"This project serves to help children who have been diagnosed with dyslexia in West Africa practice their literacy and learning skills while having fun.

This project is a "Phase 0" project to validate the problems that are assumed in the product. The team will work on a pro bono volunteer project for 4 weeks to build a foundational strategy for future apprenticeships.

This is a pro bono volunteer project.

Project Goals

Explore the business idea through UX research.
Validate the problems attempting to be solved and identify the highest priority opportunities for the product.
Define a foundational vision, product strategy, and target audience for a proposed product.
Work with the client to define the priorities for a future apprenticeship that will involve research, design, product strategy, and development.

Project Deliverables (to be refined by the team when the project launches)

•Research and testing insights/recommendations from continuous discovery (zero to many rounds of research per week).
•A product vision statement
•Highest problems and opportunities to solve for the client and product
•Define target user personas
•Recommendations for the client and product team to continue work in Phase 1."
Based on the above details, taking into consideration the goals and deliverables, create a roadmap for the four week period for this discovery phase.

ROADMAP

Week 0:

1. Pre-kick off and Project Orientation:

•Gather the project team and stakeholders for an initial meeting.
•Introduce the project goals, objectives, and timeline.
•Establish communication channels and project management tools.

2.Background Research:

•Conduct an in-depth review of existing literature and resources related to dyslexia and literacy challenges in West Africa.
•Explore similar products or initiatives that have addressed similar problems in other regions.

3.Stakeholder Interviews:

•Identify and interview key stakeholders, including educators, parents, dyslexia specialists, and potentially dyslexic children themselves.
•Gather insights on the challenges faced by children with dyslexia in their literacy and learning journey.
•Identify existing tools or methods used to support these children in their learning process.

Week 1:

4.User Research:

•Conduct user research sessions with dyslexic children(or their parents, tutors. etc) in West Africa.
•Observe and document their experiences, pain points, and needs related to literacy and learning.
•Identify their preferences, motivations, and engagement patterns when it comes to educational activities.

5. Analysis and Synthesis:

•Review the data collected from stakeholder interviews and user research.
•Identify common themes, pain points, and opportunities for improvement.
•Generate insights and recommendations based on the findings.

Week 2:

6. Product Vision and Strategy:

•Define a clear and compelling product vision statement that aligns with the goals of helping dyslexic children in West Africa.
•Develop a product strategy that outlines the key features, value proposition, and target audience for the proposed product.
•Consider the balance between educational effectiveness, fun and engaging elements, and cultural relevance.

Week 3:

7. Persona Development:

•Based on the research findings, create detailed user personas representing the target audience of dyslexic children in West Africa.
•Include information such as age, background, literacy level, challenges, goals, and aspirations.
•Use the personas as a reference point for future decision-making and prioritization.

8. Problem Prioritization:

•Collaborate with the client and product team to identify and prioritize the most critical problems and opportunities to address.
•Utilize the research insights and user personas to guide the prioritization process.
•Document the selected problem areas and outline potential solutions or directions to explore.

9. Recommendations and Next Steps:

•Summarize the key findings, insights, and recommendations from the discovery phase.
•Present the recommendations to the client and product team.
•Discuss the next steps for Phase 1, including research, design, product strategy, and development.

Week 4:

10. Project Review and Documentation:

•Conduct a final review of the project activities and deliverables.
•Refine and finalize the project documentation, including the research and testing insights, product vision statement, target user personas, and recommendations.
•Prepare a comprehensive report summarizing the findings and key outcomes of the discovery phase.

11. Presentation and Handover:

•Present the project findings, deliverables, and recommendations to the client and project stakeholders.
•Engage in discussions to address any questions, concerns, or further considerations.
•Hand over all project artifacts, documentation, and insights to the client for their reference and future use.