

DE' MEDICI FOUNDATION

Project Charter

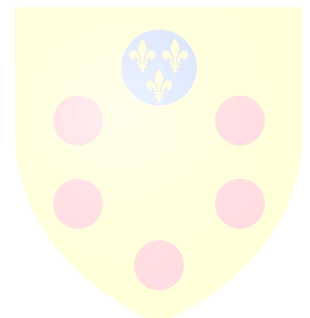
De' Medici Foundation Website

Team Digital Renaissance

2801 South University

Little Rock, AR, 72204

September 5, 2024



1. Project Overview

- **Project Title:** De' Medici Foundation Website
- **Project Sponsor:** De' Medici Foundation
- **Project Manager:** Carson Smith
- **Project Start Date:** August 27, 2024
- **Expected End Date:** October 31, 2024
- **Project Stakeholders:** Prince Lorenzo De' Medici, Rick Edwards

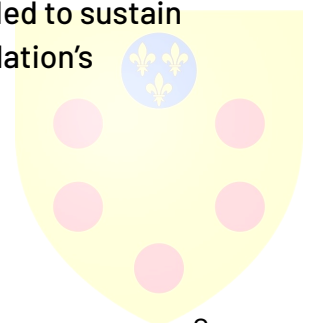
2. Project Purpose

Background and Context

The De' Medici Foundation is a newly established organization dedicated to preserving and promoting the historical and philanthropic legacy of the De' Medici family. Its mission encompasses supporting educational initiatives, cultural preservation, and charitable endeavors. However, as a new entity, the Foundation is striving to build awareness of its mission and garner the support of a global audience. Team Digital Renaissance, a web development group specializing in creating tailored websites for 501(c)(3) organizations, has been commissioned to design and develop a professional, engaging website that will serve as the Foundation's digital centerpiece. The website will provide a platform for the De' Medici Foundation to effectively communicate its mission, share its projects and initiatives, and connect with potential donors, partners, and supporters worldwide.

Business Need/Problem Statement

The De' Medici Foundation currently lacks a digital presence, which significantly hinders its ability to communicate with a broader audience, raise awareness, and engage in fundraising efforts. Without an online platform, the Foundation faces challenges in reaching potential donors and partners, limiting its capacity to fulfill its mission. The website will act as a critical foundation for the organization's outreach efforts, providing a centralized location for information about its goals, history, and ways to support the cause. Additionally, the site will feature ecommerce functionality to facilitate donations and merchandise sales, ensuring it can generate the financial support needed to sustain its initiatives. This online presence will be essential to enhancing the Foundation's visibility, credibility, and long-term sustainability.



- **Project Objectives:**

The primary objectives are to:

1. Establish an online presence for the De' Medici Foundation.
2. Increase public awareness and engagement with the Foundation's mission.
3. Potentially increase donations through an accessible e-commerce platform.

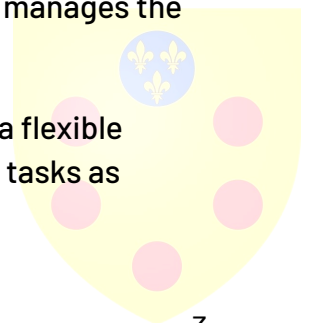
3. Scope

The project will involve several key activities, including the creation of wireframes and a cohesive design theme for the De' Medici Foundation website, as well as the development of an e-commerce storefront to facilitate donations and merchandise sales. Additionally, the website will include a dedicated section to showcase the rich history of the De' Medici family. To enhance user interaction and accessibility, AI-driven features such as chatbots and multi-language support will be integrated. One of the high-level requirements for the project is the timely acquisition of text-based content from the De' Medici Foundation to ensure the project remains on schedule. It is assumed that regular and clear communication will be maintained between the Foundation and Team Digital Renaissance. The project must be completed within a two-month timeframe, a constraint that is not expected to present significant challenges given the team's experience and preparation.

4. Project Organization

- **Carson Smith - Project Manager/Programmer:** Oversees the project timeline, goals, and deliverables while contributing to programming efforts.
- **Griffin Revis - Programmer:** Focuses on coding, software development, and ensuring website functionality.
- **Ramsey Alhajjaj - UI/UX Designer:** Responsible for creating an intuitive, user-friendly, and visually appealing interface.
- **Jakob Pearson - Asset Designer:** Develops and manages all visual assets, ensuring brand consistency and engagement.
- **Zainaisha Banks - Content Manager:** Oversees content strategy and manages the alignment of written and visual elements with project objectives.

While each team member has specific responsibilities, the team maintains a flexible approach to collaboration, allowing them to provide support across various tasks as needed.



5. Project Schedule

1. **Assess Resources Needed:** August 29 - September 6
2. **Compile Notes:** August 29 - September 6
3. **Research:** August 29 - September 13
4. **Collect Content:** August 29 - September 27
5. **Full Wireframe Creation:** September 6 - September 20
6. **Assess Web Pages:** September 6 - September 20
7. **Design:** September 13 - September 27
8. **Second Meeting:** September 24/27
9. **Development/Programming:** September 27 - October 19
10. **Implement Designs:** September 27 - October 10
11. **Third Meeting:** October 8/10
12. **Miscellaneous Development:** October 10 - October 17
13. **Add AI and Multi-Language Support:** October 10 - October 17
14. **Testing and Polishing:** October 19 - October 31

6. Communication Plan

Stakeholder Communication

The project stakeholders are expected to maintain open communication channels through email, text, phone, and WhatsApp to ensure seamless collaboration throughout the project. Mr. Smith, the Project Manager, will serve as the primary point of contact and will be responsible for initiating and maintaining communication between the De' Medici Foundation and Team Digital Renaissance. He will provide regular updates to stakeholders via email multiple times per week to ensure alignment with project goals and timelines. Additionally, Mr. Smith will proactively reach out to stakeholders to schedule meetings and address any questions or concerns that may arise.

Reporting Structure

Team Digital Renaissance will conduct two formal meetings with stakeholders: the first upon the completion of the design phase, and the second mid-way through the programming phase to review progress and confirm the project is on track. Mr. Smith will coordinate these meetings and ensure that all relevant information is communicated clearly. In addition to these meetings, ongoing progress updates will be provided via email to keep stakeholders informed about key milestones, changes, and upcoming tasks.

7. Approval and Signatures

Project Sponsor:

Project Manager: Carson Smith

Other Key Stakeholders:

