Adherence LLC

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Project Scope



What is Adherence LLC?

Adherence develops innovative compostable adhesive technology.

The goal of the project is to build and launch a website for Adherence. In addition, we will build a brand kit to support the website. Our goal is to use these applications to communicate Adherence's technology through a strong brand image and foundation.

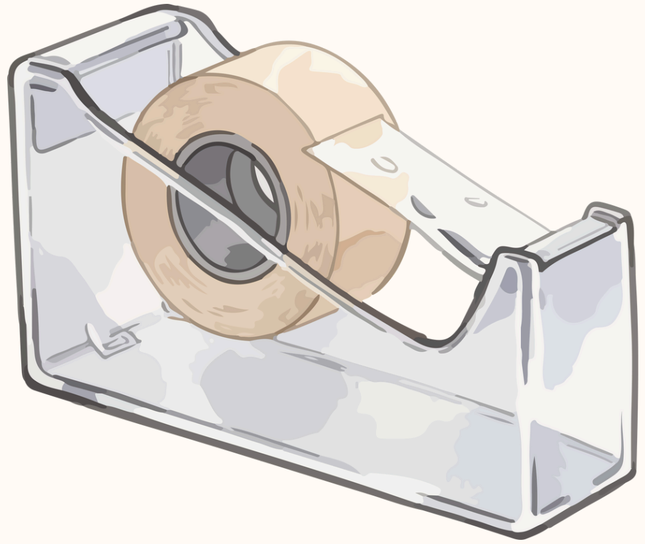
The website will communicate Adherences' purpose and legitimacy to prospective clients, researchers, or investors.

ADHERENCE LLC

Project Goals

MAIN:

Design and launch a visually appealing website that is supported by a brand kit that conveys Adherence's visual identity. The website clearly communicates its compostable adhesive technology, applications, and scientific abilities to investors, researchers, or partners.



SAFETY:

Deliver a functional website using a brand kit that provides consistent branding and clear messaging. Adherence will be able to update content and maintain the site.

REACH:

Create a website that not only provides data but tells a story and showcases research by incorporating advanced data visualization, interactive media, and deeper research content that positions Adherence as a leader in sustainable adhesive technology. This would be supported by extended research on user experience and adhesive technology.

ROAD BLOCKS

COMPLEX TECHNOLOGY

Our first expected challenge is our ability to communicate a very complex technology, which we do not have backgrounds in, accurately and simply through the website.

CLEAR PROJECT SCOPE

Another challenge our group is worried about facing is not having a clear understanding of the client's needs. A challenge could be not clearly understanding their ideal image for the website and brand kit.

WEBSITE MAINTENANCE

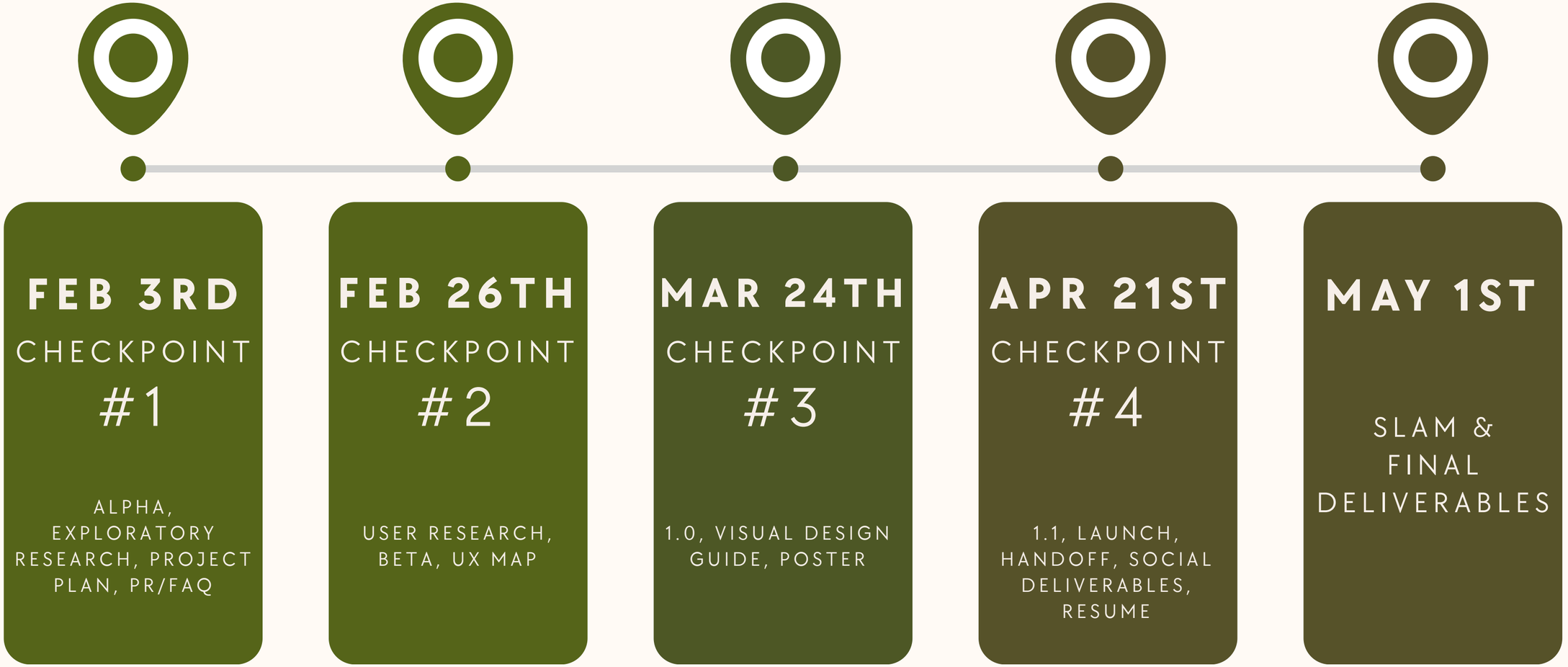
Our next likely roadblock is to create a website that is not only up to standard, but something that is easy for the company to maintain and input/ output additional information.

TIMELINE

Our final challenge will likely be timing. Initially, we struggled to find a time to meet with our client that was early enough to complete the first checkpoint assignment.

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PROJECT TIMELINE



*OUR TEAM MEETINGS WILL BE CONDUCTED WEEKLY ON WEDNESDAYS FROM 9:30 - 10:30 AM

*OUR CLIENT MEETINGS WILL BE CONDUCTED BI-WEEKLY BASED ON ADHERENCE'S AVAILABILITY.



Thank you!