Nixon Norman Media

Course	CSC 310 – Web Development

Team Name	Team PEAK

Team Members	Ben Trutwin
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Executive Summary

Your executive summary should resemble an elevator pitch: your motivation is to quickly persuade a decision maker to get involved in your project.

What is the purpose of your project; what problem(s) does it address?
The purpose of this project is to give a small business owner a website. The problem it addresses is that clients are able to find him outside of social media
Why is your project important; why is it relevant? It is personally important to Damon because this is a close friend, and he's trying to help him expand his business. It is relevant because it will help expand a small business and lead to more clients and give him more
Who could your project help; who is your audience or customer? It could help Nixon Norman expand his videography business, and it could also help customers looking for videography to find work that best suits their needs.

Our project aims to create a professional website for Nixon Norman, a local videographer, to help him expand his business beyond social media. Right now, potential clients can only find Nixon through platforms like Instagram or TikTok, which limits his visibility and makes it harder to present his work in a professional, organized way.

By building him a website, we're giving him a central hub where clients can easily view his portfolio, learn about his services, and contact him directly. This will make his business appear more credible, improve his chances of being discovered through search engines, and ultimately attract more clients.

This project matters because it supports a small business owner in growing his reach and building a sustainable brand presence. It is also personally meaningful to our team, as Damon is working to help a close friend pursue his passion. The project benefits not only Nixon, but also the community, by helping clients find a videographer whose work best fits their needs.

Background and Problem History

- Explain the problem domain and relevant background information about your project
- Provide a brief history of the problem; when did it start? What attempts have been made to solve it?
- NOTE: Think in terms of your PROJECT, not in terms of this class

The problem is that Nixon Norman Media's only way of showing his work was through social media platforms like Instagram. While these platforms are helpful for sharing content, they are limited in terms of professionalism, searchability, and organization. Clients have to scroll through posts to see examples of his work, and there's no easy way to view pricing, available services, or contact him directly outside of sending a DM.

This problem started two years ago, which is when Nixon Norman started doing videography. He has run into issues with clients not knowing his pricing or scheduling, as well as difficulty setting up times to talk with potential customers. He has not attmepted to make a website before.

Solution

- How does your team plan to solve the problem?
- What makes your approach different from other solutions?

We plan to solve this problem by giving Nixon Norman a website where he can be reached by clients. This approach is different because currently he is only using social media to be reached by clients and there are a lot of people who are not familiar with social media.

Project Deliverables

- What will be the "product" of your team's project? What documents will you create?

Documentation:

Project Plan

Design Documents

Technical Documentation

Testing Report

Final Project Report

User Guide

Success Criteria

- How will your team define success? What aspects of your project can you quantify to objectively measure success?
- NOTE: Think in terms of your PROJECT, not in terms of this class

Our team will define success by creating a website for Nixon Norman that helps him further his videography business. Most of the aspects of our project that will objectively measure success come from the client, and not our requirements. If we build a website that fits the mold of a rubric from class, but our client isn't satisfied, we have not succeeded in building a good website.

List of Required Project Resources and Materials

- What resources (books, websites, data sets, problem domain information sources, software, etc.) will be / have been required to complete your project?

There will likely be more resources as we work on our project, but current resources are:

Nixon Norman
Microsoft Teams
Nixon Norman Media Instagram
Other videography websites for inspiration