

## Book eLocker: Solving the first-mile/last-mile transportation problem

<b>Empathize</b>		<b>Hours</b>		
<b>Phase 1</b>	Design Brief	3	Week 1&2 <b>12/03 - 12/14</b>	
	Timeline	1		
	Research Plan	2		
	Competitor Analysis	2		
	Interview Guide	4		
	Conduct Interviews	12		
	Survey Questions	6		
	Organize and send out online Survey	8		
	Research Findings	4		
<b>Phase 1 Total</b>		<b>42</b>		
<b>Define</b>				
<b>Phase 2</b>	Personas	4	Week 3 <b>12/17 - 12/21</b>	
	Empathy Map	4		
	Storyboard	1		
<b>Phase 2 Sub-Total</b>		<b>9</b>		
<b>Ideate</b>				
<b>Phase 3</b>	Site Map	3		
	Task Flow & User Flow	3		
	Product Requirements	2		
	Mobile-First Design Alternatives	2		
	Low Fidelity Wireframes	8		
<b>Phase 3 Sub-Total</b>		<b>18</b>		
<b>Phase 2 &amp; 3 Total</b>		<b>27</b>		
<b>Christmas Vacation Week 12/24 - 12/28</b>				
<b>Prototype</b>				
<b>Phase 4</b>	Moodboard & Style Tile	4	Week 4 <b>12/31 - 01/04</b>	
	High Fidelity Wireframes	12		
	High Fidelity Prototype	6		
<b>Phase 4 Total</b>		<b>22</b>		
<b>Test</b>				
<b>Phase 5</b>	Usability Testing & Results	8	Week 5 <b>01/07 - 01/11</b>	
	Affinity Map	4		
	Priority Updates	4		
	UI Kit	2		
	Final Case Study	8		
<b>Phase 5 Total</b>		<b>26</b>		
<b>Total</b>		<b>117</b>	<b>Hours</b>	