SOUTHAMPTON SOLENT UNIVERSITY

SCHOOL OF MEDIA ARTS AND TECHNOLOGY

BSc (Hons) Web Design and Development

Academic Year 2016-2017

N.HOCKEY

Researching, designing and testing a cloud-based resource scheduling application for small – medium sized creative teams

Tutor: M.Reid May 2017

This report is submitted in partial fulfilment of the requirements of Southampton Solent University for the degree of BSc (Hons) Web Design and Development

# **1. Acronyms**

IA – Information Architecture

UI – User Interface

UX – User Experience

# **2. Introduction**

The Gantt chart was created in 1903 by Henry Laurence Gantt with the purpose helping to manage and plan projects according to Trainer (2012). These charts are used as a visual way of documenting the duration of a project and its progress. Gantt (2016) reveals that years ago these charts were prepared by hand, however in a projects life-cycle schedules change and this is a natural occurrence. When this does inevitably happen the Gantt charts need to be amended / redrawn in order to remain consist with a projects schedule. As soon as the Gantt chart comes out of sync with the project it becomes redundant. Managing client expectations then becomes impossible. On both small and large scale projects this was not a convenient medium for Gantt charts to exist.

When personal computers became available in the 1980s, digital and more complex Gantt charts could be created. This meant that the natural changes in a projects life-cycle could be better managed and conveyed to teams. Paymo (2016) states that as Gantt charts became accessible on web-based application the popularity of this project management tool increased. Gantt charts are one of the most popular project management scheduling tools in the creative industry according to Heaton (2016b). These charts became digitalised over 100 years ago, yet users needs are still unfulfilled, especially within the creative industry.

This project is a result of the team at The Idea Bureau wanting to create a product to help solve the issues with managing projects in creative teams. The Idea Bureau is a small digital workshop located in Taunton, Somerset. The company’s ethos is to create engaging digital experiences that have a positive impact around the world. After having tried and tested a vast amount of project management tools in the industry, The Idea Bureau feel that it is now time to design and build a tool that can work for creative teams effectively. The Idea Bureau’s website can be found at [www.theideabureau.co](http://www.theideabureau.co) and Figure 1 provides a preview of the website.



**Figure 1 – The Idea Bureau Website**

Working alongside the team at The Idea Bureau is going to involve being in constant communication about the different phases of this project. Having regular meetings and check-ins will be essential in the progression and high quality delivery of this project.

# **3. Aim and Objectives**

The aim of this project is to identify the growth in the creative industry and how there is a demand for project management tools within this industry. A suitable solution will be designed based on users needs and the final output will be a clickable prototype.

1. Carry out research into the history of Gantt charts and the progression over the last 100 years, competitor’s analysis, the growth of the creative industry and how these charts are currently used in the industry will be carried out to gain a solid understanding. This research will be achieved by 19th March 2017 and roughly 50 hours will be spent on this.
2. Carry out quantitative and qualitative research into users behaviours to an industry based standard. The data gained from this will inform design solutions and the overall user experience of the end product. 10 hours will be spent on this and it will be done by 29th March 2017.
3. Analyse research findings in order to identify trends and anomalies before moving forward and creating personas, user journey’s and empathy maps. A UX workshop will be essential so that research findings can be shared with the team at The Idea Bureau. A total of 20 hours will be spent on this and it will be achieved by 4th April 2017.
4. Using the research gathered wireframes and rapid prototyping will be done to allow for exploration of IA and UI components. This will be done by 13th April 2017 and 10 hours will be spent on this.

# **4. Project Specification**

# **5. Methodology and Design**

# **6. Issues arising from Implementation and Test / Conduct of the Investigation**

# **7. Results**

# **8. Evaluation and Conclusions**

# **9. Recommendations for Further Work**