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# PROJECT PLAN FOR FOODIE FANATIC

CELEBRATE FOOD AS A CULTURE



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

# MEET THE TEAM



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**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



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## **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

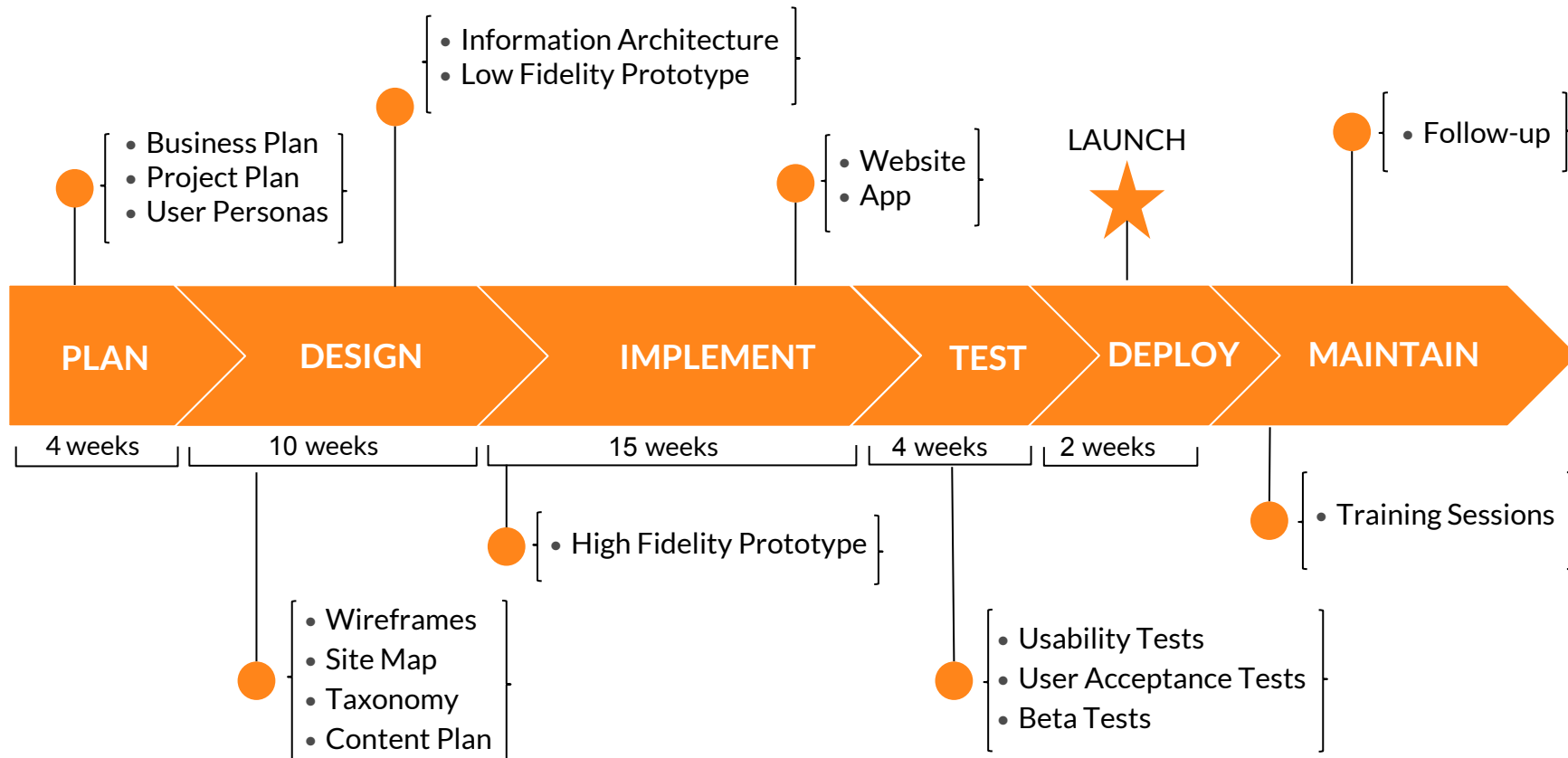
## **Phase 6: Maintenance**

- Training and Onboarding
- Troubleshooting
- Data collection
- Evaluation

# TIMELINE



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# DELIVERABLES



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

# BUDGET



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## Personnel

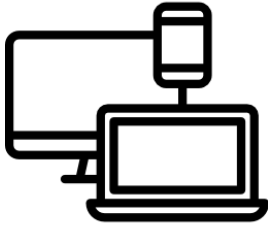


Total Personnel Budget  
~ \$600k

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

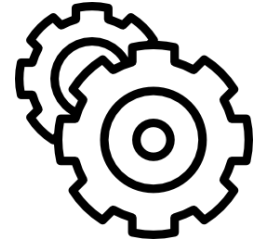
## Content



- 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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