



**PROJECT CHARTER PLAN  
<ARKANSAS MUSICIANS' WEBSITE>**

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**DATE 11/10/2021**





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## EXECUTIVE SUMMARY

Arkansas Economic Development Commission (AEDC) would like to create an interactive website that is professional and can be visually appealing and easy to find for those looking for information on Arkansas musicians. The website will have a list of musical talents that comes from the state of Arkansas with relevant information such as musician, music, or groups that came from the state.

## PROJECT PURPOSE/JUSTIFICATION

To create a website highlighting and giving information on musicians from or with ties to the state of Arkansas

### Business Need/Case

- The Arkansas Musician's Website project will be created as a respond to a customer request (Mr. Wallace) to promote music in Arkansas. This website allows people from all around the world to find out relevant information about Arkansas musicians and their songs. Offering a biography and discography can allow people to gain access to items they may not have realized existed.

### Business Objectives

The business objectives for this project are in direct support of our customer needs for promoting music in Arkansas.

- It promotes music tourism and provides information about musician to their fan and encourage fans to come and see the town their legends live or lived before.
- The Arkansas Musicians Project will allow easy access to musicians in the state and help promote in state support of these musical artists.
- Providing a list of state based or tied musicians can also help the musicians. Federal and state-based grants and funding is available throughout the US and having this website may allow Musicians to take advantage of these.

## PROJECT DESCRIPTION

The Arkansas musicians' website project will provide a thorough list of all musicians who have tie in Arkansas. It also offers a biography of each artist and how and in what stage of their work they were related to Arkansas. It also displays the full list of all artist's albums and singles to users. Finally, it allows users and manager to add new artists and keep track of number of visitors. The website will continue operating without interruption.



## Project Objectives and Success Criteria

The objectives which mutually support the milestones and deliverables for this project have been identified. In order to achieve success on the project, the following objectives must be met within the designated time:

- Design the initial website that have access to all Arkansas musician's database within the next 25 days
- Making the website look nice and user friendly within next 35 days
- Adding multiple pages to display albums and singles by clicking on a musician name within 45 days
- Adding the capability of tracking visitors to the website within the next 55 days
- Designing the website in a way to add other singers manually and accepts user's suggestions upon manager's approval within 75 days.
- Complete testing within the next 100 days
- Launch the final website within the next 120 days

## Requirements

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

- A user-friendly website to search Arkansas musicians and it displays all the albums and singles along with the biography of the artists in different languages.
- The website keeps track of number of visitors.
- It has the capability of adding more artists by manager and allows users to suggest a new artist that will be added after manager's approval.
- The website must be tested by project sponsor prior to deployment
- The website must meet the project sponsor requirements with no bugs or errors.

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

## Constraints

The following constraints pertain to the project:

- There is zero budget assigned for this project
- The project must be completed by end of the spring semester
- The database is Audiodb only and the website is not looking into artists' social media such as FB or Instagram, although there could be a cross link to them.

## Assumptions

The following are a list of assumptions. Upon agreement and signature of this document, all parties acknowledge that these assumptions are true and correct:

- A database of the musicians that have ties to Arkansas is available.



- The website target is everyone who is interested in music but primarily 14-40 years old music fans.

#### Preliminary Scope Statement

The Arkansas Musician Website project will include the design, testing, and delivery of a website that will provide a full description of musicians who have tie to Arkansas. It has all the musicians' name sorted alphabetically that user can scroll and see them. It also has a search engine to find a musician or a song. By clicking on musician's name, it displays genre of the music and list of their works, albums, singles. The data base for this project is available (Audiodb), however the website allows the project manager or website admin to add new artists if their tie to Arkansas is verified. The website will be designed to add a new artist easily. It also allows users to suggest a new artist that will send a notification to the admin and will be visible to public after project manager approves the artist. The website will be user friendly and easy to navigate. Instruction will be provided to help users as well. For example, under the search box, it clearly says "Search musician or song". The biography will be displayed in different languages (from Audiodb). By clicking on every musician name, a full list of their album is displayed in a new page. By clicking on every album, a list of all the songs in that album will be displayed in another page. The website will be updated every time a new artist is added into the main database (Audiodb) or when a new artist is added manually by project manager.

#### RISKS

The following risks for the project have been identified. The project manager will determine and employ the necessary risk mitigation/avoidance strategies as appropriate to minimize the likelihood of these risks.

- Viruses and hackers' attack
- Personal data breach
- Missing some musicians or mis-identifying musicians that have no tie to Arkansas

#### **Risk Prevention**

- By limiting the types of data that can be added by users, you reduce the risk of viruses or malware being placed into your system
- By allowing only authorized person to have control over the website and access the data.

#### PROJECT DELIVERABLES

The following deliverables must be met upon the successful completion of the project. Any changes to these deliverables must be approved by the project sponsor.

- An interactive, custom website about Arkansas musicians, their biography, and songs



- The capability of future updates and adding new artists

### 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.

Summary Milestone Schedule – List key project milestones relative to project start.	
Project Milestone	Target Date (mm/dd/yyyy)
• Project Start	10/23/2021
• Complete Project charter	12/5/2021
• Design initial website with access to the Arkansas musicians' database	01/01/2022
• Making the website look nice and user friendly	01/11/2022
• Adding multiple pages to display albums and singles	01/21/2022
• Tracking visitors and statistics	02/01/2022
• Capability of adding a new singer by manager or users after approval	02/21/2021
• Complete testing	03/14/2022
• Launching final website	04/05/2022

### SUMMARY BUDGET

There is zero budget for completion of this project.

### PROJECT APPROVAL REQUIREMENTS

Success for the project will be achieved when the website is fully tested and meet the expectations of the customer. Among the criteria are a user-friendly website to search Arkansas musicians and it displays all the albums and singles along with the biography of the artists in different languages. The website also keeps track of number of visitors. It has the capability of adding more artists by manager and allows users to suggest a new artist that will be added after manager's approval. Success will be determined by the Project Sponsor, Mr. Wallace, who will also authorize completion of the project.



### **PROJECT MANAGER**

Nika Tavasoly is named Project Manager for the duration of the project. Her responsibility is to manage all project tasks, scheduling, and communication regarding the project.

Project sponsor is Mr. Wallace, and he will provide reference database access. Mr. Wallace also reviews the final proposal and accepts or denies the proposal.

Project support team are UALR Capstone Instructors, Professor Bruce Bauer, and Professor Elizabeth Pierce (Provide guidance and feedback during the project)





**AUTHORIZATION**

Approved by the Project Sponsor:

\_\_\_\_\_  
<Project Sponsor>

<Project Sponsor Title>

Date: \_\_\_\_\_

