Project Methodology
Course Assignment: Project planning, process documenting and collaboration
Report

Introduction

In this course assignment I've been tasked to plan a mockup-project of building a website for a customer with no previous web presence. I will analyze the supplied case to establish which personnel that will be required for this project and assign them profession-relevant tasks. Then I will try to estimate the amount of time required for each task, and on this basis make a Gantt-chart for project overview, task assignment and progression monitoring. Finally, I will write this report to document my planning process and upload it together with the Gantt to my GitHub repository for collaboration with my tutor.

Analysis and work process

Analyzing the case, I found that the project needs at least one web developer, one graphical designer, a copywriter and a photograph, to deliver a functional website with the appropriate content. Furthermore, I would suggest a marketer to help pinpoint the content and presentation, and a project manager to handle the big picture view of the project, as well as the customer relation.

After this was established, I proceeded to brainstorm the necessary tasks of each professional and sectioned them into appropriate objectives (See figure 1.1). At this point I also started to conceptualize the time scale for the project at large and decided that it would span over weeks rather than months, and therefor planning the objectives for a daily basis would be most applicable.

Next I attempted to estimate the required time for each objective and the total time required for each professional to complete their individual tasks, discovering that the front-end developer would require the most and thus discovering the critical path for the project, however evident considering that this path would be dependent on the content being completed (see Gantt-chart in separate document).

The Gantt-chart I've created spans over 16 working days, and I've chosen to exclude weekends from the chart all together. Since this chart accounts for the best possible scenario, only giving a single fallback day for each of the content creators, I would probably have tried to "sell" this 3-week project as a 4-week project, granting a 4-day margin had it been a real-life scenario.

Other things to point out is that is each of the different content approvals doesn't overlap due to the process allowing a full day with both the marketer and the project manager for each of the content categories, and therefor cannot take place in the same day. Also, as clearly visualized in the Gantt, the content implementation of the front-end developer is clearly dependent on the content being finished, just allowing for one "potential" day of overlap which should work out fine given that this potentially could be implemented on the second or third day of the implementation objective as long as the other categories of content are indeed finished on schedule.

The research floats of the copywriter and photographer are not dedicated to open days, and are considered to be completed in-between if necessary, and could therefor result in progress delays if the full time for these tasks indeed are required.

At last I would like to clarify the consulting objectives of the marketer, they are meant as

directing sessions with each of the individual content creators in regard of the established marketing strategy.

Summary and evaluation

The process of analyzing the case and establishing the tasks and objectives the most time-consuming part of this assignment in my consideration. When this was done, making the Gantt-chart using the tools I've learned about was straight forward. I did experiment with a couple of different layouts for my Gantt-chart but found in my estimation that my final layout with the objectives listed in the left side margin, categorized under each professional was optimal solution for a case on this moderate scale, avoiding some degree of complexity.
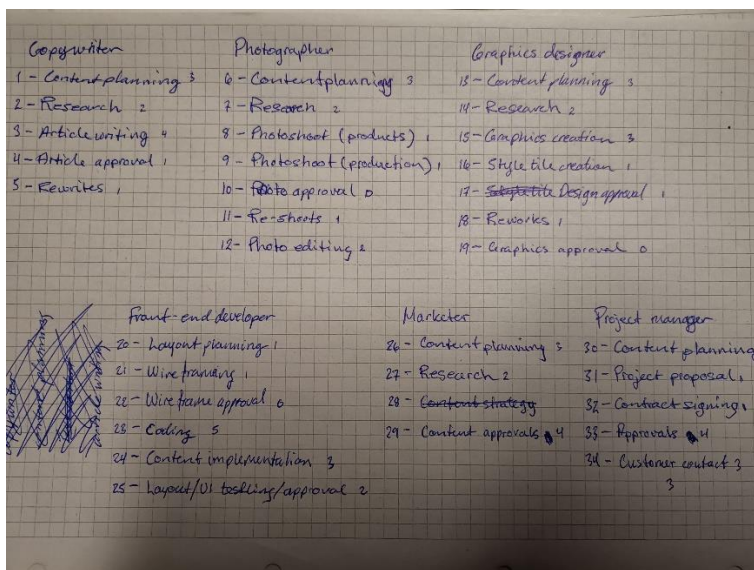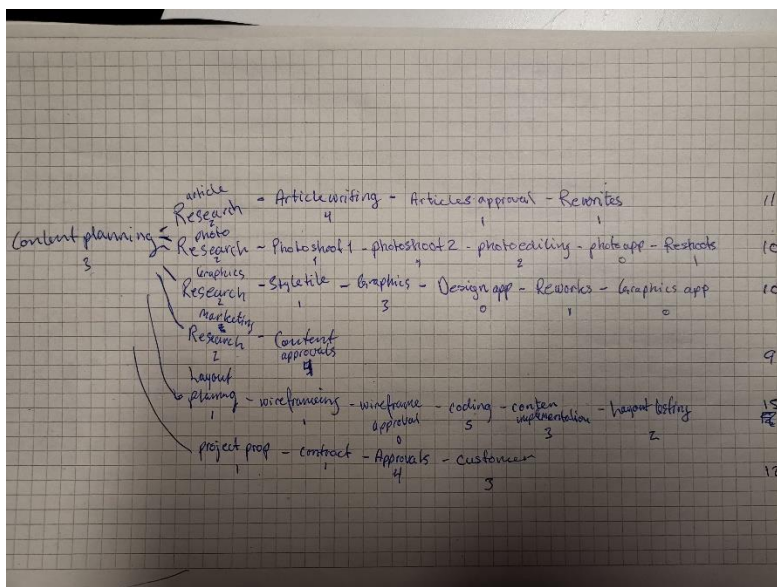

Figure 1.1

Figure 1.2

Sources and references

Lynda.com (assigned lessons)