



Cheddar & Bank

PROJECT PLAN FOR FOODIE FANATIC

CELEBRATE FOOD AS A CULTURE



KIRAN MOTWANI, DREW LOCKHART, YINI GUAN, TIFFANY KU, NISSIM PANCHPOR

MEET THE TEAM



Kiran Motwani:
Project & Client
Manager

Kiran will handle stakeholder interactions, coordinate day-to-day activities and various teams, and direct execution of deliverables.



Drew Lockhart:
Information
Architect

Drew is responsible for identifying requirements, building the core deliverables, and developing the overall information architecture.



Yini Guan: User
Experience
Designer

Yini is our user expert. She meets user needs by conducting user research and usability testing to curate an interactive experience for all.



Tiffany Ku:
Taxonomist

Tiffany will build the conceptual frameworks and taxonomies for ultimate navigation. She is focused on plain language and accessibility.



Nissim Panchpor:
Content Strategist

Nissim has a knack for finding and matching exciting content for individual user preferences. He will use innovative formats to present information.

PROJECT SCOPE AND OBJECTIVES



Phase 1: Planning

- Project Scope
- Stakeholder Meetings
- Initial Research
- Strategy Development
- Budget

Phase 2: Design

- Wireframes
- Sitemaps
- Taxonomy
- Content Management
- Presentation to Client
- Feedback

Phase 3: Implementation

- Execution
- Documentation
- Progress Reports
- Budget Management

Phase 4: Testing

- Usability Testing
- Storage Configuration
- User Acceptance
- Quality Assurance
- Feedback

Phase 5: Deployment

- Installation of Hardware Components
- Installation of Software Components
- Launch
- Transfer of Ownership

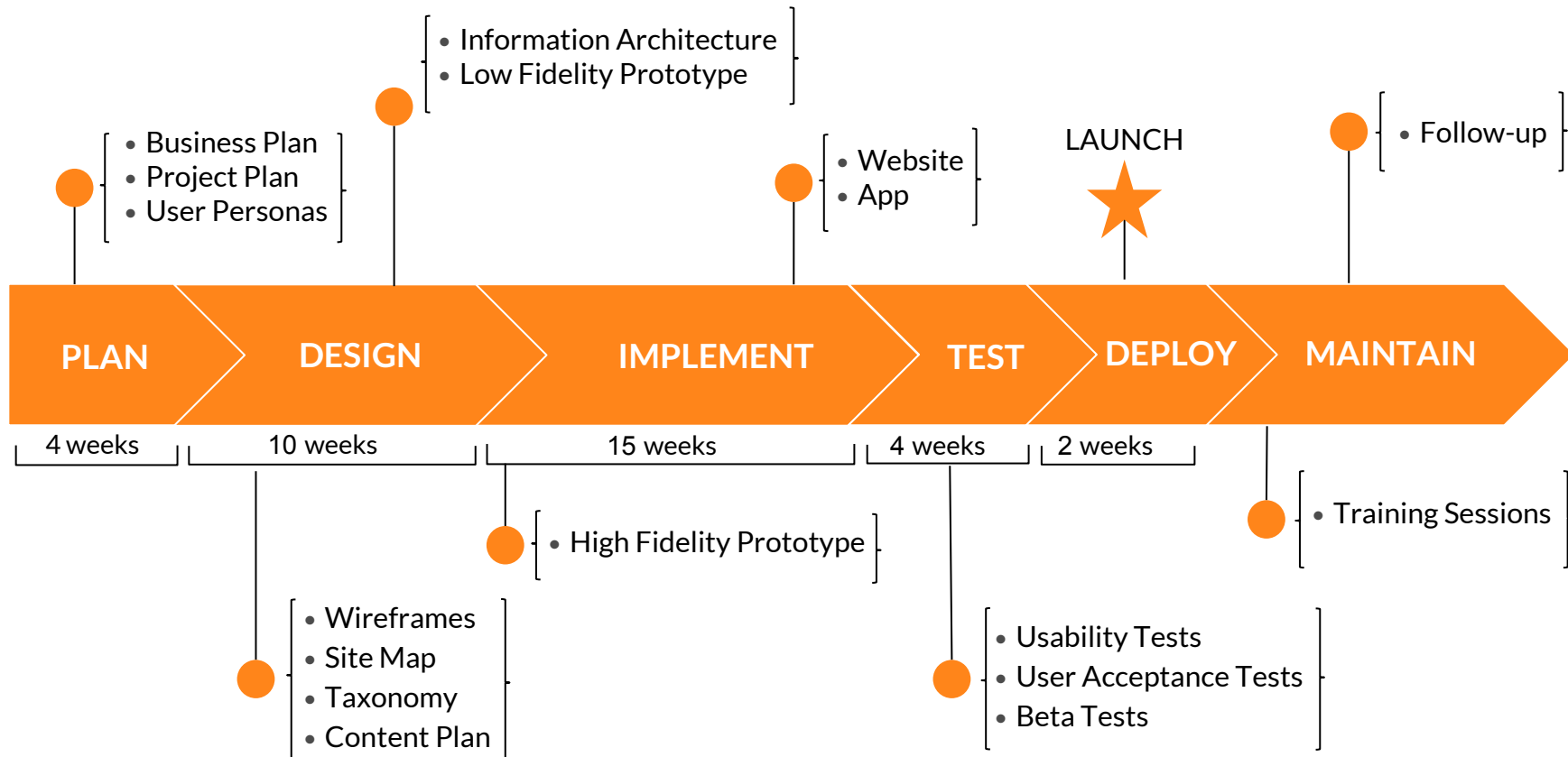
Phase 6: Maintenance

- Training and Onboarding
- Troubleshooting
- Data collection
- Evaluation

TIMELINE



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DELIVERABLES



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Deliverable	Tasks	Owner	Due Date
Business Plan	Background Research, Mind Mapping, Contextual Inquiry, Client Meetings, Requirements Gathering, Budget Planning, Competitor & Performance Analyses	Project Manager	Jan 26, 2018
Site Map	User Research, Contextual Inquiry, Card Sorting, User Surveys, Personas, Navigation	Information Architect, UX Designer	Feb 10, 2018
Wireframes	User Flow, Prototypes, Iteration, Mock-Ups, Demonstration	UX Designer, Content Strategist	Feb 24, 2018
Taxonomy	Content Mapping, Defining Metadata Characteristics, Categorization, Card Sorting, Labeling, Testing, Determining Information Hierarchy	Taxonomist, Content Strategist	Mar 16, 2018
Presentation	Client Meeting, Prototype Demonstration	All	Mar 30, 2018

Personnel

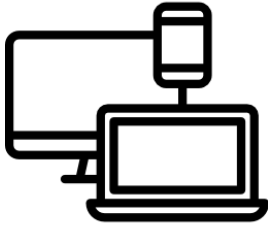


Total Personnel Budget
~ \$600k

Role	Hourly Rate	Number of Hours	Total Cost
Project Manager	\$125	1400	\$175k
Taxonomist	\$150	640	\$97.5k
Content Strategist	\$150	640	\$97.5k
User Experience Designer	\$150	640	\$97.5k
Information Architect	\$175	640	\$126k

BUDGET CONT.

Technology



- Servers
- Equipment
- Software

Total Technology Budget:
~ \$200k

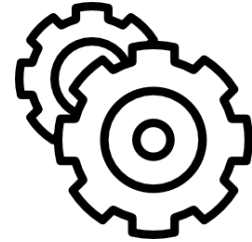
Content



- Licensing
- Production
- Editing

Total Content Budget:
~ \$200k

Maintenance



- Training Session
- Training Manuals
- Support Staff

Total Maintenance Budget:
~ \$150k

SUMMARY



Total Time

35 wks

Total Budget

1.2 M

Return on Investment

- + Unique Visits
- + Average Time on Page
- + Returning Visitors
- + Conversion Rate



READY TO GET STARTED?

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