Project Methodology

Lofthus Frukt og Saft

1.0 Introduction

In this assignment, I started to look at similar companies in the same field that have established their brand and how their page is build up. Started with taking notes of MA assignment to be sure I have been reading the text correctly. It's a lot of factors I forgot to include in my Gant chart like how the contact is going to be distributed.

1.2 About
Lofthus Frukt og Saft is located at Hardanger fjord in western Norway - they produce apple juice without any sugar or other additives of any kind. They are represented in local markets in western Norway. But they have the ambition to expand and find new markets. As part of this process, they need a new website.

1.3 Issue
The main purpose of a new website will be to promote and sell their products. Also, information about the company and their production processes will be an important part of the website. In an ideal world, we need an analyze of the market of how Norwegian society responds to their product but I did also find out that one of their biggest competitors is selling approximately 51 575 00 liters juice in the year. (https://arsrapport.tine.no/annen-informasjon/statistikk).That gives us an indication that there is a big market out there.

2.0 Method
How we are going to build this page, in an ideal world we would be using qualitative and quantitative interviews to understand their customer and what they want – which would have been really helpful when we are going to developing the page.

2.1 Situational analysis

Before I started to think about the homepage, I made a situation analysis of the companies' situation. This helped me figure out what I need to solve their webpage and to find team members. I did draw a map of their strong factors, weak factors, possibilities, and threats that can arrive.

Since they don't have a market plan on the web, it gives us possibilities to try out different things, we can also take some risk.

Since it is a medium size company, we need to make a page that will make it easier for the customers to communicate with them.

The strength factor is a lot since they don't have a concrete plan on the web, it gives us a lot of opportunities to try out new directions. we can also take some risk. That's also the reason I wanted to hire a creative designer that will help us out with thinking in a broader direction, instead of just having developers in the team.

The weakness is that it is a medium sized company and money can be an issue, it's important to make the page easier for the customer to communicate with the company.

That's the reason I hired a communication developer. The content needs to be accurate, and also easier to transfer to other media such as social media.

Possibilities are big here in this webpage, I want to focus on local factors and the health benefits of their product. The trend here in Norway is that a lot of young people are dropping alcohol and replace with qualitative juice. The designer I did hire has also photo knowledge.

The threats are the time limit and it's hard to make a unique page that is compatible with the brand, it is important that the page is unique.

2.2 Gant Chart

When I drew my Gant Chart, it was important to include testing as a floating task and critical task. I have also been putting good amount with time for exploration where the team can have the possibilities to test out a different range of approach and find the potential of the design. It was also important to put time for testing and maybe combine the different design elements together.

In this case, I put myself as project manager, since I am the guy that is making the Gant Chart and responsible for the planning and execution of a project. I have also hired a small team, the reason I went for a smaller team is the time of the project. And from earlier experience I know it takes a long time to hire people. The first one I did hire is a copywriter/content specialist that is responsible for planning and creating the content for the website. He is also going to be spending some time on testing the content and help us out with the page user experience. I wanted to use him/her to that because then we can get less technical eyes on our page.

The designer I hired have a background in UX/UI design and also have advanced knowledge of digital images. He/she is going to have responsibilities for the design process like the colors we are going to use, layout, grids and etc. He/she is also going to help out in the testing period. The content specialist and the designer are going to work closely together and often do overlapping tasks.

The last persons I am going to hire is the developers, I want one front-end and one back-end since I don't want to waste time. They are first coming at the end of the second week, their process is that they are going to write codes together just for a different system. It will help us with the communication with the client to understand where we are in the process. I think it is important to have two developers because the potential of this page is huge and the page can also have a long life run.

2.2.1 Tools

The tools I have chosen to use for this project is GIT and team collaboration in Github to manage the design, codes and also the report. But this is going to be used mainly by our team.

I have also been using Microsoft Excel to make the Gant Chart. The only reason why it got chosen is the simplicity of it, I also made a copy in Google desktop for my client. Just to be sure they have the chance to see our process and which stage we are in. Everything is also going to be included in GitHub. Since I am not sure if my client wants to use GitHub, I need a solution.

To start with I didn't find Slack necessary, the layout of the page is pretty but Github resolve our problem, and we will put time on a crash tutorial in Github desktop. And it is also approximately just 9 command lines that are ideal for this project.

I have a daily meeting, just because I want to involve my team and they get kind of ownership in this project too. This meeting is going to be floating tasks.
The communication with the client is going to be through Google drive, the main reason is that it is free and most companies have more or less been using this tool. We will also include Slack, the design is appealing and it is very user-friendly and easy.

The reason for choosing the daily small meetings is that I want to be sure that everybody knows what is expected from them that day and what we need to resolve. We are also going to have one longer meeting at the start of the day on mondays. We are also going to use Skype as a communication tool, create a group there. It's simple to use and you can get hold on people that are working remote or from home.

Trello is also something we are going to use. Team members can add notes and this platform is a good way to work in one group. I also find it essential since it gives an overview of what needs to be worked on, what is being worked on, and what has been finished to work on. We will also invite the client so she or he can get an overview of what is happening in their project.

3.0 Conclusion

I didn't include the cost, because it will just be an estimate based on fictive numbers. And that's also the reason I have been using hours and minutes instead of days on the bars.

It's four reasons why we use Gant chart. The first one is telling you who is going to do what, how long it's going to take and it also helped me with figuring out how many people this task need. The thing I like with Gant chart is the possibilities it gives you to adjust your task if something changes during the project.

I also made a network diagram produced as a map in my notebook. The project scale and timeline made it necessary to overlap a couple of critical paths.

In our contract we are going to include confidential information that's going to be for my teammates and in the contract between med and my client also. Some of the confidential information in this case is going to be sofware code, design etc. We are going to use a private resporiy in Github to be sure.

I also forgot to include the time it will take to buy the domene and server host in my Ghant Chart.

3.0 Sources

http://files.noroff.no/lc/feu/courses/projmeth/ca.html
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