

Pure Apple juice

Submitted by

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Course Assignment, Project planning, Documenting and collaboration

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Introduction:

Being the project manager of this Apple juice project. My task was to complete this project successfully with the help of other professionals. It took us around seven weeks to complete this project. My main duty was to look after all my employees that they are working according to the task. "Lofthus frukt og saft" is a company located in Hardanger fjord in western Norway, they are producing 100% pure natural juices, without any sugar or other additives to any kind.

As part of their expansion ambitions, they are looking into developing a new e-comers website which will not only, help them to sell their products online but also be used as a medium on promoting their products and providing access the world to "Lofthus frukt og saft". To accomplished the task in hand we broke down the project into the following segments.

Planning/Research:

We started out with researching how can we develop a website that can help "Lofthus frukt og saft" to promote and sell their product and at the same time keep the consumer interested in their product. The first task was to allocate the resources, To promote our product we devised our promotion policy such that would attract elderly, youth and kids alike, and that shows in our website that we made, and then we started to plan the contents, layouts ,pictures, links and the structure of the website, we made some sketches of the website and started working on prototypes, visited a few similar websites of the competitors on how do they target their audience, the outlook of the websites and ease of use. Based on our research we finalized the medium of advertisement (I.e. Facebook, google adds, YouTube, yahoo etc.) color schemes, target audience, and what sort of market that would appeal to.

Design:

During the planning process we made some rough sketches, and based on that we finalized our wireframes and started on our prototypes, we made few prototypes with different color schemes and different designs, then we discussed with our clients, that what design do they like and prefer. We hired a photographer to take some snaps of the product.

Development:

When we finalized our selection on prototypes, we then had an internal meeting with front-end developer to take things further, and discussed about the content, images, designs, layout, requirements, preferences and provide him with our target market and audience and the completion goal and timeframe and then we asked to provide us with the breakdown of the project like what coding languages will be used in the website. We had a chat with our back-end developer to start developing the database of the website and what sort of data we'll be working with, then we had a combine meeting with front-end and back-end developer on how they will collaborate the connection between the server and the database and how and what sort of securities will be implemented on the front and backend while keeping the browsing experience to the user smooth and secure.

Tester:

Once the developer finished the coding, we wanted to check our website and make sure all the connections between database and the front-end running smoothly and test usability on different devices and had no discrepancies. Tester then went through the whole website and made sure all the links and the scripts on the website are working fine and made some mock payments to test the payment module working according as it should. There were few glitches that were discovered during the testing and were rectified by the front and backend developers.

Delivery:

Once the testers gave thumbs up to the website a final client meeting was called in to show the end product and then the website was uploaded on to the client server and launched.