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ADRIANA CERROTTI



# PROJECT PROPOSAL

Prepared for: Vera @ ReminderX

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## USER RESEARCH AND TESTING SERVICE

### Objective

This document is a proposal for user research and testing services to *Reminder X* by *Adriana Cerrotti Interactive Media*.

### Introduction/Background

*Adriana Cerrotti Interactive Media* is responding to a request by *Vera, Reminder X's* marketing leader, to propose a project that would assure the application of proven principles, techniques and features to the creation of an original app.

The product, a to-do list and reminder app for iPhone and Android phones, would offer optimum usability and enjoyable experience. It would distinguish itself from the generic to-do list and reminder apps available. To this purpose, *Adriana Cerrotti Interactive Media* will focus on providing insight and information for *Reminder X* to create solutions to achieve these goals. This information will include research and testing results, cost, and relevant recommendations.

### Assumptions

*Reminder X* will provide *Adriana Cerrotti Interactive Media* with all relevant marketing, industry and buyer knowledge including subject-matter expert (SME) assistance if available.

## Project Description

The Research and Testing part of the project will be divided in two sections: *Persona, Usability and Experience Testing* and *Persona and Product Competitive Analysis*.

## Project Goals

The goal of the project is to provide answers to the following section questions.

### Project I:

#### A. Persona

1. What are the needs of a to-do list and reminder app user (tasks they want to perform and goals to achieve)?
2. Why users want to achieve these goals?
3. What do users not look for in a to-do list and reminder app?

#### B. Usability and Experience Testing.

1. Do users experience any friction points, areas of pleasure/discomfort, and satisfaction/dissatisfaction when they interact with the new device?
2. How these differences compare with the user experience of our persona with two other generic to-do list and reminder apps available in the market.

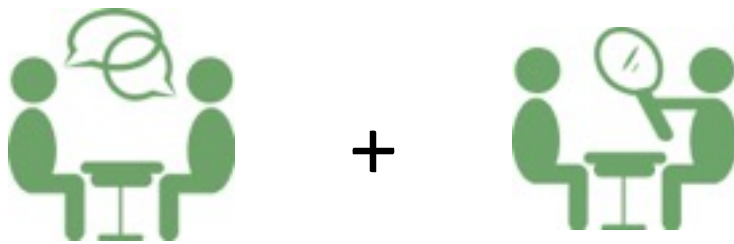
### Project II: Persona and Product Competitive Analysis

1. How will the product compare to generic apps from the competition within the same category?
2. Which of those differences and improvements are most and least important to the user?

## Activities & Scope

### Project I: Persona & Usability and Experience Testing

This project uses a combination of two user research methods, individual interviews and individual direct observation.



To answer this Project's questions, *Adriana Cerrotti Interactive Media* will develop and conduct a method to evaluate user needs and goals and evaluate usability and user experience. This method, *Persona's Goal and Usability Knowledge*, will be created and applied to users individually. This method will be composed by two sections, a *Persona* and a *Usability and Experience* section.

*Adriana Cerrotti Interactive Media* will answer Project I's questions by applying the mentioned method. The company will select 9 users who will undergo the on boarding experience for the new *Reminder X's* app prototype.

The profile and demographics of the user will be identified based on *Reminder X's* marketing department information and documentation provided, if available, about the consumer/user. Otherwise, *Adriana Cerrotti Interactive Media*, will create a specific user *Persona* for the case, and select the participants accordingly.

Every test session will combine individual interviews (to answer Part A) and individual observation (to answer Part B) research methods. During this project, each user will perform the session with *Reminder X's* prototype. In addition to that, *Adriana Cerrotti Interactive Media* will also test 6 randomly selected participants from the total 9 participants previously appointed, to interact with two competitive apps: *Competitor's Reminder 1* and *Competitor's Reminder 2*. This particular testing will apply only the *Usability and Experience* section (B) of the *Persona's Goal and Usability Knowledge* method, which is mainly observational.

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The combination of observation and interview testing will provide us with rich quantitative (number of errors and tasks performed correctly, and so on) and qualitative information (satisfaction, motivation, and other emotional measures), and it will minimize self-reporting.

The different client and competition product sessions will be performed within enough time in between sessions — hours or days — to prevent participation fatigue and avoid learning effects.

### PROJECT I: SAMPLE SIZE

Product	Sample
Reminder X's App	3
Reminder X's App & Competitor's Reminder 1 and 2	6
<b>Total Sample Size</b>	<b>9</b>

NOTE: Some of the participants will be subjected to multiple experimental conditions. (*Within Subjects Experimental Design*).

### Project II: Product Competitive Analysis

This project uses the individual interview research method.



To add information about how the new apps will compare and be more than a generic to-do list and reminder app, as requested by client, *Reminder X, Adriana Cerrotti Interactive Media* will design and perform a series of personal or phone interviews, The participants will be retail iPhone and Android phones sellers.

The purpose will be to answer the questions listed on Project II, by identifying and understanding general trends in the market of to-do list and reminder apps. Sellers will be able to provide *Adriana Cerrotti Interactive Media* with a complementary “in the buyer’s eyes” glance on what consumers look for in a reminder and to-do app. To this purpose, *Adriana Cerrotti Interactive Media* will use a number of 2 calls or personal interviews per 3 brand’s retail shops, for a total of 6 phone or personal interviews.

### PROJECT II: SAMPLE SIZE

Product	Sample
Reminder X’s Competitor #1 Retail Shop Seller	2
Reminder X’s Competitor #2 Retail Shop Seller	2
Reminder X’s Competitor #3 Retail Shop Seller	2
<b>Total Sample Size</b>	<b>6</b>

### Responsibilities

#### RESPONSIBILITY MATRIX

Responsibility Matrix	Planning	Development	Implementation
Adriana Cerrotti (Designer)	R	C	R
Vera (Lead)	A	A	A
Jorge (Engineer)	C	R	C

A - Accountable and Informed R - Responsible C - Consulted

### Deliverables

*Adriana Cerrotti Interactive Media* will deliver the following documents:

**Project I: Persona Walkthrough & Usability and Experience Testing.**

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- An analysis of the *Persona's Goal and Usability Knowledge* testing results in report format.
  - A debrief describing the findings, implications, and recommendations.

### **Project II: Persona and Product Competitive Analysis**

- An analysis of the Interview results in report format.
- A debrief describing the findings, implications, and recommendations.

### **Timeline**



### TIMELINE

Activity:	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
<b>Project I:</b>							
Project kickoff	<b>X</b>						
Design Method	<b>X</b>						
Method Approval Received	<b>X</b>						
Create Recruiting Screening		<b>X</b>					
Screeener Approval Received		<b>X</b>					
Recruit Starts		<b>X</b>					
Recruits Complete			<b>X</b>				
Conduct Testing			<b>X</b>	<b>X</b>			
Analyze and write deliverables				<b>X</b>			
Present findings to team				<b>X</b>			
<b>Project II:</b>							
Project kickoff				<b>X</b>			
Design Interview					<b>X</b>		
Interview Approval Received					<b>X</b>		
Create Recruiting Screening					<b>X</b>		
Screeener Approval Received						<b>X</b>	
Recruit Starts						<b>X</b>	

Recruits Complete								X	
Conduct Testing								X	X
Analyze and write deliverables									X
Present findings to team									X

## Project Management

The project will be managed using an online project planner template especially built for user research projects such as this one.

## Data Management

Test sessions from Project I will be videotaped. *Reminder X* will receive copies of the videos. Project II interviews will be recorded (phone or personal). *Reminder X* will receive the recordings in digital format.

## Projected Cost of the Project

### PROJECT COST

User Research and Testing Service Items	Quantity	Unit Price	Cost
Project I Participants	3	\$ 100	\$ 300
Project I Participants	6	\$ 300	\$ 1,800
Project II Participants	6	\$ 100	\$ 600
Daily Facility Rental, Duluth, GA.	4	\$ 450	\$ 1,800
<b>Estimated Total Cost</b>			<b>\$ 4,500</b>

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## Time/Expense Tracking and Invoicing

*Adriana Cerrotti Interactive Media* will invoice at the following milestones:

- Project I kickoff: \$4000
- Project I Recruit Starts: \$4000
- At Project I presentation of findings: \$3000
- Project II kickoff: \$4000
- Project I Recruit Starts: \$4000
- At Project II presentation of findings: Reminder of balance +expenses

NOTE: Millage and travel meals will be expensed at GSA rates. Other expenses will be billed at actual cost.

## Biography

*Adriana Cerrotti* - User Experience Design student at Kent State University.

Adriana is a versatile artist with multiple skills. She is a traditional and Flash character animator, illustrator, designer and children's book author. She is original from Argentina, and left her country (sponsored) to work for interesting and challenging projects in countries such as Australia and New Zealand, as a traditional character animator. She worked for Walt Disney, among other renowned companies, animating the main character of the very first ever Walt Disney Oscar Nominee, for Best Short Animated Film, [Redux Riding Hood](#). Among the many popular characters Adriana gave life to Melody ([Little Mermaid II](#)), [Timon and Pumba](#) (Walt Disney Series), and an innumerable variety of [Hanna Barbera](#) characters. Cerrotti worked as a storyboard artist, layout artists, and character designer too. She also worked as a children's book freelancer illustrator, and later authored and self published her own children's books. In addition to that, Cerrotti designed and developed an [app for the Apple Store](#) based in one of her children's books [Beautiful! Inside and Out](#). Besides her strong drawing and animation skills, Adriana incurred in the field of digital photography. She complemented her artistic skills by venturing into the academic world. She graduated from Penn State University with a Liberal Arts degree, with honors and distinctions. She lives in the Metro Atlanta, area GA, and continues growing as a professional, artist and learner.

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## Signatures

The proposal is signed to by the following representatives of *ReminderX* and *Adriana Cerrotti Interactive Media*.

<i>Adriana Cerrotti Interactive Media</i>	<i>Reminder X</i>
By _____	By _____
Name <u>Adriana Cerrotti</u>	Name _____
Title <u>UXDesigner</u>	Title _____
Date <u>03/18/16</u>	Date _____