



Watershed UGA Team Contract

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- **Where are we going:**
 - Our Collective Vision (start with the end in mind):
 - What will the end product look like? (TBD)
 - Website
 - App in App Store
 - Presentation
 - What standards do we hold our project to?
 - UX
 - UI
 - Personal
 - Tom: I want this project to be a big resume item, and I want to get glowing references from NMIX staff that say our project was one of the best they've had. I see no reason why we shouldn't always hit the highest marks on whatever rubrics there are.
 - Ellie: I want a real tangible product. I think presentations should be creative and not fill in the blank. They should be polished. What should we mimick in terms of quality? (we will have a better idea once we talk to Tyra)
 - Sean: I look forward to create a project that exceeds expectations and is worthy enough to ship.

- Emily: I want to create a tangible project that we can all be proud of and show off.
- Kaitlyn: I want to create something I can use in a portfolio.

- **How will we get there:**

- Team Portfolio: (skills and experiences, picture, what you will be doing, personal goals)

- Tom:

Skills and Experience: I have experience using Adobe Indesign, Photoshop and Illustrator and basic level coding. On this project, I will be leading the team in creating our app through X-Code. I will also be a supporting project manager and will play an active role in team management. My personal goal for this project is to produce a functional app.

- Ellie:



Skills and Experience: I am proficient in Adobe Photoshop, InDesign, and Premiere. I also have a lot of knowledge about photography, videography, and basic web design.

For the duration of this project, I will be acting as Project Manager as well as contributing to the website and design of our final product.

- Sean:



Skills and Experience: Creative Cloud (Photoshop, InDesign, After Effects), Branding, Beginner-Level Coding, and Website Design

On this project I plan to take the lead on Branding and the Beta UX Map, I will also be assisting with the Project Plan, Finalized Visual Design, Operational

Project, and Project Website. I look forward to create a project that exceeds expectations and is worthy enough to ship.

■ Emily:



Skills and Experience: I have experience using Adobe Creative Cloud (as many of my other peers) and basic coding knowledge of HTML, CSS, and Swift, etc. As a journalism major with a visual journalism emphasis, my abilities are in content creation, video production, and storytelling.

What I'll be doing: I will be working with Tom as well as other members of our team to help get the technology side of things up and running, whether this be a new website and/or app for Watershed UGA. I will also assist with some design and video production throughout the project.

■ Kaitlyn:



Skills and Experience: I have experience in the Adobe Creative Cloud as well as Final Cut and iMovie. I have a basic knowledge of coding HTML, CSS, and Swift as well. I prefer the design side of product development, and I like collaborating with others. During this project, I will take the lead on project and user research, the final visual design element, and the operational project and the project trailer. I will also assist

will

with the presentations for each checkpoint.

- Assignments to do:

*A lead means the person is the responsible for their project. They are project managers and will delegate work accordingly.

*Everyone will also act as an unspoken lead for each topic, which means everyone is responsible for making sure things get done on time.

*Lead doesn't mean KING/QUEEN of project

- Team Management:

- Lead 1: Ellie

- I will be in charge of maintaining the project timeline as well as keeping track of progress of upcoming assignments to make sure we are on track and the group dynamic stays positive and productive. I will also be responsible for sending out weekly agenda so the team is aligned on the work for the upcoming week.

- Lead 2: Tom

- Branding (Quality Control):

- Lead 1: Sean

- Maintaining brand cohesiveness among all product design and promotional designs

- Google Drive:

- Lead 1: Kaitlyn

- CHECKPOINT 1

- Research:

- Lead 1: Kaitlyn

- Project Plan:

- Lead 1: Tom
- Lead 2: Ellie
 - Make sure all necessary information is included in a clean and organized way by the deadline.
- Lead 3: Sean
 - Assist Tom and Ellie in developing a strong and concise project plan.
- Alpha:
 - Lead 1: Emily
 - My goal here is to make sure everyone is taking a stab at learning how to use the software and to have a very basic product/idea for a product.
 - Lead 2: Tom
- Alpha Presentation:
 - Lead 1: Ellie
 - I will be responsible for the overall look and feel of our presentations and making sure information is presented clearly
 - Lead 2: Kaitlyn
- CHECKPOINT 2
 - User Research:
 - Lead 1: Kaitlyn
 - Alpha 2.0:
 - Lead 1: Emily
 - The goal is to begin to better develop our final product and learn more of what works well and what doesn't.
 - Lead 2: Tommy

- Alpha Presentation 2.0:
 - Lead 1: Ellie
 - I will be responsible for the overall look and feel of our presentations and making sure information is presented clearly
 - Lead 2: Kaitlyn
- Beta UX Map:
 - Lead 1: Sean
 - To create an effective product map that explicitly illustrates the product features.
 - Lead 2: Emily
 - The goal is to develop what our main features and such will be and how we can implement them through technology.
 - Lead 3: Ellie
 - My goal here is to understand our target users and optimize our product for their use
- CHECKPOINT 3
 - Project Beta:
 - Lead 1: Tom
 - Lead 2: Emily
 - I'm striving to work with Tom and everyone else to have us create a viable product that incorporates the majority of our goals and needs for it.
 - Beta Presentation:
 - Lead 1: Ellie

- I will be responsible for the overall look and feel of our presentations and making sure information is presented clearly
 - Lead 2: Kaitlyn
 - Lead 3: Tom
- Final Visual Design Element:
 - Lead 1: Kaitlyn
 - Lead 2: Sean
 - As a lead in branding, I will be assisting Kaitlyn in ensuring brand cohesiveness with this assignment.
- Map to SLAM:
 - Lead 1: Emily
 - The goal here is to make sure that we have everything in order for SLAM and to figure out what still needs to be done before we get there!
 - Lead 2: Ellie
 - Make sure the team is aligned on what we need for SLAM
- FINAL DELIVERABLES
 - Operational Project:
 - Lead 1: Kaitlyn
 - Lead 2: Sean
 - One-pager:
 - Lead 1: Emily
 - I want to have a cool little explanation page of what all we've been working on to hand out.
 - Poster:

- Lead 1: Ellie
 - Create a well designed and organized informational poster to showcase the work we have been doing all semester
- Project Trailer:
 - Lead 1: Kaitlyn
 - Lead 2: Emily
 - The goal is to work with Kaitlyn and the rest of the team to create a trailer that will have everyone else interested in our final product.
- Project Website:
 - Lead 1: Ellie
 - Design and organize a website that will house our project portfolio. Navigation should be easily understood and design should look clean and on brand.
 - Lead 2: Sean
 - As a lead in branding, I will be assisting Ellie in ensuring brand cohesiveness with this assignment.
- Stage Presentation:
 - Lead 1: Ellie
 - Make sure the team is ready and feels prepared for the final presentation. Address any concerns they might have.
 - Lead 2: Tom
- Booth Presentation:
 - Lead 1: Ellie

- Make sure everyone is prepared for the SLAM presentation and knows the pitch by heart to make for a painless and professional presentation.
 - Portfolio:
 - Lead 1: Everyone
 - **How to do it together:**
 - Culture:
 - Everyone should have an opinion
 - Equal Respect
 - Effective Communication
 - Mindset of efficiency:
 - Communication
 - Slack
 - Main Group Communication
 - Trello
 - For visual progress updates on topics and assignments
 - Google Drive
 - To store information that is being worked on before it is ready to be uploaded to the website
 - Things to avoid:
 - Missing Deadlines:
 - Project Management (Have things done 2 days before a deadline)
 - Bad communication
 - Make sure that everyone checks slack at least once a day
 - Missing meetings
 - Give prior notice
 - Making sure voices aren't being lost

- Mission is to have everyone's opinions
- Addressing conflict:
 - Voting system ($\frac{2}{3}$ wins)
 - Discussion based
 - Get input from professors if a difficult decision/disagreement
- Meetings:
 - Class time
 - Mondays at 6:30 p.m. at Hendershots
 - Back up times:
 - Sundays at 7 p.m.
 - Wednesdays at 9:30 a.m.
 - Goal of meeting:
 - Dedicate the beginning of meetings to update everyone on your progress
 - Take the time to discuss what has been happening as a group and assess how to move forward
- Detailed description of unknowns
 - What the final form of our project will be
 - We haven't spoken to Tyra or Ron yet
- Items to adjust at mid-term
 - Update contract
 - Meeting times
 - Lead roles
 - Reviewing culture/communication