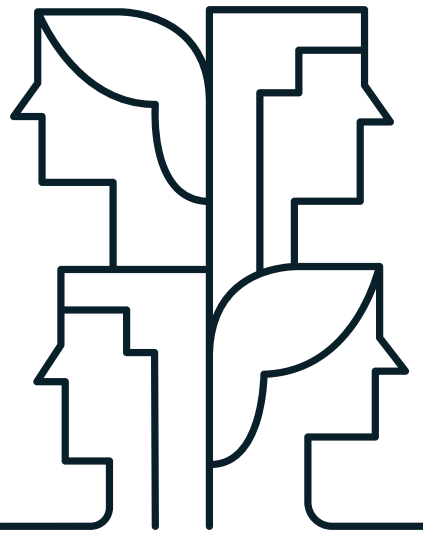


intentional



living

SOUL OF ATHENS - PROJECT SCOPE V2

JANUARY 28 2020

## PROJECT DESCRIPTION

Build a website with a mobile-first responsive design that tells the stories of three intentional communities:

- Black Locust Farms - Young (early life)
- Edges or Currents - Mid-life
- Subamuh - Old (end of life)

We picked these communities because together they provide a snapshot of the life cycle of an intentional community and because they are centrally located to Appalachia.

## SCOPE

A website with photos, video interviews, portraits, maps, infographics, and Javascript elements to enhance the online experience.

Content creators will collect photos, interviews, and stories. The design team will create the website with accompanying graphics.

### *User testing:*

We will conduct a user testing exercise of the website using both our personas, and outside users. We will then make adjustments based on feedback and test results.

### *UX analysis:*

A successful UX analysis will result in an actionable list of tweaks and enhancements that, once implemented, will show a measurable improvement to the product's user experience.

## THE TEAM

*Project Manager* | Ryan Vallette    *Product Owner* | Molly Roberts    *File Manager* | Megan Knapp

### UX Team

*Lead* | Nicole Dinan

- Ryan Vallette
- Megan Knapp

### Design Team

*Lead* | Ally Herrera

- Herbert Frimpong

### Development Team

*Lead* | Megan Knapp

- Ryan Vallette
- Herbert Frimpong
- Nicole Dinan
- Ally Herrera

### Content Team

*Lead* | Molly Roberts

- Lil Keller
- Marina Sokiri

## GOALS

Highlight why people join intentional living communities.

Understand internal governing structures, the specific roles of members, and shared economies.

Investigate the lifespan of intentional communities.

Launch site on April 14, 2020.

## DELIVERABLES

A UX analysis of the project which includes:

- personas
- wireframes
- mockups
- user testing reports

A well-designed and responsive website that tells the stories of three intentional communities through:

- photos
- video
- infographics
- maps

Status presentations for updates on our progress.

Master project document with our process, research, and end product explained.

## STRATEGY / APPROACH

Weekly meetings outside of class on Tuesdays from 6 to 8pm.

Keep each other updated on Slack and keep to timeline deadlines.

*Our approval process:*

turn in → members give feedback → feedback applied and changes made → OK'd by team leader → OK'd by the project manager → OK'd by product owner → approved

## OWNERSHIP

In the future, outside of soulofathens.com, this project & content can be used as a portfolio pieces by anyone in the group as long as they credit the rest of the team and state their roles.

## TIMELINE

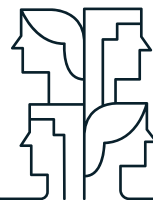
General | [Content](#) | [Website](#)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
JANUARY WEEK 2	20	21 <b>DUE: PROJECT SCOPE v1</b>  Pick communities -Go to a couple of times and solidify/lock in their participation  Media Releases Weekly Meetup 6-8PM	22	23	24  Inspiration / competitive comparison - Find examples and bring in to show
	27	28 <b>DUE: PROJECT SCOPE v2</b>  Personas -4-6 data-based researched personas  UX Goals Weekly Meetup 6-8PM	29	30	31  Wireframes  Start Coding  Gain access to communities
FEBRUARY WEEK 4	3	4 Wireframes v2 Weekly Meetup 6-8PM	5 User Testing #1 Start	6	7 Style Guide Finalized

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
FEBRUARY	<b>WEEK 5</b>				
	10	11 Content Inventory -list of what is ready and what is planned, what we can add to presentation, what we need  First draft of code finished  Weekly Meetup 6-8PM	12	12	14 Mockups  Second Code Draft Started
	<b>WEEK 6</b>				
	17	18 Mockups v2  Weekly Meetup 6-8PM	19 Start user testing #2	20	21
	<b>WEEK 7</b>				
24 DUE: STATUS PRESENTATION DOCUMENT	25 DUE: STATUS PRESENTATION  Weekly Meetup 6-8PM	26	27 DUE: STATUS PRESENTATION	28	
MARCH	<b>WEEK 8</b>				
	2	3 Weekly Meetup 6-8PM	4	5	6
	<b>WEEK 10</b>				
16	17 Weekly Meetup 6-8PM	18	19	20	

aim to have one community done & content evaluation

Week 9 is spring break



# intentional living

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>MARCH</b> <b>WEEK 11</b>	23 DUE: STATUS PRESENTATION DOCUMENT	24 DUE: STATUS PRESENTATION Weekly Meetup 6-8PM	25	26 DUE: STATUS PRESENTATION	27
<b>WEEK 12</b>	30	31 DUE: ALL ON-LOCATION CONTENT DONE (photos, videos, etc.) Weekly Meetup 6-8PM	1	2 DUE: ALL OFF-LOCATION CONTENT DONE (writing, photo toning, captions, etc.)	3
<b>APRIL</b> <b>WEEK 13</b>	6	7 Weekly Meetup 6-8PM	8	9	10
<b>WEEK 14</b>	13	14 DUE: SOFT LAUNCH Weekly Meetup 6-8PM	15	16	17
<b>WEEK 15</b>	20	21 DUE: FINAL LAUNCH Weekly Meetup 6-8PM	22	23	24