Project plan – Lofthus Frukt og Saft

**Project overview**

“Lofthus og saft” is a medium sized company located in Hardanger fjord in western Norway. They are producing one of the best apple juices in Norway. It is a 100% pure and natural product, without any sugar added or other additives of any kind.

Since this web-site has to be developed in a e-commerce fashion the site needs some kind of content-management system like WordPress or Shopify to make it easy for the clients to manage and update the site in the future.

The scope of the project are 8 weeks, we are using agile methods for development and keyboard for task delegation.

The project will be split up on 5 sprints where the phases are split up in 5 phases using stage-gate. (stage-gate.com, 2018)

Stage-gate is ideal to use for a e-commerce business like this, we want to since we want to sell products on the market. The stage gate process phases are:

1. Idea and discovery
2. Scoping
3. Build business case
4. Development
5. Testing and validation
6. Launch

**Stage 0 – Idea Discovery**

Pre-work designed to discover and uncover business opportunities and generate new ideas. Brainstorming with clients and customers. Gathering and finding information in the market, what could be done different?

**Stage 1 – Scoping**

Quick, inexpensive preliminary

**Roles**

* Internal stakeholders (the clients)
* Project manager
* Copywriter
* Content manager
* Web-designer (Graphics design, illustration, web design and UX-design)
* Front-end Developer (HTML, CSS, JavaScript, Flash)
* Back-end developer or CMS Developer (PHP, MYSQL, WordPress/Shopify)

Note: A person can play multiple roles

**Tasks**

* Take photos of employees in company. (Photographer)
* Logo design (Web-designer)
* Brand strategy (Copywriter)
* Design Front-end (Web-designer)
* Implement front-end design (Front-end developer)
* Develop backend for web-shop (Develop back-end)

**Website functionality and content**

A list of content needed in this project, and functionality that might be needed to be implemented.

* Articles, means need for CMS System like WordPress
* E-commerce system for selling products
* Forms for contact, billing, and account system (Means need for back-end)
* E-mail newsletters
* Image gallery
* Search

**Timeline**

5 weeks: 1.05.2018 – 3.06.2018

**Project outline**

**Planning**

* Customer contact, contact with client, proposal and contract
* Kickoff meeting: Project Manager has initial meeting with client, gathering information about design needs, determine budget, present plan.

**Communication**

What communication tools would you use to accomplish this project?

Project management tools

Version control: GIT

Task delegation: GitHub

Communication and filesharing Slack integrated with a team google drive.

# Personnel

**Project manger**

Roles: Project Manager, Content Developer and Designer

**Developer**

Roles: Front-end development

**Back-end developer**

Develop the backend of the site, database and content management system.

**Photographer**

Roles: Photographer and Copywriter

**Things to discuss in meeting with client:**

What are you selling? Physical Products, how will the customers pay?

Need for staff sign-in and content management?

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| --- | --- |
| **Week 0** | * Project management, Customer contact, proposal And Contract * Creative brief, Concept developed and defined. * Budget, schedule * Technical needs detailed. |
| **Week 1** | * Kickoff * Research * Strategic planning * Content planning * Site outline |
| **Week 2** | * Site structure   + UI Design begins * Moodboard, Style tiles * Text and content development * Photoshooting (Portfolio images) |
| **Week 3** | * Wireframes * Photoshooting (Employee images) * UX/UI Planning and Testing * Coding, Integration and Site build |
| **Week 4** | * Coding, Integration and Site build * UX/UI Testing * Validating * Refinement |
| **Week 5** | * Beta version live for client * Internal testing * Post deployment Quality Assurance * Usability testing |
| **Week 7** | * Site moved to end server * Cross-platform/browser testing and QA |
| **Week 8** | * Additional testing & QA * LAUNCH |

# Budget

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Team member** | Rate | Est. Hours | Days | Total |
| Project Manager | 65$ | 320 | 8 | 20800 |
| Designer | 20$ |  |  |  |
| Content manager | 20$ |  |  |  |
| Photographer | 15$ |  |  |  |
| Front-end developer | 20$ |  |  |  |
| Back-end developer | 70$ |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

(PayScale.com, 2018)

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# Competitive Analysis

# References

Resources

<https://www.youtube.com/watch?v=-crraoSMxc0>

<https://trevorfox.com/2017/01/google-spreadsheets-gantt-charts/>

<http://www.mercurynewmedia.com/blog/mercury-new-media-blog/2015/02/19/five-steps-of-the-web-design-and-development-process>