Project Plan

Fontys IT
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Transmedia
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Version
1.1

Version Control

DATE	VERSION	CONTENT	AUTHOR
8 APRIL, 2024	1	First Draft Project Plan	Bart Boon, Danny Rutten
9 APRIL, 2024	1.1	Filled in headers	Pim Kuijpers, Bart Boon, Bram Kuijpers, Liv Knapen, Thammy van Amstel
10 APRIL, 2024	1.2	Filled in more headers	Danny Rutten

Inhoud

The Project

Project Context

We have been tasked with creating a product that is a self-contained production with Fontys (ACE) Gen A.I. community as the client. The nature of the assignment is very experimental and gives us a lot of freedom. The client wants to achieve the following with this project:

- **Spark a conversation on GEN A.I. and imagination/dreams.**
- **Explore the possibilities of VP (immersive) and Gen A.I.**
- **Worldbuilding and character based**
- *Possible Pixel Playground* **can be a tools but also the location/venue/playground**

Goals of the project

At the end of this project we should have a working prototype that is executable and testable.

At the end of this project we should have a story that expands itself over several platforms

Project analysis

The goal of this project is to tell a story using generative AI across multiple media platforms. For the course of this project, we will be experimenting with and exploring different ways of conveying a story to users. The main question for this project will be: "How can we spark a conversation on generative AI?"

This project also raises many sub-questions we would like answered. For instance;

The scope of the project

Because the nature of this assignment is very experimental and we've been given so much freedom, the scope of this project could be pretty much endless. The only restriction is that we use transmedia storytelling, meaning we will have to tell our story using different forms of media, and do something with generative AI. As for the technology, we are free to use absolutely anything we see fit for this project.

Requirements of the project

Must Have

- Generative AI tools.
  - The product should make use of a single or several Generative AI tools to show off the possibilities with this technology
- Transmedia storytelling
  - There should be a story being told over several platforms
- Working prototype

- o The end product should be advanced enough to be tested and possibly be used as a first version

Should Have

- -

Could Have

- - Make use of the Pixel Playground as a location/venue/event.
- - ARG treasure hunt

Wont Have

- -

Approach

Collaboration within the group

We use Scrum to ensure that collaboration proceeds smoothly, we made a Scrum board to visualize our planning using Monday.com: https://bartboon2001s-team.monday.com/boards/1454728686. Every morning we have a stand-up to update each project member on the progress of fellow group members.

For communication we use a combination of WhatsApp and Teams. We use WhatsApp for all general communication and Teams to set up meetings on online days.

Meeting days

We have agreed to meet with each other either IRL or online on the following days to update each other on how its going so far:

Wednesday
Online: From 13.00 until 16.00
Platform: Teams
We, as a group, have decided to communicate with each other online via Teams. The Fontys IT group will be on-site in R10 Eindhoven to work on the group project. The transmedia students will be available online from 13.00 until 16.00 to inquire about various aspects of the project (if needed).

Thursday
On-site: From 10.00 until 15.00
Location: R10 Eindhoven
We, as a group, have decided to use the Thursdays to meet up physically. This can be done at R10 in Eindhoven or in Tilburg. Where we will meet will have to be decided closer to each meeting date. *<location in Tilburg is currently unknown for me, us?).*

Project Structure

We will be approaching this assignment using the double diamond method. The four phases are: discover, define, develop and deliver.

Discover

In the first diamond we begin with the Discover phase. In this phase we planned two weeks to get some knowledge about AI and the issues surrounding it.

- *Literature Study*
  We first start with a brainstorm where we all name some things we already know about AI. After that, we start research where we go get some questions lined up and all do our research about a specific topic.

- *Expert Interview*
  We will go do an expert interview with someone who is an AI Expert. We will prepare questions and go with two/three people to the location.

- *Survey*
  We as a group create a survey to know more about what people (our target group) know about AI. With this survey we can collect more data about AI.

Define

After all the research in the Discover phase, we will define all our knowledge to a concept.

- *Literature Study*
  We look online to learn more about our project and how to implement certain aspects. Everything that has been looked up online via blogs, forums or websites based on a certain topic can be placed under literature study.

- *Empathy Map*
  Een empathy map is een visuele manier om te verzamelen wat we al van een gebruiker of persona af weten. Door dit te doen komen we erachter wat een gebruiker nodig heeft, wat ze graag willen zien en ook waar ze last van hebben. Een empathy map bestaat uit 4 delen. "Says", "thinks", "does" en "feels".

- *Persona*
  We create a persona that fits in with our target group. With this persona we all can get a good picture of what our target group is.

Develop

In the Develop phase we will make our concept in real life.

- *Best, good and bad practices*
  Find out w what works and what doesn't. By doing this you find out what the best, good and bad practices are and you know how to implement them.

- *Benchmark Creations*
  We have to look at what already exists. We create a structured overview and cluster them into meaningful categories to get a view of some alternatives. For example, when making a music streaming app. You can look at competitors to get a range of inspiration for your app.

- *Focus group*
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- *Co-Reflection*
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- *Prototyping*
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- *Tinkering*
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- *Mood board*
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Deliver
In the Deliver phase, we as a group will deliver a working end product.

- *A/B Testing*
  In A/B testing we have 2 different versions of our prototype which we will, at random, give to a select number of testers. Some will only see version A and other will only see version B. By gathering all of the feedback we can come to an end product. In A/B testing, not a single user is supposed to see both versions, only one.

- *Field Trail*
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- *Peer review*
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- *Pitch*
  We will pitch our prototype to our end users, by doing this more feedback will come out of it. We will also be able to find out if our prototype will have met its intended purpose.

Planning

Tasks	Sprint 0		Sprint 1		Sprint 2		Sprint 3		Sprint 4	
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
Preparation Phase										
Brainstorm	■	■								
Tinkering	■	■								
Literature Study	■	■								
Discover Phase										
Debriefing			■							
Project Plan			■							
Literature Study			■	■						
Expert Interview				■						
Survey				■						
Define Phase										
Literature Study				■						
Empathy Map				■						
Persona				■						
Come up with HMW Questions				■						
Create a Design Challenge				■						
Develop Phase										
Best, good and bad practices					■					
Benchmark Creation					■					
Focus Group					■					
Co-reflection					■					
Prototyping					■					
Tinkering					■					
Mood Board					■					
Deliver Phase										
A/B Testing					■					
Field Trail					■					
Peer Review					■					
Pitch					■					
Making The Product										
						■	■	■	■	■

Wat is originele vraag en daarvan de vertaling naar onze design challenge

Hoe zijn we van plan dit aan te pakken

Klant = users die de ervaring doen/boodschap tot zich nemen

The day of this project :

We have tought that it will be a good idea to create the experience in the Fontys Eidhoven ICT campus.

This experience will be in a parcourt of room : that will start by a dark room made with some dark Fabric