

**SURPRISE MINDS IT CONSULTING**

STATEMENT OF WORK

1. Objectives
   1. Surprise Minds Consulting will revitalize Higgzfield’s website, focusing on enhancing the sales and booking process. The primary objective is to conduct a comprehensive analysis of Higgzfield's business offerings, target market, and client needs. Through collaborative efforts, Surprise Minds Consulting will map out the customer journeys, from the initial interaction to post-purchase follow-up. The desired outcome is a streamlined sales pace, an efficient checkout and booking process, and seamless email integration for effective communication. Strategic suggestions, informed by the understanding of Higgzfield's business and market dynamics, will be provided before the implementation phase.
2. Scope including inline assumptions and deliverables

| Task | Description | Deliverables |
| --- | --- | --- |
| Discovery and Analysis | * Analyze the client’s current website to identify customer’s touchpoints and areas of interactions * Identify key features/pages where interactions happen * Map the average customer journey throughout the website, focusing on membership and purchasing (book series and merchandise). | Analysis **document** consisting of the identification of touchpoints and interaction areas |
| Customer journey map | * Develop a detailed customer journey map centered around touchpoints, interactions, and potential pain points * Create user stories reflecting the customer journey map | Customer journey map, user stories **document** |
| Usability Testing | * Conduct usability testing using the user stories developed for groups that represent the customer’s target audience * Conduct 2-3 usability testing on different audience groups for scope | Usability testing **report**   * 2-3 usability tests |
| UX Suggestions | * Reflecting on Nielsen’s, Wickens’, and usability testing results to make suggestions for improvements | Suggestion for improvement **report**   * 3-5 page document with screenshots of the website for reference |
| Documentation and Reporting | * Final report summarizing the entire content presented above. * Compilation of all previous reports for easy reference | Full **Report** from step 1-4 |
| Collaboration and Presentation | * Final presentation of findings to client/stakeholders | Presentation material |

1. Schedule

* Week 1-3: Project Kickoff and Analysis
  + Kickoff meeting to discuss project scope and objectives.
  + Conduct initial UX analysis and present findings.
  + Begin mapping the customer journey.
* Week 4-6: Optimization and Development
  + Propose and implement flow optimizations.
  + Develop streamlined functionality and checkout process.
  + Integrate email communication system.
* Week 7: Finalization and Presentation (Final Report)
  + Finalize mobile responsiveness and ensure consistent design.
  + Complete customer journey maps and documentation.
  + Present strategic suggestions and final deliverables to stakeholders.

1. Price and Budgeting

| Task | Description |
| --- | --- |
| Discovery and Analysis | * Time: 10 Hours * Staff: 2 Person |
| Customer journey map | * Time: 10 Hours * Staff: 2 Person |
| Usability Testing | * Time: 15 Hours * Staff: 3 Person |
| UX Suggestions | * Time: 10 Hours * Staff: 3 Person |
| Documentation and Reporting | * Time: Hours * Staffs: 2 Person |
| Collaboration and Presentation | * Time: 15 Hours * Staff: 3 Person |

1. Other Important Considerations

Visibility of System Status (Nielsen): The site likely informs users about their interactions through feedback, which is crucial for engaging children and ensuring a seamless experience.

Match between System and the Real World (Nielsen): Using relatable characters and scenarios helps bridge children's understanding of emotional and social concepts, aligning with their real-world experiences.

User Control and Freedom (Nielsen): Offering easy navigation and the ability to explore various stories and resources empowers users, providing a sense of autonomy and exploration.

Multiple Resources (Wickens): By utilizing stories, interactive elements, and possibly auditory feedback, the site caters to diverse learning styles, reducing cognitive overload.

Compatibility (Wickens): The thematic content and user interface design seem tailored to young users' cognitive levels and interests, enhancing the learning experience through familiar contexts and interactions.

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**Marissa Higgens**

Higgzfield Founder and Director



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Disha Prabhu



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