

# Furniture E-commerce Website

## Team Members:

1. Walid Fekry Ahmed Mehelba - (Project Manager / Research Lead)
2. Hasnaa Ali Abdelmoneam Elsayed - (UI Designer / Visual Lead)
3. Mahmoud Maarouf Mohamedin Ahmed - (UX Designer / Interaction Lead)
4. Ahmed Tarek Zaki Othman - (Content Strategist / Documentation Lead)

## Description:

The goal is to design a user-friendly, visually appealing, and accessible website that addresses real user needs while applying design thinking principles. The project will cover the full design process, starting from research and ideation to wireframes, prototypes, and final high-fidelity designs. We aim to deliver a functional, well-structured, and user-centered website that demonstrates both creativity and usability.

## Team Members' Responsibilities:

### **Project Manager / Research Lead**

- Organizes team meetings and tracks progress
- Oversees project scope and ensures deadlines are met
- Leads user research, surveys, and interviews
- Synthesizes research findings into user personas and insights

### **UI Designer / Visual Lead**

- Develops the design system (colors, typography, components)
- Creates high-fidelity mockups and final visual assets

- Ensures consistency in branding and aesthetics
- Works with UX designer to refine usability and interaction flow

### **UX Designer / Interaction Lead**

- Creates user flows, wireframes, and prototypes
- Ensures designs meet usability and accessibility standards
- Conducts usability testing and applies feedback
- Documents interaction patterns and navigation structure

### **Content Strategist / Documentation Lead**

- Develops site content structure and microcopy
- Ensures content aligns with design goals and user needs
- Maintains project documentation and reports
- Assists in presenting the final project deliverables

# Project Timeline

## **Month 1: Research & Planning**

- Week 1: Define project scope, goals, and assign roles
- Week 2: Conduct user research (surveys, interviews, competitive analysis)
- Week 3: Create personas, user journeys, and initial insights
- Week 4: Define site map and content outline

## **Month 2: Design & Prototyping**

- Week 5: Low-fidelity wireframes (sketches, layout ideas)
- Week 6: Mid-fidelity wireframes and user flow testing
- Week 7: Develop design system (colors, typography, components)
- Week 8: High-fidelity mockups and interactive prototype

## **Month 3: Testing & Finalization**

- Week 9: Usability testing sessions and feedback collection
- Week 10: Refine designs based on test results
- Week 11: Prepare final prototype and documentation
- Week 12: Final presentation and submission