Gantt-chart and project plan

REPORT FOR LOFTHUS FRUKT OG SAFT WEBSITE PROJECT

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Introduction

"Lofthus frukt og saft" is a medium-sized company located in Hardanger fjord in western Norway. They produce one of the best 100% natural apple juices in the country. With ambitions to expand and find new markets, they need a website to promote and sell their brand and products. They only have a logo and a simple brand strategy, and need a team of people to put together their website.

Interpretation of the task

The task was to plan and create a Gantt-chart for the project, and plan how the team should communicate through the process. It's a big and complicated website project that requires professionals from different fields. I put together a team of people and a list of activities to complete into the Gantt-chart. I researched different communication tools, and decided that Slack and Dropbox would be great tools for file sharing and communication.

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Research and analysis

Inspiration

My main inspiration for the chart was the Gantt-chart[1] provided in the resources for the assignment. I found that this solution fit the project well, as the "Lofthus frukt og saft" project would involve many people with different roles. Grouping them together by task in the Gantt-chart seemed like an effective way to organize the project.

Analysis

Before deciding on the time span of the project I did some research online on how much time similar projects would take and how it should be organized. I found that a web project like this should allow for about 12-16 weeks from the project start to the launch of the website[2].

Then I looked at what kind of roles this project should involve and how much time each person/team would need to complete their tasks and how they could work together and overlap tasks to greate an effective workflow. I compared the workflow Gantt-chart[1] with previous lessons[3] and what we have learned so far about workflow and the web development process. I found that a project like this would benefit from the following roles:

- Project manager (manage the project and team, customer contact)
- Content developer (plan and create relevant content)
- Graphic designer (visual elements)
- Photographer (photographs for the website)
- Front-end developer (code, build and maintain website)
- Copywriter (write articles for the website and product descriptions in collaboration with the content developer)

The team needs to be well organized and have a clear strategy for work and communication. In addition to using the Gantt-chart to work together they should use a good tool to communicate during the project work. I did some research on various communication tools for teams, and after watching the Lynda lesson about Slack[4] and learning about it's benefits I decided this would be a good tool to help accomplish the project.

Slack is easy to manage and customize for the team's needs. Slack would allow my team to create channels and private chats based on the various activities so they can effectively communicate, get notifications and announcements about the project from different locations. Slack also allows file sharing, but I would integrate it with Dropbox to allow for larger file storage. The Slack mobile app is useful for team members on the go.

Work process

Software

I used Google Regneark to create my chart. It is similar to Excel and a great tool for making Gantt-charts. The data is stored both on my computer and on Google Drive which is good for backup and allows me to access it from different devices.

Organizing the chart

I split the process into four parts over the span of 14 weeks: Plan, design, develop and launch. In the first column to the left I listed the team members needed for each task. I then placed the list of tasks into the chart that needs to be accomplished for each week (see figure 1).

Figure 1 - Gantt chart for website project

The project manager will be responsible for maintaining contact with the customer, be available for the team throughout the entire project and organize each meeting/presentation between the team and the customer.

In the planning phase I want my team to start with a meeting with the customer to get to know their brand and identify their goals and needs. I also want them to do a market analysis and analyze their competitors. This will help the team create a strategy and plan the best content for the website.

In the beginning of the design phase they will create the site structure. The customer should now be updated on everything that has been done and be allowed to request changes before they continue (customer revision).

Through the design phase there will be testing of different solutions and development of content such as text, pictures and visual elements. At the end of the design phase there will be another customer revision before everything is handed over to the front-end developer in the build phase. This is where everything is coded and made into a website. The team will also now focus on user experience and testing.

Before the launch there will be a final customer revision and refinements made to the website. The launch is set to be in week 13 so they can get real customers to test the website and have another week after to do testing, analysis and necessary refinements.

Composition and layout

I color coded the different team members to make it easier to distinguish between them. The rest of the chart is in shades of gray to make it simple and easy to read.

The chart has a horizontal line to separate each week and phase and a thicker line to represent the end of the project.

"Launch website" is highlighted in the chart to make it clear that this is the main goal.

The activities and tasks are all lined up in order under each week and phase. The team members are listed alone or in groups next to the activities they are set to complete.

Summary and evaluation

Lofthus Frukt og Saft needed a website to promote and sell their products. With just a logo and a simple brand strategy to start with it was a big project that needed a team of people to accomplish.

I put together a team of a project manager, graphic designer, content developer, front-end developer, photographer and copywriter to work on the project. They would use the Gantt-chart in combination with Slack and Dropbox to organize tasks and files and communicate through the process.

The Gantt-chart describes each activity and goal on a time span of 14 weeks. The chart is easy to read and follow. With activities overlapping and good communication and teamwork this should be enough time to effectively accomplish the project.

Sources and references

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4. Courter, G.v. (2015, August 20). *Learning Slack*. Retrieved from
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Link to repository: https://github.com/idast3/assignments