

## Lofthus frukt og saft – product expanding

### Brief:

Lofthus frukt og saft is planning to expand their business and among other things they want to build a new website to help them reach customers further out. For this task they have hired an external company named Webpro to help them.

### Planning:

All the involved parties will meet in person to be briefed by Lofthus on what they wish to achieve, company history, discuss options and exchange professional advices. They will then set a timeframe for the whole project, agree on initial website content and profiling material.

Afterwards Webpro are holding an internal meeting to plan who will be doing which tasks, make time estimations and ultimately making a Gannt chart to help them keep control over the project, and to see if they are ever off-track at any point.

They agree on using Slack for internal discussions and status updates, and on the occasional customer involvement they will use emails. For content sharing they agree on using Google Drive to make sure files are always easily available for everyone.

### Development:

Many of the tasks can be done individually and timewise overlap, so the workers start working on their own tasks. In this phase they mention to each other that it's crucial not to forget the customers wishes and have a good individual strategy on how they will make their work finish on time, while also maintaining a good internal communication.

The web-developer starts with basic page structure which doesn't need anyone else's involvement at this point. He makes sure that he designs and plans for the pictures and text content that will be delivered to him later on.

The photographer takes pictures of the customers products and edits these in Adobe Photoshop. He makes sure that he makes them suitable for the web. He also creates a new logo in InDesign to express the huge leap the customer is now taking. When a picture is done, he uploads it to Google Drive and informs the other workers about this on Slack so they can use it straight away.

The copywriter will take in accommodation the customers profile and develop textual content that suits them. He will also need some ad hoc input from the customer to make certain that his information about the company and products are always correct.

The project leader will occasionally check in on the workers to oversee that the work gets done and make sure that they are still on track. He will need to adjust the Gannt chart if they notice that things take longer time than they had estimated. He will also keep the email-dialogue going between Webpro and Lofthus to keep them updated about the project's current status.

### Progress status:

The workers will at this point have finished the first outcast of the webpage. They are therefore holding an internal face-to-face meeting including the project leader, where they will go through the whole webpage and note down things that needs to be fixed and/or edited by anyone.

Later on they will return to their workstations and fix the lasts kinks to make the website presentational for the customer.

### Customer meeting:

The customer has suggested a Skype meeting this time because the travel distance between the two locations is quite far, and this check-in will presumably take much less time than their previous meeting.

They agree the website is heading in the right direction and that it's suitable for the company's profile. The customer notes some minor details that they want fixed before official release, but they are all together very happy with the current result – and will gladly be using the website once the minor details are fixed.

### Finishing up:

The workers have now been thoroughly working with the input they got from the customer, and are ready for another internal meeting to make sure that everything is as they all had agreed. The project leader will take some time and ask control questions to make sure nothing is left out by anyone.

They then send a notification-email to the customer telling them that the page is now ready and that it will be uploaded to their domain shortly. Webpro has taken control over Lofthus's domain lofthus.no and makes sure the webpage is made publicly available.

Lofthus will then announce this internally and have their marketing division releases all the commercial advertisements they have prepared for this project, including the new webpage.

Webpro is now done with the project, and will in the future only make on-demand changes if the customer should require any.