

PTD: Interim Website PLAN

Document Info

Doc Purpose	Document and communicate project plan for Interim site. This doc modifies and elaborates the proposal based on the definitive scoping of the project and site owner approval. It is updated only when essential information changes. It contains the project baseline schedule only. Schedule is controlled through the Project Schedule and Tasks document.
Doc Owner	Project Manager
20Sections	<ul style="list-style-type: none">• Project Goals and Objectives• Priorities, Assumptions and Constraints• Target Deployment Dates• Workflow and Schedule• PTD Website Team

Project Goals and Objectives

We (PTD Web Team) have decided to develop and deploy the website in two phases to meet immediate and short-term goals. (Mid-range and long-term goals are TBD.)

Below are goals (WHAT we want to do) and supporting objectives (HOW we will meet those goals) for each phase.

- **Goal:** Upgrade the current site to meet three major objectives:
 - Functionality: the site must contain a minimum of functionality/interactivity problems.
 - Usability: the people using the site should be able to understand quickly how to get the information they need.
 - Currency: Content should be current.
 - Content: Add new content determined to be essential.
- **Objectives**
 - Address the three major goals to the greatest extent possible within realistic time, budget, and quality constraints.
 - Establish an interim process, tools, roles, etc., to facilitate its development and deployment
 - Establish a temporary maintenance process.

Priorities, Assumptions and Constraints

- Priority is to get interim site deployed.
- There is no budget for the interim site phase.
- Time constraints will pose the greatest challenges to project completion. We will need to make decisions along the way to balance sacrificing scope/quality and schedule.
- Definition and schedule for the redesign phase cannot be finalized until we more closely define features, functionality, and content for both the interim and redesigned sites.
- We must keep the interim site content minimal if we want to deploy it quickly.
- All team members have access to the following tools:
 - PC or Mac
 - Email, with ability to accept documents
 - Microsoft Word 98 or better
 - Acrobat Reader (current)

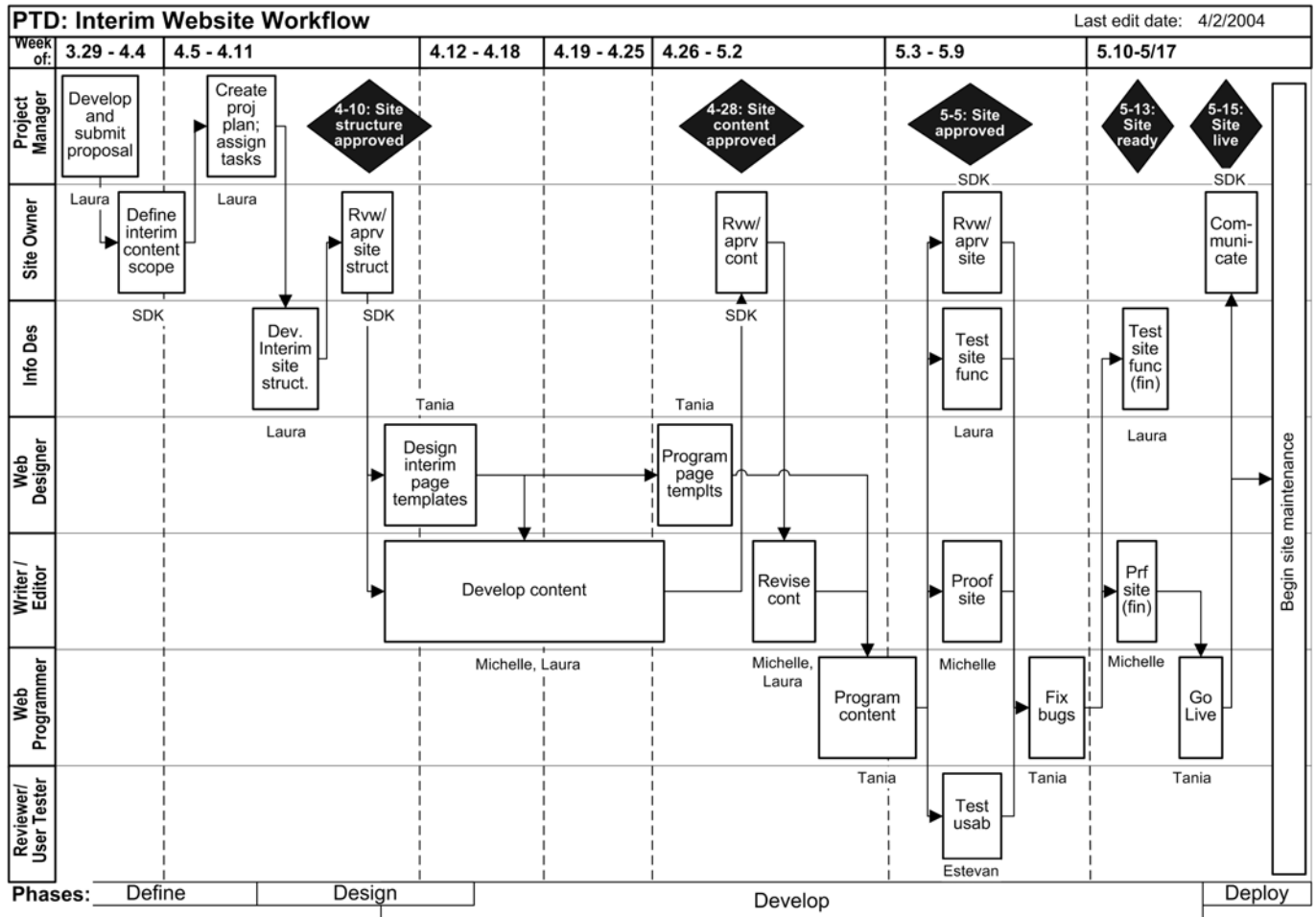
Target Deployment Dates

These dates are preliminary and will be fixed after more information is available on scope and resource availability.

Interim site: **May 17 2004**

Workflow and Schedule

Workflow



Key:  = Milestone

Notes:

- Time:** The week runs from Monday to Sunday. Time line is not "to scale". Time span represents duration, not effort.
- Tasks:** Designing page templates is separate from programming them to accommodate Tania's away time. We need completed wireframes (sketches that show basic content placement on every page) before we can really go to town on developing copy.
- Resources:** Laura can help with coding. We could use 1 or 2 more people as content proofreaders or usability testers at end, but not essential.

Critical Path

The critical path contains tasks that MUST be completed on time in order for the schedule to be met. In our case, almost all tasks are critical, but if meeting the schedule takes priority over quality, we could drop some of the review and QA tasks. We may decide to do this for the interim site, but I strongly urge against it for the redesign, and personally feel that I would rather see the Go Live date pushed out by a week or two than to sacrifice quality.

Schedule (by Task)

Phase/Task	Dur	From	To	Done	Resources
DEFINE PROJECT/SITE	9d	Mon 3/29/04	Wed 4/7/04		
Develop proposal	4d	Mon 3/29/04	Fri 4/2/04	x	Laura
Define interim content scope	3d	Fri 4/2/04	Mon 4/5/04	x	Sherazade, Tania, Laura
Create project plan and assign tasks	2d	Mon 4/5/04	Wed 4/7/04		Laura
DESIGN SITE	7d	Wed 4/7/04	Wed 4/14/04		
Develop site structure	1d	Wed 4/7/04	Thu 4/8/04		Laura
Review and approve site structure	1d	Fri 4/9/04	Sat 4/10/04		Sherazade
Site structure approved	0d	Sat 4/10/04	Sat 4/10/04		
Design page templates	4d	Sat 4/10/04	Wed 4/14/04		Tania
DEVELOP SITE	45d	Mon 3/29/04	Thu 5/13/04		
Develop content	18d	Sat 4/10/04	Wed 4/28/04		Michelle, Sherazade, Laura
Content approved	0d	Wed 4/28/04	Wed 4/28/04		
Revise content	2d	Mon 3/29/04	Tue 3/30/04		Laura
Program page templates	3d	Mon 4/26/04	Thu 4/29/04		Tania
Produce site	6d	Thu 4/29/04	Wed 5/5/04		
Program content	5d	Thu 4/29/04	Tue 5/4/04		Tania
Review and approve site	1d	Tue 5/4/04	Wed 5/5/04		Sherazade
Site approved	0d	Wed 5/5/04	Wed 5/5/04		
Test	7d	Wed 5/5/04	Wed 5/12/04		
Test site functionality	2d	Wed 5/5/04	Fri 5/7/04		Laura
Proof site content	2d	Wed 5/5/04	Fri 5/7/04		Michelle
Test site usability	2d	Wed 5/5/04	Fri 5/7/04		Estevan
Fix bugs	3d	Fri 5/7/04	Mon 5/10/04		Tania
Test site functionality (final)	2d	Mon 5/10/04	Wed 5/12/04		Laura
Proof site content (final)	2d	Mon 5/10/04	Wed 5/12/04		Michelle
Site ready to go live	0d	Thu 5/13/04	Thu 5/13/04		
DEPLOY SITE	4d	Thu 5/13/04	Mon 5/17/04		
Upload site to public server	1d	Thu 5/13/04	Fri 5/14/04		Tania
Site is live	0d	Fri 5/14/04	Fri 5/14/04		
Communicate to stakeholders	3d	Fri 5/14/04	Mon 5/17/04		Sherazade
Begin site maintenance	1d	Fri 5/14/04	Sat 5/15/04		ALL

PTD Website Team

Role Responsibilities

In many cases, a responsibility is shared through team process (e.g., determining content and functionality), but responsibilities given represent who “owns” or “articulates” that function through the products of their work.

Role	Who	Responsibilities
Site Owner (SO)	Scherazade	<ul style="list-style-type: none"> Organizational subject matter expert and executive sponsor Review and approve high-level plans and schedules. Review and approve site organization, functionality, visual design, Approve budget Manage role (personnel) changes
Project Manager (PM)	Laura	<ul style="list-style-type: none"> Develop and manage process and project plan schedule
Information Designer (ID)	Laura	<ul style="list-style-type: none"> Clarify site mission, vision, goals Determine content, functionality Specify content organization, navigation, labeling, searching systems Determine path for site growth and change over time Design and manage QA process Consult with WD on information design and usability issues
Web Designer (WD)	Tania	<ul style="list-style-type: none"> Create overall look and feel consistent with organizational branding Create site standards, palettes, templates, style guides. Design site interactions Design web pages Supervise WP Supervise Empowerment Records Web Designer Create illustrations and multimedia content Webmaster
Web Writer (WW)	Michelle Laura	<ul style="list-style-type: none"> Develop textual content for web Edit textual content Proofread textual content Proofread site pages
Web Programmer (WP)	Tania Laura	<ul style="list-style-type: none"> Build site functionality Copy fit textual and graphic content to web pages Update site Assure host server operability
Organizational Reviewer (OR)	Scherazade Other board members	<ul style="list-style-type: none"> Review web site at key stages pre- and post-deployment. Give feedback to Information Architect focused on extent to which site reflects organizational identity, mission, vision, goals, etc
Usability Tester (UT)	Estevan TBD	<ul style="list-style-type: none"> Participate in informal or formal usability testing Review web site for usability at key stages pre- and post-deployment Give feedback to IA
QA Tester (QA)	Laura Tania Michelle Frances	<ul style="list-style-type: none"> Perform quality assurance functionality and content tests Track QA issues, bugs
Web Host contact	Frances Phan	<ul style="list-style-type: none"> Hosts web site Maintain servers Consult with Web Programmer as needed

Contact Info

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