Technical Report

Project Planning Process

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1. Summary

During the planning of this project it was created a detailed list of tasks to be finished for successful completion of this assignment. These tasks were grouped by field and ordered chronologically while given a rough estimate of time necessary. These can be viewed in the Gantt chart.

It was unveiled that for successful execution of an assignment of this size it was necessary with a team to cover four essential fields. After some consideration it was brought to light that the following team would consist of:

- Front-end Developer
- Photographer
- Copywriter
- Marketing strategist

For the time span of this project, a "going live" date was set to January 1st. Thereby, giving the taskforce 4 effective weeks to finalize the project, with a starting date of December 2nd.

For effective communication and file sharing to enhance the collaboration between the team and client, the cloud-based communication platform "Slack" was deemed appropriate for this project. In combination with the integrated use of google drive, making it easy and effortless to share files cross team members. And stay up to date on the status of the project.

2. Body

2.1. Introduction
Lofthus frukt og saft has asked for help to create a website for their company, where they can promote and sell their products. This a rather large project which demands a lot of planning, communication and collaboration between the company and the appointed team. It is vital to having a clear understanding of their company and how they want to be represented as well as their values and morals to complete this assignment.

2.2. Main section of report

The Process for completing Lofthus frukt og saft's project

The planning stages

The objective here is to plan an online platform to present, market and sell the products of the company Lofthus frukt og saft, and search for new markets for them to reach new customers. Firstly, we need to begin by getting a clear overview of what we are going to do, how we're going to do it, when we will do it and how long it will take.

The client has not set any time schedule for this project; therefore, I've made an evaluation of how much time is necessary to complete. To make this evaluation I've started with spit balling different activities and tasks essential to complete the project. Finally having the finished product of the listed tasks ordered chronologically and placed on a Gantt chart.

Collaboration and Communication

As this is a large project, and with a rather comprehensive list of objectives at hand, it is necessary with a taskforce to cover the respective fields. The taskforce should contain the following contributors to complete this project at best ability:

A photographer, to produce product photography and other visual assets for the web platform as well as marketing contributions and identity creation. It is of most importance that the images used for the website and marketing conforms with the identity and atmosphere Lofthus represents.

A marketer, responsible for analysing the market and finding new possibilities for the client to expand their sales territories. Also produce a united marketing and social media strategy, creating the identity of Lofthus frukt og saft with focus on branding.

A copywriter will provide all the texts, articles, paragraphs and product descriptions for the website. The copywriter will cooperate with individuals from the client as well as the marketer to produce all written content and make sure it complies with the identity Lofthus frukt og saft wants to communicate.

A front-end developer, to thoroughly plan all the aspects of the website and in collaboration with the team make decisions on how to visually present Lofthus frukt og saft cross channels and platforms.

With all these fields covered by professionals it frees everyone's time to solely focus on their key objective and gives the right expertise to all fields making a great starting point for a successful project. Also, each member offers valuable viewpoints on how to complete it in the best possible way.

Having a team of this size to cooperate on the same project to reach the same goal demands solid communication across the team members. Slack is a great tool to brainstorm, share ideas, communicate progress and status reports. Combined with integrated Google Drive to easily share files instantly and anywhere, making it easier for everyone to stay oriented and in touch with each other. This way everyone has access to the files and assets, everyone can communicate easily individually, in small groups and with the whole team at once, as well as the client.

Protecting our intellectual properties

To earn and protect intellectual property in this case, eventual slogans should be trademarked, and design and visuals can, if deemed necessary, be registered for design protection with the patent office. All written content such as product descriptions and articles are naturally covered by copyright.

Project completion

The task list has been divided in 4 parts, and split between the photographer, marketer, copywriter and developer. The length of the project was set to 4 weeks, after which the project would go live. I've created a detailed easy to follow gantt chart, leaving no doubt as to when tasks are to be started and finished, and who is responsible for the completion of the task.

I've also added client meetings to the Gantt chart, easy to spot with their own colour. Some of which are individual to each field, and some that is for the whole task force. Beginning with a kick-off meeting, followed by a couple status reports later, a stakeholder meeting and ending the project by going live and reviewing the project and planning next steps.

2.3. Conclusion

In conclusion I think the project has a good structure and a solid foundation for success. I've never been involved with a project like this and so I do not possess a lot of knowledge regarding it, especially roles of other fields like photographers etc. But I do feel it's possible to accomplish, maybe add more time for testing and polishing, one month might be a tad.

https://github.com/ande29/project-methodology