The logo is to be created by the developer

**Bakarry Aluminium & Glass Door & Windows Factory** website

**Project Brief**

*May 17, 2022*

**Revision History**

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| 5/12/2022 | 1.0 | Comfort F. Zayzay | Site Developer |
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**Approval History**

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| Name | Title | Signature | Date |
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# Document Overview

This document is a proposal written to create a website for the **Bakarry Aluminium & Glass Door & Windows Factory**.

The proposal is presented in systematic parts which will help the company understand the point of view from which the site developer is going to tackle the project.

The document firstly consists of the project background, which explains why the project was started and what results are supposed to be attained at the end of it.

The document then has the project outcomes and objectives, which as the name implies specifies the outcomes and objectives that were outlined for the project by the company.

It then has the project scope which defines the planning process and identifies the work that needs to be done to obtain the desired site and all its functionality.

The project organization comes next, and this part identifies the people involved in the project and the jobs they are expected to perform.

Next is the project cost which talks about the budget for the project and the timeframe which estimates the time the project is expected to last for. Next is the project approach, which identifies the phases that the developer will use to get the desired outcome of the site.

Theses sections are followed by the major deliverables section, which outlines the deliverables of each stage in the project implementation.

Finally, the last three stages talk about the constraints, risks and recommendations from the developer about the project.

This document is compiled in a way that is clearly laid out and easily comprehendible to even those who are non-technocrats.

# Project Background

This company is a local company which is own by two persons. The company operates with all customers. The products and services of this company is and highly affordable and durable and have customer services that brings in more clients and other company to do business with them. The company expects that this project will be conducted discreetly and with their full participation and involvement. The company doesn’t have a lot of electronic data and files as a result the developing team will have to do the work of generating and compiling its own contents for the site.

The site is meant to serve as a way to expose the company to the outside world. From the interview with the company, they expect that the company site will bring in more customers and investors through active online presence. They also expect that the site will update the current customers on products and services.

# Project Objectives/Outcomes

The company has a lot of needs which the site could meet. Among these are three we identified during the questionnaire part of the project.

The top three objectives are:

1. Developmental services: develop services that meet clients’ expectations
2. Bringing in newly development: come up with new ideas for the improvement in product and service for customers.
3. Buildings and designs and Making profit for the growth of the company: create a strategic financial plan for growth in company.

*This should include reference to benefits planning*

# Project Scope

This project is a pilot site project for the company, since it’s the first official website the company is going to launch. There are a lot of things that the site has to cover as clearly stated in the objective part of this paper, and there are also some things that the project is not going to cover.

As per the class instruction the site is going to be built with Dreamweaver, though the company would benefit more from a CMS like Word press. The layout will have to be chosen and the design process will have to be followed.

The team will have to buy a hosting account and also get a suitable domain name for the company. After which a secure donation method will have to be identified and implemented during the development stage.

The site will have to support a form for accepting users’ messages and also have a back end email address which will help facilitate information transfer. The site will also give a brief history of the company and outline its vision with the aid of slide shows and other graphic contents.

This pilot site is not going to serve as a company management application. It is not going to allow company customers create accounts and it is going to be a small dynamic site.

# Project Organisation

The site phases are going to be carried out by a small team which consists of the project developer, the instructor and the client. In order to involve the client, a member of the company is going to be trained to serve as a technical person for the site.

The work is going to be organized into different stages which are going to be controlled by different individuals in order to support cooperation and transparency. The different members of the team are:

Team Leader – the site developer is going to serve at this stage. He is going to coordinate and oversee all other team members.

Publishing Representative (Editor) – the site developer and the instructor are going to function in this position.

Quality Assurance Representative – the site developer and instructor are also going to function in this position.

Feedback Monitoring Representative – the site developer is going to function at this stage.

Website Performance Representative – the site developer along with one trained member of the company are going to function in this position.

Infrastructure Monitoring Representative – the trained company member is going to function in this capacity.

Change Control Representative – the trained company member in consultation with the site developer are going to carry out the function of change control.

# Project Costs

In order to follow through with this project the developer went to work and gathered information on the requirement for this site and created a working budget for the project. The budget is broken down below. The total given will be the cost for the first month the site is published. As specified, other money will have to be paid monthly to keep the site up and running.

|  |  |  |
| --- | --- | --- |
| Item | Description | Cost |
| Domain Name Registration | Buy a suitable domain name and all the rights for one year | 25.00 per year |
| Hosting | Create an online hosting account with HostGator and purchase a SSL certificate and unlimited storage | 255.00 per year |
| Site Development | Purchase all the plugins required to develop the site along with other tools to get it up and running. Generate content, etc. | 600.00 |
| Maintenance | Retain the developer for regular update and maintenance to the site | 100.00 per month |
| Total for the first month | | 980.00 USD |

# Timeframes

Below is a quick table detailing the estimated time allocated for the project. Adjustments might be made to this schedule due to circumstances that might not be controllable.

The project development is expected to run from April 3 to June 16. Below is a breakdown of how the time will be divided. The maintenance aspect will be discussed between the client and the site developer.

|  |  |
| --- | --- |
| Process | Estimated time |
| Site Structure (Planning) | 1week |
| Visual Design (Design) | 1week |
| Site Development | 2weeks |
| Testing and Delivery | 2weeks |
| Maintenance | To be discussed |

# Project Approach

As a working tool, the developer is going to use the below listed steps to achieve the success of this project. The first two stages of this site that have to do with the client interview and proposal writing have already been completed. The next steps to com are as follows:

* Initial technical specification – after this document is reviewed, the developer will get to work and put down all the technical requirements for the site.
* Site Structure – the developer is going to create a site map and a plan of how the site is going to be structured.
* Visual Design – the developer is then going to create a visual design of the various pages requested by the company in the interview with the aid of a graphic content in order for the company to view and make changes to.
* Site Development – the developer will in this stage get to work and with the aid of Dreamweaver and the site structure and visual design create a working prototype of the actual site for the company to assess.
* Testing and Delivery – during this stage the developer will deliver the prototype to the company in order for them to test. After the testing, if there are any new features to be added, the developer will add it and then deliver the finished site. Upon the delivery of the finished site, the developer will train a company member on making minor updates and carrying on maintenance of the site.
* Maintenance – the developer in coordination and collaboration with the trainee from the previous stage create a maintenance strategy for the site.

# Major Products/Deliverables

The different deliverables will arise from the steps the developer will take to achieve the success of this project as listed in the project approach section of this document.

The various phases along with their deliverables are as follows:

|  |  |
| --- | --- |
| Stage | Products/Deliverables |
| Initial Technical Specification | Produce an initial Technical Document detailing the site requirements |
| Site Structure | Create Site diagrams, Page diagrams, and wireframes for the company viewing and to aid in the development process. |
| Visual Design | The developer will produce a draft design to show to the client and make all necessary changes that will be requested. |
| Site Development | Make changes where need be to the technical document and project time line, and build and integrate the site. |
| Testing/Delivery | Test for the quality assurance of the site, list the issues according to priority, and refine the site where need be |
| Maintenance | Launch the site, carry up regular backup of the data and system upgrades, and create a maintenance plan with the company for the site |

# Constraints

As observed in the interview stage of this project, the idea of a site is a welcoming one for the company. But there are still a few things that are standing out as constraints to the smooth and speedily implementation of this project.

First and foremost is the issue of finance. As this document and the previous one stated, the company is a growing one and it might find it hard to manage the cost of maintaining a site. The developer will have to implement this project in the cheapest way as possible.

Another issue is the issue of generating content for the site. The developer will have to work in close relation to the company leadership to generate content to be used on the site.

# Risks

The developer has observed two main issues that could serve as risk to the project implementation. They are,

1. The issue of lack of proper education on the importance of website in the company. Because of this the leadership might lose motivation to continue the project and see it as too much of a headache which isn’t worth the risk. The developer will have to get the company more involved in the project implementation stages and educate them on the good a website would do for them.
2. The issue of no technical person to maintain the site after launch. The site might be dormant if there is no site maintenance plan set after the project implementation and as a result the project will be a failure. The developer will have to train a member of the company to serve on the maintenance team to see that the site is updated constantly.
3. Low publicity is also a problem. If the site is built and there is no proper publicity of it, people wouldn’t find out about it and use the facility. The developer and maintenance team will have to take advantage of social media, radio station, and peer to peer meetings to publicize the site.

# Recommendations

*It is recommended that the project coordinator:*

* *Review this proposal and make comments where need be*
* *Provide as much assistance as possible to the developer*
* *Give as much space as possible for changes to be made to this document where the need arises*