



Project Plan

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Project Overview

Client: Dr. Fausto Sarmiento - Professor of Mountain Science in the Geography Department at the University of Georgia

3-year long National Science Foundation grant to promote the ecological legacy of the Amazon Rainforest by incorporating narratives of local indigenous groups with scientific knowledge, fostering a hybrid understanding of Amazonian cultural development, ecosystem services, and tourism engagement that emphasizes a diverse, culture-based perspective of Amazonia.

Deliverables

 Website

 Social Media Content

 Instagram Account

 Branding

Goals

Safety

Project logo, name, and color scheme

Foundational Wordpress website with outline

Instagram account layout and management guide

Main

Wordpress website with plenty of content and information

Content Submission Form

Robust branding style guide

Social media content creation (videos, infographics, and still shots)

Reach

Implementing every interactive feature on website

Uploading all data under each category to website

Digitizing & translating hardcover books

Actual social media account management

Facilitating interviews with people living in Ecuador

Challenges & Roadblocks

Conflicting schedules

There are only 3 times a week where all 5 members of the group can meet due to differing schedules.

Strategy: Be focused and efficient during meetings to maximize time. Commit to spending time alone working on the project as well

Unifying visions

Completely new project so there are multiple ideas and potential deliverables.

Strategy: Communicate clearly throughout the process and seek approval from the client after major checkpoints and decisions.

Distance

Our project will be implemented in a foreign country we can not easily visit or get answers quickly from.

Strategy: Utilize client's knowledge of Ecuador, connections to the site and research resources

Scope creep

Limited time for long project.

Strategy: Be cognizant of the fact that while it is a 3-year grant, we only have a semester. Plan the project and all deliverables as detailed as possible upfront. More than building everything, prioritize creating sustainable infrastructure and a plan for what to do going forward so future teams are able to continue efficiently.

Timeline

WEEK	DELIVERABLES	OBJECTIVES
1 8/28 - 9/1		Team role contract Client meeting
2 9/4 - 9/8		Alpha Exploratory Research Project Plan PR/FAQ Presentation
3 9/11 - 9/15	Checkpoint 1	User Research Begin UX Map
4 9/18 - 9/22		Complete UX Map Begin Beta
5 9/25 - 9/29		Complete Beta Team Name & URL Presentation
6 10/2 - 10/6	Checkpoint 2	Begin 1.0 Poster Begin Website Beta



Timeline

WEEK	DELIVERABLES	OBJECTIVES
7 10/9 - 10/13		Continue 1.0 Continue Website Beta Visual Design Guide
8 10/16 - 10/20		Complete 1.0 Complete Web Beta SLAM Promo Material Presentation
9 10/23 - 10/27	Checkpoint 3	Begin 1.1
10 10/30 - 11/3		Continue 1.1 Launch/Handoff/ Social deliverables
11 11/6 - 11/10		Continue 1.1 Launch/Handoff/ Social deliverables Stage Pres Beta Client Feedback

Timeline

WEEK	DELIVERABLES	OBJECTIVES
12 11/13 - 11/17	Checkpoint 4	Complete 1.1 Stage Pres Beta One-pager
13 11/20 - 11/24		Booth Presentation One-pager Thanksgiving!
14 11/28	Booth Presentation Rehearsal + One-pager	Trailer Practice Booth and Stage Presentation
14 11/30	Final Stage Presentation	Trailer Practice Stage Pres
15 12/4 - 12/8	Trailer	Practice Booth and Stage Presentation
SLAM 12/8		WE DID IT!!!