BPA Project Brief

**Project Purpose**

Our team will be designing and developing a do-it-yourself (DIY) website specifically for viewers who re crafty and have a love for the outdoors. Our goal for this website is to give viewers easier access to information and tutorials for outdoor projects by providing them a specific website dedicated to the subject. By doing this, we want to eliminate their need to browse multiple websites to find the content they desire.

**Project Scope**

The website will be responsive and will be accessible through any device or screen resolution. It will be built using HTML, CSS, and JavaScript and adhere to a specific structure and layout. The following is an outline of the structure and the pages that the website will contain:

1. Home page

2. Projects

* Hunting
  + Multiple hunting projects
* Fishing
  + Multiple fishing projects
* Camping
  + Multiple camping projects

3. Subscribe

4. About Us

**Success Criteria and Quality Definition**

In order to be successful in meeting our goals and the goals of the clients, we must meet certain criteria. First, the website must be easy to navigate. One of our main goals is to make it easy for the viewers to find the information they need, so the navigation of the website must do just that. Second, the content must be presented well and catch the eye of the viewers without overwhelming them with too much information. We want to give viewers access to as much information as possible without making them search through many pages or multiple websites. Third, the website must be responsive. We want the viewers to be able to access our website on any device or screen resolution. Lastly, the website must have a simplistic but appealing design that corresponds to the theme of the website, which is the outdoors. We want to set the mood for viewers and give them an outdoor experience.

**Project Constraints**

This website must be completed in one month, with the launch date scheduled on December 16. Certain deliverables are to be presented after each stage of the development process, which I will explain later on.

**Resources**

Our team consists of four members. These members include Josh Eaton, Jared Pisano, Quinton Haley, and Casey Clair. Josh will be in charge of the visual design on the website. Quinton will be implementing the design that Josh creates using CSS and JavaScript. Jared will be creating the content and HTML structure. Lastly, Casey Clair will be managing the project and making sure that all aspects of the project come together and that the website functions properly and meets all of the goals and objectives.

**Deliverables/Milestones**

Several deliverables will be presented at different stages of the development process. First, a client questionnaire will be completed to understand the goals of the project. Next, our ideas that were generated during the brainstorming process will be presented. After that, content and a wireframe of the website will be completed. After the content and wireframe are created, the website will be marked up in HTML only. Next, the design of the website will be represented in one or two style tiles to give the client an idea of what the visual layout and color scheme will look like. The next step after the design is implemented will be to code the prototype for the website. After the prototype is presented to the client and receives approval, the coding for the website will be completed and pending some testing and approval from the client, will be launched.

**Timeline**

The project will be completed in approximately 200 hours. Our team will be working for several ours a day, 3-5 days a week to complete the project in one month, with the launch date being December 16.

**Implementation**

Developing this website to meet the goals we have set will take execution and efficiency as a team. Our goals and solutions are as follows:

**Goal 1**: The website must be easy to navigate

Both Josh and Quinton will take part in reaching this goal. Josh will be designing the look of the navigation and Quinton will be turning that design into code. Josh will be using colors that will make the navigation stand out to the viewer and Quinton will make sure that this design works properly when writing the code.

**Goal 2**: The content must be relevant and allow the viewers to successfully complete outdoor projects of their own

Jared will be working to reach this goal. He will create relevant content that presents the user with all of the information they need to complete their projects without overwhelming them with too much to read.

**Goal 3**: Viewers will find all of the information they need on our website and will no longer need to browse through multiple websites.

This goal will be reached with a combined effort from everyone. Jared must create enough relevant content to keep viewers on our website, Josh must create an appealing design that gives viewers a great outdoor experience, Quinton must implement that design when writing the code, and Casey must make sure that every team member stays on schedule and completes their tasks on time so that proper testing and review of the website is done before the launch.

**Goal # 4**: The color scheme of the website must correspond to the theme and set the mood for viewers

Josh will be working to reach this goal. He will create a color scheme that successfully portrays the theme of our website, which is the outdoors. When viewers browse our website, they will instantly know that they are in the right place and it will make them think of outdoor activities and further fuel their interest in the subject.