

CODE FOR ATHENS PROJECT PLAN

NEW MEDIA CAPSTONE | FALL 2021

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PROJECT OVERVIEW

Code for America is expanding to Athens to begin a Code for Athens brigade to help combat barriers. Code for America is a non-profit organization that works to make sure that the government works for everyone. In order to mobilize Code for Athens, we have teamed up with Code for America to create a functional website, launch a social media presence, and hold an event to bring awareness to how the government can be improved in Athens and in the United States.

GOALS

MAIN GOALS

- Hold an event to solve an issue in Athens, GA (COVID Safe)
- Create a user friendly website that matches overall brand
- Make site accessible to the Athens community and easy to use
- Launch social media presence on Twitter, Instagram, and Facebook

REACH GOALS

- Build network of coders to help solve Athens problems with technology
- Create a forum on website where people can ask for help/report things they can help with (Like clearing record)
- Include a welcome video on the website to inform visitors

SAFETY GOALS

- A functioning website that easily navigable
- Teaching the Athens community about Code for Athens
 - Have the website be accessible to future admins

CHALLENGES

- Getting people to come to a Code for Athens event
 - COVID 19 has been a major barrier for the last couple of years and might be a potential threat for an in person event
 - To combat this we will keep track of Athen's COVID rates and make sure to enforce masks at any event we hold
- Gaining a following
 - We want to create a good relationship between the City of Athens and Code for Athens but we have little knowledge of the Athens community outside of UGA
- Navigating and focusing on the Athens community
 - Athens is very UGA focused and our client would like us to stay away from UGA. It will be a challenge to keep the focus on the Athens locals when planning the website and event
- Clear and concise website that is informational but not overwhelming

CHECKPOINT I : 9/14

- Alpha (Lead: Jordan)

Jordan will create the alpha of our website, codeforathens.org, for the checkpoint. It will include the Wordpress theme, structure and layout of what our website will look like.

- Exploratory Research (Lead: Jess)

For the exploratory research, Jess will research Code for America and their programs. She will find ways to make Code for Athens unique while staying similar to Code for America.

- Project Plan (Lead: Jackie & Molly)

Jackie and Molly will create our project plan by receiving input from our group and making sure everyone is content with the plan. It will keep our group organized and on track.

- PR/FAQ (Lead: Heather)

Heather will create a press release for the launch of Code for Athens. The press release will answer common questions and explain the mission of Code for Athens.

- Presentation (Lead: All members)

Together our group will create a dynamic presentation that keeps our class engaged. It will show our work up until Checkpoint 1 and provide a clear explanation of the project.

CHECKPOINT 2: 10/15

- User Research (Lead: Heather & Molly)

Heather and Molly will research the target market for participants and how to get them involved. They will discover common questions and concerns that people have about Code for Athens.

- Beta (Lead: Jackie & Jordan)

Jackie and Jordan will work on the beta of the website. The beta will be a progression of the alpha and will be a functional website. It will be close to the end product but missing some features.

- UX Map (Lead: Jackie & Jordan)

Jackie and Jordan will also create the UX Map for the website. It will show how the website works and the steps of the thought process behind creating it and how users can navigate it.

- Presentation (Lead: Jess & Jordan)

Jess and Jordan will be in charge of this presentation, but the whole team will help. They will explain our progress since the first checkpoint and how our project has advanced.

CHECKPOINT 3: 10/28

- 1.0 (Lead: Jackie)

Jackie will be in charge of putting together everything our group has done so far. This will include the website in its current state, other materials, and the launch event planning details.

- Visual Design Document (Lead: Molly & Heather)

Molly and Heather will be in charge of our visual design document. It will include all of the logos, fonts, colors, and styles used. It will essentially be the style guide for our project.

- Website Beta (Lead: Jordan)

Jordan will create the beta of our project website so that it is on the path to being ready to launch before our final deliverables are due. It will be on theme with our project but not too closely resembling the Code for Athens website.

- Presentation (Lead: Jess & Jackie)

Jess and Molly will lead the presentation and everyone will help collaborate to give insight as to what they've worked on for this checkpoint.

CHECKPOINT 4: 11/18

- Stage Presentation Beta (Lead: Jess & Molly)

Jess and Molly will create the stage presentation and include an overview of our project. It will prepare us and help our group practice for our final presentation.

- 1.1 (Lead: Jordan & Jackie)

Jordan and Jackie will work on the website even more to where it is exactly how the team wants it. They will check for issues and finalize it.

- Launch/Handoff/Social Deliverables (Lead: Molly, Heather, & Jess)

Molly, Heather, and Jess will work on the material for the launch. This will include graphics, writing pieces about Code for Athens, and any other marketing materials that would be helpful to catch the public's attention.

- Resume (Lead: All members)

Each team member will work on their resume and upload it to the folder on Google Drive.

FINAL DELIVERABLES: 12/2

For the final deliverables, our whole team will work on each of them since everyone has been involved with them throughout the course of the project. Everyone will help on aspects that they have been working on throughout the project so far. Everyone will check and review each deliverable before turning the project in.

- Operational Project
- One-Pager + Poster
- Project Trailer
- Project Website
- Booth & Stage Presentations
- Final peer evaluation