

Project Methodology Course Assignment Report

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0.1 Summary

This assignment concerns creating a website for a company called Lofthus frukt og saft, a business making organic apple juice without additives or sugar. They wish to expand their market share outside Western Norway, and needs a new website for advertising and selling their products online. They want this website to contain information about the company and their production process. In order to plan and execute this order, I will make a Gantt-chart dividing the subtasks and allocating resources to these. Additionally I'll make a strategy for usage of communication tools and protection of intellectual property. While doing this I will report my progress and justify my decisions, before I conclude with the lessons learned in this course assignment.

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1. *Introduction*

1.1 Assignment

In this assignment I will plan a complete website project for a fictional company called Lofthus frukt og saft, a business that makes organic apple juice. They need a site to help them expand their market shares outside Western Norway, and this sites main purpose will be promotion and sales of their products. To complement the promotion, the site will also contain information about the company and their production processes.

1.2 Process

I will make a Gantt chart detailing the process of creating this site, and the division of resources over time. At the same time I will document my planning process in this report, explaining which tools I would utilise, and justify my choices along the way.

2. *Report*

2.1 Structuring tasks

2.1.1 Divisions into subtasks

First of all I start by dividing the website creation into separate tasks, in order to define the critical path. I start off with the initial idea meeting, where the customer provides input and wishes for the site. Next up is an internal brainstorming session, and project management setup with a Trello-board that will involve all stakeholders.

2.1.2 Graphic design

After a brainstorming session, I would engage the graphic designers in finishing the visual assets needed, such as a style tile and all graphics for the site, and consequently, a wireframe of the whole site.

2.1.3 Photography and copywriting

Simultaneously, I would engage a photographer in documenting and photographing the products and the production process. Since it probably takes some time making juice from harvest to finished products, I would engage them to follow the whole process. In the same time frame, I would hire a copywriter to write all the content for the site. They would be operating in tandem with the photographer, with visits to their harvest and production sites for inspiration.

2.1.4 Front-end design

When the graphic designer is done, I would have them hand the wireframe over to the front-end designer, for programming the actual site. Beginning with the global design, continuing with the product pages and the production process once the photographer and copywriter are done with their assignments.

2.1.5 Half way progress meeting, testing and revision

After the front-end designer is done with a finished product, I would invite to a progress meeting with the customers, in which they can provide input for the site. After this meeting, I would start testing the site, revising according to testing, before repeating testing and revisions once more before launch.

2.1.6 Intellectual Property

The project manager will also be tasked with addressing IP-concerns in the beginning and towards the end of the project.

2.2 Critical Path and Floating tasks

The photography and copywriting can be done at the same time as the designing and the global site design, so these become floating tasks, while I define the critical path as tasks that need to be done consequentially.

2.3 Gantt-chart

I enter this info into a Gantt-chart in Google Drive, and set it up so that I have an overview over stakeholder per week at the bottom, in order to get a sense of when the different hired guns are needed and for how long. I divide the project into 16 weeks, which in my limited experience sounds like a realistic time frame for development of a site with a webshop involving photography over time and several hired freelancers.

2.4 Communication tools

2.4.1 Trello

As previously mentioned, I would use a Trello board for dividing out the tasks and subtasks, as Trello is a magnificent tool for this exact thing. My wife and I have started using it for our shared tasks at home, and our grocery shopping has never been more in sync.

2.4.2 Slack

Furthermore, I would have a Slack-domain for the project/collaboration. Perhaps we are a collection of freelancers that often collaborate on projects such as these. Slack ensures swift communication both within the same office space,

and when stakeholders are working in separate sites. The project manager could then integrate the Trello-board in Slack, and oversee the project from there.

2.4.3 Google Drive

We would use Google Drive as shared file storage, mostly because I am a faithful user of the Google Suite already. I like the simplicity in the interface that's easy and intuitive to use, in addition to having more advanced functionality embedded.

2.5 Intellectual Property

2.5.1 Logo Design

In the beginning of the project the IP-situation surrounding the logo the company already has, needs to be addressed. The original designer needs to be contacted in order to obtain a license to use the design (if designer has restrictions in their agreement with company) and amend it if needed.

2.5.2 Copyright, trademark and patents

Towards the end, the product will also need to be copyrighted, and if the company doesn't already have a trademark on their brand, I would advise them to start the process. Same would go for any patentable elements of their production.

2.6 Report

I start outlining this report at the same time as I start the assignment, and flesh it out simultaneously with developing the Gantt-chart. At the same time, I set up a template for reports in Overleaf I can use in the future, and learn how to use simple LaTeX. This process is highly educational, and I enjoy using code to automate some of the more tedious aspects of writing reports.

2.7 GitHub

Finally, I will upload my Gantt-chart and a link to this report in GitHub, which will take place after the actual writing of this sentence, so this task cannot be included in this report without some extremely clever Marty McFly-type finagling. The proof will have to be in the pudding – so to speak. I guess if you're reading this, things will have worked out just fine.

3. *Conclusion*

3.1 Project Methodology

3.1.1 Process

In this assignment I have planned a website for Lofthus frukt og saft, created a Gantt-chart for its development, and reported my progress along the way. I learned a lot about dividing tasks into manageable size – not too general and not too specific. I set up some guidelines for the project communication, and addressed the IP concerns. Meanwhile I have written this report, and learned a bit of LaTeX for streamlining report writing in the future.

3.1.2 Learning outcome

Proper planning of any project of some size is important so that a team doesn't have to backtrack and lose time and money doing things the wrong way around. When a project is divided structurally and resources are allocated sensibly, the whole hierarchy of an organization can plan and execute with confidence, and the customer can be assured of delivery on time.