

PROJECT PROPOSAL

Project proposal for
ASV Empowerment

2023

UNIT CODE:
INF10026

Code Crafters

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12th July 2023

UNIT LECTURER
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INTRODUCTION

ASV Empowerment is an upgraded online platform, represented by the website <https://asvempowerment.life/>, dedicated to supporting neurodivergent individuals on their journey to self-actualization and empowerment. The new website provides a welcoming and user-friendly space where individuals can connect, learn essential skills, and thrive in a neurotypical world. It aims to foster belonging, happiness, and personal empowerment for neurodivergent adults, offering a safe and supportive online community. Join ASV Empowerment at <https://asvempowerment.life/> to discover a transformative journey of self-discovery and growth.

This project proposal outlines our approach to the project and how we propose to go above and beyond the needs of the clients. The firm hasn't been able to realise its full potential because of the restrictions of the current website. The creation of a website that captures the essence of the company and demonstrates our team's passion for potential clients is something our team is enthusiastic about.

PROJECT CLIENT AND TEAM MEMBERS

Aisling Smith, the proprietor of **ASV Empowerment**, is the project's client. ASV Empowerment is an online community that supports neurodiverse people on their path to empowerment and self-actualization.

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To communicate with our lecturer Zahirabbas Nagori, who would later present our ideas and thoughts to the client Aisling Smith, is a one-way approach that our team must follow when building the website. We will receive feedback from our lecturer, which will allow us to move forwards with the website. Every time we need to update or alter the website, the same process is used.

PROJECT DESCRIPTION

Background:

The proposed project is to develop a comprehensive website for ASV Empowerment, an organization dedicated to supporting and empowering the neurodiverse community. The website will serve as a central platform for education, providing webinars, blog posts, and videos on neurodiversity topics. It will create awareness, challenge misconceptions, and promote empathy. The website will offer a subscription feature for ongoing engagement and community-building, providing regular updates, exclusive content, and opportunities for participation. It will also acknowledge and celebrate neurodiverse individuals through spotlights and success stories. The website will be visually appealing, user-friendly, and accessible to all, adhering to inclusive design principles. The project aims to amplify ASV Empowerment's message, educate a wider audience, and foster a more inclusive society.

Identified Problem:

The current website for ASV Empowerment has design limitations that hinder its visual appeal and user engagement. The existing design may not effectively reflect the client's brand identity, failing to leave a lasting impression on visitors. Additionally, the layout and navigation structure of the website pose challenges to user experience, making it difficult for users to find the information they are looking for. These limitations need to be addressed in

Project Objectives:

1. To develop a website that is both aesthetically pleasing and easy to use while adhering to the client's brand and goals.
2. Improve the functionality and appearance of the website to make it more responsive and mobile-friendly.
3. Creating pages with subpages for the about, events, services, and courses.
4. To boost website and consumer interaction, include a mailing list and promotional feature like a pop-up.
5. To use SEO tools to improve exposure and position on search engines.
6. Ensure that everyone, including those with impairments, can access the website.

Project Timeline:

Week 1	Beginning a project and planning it.
Week 2	Website's front-end development, including the colour scheme and aesthetic.
Week 3	Development and functioning of the website, including the sections for the shop, services, events, and about.
Week 4	Testing and quality assurance are performed as well as checks on the websites' usability, accessibility, and compliance with customer requirements.
Week 5	Building and deploying the website, including incorporating the mailing list, marketing tools, and SEO optimization.

Project Budget:

- For this project, there is no fixed budget; the only expense is the cost of the host and domain, which was roughly AU\$40.00 for three months.

Key Stakeholders:

- ASV Empowerment Design
- Website Development Team
- Website Content Creator
- Website Administrator
- Website Users

Evaluation and Metrics:

The primary KPI's we will focus on are:

- Website Traffic
- Bounce Rate
- Conversion Rate
- Engagement Rate
- Page Load Speed
- Mobile responsiveness
- User Experience
- Search Engine Optimization
- Website Usability

Project Methodology:

The project will use a two-stage agile methodology. Weekly online meetings will be held by the team to monitor project progress and deal with any problems as they arise. Each team member's task is managed by the project manager, who tracks team progress.

Project Team:

- Project Manager
- Software Developers
- Designers
- Quality Assurance Supervisor

PROJECT SCOPE

Scope Description (Martins, 2021)	In Scope: <ul style="list-style-type: none">○ The home page will feature a menu tab leading to separate pages blogs, services, about, and neurodiversity. The services page will have subpages corporate services and outlier services. Neurodiversity page will have subpages merch, free resources, FAQ.○ The home page will feature a quotation by the customer, an objective statement and a sense of safety and homeliness to welcome the neurodivergent community.○ The website will incorporate pictures and videos provided by the client, ensuring they are integrated seamlessly. The project will involve managing and creating content for the website.○ Advertisement of the free journal○ The about page will column awards and certificates customer has received, below a thorough introduction of her.○ The about page will prominently display a journey map of the client to exhibit her experiences.○ For easier navigation, the service tabs will be of different colors but consistent with different color attributed and allocated for different neurodiverse conditions.○ The project will involve managing and creating content for the website.○ Extensive testing will be conducted to ensure high quality and smooth functionality.○ The website will be deployed and made accessible to users.○ Customer service from the hosting server will be guaranteed.○ The website will include specific functionality required by the client.○ Privacy policies agreement will be attached with the sign up link.○ Initial set up and configuration of SOE (search engine optimization).○ Online platforms and social media platforms will be linked.○ The merch page will be created with blank content as client doesn't yet have merch to upload.○ Event page will be created with trending guest speaker feature and upcoming live sessions.
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Out Scope:

- Marketing materials beyond the scope of the website to support promotional efforts.
- A unique attribute – A pop up quiz, will be a home page feature that will guide the community to appropriate services they require, using information provided by client.
- Business analytics and website analytics.
- The website won't feature an animation of the logo. unless the animation is provided by the client.
- Modules of the online services won't be featured in the website.

**Project Deliverables
(Martins, 2021)**

- The website will be designed to align with the client's goals and objectives.
- The front-end design will reflect the client's brand and aesthetic preferences.
- The website will be mobile-responsive and capable of handling online transactions.
- Multiple pages with sub-pages will be displayed .
- SEO optimization techniques will be implemented to improve visibility and search engine rankings.
- The website will meet accessibility criteria and adhere to guidelines for an inclusive user experience.



WEBSITE REQUIREMENTS

The website must adhere to the following requirements, which are divided into functional and non-functional categories, in order to fulfil the project's objectives.

Functional Requirements:

- User Registration: Allow users to create accounts and manage their profile information.
- User Authentication: Implement a secure login system to verify user identities.
- User Dashboard: Provide a personalized space for users to view and manage their activities, preferences, or settings.
- Content Management: Enable administrators to add, edit, and delete content on the website.
- Search Functionality: Allow users to search for specific information or resources within the website.
- Social Media Integration: Integrate social media platforms to facilitate content sharing and user engagement.
- Payment Processing: If applicable, support secure online transactions and payment methods.
- Mobile Responsiveness: Optimize the website layout and design for a seamless user experience across different devices.
- Security: Implement measures to protect user data, prevent unauthorized access, and ensure secure communication.

Non-functional Requirements:

- The website needs to be simple, user-friendly, and simple to navigate.
- To keep people from losing interest, the website needs to load quickly.
- ASV Empowerment's brand identity must be reflected in the website's visually appealing design.
- The website must be safe and secure, guarding against unauthorised access to consumer data.
- To guarantee that it is accessible to all users, including those with disabilities, the website must adhere to web accessibility guidelines.

Constraints:

- Time is one of the key limitations. Within six weeks, the website must be launched.
- The website must work with ASV Empowerment's current infrastructure, including its payment channels and inventory management system.
- The majority of team members

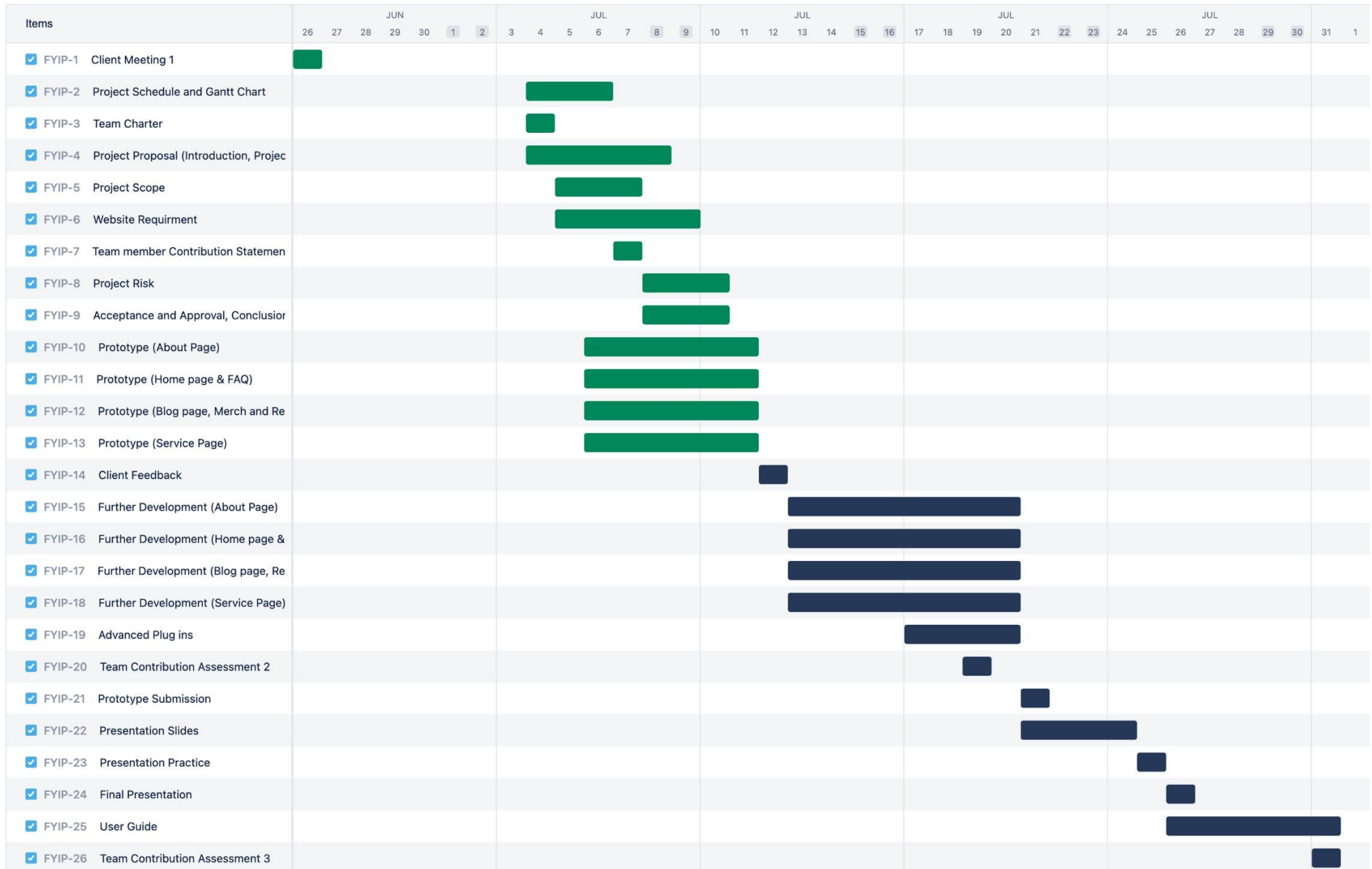
Assumptions: We count on ASV Empowerment Design to give us all the data and materials required for the project's success, including pictures, descriptions of the products, etc. More than that, we require the client's availability for scheduled meetings and feedback sessions with our supervisor (lecturer) to make sure we are on the same page.

Dependencies: The success of the project depends on the readiness and prompt delivery of resources including manpower, gear, and software. Additionally needed are outside elements like hosting services and internet access. The supervisor will be informed of any potential risks or dependencies and will then inform the client to make sure they are aware of any potential delays or difficulties that may occur during the project.

PORJECT SCHEDULE

SL	Gantt task	Start	Days	Finish	Owner(s)
1	Client Meeting 1	26/6/23	1	26/6/23	Whole Team
2	Project schedule and Gantt Chart	04/07/23	3	06/07/23	Sohan
3	Team Charter	04/07/23	1	04/07/23	Jennia
4	Project Proposal (Introduction, Project Client, Project Description)	04/07/23	5	08/07/23	Riddhi
5	Project Scope	05/07/23	3	07/07/23	Jennia
6	Website Requirement	05/07/23	5	09/07/23	Nahid
7	Team member Contribution statement	07/07/23	1	07/07/23	Whole Team
8	Project Risk	08/07/23	3	10/07/23	Jennia
9	Acceptance and Approval, Conclusion	08/07/23	3	10/07/23	Riddhi
10	Prototype (About Page)	06/07/23	6	11/07/23	Sohan
11	Prototype (Home page & FAQ)	06/07/23	6	11/07/23	Jennia
12	Prototype (Blog page, Merch and Resources)	06/07/23	6	11/07/23	Riddhi
13	Prototype (Service Page)	06/07/23	6	11/07/23	Nahid
14	Client Feedback	12/07/23	1	12/07/23	Whole Team
15	Further Development (About Page)	13/07/23	8	20/07/23	Sohan
16	Further Development (Home page & FAQ)	13/07/23	8	20/07/23	Jennia
17	Further Development (Blog page, Merch and Resources)	13/07/23	8	20/07/23	Riddhi
18	Further Development (Service Page)	13/07/23	8	20/07/23	Nahid
19	Advanced Plug ins	17/07/23	4	20/07/23	Sohan & Nahid
20	Team Contribution Assessment 2	19/07/23	1	19/07/23	Whole Team
21	Prototype Submission	21/07/23	1	21/07/23	Nahid
22	Presentation Slides	21/07/23	4	24/07/23	Whole Team
23	Presentation Practice	25/07/23	1	25/07/23	Whole Team
24	Final Presentation	26/07/23	1	26/07/23	Whole Team
25	User Guide	26/07/23	5	31/07/23	Whole Team
26	Team Contribution Assessment 3	31/07/23	1	31/07/23	Whole Team

Gantt Chart:



PROJECT RISKS

Time and Cost

The time assigned to us is limited to approximately 4 weeks. Some functionalities of the website require a significant amount of timely attention. Limited time becomes our biggest constraint. In addition, this enterprise is fraught with numerous dangers. First off, if careful preparation is not carried out, the costs associated with website design may be wasted. The price to buy the host is a frequent illustration of this. As a result, we can spend more money than we had anticipated for the project and ultimately run out of money.

Managing the risk: The approach to reducing this risk involves open communication, doing tasks according to the team gantt chart by due date and clear the expression of each team member's ideas and stances, discussion with the client and teacher about the financial situation, and preparation of a plan that can fit the budget in due time so that all sides can reach a decision.

Technical risks

There is a danger that a cyberattack will occur while the ASV Empowerment website is being developed, erasing all of the data entered. This can occur because some of us lacked the necessary technological expertise, and because of our negligence, we might lose the faith of our clients. As a result, this will reflect poorly on our team, and the effort we invested over the course of the semester might have been wasted. (2018's Top 5 Web Development Issues and How Businesses Can Prevent Them) (Leaf, 2020)

Managing the risk: We can maintain the website more secure and

satisfy all privacy regulations by installing firewalls or making sure endpoint protection is in place. Learning and establishing a deep understanding of website development aid in lowering the possibility of technological faults, which could improve the client's perception.

Unmet requirements and uncertainty of client needs

There is a potential that the necessary requirements—like the usage of new tools to update photographs that may look extremely contrasting—might not be available because we have to finish building the website within the allotted six weeks. There are several areas where the client is unsure of the resources she can provide or the features she truly wants this may result in some confusions to arise that might result in unmet desires.

Managing the risk: By doing more research and planning, we can reduce this risk and become more organized along with updated and clear communication with client after every project iteration. The website should be regularly updated with clients feedback .

RISKS

critical					Technical risks
Very high					
high		Unmet requirements and Uncertainty of Client needs			
medium					
low	Cost			Time	
	0-20%	21-40%	41-60%	61-80%	81-10%

Damage caused

Likelihood of occurrence

ACCEPTANCE AND APPROVAL

Date: 12/07/2023

Name: Aisling Smith

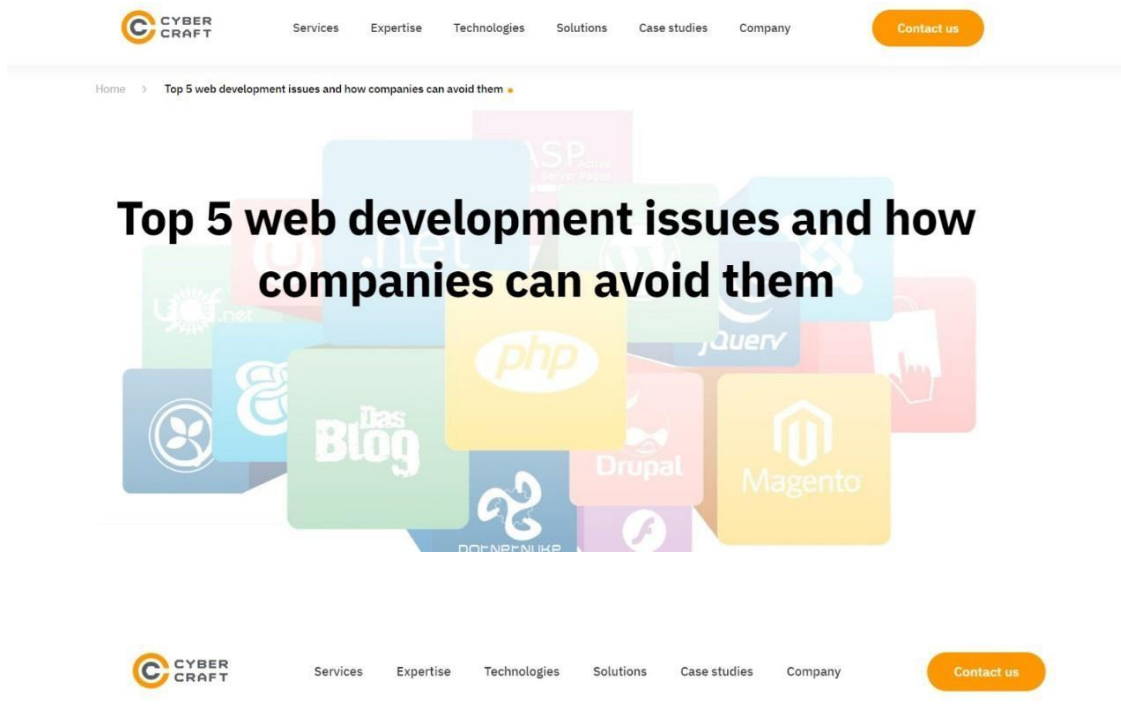
Client Signature:

APPROVAL

CONCLUSION

- In conclusion, our team is eager to start working on this project and create a website that will improve ASV Empowerment Design's online visibility. We think that this initiative will help the business grow its consumer base. Our team is committed to building a website that exceeds the client's expectations and provides a seamless user experience. In order to continue working with them on many more projects, we want to build and strengthen a relationship.

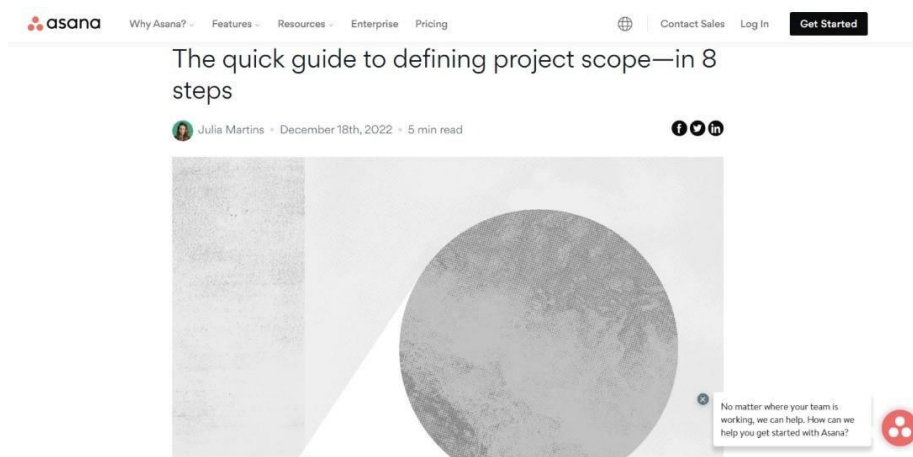
APPENDIX




Website & web application development – where to start?

To build a high-performance web-based solution, the first thing you will need is a team of skilled tech specialists. Depending on the type & scope of your project, your web application development team should consist of two to ten members. As much or as little as you need – to deliver desired end results.

However, even hiring the most experienced web developers won't guarantee you success. The quality of end result depends as much on you as on your development service provider. So, prepare yourself for possible pitfalls & risks. By staying informed about all potential dangers, you can find the most effective ways to mitigate them.



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JUMP TO SECTION
→ What is project scope?

[The benefits of defining your project scope early](#)
[8 steps to define your project's scope](#)
[Set healthy boundaries with project scopes](#)

View Templates

project deliverables on time and within budget—without overworking your team. In this article, we'll cover everything you need to know to define and manage your project scope.

What is project scope?

Project scope is a way to set boundaries on your project and define exactly what goals, deadlines, and project deliverables you'll be working towards. By clarifying your project scope, you can ensure you hit your project goals and objectives without delay or overwork.

Defining your project scope isn't a one-person job. Rather, you should align with any important project stakeholders and ensure that you're all on the same page. For example, if you're working on a product marketing launch, you want to make sure you align with stakeholders on relevant teams at your company, like the product team, the design team, and the content team. Depending on how complex your project is, you may also want to define a change control process—we'll get into how you can do that later.

Create a scope management plan template

What is a project scope statement?

A project scope statement is simply a written document of your project scope. Depending on the complexity of your project, your scope statement could be a section of your project plan, or it could be its



In this article

What Is a Project Description?

Project Description Outline ▾

How to Write a Project Description ^

A 10-Step Checklist for Writing a Project Description

Types of Project Descriptions With Examples ▾

PMP Project Description

How to Write a Project Description in a CV or Resume

Tips for Writing a Good Project Description

How to Write a Brief Description of a Project

What Is a Project Description in a

How to Write a Project Description

Although writing a project description will vary somewhat depending on the type of project, the basic process is the same. The following 10 steps are key to writing a good project description.

- 1. Summarize:** Write a one- or two-paragraph explanation of what the project aims to accomplish. Avoid delving deep into background or past projects. A good project summary will not only serve as your elevator speech, but will also help you clarify larger issues with your plan.
- 2. Define:** Describe the problem or opportunity and how the project will address it.
- 3. Set goals:** Identify SMART project objectives, defined as follows:
 - **Specific:** Answer who, what, when, where, and why.
 - **Measurable:** Include metrics for defining success.
 - **Achievable:** Set goals that are possible to accomplish with the available resources.
 - **Relevant:** Goals should be aligned with your organization's mission.
 - **Time-bound:** Include intermediate and final deadlines for each goal.
- 4. Explain:** Briefly explain your methodology. Include any key technologies or project management techniques you'll use and why they're appropriate.
- 5. Measure:** Identify the project deliverables. How will you measure success and evaluate the project?
- 6. Schedule:** Include a general timeline, with project phases and milestones. Be sure

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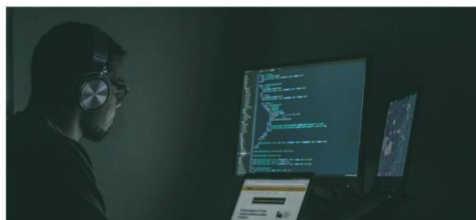
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[What Is a Project Description in a](#)

What Is a Project Description?

A *project description* is a high-level overview of why you're doing a project. The document explains a project's objectives and its essential qualities. Think of it as the elevator pitch that focuses on what and why without delving into how.

You typically draft a project description early on, during the [project initiation phase](#) of the project management lifecycle.

The project manager often writes the project description. However, if you are working for an agency that seeks grant funding or writing a research proposal, you might need to learn how to write a project description in a project proposal.

The project description should include an overview of the following:

- Project goals and objectives
- Stakeholders and their roles
- Metrics for measuring success
- Timeline
- Estimated budget

The tricky part is figuring out what doesn't belong in the project description. The description should focus on goals, objectives, and the overall approach, but you don't need to include lists of tasks, an extensive background, or research analysis. In general, the project description is broad; you'll include more detail in the project plan.

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GROUP 01

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