



ANIMATION



AUDIO



DESIGN



FILM



GAMES



WEB & MOBILE



PROJECT OVERVIEW

Details about execution of project

THE GLYCEREENS

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Bachelor Of Web Design

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2 OVERVIEW

The following project is a website for a punk band and this document details the specifics of how the project will be developed.

2.1 CLIENT

The client is The Glycereens; an independent punk rock band from Brisbane. Due to release their new record, they require a website with access to music online, upcoming gigs and events, contact and social media links. ¹

The key contact for this project is Heli Puhakka on behalf of the band.

2.2 DEMOGRAPHIC

The demographic for the client is primarily Brisbane music scene patrons with interest in the punk music genre. Their age varies from 25-40. Further findings on the music scene are detailed in the next section.

2.3 DEVELOPER

The developer for this project is undergrad for web design at Sae Qantm Brisbane (SAE Qantm, 2017); Nina Tanneberger. Nina Tanneberger affiliates this project with her own label as well as the college.

3 OBJECTIVES

The goals for the project are the following:

- Produce a style that reflects the client appropriately²
- Create a visually appealing website for the client
- Ensure all elements required for the client have been met
- Use the appropriate tools and techniques to ensure the website meets all requirements
- Test the product on the market for feedback and usability assurance

¹ For a full breakdown of the client, refer to the client brief document

² Refer to Style Guide Document

4 SCHEDULE

The project will operate through three primary phases:

4.1 PHASE 1: CREATION AND DEVELOPMENT

Duration: 4 weeks

Description: This phase contains the research and development of the project; including but not limited to:

- Marketing
- Consumer research
- Competitor analysis
- Industry research
- Colour scheming
- Layout
- Style drafting
- Platform and development research
- Drafting the design: *Wireframe > Mockups > Live Prototype*

Key segments:

- Setup Documents and Project
- Style Guide and Project Brief
- Research and Development
- Wireframe Prototype
- Mockup Design Prototype

4.2 PHASE 2: CREATION AND DEVELOPMENT — PROTOTYPE WEBSITE

Duration: 4 weeks

Description: This phase contains all the development for the website based on the design drafted and approved by the client. At the end of the phase the prototype will be shown to the client for final input before finalising and testing.

4.3 PHASE 1: FINAL DEVELOPMENT — BETA WEBSITE

Duration: 4

Description: This phase contains the research and development of the project; including but not limited to marketing, consumer and competitor research, industry research, colour scheme, layout and style research, website platform and developer research and more.

This includes user testing and will have the final deliverable at week 12 of production.

5 SCOPE

This website will aim to adhere to the band's personal style and fulfil its' requirements for the following:

- Home/Landing Page
- About
- Music
- Events
- Gallery
- Video
- Store
- Contact

Social media links will be in plain sight on the page.

The website will be designed with WordPress so any development limitations will fall down to the platform itself. WordPress has been selected due to its' security settings for ecommerce and contact details as well as it's vast range of plugins.

The focus will be to achieve a high SEO (search engine optimisation) in order to further promote the band in their industry to gain more followers. This will be achieved with WordPress plugins and structured metadata implementation.

Further marketing has been discussed with the client and is down to the client's discretion to follow through with that phase.

5.1 IN SCOPE

- Website design
- Website development
- Subscriber launch
- Ecommerce store
- Security protocols
- SEO

5.2 OUT OF SCOPE

- Marketing campaign
- Further marketing advice
- Marketing management
- Website maintenance – to be addressed with budget in the future

6 SUCCESS MEASURE

Ideally after this website has been launched the band will have a great new platform to advertise their presence.

- A measurement of the success of this project would be:
- Ecommerce sales
- New audience
- Social media followers increase
- Exposure increase
- Live performance increase
- Target marketing through newsletter campaign

7 BUDGET

The budget for this is primarily at the client's discretion. The client will need to pay for:

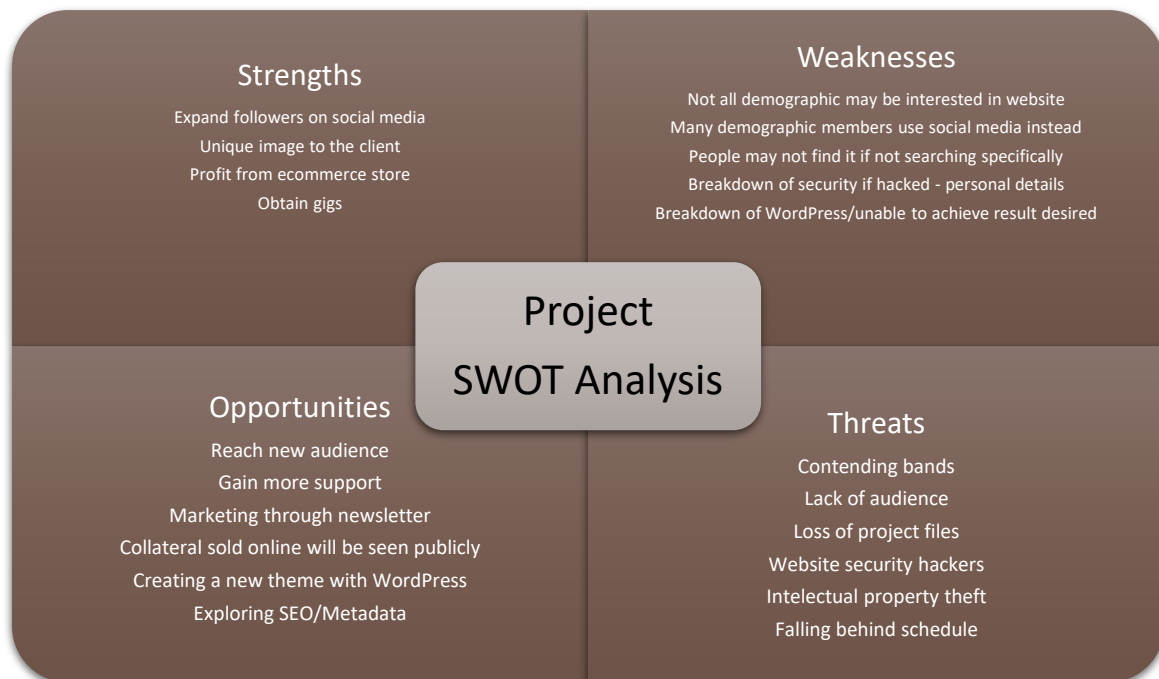
- Website Domain – \$7/year or free with hosting purchase
- Website Hosting – \$60/year
- Website Security/SSL certificate – \$90/year

These prices are based on GoDaddy.com.au (Go Daddy, 1999-2019).

As this project is student based, the fee for producing the website is null. However in the future if the website requires maintenance this will be further discussed with the developer.

Photography collateral is to be discussed with the client and is addition to the budget.

8 SWOT ANALYSIS



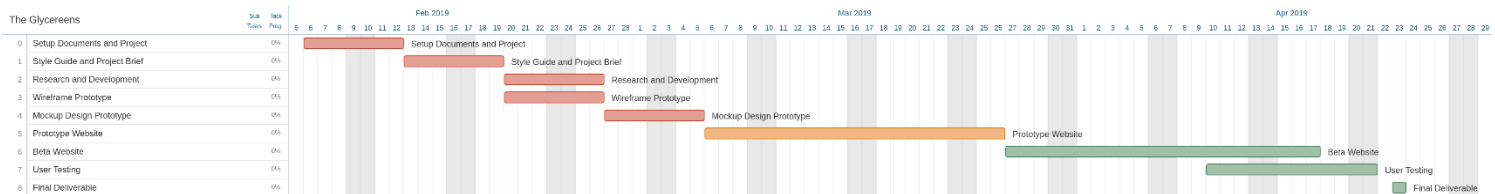
STYLE

The style and tone of this website is a punk rock style with a fun tone and edge to it. The style will be reflected with fun popping colours against a dark themed background See style guide for full details.

- Grunge textures
- Paint platter
- Neon elements
- Bright colours against dark theme

9 PROJECT MANAGEMENT

Based on the previous section, this is a waterfall project management technique applied to the project. Within each milestone (red, yellow, green) there will be an agile project management technique used to complete sprints which are issued weekly.



The project is managed by Nina Tanneberger who handles all of the issues and maintains the wiki – this resides within *Github*.

The next contributor, Robert Haubt, is the project facilitator who assists in issues and mentors the project.

9.1 LIST OF CONTRIBUTORS:

Nina Tanneberger – Designer, Developer, Marketor, Project Manager

Robert Haubt - Project Facilitator

Heli Puhakka - Client

Gregory Gauthier - Graphic Designer

Walter Wy Leong - Web Developer

9.2 PROJECT MANAGEMENT PROCESS

The process for this project will be a hybrid of Agile and Waterfall management systems. The reason for this is that the project calls for a number of different solutions to planning and executing various stages of its development.

9.3 WATERFALL

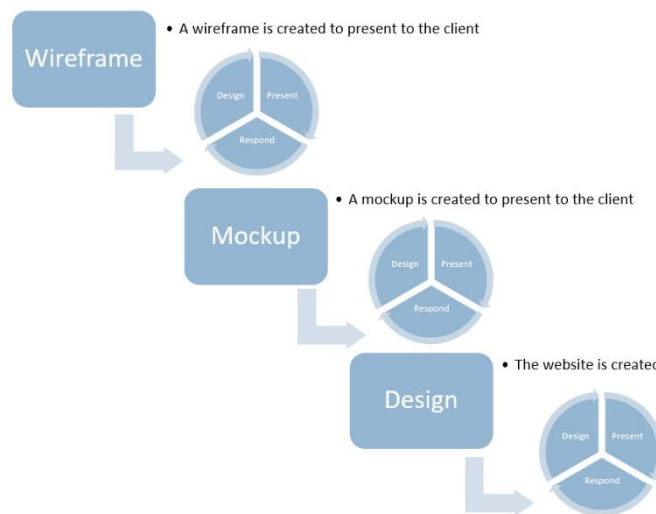
There are many tasks that cannot be started until the last is complete ie: cannot create mockups without wireframes. This is part of the waterfall process where tasks will be laid out and unable to begin until the tasks beforehand are achieved. In this instance a Gantt chart is desirable. One has been created based on Github, however it does not function fully as a Gantt should with the actual due dates. What it does do however is show which tasks need to be done in order for the next to begin.

The bulk of the workload is mapped out in Milestones in the waterfall process.

Within each milestone there are a series of sprints with various deadlines. Some will take 1-2 weeks, some more and some less.

9.4 AGILE

- Agile comes in when a task needs to be broken down into stages of development. An example would be this:
- task is to create the mockups
- without the wireframes, the mockups cannot be done - waterfall process
- a first draft mockup is complete and sent to the client for approval
- the design critique is responded to and adjusted accordingly
- these micro processes reside within each waterfall task can be done multiple times
- this method applies to most tasks within the project



9.5 ACCESSIBILITY

The Project has been split into Issues, Milestones and includes a Kanban for ease of workflow.

Much of the project is handled and maintained within Github and is using Wordpress to create the website itself. This has been synced to the repository.

Client emails are being saved to a Google Drive repository along with all of the other project files to preserve the client's privacy.

9.6 3RD PARTY APPLICATIONS

- [Google Drive](#) - this holds all of the research and working files before they are added to the repository.
- [Figma](#) - used to create wireframes, mockups and a functioning design prototype for the site.
- [GanttLab Live](#) - produces a Gantt chart which can be viewed with the Github project.

10 WORKS CITED

(1999-2019). Retrieved Feb 19th, 2019, from Go Daddy: <https://au.godaddy.com/?isc=coaugau013>

(2017). (N. S. Ltd, Producer) Retrieved Feb 19th, 2019, from SAE Qantm: <https://sae.edu.au/>

11 APPLICATIONS USED

All of the programs, websites and applications used for this project.

[Instant Wordpress](#): GNU General Public License.

[Github](#): Creative Commons Attribution license. End-User License Agreement.

[Xampp](#): GNU General Public Licence.

[Mamp](#): GNU General Public Licence.

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[Figma](#): [license uncertain](#).

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