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**COMMUNICATION PLAN & PROTOCOL FOR CHANGE - FINAL**

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2017/10/28

**COMMUNICATION PLAN**

My preferred method of communication is to start with an in person meeting. Ideally we should plan to meet at the beginning of each phase of the web project.

After the initial meeting I think we should keep in touch by phone at least once a week.

**PROTOCOL FOR CHANGE**

My preferred method for changes is via email. This enables me to print the changes and hi-light them as they are dealt with. It will help me from missing anything important.

## SOD - STATEMENT OF DELIVERABLES - VERSION 2

2017/10/28

ITEM	DESCRIPTION
1.0	PDF documents regarding our webdesign project (available on the webmaster site)
2.0	Visual mockup (image) of design elements
2.1	Logo
2.2	Header
2.3	Layout
2.4	Font
2.5	Colour Palette
3.0	Functioning template look and menu (navigation)
4.0	Secondary pages design:
4.1	Home & Bio
4.2	Lectures & Coming Soon
4.3	Videos
4.4	Contact
5.0	Gift economy (Possibly Trivia like Broadway Pub Quiz each month)
6.0	Photos integrated
7.0	Videos (not sure of details yet) Linda will show me next in-person mtg
8.0	Technical coding and computer scripts
8.1	HTML and CSS coding
8.2	JavaScript & JQuery
8.3	PHP
9.0	QA
9.1	User Testing
9.2	Readability Analysis
9.3	Accessibility check
9.4	Validation
	SEO & Social Media

## SOS - STATEMENT OF SCOPE - VERSION 2

2017/10/28

ITEM	DESCRIPTION	IN	OUT
1.0	Research industry websites	provide in pdf	Microsoft programs
2.0	Visual mockup (image) of home page design	image or pdf	fully functioning pages
2.1	Logo	vector logo	legal infringement
2.2	Header	image	animation
2.3	Layout	simplified image	full content
2.4	Font	free fonts	paid fonts, design font
2.5	Colour Palette	provide 2 choices	matching colour from print
3.0	Functioning template look and menu (navigation)	layout with a menu navigation	complete finished website
4.0	Secondary pages design:	client will give content in MS word finalized	email text, multiple revisions
4.1	Home & Bio	Built after approval of 2.0	redesign after approved
4.2	Lectures & Coming Soon	client provide details	booking lectures
4.3	Videos	embed optimized video, or YouTube or Vimeo	video production or editing
4.4	Contact	Information	working form w/o host info
5.0	Gift economy	monthly trivia	writing - checking facts
6.0	Photos	retouching and optimizing up to 15 photos. client provide on my Google Drive. client will check legality.	photography, retouching over 15 photos, image searches
8.0	YouTube Videos	embed YouTube videos	videography, production, video editing

## SOS - STATEMENT OF SCOPE - VERSION 2

2017/10/28

ITEM	DESCRIPTION	IN	OUT
9.0	Technical coding and computer scripts:	essentials for basic website	Wordpress, or any CMS
9.1	HTML and CSS coding	valid HTML, min.css file	
9.2	JavaScript & JQuery	to run slideshow	any script not discussed
9.3	PHP (Linda not interested in an email subscription list) may not need any PHP	submit form	any server script not discussed at 1st meeting
10.0	QA		
10.1	User Testing	test with 5 users	more than 5 users
10.2	Readability Analysis	editing for grade level	re-writing all content
10.3	Accessibility check	pass A to AA level	pass AAA guarantee
10.4	Validation	HTML	CSS (using SASS)
11.0	SEO & Social Media	embed social links, meta tags	creating social media accounts, copyright or trademark infringement

## WBS - WORK BREAKDOWN STUDY - VERSION 2

2017/10/28

### TOTAL PROJECT DURATION:

October 24, 2017–December 4, 2017

PHASE 1 **October 24–November 6**

PHASE 2 **November 7–November 20**

PHASE 3 **November 21–December 4**

### Prototyping:

Mockup (visual image provided on internet) – revisions (client request if necessary) – approval (email).

Functional website page(s) – revisions (client request if necessary) – approval (email). [repeat} as needed].

QA – Final client sign-off.

### PHASE 1

**October 24–November 6**

WBS: Work Breakdown Study

WBS    WBS ITEM

- |     |   |
|-----|---|
| 1.1 | RAR - Research and Reporting on similar websites                              |
| 2.0 | Visual mockup (image) of home page: ( <b>Mi</b> ) See segments 2.1–2.5 below. |
| 2.1 | Logo design   |
| 2.2 | Header  |
| 2.3 | Layout  |
| 2.4 | Font  |
| 2.5 | Colour palette  |

**Milestone 2.0:** Mockup delivered of website main home page in image format for client approval.

## WBS - WORK BREAKDOWN STUDY - VERSION 2

2017/10/28

### PHASE 2

November 7–November 20

WBS    WBS ITEM

- 1.1 RAR - Research and Reporting on similar websites
- 2.0 Home & Bio layout page with real content: ( **Md** )
  - 2.1 Logo design
  - 2.2 Header
  - 2.3 Layout
  - 2.4 Font
  - 2.5 Colour palette
- 3.0 Working menu (navigation) started. Active link. ( **Mi** )
- 4.0 Secondary pages design started: ( **Md** )
  - 4.1 Lectures & Coming Soon
  - 4.3 Videos
  - 4.4 Contact

**Milestone 2.0:** Home page layout with actual content will be on production site. Dependent on client content.

**Milestone 3.0:** Working navigation started. Client will see an active link and how it looks in mouse-over state.

**Milestone 4.0–4.4:** Web pages with content on website. Interactivity limited until Stage 3.

Dependent on client content.

## WBS - WORK BREAKDOWN STUDY - VERSION 2

2017/10/28

### PHASE 3

November 21–December 4

PHASE 2 ToT: 54 hours

- 1.1 RAR - Research and Reporting on similar websites
- 2.0 Finalize template layout with real content:
- 3.0 Menu (navigation) finished. All links work.
- 4.0 Secondary pages finished: ( **Md** )
  - 4.2 Lecture & Coming Soon
  - 4.3 Videos
  - 4.4 Contact
- 5.0 Gift economy (Trivia possibly)
- 6.0 Photos integrated
- 7.0 Videos if no legal issue or cost involved (See SOS - Statement of Scope)
- 9.0 Finish coding and computer scripts ( **Mi** )
  - 9.1 HTML and CSS coding
  - 9.2 JavaScript & JQuery
  - 9.3 PHP possibly if we use a form
- 10.0 QA:
  - 10.1 User Testing
  - 10.2 Readability Analysis
  - 10.3 Accessibility check
  - 10.4 Validation
- 11.0 SEO & Social Media
- 12.0 **GO LIVE TO INTERNET** ( **Md** )

**Milestone 4.0:** Secondary pages finished layout. Client content and Stage 2 approval dependent.

**Milestone 9.0:** All the features, slideshow and interactivity should work with scripts.

**Milestone 12.0:** Upload complete website to host server. Dependent on a hosting account and domain name.

## RAR RESEARCH ANALYSIS REPORT ONGOING - VERSION 2 2017/10/28

### 1. Recommendations:

**Fonts:** use a modern sans-serif font for body as it is more readable on screen. The title font could be an ornate serif face as it would appear larger and could fit with a Broadway theme more.

**Colour:** I think the lack of colour in the samples should not deter from using more than black and white. It is better for Gestalt.

**Images:** big images would be nice if used sparingly and if the quality is high enough.

**Navigation:** a horizontal menu will work well and give a nice modern look. Good for a small site.

**Logo:** not necessary to create a logo, but a gold colour in a unique typeface would give the same effect.

**Layout:** magazine metaphor editorial design look

**Readability analysis:** match between grade 9–13

**Gift economy:** none necessary in comparison to competitors, but could benefit client

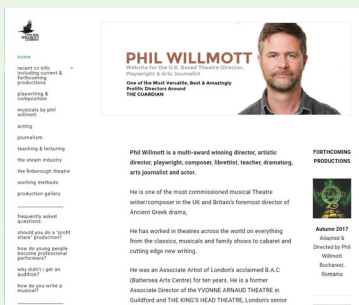
**Function:** marketing to potential new clients and vanity

**Menu features:** biography, schedule, contact, videos

**Special features:** videos and slideshow

2. **Sites analyzed:** I looked at 9 sites, including the screen shot of Richard Klein's previous website. They were all from the UK or the US. There were only two specific to Broadway. I expanded to lecturers of musical theatre, Shakespeare and music. Some of the sites were created in 2009-2010 and are inactive.

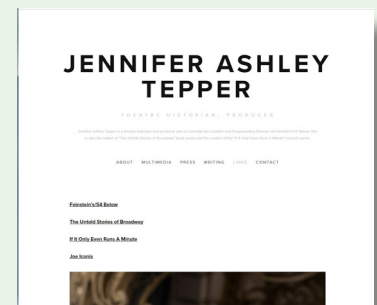
### ANALYZING THE COMPETITORS SITES



website A



website B



website C



## RAR RESEARCH ANALYSIS REPORT ONGOING - VERSION 2 2017/10/28

### 3. Summary of Findings of Web 2.0

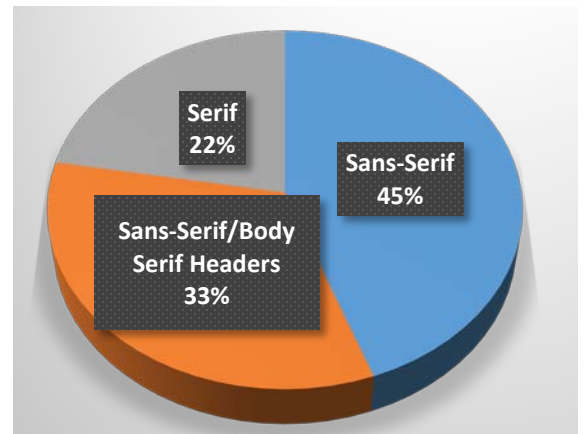
In general, very little Web 2.0 features are used by the sample sites compared with other industries.

However, YouTube is one platform that was prevalent. Broadway and theatre are very much about the visual and audio component. Video is the perfect medium to illustrate this.

Facebook is a very popular social media platform and depending on whether there is a good sized audience to engage with it might be an option for marketing the lectures.

I did find a LinkedIn page started, but with very little information on it. This is a viable options since it has already been started.

**Figure 1** Font-Types Used



#### 4.1 Design Considerations:

**Fonts:** The majority of sites are using sans-serif fonts, but it is not an overwhelming majority at 45%. Pure serif was used for 22%. A combination of sans-serif for body and serif face for headers was in 33% of the samples. See **Figure 1**. Sans-serif is generally the modern method, especially for body text.

**Colour:** Apart from black and white, the majority of the sites used very little color in their design. Mostly, colour is from placed images. The most unique colour combination was from Steven Riellino's site. It uses shades of purples and browns.

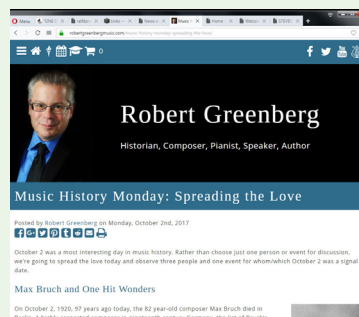
**Image Use:** Four sites used really large images on at least one page. The other five only had medium sized and small images. Some of the images are ad posters.



## ANALYZING THE COMPETITORS SITES



website D



website E



website F

## RAR RESEARCH ANALYSIS REPORT ONGOING - VERSION 2 2017/10/28

**Navigation:** Six of the sample sites had horizontal menus at the top. The other three used vertical menus. One was a pull out menu that is usually seen on a mobile site. It is a bit awkward and takes up a lot of space.

**Logo:** Only Richard Klein's website sample had an obvious logo with his name. All the others just use the client's name without design efforts.

**Layout:** In general, the website samples were very old school (A-I), with very little formatting. Text is placed in giant blocks on a few sites (see A and D) making it difficult to read. Two sites had clean modern looking websites (B and C) with a light font and a white background. One site was rather corporate in feel (E).

### 4.2 Other Analysis:

**Readability Analysis:** The reading level of the sites were all high. The lowest being Grade 9 and the highest was 13. Perhaps because the clients are lecturers, or academics.

### 4.3 Client Interest Features:

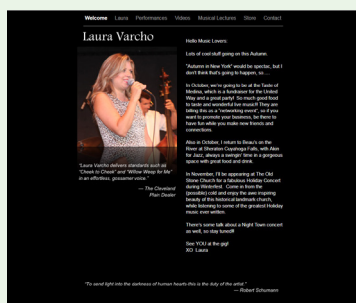
**Gift Economy:** Gift economy is missing entirely from the sample sites, but this does not change the importance of it for gaining "repeat" visitors to the sight.

**Function:** The overall function of the websites seem to be mostly vanity. How impressive the particular speaker is – what they have done, and what they are doing. In Jennifer's website ("C") for example, even the links outside the website go to articles about herself. This is impressive, but will people return after a single look.

Another function is gathering subscribers for email marketing.



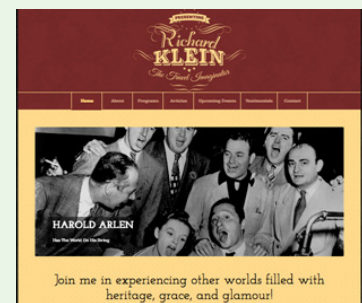
## ANALYZING THE COMPETITORS SITES



website G



website H



website I

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**RAR RESEARCH ANALYSIS REPORT ONGOING - VERSION 2** 2017/10/28

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E-commerce is a function that four of the sites have. Selling books, music, or tickets to their next event. E-commerce doesn't seem to be the main function though, often hidden on another page link.

**Features:** Sites A, F and I use a slideshow.

Websites D, E, F and G all have videos (YouTube).

Website G has a pay-pal button on the website.

#### 4.4 Technical Features:

**Validations:** Only website D actually validates and the site was built in XHTML 1.0 Transitional, which was popular around 2009.

**Accessibility:** None of the sites passed the WAVE accessibility checker.

**Responsive:** 5 of the 9 sites were responsive.