

Alive & Clickin'

Week number	37	38	39	40	41	42	43
Concept creation							
Sprint 1							
Sprint 2							
Sprint 3							
Sprint 4							
Last minute fixes							
Special occasions	18-19/9 - Concept generation factory	24/9 - 24h hours with the bus	28/9 - Tomorrow's bus stops 30/9 - Innovation platform		14/10 - From concept to business	20/10 - Prototype deadline 21/10 - Presentation 22/10 - Price ceremony	

We will work according to Scrum principles. Scrum is a framework for managing projects, enabling small teams to work together towards a common goal, rather than working individually or as a large hive.

The goal of using Scrum is to have a runnable prototype after each sprint is done. Our development will therefore not consist of designated phases for planning, developing, designing, testing, and deploying, because all of these tasks will be contained in each sprint.

Define customer needs

We will also have to understand the needs of the users who will actually use the app, which are the travelers in the Gothenburg public transport system. We will do this by using surveys and field studies. This will be done continuously in the sprints using the most up to date prototypes.