

Report Lofthus frukt og saft.

INTRODUCTION

Goosefront AS (the company tasked with making the website and marketing material for Lofthus frukt og saft) created a Gantt chart planning the project, executing the planned project and finalizing it with a meeting and handover of final product.

INTERPRETATION OF THE TASK

To create a Gantt chart detailed with the various tasks this project has to include in order to finalize the project for Lofthus frukt og saft. Include what forms of communication the employees of Goosefront AS use to communicate during the project and who does what.

I choose to name the company Goosefront AS to have a company in resources I could refer to during the implementation in the Gantt chart. I also inserted the employee categories in resources to easily add which employee was responsible for each task. When Goosefront AS is in the resource field it means the whole team is involved. I then proceeded to split the tasks among the various fields within the company.

RESEARCH AND ANALYSIS

INSPIRATION

I found inspiration from previous experience in project planning from school as I went to Salg og service in high school. I also drew inspiration and notes from the feedback I received for the Module assignment on the Gantt chart previously in this course.

ANALYSIS

In this industry it's important to market to the right marketing group so as to reach the right customers. The environmental and if the product is organic and healthy are also aspects that are important in the market of fruit and juice/lemonade. Similar businesses have solved this by applying for certificates from Norwegian quality control markings such as "Nøkkelhullsmerket" (Keyhole=within certain parameters of sugar content and other additives as to be considered healthy), "Nyt Norge" (Enjoy Norway= a quality mark that ascertains that the product is produced and manufactured/grown in Norway) and "Økologisk" (Ecologic).

SKETCHES – SCANNED IDEA DEVELOPMENT AND DIGITAL SKETCHES

I did not produce any sketches for this but used Office Word to plan and write down the tasks and meetings that were going into the Gantt chart.

WORK PROCESS

I chose to start the project of with a meeting between Lofthus frukt og saft and Goosefront AS at Lofthus frukt og saft's facilities and production location. This was to give the team a thorough impression of what we were going to work on and have a meeting with Lofthus frukt og saft to plan what they wished to accomplish through their website. It also gave the photographer a golden opportunity to take pictures of the production, location and orchard to be used in marketing and on the website. The copywriter also made sure that Lofthus frukt og saft had a client agreement form that included a non disclosure agreement to protect any production or industrial secrets.

The day after the meeting we started working on the project, a detailed plan of this is included in the Gantt chart.

Communication consisted of meetings, communication via Slack and GitHub, and the employees like the photographer found this especially helpful as she was working from home and could cooperate and roll ideas of the designer and Front end developer and get feedback via Slack and GitHub.

SUMMARY AND EVALUATION

Write a short summary and evaluation on the process and the final product.

The final product is a collaboration between the whole team of Goosefront AS. Each team member finished their part of the project in perfect time and the handover of the final product was well received the day of the handover to Lofthus frukt og saft.

Link to repository containing report and Gantt Chart: [https://github.com/Goose00/2019-11-24 PM CA Jan-Emil-Gustafsson](https://github.com/Goose00/2019-11-24_PM_CA_Jan-Emil-Gustafsson)