

InstaCar: Collaborative Shared Mobility

Empathize		Hours	
Phase 1	Design Brief	2	Week 1 9/9 - 9/15
	Timeline	1	
	Research Plan	2	
	Competitor Analysis	2	
	Interview Guide	2	
	Conduct Interviews	8	
	Research Findings	2	
Phase 1 Sub-Total		19	
Define			
Phase 2	Personas	3	Week 2 9/16 - 9/22
	Empathy Map	3	
	Storyboard	1	
	Project Goals	2	
	Phase 2 Sub-Total		
Ideate			
Phase 3	Site Map	3	Week 2 9/16 - 9/22
	Task Flow & User Flow	3	
	Product Requirements	2	
	Mobile-First Design Alternatives	2	
	Low Fidelity Wireframes	8	
Phase 3 Sub-Total		18	
Prototype			
Phase 4	Moodboard & Style Tile	2	Week 3 9/23 - 9/29
	High Fidelity Wireframes	8	
	High Fidelity Prototype	8	
Phase 4 Sub-Total		18	
Test			
Phase 5	Usability Testing & Results	4	Week 4 9/30 - 10/06
	Affinity Map	3	
	Priority Updates	4	
	UI Kit	2	
	Final Case Study	8	
Phase 5 Sub-Total		21	
Total		85	Hours