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# **Charter**

**for**

# **AmmaPeg.com**

**Version 1.2 approved**

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**AmmaPeg**

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# Revision History

Name	Date	Reason For Changes	Version
Justin adkins	6/1/08	Peggy's updates and approved!	1.2

# 1. Business Requirements

Ammapeg.com will be a landing spot for Peggy Noe's Bible study class and for the study materials she has authored. This site will solve two problems with one grain of seed/salt?. The first is to promote her study materials. The second is to communicate better with her current students. She will be saving paper and time by posting things online rather than printing them out each week.

## ***AmmaPeg.com General Goals:***

- Provide information for current students
- Have daily inspirational and encouraging messages
- Have "homework" materials for current students
- Portal for Peggy's study materials
- Download of studies by Peggy
- Opportunity for Christian women in the general public to submit requests for and receive prayer and support from Peggy
- Recommend pertinent outside reading

## ***Customer Needs – Possible Segmenting Dimensions:***

*The customer base can be broken out into the following categories:*

1. Current students: "homework" assignments and other general class information, sign-up for classes
2. General public: daily inspirational, encouraging messages, prayer support. Peggy's blog
3. The Books: Downloads of the book and study materials by Peggy
4. Ability to provide "hard copies" of the books for sale, if desired by women who prefer
5. Ability for women to find and purchase (on Amazon) books recommended by Peggy

## 1.1. Background

Peggy Noe has been teaching Bible Studies for over 25 years. In this time she has focused on encouraging women to study the Bible and to look to God for their support and as their helpmate. Over the years her classes have grown to average 30-40 students per class and they meet on a weekly basis. A few years ago Peggy saw a need for a study of the Bible book *The Song of Songs*. Not finding what she was looking for, she decided to write the study herself. The project was a success and one of the most loved by her students.

Peggy also works with women in a mentoring capacity. She found that as she was working with women one-on-one, she was teaching them and using the main principals from the Bible study she wrote. Based on necessity, she created a small devotional book on the main messages she taught in the Bible study. This was used for women

who needed to know the main teachings in the Bible study but may either not have the time to do a lengthy Bible study or would not take the time to do so. She made copies of this little booklet at a copy shop and began handing them out to women she ministered to.

It became cumbersome and expensive to continue this “copy shop publishing.” She had plans to promote the study or work to find a publisher, but her mother’s illness and death postponed that plan. Now with a renewed sense of energy and purpose she would like to offer the study and small devotional book for online download.

She is ready to promote her own work online, and to add value to her classes by including an online component.

## 1.2. Business Opportunity

### ***Economic Environment***

*Ammapeg.com* is a website so it will be able to reach people from diverse economic backgrounds. The target population is Christian women.

### ***Technological Environment***

*AmmaPeg.com* depends on technology. This site will assume that people are on high-speed modern computers. Because a majority of the users will be from Southern California it is imperative that this site is also usable on mobile devices such as cell phones and blackberries.

### ***Political and Legal Environment***

n/a

### ***Cultural and Social Environment***

*AmmaPeg.com* will target evangelical Christian women.

## 1.3. Business Objectives and Success Criteria

The objective for *AmmaPeg.com* is to encourage women in their spiritual journey with God. While this objective is difficult to measure, RSS subscriptions and page hits are easy to count.

*AmmaPeg.com* sets the following objectives for this plan:

- Within six months, we hope to have all of Peggy’s students using the site as part of their current class.
- Within 9 months we hope to have over 45 RSS subscribers
- Within 9 months we hope to see Peggy’s study on the Song of Songs downloaded 100 times

## 1.4. Customer or Market Needs

***Christian Women:*** Need a place online where they can be encouraged in their journey with God and receive prayer

***Non-Christians:*** Need a place where they can find encouraging non-judgmental information about spiritual life.

**People from Green Valley Church (Peggy's Church):** Need a place to find out information about the current study being held there.

## 1.5. Business Risks

n/a

## 2. Vision of the Solution

AmmaPeg will be a long-term and ongoing project. It will be the place where people can find the latest information about Peggy Noe's ongoing classes. Using the latest in web technology the site will unite various resources and demographics.

### 2.1. Vision Statement

(NEED ONE)

### 2.2. Major Features

- *Home page*
- *Song of Songs Bible study and devotional book*
  - *download*
  - *discussion*
  - *FAQs*
  - *buy (online store os-commerce)*
- *Current Class*
  - *homework assignments for download*
  - *class schedule*
  - *resource links*
  - *class registration*
- *Peggy's "blog"*
  - *Encouraging words*
  - *Prayer requests and responses*
  - *perspective*
  - *thoughts*
  - *Peggy's testimony*
- *Other*
  - *Links*
  - *Resources*
  - *Recommended books/link to Amazon*
  - *Daily word*
  - *Devotional messages/thoughts for daily living*
  - *Scriptures regarding subjects of interest*
  - *RSS feed*

## 2.3. Assumptions and Dependencies

Key Assumptions are that Peggy and I are both putting equal time and energy into this project. She will be putting in the time for the content and feedback and I will be doing most of the rest. Our busy lives are going to demand that we have constant communication via phone and e-mail to get this done on time.

## 3. Scope and Limitations

The scope is between now and August 1st for the initial development. There will be ongoing maintenance and enhancements after the initial project is completed. We will be keeping a list of enhancements for version 2.0. Things that will be included in v2.0 are most likely being left out at this time because they are beyond the initial scope of establishing the site.

### 3.1. Scope of Initial Release

*-See above*

### 3.2. Scope of Subsequent Releases

*-TBD*

### 3.3. Limitations and Exclusions

n/a

## 4. Approval

Peggy Noe (verbal approval 6/1/08)  
Sponsor

justin adkins 6/1/08  
Project Manager