**JCCC Fabricated Ad Agency[[1]](#footnote-1)**

**Project Charter**

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| --- | --- | --- |
| Date | Author | Revision |
| 06-16-2016 | Dan Guinn | Initial Version |

**Project Title:** The project shall be referred to by the following name throughout the project:

“SteamWorks Mockup”

**Introduction:** Our client, SteamWorks Inc., desires to significantly improve their sales with a new, dynamic, web-facing solution. The SteamWorks sales team is a small team with operations in the Kansas City area with about 30 employees. Their business in the past has grown largely by word of mouth and face-to-face contact with their customers. They want to be sure that the website we produce conveys their person-to-person, personal approach to business. The client has pre-authorized an additional $150,000 budget, for an extensive full site build, **if we deliver** on this request immediately.

**Objective:** We are being tasked to fulfill the client need by implementing a product lead generation website that will allow visitors to schedule a private product party. The site will minimally have an initial landing page and a web form for leads to submit their request for a sales team member to contact them.

**Implementation Strategy:** The client has provided initial art assets that we are to use to build several mockup examples. Each developer team member shall create a mockup of the landing page and form. The team will then vote on the solution that we will submit to the client. Since additional business is riding on this delivery, we need at the very least, a preliminary mockup built over the next week. For more specifics on the client ask, please see the business requirements document.

**Assets:**

The following assets are being provided by the client:

* Client Logo - Client Brand Scheme
* Client Slide Images
* Client YouTube Video (to be created)

1. All information here is fictitious and for educational purposes only! :-]> [↑](#footnote-ref-1)