Specific Client Needs

The goal of the project was to provide:
- A functional, easy-to-use website - user-friendliness increases likeliness of user spending longer on website
- Advertisement/marketing concept - create a concept to grasp the attention of students
- Teaching Content - attract students to apply to the program
- Teacher Profiles - provide information about current students in the program
- Application - provide easy access to the scholarship application
- Contact Information

The major objectives of this project were:
- To recruit students through a marketing concept
- To teach, inform, and bring awareness to the program
- To create a new page to provide Noyce its own page to display all information in one place

Mission Statement

The project mission is to create a website for Noyce to have a way to recruit students and to have them apply for the scholarship. Content about the program and a link to the application will be uploaded to the new website pages. Additionally, the team will create a marketing concept to further capture the interest of students. This will help bring attention to Noyce scholarship, educate students on the scholarship and ultimately attract students to apply.

Gantt Chart of Major Project Milestones

Table:

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Kickoff</td>
<td>10/25/17</td>
<td>10/27/17</td>
</tr>
<tr>
<td>Scope Definition</td>
<td>10/28/17</td>
<td>11/03/17</td>
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<tr>
<td>Conceptual Design</td>
<td>11/04/17</td>
<td>11/09/17</td>
</tr>
<tr>
<td>Wireframes and Design</td>
<td>11/10/17</td>
<td>11/14/17</td>
</tr>
<tr>
<td>First Iteration</td>
<td>11/15/17</td>
<td>11/19/17</td>
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<tr>
<td>Second Iteration</td>
<td>11/20/17</td>
<td>11/24/17</td>
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<tr>
<td>Third Iteration</td>
<td>11/25/17</td>
<td>11/29/17</td>
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<tr>
<td>Final Iteration</td>
<td>12/01/17</td>
<td>12/05/17</td>
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<tr>
<td>Client Review</td>
<td>12/06/17</td>
<td>12/07/17</td>
</tr>
<tr>
<td>Final Deliverables</td>
<td>12/08/17</td>
<td>12/09/17</td>
</tr>
<tr>
<td>Site Launch</td>
<td>12/10/17</td>
<td>12/11/17</td>
</tr>
</tbody>
</table>

Technologies Used

- **Resources and Technical Requirements**
  - Access to site - username/password
  - Resources to add to site
    - Photos
    - Quotes
    - Information Details
    - Contact Information
  - Platforms currently used
    - Fujita CMS
    - jQuery
    - HTML, CSS, JAVASCRIPT
    - Windows
    - OS X
  - New Technology
    - Our team used a new Content Management System (CMS), Fujita CMS. This CMS provides the administrative control for the “Teach Science and Math” website. The system is written in PHP utilizing a MySQL database for storage, CKEditor for its WYSIWYG, and the jQuery JavaScript framework. Fujita CMS is template-driven, which allows for page additions, deletions, modifications, and navigation changes/generation.

Project Budget

- **Anticipated (Time) Budget**: ≈ 412 hours
- **Actual Project (Time) Budget**: ≈ 306 hours

Project Success Factors

- **Critical factors impacting project success**
  - To have an application page to enable the recruitment process, to have a functional, user-friendly site and making sure our other priorities were to develop a marketing strategy and 3-year plan.
  - Criteria that determine success of the project
    - To have an application page to enable the recruitment process and to have a functional, user-friendly site.
  - Measured Success
    - Success is measured by meeting scope of project. Having a functioning site with an application page, home, about, FAQ, contact us, fulfilling client needs and goals.

Lessons Learned

- Meeting Planning
- Preliminary Planning
- Immediate Resolution of Problems
- Good Team Mindset and Goals
- Potential for Online Application
- Potential Benefits from a Database
- Implementation of Marketing Plan
- Website/ Application
- Accessibility
- New Technology

Product Development & Deliverables

- **Execution/Phase 1 (Design)** - 10/11/17
  - 1. Website: Design Layout
  - 2. Marketing: Design a strategy to attract students to website/application
  - 3. Three-year plan: Design 3-year IT support plan

- **Execution/Phase 2 (Implementation)** - 10/25/17
  - 1. Website: Implement design layout
  - 2. Marketing: Implement marketing strategy
  - 3. Three-year plan: Develop support plan for future updates

- **Execution/Phase 3 (Final Review)** - 11/8/17
  - 1. Website: Final Review
  - 3. Three-year plan: Final Review

Key Stakeholder

Dr. Christine Lotter
Instruction & Teacher Education
College of Education