

Project Management Plan

DFY Company

Project Manager – Linda Jiang

100014252@gerogianc.on.ca

DFY Company

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DFY Company

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By: Linda Jiang

December 3, 2004 – Version One

Project Scope and Objectives

DFY (Design For You) is a dynamic and exciting web design company offering the latest in media technology. We take the time to analyze our clients' needs and offer a comprehensive solution that will get results. Specifically, DFY offers services in professional Web Design, Graphic Design and Photography. By Using the most current technologies and techniques, we design and implement solutions for our clients business needs.

Immediate goals for DFY Company are to design our company website and give our clients a friendly, innovation and effective environment. We also need to create a strong brand identity.

As the long-term goals, DFY Company will expand the scope of services, to include Web Design, Graphic Design, Photography and Marketing Analysis. We also want to be recognized as the primary gallery for professional designers – G & P Gallery Plan (Graphic & Photography), which is included in Future Plan for our website.

Our objective is to create a strong awareness of DFY Company's brand identity, provide new, creative and innovative promotional campaigns to build awareness of

DFY Company and to ensure our clients have a completely satisfying experience with our services.

A single-minded message will be conveyed to the target user groups utilizing a unique selling point – Best Design For You.

The creative brief outlines a brief target audience persona and also provides overall project objectives for the DFY Company. The DFY Company website will have a consistent and intuitive navigational structure as well as logical naming conventions for all files. It will also be aesthetically pleasing and will combine a logo with an effective “branded” look and feel.

Production of the Project Management Plan

The purpose of this plan is to help construct and maintain a guideline of standards for the planning and management of the DFY Company and DFY Company website.

What the Project does not Include

The scope of this project is limited due to financial restrictions. Sponsorship and partnership will be necessary for the future plans of DFY Company. This project is also limited by a lack of marketing experience.

Detailed Schedule of Deliverables and Activities

DFY Company Creative Brief	November 16th, 2004
DFY Company Implementation Plan	November 25th, 2004
DFY Company Content Plan	November 25th, 2004
DFY Company SWOT Analysis	November 29th, 2004
DFY Company Technical Plan	November 29th, 2004
DFY Company Project Management Plan	December 3rd, 2004

Project Team

DFY Company Project Manager – Linda Jiang

DFY Company Site Planning and Information Architecture Manager – Linda Jiang

DFY Company Web Designer – Linda Jiang

DFY Company Database Technical – Linda Jiang

DFY Company Marketing Advisory – Melyssa Lipsey

Resource Requirements

Access to computers and Internet

Design and development software

- Dreamweaver
- Photoshop CS
- Illustrator CS
- Microsoft Word

Database Technical

PHP

MySQL

JavaScript

Content development

Budget Requirements – Direct and Indirect Costs

Domain name

Database server

Business cards

Business Advertising

To be expanded...

Technical Specifications for DFY Company Website

The site will be standards compliant and fully accessible. The overall development of the site will adhere to the following standards:

- Fast page loading time
- Forms available for the end users comments or opinions
- Meta tags will be integrated into every page with individual page descriptions to assist in Search Engine Ranking (the detail of Meta tags in DFY Content Plan).
- Cross platform and browser compatibility
- W3C compliance

Quality Assurance Plan

During the Project Management process, the quality will be maintained by continual review of the overall body of work. Usability testing will be completed at least 30 days prior to the final DFY website launch date to provide a cushion for unplanned and unexpected issues.

Usability Testing

Usability testing will be integrated into the schedule of deliverables as an integral element in the pre-launch stage. Users will help us define what worked and what did not work and will assist in our process of growth, change and improved functionality.

Appendix A

Communication matrix (excel spreadsheet to be added)

Gantt chart (excel spreadsheet to be added)

References

Goto, Kelly. (2002) "*Web Design Workflow: Project organization and Management*"

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