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Version: 1

Problem Description:

World Anvil is a website with an overwhelming amount of information and is quite difficult to navigate through as you would find difficulty in trying to view and join other worlds that are created and published. The user-interface is not inclusive and would definitely require a lot of outside sources to help navigate through the website. Some information would be missing and most wouldn't be quite understandable especially for first time users.

Proposed Solution:

I'm going to reconstruct and organize the information provided in the website as well as do research on world anvil to ensure that I'm providing the necessary information that would be accessible to virtually anyone, especially first-time users.

Users/Stakeholders:
- *Game Masters:*
- *Authors:*
- *Role Players:*
- *Worldbuilder Hobbyists:*

Proposed Approach:

First I'm going to work in a discovery phase and do a competitive analysis to uncover industry standards and opportunities for World Anvil to differentiate itself within the market. I'm also conducting a card sort to reorganize and clarify the content of the navigation on the website because I hypothesize that the information displayed on the website is overwhelming and will cause confusion for the user groups I've identified and doesn't support their mental models. I will then synthesize the data and create a findings report and prototype plan that will improve the navigation and information architecture as well as increase the usability and understandability of the user-interface. I will then create a prototype with proposed solutions along with my report.

Process & Timeline:

*[Define the structure and timeline for your project by detailing the activities in each phase listed above. This will help you plan your time, and help you benchmark for progress. **Be sure to include key dates for research, critique, instructor/cohort feedback, and time for revisions**. Note: You do not need to call out the specific method to be used, but you should be able to list the activity type. For example, user evaluations, user generative research or contextual observations, all outline the type of research/activity*

you will be doing, but leave you wiggle room to select the specific method once you actually know what questions you are trying to answer at that time.]

[UX Layout] *(e.g. Initial concepts and evaluation")*	
Goals for this phase: *To plan and identify the research methods that best aligns with my concept and understanding of mental models.*	
May 17 - 18	Research and pick different methods of the five design phases in the book of "Universal Methods of Design"
May 17 - 18	Create a UX layout of the methods being used
May 17 - 18	Complete a Competitive Analysis of the website and a competing website
May 17 - 18	Schedule interviews anytime between May 18-20
May 17 - 18	Create a Card Sorting activity for the Interviews
May 17 - 18	Create a script including Card Sorting and Usability Testing Methods

[Synthesis and Findings Report] *(e.g. Conducting interviews and observing how users interact with the website to create a findings report based off of those interactions")*	
Goals for this phase: *Gather an understanding of the mental models of users and create a synthesis and findings report based off of the interview and site map.*	
May 18 - 19	Conduct 4 interviews with the script
May 18 - 20	Go over notes and create a site map based off of findings
May 19 - 20	Start working on Synthesis and Findings Report
May 20 - 22	Gather peer review/feedback from Cohort members and Prime Alumni

[Figma Prototype] *(e.g. High-fidelity prototyping and evaluation")*	
Goals for this phase: Visualize and point out the varying findings found from the synthesis and findings report in the form of a Figma prototype.	
May 22 - 23	Create a new Figma design file and reference from website
May 23 - 25	Finish prototyping least 4 - 5 different frames
May 25 - 26	If time allows it, include interactive elements
May 26 - 27	Create a case study for Solo Project

Final Deliverable(s):

[Add a bulleted list of the deliverables you expect to create e.g. User personas, research insights, storyboards, user flow and navigation, architecture diagrams, sketched paper prototypes, Interactive prototype of mobile-responsive app, motion design for AR features]

*These deliverables will be represented in your portfolio case study.

- FigJam board with UX Layout and Competitive Analysis
- Site Map
- Test Script for Interviews
- Summary of research findings/research documentation
- Mid-to-high fidelity prototypes *(e.g., interactive prototypes, walkthroughs, video demonstrations, animations)*
- Case Study