

Report: Lofthus frukt & saft

So I started to look at the case and what this company wanted from us. They are ambitious to expand, and are looking to find new markets. This through a new website - hence why they contacted us.

Their product is from Hardangerfjord, locally produced, by 100% natural product. What they wish with their site is mainly to promote and sell, but also provide information about them and their production process. Since they only provided us with a simple brand strategy and logo, we need to do a lot of work ourselves.

I started off by figuring out what resources I needed for this project to succeed:

- Project Manager
- Content Developer
- Designer
- Developer
- Copywriter
- Photographer

Later on I looked into time-lapse of this project, and decided which task is better for who - and when they will work on it. Ref: GanttChart.

As of the communication within Project Manager and customer, I find e-mail and few meetings suitable. However, for the team as a whole I looked deeper into «Confluence» and got really intrigued. We will use this site for our project.

Link to my repository; https://github.com/MaritaP90/CA_PME