Project Plan and Small Website

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Assignment 1 – CP1406

**Mission Statement**

The website is intended to promote beach volleyball as a family activity while appealing to a younger audience of between 15 and 30 years. Other social activities which are offered need to be highlighted such as a licensed bar and a capability for organising functions. The goal of the website is to increase the customer base of Slammers Beach Volleyball by 50%.

**Project Lifecycle**

The empathy methods used by the team started by determining a specific area of health and

**Budget Plan**

The budget for the project is outlined in the following table:

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Description** | | **Cost** |
| 1. Meetings with client | 3 x 1 hour meetings with client @ $55/hr | | $165 |
| 2. Development work | Mission Statement, Project Lifecycle & Budget. 5 hrs @ $55/hr | | $275 |
| 3. Sourcing | Obtain information and images. 4 hrs @ $55/hr | | $220 |
| 4. Concept creation | Creation of design, taxonomy, graphics & page templates. 25hrs @ $55/hr | | $1375 |
| 5. Revision | Revise design, taxonomy, graphics & page templates as required. 15hrs @ $55/hr | | $825 |
| 6. Construction & Content | Construction & content development. 30hrs @ $55/hr | | $1650 |
| 7. Testing | Client review and user testing. 5hrs @ $55/hr | | $275 |
| 8. Publishing | Publish & promotion of website. 2hrs @ $55/hr | | $110 |
| 9. Soft wear | Use of graphics, page templates etc soft wear and use of Content Distribution Network. | | $250 |
| 10. Sundry expenses | Miscellaneous expenses | | $100 |
| 11. Site Maintenance | Provide ongoing maintenance and updating of site. 2hrs per mnth @ $55/hr for 12mnth period | | $1300 |
|  |  | Subtotal | $6545 |
| GST 10% | $654.50 |
|  | **Total** | **$7,199.50** |

methods which were adopted in the define stages of the project were having a good Point

**Success Evaluation**

An increase of the number of players at Slammers Beach Volleyball by 50% while appealing to people aged between 15 and 30 years would show the website has served its purpose. A 50% improvement equates to an additional 50 players per week. All the additional 50 players is to fall into the age bracket 15 and 30 years. Lastly, a 25% increase of revenue from the bar takings will show that the website has successfully promoted this aspect of Slammers.

**Site Flow Chart**

The procedure which I followed for testing was by asking questions of the group of what a

**Target Audience**

The site is intended for:

1. Families interested in playing sport.
2. People aged between 15 and 30 interested in team sport.
3. People who are looking for a place to socialise.

The site design will make provisions for the above groups by:

1. Using images of families and people within the target age group playing volleyball as well as images of people socializing
2. The use of an underlying theme of having fun, being happy, socailising, meeting new friends and playing team sport.

**Final prototype**

**Conclusion**

I felt that the Design Thinking Project was of value to me. I learnt about a process which utilizes