Urbacraft Project Plan

www.urbacraft.com

PROBLEM STATEMENT

Urbacraft is a hybrid physical/digital platform for "open source" designs with interoperability for other products such as Legos and Littlebits' electronics. Currently the website does not highlight the Urbastore, which in further iterations will be positioned to be an online marketplace for products and design instructions. Furthermore, the present site does not offer a fluid onboarding process which may be deterring visitors from joining the community.

OPPORTUNITY

Urbacraft is looking to a create a 21st century toy company that caters towards individuals who love to customize and manipulate their products, whether they're in the corporal world or online. By offering a portal where crafters can seek inspiration and share their designs, Urbacraft stands to become a hub for young creative minds. Focusing on Urbacraft's online **user experience** allows us to design a fertile landscape where community members will continually visit to share and generate crowdsourced content.

WEBSITE OBJECTIVES

- Create a space where beginners can quickly grasp the functionality and interactions of Urbs
- Allow users to upload designs for community purchase and feedback
- Create a space to feature products
- Highlight the interoperability of Urbs
- Create an atmosphere that is "kid friendly" & gender neutral
- Encourage Urb users to enhance their mastery over the product
- Highlight Urbacraft subscription model

KPIs

- Site Visits
- Email Sign ups
- Increased Product Sales
- Visitor Site Duration

EXPECTED DELIVERABLES

- Project Plan
- Research Report
    - -Key Takeaways
    - -Competitive and Comparative Analysis
    - -Use Flows/Cases
- Personas with User Scenarios
- Suggested Style guide
- Annotated Wireframes
- Sitemap
- Clickable Prototype
- Main Page Mockups
- Usability Testing Insights and Iterations
- Website Design Recommendations and Suggested Features
- Next Steps