

CA 02

PROJECT METHODOLOGY

By Carolina Fjäll

INTRODUCTION

In this report you can read about my plan and Ganatt chart for "Lofthus frukt og saft" new website. I uploaded this pdf on Github.com to get feedback from others, check it out! ▼

<https://github.com/enfjell/cao2projectmethodology>

"LOFTHUS FRUKT OG SAFT"

Pages: Index, Our Story/Process, Products, Order, Blog, Contact

Personal: Project Manager 140h
Photographer 35h + Studio 3000kr/day
Front-end developer 119h
Content Developer / Copywriter 56h
Back-end developer 70h

420h x 500 = 210.000kr + Studio 9000kr

TOTAL = 219 000KR

INTERPRETATION OF THE TASK

The main issue of this assignment was to calculate how many hours this project should take. I started with 2 weeks and finished with 4 weeks. I tried to figure out how much this project would cost and I ended up with a huge sum, so I tried to shorten everything, but realized that almost everything was necessary and that it actually gonna costs the client so much if they want a really good website!

3 week schedule for Lofthus fruit and juice website, 178h = 92000kr



RESEARCH AND ANALYSIS

INSPIRATION

When I was working with my last project for a client I wrote down all the hours I worked with various activities, this helped me a lot.

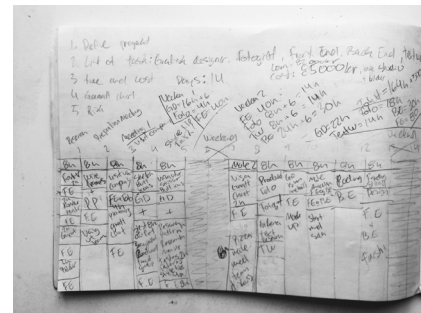
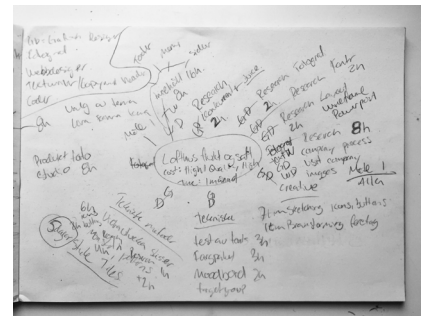
The case studio example in Canvas helped me fill in the rest.

ANALYSIS

I analyzed other juice pages to find examples on content (text, images) and how many pages the website should contain. Most of the pages were quite simple with lots of colors and pictures.

SKETCHES & DIGITAL SKETCHES

I wrote down the different activities and how much time I should use on each. Then I put them on a time line.



WORK PROCESS

I used my sketches and added the information and text in excel. I had to adjust the time and the person who would perform the task to make it as reasonable as possible.

Process and images that sells is imported to this client so therefore I used extra time on content and photoshoot of products and process.

I chose to have a Project Manager who can communicate with the team and the client. All technical communication with the team will be done at Github and if the team have any ideas or feedback they can come up suggestions at a common workspace channel on Slack.

The manager will visit the client once a week to provide the latest updates and check that the ideas for the website is going in the right direction.

When the website is launch and the client is happy, the team will ha a meeting to discus what went good, bad and what you can do better next time.

STYLE TYPOGRAPHY

Style and Typography are not so imported when planning, it is more important that everyone knows what to do, and that the client get an insight into the process and why they have to pay so much.

COLORS

In order to make the Gannt Chart easy to read, I used 2 pale colors on the activities so they stands out on the gray background and makes the Ganatt chart a bit fun, I just cant help myself!

SUMMARY AND EVALUATION

This has been two instructive weeks. I have had some own projects already were my biggest problem has been planning and cost. Now I have got an insight into how the professionals work and how much time you should give each activity to get the best results possible!

SOURCES AND REFERENCES

<https://www.wellandgood.com/good-food/the-10-best-selling-juices-from-the-top-juice-brands/slide/12/>

<https://blog.kissmetrics.com/site-structure-enhanceseo/>

<http://www.zyxware.com/articles/5008/who-is-a-content-developer-and-what-are-the-basic-skills-and-qualifications-required-for-the-job>

https://codex.wordpress.org/Validating_a_Website

<https://support.google.com/customsearch/answer/2631064?hl=en>

<https://www.smartpassiveincome.com/how-to-launch-a-brand-new-website/>

<https://www.lynda.com/Slack-tutorials/Up-Running-Slack/383930-2>

<https://www.lynda.com/Business-Skills-tutorials/Project-Management-Simplified/175636-2.html>

<https://www.lynda.com/Charts-Graphs-tutorials/Welcome/365730/448295-4>

<https://no.fulfilli.com/>

START DATE		WEEK 1 PLAN								WEEK 2 DESIGN								WEEK 3 BUILD								WEEK 4 LAUNCH																							
2017-10-02		mån	tis	ons	tor	fre	lör sön		mån	tis	ons	tor	fre	lör sön		mån	tis	ons	tor	fre	lör sön		mån	tis	ons	tor	fre																						
		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	16	17	18	19	20																						
DESCRIPTION																												STATUS																					
Project Manager	Client Meeting 1	Project Management, Customer contact, Proposal								Client Meeting 2	Project Management, Customer contact							Client Meeting 3	Project Management, Customer contact							Client Meeting 4	Project Management, Customer contact						Not Stared																
Project Manager, Content Developer, Front End Designer	Project start! Identifying goals, Brainstorming																																									Not Stared							
Content Developer, Front End Designer				Reserach, Analyze competitors																																							Not Stared						
Project Manager Content Developer Front End Designer				Strategic Planning																																								Not Stared					
Content Developer								Content Planning																																					Not Stared				
Front End Developer								Sitemap		Site Structure																																				Not Stared			
Front End Developer												Moodboard, Style Tile				Wireframes																									Not Stared								
Content Developer / Copywriter												Text content development																												Not Stared									
Photographer												Photoshoot Employees	Photoshoot Process		Photoshoot Studio Gallery																												Not Stared						
Front End Developer																UX/UI Planning and testing						UX/UI Testing														Not Stared													
Back End Developer																Coding, intregation and site build								Coding and site build																	Not Stared								
Front End Developer																												Cross platform and Browser testing																	Not Stared				
Back End Developer																																Validating		Refinement															Not Stared
Project Manager, Back End Developer, Front End Developer																																				LAUNCH!				Not Stared									
420h x 500kr = 210 000 kr																																																	
Total time		Week 1:		105h		Cost		52 500 kr		Total time		Week 2:		98h		Cost		49 000 kr		Total time		Week 3:		112h		Cost		56 000 + 9 000 65000kr		Total time		Week 4:		105h		Cost		49 000 kr		219 000kr Ink studio									