# Project Document

# Project Objective Statement

Deliver an innovative feedback method for retail companies to convert non-purchasing consumers into purchasing consumers by April 19th, 2018.

# Project Context & Stakeholder

*Stakeholders*

1) The retail companies will be the users of the feedback method. Their feedback on the new method is essential to the success of the innovation. The retail companies care about the product because they need good data/information on how to help consumers get what they need to boost the company's' sales.

2) InMoment is the client who is needing this innovative feedback method to then sell and provide to the retail companies. InMoment's interest in the product is to generate revenue and help gather more meaningful data.

3) The non-purchasing customers are important because if the improved method of gathering data from non-purchasing customers doesn't work it is difficult to innovate the customer experience. Non-purchasing customers have interest in this product because it will help them be heard by companies in what needs to be different for them to have an experience that converts them into purchasing customers.

4) As the team creating the innovative method of non-purchaser feedback, we are also important stakeholders as we are the hub for gathering data from the other stakeholders and using our findings to inform an innovative, app-based solution.

### Project Environment & Ecosystem

- Client: InMoment
- Users: Retail Companies
- Processes: Design Thinking, Agile Development
- Tools: Sketch, Google Cloud Suite, JustInMind, BitBucket, Slack
- Challenges: Customer Experience learning curve, solution time constraints
- Milestone Solutions: User Stories, Design Concepts, Happy Path Prototypes

### User Problem Statement (Motivation)

As a retail company I need to gather data from non-purchasing consumers in order to determine best methods for converting them into purchasing consumers.

# Constraint Matrix

Analysis Summary:

|  | Most | Medium | Least |
|---|---|---|---|
| Scope |  |  | X |
| Schedule | X |  |  |
| Resource |  | X |  |

As we discussed our project we determined that we needed to be aware of all our constraints. We decided to create a constraint matrix as explained in class. We started to identify what our biggest constraint is and we feel that it is Schedule. We have a very hard deadline of the end of April semester but Inmoment has also asked us to give a presentation at their conference this upcoming March. We want to have some of our deliverables done by then. Next we determined Resources as our next biggest constraint. We, being students, don't have a huge budget or existing systems and protocols to conduct all of the research we want. It would be nice to meet with users frequently but we won't be able to as much as we would like due to our limited resources and time. Lastly, we determined Scope as our smallest constraint. Inmoment has given us a lot of flexibility in what solution we come up with. It is for these reasons we have labeled our constraint matrix in this way.

# Governance Framework

- Bylaws: Team majority and sponsor approval
- Conflict resolution: Monthly group evaluations, if conflict persists one-on-one with team lead and affected parties.

# Communication

- Will use slack to communicate with team and sponsor
- Weekly Friday meetings at 8:00am
- Shared Google Doc Folder with deliverables, manage scope.
- Asana to manage task assignments and manage schedule.
- Budget will be on a need basis, as approved by Joel.

# Deliverables (In UX Process)

Empathize
- Discovery data review
    - Expert interview: Joel
    - Find researcher in Marriott school
    - [Qualtrics Experience Week](#)
    - Academic lit review
    - Competitive Analysis
- Data Gap Analysis
- Stakeholder Need Themes

Design
- Concept Doc Draft 1
- Wireframe
- Low Fidelity Prototype

Validate
- Concept Doc Draft 2
- Wireframe
- Low Fidelity Prototype

Deliver
- Demo Video/Presentation
- Extended Abstract
- High-fidelity prototype

# Is / Isn't Deliverables

| Deliverable | Is | Isn't |
|---|---|---|
| Discovery Review | ● Comprehensive review of the customer experience industry.<br>● Period of divergent thought.<br>● Driven by the project objective statement and user problem statement.<br>● Group discussion and sharing. | ● Time to create solutions.<br>● Definition of deliverables.<br>● Individual assignment. |
| Data Gap Analysis | ● Study of where InMoment is in competitive landscape.<br>● Study of where InMoment may want to be.<br>● Reliant on competitive analysis.<br>● Reliant on customer (Joel) interview. | ● Time to create solutions.<br>● Research into each specific company in the analysis. |
| Stakeholder Document | ● List of stakeholders with detailed explanations.<br>● Groups of stakeholders.<br>● Stakeholder assignments to team members. | ● Specific research for understanding each stakeholder. |
| Concept Document(s) | ● Defined solution document.<br>● Reliant on all previous research.<br>● Supports assumptions with references to research. | ● Finished product.<br>● Tested solution. |
| Wireframes | ● Visual representation of concept document.<br>● Communicates | ● Built to communicate look and feel.<br>● Colorful. |

|  |  |  |
|---|---|---|
|  | • functionality.<br>• Use of black white and gray.<br>• Reviewed by other designers. | • Tested with end-users.<br>• Pixel-perfect |
| Low-fidelity Prototype | • Tested with end-users.<br>• Designed with affordance colors.<br>• Consistent across each screen.<br>• Iterated upon multiple times. | • Every use case.<br>• Representation of final aesthetic. |
| Demo Video/Presentation | • Presentation of research results.<br>• Highlights benefits of solution.<br>• Addresses multiple use cases. | • Comprehensive, only highlights the most important points. |
| Extended Abstract | • Document of design and solution process.<br>• Explores flaws of solution and suggestions of fixing those.<br>• Discusses solutions unique value proposition. | • Complete research paper.<br>• Written for external use. |
| High-fidelity Prototype | • Embraces multiple user cases.<br>• Shows look and feel of final product.<br>• Embraces InMoment design practices.<br>• Includes documentation. | • A completely programmed app. |