

Web Design & Testing Project Plan

Overview

About WD LLC:

WD LLC aims to design and develop web applications and websites for its own clients such as ABC company. The company has created in 2007 in Seattle and has two branches in Pennsylvania, and California. The company has shareholders and employees assigning various tasks and responsibilities. Part of the company has hired independent contractors across the U.S to be part of the WD LLC as temp employees. The WD LLC has done several different small to big projects across the nation handling various tasks involving making and developing and designing websites and web applications. The WD LLC's clients' feedbacks proves the company's management team's credibility and stability.

Decision makers involved in the project:

- Jonathan McKenzie: Sales Manager
- Augustus Blankenship: Marketing manager
- Ivie Munro: SR. Executive manager
- Esme-Rose Miles: SR. Executive manager
- Raja Bridges: Project Team manager
- Ben Valencia: Web Developer
- Brax Sparrow: Web Designer
- Ibraheem Neal: Web Tester
- Mylah Sears: IT manager
- Cheryl Moyer: Database manger specialized in non-relational databases
- Dillan Parkes: Docker specialist

Problems need to solve:

This project is needed to start and plan because of the following technical and designing issues:

- The projects' layout is not responsive and requires to be realigned and redeveloped to be 100% responsive and loadable in the common web browsers.
- app's inaccessibility,
- The company's advertisements and promotions do not display.
- Site mapping problem,
- A few errors and validation issues.

Project objectives:

The primary objective of this project is to increase productivity of the ABC's app to function more consistent and to be maintainable according to the web content quality standards. The secondary objective of this project is to decrease the bugs and errors appears on the ABC's app, to remeasure the layout and structure of the ABC's app, to retest the ABC's app at the interface and back-end levels, and to redesign the ABC's app to be more responsive and accessible for its users to navigate and finally to capture metrics principles' guidelines.

The date specified in this project is varied by each phase of the project as it mentioned on the deadline's section of this project. The considered budget for this project is defined and agreed on mutually between the ABC's company and WD LLC as it is included on the budget section of this project plan.

Project Scope:

The functional requirements of the ABC's project include the interface requirements, the ABC's staff training requirements according to internal SOP AA-101, data compliance requirements, ABC app users' authentications' requirements, ABC's app quality assurance and security requirements.

The operational requirements for making the ABC's app are discussed and described as ABC's app's architectural to function as TIERS, the ABC 's app's security and authentications' measurements, and the hardware requirements implemented by the ABC's app's server to use load balancer. The ABC's app performance requirements are the ability to measure the quality of the written code, The ABC's app server configuration, the complexity of the ABC's app and its implemented code, and to properly testing the Expected/Actual ABC's app's 'user load' results.

Statement of Work:

Date	April 1st 2020
Client	ABC company
Project name	ABC Web Design and Testing
Requested by	ABC company technical department
From	WD LLC

Deliverables

- ABC's client individual account and login information.
- The ABC's app deployed on requested, purchased and custom domain.
- A backup copy of the ABC's app used and stored files.
- A reference document to show how to make updates on the ABC's app using an attached link to external libraries, packages, and dependencies.

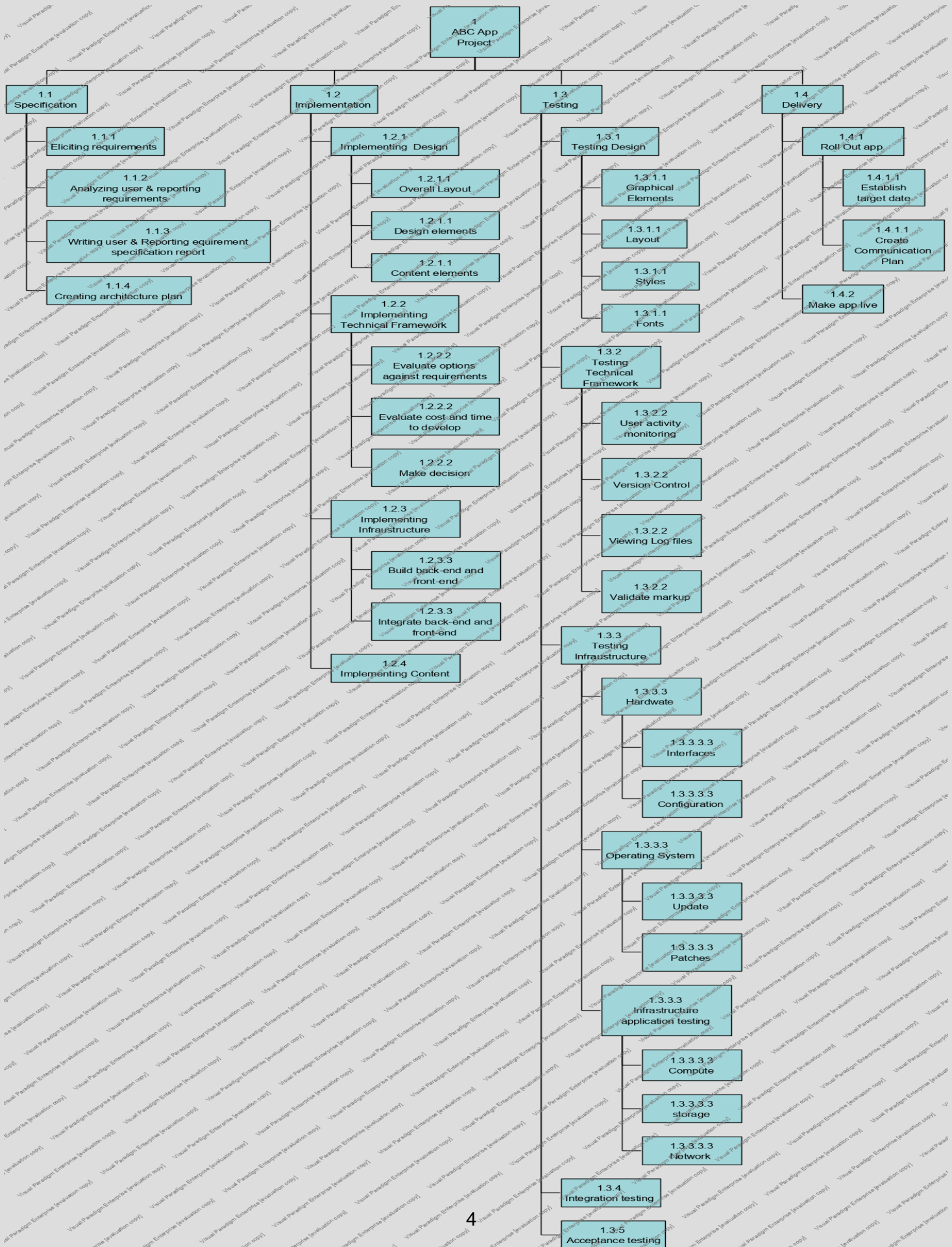
Acceptance: This plan will become completely legal and executable upon ABC's managerial technical department's acceptance to its terms and their signatures.

Target market:

The ABC's client is a small financial institution that has less than 500 employees and their clients as part of their memberships are required to create and have their account via using this application.

WBS

Specification	Implementation	Testing	Delivery
Eliciting Requirements	Design Implementation <ul style="list-style-type: none"> Content elements Overall layout Design elements 	Testing Design <ul style="list-style-type: none"> Graphical elements Layout Styles Fonts 	Roll out app <ul style="list-style-type: none"> Establish target date Create communication plan
Analyzing user requirements	Technical Framework Implementation <ul style="list-style-type: none"> Evaluate options against requirements Evaluate cost and time to develop Make Decision 	Testing Technical Framework <ul style="list-style-type: none"> Validate Markup Version Control Viewing Logs User activity monitoring 	Make app live
Analyzing report requirements	Infrastructure Implementation <ul style="list-style-type: none"> Build back-end and front-end Integrate back-end and front-end 	Testing Infrastructure <ul style="list-style-type: none"> Application Testing <ol style="list-style-type: none"> Compute Storage Network Hardware <ol style="list-style-type: none"> Interfaces Configuration Operating System <ol style="list-style-type: none"> Patches Update 	
Writing user & report specification requirements	Content Implementation <ul style="list-style-type: none"> Create content Establish content details Assign content creation Create detailed content 	Integration Testing	
Creating architecture Plan		Acceptance Testing	



Technology used on ABC's existing website:

- CRM,
- Marketing automation
- Data analytics
- Plugins
- Payment Processors

Goal

The goals set up for this project are specific as it determines the steps required to complete each task specifically. The tasks assigned to the project teams are measurable and well defined that clearly shows the amount of time and budget needed for each task. The project estimated result and expectations are realistic and are designed based on real and achievable outcomes. The goals set up for this project is also time-related and has a specific timeline for each task considered to be done.

The goals and purposes of this project lists as following:

- Correcting errors and overall optimization
- App's offline functionality testing and its completion
- CSS, JavaScript validation & optimization
- Optimize images & files weight
- Balance illustrations/images and text prioritization according to the ABC's client request
- Add visible search input to the navbar or to the top web app
- Security, database, and SEO testing.

Phases

- Preparation,
- Quote submission,
- Planning,
- Layout,
- Content preparation,
- Content Integration,
- Design,
- functionalities,
- Technical usability,
- Testing,
- Going live,
- Marketing and SEO,
- Launch,
- Maintenance,
- Optimization,
- Management Processes.

Design

- Graphical reception, update and resize such as (images, illustrations),
- Redesign navbar with clear statement of the site title & and prominently replace logo to link to main-page,
- Add a visible search input to the navbar,
- Redesign to have a clear navigation tool (such as Flash),
- Redesign main section (links and sidebars) and footer,
- Ensure that web body component is displayable at least for the web and app home-page,
- Rebalance illustrations/images and texts according to the ABC's client request,
- Set up a new 'advertising-ready' design & link,
- Redesign layout to display visible comments, reviews and client's feedbacks,
- Ensure content and design elements used attract visitors for future visitation or viral sharing,
- Ensure ABC's client information and contact credential are accessible instantly, including (address, phone number, email),
- Restyle lists and special text fields in terms of errors, and validation,
- Redesign buttons to ensure they change on hover and if they are clickable with no crash or error,
- Revalidate design and send result in a report to ABC if necessary

Keywords/SEO

Below are the new design implementations taken to make ABC's app and website accessible to its clients and prospect clients:

- Create a Sitemap using XML,
- Configure robot.txt,
- Submit ABC's URL to the search engines,
- Check formatting of ABC's website & app results in SERPs,
- Activate Ads buying and selling,
- Set-up email monitoring & alerts,
- Set-up an offline marketing feature,
- Social networking & marketing availability test for launch such as MySpace, Twitter, Digg,
- Launch ABC's special events/promotions, test, and its completion

Features and Functionality

These are the new features and functionality that the designing team implemented for ABC:

- Build a non-relational database,
- ABC's website and app' new E-commerce implementation,
- New file management system to keep ABC's clients' info safely and secured,
- New app notification (web site functionality & dependencies' updates),
- Customize applications & functionalities development,
- Revalidate users [ABC's clients] to require more validations to access password protected pages,
- Add a new feature for ABC's new clients to login as a guess with no registration requirement,

- ABC's first timetable update.

Accessibility

These are all the new ABC's app and website accessibility requirements:

- Reassure the ABC's URL is meaningful & user-friendly,
- If navigation or new design crashes the app or breaks a browser's, provide customized 404, 500 page as an alternative,
- Cross-browser optimization,
- Ensure that visitors receive a confirmation message or an alert after each request,
- Ensure ABC's website is print-friendly,
- (X)HTML validation & optimization,
- CSS validation & optimization,
- JavaScript validation & optimization,
- Optimize the website for graceful degradation,
- Optimize images & files weight,
- New protections measurements & access functions such as anti-spam, compression, caching, anti-hotlinks,
- Reevaluate ABC's website and app's database security such as a proper getaway

Ongoing Support and Maintenance

Upon completion of the ABC's project, these are the outlines for maintenance and support that WD LLC will provide to its client [ABC]:

- All kind of webmaster activities including content feedback & update, new products, calendar updates.
- Using gallery of photos as a new functionality,
- Build, monitor, respond to ABC's clients and feedback and reviews,
- Data Collection such as web stats and Analysis,
- Links optimization, to remove or replace dead links,
- SEO & Pagerank including updating each page component's title, keywords, tags,
- New ABC's URL's submission to search engines,
- Sitemap update,
- Social networking & marketing ready for launch,
- Security Backups,
- ABC website redesigns and makeovers

Budget

The temporary nature of the ABC project requires that a well-defined budget is in place and that it is actively managed to keep it from sprouting roots and growing like an obnoxious weed.

id	Task	budget
101	Correcting errors and overall optimization	\$1,200
102	Testing optimizations and completion	\$1,700
103	CSS, JavaScript validation & optimization	\$1,900
104	Optimize images & files weight	\$500
105	Balance illustrations/images and text prioritization according to the ABC's client request	\$1,000
106	Website & app layout scalability tests	\$550
107	Security, database, and SEO testing	\$2500
Total		\$9,350

Assumptions

WD LLC assumes the employees listed below are responsible for the completion of the ABC's project for doing certain tasks:

Ben Valencia: Project evaluation (results/plan, goals achievement, etc.)

Ibraheem Neal: SEO review (2-4 months after going live)

Esme-Rose Miles: Revised marketing plan & budgeting

Augustus Blankenship: Documentation updates

Raja Bridges: Ongoing roles and responsibilities

Cheryl Moyer: Security Backups

Deadlines

Each step of completion of the ABC project has a well-defined beginning and end as described below:

id	Task	Start	End
101	Correcting errors and overall optimization	April 1	April 12
102	Testing optimizations and completion	April 13	April 14
103	CSS, JavaScript validation & optimization	April 15	April 17
104	Optimize images & files weight	April 17	April 21
105	Balance illustrations/images and text prioritization according to the ABC's client request	April 22	April 23
106	Website & app layout scalability tests	April 24	April 25
107	Security, database, and SEO testing	April 25	April 30