

# Project plan

Team Luna





# Content

- Project assignment
- Approach and planning
- Finance and risks

# Project assignment



Context



Scope



Research questions

# Context

**“Great Greek Love”** is a small business that wants to sell Greek ancient toys made by Fenia

Must include:

- The history of each toy.
- Create an interactive game on the website.
- Sell to the target group & to the museum.
- Must look playful

# Scope

The project includes:

1. An interactive website

2. Somewhat of a working game

3. Working e-commerce mechanism

The project does not include:

1. Offensive or inappropriate imagery

2. A full on working game (no 3D/first-person etc.)

3. Modern cultural or political references

# Research questions

**How to create a playful and elegant promotional website for selling “Ancient Greek “toys crafted by an artist Fenia?**

- What is considered playful for the target audience?
- What is the target audience?
- What is an elegant product?
- How to promote the product?
- How do we implement the e-commerce mechanism?
- Who's Fenia the artist?
- What are Ancient Greek Toys about?
- What is the background of Ancient Greek Toys?
- How do we make website interactive?

# Approach and planning



Breakdown project



Time plan



Research methods



Communication &  
Documentation

# Breakdown project

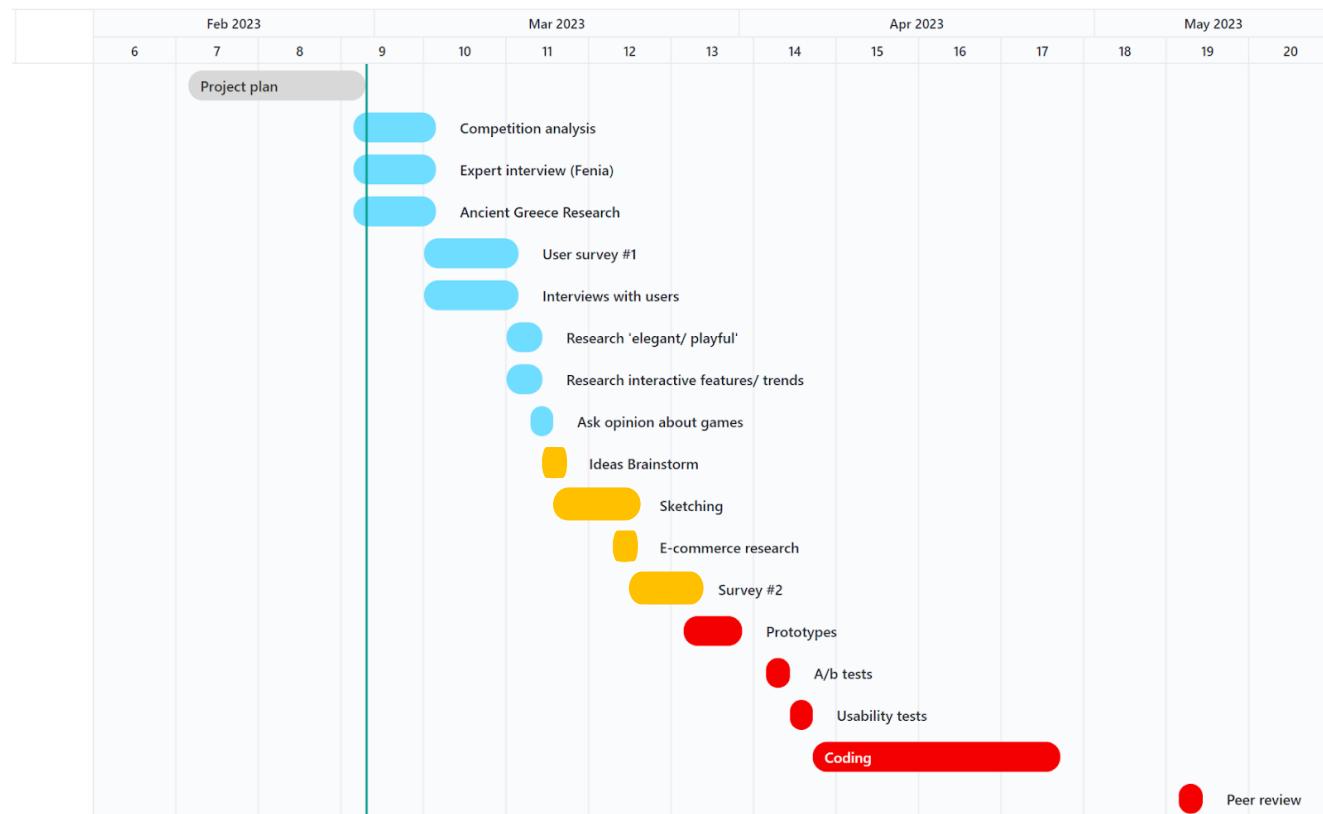
- Sprint 1: week 1-3= Empathy phase
- Sprint 2: week 4-7= Define phase
- Sprint 3: week 8-11= Ideation phase
- Sprint 4: week 12-16= Testing phase

# Research methods

**What is considered playful for the target audience?**

- **Library**: Literature study.
- **Field**: Survey
- **Field**: Interview (Users)
- **Workshop**: Ideation (Get ideas on the design & brainstorm)
- **Workshop**: Sketching & Prototyping(See if it fits the expectations)
- **Showroom**: Peer review (Get feedback on the feel of the website)

# Time plan (Gantt chart)

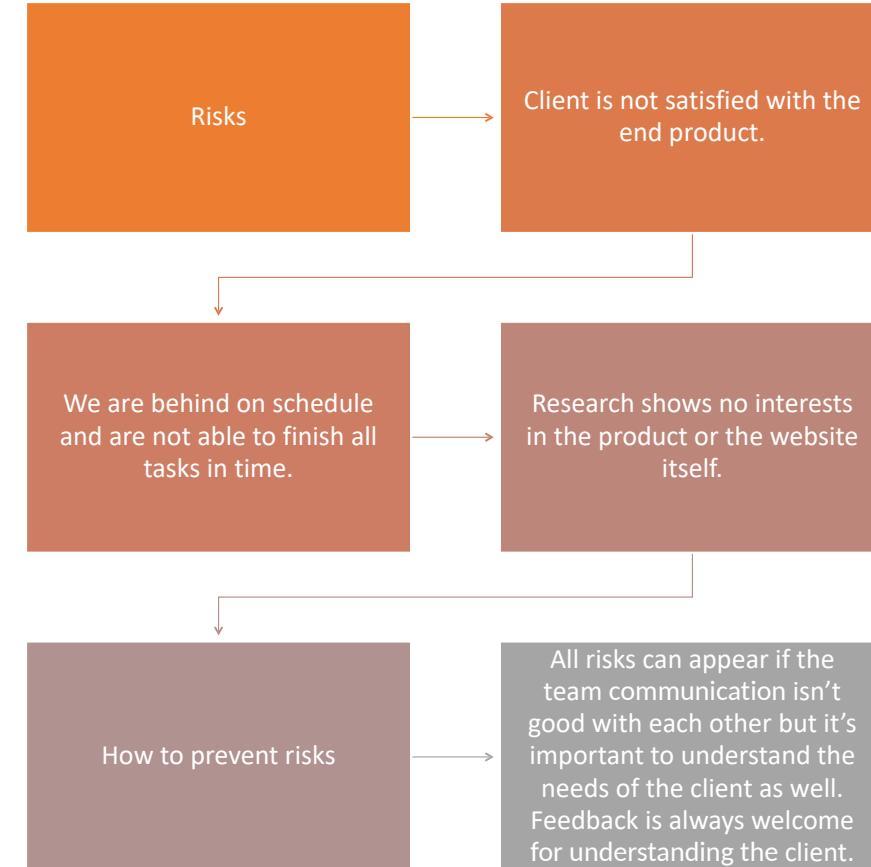




# Communication & Documentation

# Finance and risks

High  
Medium  
Low risks





Thank you for your  
attention!  
Questions?