**Instructions:** In groups of 4 or less develop a social networking website for Hall Industries. The project should be completed and ready for launch by May 15. This project will continue into 4th quarter.

**Social Networking Website Project**

Create something different from what is already out there; Facebook, Twitter, Instagram, etc.

You need to identify:

* Purpose of the website
* Target audience
* Price and why?
* Availability
  + Whether it will be available to all Internet service providers (Verizon, Sprint, etc) and why
  + Available to all device makers (Apple or Windows products) and why
* You will need to create a
  + 2 page detailed description of the website
* A model of the website (example: fake website, illustration, etc.)
* Marketing plan
  + Radio/Print advertisement (color copy)
* PowerPoint of website description/paper

**Part 1: SOW**

**Create Statement Of Work (SOW) -**The SOW outlines the requirements for each project task to ensure that the project objectives are met.

* The SOW should contain clearly defined goals and an agreed-upon plan to achieve them.

Include:

* Scope
* Scope Creep
* List of tasks
* Objectives
* Assumptions
* Constraints

