

# Project plan

## Online Experience Showroom

*Ambianti*  
*Eindhoven*

Date	:	20.09.2024
Version	:	V4
Status	:	Ongoing
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## Version

Version	Date	Author(s)	Amendments	Status
V1	04.09.24	D. Andonova	Set structure, initial writing	Done
V2	07.09	D. Andonova	Rewrite research questions	Done
V3	13.09	D. Andonova	Create more logical flow between activities	Done
V4	19.09	D. Andonova	Justify research questions	To be reviewed

## Communication

Version	Date	To
V1	06.09.24	Company mentor
V2	16.09.24	Company mentor
V3	19.09.24	Company mentor
V4	To be reviewed	Semester Coach

## Content

1.	Project Assignment .....	4
1.1	Context.....	4
1.2	Goal of the project .....	4
1.3	The assignment .....	4
1.4	Scope.....	5
1.5	Conditions .....	5
2.	Approach and Planning .....	8
2.1	Approach.....	8
2.2	Approach.....	9
2.3	Deliverables .....	11
2.4	Learning outcomes .....	13
2.5	Breakdown of the project .....	14
2.6	Time plan .....	15
3.	Project Organization.....	17
3.1	Team members.....	17
3.2	Communication.....	18
4.	Finance and Risks.....	19
4.1	Cost budget.....	19
4.2	Risks and fall-back activities.....	19

# 1. Project Assignment

## 1.1 Context

The current situation in the company involves the recent development of a new proprietary LED technology called Ambianti L3Ds. The L3Ds are a scalable lighting system composed of LED components placed in a 3D space. This system allows each individual LED to be addressed and controlled independently, offering unparalleled flexibility. The unique features of the system include a new level of customization in lighting design and the ability to create dynamic lighting patterns and the company already has a web-application that controls the L3Ds. My task is to create an online experience showroom that not only serves as a web-shop but also offers an immersive experience where users can interact with the lights and fully grasp their unique qualities compared to regular LEDs. This comes at a time when the company is looking to strengthen its market position by highlighting the technological advancements of its products.

## 1.2 Goal of the project

The goal of this project is to conceptualize, design, and test an online experience showroom that effectively demonstrates the unique 3D capabilities of L3D products and serves as an e-commerce platform. This serves as an opportunity to strengthen the position of the product on the market and make it stand out.

### Problem to be Solved:

Currently, customers are unable to fully understand or appreciate the unique 3D features of L3D products through traditional e-commerce channels. L3D's innovative lighting technology requires a more dynamic and immersive method of presentation to clearly convey its full potential. As competition in the lighting industry grows, especially with high-tech and customizable products, it is crucial to offer a standout online experience. Without this, L3D risks missing opportunities to engage users and drive higher conversions. The project will also address the challenge of blending an interactive virtual experience with functional e-commerce, ensuring a balance between user engagement and ease of purchase.

The **desired situation** is to create an online space where customers can not only view L3D lights in a 3D virtual environment but also understand their unique features through interaction and exploration. Users should be able to seamlessly transition from browsing to purchasing within the same platform, enhancing their overall shopping experience.

## 1.3 The assignment

My assignment is to design an online experience showroom that showcases 3D L3D lights, highlighting their unique capabilities compared to standard LED lights, and also functioning as a webshop for product exploration and purchasing. The project focuses on creating an immersive visual experience that demonstrates the innovative features of L3D lights, while conducting research on user experience and interaction design to ensure an intuitive interface. The assignment involves using the Double Diamond design process to research best practices in online experience design, develop the concept for the showroom, and conduct user testing to refine the design. Deliverables include detailed research reports, conceptual designs, wireframes, mockups, and prototypes that integrate seamlessly with the existing web app, along with usability testing to validate the design. Branding may also be included to align the showroom's visuals with the company's identity.

## 1.4 Scope

The table below explains the scope of the project describing what it includes and defining what should not be expected of the project.

The project includes:	The project does not include:
1 Research on competitive technology showcases and user preferences.	1 Full-scale implementation of the online showroom (beyond prototypes).
2 Conceptual design of the online showroom	2 Long-term management or updates to the online platform.
3 Prototyping and user testing of the online showroom interface.	3 Backend development for the e-commerce system
	4 Re-design of existing web app

## 1.5 Conditions

All deliverables must adhere to the company's established standards for user experience and technical performance, ensuring a seamless and effective interface for users. Additionally, the project must remain within budgetary constraints, minimizing additional expenses. To achieve this, the project plan is designed to limit user interactions, thereby reducing costs while still meeting the required quality standards.

## 1.6 Research questions

In this section, I will outline the research questions guiding this project and explain their importance. Each question is critical to understanding how to effectively showcase L3D products within a user-centered, engaging online showroom. Answering these questions will inform key design and business decisions for the success of the web shop.

## **Main Question:**

**How can an online experience showroom effectively showcase the unique capabilities of L3D products while also serving as an engaging web shop?**

### **1. Who are the target users of L3D, and what are their needs?**

Understanding the target audience is critical for designing a user-centered showroom. By identifying who the users are and what they need, the project can tailor the design to their preferences, ensuring it resonates with the intended demographic. This question will be answered through user research methods such as interviews and surveys, validating previous research, and providing insights into the preferences and behaviors that will shape the user experience.

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### **2. What are the core values of the users?**

Core values influence how users interact with products and what drives their loyalty and purchasing behavior. This question is key to designing an experience that aligns with users' motivations and emotional drivers. By identifying these values, we can create a showroom that appeals to their deeper preferences, enhancing user satisfaction and engagement. Insights will guide the prioritization of features and design elements, such as messaging and visual presentation, to reflect what users value most.

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### **3. What emotions influence users' purchasing decisions?**

Emotions play a significant role in purchasing behavior. Identifying the specific emotions that influence decisions allows the design to evoke the right feelings at the right stages of the user journey. A design that effectively taps into these emotions can boost engagement and conversion. Understanding these emotional triggers will help create a more compelling and personalized user experience, ensuring the showroom isn't just functional but also emotionally resonant with the user.

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### **4. What information is important for the target users when purchasing online?**

Knowing what information users prioritize when making online purchases is crucial to the design of the e-commerce platform. This question ensures that the showroom provides the right data at the right time, simplifying the buying process. Failing to meet users' informational needs can lead to friction, confusion, or abandonment. Therefore, answering this question will help create a seamless and user-friendly shopping experience.

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### **5. What are the key features of L3D products that should be highlighted online?**

Identifying the unique selling points (USPs) of L3D products is essential for differentiating them from competitors and attracting attention. By understanding which features resonate most with users, the showroom can be tailored to emphasize these aspects, ensuring that potential buyers see the value in the products. Highlighting the right features will make the experience both informative and persuasive, encouraging users to explore and purchase.

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#### **6. What elements from the existing web app would enhance the user experience?**

Building on elements from the existing web app ensures a seamless transition for users, creates a solid brand image and fosters continuity. This question helps identify which aspects of the current user experience are successful and should be carried over to the new design. By understanding what works well, the project can maintain user satisfaction while introducing new features, thereby minimizing friction and ensuring a smooth user journey.

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#### **7. How do our users come into contact with the product?**

Mapping out the customer journey and identifying the touchpoints where users interact with the product is crucial for optimizing the entire user experience. This question helps to understand how users first discover the product, how they interact with it, and what happens post-purchase. By answering this question, we can design the showroom to enhance these touchpoints, improving both the online experience and the overall customer lifecycle.

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#### **8. What makes users spend more money on a product?**

Understanding the factors that encourage users to spend more money allows for strategic pricing and marketing decisions. This question is important for boosting revenue, as it helps identify the elements—such as product value, emotional appeal, or pricing strategies—that drive higher spending. By incorporating these insights into the design, we can influence purchasing decisions and increase the average order value in the showroom.

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#### **9. How are premium high-tech products showcased?**

Benchmarking how premium, high-tech products are showcased online will provide valuable insights into best practices and trends in the industry. This question is important for positioning L3D products as high-value items and creating a premium experience. By studying successful showrooms outside the lighting industry, we can adopt proven strategies to elevate the perceived value of L3D products and improve the overall user experience.

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#### **10. Does the design impact our users' emotions?**

The emotional response to design is a critical factor in creating an engaging and successful user experience. This question explores how different design elements affect user emotions and whether the design evokes the desired feelings, such as excitement, trust, or satisfaction. By testing and refining the design to ensure it aligns with users' emotional responses, we can create a showroom that not only meets functional needs but also fosters a positive emotional connection with the brand.

Answering these research questions will ensure that the design of the L3D online showroom is both user-centered and business-driven, providing a rich and engaging experience that highlights the unique features of L3D products while optimizing for user satisfaction and conversions. Each question addresses a critical aspect of the user experience, from understanding emotional triggers to showcasing product features, ensuring a comprehensive approach to creating an effective online showroom.

## 2. Approach and Planning

### 2.1 Approach

The project will follow the **Double Diamond design process**, consisting of four phases: **Discover, Define, Develop, and Deliver**. This framework is specifically suitable for this project because it enables a comprehensive and iterative exploration of user needs, product features, and market trends before narrowing down and refining design solutions. The structure helps ensure that the final online showroom for L3D products is not only engaging and visually appealing but also meets the business objectives and provides an optimal user experience. Each phase builds upon the previous one, incorporating user feedback and iterative testing to ensure the final design is user-centered and market-ready.

	Objective	Methodology	Deliverables
<b>Discover Phase</b> (Weeks 1-6)	Gather insights into online showroom design, 3D visualization, and user needs.	Desk research, Review of existing research, Competitive analysis, User interviews using Repertory Grid technique	<ul style="list-style-type: none"><li>- Project Plan</li><li>- Competitive analysis</li><li>- Interview questions</li><li>- Interview transcripts</li><li>- Interview analysis</li><li>- Research Report</li></ul>
<b>Define Phase</b> (Weeks 7-9)	Clearly define the problem and outline the key features and structure of the online showroom.	Brainstorming, Define and prioritize user requirements, Empathy mapping, Customer journey mapping,	<ul style="list-style-type: none"><li>- Affinity Diagram</li><li>- Initial Architecture Sketches</li><li>- Empathy map</li><li>- Customer Journey Map</li></ul>



Phase 3: Develop (Weeks 10-13)	Create detailed design concepts and interactive prototypes for the online showroom.	Visualize the design – mockups, wireframes, moodboards. Premo reaction cards for emotional impact measurement testing, Heuristic evaluation, Cognitive walkthrough	<ul style="list-style-type: none"> <li>- Concept Design wireframes, mockups</li> <li>- Moodboards</li> <li>- Style Guide</li> <li>- Heuristic Evaluation Report</li> <li>- Premo Cards Testing Analysis</li> </ul>
Phase 4: Deliver (Weeks 14-17)	Test the design, finalize the concept, and prepare for potential implementation.	Usability testing, A/B testing, Prototyping, Documentation and Presentation preparation	<ul style="list-style-type: none"> <li>- Design Documentation</li> <li>- Style Guide</li> <li>- Usability Testing Report</li> <li>- Final Interactive Prototype</li> <li>- Final Presentation</li> </ul>

## 2.2 Approach

This section outlines the methodologies that will be used to answer each research question, along with the associated deliverables. Each method is crucial for ensuring the project effectively addresses user needs and business goals.

### Main Question:

***How can an online experience showroom effectively showcase the unique capabilities of L3D products while also serving as an engaging web shop?***

To address this main question, we will break it down into sub-questions, each contributing to a comprehensive understanding of how to design the most effective online showroom for L3D products:

- **Who are the target users of L3D, and what are their needs?**

This will be addressed through user **interviews** and possibly **surveys** to gather qualitative and quantitative data about the specific preferences and requirements of the target audience while using the existing research done for the web app as foundation and validating it. Findings will be documented into the **User Research report**.

- **What are the core values of the users?**

This will be investigated through the **Repertory Grid** technique and a few interactive examples gathered beforehand during user interviews to identify the core values and emotional triggers that drive user behavior, informing design choices that resonate with users. These insights will lay the foundation for the design process and will be documented into an **Interview Analysis** document.

- **What emotions influence users' purchasing decisions?**

This question will be explored using **emotion mapping** cards (Premo) during user interviews, helping to pinpoint the emotions that play a role in purchasing decisions. Understanding these emotional triggers will help shape the design strategy, making the showroom not just functional but emotionally engaging. The outcome of this activity will be documented into the **Interview Analysis** as well.

- **What information is important for the target users when purchasing online?**

This question will be addressed through **User Interviews** to gather insights into the specific data points and content users seek during the online purchasing process, which is crucial for designing a user-friendly e-commerce platform. This information will be described in the **Interview Analysis**.

- **What are the key features of L3D products that should be highlighted online?**

Identifying the unique selling points of L3D products is crucial for differentiating them from competitors. This will be addressed through **desk research** on product specifications, **expert interviews**, and **user feedback**. The goal is to pinpoint which features resonate most with users and how these can be effectively presented in the showroom. The findings will be described into the **Research Report**.

- **What elements from the existing web app would enhance the user experience?**

**User interviews** where users interact with the web app will help pinpoint elements that should be carried over to ensure continuity and familiarity for users. The features that should be implemented into the showroom will be described in the **Design Document**.

- **How do our users come into contact with the product?**

To answer this question we need to understand the different touchpoints where users interact with the product. **Customer journey mapping** will be used to chart these touchpoints, from initial discovery to post-purchase, discovering how our users come into touch with the product.

- **What makes users spend more money on a product?**

Through **desk research** and **behavioral analysis** it will be beneficial to identify the factors that encourage higher spending, which can inform pricing and marketing strategies. These findings will be described in the **User Analysis**, guiding the design process.

- **How are premium high-tech products showcased?**

**Desk research** will examine current market practices for presenting premium products online outside lighting products, which is vital for effectively showcasing the L3Ds and enhancing their perceived value. By conducting a **Competitor analysis** we will benchmark the best practices in high-tech digital playgrounds.

- **Does the design impact our users' emotions?**

**Usability testing** and/or **A/B testing** will measure user reactions (using the Premo cards) to various design elements, helping to understand how design influences emotional responses and ensuring an engaging user experience. This activity will ensure the design evokes the desired emotional responses and its outcomes will be described in the **Testing reports**.

## 2.3 Deliverables

With the research questions in mind, these are the planned deliverables, describing how each is playing a vital role in the overall development of the online experience showroom. They are interdependent and build on each other (See Fig.1) to ensure a coherent and user-centered design.

- 1) **Competitive Analysis**

The Competitive Analysis examines how premium high-tech products are showcased in the market, providing insights into industry trends and best practices. This analysis is essential for positioning L3D's products effectively and ensuring the showroom stands out in the competitive landscape. It directly influences the features and design elements that will enhance product presentation.

- 2) **Interview Transcripts and Analysis**

The Interview Analysis explores the emotional drivers and core values that influence users' decisions through the Repertory Grid System technique. This analysis, based on the interview transcripts, reveals how users emotionally relate to products and provides a basis for validating or refining existing research on user preferences. It ensures that emotional and psychological aspects are incorporated into the design, helping to tailor the showroom experience accordingly.

- 3) **User Research Report**

The User Research Report gathers data from interview analysis, surveys, and desk research to identify the needs, values, and behaviors of the target users. This foundational deliverable is critical for all subsequent stages, as it informs the design direction and ensures that the showroom addresses user expectations.

- 4) **Empathy Map**

The Empathy Map is developed from the User Research Report to visualize users' thoughts, feelings, and pain points. It helps to empathize with the users and understand the emotional context of their interactions, influencing design choices that cater to users' emotional needs.

5) **Customer Journey Map**

The Customer Journey Map uses data from the User Research Report to track the user's interactions with L3D products, identifying key touchpoints and pain points. This is crucial for designing a smooth and intuitive user experience, as it informs how the online showroom should guide users from product discovery to purchase.

6) **Affinity Diagram and Requirement Prioritization**

Based on the research insights, an affinity diagram helps categorize and organize key findings into themes. These themes are then used for Requirement Prioritization, which ranks features based on their importance to users. This deliverable helps ensure that the most critical aspects of the user experience are addressed early in the design.

7) **Moodboards**

Moodboards serve as a visual reference to set the aesthetic tone for the showroom. Informed by findings from the Interviews, Empathy Map and Competitive analysis, they compile textures, colors, fonts, and imagery to evoke the desired emotional response. This step is crucial for defining the visual language of the showroom before creating detailed designs, ensuring that the overall mood aligns with the user preferences.

8) **Wireframes and Mockups**

Wireframes and mockups are designed using insights from the User Research, Moodboards, and Competitive Analysis. The wireframes define the structure and layout of the showroom, while mockups focus on visual and emotional interaction design. These are crucial for early-stage testing, helping validate initial design decisions before moving to more detailed prototyping.

9) **Reaction cards testing report**

At this stage, users are presented with early mockups and interact with Premo Reaction Cards, which allow them to express their emotional reactions to the designs. This feedback will help assess whether the mockups evoke the desired emotional impact and informs further design iterations.

10) **Style Guide**

The Style Guide outlines the visual identity of the showroom, including typography, color schemes, and branding elements. It is based on the moodboards, mockups and their testing results and ensures a consistent look and feel throughout the site. This deliverable is critical for maintaining a professional and cohesive user experience, reinforcing L3D's brand identity.

11) **Interactive Prototypes**

Interactive prototypes build on the wireframes and style guide, simulating key interactions for usability testing. This deliverable is essential for gathering user feedback on the overall design and flow of the showroom, allowing for adjustments before full-scale development.

12) **Heuristic Evaluation Report**

The Heuristic Evaluation Report assesses the interactive prototype and identifies potential usability issues. This evaluation is vital for improving the online showroom's design, as it highlights usability challenges that need to be resolved to create a seamless user experience before real user testing.

13) **Usability or A/B Testing Reports**

Further testing will be conducted with real users to evaluate the interactive prototypes. The Testing Report documents findings, highlighting areas where users

encountered difficulties or where the design excelled. This feedback is essential for refining the product to meet both user needs and business goals. This could be also an A/B testing if there are different versions of the product to understand what the users resonate with more.

#### 14) Design Document

The Design Document compiles all the elements from previous stages and describes the design decisions, including wireframes, visual design, user feedback, and finalized features. This document serves as a comprehensive guide for future development, ensuring the final product aligns with both the design vision and user needs.

#### 15) Final Presentation

The Final Presentation summarizes the entire design process, from research to prototype testing, highlighting the methodologies behind the solution and key findings. This presentation ensures that stakeholders understand the rationale behind the design choices and are aligned before the project moves into the development phase.

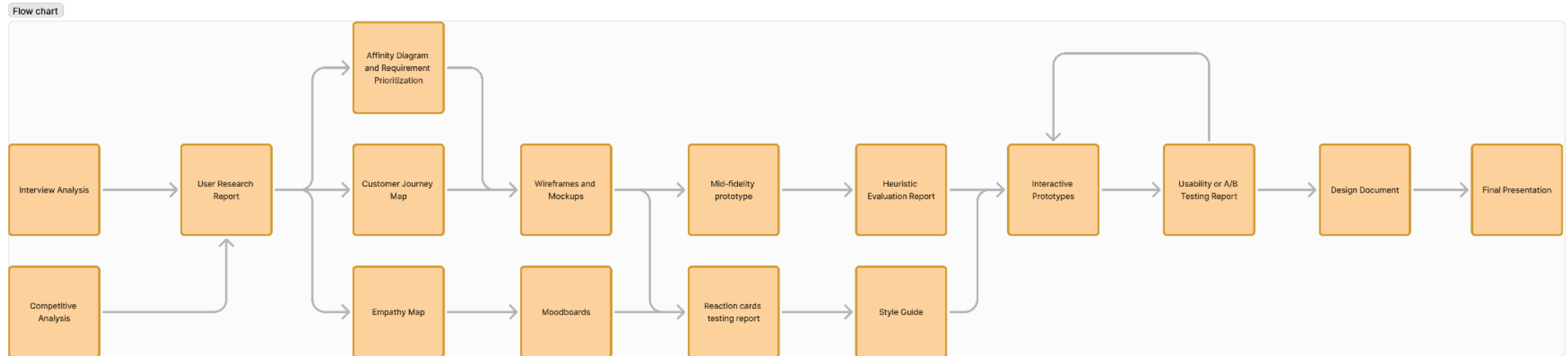


Fig 1. Dependency Map

## 2.4 Learning outcomes

In this section I will describe the learning outcomes and how I am going to fulfill them and what evidence will be expected for each goal.

### 1. Professional Duties

In this project, I will carry out professional duties by conducting an in-depth analysis of the current trends in online experience showrooms, designing wireframes and mockups, and developing interactive prototypes. I will focus on creating an engaging user interface for the L3D lights website, ensuring that it meets both business and user needs. I will also conduct usability testing to validate the design and make iterative improvements based on feedback.

**Evidence Deliverables:** User Research Report, Competitive Analysis, Wireframes, Moodboards and Final Design Documentation.

## **2. Situation-Orientation**

To fulfill this outcome, I will apply my knowledge of UX/UI design techniques within the context of the experience showroom project. I will use the Double Diamond methodology to structure my work and ensure it aligns with the company's goals. The project will require adaptability to real-world constraints and the ability to meet the needs of stakeholders, creating a solution that is both practical and innovative.

**Evidence Deliverables:** Affinity Diagram, Customer Journey Maps, Empathy map, Reaction Card testing report.

## **3. Future-Oriented Organisation**

I will explore the business context of the project, identifying stakeholders and understanding how the showroom can contribute to the company's long-term goals. Managing the project's timeline and scope will be crucial to ensuring its success and maintaining relevance to the company.

**Evidence Deliverables:** Initial Architecture Sketches, Style Guide, and Final Presentation.

## **4. Investigative Problem Solving**

Throughout the project, I will apply problem-solving methodologies by identifying user needs and technical challenges, such as how to best showcase the interactive capabilities of L3D products online. I will use research and user feedback to develop and test solutions, refining the design based on this iterative process. Validation with stakeholders will ensure the final design is fit for purpose.

**Evidence Deliverables:** Testing Reports, Heuristic evaluation report and Iterative Design Improvements in Design Document.

## **5. Personal Leadership**

I will take the lead in managing the project, organizing tasks, and ensuring deadlines are met. I will actively seek feedback from supervisors, stakeholders, and peers to improve both the project and my own skills – making sure I grow in both technical and project management capabilities.

**Evidence Deliverables:** Project Plan, Stakeholder Feedback and Testing Reports.

## **6. Targeted Interaction**

Successful collaboration with stakeholders is key to this project. I will ensure clear and timely communication with all parties involved, including clients, users, and company members. Regular meetings and feedback sessions will be documented to ensure all inputs are considered and integrated into the design process. The goal is to achieve effective interaction that aligns the project goals with stakeholder expectations.

**Evidence Deliverables:** Meeting Notes, Feedback Sessions Documentation, and Final Presentation.

## **2.5 Breakdown of the project**

The project is divided into four key phases, each building on the previous to ensure a well-rounded, user-centered design process for the L3D online showroom. Each phase is aligned with the Double Diamond framework, which includes Discover, Define, Develop, and Deliver.

**Discover Phase (Weeks 4 – 7):** During this phase, research is conducted to gather insights into user needs, market trends, and online showroom best practices. This phase is crucial for laying the foundation of the project by identifying key problems and opportunities.

**Define Phase (Weeks 7 – 10):** In this phase, the insights gathered from the Discover phase are organized and analyzed to clearly define the project's scope and goals. This includes creating user journey maps, empathy maps, and prioritizing features for the online showroom.

**Develop Phase (Weeks 10 – 13):** Here, design ideas are brought to life through wireframes, prototypes, and mockups. User testing and feedback will be used to refine the designs, ensuring that the online showroom meets user expectations and business objectives. Iterations and improvements based on stakeholder feedback will be a key focus.

**Deliver Phase (Weeks 14 – 17):** The final phase involves the testing and preparation of the final design for potential implementation. This includes usability testing to ensure the design is effective and user-friendly, along with preparing the final design documentation and interactive prototype for presentation to stakeholders.

Each phase is carefully timed to ensure the project remains on track and that feedback is integrated throughout the process, resulting in a design that is both innovative and practical.

## 2.6 Time plan

To effectively manage the project timeline and ensure each phase is completed on schedule, I have created a detailed Gantt chart (see Fig.2). The chart outlines all key activities across the four phases of the **Double Diamond framework** (Discover, Define, Develop, and Deliver), breaking them down into smaller, actionable tasks. Each activity is carefully phased to allow sufficient time for research, design, development, and testing. This chart ensures that all project activities are aligned with the overall project time frame and deadlines. It also allows for adjustments based on stakeholder feedback or unexpected changes while maintaining the integrity of the design process.

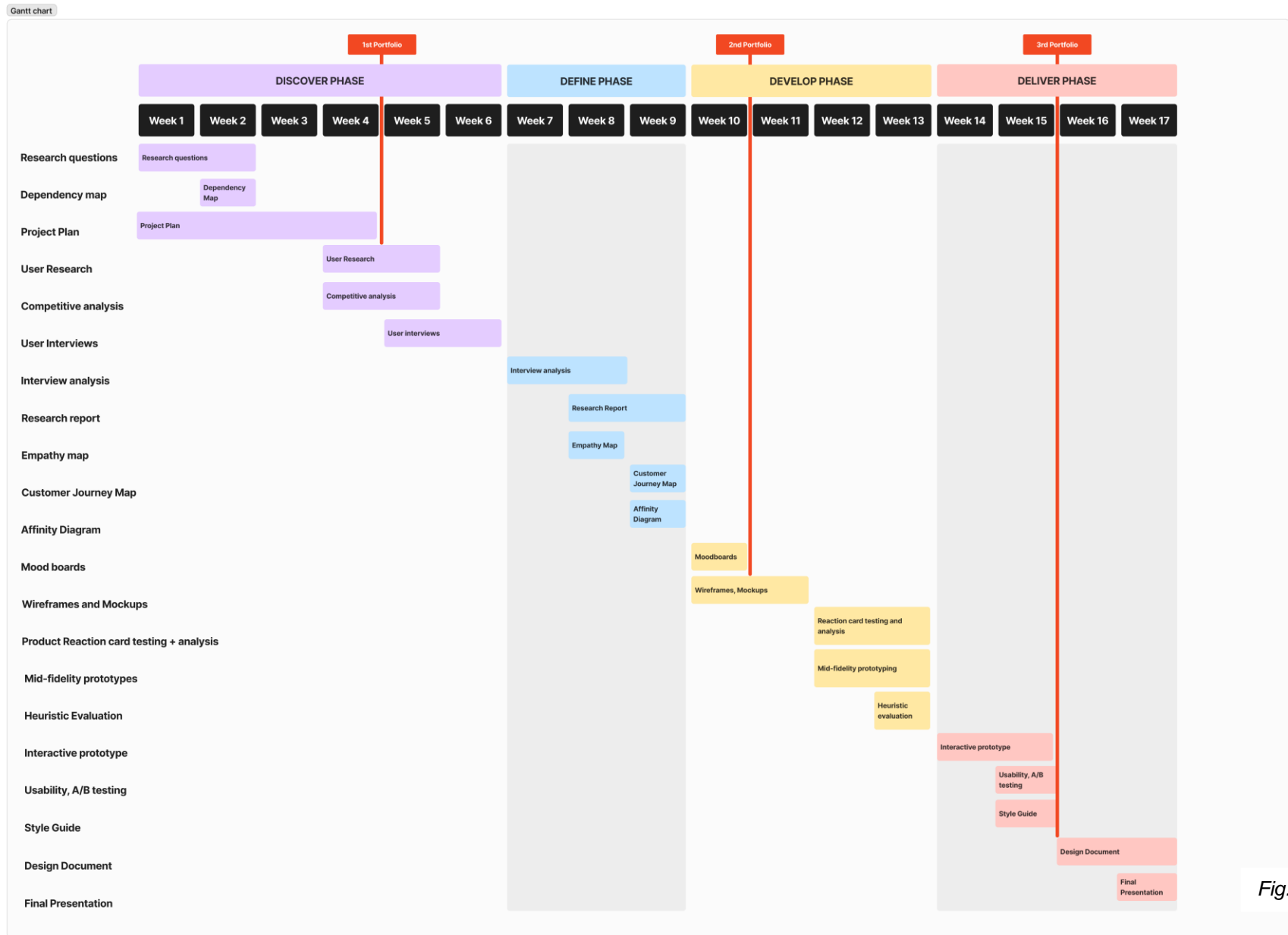


Fig.2 Gantt Chart



### 3. Project Organization

#### 3.1 Team members

Name + Phone + e-mail	Role/tasks	Availability
<b>Georgios Metaxas</b> +31(0) 639 272 855 <a href="mailto:g.metaxas@ambianti.com">g.metaxas@ambianti.com</a> <a href="mailto:g.metaxas@fontys.nl">g.metaxas@fontys.nl</a>	<i>Company mentor, project and internship organisation</i>	<i>Monday, Wednesday and Friday in person and every working day availability for online feedback or questions.</i>
<b>Li L.</b> +31885079556 <a href="mailto:li.li@fontys.nl">li.li@fontys.nl</a>	<i>Semester coach, assessor</i>	<i>Every two weeks meeting to discuss progress.</i>
<b>Y. Lin</b> +31885084203 <a href="mailto:y.lin@fontys.nl">y.lin@fontys.nl</a>	<i>Asessor</i>	
<b>Desislava Andonova</b> +31 6 16 95 82 68 <a href="mailto:d.andonova@student.fontys.nl">d.andonova@student.fontys.nl</a> <a href="mailto:dessi.andonova@gmail.com">dessi.andonova@gmail.com</a>	<i>Student Intern</i>	<i>Monday to Friday from 9:30 until 17:30.</i>

## 3.2 Communication

At every start and end of each week meetings are held with the company mentor to review the project's progress, discuss any challenges, and gather feedback. In addition to these structured meetings, I will also be available for additional check-ins with stakeholders throughout the week as needed. Communication will remain open through WhatsApp, allowing me to quickly ask questions or seek guidance from the company mentor whenever necessary.

## 4. Finance and Risks

### 4.1 Cost budget

For this project, a budget of 500 euros is allocated to recruit a user pool that represents the target audience of L3D products. This cost covers incentives for participants in user interviews, surveys, and usability testing sessions. No additional hardware or software investments are required, as the project will utilize existing tools and resources. Thus user interactions are planned with the budget in mind keeping them to as few as possible, while still maintaining a user-centric approach.

### 4.2 Risks and fall-back activities

Several potential risks could impact the success and timeline of the project. Identifying these risks early allows for mitigation strategies to be implemented.

Risk	Prevention activities included in plan	Fall-back Activities	Likelihood	Impact
1 Previous research is not valid	Review the research early on.	Re-do initial research	low	low
2 Unable to recreate digitally the effect of the L3Ds	Explore how competing products advertise online	Film engaging videos of the L3Ds	low	high
3 Web-app not delivered on time	Review planning with my colleague in advance	Use prototype instead	mid	mid
4 The showroom does not influence the users	Carefully investigate if the strategy seems good to users	Highlight the L3D feature differently	mid	high
5 Delays in user feedback	Schedule feedback sessions early	Adjust timeline	low	low
6 User experience issues	Conduct iterative testing	Revise design based on usability testing	mid	mid
7 Illness	Struct a plan with plenty of time planned for such cases	Catch up during the next days	high	mid