

Lofthus frukt og saft

INTRODUCTION

Creating the online website for Lofthus frukt og saft including all the content would be a challenging project and take a lot of resources. And the key to success would be good communication and use of tools.

RESEARCH AND ANALYSIS

Research and analysis

As a kickoff for the project to create the website for "Lofthus frukt og saft" we have an initial meeting with the customer to collect relevant information about their product and what they can offer to their customers. This will give us material to further strategic planning.

Contract

During the initial meeting we would sign a contract with the customer to clarify how the rights to the work that is produced during the project will be assigned when completed. And settle other formalities such as budget, timeline etc.

WORK PROCESS

Communication

We would be using Slack to communicate with the workgroup and store documents, Trello to break down the activities in subtasks and to keep track of the progress, GitHub for version control and a Gantt Chart to schedule and contain all the main activities in the project.

These applications will support us to be as effective as possible. By connecting Trello and GitHub to Slack, all the group members will get notified when an activity is completed or if any change is committed in GitHub. Using these tools could save us time by letting everyone to which it is relevant get alerted to know when they can start an activity that might be depending on the previous.

We would also communicate with the customer on Slack and give them insight to the relevant tasks on Trello so they can follow the progress. This will make our work more transparent and create trust and give an impression of professionalism.

We would have status meetings with Slack Videocalls.

Strategic planning

An important part of the process is to plan the branding of "Lofthus" and as a part of that we would spend time analyzing competitors and create detailed personas of our target audience.

We would make a plan for how to present the company on the website, by planning to make a page with information about their product, the history of the company and a presentation of the production process supported by photos.

Content planning

Based on strategy plan the content developer would make a plan for writing the content of the website.

Site planning

Before we can start code the website we want to have a solid plan to create a whole.

We would want the designer and frontend developer to determine both the design and function of the navigation, since this is a key element on the website.

We would also spend time to find the best solution for the webshop. If the webshop is not functional, intuitive and has a good appearance the customer could lose sales.

We would use sitemapping to make a good structure for the developers.

Design

The designer would make a styletile presenting the style of the website, the typographic direction and colors.

We would be using multiple typefaces. One sans serif font with a clean design that is easy to read on-screen. And one cursive we would be using for headings that fits the rustic style we want.

The colors will be calm and refer to autumn where they harvest the apples.

Patterns and texture will be rustic and wooden-like.

Photos

A photographer would shoot photos of the production process at Lofthus and create a collection of images to use on the website. We would do it this way to make sure to use royalty free images with all rights on the website and to make it as authentic as possible.

We would want both pictures of the production, the employees and the nature surrounding Lofthus.

Content development

The content specialist would write the actual content for the website after having a structure to follow.
Including copyright, privacy policy and keywords for SEO.

Mockup

By using wireframes we let the customer and developers see the use of visual details such as typography, colors and images.

Code

After the last customer meeting before completing the project, we would start build the website. The developers and designer working close.
The developers are responsible for writing their own code and not use code that are protected by copyright or patent act.

UX-testing

When the code is close to be finished we would be UX-testing the website. Using online usability tools such as UsabilityHub.

Browser and device testing

After the UX-testing and refinement of the website based on the results, the website would be ready for cross browser and device testing to make sure the pages look similar and the layout is responsive on multiple devices.

Refinement

The browser and device testing is an important step before completing the project. And refinement of the website is the last activity before presenting the result to the customer and prepare the launching of the website.
The last few days will be used to fix bugs and differences in appearance across the browsers and devices.

Launching

The website is now ready to be launched and published for the audience.

SUMMARY AND EVALUATION

We would now have a new website with good functionality and a fine webshop for all the new online customers.

It would be demanding to keep the schedule for all the activities with so many different tasks being depending on each other. But good communication in the working group and with the customer will help to create the whole within the deadlines.

SOURCES

Links:

Branding foundations:

<https://www.lynda.com/Enterprise-Marketing-tutorials/Branding-Fundamentals/171053-2.html>

Learning Gantt Charts:

<https://www.lynda.com/Charts-Graphs-tutorials/Welcome/365730/448295-4.html?srchtrk=index%3a1%0alinktypeid%3a2%0aq%3aGantt+Charts+front+end+development%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

Learning Slack:

<https://www.lynda.com/Slack-tutorials/Up-Running-Slack/383930-2.html?srchtrk=index%3a1%0alinktypeid%3a2%0aq%3aslack%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

<https://www.shopify.com/partners/guides/grow-vol-1/how-to-write-a-contract>

<https://usabilityhub.com/>

Books:

Jon Duckett, "HTML & CSS Design and Build Websites". Indianapolis, Indiana: John Wiley & Sons, inc., 2011, p452-472.