Moura Website Project Control Doc

Contents

Strategic Foundation: The Living MQ Archive

Confirmed: July 18, 2025
This document outlines the core strategic decisions that form the foundation for the Moura Quayle website project.

1. The Primary "Job to Be Done"

A Living Archive & Platform for Ongoing Reflection. The website's primary purpose is to be the definitive, central place to access the collective works of Moura Quayle and David Fusthey. Its secondary purpose is to serve as a home for Moura's ongoing "musings"—a place to share current thoughts on design, leadership, and art. The goal is to curate and share knowledge, not to generate business or sales.

2. The Primary Audience

Students, Researchers, & Practitioners. The design and user experience will be focused on serving those actively engaged in the fields Moura and David have contributed to. This audience values credibility, depth of content, and ease of access to information.

3. The Core Narrative

The Integrated "Whole Person." The website will tell the story of a holistic thinker whose strategic mind is informed by an artist's eye, and whose creative work is enriched by a deep understanding of leadership and design. It will not present "Moura the Professor" and

"Moura the Artist" in separate silos. David's legacy is woven in as a foundational element of this integrated worldview, curated and championed by Moura.

4. The Core Concept

The 'Living Archive'. This is not a static library of past achievements, but a dynamic space where legacy and current thinking intersect. The name "Living Archive" is preferred over "Legacy Hub" to reflect the active, evolving nature of the project and Moura's role as the integrator.

Visitor Profile: "The Curious Practitioner"

Validated: July 18, 2025
This persona represents the primary audience for the website.
- **Persona:** Dr. Alisha Sharma
- **Role:** Mid-career academic and practitioner in public policy.
- **Scenario:** She knows of Moura Quayle's work at UBC but is not deeply familiar with its breadth or its connection to David Fusthey's work on governance.

Jobs to be Done (Goals)

- **Functional:** Find specific publications, verify biographical details for citations, and access downloadable resources (PDFs, links).
- **Social:** Appear knowledgeable, discover credible new thinkers, and share concepts with colleagues and students.
- **Emotional:** Feel inspired by a new way of thinking, satisfy intellectual curiosity, and feel a connection to the person behind the work.

Pains (Frustrations)

- Wasting time on confusing university profiles or abandoned websites.
- Encountering broken links or paywalls.
- Navigating sites that are purely self-promotional with no real substance.
- Finding information that feels dated and disconnected from current conversations.

Gains (Hopes & Desires)

- Finding a central, trustworthy, and beautifully organized repository.
- Discovering unexpected connections between ideas (e.g., art and leadership).
- Easy, one-click access to high-quality content.
- Getting a sense of the person behind the CV—their motivations and current thoughts.
- Leaving the site feeling more knowledgeable and inspired.

Value Proposition Canvas

Validated: July 18, 2025
This canvas details how the website's features create value for our visitor persona, "The Curious Practitioner."

Gain Creators (How We Create Value)

- The **"Living Archive"** concept, featuring **"Moura's Musings,"** demonstrates that the work is an active, evolving project, creating a sense of connection and current relevance.
- The **"Whole Person" narrative** explicitly draws connections between art, leadership, and legacy, satisfying curiosity and sparking inspiration.
- A **thematically curated Archive** allows for serendipitous discovery of related material beyond a simple author search.

Pain Relievers (How We Alleviate Frustrations)

- A **clean, powerful search and filtering system** within the Archive will eliminate frustrating searches.
- Providing **direct PDF downloads** or clear links to open-access versions wherever possible will bypass paywalls and broken links.
- The site's purpose as a **non-commercial "Living Archive"** removes the feeling of being marketed to and ensures a focus on substance.
- **Meticulous content curation** will ensure all links are functional and information is trustworthy.

Products & Services (The Website's Features)

- **The Integrated Archive:** A single, filterable repository for Moura's and David's work.
- **The Artworks Gallery:** To be structured with two distinct sub-sections to properly feature both Watercolour & Painting and Shufa (Calligraphy).
- **Moura's Musings:** A section for ongoing reflections, designed to accommodate audio recordings ("musings out loud") as well as text.
- **Narrative "About" Section:** A dedicated space to tell the integrated stories of Moura and David.

Visual Design System: 'Bright Academia'

Confirmed: July 18, 2025
This document outlines the approved visual language for the Moura Quayle website.

Aesthetic Concept

"Bright Academia." The design merges scholarly credibility with vibrant, artistic energy. It is unique, personal, and reflects Moura's preference for cool, bright colors and her multifaceted identity.

Color Palette

- **Primary Text:** Charcoal (#333333)
- **Background:** Paper White (#f8f8f4)
- **Primary Accent (Headlines/Actions):** Bright Teal (#009698)
- **Secondary Accent (Links/Highlights):** Vibrant Magenta (#D33479)
- **Subtle Divider:** Stone Gray (#cccccc)
- **Spot Colors:** Other colors from Moura's art, like Deep Purple (#7D2846), will be used thoughtfully in illustrative contexts.

Typography

- **Headlines & Titles: Montserrat** (Modern, clean, geometric sans-serif for clarity and structure).
- **Body Copy & Paragraphs: Lora** (Elegant, readable serif optimized for screen, conveying scholarly authority).

Imagery & Texture

- **Photography:** Authentic, natural-light portraits of Moura that feel thoughtful and engaging.
- **Artwork:** High-resolution scans of her watercolour paintings and shufa will be used as key visual elements throughout the site.
- **Texture:** A subtle, near-imperceptible texture of cold-press watercolour paper will be used on the background to add depth and tactile warmth.

Interface Elements

- **Primary Button:** Solid Bright Teal background with Paper White text.
- **Text Link:** Vibrant Magenta text, underlined on hover.

Mood board
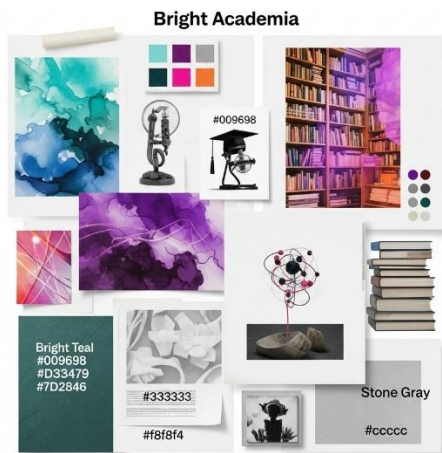
Website Sitemap

Version: 2.0 **Last Updated:** July 18, 2025

This document outlines the proposed navigational structure for the website.

- **Home**
    - The primary landing page, introducing the "Living Archive" and guiding visitors to key sections.
- **About Moura & David**
    - A unified section telling their stories, with dedicated sub-pages or sections for each.
- **The Archive**
    - A filterable and searchable repository of all publications, talks, and interviews.
- **Moura's Musings**
    - A blog-style section for Moura's ongoing thoughts, accommodating both text and audio formats.
- **Artworks**
    - A top-level menu item that opens a dropdown to two distinct galleries:
        - **Watercolour & Painting**
        - **Shufa (Calligraphy)**
- **Contact**
    - A simple page with a contact form or mailto link for inquiries.

Project Plan & Status

Last Updated: July 18, 2025

Project Goal

To design and develop a "Living Archive" website for Moura Quayle that serves as the definitive, central place to access her collective works and those of David Fusthey. The site will leverage AI and automation to create an intelligent, low-maintenance experience for both Moura and her audience.

Optimized Workflow: Parallel & Iterative

To leverage our AI capabilities fully, we are shifting from a traditional linear process to a dynamic, parallel workflow. Phases will overlap, and feedback loops will be continuous, allowing for faster iteration and a more intelligent final product.

Phase 1 & 2: Strategy & Conceptualization

- **Status:** ✅ **Completed**
- **Outputs:** Core strategy, sitemap, and initial concepts defined.

Phase 3 & 4: Integrated Design, Content & AI Development

- **Status:** 🟡 **In Progress**
- **Description:** These phases are now running concurrently. Design, content strategy, and AI engine development inform each other in a continuous loop.
- **Parallel Activities:**
  - [▶️] **Design:** Create High-Fidelity Mockups (Homepage) - *AI-assisted variations being explored*.
  - [▶️] **AI Dev:** Set up AI-powered workflow for automated archive ingestion using sample content.
  - [▶️] **Content:** Begin gathering and structuring core content assets.
  - [ ] **Design:** Create Interactive Prototype once homepage mockup is approved.
  - [ ] **Content:** Write and refine all narrative copy.

Phase 5: Intelligent Implementation & Integration

- **Status:** ⚪ **Upcoming**
- **Description:** Development of the front-end will proceed in parallel with the integration of the back-end AI systems.
- **Parallel Activities:**
  - [ ] Frontend code development.
  - [ ] Implement AI-powered Semantic Search for the Archive.

- o [ ] Build and test the "Serendipity Engine" for automated cross-linking.
- o [ ] Integrate with a simple CMS for Moura's "Musings."
- o [ ] Populate all content.

Phase 6: Continuous Testing & Launch

- **Status:** ◯ **Upcoming**
- **Description:** Automated testing will run continuously throughout Phase 5. This phase is for final, holistic review and deployment.
- **Key Activities:**
  - o [ ] Final client review of the fully-staged site.
  - o [ ] Deployment.

Phase 7: Handoff & Support

- **Status:** ◯ **Upcoming**
- **Key Activities:**
  - o [ ] Client training session.
  - o [ ] Deliver documentation.
  - o [ ] 30-day post-launch support.

Project Management Artifacts

Other documents, files etc. that we generate and use for management of this project

AI Chats

Gemini
- **Moura Website 000 – meta-prompt**.
  Share link https://g.co/gemini/share/680370fda0cd
- **Moura Website 001**.
  Share link https://g.co/gemini/share/78c8dd281637

Project Resources

Documents, files, materials that are extraneous to the project (i.e., we have not generated them for the project) that we're drawing in our project work

Project Team & Roles

Last Updated: July 18, 2025

This document outlines the expert team assembled for the Moura Quayle website project and the specific role each member plays.

Alex – Lead Strategist

Role: Alex guides the overall process and acts as the primary point of contact. They are responsible for ensuring every decision, from the highest-level strategy to the smallest design detail, directly serves the project's core mission and Moura's goals.

- **Key Responsibilities:**
    - Defining and safeguarding the project strategy.
    - Facilitating key decisions and workshops.
    - Managing the project timeline and phases.
    - Ensuring alignment between the client's vision and the team's execution.

Casey – UX/UI Designer

Role: Casey is the advocate for the website's visitors. They focus on the target audience—the "Curious Practitioner"—and are responsible for the entire user journey, from initial impression to deep engagement.

- **Key Responsibilities:**
    - Developing user personas and journey maps.
    - Creating wireframes and sitemaps.
    - Translating the "Bright Academia" aesthetic into a high-fidelity visual design.
    - Ensuring the final website is intuitive, accessible, and beautiful on all devices.

Sam – Content & Legacy Strategist

Role: Sam is the storyteller and archivist. They specialize in weaving together Moura's multifaceted identity—thought leader, artist, and steward of legacy—into a cohesive and compelling narrative.

- **Key Responsibilities:**
    - Structuring the "Living Archive" for clarity and discoverability.
    - Writing and refining the core narrative copy for the site.
    - Developing the content strategy for the Artworks gallery (separating Painting and Shufa).
    - Ensuring David Fusthey's work is honored and integrated respectfully.

Kai – Digital Automation & AI Strategist

Role: Kai is the futurist and efficiency expert. They are responsible for integrating current AI and automation technologies to make the development process smarter and the final website more intelligent and low-maintenance.

- **Key Responsibilities:**
    - Implementing AI tools to streamline content ingestion and design prototyping.

- o   Developing the "Semantic Search" functionality for the Archive.
- o   Building the "Serendipity Engine" to create automated cross-linking between Moura's musings, publications, and art.
- o   Ensuring the technical solutions are both cutting-edge and sustainable.

Color Palette

The "Bright Academia" palette is authentic to Moura's vision in that it draws directly from Moura's preferences and artwork—cool, rich, and full of life. It's designed to use color purposefully without overwhelming the academic content.

Primary Text: Charcoal (#333333) (Approved)

Background: Paper White (#f8f8f4) (Approved)

Subtle Divider: Stone Gray (#cccccc) (Approved)

Primary Accent (Headlines/Actions): Bright Teal (#009698)

> Our rationale: This hits the mark for a "brighter" accent. It's intelligent, vibrant, and has excellent accessibility contrast on the Paper White background. It's a confident and engaging primary color for navigation and calls-to-action.

Secondary Accent (Links/Highlights): Vibrant Magenta (#D33479)

> Our rationale: Instead of the ochre, we've pulled this brilliant magenta directly from her list and the colours in her paintings. It's a wonderful, energetic counterpoint to the teal and serves as a perfect, high-visibility color for inline links and secondary highlights.

Spot Colors (For illustrative/art-related elements): We will thoughtfully incorporate other colors from her palette—like Deep Purple (#7D2846) and the bright orange from her abstract work—in sections directly related to her art, allowing the vibrancy of her work to infuse the design in a controlled, elegant way.

Project Outputs

Documents, files etc. that are the "deliverables" of the project

Outstanding Questions for Response