



# Project Plan

JUMPSTART\_ProjectPlan

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## **TEAM AIAI**

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# Goals

## REACH

Ideally, we would like to pioneer a format/template through our site that could be replicated in other countries for utilization in Entertainment Media. Working along this idea, our site could also be made to update continuously as more audio files are generated over time so that the site is always as current as possible.

## MAIN

A polished multi-platform site that acts as an effective brainstorming aid to content developers, Film/TV screenwriters, and other related fields, specifically in the area of bringing climate change to the forefront of media. The site will include an AI mechanism that sifts through a multitude of audio files and provides relevant information to the user looking to kickstart their creative work. We are aiming to create an option similar to a word cloud that will allow a user with a range of different thoughts to click through different words and hear audio with thought provoking statements and questions.

## SAFETY

A polished multi-platform site that has clickable, organized audio files.

# Challenges

## & POTENTIAL ROADBLOCKS

On the development side of things, the AI component of this project is a great challenge. So far, our team has begun researching more on the different AI programs already out there. Our next step is considering how each can suit our needs and the best way to connect the correct technologies to implement the overall product.

User testing poses a challenge based on how to create unbiased questions for user surveys that will result in, of course, unbiased answers. We are going to address this roadblock by conducting a user survey on EMST and media students. We will use their feedback to adjust our final survey before sending it to our target audience sample of media professionals. Figuring out the best method to measure the efficacy of our project is another great challenge for our research. We will begin by researching existing user testing methods and moving on to curating the method that best suits our needs and desired effect on the target audience.

The most significant design challenge will be creating a brand for the project that is neutral enough not to sway or influence our target audience. We keep this idea always in our minds as we begin to brainstorm ideas and determine if those ideas are biased in any way. We plan to continue this with surveys to hear from our target audience whether we have made the proper design choices. Alongside the neutrality and open-mindedness of the brand, designing the website in a creative, never-before-seen way poses another challenge. Our client ideally wants us to "pioneer" a new platform that other countries will use to help combat their particular climate problems. We began facing this challenge by researching existing websites similar to our project's skeleton and exploring more creative solutions in web technologies, such as digital poetry; we are still discovering more.

# Timeline

## JANUARY

2/2 Thurs: Group-decided deadline for Checkpoint One; peer feedback and final revisions

## FEBRUARY

2/7 Thurs: Checkpoint one DUE

2/7 Tues: Checkpoint two kick-off

2/9 Thurs: Second meeting with client 4:15-5:00pm

2/21 Tues: Group-decided deadline for Checkpoint Two; peer feedback and final revisions

2/23 Thurs: Checkpoint two DUE; peer evaluation one due

2/28 Tues: Checkpoint three kick-off (Midpoint of semester)

## MARCH

3/26 Sund: Group-decided for Checkpoint Three; peer feedback and final revisions

3/28 Tues: Checkpoint three DUE; peer evaluation two due

3/30 Thurs: Checkpoint four kick-off; final deliverables + portfolio overview

## APRIL

4/18 Thurs: Group-decided deadline for Checkpoint Four; peer feedback and final revisions

4/20 Thurs: Checkpoint four DUE

4/23 Sund: Group-decided deadline for Booth Presentations; final revisions, & team rehearsal

4/25 Tues: Booth presentation rehearsal

4/25 Tues: Group-decided deadline for Final Stage Presentations; peer feedback, final revisions, & team rehearsal

4/27 Thurs: Final stage presentations

4/30 Sund: Group-decided deadline for Trailer; peer feedback & final revisions

## MAY

5/2 Tues: Trailers due by 11:59pm

5/6 Sat: SLAM!

5/9 Tues: Debrief 3:30-6:30pm