**Name: Konstantin Metodiev Sonev**

**Year 4 – Graduation Project Roadmap**

**Student Number: 440607**

**Creative Media and Game Technologies**

**Hanze University of Applied Sciences**

**Graduation Project Roadmap***(Ideal Scenario assuming no major setbacks)*

1. **Client Introduction**

The non-profit student organization - Bulgarian Society Netherlands (BGSNL) aims to bring together young professionals and Bulgarian students throughout the Netherlands. The organization's main goals are to organize cultural activities, provide networking opportunities, and help Bulgarians in different Dutch cities feel more connected to one another.

1. **Assignment Context**

BGSNL uses a variety of disjointed platforms (social media, ticketing systems, etc.) to manage their operations while organizing numerous events in various Dutch cities. The tracking and analysis of performance data across many locations and events becomes more difficult as the business expands.

1. **Problem Statement**

As of right now, the organization does not have a centralized system for tracking and evaluating its performance data across many cities and events. This leads to:

* Difficulty in making data-driven decisions about event planning
* Limited understanding of regional performance differences
* Inefficient resource allocation across cities
* Challenges in tracking growth and engagement trends
* Time-consuming manual data collection and analysis

**4. Client Objectives**

The client aims to:

* Improve decision-making processes through data-driven insights
* Optimize event planning and resource allocation across cities
* Track organizational growth and engagement metrics effectively
* Streamline performance monitoring processes

**5. Design Challenge**

How can I design a digital system that would allow BGSNL to efficiently track, evaluate, and display their performance indicators in various cities while guaranteeing adherence to privacy laws and offering useful information for strategic decision-making?

**6. Key Concepts and Research Questions**

***Key Concepts:***

* User Experience Design for Data Dashboards
* Privacy-Compliant Data Management
* Performance Metrics in Non-Profit Organizations

***Main Research Question:***

How can I design an effective digital dashboard that helps BGSNL track and analyze their performance metrics while ensuring user privacy and data protection?

***Sub-Research Questions:***

* What are the essential performance metrics for student associations?
* How can I visualize complex data in an intuitive and accessible way?
* What are the best practices for privacy-compliant data collection and visualization?
* How do similar organizations track and analyze their performance?

**7. Research Methods**

Phase 1 - Discover & Define (6 weeks):

* Literature review on dashboard design and non-profit analytics
* Competitive analysis of existing solutions
* Semi-structured interviews with BGSNL board members
* Privacy regulation analysis
* User research with potential dashboard users
* Requirements gathering workshops

Phase 2 - Develop & Deliver (10 weeks):

* Technical research and learning
* Framework selection and setup
* Iterative prototyping
* Usability testing
* User feedback sessions
* Technical feasibility assessment
* Privacy impact assessment
* Implementation and refinement

**8. Timeline**

Phase 1 (Weeks 1-6):

* Week 1-2: Literature review and competitive analysis
* Week 3-4: User research and interviews
* Week 5: Requirements analysis
* Week 6: Design requirements documentation specifications

Phase 2 (Weeks 7-16):

* Week 7-9: Technical research and learning (dashboard frameworks, data visualization tools)
* Week 10-11: Basic prototype setup and framework implementation
* Week 12-13: First iteration of key features
* Week 14: Initial user testing and feedback
* Week 15: Adjustments based on feedback
* Week 16: Preparing Documentation and presentation preparation

***Design Requirements (Initial)***

Business Requirements:

* Enable data-driven decision making
* Improve resource allocation efficiency
* Track organizational growth

Functional Requirements:

* Display key performance metrics
* Filter data by city

Quality Requirements:

* Ensure GDPR compliance
* Provide intuitive user interface
* Maintain data accuracy