



# Project Proposal

Prepared for: CodeNation

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# EXECUTIVE SUMMARY / OUTCOME 1

## Objective

Set up a website of your own to highlight your skills, availability and areas of work as an independent consultant.

## Goals

To provide a comprehensive website which meets technical requirements as well as marketing goals.

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# INFORMATION TECHNOLOGY

## (IT) in Modern Business

The IT industry has been utilised by businesses for many years with the sector being valued at around £180 billion in 2018. The relationship of IT within modern business is ever deepening as we enter into, what has been termed as, the 'Fourth Industrial Revolution'.

Within the UK, the tech sector has seen an increase in employment of 13.2% between 2014 and 2017 (Tech Nation Report 2018) although there are some hidden underlying issues. London can compete on a global scale with the likes of Silicon Valley and New York, being rated third by Startup Genome in 2017, but the industry covers the wider UK. Several pockets of IT communities are starting to become visible outside of the capital and the government has used the future opportunities as a leading argument during the process of leaving the EU through Brexit.

However, access to talent within the UK (the 'Digital Skills Gap') and diversity within the workforce needs to be addressed in order to harness the full potential of the sector. New technologies are providing faster insights into vast data stores, bringing disruption to labour markets and business models whilst providing new models and economic growth for companies who are pioneers in their field.

The 'Gig Economy' is a solution that is currently being researched to see if this is a sustainable avenue for companies in the future, with current freelancers working across a range of industry types. Consideration is being taken to ensure there is no loss of workers rights and so far the feedback from participants has been positive. When asked if they would prefer to work gigs or return to a more traditional job role, in the UK 30% would prefer to stay in the gig economy for more flexibility in their work/life balance.

# LEGAL GUIDELINES

## GDPR and Data Protection Act (2018)

There are many aspects of UK law which have an impact on companies, IT departments and software development teams who must be aware of these when performing daily duties. Businesses will be subject to legislation such as the Enterprise Act 2002 and others not listed which cover regarding taxes and employment laws and are more likely relevant to other departments out width the development team. Developers will be directed to include various detailed information, such as; the company's name, business address and registration number as well as the place of registration, which must be clearly visible on the company website, to ensure compliance.

UK Consumer Law would be relevant to the teams implementing e-commerce sites, ensuring compliance in providing online customers with clear terms and conditions in regards to the purchase, delivery and returns of products as per the consumers statutory rights. Teams may also have to be mindful of systems in the navigation of a customer purchase that ensures secure payment controls.

UK Intellectual property rights covering copyright laws, image rights amongst several other items generates a massive revenue stream (quoted as £70.4 billion, in 2013) within the UK. The value of the assets are of a higher financial value within the country than the percentage of tangible asset. Copyright legislation is also covered again in the Communications Act 2003 which highlights the provision of electronic network services and ownership of electronic code.

The legislation which is most current, and overlaps the detail above, is the Data Protection Act (2018) which has been updated in line with the European General Data Protection Regulation (GDPR) which went live across Europe in May 2018. General Data Protection Regulation (GDPR) is a European framework for Data protection Laws in all countries across Europe, and this is reflected in the UK Data Protection Act, regardless of the process of Brexit being implemented.

## LEGAL GUIDELINES (CONT.)

This legislation has been highly publicised as there are hefty financial penalties that can be issued for non-compliance. It aims to strengthen the protection of personal data and give the individual more choice on how their data is used and an avenue to request the data stored on them to be responded to in a timely manner of 30 days.

Data covers text files called 'cookies' used by internet browser software to log data such as preferential webpage settings, as well as social media or webpage and search engine tracking cookies. The data that websites log during a visit to the pages must be immediately and clearly defined to the user on arrival to the site and they must select their preference to 'opt in' before viewing the content.

Web developers may be wise to invest in insurance policies to cover themselves during their professional tasks including Public Liability and Personal Indemnity, to cover any lawsuits for damages against them.

# RISKS

## Why do digital projects fail?

There are a number of pitfalls which are causing approx. 80% of digital projects to be unsuccessful. With such large financial investments involved, a high level of failure has become a major issue to be tackled.

Throughout my research there appears to be one main reason that stands out from all others - People.

Digital transformations that have failed have been through combinations of human error.

- Lack of leadership from high level management, or key persons involved in the project leaving the company, have left teams abandoned and without focus to keep them on track.
- Lack of developer expertise or high requirements for custom coding have over complicated the strategies to the point that it becomes unfeasible.
- Lack of commitment from members of staff resulting in the digital project running on the sidelines and never being implemented into the core business practises.
- Lack of flexibility and speed in driving the company through the change process.

Digital transformation has to be conducted by the people and for the people, engaging staff in purpose of direction to produce high value benefits to the customer.

(<https://www.cio.com/article/3248946/digital-transformation/12-reasons-why-digital-transformations-fail.html>)

(<https://www.raconteur.net/digital-transformation/digital-transformation-failure>)

(<https://www.forbes.com/sites/forbestechcouncil/2018/03/13/why-digital-transformations-fail-closing-the-900-billion-hole-in-enterprise-strategy/#3a4ed7d47b8b>)

(<https://www.information-age.com/projects-continue-fail-alarming-rate-123470803/>)

(<https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/why-digital-strategies-fail>)

## BUDGET

### **Cash is King but Queens Keep Their Head**

As a small startup, it has been decided for this project the budget will be as minimal as possible. The theory behind this decision is due to the availability currently on the internet of good quality tools and also the pioneers who have proven that this method is feasible in a modern business environment.

With this in mind the project will be looking to leverage cost free applications as much as is possible. Where specialist equipment is required, the project will look for opportunities to access this on a loan basis; such as free library access for computers or meeting space.

Description	Quantity	Unit Price	Cost
Gmail Account	1	FREE	£ 0
Trello Account	1	FREE	£ 0
Office Applications (Google Docs/Apple Pages/Keynote/Numbers)	3	FREE	£ 0
Visual Studio Code	1	FREE	£ 0
Github	1	FREE	£ 0
Cufonts	1	FREE	£ 0
Unsplash Images	3	FREE	£ 0
<b>Total</b>			<b>£ 0</b>

# METHODOLOGY

## **Skills and Resources for Successful Digital Projects**

Methods of working and creating product within companies have been organised in different ways. To produce successful outcomes consistently whilst increasing speed within teams, methodologies are implemented to streamline processes. This has been developed to keep costs to a relative level rather than over spending by increasing resources on a project, such as staff members when this may not be necessary.

There are different characteristics to each method style which can assist teams in choosing what works best for their individual requirements.

### Waterfall

This is more traditional style of workflow which works well for larger or complex projects covering multiple disciplines and procurement procedures requiring authorisations. Projects are formed with planning and documentation being produced in detail before any tasks concerning build or testing is started. The lifecycle of the project will be longer due to each step being completed in full before progressing on to the next. The theory of having feasibility study details at the start is to ensure success in the project by troubleshooting problems before they occur and having a clear plan of how to overcome these in advance or have to return to earlier phases of the project to re-plan or re-design. Testing and maintenance is also a large part of the project in providing a robust system with aftercare of the product after roll-out is complete.

### Agile

This is a evolutionary style, and works best on small projects requiring speed of release and more regular updates to fix issues whilst the system is live, rather than a longer project timeframe. Teams are generally smaller and more flexible to respond to market demands or competition. A Minimum Viable Product (MVP) is created and released with feedback being received from users on bugs and glitches or feature improvements

within the software, which can be released in a steady stream of updates at a later date than the initial roll-out. Many companies adopt this style when producing modern apps to gain data on new markets that they may have no previous history with.

DevOps is the process of continually releasing a version, receiving testing data and re-developing the product for next release in an infinite flow between the two teams.

Scrum & Kanban are very similar methods of development team planning and execution of tasks involving boards with tasks and moving the tasks around to reflect the relevant stage it is at within the teams work. There are a few differences in the two types with Scrum being limited to the number of tasks being present on the board at any time and having a set timeframe which the team works towards in clearing the board (releasing the product) and moving onto the next set of tasks. Kansan has no timeframe or limit to the number of tasks that are capable of being present on the board which may lead to problems in over complicating the workflow and not resolving issues quickly, therefore creating bottleneck points on the board.

# BRANDING & MARKETING

## Good Design with Best Endeavours

As this is a new company we are looking to capture a market quickly and to give users the impression of the website being fresh and current.

### Colour

The psychology of colour within marketing is a detailed topic, which is explained well in the HelpScout article "[The Psychology of Color in Marketing and Branding](#)".

Image '5 Dimensions of Brand Personality' the 'Excitement' group has descriptions such as; Daring, Spirited, Imaginative and Up-To-Date, which appears to be the best fit for our objectives. In the least favourite colours of both men and women, orange and grey both fall into this category however it is slightly lower by percentages of the green and yellow colour palettes. Although blue is the overall favourite of both genders, in image Colour Emotion guide blue portrays trust and dependability which we do not feel is appropriate for a newly founded company. However, that being said and image of blue has been used in the landing page which the user will first arrive at to give a quick hint of this flavour and is possibly a change that could be made in a rebranding initiative once the company is running for a length of time.

To achieve our goal, it has been decided to use the Panetone Colour of the Year 'Living Coral', alongside an accent colour of grey on a cream background. Main colour: Glacier Gray Hex#C6CBCC, Accent colour: Living Coral HEX FA7268, Grey HEX788F98. The Panetone Colour of the year for 2019, Living Coral, is relevant and fashionable in the current market and fits within the categories explained above, alongside grey to provide balance and calm. We have chosen a cream background as it is softer than white and easier to read than a black background.

### Fonts

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## C NESS CONSULTING

After reading the article '[Top 20 fonts that will be popular with designers in 2019](#)' a choice of font was selected from this list based on the following description; "this is a workmanlike typeface that's stylish but in a quite down-to-earth and unpretentious way" Without having a designer or any skills within this area it has been presumed that the advice given would be correct and valuable. The description best fits the objectives for the branding to be current with also being mindful that this is a startup company and is therefore humble in its beginnings. Colfax font has been downloaded from a free download at Colfax Font Download Free PC/Mac and Web Font

### Images

Images have been selected from a free source for speed of use and quality of product. The images although not always relevant for the type of industry have been selected for various reasons such as colour as mentioned above.

### SEO

Search Engine Optimisation is an important part of the marketing strategies of websites in enabling them to be found by potential customers quickly and easily. The code for this website includes Keywords on each page which could be individualised to be relevant to the content shown on the page and bring different customers to the correct parts of the website for the services that suits them best, especially useful for companies who provide different types of products and services.

### Content

The content on this site has been adapted to suit the remit of this project proposal and does not include a robust sales funnel or call to action other than the subscribe form to download this document. It was important to include video on the news page as this is a key media type used in marketing strategies especially by larger brands.

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## \*.EXE

### If you build it, they will come...

The planning has been executed for this task using many various applications and methods.

My initial response to this build was to create this document and plan in a style of Waterfall as this is the methodology I have used in the past in working with large organisations. As I also planned to have a multi-page website I found it easiest to use more traditional methods of planning (including pen and paper!) to map out ideas before implementing the relevant coding for the various parts. I understand that this decision has meant that my project has taken longer to complete than others in the group but I was looking to have a quality product by the end of the process and minimise potential ‘bugs’.

Trello was a useful application in setting tasks and dates, and fits around the style of Scrum and Kanban especially well, but I found this application to be difficult to use over a slow internet connection. I would use Trello again in the future especially when working within a team of people as the ability to share tasks and attach notes, links and documents would be valuable in this type of scenario.

I selected Visual Studio Code based on the reviews I have read online about the product, and also because of the branding of Microsoft products, as (despite its faults) Microsoft is still a leader in the global software ecosystem. I found this product to be easy to use and the possibilities for it to be used with many different languages is a major appeal for a new coder. I also liked the feature of being able to view changes on the Go Live button to review the website in sync with making many changes to the code over the time of the project.

HTML and CSS have been the main languages I have used in building the site and I have tried where possible to incorporate Symantec HTML language as I believe this to be a common practise in development teams.

Github has been a useful tool in publishing this site although in future projects I will try to utilise this more when concerning version control. This project has been a learning curve in understanding the implications of making

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small changes within the code to fix errors but then producing outcomes that I may wish to return back to the original states easily. Github would enable me to do this easily.

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## SUMMARY REVIEW / OUTCOME 2

**'I know quite certainly that I myself have no special talent; curiosity, obsession and dogged endurance, combined with self-criticism, have brought me to my ideas.' Albert Einstein**

### Evaluation of my performance of the task

I am very happy with the final product I have produced in such a small timeframe and although this has taken longer than was expected, it is still far quicker than any projects I have been involved with in the past.

Although I have not included many of the features I would have liked into the site, I feel that what is there is relevant to the goals of the project. Over complicating the site any further would have been more timely and unnecessary.

In the future I will communicate my need for information at the start of the project as I find it helpful to understand the learning outcomes and goals in advance to help me better plan and review if I am keeping on track during projects.

### Evaluation of my learning overall

As I continue to build on my learning I can see this process becoming faster and easier for me to manage.

I have started on further learning paths to improve my technical skills with HTML, CSS and JavaScript but am aware that this is a lifelong learning process that I am excited about undertaking.

Although I have struggled on parts of this course I understand that this is part of my learning journey and I continue to remain positive in my motivation and mindset.

# SUMMARY REVIEW / OUTCOME 3

## Technical Evaluation of Website

The website consists of a landing page, and four interlinking pages; Home, About, News and Contact Us, created with HTML5 and CSS coding. Although I have made errors within the code I have rectified these to produce a functioning site and kept what I discovered to be irrelevant code on the main.css file as a bookmark to my learning experience.

The website will run on browsers Safari and Chrome but would also be functional on various mobile devices and iPad as displayed in the images attached.



