Jetsam | UX project plan.

Codename: Jetsam
Last updated: 26 September, 2016
Prepared by: Dan Gilmore
Status: For review

PROJECT SUMMARY

· To produce a user research-validated low-fidelity prototype of a task-focused mobile app.

· The team is committed to delivering a comprehensive concept of a mobile app as a passion project. We are passionate about establishing our credentials as UX practitioners. As such, there is no intention to include the app's user interface (UI) or branding in the project's scope.

Contents.

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USAGE

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Project vision

THE BIG PICTURE
Some travellers prefer travelling solo.
Sometimes though it's nice to find another traveller or two to share an adventure with.
Sometimes the guidebooks won't tell you the locals' hot spots.
Sometimes the random travel adventures make for the best memories.
Sometimes the randoms you meet while on the road make for lifelong friends.

How can we facilitate this?

How can we connect solo travellers who are in the same location so they can meet for adventures together?

OPPORTUNITY
By connecting travellers on the basis of their plans, we can create qualified information for local tourist-centric businesses to market more intimate/boutique experiences to backpackers (rather than bus-sized tour groups).

WHAT IS THE ONE THING WE MUST GET RIGHT TO MAKE THIS PROJECT WORTH UNDERTAKING?

Travellers must feel like they're about to have a great day in a foreign country.

Objectives

Primary goal

Connect a traveller with like-minded travellers so they can agree on a time and place to meet.

Secondary goals

USERS
- To encourage a traveller to supply their upcoming travel itineraries.

- To allow a traveller to plan ahead to coordinate with local events and other travellers within a given location during a given time.

- Ensure a traveller has the tools to protect their safety while meeting with other travellers.

CUSTOMERS
Create qualified information and leads about small-group tourist behaviour in a given location at a given time.

PROJECT
- The team's objective is to produce a user research-validated low-fidelity prototype of a task-focused mobile app.

- Validation and research activities, where practicable, shall collect data to evaluate the app's desirability (and therefore its business value) as well as its usability. It is noted that this objective would normally be the purview of a BA. In the absence of a BA's involvement, meeting this objective will substantially boost the team's ability to meet the next objective:

- Our process and documentation should be to an investor pitch-ready standard.

TEAM
The team is committed to delivering a comprehensive concept of a mobile app as a passion project. We are passionate about establishing our credentials as UX practitioners. As such, there is no intention to include the app's user interface (UI) or branding in the project's scope.

Ultimately, the objective of this project is to reinforce the team's members' suitability for UX roles. Therefore, documenting our collaboration takes on additional importance (beyond the standard UX practice of documenting decision-making processes) in expressing our passion and professionalism to members of the UX industry.

Supporting features

SOCIAL NETWORK FRIENDING
- Add, remove, block users as friends

- Manage profile

PLANS
- Add, edit, remove itineraries ("I'm going to be in Place X on Dates Y to Z")
- Add, edit, remove activities ("I'm intending to do Thing A while I'm here")
- Request to join; accept requests; block requests to join an activity
- Browse plans which overlap with your own itinerary
- Browse users whose itineraries overlap your own
- Automatically cancel activity requests where the host's itinerary no longer overlaps with your own
- Communicate with an individual and a group of people related to an activity
- Import/export activity details to external apps such as Calendar, TripIt, etc.
- Import/export contact details to WhatsApp, Line, Facebook, Contacts, etc.

SAFETY
- Allow an activity host to report another user who has invaded their activity
- Warn a user to depart an activity if they have crashed another user's activity
- Share your location with people related to an activity
- Track and share your location with a nominated Safe Person

ACTIVITIES
- Promote local events or business deals to travellers

INFORMATION
- Collect aggregated metrics about numbers and behaviour of tourists in a given location
- Multi-language support

Target audiences

USERS

Who will use the new product?
- Travellers - typically backpackers who travel alone or in very small groups. They're driven to create remarkable memories and photographs.
- Locals - people who have backpacked in the past, and want to extend hospitality to travellers.

CLIENTS

Who wants the output (tailored advice/solutions/information) of the new product?

N/A

CUSTOMERS

Who want to buy the output (goods/services) of the new product?

Local tourist-centric businesses and events. They want qualified insight into tourist behaviour patterns, and they want to attract small groups to their boutique and "real" local experiences or services.

Success metrics

How will we quantifiably know that the project achieved its purpose?

Requires data; hypothetical success metrics to be compiled during Week 4 / Synthesis phase.

Stakeholders

Who has a say in how the project is run, or what the project delivers?
- The project team.

- Finding a suitable UX thought leader to review our work will help ensure we are meeting our objective of delivering an investor-ready project specification.

Constraints and considerations

BUDGET
The project team is on a shoestring financial budget.
Research participant gifts will be limited to a coffee or equivalent beverage.

STAFFING
Both project team members are seeking formal, paid employment. At any point, one or both team members may become unavailable.

Dan Gilmore
Dan has worked as a web designer for the past 7 years, including Flight Centre Australia's Design and UX Team.

His interests are centred on UX strategy, information architecture, and interaction design. He will take the lead on planning the project and completing design-related tasks.

Dan can regularly commit 24 hours per week, with scope to be flexible about adding hours if necessary.

Sara Moss
Sara comes from a communications background, and after completing a UX course with Academy XI, is looking to transition into UX professionally.

Her interests are centred on user research. She will take the lead in compiling and processing survey activities.

Additionally, she will write up our collaboration and decision-making processes for consumption outside the project team. The output will be a series of content marketing articles.

Sara can commit up to 8 hours per week.

Update: As of 26 September, 2016, Sara has indicated she is unable to continue with the project.

CONTINGENCY PLANS
If Dan becomes unavailable
Early stage
As Dan will be conducting the bulk of the project's UX activities, if he becomes unavailable, the project would become outright unviable.

Late stage
If this happens fairly late in the project's lifespan, Dan may continue the project after-hours. This may be viable for a maximum of two weeks with a deadline extension.

If Sara becomes unavailable
Early stage
Dan could either increase his hours on the project from 24 to 32 hours/week to pick up Sara's workload, or he could extend the deadline by a week or two, depending on the project's progress.

Late stage
Dan could increase his hours and/or extend the deadline.

In either case, if Sara becomes unavailable, Dan will drop one planned research activity and decrease the time budgets for the Design phase.

SAFETY
Users
For a traveller, advertising one's intended location could be a serious and potentially deal-breaking safety issue.

LANGUAGE
Multi-language support will be a factor for users; even moreso for customers as they are, by definition, in foreign countries.

TECHNOLOGY
N/A

TIMING
Are there any external key dates which may affect the Project Plan?
Project to be concluded by October 28, 2016.

CORPORATE CLIMATE
N/A

SOCIAL OR POLITICAL SENSITIVITIES
N/A

Connected projects or activities

N/A

Timeframe

See Jetsam | Project Plan timeframe rationale for commentary on our planning process.

Project to be completed by October 28, 2016. See Jetsam | Project timeline and budget for a detailed timeline by line item.

Timeframe model - Source: Rosenfeld Media
See: Smashing Magazine for a list of suggested UX activities
See: UXchecklist for another list of suggested UX activities

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