

2 Objectives:

1. Research
 - Goal: Gauge interest in using the app
 - Competitive Analysis (~1.5 hrs)
 - User Persona (~1 hr)
 - User Interviews (~22.5 hrs (interview & analysis))
 - Approx. 15 hrs. (10-15 people)
 - 15-20 min/general user interview
 - 20-30 min./testing
 - 1 hr. Organization and analysis
 - Use Zoom
2. Redesign Balsamiq Mockups
 - Goal: App developer to understand enough

Timeline:

- Aug. 8-12
 - Onboarding (Tue meeting)
 - Competitive Analysis (Tue & Thu)
 - **Offer Up**
 - Let Go
 - FB Marketplace
 - **Swop.It**
 - Rooster
 - **NextDoor**
 - Assess Balsamiq Mockups (Tue meeting)
 - User Interview Prep (Thu)
 - Recruit 10-15 Participants for User Interviews (Tue)
- Aug. 15-19
 - General User Interviews (Remote, 3-5 participants) (Tue, Thu)
 - Asking about their app preferences, etc.
 - Tue: [REDACTED]
 - Thu: [REDACTED]
 - [Interview Analysis](#)
- Aug. 22-26
 - User Persona (Tue)
 - Create draft Balsamiq Mockups (Tue)
 - User Interview Template Revision (Tue)
 - User Interviews- Testing (Remote, 5-8 participants) (Wed & Thu 1:45pm-3:45pm)
 - [REDACTED]- contacted, Christina will follow up- Thu, ?
 - [REDACTED]- Wed @ 1:45pm
 - [REDACTED]- ask for availability if she responds to Hannah
 - [REDACTED]- Wed @ 3:30pm

- [REDACTED]- Wed @ 2:45pm
 - [REDACTED]- Thu @ 2:45pm
 - Retro
- Aug. 29-Sep.2
 - [Interview Analysis](#) (Wed)
 - People's experience of products to influence design of GN
 - Community groups they're involved in
 - Recruit participants via networks (Thu- 20 min)
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - Final Analysis (Thu- 30 min)
 - Creating a user/task flow (Thu- 1 hr)
 - Come up with a list of screens to (re)design (Thu)
 - Redesign Balsamiq Mockups (Thu & Fri)
 - Revise Testing Script (Fri)
 - Research TradeMade (Fri)
- Sep. 5-9
 - User Interviews- Testing (5-8 participants) (Tue, Wed)
 - Link mockups (Tue)
 - Finalize Script
 - Finish Designs
 - Tue:
 - @ 2:30pm- [REDACTED]
 - @ 3:15pm- [REDACTED]
 - Wed:
 - [REDACTED] @ 2pm
 - [REDACTED] @ 2:45pm
 - [REDACTED] @ 3:30pm
 - Interview Analysis (Thu)
- Sep. 12-16
 - Wrap up Interview Analysis (Tue)
 - Redesign Balsamiq Mockups (Tue, Wed, Thu)
 - Tuesday 9/13/2022 2pm next meeting
 - Thu- Retro
- Sep. 19
 - Wrap Up/Last Day