Traditions Highway 15 Project Plan

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The Vision

The Opportunity

Vision

The Vision is to have a fully functioning mobile application for Traditions Highway. This application will include a notification feature that reads interesting information on historical markers along Highway 15 as you approach them using geolocation. The historical markers will highlight shopping venues, restaurant, activities, and tourist hot spots.

02

Client Summary

Who are they?

Traditions Highway

Arch Partnership is a group that connect communities in Georgia with UGA. They have partnered up with Traditions Highway and reach out to us to create a mobile app that fits their vision and ideas.
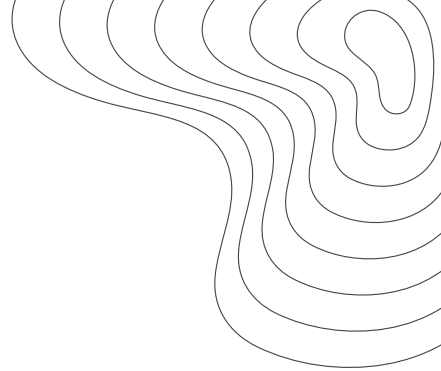
03

Goals

Goals

Safety Goal

Although there are many historical markers along Highway 15, our safety goal is to highlight 5 markers in 5 different counties along Highway 15

Main Goal

Create a full functioning mobile application that can state information on historical markers along Highway 15 integrated using geolocation with a sleek UI/UX design that follows the client's branding.

Reach Goal

Create a functioning mobile application that has information on sites and historical markers beyond Highway 15

04

Challenges & Roadblocks

Problems we may run into

Challenges & Roadblocks

Time Management

Solution: We will make sure to keep all due dates for deliverables on our calendars and make time to discuss any miscommunication

Client Relations

Solution: Keep in contact with the client maintain rapport and communication

Multiple Markers

Solution: There are a lot of markers along highway 15 that requires a lot of research but we will filter and narrow down which markers are the best for the app

Communication

Solution: Keep communication consistent and have any open conversations about any issues

05

Final Deliverable

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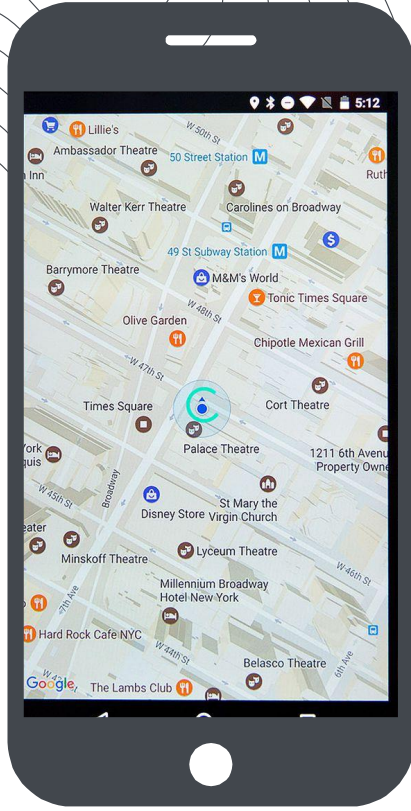
Operational Project : Mobile app

- Fully functioning mobile application that will use geolocation to send push notifications and will use Siri as a voice assistant on to inform users about these points of interests along Highway 15

Final Deliverable: One Page Poster

- We will create a one page handout
- Provide guests with information about your project in a creative fashion
- This One-page poster will be a summary of the ask and will highlight features from the app itself
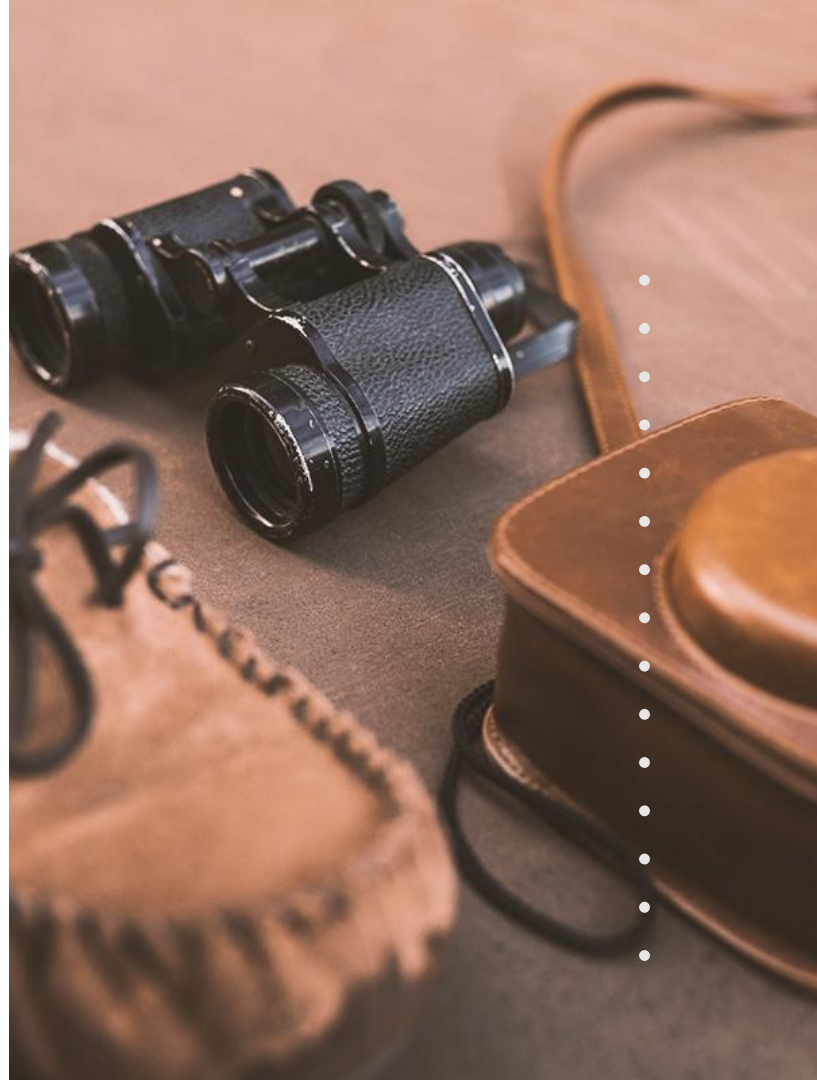
Final Deliverable: Project Trailer

- We will create a 45-90 second video trailer for your project
- This trailer will highlight the app's best features
- This project trailer will be inspired by other successful product trailers like Apple
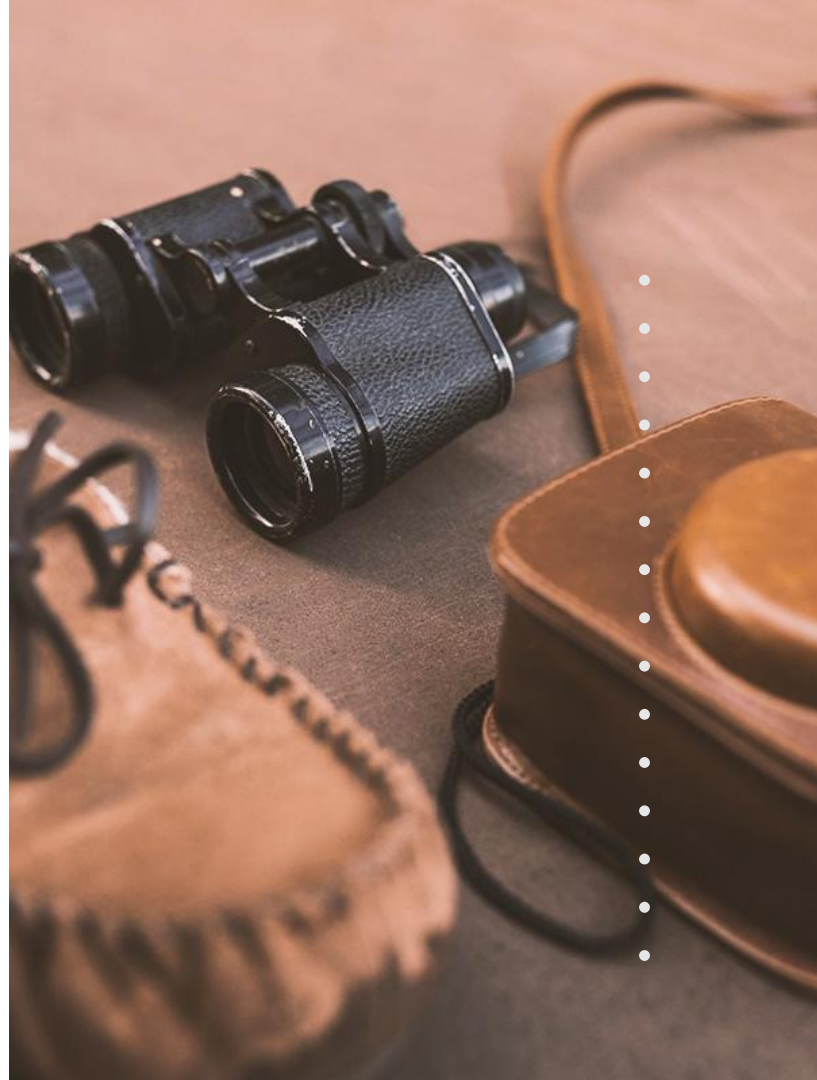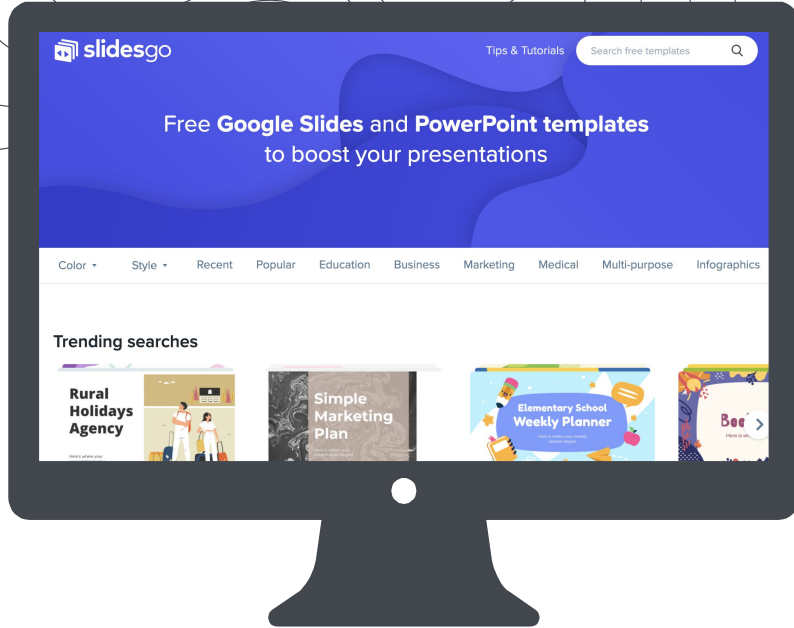
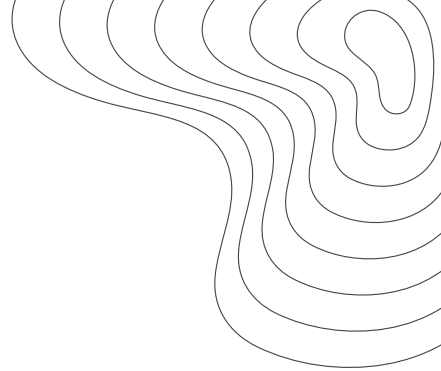# Operational Project : Project Website

- There will be a screen recording of the functioning native app
- The zip with all of the files will be linked onto the project website
- We will include screenshot of the functioning app's features
- The website will also include more information about each of the points of interest

07

Timeline

Overall Timeline

Checkpoint 1
9/14

Checkpoint 3
10/28

Final Deliverable
12/2

SLAM!
12/14

Checkpoint 2
10/5

Checkpoint 4
11/8

Slam Rundown
12/11
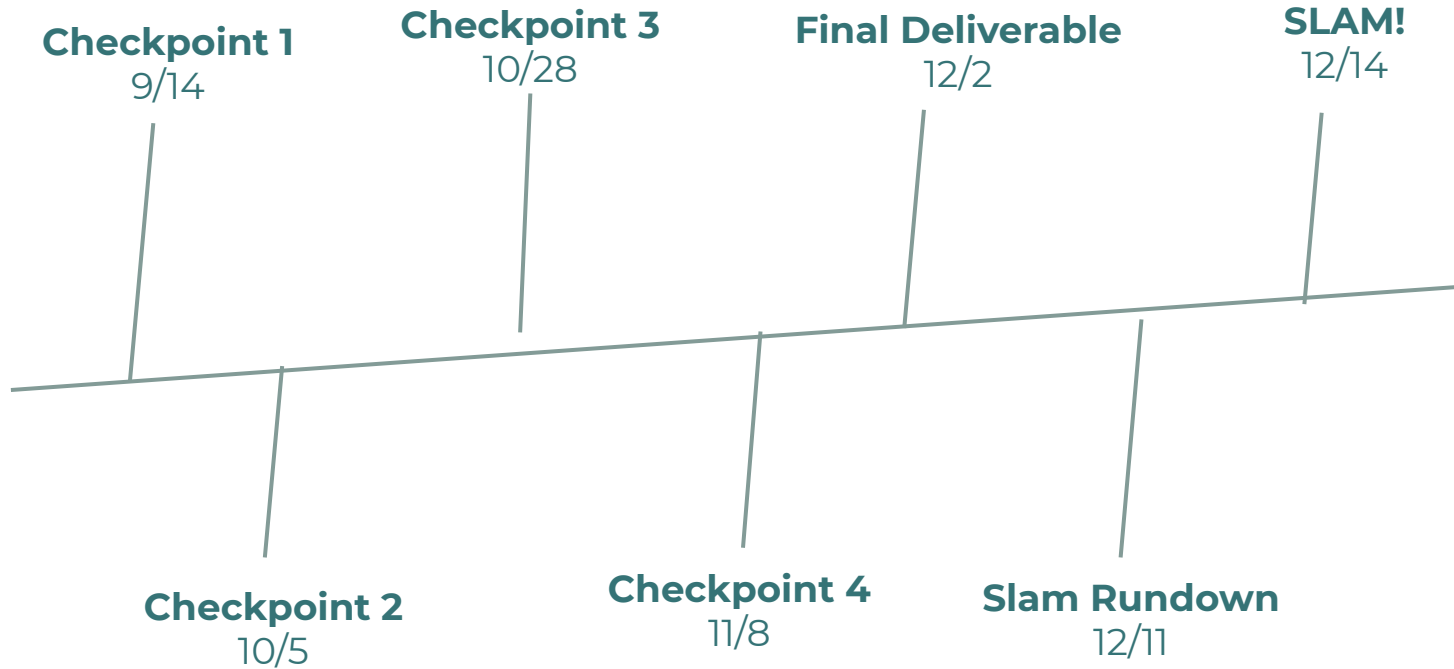
Timeline: Checkpoint 1 (9/14)

Deliverable	Lead
Presentation	Hallie Turner
Alpha	Brandon Banke
Exploratory Research	Alise Crittendon
Project Plan	Jessie Hoang
PR / FAQ	Sydney Laughlin

Timeline: Checkpoint 2 (10/5)

Deliverable	Lead
Presentation	Sydney Laughlin
User Research	Jessie Hoang
Beta	Brandon Banke
UX Map	Hallie Turner
Team Name & Desired URL	Alise Crittendon

Timeline: Checkpoint 3 (10/28)

Deliverable	Lead
Presentation	Alise Crittendon
1.0	Brandon Banke
Visual Design Document	Hallie Turner
Website Beta	Jessie Hoang

Timeline: Checkpoint 4 (11/8)

Deliverable	Lead
Stage Presentation Beta	Sydney Laughlin
1.1	Brandon Banke
Launch / Handoff / Social Deliverables	Jessie Hoang
Resume	Hallie Turner

Timeline: Final Deliverable (12/2)

Deliverable	Lead
Operational Project	Brandon Banke
One-Page Poster	Sydney Laughlin
Project Trailer	Hallie Turner
Project Website	Jessie Hoang
Stage Presentation	Sydney Laughlin
Booth Presentation	Alise Crittendon