



Alice Artwork

PROJECT PLAN

VERSION 1

04/18/16



TABLE OF CONTENTS

INTRODUCTION

COVER PAGE.....XI

ABOUT Us

INCEPTION DECK.....1- 6

DELIVERY PLAN.....7

CLIENT SURVEY.....8

USER PERSONAS.....9

SWOT ANALYSIS.....10

WIREFRAMES.....11-13

MEET YOUR NEIGHBORS



SHOW THE SOLUTION



WHAT KEEPS YOU UP AT NIGHT



SIZE IT UP



TRADE OFF SLIDERS



BUDGET



DELIVERY PLAN



Alice Artwork

Agile
Backlog
List

Today: 04-13-16
216 Days Remaining!

To Do

Meet Neighbors

All Team Members
(Apr. 13 - May 13)

Font/Image Copyrights

Sharon Rhames
(Apr. 14 - May 14)

Begin Testing

Allison Sharpe
(Aug. 13 - Nov. 13)

In Progress

Home Page

- Need login/signup features

Allison Sharpe
(Apr. 13 - June 13)

Travel Page

- Need to update travel status feature

Caleb Sharpe
(Apr. 13 - May 13)

Navigation

- Update navigational list items

Allison Sharpe
(Apr. 13 - Apr. 27)

Done

Header/Footer

Chris Rhames
(Apr. 13 - Apr. 13)

About Me Section

Miranda White
(Apr. 13 - Apr. 13)

Home Page Wireframe

Allison Sharpe
(Apr. 13 - Apr. 13)

CLIENT SURVEY



What is the name of your company?

American Airlines

What is the primary phone number for your company?

800-882-8880

What is the mailing address for your company?

4333 Amon Carter Blvd. Fort Worth, TX 76155

What is the email address for your company?

american.airlines@aa.com

Who do you consider to be your core target audience?

Travel enthusiasts and anyone interested in receiving quality airline services.

How should the content relate to your target audience?

It should appeal not just to our targeted audience, but to anyone who happens to stumble upon our website. Our brand should stand out amongst our competitors.

USER PERSONAS



PERSONAL DETAILS

NAME: JOE SMITH

AGE: 35

GENDER: MALE

ETHNICITY: CAUCASIAN

NATIONALITY: UNITED STATES

HOUSEHOLD: 3 (WIFE AND 1 CHILD)

PROFESSIONAL DETAILS

PROFESSION: PROJECT CONSULTANT

SALARY RANGE: \$71,688 (ANNUALLY)

EDUCATION LEVEL: BACHELOR'S DEGREE IN
BUSINESS



PERSONAL DETAILS

NAME: COLTON FISHER

AGE: 31

GENDER: MALE

ETHNICITY: CAUCASIAN

NATIONALITY: UNITED STATES

HOUSEHOLD: 1 (SINGLE + NO CHILDREN)

PROFESSIONAL DETAILS

PROFESSION: EXECUTIVE ASSISTANT

SALARY RANGE: \$59,711 (ANNUALLY)

EDUCATION LEVEL: ASSOCIATE'S DEGREE IN
BUSINESS

SWOT ANALYSIS



CREATIVE OUTDOOR LIVING - SWOT ANALYSIS



INTERNAL STRENGTHS

- RESPONSIVE LAYOUT. INTERACTIVE FOR MOBILE/TABLET DEVICES.
- COMPLIMENTARY COLOR SCHEME.
- FIXED NAVIGATION. NAVIGATIONAL HEADER REMAINS ON TOP OF WEBPAGE WHILE SCROLLING DOWN.
- WEBSITE IS DETAIL ORIENTED. DETAILS WITHIN WEBSITE COMPLIMENT LAYOUT.
- LAYOUT CONTAINS PROPER HIERARCHY. WEBSITE BEGINS WITH HEADING AND ENDS WITH FORM.

INTERNAL WEAKNESSES

- STRUCTURE MAY BE CONFUSING TO SOME USERS.
- LOADING SCREEN APPEARS WHEN NAVIGATING THROUGH CERTAIN PAGES WITHIN SITE.
- FOOTER SOCIAL ICONS ARE NOT ACCESSIBLE ONCE CLICKED.
- ONCE SCROLLED PAST THE HEADER, COMPANY LOGO SHRINKS AND BECOMES DIFFICULT TO READ.
- IMAGES TAKE AWHILE TO LOAD ONCE CLICKED.

EXTERNAL OPPORTUNITIES

- HOSTS A 3D PRE-PLANNING SECTION FOR USERS WITHIN HOMEPAGE.
- LAYOUT IS INTERACTIVE AND TRENDY.
- CONTAINS A PROPER SECTION FOR ITEMS TITLED 'PORTFOLIO.'
- PROVIDES FILTER FOR IMAGES/ITEMS WITHIN THE PORTFOLIO SECTION.
- SITE USES A MORE EFFECTIVE CONTACT FORM, RATHER THAN THE STANDARD CONTACT FORM. THIS FORM USES FORM VALIDATION AS WELL AS CONFIRMATION POP-UP MESSAGES ONCE USER CLICKS 'SUBMIT' TO CONFIRM SUBMISSION.

EXTERNAL THREATS

- ALTHOUGH INTERACTIVE, LAYOUT CAN ALSO BE DEEMED CONFUSING AND IRRITABLE.
- IMAGES WITHIN PORTFOLIO NEED MORE DETAIL IN ORDER TO MAKE MORE SALES.
- LAST THREE NAVIGATIONAL ITEMS ARE EITHER NOT ACCESSIBLE OR LINKS MAY BE BROKEN.
- DESCRIPTION OF THE COMPANY SHOULD BE PLACED WITHIN A PROPER 'ABOUT US' SECTION.
- THE SITE SHOULD CONTAIN TESTIMONIALS FROM SATISFIED CUSTOMERS.