
COMMUNICATION PLAN & PROTOCOL FOR CHANGE - FINAL

2017/25/11

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. Please only send content in one email, 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 3

2017/25/11

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
4.3	Videos
4.4	Favourites
5.0	Gift economy (Possibly Trivia like Broadway Pub Quiz each month)
6.0	Photo work - photo reverse image search and photo manipulation
7.0	Videos - discussed embedding YouTube or other streaming services
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 3

2017/25/11

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	client provide details	booking lectures
4.3	Videos	embed optimized video, or YouTube or Vimeo	video production or editing
4.4	Favourites	< 25 links to other sites	putting in > 25 links
5.0	Gift economy (TBD) Linda not really interested	monthly trivia (maybe JS)	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 Spending any more than 6 hours on photo work.
8.0	YouTube Videos	embed YouTube videos	videography, production, video editing

SOS - STATEMENT OF SCOPE - VERSION 3

2017/25/11

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	Trivia gift economy TBD	any feature not discussed
9.3	PHP (Linda not interested in a contact form) may not need any PHP	submit form	and agreed upon
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 3

2017/25/11

TOTAL PROJECT DURATION:

October 24, 2017–December 4, 2017

PHASE 1 **October 24–November 6**

PHASE 2 **November 7–November 15**

PHASE 3 **November 16–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: (Mi) 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 3

2017/25/11

PHASE 2

November 7–November 15

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~~ We decided to drop the header as it wasn't working with the logo
 - 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~~ Linda doesn't want to do a schedule or coming soon
 - 4.3 Videos
 - 4.4 Favourites

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 3

2017/25/11

PHASE 3

November 16–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 Favourites
- 5.0 ~~Gift economy (Trivia possibly)~~ Will bring up my idea as a post project project.
- 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**) **WE ARE LIVE NOW**

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 3 2017/25/11

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.

Linda wants the colours of the website to match her photo. Using the red from her glasses. The blue from her scarf is only in text as it looked hideous as a main colour.

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

Linda wants old images. Some colour is okay, but mostly wants black and white.

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

Decided to do a profile idea, but it is really an old school information site.

Readability analysis: match between grade 9–13

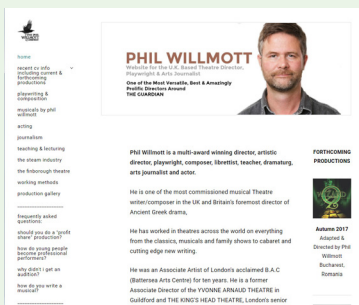
Gift economy: none necessary in comparison to competitors, but could benefit client

Linda doesn't have any real competitors and doesn't care about gift economy.

Function: marketing to potential new clients and vanity

Linda is providing people who have already come to her lectures with more information and not

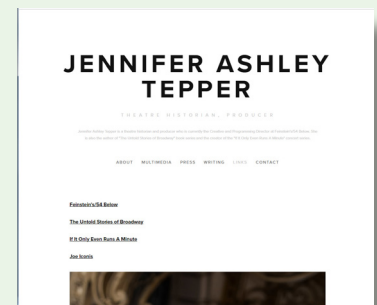
ANALYZING THE COMPETITORS SITES



website A



website B



website C

RAR RESEARCH ANALYSIS REPORT ONGOING - VERSION 3 2017/25/11

really interested in trying to develop new business.

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.

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.

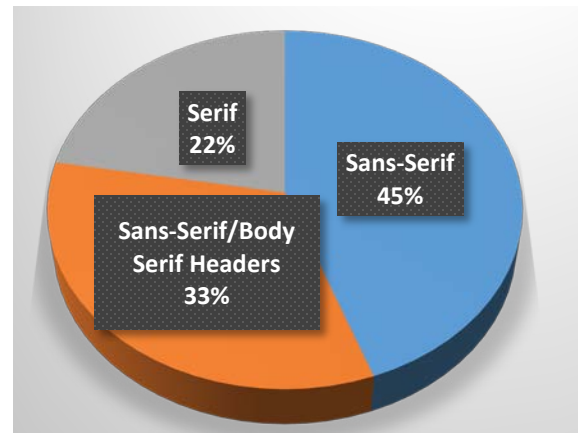
Facebook is a very popular social media platform and depending on whether there is a good sized audience to engage with it might be an option for marketing the lectures.

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.

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.

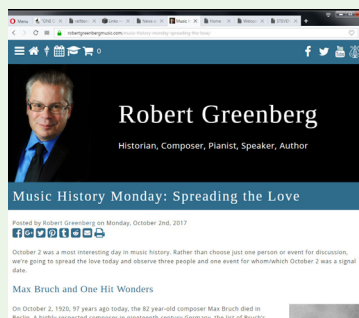
Figure 1 Font-Types Used



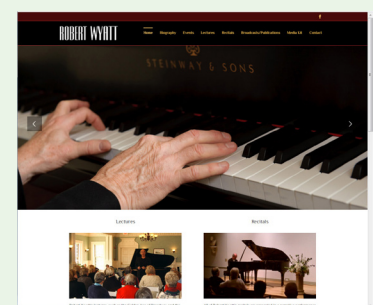
ANALYZING THE COMPETITORS SITES



website D



website E



website F

RAR RESEARCH ANALYSIS REPORT ONGOING - VERSION 3 2017/25/11

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.

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).

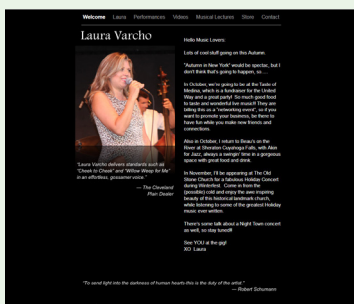
4.2 Other Analysis:

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.

Linda is doing her own grammar check and is very particular about the text content. She was a school teacher and wants it her way. She wants her American friends to see the website so she is having me spell things in the American way eg. favorites. Her readability analysis is at 12.5 (Nov 25th).



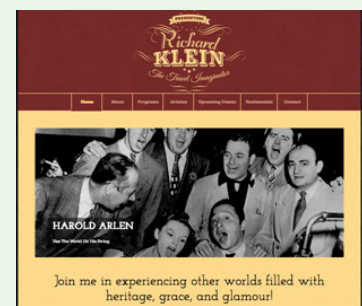
ANALYZING THE COMPETITORS SITES



website G



website H



website I

RAR RESEARCH ANALYSIS REPORT ONGOING - VERSION 3 2017/25/11

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.

Her site is more of a supplementary thing she can offer people who have come to her lecture.

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. *Doesn’t need new business. She isn’t trying to develop any more work for herself.*

~~Another function is gathering subscribers for email marketing.~~ *Linda has no interest.*

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. *Linda isn’t trying to develop more business at the moment. She says she is busy enough.*

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. *I’m making it responsive. I showed Linda. She likes it to work on other devices. She has an iPhone.*

5.0 Demographics NEW

Linda’s lectures to the following groups:

- people in retirement homes
- students
- old gay men. (Some of her most enthusiastic followers)
- book clubs
- synagogues and Jewish people

6.0 Strategy NEW

Linda would like to do a website that is like a profile about her and what she lectures on.

I wanted to market her, but she just wants to provide information for people interested.

People ask her for more information before having her come in and speak.

She wants to email her friends and tell them to look at her website.