

WWF CUSTOM BASEMAP

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THE ORIGINAL ESTIMATE FOR THE PROJECT'S TIMELINE WAS FAIRLY CLOSE TO THE FINAL TIMELINE. THE PRIMARY AREAS WHERE I UNDERESTIMATED TIME WERE AREAS THAT REQUIRED UNANTICIPATED PROBLEM SOLVING. FOR INSTANCE, IT TOOK LONGER THAN I'D EXPECTED TO CHOOSE IMAGES FOR THE PALETTE. IT ALSO TOOK LONGER THAN EXPECTED TO CREATE PRINTABLE DELIVERABLES, AS THEY REQUIRED USING PLATFORMS WITH WHICH I WAS UNFAMILIAR. IN ALL, I UNDERESTIMATED THE TOTAL TIME BY 1.75 HOURS. I WILL BE MORE THOUGHTFUL AND PROVIDE MORE BUFFER WHEN ESTIMATING UNFAMILIAR TASKS IN THE FUTURE.



DATE	TASK	EXPECTED HOURS	ACTUAL HOURS	ACTUAL COST
	CREATE TASK PLAN AND ESTIMATE TIME FRAMES	0.50	0.50	\$50
	FAMILIARIZE WITH WWF'S BRAND BY LOOKING OVER WEBSITE	0.75	0.50	\$50
	CHOOSE IMAGES FOR COLOR PALETTE	0.50	1.00	\$100
	DEVELOP COLOR PALETTE FROM IMAGES	0.25	0.25	\$25
	CREATE DOWNLOADABLE PALETTE WITH HEX CODES IN ADOBE EXPRESS	1.00	1.50	\$150
	APPLY COLOR PALETTE TO MAP STYLE IN GOOGLE JSON STYLING WIZARD	2.00	2.00	\$200
	CREATE BASE HTML PAGE WITH RELEVANT TEXT/STORY TELLING	0.50	0.50	\$50
	CREATE LOOKUP TABLE IN HTML	0.25	0.25	\$50
	ADD DOWNLOADABLE JSON TO HTML PAGE	0.25	0.75	\$75
	TAKE SCREENSHOTS OF MAP	0.25	0.25	\$25
	ADD SCREENSHOTS TO HTML PAGE	0.25	0.25	\$25
	WRITE INSTRUCTIONS TO USE MATERIALS	0.25	0.25	\$25
	CREATE PRINTABLE VERSION OF BID	1.00	1.5	\$150
	UPLOAD PRINTABLE BID	0.25	0.25	\$25
	TOTAL	8.00	9.75	\$975