

Project – Lynette Jack Scenic Sight

Scope of Project

For this project, I worked within a group with 3 other Members where we were approached by Lynette Jack, a local business operator who operates personalised guided tours of Invercargill and the Southland Region. She has been running her business for 26 years and throughout those years has not had much of an online presence (only being mentioned on third-party websites). For this project, Lynette has approached our group to create a business website which promotes and provides details of her tours, as well as to create a business Instagram and Facebook Account allowing her to promote her business on Social Media, as well as a Trip Advisor allowing guests to leave reviews. Throughout this project we used an Agile Project Management Approach, using an online board (Trello) to assign tasks and communicate to each member of the team, as well as to monitor progress.

As Part of this Project I was responsible for the creation of Lynette's Business Facebook and Instagram while also consulting with the creation of the Website. I was also responsible for 65% of the Documentation, as well as helping the Group Manager (Henry – another SIT Student) to manage the workload.

Website

The Completed Website can be viewed at: <https://ljscenicsights.co.nz> which is a WordPress Website hosted on an Open Host Server (New Zealand Based Hosting Company). We decided to use WordPress as our Web Server due to how this would allow Lynette to easily modify and add additional content to her website – such as updating Images, Costs etc. As part of this Project we did the Initial (and currently current) website design and Template.

I did not have much of a specialised role in the creation and development of the website. This was because of how I chose to create the Facebook & Instagram Pages, as well as helping to create the Documentation that was required when submitting the Project to SIT.

However, as a Team Member I did help provide consulting and ideas for the websites, such as the pages, content and visual assets we should include. I also helped to test the website to ensure that there were no dead links, and that elements such as the Images and Contact Form loaded and worked correctly.

Facebook & Instagram

I created the Facebook and Instagram Pages using my personal account, and then transferring them to Lynette's Personal Accounts. As part of the creation of these I setup the Profile and Header Image using Visual Assets that Lynette Provided, as well as the information that can be found in the About Section on Facebook and Instagram.

I also created and published several Posts to bring to life Lynette Jack's Facebook Page (while consulting with Lynette), with these Facebook Posts dated up to (and including) 15th October 2019, and Instagram Posts dated up to (and including) 20th October 2019.

Documentation

As part of the group work, I chose to work on the Documentation required for our Project Management Plan that was required to be handed in at the completion of the Project. As part of this I worked on the following sections, while providing *touch up work* to the other sections that Henry worked on:

- Introduction
- Project Management Approach
- Software Development Lifecycle Breakdown
- Roles & Responsibilities
- Project Scope ***alongside Henry***
- Staff Management Plan
- Schedule Baseline & Work Breakdown Structure
- Communications Diagram
- Schedule Baseline ***alongside Henry***
- Project Quality Management Plan ***alongside Henry***
- Risk Management Plan & Matrix & Risk Treatment
- Schedule Management Plan
- Resource Calendar

Overall, I worked on about 55% of the documentation, as well as ensuring that it was combined together. Henry oversaw the other sections, as well as to ensure that once combined that we had included all the necessary components and submitting it.

Conclusion

So, to conclude, in 2019 I was part of a group to work on creating an online presence for local Business Lynette Jack Scenic Sights. As a Team Member I was responsible for the co-creation of the Documentation while being responsible for the creation of the Business Social Media Accounts.

Project Files:

Due to how this project was created on a WordPress Web Server, there are no core HTML/CSS Files created by our group due to how this has all been generated through WordPress's Drag n Drop Interface. However, the following can be viewed:

Website URLs:

Website URL: <https://ljscenicsights.co.nz>

Instagram URL: <https://instagram.com/ljscenicsights>

Facebook URL: <https://facebook.com/lynettejackscenicsights>

TripAdvisor URL: <https://tinyurl.com/r2jtonz>

Project Documentation <http://benking.co.nz/Assets/LJ Scenic Sights.pdf>

Testimonial:

I am very grateful to the team - Henry, Ben Hollie & Jayekib - for all the effort and hard work they put into the project. I asked for a website and Social Media Presence - Facebook, Instagram and Trip Advisor for my Business Lynette Jack Scenic Sights. Right from the start of the project they listened to my vision of what I needed and engaged with me to produce the information and detail that was important for me. They happily answered any questions I had at the regular update meetings we had. They made me feel comfortable with their understanding of how I wanted to portray my business. They worked well as a team with each member taking a lead with different aspects of the project. I would certainly recommend each of the team members together or individually to anyone who wanted to employ them in the future to take on an IT Project.

~ Lynette Jack