BUILDING A WEBSITE

ASSIGNMENT 2: FINAL PROJECT

For CS4457 Project Management in Practice, Dr. Tabea De Wille, 2018

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29/04/18

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1. PROJECT OVERVIEW

1.1 PROJECT DESCRIPTION

The CEO of my company has instructed me to build a website for one of its subsidiaries. The company sells hard to find and obsolete electronic components, it is relatively new and has a small but loyal customer base. The company's shareholders see great potential in the subsidiary and want a website for it. The website will be used to promote the company to try and increase its sales and customer base outside of Germany. After the website is built there will be a hefty marketing campaign using Google AdWords, E-mail blasts to customers of the parent company. The head of the companies are going to a large electronic trade fair soon called electronica in Munich in three weeks so the website must be done by then.

The website should have pages explaining what the company does, why you should use it, if there are any open positions potential employees can apply for. The website should also contain a blog talking about electronics and what is going on around the office, videos from around the office and with our business partners and customers must be able to search and order a component(s) that we have in stock from our database. If a component is not in stock the customer should be able to email us to see if we can source that component. The website should make good use of colours and screen space so that it looks to the future to attract as many new customers as possible.

We must also purchase a domain name and as the company's name is often abbreviated we must be sure to purchase that domain name as well so it will be redirected to the main site. To grow the website, we will have a link to the parent site and our business partners and vice versa as that is good for SEO(Search Engine Optimisation), we will also contact multiple hiring and network websites to boost attraction to our website, this will be needed as in the coming months we plan to hire over 30 people.

The website will be built, modified and managed from a CMS(Content Management System) called Joomla. The website will be based on a template and then heavy modified using CSS(Cascading Style Sheets) to suit our needs. Since the company is developing other IT systems quickly it is important that documentation is created so that the marketing team can maintain and modify the website instead of coming to IT because of their high work load. A Project report must also be created to learn from any potential mistakes and to try and stream line communication and working efficiency in the future.

1.2 GOALS

- Have website up and running in 2 weeks
- Customers should be able to place order on website
- Have a blog with a couple posts on it and then one every week going forward

- Potential employees must be able to apply for jobs through the hiring page
- Website must be eye catching to put across company culture
- Website should have good SEO

1.3 SCOPE STATEMENT

Scope

- Domain names to be purchased
- Working, functional website in 2 weeks
- Ad campaign increasing customer base
- Produce relevant maintenance documentation
- Write up final project report

Acceptance Criteria

- Website is professional and promotes the company in an acceptable manner
- Customers can order and enquire about electronic components
- People can view and apply for job openings
- Working and active blog so we can interact with customers and partners
- Website is accessible from all purchase domain names

Constraints'

Due to the upcoming electronic expo we will have limited time and people power to complete the project. We will also have a limited budget as the company is moving to new offices next month.

2. STAKEHOLDER AND COMMUNICATION PLAN

2.1 STAKEHOLDERS

Stakeholder Role	Who	Management Details
Sponsor	1. Maurice	Provides the budget and the direction for the project
Primary	1. Maurice	Works closely with Paddy and Brian will need approval for any changes
	2. Lucia	Owns 50% of the company with Maurice, she will need to approve the final version
	3. Paddy	Head of IT, will provide help and advice when needed
	4. Brian	Head of marketing, will advise on the content required for the website
	5. Ben	
Secondary	6. Peter	Head of Sales, he will decide what products go on the website.
	7. Marketing	Will create videos, pictures, newsletter and will oversee the AdWords campaign
	8. HR	Provides the job descriptions for the Careers page
	9. Accounting	Must give details of any items purchase to accounting
Tertiary	10. Employees	We can use our employees as a brainstorming group to get ideas for the website as well as testing
	11. Hosting Company	Hosts the website
	12. Customers	They will be notified on the launch of the website

2.2 STAKEHOLDER MATRIX

2. **Keep Satisfied** 6.	12. 1. **Manage Closely** 3.
8. **Monitor** 11. 9.	4. 7. **Keep Informed** 10.

2.3 COMMUNICATION PLAN

Location and Time Zones

Who	Location	Time Zone
Paddy, Brian, Ben, Peter, HR, Marketing	Mainz, Germany	GMT +2
Maurice, Lucia, Accounting	St Julian's, Malta	GMT +2

Convenient Communication and Access Times

Stakeholder	Comments
Maurice	2pm - 5pm Mon-Thu | 1pm - 4pm Fri
Lucia	1pm - 4pm Fri
Paddy, Brian, Peter, Marketing, HR, Accounting, Employees	8am - 4pm Mon-Fri
Hosting	Anytime Mon-Fri

Communication Guide

Audience	Information	Channel	When	Who?
Maurice, Lucia, Paddy, Brian	Project Updates	E-mail	Twice Weekly	Ben
Paddy	Tech issues	In-person/IM	Ad Hoc	Ben, HR, Marketing
Paddy, Maurice	General Queries	Skype/IM	Ad Hoc	Ben
Accounting, Maurice, Paddy	Purchasing website hosting and domain names	Skype	Day 1	Ben
Marketing, Maurice	Approval of website design and layout	Email	Twice Weekly	Ben
Peter	Products Needed	Email	Once a Week	Ben
Ben, Maurice, Brian	Design	Email	Twice Weekly	Brian, Marketing
Ben	Content Created	Email	Ad Hoc	Brian, HR, Marketing
HR	Finding out open positions to put on the website	IM	Twice Weekly	Ben
Employees	Final website validation	Email	Every day of Testing	Ben
Maurice, Lucia, Peter, Brian, Paddy	Release Announcement	Skype	Upon Project Completion	Ben

Customers	Release Announcement	Website, blog, email, newsletters, business cards	Upon Project Completion	Marketing, Maurice, Lucia, Peter
Maurice, Lucia, Paddy, Peter, Brian	Results of Marketing	Skype	Twice during Marketing Campaign	Marketing

Forms of Communication

- **Email**

Communication will be done using email as much as possible. Only relevant people should be included in CC. Email communication should be quick short and to the point and only include relevant information.

- **In-person**

In-person communication should be used for quick queries in which questions and problems can be asked and answered quickly in a practical and informative manner.

- **Skype**

To be used only during important times during the project as stakeholders can be busy.

- **IM**

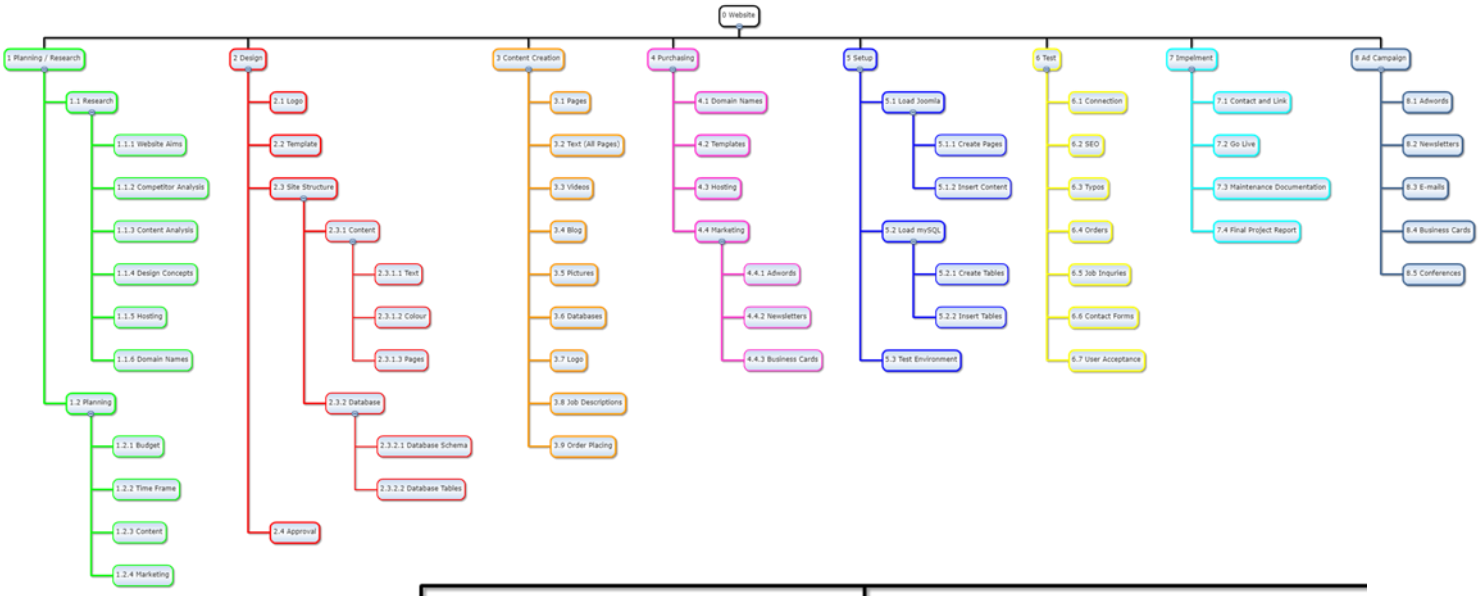
Discussing the project through IM is acceptable though if any changes are agreed the relevant parties should be informed by email.

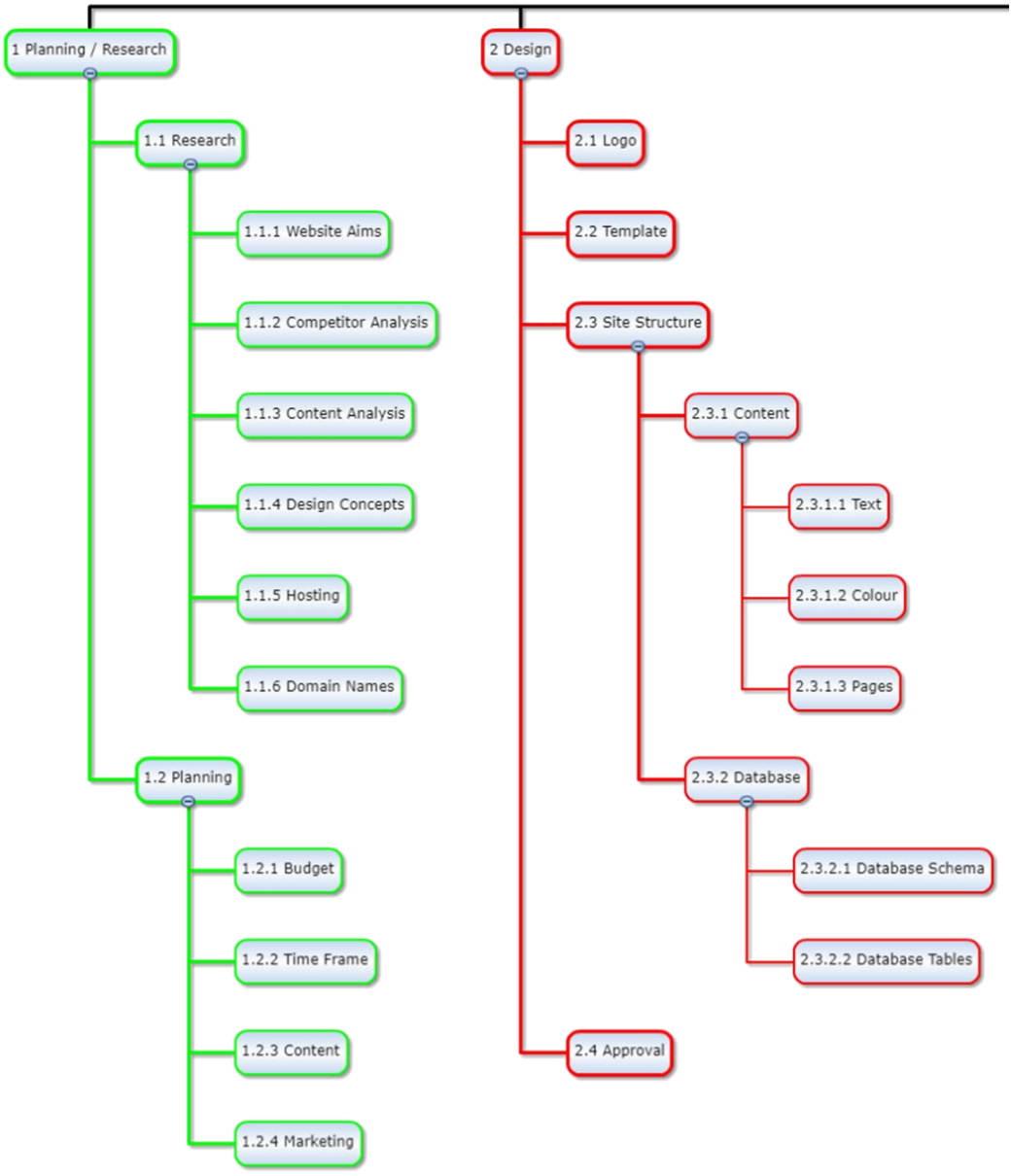
- **Phone**

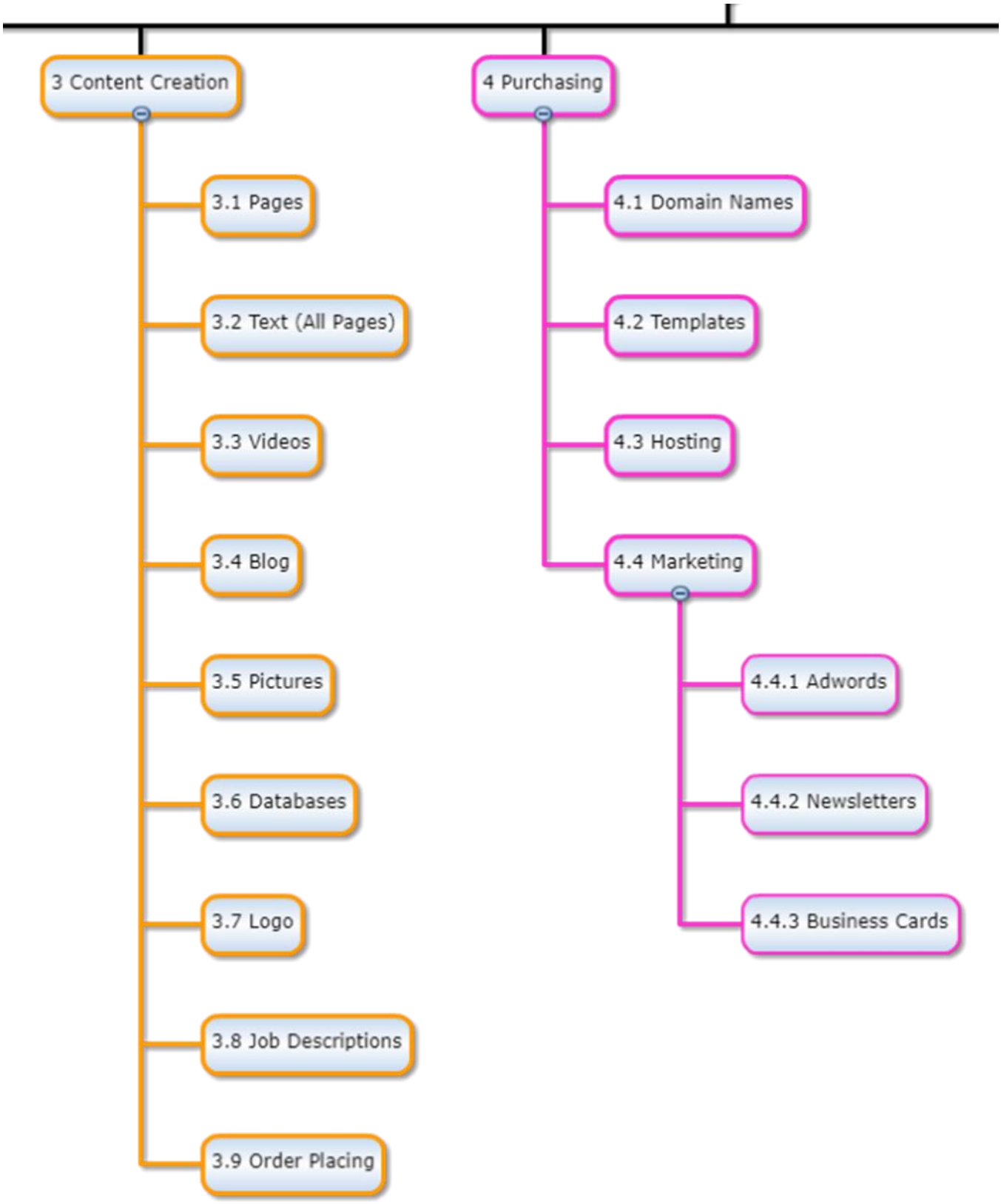
To be used only in emergencies to communicate with the primary stakeholders in case something goes very wrong. Minor issues should be communicated by either skype or email.

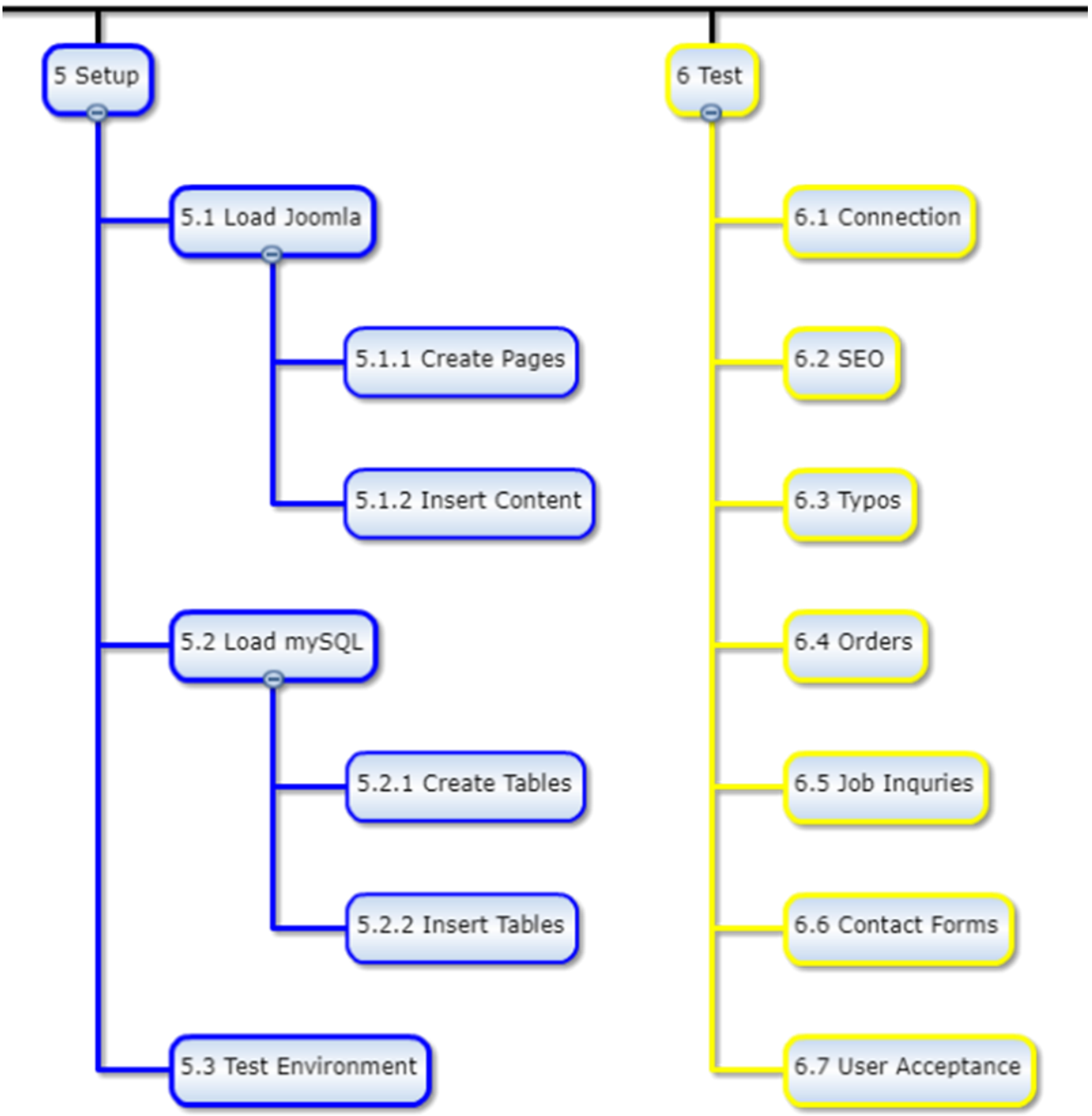
3. WBS AND WBS DICTIONARY

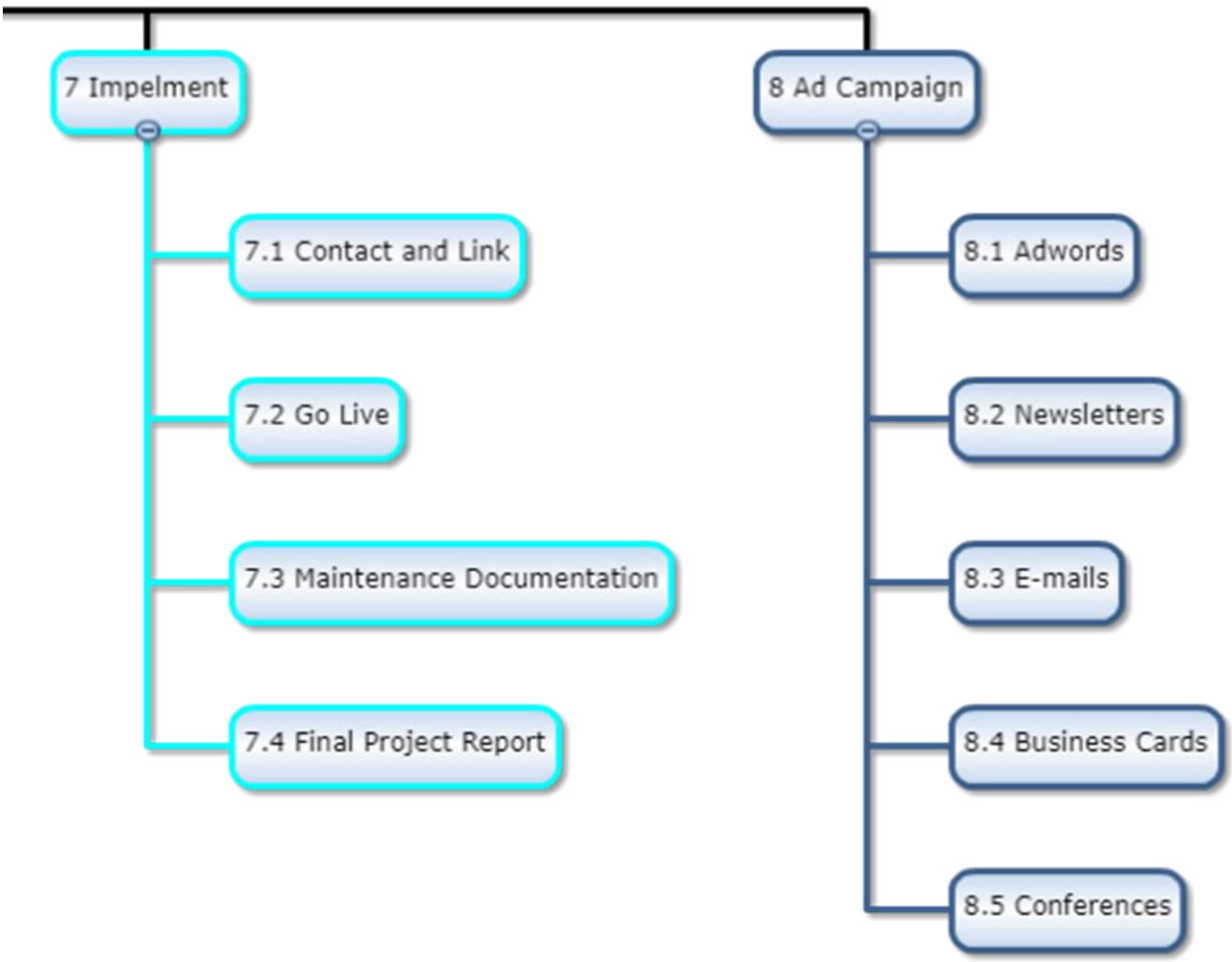
3.1 WBS






3 Content Creation
3.1 Pages
3.2 Text (All Pages)
3.3 Videos
3.4 Blog
3.5 Pictures
3.6 Databases
3.7 Logo
3.8 Job Descriptions
3.9 Order Placing
4 Purchasing
4.1 Domain Names
4.2 Templates
4.3 Hosting
4.4 Marketing
4.4.1 Adwords
4.4.2 Newsletters
4.4.3 Business Cards


5 Setup
5.1 Load Joomla
5.1.1 Create Pages
5.1.2 Insert Content
5.2 Load mySQL
5.2.1 Create Tables
5.2.2 Insert Tables
5.3 Test Environment
6 Test
6.1 Connection
6.2 SEO
6.3 Typos
6.4 Orders
6.5 Job Inquries
6.6 Contact Forms
6.7 User Acceptance


7 Impelment
7.1 Contact and Link
7.2 Go Live
7.3 Maintenance Documentation
7.4 Final Project Report
8 Ad Campaign
8.1 Adwords
8.2 Newsletters
8.3 E-mails
8.4 Business Cards
8.5 Conferences

3.2 WBS DICTIONARY

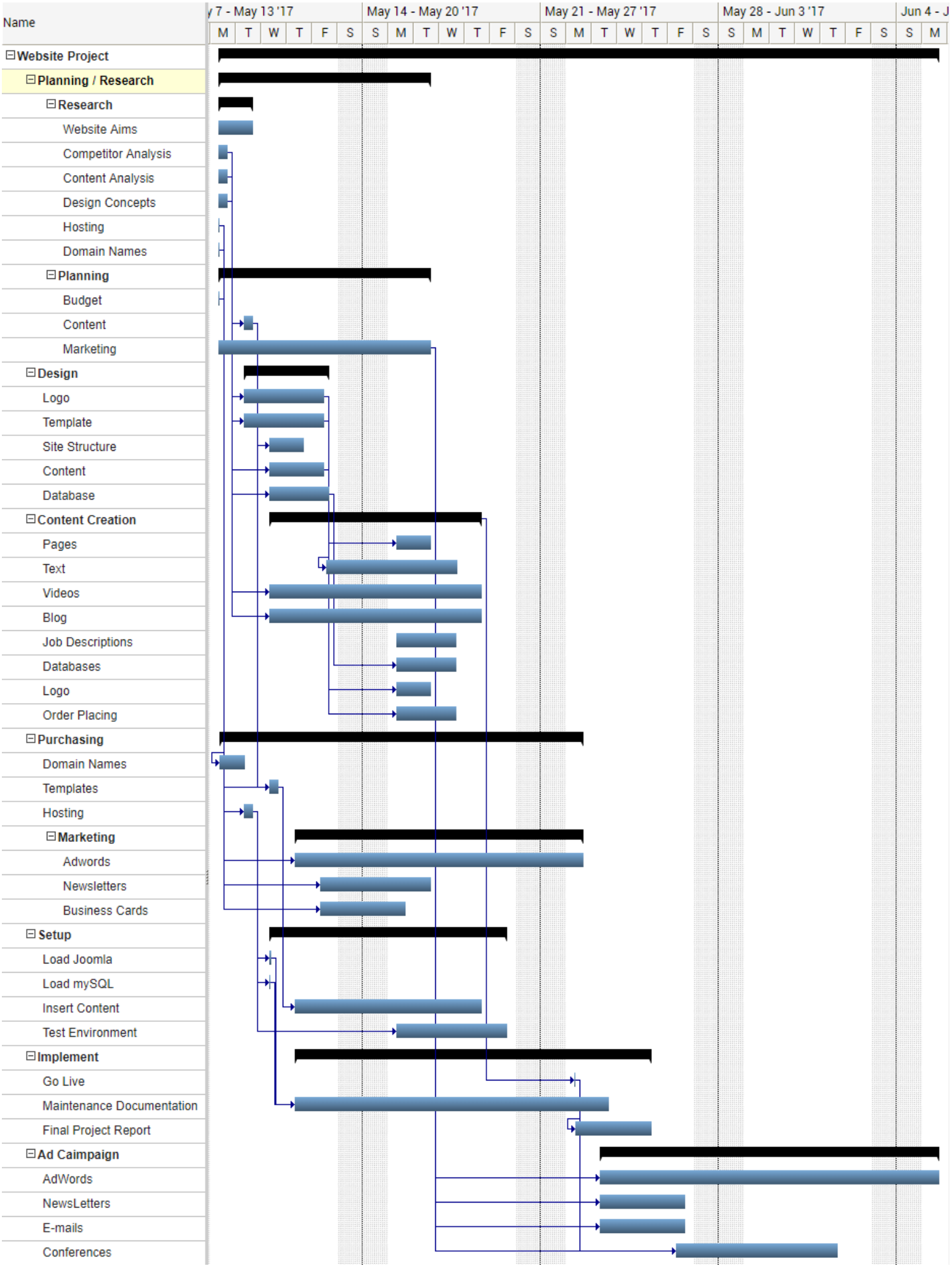
Code	Name	Description
0	Website	Everything need to complete the project
1	Planning / Research	All the planning and research needed to start the project
1.1	Research	Research needed
1.1.1	Website Aims	What is the purpose of the website and what goals are needed
1.1.2	Competitor Analysis	Look at what the competitors are doing
1.1.3	Content Analysis	Look at what content is on other websites
1.1.4	Design Concepts	Look at different design concepts to see what works
1.1.5	Hosting	What company should we host the website on
1.1.6	Domain Names	What Domain names are available
1.2	Planning	All the planning needed
1.2.1	Budget	What budget do we have available
1.2.2	Time Frame	When does the project and different elements of the project need to be done by
1.2.3	Content	What Content needs to go on the website
1.2.4	Marketing	What marketing need to be done and how can it be done
2	Design	The design of the website
2.1	Logo	What the logo will look like
2.2	Template	What the website should look like
2.3	Site Structure	The structure of the website what pages there will be and how will things be laid out
2.3.1	Content	What will be the content of those pages
2.3.1.1	Text	What font will be used and what will the text say for all pages
2.3.1.2	Colour	What colour will the text be for headings etc as well as different images
2.3.1.3	Pages	What will those pages look like
2.3.2	Database	The Database to hold product information
2.3.2.1	Database Schema	The structure of the database

2.3.2.2	Database Tables	What database table will be needed
2.4	Approval	Approval of the above to go ahead
3	Content Creation	The creation of the elements need to make the website
3.1	Pages	All the pages needed for the website
3.2	Text (All Pages)	The text for all the pages
3.3	Videos	Any videos needed to introduce areas of the company
3.4	Blog	The creation of the blog we will have on the website
3.5	Pictures	Any pictures needed e.g. Office, Location, team picture
3.6	Databases	Creation of the product database as well as any others
3.7	Logo	The company logo to go on the website
3.8	Job Descriptions	Descriptions of open positions in the company
3.9	Order Placing	Contact forms and checkout needed to place an order from the website
4	Purchasing	All items needed to be purchase for the project
4.1	Domain Names	Domain names to be purchased
4.2	Templates	Website templates that need to be purchased
4.3	Hosting	Web hosting servers that need to be purchased
4.4	Marketing	All things that need to be purchased for marketing
4.4.1	AdWords	Google AdWords campaign that needs to be funded
4.4.2	Newsletters	Newsletters that need to be designed and bought
4.4.3	Business Cards	Business Cards that need to be designed and bought
5	Setup	The Setup of the website
5.1	Load Joomla	Joomla needs to be loaded on the server
5.1.1	Create Pages	Creates all the pages for the website
5.1.2	Insert Content	The content we have created that need to go on the website
5.2	Load MySQL	MySQL needs to be loaded on the server
5.2.1	Create Tables	Create the necessary tables

5.2.2	Insert Tables	Insert the information in to the tables such as product information
5.3	Test Environment	Make sure that the website is on a test environment so that it can be tested
6	Test	All testing of the website
6.1	Connection	Test if the website can be connected to and the connection speed
6.2	SEO	Is the SEO up to standard
6.3	Typos	Are there any errors in the text
6.4	Orders	Can a user place an order and do we receive that order
6.5	Job Inquires	Can a potential employee enquire about a job and do we receive that query
6.6	Contact Forms	Do all the contact forms work
6.7	User Acceptance	Does the website pass a user acceptance test
7	Implement	Implementing the website on the world wide web
7.1	Go Live	Launch the website so it is accessible by the public
7.2	Maintenance Documentation	Write up maintenance documentation for the website
7.3	Final Project Report	Write a final report on the project including things like lessons learn, what you would do differently
8	Ad Campaign	The advertising related to the new website
8.1	AdWords	Launching our new google AdWords campaign to promote our new website
8.2	Newsletters	Giving out newsletters
8.3	E-mails	Sending out emails to our existing customers and potential customers
8.4	Business Cards	Handing out of business cards
8.5	Conferences	Our company is going to a conference in a weeks' time so we can promote the new website.

4. GANTT CHART

		Name	Duration	Start	Finish	Predecessors
1		**Website Project**	21days	08/05/2017	05/06/2017	
2		**Planning / Research**	7days	08/05/2017	16/05/2017	
3		**Research**	2days	08/05/2017	09/05/2017	
4		Website Aims	2days	08/05/2017	09/05/2017	
5		Competitor Analysis	1day	08/05/2017	08/05/2017	
6		Content Analysis	1day	08/05/2017	08/05/2017	
7		Design Concepts	1day	08/05/2017	08/05/2017	
8		Hosting	1hr	08/05/2017	08/05/2017	
9		Domain Names	1hr	08/05/2017	08/05/2017	
10		**Planning**	7days	08/05/2017	16/05/2017	
11		Budget	1hr	08/05/2017	08/05/2017	
12		Content	1day	09/05/2017	09/05/2017	5,6,7
13		Marketing	7days	08/05/2017	16/05/2017	
14		**Design**	4days	09/05/2017	12/05/2017	
15		Logo	3.5days	09/05/2017	12/05/2017	5,6,7
16		Template	3.5days	09/05/2017	12/05/2017	5,6,7
17		Site Structure	2days	10/05/2017	11/05/2017	12
18		Content	2.5days	10/05/2017	12/05/2017	12,5,6,7
19		Database	3days	10/05/2017	12/05/2017	12,5,6,7
20		**Content Creation**	7days	10/05/2017	18/05/2017	
21		Pages	2days	15/05/2017	16/05/2017	18
22		Text	3.5days	12/05/2017	17/05/2017	18
23		Videos	7days	10/05/2017	18/05/2017	7
24		Blog	7days	10/05/2017	18/05/2017	5,6
25		Job Descriptions	3days	15/05/2017	17/05/2017	
26		Databases	3days	15/05/2017	17/05/2017	19
27		Logo	2days	15/05/2017	16/05/2017	15
28		Order Placing	3days	15/05/2017	17/05/2017	16
29		**Purchasing**	10.88days	08/05/2017	22/05/2017	
30		Domain Names	1day	08/05/2017	09/05/2017	9,11
31		Templates	1day	10/05/2017	10/05/2017	11,12
32		Hosting	1day	09/05/2017	09/05/2017	8,11
33		**Marketing**	8days	11/05/2017	22/05/2017	
34		Adwords	8days	11/05/2017	22/05/2017	11
35		Newsletters	3days	12/05/2017	16/05/2017	11
36		Business Cards	2days	12/05/2017	15/05/2017	11
37		**Setup**	8days	10/05/2017	19/05/2017	
38		Load Joomla	1.5hrs	10/05/2017	10/05/2017	32
39		Load mySQL	1hr	10/05/2017	10/05/2017	32
40		Insert Content	6days	11/05/2017	18/05/2017	31
41		Test Environment	5days	15/05/2017	19/05/2017	32,38,39
42		**Implement**	10.13days	11/05/2017	25/05/2017	
43		Go Live	1hr	22/05/2017	22/05/2017	20
44		Maintenance Documentation	9days	11/05/2017	23/05/2017	38,39
45		Final Project Report	3days	22/05/2017	25/05/2017	43
46		**Ad Caimpaign**	10days	23/05/2017	05/06/2017	
47		AdWords	10days	23/05/2017	05/06/2017	43,13
48		NewsLetters	4days	23/05/2017	26/05/2017	43,13
49		E-mails	4days	23/05/2017	26/05/2017	43,13
50		Conferences	5days	26/05/2017	01/06/2017	43,13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May 14 - May 20 '17
May 21 - May 27 '17
May 28 - Jun 3 '17
Jun 4 - J
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Website Project
Planning / Research
Research
Website Aims
Competitor Analysis
Content Analysis
Design Concepts
Hosting
Domain Names
Planning
Budget
Content
Marketing
Design
Logo
Template
Site Structure
Content
Database
Content Creation
Pages
Text
Videos
Blog
Job Descriptions
Databases
Logo
Order Placing
Purchasing
Domain Names
Templates
Hosting
Marketing
Adwords
Newsletters
Business Cards
Setup
Load Joomla
Load mySQL
Insert Content
Test Environment
Implement
Go Live
Maintenance Documentation
Final Project Report
Ad Caimpaign
AdWords
NewsLetters
E-mails
Conferences

5. RISK LOG

	Risks	Likelihood	Impact	Response
1.	Domain name(s) has been taken	Medium	Medium	Look for a close match or contact the owner and try by bid for the domain
2.	Not enough user increase after ad campaign	Medium	High	Analyse marketing strategy and look at competitors and adjust.
3.	Don't deliver complete website on time	Medium	Medium	Partial release by deadline
4.	Employees might be distracted by another project	High	Low	Try to get as much done as possible, speak to managers to try and prioritise work
5.	Release breaks site	Low	High	Ensure test site stills works bug free and re-release
6.	Low website speed	Medium	Low	Ensure website caching is enabled. Contact hosting company to see if there are problems with the servers
7.	Go over budget	Medium	Low	Ask for more money

	Causes	Triggers	Mitigation
1.	Somebody has already bought our desired domain(s)	Domain name isn't available	Buy domains as soon as possible
2.	Marketing strategy didn't work as well as intended	Google Analytics doesn't show enough increase in visitors, order and queries.	Research and study what makes a good advertising campaign
3.	Not enough time or people power	Features of website remain unfinished by deadline.	Prioritise website build over all other projects
4.	Upcoming electronic expo means increased work load	Upcoming electronic expo means increased work load	Prioritise website build over all other projects
5.	Bug in the code / software or an issue with the servers	Release website doesn't the same as the test website	Ensure thorough testing of website and seek necessary guidance
6.	Large image sizes or slow servers	Connection to website is above 3 seconds	Research hosting companies and pick the best one
7.	Spend too much money	Spent too much money	Research technology that might be needed and ask for that budget

6. DISCUSSION

6.1 OUTLINE AND FORMAT OF REVIEW

My partner was Jonathan Singer (14136988). We conducted our review by reading through each other's reports and as we did, providing suggestions on which aspects might be improved and highlighting areas that were well done and why.

6.2 FEEDBACK RECEIVED

- The report is visually appealing and easy to navigate. Good use of boldness and colour.
- Thorough communication plan including methods of communication and convenient places / times is a useful addition for when you have so many people to communicate with.
- Due to the number of stakeholders, the addition of roles (Sponsor, Primary, Secondary, Tertiary) gives a better overview at first glance.
- "subsidiary's" and "sell's" should be "subsidiaries" and "sells" in 1.1..
- There is a typo in 1.2.. "Have a blog 'will' a couple posts", should be 'with'.
- 'Constraint's' in 1.3. should be 'Constraints'.
- "Query's" in the Communication Guide should be "Queries", same thing under In-person in Forms of Communication.
- In the Mitigation column for the first risk, 'By' should be 'Buy'.
- In 1.1. you mention CMS and CSS. The first instance of an acronym in a document should always display the full words as well as the acronym to avoid confusion, e.g. "... managed from a CMS (Content Management System) called Joomla". The same goes for SEO in 1.2., etc.
- Listing task names next to respective tasks on the Gantt chart timeline would increase readability.
- Adding columns for "Causes" and "Triggers" to the Risk Log would help to avoid the risks.

6.3 IMPLEMENTATION AND CHANGES

- Fixed all of the typographical errors as pointed out in the feedback above
- Expanded the acronyms when they are used for the first time to avoid any confusion that may be caused.
- I added the task names next to the Gantt chart to greatly improve readability and to avoid any confusion that may be caused.
- I added the columns "Causes" and "Triggers" in another table but on the same page, to improve accuracy and possibility of avoiding risks during the project.

6.4 LEARNING POINTS

- Had I had a project plan before I started this project I would have done a lot of things differently and better.
    - I would have been better able to delegate the work load to other people and departments and I would have been able to keep track of the work being done far better.
    - With the WBS, Gantt chart and the Stakeholder and Communication Plan I would have been able to get the work done faster and more efficiently.
- WBS provides a great and detailed overview of what needs to be done in a clean and easy to read manner.
- I didn't find the WBS dictionary very helpful as it doesn't give much more information than the WBS and it doesn't provide the detailed workflow like the Gantt chart.
- I found the found the Gantt chart fantastic for workflow management, it can be used to delegate takes to other departments. It's easy to keep track of what work has been done, what is being done and what needs to be done.
- The risk log is great, the importance of having a good risk log means you could avoid a huge unnecessary delay, which is very important in this project given the time frame that the work had to be completed in.
- Stakeholder and communication guides are great for knowing how to manage and inform people to get the best out of them in a given situation.
- Having completed this project, I now understand the importance of planning a project in all aspects. Given proper planning a project can be completed quicker and cheaper. For my next large project, I will definitely use these techniques again.