Improved EECP Website Launch Report
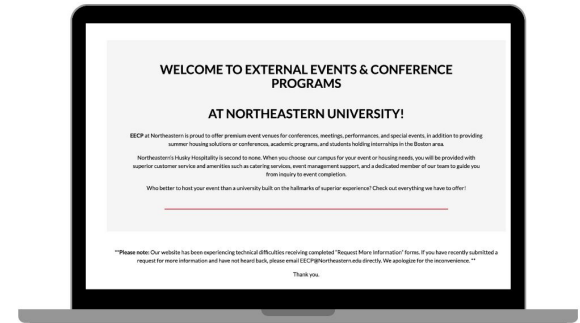
MET AD642
Ashley Avona, Samantha Germano,
Lailuman Nadeem

AGENDA

— **Project Introduction**

— **Project Team**

— **Project Charter**

— **Scope**

— **Considerations**

— **WBS**

— **Network Diagram**

— **GANTT Chart**

— **Cost Estimate**

— **Risk Register & Heat Map**

— **Communication Management Plan**

— **Measuring Success**

— **Learnings**

WELCOME TO EXTERNAL EVENTS & CONFERENCE PROGRAMS

AT NORTHEASTERN UNIVERSITY!

Project Introduction

The "Improved EECP Website Launch" project was initiated to revamp the website for Northeastern University's External Events and Conference Programs (EECP) department. This department offers event space and summer conference housing to external clients during the university's off-peak periods. The primary goal of this project is to enhance communication, improve user experience, increase event inquiries and bookings, and ensure alignment with university branding and technical standards.
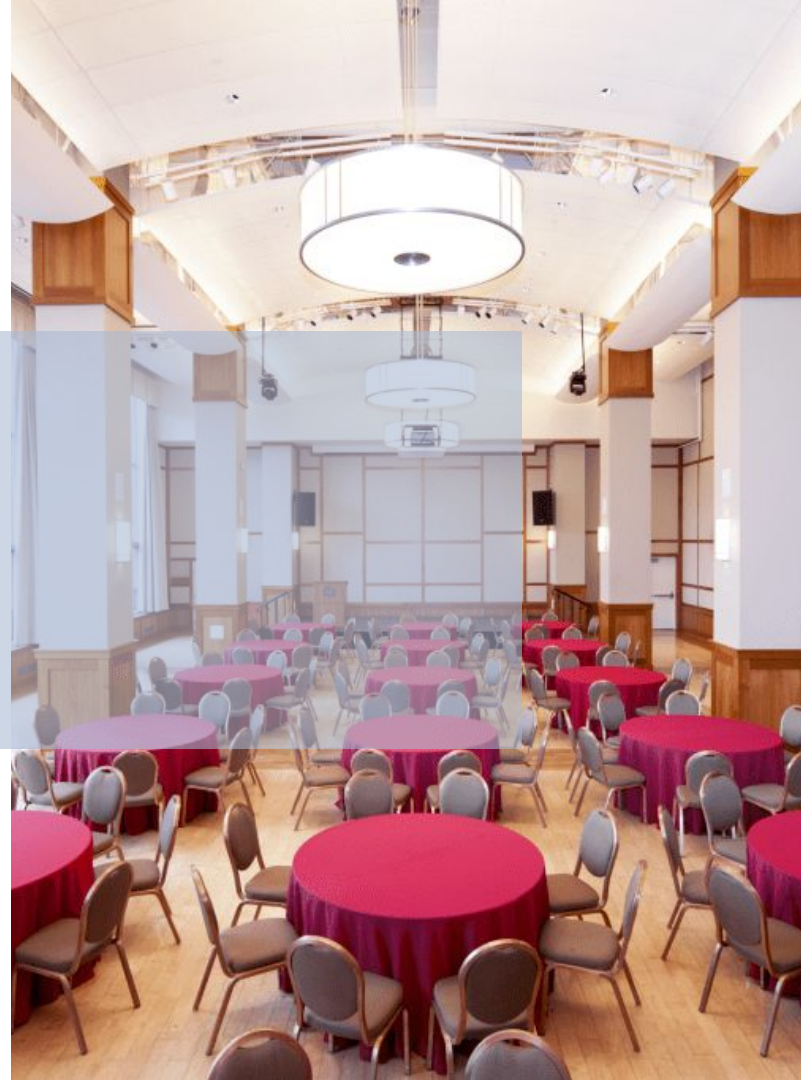
Project Team

Our Project Team is made of three core representatives: Samantha Germano is the Project Manager from Northeastern, Ashley Avona is the Branding Consultant, and Lailumah Nadeem is the IT Consultant. This project team collaborates with multiple stakeholders including the EECP department, Northeastern's ITS and Brand Center, internal service providers, and external clients.

Ashley Avona

Samantha Germano
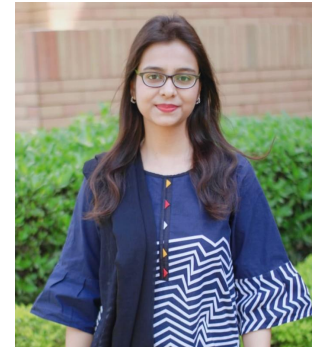
Lailumah Nadeem

Defining the Project

The Project Charter gives authority to the Project Team to utilize university resources. The core project team will work with stakeholders including the EECP department, Northeastern ITS & Brand Center, internal service providers, and external clients

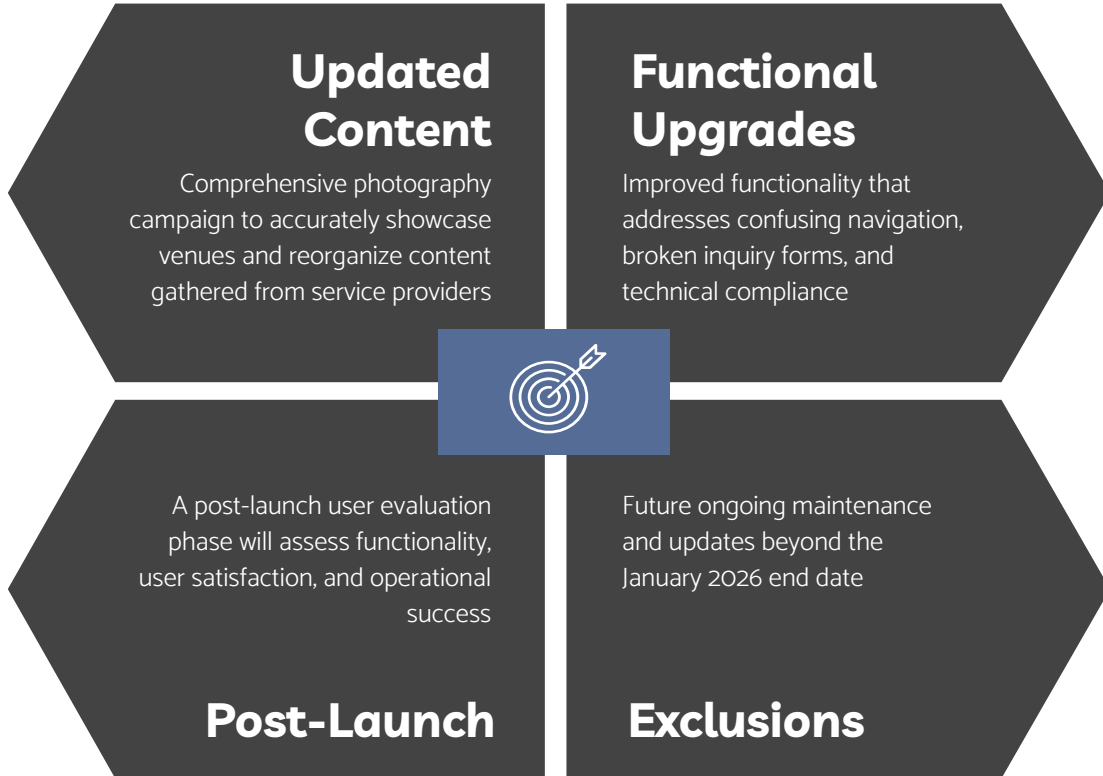## Key Objectives

Key objectives include identifying outdated content, integrating new content that aligns with Northeastern branding and technical guidelines, and simplifying the inquiry process

Measuring Success

Success will be measured through increased website engagement, a reduction in user-reported errors, improved inquiry turnaround, and 80% satisfaction score from a post-launch survey

Updated Content

Comprehensive photography campaign to accurately showcase venues and reorganize content gathered from service providers

Functional Upgrades

Improved functionality that addresses confusing navigation, broken inquiry forms, and technical compliance

A post-launch user evaluation phase will assess functionality, user satisfaction, and operational success

Post-Launch

Future ongoing maintenance and updates beyond the January 2026 end date

Exclusions

The project must stay within the allocated $10,000 budget. Cost overruns are not permitted due to strict financial limitations	**Constrain (Cost)**
The project aims to deliver as many value-adding features and improvements as possible	**Enhance (Scope)**
While there is a preferred timeline to meet seasonal goals, the schedule allows for slight flexibility to ensure quality	**Accept (Time)**

Priority Considerations

Work Breakdown Structure (WBS)

Analysis, Outreach & Approval

Internal and external stakeholder feedback collection, current website analysis, service provider interviews, and venue data collection

Content & Media Preparation

Branding assets (colors, fonts, logos), venue photography, service descriptions, and updated website content creation

Web Design & Development

Architectural blueprint creation, front-end interface design, back-end development

Testing & Launch

Internal quality assurance (QA), stakeholder testing, bug resolution, and public website launch

Post Launch Evaluation

Web performance analytics, user satisfaction surveys, lessons learned documentation

Work Breakdown Structure (WBS)

WBS Code	Task Name
1	Analysis, Outreach & Approval
1.1	Internal Stakeholder Requirements Summary
1.2	External Stakeholder Feedback Report
1.3	Existing Website Audit
1.4	Information Gap Analysis
1.5	Service Provider Interviews Summary
1.6	External Client Feedback Report
1.7	Venue Data Collection
1.7.1	Most Requested Venues Report
1.7.2	Venue Capacity Matrix
1.7.3	Setup Configuration Summary
1.7.4	Availability Calendar
1.8	Final Requirements Document
1.9	Sponsor Approval Form
2	Content & Media Preparation
2.1	Brand Design Kit
2.1.1	Color Scheme
2.1.2	Font Set
2.1.3	Logo Assets
2.2	Venue Photography
2.2.1	Photographer Scheduling
2.2.2	Venue Photo Gallery (with common setup)
2.3	Service Provider Information Packet
2.4	Updated Website Content
2.4.1	Service Descriptions
2.4.2	Inquiry Submission Instructions
2.5	Branding and Compliance Review Submission
3	Website Design & Development
3.1	Website Architecture Blueprint
3.2	Front-End Interface
3.2.1	Navigation System
3.2.2	Home Page
3.2.3	Venue Details Page
3.2.4	Inquiry Form Page
3.3	Back-End Functionality
3.3.1	Submission Form Integration
3.3.2	CMS Implementation
3.4	Content & Media Integration
3.5	Internal Design Review (IT & Marketing)
4	Testing & Launch
4.1	Internal Quality Assurance Report
4.2	Stakeholder Testing Summary
4.3	Bug & Issue Log
4.4	Final Review & Approval
4.5	Public Website Launch
5	Post-Launch Evaluation
5.1	Website Performance Report
5.1.1	Site Traffic Analytics

Work Breakdown Structure (WBS)

| 5.1.2	Page Load Time Report
5.1.3	Mobile Responsiveness Test
5.1.4	Core Web Vitals Score
5.2	User Satisfaction Survey Results
5.3	Final Project Report
5.4	Lessons Learned Summary
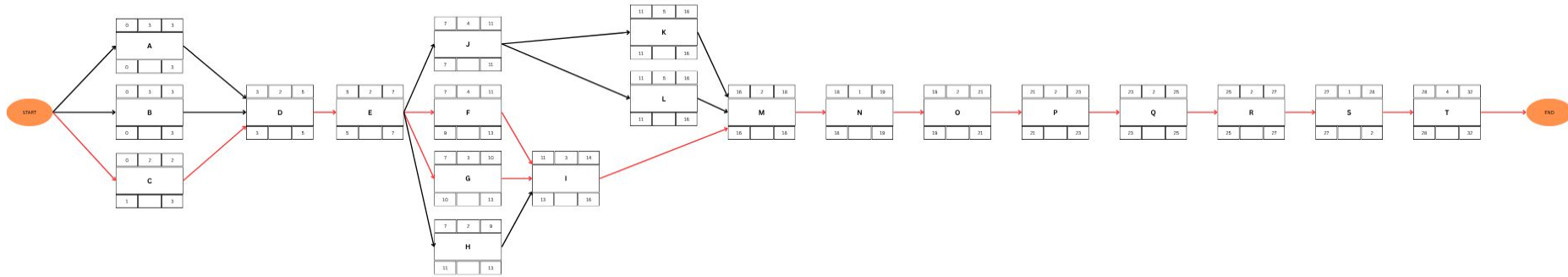
Task dependencies and durations were analyzed to construct a **network diagram** that visually maps the sequence of project activities. A critical path (in red above) was determined to be 27 working days. This path includes foundational tasks such as stakeholder input, technical and branding design, front-end and back-end development, integration, testing, and final review.

Gantt Chart

The Gantt chart and the network diagram both show the same project schedule in different ways. The Gantt chart lays everything out along a timeline, The network diagram, on the other hand, focuses more on the flow of tasks and how they connect. The Gantt chart helps answer "when," while the network diagram helps explain "how."

	Name	Duration	Start	Finish	Predecessors
1	Internal Stakeholder Requirements	3 days	15/09/25 8:00 AM	17/09/25 5:00 PM	
2	External Stakeholder Feedback Report	3 days?	15/09/25 8:00 AM	17/09/25 5:00 PM	
3	Existing Website Audit	2 days?	15/09/25 8:00 AM	16/09/25 5:00 PM	
4	Information Gap Analysis	2 days?	18/09/25 8:00 AM	19/09/25 5:00 PM	1;2;3
5	Service Providers Interview Summary	2 days?	22/09/25 8:00 AM	23/09/25 5:00 PM	4
6	External Client Feedback Report	4 days	30/09/25 8:00 AM	03/10/25 5:00 PM	7;8
7	Most Requested Venues	4 days?	24/09/25 8:00 AM	29/09/25 5:00 PM	5
8	Venue Capacity Matrix	3 days?	24/09/25 8:00 AM	26/09/25 5:00 PM	5
9	Setup Configuration Summary	2 days	24/09/25 8:00 AM	25/09/25 5:00 PM	5
10	Availability Calendar	3 days?	17/09/25 8:00 AM	19/09/25 5:00 PM	3
11	Final Requirements Document	5 days?	06/10/25 8:00 AM	10/10/25 5:00 PM	6;7;8;9;10
12	Sponsor Approval	5 days	06/10/25 8:00 AM	10/10/25 5:00 PM	6
13	Website architecture blueprint	2 days?	13/10/25 8:00 AM	14/10/25 5:00 PM	11;12
14	Navigation Menu	1 day?	15/10/25 8:00 AM	15/10/25 5:00 PM	13
15	Home Page	2 days?	13/10/25 8:00 AM	14/10/25 5:00 PM	11;12
16	Venue Details Page	2 days?	15/10/25 8:00 AM	16/10/25 5:00 PM	15
17	Inquiry Form Page	2 days?	17/10/25 8:00 AM	20/10/25 5:00 PM	16
18	Submission Form Integration	2 days?	21/10/25 8:00 AM	22/10/25 5:00 PM	17
19	CMS Implementation	2 days?	23/10/25 8:00 AM	24/10/25 5:00 PM	13;14;15;16;17;18
20	Development Complete – Milestone	0 days?	24/10/25 5:00 PM	24/10/25 5:00 PM	19
21	Content & Media Integration	4 days?	27/10/25 8:00 AM	30/10/25 5:00 PM	19
22	Internal Design Review (IT & Marketing)	3 days?	31/10/25 8:00 AM	04/11/25 5:00 PM	21
23	Internal QA Assurance Report	2 days?	05/11/25 8:00 AM	07/11/25 5:00 PM	22
24	Stakeholder Testing Summary	5 days?	10/11/25 8:00 AM	14/11/25 5:00 PM	23
25	Bug and Issue Log	20 days?	17/11/25 8:00 AM	12/12/25 5:00 PM	24
26	Final Review & Approval	5 days?	15/12/25 8:00 AM	19/12/25 5:00 PM	25
27	Public Site Launch	3 days?	22/12/25 8:00 AM	24/12/25 5:00 PM	26
28	Site Traffic Analytics	7 days?	25/12/25 8:00 AM	02/01/26 5:00 PM	27
29	Page Load Time Report	3 days?	25/12/25 8:00 AM	29/12/25 5:00 PM	27
30	Mobile Responsiveness test	3 days?	25/12/25 8:00 AM	29/12/25 5:00 PM	27
31	Core Web Vitals Scores	3 days?	25/12/25 8:00 AM	29/12/25 5:00 PM	27
32	User Satisfaction Survey Results	10 days?	25/12/25 8:00 AM	07/01/26 5:00 PM	27
33	Final Project Report	5 days?	08/01/26 8:00 AM	14/01/26 5:00 PM	28;29;30;31;32
34	Lessons Learned Summary	3 days	15/01/26 8:00 AM	19/01/26 5:00 PM	33

Web Project - page1

Web Project - page2

Web Project - page3

Web Project - page4

Cost Estimate
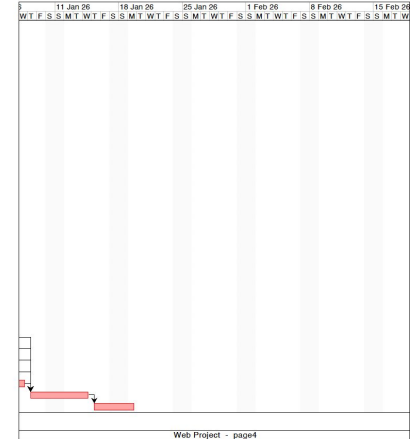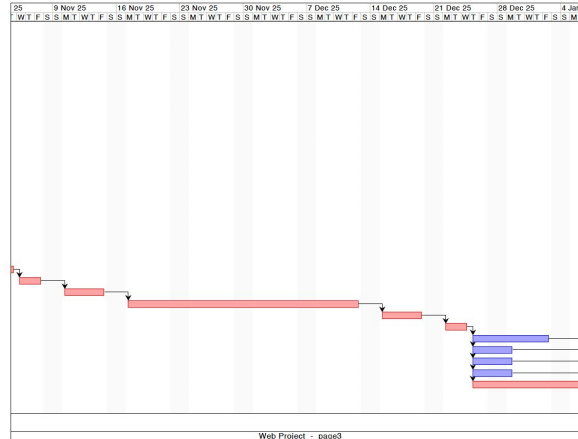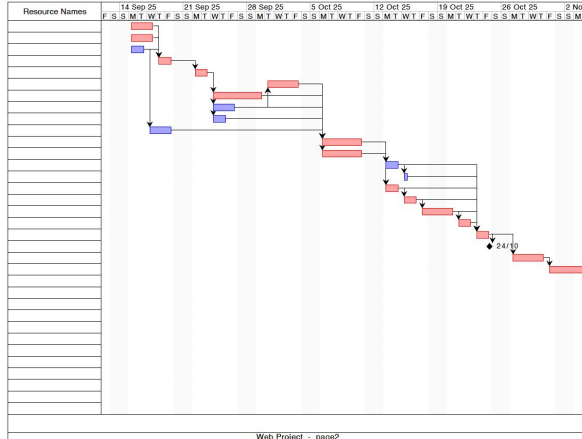
Budget

The total project budget is fixed at $10,000, requiring careful prioritization. Given this limitation, extensive planning taking into account feedback from former clients, prospective clients, and representatives from Boston-area peer institutions was completed..

Key Cost Categories

Internal Labor: Team contributions from project managers, IT specialists, marketing consultants, service providers, and venue managers

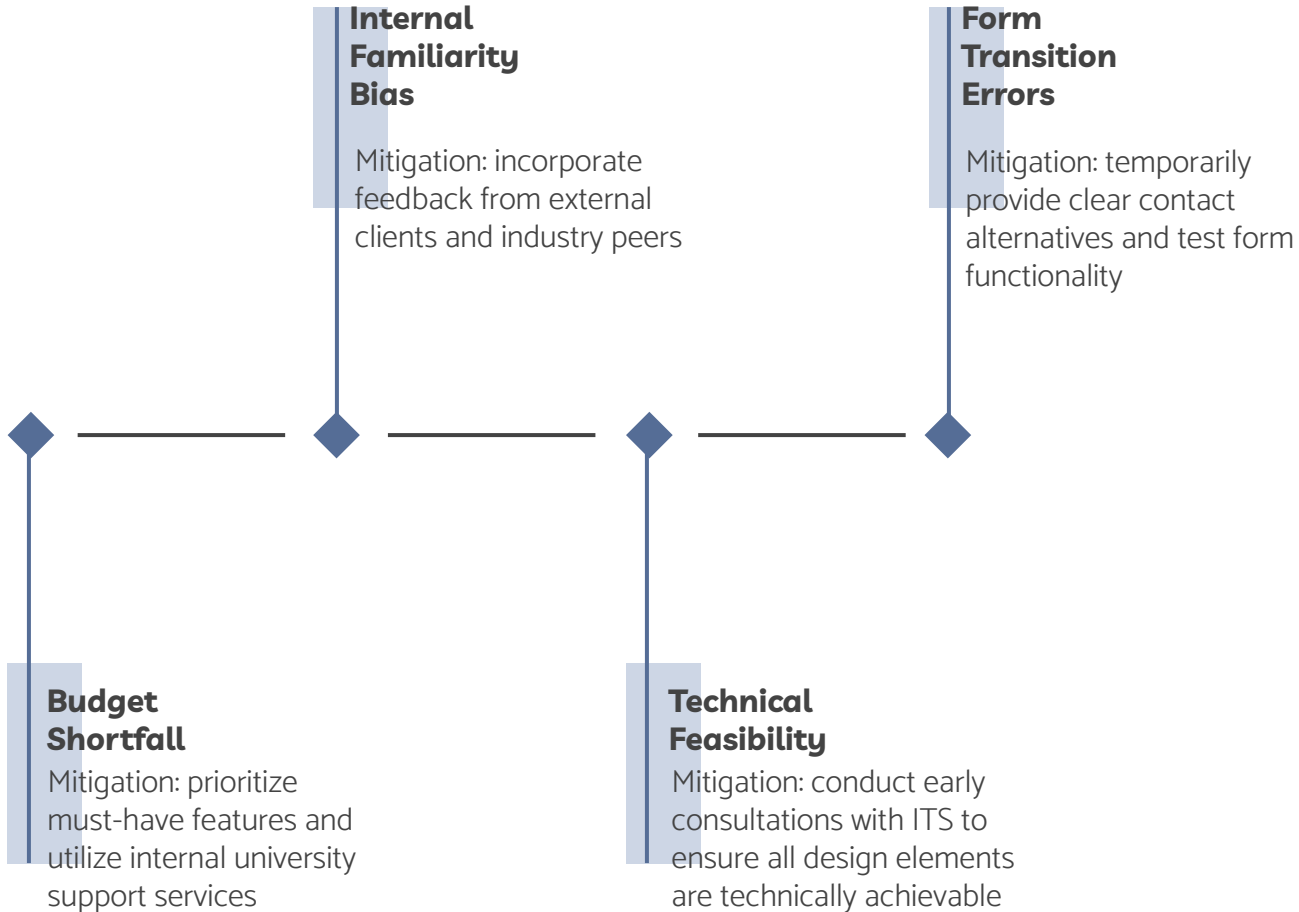External Services: Professional photography for venue imagery

Buffer

A small contingency buffer was factored into the budget to account for minor cost overruns, unexpected delays, or additional resources. The team strategically utilized internal university services wherever possible at no additional cost aside from labor.
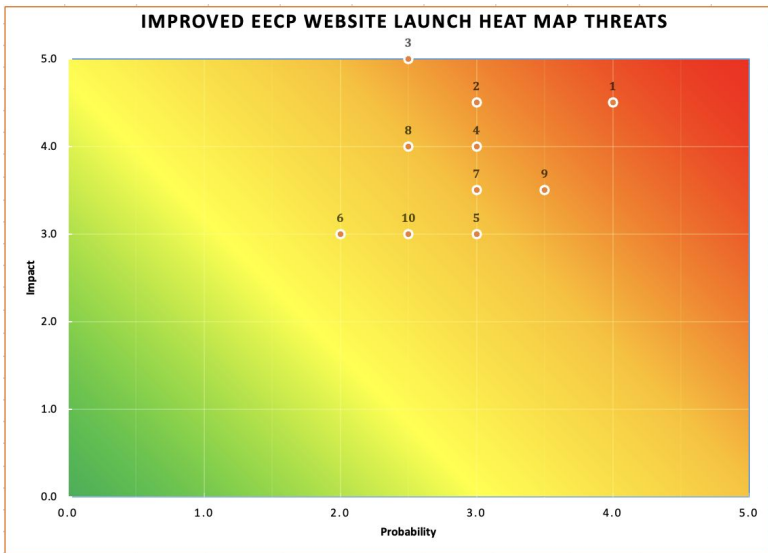
Cost Estimate

Project Name: Improved EECP Website Launch **Date:** June 3,2025

Team D: Ashley Avona, Samantha Germano, Lailumah Nadeem

WBS Categories	Internal Labor Hours	Number of People	Rate/hour	Internal Costs Total	External Labor Hours	Number of People	Rate/hour	External Costs Total	Total Cost	Notes
1 Analysis, Outreach, and Approval										
1.1 Internal Stakeholder Requirements	1	3	$105.00	**$315.00**	-	-	-	-	$315.00	Project Managers
1.2 External Stakeholder Feedback Report	-	-	-	-	0.17	10	$0.00	$0.00	$0.00	No compensation which will be communicated to external partners who are taking a voluntary survey
1.3 Existing Website Audit	3	3	$105.00	**$945.00**	-	-	-	-	$945.00	Project Managers
1.4 Information Gap Analysis	1	3	$105.00	**$315.00**	-	-	-	-	$315.00	Project Managers
1.5 Service Provider Interviews Summary	0.17	6	$180.00	**$180.00**	-	-	-	-	$180.00	Feedback survey to Service Providers and Venue Managers. Estimated to be about ten minutes
1.6 External Client Feedback Report	-	-	-	-	0.17	10	$0.00	$0.00	$10.17	No compensation which will be communicated to external partners who are taking a voluntary survey
1.7 Venue Data Collection										Cost broken down into sections
1.7.1 Most Requested Venues Report	0.5	1	$35	**$17.50**	-	-	-	-	**$17.50**	
1.7.2 Venue Capacity Matrix	1	1	$35	**$35.00**	-	-	-	-	**$35.00**	
1.7.3 Setup Configuration Summary	1	1	$35	**$35.00**	-	-	-	-	**$35.00**	
1.7.4 Availability Calendar	0.5	1	$35.00	**$17.50**	-	-	-	-	**$17.50**	Dates when booking venues become available (ex: availability is released in January for events in the summer)
1.8 Final Requirements Document	1	3	$105.00	**$315.00**	-	-	-	-	**$315.00**	
1.9 Sponsor Approval Form	0.17	1	$35	**$5.83**	-	-	-	-	**$5.83**	
2. Content and Media Preparation										
2.1 Brand Design Kit										Cost broken down into sections
2.1.1 Color Scheme	1.5	1	$35	**$52.50**	-	-	-	-	**$52.50**	Completed by marketing representative and formulated using Northeastern's premade brand guidelines
2.1.2 Font Set	1.5	1	$35	**$52.50**	-	-	-	-	**$52.50**	Completed by marketing representative and formulated using Northeastern's premade brand guidelines
2.1.3 Logo Assets	2	1	$35	**$70.00**	-	-	-	-	**$70.00**	Completed by marketing representative and formulated using Northeastern's premade brand guidelines
2.2 Venue Photography	-	-	-	-	12	1	$150.00	$1,800.00	$1,800.00	
2.2.1 Photographer Scheduling	2	1	$35	**$70.00**	-	-	-	-	**$70.00**	Research, inquiry, contracting, scheduling
2.2.2 Venue Photo Gallery	2	1	$35	**$70.00**	-	-	-	-	**$70.00**	Gallery of venues with common setups
2.3 Service Provider Information Packets	0.5	6	$30	**$90.00**	-	-	-	-	**$90.00**	Already made, just a review and upload
2.4 Updated Website Content										Cost broken down into sections
2.4.1 Service Descriptions	4	1	$35	**$140.00**	-	-	-	-	**$140.00**	
2.4.2 Inquiry Submission Instructions	0.5	1	$35	**$17.50**	-	-	-	-	**$17.50**	
2.5 Branding and Compliance Review Submission	0.17	1	$35	**$5.83**	-	-	-	-	**$5.83**	

Item										Notes
3. Website Design and Development										
3.1 Website Architecture Blueprint	2	3	$35	$210.00	-	-	-	-	$210.00	Project Managers
3.2 Front-End Interface										Cost broken down into sections
3.2.1 Navigation System	8	1	$35	$280.00	-	-	-	-	$280.00	
3.2.2 Home Page	8	1	$35	$280.00	-	-	-	-	$280.00	
3.2.3 Venue Details Page	8	1	$35	$280.00	-	-	-	-	$280.00	
3.2.4 Inquiry Form Page	1	1	$35	$35.00	-	-	-	-	$35.00	
3.3 Back-End Functionality										Cost broken down into sections
3.3.1 Submission Form Integration	1	1	$35	$35.00	-	-	-	-	$35.00	
3.3.2 CMS Implementation	8	2	$35	$560.00	-	-	-	-	$560.00	
3.4 Content and Media Integration	8	2	$35	$560.00	-	-	-	-	$560.00	IT and Marketing
3.5 Internal Design Review (IT and Marketing)	2	2	$35	$140.00	-	-	-	-	$140.00	IT and Marketing
4. Testing and Launch										
4.1 Internal Quality Assurance Report	8	1	$35	$280.00	-	-	-	-	$280.00	
4.2 Stakeholder Testing Summary	1	6	$30	$180.00	1	10	$0.00	$0.00	$180.00	No compensation for external reviewers which will be communicated to external partners who are voluntarily reviewing website
4.3 Bug and Issue Log	3	2	$35	$210.00	-	-	-	-	$210.00	
4.4 Final Review and Approval	4	3	$35	$420.00	-	-	-	-	$420.00	All service providers and venue managers confirm their venues are depicted accurately
4.5 Public Website Launch	1	1	$35	$35.00	-	-	-	-	$35.00	
5. Post-Launch Evaluation										
5.1 Website Performance Report										Cost broken down into sections
5.1.1 Site Traffic Analytics	2	1	$35	$70.00	-	-	-	-	$70.00	
5.1.2 Page Load Time Report	1	1	$35	$35.00	-	-	-	-	$35.00	
5.1.3 Mobile Responsiveness Test	0.5	1	$35	$17.50	-	-	-	-	$17.50	
5.1.4 Core Web Vitals Score	0.5	1	$35	$17.50	-	-	-	-	$17.50	
5.2 User Satisfaction Survey Results	-	-	-	-	0.17	10	$0.00	$0.00	$0.00	No compensation which will be communicated to external partners who are taking a voluntary survey
5.3 Final Project Report	8	3	$35	$840	-				$840.00	Project Managers
5.4 Lessons Learned Summary	8	3	$35	$840	-	-	-	-	$840.00	Project Managers
Subtotal	106.50			$8,074	13.50			$1,800	$9,884.33	
Reserve									$115.67	
Total									$10,000.00	

Risk Management

Internal Familiarity Bias

Mitigation: incorporate feedback from external clients and industry peers

Form Transition Errors

Mitigation: temporarily provide clear contact alternatives and test form functionality

Budget Shortfall

Mitigation: prioritize must-have features and utilize internal university support services

Technical Feasibility

Mitigation: conduct early consultations with ITS to ensure all design elements are technically achievable

Risk Register		Probability	Impact
Number	Event Name	Probability	Impact
1	Inquiries lost during form transition	4.00	4.50
2	Internal reviews miss key information gaps	3.00	4.50
3	Limited budget prevents full implementation	2.50	5.00
4	IT Team unable to implement desired features	3.00	4.00
5	Website form bugs post-launch	3.00	3.00
6	Delays in receiving venue photos	2.00	3.00
7	Branding review delay from University Marketing	3.00	3.50
8	Low user satisfaction post-launch	2.50	4.00
9	Stakeholder testing reveals major flaws	3.50	3.50
10	Service providers miss deadlines	2.50	3.00

Probability	Key
1	Rare
2	Unlikely
3	Possible
4	Likely
5	Certain

Impact	
1	Trivial
2	Mild
3	Significant
4	Major
5	Catastrophic

IMPROVED EECP WEBSITE LAUNCH HEAT MAP THREATS

Risk Register

Number	Event Name	Probability	Impact
1	Increased venue inquiries and event bookings	3.50	5.00
2	Increased revenues for the University	3.00	5.00
3	Refined inquiry process to streamline bookings	4.00	4.00
4	Promote the university to a broader audience	3.00	4.00
5	Intentional venue photos that can be repurposed for marketing materials	5.00	3.50
6	Create a resource for internal event planners	4.00	3.50

Probability	Key
1	Rare
2	Unlikely
3	Possible
4	Likely
5	Certain

Impact	Key
1	Minimal
2	Mild
3	Significant
4	Major
5	Exceptional

IMPROVED EECP WEBSITE LAUNCH HEAT MAP OPPORTUNITIES
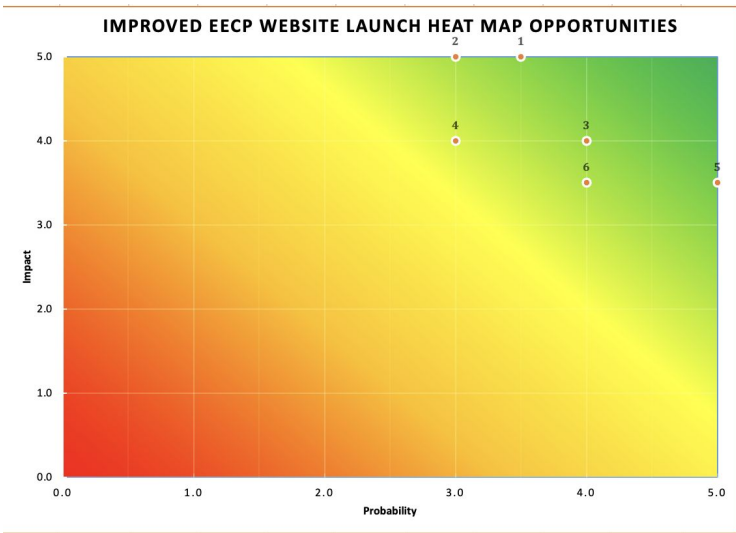
To keep everyone aligned, we created a clear communication plan tailored to the project's needs. Weekly check-ins, milestone approvals, and daily QA updates helped track progress and address issues early.

We used Zoom, email, and shared drives to keep communication consistent and accessible. With clear roles and timing, this approach will keep the project on schedule and stakeholders engaged throughout.

COMMUNICATION MANAGEMENT PLAN

Ensuring alignment across departments, vendors, and end- users

CORE COMPONENTS

	Project team, sponsors, ITS, Brand Center, service providers external users
WHAT	Progress updates, approvals, stakeholder feedback, QA input
WHEN	Weekly checkins, milestone reviews daily during QA, ad-hoc syncs
HOW	Zoom, Email Shared Drive, Bug Tracker, Google Forms
OWNER	Project Manager leads updates; consultants

OUTCOMES

✔ Strong alignment between creative and technical streams

Fewer misunderstandings and redundant work

Faster QA resolution and milestone approVIs

High stakeholder engagement and transparenmy

Accurately depict external event services

Internal review by service providers and venue managers to validate that service offerings are accurate and realistically reflect capabilities

Increased event inquiries & bookings

Compare pre-launch and post-launch inquiries and bookings

Properly performing website functions and user satisfaction

Monitor error and bug logs, the number of emails about inquiry challenges pre-launch vs. post-launch, and conduct a post-launch user survey

Measuring Success

Constraints Inspire Creativity
A strict $10K budget forced us to be resourceful by leveraging existing branding, resources, and internal teams.

Communication & Mitigation
Close alignment with stakeholders, combined with a structured approval and QA process, helped flag potential issues early. The use of a risk heat map guided our focus on high-impact areas, reducing rework and preventing delays in deliverables.

Scope Discipline is Critical
Using a priority matrix to constrain cost while accepting time variability will help the team manage expectations and avoid scope creep under a fixed budget.

Timing & Scheduling is Key
Coordinating tasks with university calendars, internal availability, and academic breaks is key to maintaining momentum and hitting milestones.

Learnings

Thank you!