

# **PROJECT METHODOLOGY**

## **COURSE ASSIGNMENT**

Website for «Lofthus Fukt og Saft»

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## **SUMMARY**

The planning of a project is often seen as an unnecessary task job, but the lack of proper planning and management may result in too much last-minute work and missed deadlines. This report describes the details of planning and executing a complex project, while keeping track of every task. A combined use of several tools for planning, collaborating and file sharing was identified as the optimal solution for an effective work process. Creating a Gantt chart and assessing tasks between team members' results in a successful plan, which is easy to follow. A complex approach on planning and project management gives the ability to meet deadlines and get the project done well.

## **INTRODUCTION**

It is often hard to set an appropriate deadline for bigger projects, as well as to track ongoing work and get everything done in time. With accurate planning and analyzing, it is possible to avoid these problems. Powerful, but easy accessible tools, can contribute to get the planning done fast, and save time, money and energy in the long term of a project.

## **WORK PROCESS**

Before starting the work, it is important to analyze customer's needs to figure out what elements have to be produced in order to complete this project. With these elements in mind, a list of tasks is made. This list then forms the project plan. For more structure, the plan is divided into four main steps: planning, design, development and launch, each of which contains several tasks the team has to finish before going to the next step. During the execution, the project manager constantly supervise the workflow and keeps contact with customer.

### **Planning**

A big project with many team members and professionals from different fields involved needs careful planning. It starts with a proposal and contract from the customer. Then, to set a deadline and sum to present, the project manager assets the time and money necessary to complete the project. After this, it is time to call an initial meeting with customer and all key team members, during which the team can get a complete understanding of what customer expects from the finished product. Deliberating with the customer will help define the goals – the main tasks to complete in order to do the job successfully. With this in mind, the team can develop a detailed project plan and allocate the different tasks between team members. The project plan is transferred to a Gantt chart – a document easy for everyone to read. It is effective for estimating the total project time, and lets every team member know on which stage to execute which task.

### **Research**

It is also important to analyze the relevant market and look at what competitors of the customer-company already have. This plays a big role because of the customer's goal – to promote their products and enter a bigger market. The results of this research will affect the website's competitive ability. Using this information, the team will do the strategic planning; the content developer will also use it in the content planning.

### **Collaboration**

For an effective and practical collaboration between all team members, the team will use online tools, to communicate even when if they are not always in the same office. A great place to discuss ideas and share thoughts is a team messenger like Slack. The app will be used to discuss with the team altogether and allows to have smaller channels for people who collaborate on a given task, or private chats. The messenger can also be handy to share files, and the customer can join a common channel to stay in touch.

Even though a detailed Gantt chart gives an overview over the whole project, it still does not show live progress for every task. For this purpose, the team will use Trello. It gives a detailed report of what tasks needs to be done, which are in progress and which are finished. Every team member can easily drag and drop cards, and add new tasks in case of unforeseen events.

**File sharing**

To share bigger files Google Drive is used, as it connects with other services like Google Mail and Google Docs. This is a great platform for keeping all files organized in maps and accessible for all team members. As a bonus, Google Docs do not count as taking up space on the drive, which gives the team ability to store more files.

**Design**

Starting to work on this step, the responsible team members develop a site structure, how it is set up and how the various subpages will be linked to one another. At this stage, a front-end developer joins the content developer and designer, as he is an important person in building and setting up the website. When this task is completed, the designer can start working on a mood board and style tile, which will show key elements of the future website, such as colors, typography, buttons etc.

**Recruiting professionals**

The team has to recruit professionals from other fields, as some tasks are out of the competence field of the initial team members. To develop the text content for the website a copywriter is invited. There is also a need for good photos that will show some of the production process and promote the products. To ensure that the photos complement the overall design and are of good quality, a photographer is recruited. Both the copywriter and photographer do their work with a contract that will provide the team with copyrights for the content to avoid infringement. When recruiting people from outside the team, their tasks can be scheduled in parallel to creation of the mood board and style tile.

**Development**

At this stage, the front-end developer and designer are responsible for the main workload. This is a long, but important step of the project, which will determine the quality of the finished product. Some of the tasks are scheduled at the same time to make the development more productive. This is possible since different members of the team execute them.

**Launch**

This is the final step of the project, where all team members work on their given tasks, often all together, to validate and evaluate the overall work. There is still time for refinement to make the finished product as good as possible. While doing this, the team recruits a sales manager to execute a marketing campaign advertising the launch of the new website, making it easier for the customer-company to enter a bigger market smoothly. When all the work finish successfully, the whole team gathers for the last task – the launch.

**CONCLUSION**

Planning should be done thoughtfully for every project, no matter the level of complexness or the number of people involved, as it benefits both the executing team and their customers. Developing a project plan and creating a Gantt chart in the early stages contribute to a good overview of all needs and tasks, and allows making a detailed schedule. Using various available online tools is a good solution to maintain a good workflow, and help the project manager to keep track of the progress.