

merceStudio User Guide Project Proposal

To: PeakActivity

From: Caylin Hirapara

Date: Oct. 30, 2019

Re: Proposal for merceStudio User Guide

Purpose Statement

The primary purpose of this project is to provide a completed digital user guide for merceStudio. I have been assigned to this project and have met frequently with my client to facilitate sources of information, materials, and planning. As a part of a previous project, I have created an agreed-upon [style guide](#) for this project following the needs and wishes of the company and their non-technical audience. As deliverables for this project, I will provide a report containing the user guide itself and researched information that went into the creation of the document including but not limited to a project plan, audience analysis, user profiles, and visuals.

Deliverables

My deliverables for this project will be:

- **Project Plan for Client including Content Specification Plan**
- A literature review on the viability of gif animations as instructional tools
- merceStudio User Guide Authored in Google Docs
- merceStudio User Guide as a Markdown File (For easy transition to webpage)
- A web page containing the user guide (subject to company timeline)
- **Report on the usability of the user guide**
- Five 30-second videos demonstrating completion of common tasks
- **Project wrap-up report for the company**
- **Project-specific evaluation including a self-evaluation**

Proposed Schedule

This project will progress quickly from this point forward. I plan to complete the project by the beginning of January to create an oral report that I will give to both the client and the committee. I will do my best to stay committed to the following schedule:

Information Planning - In Progress

- Draft Project Plan
- Draft Audience Analysis

Content Specification - To be Completed by November 1, 2019

- Final Project Plan (This document)
- A literature review on the viability of gif animations as instructional tools

Implementation - To be completed by December 31, 2019

- Draft merceStudio User Guide in Google Docs
- Report on the usability of the user guide from internal users

Production - To be completed by January 15, 2020

- Finalized merceStudio User Guide in Google Docs
- Finalized merceStudio User Guide as a Markdown File (For easy transition to webpage)
- A web page containing the user guide (subject to company timeline)
- Five 30-second videos demonstrating completion of common tasks

Evaluation - To be completed by January 31, 2020

- Project wrap-up report for the company
- Usability Study Report
- Project-specific evaluation including a self-evaluation