Chick-fil-A

Sending CARE to Others

PROJECT PLAN

FINAL DELIVERABLES

Finalized "Send Care to Others" Feature
- Arth will create a wiget to add to the current Chick-fil-A One app using Sydney's UX designed app on figma

Designed Cards & Care Packages for Special Occasions
- Aria will work to design these components using photoshop and illustrator

Project Trailer
- Chloe will create the project trailer using Adobe Premiere Pro with her knowledge in video editing

Booth Presentation/ One Pager
- Ally will take lead in creating the SLAM presentation with help from Chloe and Aria. She will ensure that all elements are cohesive and clean.

Project Website
- Sydney will take charge in designing the website to showcase our project which will be excuted by Arth's with his computer science skills.

POTENTIAL CHALLENGES & SOLUTIONS

OPERATIONAL CHALLENGES

With the mobile gifting feature, there are potential operational challenges we would need to think through in order for it to be feasible. Issues arise if the recipient isn't home to receive their delivery. We could create a feature for the recipient to schedule delivery, however we need to determine how long it would take until the order is void. Another issue occurs if there are no locations offering the delivery option near the recipient. We also need to think through whether Chick-fil-A rewards can be apple or rewarded for using the mobile gifting feature.

• Solution

To make sure we address potential operational challenges, we will prioritize thinking through a variety of different situations pertaining to the new feature. If it really doesn't seem feasible, we will shift directions and focus on a more practical solution. However, if we believe a particular feature elevates the mobile gifting experience, we will present it to the client and address our concerns as well as potential solutions.

SENDING Care TO OTHERS

SUCCESSFUL INTEGRATION

The main challenge would be making sure our widget can be successfully integrated with the Chick-fil-A app. There are a variety of different features we would like to include alongside the "Send Care to others" option, so we would like them to be fully-functioning with no technical difficulties.

• Solution

To ensure successful integration, we will make sure the software is functional and consult experts if we are confused about a certain component. Similarly, we will watch online tutorials or do research on potential features we will add to the product to ensure it runs smoothly.

TIME MANAGEMENT

Since each of our team members has different schedules, it can be difficult to find time to proactively work on deliverables. We assigned DRIs and created a detailed timeline, but it is necessary for us to stay on track if we want to create a well-thought out, fully-working product.

• Solution

In order to stay on track with our timeline, we will keep each other accountable by starting each meeting with a progress check up. If a team member is falling short, the project manager will speak with them and make sure they get back on track. We want to make sure everyone feels like they are doing an equal amount of work, however we encourage staying flexible and helping out where it's needed.

GOALS

REACH Create functional "Send Care to others" delivery option, recipient scheduling feature, and text message sharing option with no technical difficulties. Users can choose from pre-made care packages or customize orders with add-ons and personalized notes. The new feature will be accompanied by a fully-developed campaign including promotional materials for social media, visual packages, activation ideas, and seasonal promotions.

MAIN Create functional features that let the recipient schedule delivery time and allow users to send tracking information via text message with minimal technical difficulties in addition to the "Send Care to others" delivery feature. Users can choose from pre-made care packages or customize orders with add-ons and personalized notes.

SAFETY Create a functional "Send Care to others" delivery feature on the Chick-fil-A mobile app with minimal technical difficulties.

SENDING *Care* TO OTHERS
TIMELINE

✓ CHECKPOINT 1

2/7 — Debrief after presentations and make any changes based on feedback. Begin delegating tasks for Checkpoint 2. Complete peer evaluation one.

2/12 — Begin creating the UX map and preparing questions for user research.

2/14 — Begin conducting user research and developing the beta. Decide on team name and website URL.

2/16 — Analyze user research and begin creating the presentation.

2/19 — Edit and review deliverables for Checkpoint 2 and practice our presentation as a group.

2/21 — Finalize all deliverables and input them into project templates. Practice presentation.

✓ CHECKPOINT 2

2/26 — Debrief after presentations and make any changes based on feedback. Begin delegating tasks for Checkpoint 3.

2/28 — Complete peer evaluation two.

3/2 — Begin working on 1.0 and the website beta. Begin visual design guide and poster.

3/5 — SPRING BREAK

3/14 — Begin working on SLAM promotional materials.

3/16 — Continue working on Checkpoint 3 deliverables.

3/19 — Review progress of Checkpoint 3 deliverables and make any changes based on group feedback.

3/21 — Begin creating the presentation. Brainstorm for project trailer.

3/23 — Edit and review deliverables for Checkpoint 3 and practice our presentation as a group.

3/26 — Finalize all deliverables and input them into project templates. Practice presentation.

SENDING Care TO OTHERS

✓ CHECKPOINT 3

3/30 Debrief after presentations and make any changes based on feedback. Begin delegating tasks for Checkpoint 4.

4/2 Begin developing 1.1.

4/4 Begin filming for the project trailer. Create stage presentation beta.

4/6 Begin creating launch, handoff, and social deliverables.

4/9 Complete client feedback assignment and submit resumes.

4/11 Review progress of Checkpoint 4 deliverables and make any changes based on group feedback.

4/13 Continue working on Checkpoint 4 deliverables.

4/16 Edit and review deliverables for Checkpoint 4 and practice our presentation as a group.

4/18 Finalize all deliverables and input them into project templates. Practice presentation.

✓ CHECKPOINT 4

4/23 Debrief after presentations and make any changes based on feedback. Begin operational project, booth presentation, and one-pager.

4/25 Rehearse booth presentation.

4/27 Finalize project trailer and project website. Continue to work on operational project and submit peer evaluations.

✓ FINAL DELIVERABLES

5/2 Trailers due by 11:59 PM.

5/4 Review and finalize all deliverables. Practice stage presentation.

5/6 SLAM!

5/9 Debrief.