Project Plan

Montology

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Overview

An ecological and cultural jewel.

Dr. Fausto Sarmiento is looking for a new online presence to promote awareness, ethnotourism, and conservation of the High Amazon of Ecuador, including the Andean Flanks and the Zuñac Parish. This website should showcase the area's historical, scientific, and cultural value.



image via Mashpi Lodge

Goals

Safety

- New website promoting ethnotourism, awareness, and conservation to the interested public and academics
- Brand package with logo, assets, typefaces, brand voice, and style guide

Main

- Safety Goals
- Added immersive & interactive site features
- Infographic poster for presentation, discussion, and comment at IPSI Global Conference

Reach

- Safety Goals
- Main Goals
- Promotional package with press releases, starter social media content + templates, and Instagram management plan

Challenges

Securing Content

- Focus site is in Ecuador, presenting possible problems in securing original and quality content from the region
- The team will maintain contact with Fausto's partner team at ESPOCH in Ecuador to share content and resources

Cultural Barriers

- When appealing to a global audience, maintaining your message can be difficult between languages and ideals
- The website's visual identity will be rooted in its country and culture of origin and visual communication will be prioritized

Losing Focus

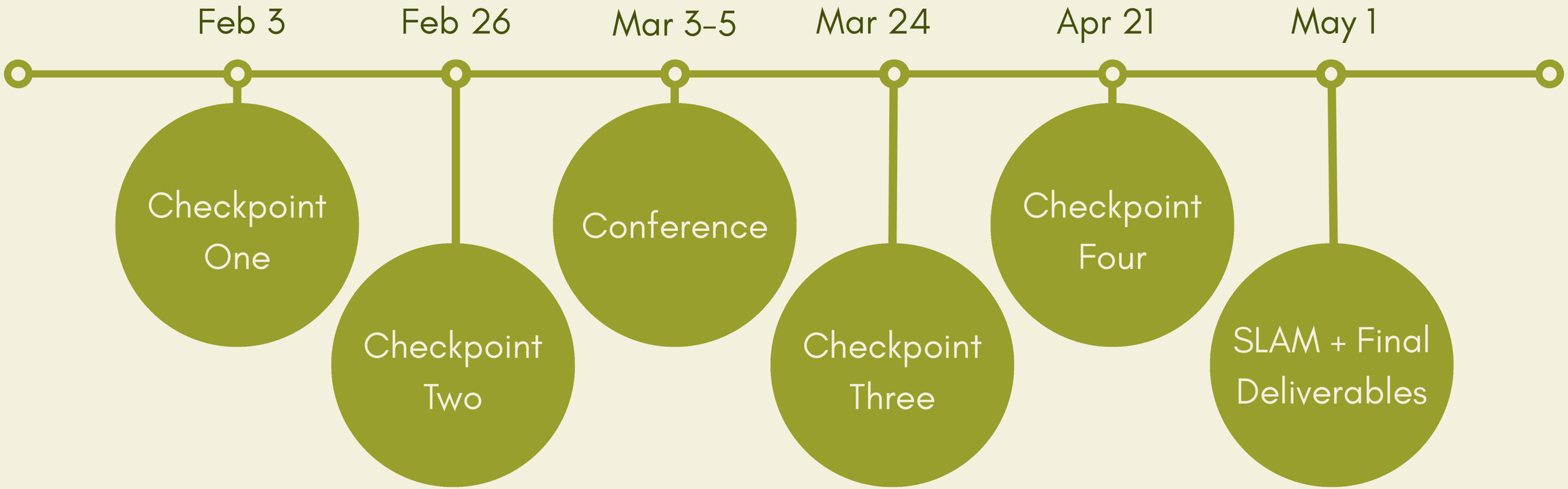
- Focusing on such a large and diverse region could cause drift from central topic or confusion of program's mission
- Weekly meetings will be held with Fausto to ensure our team's direction is consistent and clear

Overall Timeline

Weekly Meetings

- Class T/R 9:55-11:15
- Meetings with Dr. Sarmiento Thursdays at 10:15
- Team Zoom meetings Sundays at 2pm

Project Timeline



Checkpoint 1 Breakdown

Deliverables

Sloan, Taylor, & Kendall

Exploratory Research

Client, competitors, & technologies

Jo

Project Plan

Challenges, deliverables, & deadlines

Full Team

Alpha

Base website build

Sofia

PR/FAQ

One-pager showing impact and engagement

Dates

Internal Deadline: February 1

Presentation: February 3

Checkpoint 2 Breakdown

Deliverables

Taylor, Kendall, & Jo

User Research

Potential users, their habits, and their preferences

Jo

UX Map

User storyboard showing flows and use cases

Full Team

Beta

Minimum viable product demo

Sloan

Presentation

Slides updating progress on research, map, and beta

Dates

Internal Deadline: February 24

Presentation: February 26

Conference Breakdown

Deliverables

Taylor



Dates

Internal Deadline: February 26

Presentation: March 3-5

Checkpoint 3 Breakdown

Deliverables

Kendall, Jo, & Taylor

Visual Design Guide

Webpage with brand guidelines and files + display poster

Sloan

Presentation

Slides showing site visual design, 1.0 demo w user narrative, and website beta

Taylor

Website Beta

Rough draft of NMI project site

Sofia

SLAM Promo

Form write-up of project for NMI promotion

Full Team

1.0

Full site rough draft

Dates

Internal Deadline: March 22

Presentation: March 24

Checkpoint 4 Breakdown

Deliverables

Jo

Stage Presentation Beta

Polished, professional, audience focused project overview

Sloan

Launch Deliverables

All necessary documentation + assets for client handoff

Full Team

1.11

Website with bugs fixed, aesthetics fine tuned, and additional features

Dates

Internal Deadline: April 19

Presentation: April 21

SLAM + Final Deliverable Breakdown

Client Deliverables

Kendall, Taylor, & Jo

Brand Kit + Content Guide

A library of assets and content and a guide on how to use them

Sloan

Handoff Document

Client guide explaining how things work and how to access them

Full Team

Finished Website

Educational, inspiring, and practical website for client

Dates

Internal Deadline: April 30

Presentation: May 1

SLAM + Final Deliverable Breakdown

Class Deliverables

Kendall & Taylor

SLAM Booth

Visual and experiential assets + one-pager handout

Jo

SLAM Presentation

5 minute polished, rehearsed, audience-focused project overview

Sloan

Operational Project

.zip of all files

Taylor

Project Website

NMI.cool project website

Jo & Kendall

Trailer

45-90 second project overview

Dates

Internal Deadline: April 30

Presentation: May 1