

2. Methodology - Zuzanna

Being aware of the fact that every decent project needs to be supported with a great dose of theoretical knowledge, articles, and scientific data, we are aiming to incorporate as many of those as will be needed in our digital solution's development.

2.1. Project management – Tools

Working in a team does require a slightly different approach than an individual process, especially when it comes to project management and planning in general. As we decided to join forces and form a group of three to work on the thesis together, a detailed plan needs to be obtained. Our goals are to stay efficient and organized and avoid any misunderstandings connected with assigning personal tasks.

As for our workflow, we will hold meetings in person regularly in order to oversee the project's progress and also to make sure that everyone's thoughts and opinions are clearly displayed, discussed, and considered. Furthermore, knowing our own time limitations linked with differences between the daily schedules of every group member, we will assign personal tasks accordingly for each of us to complete at any suitable time of the day. In case of sickness or travel, we are going to use platforms such as Zoom or Microsoft Teams to pursue our project continuously.

We are going to use Notion as the main planning tool. According to Haan (Haan, 2023), Notion is a project management tool perfect for solopreneurs as well as small teams' and 'an excellent tool for keeping all project-related information in one place, building workflows quickly and sharing'. In our case, it will be a place to create a timeline (Appendix, page) with every task to complete with adjustable deadlines. Moreover, we will store in Notion notes from meetings and interviews as well as any other important information in their rough version.

2.2. RAD and waterfall method hybrid

In order to ensure the whole process of developing the digital solution progresses smoothly and stress-free, we are going to implement a hybrid of rapid application and waterfall development methods. As a matter of fact, it needs to be acknowledged that often 'subprojects take advantage of agile characteristics such as transparency and adaptability but follow the overall structure of a higher-level, classical project plan' (Thesinga, et al., 2020).

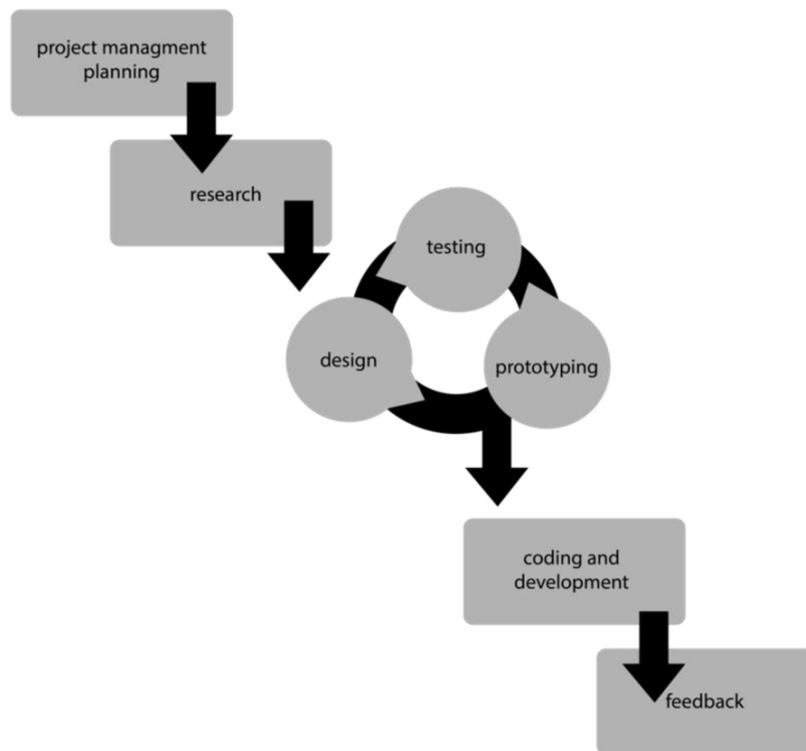


Figure 2 - Our adaptation of a hybrid approach

The rapid application development method (RAD) is ‘an agile project management strategy popular in software development’ (Lucid Content Team, 2023). This approach is often recommended for small-scale projects with limited time. Moreover, there are enough opportunities for enhancement - any change can be made in the process - because of no requirements when it comes to preplanning (Paul Beynon-Davies, 1999).

On the contrary, the waterfall development method is focused on following previously made detailed plans as accurately as possible. Additionally, each phase of this classical approach (requirements, design, implementation, verification, maintenance) must be completed to start the next one. Thesinga, Feldmanna, and Burchardt (Thesinga, et al., 2020) claim that it ‘provides stability and structure, predictable resources, and documented planning’.

Finally, knowing that agile projects tend to be more prosperous than traditional ones, even 28% more successful (Sweeney, 2014), but also recognize the advantages of traditional methods such as simplicity of understanding and managing the project together with focusing on one clear goal at the time (Synopsis Editorial Team, 2017), a fusion between two approaches creates the impression of being the most reasonable choice.

2.3. Report structure and methods

The report is composed of 10 chapters: introduction, methodology, company description, research and mapping, structure and content, sketching and design, coding and development, testing and feedback, a conclusion as well as reflections and future improvements. With every chapter, we will gradually show and explain each step of our project's development process.

The third chapter - **Company Description** - will be the base for understanding the roots of the problem we are going to solve with our new digital solution.

When it comes to the fourth chapter - **Research and Mapping** - we are going to explain step by step how we gathered all the necessary information and analyzed them. We will go through desk and field research (interviews (Gubrium & Holstein, 2001), netnography, competitors' analysis (Bergen & Peteraf, 2002), company's own data) as well as mapping (Value Proposition Canvas (Strategyzer, 2017), 'How Might We' approach (Rosala, 2021), Empathy map (Ferreira, et al., 2015), Priority Matrix (Gibbons, 2021), User Journey Map (Howard, 2014), personas (Miaskiewicz & Kozar, 2011)) to make it possible to understand the foundation of our project on which we are going to build our future prototype. In this chapter, we will also introduce the Double Diamond method (Rosala, 2020). During this phase of the process (as well as the following one - Structure and Content), we will use FigJam to help us visualize our findings from each step. FigJam is a digital whiteboard tool that makes it easy for everyone to contribute to the project online at the same time - one can create mind maps, and diagrams but also give feedback and follow others' work.

Throughout the fifth chapter - **Structure and Content** - we will present our attempt at card sorting (Sherwin, 2018) (open and closed) and sitemap (Pavlik, 2023) to elucidate in detail our thought process. We are going to reveal the organization and structure behind our project that will showcase our effort at creating a user-friendly product. Additionally, we will compare our predictions with findings from user testing to ensure whether we should progress with the already prepared structure or make relevant changes.

In the sixth chapter, **Sketching and Design**, we are going to dive into the visuals of our project. There we will discuss the sketches (Vyhouski, 2018), style tile (Warren, 2012), design (Jakob's Law (Nielsen, 2010), visual hierarchy (Gordon, 2021)), and prototyping (also, why we decided to not make low-fidelity (Simic, 2022) wireframes) as well as user testing. We will illuminate our design choices and changes made throughout the process of creating each of the digital solution's features. The main program that we are going to use at this stage of our project will be Adobe XD.