



CIM 545: Managing Interactive Media Projects

Spring 2016 – Professor Jacqueline Stetson Pastore

Project Plan

Week 2: January 20, 2016

Assignments Due Today

- 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 Concepts
 - What is your project called?
 - What is it? EX: A mobile app that does ...
 - Why did you pick this project?
 - How many screens do you think it will be?

Topics To Cover Today

- Present Project Concepts
- Break
- Project Plan
 - Title Page
 - Revision History
 - Overview / Background
 - Goals & Objectives
 - Stakeholders
 - Roles & Responsibilities
 - Approach
 - Scope (Activities & Deliverables)
 - Versioning
- Concept Sketches
 - Functional Requirements / User Stories
 - Low Fidelity Sketches

Assignments For Next Class

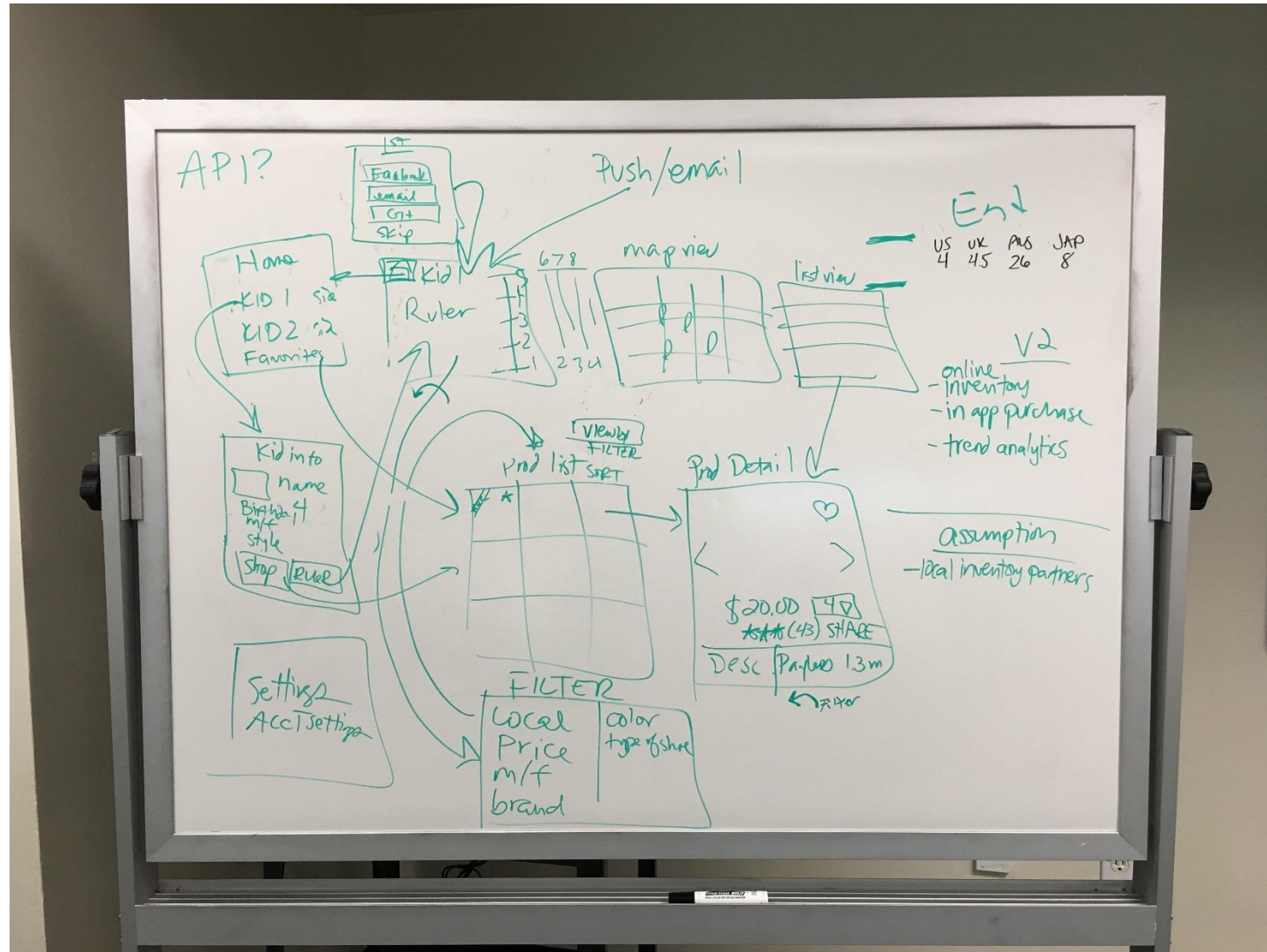
- Reading:
 - Finish whatever you didn't read last class
- Deliverable:
 - First draft of Project Plan up to Approach
 - Create project sketches and present them

Assignments

Class Example – Project Concept

- What is your project called?
 - Size Me Up
- What is it?
 - Size Me Up is a mobile app that does helps parents and caregivers know what size a child's foot is. The app also shows local inventory of partner companies.
- Why did you pick this project?
 - Several moms I know are always wondering what size their kids feet are but hate going shopping in a store with a toddler. Size Me Up makes it easy for the parent or caregiver to be able to get in and out of the kid shoe store.
- How many screens do you think it will be?
 - 10 screens

Class Example – Project Concept



Screens:

- Sign Up
- Home
- Kid Profile
- Ruler
- Filter
- Product List View
- Map View
- List View
- Product Detail
- Settings

Present Your Project Concept

- What is your project called?
- What is it? EX: A mobile app that does ...
- Why did you pick this project?
- How many screens do you think it will be?



**TAKE A
BREAK**


Project Plan

Project Plan


- Title Page
- Revision History
- Overview / Background
 - Goals & Objectives
 - Stakeholders
 - Roles & Responsibilities
- Approach
 - Scope (Activities & Deliverables)
 - Versioning

Title Page

- Your Company Name
- Your Company Logo
- Document Type
- Client Company Name
- Client Logo
- Project Title
- Client Company Contact
- Project Reference #
- Proposal Authors
- Proposal Version
- Submission Date
- Confidential Notice


CIM 545: Managing Interactive Media Project
Class Project

Proposal
For
XYZ Corp
Size Me Up



Prepared For:
Client Name, Title, Company Name, Email, Phone
Project Reference #

Prepared By:
Jacqueline Stetson Pastore
University of Miami CIM 545
jstetson@umiami.com
(305) 409-3068

Proposal V1
January 20, 2016

Proprietary and Confidential

Revision History

- Version Number
- Date Changed
- Section / Page Number
- Change Description
- Requested By (Person, Bug, Change Request Number)
- Changed By

Revision History

Version	Date	Section	Change Description	Required By	Changed By
1.0					
1.1					
1.2					
1.3					

Project Background / Overview

- Overview of the project in your own words.
- No more than 1-2 paragraphs.
- Answer:
 - Why are you writing this document?
 - What is the history behind this project?
 - What is the project?

Edit In Class

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 & Objectives

- What are 3 goals for the project?
 - User goal
 - Business goal
 - Development goal
- Include metrics for each goal.

Edit In Class

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.
 - Measure conversion through coupon codes.
 - 4 star rating on iTunes.
- Acquire 5 strategic partnerships with local retail establishments.
 - Contractual agreements.
- Build a fast application.
 - The user should be able to accomplish the core task of measuring a foot and finding a shoe at a store within a minute.

Stakeholders

- Executives / Steering Committee
- Users
- Other Departments (QA, Marketing, Customer Service, Account Management, Logistics, Sales, Legal, ...)
- Business Partners

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Stakeholders for the project are:

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

Roles & Responsibilities

- Information Architect
- UI / Interaction Designer
- Visual Designer
- Editorial / Copywriter
- User Researcher
- Business Analyst
- Project Manager
- Front-End Developer(s)
- Back-End Developer(s)
- QA
- Product Owner / Project Sponsor
- Third party vendor
- Account Manager
- Business Development

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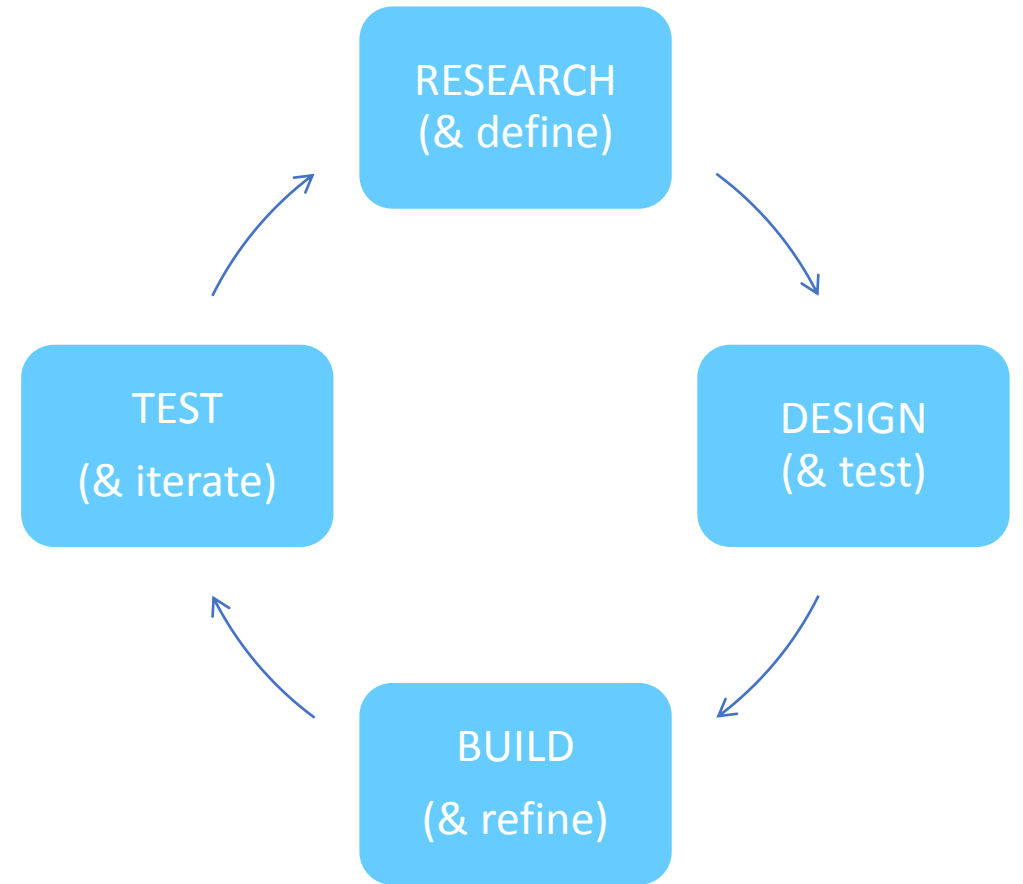
Team members for this project are:

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

Approaches

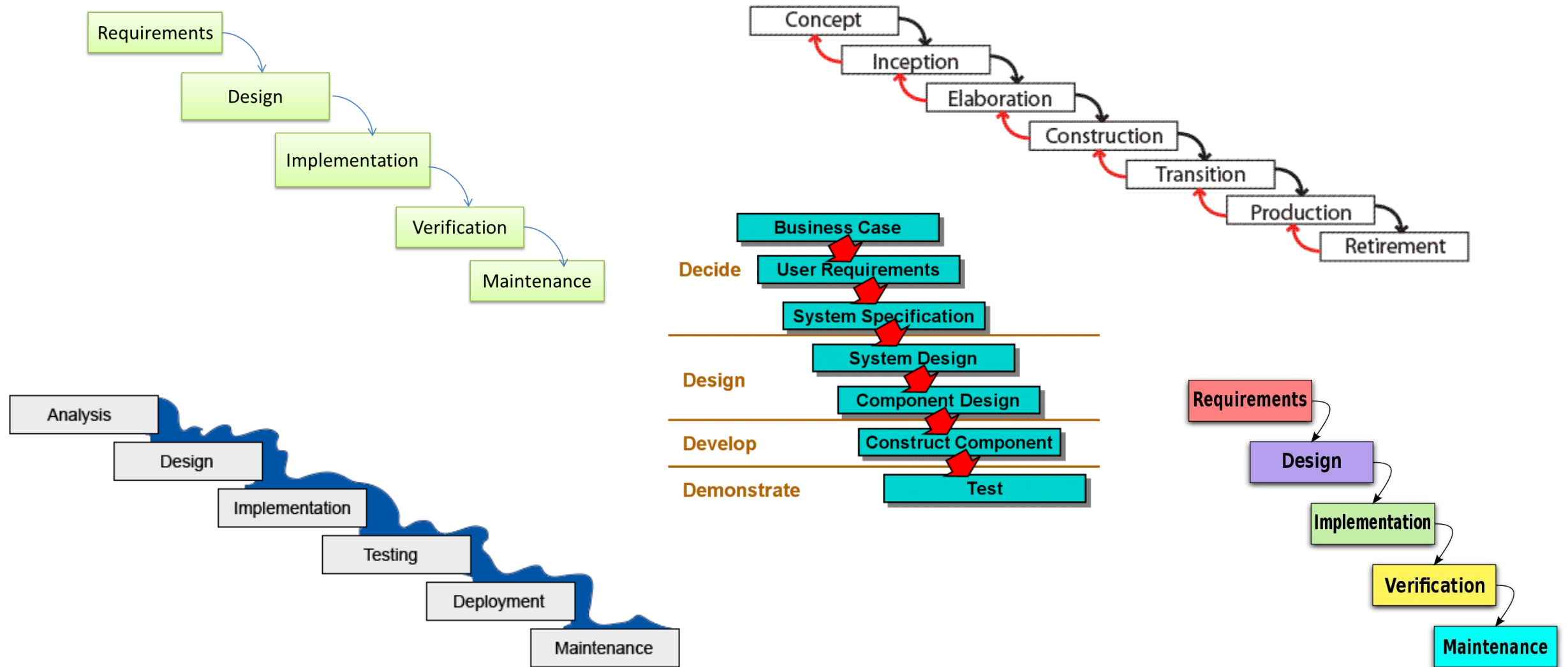
At the highest level, Product Design can be broken down into four steps:

1. Research & Define
2. Design & Test
3. Build & Refine
4. Test & Iterate

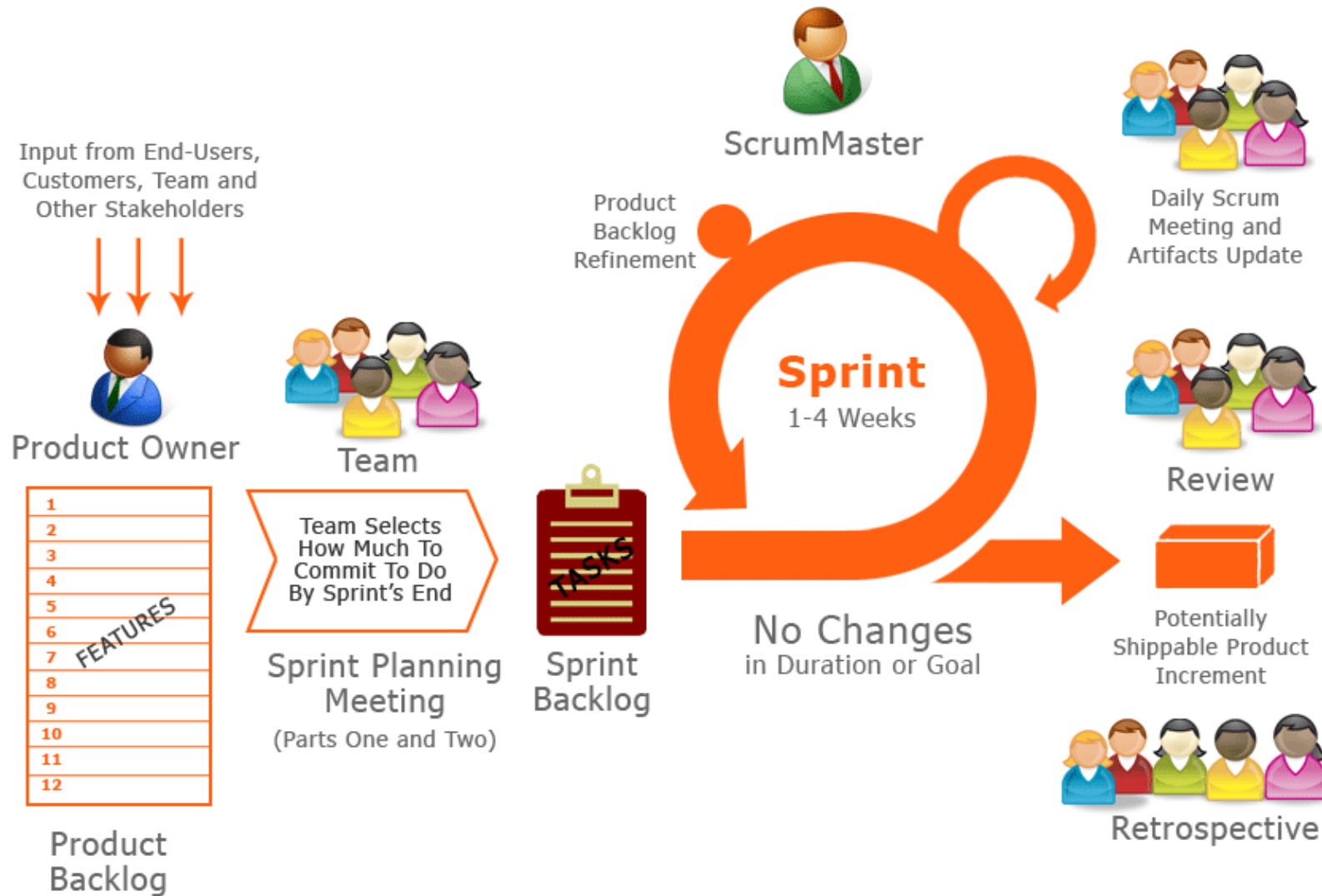


ISO 9241 Human-centred design for interactive systems (2010) & 13407: Human-centred design process (1999)

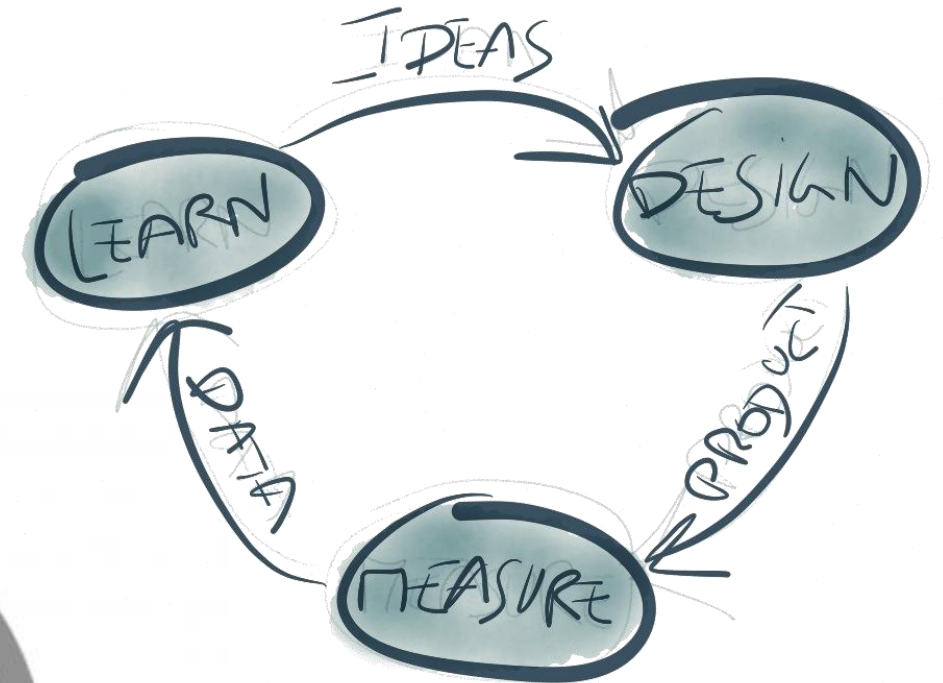
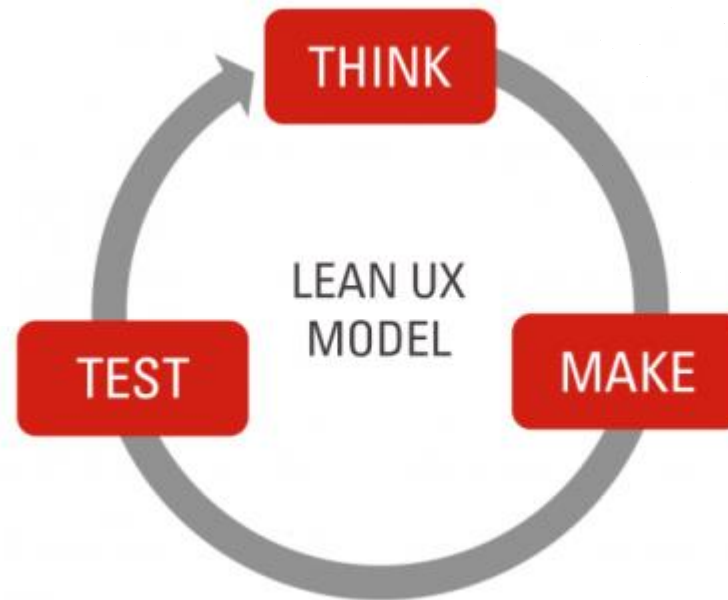
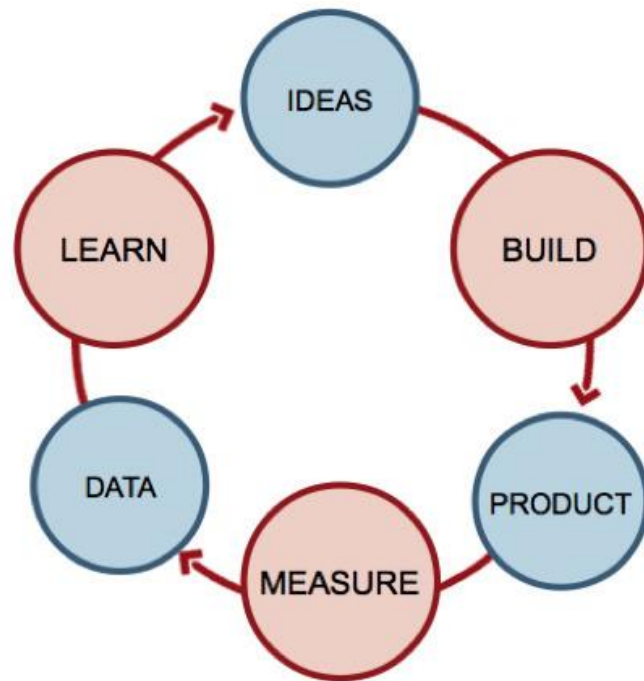
Waterfall



Agile / Scrum



Lean



Approach

- State what process methodology you will be following for the project.
- Briefly define the methodology.

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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 (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

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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.

Versioning

- Define what is out of scope for the project.
- If there is a product roadmap, include it here.

Edit In Class

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

- Online inventory
- In-app purchase
- Trend analytics

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Need a break?



Concept Sketches

Don't freak out. You can do this.



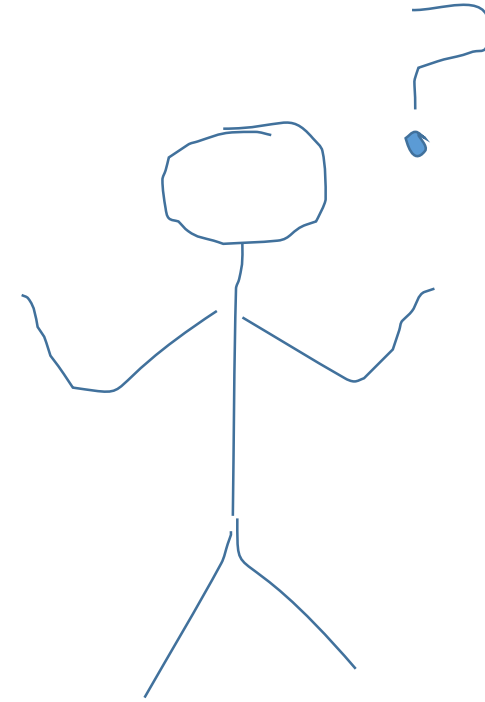


SO...
how do you start?

get over your fears



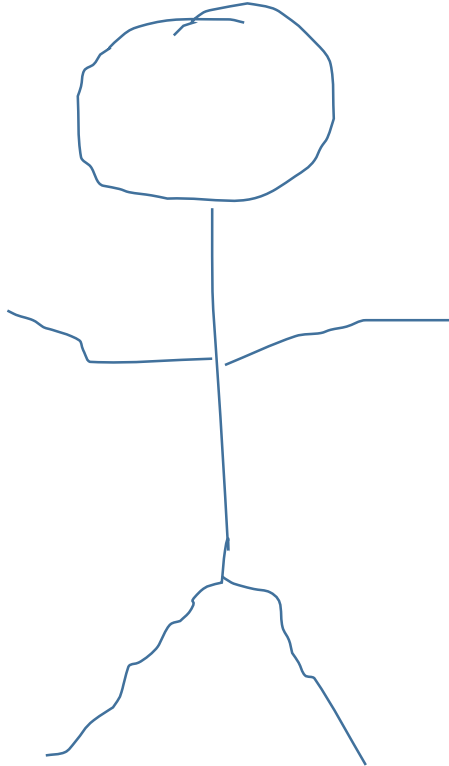
I'm not creative.



You don't have to be!

It's a process.

I can't draw.



**Even
Better!**

**Low-
Fidelity
Rules!**



How To Create A Concept Sketch

1. What is the platform?



How To Create A Concept Sketch

1. What is the platform?
2. What is the user story?



User Stories

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

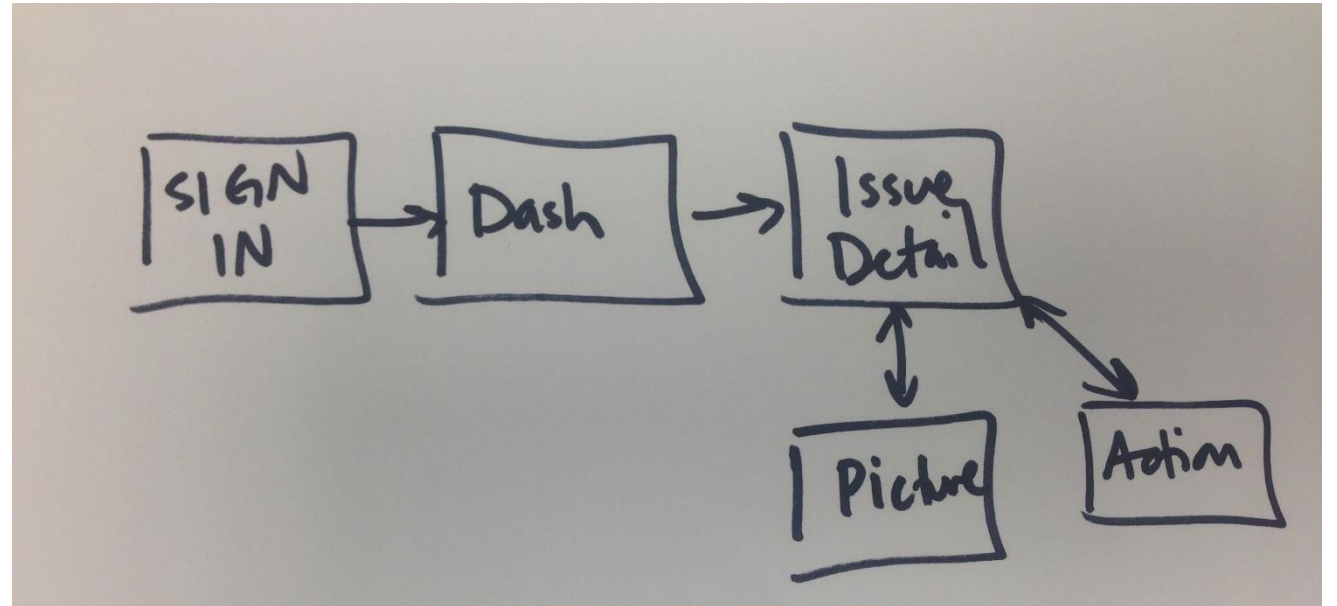
Functional Requirements

ID	Area	Requirement	Business Need / Value Proposition

- What does the system need to do (not how or why)
- EX: Ability to view local inventory that matches child's shoe size.

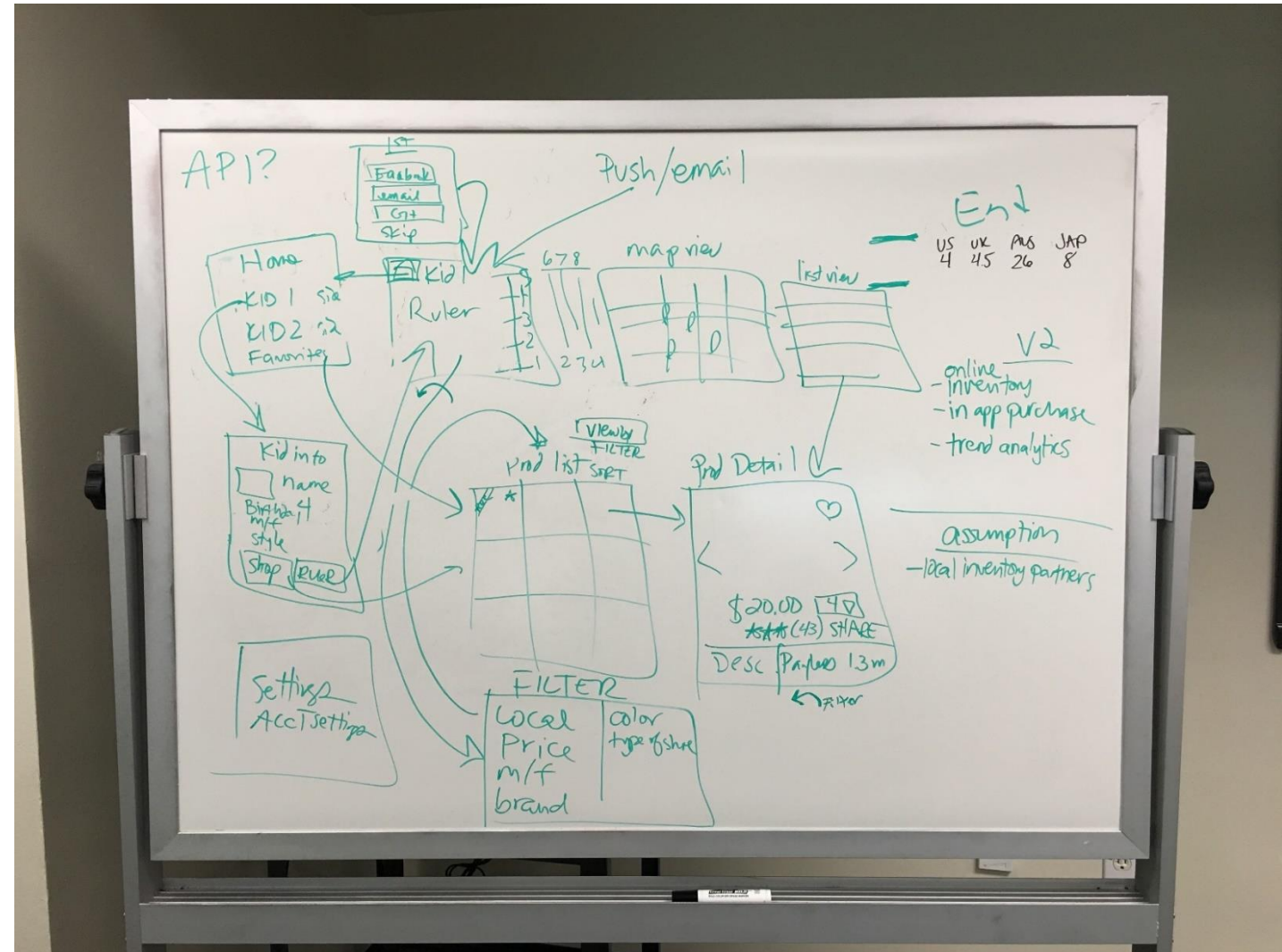
How To Create A Concept Sketch

1. What is the platform?
2. What is the user story?
3. What is the workflow?



How To Create A Concept Sketch

1. What is the platform?
2. What is the user story?
3. What is the workflow?
4. What is the main functionality on each page?



Creative process rollercoaster of emotions

