



CIM 545: Managing Interactive Media Projects
Class Project

Proposal

For

XYZ Corp

Size Me Up

XYZ Corp

Prepared For:

Client Name, Title, Company Name, Email, Phone
Project Reference #

Prepared By:

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Proposal V1
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Revision History

Version	Date	Section	Change Description	Required By	Changed By
1.0					
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.
 - Measured by number of contractual agreements.
- Build a fast application.
 - Measured by the user being able to accomplish the core task of measuring a foot and finding a shoe at a store within a minute.

Stakeholders

Stakeholders for the project are:

- Users
- Executives
- Development Department
- Design Department
- Business Partners

Roles & Responsibilities

Team members for this project are:

Name	Role
	IA / UI
	Visual Designer
	Project Manager / BA
	Front-End Developers
	Back-End Developers
	Product Owner / Project Sponsor
	Business Development

Approach

CIM545 recommends following a user-centered design process for this project. This allows for closer interaction with the end-user through interviews and usability testing. By bringing the user into the product development lifecycle, we ensure that the final product is closer in-line with what the target population wants. This includes:

- Phase 1: Research. During the research phase of the project, we will reach out to users through user interviews and store intercepts. The goal during this phase is to flush out user types and user stories. We will also reach out to possible strategic partners for interest and technical details.
- Phase 2: Design. During the design phase, we will create interactive Axure wireframes based on the user stories identified in the Research phase. We will do usability testing on the wireframes to ensure they match user needs.
- Phase 3: Build. During the Build phase, we will build out the application. If possible, we can start portions of the phase early as we learn about our partners' technical availabilities. We will conduct usability testing and QA on the final product and make any adjustments as needed.
- Phase 4: Release. We will do alpha and beta releases with limited user bases prior to our formal product release in the app store. Once we have released the final version of the product, we will then promote the product and gather feedback from users.

Scope

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.

Out of Scope

The following functionality is out of scope for V1 of Size Me Up:

- Online inventory
- In-app purchase
- Trend analytics