

## Course assignment in Project Methodology: New website project for Lofthus frukt og saft

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Course Name: Project Methodology

Github - [https://github.com/AlexanderSem1/CA\\_lofthus.git](https://github.com/AlexanderSem1/CA_lofthus.git)

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## Abstract/Title page

Project setup of a new website for a 100% natural apple juice producer in western Norway, that is now looking to expand to new markets with the help of a new website.

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# 1 Introduction

Project setup report for one of Norway's best 100% natural apple juice producers that has plans to expand and find new markets. In order to achieve the goal of expansion the company called Lofthus frukt og saft need a new website. This document explains ways of working, project members and tools that will be used to create the website.

## 1.1 Interpretation of the task

The course assignment for project methodology is to create a project time-plan using Gantt chart for a medium sized company called "Lofthus frukt og saft". The company specializes in producing 100% natural apple juices without any additive locally in western Norway, now they are ready to expand their business and find new markets. In order to achieve this they need a website that will help them reach their goals. The website will be the main channel to promote and sell their products, in addition they would like to show production process, which is an important part of their promotion strategy.

The company has a logo and simple brand strategy with no visual assets to use for the website. The project requires recourses with various professional disciplines in order to complete the project. A project Gantt chart has been created taking into consideration various tasks that need to be completed and sufficient time has been allocated for each task.

## 2 Project setup

### 2.1 Resources

The main product to be promoted being 100% natural juice, it is vital that content and visuals to be used are using images and text that would be used will re-enforce with real-life images from the factory involving machines and people that work there. In order to accomplish this the following skills are needed.

1. Project manager
2. Photographer
3. Graphical designer
4. Copywriter with SEO and social media skills
5. Front-end and back-end developers

### 2.2 Ways of working

Team members are carefully selected where each one of them excel at their specific tasks and have an eye for details. The team is virtual team and digital communication tools are vital part of the project for efficient communication within the team but also with the client.

#### 2.2.1 Project tools

The team will use the following tools internally between various members and externally with the client both for sharing project files and communication.

- a. Slack – all communication including internal meetings will be conducted using slack.
- b. Google drive – images, project documentation such as minutes of meetings, reports and project chart will be stored and shared using Google drive.
- c. Github – all website related files will be stored in Github

### 3 Summary

The project is expected to take around 5 weeks from project kick-off to final delivery of the project to the client with the goal being to create a website that will help Lofthus frukt og saft expand it's business by providing a platform that will promote and sell 100% naturally produced apple juice in the entire Norway.

### 4 Sources and references

- [www.google.com](http://www.google.com)
- Gantt project template – Studiobinder
- Link to Github repository - [https://github.com/AlexanderSem1/CA\\_lofthus.git](https://github.com/AlexanderSem1/CA_lofthus.git)