



JIM CROW: NOW & THEN

Proposal for the University of Miami's Interactive Media Capstone



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Change Control

Revision History

Version	Date	Section	Change Description	Required By	Changed By
1.0	2/2/17	All	Create document	M.S.	C.R.
1.1	3/2/17	Scope	Integrate 360 component	M.S.	C.R.
1.2	5/7/17	All	Update based on feedback	M.S.	C.R.
1.3					

Change Requests

Date	Priority	Requested By	Request #	Request Description	Changed By	Changed On

Summary

The aim of this project is to produce a single project that integrates and applies the knowledge and skills that I have learned during my coursework in the Masters of Fine Arts Interactive Media. Some people believe that the allegations of unfair treatment towards minorities are blown out of proportion. This website will shed light on the issues that minorities faced during the Jim Crow Era and compare them with the issues they face today.

The vision of this project is to create awareness on reoccurring issues within the minority community so that people better understand about unfair treatment toward minorities and create opportunities to address these issues in various communities. This project is in response to the recent criticism in the media regarding how they portray minorities.

Project Scope

“Jim Crow: Now & Then” is a digital, immersive and interactive storytelling experience that will be hosted on a website. The users will read the narrative and interact with the infographics to learn more about various issues. There will be an immersive virtual reality 360 video storytelling experience that allows viewers to see and learn about historic sites, and compare them to how they were during the Jim Crow Era. This is important so the users can get a glimpse of these sites were during the Jim Crow Era and their importance to the African-American community during this time. This project is completely unique because there are no comprehensive websites, let alone websites that include data in a consumable form in addition to a 360 video.

Objectives

1. Engage and help viewers learn different perspectives on the forms of oppression minorities face.
2. Interact with the graphs and experience the 360 video storytelling.
3. Create opportunities that inspire viewers to help mitigate issues by increasing volunteers and/or donations.

Marketplace

There is no direct competitors for this project. Some websites that have similar content include: <http://www.ferris.edu/jimcrow/> (provides historical information), <http://americanhistory.si.edu/brown/history/1-segregated/jim-crow.html> (provides historical information), <http://www.pbs.org/wnet/jimcrow/> (provides stories and historical context of Jim Crow), : <http://www.injusticeboycott.com/> (inspires/allows people to get involved), and <https://www.theguardian.com/us-news/ng-interactive/2015/jun/01/the-counted-police-killings-us-database> (database of police killings). There are no websites that show problems faced today, include a narrative and/or historical context.

Target Audience

The users of this website will be young adults and adults from a wide range of varying demographics.

Barriers

The potential barriers that might occur is not finding accurate data and compelling narratives for each section of the site. There is a lot of components for each section that I would like to be included. If time does not allow to finish all items then these items will be included in the next version of the project.

Stakeholders

To increase the chances for the success of this project a variety of stakeholders were selected to provide varied perspectives from all sectors and elements of the community affected in order to get a clear picture. Stakeholders for this project are:

- Users
- All local and national community members
- Nonprofit Organizations such as the NAACP and ACLU
- Potential Business Partners and Affiliates such as local schools and museums

Roles & Responsibilities

Team members for this project are:

Name	Role
Cibonay Dames	UI / Interaction Designer
Cibonay Dames	Editorial / Copywriter
Cibonay Dames	User Researcher
Cibonay Dames	Project Manager
Cibonay Dames	Front-End and Back-End Developer
Cibonay Dames	Product Owner
Cibonay Dames/Hyan Frietas	Videographer
Hyan Frietas	Video Editor

Approach

Cibonay Dames LLC recommends following a human-centered design process for this project. This methodology believes that all problems have a solution that can be found within the people who face these problems every day. Empathy, Optimism, Iteration, and Creative Confidence help ensure that the final product is appropriate and successful. The three phases include:

PHASE 1: INSPIRATION

- During this phase, we will learn how to better understand people. We will observe their lives, hear their hopes and desires, and become an expert on this challenge. The phases focus on researching and planning of the project. We will flush out the project plan and conduct primary and secondary research.

PHASE 2: IDEATION

- In this next phase after reviewing the research we will generate many ideas, identify opportunities for design, and test and refine proposed solutions. Rough prototypes will be created based on key take-a-ways from the research phase. These prototypes will be tested internally and externally. Feedback will be evaluated and implemented in refining the design to ensure they align with the user's needs.

PHASE 3: IMPLEMENTATION

- The last phase is about bringing the solution to fruition. In this phase we will find the best way to bring this idea to market and how to maximize its impact. Partnerships will be explored and the business model will be refined. The first version of the interactive story will be tested, evaluated, published, and promoted.

Scope (Activities & Deliverables)

Cibonay Dames LLC will complete the following activities and deliverables for each phase of the project.

PHASE 1: INSPIRATION

Activities

- Frame the design challenge: We will identify what problems we are trying to solve, the impact that we are trying to have within the minority community and some solutions to the problem. We will also identify the context and constraints that we are facing.
- Create a project plan: We will think about the logistics of the project and will revisit the timeline, staff, budget, needed skills, what trips are needed for research and what will be produced. We will identify who we need to talk to and what research needs to be completed.

- **Build a Team:** We will revisit the team members to ensure there is enough subject matter experts to consult with. It is important to identify their availability and their most important skills and how they can be used for this interactive storytelling experience.
- **Recruiting Tools:** We will ensure we are interviewing the right people for this project. We need to ensure that we have the right balance of experts and laymen, women and men, people of different ethnicities and classes, as well as a full range of behaviors, beliefs, and perspectives on the injustices of minorities throughout history and if they may have experienced or witnessed something themselves.
- **Secondary Research:** We will collect data and explore the history and current context of minorities. Research will be conducted to explore other solutions or solutions similar to sharing and bringing awareness to the injustices that minorities face.

Deliverables

- Complete design challenge questionnaire into a word document
- Fine tune Project Plan
- Fine tune Team members and roles into an Excel spreadsheet
- Compile research finding from primary and secondary research into a presentation such as interviews, group interviews, expert interviews, and becoming immersed in and understanding the communities affected by these injustices.

PHASE 2: IDEATION

Activities

- **Share Inspiring Stories:** after all the research has been conducted and analyzed they will be reviewed and discussed by team members and organize them into categories. Focus on the categories with the most items and the stories that are the most impactful.
- **Top Five:** Identify the top five themes/ideas that you have gathered from your research in order to identify opportunities for creating the story lines for the storytelling experience.
- **Create Insight statements and turn them into “How Might We” questions:** we will find insights and find a way to create solutions from them that will improve and drive the design direction to help create an engaging and interesting data visualization piece.
- **Create Frameworks (A Journey Map):** A journey map allows us to identify and plan for key moments in the interactive storytelling website. We can see how the user will learn about, interact with, explore the website, become a repeat user and how it may impact their lives.

- Prototyping: we will create a prototype that shows the ideas that we want to test with team members and those who provided information during the primary research phase. With testing we will improve on the ideas and designs presented for the data visualizations and 360 storytelling aspect.

Deliverables

- Compile common themes and most moving stories into a word document
- Compile the insight statements into a word document
- A journey Map will be produced in Adobe InDesign
- Create a testable rough prototype showing the data visualization charts and diagrams as well as 360 video story scripts.
- Integrate local 360 component to enhance story telling

PHASE 3: IMPLEMENTATION

Activities

- Live Prototyping: we will begin testing our project in the marketplace by making the website live and fully functional. The site will include data visualization charts and diagrams as well as 360 video stories.
- Roadmap: Create a roadmap to help structure a time line and plan of action with key stakeholders to make sure established milestones are met.
- Build partnerships: we will showcase this concept to potential business partners and affiliates to assist with monetary or volunteer support to help spread the word about this project and get the local community involved.
- Monitor and Evaluate: meet with key stakeholders and partners to ensure this project is successful and discuss/implement ways to improve it.

Deliverables

- Implement feedback from live prototype: 4 chapters that include a graphic, chart, story, and video narrative. There will be an option for users to upload their stories
- Produce a roadmap in Excel
- Keep record in Excel of feedback and version implementation for this project.

Project Timeline

Dates	Activities (A) / Deliverables (D) / Milestones (M)
1/23/17	<ul style="list-style-type: none"> • A: 1.1.0 Frame the design challenge • D: 1.1.1 Design challenge questionnaire
1/23/17	<ul style="list-style-type: none"> • A: 1.2.0 Create a project plan
1/23/17	<ul style="list-style-type: none"> • D: 1.2.2 Project Plan
1/24/17	<ul style="list-style-type: none"> • A: 1.3.0 Build a team • D: 1.3.1 Team members and roles (Excel)

2/3/17 - 2/6/17	<ul style="list-style-type: none"> • A: 1.4.0 Recruiting Tools
2/7/17 - 2/17/17	<ul style="list-style-type: none"> • A: 1.5.0 Secondary Research
2/17/17	<ul style="list-style-type: none"> • D: 1.5.3 Compiled research presentation
1/23/17- 2/19/17	<ul style="list-style-type: none"> • <i>M: 1.0 Complete Phase 1 - Inspiration</i>
2/20/17 - 2/23/17	<ul style="list-style-type: none"> • A: 2.1.0 Share inspiring stories
2/23/17	<ul style="list-style-type: none"> • D: 2.1.2 Common inspiring stories doc
2/24/17	<ul style="list-style-type: none"> • A: 2.2.0 Top 5 • D: 2.2.1 Common themes doc
2/25/17	<ul style="list-style-type: none"> • 2.3.0 Insight statements
2/25/17	<ul style="list-style-type: none"> • D: 2.3.1 Insight statements doc
2/26/17	<ul style="list-style-type: none"> • A: 2.4.0 journey maps • D: 2.4.1 A Journey Map
2/27/17 - 3/14/17	<ul style="list-style-type: none"> • A: 2.5.0 Prototyping
2/27/17 – 3/3/17	<ul style="list-style-type: none"> • D: 2.5.1 Rough Prototype
2/20/17 - 3/18/17	<ul style="list-style-type: none"> • <i>M: 2.0 Complete Phase 2 - Ideation</i>
3/19/17- 4/14/17	<ul style="list-style-type: none"> • A: 3.1.0 Live prototyping
4/6/17- 4/14/17	<ul style="list-style-type: none"> • D: 3.1.3 Revise & Iterate
4/15/17 - 4/16/17	<ul style="list-style-type: none"> • A: 3.2.0 Roadmap
4/4/17	<ul style="list-style-type: none"> • D: 3.2.1 Produce a roadmap (Excel)
4/17/17 - 4/18/17	<ul style="list-style-type: none"> • A: 3.3.0 Build partnerships
4/19/17 - 4/28/17	<ul style="list-style-type: none"> • A: 3.4.0 Monitor and Evaluate
4/19/17 - 4/28/17	<ul style="list-style-type: none"> • D: 3.4.1 Record Feedback & Version Implementation
3/19/17- 4/28/17	<ul style="list-style-type: none"> • <i>M: 3.0 Complete Phase 3 - Implementation</i>

Versioning

The following functionality is out of scope for V1 of “Jim Crow: Now and Then”:

- Nationwide storytelling experiences
- Nationwide data for injustices
- A wide variety of different themes for the story telling experience
- An online interactive game component

We anticipate the following functionality will be included at a later date:

- Phase 2
 - Continue to improve the functionality of the website and experience
- Phase 3
 - Increase the breadth of stories shared
 - Include a gaming component to the site to keep users engaged
 - Continue to improve the functionality of the website and experience

Project Terms

Cibonay Dames LLC will use their best efforts and due diligence to perform for the University of Miami's Interactive Media Capstone with the various tasks outlined within this proposal.

Cibonay Dames LLC will shall set their own general hours of work and shall provide their own workspace, office equipment and computer equipment to perform the activities and deliverables listed. Cibonay Dames LLC may engage in other consulting work during the term of this proposal without the prior written consent of the University of Miami, provided that (a) such work does not cause Cibonay Dames LLC to be in violation of any terms of this proposal; and, (b) such work does not delay or hinder the work to be performed under this proposal.

Revisions & Change Control

All stakeholders have the opportunity to submit and participate of any subsequent changes, it is important to indent the reason for this change. Stakeholders and team members will be made aware of proposed changes and changes that will be implemented. Once change requests have been reviewed and approved by all parties' revisions and change requests will be listed in the order in which they were received and given priority levels. The requests will be worked on based on priority and severity. These changes will also be assessed based on how they affect the schedule, the budget, and the features of the project. Once changes have been made, tested and reviewed by all parties it will be implemented checked off the list.

Assumptions & Dependencies

The following items will be needed in order to ensure a successful project:

- Unity software
- D3 software
- Adobe Creative Suite software
- 360 video camera and equipment (provided by the University of Miami's School of Communications)
- Macbook Pro Laptop hardware
- External Mouse and Monitors
- External memory cards
- External hard drive
- University of Miami's Box account for collaborations
- Access the University of Miami's Richter Library
- Additional content and access to users and stakeholders as needed

Risks & Mitigation Strategies

Cibonay Dames LLC agrees to keep the University of Miami's Interactive Media Program Director, Kim Grinfeder advised as to the progress in performing the activities and deliverables listed and we will prepare written reports as needed. Cibonay Dames LLC will contact and meet

with the University of Miami's point of contact on a mutually acceptable and agreed upon schedule in order to provide reports on tasks completed and problems encountered, if applicable and discuss and doubts about the parameters of the project as time progresses. If we incur any delays in development, we agree to inform the team members and key stakeholders immediately upon discovery of this.

- If the coding required to complete the visualizations becomes too complicated for the team members.
 - Then the scope of the visualization will be simplified to reflect the skillset and resources available if other team members cannot be located and recruited to fill in the gaps.
- If the time it takes to learn and implement the various software's needed to complete this project exceed the proposed timeline for completion.
 - Then the amount of 360 experiences will be scaled back in order to complete the project on time.

Approvals & Termination

An approval schedule is only required to ensure that the project will be completed on time. Cibonay Dames LLC may terminate this agreement at any time for any reason by giving at least ten (10) days advance notice after Phase 1 to the University of Miami. If Cibonay Dames LLC terminates the provided agreement, we will be fairly compensated for work completed as of the date of termination. Cibonay Dames LLC will retain ownership of all original artwork and coding files. If for any reason, correspondences between the Cibonay Dames LLC and the University of Miami cease, or the progression of this Agreement is stagnant, for a period of up to 45 days, the University of Miami may decide to set aside or close this project.

Intellectual Property Rights

Cibonay Dames LLC or its subcontractors represents that all website content including logos, trademarks, photos, illustrations, audio, video, and written content provided to the University Miami are owned by Cibonay Dames LLC, or the Company has received explicit permission for use, and do not violate United States copyright law. All information provided by the Cibonay Dames LLC further indicates that we have also received permission from all individuals photographed to be publicized on the website. Each photographed individual seen online understands that his or her face will be seen on the Internet and has signed the appropriate waivers granting permission for the Cibonay Dames LLC to do so.

Additional Costs & Fees

Project Budget

WBS #	Phase	Activity/Milestone	Task	Resource	Hours	Rate	# of Resources	Task Total
1.0	1	Inspiration	Use Computer	Macbook Pro	30	0	1	\$0
1.2.0	1	Create project plan	Project Plan in Jira	Jira	15	0	1	\$0
1.3.1	1	Build a team	Create team member roles	Excel	.5	0	1	\$0
1.4.1.2	1	Interview sessions	conduct interviews	Travel (full tank of gas)	-	25	1	\$25
1.4.1.2	1	Interview sessions	conduct interviews	Travel (toll roads)	-	25	1	\$25
<i>Phase 1 Total</i>								<i>\$50</i>
2.0	2	Ideation	Use Computer	Macbook Pro	30	0	1	\$0
2.1.2	2	Common Inspiring stories doc	Create document	Word	2	0	1	\$0
2.2.1	2	Common themes doc	Create document	Word	2	0	1	\$0
2.3.1	2	Insight statements	Create document	Word	2	0	1	\$0
2.5.1	2	Prototyping	Create prototype	InVision	30	0	1	\$0
2.5.1	2	Prototyping	Create narratives	Word	5	0	1	\$0
2.5.2	2	Prototype feedback doc	Create document	Word	2	0	1	\$0
<i>Phase 2 Total</i>								<i>\$0</i>
3.1.0	3	Live Prototyping	Website hosting on existing plan	Digital Ocean	1 year	\$0	1	\$0
3.1.0	3	Live Prototyping	domain	Name Cheap	1 year	\$0	1	\$0
3.1.0	3	Live Prototyping	Film Stories	360 video kit	20	\$0	1	\$0
3.1.0	3	Live Prototyping	Create Visual Elements	Illustrator	10	\$0	1	\$0

3.1.0	3	Live Prototyping	Coding elements	JavaScript	30	\$0	1	\$0
3.2.0	3	Build Roadmap	Create Roadmap	Excel	2	\$0	1	\$0
							<i>Phase 3 Total</i>	<i>\$0</i>
							<i>Project Total</i>	<i>\$50</i>

Payment Schedule

As compensation for services, the Company agrees to pay Cibonay Dames LLC a total amount of \$80 in two parts, a 50% deposit at the start of the project and 50% upon completion of the project. The Company is expected to pay the remaining balance, 50% total amount to Cibonay Dames LLC upon receiving final goods, or within five business days thereof.

User Testing and Evaluation

I conducted one on one user testing as well as created a survey for feedback. Overall the feedback that I received from the website was very positive. There was a few usability issues on mobile devices, such as image and text size and placement in the but that was corrected. The results for the survey are below:

- 100% of respondents have heard of Jim Crow before viewing this site
- 100% of respondents said their website displayed correctly on their device
- 100% of respondents said the stories related to each theme
- 100% of respondents said the charts were relevant/helpful to the story
- 100% of respondents said the pictures were relevant/helpful to the story
- 100% of respondents “agree” that they were exposed to a different perspective on an issue/topic
- 33% said they would “agree”, 33% were “undecided” and 33% strongly agreed when asked if they were inspired to get more involved in their community
- 66.7% said they “agree” and 33.3% “strongly agreed” when asked if they would share this site

Here are some quotes from the users:

- This site is valuable to young people who are not getting sufficient education on African American history. Great presentation. You may consider making a point on people like Blanche Bruce Kelso and Peter Smalls who served with many others in congress during reconstruction.
- The yellow section with the white font hurts my eyes.
- I wanted to see more, there were no narrative with Virginia Key Beach