

**DIMPLE INNOVATION NETWORK  
INTERNATIONAL**

**WEBSITE PROJECT PROPOSAL**

## Document Control

### Document Information

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### Document Approvals

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# Table of Contents

- 1 EXECUTIVE SUMMARY ..... 1**
- 2 BACKGROUND..... 1**
  - 2.1 HISTORY ..... 1
  - 2.2 REQUIREMENTS..... 1
  - 2.3 SOLUTION ..... 1
- 3 PROPOSAL ..... 1**
  - 3.1 VISION AND GOALS ..... 2
  - 3.2 DELIVERABLES ..... 2
  - 3.3 TIMEFRAME ..... 2
  - 3.4 RESOURCES ..... 3
  - 3.5 BUDGET..... 3
  - 3.6 OWNERSHIP ..... 3
  - 3.7 REPORTING ..... 3
  - 3.8 RISKS & ISSUES ..... 4
  - 3.9 IMPLICATIONS ..... 4
  - 3.10 SUCCESS CRITERIA ..... 5
  - 3.11 AUTHORIZATION..... 6
- 4 APPENDIX ..... 6**
  - 4.1 SUPPORTING DOCUMENTATION..... 6

## **1 Executive Summary**

This project seeks to develop a user-friendly website for Dimple Innovation Network International.

## **2 Background**

### **2.1 History**

The organization seeks to raise agents of change through transformational leadership and purpose discovery. Dimple Innovation Network International is a non-governmental and non-profit organization, that focuses on leadership empowerment and purpose discovery. The organization was founded in March 2022 and has since then hosted three great conferences. The vision of the organization is to be a global movement of intellectually sound, spiritually fortified, and passionate individuals with a set piece of skills and abilities realizing a common goal of purpose, value, integrity, and leadership.

### **2.2 Requirements**

- The areas of interest or target by the organization are the youth (tertiary, senior high, and junior high school students), rural and underprivileged communities, the needy, less privileged, and orphaned as well as young leaders and transform them into great leaders in future.
- The organization also seeks to showcase their efforts to transform young and potential but underprivileged youth to the world so as to generate funds and other resources.

### **2.3 Solution**

To meet these requirements, Team MACROND has proposed to create an interactive website for the client. The website is purported to solve these problems.

- To showcase their down-to-earth efforts to help youth worldwide.
- To reach out to people all over the world, most especially, the youth.
- Create as a medium to solicit donations.

## **3 Proposal**

The purpose of the proposed website is to provide a digital platform that will empower individuals to explore and enhance their leadership skills, discover their purpose, and make donations to support the initiatives of Dimple Innovation Network International. The website will serve as a central hub for information, resources, and donation management, fostering a community of individuals passionate about personal growth and social impact.

### 3.1 Vision and Goals

*“Our vision is to create a user-friendly website and improve upon the visibility of the organization by offering new services to our high-value clients.”*

Our goals:

1. *“To create and deploy a user-friendly website in six weeks’ time.”*

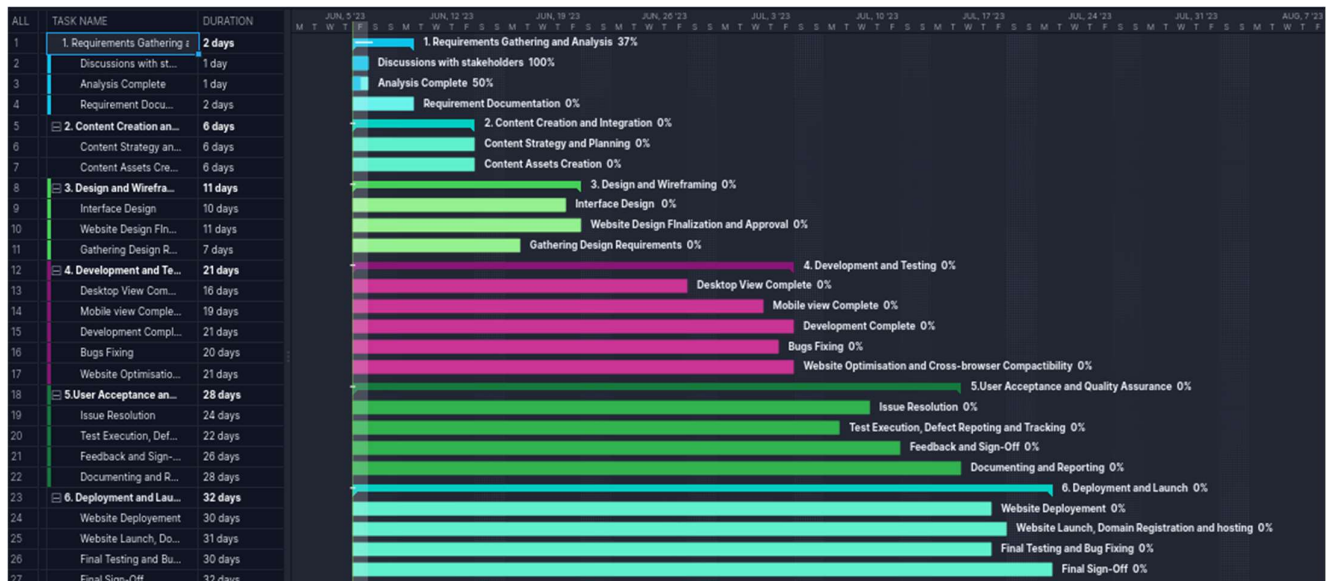
### 3.2 Deliverables

Project Deliverables	
Title	Description
Project Proposal	The project proposal entails the system's intended use, overall functionality, and the main system components.
System Requirement Specification Documentation	This entails the general information on the requirements the proposed solution based on the business needs.

### 3.3 Timeframe

The website is expected to be delivered in seven weeks.

- Requirements Gathering and Analysis 5<sup>th</sup> June 2023 – 12<sup>th</sup> June 2023
- Content Creation and Integration: 13<sup>th</sup> June, 2023 - 16<sup>th</sup> June, 2023
- Design and Wireframing 19<sup>th</sup> June, 2023 – 23<sup>rd</sup> June 2023
- Development and Testing 26<sup>th</sup> June, 2023 - 7<sup>th</sup> July, 2023
- User Acceptance Testing and Quality Assurance 10<sup>th</sup> July 2023 – 18<sup>th</sup> July 2023
- Deployment and Launch 20<sup>th</sup> July 2023 - 24<sup>th</sup> July, 2023



### 3.4 Resources

Project Resources		
Type	Quantity	Notes
Internet Connectivity	Unlimited	Internet connectivity
Domain	One Year	Domain to host the website.

### 3.5 Budget

Our estimated budget for the development of the website is Gh¢ 2000.00. This includes all aspects of the project, including design, development, content creation, testing, and deployment. We are open to discussing budget options and finding the most suitable arrangement for both parties.

### 3.6 Ownership

Project Ownership		
Role	Name	Contact Details
Project Sponsor	Mr. Caleb Shalley	0550641060
Project Customer	Mr. Lael Achinah	0505656993
Project Manager	Mr. Addo Daniel Ntiri	0202248817
Assistant Project Manager	Mr. Oliver Quaye	0544023295

### 3.7 Reporting

With regards to reporting, the team will submit a weekly progress report via email and the client will have access to the project management software, Notion.

### 3.8 Risks & Issues

Project Risks		
Risk	Details	Likelihood
Absence of project sponsor	Absence of project sponsor would mean poor communication between the team and the client's organization.	Very minimal
Unrealistic Timeframes and Deadlines	Inability to meet set deadlines.	10%
Changing Requirements	Requirements can evolve throughout the development process, and this can lead to rework, delays, and dissatisfaction among stakeholders	Varies

Project Issues		
Issue	Details	Impact
Internet Connectivity	Poor internet connection,	Late submission of deliverables
Unclear requirements	Poorly defined or constantly changing requirements can lead to misunderstandings, rework, and delays.	This may lead to producing a software which may not reach customer satisfaction.

### 3.9 Implications

This section talks about the potential implications of not proceeding with the project to develop a website for your organization focused on leadership and donation. Understanding these implications is crucial for making an informed decision about initiating the project. Below, I outline the potential consequences of not undertaking the project:

- **Limited Outreach and Impact:** The organization may miss out on opportunities to effectively reach and engage with its target audience. This limitation in outreach may result in reduced engagement, fewer donations, and a smaller network of supporters.
- **Inadequate Donor Acquisition and Retention:** A well-designed website can serve as a powerful tool to attract new donors and retain existing ones. Without such a platform, the organization may struggle to effectively communicate its mission, projects, and impact. This lack of engagement can lead to decreased donor acquisition, reduced donor retention rates, and ultimately, a decline in the organization's financial sustainability.

- **Reduced Engagement and Volunteer Participation:** An engaging website can serve as a hub for volunteers to learn about opportunities, get involved, and contribute their skills and time.
- **Limited Branding and Recognition:** A well-designed website can enhance the organization's brand image, positioning it as a trusted authority in the field of leadership and donation. Without this online presence, the organization may struggle to establish a distinct brand identity and gain recognition within its target audience. This can impact its ability to attract partnerships, collaborations, and support from other organizations and stakeholders.

### **3.10 Success Criteria**

- **User Engagement:** The website should foster active user engagement and interaction to promote knowledge sharing and collaboration among individuals interested in leadership development. A minimum average session duration of 3 minutes per user. A minimum of 20% of website visitors participating in discussion forums or commenting on articles. Regular user-generated content contributions, such as blog posts or newsletters.
- **Content Relevance and Depth:** The website should provide high-quality, relevant, and comprehensive content on leadership development to cater to the needs of the target audience. A minimum of 80% positive user ratings and feedback on the relevance and usefulness of the content. Average rating of 4 out of 5 for the depth and coverage of leadership development topics. Regular updates and additions of new content to keep the website fresh and informative.
- **Accessibility and User Experience:** The website should be accessible to a wide range of users, including individuals with disabilities, and provide an intuitive and seamless user experience. Ensuring that all users can access and navigate the website. Low bounce rates, indicating that users find the website easy to navigate and engage with.
- **Online Training and Resources** The website should offer online training courses and resources that enhance leadership development skills and provide valuable learning opportunities. Evidence of increased leadership competencies among users, as indicated by self-assessment surveys or user testimonials.
- **Community Building and Networking:** The website should facilitate networking and community building among individuals interested in leadership development, fostering connections and collaborations.



### 3.11 Authorization

#### Project Sponsor

C.S.

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*Name:* Mr. Caleb Shalley

*Position:* Project Sponsor

*Date:* 09 / 06 / 2023

#### Customer

L.A

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*Name:* Mr. Lael Achinah

*Position:* Project Customer

*Date:* 09 / 06 / 2023

## 4 Appendix

### 4.1 Supporting Documentation

Dimple Innovation Network International is a non-governmental and non-profit organization, that focuses on leadership empowerment and purpose discovery. The organization was founded in March 2022 and has since then hosted three great conferences. The vision of the organization is to be a global movement of intellectually sound, spiritually fortified, and passionate individuals with a set piece of skills and abilities realizing a common goal of purpose, value, integrity, and leadership.

The areas of interest or target by the organization are the youth (tertiary, senior high, and junior high school students) Rural and underprivileged communities, the needy, less privileged, and orphaned as well as young leaders.