Phase 1 - DISCOVER/ EMPATHISE

Day 1 **Tuesday 27th June**

What are our deliverables today?

- Project Planning
- Research Plan
- Market Research
- Interviews Questions
- Competitive/Comparative Analysis

Day 2 **Wednesday 28th June**

What are our deliverables today?

- Project Planning
- Research Plan
- Market Research
- Interviews Questions
- Competitive/Comparative Analysis

Day 3 **Thursday 29th June**

What are our deliverables today?

- Project Planning
- Research Plan
- Market Research
- Interviews Questions
- Competitive/Comparative Analysis

Day 4 **Friday 30th June**

What are our deliverables today?

- Project Planning
- Research Plan
- Market Research
- Interviews Questions
- Competitive/Comparative Analysis

Day 5 **Saturday 1st July**

What are our deliverables today?

- Project Planning
- Research Plan
- Market Research
- Interviews
- Competitive/Comparative Analysis

Phase 2 - DEFINE

Phase 3 - DESIGN

Day 6 **Tuesday 4th July**

What are our deliverables today?

- Affinity Mapping
- Pain point identification
- Persona
- Journey maps
- Problem Statement

Day 7 **Wednesday 5th July**

What are our deliverables today?

- Affinity Mapping
- Pain point identification
- Journey maps
- Persona
- Problem Statement

Day 8 **Thursday 6th July**

What are our deliverables today?

- Problem Statement
- Sketches
- Multiple possible solution
- User Flows
- Wireframe

Day 9 **Friday 7th July**

What are our deliverables today?

- HMW
- Sketches
- Multiple possible solution
- User Flows
- Wireframe

Day 10 **Saturday 8th July**

What are our deliverables today?

- Sketches
- Wireframe

Keep this section of timeline flexible

Phase 3 - DESIGN

Phase 4 - DELIVER

Day 11 **Tuesday 11th July**

What are our deliverables today?

- Presentation Slide
- Wireframe

Day 12 **Wednesday 12th July**

What are our deliverables today?

- Presentation Slide
- Wireframe

Day 13 **Thursday 13th July**

What are our deliverables today?

- Wireframe
- Prototype
- Usability testing
- Iterations

Day 14 **Friday 14th July**

What are our deliverables today?

- Presentation Slide
- Prototype
- Usability testing
- Iterations

Day 15 **Saturday 15th July**

What are our deliverables today?

- Presentation Slide
- Prototype
- Usability testing
- Iterations

Keep this section of timeline flexible

Phase 4 - DELIVER

Day 16 **Tuesday 18th --- 21st July**

What are our deliverables today?

- Presentation Slide
- Prototype
- Usability testing
- Iterations

All Revision

Day 17 **Saturday 22nd July**

Presentation