**Capstone Project Title**: Blacks of the Chesapeake

**Student Names**: Mohammed Saleem, Abhiram Metuku, Yonathan Meshesha, Aditya Patel,

Beimnet Aklilu, Vaish Iyer

**Internal Project Risk Assessment**

**Use a MOST analysis to conduct background research on the client's organization:**

1. **Mission:** The main mission of the Blacks of Chesapeake organization is to preserve and showcase the historical and cultural significance of Black watermen and farmers in the Chesapeake region. It emphasizes educating the community about the profound impact of African Americans on the region’s development, culture, and traditions
2. **Objectives:** The focus is on preserving history, particularly African American contributions to the maritime and seafood industries, and engaging the public in cultural preservation and conservation. The goal is to create lasting educational resources and raise awareness about African American involvement in local history.
3. **Strategies:** The strategies involve collaboration and engagement through educational programs with the community, partnerships with local institutions, and advocacy for cultural preservation. The organization aims to showcase African American contributions to the Chesapeake Bay region's maritime and seafood industries. A lot of this is achieved through exhibitions, publications, and documentary films, all designed to raise awareness and encourage increased understanding. Their efforts involve building resources, engaging the public in historical preservation, and creating opportunities for people to experience and learn about the region's African American heritage.
4. **Tactics:** Educational workshops, cultural events, and public celebrations focused on inclusion and historical acknowledgment.

**Identify and define the objective or purpose of your project.**

The objective of the project is to redesign the BoC’s website to help with their usability and functionality for their community. Our design will help them have a more modern design that is more visually appealing and consistent throughout multiple devices. Right now the website still highlights outdated content and is not very user friendly, especially towards older people, which is a majority of their community. Our improvements will make sure that there is all the needed information, upcoming events, and partnerships are more accessible to the audience.

This project is important because it will not only preserve and promote the history of African Americans in the Chesapeake Bay region but also increase engagement by providing an easier way to access valuable content. One of the main goals of the redesign is to revitalize their e-commerce presence, allowing the organization to sell books directly through the website. Additionally, the new website will have an easier way to create content updates, reducing the dependency on a lengthy chain of command. By addressing these key issues, the project will create a more effective digital presence for BoC, helping the organization reach a wider audience.

**State the project stakeholders and the impact of the project on these stakeholders.**

The Blacks of the Chesapeake organization has several partners, some of which include National Oceanic and Atmospheric Administration(NOAA) and Maryland Department of Agriculture. By making it simpler to spread historical material, advertise events, and effectively manage content, our website redesign for the Blacks of the Chesapeake Foundation (BOCF) will benefit the organization's employees, local communities, historians, educators, and partner organizations. Better access to archives will benefit researchers, educators, and government organizations, and community members will find it simpler to participate in BOCF's programs. There might be some difficulties, such as consumers finding it difficult to get used to the new layout, community members who are not very tech-savvy wanting assistance, and BOCF employees needing training to use the new modifications. Interactive educational resources could help students and younger audiences, DEI advocacy organizations could help BOCF reach a wider audience, and storytellers and artists could use their creative talents to make history more interesting. By clearly displaying financing opportunities, there is also a chance to draw in grant sources and corporate sponsors. The website will become more accessible, interesting, and in line with BOCF's goal of preserving and promoting African American maritime heritage if it is made to satisfy the interests of all these stakeholders.

**State the constraints that your project might operate under.**

There are a few constraints our project might operate under. To start there could be some technical constraints such as, The current website may be built on a platform with limitations in customization, scalability, and functionality, which could make transitioning to a new platform or enhancing the existing one challenging and require additional technical expertise. BOCF’s budgetary constraints, as a non-profit, may limit the use of premium tools, features, or third-party integrations, potentially impacting the scope of the redesign. Additionally, ensuring long-term sustainability could be an issue if the website is too complex to maintain independently, requiring ongoing external support for updates and management. Another constraint could be time constraints where gathering input from various stakeholders, creating wireframes, developing a prototype, and receiving feedback all while meeting deadlines may be challenging, especially if delays in stakeholder feedback occur. Additionally, limited post-launch support due to time and resource constraints could hinder the ability to address immediate issues after the website goes live, affecting the project's smooth execution and long-term success. When it comes to DEI (diversity, equity, and inclusion) , this foundation is catered to a certain community, ensuring cultural sensitivity and accurate representation of the BIPOC communities in the Chesapeake Bay region. It’s essential that the design, content, and tone honor the history and legacy of these communities while avoiding stereotypes or exclusion. Accessibility is another key concern, as the site must meet standards to be usable by people with disabilities, which may require additional resources or design compromises. The language and terminology used must be culturally appropriate, inclusive, and sensitive, requiring close collaboration with the BOCF team to ensure accuracy. Furthermore, the site must cater to diverse communities with varying levels of access to technology and digital literacy, posing challenges in ensuring equitable engagement with all users.

**State the resources that you may need to complete the project.**

The primary goal of this project is to redesign a website. Therefore, the technical and substantive resources required are tools for website design, development, and testing. First, the website will be designed and prototyped using Figma. This will allow us to create a design quickly and get feedback from the client before committing to code. Then, the design must be converted into code using VS Code so it can be deployed to the client’s website. Both Figma and VS Code are free and accessible online. The content management system (CMS) will host the client’s website and allow them to easily update key information. The client currently has an active CMS, Apricot, but may require an easier to use platform with more features such as Wordpress.

**Consider your project transition and closeout plans.**

The final deliverable website will require ongoing maintenance and constant changes to keep information up to date. To ensure this is successful, educational material on how to maintain and update the site. This educational material will include a short walk through with the client to answer any questions. It will not be necessary for another project team to take up part of this project since they already have a website designer from their organization who can maintain the changes we make.