STADION

M O N E Y   M G M T.

PROJECT PLAN

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PROJECT GOALS

Reach Goals

- **Website**
  - Mock-up is completed exceptionally, with approval from Stadion. Mockup has clickable links and a code base for Stadion's partners to work forward with. Website clearly organizes B2C and B2B offerings, with easy-to-navigate pages relevant to each customer type. Website clearly articulates offerings in an easily digestible manner, and highlights key differentiators that prove Stadion as a multi-faceted, credible, agile and modern service customers should invest in.
- **Strategic Messaging & Brand Presence**
  - Content on website and other messaging assets is clear, concise, and easily digestable. Messaging reflects Stadion's brand values, uses the correct financial terms, and poses Stadion as a credible brand in order to compete with direct competitors offering similar services. Brand has a clear differentiation.
- **"Who We Are" Video**
  - Video is creative, concise, and communicates Stadion Connect's offerings in an easy-to-follow manner. Student-produced video mockup is ready to be presented to Stadion's partners.
- **LinkedIn Strategy & Content Planning**
  - Competitive and industry review is completed and professional, current engagement metrics are communicated clearly, and social media engagement goals are outlined. Content plan is created on an optimal cadence, and strategy for posts pose a competitive advantage vs. other firms.

PROJECT GOALS

Main Goals

- **Website**
  - Mock-up is completed, with approval from Stadion. Mockup has clickable links. Website clearly organizes B2C and B2B offerings, with easy-to-navigate pages relevant to each customer type. Website highlights key differentiators that prove Stadion as a multi-faceted, credible, agile, and modern service customers should invest in.
- **Strategic Messaging & Brand Presence**
  - Content on the website and other messaging assets is clear, concise, and easily digestible. Messaging reflects Stadion's brand values, uses the correct financial terms, and poses Stadion as a credible brand.
- **"Who We Are" Video**
  - Video concept is creative, concise, and communicates Stadion Connect's offerings in an easy-to-follow manner. Storyboard is ready to be presented to Stadion's partners.
- **LinkedIn Strategy & Content Planning**
  - Competitive and industry review is completed and professional, and social media engagement goals are outlined. Content plan is created on an optimal cadence, and includes a strategy for posts.

PROJECT GOALS

Minimum Goals

- **Website**
  - Mock-up is completed. Mockup organizes B2C and B2B offerings, with pages relevant to each customer type.
- **Strategic Messaging & Brand Presence**
  - Content on the website and other messaging assets is clearer than before project started. Messaging can be easily read by the everyday customer.
- **"Who We Are" Video**
  - Video concept is concise and communicates Stadion Connect's offerings in an easy-to-follow manner. Storyboard is ready for Stadion review.
- **LinkedIn Strategy & Content Planning**
  - Competitive and industry review is completed, and social media engagement goals are outlined. Content plan is created on an optimal cadence, and includes a strategy for posts.

PROJECT PLAN
Website & Brand Presence Audit*

Steps to Completion

1. Research to fully understand Stadion (specifically, Stadion Connect), its business model, & main audience to be targeted with the website
2. Research direct and indirect competitor websites, and create a competitive analysis
3. Conduct website audit for current website and make note of what works and what doesn't
4. Practice creating an alpha mock-up on Figma
5. Compile credible, organized, and modern elements from each website to incorporate into Stadion's website structure
6. Propose changes to the format of Stadion's website, differentiating financial technology services from B2B to B2C, repeat process
7. Create mock-up of clickable website draft on Figma
8. Get feedback, pivot, reorganize
9. Create code base for proposed website

Strategic Messaging*

Steps to Completion

1. Research to fully understand Stadion (specifically, Stadion Connect), its business model, & main audience to be targeted with the website
2. Research different fintech websites to find commonalities between what was included in their messaging to web audiences and how it was told
3. Decipher what is most important to communicate to an audience for Stadion, for a high-level overview of each product and service
4. Choose verbiage carefully to reflect brand values: credible, experienced, and secure but also responsive, nimble, and modern
5. Draft clear and easy-to-understand messaging content for each page of the website, communicating each product/service
6. Get feedback
7. Pivot, get approval, and put onto website

PROJECT PLAN
Who We Are Video Concept*

Steps to Completion

1. Once Stadion & its products are fully understood, watch current Stadion "Who We Are" video and compare to key direct/indirect competitors
2. Come up with a few creative concepts for the video (i.e. Day in the Life from the POV of financial data) & proof with Stadion
3. Come up with narrative based on strategic messaging to convey what Stadion Connect is and does, differentiated brand offerings, and mission
4. Create storyboard for video concept, proof with Stadion
5. Film mockup of video, send to Stadion for feedback and changes
6. Draft new mockup for Stadion

LinkedIn Strategy & Content Planning*

Steps to Completion

1. Analyze metrics and analytics from Stadion's current LinkedIn presence
2. Research direct/indirect competitors on LinkedIn: page presence, posts, engagement, etc. Compare to Stadion.
3. Create competitive analysis and industry review report on tone of voice, frequency, and formats
4. Find optimal posting cadence and post types based on current analytics
5. Create content calendar for optimal social media engagement
6. Proof with Stadion
7. Suggest multiple compliance-conscious strategies to maintain a strong, consistent voice on the platform
8. Create plan sheet of what Stadion needs to do with their social posts to boost engagement on LinkedIn

*All tasks are reflected on Asana, our chosen task management platform.

CHALLENGES

3 largest challenges and blockers

Challenge: Having clear guidelines from Stadion on exactly what they want. It seems that, through our first meeting, Stadion is unclear on their project goals, and are in the works of figuring it out.

- To rectify this, we are currently in contact with Stadion, making it clear that we need a specific outline of what they want (outcome) of this project, and what they see their current issues to be. We have asked for them to clarify their goals internally (and/or suggested we work with them to figure it out) and asked for a second meeting for us to discuss.

Challenge: Response timing from Stadion

- We have noticed that the Stadion team is less responsive than they should be, and we have been sending follow-ups. We plan on discussing with them (at our next meeting) that timing is essential to this project to get started, as we have a hard due date the week before Thanksgiving, and will outline these expectations in our Client Letter. If unavailable, we will have to cut some deliverables from the mix.

Challenge: Understanding Stadion, its offerings, and how Stadion Connect works in the fintech space.

- Because we do not have finance backgrounds, it will be a challenge to fully understand Stadion's business model in order to come up with strategic, easy-to-understand messaging. We have already asked for more materials to fully understand the company, and have plans to use AI, outside resources, and comparing similar businesses to be able to fully understand Stadion and where it's positioned in the market (as well as financial terminology, consumer base, and market).

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PROJECT TIMELINE

Shaping Stadion's Digital Image

1 **Checkpoint 1 (alpha)**
September 9th

2 **Checkpoint 2 (beta)**
September 30th

3 **Checkpoint 3 (v1.0)**
October 21st

4 **Checkpoint 4 (v1.1)**
November 11th

5 **SLAM & Final Deliverables**
December 5th

CHECKPOINT 1

Presentation – All

1 person per slide, 5 main slides

- Internal due date 9/8, practice 9/8 & 9/9

Alpha

Alpha to be completed at a later date, once more info is given by client

Exploratory Research – Suba & All

Everyone is a contributor, Suba will compile & make a logical flow

- Internal due date 9/8

Project Plan – Isabella + All

Isabella creates project plan as project manager, all edit/review

- Internal due date 9/8

PR/FAQ – Eby + All

Eby creates PR/FAQ, edited/reviewed by all

- Internal due date 9/8

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CHECKPOINT 2

Presentation – All

1 person per slide, 5 main slides
- Internal due date 9/26

User Research – Mimi, Eby, Isabella

User research will be comprehensive
- Internal due date 9/26

Beta – Suba & Justin

Suba will create the beta for Figma mockup with assistance from all if she needs it
- Internal due date 9/26

UX Map – Justin & All

Justin will create UX map using technology of choice, after discussions with all
- Internal due date 9/26

CHECKPOINT 3

Presentation

1 person per slide, 5 main slides

- Internal due date 10/17

1.0

Suba will complete 1.0, with assistance from group & Stadion feedback

- Internal due date 10/17

Visual Design Guide + Poster - Mimi, Justin, Isabella

Mimi and Justin will work together on VDG, Justin backend and Mimi frontend, Isabella on poster

- Internal due date 10/17

Website Beta - Suba, Justin, Isabella

Suba will lead, with Isabella's Justin's assistance and suggestions from the group

- Internal due date 10/17

SLAM Promo - Eby & All

Everyone will discuss what we want messaging to be in SLAM promo, Eby writes it up

- Internal due date 10/17

CHECKPOINT 4

Stage Presentation Beta – 3 members

3 people presenting & creating presentation

- Internal due date 11/7

1.1 – All

Suba leads 1.0, all suggest feedback and help her

- Internal due date 11/7

Launch Handoff/Social Deliverables – Isabella & All

Isabella leads launch handoff and gets all materials ready for client. Everyone contribute to creating materials.

- Internal due date 11/7

Resume – All

Everyone edits resume & sends in individually.

- Internal due date 11/11

SLAM + FINAL DELIVERABLES

Operational Project – Suba & All

All work on getting materials ready on project site, linking final deliverables. Suba submits to project site.

- Internal due date 11/29

Stage Presentations – All

All work on stage presentations

- Internal due date 11/29, practice until 12/5

Booth Presentation + One Pager – All

Isabella leads launch handoff and gets all materials ready for client. Everyone contribute to creating materials.

- Internal due date 11/29

Project Trailer – Justin

Justin creates project trailer, with rest of group as actors if needed.

- Internal due date 11/29

Project Website – Mimi, Eby, & Suba

Mimi & Eby creates messaging for project flow, outcomes, and how we made it happen. Suba submits to project site.

- Internal due date 11/29

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MEETING TIMETABLE

Looking at our availabilities we have decided our weekly meetings will be:

Sundays 6:30PM
Tuesdays & Thursdays 3:55PM–5:10PM
Client meetings Thursdays 4:30PM–5PM