TASK NAME	DAYS SINCE START	DURATION (DAYS)	ESTIMATION (HOURS)	RESPONSIBLE
RESEARCH FOR MAIN LAYOUT	**0**	**5**	**37,5**	Project manager, graphic designer
Collect client´s vision & goal	0	3	22,5	Project manager
Request client moodboard	0	1	7,5	Project manager
Research competitor brands	1	2	15	Project manager
Present results of research to client	3	2	15	Visual designer and project manger
CONCEPT	**6**	**3**	**22,5**	Project manager, interaction designer and content specialist
Clarify brand strategy and positioning in the market	6	2	15	Project manager, interaction designer and content specialist
Client feedback	7	1	7,5	Project manager, interaction designer and content specialist
Draft a creativity brief	7	1	7,5	Project manager, interaction designer and content specialist
Gain client approval of creative brief	7	2	15	Project manager, interaction designer and content specialist
Consept approve	8	1	7,5	Project manager, interaction designer and content specialist
COLORS AND GRAPHICS	**9**	**5**	**37,5**	Project manager visual designer
Draft the page layout	9	1	7,5	Visual designer, interaction designer
Make color swatches	10	4	30	Visual designer
Design logo	10	4	30	Visual designer
Create icons	10	4	30	Visual designer
Gain client approval of colors and graphics	14	2	15	Visual designer, interaction designer
CONTENT PRESENTATION	**9**	**5**	**37,5**	Visual designer, interaction designer
Fonts	9	1	7,5	Visual designer, interaction designer
Font sizes, font colors	10	4	30	Visual designer, interaction designer
Photoshoot	10	4	30	Photographer
Write and text for the website	10	4	30	Copywriter/content specialist
Gain client approval of content and fonts	14	2	15	Content specialist, interaction designer
DEVELOPMENT	**16**	**5**	**37,5**	Front-end developer, interactions designer, content specialist & project manager
Download and add fonts and images	16	1	7,5	Front-end developer
Home page, header, main menu	16	1	7,5	Front-end developer
Set up the order form	17	2	15	Front-end developer
Footer	18	1	7,5	Front-end developer
Testing	19	2	15	Interaction designer, content specialist and project manager
Bug fix	20	2	15	Front-end developer
PRESENTATION	**22**	**3**	**22,5**	Project manager and content specialist
Make and prepare the presentation of the website	22	2	15	Project manager and content specialist
Presentation of the finish product	24	1	7,5	Project manager and content specialist

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Task	
Collect client´s vision & goal	
Research competitor brands	
Clarify brand strategy and positioning in the market	
Draft a creativity brief	
Consept approve	
COLORS AND GRAPHICS	
Make color swatches	
Create icons	
Fonts	
Photoshoot	
Gain client approval of content and fonts	
DEVELOPMENT	
Home page, header, main menu	
Footer	
Bug fix	
PRESENTATION	
Presentation of the finish product	

DAYS SINCE START   ■ DURATION (DAYS)