



Catswoppr

{ Kenza, Ryan, Saifeddine, Hamza }



{ januari 2022 }



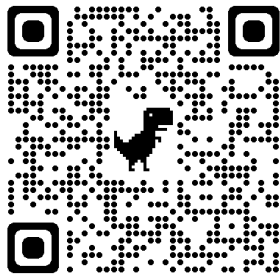
Technasium



General information

In front of you is the Plan of Approach (PoA) that was written for clients Suki and Magnus, co-founders of Catswoppr. This PoA explains which steps are carried out in the project to arrive at the desired end product.

Authors

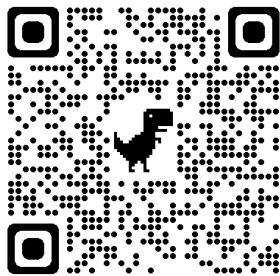


Kenza el Hassnaoui (teamcaptain): 16 years old

Mail: 117978@calandlyceum.nl

Goals:

- Initiative: Acts in anticipation rather than wait and see. (Search for work on its own when tasks are completed).
- Planning and organizing: Sets priorities (importance – urgency) and warns if the schedule is running late.



Saifeddine Boujeddaine (teammember): 15 years old

Mail: 117880@calandlyceum.nl

Goals:

- Judgment: Take into account various - relevant - aspects, such as quality, efficiency, costs, simplicity and the like.
- Self-development: Checks the self-proclaimed strengths and weaknesses of others and asks for additions.



Ryan van Vuure (teammember); 16 years old

Mail: 117834@calandlyceum.nl

Goals:

- Presentation skills: De opbouw van de presentatie is logisch (geen onbegrijpelijke wendingen).
- Presentation skills: De duur van presentatie valt binnen de toegewezen / afgesproken tijd.



Hamza el Bouazzati (team member): 18 years old

Mail: 117237@calandlyceum.nl

Goals:

- Persuasiveness: Enthuses others in defending similar propositions and ideas.
- Problem analysis: Clearly describes the core of the problem and situation.

Client

Our client is Catswoppr (The Netherlands),
Represented by Suki and Magnus with a number of other employees
E-mail: jaguarchakra@gmail.com
Address: Catswoppr HQ International
Buikslotermeerplein 9
1025 ES Amsterdam, North Holland, The Netherlands
Website: <https://nl.catswoppr.io/>

Date

This project runs from January 17, 2022 to June 22, 2022

Teachers

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School

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Summary

In this chapter we will summarize the assignment our team got from Catswoppr. The organization Catswoppr helps owners that lost their cats. We got the assignment to search for online and offline platforms and channels for finding lost cats that already exist, and design a tool to combine all of them. First, we need to do some research on cats. For example: how does their thinking work? Why can they not find their way back? Answers to these questions should be applied to the design of the app that will be developed. After this research is completed we will begin designing the app.



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Chapter 1. Introduction

You are now reading the PoA (Plan of Approach). In this document our client (Catswoppr) can get insight on how we will complete the assignment given by them to us. The authors of this PoA are Kenza el Hassnaoui, Saifeddine Boujeddaine, Ryan van Vuure and Hamza el Bouazzati at the Calandlyceum in Amsterdam. The Technasium is a science program in which the students follow the subject R&D (Research and Design). They do assignments for companies and organizations in which something needs to be researched or designed. Within technasium education, students develop the competencies and skills that are required within science technology, such as creativity, entrepreneurship, collaboration, inventiveness, communication, planning, project-based work, organization and process- and knowledge-oriented work.

1.1 Situation

There are a lot of cat owners nowadays which is very nice of course, but this also brings risks such as losing your cat.

With the global cat population coming in at about 600 million, approximately 370 Million cats are actually kept as pets. In the Netherlands there are currently 2.6 million cats kept as pets. In 2020 78.332 pets went missing in the Netherlands, most of them were cats (62.499). Of the missing cats with a chip, 77% were found. Only 22% of the cats found without a chip were found.

What are the best ways to find lost cats? We need to come up with an idea with which you can find your cat using an easy to use website.

1.2 Problem

Cats go missing, there are many explanations why they can not be found back. There are many reasons for this. Firstly, very few cats have ID tags. Secondly, microchips are often not registered or kept up-to-date. Thirdly, owners tend to wait longer to check the shelter and do not check them as often. And finally unless a cat is sick or injured, most people tend to assume a loose cat lives somewhere nearby and is not lost, so they are not reported or brought to a shelter.

You can use different tools to find cats. But what are the most efficient and effective tools with the best rate of success?

1.3 Client

Our client is Catswoppr. Catswoppr consists of a team of 3

Those are Suki, Magnus and Markisia. Suki is the founder of Catswoppr. Magnus is the CTO (chief technology officer). Markisia is the one that is active on the Catswoppr social media pages.

They are all cat lovers. Catswoppr invests in the well-being of large and small cats around the world. They encourage human initiatives to protect and conserve the cat species. Their goal is to support a thriving life on land for all Felidae on our planet.

All of these lost cats touched them deeply and nurtured their mission to have a major positive impact on cat safety.

1.4 Expectation

Search for online and offline tools that already exist to help find your lost cat and combine those tools in a way that it can be used easily.

Chapter 2. Reason & Relevance

Our reason for starting a collaboration with this company is that we believe that every cat in this world has the right to a good life and we want to contribute to that.

More awareness needs to be raised for cats. The main goal is to give back to the cats. People buy cats to cuddle, to have someone waiting for them to come home or to cheer them up after having a bad day. Cats have been there for us for centuries. It is time for us to be there for them, so get back at them for what they offered people. For the owner it is terrible to lose a cat, but for the cat it is terrible to lose a home, a safe territorium.

2.1 Preliminary Investigation

To get to know more about our project, we researched our clients Suki and Magnus, the company Catswoppr and what exactly Catswoppr wants. We have formulated this information in the 5W and H questions.

1) Who are the clients?

Our clients are the cat lovers behind Catswoppr. They have a Dutch-Indonesian + Swedish-Swiss founding team (Suki and Magnus) that is characterized by their innovative spirit with passion for service.

Together with their team of dedicated and talented cat lovers (Markisia and Panayiotis) they provide us with a solid, safe and reliable match for fresh and funny cat related services that we, as humans, need or offer.

2) What is Catswoppr and how did the company originate?

Catswoppr is the number one community-driven online marketplace for curated purrimium services for cats. Through their two-way matching, people can find the right service for our cats. Catswoppr is a pioneering pet technology company that promotes the quality of human life through improvements in the relationship between cat lovers and lovable cats.

3) What does Catswoppr do?

Catswoppr is a company where cat care is central. This company believes that all cats and cat lovers should be invaluable. "We serve with love and care all furr balls and their lovers."

For the past 10,000 years, cats have cared for people by providing us with their help and comfort. Catswoppr offers the opportunity to give back to our worldwide cats what they gave to us.

4) What does Catswoppr choose?

Catswoppr is the number one community-driven online marketplace for premium cat care services. They pioneer in pet-tech, driving human life quality through improvements in the relationship between cat persons and cats. Their goal is to advance the health and happiness of every cat. Over the past 10,000 years, cats have been taking care of humans, providing them help and comfort. Now they think it is time to give back to all furr balls worldwide.

5) Why was Catswoppr founded?

Catswoppr came into existence due to the fact that the founders found that all cat and cat lovers are simply invaluable. That is why they decided to start this company, because they believe that all cats deserve love and care.

6) How does Catswoppr help our society?

Catswoppr helps us provide a nice connection between cats and cat owners. They try to create abundance for our society. She donates a percentage of her profits to big and small cats in need.

2.2 Program requirements and Wishes

Requirements	Verification method
<i>Target audience</i>	
1. The target audience of this project will be cat owners. They can be young and old.	To use the website you will have to fill in your personal details and have a cat.
<i>Product</i>	
2. We are going to improve the existing website. We want you to be able to use the website to find back cats.	On the website you will see a page where you can find your cat.
3. An app where you can find your cat at the touch of a button.	On the website there will be a page that will help you find your cat. To use this you would have to create an account with your data and information about your cat.
4. A logbook in which we keep track of the process and development.	On the website you will find a page with the logbook.

Budget

- | | |
|---|---|
| 4. The budget for this project should be as cheap as possible or we need to find a way such as a subscription which will cover the costs. | A cost estimate is made for the final product. This is where the budget can be found. |
|---|---|

Time constraint

- | | |
|---|--|
| 5. This product should be delivered by the end of June. | Follow the schedule and keep the log through weekly updates. |
|---|--|

Wishes

1. A working website.
2. Website that meets the deliverables.
3. Owners will find their cats.

2.3 Assumptions & Risks

It is important to list all of the assumptions and risks you take before completing a project. All of these assumptions and risks are listed below

1. We assume that our idea can not be used offline. To be able to find your cat you need to upload information into a server therefore a connection to the internet is required. For other people to be able to upload pictures of cats they found a connection is also required.
2. Microchips are often not registered or kept up-to-date and some cats do not even have a microchip. Which means we can not lean on the fact that a cat has a chip.
3. We have to assume that people are actually going to use the product that we are designing. Otherwise we can not pay for the running costs of the service. You can also see this as a risk, because if no one will use the service, the service can not run.

Chapter 3. Deliverables¹

§3.1 Deliverable 1. Planning

A concrete schedule² is made that describes who will work on which deliverable and when. In addition, it is stated who is considered responsible for which deliverable and whether tasks are completed or not. This also includes deadlines, days without lessons and contact moments with clients. The action plan will be delivered on Friday, March 16, 2022. The final report will be delivered on June 15, 2022.

Deliverable	What will be delivered?	(Main)Responsible	Target-deadline
1: Schedule	1) Planning	Kenza	March 16
2: Exploring and formulating the problem	1) Preliminary investigation 2) Deskresearch	Saifeddine	March 23
3: Creating and selecting ideas	1) Program of requirements and wishes 2) Fundamental research 3) Brainstorming process	Hamza	April 18
4: Elaborate and select concepts	1) Fieldresearch 2) Arising three concepts 3) GO/NO-GO	Hamza	May 4
5: Prototyping: Realistic Distinctive Exposition	1) Design-oriented research	Ryan	May 18
6: Testing and optimizing	1) Testing, evaluative research	Saifeddine	June 8 - 1 week extension
7: Project completion: presenting the project	1) Presentation 2) Final Report 3) Logbook 4) Group website	Ryan	June 22

¹ For the SMART-deliverables, see "Table with Definition of Done" in attachments

² For the complete schedule, see attachments

§3.2 Deliverable 2. Exploring and formulating the problem

Deliverable 2.1 Preliminary investigation

The project needs to be researched. It must be clearly described how the assignment is interpreted and what we already know about the project. It takes into account what needs to be researched, what is and what is not feasible and what is needed to arrive at the final product. In addition, a clear description is given of the current situation and the problem and what the assumptions & risks of the project are.

Deliverable 2.2 Deskresearch

This research examines two different topics:

Deliverable 2.2.1 Deskresearch 1

Existing actions that people take when they lose their cats should be researched. The emotions and perseverance that people have to find their cats must be taken into account. Thus, research is being conducted into the imminent consequences of losing cats among humans.

Deliverable 2.2.2 Deskresearch 2

Research needs to be done on popular existing methods by which one can find their interests.

§3.3 Deliverable 3. Creating and selecting ideas

Deliverable 3.1 Program of requirements and wishes

An update must be given to the program of requirements and wishes, taking into account the requirements and wishes mentioned in this Plan of Approach and taking into account the new information obtained during the two deskresearches.

Deliverable 3.2 Fundamental research

This research examines two different topics:

Deliverable 3.2.1 Fundamental research 1

A questionnaire should be prepared that will be taken into account during the brainstorming. These questions are used to arrive at several suitable ideas.

Deliverable 3.2.2 Fundamental research 2

Research is being conducted into the appropriate brainstorming techniques that can be used to arrive at different ideas with the help of the questionnaire that has been drawn up.

Deliverable 3.3 Brainstorming process

Based on the researched possibilities for brainstorming, three different brainstorming techniques are chosen that the team will use to arrive at different ideas. The possible ideas are eventually developed into drawings.

§3.4 Deliverable 4. Elaborate and select concepts

Deliverable 4.1 Fieldresearch

A survey is made in which the possible ideas are elaborated. This survey is filled in by people from the immediate vicinity, mainly looking for people who have a cat at their disposal. These people will choose from three ideas, which are eventually developed further.

Deliverable 4.2 Arising three concepts

The top three ideas that came out of the survey are fleshed out using the following two steps:

Deliverable 4.2.1 Detailing concepts

The three ideas are neatly elaborated, whereby the three concepts are criticized on the basis of the elaborated program of requirements and wishes. In this way, the clients themselves can visualize an image of the three ideas.

Deliverable 4.2.2 Versed prototypes

Of the three concepts, a start of a prototype is made for each concept, which can be shown to the clients.

Deliverable 4.3 GO/NO-GO

A meeting is scheduled with the client. During this meeting, the clients will give their own opinion on all three concepts, in which they ultimately choose 1 concept that the team must further develop. In preparation for this, a presentation is made in which all concepts are elaborated.

§3.5 Deliverable 5. Prototyping: Realistic Distinctive Exposition

Deliverable 5.1 Design-oriented research

Design-oriented research is carried out that investigates and elaborates on questions and newly arising problems from practice. The main focus is on improving current practice. Possible quality improvements are also examined.

Deliverable 5.1.1 Review of the concept

A survey is made and elaborated, in which the concept is elaborated. With this we ask people to give a clear opinion about the product and to detect possible problems and report them to us.

Deliverable 5.1.2 Evaluation concept

The concept is assessed by the team on the basis of the program of requirements and wishes. The concept is checked for each requirement and explained why the concept does or does not meet.

Deliverable 5.1.3 Feedback of the concept

All feedback collected about the concept is worked out. The concept is reviewed and developed based on this feedback.

§3.6 Deliverable 6. Testing and optimizing

Deliverable 6.1 Testing, evaluative research

A review/evaluation study is conducted in which the final product is critiqued on the basis of various questions that have been formulated. The program of requirements and wishes is also reviewed. For example, the effectiveness of the product and the assessment of various people in the surrounding area of Osdorp are examined.

Deliverable 6.1.1 Assessment of the final product

A survey is created and conducted, in which the final product is fully detailed, in which the previous surveys have also been processed. This assessment will eventually be shown to the clients.

§3.7 Deliverable 7. Project completion: presenting the project

To complete the project, the following four things will be delivered:

Deliverable 7.1 Presentation

The final product is processed in a presentation and presented to the client.

Deliverable 7.2 Final report

A design report is written about the product and the entire process that the team had to go through to arrive at the final product.

Deliverable 7.3 Logbook

There should be a weekly update on the process. All data collected is eventually processed in a log to increase the social media of the clients. In addition, a weekly update must be given to the planning and the deliverables.

Deliverable 7.4 Group website

An individual website is created in which the project is clearly visualized.

Chapter 4. Process & Completion

Contact with the clients is arranged by the team leader Kenza. She will ensure that consultation moments (via Zoom) are arranged. There will be at least four consultation moments:

- The clients give a go/no-go for the PVA and determine all requirements and wishes for the Program of Requirements and Wishes in the week of March 21nd.
- The team pitches the three ideas (go/no go) in the week of May 05nd.
- The team presents the elaboration (at the Technasium Parade, if possible) in the week of June 22nd.
- The clients provide feedback on the design report in the week of June 29th .

The final report will be finally submitted on 15 June 2022. This will be presented to the teachers and client during the Technasium Parade.

The assessment will take place by the client and teachers after the final presentation at the Technasium Parade. This is done in consultation. Ultimately, two grades will be given: a grade for the product (from the client and teachers after consultation) and a process grade (from the teachers).

Attachments

Table with definition of done

Deliverable			Description	Requirements min. 3 (SMART)	Responsible	Time (estimated) in hours
1			Schedule	1) All dates 2) All deadlines and submission times 3) SMART 4) All deliverables are well distributed among the team members 5) Time-bound of each deliverable 6) In PVA (see attachments)	Kenza	1
2			Exploring and formulating the problem	1) All part deliverables neatly executed 2) Elaborate before the deadline 3) Available via Google Drive	Saifeddine	Total: 3
	2.1		Preliminary investigation	1) Relevant information is sought about the project 2) Information is requested about the clients 3) Can be found in Plan van Aanpak and available via Google Drive		1
	2.2		Deskresearch	1) See deliverable 2.2.1 2) See deliverable 2.2.2		Total: 2

				3) Available through Google Drive		
		2.2.1	Deskresearch 1	1) At least 5 websites are consulted 2) A summary will be made of each website 3) All relevant information is summarized in a Google Document		1
		2.2.2	Deskresearch 2	1) At least 5 products are found that have people in custody 2) At least 5 possible ways are found that people use to find their stuff 3) A short summary is given for each way		1
3			Creating and selecting ideas	1) All part deliverables neatly executed 2) Elaborate before the deadline 3) Available via Google Drive	Hamza	Total: 10,5
	3.1		Program of requirements and wishes	1) Min. 7 requirements that mainly concern the elaboration of the product 2) Min. 3 final wishes 3) Approved by the client 4) Available through Google Drive		1,5
	3.2		Fundamental research	1) See deliverable 3.2.1 2) See deliverable 3.2.2 3) Beschikbaar via Google Drive		Total: 4,5

		3.2.1	Fundamental research 1	<ul style="list-style-type: none"> 1) Based on the fundamental research, at least 10 questions are devised that are taken into account when coming up with ideas 2) Each question contains a short explanation 3) Available through Google Drive 		3
		3.2.2	Fundamental research 2	<ul style="list-style-type: none"> 1) Research is being done on 10 different brainstorming techniques 2) For each brainstorming technique, a summary is given of how and what 3) Available through Google Drive 		1,5
	3.3		Brainstorming process	<ul style="list-style-type: none"> 1) 3 different brainstorming techniques are chosen 2) Using each brainstorming technique, at least 3 ideas are created 3) Each ideas is briefly visualized in Google Drive 		4,5
4			Elaborate and select concepts	<ul style="list-style-type: none"> 1) All part deliverables neatly executed 2) Elaborate before the deadline 3) Available via Google Drive 	Hamza	Total: 6,5
	4.1		Fieldresearch	<ul style="list-style-type: none"> 1) A survey is created in which all possible ideas are worked out 2) At least 100 people in the area are asked which three ideas they find most interesting 		1,5

				3) The three most chosen ideas are visualized in a Google Document		
	4.2		Arising three concepts	1) See deliverable 4.2.1 2) See deliverable 4.2.2 3) Available through Google Drive		Total: 3,5
		4.2.1	Detailing concepts	1) All three concepts are explained using words in a Google Doc 2) A table is created with which all three concepts are compared with the program of requirements and wishes 3) Available to the client		1,0
		4.2.2	Versed prototypes	1) Concept 1 is being prototyped 2) Concept 2 is being prototyped 3) Concept 3 is being prototyped		2,5
	4.3		GO/NO-GO	1) A presentation is being created 2) A zoom meeting is planned with the clients 3) All ideas are neatly visualized to the clients		1,5
5			Prototyping: Realistic Distinctive Exposition	1) All part deliverables neatly executed 2) Elaborate before the deadline 3) Available via Google Drive	Ryan	Total: 6
	5.1		Design-oriented research	1) See deliverable 5.1.1 2) See deliverable 5.1.2 3) See deliverable 5.1.3		Total: 6

		5.1.1	Review of the concept	<ul style="list-style-type: none"> 1) A survey is created in which the elaborated concept is visualized, with which people can give their opinion and feedback 2) All feedback is worked out in a Google Document 3) All feedback is classified into useful information and non-useful information 		1,5
		5.1.2	Evaluation concept	<ul style="list-style-type: none"> 1) A table is made in which the program of requirements and wishes is compared with the concept 2) All points of improvement are converted into questions 3) All questions created are reused for brainstorming 		3,0
		5.1.3	Feedback of the concept	<ul style="list-style-type: none"> 1) The concept is improved based on the actionable feedback 2) The improved concept is elaborated in words in a Google Doc 3) There will be feedback to the client 		1,5
6			Testing and optimizing	<ul style="list-style-type: none"> 1) All part deliverables neatly executed 2) Elaborate before the deadline 3) Available via Google Drive 	Saifeddine	Total: 6 - 3 hours extension
	6.1		Testing, evaluative research	<ul style="list-style-type: none"> 1) A questionnaire with 10 to 15 questions should be prepared with which to criticize the design 		Total: 6 (9)

				<ul style="list-style-type: none"> 2) The design must be criticized on the basis of the program of requirements and wishes 3) A table is made in which all points of feedback are elaborated 		
		6.1.1	Assessment of the final report	<ul style="list-style-type: none"> 1) A survey is made in which the final product is elaborated 2) A minimum of 100 people from the area must be asked to complete the survey 3) Available to the client 		6 (9)
7			Project completion: presenting the project	<ul style="list-style-type: none"> 1) All part deliverables neatly executed 2) Elaborate before the deadline 3) Available via Google Drive 	Ryan	Total: 9
	7.1		Presentation	<ul style="list-style-type: none"> 1) The final product is fully visualized 2) Elaborate before the deadline 3) Available through Google Drive 	Kenza	1,5
	7.2		Final report	<ul style="list-style-type: none"> 1) The entire project is explained 2) Elaborate before the deadline 3) Available through Google Drive 	Saifeddine	5
	7.3		Logbook	<ul style="list-style-type: none"> 1) A weekly update has been specified 2) Each update must be visualized 3) Available through Google Drive 	Ryan	1,5
	7.4		Group website	<ul style="list-style-type: none"> 1) Available to every team member 2) The project is fully visualized 	Hamza	1

				3) Available through Google Drive		

The planning

Week	Data	Kenza (leader)	Saifeddine (ac. leader)	Hamza	Ryan	Comments
9	28/02/2022					
	02/03/2022					
10	07/03/2022					
	09/03/2022					
11	14/03/2022					
	16/03/2022	Planning	Plan of Approach	Plan of Approach	Plan of Approach	Deadline Plan of Approach: 16-March.
12	21/03/2022					
	23/03/2022	2: Exploring and formulating the problem	2: Exploring and formulating the problem	2: Exploring and formulating the problem	2: Exploring and formulating the problem	
13	28/03/2022					

	30/03/2022					
14	04/04/2022					
	06/04/2022					Testweek 3
15	11/04/2022					Testweek 3
	13/04/2022					Testweek 3
16	18/04/2022	3: Creating and selecting ideas	3: Creating and selecting ideas	3: Creating and selecting ideas	3: Creating and selecting ideas	Palweek
	20/04/2022					Palweek
17	25/04/2022					May holiday
	27/04/2022					May holiday
18	02/05/2022					May holiday
	04/05/2022	4: Elaborate and select concepts	4: Elaborate and select concepts	4: Elaborate and select concepts	4: Elaborate and select concepts	May holiday
19	09/05/2022					
	11/05/2022					

20	16/05/2022					
	18/05/2022	5: Prototyping: Realistic Distinctive Exposition	5: Prototyping: Realistic Distinctive Exposition	5: Prototyping: Realistic Distinctive Exposition	5: Prototyping: Realistic Distinctive Exposition	
21	23/05/2022					
	25/05/2022					
22	30/05/2022					
	01/06/2022	6: Testing and optimizing	6: Testing and optimizing	6: Testing and optimizing	6: Testing and optimizing	Deadline design 01-jun.
23	06/06/2022					
	08/06/2022					
24	13/06/2022					
	15/06/2022					Deadline draft report 15-jun.
25	20/06/2022					

	22/06/2022	7: Project completion: presenting the project	7: Project completion: presenting the project	7: Project completion: presenting the project	7: Project completion: presenting the project	
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