

Course Assignment

Project planning, process documenting and collaboration

FEU1 - Project Methodology

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Summary

In this course assignment, I've outlined the elements and tasks for a full website project. I've found the critical path of the project and create a Gantt chart. I've also considere what roles the team needs and distributed tasks according to professions.

Introduction

Interpretation of Task

“Lofthus fukt og saft” has decided to expand out from their local market. In order to aim them towards this goal, I am to plan the project of creating their new website.

“The main purpose for the website will be to promote and sell their products. Also, information about the company and their production processes will be an important part of the website.”

This leads me to conclude that the website will be serving the customer in every part of their journey. It will act as, what Batesole (Lynda/Batesole 2016) calls touchpoints both for the prepurchase, the purchase and the post purchase phase

You have been asked by “Lofthus frukt og saft” to create the online website, including all the necessary content (identity elements, articles, photos etc.). At this moment they have just a logo and a simple brand strategy without any visual assets to use in the website production.”

With this, I conclude that “Lofthus fukt og saft” not only needs a new web site, but the creation of an online presence in all, as well as an extended effort on their brand. Being a “100% pure natural product” which is both sugar- and additive free, brings an enormous opportunity to tell the story of this company, as well as differentiate it visually. Both are important and impactful aspects of brand building (Lynda/Batesole 2016).

The assignment text has not set any time frame for the project, which I choose to interpret as a part of my responsibility then.

Research, Analysis, Planning, and Execution

In the Lynda course “Creative Inspirations: Hot Studio, Experience Design” (2009) we get an insight into Hot Studios work process of Discovery, Strategy, Build and Transfer. The example GANTT chart given in the assignment also divides the work process in a similar fashion. I have therefore decided to adopt this model, as I find it quite rational.

Members of the team

Apparently, the size and limitations of the team have been left to our own devices. I have therefore concluded that this project contains of the following members:

- One Project Manager
- One Copywriter
- One Photographer
- Two Designers
- Two Developers

The Project Manager serves as the leader of the group, the customers' main point of contact and person who coordinates the project. The Copywriter is responsible for developing content and architecting the information on the site. The Photographer is responsible for the taking and editing of photos and images. The two designers and the two developers have overlapping responsibilities and skills. They are each expected to take charge of tasks close to their expertise.

Inspiration and Analysis

Our main source of inspiration would be the company and its surroundings. A “100% pure natural product, without any added sugar or other additives” with heavy traditions, should be exploited. As external inspirational sources, we could use

- Lerum ¹, a traditional Norwegian “family company” making jam and juice.
- Nora ², also a traditional Norwegian brand. Producing fruit, berry and vegetable products.
- Hervik ³, a company producing natural juice.

Collection and planning is going to be a team effort. As Hot Studio does, we wont divide the roles for research and design (Lynda/Giudice 2009).

Work Process

The nature of this kind of work and the vast difference in the work tasks makes teamwork quite a complex undertaking. The team members need to cooperate as well as being separated while fulfilling their special contribution to the job. To keep everyone in the loop,

the team would have to start the work day with a daily status meeting, where the need for resources and cooperation would be discussed.

When the team is on the fly, we would use a communication and collaboration tool like Slack. We would use a single repository for version control containing both our design work and our code. For managing the tasks of the project we would use Trello. We would also use Google Docs for documents and sheets which are created during the project. Google Docs allows us to cooperate easily on every document. Lastly, all of these applications could be integrated, so we could use Slack as our base of work.

Through the project, we will try to use “The 12 Steps to Managing a Project Successfully” Chris Croft (2014) is referencing in his Lynda Course “Project Management Simplified”. At the very least we need to do step 2 to 5, in order to complete this CAs main task, step 6 “Draw a GANTT chart”. Steps 2 to 5 are the following:

2. List the tasks
3. Estimate times and costs for each task
4. Assess dependencies and draw the critical path
5. Consider crashing or overlapping critical tasks

The GANTT chart

When the tasks have been listed, the resource requirement estimated and the critical path have been drawn, I can set up the Gantt chart. I have to admit, the meeting with this chart has been an instant crush. I see its value when it comes to line out the course and the progress of the project especially when we need to convey this to the customer. The supplied example Gantt chart is very aesthetically pleasing, but I find it somewhat untidy. I want my Gantt chart to bring immediate clarity at first glance. I use the outlined tasks in the example chart as an inspiration, as well as the work I’ve done through the earlier Module and Course Assignments. I’ve ended up using Google sheets for the chart, as I feel it is the option which gives me the most freedom to customize as I need.

Conclusion and Evaluation

This assignment has been great for my perspective on the amount of resources required to complete the task of creating a website. It has also led me to believe that project management is something I could be very excited about. Planning a project like this though brings me somewhat outside the comfort zone, especially when it comes to planning the needs a task as this has. I look forward to learning more about the process of project work.

References

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Inspiration from Brands

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- 2) <https://www.orkla.no/brands/nora/> [Accessed: 13-Nov-2018]
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