



## WORK ROLE BRIEF

ROLE NAME	AIMS TOWARDS	SO THAT
UX/UI AND PRODUCT	Building an entirely different experience in sustainable shopping	We can help individuals attaining richer lives in richer businesses that contribute towards richer social and natural systems.

### BY DOING THE FOLLOWING ACTIVITIES

Provided a concrete Venture, the role shall be responsible for the following activities:

**Challenge1:** Collaborate with the research team to understand deeply green shopping and the user's needs.

**Challenge 2:** Take ownership of product features, user flows, wireframes and UI design.

**Challenge 3:** Refine and adapt the branding and communication of the product.

**Challenge4:** Coordinate with the development team to get the product coded and live, take ownership in testing and ensuring the product meets expectations iterating as needed.

**Challenge 5:** Oversee different aspects of the product with a strong focus on UX/UI.

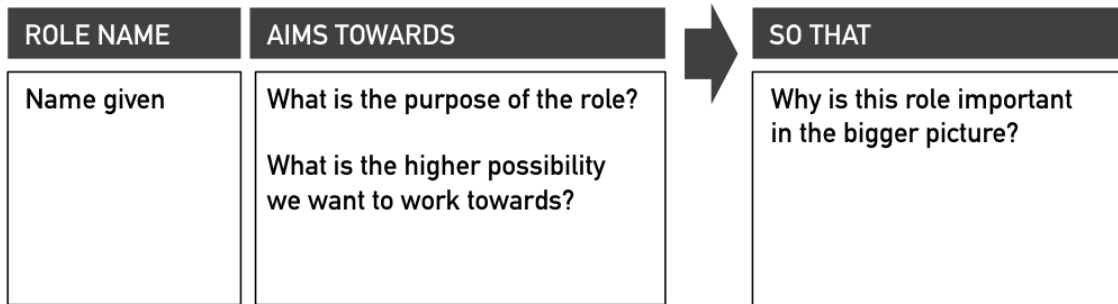
### WILL GENERATE THE FOLLOWING CONTRIBUTIONS

**Deliverable 1:** Obtain User Persona and sector analysis.

**Deliverable 2:** Tested prototype screens.

**Deliverable 3:** Defined Branding.

*We start explaining WHYs*



↓ *then we explain HOWs*

**BY DOING THE FOLLOWING ACTIVITIES (Type x Description)**

**A. DEFINING TYPE OF ROLE**

<p><u>1. DELIVERY PROJECT</u></p> <ul style="list-style-type: none"> <li>• Worker has long experience &amp; track record</li> <li>• Worker brings credentials</li> <li>• Worker brings her methodologies</li> <li>• Worker brings her tools</li> <li>• Project scope is fixed in detail / budget / duration</li> </ul>	<p><u>2. LEARNING CHALLENGE</u></p> <ul style="list-style-type: none"> <li>• Worker shows high curiosity/interest</li> <li>• Worker is willing to learn</li> <li>• Architect brings methodologies (worker contributes)</li> <li>• Architect brings tools (worker contributes)</li> <li>• Role is scoped in challenges that evolve once finished</li> </ul>
<p><u>3. OUT-OF-SCOPE</u></p> <ul style="list-style-type: none"> <li>• High difficulty / complexity</li> <li>• No curiosity/interest</li> </ul>	

**B. DESCRIBING THE ACTIVITIES WITH FULL DEPTH**

Activities in **Domains** or with **Elements** done thru **Methodologies**  
 using certain **Tools** provided by a concrete **Supplier**

↓ *and finish with WHATs*

**WILL GENERATE THE FOLLOWING CONTRIBUTIONS**

What is the result of the activity?  
 What contribution is generated?  
 How do we measure the contribution?