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Project Statement

Title: Improving the East Baton Rouge Council on Aging website

Project: This project will put the necessary tools in place, allowing Jeremy to update the EBRCoA website without our help. Overall functionality and usability will be improved by adding features including an online edition of his existing magazine, an online registration form for the Senior Olympics and a generally more effective environment for the target demographic.

Problem: Some parts of the EBRCoA website need to be updated by non-technically inclined people. This is a common problem in web development. Jeremy's "Platinum Record" magazine needs to be available on the website so it can be more accessible. Also, Jeremy would like any registration forms to be processed via the internet instead of regular mail.

Impact: Our efforts will allow Jeremy to customize the EBRCoA website as he desires. Senior citizens will have services available through Jeremy's website that are not provided by other organizations. Also, traffic to the site can generate revenue through health care and AARP advertisements. Because our system will be customized for Jeremy, other organizations may not find it useful (without further customization, at least.)

Motivation: This website is important to us because the EBRCoA website is a place where senior citizens can get involved in their community. We'll be old one day too, so we hope there's a website like this for us. This website's target demographic is people over the age of fifty, which includes our parents, relatives and other people in our personal lives. Naturally, we want to make this website more useful for them as well.

Feature Overview:

1. Content management
 - a. "Platinum Record" magazine: integrated into the site, instead of a downloaded pdf, making it searchable and viewable within the browser.
 - b. Calendar events: events can be added/edited by Jeremy and then placed into an HTML table, resembling a common calendar.
 - c. Other organization information pages: other pages, like the "About Us" and "Contact", can be edited by non-technical users.
2. User interaction
 - a. Senior Olympics registration: allow users to sign up online which will then notify Jeremy.
 - b. Magazine subscriptions: after submitted online, will sign up a user for e-mailed magazines (or other publications)

- c. Feedback form: allows users to submit questions, comments, or other feedback to Jeremy and his staff.