

# PROJECT PLAN

VERSION 1 04/18/16

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## INTRODUCTION

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## **ABOUT US**

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# MEET YOUR NEIGHBORS





# SHOW THE SOLUTION





# WHAT KEEPS YOU UP AT NIGHT





# SIZE IT UP





# TRADE OFF SLIDERS





# BUDGET





## DELIVERY PLAN





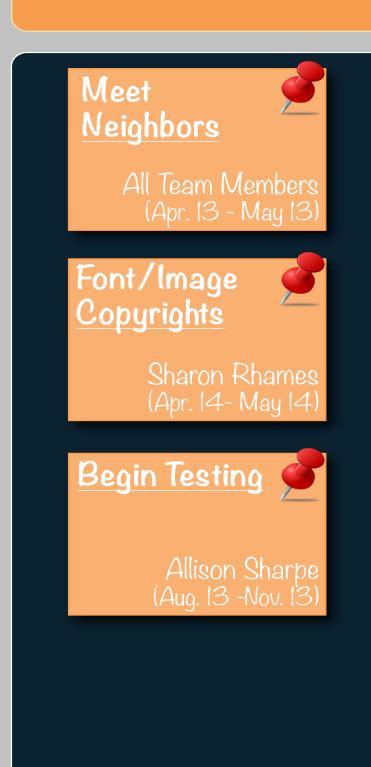
Agile
Backlog
List

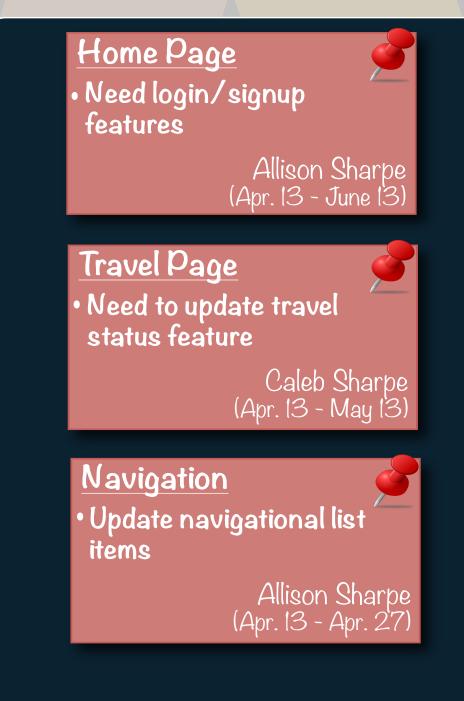
Today: 04-13-16
216 Days Remaining!

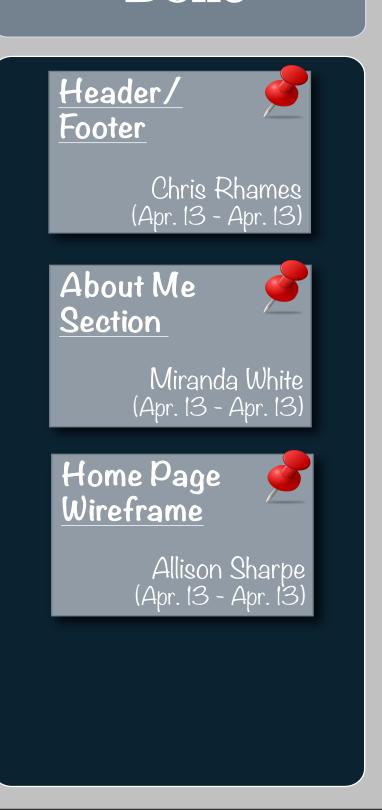
### To Do

# In Progress

### Done







## 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

ETHINICITY: 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

ETHINICITY: 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 SATISTFIED CUSTOMERS.