

# PROJECT PLAN: PROJECT X

## WEB DEV & UX/UI DESIGN OF GP IRENE KRAWCZYK WEBSITE

Fontys ICT | Media Design 2<sup>nd</sup> Semester | By Yasmin Abhrao Kfuri

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### 1. Project background and description

Doctor Irene Krawczyk is a GP based in South Africa who has been practicing medicine for almost 28 years, which 14 of them in her own clinic at Grassy Park, Cape Town. Dr. Krawczyk has many patients from different cultures, religions and ages, but specially Muslim women that seek for a caring and female doctor.

In her clinic, she offers many kinds of services, and the appointments can be done online through a system called “*Setmore*”. Dr. Krawczyk has a team of two receptionists and a manager, and together they take care of the clinic six days per week.

Dr. Krawczyk also mentioned that the practice of implementing surveys for her patients are common as she constantly wants to support the needs of her patients. One of the last surveys was about the satisfaction of the online appointment system, which was very positive.

Although the clinic has this system, Dr. Krawczyk felt the need to have her own website with information about her practice.

Therefore, this project aims to build her a full website considering:

- Her wishes;
- Her needs;
- Her target audience;
- Her competitors.

## 2. Problem Statement

Dr. Krawczyk already has a domain for many years at **Afrihost.com**, but because it's not her professional area, and because the host server doesn't provide templates, she doesn't know how to build her own website.

When Dr. Krawczyk asked web development professionals in South Africa to build one, she discovered that they would charge her for maintenance of the pages, even though these pages wouldn't be dynamic. Therefore, paying monthly for a service that won't need this kind of maintenance would be unnecessary.

## 3. Project Goals

- Offer a final quality product based on **user research** and **principles of UX/UI design**.
- Offer **excellent responsive navigating experience** for patients that access the clinic.
- Ease the frustrations and challenges of communication of dos and don'ts between patients and doctor/receptionists/manager.

## 4. Tasks

Dates	Tasks
23-05-2024	Meeting with client
29-05-2024	Formal interview with Dr. Krawczyk
30-05-2024	Project Plan submission
31-05 to 04-06	Interview with Receptionist, Manager and Creation of Survey for patients
04-06 to 10-06	Implementation of Survey and Prototype sketches
10-06 to 13-06	Delivering Low fidelity prototype and meeting about possible changes. If so, changes will occur in this period.
13-06 to 15-06	Creation of high-fidelity prototype in Figma and approval (or not) from the client with possible changes.
19-06-2024	User testing.
21-06-2024	Delivery of coded website.

## 5. Deliverables

- Low and high-fidelity Figma prototype.
- Full static website in HTML5, CSS3 and JavaScript hosted on the preferred server.

## 6. Methodology

This project is going to use the **DOT framework**, investigating the stakeholder wishes, choosing the appropriate technology, investigating the usefulness of its framework, and applying user testing. At the same time, both qualitative and quantitative methods are going to be applied.

### Qualitative:

- Interview with stakeholders.
- User testing of prototypes.
- Observation of competitors' products.

### Quantitative:

- Surveys with patients of the clinic.

## 7. Stakeholders

- Patients of Dr. Krawczyk.
- Dr. Irene Krawczyk.
- Team of Dr. Krawczyk.
- Fontys University and Amer Jaganjac as resource management and supervisor.

## 8. Risk Assessment

- **Problems with host server: moderate risk.**

A problem trying to upload the pages via the chosen host server can be applied if Afrihost.com is down. Which means less time and not a complete final work. Also, it depends on how many GB of space Dr. Krawczyk has in her plan, as it can affect the final product.

- **Cultural divergence: moderate to high risk.**

In this case, cultural divergence can take a huge place in terms of understanding how the target audience interact with GP websites, and its features. Although interviews and surveys are being conducted in the plan, the fact that it's a completely remote project can influence in missing important parts for the UX.

- **Time constrains: low risk.**

Although the time-zone is very close to Amsterdam time, it's important to take into consideration that because of many factors, Doctor Irene Krawczyk and her team may not be available for meetings, feedback or interviews which can lead to a delay of the deliverables. This project will not be finished until the client is happy, though. This means that even though it's not finished for classes, it will be finished as a freelance work of the project leader.

## 9. MoSCoW

Must Have	Should Have
<ul style="list-style-type: none"> <li>• Address of Clinic.</li> <li>• Hours of opening.</li> <li>• Contact number of Clinic.</li> <li>• Link to Setmore appointment platform.</li> <li>• Logo of Doctor Irene Krawczyk.</li> </ul>	<ul style="list-style-type: none"> <li>• About the clinic including dos, don'ts and services offered.</li> <li>• Pictures of the clinic.</li> <li>• Language options of ENG and AFK.</li> <li>• Medical Aid plans.</li> </ul>
Could Have	Won't Have
<ul style="list-style-type: none"> <li>• Prices of services.</li> <li>• Reviews of patients.</li> </ul>	<ul style="list-style-type: none"> <li>• Portrait pictures (because of safety issues).</li> <li>• Personal information about the doctor or any member of the team.</li> <li>• Integrated online appointment platform.</li> <li>• Account page.</li> </ul>