The Pie Basket

Project Title: Web Site Development

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Strategy Brief

Situation/Background Information

An interactive web site is a key advertising tool needed to introduce the new features and move of The Pie Basket to a wider audience. The theme of this web site will need to focus on selling homemade comfort food, pies and other merchandise in a clean, professional yet fun, country-style atmosphere that The Pie Basket is all about – good old American ideals. Currently, The Pie Basket is a small home business of five years that makes pies and other deserts for local customers by calling in orders. The customer's constant upbeat comments made on the sinful taste of the homemade pies and deserts are the inspiration to pursue their goal of expansion. The business purchased a new location to build facilities with larger working areas to accommodate the increased customer orders. It is time for the business to grow from a small home business to a nationally recognized place to stop, eat, and shop.

Objectives

The objective of this project is to create an interactive web site that will attract a wider customer base and increase revenue by at least 10% within 3 months and by 30% to 50% within a year of opening. The web site is scheduled for client approval by Tuesday, April 3, 2012 approximately one month prior to the grand opening. The web site will be up and running within a week of the grand opening. The grand opening is scheduled for Saturday, May 5, 2012. The web site development along will take a year while the buildings construction are completed. The web site will be produced from a budget of $50,000.

Target Audience

The target audience is the general local public, families, businesses, vacationers, motorcycle clubs, snowmobilers and bike enthusiasts whose ages range are from 18-75 years and has an income of at least $10,000-$50,000. The target users are computer savvy about purchasing food, merchandise, or gifts online; own a credit card; and/or uses the Internet to find places to book events and parties, search for things to do for a day trip, or find places for vacations. The users like to visit a farm or country-style atmosphere with the family for fun and eat homemade comfort food and shop for unique gifts.

Strategy

The only advertising has been through word of mouth and posting a few ads in local newspapers. While this may work for a small home business a national business needs a plan. The increased usage of the Internet and mobile devices has led the general public and businesses to find vacation spots, plan a day trip, locate appropriate places to hold events, purchase food items and unique gifts online. This makes creating a web site a perfect medium for promoting the new business location and additions of a restaurant, bakery, and gift shop for The Pie Basket. A catchy jingle will be created or users to remember them by. A new line of merchandise will be sold on the web site and in the gift shop that promotes the branding strategies of the business through a combination of wacky products with funny sayings, serious, and/or cute graphics. Some of these graphics or sayings will be distributed about the pages in the bottom right. The business plans to stand out from the other area restaurants and bakeries by serving and selling great comfort food and pies on the premises and online. To create a following for the restaurant the web site will have a Facebook link and create an e-mail list.

Shoppers online are looking for convenience and pricing. Online stores are open 24/7 with convenient hours for all customer schedules. Catherine Henry's 2010 Ezine article, Small Business and Why People Shop Online, states: "The new numbers just released by comScore indicates that online shopping has rebounded with a 10% growth in sales for the first quarter yet many offline businesses are still suffering."(Henry) The

EcommerceJunkie web site in an August 30, 2010 article, More Consumers Shopping Online Regularly Each Week, states:

> "The Compete quarterly Online Shopping Intelligence Study, which we have referenced before in our coverage, is out for Q2 2010, revealing the promising statistic that 83 percent of consumers are now shopping online weekly. Two things in particular stand out from this quarter's results. One, which echoes another trend we've been touting seemingly forever, is that social media integration is definitely having tangible effects on online shopping, as 31 percent of respondents reported checking out retail fan pages on Facebook or feeds on Twitter. Apparel was the second most sought after category. 30 percent of those polled said they shopped for kitchen items."(E-Commerce News)

Tactics

The main features of this web site are:

- user friendly and efficient navigation
- provide a search engine
- use a country-style theme along with an uncluttered design
- use warm, country-style, and natural colors
- use minimal, yet descriptive text.
- use quality photographs that download quickly
- have a musical jingle on the home page
- about us or history page
- describe the restaurant and bakery on premises page(s)
- this page should include a video tour of the premises
- this section should include the gardens and petting animals area (farm)
- menus should be downloadable
- section listing pies and desserts served daily and seasonal
- section to order pies or food items online
- gift shop on premises and online
- catering events, parties, and wedding service page(s)
- offer specials and contests
- make the ordering process as easy as possible and secure
- post a calendar for internal and local events
- post changing seasonal hours
- contact and sign-up for e-mail
- link to Facebook and/or Twitter on Contact Page
- have a directions and link to MapQuest page
- quote and gallery section of photographs from events and patrons

The agency of Ahearn Design will lead the process of creating the web site design and managing the outside vendors. Ahearn Design and a professional photographer will be hired at various stages to provide quality photographs for the web site and to use for wall decorations. An agency specializing in audio and creating jingles will be hired to create a musical introduction for the home page. An editor/writer will be hired to help with writing the descriptive text, checking the grammar, and to proofread all written materials. A green web server will be researched to host the web site. The web site needs to be designed so the business can update changes in the menus, products, and events easily.

Competitive Analysis

Purpose Statement

The purpose of this project is to build a versatile, friendly, and country-style web site that kicks-off the expanded plans for The Pie Basket. The focus of the comparison chart is to determine how to upstage The Pie Basket over its competition.

The project will focus on the goals of The Pie Basket:

- to introduce the new restaurant serving lunch and dinner
- to sell and update the list of homemade pies and comfort food items that can be ordered online for shipping or pick-up
- to update patrons of the seasonal specials
- to introduce the new gift shop and online order area for merchandise that promotes the branding image of The Pie Basket like t-shirts, aprons, oven mitts, etc., and also include other local products and artist wares
- to update patrons of seasonal hour changes
- to better manage events and employee hours within the facility by having an online calendar of internal and local events
- to promote and communicate efficiently with businesses and patrons to order products as gifts and/or book parties and events
- to promote contests and polls to gain feedback on their products
- to promote advertising to entice patrons from afar and seasonal travelers to stop at the restaurant and gift shop by having a link to MapQuest, by having proper meta words, and showing off photographs of the tempting homemade pies and comfort foods

Comparison Table

Many hours of research time was put in to search for and evaluate related web sit projects locally and across the country.

1 = horrible **2** = poor **3** = average **4** = very good **5** = excellent

	Mrs. Mac's Bakery Worcester, MA	Betty's Pies 2 Locations in MN	Whidbey Pies Greenbank, WA	Crane's Pie Pantry Fenville, MI
Home Page/Logo Design/Color Scheme/Theme First Impression	Simple design/too long Tan colors & background unappetizing /photo okay Colors emulate bread and wheats for baking/good idea but too dull **3**	Too much blue color Pie photo very effective Busy yet has white space All about Betty's Pies Childlike hand-drawn logo does not work with visual elements **3**	Great logo and photos Country home feel Spaced out/nothing to bring the elements together Variation of warm colors Great consistent photos **4**	Very busy/no focus Catchy natural wood logo/banner Odd mixture of fonts Long page All about the orchard Homey feel Lots of photos **2**
Navigation User Friendly Links Work Correctly Functionality	Inside page refreshes quickly when links hit/ Very easy navigation except for one link Downloadable forms **4**	Good navigation Easy to use Refreshes quickly Can't get back to web from Twitter & Facebook Download Menu **4**	Flawless navigation Quick & easy to use Separate outside e-mail PDF Menus Links to other retailers **5**	Easy navigation Quick & easy to use PDF Menus **4**
Content Font quality	Simple and to the point Easy to read sans-serif **3**	Simple and to the point Some descriptive text Oerders small hard to read sans-serif **3**	Great descriptive text Sales worthy Small hard to read sans-serif **4**	Some descriptive Not consistent **2**
Multimedia (Text, audio, still images, animation, video footage, interactivity)	Photos average Interactivity to a blog, Facebook and Twitter E-mail list and newsletter **3**	Photos average Enlarged photo options Too much time to load Interactivity to Facebook and Twitter E-mail list **3**	Photos excellent!!!! Interactivity to Facebook E-mail list Calendar by week, month & agenda **5**	Photos a mixture of good & excellent Interactivity to Facebook E-mail list and newsletter Distracting flashy text on Specials page **4**
Products & Services	Restaurant/Bakery Assorted menu Specials/Meals to go Wedding Cakes Recipes/Photo Tours History/About Us Coupons **3**	Restaurants/2 Locations Shop Online/Specials Photo Tours Employee Gifts History/About Us Recipe Book **4**	Cafe/Wholesale Pie Menu Catering Where to purchase News & Events Calendar History/About Us **4**	Restaurant/Bakery Shop Online/Specials Orchard/Wedding Pies Recipes/Photo Tours News & Events/Coupons Country & City Locations History/About Us **5**
SEO (Search Engine Optimization)	None **1**	None **1**	Yes/Works perfectly **5**	None **1**
Overall Design	Colors not enticing Some photos okay Boring **2**	Too much blue color diminished the appetite Clean modern look mixed with unprofessional logo Text too small Photos only average **3**	Most inviting web site from the quality of photos You could taste the food Simple & clean Homemade feel Simple and professional **4**	Too busy/No order Some photos add to the country feel **2**

Analysis

Based on the comparisons of similar business ventures a web site is essential for a start-up restaurant and bakery to reach customers beyond their general location. By adding online ordering, the business can lure in more customers from a wider range of locations.

Home Page/Design/Colors/Logo/Scheme/Theme:
Whidbey Pies home page has a simple design, a quality logo, use of photographs, white space, and colors – a classy yet homey country feel and professional look. The problem is the page could use a color or design to unite the elements – add a little wow or zing. Betty's Pies home page is a close second – the web site is all about the pies – is simple with an eye-catching photograph. The logo is not professional it is childlike and hand-drawn compared to the web site design. The bottom has added text and information that should be on another page. The biggest problem is the over use of blue for a food web site – blue is not appealing to ones palette. Mrs. Mack's home page is plain, too long, with dull tan and brown colors like bread, the design is simple, and the top photo is a nice touch and reflects a bakery, yet should show more items. This web site does not have a logo. Crane's Pie Pantry is too cluttered with text, a variety of fonts, too many logos and photographs. The top banner is creative and boosts a country feeling with a rustic wood background. It has a homey feel.

Navigation/Functionality:
All the web sites have easy navigation and are user-friendly, the majority of pages refresh quickly. One annoying problem was when one would navigate to Facebook or Twitter you could not easily get back to the home page. Mrs. Mack's blog has a usable link from its blog back to the web site. They offer easy access to join their e-mail list, but one can't link back to the home page. Whidbey Pies and Crane's Pie Pantry e-mail brings one outside of the web site to ones personal e-mail provider. Betty's Pies has an internal e-mail function to send then inquiries. All the web sites either have a downloadable form, item lists, or menus for the end-user to keep for reference. Whidbey Pies do offer a link to outside vendors that sell their pies.

Content/Text:
Mrs. Mack's and Betty's Pies had simple and to the point text descriptions. Whidbey Pies has the best descriptive text that sells the items without being too wordy. Crane's Pie Pantry's text was not consistent, some not enough and some too much.

Products & Services:
All the web sites have a history or about us page and have a café or restaurant location. Mrs. Mack's offer meals to go. Only Whidbey Pies offer catering services. Whidbey Pies is a wholesaler while the others are basically retailers. Either online or by a downloadable PDF all the sites have menus or lists of their products or food items. All these web sites offer specials except Whidbey Pies. Cranes' Pie Pantry and Mrs. Mack's offer coupons. Only Mrs. Mack's and Whidbey's Pie Pantry does not offer ordering online. Betty's Pies has the most efficient online ordering section. Mrs. Mack's and Crane's Pie Pantry offer a wedding cake and desert order as a service. Mrs. Mack's and Crane's Pie Pantry offer recipes online and Betty's Pies sell a recipe book. Crane's Pie Pantry and Mrs. Mack's have a news & events or sign up for a newsletter section while Whidbey Pies have this set up as a calendar.

(SEO) Search Engine Optimization:
A search engine may be a key factor to allow customers to find food or merchandise quickly to make a sale. Only Betty's Pies offered this feature. It is a very helpful feature that most users expect in a web site.

Overall Design:
Only the Whidbey Pie web site stood out in overall design and concept as mentioned in all the above categories. Betty's Pies design is professional, but the overuse of the blue color overwhelms the design. Mrs. Mack's has good organization in the navigation section with an average simple design yet lacked positive colors, photographs or pizzazz. Crane's Pie Pantry was just too cluttered and unorganized.

Features and essentials from the comparison businesses that would benefit The Pie Basket:
Overall, when comparing other related business ventures, the key factors are quick and efficient navigation, attention to a theme along with an uncluttered design, selling the food and merchandise through quality photographs, offering specials, and making the ordering process as easy as possible and secure. Minimal, yet descriptive text needs to capture the audience's attention quickly. Menus should be downloadable. A calendar of events is a plus feature along with a gift shop and an area to order pies or food items online. Menus should be downloadable. A search engine may be a key factor to allow customers to find food or merchandise quickly to make a sale.

Added features that other web sites did not have will be a musical jingle and a video tour of the facility and features to lure patrons to the restaurant.

Catering and wedding desserts was an added feature on some compared web sites. This is a service that The Pie Basket should seriously look at. Many area businesses do not offer specialty cake decorating services or desserts or have a large enough space to offer rentals for events.

Risk Matrix

Identification of Risks

1 Host service and/or domain register folds or sells their service, which results in losing the web site.

2 Locating and hiring local outside vendors/persons to help execute project may be difficult to find being in a rural area.

3 Outside vendors/persons hired to complete project don't and/or can't complete work on time due to unforeseen events.

4 Outside vendors/persons hired try to charge more for services already contracted for.

5 Weather changes like major storms or car accidents knock out power and interrupt project completion time.

6 Project funding is cut due to unforeseen financial additions of building the restaurant.

7 Client keeps changing their mind about content and details and/or adding additional features not in the Project Scope.

8 Virus and/or hacker disrupt, make changes, or shuts down computer or files.

9 Client does not have proper equipment or knowledge to maintain web site after completion.

10 Web site does not function properly as designed.

RISK Probability (down/R=Risk):			
Low (1)		**R2 (2)**	
Medium (2)		**R4 (4)** **R5 (4)** **R7 (4)** **R9 (4)** **R10 (4)**	**R3 (6)**
High (3)		**R6 (6)**	**R1 (9)** **R8 (9)**
RISK Impact (across): **Risk Rating= Probability x Impact**	**Low (1)**	**Medium (2)**	**High (3)**

Scale (3) **High Impact.** The effect could be catastrophic to the project and will have a significant loss or fail.

Scale (2) **Medium Impact.** The effect is a minimal to significant loss to the project.

Scale (1) **Low Impact.** The effect is minor, a minimal loss of time may result, business operations would not be affected.

Risk Analysis & Management

1 **Low Risk**

Risk #2: Project help could be a potential problem for this business venture due to the location of the business and the design studio. Both locations are in a rural central area of Massachusetts. Careful attention to finding dependable, quality help close by and having several back-up companies on file will benefit the project. A search with the Better Business Bureau (BBB), the local chamber services, other designer recommendations, and Internet searches should yield a qualified list of potential vendors. The selection process should be done in the early stages of development.

2 **Medium to High Risk**

Risk #3: Non-completed work, #4 over charged for work completed, and #7client scope changes, these problems will be monitored on a weekly basis by requiring updates or sending out e-mails to/from related parties. The scope of the project will be defined clearly to the client before work is started. Terms will be agreed upon plus legal contracts and privacy agreements will be required to be signed by all parties. They will be reminded of the plan in place, if the hired party can't meet its obligation they will be fired, and the work completed to date is the client's ownership. A back-up vendor will be immediately found from the list attained in the earlier research. The client must make payments on the agreed upon stages to continue and own the work completed on the project. If the client insists on making changes over the scope of the plan, a new contract will be put in place before work is continued. **Risk #5: Weather catastrophes, #9 software/hardware issues, #8 system failure,** these issues will be resolved by requiring weekly back-ups by all parties to another device or location. A back-up generator will be required for the main design firm and the client's new business location. Weather changes in New England and loss of power from car accidents is a regular problem, especially in the winter months. Firewalls and password protection will be implemented. Compatible software with tutorials and hardware programs will be purchased for the designer and client, plus costs will be built into the projects budget. Insurance will be purchased to cover any potential problem related to loss of business, income, damages, theft, etc. **Risk #10: Functionality** will be addressed by requiring weekly tests throughout the development. At several key points in the progress of development a variety of users will test the sites design for ease of use.

3 **Very High Risk**

Risk #11: Funding cut could be a potential problem for this business venture due to the nature of changes and unforeseen problems of building construction. The budget for web site development would be cut and impacted by this problem resulting in the projects possible failure. Usually 10-30% of a projects budget should be set aside for potential funding problems. 30% to 40% of the budget will be recommended for all potential funding problems to be put aside. **#8 System failure** was addressed in the above paragraph. The extra money set aside from the budget could be used to replace these items if a failure occurred. **Risk #1: host or register service problems** are real concerns and the biggest risk for failure. Careful research will be implemented to find a green secure host with a clean reputation with years of service, 24/7 technical support, unlimited disk space and bandwidth, support for needed features, and a money-back guarantee. A nationally known register service will be used and the client will retain ownership of the domain name.

Process Design

Phase 1: Planning
Phase 2: Gathering
Phase 3: Design/Production
Phase 4: Web Site Production
Phase 5: Testing Web Site
Phase 6: Installing Software/Hardware/ Launch/Final Testing

Work Breakdown Structure

Milestones are marked by ***

Phase 1 Planning/Project Start Date: March 4, 2011

1.1	**Initial Planning**		**Total Hours: 3 hr.**
1.1.1	Meeting with new client.		
1.1.1.1		Initial discussion of client's vision	1 hr.
1.1.1.2		Initial discussion of project objectives (Scoping Questionnaire)	1 hr.
1.1.1.3		Discussion of the projects software and hardware needs	1 hr.
1.2	**Competitive Analysis/Strategy Brief**		**Total Hours: 17 hrs.**
1.2.1	Perform competitive analysis		6 hrs.
1.2.2	Develop strategy brief		8 hrs.
1.2.3	Review internally/make changes		2 hrs.
1.2.4	Present strategy/client meeting		1 hr.
1.2.5	**Client Approval*** **		
1.3	**Business Proposal**		**Total Hours: 54 hrs.**
1.3.1	Scope of work details		10 hrs.
1.3.2	Risk analysis statement		3 hrs.
1.3.3	(WBS) Work breakdown structure		6 hrs.
1.3.4	Identify target audience		3 hrs
1.3.5	Team selection/Research/Interview outsource candidates		12 hrs.
1.3.6	Cost analysis		9 hrs.
1.3.7	Rough draft of proposal		4 hrs.
1.3.8	Review (Through internal meeting)		2 hrs.
1.39	Finish final draft		3 hrs.
1.3.10	Present proposal/client meeting		2 hrs.
1.3.11	**Client Approval/1st Deposit Retained** ***		
1.4	**Meet with Lawyer**		**Total Hours: 1 hr.**
1.4.1.	Discuss contracts for outside services and client		1 hr.

End Phase 1 Total Hours: 75 hrs.

Phase 2 Gathering/Start Date: June 20, 2011

2.1	**Brainstorming Meetings with Team**	**Total Hours: 8 hrs.**
2.1.1	Discuss and sign contracts: graphic designer/web designer	1 hr.
2.1.2	Discuss overall project needs, web host, and domain name	1 hr.
2.1.3	Discuss timeframe, materials needed and design stage	1 hr.
2.1.4	Discuss and plan photograph stages and video to be taken	1 hr.
2.1.5	Discuss jingle for intro page	1 hr.
2.1.6	Discuss and plan video	1 hr.
2.1.7	Discuss acquisition of information (text needed for writer/editor)	1 hr.
2.1.8	Discuss acquisition of software and hardware needed	1 hr.
2.2	**Create Initial Ideas & Design**	**Total Hours: 47 hrs.**
2.2.1	Create questionnaire for users (Concept Testing)	2 hrs.
2.2.2	Interview users	6 hrs.
2.2.3.	Address and outline client/user wants or needs	1 hr.
2.2.4	Develop flowchart, navigation, and architecture	8 hrs.
2.2.5	Discuss & develop colors/fonts/logo/banner/graphic details	6 hrs.
2.2.6	Designers timeframe for initial mock-ups	12 hrs.
2.2.8	Create storyboards	8 hrs.
2.2.9	Lead team members meet	1 hr.
2.2.10	Designers adjust/finalize mock-ups	3 hrs.
2.3	**Storyboards, Details, Design & Logo to Client**	**Total Hours: 7 hrs**
2.3.1	Present design details/client meeting	2 hrs.
2.3.2	Make changes to storyboards/details/design/logo	4 hrs.
2.3.3	2nd client meeting	1 hr.
2.3.4	**Design/Client Approval** ***	
2.4	**Meet with Lawyer/Client**	**Total Hours: 2 hrs.**
2.4.1	Discuss contract for client with lawyer approval to proceed with design	1 hr.
2.4.2	Meet with client to sign contract and acquire Images of Gift Items	1 hr.
2.4.3	**Client Approval to Proceed with Design/2nd Deposit Retained*** **	

End Phase 2 Total Hours: 64 hrs.

Phase 3 Design/Web Page Production Begins/Start Date: August 29, 2011

3.1	**Meet with team**	**Total Hours: 4 hrs.**
3.1.1.	Create change document for team	2 hrs.
3.1.2.	Meet/review changes of projects approval	1 hr.
3.1.3	Dispense and sign contracts: photographer/videographer/writer/editor (proofreader)/musical creator	1 hr.
3.2	**Develop 1st Phase of Page Designs**	**Total Hours: 47 hrs.**
3.2.1.	Graphic designer finalizes logo/banner/graphics	18 hrs.
3.2.2	Musical creator composes jingle for home page	12 hrs.
3.2.3	Photographer takes shots for intro and home page (etc.)	6 hrs.
3.2.4	Writer creates text for intro/home page	3 hrs.
3.2.5	Web designer creates intro and home page/basic navigation	6 hrs.
3.2.6	Team leaders meet/finalize 1st phase of page designs	2 hrs.
3.3	**Present 1st Phase of Page Designs to Client**	**Total Hours: 8 hrs.**
3.3.1	Page design meeting with client	1 hr.
3.3.2	Changes made to designs, graphics and/or jingle	6 hrs.
3.3.3	2nd client meeting	1 hr.
3.3.4	**Client Approval to Proceed with Production of Web Site/3rd Deposit** ***	

End Phase 3 Total Hours: 59 hrs.

Phase 4 2nd Phase Web Site Development/Start Date: October 17, 2011

4.1	**Finalize Web Access**	**Total Hours: 2 hrs.**
4.1.2	Purchase Domain Name	1 hr.
4.1.3	Hire Web Host	1 hr.
4.2	**Interface/Web Page Production**	**Total Hours: 160 hrs.**
4.2.1.	Create change order/e-mail or mail to team	2 hrs.
4.2.2	Web designer code pages/final production completed	
4.2.2.1	Graphic designer finalizes graphics	8 hrs.
4.2.2.2	Photographer finishes a series of photo shoots	12 hrs.
4.2.2.3	Remainder of gift shop images received	2 hrs.
4.2.2.4	Photographs/images are edited for web designer	8 hrs.
4.2.2.5	Writer finalizes copy (Content)	32 hrs.
4.2.3.6	Editor/proofreader adjusts copy	6 hrs.
4.2.2.7	Finalize Intro/Home/Navigation/Facebook Link	1 hr.
4.2.2.8	Finalize About Us page	2 hrs.
4.2.2.11	Finalize Pie Selections page	6 hrs.
4.2.2.12	Finalize Specialty Desert Selections page	6 hrs.
4.2.2.13	Finalize Specials page	2 hrs.
4.2.2.14	Finalize Catering/Wedding page	2 hrs.
4.2.2.15	Finalize Calendar of Events	6 hrs.
4.2.2.16	Finalize Gift page(s)	12 hrs.
4.2.2.17	Finalize Contact page/Directions/Map Quest	4 hrs.
4.2.2.18	Finalize Order Form page (PayPal/Credit Card)	6 hrs.
4.2.2.19	Finalize Gallery page (Initial design only/updated by client)	2 hrs.
4.2.2.20	Video production (On location/travel/finalized at studio)	12 hrs.
4.2.2.21	Finalize Garden/Petting Zoo page	2 hrs.
4.2.2.9	Finalize Restaurant/Bakery page	4 hrs.
4.2.2.10	Finalize Menu page(s)	6 hrs.
4.2.2.22	Final content input/photos/changes	8 hrs.
4.2.3	Team meeting/approval/minor changes need to be made	2 hrs.
4.2.4	Changes made to pages/internal testing/upload files to host	6 hrs.
4.2.5	2nd Meeting/team leaders only	1 hr.
4.2.6	**Team Approval of Web Pages** ***	
4.3	**Present All Web Pages to Client**	**Total Hours: 7 hrs**
4.3.1	Present Web Pages/discuss concerns and/or changes	2 hrs.
4.3.2	Make changes	3 hrs.
4.3.3	Review/proofread changes/adjust changes	1 hr.
4.3.4	2nd client meeting	1 hr.
4.3.5	**Web Page Client Approval of Project*** **	

End Phase 4 Total Hours: 169 hrs.

Phase 5 Testing Web Site/Start Date: April 4, 2012

5.1	**Team Leader Meeting/Tests**	**Total Hours: 6 hrs.**
5.1.1.	Discuss and plan for testing	1 hr.
5.1.2	Test internally on various computers/servers	2 hrs.
5.1.3	Test externally on various computers/servers/users	3 hrs.
5.2	**Client Meeting/Discuss Test Results**	**Total Hours: 10 hrs.**
5.2.1	Client meeting with test results	1 hr.
5.2.2	Make final changes to web site based on tests	3 hrs.
5.2.3	Review/proofread changes/test and adjust changes	2 hrs.
5.2.4	Upload adjusted files	1 hr.
5.2.5	Test changes internally	2 hrs.
5.2.6	2nd client meeting	1 hr.
5.2.7	**Client Approval of Project Tests/Payment Made*** **	

End Phase 5 Total Hours: 16 hrs.

Phase 6 Launch/Final Testing/Start Date: April 23, 2011

6.1	**Verify Web Site Works Properly**	**Total Hours: 16 hrs.**
6.1.1	Install software/hardware at clients business	5 hrs.
6.1.2.	Verify live at clients business	1 hr.
6.1.3.	Verify website navigation	1 hr.
6.1.4.	Verify external links	1 hr.
6.1.5.	Verify coding works properly	1 hr.
6.1.6.	Quick tutorial with client on usage	6 hrs.
6.1.7.	Final client meeting	1 hr.
6.1.8.	**Final Client Approval of Project/Final Payment Made*** **	

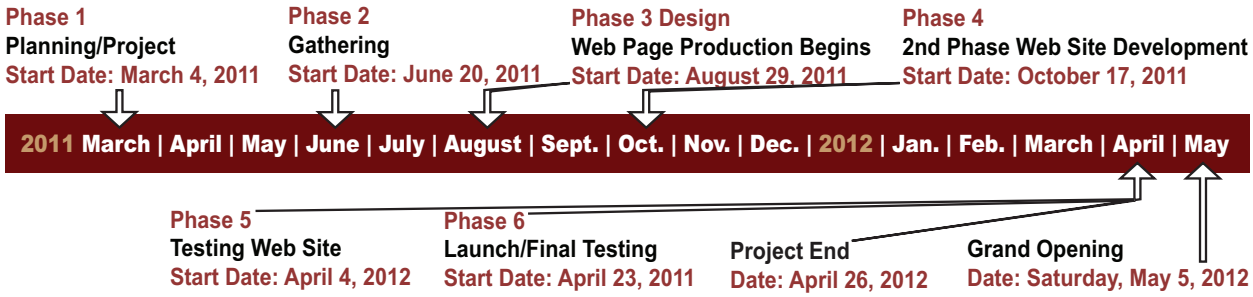
End Phase 6 Total Hours: 16 hrs.

Total Hours for Project: 399 hrs.

Project End Date: April 26, 2012

Grand Opening Date: Saturday, May 5, 2012

Timeline



Team Descriptions

The freelance team has been chosen by Ahearn Design to produce The Pie Basket project through extensive research and choosing qualified candidates at reasonable salaries.

NOTE: The hours and salaries are rounded up or down compared to the actual budget breakdown.

1) Ann Ahearn

Project Manager (Primary Role)
Senior Graphic Designer (Secondary Role)
Qualifications: Ann Ahearn, owner of Ahearn Design, has been a graphic designer for 30 years managing projects, employees, and team members. Ann has an Associates Degree Web & Interactive Design from the Art Institute of Pittsburgh Online and completed management and marketing courses at Quinsigamond Community College. Ann has won many design awards through the Maine Graphic Arts Association.
Activities/Roles: The Project Managers main function will be to manage all aspects of The Pie Basket Project. Ann will be responsible for all meetings with the team and client interaction. She will create and amend all business plans, project changes, and be responsible to make sure all parties are aware of these changes. She will handle all meetings and details with the lawyer. Other responsibilities include: managing budget, securing web host and domain name, collecting resources, solving problems, survey users, help in coding, secondary proofreading, quality control, and overseeing all the design aspects before the client views the progress. Secondary role will be designing the logo/banner, choosing the design and color scheme, and other graphic elements.
Salary Requirements: $40/hr. x 217.05 hours = $8,682.00
Benefits to the Team: Ann Ahearn has excellent organizational skills, is detail oriented, and has designed logo/branding images with marketing concepts for many clients. Her many years as a print designer and graphic artist, producing the projects from concept to completion adds to her well-rounded experience. Her company Ahearn Design is a small company that hires freelancers to accomplish additional tasks. She is an honest and easy-going, yet strong willed, and makes sure the projects are done on time and within budget.

2) Jim Provencher

Web Developer/Programmer (Primary Role)
Junior Project Manager (Secondary Role)
Graphic Designer (Secondary Role)
Qualifications: Jim Provencher holds a Bachelor Degree in Multimedia Design and Web Development. He has freelanced as a graphic designer for 28 years and web programmer for 10 years. Jim has excellent coding and technical skills for developing a web site (XHTML, Java Script, Flash, PHP, CSS and other mark-up languages). He has programmed over 50 fully functional web sites in Massachusetts.
Activities/Roles: His main role will be to code the web site, input images and data, and do all testing. Secondary role will be assisting Ann in designing the architecture, navigation, storyboards, logo/banner, choosing the design and color scheme, and other graphic elements. He will also be responsible to help Ann with quality control and be the back-up manager of the project. Jim will also install the software and hardware at the business and give brief tutorials to the client for adding changes to the web site.
Salary Requirements: Freelance Rate: $40/hr. x 151.55 hours = $6,062.00
Benefits to the Team: Ann Ahearn has worked successfully with Jim on many projects over the years and feels he could take over the project if needed because of his soft management skills and reliability. He brings creative design skills along with extensive knowledge of coding. Jim also has a laid back approach to management like Ann, expects results when needed, and would be a key team player. His jokes and music always lighten up the workload. His critiquing skills add in making design choices be more rounded and not one-sided.

3) Ashley Dugan

Graphic Designer/Intern (Primary Role)

Qualifications: Ashley Dugan has been training in the summer and holidays at Ahearn Design for 2 years for her college requirements at the University of Southern Maine.

Activities/Roles: She will assist Ann and Jim in collecting data and images, input text, adjusting photographs, creating graphics, coding, proofreading, and helping with meetings (setting up meeting/food service/cleaning).

Salary Requirements: No salary. Interns work on a no-pay basis for college grades. She will be given a $200 bonus for service work at the meetings. Ashley's hours may vary depending on the situation. She will work approximately 35 hours or more on this project.

Benefits to the Team: Ann Ahearn has been impressed with the work Ashley has done since starting her internship. She is an outstanding team player and avid learner. Ashley brings a young, fresh set of ideals to the project.

5) Anderson Commmunque (Dawn C. Anderson)

Writer/Editor (Primary Role)

Qualifications: With 10 years of marketing experience, ranging from the writing, editing, and proofing of website content, brochures, catalogs, and direct mail, to coordinating trade shows and photo shoots, Anderson Communique brings hands-on expertise you can count on. Dawn holds a B.A. in English with a concentration in writing from Bridgewater State College.

Activities/Roles: Her primary function is to write content for the web site and edit the information given by the client. She will be available at the meetings and photo shoots to gather appropriate information.

Salary Requirements: $35/hr. x 53.2 hrs. = $1,862.00

Benefits to the Team: She is extremely dependent and reliable, a team player, offering strategic thinking and eloquent writing skills.

6) Nash Studio, Inc. (Robert Nash)

Photographer (Primary Role)

Qualifications: Bob Nash Studios has been in existence since 1980 producing professional commercial photography.

Activities/Roles: This studio will shoot all the professional photographs for the web site, restaurant, and future print materials in digital format. Only the web site cost will be included.

Salary Requirements: $850 1/2 day shoot/$1600 full day shoot/plus other expenses. Total estimated costs $2,450-$4,000 based on $200.00 per hour average. Actual estimated cost $3,852.08.

Benefits to the Team: Ann Ahearn has worked with Nash Studio's on many projects and has always had quality photographs delivered. He offers creative vision for the photographs and web site. The photographs are key elements to the web site design and needs to be integrated with the content.

7) Obison Video (Obinna Agonmoh)

Video Photographer (Primary Role)

Qualifications: Obisun is a full video production company founded by Obinna Agonmoh, who has 15 years of experience at producing various video projects. He was one of the accredited cameramen during 1994 USA FIFA World Cup Soccer Championship, also in 1995 USA FIFA Friendly Soccer Championship. Obinna is also an editor and producer freelancer. He obtained his Bachelor Degree in communication (concentrate in electronic media production) at Worcester State College, electro-mechanical degree at Worcester Technical Institute and Two years hands on video production training.

Activities/Roles: This studio will shoot the professional video for the web site.

Salary Requirements: Time for the video was over estimated. The project will be cut back to a 6 hour shoot plus travel and meeting expenses. Estimate $100/hr./Actual estimated cost $1,326.04.

Benefits to the Team: This is a new company that Ann will be doing business with. The company was recommended to Ann by several businesses in the area. He is highly recommended due to his creative talents, keeping within a budget, and creating quality video footage with sound.

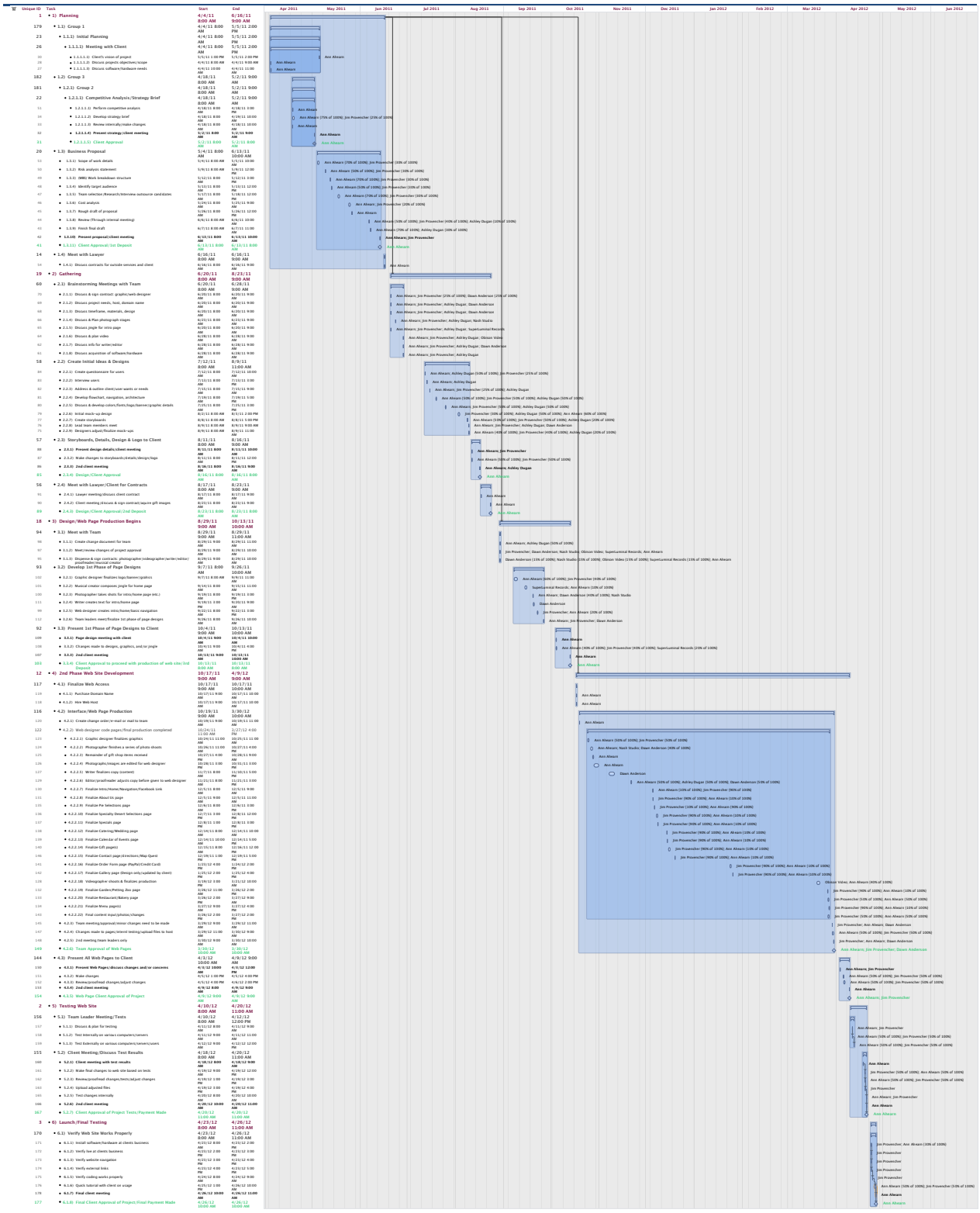
9) SuperLuminal Records

Jingle Creator (Primary Role)
Qualifications: The business has been in existence for 5-years. Since childhood he has composed and arranged music and played musical instruments. He holds a Bachelors Degree in Music from Boston College.
Activities/Roles: He will create and record the jingle for the web site, which may also be used for a commercial.
Salary Requirements: $40/hr. Estimate $250-800 average cost per jingle, includes meeting times and additional costs. Actual estimates cost $534.78.
Benefits to the Team: This is a new company that Ann will be doing business with. The company was found via an Internet search. Few jingle companies are in the vicinity of the central Massachusetts area. The companies jingle samples were impressive. The jingle needs a creative and professional edge that coincides with the web site. His insights may influence the design of the web site.

The estimated cost for team members is $22,319.27 based on the GANTT Chart figures, about half of the $50,000 allotted budget, yet includes photography, video, and the jingle costs. Some of the costs are estimates and may be lower or higher. The project manager and web developer have been estimated with padded time to keep within budget. If budget constraints get too tight, Ashley, the intern, will do more tasks to help the Project Manager and Web Developer.

GANTT Chart

To view the chart better please enlarge the page.



Team Salary Chart

Type	Unique ID	Resource	Cost/Hour	Total Cost	Total Hours
	1	Ann Ahearn	$40.00	$8,681.99	> 5w 2d 1h
	2	Jim Provencher	$40.00	$6,062.01	> 3w 3d 7.5h
	3	Ashley Dugan			> 4d 3.5h
	4	Dawn Anderson	$35.00	$1,862.36	< 1w 1d 5.25h
	5	Nash Studio	$200.00	$3,852.08	> 2d 3.25h
	6	Obison Video	$100.00	$1,326.04	> 1d 5.25h
	7	SuperLuminal Records	$40.00	$534.78	> 1d 5.25h

Task Allocation

To view the chart better please enlarge the page. The chart in on the next page (21).

Unique ID	Task	Start	End	Assigned	Total Cost	Duration
1	• 1) Planning	4/4/11 8:00 AM	6/10/11 9:00 AM		$1,172.00	10w 3d 1h
179	• 1.1) Group 1	4/4/11 8:00 AM	5/5/11 2:00 PM		$120.00	4w 3d 5h
23	• 1.1.1) Initial Planning	4/4/11 8:00 AM	5/5/11 2:00 PM		$120.00	4w 3d 5h
26	• 1.1.1.1) Meeting with Client	4/4/11 8:00 AM	5/5/11 2:00 PM		$120.00	4w 3d 5h
30	◆ 1.1.1.1.1) Client's vision of project	5/5/11 1:00 PM	5/5/11 2:00 PM	Ann Ahearn	$40.00	1h
28	◆ 1.1.1.1.2) Discuss projects objectives/scope	4/6/11 8:00 AM	4/6/11 9:00 AM	Ann Ahearn	$40.00	1h
27	◆ 1.1.1.1.3) Discuss software/hardware needs	4/6/11 10:00 AM	4/6/11 11:00 AM	Ann Ahearn	$40.00	1h
22	• 1.2) Competitive Analysis/Strategy Brief	4/18/11 8:00 AM	5/2/11 9:00 AM		$744.00	2w 1h
51	• 1.2.1) Perform competitive analysis	4/18/11 8:00 AM	4/18/11 3:00 PM	Ann Ahearn	$240.00	6h
34	• 1.2.2) Strategy strategy brief	4/18/11 8:00 AM	4/19/11 10:00 AM	Ann Ahearn (75% of 100%); Jim Provencher (25% of 100%)	$100.00	1d 2h
33	• 1.2.3) Review internally/make changes	4/20/11 8:00 AM	4/21/11 10:00 AM	Ann Ahearn	$80.00	2h
82	• 1.2.4) Present strategy/client meeting	5/2/11 8:00 AM	5/2/11 9:00 AM	Ann Ahearn	$60.00	1h
31	◆ 1.2.5) Client Approval	5/2/11 8:00 AM	5/2/11 8:00 AM	Ann Ahearn		
20	• 1.3) Business Proposal	5/4/11 8:00 AM	6/13/11 10:00 AM		$2,268.00	5w 3d 2h
53	• 1.3.1) Scope of work details	5/4/11 8:00 AM	5/5/11 10:00 AM	Ann Ahearn (70% of 100%); Jim Provencher (10% of 100%); Dawn Anderson (20% of 100%)	$400.00	1d 2h
50	• 1.3.2) Risk analysis statement	5/9/11 8:00 AM	5/9/11 12:00 PM	Ann Ahearn (70% of 100%); Jim Provencher (10% of 100%); Dawn Anderson (20% of 100%)	$120.00	4h
49	• 1.3.3) (WBS) Work breakdown structure	5/12/11 8:00 AM	5/12/11 5:00 PM	Ann Ahearn (70% of 100%); Jim Provencher (10% of 100%); Dawn Anderson (20% of 100%)	$240.00	6h
48	• 1.3.4) Identify target audience	5/13/11 8:00 AM	5/13/11 12:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$120.00	4h
47	• 1.3.5) Team selection/Research (interview outsource candidates	5/17/11 8:00 AM	5/18/11 12:00 PM	Ann Ahearn (70% of 100%); Jim Provencher (10% of 100%); Dawn Anderson (20% of 100%)	$480.00	1d 4h
46	• 1.3.6) Cost analysis	5/19/11 8:00 AM	5/20/11 9:00 AM	Ann Ahearn; Jim Provencher (50% of 100%)	$432.00	1d 1h
45	• 1.3.7) Rough draft of proposal	5/26/11 8:00 AM	5/26/11 12:00 PM	Ann Ahearn	$160.00	4h
44	• 1.3.8) Review (Through internal meeting)	6/6/11 8:00 AM	6/6/11 10:00 AM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%); Ashley Dugan (10% of 100%)	$72.00	2h
43	• 1.3.9) Finish final draft	6/7/11 8:00 AM	6/7/11 11:00 AM	Ann Ahearn (70% of 100%); Ashley Dugan (30% of 100%)	$84.00	3h
42	• 1.3.10) Present proposal/client meeting	6/13/11 8:00 AM	6/13/11 10:00 AM	Ann Ahearn; Jim Provencher	$360.00	2h
41	◆ 1.3.11) Client Approval/1st Deposit	6/13/11 8:00 AM	6/13/11 8:00 AM	Ann Ahearn		
14	• 1.4) Meet with Lawyer	6/16/11 8:00 AM	6/16/11 9:00 AM		$40.00	1h
54	• 1.4.1) Discuss contracts for outside services and client	6/16/11 8:00 AM	6/16/11 9:00 AM	Ann Ahearn	$40.00	1h
19	• 2) Cathering	6/20/11 8:00 AM	8/23/11 9:00 AM		$3,377.59	9w 1d 1h
60	• 2.1) Brainstorming Meetings with Team	6/20/11 8:00 AM	6/28/11 9:00 AM		$904.58	1w 1d 1h
70	• 2.1.1) Discuss & sign contract: graphic/web designer	6/20/11 8:00 AM	6/20/11 9:00 AM	Ann Ahearn; Jim Provencher (25% of 100%); Dawn Anderson (25% of 100%)	$39.17	1h
69	• 2.1.2) Discuss project needs, host, domain name	6/20/11 8:00 AM	6/20/11 9:00 AM	Ann Ahearn; Jim Provencher; Ashley Dugan; Dawn Anderson	$115.00	1h
68	• 2.1.3) Discuss timeframe, materials, design	6/20/11 8:00 AM	6/20/11 9:00 AM	Ann Ahearn; Jim Provencher; Ashley Dugan; Dawn Anderson	$28.75	1h
66	• 2.1.4) Discuss & Plan photograph stages	6/21/11 8:00 AM	6/21/11 9:00 AM	Ann Ahearn; Jim Provencher; Ashley Dugan; Nash Studio	$200.00	1h
65	• 2.1.5) Discuss jingle for intro page	6/20/11 8:00 AM	6/20/11 9:00 AM	Ann Ahearn; Jim Provencher; Ashley Dugan; SuperLuminal Records	$120.00	1h
64	• 2.1.6) Discuss & plan video	6/28/11 8:00 AM	6/28/11 9:00 AM	Ann Ahearn; Jim Provencher; Ashley Dugan; Obnoxi Video	$180.00	1h
62	• 2.1.7) Discuss info for writer/editor	6/28/11 8:00 AM	6/28/11 9:00 AM	Ann Ahearn; Jim Provencher; Ashley Dugan; Dawn Anderson	$115.00	1h
61	• 2.1.8) Discuss acquisition of software/hardware	6/28/11 8:00 AM	6/28/11 9:00 AM	Ann Ahearn; Jim Provencher; Ashley Dugan	$26.67	1h
58	• 2.2) Create Initial Ideas & Designs	7/12/11 8:00 AM	8/9/11 11:00 AM		$2,033.01	4w 3h
84	• 2.2.1) Create questionnaire for users	7/12/11 8:00 AM	7/12/11 10:00 AM	Ann Ahearn; Ashley Dugan (50% of 100%); Jim Provencher (25% of 100%)	$100.00	2h
83	• 2.2.2) Interview users	7/13/11 8:00 AM	7/13/11 5:00 PM	Ann Ahearn; Ashley Dugan	$240.00	6h
82	• 2.2.3) Address & outline client/user wants or needs	7/15/11 8:00 AM	7/15/11 9:00 AM	Ann Ahearn; Jim Provencher	$50.00	1h
81	• 2.2.4) Develop flowchart, navigation, architecture	7/18/11 8:00 AM	7/18/11 5:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%); Ashley Dugan (50% of 100%)	$320.00	1d
80	• 2.2.5) Discuss & develop colors/fonts/logo/banner/graphic details	7/25/11 8:00 AM	7/25/11 5:00 PM	Ann Ahearn; Jim Provencher (50% of 100%); Ashley Dugan (50% of 100%)	$360.00	6h
79	• 2.2.6) Initial mock-up design	8/2/11 8:00 AM	8/8/11 2:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%); Ashley Dugan (50% of 100%); Ann Ahearn (60% of 100%)	$432.01	1d 5h
77	• 2.2.7) Create storyboards	8/8/11 8:00 AM	8/8/11 5:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%); Ashley Dugan (10% of 100%)	$320.00	1d
76	• 2.2.8) Lead team members meet	8/9/11 8:00 AM	8/9/11 9:00 AM	Ann Ahearn; Jim Provencher; Ashley Dugan; Dawn Anderson	$115.00	1h
75	• 2.2.9) Designers adjust/finalize mock-ups	8/9/11 8:00 AM	8/9/11 11:00 AM	Ann Ahearn (40% of 100%); Jim Provencher (40% of 100%); Ashley Dugan (20% of 100%)	$96.00	3h
57	• 2.3) Storyboards, Details, Design & Logo to Client	8/11/11 8:00 AM	8/16/11 9:00 AM		$360.00	3d 1h
88	• 2.3.1) Present design details/client meeting	8/11/11 8:00 AM	8/11/11 10:00 AM	Ann Ahearn; Jim Provencher	$360.00	2h
87	• 2.3.2) Make changes to storyboards/details/design/logo	8/11/11 8:00 AM	8/11/11 12:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$160.00	4h
86	• 2.3.3) 2nd client meeting	8/11/11 8:00 AM	8/11/11 9:00 AM	Ann Ahearn; Ashley Dugan	$40.00	1h
85	◆ 2.3.4) Design/Client Approval	8/16/11 8:00 AM	8/16/11 8:00 AM	Ann Ahearn		
56	• 2.4) Meet with Lawyer/Client for Contracts	8/17/11 8:00 AM	8/23/11 9:00 AM		$80.00	4d 1h
91	• 2.4.1) Lawyer meeting/discuss client contract	8/17/11 8:00 AM	8/17/11 9:00 AM	Ann Ahearn	$40.00	1h
90	• 2.4.2) Client meeting/discuss & sign contract/aquire gift images	8/23/11 8:00 AM	8/23/11 9:00 AM	Ann Ahearn	$40.00	1h
89	◆ 2.4.3) Design/Client Approval/2nd Deposit	8/23/11 8:00 AM	8/23/11 8:00 AM	Ann Ahearn		
18	• 3) Design/Web Page Production Begins	8/29/11 9:00 AM	10/13/11 10:00 AM		$1,856.35	6w 3d 1h
94	• 3.1) Meet with Team	8/29/11 9:00 AM	8/29/11 11:00 AM		$189.32	2h
98	• 3.1.1) Create change document for team	8/29/11 9:00 AM	8/29/11 11:00 AM	Ann Ahearn; Ashley Dugan (50% of 100%)	$53.33	2h
97	• 3.1.2) Meet/review changes of project approval	8/29/11 9:00 AM	8/29/11 10:00 AM	Jim Provencher; Dawn Anderson; Obnoxi Video; SuperLuminal Records; Ann Ahearn	$71.83	1h
95	• 3.1.3) Dispense & sign contracts: photographer/videographer/writer/editor/proofreader/musical creator	8/29/11 9:00 AM	8/29/11 10:00 AM	Ann Ahearn (50% of 100%); Nash Studio (15% of 100%); Obnoxi Video (15% of 100%); SuperLuminal Records (15% of 100%); Ann Ahearn	$60.16	1h
93	• 3.2) Develop 1st Phase of Page Designs	9/7/11 8:00 AM	9/26/11 10:00 AM		$3,347.02	2w 3d 2h
102	• 3.2.1) Graphic designer finalizes logo/banner/grahics	9/7/11 8:00 AM	9/9/11 11:00 AM	Ann Ahearn (60% of 100%); Jim Provencher (40% of 100%)	$720.02	2d 3h
101	• 3.2.2) Musical creator composes jingle for home page	9/14/11 8:00 AM	9/15/11 11:00 AM	SuperLuminal Records; Ann Ahearn (50% of 100%)	$480.00	1d 3h
100	• 3.2.3) Photographer takes shots for intro/home page etc.)	9/19/11 8:00 AM	9/19/11 3:00 PM	Ann Ahearn; Dawn Anderson (40% of 100%); Nash Studio	$1,024.00	6h
111	• 3.2.4) Writer creates text for intro/home page	9/20/11 8:00 AM	9/21/11 9:00 AM	Dawn Anderson	$105.00	3h
99	• 3.2.5) Web designer creates intro/home/basic navigation	9/22/11 8:00 AM	9/22/11 5:00 PM	Jim Provencher; Ann Ahearn (25% of 100%)	$288.00	6h
112	• 3.2.6) Team leaders meet/finalize 1st phase of page designs	9/26/11 8:00 AM	9/26/11 10:00 AM	Ann Ahearn; Jim Provencher; Dawn Anderson	$200.00	2h
92	• 3.3) Present 1st Phase of Page Designs to Client	10/4/11 9:00 AM	10/13/11 10:00 AM		$320.00	1w 2d 1h
109	• 3.3.1) Page design meeting with client	10/4/11 9:00 AM	10/4/11 10:00 AM	Ann Ahearn	$40.00	1h
108	• 3.3.2) Changes made to designs, graphics, and/or jingle	10/7/11 9:00 AM	10/11/11 4:00 PM	Ann Ahearn (40% of 100%); Jim Provencher (40% of 100%); SuperLuminal Records (20% of 100%)	$240.00	6h
107	• 3.3.3) 2nd client meeting	10/13/11 9:00 AM	10/13/11 10:00 AM	Ann Ahearn	$40.00	1h
103	◆ 3.3.4) Client Approval to proceed with production of web site/3rd Deposit	10/13/11 8:00 AM	10/13/11 8:00 AM	Ann Ahearn		
12	• 4) 2nd Phase Web Site Development	10/17/11 9:00 AM	4/9/12 9:00 AM		$10,493.33	25w
117	• 4.1) Finalize Web Access	10/17/11 9:00 AM	10/17/11 10:00 AM		$80.00	1h
119	• 4.1.1) Purchase Domain Name	10/17/11 9:00 AM	10/17/11 10:00 AM	Ann Ahearn	$40.00	1h
118	• 4.1.2) Hire Web Host	10/17/11 9:00 AM	10/17/11 10:00 AM	Ann Ahearn	$40.00	1h
116	• 4.2) Interface/Web Page Production	10/19/11 8:00 AM	3/30/12 5:00 PM		$9,853.33	23w 2d 1h
120	• 4.2.1) Create change order re-mail or mail to team	10/19/11 9:00 AM	10/19/11 4:00 PM	Ann Ahearn	$80.00	1h
122	• 4.2.2) Web designer code pages/final production completed	10/26/11 1:00 AM	3/27/12 4:00 PM		$9,265.00	22w 1d 4h
123	• 4.2.2.1) Graphic designer finalizes graphics	10/26/11 1:00 AM	10/27/11 11:00 AM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$320.00	1d
124	• 4.2.2.2) Photographer finishes a series of photo shoots	10/26/11 11:00 AM	10/27/11 4:00 PM	Ann Ahearn; Nash Studio; Dawn Anderson (40% of 100%)	$1,048.00	1d 4h
125	• 4.2.2.3) Remainder of gift shop items received	10/27/11 4:00 PM	10/28/11 9:00 AM	Ann Ahearn	$80.00	2h
126	• 4.2.2.4) Photographs/images are edited for web designer	10/28/11 1:00 PM	10/31/11 3:00 PM	Ann Ahearn	$320.00	1d
127	• 4.2.2.5) Writer finishes copy (content)	11/7/11 8:00 AM	11/10/11 5:00 PM	Dawn Anderson	$1,120.00	4d
129	• 4.2.2.6) Editor/proofreader adjusts copy before given to web designer	11/21/11 8:00 AM	11/21/11 3:00 PM	Ann Ahearn (50% of 100%); Ashley Dugan (50% of 100%); Dawn Anderson (50% of 100%)	$221.00	6h
130	• 4.2.2.7) Finalize Intro/Home/Navigation/Facebook Link	12/5/11 8:00 AM	12/5/11 9:00 AM	Ann Ahearn (10% of 100%); Jim Provencher (50% of 100%)	$40.00	1h
131	• 4.2.2.8) Finalize About Us page	12/5/11 9:00 AM	12/5/11 11:00 AM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$80.00	2h
133	• 4.2.2.9) Finalize Pie Selections page	12/6/11 8:00 AM	12/6/11 3:00 PM	Jim Provencher (10% of 100%); Ann Ahearn (90% of 100%)	$240.00	6h
136	• 4.2.2.10) Finalize Specialty Dessert Selections page	12/7/11 8:00 PM	12/8/11 12:00 PM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$240.00	6h
137	• 4.2.2.11) Finalize Specials page	12/8/11 1:00 PM	12/8/11 5:00 PM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$80.00	2h
138	• 4.2.2.12) Finalize Catering/Wedding page	12/14/11 8:00 AM	12/14/11 10:00 AM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$80.00	2h
139	• 4.2.2.13) Finalize Calendar of Events page	12/14/11 10:00 AM	12/14/11 5:00 PM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$240.00	6h
140	• 4.2.2.14) Finalize Gift page(s)	12/15/11 8:00 AM	12/16/11 12:00 PM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$480.00	1d 4h
146	• 4.2.2.15) Finalize Contact page/directions/Map Quest	12/19/11 1:00 PM	12/19/11 5:00 PM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$160.00	4h
141	• 4.2.2.16) Finalize Order Form page (PayPal/Credit Card)	12/21/12 4:00 PM	12/4/12 2:00 PM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$240.00	6h
142	• 4.2.2.17) Finalize Gallery page (Design only/updated by client)	1/25/12 2:00 PM	1/25/12 4:00 PM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$80.00	2h
128	• 4.2.2.18) Video/gather shoots & finalizes production	1/19/12 9:00 AM	1/21/12 10:00 AM	Obnoxi Video; Ann Ahearn (50% of 100%)	$1,360.00	1d 4h
132	• 4.2.2.19) Finalize Garden/Petting Zoo page	1/26/12 11:00 AM	1/26/12 2:00 PM	Jim Provencher (90% of 100%); Ann Ahearn; Dawn Anderson	$80.00	2h
153	• 4.2.2.20) Finalize Restaurant/Bakery page	1/26/12 2:00 PM	1/27/12 9:00 AM	Jim Provencher (10% of 100%); Ann Ahearn (50% of 100%)	$160.00	4h
154	• 4.2.2.21) Finalize Menu page(s)	1/27/12 9:00 AM	1/27/12 4:00 PM	Jim Provencher (90% of 100%); Ann Ahearn (10% of 100%)	$240.00	6h
143	• 4.2.2.22) Final content input/photos/changes	1/26/12 2:00 PM	1/27/12 2:00 PM	Jim Provencher (50% of 100%); Ann Ahearn (50% of 100%)	$320.00	1d
145	• 4.2.3) Team meeting/approval/minor changes need to be made	1/29/12 9:00 AM	1/29/12 11:00 AM	Jim Provencher; Ann Ahearn; Dawn Anderson	$200.00	2h
147	• 4.2.4) Changes made to pages/extent testing/upload files to host	1/29/12 11:00 AM	1/30/12 9:00 AM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$240.00	6h
148	• 4.2.5) 2nd meeting/team leaders only	2/28/12 9:00 AM	2/28/12 10:00 AM	Jim Provencher; Ann Ahearn; Dawn Anderson	$58.33	1h
149	◆ 4.2.6) Team Approval of Web Pages	2/28/12 10:00 AM	2/28/12 10:00 AM	Jim Provencher; Jim Provencher; Dawn Anderson		
144	• 4.3) Present All Web Pages to Client	4/3/12 10:00 AM	4/9/12 9:00 AM		$560.00	3d 7h
150	• 4.3.1) Present Web Pages/discuss changes and/or concerns	4/6/12 10:00 AM	4/6/12 12:00 PM	Ann Ahearn; Jim Provencher; Dawn Anderson	$160.00	2h
151	• 4.3.2) Make changes	4/6/12 1:00 PM	4/6/12 4:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$120.00	3h
152	• 4.3.3) Review/proofread changes/adjust changes	4/6/12 4:00 PM	4/6/12 2:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$240.00	6h
153	• 4.3.4) 2nd client meeting	4/9/12 9:00 AM	4/9/12 9:00 AM	Ann Ahearn	$40.00	1h
154	◆ 4.3.5) Web Page Client Approval of Project	4/9/12 9:00 AM	4/9/12 9:00 AM	Ann Ahearn; Jim Provencher		
2	• 5) Testing Web Site	4/10/12 8:00 AM	4/20/12 11:00 AM		$720.00	1w 3d 3h
156	• 5.1) Team Leader Meeting/Tests	4/10/12 8:00 AM	4/12/12 12:00 PM		$240.00	2d 4h
157	• 5.1.1) Discuss & plan for testing	4/11/12 8:00 AM	4/11/12 9:00 AM	Ann Ahearn; Jim Provencher	$40.00	1h
158	• 5.1.2) Test internally on various computers/servers	4/11/12 9:00 AM	4/11/12 11:00 AM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$80.00	2h
159	• 5.1.3) Test externally on various computers/servers	4/12/12 9:00 AM	4/12/12 12:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$120.00	3h
155	• 5.2) Client Meeting/Discuss Test Results	4/18/12 8:00 AM	4/20/12 11:00 AM		$480.00	2d 3h
160	• 5.2.1) Client meeting with test results	4/18/12 8:00 AM	4/18/12 9:00 AM	Ann Ahearn	$40.00	1h
161	• 5.2.2) Make final changes to web site based on tests	4/19/12 9:00 AM	4/19/12 12:00 PM	Jim Provencher (50% of 100%); Ann Ahearn (50% of 100%)	$120.00	3h
162	• 5.2.3) Review/proofread changes/tests/adjust changes	4/19/12 1:00 PM	4/19/12 3:00 PM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$80.00	2h
163	• 5.2.4) Upload adjusted files	4/19/12 3:00 PM	4/19/12 4:00 PM	Jim Provencher	$40.00	1h
165	• 5.2.5) Test changes internally	4/20/12 8:00 AM	4/20/12 10:00 AM	Ann Ahearn; Jim Provencher	$160.00	2h
166	• 5.2.6) 2nd client meeting	4/20/12 10:00 AM	4/20/12 11:00 AM	Ann Ahearn	$40.00	1h
167	◆ 5.2.7) Client Approval of Project Tests/Payment Made	4/20/12 11:00 AM	4/20/12 11:00 AM	Ann Ahearn		
3	• 6) Launch/Final Testing	4/23/12 8:00 AM	4/26/12 11:00 AM		$700.00	3d 3h
170	• 6.1) Verify Web Site Works Properly	4/23/12 8:00 AM	4/26/12 11:00 AM		$700.00	3d 3h
171	• 6.1.1) Install software/hardware at clients business	4/23/12 8:00 AM	4/23/12 2:00 PM	Jim Provencher; Ann Ahearn (50% of 100%)	$260.00	5h
172	• 6.1.2) Verify live at clients business	4/23/12 2:00 PM	4/23/12 3:00 PM	Jim Provencher	$40.00	1h
173	• 6.1.3) Verify website navigation	4/23/12 3:00 PM	4/23/12 4:00 PM	Jim Provencher	$40.00	1h
174	• 6.1.4) Verify external links	4/24/12 4:00 PM	4/24/12 5:00 PM	Jim Provencher	$40.00	1h
175	• 6.1.5) Verify coding works properly	4/24/12 8:00 AM	4/24/12 9:00 AM	Jim Provencher	$40.00	1h
176	• 6.1.6) Quick tutorial with client on usage	4/25/12 1:00 PM	4/26/12 10:00 AM	Ann Ahearn (50% of 100%); Jim Provencher (50% of 100%)	$240.00	6h
178	• 6.1.7) Final client meeting	4/26/12 10:00 AM	4/26/12 11:00 AM	Ann Ahearn	$40.00	1h
177	• 6.1.8) Final Client Approval of Project/Final Payment Made	4/26/12 10:00 AM	4/26/12 10:00 AM	Ann Ahearn		

Budget

TEAM				
Name	Title	Total Hours	Rate of Pay	Total Cost
Ann Ahearn	Project Manager (P) Senior Graphic Artist (S)	217	$40.00/hr.	$ 8,681.99
Jim Provencher	Web Developer (P) Graphic Artist (S)	181	$40.00/hr.	$ 6,062.01
Anderson Communque Dawn Anderson)	Writer (P) Proofreader (S)	59	$35.00/hr.	$ 1,862.36
Nash Studio, Inc. Robert Nash	Photographer	12	$200.00/hr.+	$ 3,852.08
Obison Video Obinna Agomoh	Videographer	8	$100.00/hr.	$ 1,326.04
SuperLuminal Records	Jingle Creator	14	$40.00/hr.	$ 534.78
Team Salaries Estimate Totals				$22,319.27
Ashley Dugan	Intern/Graphic Artist Proofreader (S)		$200.00 Bonus	$ 200.00
Team Salaries & Bonus Estimate	Totals			$22,519.27

OTHER EXPENSES	
Photography Expenses	$ 600.00
Modeling fees	$ 1,800.00
Rented Equipment/Decorations for Photo Shoots	$ 1,000.00
Entertainment/Food for Photo Shoots and Meetings	$ 1,000.00
Transportation Budget	$ 300.00
Liability Insurance	$ 300.00
Lawyer/Contract Expenses	$ 2,400.00
Accountant	$ 840.00
Host/Web Service (3 year plan)	$ 252.00
Domain Name (6 years)	$ 120.00
Software/Misc.	$ 4,077.00
Hardware	$ 2,870.00
Generator	$ 1,960.00
Office Space (Rent)	$ 2,100.00
Utilities	$ 1,036.00
Internet/Phone	$ 1,125.00
Faxes/Mail Service/Stamps	$ 700.73
Other Expenses/Materials/Fees Totals	$22,480.73
10% Contingency	$ 5,000.00

Team Salary Estimate & Bonus	$22,519.27
Other Expenses/Materials/Fees	$22,480.73
10%Contingency	$ 5,000.00
Total Estimates Costs	$50,000.00

NOTE: Hours and expenses are rounded up.

Creative Brief

The Project

The goal of this web site is to promote the business as a nationally recognized place to stop, eat, and shop or order online to a wider audience. Professional photographs along with creative writing and unique graphics and/or sayings are the main selling assets for this web site. Menus for the new restaurant, a calendar of events, a video tour of the facility, catering information, an online gift shop, and a map link are features for this web site. A catchy jingle is planned for the entry page to gain recognition.

Message/Tone

The theme of this web site will needs to focus on selling homemade comfort food, pies and other merchandise in a clean, casual, professional yet fun, country-style atmosphere. The user needs to be able to navigate quickly and easily throughout the pages so they don't loose interest. The colors should be rich, warm, vibrant, and make one think of homemade fruit pies and Americana.

User "Experience"/Key Selling Proposition

User experience is based on the target audience mentioned earlier in this proposal. The intro page will have a quick catchy jingle along with photographs to make the user remember the web site. The home page will allow the user to find what they are searching for easily by the navigation and a search engine. Users are looking for quality products, convenience, a quick delivery, and affordable pricing with convenient 24/7 hours to fit their schedules. The web site will be helpful for people on vacations, planning a day trip, looking for a restaurant, they can check out the local events or the new specials, locate an appropriate place to hold events, purchase food items and unique gifts online. The user will be able to purchase many unique gift items or clothing that portray the branding of the company and/or have funny or cute sayings and graphics. A variety of choices that change seasonally will keep the user coming back.

Example A: A motorcycle ride is planned to benefit a local family whose home burnt down. The person planning the event found the Pie Basket online while searching for a restaurant on the traveling route. The site showed accommodations for a large group. This person e-mailed The Pie Basket, rented the hall, arranged for promotional T-shirts to be purchased, and had the event scheduled on the calendar. The web site proved to aid in the success of the event.

Example B: A family is planning a trip from Boston to the Berkshires and is looking for a place to stop and eat about halfway to their destination. They found The Pie Basket online listed as a family restaurant. The setting was perfect for the young children to stretch their legs and pet the animals. The menu online showed many affordable options for the fussy family. They also purchased a few pies and some gifts while there. Once they returned home, the craved for more pie, so they ordered one online for a home delivery.

Example C: A local business researched online for a venue to hold their annual picnic and family event. They checked out The Pie Basket online. The facility had everything they needed: an outdoor are for games, a petting area to occupy the young children's attention, plenty of parking, a large function hall, catering on premises, and plenty of homemade pie for dessert. The online gift shop also inspired the business to purchase items for game prizes and awards to match the theme of the event.

Constraints/Limitations/Guidelines

- The budget can not exceed the $50,000 which may need to be cut if the building budget has complications.
- The deadline and launch of the web site must coincide with the grand opening in 2012.
- The hardware and software to be installed at the new facility must be on premises a month prior and be working a week to the grand opening.
- Training will be provided to the client to make future changes to the web site easier.
- Copyright and protection of professional photographs must be incorporated.
- The web site must be secure for billing information.
- The web site must be password protected, have firewalls, and virus protection.

Design Features

The logo is close to the final design stage. It reflects an old-fashioned look while being upbeat and fun.

The main font for the logo is Americana. This will be used as an accent f ont for navigation and/or headlines. This font is not supported online and will be used as graphics.

Americana Regular *Americana Italic*
Americana Bold Americana Extra Bold

Book Antiqua and Palatino are excepted standard web fonts that can be used in place of Americana for headlines and accent copy. Book Antiqua is a PC base and Palatino as Mac base font that are very similar. This way the text can be used for searches as indicated in the meta tags. 14 pt. or equivalent font size will be used for headlines in #660000 (Red).

Palatino Regular *Palatino Italic* **Palatino Bold** ***Palatino Bold Italic***

The sans-serif font Arial will be used for the main the content of text in #000000 (black).

A 12 pt. or equivalent font size will be used for the body copy for easier.

12 pt. Arial Regular *Arial Italic* **Arial Bold** ***Arial Bold Italic*** **Arial Black**

The color scheme is based on an assortment of fruits, the basket, and the piecrust. Pantone Inks were used as the base for printing costs and then the web or web safe colors were chosen to match as close as possible were chosen. Kuler was also used in the choice of colors in a match to mood board photos. Most of the colors will be used as the link, active, rollover, etc. or for accents.

The Pantone and RGB color used as a starting point	MAIN COLOR	MAIN COLOR	Visited & Calendar COLOR	MAIN COLOR	
Pantone 209 #762039 RGB	#660000 Web Safe Match	#CC9933 Web Safe Match	#FFCC66 Web Safe Match	#FFFFFF	
Calendar COLOR	Calendar COLOR	Calendar COLOR	The RGB color used as a starting point	Calendar & Accent COLOR	MAIN COLOR
#000033 Web Safe Match Blueberry	#666699 Web Safe Match Blueberry	#990000 Web Safe Match Strawberry	#00924D RGB	#009966 Web Safe Match	#000000

Technical Requirements

Target Technology

The Pie Basket web site requires a Mac or PC computer or hand-held (phones & PDA's) devices to be able to view video and listen to audio. This design must be fluid to meet all specifications. The CSS style sheet will have to detect and respond to the correct browser to be used. CSS 2.1 should become the foundation for styling. No Flash, frames, or pop-ups can be used. Images must not be below a 160x320 resolution. The site must work in black & white and color modes.

Below are the preferred system requirements for viewing QuickTime 7 versus minimal requirements for 4.1.2 older versions:

For PC's:

Preferred:

- 233-MHz Pentium-class processor or better
- 128MB of RAM
- XP or 2000 Service Pack 2/Windows Vista or Windows 7

Minimum:

- 90-MHz Pentium processor
- 16-color display card and 16-bit sound card
- A Sound Blaster or compatible sound cars and speakers
- DirectX version 3.0 or later recommended
- Windows 95/98/ NT/ME/2000

For Mac's:

Preferred:

- Mac OS X v10.5.x or later
- 512 MB RAM
- 800 MHz G4 processor or faster or Intel Duo 2 Cor
- Compatible Internet service provider

Minimum:

- A Mac computer with an Intel, PowerPC G5, or Power PC G4 (867 MHz or faster) processor
- Mac OS X 10.3.9 or later/Minimum Mac PowerPC OS 7.1 or later
- 128 MB RAM
- Virtual Memory turned on, set to 64 MB
- 400 MHz or faster G3 Power-PC-based or Intel-based

For Handheld's there is a huge variance:

- 333 MHz
- Data Width: 128 bit
- 320x240/480 x 272/480 x 600/640 x 480/1024x600 pixels
- 32 MB RAM
- 2 GB Memory
- 2.45 GHz, 800 MHz or 1900 MHz frequencies

Audio:
MP3/128 kbps/Acc MP34

HTML5 Video:
MPEG 4/H.264 Codec

Displays:
See above specifications for PC, Mac, or Handhelds.

Internet Connectivity:
Mozilla Firefox (3.5 and later), Opera (10.5 and later), Google Chrome (3.0 and later), Safari on Macs and Windows PCs (3.0 and later), Internet Explorer 9, and Mobile phones like Apple's iPhone and Google Android phones.

Software:
Quicktime and iTunes is the preferred software choice that is audio and video compatible for Mac, PC or handhelds. PC and handheld users could also use Real Player or Windows Media Player, Mac users could use iMovie. Adobe Reader would be needed to view a menu or sales confirmation PDF.

Additional Peripherals:
A printer may be useful to print the PDF menu or sales confirmations.

Benefits of QuicktTime:

Multimedia Platform
A Mac or PC can view a media clip from a website. No matter what you're watching or where you're watching it, QuickTime technology makes it all possible.

Video Technology
QuickTime features advanced video compression technology called H.264 to deliver brilliant, crisp HD video using less bandwidth and storage. So you'll experience pristine video quality wherever you watch your movies or videos. Free Downloads

Back-End Needs

The Mac computer is recommended due to the increase of bugs and hacks on the PC computers. Macs are known to be less susceptible to viruses and bugs. A Mac OS 10.5.8 to 10.6 (Snow Leopard) version with 15-inch 2.66 GHz MacBook Pro with an additional 19" or 22" monitor is the suggested hardware for this web project. This top-of-the-line laptop has a speedy Intel Core i7 processor, 4 GB of memory, a 500 GB hard drive and discrete Nvidiagraphics.

The Web CS5 Premium Software Bundle is a must to continue the web maintenance. The bundle includes: Adobe Photoshop Extended, Illustrator, Acrobat, Flash Professional and Builder, Dreamweaver, Fireworks, Contribute, Bridge, and Device Central. SequelPro, a PHP and MySQL database management software works on Mac OS X 10.5 or higher. This software is supported by the web host service.

A printer/scanner is a priority device needed for the upkeep of the web site. The Epsom Stylus Photo RX700 All-in-one-Printer is recommended. The client can print photo, forms, business documents, envelopes, and more.

This web site must comply with the PCI Data Security Standards (PCI DSS) because of the use of Debit or Credit Cards transactions. PayPal will be the suggested service for payments.

The local Internet Service is Charter that will also handle the phone service. This service will also supply a WiFi service and hub for the different computers and the restaurant users.

The client will collect user information for upcoming sales events only, require a password for orders, and protect personal and credit information of their customers form hackers. They will always be "welcomed" once they are logged in. The users orders will be kept on the database for inquiries – the user will always know what they have purchased and when in a 3-year timeframe.

A generator will also be purchased for frequent seasonal power outages. In addition an APC Power-Saving Back-UPS Pro 1000VA 600W 12OV UPS (8) Outlet system will be suggests for the power outages to save precious information.

Hub (Green Web Hosting)
This is the chosen web hosting site based on the back-end needs, price, convenience, online shopping and purchase requirements for transactions, and security features for this web site.

Unlimited Disk Space & Bandwidth
FREE Domain Name & Transfer (Using GoDaddy)
24/7 Technical Support
90-Day Money Back Guarantee
Latest PHP 5 & MySQL 5 or 5.2 Support
PayPal (Free Account Set-up)
Free e-online Data Merchant Account Setup
e-onlinedata (Credit Card)
iContact (E-mail Marketing Tool)
Free Blogging Software
Mobile Device Compatible
SPAM Safe Protection
Secure POP3/IMAP/SMTP Email
Auto-Responders
Email Forwarding
3 Web-Mail Clients
Unlimited Email Addresses
OS Commerce (Mac 10.4 Compatible)
Web-Based File Manager
Free Backup Wizard
Search Engine Capabilities

NOTE: There are many other services the web site may need in the future that this web host offers.

Page Design Mock-ups

Home Page Layout

About Us Page Layout

HOME

ABOUT US

RESTAURANT & BAKERY

PIES

DESSERTS

Gift Shop

Calendar of Events

Search

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BACK TO TOP HOME | ABOUT US | RESTAURANT & BAKERY | PIES | DESSERTS | GIFT SHOP | CALENDAR OF EVENTS

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Restaurant & Bakery Page Layout

Search

HOME

ABOUT US

RESTAURANT & BAKERY

PIES

DESSERTS

Gift Shop

Calendar of Events

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PHOTO of inside of restaurant

Press to View Video

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BACK TO TOP HOME | ABOUT US | RESTAURANT & BAKERY | PIES | DESSERTS | GIFT SHOP | CALENDAR OF EVENTS

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Calendar of Events Page Layout

HOME

ABOUT US

RESTAURANT & BAKERY

PIES

DESSERTS

Gift Shop

Calendar of Events

Search

MAY 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	CLOSED MONDAYS	1 CLOSED TUESDAYS	2	3	4	Cinco de Mayo 5 Opening Party
6	7	8	9	10	11	12
Mother's Day 13 Dinner Specials	14	15	16	17	18	★ 19
20 Hall Booked	21	22	23	24	25	26 Hall Booked
27 Hall Booked	Memorial Day 28 ★	John F. K. 29 ★	30	31		

Our Event | Hall Booked | ★ Local Event

Event Name | Date | Time
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Event Name | Date | Time ★
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BACK TO TOP HOME | ABOUT US | RESTAURANT & BAKERY | PIES | DESSERTS | GIFT SHOP | CALENDAR OF EVENTS

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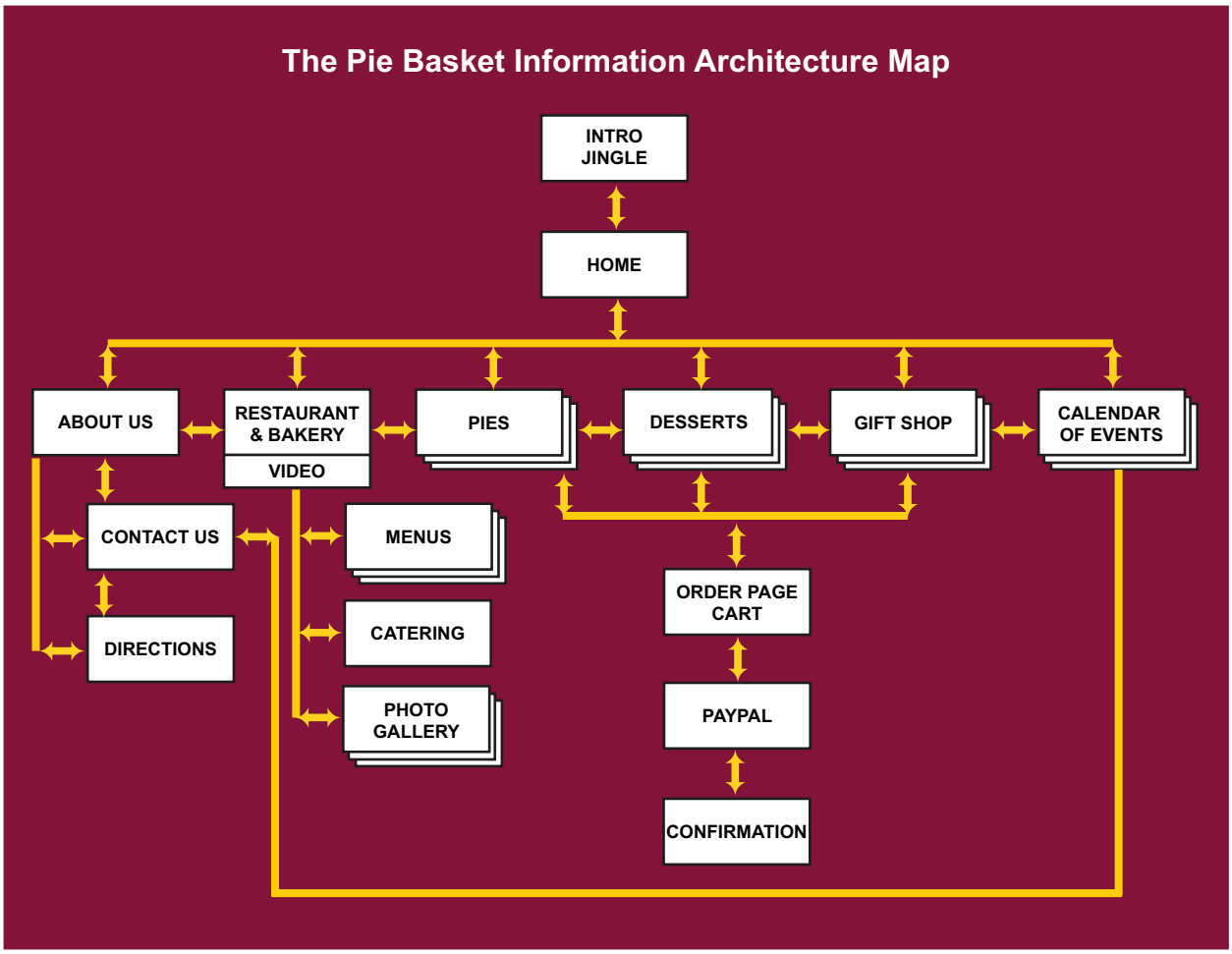
Information Architecture Map



Test Plan

Scope

Usability

Concept Testing

At the beginning stage of development a questionnaire is created with some basic concepts, logo ideas, graphic ideas, and color schemes to choose from. A day of asking locals and strangers on the street to answer the questionnaire will provide a starting point to create the initial design.

Prototype Testing

Three groups will test the prototype.

The first group will comprise of another web designer not part of the team or familiar with the project and one loyal customer, both have experience using Mac computers and mobile devices. This customer is familiar with purchasing pies made by The Pie Basket. By using this person we can test to see if the user has the same friendly experience on the web site as they were used to having by the company.

The second group will comprise of three types of users of different ages that have not used The Pie Basket previously. We will choose one businessman from the community who has experience planning events, a family from a nearby town, and a person in charge of a local motorcycle club. The abilities to use computers or mobile devices may vary.

The first two groups will be given a printed questionnaire form. They will be given a brief overview of what is expected of them to perform the test. They will be observed but not interrupted during the test. After the test they will be asked a few more questions. The users will be testing for navigation, their experience using the site; how they feel about the design, content, images and photographs; if they can perform certain tasks easily; if text is readable; do the pages contain the information they expected to find; is there something they would want to add to the web site; did they encounter problems using the site; etc. The individuals will be video taped from the computer if they are comfortable with it. The taped recordings will help us see reactions we may have missed during the tests.

The third group will be friends of the team who live far away and will volunteer to test the web site from their location. This is to include a user who may be looking for things to do while on vacation in this area. They will be e-mailed a PDF of the questionnaire. They will be asked to record a short video of them using the site from their computer. These items will be e-mailed to the project manager for the team to view.

Software Testing

On several occasions the team members will be conducting their own usability tests by making sure the web site works properly. The most important steps are constantly making sure the code is validated by the W3C validation service and the links work properly at each stage of web development. There are two planned test stages for testing the web site for compatibility with various platforms and computers besides the prototype tests. The key team members will crash the site and also disrupt the power supply at one meeting to test the recovery time, see if problems arise from the crash, and test to see if the site is still functioning properly. The project manager, the editor/proofreader, and the lawyer will be given printed copies of the entire web site and legal documents to make sure all the release forms have been obtained; and legal, copyright, and license issues have been met.

System/Beta User Testing

This stage is critical to the testing stages before the final client approval of the project tests. Once the prototype changes have been made, the Beta version will be sent to the web hosting company for further testing. They will test for proper coding, validation, use of tags, load and stress, payment options and all major functions work properly. The team will work with the web hosting company to resolve any errors.

Final Acceptance

The final test stage is at the client's location completed by the client. The project manager and the web designer will be there on the final day of testing to answer any questions for the client. This will be done when the final Beta testing is complete and resolved and when the final client signs off on the approval of the project tests. The web site must be up and functioning properly for the client to make upcoming changes.

Schedule

Concept Testing is scheduled for late June of 2011.

Prototype Testing is to be implemented immediately following a meeting on April 4, 2012. There will be one day of testing done at the design studio internally and another day or two at users homes or business. All prototype tests must be completed by Monday, April 9, 2012.

Software Testing is an ongoing process by any team member involved with the web development. The tests start at the web development stage in October 2011 and the first phase of testing must be complete before the Prototype testing prior to April 4, 2012. The second phase of tests conducted internally by key team members will start on Tuesday, April 10 and must be complete by Friday, April 20. 2012. The security test must also be completed by this timeframes.

System/Beta Testing will be conducted at the same time frame as the second phase of software tests to be completed and problems worked out by Friday, April 20, 2012.

Final Acceptance Testing will be conducted on Tuesday, April 24 and completed by Thursday, April 26. This leaves a one-week variance for any problems to be resolved before the grand opening on Saturday, May 5.

Platform

Prototype Testing will be done on a variety of computers both Mac and PC will be tested on various browsers and Internet services. Popular mobile devices will also be used for testing. The computer, device and Internet service will vary because the majority of tests will be conducted in the users homes. The users are asked to write down the platforms and Internets services they use. The internal tests will be conducted on the same Mac and/or PC computers as the software tests.

Software Testing is conducted at the design studios of the web/graphic designer and the project manager/graphic designer. The tests are done on a MacBook Pro running OS 10.5, a Mac Pro running Snow Leopard OS X, a Dell Studio XP running Windows 7, and an older Pentium- based PC computer running Windows 95 to test the QuickTime 4.1.2. Online web test sites for various browsers and mobile devices will also be conducted.

System/Beta Testing will be conducted at the web host's location on their systems.

Final Acceptance Testing will be conducted at the client's location by the web host on their systems using Charter for the Internet service on a Mac Pro running Snow Leopard OS X.

Standards

The team will discuss with the client which changes will be made based on a priority system during the testing stages.
1) High: The bug or problem must be fixed in order to proceed with testing and launch.
2) Medium: The bug or problem should be fixed before the release, but it does not interfere with testing or launch.
3) Low: It would be nice to fix the bug or problem, but it is not a priority at this time.
4) Next Version: The bug or problem can wait to be fixed after launch.

The web hosting company will follow the same criteria above and employ a bug/defect tracking reporting system during their system testing. The following classification system will be used to report bugs:

System: This notes any system specific errors such as “Director movie not found” or other software specific messages, crashes, or prompts.

Functional: This notes items that do not work (a button is dead) or do not work as expected (a button takes you to the wrong place).

Creative: This designates any copy, content, or graphic errors such as typos or poorly compressed graphics.

Usability: This classification is for any ease-of-use errors such as becoming lost in the program, uncertainty about which button to click, or unreadable screen text. In addition to the priorities established by the classification, each bug.

Test Case

The test conducted is to place an order.

HOME > PIES > ORDER CART > (Possible repeat process) > PIES > ORDER CART > PAYMENT OPTIONS > Order Confirmation and Number > E-mail Confirmation Sent.

Overview

The user enters the HOME page and clicks on the PIE button. On the main page for pies the user can click on a list of options like Fruit Pies, Meat Pies, Vegetarian Pies, etc. This brings the user to a new page with a photograph, price and description of each pie. A graphic will be next to it, one to order this pie via the mail and another graphic if it has to be picked up at the bakery. The user will click on the mail graphic. A window with text will pop up and say finalize order or make another selection. It is the users choice of what to do next: add another order or proceed to the checkout cart, again the user clicks on the appropriate graphic. At the checkout cart the user can use an option to become a member and enter an ID and a password to create an account. This account will keep track of their orders on a two-year basis and they will receive special coupons via e-mails. They will see their order and depending on what was ordered shipping options will appear at the bottom of the page with price options. The user will click on the checkbox and the price will be added to the order and totaled up. The user must click on the SUMBIT FOR PAYMENT button. A new page will pop up with payment options. All information must be filled out properly or the page will bounce back highlighting the incorrect filled out box in a red outline. Once all the appropriate information is filled out properly the user hits the SUBMIT FOR PAYMENT button. The payment will be checked for funds and finalized. If payment is rejected the user will have one more option to enter new payment information. The user will have an option to save the order to be viewed at another time or to print it. This confirmation page will give the user an order number to track the order. The day the order goes out in the mail, the confirmation e-mail will be sent back to the user.

Resources and Links

The following links were used in the comparison chart:

Betty's Pies. Two Harbors and White Bear Lake, MN. 2010. Web. 20 Feb 2011. http://www.bettyspies.com/

Crane's Pie Pantry Restaurant & Bakery. Home of the world's best homemade Michigan fruit pies. Fennville, MI. 2009-2010. Web. 20 Feb 2011. http://www.cranespiepantry.com/index.html

Mrs. Mack's Bakery. Pies baked by Mrs. Mack's Bakery & Restaurant, Worcester, MA. 2008-2010. Web. 20 Feb 2011. http://www.mrsmacksbakery.com/bakery_pies.htm

Whidbey Pies, Café & Catering at the Greenbank Farm. The Whidbey's Pies Café. Greenbank, WA. 2010. Web. 20 Feb 2011. http://www.whidbeypies.com/news_events.html

Resources from other sources:

Art Institute of Pittsburgh Online Classroom Lectures: Project Management, IMD213 XA, Week 1. 20 Feb 2011. http://myeclassonline.com

E-commerce News. More Consumers Shopping Online Regularly Each Week. 30 August 2010. Web. February 21, 2011. http://ecommercejunkie.com/2010/08/30/more-consumers-shopping-online-regularly-each-week/

Henry, Catherine. Ezine Articles: Small Business and Why People Shop Online. 2011. Web. February 21, 2011. http://ezinearticles.com/?Small-Business-Marketing---Understanding-Why-People-Shop-Online&id=4345335

How to Create Website.info Blog. *What are the risks in choosing wrong host and/or registrar for your website?* Sept. 6, 2020. Web. 25 Feb. 2011. http://howtocreatewebsite.info/resources/?p=47

Schwalbe, Kathy. Information Technology Project Management, Sixth Edition. Version P2BS-04. 03/2009.

Schwerzler, Don. *Risk Assessment: Vital first step of risk management.* Family Business Experts. 2000-2011. Web. 25 Feb. 2011.