

The background features several abstract, organic shapes in shades of teal and dark blue. A small dark blue circle is positioned near the top center. A larger, light teal shape is on the right side, and a dark blue shape is partially visible at the top right. On the left side, there is a light grey circle and a dark blue shape. At the bottom left, there are overlapping shapes in dark blue, grey, and light teal.

PROJECT GROUP 9

Afternoon Meetups on AI

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Version control

Version	Date	Authors	Notes	Status
1	26.03.2024	Sil van Tiel, Alexandra Maftei, Jordan Philbert, Hazem Ben Rouba	Each member worked individually on some topics, with the exception of formulating and defining research questions and methods.	Incomplete
2	27.03.2024	Sil van Tiel, Alexandra Maftei, Jordan Philbert, Hazem Ben Rouba	Re-formulate sub-research questions based on feedback	Incomplete
3	28.03.2024	Sil van Tiel, Alexandra Maftei, Jordan Philbert, Hazem Ben Rouba	Final checks	Complete
4	09.04.2024	Sil van Tiel, Alexandra Maftei, Jordan Philbert, Hazem Ben Rouba	Changes to sub-research questions based on feedback	Complete

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1. Project Assignment

1.1. Context

"AMAI, which stands for Afternoon Meetings on AI, is a group of AI enthusiasts who gather every week for Afternoon Meetings on AI (AMAI). During those meetings people are invited to discuss various topics such as: related subjects, research work, emerging trends, industry experiences etc. The purpose of these meetings is to share information, opinions, and ideas so that everyone can learn from each other."

At this moment, AMAI thinks that it could be **more than what it is right now**. The platform is **not appealing** at this point and it **isn't showing the potential of AI**. Furthermore, they **don't know** what their **target group** is and **how they can help the community** in being able to connect to each other and attract speakers.

The current situation indicates that there are opportunities within the platform to attract more individuals to speak for the community or to become involved in it. Currently, the scheduling is unclear, and people are unable to sign up via the platform to speak. These are **areas where improvements** can be made to enhance the platform's appeal. This would make it more convenient for community members, guest speakers, and other stakeholders to participate in this community.

1.2. Goal of the project

As the AI afternoon meet-ups are part of the lectorate of **AI & Data**, it is crucial for the good overview of the project to understand what their goals are as well. Currently, they are focusing on building up different knowledge about topic related to the lectorate, in order to contribute to education and bring innovation to the research field. They currently have on-going projects with government institutions as well as individual companies, all within the topic of AI.

As mentioned above, although AMAI is part of the AI & Data lectorate, they operate individually and have different goals they wish to achieve.

One of the **main goals** is to make AMAI more appealing to their target audience as well as **help the AI & Big Data Lectorate to build a community** where people can share knowledge & deep dive into the most complex topics of AI. It is important to **understand what these target groups are attracted to**, to persuade them to come out and participate in the AMAI. Since different target groups have different needs, the end product will be focused on both professionals who want to participate as speakers, but also on other teachers or students who want to know more about AI and would be interested in broadening their knowledge.

The AI afternoon meet-ups currently uses their self-made platform (<https://i877887.hera.fhict.nl/amai/>) to announce what the schedule is for future meetings and events within the club, as well as have an overview of topics that were approached in the past - this is useful as future meetups can approach a new topic and not repeat an older one.

In big lines, the goal with the project is to focus on the target User's Experience and find the best way to organise the content they wish to display on their platform. We will do that by first finding out the client's pain points when using the tool; by understanding their needs, we will **create an updated web app** which incorporates all the desired functions and make sure they are accessible to all users. We will measure the accessibility factor by conducting usability tests and gathering feedback from the target audience.

Along with creating a new platform for the community to plan their meetings and share innovative ideas, we will work on **re-branding their image**, so they can build a larger audience and attract more speakers for their events.

It is a good opportunity for us, future designers and developers, to help a community start fresh and help them achieve their target objectives.

1.3. The assignment

The assignment is to **redesign AMAI's existing website** to create a **unique** and **appealing** experience for users that sets it apart from its competitors whilst also encouraging users to engage with the AI community and improving the core functionalities of the original website.

To achieve this, we need to thoroughly understand the target audience and design a brand that caters to their needs. This involves identifying their pain points, motivations, and defining their user requirements.

We need to focus on all aspects of branding, from the name to the logo, tone, and colour scheme. It is crucial to understand the target audience to create a website that is both useful and engaging. We have creative freedom to produce a design that not only enhances the existing website but also makes it more user-friendly and engaging.

1.4. Scope

The objective of this project is to focus on several key areas:

Research: We'll conduct thorough research to understand the target audience, their preferences, and behaviours, which will guide our design decisions.

Ideation: We'll brainstorm creative ideas to enhance the AMAI platform, making it more engaging and functional for the community.

Design: In the Wireframe Design phase, we'll create wireframes of the proposed layout and functionality for the new AMAI platform. These wireframes will help us outline how the website will be structured and how users will interact with it. Our aim is to ensure that navigating the platform is clear and intuitive. We will measure this factor by conducting usability testing.

Moving on to the Frontend Design phase, we'll focus on making the website more visually appealing and user-friendly. This involves updating the website's appearance, navigation, and overall design to better match the new branding we are going to make. We'll consider factors like colour schemes, fonts, images, and layout to create an attractive user experience.

Implementation: Our goal remains to create a website that not only looks great but also makes it easy and enjoyable for users to engage with the AMAI platform.

Throughout this process, we'll stay focused on our goals, timeline, and budget, aiming to deliver a renewed AMAI platform that meets the needs of its users.

1.5. Conditions

The **requirement** provided by the stakeholder is to develop an **appealing web application** with a distinct identity. This identity is pivotal as it shapes the foundation of the engagement with the community.

Our objective is to **establish a digital web application** where our members authentically feel connected and take pride in being involved. By cultivating a unique identity, we aim to nurture a sense of community and engagement, consequently fostering collaboration and innovation. It is imperative for us to adhere to this goal; however, the specific approach and actions to achieve it are within our discretion to determine. To achieve this, we need to make a wireframe design and need to do some requirements analysis and setup the different roles.

1.6. Finished products*

High-fidelity prototype of the website - prototype created in Figma (or similar) which we will use for initial testing, before we start with the development process.

Front-end developed platform (based on prototype) - based on the high-fidelity prototype, after thorough testing and feedback gathering, we will start with developing the front-end coded product.

Brand guide - as one of the requests from the stakeholder, we will make the AMAI more appealing to their audience, through re-branding and offering them a brand-guide to apply on all their (future) products.




Research report – a document where we will explain and collect all data for the research we done.




**During the project, some products can be changed/added in consultation with the relevant stakeholders.*

1.7. Research questions

Main research question:

(How can we) Design and brand an engaging product that connects people who are interested in AI developments, promotes collaboration and knowledge sharing within the AI community, while also allowing users to actively participate within the organised meetups.

Sub-research questions	Point of interest	End result
Who is the target audience?  	Knowing who we are making the product for is critical so we can make a product that is suitable for them.	Overview of the target audience and start for creating and end product for them.
How can we engage our target audience with the AI community through our platform and keep their interest over time? 	By making an appealing product our target audience will be more likely to interact and engage with over time.	A product that the target audience wants to engage and interact with.

<p>What are the specific needs and preferences of the target user base?</p> <p></p>	<p>Understanding the specific needs and preferences of the target user base will help us understand who we are making the product for and include what they would like into the design</p>	<p>A product that meets the target audience needs and preferences.</p>
<p>Which branding elements does our target audience like the most?  / </p>	<p>Understanding what visual elements make an impact on engagement for our target audience.</p>	<p>A visually appealing product for the target audience that is going to make them interact with the website as well as help them with planning.</p>
<p>What are the best platforms to deliver our product to the target audience? (Sil)</p>	<p>Understanding what the best suitable way is to showcase our product to our target audience.</p>	<p>Increased engagement from the target audience.</p>
<p>How can we make the AMAI known to the target audience? (Alexandra)</p>	<p>Research best possible ways to promote the AMAI community to its target audience within Fontys.</p>	<p>Increased participation in the AMAI meetings from the target audience.</p>
<p>How should the product reflect to the excitement and innovation of AI? (Hazem)</p>	<p>Researching possible solutions that would showcase the innovations happening in the AI community.</p>	<p>Creating a new branding for AMAI that would reflect their passion for AI innovations.</p>
<p>How can the use of AI contribute to creating and branding our product? (Jordan)</p>	<p>Research what is possible to do with AI to create unique identity which the AI community can connect with</p>	<p>A unique product that stands out and is helpful to the stakeholder's needs.</p>

2. Approach and planning

2.1. Approach

Our project approach is organized and collaborative, making use of proven frameworks and tools for successful outcomes. Below, the current plan of action:

Agile way of working / Scrum

Based on the Scrum Methodology, we will have daily standups where we discuss what we each did and what are the plans for the day. Using Jira, we can backlog tasks that need to be done and then assign them individually to one of the pre-planned sprints. At the beginning of each sprint, we will take tasks from the backlog and assign them to the next sprint, based on the goals and the point in research it is a part of. As part of our approach, we will hold weekly stand-up meetings with the stakeholder every Tuesday at 15:30. These meetings will provide an opportunity to discuss project progress, address any concerns, and align on priorities. Additionally, at the end of each sprint, we will conduct a demo session to showcase the completed work and gather feedback from the stakeholder.

DOT Framework

We will integrate the DOT framework, which offers a structured approach to understanding and selecting design research methods. This framework consists of three levels: the "What," the "Why," and the "How" of research and implementation. By utilizing the DOT framework, we'll gain insights into the domains of our research, explore trade-offs, and implement research strategies effectively.

Double diamond

We'll use the Double Diamond methodology, a design thinking approach emphasizing four key stages: **Discover**, **Define**, **Develop**, and **Deliver**. This method encourages exploring a wide range of ideas before converging on the best solutions.

Jira

Throughout the project, we'll use Jira as our primary project management tool. It encompasses an organized backlog, outlining tasks and priorities, and includes a clear depiction of planned sprints, **each spanning two weeks**. The *sprints* are planned based on the **Double Diamond methodology**. This structured approach not only streamlines project management, but also fosters effective collaboration among team members, by clearly showcasing tasks that need to be done and picking them up from the backlog/sprint planning. It serves as a valuable resource for tracking progress, ensuring tasks are completed efficiently, and ultimately contributing to the project's success.

2.2. Research methods

Research question	Research strategy	Research method	Explanation (Activity)
Who is the target audience?	Field, Library, Workshop	Interview, Explore user requirements, User journey, Personas, Survey	General survey to identify who is the target audience. Interviews with both target audience and experts to gain valuable insights. Based on the information acquired here, ideate, and assess what solutions fit within the defined requirements.
How can we engage our target audience with the AI community through our platform and keep their interest over time?	Field, Lab, Workshop	Interview, Survey, usability testing, brainstorm, prototype	Create the most appealing end product for our target audience to make sure they stay interested and take part in AMAI.
What are the specific needs and preferences of the target user base?	Field, Library, Workshop	Interview, Requirements list, Usability testing, Co-creation, Empathy map	Through interviews, requirement lists, usability testing, co-creation sessions and empathy mapping we will identify and confirm the needs and wishes of the target User.

Which branding elements does our target audience like the most?	Library, Field, Workshop, Lab	Available products analysis, Prototyping, Mood board, Usability Testing, Proof of concept	Analysing available products, create prototypes, and develop mood boards;
What is the best platform to deliver our product to the target audience?	Field, Library, Showroom	Literature study, Trend analysis, Surveys, Peer review, pitch	Analysing existing literature, trends and conduct surveys to find out the most effective communication channels for delivering our product to the target audience.
How can we make the AMAI known to the target audience?	Field, Showroom, Library	Pitch, community research, Observation	Analyse what the target audience interacts with as well as the current problems as to why AMAI is not yet fully known to the target audience and find a solution.
How should the product be designed to reflect the excitement and innovation of AI?	Field, Lab, Workshop	Prototyping, Observation, Product review, Brainstorm, Interview	Design and come up with an end product concept that is reflective of the current user's needs, as well as takes into account potential users.
How can the use of AI contribute to creating	Library, Field, Lab, Workshop	Available product analysis, Testing,	Looking out for existing software that could be useful,

and branding our product?		Prototyping, Co-creation	
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2.3. Breakdown of the project

Sprint 1 (Discover) – Weeks 6&7

Understand who is the target audience and what their needs are. Identify any potential (essential) needs and wants the target audience has. Conduct interviews with experts in order to understand their goals with the AMAI. Form a main design challenge and (sub)research questions. Conduct primary and secondary research. Make sure the assignment is clearly understood by talking with the stakeholder. Participate in one of the AI afternoon meetings, if possible.

Sprint 2 (Define) - Weeks 8&9

Based on the insights gathered within the first sprint, converge into potential opportunity areas and structure the research findings from the Discover phase. Empathise with the end-users and tailor solutions based on that. Form *How-Might-We* questions to prepare for the next phases. Brainstorm ideas for the product that we will create and do rapid prototyping by the end of the sprint.

Sprint 3 (Develop) - Weeks 11&12

Ideate potential solutions based on the information acquired from the first 2 sprints. Create rapid prototypes (mock-ups) and experiment with different strategies, in order to involve the user in the creation process. Create high-fidelity prototype and test. Based on test feedback, make improvements, and begin with the front-end coded product. During this sprint, also come up with a (new) brand guide and identity for AMAI.

Sprint 4 (Develop + Deliver) - Weeks 13&14

Continue the front-end development and research the best way to write the code. Work iteratively and store the code gradually in a version control system (Git). By the end of this sprint, the code design and development should already be in its late stages.

Sprint 5 (Deliver) - Weeks 15&16

Prepare for the delivery of the product and test in order to ensure the highest quality of the product and that it meets user's requirements continuously throughout the process. Adjust the code structure if necessary.

Sprint 6 (Deliver) - Week 17

Make final changes and prepare for the submission of the project. Finish the research report.

2.4. Time plan

Phasing	Phases	Start	End
Sprint 1 week 6-7	Discover	26-03-2024	07-04-2024
Sprint 2 week 8-9	Define	08-04-2024	19-04-2024
International week/holiday week 10	n/a	20-04-2024	05-05-2024
Sprint 3 week 11-12	Develop	06-05-2024	17-05-2024
Sprint 4 week 13-14	Develop + Deliver	20-05-2024	31-05-2024
Sprint 5 week 15-16	Deliver	03-06-2024	14-06-2024
Sprint 6 week 17	Deliver	17-06-2024	21-06-2024

3. Project organisation

3.1. Team members

Name + E-mail	Role/tasks	Available
Hazem - 457440@student.fontys.nl	Team member	Mo/Fr (morning): Own Work Tue/We/Th/Fr (afternoon): Project Work
Jordan - 481132@student.fontys.nl	Team member	Mo/Fr: Own Work Tue/We/Th: Project Work
Sil- 467160@student.fontys.nl	Team member	Mo/Fr: Own Work Tue/We/Th: Project Work
Alexandra – 478947@student.fontys.nl	Team member	Mo/Fr (morning): Own Work Tue/We/Th/Fr (afternoon): Project Work

Stan - s.vanoers@fontys.nl	Project Manger	
Paul - p.reekers@fontys.nl	Project Manager	
Maurice - m.lamme@fontys.nl	Stakeholder & Product Owner	

3.2. Communication

Description	Frequency	Channel	Audience	Owner
Stand-up	Daily	In Person (TQ) Or Teams Use of: Jira	Project Team	All team members
Weekly Catch-Up	Weekly	In Person (TQ) Or Teams	Project Team Stakeholder	Project Manager @Maurice
Demo	Every 3 Weeks	In Person (TQ) Or Teams	Project Team Stakeholder	Project Manager @Maurice
Communication with Team	Daily, When necessary	In Person (TQ) Chat (Teams) App (WhatsApp)	Project Team	All team members

3.3. Development environment

At the time this project plan was written, the exact conditions of development of our coded product are not yet fully decided.

We are going to use a **Version Management System** (F.E. GitLab) to keep track of the individual progress made and to be able to make quick changes to different versions in code. This will also help us with a better management of the structure and coding architecture, as well as help with working together in the development process.

Some technologies that we will use are:

- HTML&CSS;
- JavaScript;

Changes will take place here, as the decision of whether the team is going to use a framework to work with or not, has not been made at the moment.

4. Risks & fallback activities

Risk	Prevention activities included in plan	Fall-back activities
We produce a design that is too hard to realise	We consider our abilities into account whilst making the design	We consult the teachers and ask for help
We make a product that does not cater to the intended target audience	Work in an agile method being able to change our product to cater more towards the target audience; understand their needs from the beginning	We have active communications with the stakeholder and conduct user test.
A group member becomes unable to work on the project due to illness	Use shared documents that live online in the cloud, so we are not dependent on each other.	Inform the stakeholders and subdivide the tasks to spread the workload.