# Data+AI Website SOW

## Leader: Mark Strathie

## Peer Group: Group C

## Client/Sponsor: UofG Multimedia Honours Project

## Purpose:

*Write a brief description of why this project is happening below. Why is this project happening? What are the goals?*

The goal of this project is to answer 3 questions:

1. **What is Data Analysis?**
2. **What is AI in terms of Data Analysis?**
3. **How can both be introduced in a short-form, practical course delivered by my website?**

The target audience is my peer group – university students and young professionals interested in technology. I will make the case that data analysis is used in a wide range of disciplines today. My website provides value by given highly transferable skills. I will act as a project manager for this website and make a timeline to follow. I will give overviews of the concepts of Data Analysis and AI and explain how the website will be categorised. I will involve my peer group for feedback on UX and other features of the website. A report will also be completed explain the entire process. My initial categories for the website will be:

1. **About**
2. **Ask**
3. **Prepare**
4. **Process**
5. **Analyse**
6. **Share**
7. **Act**

Main questions the project will answer constructed using the SMART framework:

**Specific**: What is the most effective way to introduce data analysis as a topic? What is the most effective way that AI can assist?

**Measurable**: How many people prefer this design/content? How much of my website passes accessibility requirements?

**Action-oriented**: What designs can be prototyped and tested in-person to improve UX?

**Relevant**: How can I create a website that reflects the topics of Data and AI and the target audience?

**Time-bound**: How much content can I create and manage, to a high-standard, in the time scale of this project?

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

|  |  |
| --- | --- |
| Activity | Description |
| UX / about / scope of project | Finish testing near beginning of project to understand what content will be included and how it will be laid out. Write content including about me, what is data, what is ai, and what is my website. |
| Presentation Workshop | Complete early version of website to discuss and present at workshop |
| Final website/ report | Finalise website and write report |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

* Using Excel, R, SQL, Tableau, or a focus on any other software or Python libraries
* Advanced AI techniques. Majority will be ChatGPT for assistance.
* Advanced data analysis techniques

## Deliverables:

*A specific list of things that your project will deliver.*

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Website | Hosted on Github pages. DATA+AI. Introduction to data analysis using python. Will contain tutorials and how AI can be used throughout process. |
| Final report | A final report detailing the whole project process to submit for my UofG honours project. Word document converted to pdf and uploaded to moodle. Will contain URL of github page. |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| *Project Overview* | *Week 1* | *Ask* ***SMART*** *questions. What direction will I take this website and what will the content be?* |
| *Scope of Work (SOW)* | *Week 2* | *Create a* ***SOW*** *for the project. Research articles and feedback from MADA to help narrow my topic and improve execution. Start a*  ***journal*** *that will be used for bulk of my final report.* |
| *UX – card sorting* | *Week 3* | *Identify themes and categories that my website will cover and write them on cards. Discuss with peers to group for homepage and navigation.* |
| *UX - wireframes* | *Week 4* | *Use feedback from UX to create detailed wireframes of key web pages to improve UX and design further.* |
| *Responsive design and SEO and Presentation* | *Week 5* | *Have prototype website ready to test in lab. Create 3 slide PowerPoint presentation on project so far. Learn and implement responsive design and SEO.* |
| *Coding/Content* | *Week 6* | *Perform bulk of html/css coding and add content to website.* |
| *Workshop* | *Week 7* | *A presentation of my project so far to my peer group for feedback, testing, and improvement.* |
| *Interactivity and multimedia* | *Week 8* | *Learn further skills to enhance message of my website.* |
| *Finalising* | *Week 9* | *Polish code and any new additions.* |
| *Report* | *Week 10* | *Write report (docx) on the project using website, peer group sessions, project journal.* |
| *Submission* | *Week 11* | *Submit to UofG completed report (pdf) and URL for github. Make sure final website pushed to github.* |

## \*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” date.*

15:00 Friday 5th April 2024 – submission deadline