

Project Roadmap

STAGE	DATE	HOURS	TASK	TIMELINE
EMPATHIZE	01/03/22	2	BRIEF & NOTES	WEEK 1 19 HOURS
	01/04/22	1	PROJECT ROAD MAP	
	01/05/22	3	UX RESEARCH PLAN	
	01/06/22	3	COMPETITIVE ANALYSIS	
	01/07/22	10	INTERVIEWS	
	01/10/22	3	INTERVIEW FINDINGS	WEEK 2
DEFINE	01/11/22	3	PERSONAS	22 HOURS
	01/12/22	3	EMPATHY MAP	
	01/13/22	3	CUSTOMER JOURNEY	
	01/14/22	10	PAGE SKETCHES	
IDEATE	01/17/22	3	TASK FLOW / USER FLOW	WEEK 3 20 HOURS
	01/18/22	5	WIRE FRAMES	
	01/19/22	4	WIRE FRAMES	
	01/20/22	5	ICON SET / MOOD BOARD	
	01/21/22	3	BRAND LOGO	
PROTOTYPE	01/24/22	2	BRAND STYLE	WEEK 2 20 HOURS
	01/25/22	1.5	UI KIT	
	01/26/22	3	HIGH FIDELITY PROTOTYPE	
	01/27/22	8	HIGH FIDELITY PROTOTYPE	
	01/28/22	5.5	USABILITY TESTING PLAN	
TEST	01/31/22	6	USABILITY TESTING	WEEK 3 20 HOURS
	02/01/22	2	AFFINITY MAP	
	02/02/22	5	ITERATIONS & REFINEMENTS	
	02/03/22	2	ITERATIONS & REFINEMENTS	
	02/04/22	5	CASE STUDY	
				80 HOURS