

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

Website for *Lofthus frukt og saft*

This report describes the planning process creating the online website for *Lofthus frukt og saft* - a medium size company located in *Hardangerfjorden* in western Norway. The company is mostly present at the local market, but have ambitions to expand. A new website promoting and selling their apple products is a part of this process, and considered necessary for national - and a possible international- expansion. Their products are 100 % pure with no sugar or additives. The customer wants the website to clarify and focus on their products being pure and sugar free. Today many are concerned about what they eat and drink, and prefer it to be healthy: pure and without additives. This has to be emphasized in the visual and textual content of the website.

The making of the website includes creating a visual profile for the company. I will have to make visual choices in colors and fonts, and create visual elements like icons, images, buttons, patterns and textures. The company already has a logo, but the logo is considered to need some adjustments and modernization - it needs some minor changes to make it pop. So this will also have to be a priority making the visual profile. The project includes creating text content and visual content like photographs and video content for the website. To create the website content I need to engage other professionals in other fields. I am employing one or two photographers for four to five weeks work, and a videographer for the same amount of time. The customer - *Lofthus frukt og saft* - insist that the website will be launched on the national apple day. This gives me no more than 12 weeks.

Because of the short deadline I am not able to do this by myself, and i have to engage one or two developers to complete this project by deadline.

This is a big and complex project, so structure and planning is very important. I have decided to structure the project in a Gantt chart. This will make it easier to administer the project: to see the start date and the end date. To define different activities, see what needs to be done - when and by who. How long each activity is scheduled to last and where activities overlap and by how much. And of course for key meetings with the customer. I have decided to share the Gantt chart both with the customer and the professionals I have engaged. This decision was made after watching a Lynda video

stressing the importance of sharing the plan with the customer and with others involved in the project. Hopefully this will make the project run smoother. Slack will be used for communication between me and the professionals I have engaged for different tasks in the project. E-mail and contact by phone will be the main communication form between the client and I. The project will be uploaded in Github for collaboration and version control. This will make it easier to collaborate from different places, have knowledge of each other's work and work on the same project in the same files.