



**PROJECT CHARTER PLAN**  
**<JAPC WEBSITE>**

**MAMA DEVELOPMENT**  
**2801 S. UNIVERSITY AVE**  
**LITTLE ROCK, AR 72204**

**AUGUST 31, 2023**

## EXECUTIVE SUMMARY

Since its founding in 2021, the Jasper Advertising and Promotion Commission (JAPC) hasn't been able to efficiently advertise and promote events on the City of Jasper website. The purpose of the JAPC Website Project is for us to create a website for JAPC that will allow them to freely update and change information regarding events whenever and wherever. This website will give JAPC full control of its own website instead of relying on the City of Jasper website.

## PROJECT PURPOSE/JUSTIFICATION

The **objectives** for this project are in direct support of JAPC's request to:

- Create a fully functioning website that meets the client's needs.
- Create an interactive website that aims to inform Jasper residents and visiting tourists about the latest events occurring in Jasper, Arkansas.
- Create a website that allows JAPC to have complete control over it.

This project must meet the following list of **requirements** in order to achieve success:

- Calendar that the client can update as needed.
- Client's personal and office contact information with a call now button and email now button feature.
- Donation button.
- Client needs to be able to upload graphics for the event and event details.
- Links needed to be on the website:
  - ◆ Facebook
  - ◆ Twitter
  - ◆ YouTube
  - ◆ Instagram
  - ◆ Ticket Leap
  - ◆ Square online merch store
  - ◆ (If possible, not mandatory- links to be added to the JAPC website):
    - City of Jasper website
    - Chamber of Commerce website
- Color Scheme of light earthy tones. JAPC promotes The National Buffalo River. Blues, browns, and greens of a subtle tone are fine.

If time allows, the client would also like the website to utilize some type of contact database, other than Excel, to keep track of contacts that are used on a daily basis. Also, if the database would send the client an email this would be helpful.

Additional requirements may be added as necessary, with project sponsor approval, as the project moves forward.

The following **constraints** pertain to the JAPC website project:

- Have to be completed by November 2nd (10-week timeframe)
- There is no budget constraint

The project will include the design, testing, and delivery of a fully functioning website for JAPC. All personnel, hardware, and software resources will be managed by the project team.

### PROJECT DELIVERABLES

The deliverables for this project are in direct support of the strategic plan to create a fully functioning website that meets the client's needs:

- Have a website that is easy to use, not only for the administrator but also for the patron.
- A website beautifully designed that captivates the audience.
- A database to store contact information.
- A website that will allow JAPC to work more efficiently thus enabling them to become a greater asset to The City of Jasper.

### SUMMARY MILESTONE SCHEDULE

The project Summary Milestone Schedule is presented below. As requirements are more clearly defined, this schedule may be modified. Any changes will be communicated through project status meetings by the project manager.

Project Milestone	Target Date
→ Project Charter (Hard Copy to Client)	08/31/2023
→ Web Design Concept → Proof of Concept for <ul style="list-style-type: none"><li>◆ Calendar</li><li>◆ Call now button and email now button feature</li><li>◆ Donation button</li><li>◆ Ticket Leap</li><li>◆ Square online merch store</li><li>◆ Color Scheme of light earthy tones</li><li>◆ Database</li></ul>	09/07/2023

◆ Finalize logo choice	
→ Web Prototype → Working versions of <ul style="list-style-type: none"> <li>◆ Calendar</li> <li>◆ Call now button and email now button feature</li> <li>◆ Donation button</li> <li>◆ Ticket Leap</li> <li>◆ Square online merch store</li> <li>◆ Database</li> <li>◆ Links to social media</li> </ul>	11/02/2023
→ Final Presentation <ul style="list-style-type: none"> <li>◆ Website including: <ul style="list-style-type: none"> <li>● Calendar</li> <li>● Call now button and email now button feature</li> <li>● Donation button</li> <li>● Ticket Leap</li> <li>● Square online merch store</li> <li>● Database</li> <li>● Working links to social media</li> </ul> </li> </ul>	11/16/2023

## PROJECT APPROVAL REQUIREMENTS

Success for the JAPC project will be achieved when a fully tested website prototype has been created. Additionally, this measure of success must include a recommendation list for future functionality considerations as we fully anticipate the necessity of this project to evolve in order to adjust for the client's possible expansion. Success will be determined by the Project Sponsor, Lisa Duet, who will also authorize completion of the project.

## **PROJECT MANAGER**

Makayla Johnson has been named Project Manager for the duration of the JAPC Project. Her responsibility is to manage all project tasks, scheduling, and communication regarding the JAPC project. Her team, consisting of three web developers and a designer, will be responsible for the creation of this website. Makayla will provide weekly updates to the Project Sponsor.

## **AUTHORIZATION**

Approved by the Project Sponsor:

Date: August 31, 2023

<Lisa Duet>

<Director of Jasper Advertising and Promotions>