

Web Design

Upper Hudson Wine Trail

Sponsor: Andy

Prof: Xiaomu Zhou

Project Members: Han, Kiki, Linyi, Ryan

Project Start Date:

7/9/2020

Scrolling Increment:

0

Milestone Description	Category	Assigned To	Progress	Start	No. Days
Week 1					
Task 1	Milestone	kickoff meeting	100%	7/15/2020	1
Task 2	On Track	brand identity research	100%	7/16/2020	6
Task 3	On Track	personas, user groups interviews	100%	7/16/2020	5
Task 4	On Track	competitor analysis	100%	7/16/2020	4
Task 5	On Track	web design platform comparison	100%	7/16/2020	3
Week 2					
Task 1	Milestone	2nd meeting	100%	7/22/2020	1
Task 2	On Track	scope, traffic tools analysis	100%	7/23/2020	5
Task 3	On Track	interaction analysis	100%	7/23/2020	5
Task 4	On Track	web design proposal	100%	7/23/2020	7
Week 3					
Task 1	Milestone	3rd meeting	100%	7/29/2020	1
Task 2	On Track	conceptual map & wireframe draft	100%	8/1/2020	5
Task 3	Low Risk	WordPress mockup	33%	7/30/2020	7
Task 4	On Track	questionnaire list	100%	7/31/2020	2
Week 4					
Task 1	Milestone	4th meeting	100%	8/5/2020	1
Task 2	Low Risk	WordPress mockup	60%	8/6/2020	7
Task 3	On Track	market trend analysis	100%	8/9/2020	3
Task 4	On Track	interaction methods analysis	100%	8/8/2020	3
Week 5					
Task 1	Milestone	5th meeting	100%	8/12/2020	1
Task 2	Low Risk	WordPress mockup	100%	8/13/2020	7
Task 3	On Track	insights from Google Analytics	100%	8/15/2020	3
Week 6					
Task 1	Milestone	6th meeting	100%	8/19/2020	1
Task 2	On Track	final presentation package wrap-up	100%	8/22/2020	4
Week 7					
Task 1	Milestone	final presentation	100%	8/27/2020	1

Legend:

On Track

Low Risk

Med Risk

High Risk

Unassigned

[illegible]