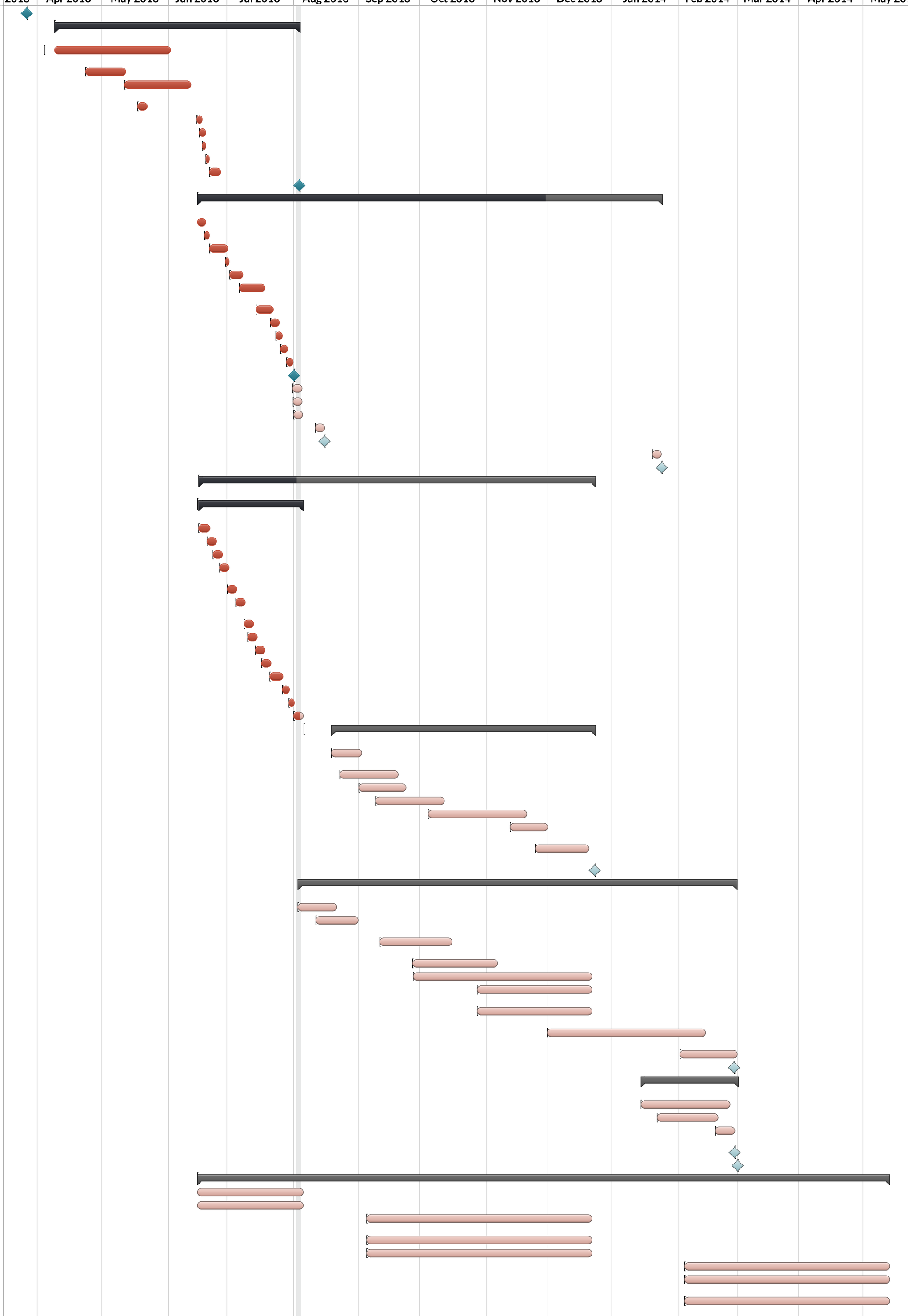Title	Effort
1) Midpoint Presentation	
2) Research	17w 2d 5.75h
2.1) Research Urban Farming	7w 4d 3.75h
2.2) Research Target Audience	2w 3d 5h
2.3) Research Competition	4w 2d 3.75h
2.4) Create Personas	3d 0.25h
2.5) Refine Personas	1d 4h
2.6) Target Audience Interviews	2d
2.7) SSNiF Chart	1d
2.8) Persona Scenarios	1d
2.9) Customer Journey	3d 5h
2.10) User Research Complete	
3) Information Interaction Design	10w 3d 6.75h
3.1) Concept Map	2d 4.75h
3.2) Mind Map	1d 4.25h
3.3) Content Inventory	1w 1d
3.4) Card Sorting	7.75h
3.5) Information Achitecture	4d 2.5h
3.6) Wireframes	1w 3d 5.75h
3.7) Design Mockups	1w 6.25h
3.8) Task Storyboards	2d 6.75h
3.9) Usability Task Worksheet	2d 1h
3.10) Usability Test Plan 1 - Low Fidelity	2d 1.75h
3.11) User Testing 1 - Low Fidelity	2d 1.5h
3.12) Usability Test Report 1 - Low Fidelity	
3.13) Design Specs	3d 0.25h
3.14) Project Plan	2d 7h
3.15) High Fidelity Clickable Prototype	2d 5.75h
3.16) User Testing 2	2d 7.75h
3.17) Usability Test Report 2 - High Fidelity	
3.18) User Testing 3	2d 7.75h
3.19) Usability Test Report 3 - Functional Site	
4) Visual Design	35w 1d 2.5h
4.1) Motion Graphic	8w 2d 4.5h
4.1.1) Create Timeline	3d 6.5h
4.1.2) Video Outline	3d 0.5h
4.1.3) Style Boards/Moodboards	3d 0.5h
4.1.4) Revise Style Boards & Start Storyboards	3d 0.5h
4.1.5) Story Boarding	3d 0.5h
4.1.6) Write V.O. Script/Revise Storyboards	3d 0.5h
4.1.7) Record V.O.	3d 0.5h
4.1.8) Production Boards	3d 0.5h
4.1.9) Import into AE	3d 0.5h
4.1.10) Timing Cut/Animatic	3d 0.5h
4.1.11) Rough Cut 1	4d 1.5h
4.1.12) rough Cut 2	2d 2.5h
4.1.13) Rough Cut 3	1d 5.25h
4.1.14) Final Cut	3d 0.25h
4.2) Web Site	26w 3d 6h
4.2.1) Refine motion graphic illustrations for web site use	2w 2.25h
4.2.2) Create Style Reference	3w 4d 6.5h
4.2.3) Start branding design	3w 7.75h
4.2.4) Finalize navigation style	4w 3d 1.5h
4.2.5) Plan animations for website	6w 3d 4.5h
4.2.6) Finalize interactive infographic look	2w 2d 6.25h
4.2.7) Finalize branding design	3w 3d 1.25h
4.2.8) Finalize visual design for entire project	
5) Coding	58w 3d 6.5h
5.1) Read book on Javascript	2w 3d 2h
5.2) Read book on jQuery	2w 4d 3.25h
5.3) Create HTML framework for site	4w 4d 4.75h
5.4) Create navigation	5w 3d 6.5h
5.5) CSS design	12w 7.75h
5.6) Implement database/storage features	7w 4d 0.25h
5.7) Implement interactive infographics	7w 4d 0.75h
5.8) Implement animations	10w 4d 0.75h
5.9) Implement social features	3w 4d 4.5h
5.10) Finalize site coding	
6) Final Presentation	11w 2d 5.5h
6.1) Create Final Thesis PDF	6w 2.25h
6.2) Create Presentation	4w 5.5h
6.3) Practice presentation	1w 1d 5.75h
6.4) Test presentation at site	
6.5) Final Presentation	
7) Classes	102w 3d
7.1) 801-01: GDS: User Experience 1	7w 1d
7.2) 801-05: GDS: Motion Graphics	7w 1d
7.3) GLA 610: Balancing Creativity and Profitability	15w 2d
7.4) 801-10: GDS: Visual Design	15w 2d
7.5) 801-17: GDS: Responsive Web	15w 2d
7.6) 801-17: GDS: Responsive Web	14w
7.7) 801-12: GDS: Scripting Interactivity & Web Services	14w
7.8) GLA 676: Professional Practice for Designers and Advertisers	14w