# Fingerstyle Central Project Charter

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# Version History

| Version | Date       | Comments                       |
|---------|------------|--------------------------------|
| 1.0     | 02/22/2022 | Robert Chen - Initial Creation |

## Overview

## Executive Summary

Fingerstyle Central is a web-based application that aims to create a reliable platform for both aspiring and veteran guitarists to easily access and find useful information regarding fingerstyle. This information includes but is not limited to techniques, exercises, community, gear, know-hows, and tools. The application will act as a static responsive website and not store personal information.

### Context & Need

Fingerstyle is a young style of guitar rising in popularity. Due to its infancy in history, it is not an officially recognized style of guitar by most music conservatories and is not documented heavily on. As a consequence, many avid learners of the style teach themselves without mentors and peers, causing them to develop incomplete foundations.

To help solve this problem, this application will act as a centralized source of information regarding the growing style of guitar.

## Scope

## In scope:

- ➤ Individual technique pages following a templated layout
- > Specialized pages for general information: Gear, QoL, Guitar Care
- ➤ Tools such as a metronome, a chord builder, and a tuner
- ➤ Exercises list including downloads
- About page, including history of fingerstyle, team, and community.

## Out of scope:

- ➤ Register Trademark for Fingerstyle Central
- ➤ Recruit sponsors and obtain reputation approval and endorsements
  - Arobas (for using GP and sharing GP documents)
  - Avian (for using their guitars)

## Stakeholders

### An Average Guitarist

The main targeted users of the app are the broad spectrum of guitarists who aim to supplement their studies by self-teaching themselves fingerstyle guitar.

If this project yields a success and the app is publicly available, useful, and self-sufficient, it would contribute to building a large community of fingerstyle guitarists, many of which would benefit from the networking capabilities of any community to build the future generation of fingerstyle guitarists.

If this project fails, many would continue having difficulty connecting with others, finding and using the currently existing yet sparse material spread out on the interwebs.

### Professional Fingerstyle Guitarists

This project would generate interest in fingerstyle guitar which would in turn draw more attention to practitioners of the style. This also opens up opportunities in the future for the project and professionals to mutually promote each other.

The project's availability as free, non-profit material should not impact the revenues of courses offered by professionals on their own respective platforms. Using a precedent to support this claim, Khan Academy and free non-institutional resources such as Coursera and edX did not have any documented impact on the revenues that tutors and educational institutions relied on.

#### Guitar and Related Brands

As the interest in the fingerstyle genre of guitar grows, the interest in guitar as a whole would grow as well. This would improve business of various guitar brands, luthiers, and businesses that sell tools used by guitarists such as strings and software. The improvement may be a meager amount, but even so, the project would generate sales especially if it chooses to give these businesses opportunities to promote their products and services on the app.

## Objectives

Fingerstyle Central, as a brand, is to serve as a community. As a web application for multiple devices with responsive design, it is to deliver the aforementioned needs to assist in facilitating a growing community of fingerstyle practitioners.

The application is designed to serve the same material to every user visiting it. The current goals of the project do not require any user authentication and accounts functionality, so it will be served as a static web application. That is, one that does not need to update the material shown on the site upon every page load.

As a static web application, the project will need to be re-deployed every time an update is made to it. The re-deployment window will be very short and infrequent. The reason for this is to pre-render every accessible page of the application to be served to the user in lightning-quick speeds instead of rendering each page individually when the user accesses it. As an educational website, this is crucial as the average user will be browsing through many pages per visit.

The application will also promote the Fingerstyle Central brand and any social media it is promoted on. This includes the existing platforms on Discord and YouTube.

Fingerstyle Central, as a brand, will seek expert advice to ensure the project is in accordance with international DMCA laws when it comes to the sharing of sheet music. That is, excerpts of existing music sheets may be posted if and only if the amount shown does not exceed the maximum amount permitted by the rightsholder. Using excerpts of copyrighted material is an edge case and will only be used if profoundly necessary to demonstrate the material. The application will lean heavily towards using original compositions created by the team and externally-created compositions with permission from the composer.

Fingerstyle Transcriptions will be a subsidiary brand to Fingerstyle Central and will be responsible for the creation of sheet music for the educational material that includes but is not limited to exercises for individual technique pages and challenge material offered to supplement multiple techniques.

These are the core objectives of the Fingerstyle Central web application.

## Glossary

#### <u>Guitar</u>

A fretted instrument, typically equipped with six strings.

## **Fingerstyle**

A young guitar discipline currently rising in popularity.

## Know-hows

A generalization of subjects that should be known by a practitioner in the field.

## **DMCA**

Digital Millennium Copyright Act.

#### Discord

A VoIP, instant messaging and digital distribution platform.

#### **YouTube**

A video sharing platform.

#### **VoIP**

Voice over Internet Protocol.

## Static Web Application

A web application that is served directly to an end user's browser without any server-side alteration of the content.

## **Dynamic Web Application**

A web application that generates pages and data in real time, as per every user request, with server-side alteration of the content.

## Project Approach

## Team Organization

Team: Fingerstyle Central

- ➤ Development
  - o Robert Chen
    - Development of the web application with the Gatsby stack.
  - o Bryan Quan
    - Development assistance.
- ➤ Design
  - Robert Chen
- ➤ Consultation
  - Weijun Syu
    - Review and give feedback on development.
  - o Bob Ma
    - Provide feedback as a professional guitarist and teacher.
  - o Bryan Quan
    - Provide feedback as a hobby guitarist and teacher.
- ➤ Content Writing/Editing
  - o Robert Chen
    - Create content for site-wide display.
  - o Bob Ma
    - Proof-editing publishable content.
  - o Eddie van der Meer
    - Assist in content creation.
- ➤ Testing
  - o Various users of the Fingerstyle Central Discord server
    - Testing of the website's staging branch will be conducted by these users on their various devices.
- ➤ Systems Analysis
  - Robert Chen
    - Creation and documentation of project charter, use cases, data flow diagrams, and requirements gathering.

## End of Publicly Available Document

Thank you for your interest in this project. This Charter's information past page 8 will not be available to the public.