SYNDUIT

Project Plan

Project Title: Moxie White Label

Project Manager: Megan Majeski

Date: January 2023

Project Title: Moxie Health Ambassadors Platform Development

1. Task Breakdown

Phase 1: Project Initiation

- Define project goals and deliverables.
- Conduct stakeholder meetings to gather requirements.
- Create and approve the project charter.
- Assemble the project team and allocate responsibilities.

Phase 2: Branding Customization

- Collect branding assets (logos, color schemes, etc.) from Moxie.
- Update SYNDUIT software interface to align with Moxie branding.
- Conduct internal review and stakeholder feedback.

Phase 3: Feature Integration

- Customize and integrate client management tools.
- Implement marketing automation features.
- Develop reporting dashboards tailored to Moxie's requirements.
- Perform functionality testing for all integrated features.

Phase 4: Marketing Campaign Development

- Create 10 done-for-you campaigns:
  - 2 Facebook classes.
  - 1 newsletter.
  - 4 email campaigns.

- 3 social media campaigns.
- Collaborate with content and design teams to ensure alignment.
- Load campaigns into the Moxie-branded platform.

Phase 5: User Testing and Feedback

- Conduct user testing with a group of Moxie Health Ambassadors.
- Collect and document feedback.
- Implement adjustments based on feedback.

Phase 6: Training and Documentation

- Develop training materials for Health Ambassadors.
- Create user guides and FAQs.
- Conduct training sessions with Moxie Health Ambassadors.

Phase 7: Deployment

- Finalize the platform for launch.
- Deploy the Moxie-branded software to Health Ambassadors.
- Provide post-deployment support for initial adoption.

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2. Timeline and Milestones

- **Week 1:** Project Kickoff
- **Week 2-4:** Branding Customization Complete
- **Week 5-8:** Feature Integration Complete
- **Week 9-10:** Marketing Campaigns Finalized
- **Week 11-12:** User Testing Phase
- **Week 13:** Feedback Implementation Complete
- **Week 14:** Training Materials Delivered
- **Week 15-16:** Final Deployment

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3. Responsibilities

Development Team:

- Customize and integrate software features.
- Address technical issues identified during testing.

Content Team:

- Write and design marketing campaigns.
- Develop user guides and training content.

Design Team:

- Align all software visuals with Moxie branding.
- Collaborate on marketing campaign designs.

Project Manager:

- Coordinate tasks across teams.
- Ensure deadlines are met, and deliverables align with stakeholder expectations.

Stakeholders:

- Provide timely approvals and feedback at key milestones.
- Participate in user testing and training as needed.

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4. Risk Management

- Identify and monitor potential risks from the project charter.
- Develop contingency plans for delays or technical challenges.
- Schedule regular check-ins to address issues proactively.

5. Success Metrics

- Deliver all tasks on schedule and within budget.
- Achieve high user satisfaction during testing.
- Successful adoption of the platform by at least 95% of Health Ambassadors.