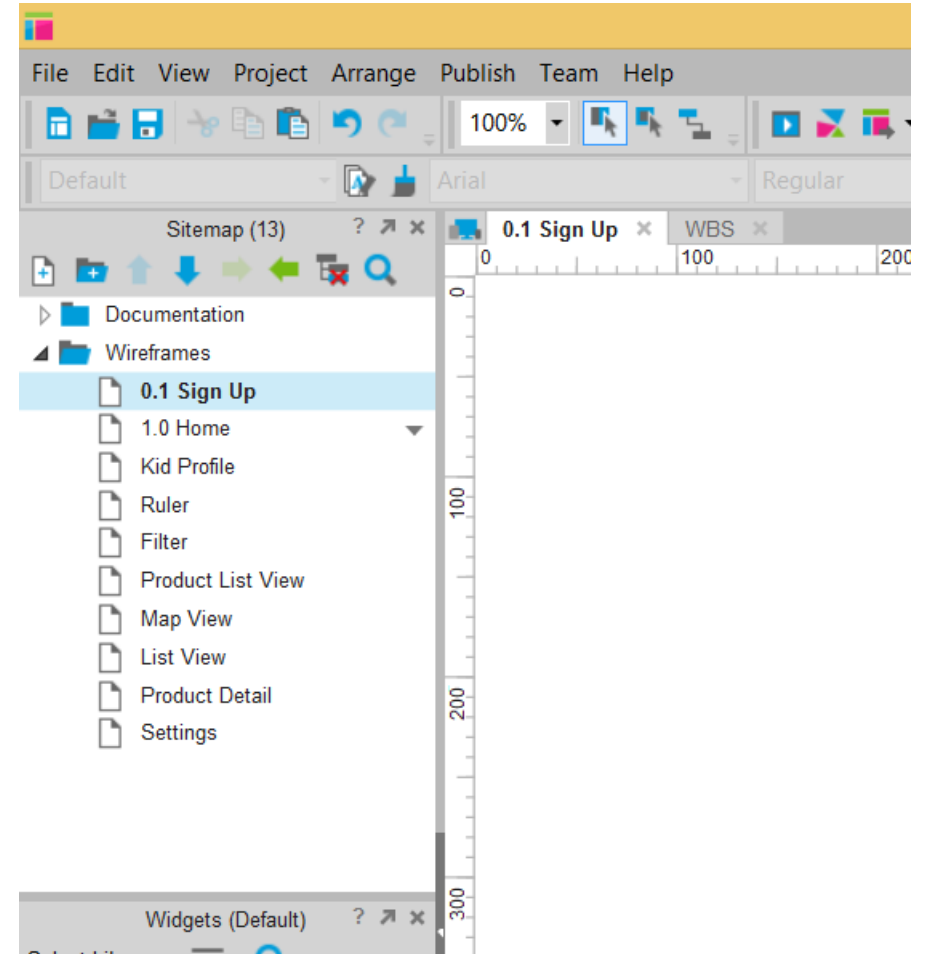
# Shapes



- Page, instance, or view of content
- Group of similar pages (ex - multi-page form)
- A question the user or system must answer to allow the user to continue their path through the user story (roles, states, errors)
- Represent CTAs or progression through a user story. Flows can be vertical or horizontal.

# Creating a Sitemap & Task Flows

- Create a separate Axure page / view for each page. Don't worry about adding content yet.
- Label each page.
- Number your Home page 1.0. Anything that happens before that (sign up, tour, loading page) is 0.X
- Get as far as you can with numbers, but stop if you are unsure. You will add the numbers after you organize the structure of the sitemap.



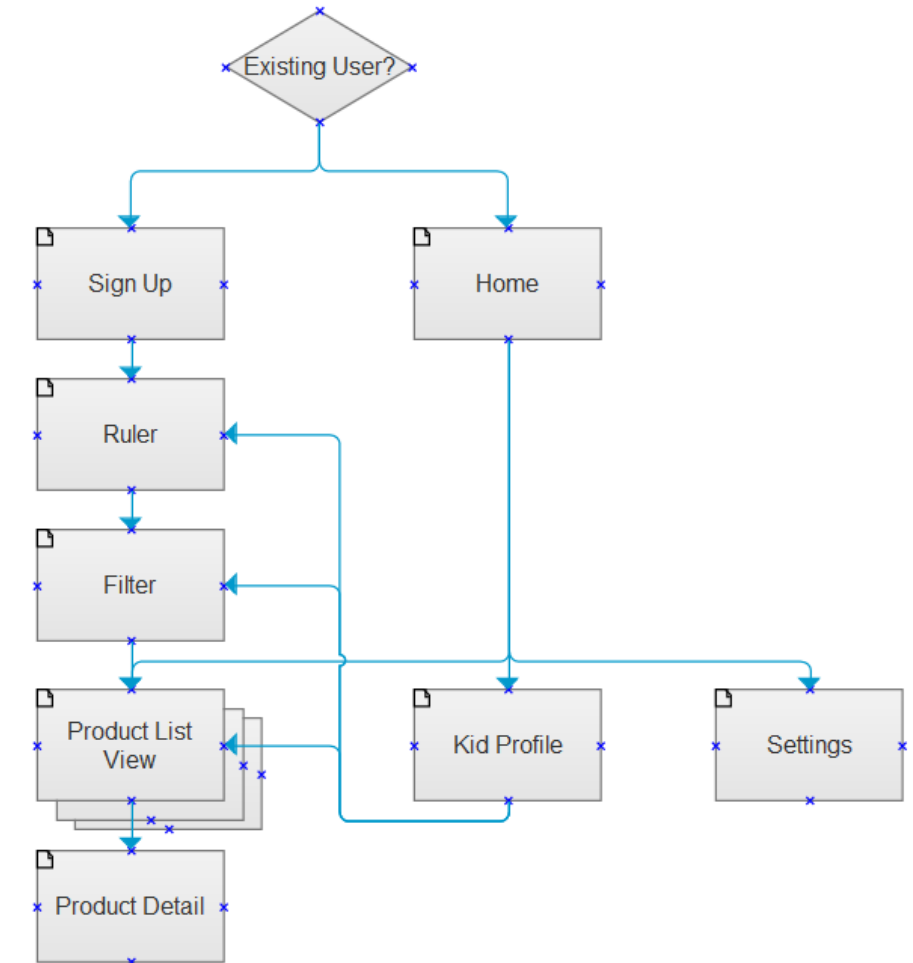
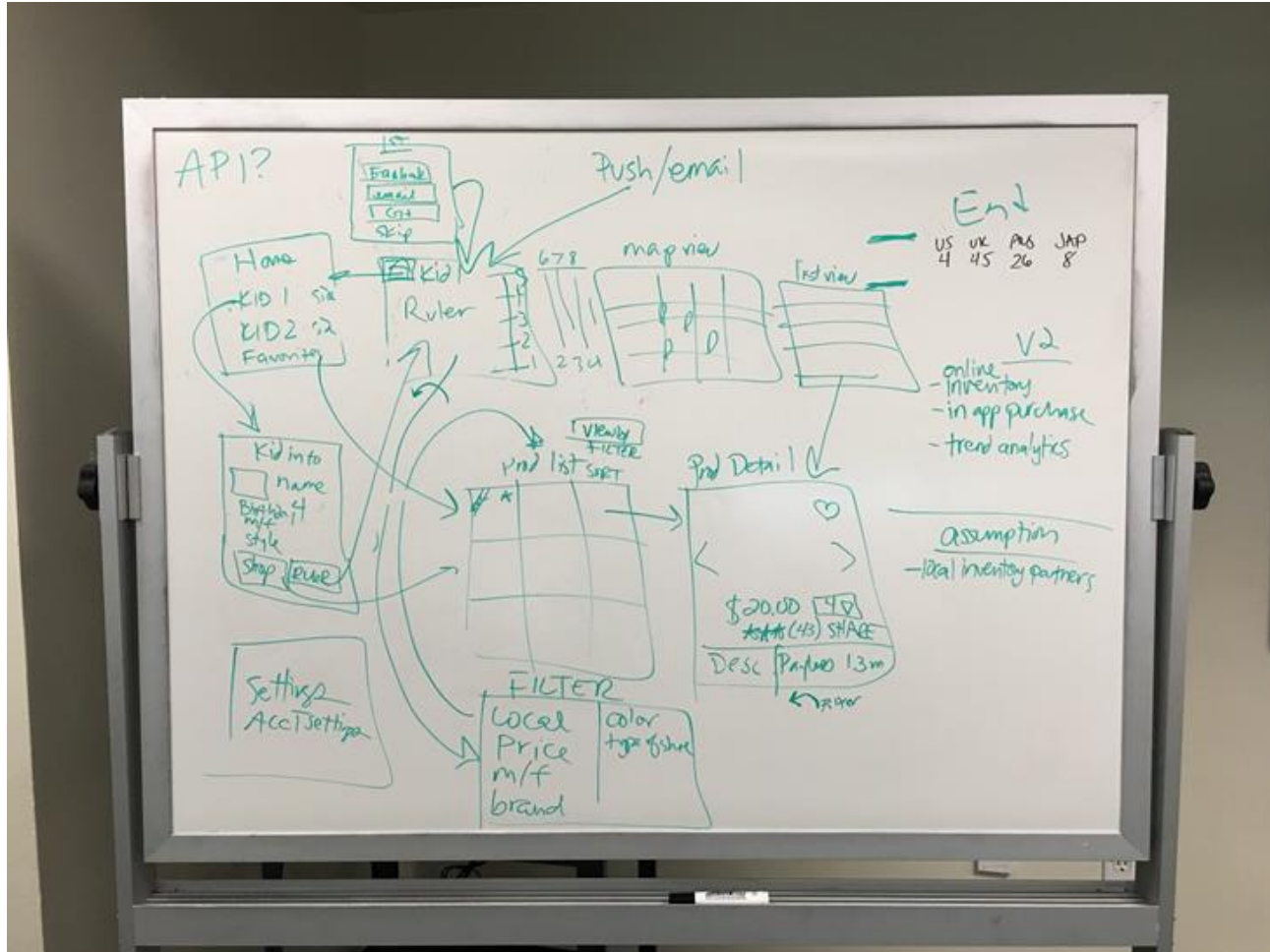
# Sitemap or Task Flow first?

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- It depends
- What makes more sense?
- We created a task flow as part of our brainstorming, so let's start with that.

# Create Task Flow

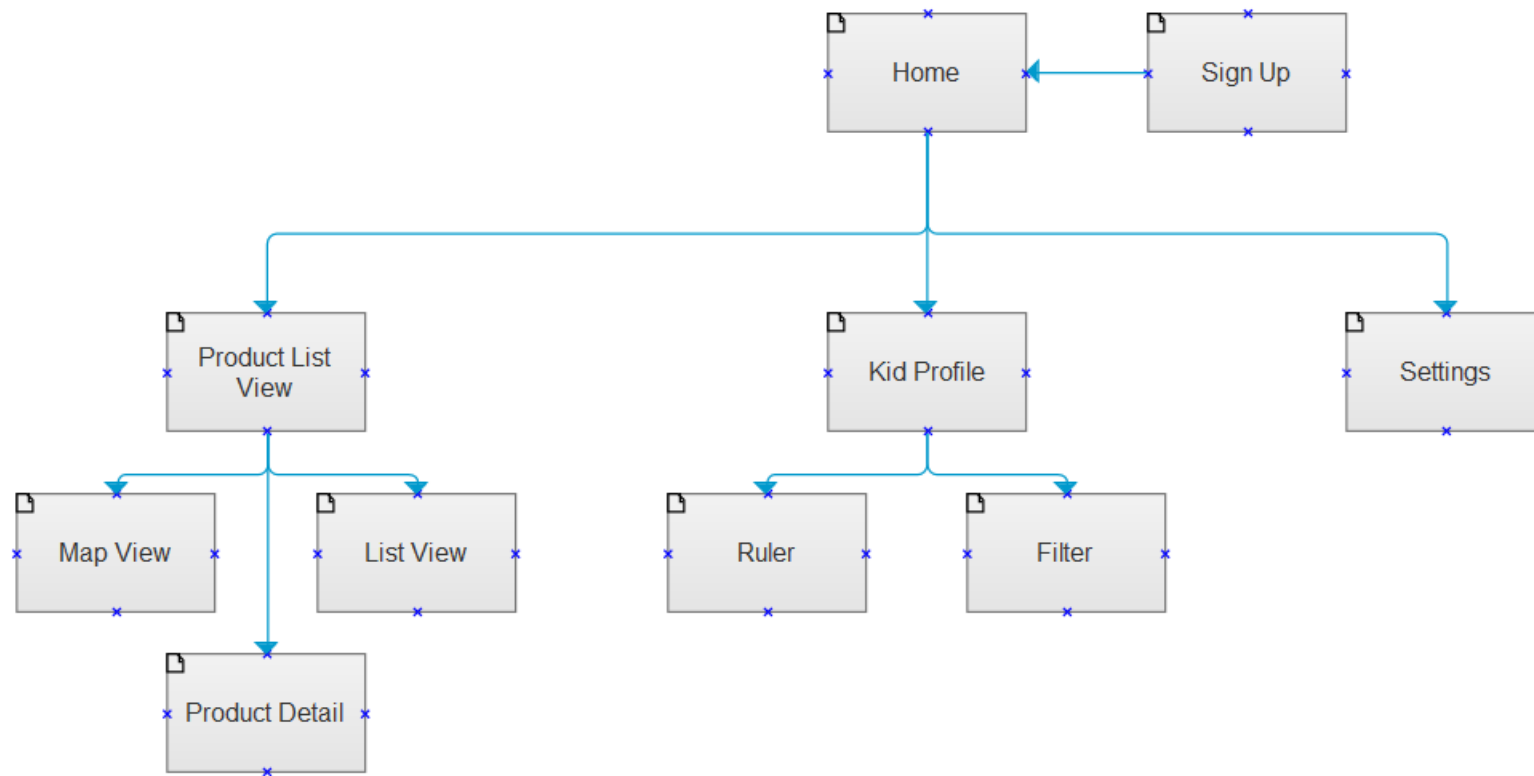
- Think through all the flows.





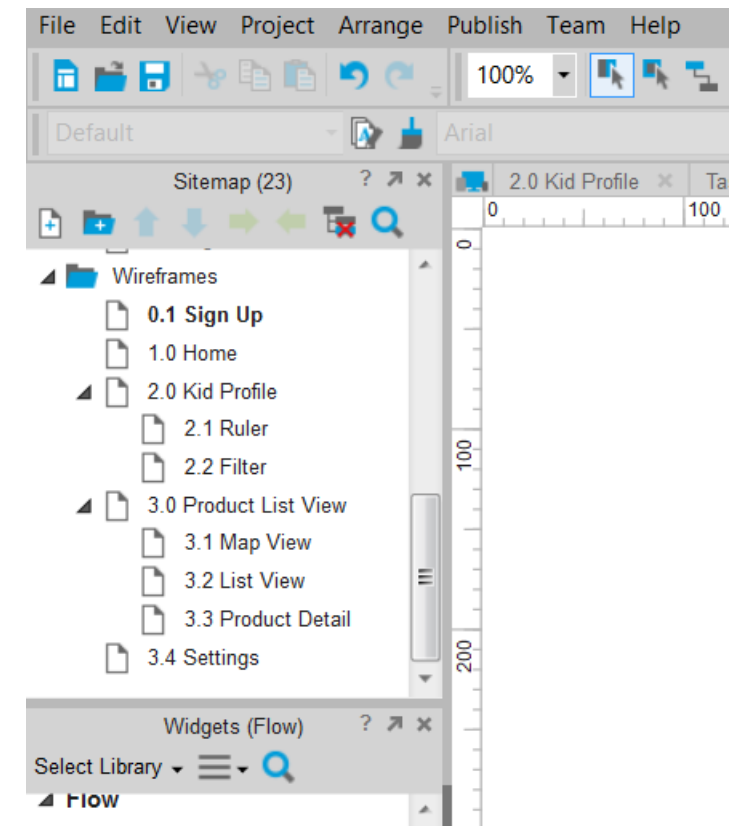
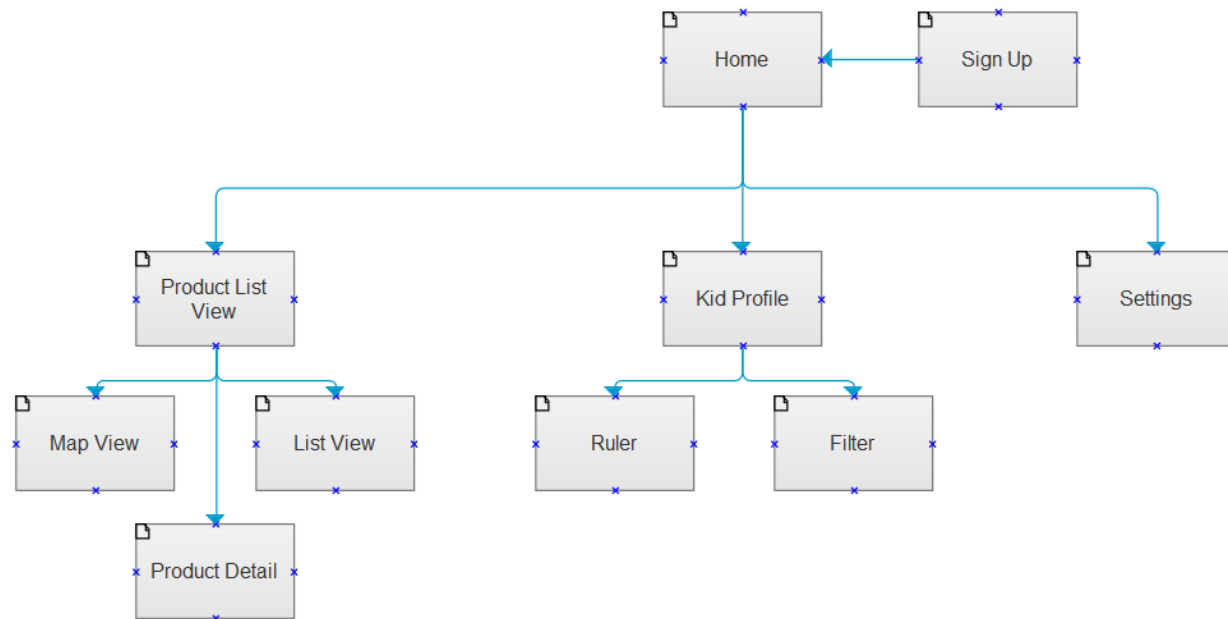
# Sitemaps

- Group similar / related pages together.
- Include hierarchies.



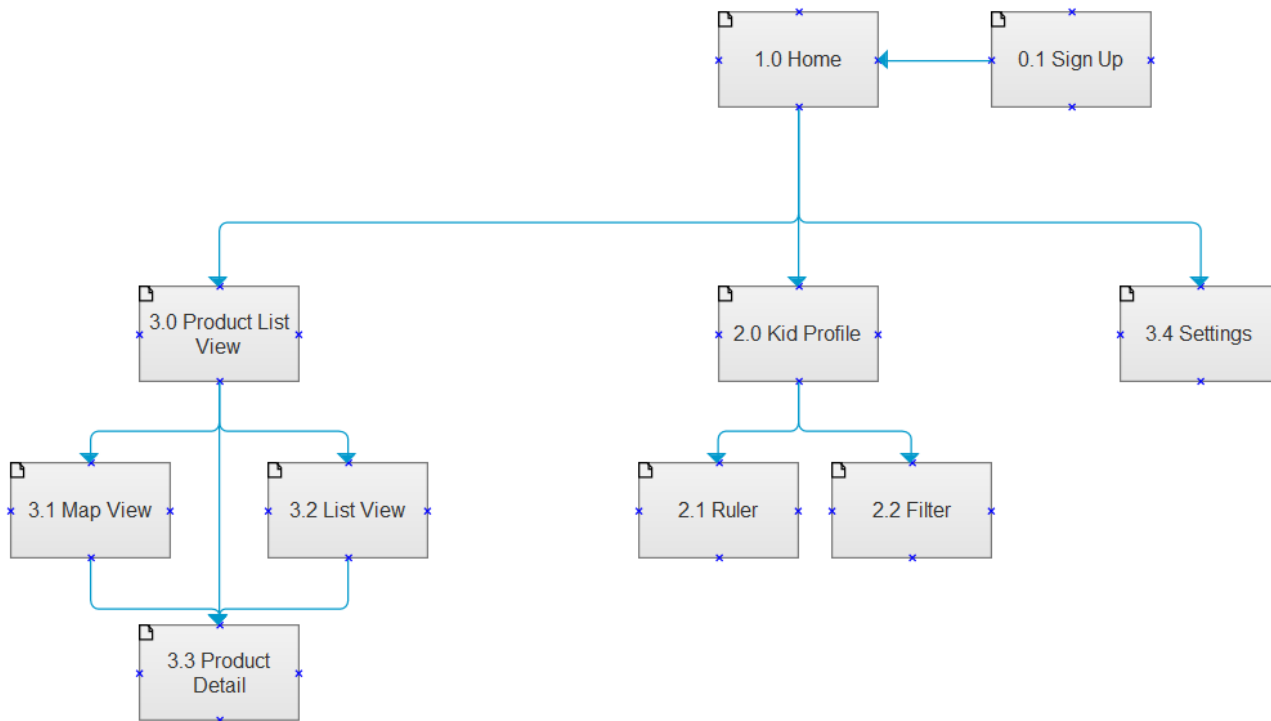
# Create Hierarchies

- Move pages into parent/child relationships within tree structure.
- Number pages appropriately.

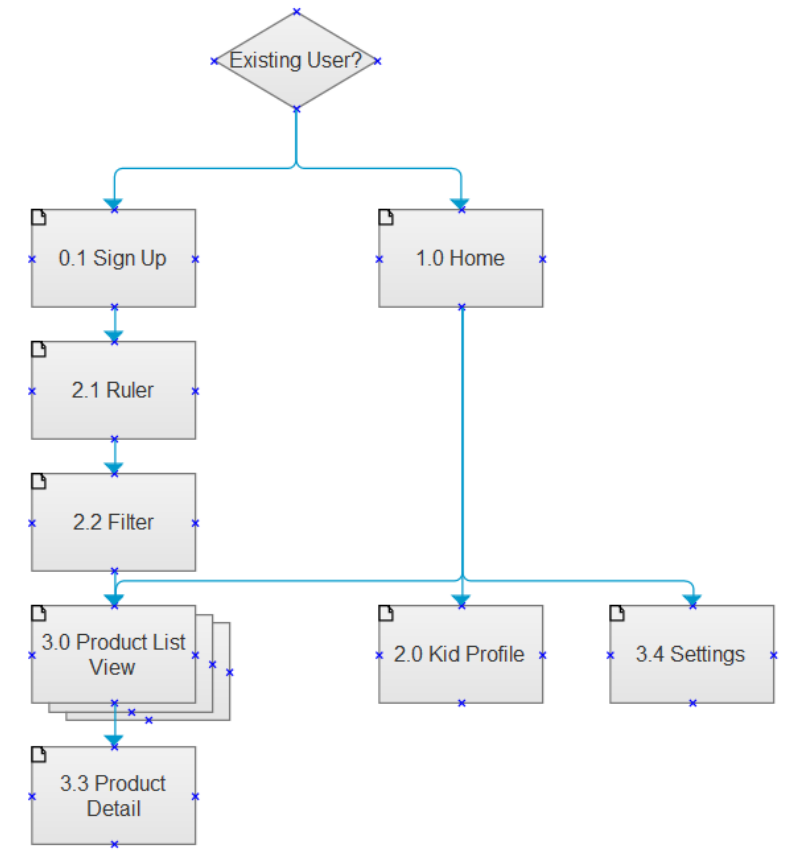


# Sitemap & Workflows

- Numbers and page labels get updated automatically.



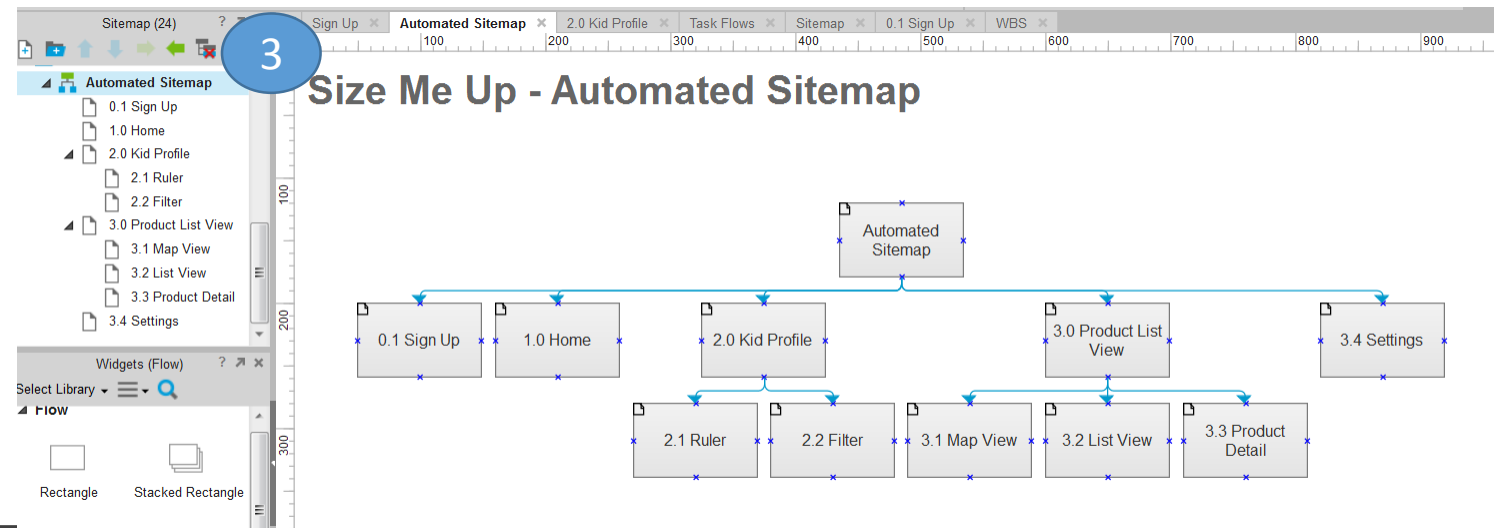
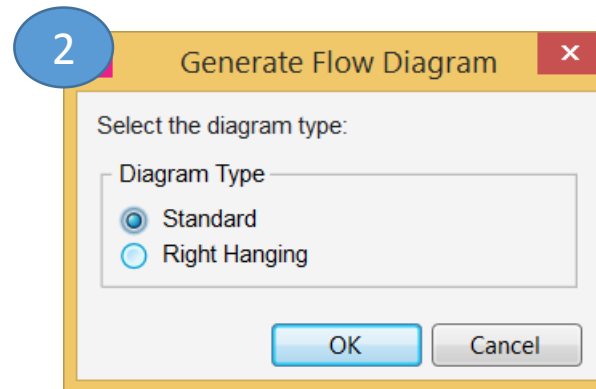
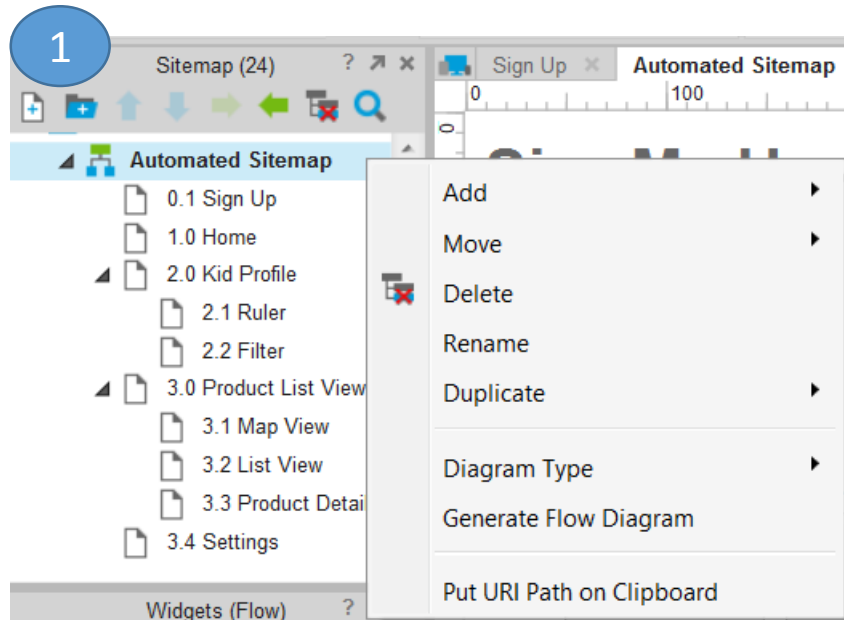
Sitemap



Task Flow

# Automated Sitemaps

- Pages must be in hierarchy and children of “Automated Sitemap”



# Assignments For Next Class

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- Reading:
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- Deliverable:
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Questions?

