



*studio + interactive*

Project Plan

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**Mayor's Office of Community Technology**

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# 1 Introduction

Studio Four Interactive is pleased to have the privilege of working with the Mayor’s Office of Community Technology. We want to thank the Community Cyber Centers for allowing us to submit a proposal for the company regarding a redesign of the corresponding website. By doing so, we will be able to formally assess the current website, create a new interface that will be user-friendly, and will form a sense of organization to the public.

## 1.1 Business Objectives

The website for the Community Cyber Centers offers a meeting place for users to become more active in their community. The main goal for people who choose to access this website is to have a gateway to all sorts of information—whether they want to take a course at one of the cyber centers, volunteer a service, or just simply join the mailing list. Community Cyber Centers are encouraging fellow Atlantans to become more involved in a community that is becoming more and more technologically advanced.

## 1.2 Business Goals

The main goal for the site is for users to sign up for a class or just to receive their newsletter. wants for the general population to become involved. There are no strings attached—just an invitation to learn more about technology. By giving these people a site with an ease of usability, Atlanta citizens will be able to become involved.

## 1.3 Major Features of the Site

Studio Four Interactive will follow a methodology that will be explained in a little more detail later in this document. In brief, however, we plan to build this site within phases. These phases include:

- ✓ A portal site, in which the client will be able to check progress of work done by Studio Four Interactive
- ✓ A detailed information architecture, where the organization of the site is broken down so that the client will be able to understand the “how” and “why” of the structured information
- ✓ A concept note, which identifies to the client why we think the site should be designed in a certain way
- ✓ Visual comps that the client will be able to view and remark on. This gives the client an idea of what the site could potentially look like, and the ability to make suggestions
- ✓ Storyboards, which provide another look and feel of the site
- ✓ Usability Testing, which a day when the site can be tested by outside users to see a response to the overall layout
- ✓ Final handoff, when the site files are officially handed over to the client

# 2 Team Members

## 2.1 Sarah McFather (Co-Project Manager/Information Architect)

Sarah McFather is a seventh-quarter student at the Art Institute of Atlanta. Working on a bachelor’s degree in Multimedia, her area of concentration is information architecture. Sarah has a degree in theatre, and minored in English at her last school, Randolph-Macon College. Her skills include, but are not limited to: Photoshop, Illustrator, JavaScript, Fireworks, and various programs in Microsoft. Her expected graduation date is Summer 2004.

Sarah’s roles and responsibilities will include:

- Organizing project from start to finish
- Project scheduling
- Central point of communication for team
- Helping in integration of portal site
- Participation in design
- Determining website functionality
- Specifying how clients will find information on a site
- Mapping out how the site will accommodate change and growth over time

- Providing conceptual frame work for the information space

## 2.2 Mark Small (Co-Project Manager/Visual Designer)

Mark is currently a fifth quarter student enrolled at the Art Institute of Atlanta, working towards a bachelor degree in multimedia. In the scope of this project, he will oversee the overall visual design, including creating the layout, graphics and interface. He expects to graduate in 2003

Mark's capabilities include Dream weaver, Fireworks, Photoshop, Image Ready, Illustrator, HTML, CSS, and Flash. His roles and responsibilities in this project include:

- Client contact
- Visual communication while working with the limitations of target audience
- Determining illustration style, color palettes, and typography
- Collaborating with the Production Lead on screen layout and interface design
- Expert knowledge of user interface design standards
- Helping in integration of portal site
- Participation in programming

## 2.3 Yung-Chuan Sheng (Production Lead)

Yung is in his seventh quarter majoring in Multimedia and Web Design. Yung is excited to participate with Studio Four interactive in the redesign of the Mayor's Office of Community Technology website. This is a new experience for Yung. Hopefully, Studio Four Interactive and Yung can contribute their knowledge and techniques to make this website more comfortable, popular and successful experience. He expects to graduate in 2005.

Yung's capabilities include: Dreamweaver, Photoshop, Image Ready, HTML, and Illustrator. His roles and responsibilities for the project will include:

- Fluent in HTML
- Building prototypes
- Expert knowledge of tables, frames, and cross-browser issues
- Liaison between front-end and back-end
- Implementing static and dynamic content as necessary

# 3 Resources

## 3.1 Software Requirements

This project will require the following software:

- Adobe Photoshop
- Adobe Image Ready
- Adobe Illustrator
- Macromedia Dreamweaver
- Macromedia Fireworks
- Microsoft Word
- Microsoft Project
- Microsoft Visio
- Homesite 4.5

## 3.2 Hardware Requirements

The hardware that the project will require includes the following:

- Microsoft Windows 95/98/NT/2000/ME/XP
- Monitor 640 x 480 (minimum resolution)
- Microsoft Internet Explorer 3.0 or better
- Netscape 4.0 or better
- 28.8-56k modem

## 3.3 Research Resources and Methods

A competitive analysis will be conducted so that Studio Four Interactive will be better informed of what other competitors' sites have to offer. Upon completion, Studio Four Interactive will meet with MOCT to discuss possible solutions for a website redesign.

User research will also be conducted by perusing the existing site to understand what things should stand out in the MOCT site. By gathering such information, it will be easier to be able to develop a working navigational structure. Finally, after researching the existing site, Studio Four Interactive will put together a content inventory of all of MOCT's web pages to find out what should be discarded or reworked.

# 4 Communication Protocol

## 4.1 Method for Communication

A Yahoo group named **aiamoct** has been created, allowing the client and Studio Four Interactive an open forum to discuss any ideas and concerns, in a message board style environment. In order to access this group, you must go to Yahoo.com, and click on Groups. If you are an existing member, you just need to sign in; if you are a new user, you must register to participate in the group.

In addition to Yahoo Groups, telephone calls and e-mail will also be implemented, as well as using the portal site which is described below.

## 4.2 Setting up Meetings

Meetings will be held weekly, either on Monday or Tuesday of each week. These meetings are for the group only; any communication with MOCT will be conducted through the Yahoo Groups, or by email, unless special arrangements are made.

## 4.3 Project Portal

The team and client have complete access to the studio 4 interactive portal site. The portal will be updated weekly allowing the client to monitor the ongoing status of the project. The portal will present a set of procedures to promote communication, serve as a reminder of areas for review, and promote the integration of feedback into each step of design. The URL of this portal is <http://www.brinkster.com/studiofour>.

# 5 Status Reports

Status reports help to overcome difficulties inherent in such tasks as keeping a project on budget and on schedule; replanning a project when materials are delayed, technical problems arise, or usability criteria are not met;

maintaining high quality standards and usability standards; and helping to focus a client organization that disagrees internally or hesitates. All milestones in the process will be matched with clear deliverables, which will be posted to the studio 4 portal site no later than 6 p.m. Fridays.

## 6 Process Protocol

### 6.1 Final Decisions

All decisions will be agreed upon as collaborative effort between the team and client when necessary. A standardized approach has been established in order to facilitate a smooth efficient process. A well-defined process has been created so that everyone on the team understands each step of the process. A multi-layered chain of communication has been implemented to help avoid any miscommunication; if any person in the group receives an email that was not sent to the rest of the group, it is up to that person to make everyone receives a copy. If information was discussed telephonically, it should be documented on the portal site. Finally, any correspondence through Yahoo Groups will be posted there. All milestones will be matched with clear documentation to avoid members from forgetting any design decisions and specifications. Project deliverables are to be made available as specified in the project proposal, and also posted on the project portal site.

### 6.2 Expenses

Expenses will be made on typical equipment cost, operating expenses, as well as web development costs including ISP and hosting fees, software and storage media. All expenses will agreed upon advance between studio 4 and the client prior to project launch as discussed in the project proposal.

### 6.3 Reporting

Report on site progress will be mainly handled during client meetings, and weekly updates to be included on the web portal site under the “project report” link.

### 6.4 Backing up Files

All work will be stored on the project portal site that can be accessed by both members of the team, as well as by the client. Studio Four will also have hard copies of each deliverable; upon request, a copy can be supplied to the client.

### 6.5 File Naming Conventions

Studio 4 will follow basic file naming conventions: avoiding cryptic naming schemes, uppercase filenames, punctuation and special characters. We plan to make filenames intuitive to the people who will be seeing them, this will help to make information easy to search for and find.

## 7 Appendix: Status Report Template

**Status Report for:** *Project name goes here*

**Date:**

**Written by:**

**Accomplishments:** (Since last report dated \_\_\_\_\_)

- *Accomplishment 1*
- *Accomplishment 2*
- *Accomplishment 3*

**Pending Items:**

- *Item 1*
- *Item 2*
- *Item 3*

**Concerns and Recommended Actions:**

- *Concern 1*
- *Concern 2*

**Remarks:**

- *Remark 1*
- *Remark 2*