

PROJECT MANAGEMENT III

WEEK #1:

*BREAKING UP THE PROJECT &
GANTT CHARTS*

HOW DO YOU TURN THIS



INTO THIS?



THE SOLUTION IS IN HOW YOU LOOK AT IT

Most big tasks seem overwhelming when you look at them as a whole.

Don't look at the project as a whole – instead, step back and look at it as portions.



BREAKING DOWN THE WEB PROJECT

Let's begin by figuring out what **phases** there are to a website project.

1. Discovery
2. Design
3. Production
4. Post-production



You can refer to these phases throughout the project both with your team members & well as your client.

PHASE 1: DISCOVERY

- **Kickoff meeting:** Understanding what's needed from client & yourself; intro of team; intro to communication procedure.
- **Site Architecture/Sitemap:** maps out the site architecture, defining sections & pages and their flow and relationship to each other.
- **Functional Specification:** a document that sets out in detail the things the website must do – and how it will do them. Can include content on special pages (a **key marketing page**).



PHASE 1: DISCOVERY

- **Wireframes:** a simple visual layout of the website pages with the intent to support the Functional Specification by starting to define certain layout and UI conventions to be employed across the website.
- **Content Assessment:** What content is being given by the client? What new content needs to be written by the time the site goes live?
- **Asset Assessment:** What imagery is being taken from the old site, if any? What new imagery will have to be purchased? What wholly original graphics need to be created (logo, graphics for key marketing pages, forms, etc.)?

PHASE 2: DESIGN

- **Mock-ups:** Produce mock-ups based on all approved requirements from the Discovery process.
- **Content/Copy:** Produce 1 page of site content to ensure that voice of website is captured. Confirm with client before moving on to write remainder of content.
- **Review Cycles:** review mock-ups & copy with the client and refine/revise accordingly until we have approvals.



PHASE 3: PRODUCTION

- **Coding:** Templates are coded with approved designs & any extra functionality or apps req'd.
- **Content integration:** Approved copy added to webpages.
- **Testing:** Bugs, browser compatibility, internal team edits until the PM is satisfied the website is in a launch-ready state.



PHASE 4: POST-PRODUCTION

- **Client Review:** Show the website to the client for their review.
- **Final Edits:** Respond to any client feedback and do final tweaks and one last round of testing.
- **Training:** any post-launch training or documentation delivered to the client.
- **Go Live:** Launch the website
- **Client Survey:** solicit client feedback on the entire project process to learn more about what's working and what can be improved



ASSIGNING TEAM MEMBERS

As the Project Manager you must begin each project by assigning team members to the phases.

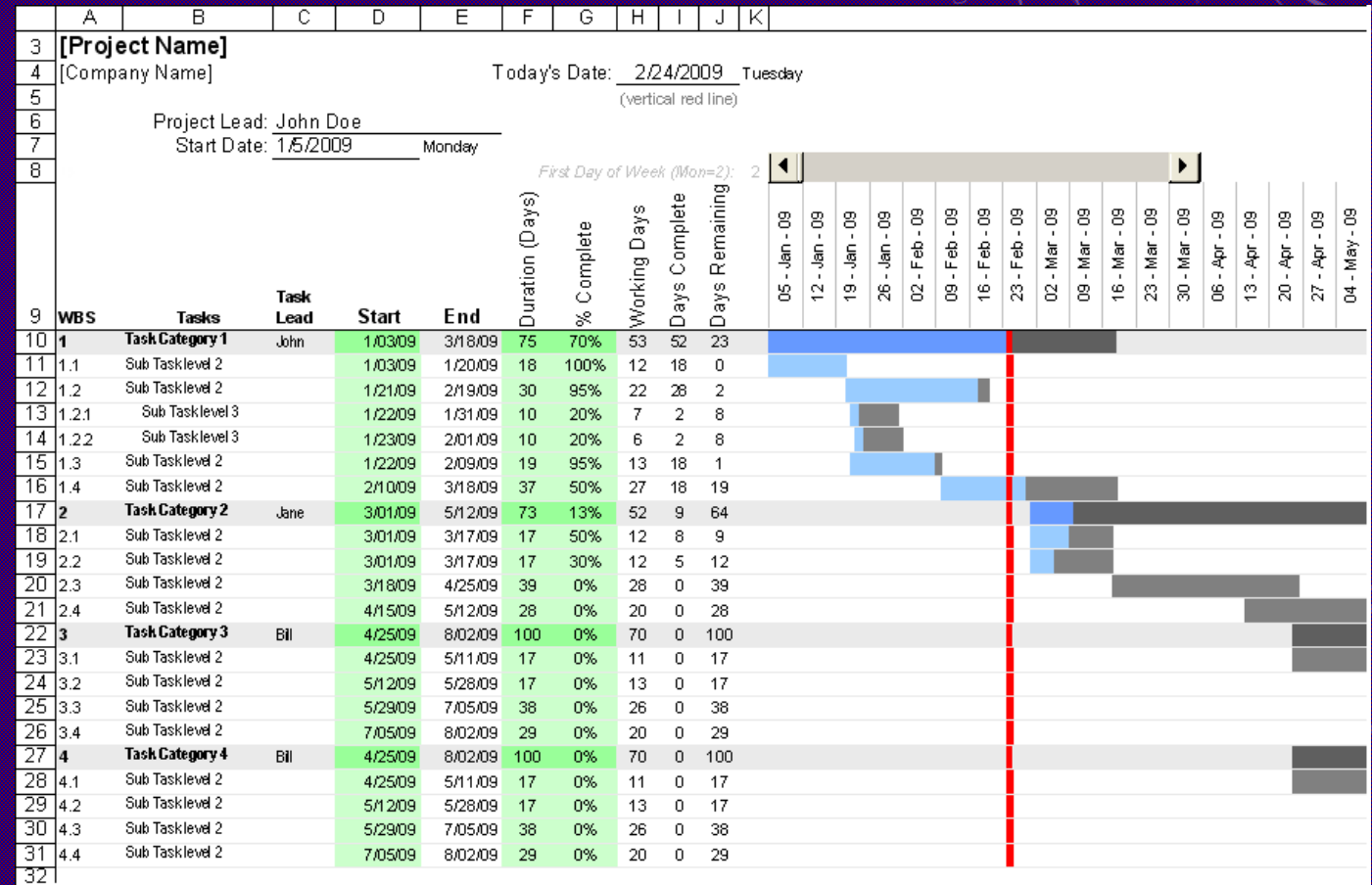
It doesn't matter if **YOU** will be doing all of the work, or some of the work – you need to know who's working in what phases of your project and the estimated time needed to do each job.



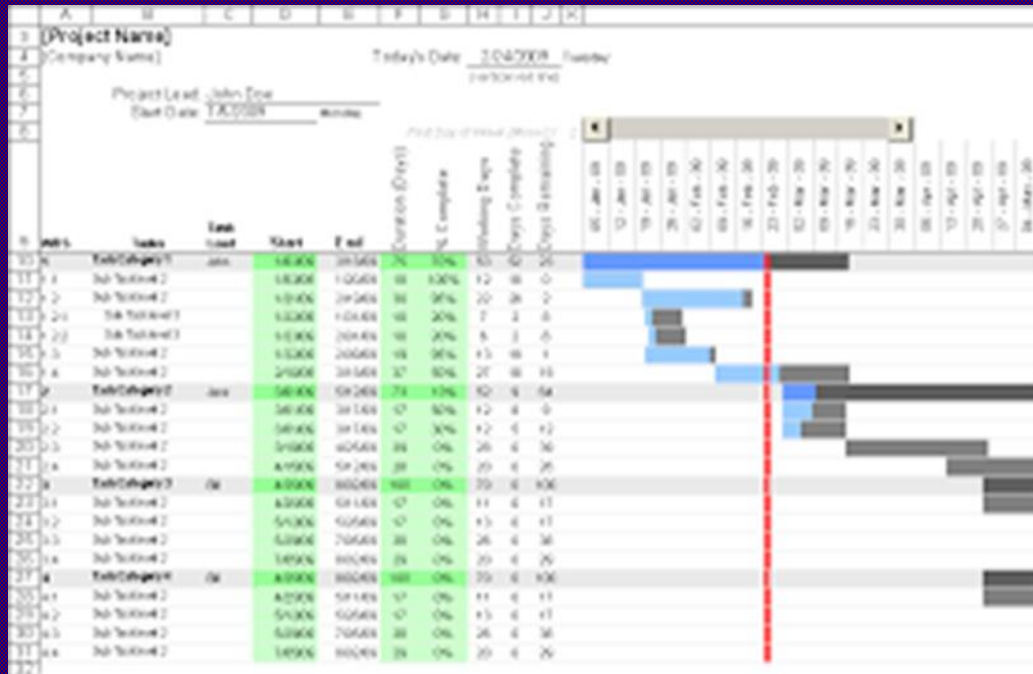
GANTT CHARTS: WHAT ARE THEY?

A Gantt chart is a visual display of **how long a project will take, broken up into sections** (by time, by phase)

They are used to give a visual roadmap for the PM & the client, showing expected ETAs for website phases.



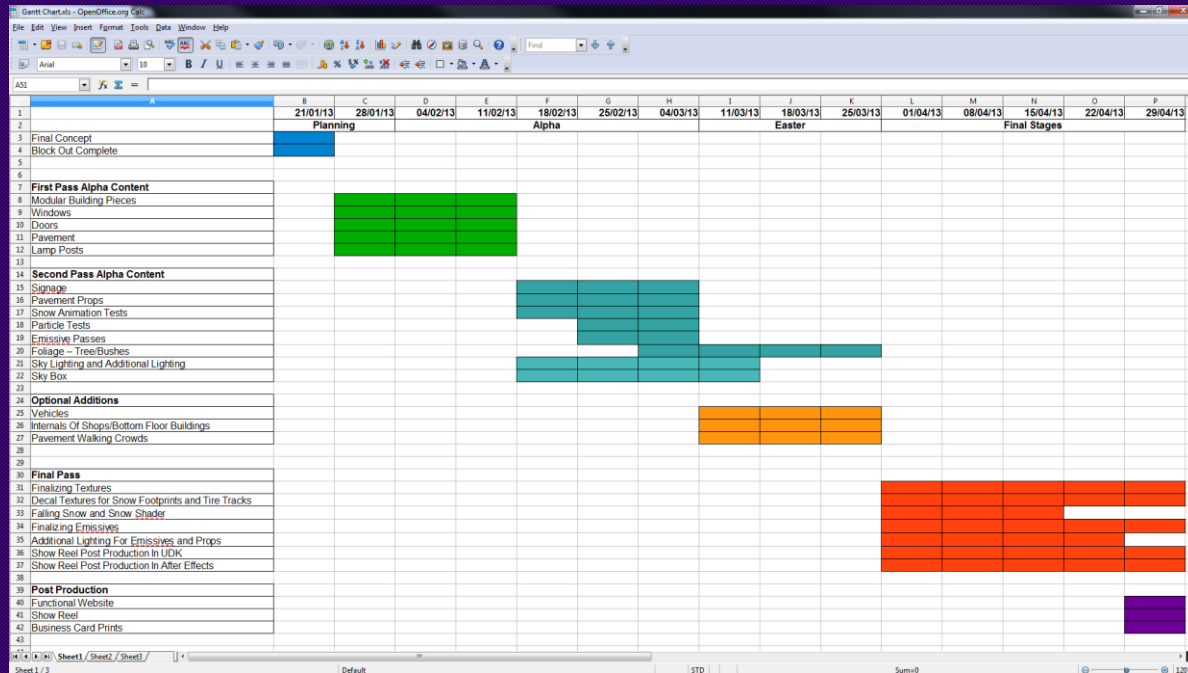
THEY CAN BE SIMPLE



Publish Company Newsletter

			Processors																													
			Tasks	Duration	1-Oct-11					8-Oct-11					15 Oct 2011					22 Oct 2011					28-Oct-11							
					S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1 days																												
2	Article requests	1	7 days																													
3	Write Articles		5 days																													
4	Final drafts	3	7 days																													
5	Draft approvals	4	7 days																													
6	Final revisions	5	2 days																													
7	Management Approval	6	3 days																													
8	Printing	7	5 days																													
9	Distribution		1days																													

THEY CAN BE COLORFUL

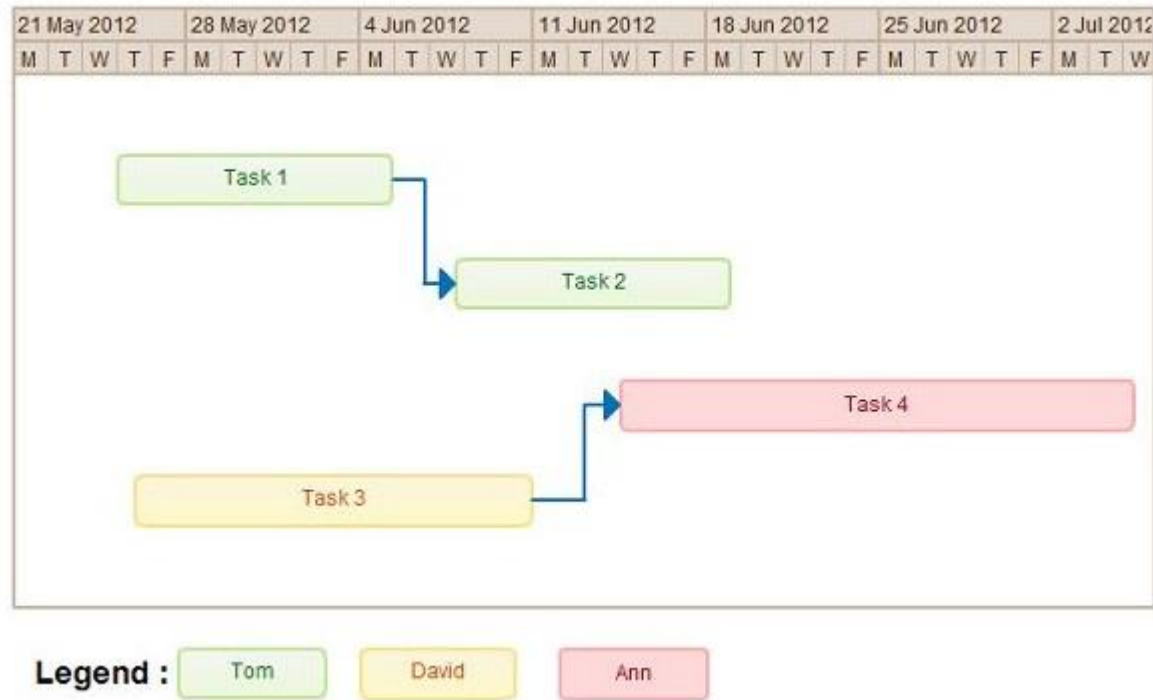


HOW YOU CAN CREATE A GANTT CHART

- **Excel:** Create your own template or download one from the web.
- Gantt chart software:
 - <https://www.ganttproject.biz/>
 - <http://www.tomsplanner.com/>
 - <https://www.officetimeline.com/gantt-chart-template>
 - <https://ganttpro.com/>

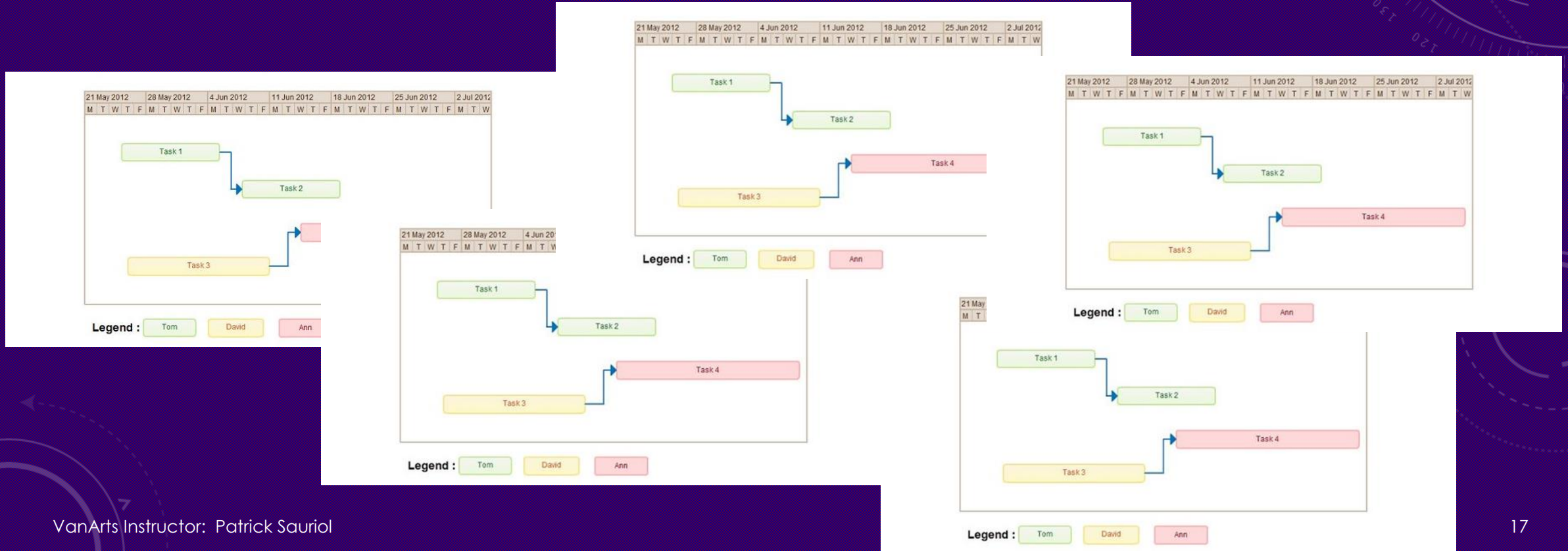
WHY GANTTS ARE HELPFUL

- **Understand task relationships:** If the website can't be coded until the content on a page is finished, then one task is dependent upon the other.



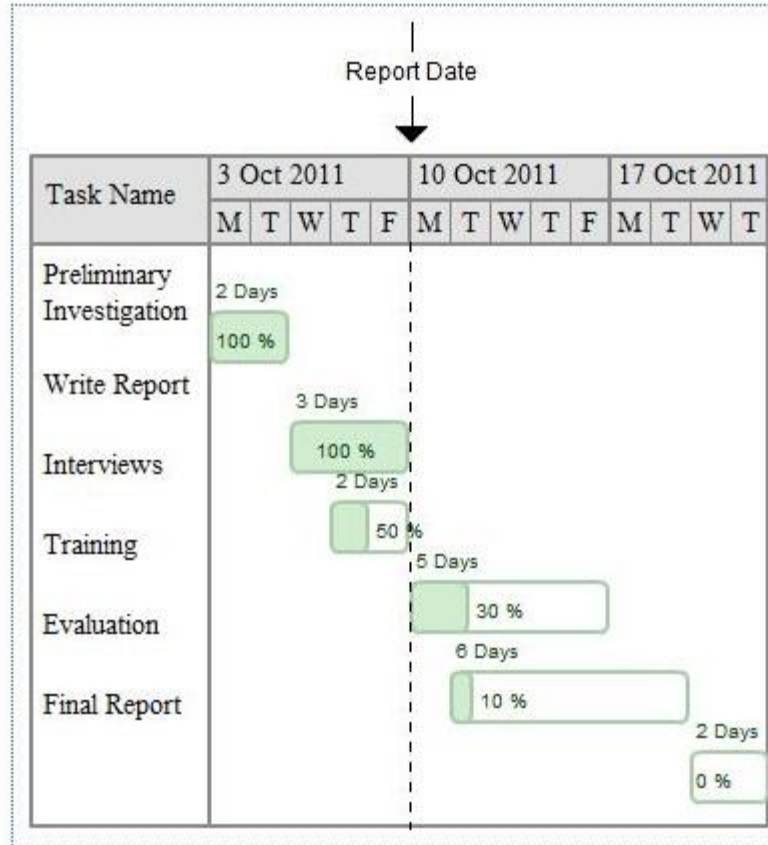
WHY GANTTS ARE HELPFUL

- **Juggling multiple projects:** Got too many clients? A Gantt keeps you on track & lets you know where you are within a project.



WHY GANTTS ARE HELPFUL

- Can be automated:
Some software will let you know how far along you are in a phase or given task.



A Gantt chart template available at [Creately](#) (click to use as a template)

YOUR ASSIGNMENT

Create a Gantt chart for the following website project:

MaxxPhunn, an architectural design firm that specializes in outdoor/indoor amusement parks & entertainment centers.

- They have an existing 5-page website (Homepage, About Us, Services, Press, Contact Us)
- Seeking new clients in North America, want a more meaty website, more pages, deeper engagement
- Interior design clients think differently from outdoor clients
- Wants to show off their creative approach, engineering smarts, past projects
- They have 7 years of press releases & blog posts on old website

YOUR ASSIGNMENT

Create a Gantt chart for the following website project:

MaxxPhunn, an architectural design firm that specializes in outdoor/indoor amusement parks & entertainment centers.

- Just spent \$10k on new photographs that can be used
- Have several competitors with slick looking sites and 20 pages of content
- Willing to do what is necessary within budget scope and reason, without waiting too long for a new website
- Your staff: designer, developer, copywriter, project manager (you)
- Website must be launched by July 15 (in time for a big trade show)