

# Capitol Reef Field Station

Proposal

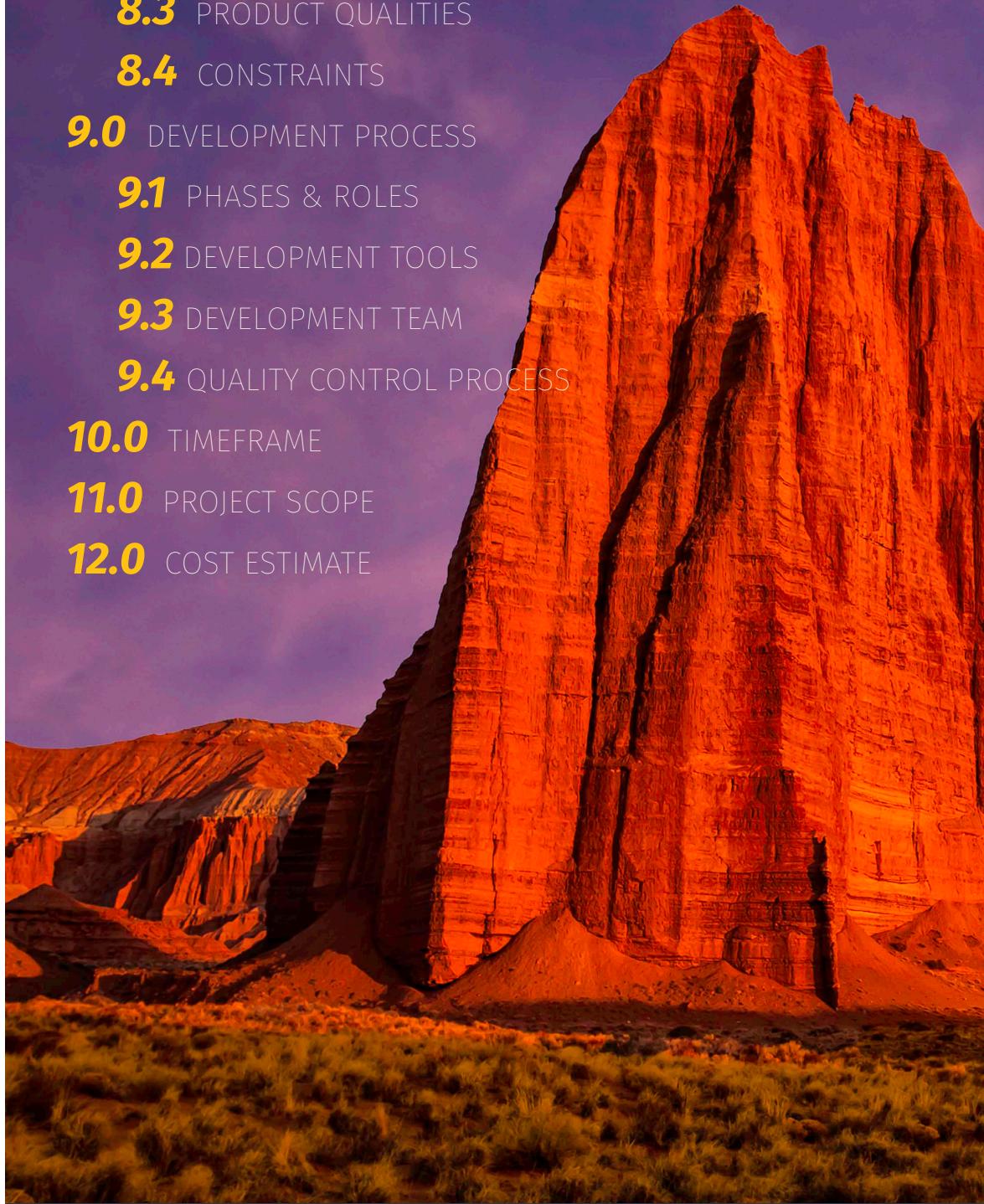




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## **1.0 Client: UVU Capitol Reef Field Station**

The Capitol Reef Field Station (CRFS) is operated as a partnership between Capitol Reef National Park (CRNP) and Utah Valley University (UVU) to support learning and research concerning the Colorado Plateau ecosystem.

### **CONTACTS**

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**UVU  
Capitol Reef  
Field Station.**

The Capitol Reef Field Station believes in self-sustainability through the use of solar power and natural resources. Pictures don't do the facility justice or explain and demonstrate how everything works. The field station is looking to provide students and faculty with a product that demonstrates this technology and gets them interested in going to the field station, then provide an engaged learning experience that teaches them more about these kind of natural resources and the equipment that enables them to use it.

## 2.0 Statement *Of Need*

The Capitol Reef Field Station believes in self-sustainability through the use of solar power and natural resources. Pictures don't do the facility justice, or explain and demonstrate how everything in the facility is self-sustainable and how it works. The field station is looking to provide students, and faculty, with a product that demonstrates this technology and gets them interested in going to the field station, then shift to an engaged learning experience that teaches them more about these kind of natural resources and the equipment that enables them to use it, once they are on the property.

### 3.0 CLIENT GOALS

The goal of the Capitol Reef Field Station is to grab people with the virtual tour then to shift to engaged learning, while still having an "unplugged" experience that gets visitors away from social media, texting, and video games and interacting with the people and environment around them. They want people to have a memorable and educational experience at the Capitol Reef Field Station, but they also want them to be able to bring the things they learned home with them.



## **4.0 Proposed Solution.**

The Capitol Reef Field Station Project will consist of two smaller sub-projects that will meet the goals of the client and grab the students'/ faculty's attention. To achieve this, the Utah Valley University Digital Media team proposes to initiate a collection of virtual tours that will be hosted on the school website and will cover all the areas of the Capitol Reef Field Station in Torrey, UT. Once finished with the virtual tours in the Spring, another meeting will be held to further discuss and agree upon a solution that offers an "unplugged," yet engaged learning experience at the station itself.

## **5.0 DELIVERABLES**

- Project Proposal
- CRFS Grant Application, if requested
- Progress Reports
- Design Document
- Series of Virtual Tours hosted on the UVU website





## 6.0 Success Metrics



With the series of virtual tours, the client hopes to see the following benefits:

- Increased understanding and knowledge of the Capitol Reef Field Station
- An increased awareness of the Capitol Reef Field Station and everything it has to offer
- Encourage an “unplugged” experience while at Capitol Reef Field Station

### 7.1 TARGET AUDIENCES

This project will be mainly targeting the students and faculty that will be attending the Capitol Reef Field Station for academic purposes. It will also be targeting other groups that have interest in visiting the station.

### 7.2 KEY STAKEHOLDERS

The stakeholders in this project include Annette Harrington and other staff in her department that will be using the product and who are in charge of running the facility.

# 8.1 Data Requirements

 Virtual Tours will show off the field station's natural beauty. To build these we will need to gather images and assets during various trips to the park. The client will need to provide the information presented in the pop-ups within the virtual tours

- Virtual Reality
- Images

## 8.2 FUNCTIONALITY REQUIREMENTS

The virtual tours will be on the CRFS website that will be hosted by UVU. They will not require any special software to be downloaded and will be specifically designed for Google Cardboard and mobile devices.

- The virtual reality experiences will work with Google Cardboard.
- The virtual reality experiences will be accessible directly through the browser without the native Google Cardboard app
- The tours will be easily accessible on [uvu.edu/crfs/](http://uvu.edu/crfs/)

## 8.3 PRODUCT QUALITIES

- Invokes feelings of awe and beauty
- Inspires curiosity to encourage visitors to explore
- Engages users, prompts them to learn more about the park and unplug
- Invoke a feeling of presence at the site when using technology such as VR headsets
- Leaves users wanting to visit the station in person

## 8.4 CONSTRAINTS

- Limited access to the UVU server
- Regulations about what can be on the website, and what can't
- Trips limited to 2-3 visits

# 9.0 Development **Process**

## 9.1 Phases and Roles

### **PHASE ONE**

#### **PROJECT INITIATION (WINTER)**

##### **Developers**

- Phase 1 Task analysis
- Prepare phase 1 proposal
- Sign-off phase 1 proposal with client

##### **Client**

- Develop phase 1 Project Goals
- Define expected phase 1 project scope
- Coordinate timeframe and phases
- Sign-off on phase 1 proposal

### **PLANNING AND DESIGN (SPRING)**

##### **Developers**

- Research Field Station—on and off site
- Audience analysis
- Create experience map
- Design virtual tour
- Prepare documentation
- Sign-off with client

##### **Client**

- Provide station information

- Provide facility access

- Review design document

- Sign-off on design document

### **DEVELOPMENT (SPRING AND FALL)**

##### **Developers**

- Shoot virtual tours
- Document field station
- Create virtual tours

##### **Client**

- Provide facility access
- Assist in documenting field station
- Review virtual tours

### **DELIVERY (SPRING AND FALL)**

##### **Developers**

- Collect feedback from client and guests
- Revisions
- Publish tours on the school website

##### **Client**

- Test everything on the UVU website
- Get viewer feedback
- Provide feedback to developers

# 9.0 Development *Process*

(continued)

## **PHASE TWO**

### **PROJECT INITIATION (END OF SPRING)**

#### **Developers**

- Phase 2 Task analysis
- Prepare Phase 2 proposal
- Sign-off phase 2 proposal with client

#### **Client**

- Develop Phase 2 Project Goals
- Define expected phase 2 project scope
- Coordinate timeframe and phases
- Sign-off on phase 2 proposal

## **PLANNING & DESIGN (FALL)**

#### **Developers**

- Create experience map
- Prepare documentation
- Sign-off with client

#### **Client**

- Provide station information
- Provide facility access
- Review design document
- Sign-off on design document

## **DEVELOPMENT (FALL)**

#### **Developers**

- Document field station

#### **Client**

- Provide facility access
- Assist in documenting field station

## **DELIVERY (WINTER)**

#### **Developers**

- Collect feedback from client and guests
- Revisions

#### **Client**

- Testing
- Get guest feedback
- Provide feedback to developers



## 9.2

### ***Development Tools.***

Deliverable	Software and Tools
Proposal	Microsoft Word Adobe InDesign CC
Design Document	Adobe InDesign CC Sketch 3.4.4
Virtual Tours	Photomatix Pro 5 Adobe Photoshop CC Autopano Giga 2.6 Panotour Pro 2.3 Camera Equipment
Audio	Microphone or Recorder
Website	UVU Server UVU CMS



## 9.3 Development **Team**

1 **KATELYN EARL**  
Project Manager

2 **TREVOR BLUTH**  
UX/UI Designer

3 **SHANE FROGLEY**  
UX/UI Designer

4 **TYLER SEARLE**  
Web Developer

5 **EVAN SORENSEN**  
Graphic Design

6 **BRAYDON POWELL**  
Developer

7 **JOSUE HERNANDEZ**  
Designer/Developer

8 **SUNNY STEVENSON**  
Designer/Developer

## 9.4 Quality Control **Process**

The quality control process will consist of checkpoints and sign-offs of what we are doing, by the client, to confirm that our progress is meeting and/or exceeding their expectations.

Industry professionals will also be involved in the process by reviewing our products and giving us advice as to how to make it better.

- Proposal Review/Sign-off (4 signoffs by the client)
- Design Document Sign-off
- Occasional additional reviews by an industry professional
- Final Product Review/Sign-off

# Winter

**January - February**

### **Project Initiation lasts from January to February**

During this time we will be initiating the project by first conducting a comprehensive task analysis based off of the clients project goals and expected project scope.

From that we will draft a proposal outlining the entire project from start to finish. Once completed the proposal will be presented to the client for approval and sign-off.

# Spring

**January - April**

The general timeframe for completion of each phase of this project is outlined below.

The proposed dates in the Fall are subject to change depending on availability at the Field Station.

### **Our *Timeline***

### **Development and Delivery will start in May and end in October**

This is the development phase where we will be traveling down to the field station and shooting the pictures needed for the virtual tours. We will travel there on May 13th and we will be staying overnight allowing us enough time to thoroughly document the field station with the assistance of the client.

We will then provide the client with the finished virtual tours for approval and sign off.

# Spring

# Fall

# Winter

## **The End of Spring will bring in another trip for a second set of virtual tours.**

In this phase we will start essentially repeat the steps in phase one conducting comprehensive task analysis based off of the clients project goals and expected project scope for the second half of the project.

From that we will draft another proposal outlining second half of the project. Once completed the proposal will be presented to the client for approval and sign-off.

## **We will then begin another round of planning and design**

Just as we did in phase one we will be doing the legwork for the second half of this project. We will also design the virtual tours prior to shooting them using previously designed tours.

We will then provide the client with a design document to review and sign-off.

## **This segent is the begining of the end.**

This is final stage we will once again be traveling down to the field station and shooting the pictures needed for the virtual tours. We will be staying overnight allowing us enough time to thoroughly document the field station with the assistance of the client.

We will then provide the client with the finished virtual tours for approval and sign off.

# Project Scope



## 11.0 PROJECT SCOPE

The current project scope consists of a series of virtual tours with HTML popups and audio of the UVU Field Station and the surrounding area that will be hosted on [www.uvu.edu/crfs](http://www.uvu.edu/crfs). They will also be compatible with VR headset technology such as Google Cardboard. After visiting the field station, the project scope will be negotiated with the client and will increase according to their needs based on available time, and resources.

## 12.0 COST ESTIMATE

The following budget is based on 3 trips to the field station, one for research and two for development and photography. Because it does not cost the field station anything for us to

stay there, that fee has been waived, but all estimations have been made using the Field Station's budget calculator available on their website. The costs covered by the field station will primarily be transportation using the school motor pool, as well mileage for a wheelchair accessible vehicle, seeing as the school does not have one.

## COST BREAKDOWN

Trip One	Team	Client
Number of people: 6 / Number of nights: 1		
CRFS Fee: \$60.00 (6 people @ \$10/night)	\$60	
Transportation: 1 round-trip is 400 miles Sedan: \$140.00 (400 miles @ \$.35)		\$140
<b>Team Costs: \$120 for food</b>	\$120	
Amount	\$120	\$200
Trip two	Team	Client
Number of people: 11 / Number of nights: 1		
CRFS \$110.00 (11 people @ \$10/night)	\$110	
<b>Transportation: \$426.</b> Mini-Van: \$196.00 (400 miles @ \$.49) - Holds 8 people		\$426
Wheelchair accessible vehicle mileage: \$230.00 (400 miles @ \$0.575) - Holds 5 people		
<b>Team Costs: \$220 for food</b>	\$220	
Amount	\$220	\$536
Trip Three	Team	Client
Number of people: 11 / Number of nights: 1		
CRFS \$110.00 (11 people @ \$10/night)	\$110	
<b>Transportation: \$426.</b> Mini-Van: \$196.00 (400 miles @ \$.49) - Holds 8 people		\$426
Wheelchair accessible vehicle mileage: \$230.00 (400 miles @ \$0.575) - Holds 5 people		
<b>Team Costs: \$220 for food</b>	\$220	
Amount	\$220	\$536
Total Amount	\$560	\$1,272.00

# *Appendices*

Mileage Reference: <https://www.uvu.edu/travel/faq/>

# Proposal **Sign-off Sheet**

Project Name: Capitol Reef Field Station

## **TEAM**

Team Member Name

Team Member Signature

Date

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## **CLIENT**

Name: \_\_\_\_\_

Title \_\_\_\_\_

Signature: \_\_\_\_\_

Date \_\_\_\_\_

## **DIGITAL MEDIA ADVISOR**

Name: \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## **DIGITAL MEDIA PROJECT MENTOR**

Name: \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## **CONTACT INFORMATION**

### **PROJECT MANAGER:**

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