

Project Plan



Lollie Davis, Andrew Edwards, Ilyusha Belegradek, Meagan McSherry, and Annie Campbell

SEPTEMBER

9/6: Checkpoint 1
9/11: Meeting with ENTR students
9/12: Meeting with Coach Black at 11am
9/27: Checkpoint 2, peer evaluation one due

OCTOBER

10/2: Midpoint
10/5 - 10/15: Meeting with Coach Black
10/16: Withdrawal deadline
10/25: Checkpoint 3, peer evaluation 2 due

NOVEMBER

11/1 - 11/12: Meeting with Coach Black
11/15: Checkpoint 4
11/27: Stage Presentations
11/29: Booth presentation rehearsal

DECEMBER

12/6: Debriefing, final peer evaluations due
12/8: Demo Day

Meet The Client: Tom Black



TOM BLACK

LOCATION:

Athens, GA

TITLE:

Volleyball Head Coach

FAMILY:

Married with two children

EXPERIENCE:

- 12 years of NCAA collegiate head coaching experience at UC San Diego and Loyola Marymount
- Became head coach of UGA Women's volleyball in 2017
- Involved with the U.S. Women's National Team and served as an assistant coach at the 2016 Rio Olympic games

PRIOR TO COACHING:

- Received his bachelor's degree in political science from UCSD in 1996
- Was a four-year letterwinner and set numerous hitting records and earned All-MPSF honorable mention honors in 1996
- Was Volleyball Magazine's Small College Player of the Year in 1996
- Earned Small College All-America honors in 1996

Team Goals

- To successfully meet each deadline/checkpoint and maintain our creative drive throughout the longevity of the project.
- To position our product as an app that is desired by users.
- To set up/schedule a panel of coaches that will answer questions about the potential app and what they would desire from a networking app for collegiate level coaches and professionals.
- To create a catchy name and logo that correlates with the branding that we decide upon.
- To feel adequately prepared before each checkpoint presentation and excited to share our research and working product with the class.
- To conduct thorough research that gives us a deeper understanding of what it takes to successfully create an app of this type.
- To maintain a close relationship with each other, Coach Black, and the Entrepreneurial students (connections are key!).
- We want to take as much as we possibly can out of this project. There is so much that we will learn throughout this semester and we want to embrace every good and bad aspect of this project.

Greatest Challenges & Largest Potential Roadblocks

Communicating/Working with both Coach Black & the Entrepreneurial Students

- We want to make a continuous effort to communicate with both Coach Black & the Entrepreneurial students so that everyone is kept in the loop. We understand that there may be potential roadblock when attempting to communicate with both Coach Black and the other students (practices, games, other meetings, scheduling conflicts), but we are prepared to make adjustments to our schedules and/or make arrangements to meet with people as necessary (i.e. FaceTime, phone conversations, email, etc.) Although it is necessary to continue communication with them, our first priority is creating this product.
- We will be checking in with Coach Black each week to update him on our progress and address any comments/concerns he may have
- We will also continue to communicate with John and utilize him as a resource throughout the semester.

Creating a product that is functional and desired by potential users

We want to create a product that is functional and desired by potential users. In order to do so, we must spend extensive time researching to understand some important factors:

- What features are most important to have in the app for potential users?
- How will users learn about the app/join the app?
- What factors/features will make our app different from other existing networking platforms and apps?
- What is the best way to design the layout of the app so that it is visually appealing and easy accessible for users?
- What verbiage that should be used throughout the app (notifications, posts, credentials, etc.)?
- What is the best way to keep users interacting with the app?
- There are many more factors that we will need to research and interpret, but these are our chosen factors to being our research with.

Selecting/narrowing down features for our app

- There are many factors that we want to include in our app. However, it is not realistic/necessary to include every feature that we are currently considering. After conducting our research, we will have a better idea of what features are most important. We will then be able to select the three most important of those features and begin creating them within the app.

Understanding the pricing/business aspect of an app

- As of right now, we have very little knowledge about what goes into creating an app, how the app is paid for, how it put onto the app store, what price to charge (if you charge a price at all), etc. We will have to learn through our own research and conversations with Coach Black and the Entrepreneurial students how to answer these questions and move forward with our app as we reach the end of the project.

We will all be taking part in each deliverable and working together as a team to complete each check point. We have separated our roles based on our skill sets & that will be the determining factor as to who will work on which part of each deliverable.

Final Deliverables

Operational Project

- Meagan, Andrew, & Annie will work together to design the website based on the branding and positioning of the app so that it is cohesive throughout
- Ilyusha & Andrew will be building the actual app with design assistance from Meagan & Annie
- Lollie will be conducting research for the team to interpret and use when deciding what features to include in the app, the importance of notifications, the copy/verbiage that will be used, etc.
- Screen recording will be conducted by Andrew to include on the website
- Evaluations will be completed by each team member

One-Pager + Poster

- Meagan will design & create the one-pager & poster using Adobe softwares - Annie will assist with any design as needed
- The team will work together to print & prepare the one-pager & poster for SLAM

Project Trailer

- Annie will be taking the lead role in creating/producing our product trailer
- Footage will be taken from practices/games with Coach Black, team conversations, & the research panel. We will also include a screen recording of the app and the features that it includes
- Tone: Exciting

Project Website

- Annie, Andrew, & Meagan will be working together to create the product website. Meagan will make sure that the branding of the product is cohesive throughout the app and website (including colors, themes, logo, etc.)
- Ilyusha will assist in any additional coding that needs to be incorporated into the website
- Andrew will conduct the screen recording to post on the website

Final Deliverables

Stage Presentations

- Andrew will be taking the lead as the presenter in our presentations
- We want to communicate clearly with the audience and express our excitement for the app, so we will practice our presentations as a team multiple times before the actual presentation
- Meagan & Annie will design any slides that are used in presentations
- As of right now, we want to take the “audience interaction” route when presenting. By engaging our audience, our presentation will become much more engaging and we will be able to learn from each audience member that interacts with us. We are considering including some pre recorded video in our presentation, but we will make that decision after we have collected footage from our meetings with Coach Black.

Booth Presentation

- We will be working together as a team to decide how we want to set up our booth and how we will go about doing so.
- We want to incorporate a sports theme in our booth and possibly our outfits. We want it to be obvious what our app is about by looking at our booth.
- We will each have our own pitched memorized and rehearsed
- We will be prepared to answer questions based on our roles/areas of specialty throughout the project