Website Development

For this week I was given an assignment to plan and document the development process for the creation of a a website for the company "Lofthus frukt og saft". The Company had just a logo and a simple brand strategy without any visual assets to use in the website production.

I started off by finding out what type of crew I needed for this project:

- Manager (Me)
- Photographer
- Designer
- UX Designer
- 2x Developers
- Content Developer

The first thing that is clear from the assignment is that I needed a photographer, since the company did not have any visual assets. His/her job is to take high quality picture for use in the website. The photographer needs to visit the company and take picture so it's a good idea to hire one that's not located to fare from the company. This will help on the travel expenses. Since we are shooting our own pictures, the intellectual property will also belong to us.

My job as a manager will mainly be hold the team accountable for delivery and take care of the customer contact and contracts. I will also be the main speaker and organizer for the presentations to the company

Designer and UX designers will work with creating design element for the website and work on the User Interface. The Developers will mostly work on the coding and integration aspect of the website. Content Developer will work on gathering resources from the customer. Research industry, evaluate competition, planning/sorting the content and setting marketing goals.

Communication

The internal communication tool I choose to use is SLACK. Key features that slack offers the team:

- Channels that separates messages communicated in the team. Since we only have 7 in the team It's properly enough with one channel. Maybe separate one out for the developers so they can talk coding language.
- Supports all major operating systems
- Instant messaging
- Easy file sharing. Drag and drop

- Integration with google drive

For file sharing I choose to use Google drive. Google drive is a cloud sharing application that lets the team share their files.

Gant Chart

I Started off by deciding the percentage of time I was going to use on each phase of the website development process:

- Planning 20%
- Site Architecture 10%
- Design 27,5%
- Build 27,5%
- Test 15%

Planning phase:

From personal experience working on projects it's a good idea to have a kick off meeting with everyone that is going to be involved in the project. This will get everyone a sense for the scope of the project and it helps develop a roadmap for further development.

Since the company only had a simple brand strategy without any visual assets, I think it's good to have a meeting with them right away discussing their content strategy and also gather resources and a get a feel for how they want to brand their website.

It's also a good idea in the planning phase to setting the marketing goals and research the competition in the industry.

Architect phase:

This phase of the project is about how the site will be structured. How is the story telling going to be? Deciding on what content is going to be added and what is going to be removed.

Design phase:

This part is about creating high quality design elements that will be presented to the customer. I made 3 of the tasks in this phase overlapping. This is similar to how it's done in the resource chart that we got delivered out for this assignment. Content creators can work separately with

content while designers work with design elements and photographer is out taking pictures. I added to main goals in this phase:

- Finish style tile/mood board
- completing a full mockup.

Both these goals are accompanied with a presentation for the customer and time for rework during feedback.

Build phase:

The build face is all about getting the site up and running with UX designers and coders working together. First, I added a prototyping task where UX designers and programmers can address the functionality and user experience. I think this is a good idea to include this so that there is no mayor redesign that needs to be reverted later in the building face.

Testing face:

This phase is about validating the site and testing it for bugs. Going through forms and scripts and testing for compatibility issues.

Launch:

Lunch site in a presentation with the customer.