

## Course Assignment: *Project planning, process documenting and collaboration.*

### **PROJECT: "LOFTHUS FRUKT OG SAFT"**

Accepting the role as the project manager and as a coordinator of the project there are some things that are very important to know before laying out further plans and assigning different roles and tasks to other members of the project. We have been selected for the job, but the assignment does not say anything about time frames and set budget in the project. It is stated that the client wants to expand into new markets and use the website for marketing and sales purposes, but it is unclear how they want to segment the market and whether the website is intended for resellers and/or end consumers and if there will be a webshop for either categories. I will assume that the client already has trademark and other rights for the brand identity. In my view, the whole project needs to begin with a key meeting with the client to find out what they want and what we can provide within the given budget. Since I have no prior experience in running similar project, it is difficult to estimate time and resources for the different activities and I would never pitch anything to a client without prior knowledge of what they can expect within the estimated time frame and given budget. So, if I were to lead this project I would need to emphasize the planning process in order to make the rest of the project run smoothly. First I would set a key meeting with the client with the main agenda to find out more about the company, what they expect from the project (sale channels/marketing purpose etc.) and what budget they have. Based on the information I would work out an offer with two different budget after a team meeting with the head of the different departments that would be involved. I would then set up a new meeting with the client where they can choose which project they would go for, possibly with reference to similar projects in our portfolio. If the client chooses to continue, we would sign a legal and binding contract protecting both parties and I would set date for a new meeting with the client when we have ready the moodboards or style tiles and can pitch some styles that they can select from before we start working on the programming part. I would then set a new date by when the site is ready for testing and involve the client to refine the page to best fit their expectations.

This project will include roles as project manager, designer, photographer, content developers, copywriter and developers. I assume in the project that legal terms attached to the binding client contract and the copyrights and trademarks of the client's brand identity is handled outside of the project itself. If not, that would also have been necessary to include as a part of the project.

I would choose Trello as the main management program for the project. Its interface is highly visual and clean and can be used across all departments regardless of background where it is easy to know who is doing what and keep track of their progress. It is also convenient to use check lists and link and share work in progress from other programs like google drive, adobe software and other programs that is best fit for the individual tasks. Trello helps speed up communication between team members and makes the project more efficient and reduces the need for time consuming update meetings in the team and it will be easier to recruit and bring in team members regardless of geographical location and help the team stay on task and make a smoother workflow. It is also possible to increase security and restriction for different part of the project to assigned members. This also allows to make a board for the client to communicate with them as the projects progresses and when certain work wants to be presented for feedback. The Slack integration strengthen the instant messaging and communication with use of channels. In the future I would like to explore Asana as project management platform. It looks good, but due to time limitations I have to go with the software given in the module.

The developers would use GitHub. The program allows several developers and other team members to collaborate with each on the same project and it integrates with Trello to make their work more seamlessly integrated in the overall workflow of the project.

The testing of the website is with user experience in mind is important for successful outcome, but it is not always budgeted enough resources for this action in the launch of a website or online service. The assignment is unclear what is the more detailed call to action that the client wants from the website and this would be crucial to have in mind in the key client meetings in the beginning and evaluate and present results to the client after user experience evaluation has been conducted. This will reduce potential negative outcome of the project as well serve as documentation of a job well done and overall credibility of the project. Hotjar is a good alternative with multiple ways of testing user experience and also potentially allow us to maintain the client relationship to supervise further

development of the website after it is launched. This is very important if the website is the main channel for sales and a key element in marketing campaigns.

After the website is launched most people would consider the project finished and be on to the next paid contract. It would however be useful to assess and evaluate the project both internally and with the client and use the review to learn from what was working well and what could have been done differently in order to execute future project to the most optimum as possible. The wise learns from the past and take this into consideration before starting on a new venture. If the project does not consist of many members, anonymously surveys has limited credibility and I would suggest running a meeting with all departments at the end where everybody can feel free to be open and express frankly about how the process had been for everyone and be open for any suggestion that would improve future projects. Focusing on building and modifying a template/methodology for similar projects would be a good idea at this point.