Lofthus Frukt & Saft, Report

Project start: 26-09-2017

Project end: 01-10-2017

Total nr. Of employees assigned to project: 8

## Employees:

* Project Leader (PL)
* Marketing Consultant (MC)
* Content Developer (CD)
* Designer (D)
* Front-end Developer (FE)
* Back-end Developer (BE)
* Photographer (PH)
* Tester/Performance (TP)

# Process

The process began with a standard meeting/needs assessment/planning with the customer. Lofthus Frukt & Saft is a company with a lot of depth, considered its broad history and delightful surroundings. It is important to experience the surroundings and the people behind this company, it’s a crucial part of the brand, and definitely something one has to implement in the project. For this meeting I assigned the project leader, the marketing consultant and the content developer. From this meeting the team will know what direction the company wants to take, both visually and digitally. It will also shine a light on what kind of budget they are operating with, and how much manpower the team needs to handle this project. There will also be some rough planning within the assigned group of employees, both with and without the customer present. I have planned 2 workdays for this trip.

The PL from this point continues customer contact, and manages project till project end.

Back at the office the research will begin. In this project I’ve assigned 4 workdays for the researching. This is something I usually think is a bit much. But considered that this company does not have a visual profile from beforehand, this might actually take some time, also if you think about all the visual goodies you can implement in the project. I’ve assigned (MC), (CD) and (D) to this task. The reason behind this is that the visual profiling relies heavily on these people.

Halfway in to the research, the assigned resources also start the strategic planning, this I have sat aside 3 days for. This planning will uncover how to make this brand to appeal to the eastern part of Norway, marketing-wise and visually. Another task overlaps these two tasks (i.e. research, strategic planning.), and that is developing the text content for this website. For this task I have assigned the (MC) and the (CD). These two resources will work tremendously well together, and give the users a sense of Norwegian fjords through text. Assigned 3 days for Text Content. A photographer will also start taking pictures of products, surroundings, people and other site contents that can be used in the project. This (PH) is assigned 2 days for this task; a small part of this task relies on the weather, so workday forecast is relative.

When all of the tasks above are accomplished the (D) and (FE), can start planning the site architecture and designing the mood board, style tiles to make a mockup. This will then be presented to the customer for a quick review and thoughts. For these tasks I have assigned a total of 5 days, this is because a lot of the visual profile is heavily worked on already, so this shouldn’t take long.

The next step is to start planning the user interface (UI) and the user experience (UX), this is an important part of the projects’ past, present and future. Which is why it is important to start this planning before the hardcore coding begins, so that surprising changes are easily made. For this task I’ve assigned (CD), (D), (FE). They will work this task for 3 days.

Now the coding starts. Time to make this concept into something interactive, accessible and appealing. This part usually takes the longest; this is where all of the different moving parts of the project come together in harmony, or at least somehow it ends up behaving harmoniously in the end. For this task I’ve assigned (FE) and (BE), they will be working together on this task for 9-15 days, depending on what has to be done and what chaos has to be fixed a long the way. Approaching the end of this marathon the (FE) will start a lone wolf mission, testing the UI/UX before the coding is completed, workdays: 2.

Now testing the complete website is on top of the to do list. This is where you run your site on all the different browsers/browser versions, to see if your website run interactively and run the same regardless of the browser. For this I’ve assigned (FE), (BE) and (TEST). Workdays: 2. They will then move on to the finishing touches and getting ready for release.

## Version Control & Workflow

The team needed to complete this project counts a total of eight people, working with completely different things. This makes effective and structured communication key throughout the project. For accomplishing this you have a set of applications that can help you accomplish this. For this project we have chosen to use Slack ([www.slack.com](http://www.slack.com)) for team communication on main and sub-level tasks. By using slack the team can communicate easily on specific tasks that occur a long the way. It makes it a lot easier to keep track on different objectives, and talking about the tasks.

The VCS we have chosen for this project is GitHub (www.github.com), here we can easily create a structuralized view of the project, and at the same time, work efficiently with all the files involved in the project simultaneously, and it’ll still be safe. With GitHub you can also descriptively see what changes were made inside different files a long the way, with the help of commit messages/comments. What you push is safely stored and not applied to master before everything is 100%. Which makes it extremely safe to handle.