**Project Action Plan**

Project Name: **WUD 2021/ BANNED BOOKS MUSEUM**

Project Team: **Team Fusion**

**Members**

Yi-ting Yeh

Zhenyu Wang

Dianka Diaby

Kert Liinat

Sylvia Lawson

Ibukun Olowu

| Tasks | Deadline | Stakeholders | Student(s) responsible |
| --- | --- | --- | --- |
| **PARTNER IDENTIFICATION PROCESS** |  |  |  |
| Landscape analysis/ NPO screening: A review of the existing Non-Profit Organizations (NPO) in Tallinn | 24 Sept | Local Organizations in Tallinn | Sylvia, Yiting, Dianka |
| Partner NPO identification and contact: Selecting the best NPO for our activities and engaging in an unofficial contract to collaborate | 26 Sept | Employees of Banned Books Museum | Sylvia, Yiting, Zhenyu, Kert, Ibukun |
| Identification of NPO partner’s visions, needs, goals and customers: Understanding the NPO and identifying their expectations | 28 Sept | Sylvia, Yiting, Zhenyu, Ibukun |
| **Market Research- Customer Research** |  |  |  |
| Data collection using Interviews and observations: Identifying the core problem using an evidence-based methodology (focus on NPO’s customers’ needs) | 4-13 Oct | Targeted customers of Banned Books Museum | Zhenyu, Sylvia, Kert |
| Data analysis: Organization of the different type of data collected to identify themes, sequences, or relationships | 13-19 Oct | Zhenyu, Dianka, Sylvia, Yiting, Kert |
| Frame challenges (persona, journey maps and HMW): Creating identities and journey maps for potential users to understand them and engaging in brainstorming sessions to develop solutions that are efficient and up to par with their needs | 19-27 Oct | Zhenyu, Dianka, Sylvia, Yiting, Kert |
| **Conception, Design and Prototyping** |  |  |  |
| Hi-fi prototype (+ Copywriting): Elaborating the prototype that is as close as possible to the NPO’s and its customers’ expectations | 29 Oct- 21 Nov |  | Yiting, Kert, Zhenyu, (Sylvia, Ibukun, Dianka) |
| Usability testing (1): Using tools to evaluate the potential users’ experiences while surfing the NPO’s current website | 6 Nov | Targeted customers of Banned Books Museum | Yiting, Zhenyu |
| Usability testing (2): Using tools to evaluate the potential users’ experiences while surfing the Hi-fi prototype or improved website model | 14 Nov | Yiting, Zhenyu |
| **Submission of the Prototype For the WUD 2021 Challenge- Estonia** |  |  |  |
| Presentation of results and achievements: Team Fusion presents its activities and prototype to the WUD 2021 challenge evaluation committee | 22 Nov | WUD 2021 committee/ Evaluators | Team Fusion |