

Submitted to:

Donni Conley

**Visuals by Donni**

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Project Plan Submitted By:



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## 2 Project – Visuals by Donni

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### 2.1 Introduction

This project plan is a guideline document for the creation of the website Visualsbydonni.com. Creative Element is a group of unique and talented students that have come together to produce this website. This document shall serve as some governing rules for the team, the client and the instructor. The elements contained herein have been discussed and agreed upon among the team members. Although this is a governing document, the team reserves the right to implement other solutions as necessary to insure the professional production of the website.

### 2.2 Client: Visuals by Donni

Creative Element has gathered material from the client concerning the goals and direction for the web site. Visuals by Donni are a creative photography and videography studio serving the Greater Atlanta area. Donni Conley has operated this studio part time for 5 years. She would like to enhance her exposure in the market place and have an on-line presence to showcase some of her work. Creative Element will help Visuals by Donni to clearly define the direction and content of the site

### 2.3 Team Goals

In order to facilitate the success of the team we have discussed and agreed with the following goals. Reviewing our goals often will help us measure our success.

- We want to do our best job possible
- We want to knock the socks off our classmates, client and teacher.
- Develop a professional portfolio piece
- Receive an A for the class
- Improve our communication skills – individually and as a team
- Improve our technical and design skills- individually and as a team
- Assist our team members in strengthening weak skills

### 2.4 Ground Rules

Team work itself requires a set of ground rules to insure clear communication and enhance problem solving. As a team we have decided to adhere to these rules. We list them here for the client to be assured that we possess problem solving skills not only in technical and design areas, but in interpersonal skill areas as well. A strong team can accomplish more.

- Do the work, be respectful, speak up
- Be involved
- Active decision making
- Discuss all major decisions first before implementing them
- LISTEN to each others concerns and needs
- Work on direct, constructive resolution
- Do not take things personally (it is ok not to like something, it is not ok to keep quiet about it)
- If something is not working try to identify why it is not working and express that
- Be direct as possible but employ tact and consideration
- Make suggestions as to how something might work, not edicts
- Be flexible

## 3 Team Members – Roles and Responsibilities

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Team Philosophy: Balanced Participation

Everyone will participate in all portions of all assignments and documentation. We recognize each others strengths and weaknesses and will try to work with that as best we can. Our goal is to do our best. We will decide as a team at our meetings how work will be distributed and completed.

Each member of the team has the responsibility to

**Improve communication**

**Reviewed team progress and process**

**Recognize each other for efforts**

**Encourage each other to complete tasks efficiently and professionally**

### 3.1 Project Manager – Ann White

Manages the client's expectations, organizes the team, and ensures a quality product is delivered within the specified time.

- Client contact
- Communication of project requirements
- Project Scheduling
- Budget Planning
- Resource Allocation
- Copyright compliance
- Bridges Team Communication

### 3.2 Visual Designer – Ifar Karmojono

Uses his expertise to guide the team in design choices and justifications.

- Defines the look and feel of the site
- Provides the team with graphics as necessary
- Assist in the upkeep of the portal site
- Develops Storyboards
- Oversee the Team Concept Note for the chosen design

### 3.3 Information Architect – Kevin Smith

Structures information for maximum usability. – The user advocate

- Develops User Profiles and use case scenarios
- Organizes the site's information
- Develops site navigation and site map
- Develops user and functional requirements
- Identifies user information needs
- Identifies what content is needed
- Assists the Visual Designer and Technical Engineer in developing storyboard and scripts

### 3.4 Technologies – Shiho Yoshida

Develops browser code and integrates it with the back-end technology – brings the user experience to life

- Plans hardware and software requirements
- Determines which technology to use
- Programming and scripting
- Produces imagery, sound and other content elements
- Conduct performance testing (speed and accuracy of links)
- Oversees quality assurance testing
- Develops deployment plan
- Establishes file naming convention

### 3.5 Quality Engineer – Ann White/Kevin Smith

- Perform browser compatibility tests and ensures quality

### 3.6 Content Manager – Everyone

- Develops content audit – list the type of content to be used on the site
- Edits content in a tone appropriate for the user
- Assists in selecting sound bits and writing scripts

### 3.7 Usability – Everyone

Performs competitive analysis, user research and usability testing

- Co-author user and functional requirements
- Interviews users to establish a user profile
- Manages user evaluation of the design
- Validates that the design and technology is satisfying the users needs
- Develops usability testing materials
- Evaluates the results from the usability test session
- Conducts research that will improve the user experience

## 4 Communications Protocol

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### 4.1 Team Members

The majority of team communication will happen at the weekly meetings, in class meetings and through the message board of the portal site. Experience has already taught the team better methods in which to communicate using the portal site. We have developed a better understanding of the blogger technology of the message board. Whenever possible we will categorize our on line discussions and post comments using the comment feature at the bottom the category post.

When documentation is uploaded team members will notify the rest of the team through the portal by posting a comment with their name, date and what has been uploaded for review.

In an effort to keep the communication centralized, the team will try to avoid using email and phone as a primary method of communication. However in the event that the server is unavailable or that for other reasons a team member is unable to post to the message board, email is the next preference of communication.

All emails should cc all members of the team and include IMD320 in some part of the subject line.

#### 4.1.1 Team Contact Information

Ann White	<a href="mailto:jandarymer@webbox.com">jandarymer@webbox.com</a>	770.630.0170
Kevin Smith	<a href="mailto:autoco@gmail.com">autoco@gmail.com</a>	770.946.4188
Shiho Yoshida	<a href="mailto:shihoyo@yahoo.com">shihoyo@yahoo.com</a>	404.441.4076
Ifar Karmojono	<a href="mailto:ifar@hotmail.com">ifar@hotmail.com</a>	404.944.4006

### 4.2 Client

Client interaction will happen primarily through the Project Manager – Ann. She will be responsible for communicating the team’s needs, concerns, issues, scheduling, questions etc to the client and vice versa. No decisions will be made without team approval. She will serve as primary contact for the client; however the client will have access to all team members. Ann will be responsible for follow up emails to the client alerting the client to materials that have been uploaded to the portal site for review. The preferred method of contact is in print by email with a phone call alerting the client that an email has been sent.

#### 4.2.1 Client Contact Information

Donni Conley	<a href="mailto:visualsbydonni@hotmail.com">visualsbydonni@hotmail.com</a>	Work: 404.730.7083 (until 3 pm) Cell: 678.642.4797 Home: 404.897.1666
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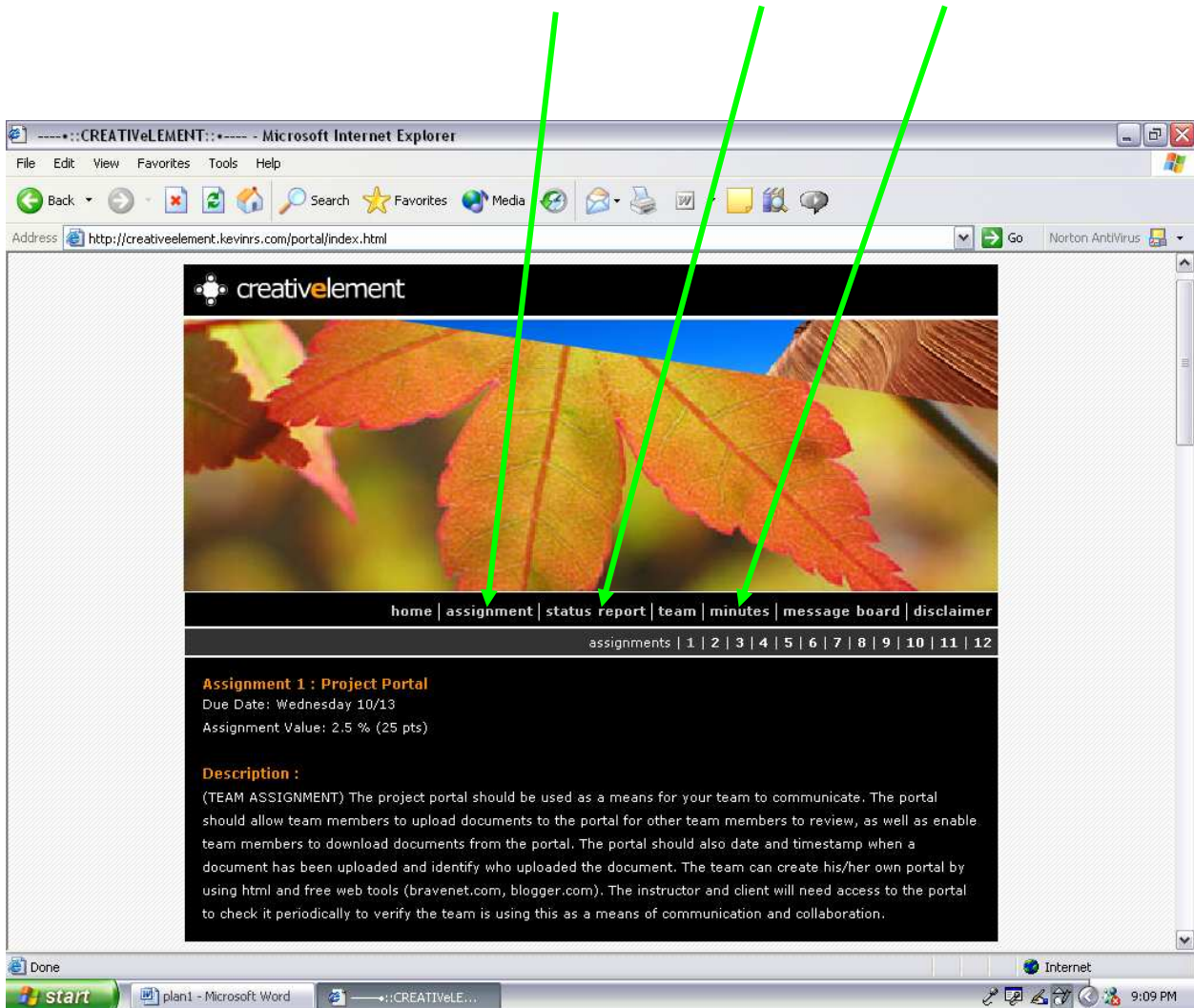
### 4.3 Portal Site

The Creative Element Team has taken considerable time and made a great effort to develop a communication portal site to track the process and progress of the web site development.

The client and instructor may access the site at:

<http://creativeelement.kevinrs.com/portal/index.html>

Of special note for the client will be the assignments, status report and minutes



**Assignments:** all major deliverables will be posted here. An email alert to the client will be sent when assignments are uploaded (generally every Weds evening throughout the project).

**Status Reports:** these will be posted weekly on Weds evenings and will contain the progress of the project, any major problems or solutions accomplished in the previous week.

**Minutes:** All meeting minutes will be posted here. This is a more detailed report of the progress of actions needed and taken. They will contain other issues as they arise.



### 5.4.1 The Status Report Template

This report is completed in weekly periods by all member of the team. There are activities that need to be done by week. The team members will discuss and write it down the issues and satisfactions of activities etc... This report provides an opportunity to share the progress made so far and to validate that everything is in good shape to continue and as well as need to be changed.

**Project Name** ---Visuals by Donni

**Deliverable Review** --- during the previous week or stage we completed the following major deliverables.

- *Deliverable 1*
- *Deliverable 2*

**Deliverable for Next week** ---during the next stage of the project, the following major deliverables will be produced.

- *Deliverable 1*
- *Deliverable*

#### **Budget and Timeline**

Add any appropriate comments here on the status of the budget and the deadline if there are any changes from the last report or the first planned.

#### **Risk Plan**

Add any new risks that have been identified and note the action plan for each.

#### **Customer Readiness**

Comment on the customer's readiness to proceed to the next stage.

#### **Project Team Readiness**

Comment on the project team's readiness to proceed to the next stage.

#### **Outstanding Issues**

Note the status of any outstanding issues and what is being done to resolve them.

#### **Cost / Benefit Update**

Note whether the project cost, timeline or deliverables have changed. If so, does the entire project need to be re-justified?

#### **Other comments?**

If you have any comment about anything involving the project, the team members will comment and discuss in here.

**Based on this review, the project is ready to proceed to the next stage of work.**

In cases of informal meetings or discussions held as a team outside of meetings, notes will be posted to the message board of the portal site.

## 5.5 File Backups

Kevin will keep a backup of the portal on his laptop. Each of us is responsible for keeping backups on CD of any work prepared for the project.

## 5.6 File Naming Conventions

At present the file naming conventions have not been discussed or decided upon for the Visuals by Donni site. File naming conventions have been decided upon for the portal site. In addition to the accessible portal site we have set up several working folders for documents that we are currently working on.

### **Resources folder**

- IA
- Design
- Proposal

At this time these are the folders we are working with and will expand the list as necessary throughout the life of the project.

## 6 Project Schedule






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A project schedule is created to make sure that everyone is on track and knows when deadlines and milestones are. The schedule will give a visual on the timeline and how long each step in the project will take. The projected completion date is December 8, 2004.

Each week the team will review the current stage of the project to measure our advancements. The team reserves the right to adjust the schedule to better facilitate the production of the website while staying within the due dates listed on the assignments pages of the portal site. Our goal is to meet all deadlines as described below.

We have tried to include as many details to the process in order to avoid any confusion with the amount of work and tasks that need to be completed.

ID		Task Name	Duration	Start	Finish
1		<b>Phase 1: Define Project</b>	<b>12 days?</b>	<b>Fri 10/8/04</b>	<b>Sat 10/23/04</b>
2		Design and Implementation of Project Portal	4 days	Fri 10/8/04	Wed 10/13/04
3		Week 1 status Report Submitted	1 day	Wed 10/13/04	Wed 10/13/04
4		Project Proposal	6 days?	Wed 10/13/04	Wed 10/20/04
5		Proposal Response	4 days	Wed 10/20/04	Sat 10/23/04
6		Project Plan	6 days?	Wed 10/13/04	Wed 10/20/04
7		Week 2 In Class Meet	1 day?	Wed 10/13/04	Wed 10/13/04
8		Called Team Meet Proposal Content Review	1 day?	Fri 10/15/04	Fri 10/15/04
9		<b>Week 3 Team Meeting</b>	<b>1 day?</b>	<b>Mon 10/18/04</b>	<b>Mon 10/18/04</b>
10		Polish and complete proposal and plan	1 day?	Mon 10/18/04	Mon 10/18/04
11		Begin Phase 2 planning and production	1 day?	Mon 10/18/04	Mon 10/18/04
12		<b>Phase 2: Developing Site Structure</b>	<b>7 days?</b>	<b>Mon 10/18/04</b>	<b>Mon 10/25/04</b>
13		<b>Week 3 In Class Meeting</b>	<b>1 day?</b>	<b>Wed 10/20/04</b>	<b>Wed 10/20/04</b>
14		Continue Phase 2 planning/and resources	1 day?	Wed 10/20/04	Wed 10/20/04
15		Week 2 Status Report Submitted	1 day?	Wed 10/20/04	Wed 10/20/04
16		<b>Content Review</b>	<b>7 days?</b>	<b>Mon 10/18/04</b>	<b>Mon 10/25/04</b>
17		<b>Week 4 Team Meet</b>	<b>7 days?</b>	<b>Mon 10/18/04</b>	<b>Mon 10/25/04</b>
18		Begin Phase 3 planning/production	1 day?	Mon 10/25/04	Mon 10/25/04
19		Plan for Chapter 5 presentation	1 day?	Mon 10/25/04	Mon 10/25/04
20		Polish IA documents	1 day?	Mon 10/25/04	Mon 10/25/04
21		Content Inventory	1 day?	Fri 10/22/04	Fri 10/22/04
22		Content Collection Document	5 days?	Mon 10/18/04	Fri 10/22/04
23		<b>Information Architecture</b>	<b>5 days?</b>	<b>Wed 10/20/04</b>	<b>Mon 10/25/04</b>
24		<b>IA Document</b>	<b>5 days?</b>	<b>Wed 10/20/04</b>	<b>Mon 10/25/04</b>
25		Competitive Analysis	5 days?	Wed 10/20/04	Mon 10/25/04
26		Personas	5 days?	Wed 10/20/04	Mon 10/25/04
27		Creating Site Map	5 days?	Wed 10/20/04	Mon 10/25/04
28		Wireframes	5 days?	Wed 10/20/04	Mon 10/25/04
29		<b>Phase 3: Visual Design</b>	<b>12 days?</b>	<b>Wed 10/20/04</b>	<b>Wed 11/3/04</b>
41		<b>Phase 4: Production &amp; Q/A</b>	<b>13 days?</b>	<b>Mon 11/8/04</b>	<b>Wed 11/24/04</b>
52		<b>Usability Testing</b>	<b>21 days?</b>	<b>Wed 11/10/04</b>	<b>Wed 12/8/04</b>
53		<b>Week 7 Team Meet</b>	<b>11 days?</b>	<b>Wed 11/10/04</b>	<b>Wed 11/24/04</b>
54		Developing Task Scenarios	11 days?	Wed 11/10/04	Wed 11/24/04
55		Developing Post Questionnaire	11 days?	Wed 11/10/04	Wed 11/24/04
56		Developing Demographic Questionnair	11 days?	Wed 11/10/04	Wed 11/24/04
57		Developing Consent Forms	11 days?	Wed 11/10/04	Wed 11/24/04
58		<b>Week 7 In Class Meet</b>	<b>6 days?</b>	<b>Wed 11/24/04</b>	<b>Wed 12/1/04</b>
59		Usability Report	6 days?	Wed 11/24/04	Wed 12/1/04
60		Week 7 Status Report Submitted	1 day?	Wed 11/24/04	Wed 11/24/04
61		In Class Client - Usability Day	1 day?	Wed 11/24/04	Wed 11/24/04
62		Changes to Site based on Usability	1 day?	Thu 11/25/04	Thu 11/25/04
63		<b>Week 8 Team Meet</b>	<b>1 day?</b>	<b>Mon 11/29/04</b>	<b>Mon 11/29/04</b>
64		Q/A Test in development environment	1 day?	Mon 11/29/04	Mon 11/29/04
65		<b>Week 8 In Class Meet</b>	<b>6 days?</b>	<b>Wed 12/1/04</b>	<b>Wed 12/8/04</b>
66		Week 7 status report submitted	1 day?	Wed 12/8/04	Wed 12/8/04
67		Migrate site to production environment	6 days?	Wed 12/1/04	Wed 12/8/04
68		<b>Week 9 Team Meet</b>	<b>1 day?</b>	<b>Wed 12/1/04</b>	<b>Wed 12/1/04</b>
69		Week 8 Status Report Submitted	1 day?	Wed 12/1/04	Wed 12/1/04
70		<b>Week 9 In Class Meet</b>	<b>6 days?</b>	<b>Wed 12/1/04</b>	<b>Wed 12/8/04</b>

ID		Task Name	Duration	Start	Finish
71		Q/A Test in production environment	6 days?	Wed 12/1/04	Wed 12/8/04
72		<b>Phase 5: Launch &amp; Beyond</b>	<b>1 day?</b>	<b>Wed 12/8/04</b>	<b>Wed 12/8/04</b>
73		Week 9 Status Report Submitted	1 day?	Wed 12/8/04	Wed 12/8/04
74		In Class Client Final Presentation	1 day?	Wed 12/8/04	Wed 12/8/04
75		Client Hand-off Document	1 day?	Wed 12/8/04	Wed 12/8/04
76		Postmortem team meeting	1 day?	Wed 12/8/04	Wed 12/8/04
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## Conclusion

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Clearly defined goals, direction and schedules will insure the success of this web site build. Creative Element is committed to serving Visuals by Donni using this document as a guideline for conduct and for protocol. We each have tasks to do and we will continue to evaluate those tasks and methods that prove efficient and professional. The team members look to collaborate with the client by providing our expertise in management as well as design and technical skills.

These guidelines will assist Creative Element in handling any unforeseen circumstance. This document will provide the team with clarity, organization and encouragement.