Capstone Project: Freshman Onboarding App

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Opening Purpose & Preface:

Each roll has been created to put people at their strengths and where they best fit. The Freshman Onboarding App will serve as a holy grail staple for freshman coming into the University of Georgia. While we have assigned distinctive roles, we plan to make our project fluid and assist each other whenever best fit and needed. By working together and playing to each other's strengths we will create the best Freshman Onboarding App out there.

Task Outline:

Checkpoint 1	1. Presentation 2. Alpha 3. Explanatory Research 4. Project Plan 5. PR/FAQ	1. Everyone (presentation template-Kassidy) 2. Gennifer 3. Dara 4. Claire 5. Liz
Checkpoint 2	1. Presentation 2. User Research 3. Beta 4. UX Map	1.Everyone 2.Dara 3.Gennifer 4. Kassidy, Claire, Liz

Checkpoint 3	1. Presentation 2. 1.0 3. Visual Design Document 4. Website Beta	1.Everyone 2.Everyone 3.Kassidy, Claire 4.Liz
Checkpoint 4	1. Stage Presentation 2. 1.1 3. Launch/Handoff/ Social Deliverables 4. Resume	1.Claire, Dara 2. Gennifer 3.Kassidy, Liz 4. Everyone

Checkpoint Deliverable People Responsible Status

Team Roles:

Kassidy - graphics lead, copyright assistant

Task & Skills – I have a strong background in creating graphics for various projects inside out outside of Grady. I have worked with The Georgia Club, a local country club to rebrand their instagram page designing a number of graphics. I have also teamed up with a local nonprofit, The Bee Club for Girls to create a number of original graphics for their programs, events and inhouse projects. Recently I have been accepted into the Creative Circus, a summer program in Atlanta for creatives that are building their portfolios with the best the industry as to offer. As a primary Journalism major I have a skillset in writing and editing. I believe in my role as a graphics lead and copy write assistant will be best in my skill set while I also give my groupmates a helping hand whenever and wherever best needed.

Task and Deliverables - I will mainly take care of the design aspects and parts of the written aspect inside of our app. Potentially drawing things out at first, letting the team take a look and then creating it in platforms such as Illustrator and InDesign. I am open to working on anything in this project and am looking forward to the experience.

Dara Carr – Information Gathering, Structural Visualizer, and App Development

Skills and Experience – I have experience in most of the Adobe Creative Suite and recently have taken New Media Production becoming proficient in HTML and CSS. Having been a Resident Assistant for 2 ½ years now, I have been able to have a close relationship with three generations of freshmen. Through my RA experience currently, I have access to about 300-400 freshmen who could give great opinion on what is needed for them now or what they wish they needed as beginning freshmen. Having personal insight into this year's freshman class will be very vital and imperative for how the final project will look.

Task and Deliverables: The tasks that I will conduct include gathering information on the current freshmen class as in terms of their experience as first years at UGA and opinions on the resources there to help them. Furthermore, aiding the graphics as lead as a structural visualizer to keep the incoming freshmen engaged with the product we are creating. Moreover, I will aid Gennifer in App Development as this will be done as co-contributor to eventually have a finished and polished product.

Claire Philpott : Project Manager and Brand Strategist

Skills & Experience: As digital marketing major, I have a lot of experience conducting marketing campaigns and strategy. As a result, I hope to transfer this knowledge to this project my ensuring our project stays on task and is promoted strategically to our target market.

Task and Deliverables: The project manager tasks of my position mainly involves keeping everyone on track, and acting as the communication with our client. In addition I will be an active participant in all of the group presentations as well. The Brand Strategist side of my position will mainly entail making sure all of our marketing materials are on brand and strategically thought out to achieve our goals.

Gennifer Allen: App Development Aid and Content Copywriter

Skills & Experience – As an International Affairs major and future New Media Certificate recipient that has three internships under her belt, I've had the opportunity to learn a plethora of skills that include copywriting, app development, digital marketing, research and analytics. Currently, I'm a copywriter for Grady's student run advertising and public relations agency, Talking Dog. I'm also taking an app development class to broaden my skills in modern programming languages such as Swift.

Task and Deliverables - As an app developer for this project, my primary responsibilities include developing ideas and concepts for our client's app, as well as creating and maintaining coding languages. I will also assist in writing content for the application.

Liz - Content Strategist: UX and Web Copy

Skills & Experience – I have held four internships that have all been related to writing and communications. My most recent internship allowed me to experience writing in the corporate environment, in which I adhered to strict brand guidelines to deliver uplifting content for internal channels.

Task and Deliverables - For our project, I will contribute to the big-picture concepting, branding, and guide the user experience of our app through concise and conversational content. I will also play a role in the design and content for our website. Examples of deliverables that I will work on include the PR/FAQ, Website Beta, and social media materials.

Culture and FAQ:

Q: How will we communicate?
A: Although Slack will be our formal way to communicate with each other and our professor we have also created a iMessage group text for quicker communication. We will also utilize Gmail and Google Drive to share documents.

Q: Where and when will we meet outside of class time?

A: As a group we have collective decided to meet every Friday at noon. In this time we will continue what we have worked on in class Tuesdays and Thursdays.

Q: What will our groups culture be like?
- A: We will always be respective to each one of our group mates time while bringing a positive attitude to the table at all times.
- Our culture as a team will be extremely innovative and think outside the box. In layman's terms, we all want to put our best foot forward in order for this app to be quality and something to be proud of and of course, portfolio worthy.
- Last but not least, we will always listen to each others ideas and take them into consideration. We will never always go with one person's ideas or thoughts, this is a group project and we will be as collaborative as possible

Q: Unknowns?
- A: Programs that we will use to bring this app to life
- Who are actual client is besides Chris being a liaison
- What are the biggest struggles of a freshman