1. Introduction
   1. The company I work for, Life Technologies has different versions of its website: the “full” version, which automatically loads when accessed through a desktop or laptop computer browser, and a mobile version, which automatically loads when accessed through a browser on a smartphone (e.g., iPhone, Android phone). However, our company was acquired by Thermo Fisher Scientific, which is a much older and bigger corporation, and only has one version of its website. This is also the case for it’s other 3 divisions, Thermo Scientific, Fisher Scientific, and Unity Lab Services. I recommend that a mobile version of these websites be developed, in the interest of catering to smartphone users and expanding their customer base. Since I do not work for, nor am I involved with any of these 3 other entities/divisions, I recommend the following strategy for the development of their mobile websites.
2. Strategy
   1. Identify organizational needs that will be fulfilled by the new mobile website.
      1. The following questions must be answered:
         1. Will the development of the new mobile website help the organization accomplish it goals or expand the organization’s reach?
            1. If the answer is “no”, then this development project should not proceed any further.
         2. Which business goals will be furthered by the new mobile website?
         3. Which components of the normal desktop website version must be included in the mobile website?
            1. This can be determined by analyzing the web traffic of the desktop website.
   2. Marketing study.
      1. What are the needs and wants of customers?
      2. Cost-benefit analysis
   3. Create a project team, if it already does not exist.
      1. Identify roles/personnel:
         1. Project sponsor.
         2. PM
         3. Software engineers.
         4. IT: System and database administration.
   4. Create a rough design of the mobile website.
      1. I recommend that the mobile website of Life Technologies be examined, and the design patterns that it implements be used, so as to not reinvent the wheel.
   5. Identify specific technologies that will be implemented in the development of the mobile website. I recommend the following:
      1. HTML5
      2. CSS
      3. PHP
      4. Oracle DB
   6. Identify tools to be used. I recommend the following:
      1. Macbook Pro for the software engineers.
      2. Dell Latitude for the project manager (because MS Project does not run on Mac OSX).
      3. iPhone (iOS) and Samsung phone (Android).
      4. BBEdit or Sublime Text for writing code.
      5. Oracle SQL Developer.
      6. GitHub for version control/SCM.
   7. Determine change procedures.
      1. How are change requests processed?
      2. What are the criteria for approving changes?
   8. Create a project estimate
      1. How long will it take?
         1. Estimate the time to be allocated for each phase:
            1. Requirements analysis

Functional and non-functional requirements must be defined.

* + - * 1. Design

The design of the website that was created earlier will undergo review.

* + - * 1. Implementation

Actual coding.

* + - * 1. Testing

Determine acceptable metrics ahead of time (E.g., number of errors allowed per 1000 lines of code).

* + - * 1. Deployment
      1. Create rough schedule.
    1. How much will it cost?
       1. Using the list of required tools and the rough schedule created above, estimate how much it will cost.
  1. Risk management
     1. Identify project risks.
     2. Develop strategies for mitigating the identified risks.