Report

For this assignment I started of reading through the case several times to see if there was anything specific I needed to account for when planning the project. What I found was that this is a pretty open assignment, and we don't have a lot of information about what they want from the page when it comes to styling and design. They just have a logo and a simple brand strategy, and they also want information about the company to be an important part of the page. The fact that their products are 100% natural, would also be a focus point.

The first activity I would set up, is a kickoff meeting between the customer (Lofthus frukt og saft) and the company creating the web site. In this meeting I included the project manager, the front-end developers, the graphic designers and the copywriters working the project. During this meeting they would learn more about what the customer wants, do they have any specific ideas like an overall style or color palette in mind for the page? This meeting will give the team a better idea of what to provide, and during the planning period that comes after it, the team should work out ideas and suggestions to bring back to the customer. At the end of this two week period we have the second meeting, where the customer can decide which ideas to go with and base the page on. After this meeting a style for the page should be decided so the team can start building the page and designing the visual elements like buttons and icons. Most advertising agencies have both front end and back end developers, graphic designers and copywriters, but they would probably need to find an external photographer to take the photos for the site. I am guessing, based on what I know from my mother and stepfather working in advertising, that the agencies often have photographers they work with on a regular basis, but that are not employees of the company, therefore I added a bit of time to find an available photographer.

I added regular meetings between the agency and the customer to make sure the project is heading along the right track, and to hopefully catch any issues before the end of the project period.

I would have Lofthus frukt of saft provide information they want to include on the page, this should be the company history, product information and other relevant written information to include, from there the copywriter would write out the final texts to use on the page.

I was unsure of the time frame of the project and considered this for a while, but I ended up giving the team 8 weeks to complete the site. I think this should be enough, because this is a medium sized company, and based on the information provided in the case, I don't think a huge site with hundreds of products and lots of pages is what they need at this stage. This is their first attempt at reaching a larger audience, and I think a simple page with an appealing design would do them more of a favor than expanding beyond their means. Going for a simpler web site would also leave them with more money for advertising their company and their products, which in turn would help them grow.

When it comes to communication with the customer, I would use email and go through the project manager, this way you have all information in one place, and you also have everything in writing, which you can refer to in case of issues upon delivery of the finished project. Within the company I would use Slack and Github as tools for file sharing and communication.