

STATEMENT OF WORK (draft)

January 25, 2018

This statement of work has been prepared for BEcoME Education in consultation with Olivia Pennie to support the user experience of their core product. Please note, this document captures my current understanding of the project's needs and may represent a departure from what was written in the project kick-off brief.

I will bring UX/UI expertise to the project with the goal of developing BEcoME's education solution from a user-centred mindset under a lean framework.

GOALS & OBJECTIVES

BEcoME Education provides a career education service to students aged 8-13+, engaging them in preparation for the future world of work while giving them the freedom and autonomy to explore and experiment. Although BEcoME have developed components for a solution that addresses the desired educational outcomes, they have not brought these elements together within a flowing, single-page feel, User Experience or User Interface.

BEcoME's primary goal is to bring their experience to life for their users in an engaging, inspiring and thought-provoking way; creating a self-aware, future-oriented, self-authored and inspired generation of youth who are more likely to make informed and aspirational career decisions. My objective is to design how users interact with each element along the fundamental journey so that engagement and learning outcomes are best achieved across a range of personas. The phases outlined in this Statement of Work convey a roadmap with a vision to a Minimum Viable/Lovable Product for release.

ACTIVITIES & SCOPE

Phase 1: Discovery (est. 7-9 days effort)

In this phase I aim to gather and interpret information that will inform an understanding of BEcoME's current research, business strategy, market position, users and standing solution.

Key Activities

- Heuristic Evaluation
- Stakeholder IV's, Research Workshop + Data Analysis
- Contextual Inquiry, Testing & Interviews (February Workshop)
- Affinity Mapping

- Check-in & Alignment Meeting

Key Deliverables

- Heuristics
- Insights & Implications
- User Stories & Context Scenarios
- Guiding Principles
- Business Model Canvas

Phase 2: Design & Test (est. 14-16 days effort)

In this phase I will begin to envision potential solutions to achieve user engagement and smooth User Interface flows across the core experience. This will involve brainstorming features, sketching potential solutions, testing ideas, aligning with business goals & iterating. At the end of this phase we will have agreed on a design direction.

Key Activities

- Solution Ideation
- Feature Mapping & Prioritisation
- Comparative UI Research
- Design Studio session(s) to translate concepts into UI (whole experience AND individual elements)
- Lo-Fi Modular Wireframes
- Concept Testing or Walkthroughs
- MVP/MLP, MoSCoW & Requirements

Key Deliverables

- Lo-Fi Wireframe Modules
- Testing insights & implications
- Outline for MVP/MLP
- Documentation

Phase 3: Converge (est. 13-15 days effort)

In this phase I will refine and flesh out the chosen design(s) as well as create documentation outlining the design rationale, user experience along various touchpoints and will make recommendations for further development.

Key Activities

- User Flows
- Med-Fi Wireframes + Clickable prototype
- Usability Testing & Iteration

- Service Blueprint + Journey Mapping
- Determination of next steps

Key Deliverables

- Info Architecture & Navigation
- User Flows
- Wireframes
- Clickable Prototype
- Service Blueprint
- Journey Map(s)
- Documentation

Assumptions

The effort required and the particular schedule will be scoped and agreed to at the beginning of each phase, and can be revised as necessary based on mutual agreement.

Working Approach

In order for me to effectively execute on this project plan, I will require feedback, communication, resources and supporting documents provided by BEcoME:

Key Dates (tentative)

- February Testing Workshop - 12th & 13th February

Supporting Materials

- Project Brief
- Data & Supporting Research
- Any Available & Relevant Documentation
- User & Secondary Stakeholder Contacts and Relationship Facilitation

A Note about this document

This statement of work document is meant to clarify the project direction between myself as a consultant and BEcoME Education. It is not meant to serve as a binding legal agreement.