

SUNNY SOCKS

Website Development Project



OCTOBER 19, 2024

BANANA TECHNOLOGIES

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1.0 Background Information

1.1 Introduction to the organizations

Project Name/Organization Name: Banana Technologies

The organization commissioning the project: Sunny Socks by Mr. Arvid

The organization carrying out the project: Banana Technologies

Overview of Banana Technologies:

Banana Technologies is an organization that consists of 6 group members and a study buddy which acts as the mentor or the guide in this case. We are a group of IT members that specialize in carrying out various difficult tasks. Our expertise will make sure that we carry out any complex or simple tasks that are thrown at us by Mr. Arvid.

Overview of Sunny Socks:

Sunny Socks will be the company we will be working with. They previously had a different website and ambitions, but working with us Sunny Socks will revolutionize the world of socks. Our client has made it clear to us that he will be needing a new, modern, friendly website to start the revolution he always dreamt of. Sunny Socks will be 100% carbon dioxide free and thus dominate the sustainable socks market.

1.2 Overview of roles in Banana Technologies

Role	Contact Information
Project Manager	Alexandros Karayiannis alexandros.karayiannis@student.nhlstenden.com +31 #####
Contact Manager	Kyan Jeuring

	kyan.jeuring@student.nhlstenden.com +31 #####
UI/UX Designer	Victoria Iascevschi victoria.iascevschi@student.nhlstenden.com +31 #####
Frontend Developer	Flavius Petrasciuc flavius.petrasciuc@student.nhlstenden.com +31 #####
Backup Developer	Peter Kapsiar peter.kapsiar@student.nhlstenden.com +31 #####
Quality Assurance (QA)	Marcell Bujtas marcell.bujtas@student.nhlstenden.com +31 #####
Advisor	Josephine Stensgaard josephine.stensgaard@student.nhlstenden.com +31 #####

1.3 The importance of this project to us

This project is very important to us as an organization, because this is the first time we are working in a group of people we barely know which simulates a real work environment we would face when working in a firm or a small company. Once we are done with the project all of us will be left with a great understanding of how it is to work as a team to achieve a goal that everyone must gain from.

A description of how the sponsor will be approving the project plan:

After the initial meetings that will need to be done with Mr. Arvid, the project manager will be contacting the sponsor to see if the plan is up to the standards that he was expecting. There will be a cycle of exchanging ideas with the client about things we can do and things we cannot in the set timeframe. The feedback that Mr. Arvid will give us will help us shape a final project plan we will use to build and refine the website.

2.0 The Project's results

This section is divided into two parts, objectives and results. Objectives are being set by the "sponsor". Objectives should serve their company. The result is the delivered product. This needs to be done by the deadline, which currently is 8 weeks.

2.1 Objectives

Our client desires a specific website for the company Sunny Socks. Its goal is to reach international waters. The company retails in the Netherlands and some neighboring country. Prioritize marketing, make it attractive for the people of other countries. The customer base is mostly people who care about the environment. The goal is to broaden up the customer base and reach more people via the website. We aim to reach a new audience.

Another objective of the project is to increase profit margins. The vision is clear, the client wants to sell more products than he is currently able to. Significant improvements should be done compared to his current website. The current website has lack of entertainment. It is basic and boring.

Also, we aim to make a reputation for the company in the environmentally friendly zone. Get customers attention, how really important it is to be careful with what products you buy, and to be cautious with the environment in general. The project is set to be done by the 25th of October, 2024.

Our company set up a sub-objective. That would be to satisfy our client with all its demands. That could be achieved via open communication, and great collaboration with the company Sunny Socks.

2.2 Intended results

The most important goal is to deliver the desired product, which currently is a specific website. During the meetings, we enable our team to make the clients vision into a reality. This is a constant and ongoing process.

We must deliver a website with the key features the client requests. He has a clear vision and his demands are the following:

The website must include the motto "Make the world better, one sock at a time". It must have a simple, clean and elegant design, which is not overwhelming to the

user. It must be also be an easy read, and it most definitely has to be within the chosen color pallet, which is attractive to the eye. No one should face any problems browsing through the products.

The website itself will be marketed as being environmentally friendly. Sunny Socks is really proud of their efforts to become a company with net zero carbon dioxide emissions. Our client is hoping that this business attribute will mark the sock industry, attracting new people who are looking for high quality socks and have a strict mindset when it comes to saving the environment.

It must broaden the customer base of the company. It currently is mostly known in the Netherlands. The client wants to go to international waters and we must achieve that in a simple, yet effective way.

The website will consist of an e-shop, which is used for the products of the company. The client will provide a list for us with products he wants to advertise and sell on the website. The website will start with a home page, and slowly derive into different categories like the about page and the shop page where the customer will be greeted with the bestselling socks.

The client would like for us to improve his social media profile, which we will showcase on the website, broadening the customer base. Their current webpage is very old fashioned and static. Having a strong social media stance will ensure that Sunny Socks will present their socks to the whole world, let that be of young or even older generations. As per our last meeting, we also discussed the possibility of including multilingual support with our client.

3.0 Project activities

Phase 1

Team Organization

Assign roles to establish the project team:

- Project Manager
- Content Manager
- UI/UX Designer

- Front-end Developer
- Back-end Developer
- Quality Assurance

Hold regular team meetings.

Develop a code of conduct to be approved and signed by all members.

Divide tasks and set deadlines.

Organize regular meetings with the client for approval or asking more questions for clarifications.

Project activities

To begin with, it is important to collect and write down the client's needs and requirements to provide the highest level of service and include all the details. Organize the deadlines for the project tasks to do everything on time without delays. Then, it is essential to write and test the code for the software project.

Furthermore, the team has to ensure that the project meets all the quality standards and needs. Team meetings will need to be arranged to discuss any problems and share information with each other. Also, a group chat will be active with all team members for any assistance.

In addition, writing documentation while working on the project and after the meetings with the client. Monitoring and checking the project status regularly will be of high priority. The exchange of feedback between us and the client will help shape the project plan accordingly.

Phase 2

Documentation

While talking with the client, prepare and approve the following project documents:

- Analysis

- Project Plan
- Website Designs
- Technical Design

Phase 3

Implementation

1. Organize the first interview with the client to discuss the project.
2. Divide the tasks between the team members and set deadlines.
3. Create initial templates for the main and teaser pages.
4. Arrange a meeting with all members to look over the first milestone and
hold a meeting with all group members to analyze a third milestone.
5. Reorganize and alter the designs for the main page.
6. Modify and finalize designs for the teaser page.
7. Arrange a meeting with the client to finalize the teaser page design.
8. Arrange a meeting with all members to look over our second milestone.
9. Split the assignment for the technical part of the teaser page between 2
team members and set up a deadline.
10. Bring to a conclusion the final design for the website.
11. Bring to a conclusion the teaser page.
12. Organize the meeting with our client to deliver the teaser page and choose
the final design for the main page.
13. Divide the tasks for the technical part of the main website between the
group members and set a deadline.

14. Product development.
15. Organize the meeting with all group members to examine our fourth milestone.
16. Divide the technical tasks of the main website between group members and set up a deadline.
17. Product development. Finish and submit the functional test plan.
18. Organize a meeting with all group members to examine our fifth milestone.
19. Submit the first version of the website.
20. Organize a meeting with the client in case the website requires changes or improvements.
21. Submit the final version of the product with all documentation and time sheets of the group members.

4.0 Project limits

1. The team has to work together and set goals in order not to lose focus on important things. (All members get along with their responsibilities to finish the project before the specified deadline.)In addition, the team has to give feedback and discuss all important details.
2. The team has to use all the resources provided by the client (e.g. images, text, quotes, etc.)
3. The deadline for the project is October 25.
4. The project has to be of high quality and meet certain standards.
5. The team has a specific budget to work with.

6. The project includes a target audience. Not only people who care about the environment but also the client wants to raise awareness to get more people into making the world more sustainable. In addition, the company wants not only to protect the environment but also to enhance the social environment. The target is to bring all people together who have the same goal in common.
7. The client wants to add donations at the checkout for raising money for charity.
8. The company's worldwide popular quote is: "Make the world better each sock at a time".
9. The client aims to start working with local farmers.
10. The project may be limited by the availability or capability of existing technology.
11. The project must face the client's requirements and expectations.
12. The documentation is written to check the progress and helps to see the complete picture of the project.
13. Team members have to work hard so that they will be able to receive a successful result.
14. The client wants to add an e-shop but not right on the landing page.
15. It is important that customers can choose the material from a wide range.

5.0 Intermediate results

The activities provided by the group yield a wide variety of intermediate results, also referred to as "products".

All intermediate results/products together yield the final project result, which in fact is the product desired by the client.

Intermediate results of the current project:

- Organizing a meeting with the client;
- Establishing a project plan;
- Establishing a code of conduct;
- Developing the first version of the design;
- Discussing the first version of the design with the client;
- Developing a new design based on the feedback received from the client;
- Presenting the new design to the client and discussing any other improvements;
- Finalizing the design;
- Testing the design via a usability test;
- Submitting the ultimate design.

6.0 Quality control

The desired quality of the final product consists in the development of a fully-functional and professional website tailored to suit the needs and preferences of the client.

The group assesses the quality of the product via multiple meetings with the client. The main purpose of the meetings is to receive feedback which can then be used to further improve the quality of the final product.

Guaranteeing the quality of the end product is to be done through numerous tests and technical procedures with the purpose of identifying potential flaws and errors.

During the development of the product, external advice from a professional outside the group is to be taken into consideration.

The software utilized in the development of the project consists of the following programs:

Discord	Used for distributing organizational information, sharing project assets/information, cooperation between team members or project updates.
Microsoft Teams	Used mainly for communication with the client or receiving assets/important notes.
Whatsapp	Used for casual discussion about the project between team members.
GitHub	Used for organizing and storing project files, tracking bugs, coordinating the work of the team members.
Email and other	Used for contacting the client or individual communication.
Visual Studio Code	Used for building and structuring the website.
Figma	Used for designing the UI/UX of the website.

7.0 The Project Organization

7.1 Organizational Structure

Although there is a detailed table of how roles will be assigned to each of the members of group, here we will discuss about how each member has agreed to have a second role assigned – for risk prevention purposes.

Member Information	Main Role	Backup Role
Alexandros Karayiannis	Project Manager	Backup Developer
Kyan Jeuring	Contact Manager	Frontend Developer
Victoria Iascevschi	UI/UX Designer	Quality Assurance (QA)
Flavius Petrasciuc	Frontend Developer	UI/UX Designer
Peter Kapsiar	Backup Developer	Messenger/ Communicator
Marcell Bujtas	Quality Assurance (QA)	Backup Developer
Kashef Haghighi	Backup Developer	Quality Assurance (QA)
Josephine Stensgaard	Advisor	

Stakeholders
The client - Sunny
Raymond Blankestijn
Aminah Balfaqih

7.2 Roles and Responsibilities

Project Manager Responsibilities

Distribution of work between team members, decision-making, updating team members about the progress.

Project Team Members responsibilities

Execution of assigned tasks, reporting progress, collaboration with other team members.

Adviser responsibilities

Provide expert advice, review project deliverables and offer guidance.

7.3 Availability and Scheduling

Team Members' Availability

All team members are available full-time during working hours for the planned duration of the project. There are currently no planned periods of unavailability for any team members which could delay the completion date.

7.4 Coordination and Collaboration

Communication Plan

Internal Communication

Outside of the group sessions the team members can also communicate within a WhatsApp group-chat, a discord server dedicated for the project or MS Teams. A GitHub repository has also been set up to centralize assets for the project and to track issues/bugs within the project.

External Communication

In addition to the weekly meetings the team can also communicate with the client via email or MS Teams to share resources/files or ask about additional details that might have been missed during the meeting.

Meetings

- The team members conduct regular group work sessions which allows them to properly coordinate their work towards the end goal.
- Every week there will be a scheduled meeting with the client in which the team provides updates on the progress and further discusses the key points of further steps.

Reporting Requirements

- Weekly Reports: Each week before the meeting the team members need to report to the team manager about their progress and if their work is on schedule or not.

- Additional reports: Each team member needs to immediately report if they discover a major bug or any other problems which might prevent or slow down further progress.

Communication Protocols

All Communication Protocols are discussed on page 9 on the table.

8.0 Planning

8.1 Estimation of Time and Resources

Duration

The project is going to be carried out over the span of 9 weeks in total with each week focusing on a different core milestone.

Resource Allocation

Each member has an assigned role which will dictate their main area of focus. On top of this we also have a dynamic resource allocation system which allows members with a role outside the scope of the current milestone speed up the work of other team members.

8.2 Activity Dependencies

Dependencies

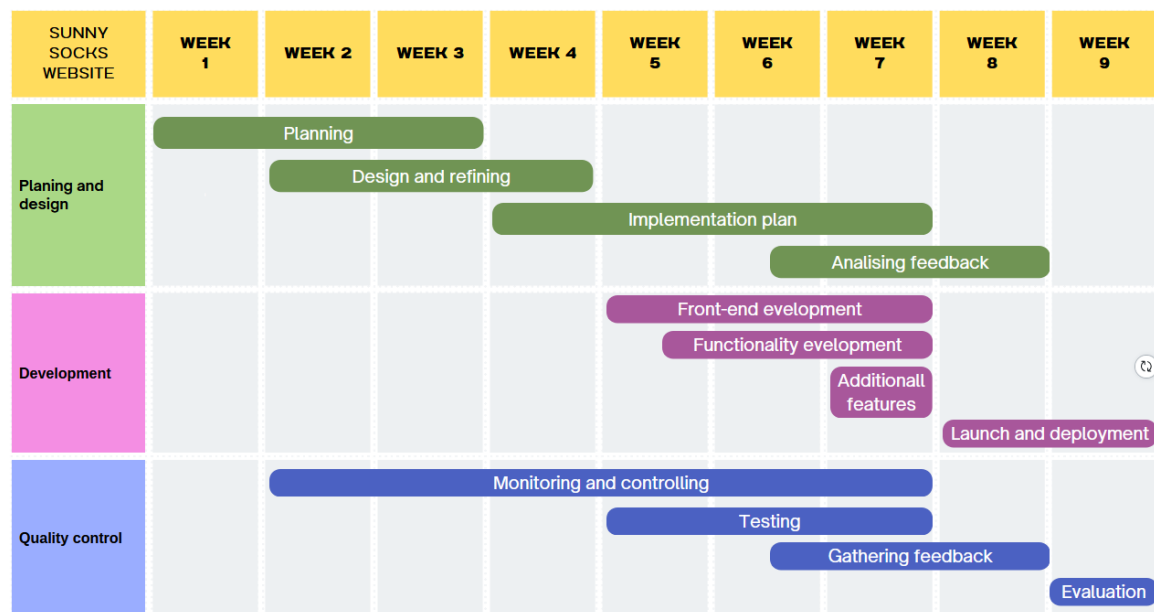
The project will be completed using a linear roadmap. This means each week's milestone must be fully completed before the project can move on to the next milestone. Each milestone is going to be split into more subtasks which will be distributed between the team members so they can be worked on in parallel.

8.3 Overview of Activities

Activity List

Step	Period	Milestone
1	02/09 – 06/09	Plan of Action
2	07/09 – 13/09	Improve Project Plan
3	14/09 – 15/09	Analysis
4	15/09	Iteration 1
5	16/09 – 22/09	Advice
6	22/09	Iteration 2
7	23/09 – 06/10	Usability test/conclusion
8	06/10	Iteration 3
9	07/10 – 25/10	Delivery of Project

Below is a Gantt chart showcasing the activities that will take place during the project period. The overlapping of activities is clearly displayed, making it easy for us to know when we will be needing to put extra effort and time into the project over this period.



9.0 Costs and benefits

Implementing certain ideas will bring their own costs and benefits.

The costs for example could be how much time we spent on implementing the idea or how much money it costs to implement the idea.

For the benefits there are a few question you can ask. What party will benefit from this idea? How does a party benefit from the idea. Or if there are downsides to the benefits.

To implement an idea we need to consider with each other what the benefits are of certain idea. If the benefits are higher than the costs, we will make an attempt to implement that idea. For example if we want to add the purchasing feature on the website we will consider the following; how important this feature is, how long it will take to implement the feature, who is going to work on implementing the feature and last how much effort it will take to implement the feature. If it is decided that the feature is realistic to implement then it will be implemented.

Below is a figure that clearly showcases that when the cost is a lot, then the benefit is bound to be a lot as well.



10.0 Risk analysis

During the project there are some risks we can encounter.

10.1 The Risks

Here are some examples of risks we may encounter:

1. Violation of the Code of Conduct: A project member may not follow the rules that were signed beforehand.
2. Quality standards of client not met: The client could reject the project and even abandon it if he does not like the quality of our work and progress throughout the project weeks.
3. Miscommunication: In this case the project could collapse on itself if the project members are not aware or communicate with one another. The scope of the project may encounter changes, growth or completely different objectives beyond the original ones.
4. Budget: The organization might run out of money to invest in this project, to support and maintain the project team.
5. Delays within the timeframe: The project team could exceed the amount given to them to complete this project, or meetings with the client or with the actual team could be missed.
6. Technical issues: The team could face some bugs that are hard to fix, or updates to the used software that could mess entire lines of code.
7. Conflicts with team members: Everyone faces challenges working in a group of people we barely know, so it is bound for the project team to have some difficulties or conflicts along the journey.

10.2 Preventing the Risks

We will be discussing the prevention of the risks above as their correlated numbers.

1. Violation of the Code of Conduct: All of the project members should come to a full understanding of the agreement before signing. There could also be a couple of interviews or discussions before hiring the team members as to make sure they are fully up to the job.
2. Quality standards of client not met: The team should have a number of interviews with the client and have absolute contact with him to ensure that not even the slightest detail does not go unspoken.
3. Miscommunication: The team should establish a great network across platforms in order to reach each other via any device. A cloud system should be in place for sharing important information and resources that will be needed in the development phase of the project.
4. Budget: The team should go about creating a Budgeting Plan that could help them get a good understanding of where they are headed with the certain project financially.
5. Delays within the timeframe: Just like the budgeting, organizing and planning ahead of time with accurate meeting times and milestones to reach can help minimize the error in missing or delaying any note in the set timeframe.
6. Technical issues: This is where a Quality Assurance (QA) comes into play, testing every nook and cranny of the code, finding unnecessarily used code and throwing it away, bugs and issues in the code and simultaneously find solutions.

7. Conflicts with team members: The team should ensure to have clear communication with one another, attending to frequent meetings each week. This way the team will feel comfortable opening up about any conflicts they may have with either themselves, the project, or their team members. Encouraging this behavior comes a long way, as well as partaking in any activities like sports or video games outside the work environment.

10.3 Extra Note

In order to decide what idea is more important to implement we can use the MoSCoW method.

The MoSCoW method is a prioritization technique used to help decide which tasks or features are most important. It's often used in project management and software development. The name "MoSCoW" is an acronym that stands for:

Must Have: These are the essential requirements that are critical for the project. Without them, the project would fail or be incomplete.

Should Have: These are important requirements, but not critical. They add significant value, and their absence would be inconvenient but not disastrous.

Could Have: These are desirable requirements that can improve the project, but they are not essential. They can be included if time and resources allow.

Won't Have: These are the least critical requirements that will not be included in the current project scope. They might be considered for future phases or projects.

By categorizing tasks or features into these four groups, the MoSCoW method helps our team focus on what is most important and ensures that critical elements

are prioritized. This way, even if we encounter a problem like limited time or resources, the most crucial parts of the project will still be completed.

If an idea is in the 'could have' category it is easier to scrap that idea than to scrap an idea that is in the must have category.

The third risk cannot be prevented but it is possible to deal with it. If the new idea of the client is not realistic we can decline the idea or offer an alternative idea.