

MIS 448 Project Management



Team: Do The Dew

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4 May 2015

[SETH MACFARLANE WEBSITE]

The semester long project harnessed the ten knowledge areas of PMBOK to help guide our team to develop and redesign a celebrity website

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Project Charter

Project Title: Website Design and Implementation

Project Start Date: 2/2/2015

Projected Finish Date: 5/4/2015

Deliverable Due Dates (Key Schedule Milestones):

- Module 4 February 18
- Module 5 a&b March 4
- Module 6 March 23
- Module 5c April 1
- Module 7 April 6
- Module 8 April 8
- Module 9 a&b April 20
- Module 10 May 4

Budget Information: Monetary constraints do not apply due to nature of the project. Time and scope constraints will be budgeted amongst the individual deliverables and the final project completion date. Project time constraints will be budgeted at fifteen hours of labor per week per team member. Individuals can allow for and budget \$30 for travel and group activities, for the duration of the winter semester.

Project Manager: Brett Ellibee, (360) 521-4147, e2lib2e@gmail.com

Project Objectives: Analyze and evaluate popular celebrity websites. Create an inventory of popular website features and create a baseline. Collect all relevant information, then evaluate and develop a revamped or brand-new celebrity website. The likely candidate website is Seth MacFarlane. A complete redesign of the celebrity website will increase the likelihood of page views and enhance the overall user's experience.

Main Project Success Criteria: The new website must have a clear logical roadmap and good use of best practices as defined in the data dictionary. Evaluations will be made by hosting a user survey during the testing phase of the website. The average score returned from the user surveys must be greater than 3.7 in the crucial areas and features. Scope-creep will be allowed to develop between the triple constraints of time, cost, and scope; but only with proper change control documentation. Any change requests will be implemented after stakeholder input and project manager approval. Final deliverable will be completed in nine weeks. Team member evaluations will be rated in accordance with the guidelines established during Module 2.

Approach: Follow the directions and guidelines provided within the given templates. Make change requests as necessary, while maintaining the project deliverable due dates. Plan to share deliverables with group about four hours prior to submitting for grade. Collaboration through weekly virtual-conferencing sessions. Develop a detailed rubric to guide creation of desired website.

Roles and Responsibilities:

Role	Name	Organization/ Position	Contact Information
Qualitative & Quantitative Research	Brandon Huber	WSU Vancouver Student	Brandon.Huber82@gmail.com (360) 721-2930
Project Manager	Brett Ellibee	WSU Vancouver Student	e2lib2e@gmail.com (360) 521-4147
Project Technician Leader	Kelsey Leland	WSU Vancouver Student	leland.k.m@gmail.com (360) 624-0339
DTC Domain Expert & Format Specialist	Paul Scofield	WSU Vancouver Student	paulsrx@gmail.com (360) 281-6947
Project Portfolio Manager, & Stakeholder	Greg Rose	WSU Vancouver Professor	grose@vancouver.wsu.edu (360) 546-9766

Sign-off: (Signatures of all above stakeholders. Can sign by their names in table above.)

Comments: (Handwritten or typed comments from above stakeholders, if applicable)

Statement of Features

Through the website analysis done by our team, it has become apparent that some features are of more value than other features when it comes to celebrity websites. Having clear navigation and a logical roadmap for the user is dire to the success of a website. If these two features are lacking, the website is most likely unusable. A clear use of best practices is also a defining feature for a good website. Best practices for website features include: a Search Bar, FAQ section, and a Contact Us link. Following the guidelines of best practices ensures that the user will be compelled to return to the website and continue use. Without use of best practices, the user has a high potential to be turned off by the website and to avoid it.

Features that seem to be less crucial in the success of a website based on our analysis include site membership and the presence of forums. Very few of the celebrity websites that were studied had the capability for site membership. Similarly, without the membership capability, contributing to a forum would prove difficult, thus forums are not a feature that is imperative to the success of a website.

Certain features are more practical for different types of celebrities, for example, a website that is built to promote a television show may not provide an event calendar versus a comedian who may have scheduled shows coming up will require an event calendar, because they have tickets for sale. Determining the relevance of a feature to a specific celebrity depends on what the website itself is trying to achieve.

Wireframe: Home Page



Home Events Store **ON AIR** Greatest Hits About

Tweets

Follow @edublogs

Sue Wyatt @stasteach
Nearly 1000 students in blogging challenge, 200 still need mentors bit.ly/Ozajo3 Do you have some time to spare? #ebshare #stubb12
Retweeted by edublogs

edublogs @edublogs
@pruthomas @henrietaMi this has now been done

edublogs @edublogs
@pruthomas @paulbogush Are you clicking on Visual Tab after adding embed code? If so, that can remove embed code. Close post in HTML view

edublogs @edublogs
@pruthomas @henrietaMi can you give us the blog URL again?

edublogs @edublogs

Tweet to @edublogs

Trending

8 Things You Never Hear
2,484,096 Views



Ted 2 - Official Trailer
19,633,977 Views



Events



Seth @WSU Graduation
May 9th NW Ampitheater 1:00pm



Seth in Portland
Rose Garden May 11 5:00pm

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Wireframe: Events Page


The wireframe is set against a dark grey background. At the top, a central image shows a smiling man holding an Oscar statuette and several cartoon figurines. To the left of this image are social media icons for Facebook, Twitter, LinkedIn, YouTube, and Google+. To the right is a search bar. Below these elements is a navigation bar with the following items: **Home**, **Events**, **Store**, **ON AIR** (in red), **Greatest Hits**, and **About**.

The main content area is divided into two vertical columns with rounded tops and a dark wood-grain background:

- Upcoming Events:** This column contains four event listings. Each listing features a calendar icon, an event name, and fields for address, state, zip code, time, and date.
- Photo Gallery:** This column displays a vertical stack of three photos. The top photo shows the man sitting at a table with a cartoon character behind him. The middle photo shows him with a large teddy bear. The bottom photo shows him surrounded by cartoon characters.


The footer features a Hulu banner with the text "Watch your favorites. Anytime. For free." and a grid of various TV show thumbnails. Below the banner are navigation links: [Privacy](#), [Contact](#), [Terms and Conditions](#), [FAQ](#), and [Fox Broadcast Network](#).

Wireframe: Store Page




Home Events **Store** **ON AIR** Greatest Hits About

Sign In | Create Account View Cart




Family Guy Mezzo S1 Chris Griffin Evil Monkey Figure 1st AFA Vinyl (M)
\$134.99 from eCrater - dccollectibles

ADD TO CART




Family Guy - Volume 4 (3-DVD)
\$35.98 from Oldies.com

ADD TO CART



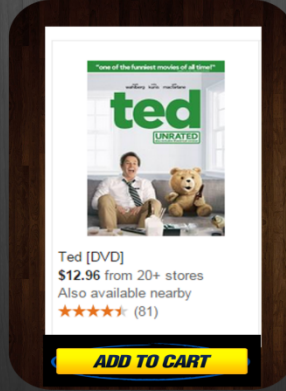
Family guy brian banana costume purple mens t-shirt - Adult Small
\$17.95 from TV Store Online

ADD TO CART




funko ted talking teddy bear wacky wobler bobblehead seth macfarlane
\$15.80 from Cutebabybuy

ADD TO CART




Ted [DVD]
\$12.96 from 20+ stores
Also available nearby
★★★★★ (81)

ADD TO CART



Ted is my thunder buddy adult red t-shirt - Adult Large
\$17.95 from TV Store Online

ADD TO CART



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Wireframe: On Air Page

Home Events Store **ON AIR Greatest Hits About**

hulu **huluPLUS**
1 FREE MONTH

Now Playing

TV SERIES BY SETH MACFARLANE >

Seth MacFarlane > Movies

ted June 29
Ted 2012

A Million Ways to Die in the West
BRING PROTECTION
A Million Ways to Die in the West 2014

ted is coming, again
ted is coming, again 2015

Hellboy II: The Golden Army
Hellboy II: The Golden Army 2008

The Life of Larry
THE LIFE OF LARRY
LARRY AND STEVE
UPRELEASED & RARE
The Life of Larry 1995

Family Guy Presents: Stewie...
Family Guy Presents: Stewie... 2005

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Wireframe: Greatest Hits Page

The wireframe shows a dark-themed page with a top navigation bar. At the top center is a photo of Seth MacFarlane smiling, surrounded by an Oscar statuette and various cartoon characters. Below this are social media icons for Twitter, Facebook, LinkedIn, YouTube, and Google+. A search bar is located on the right side of the navigation bar. The navigation menu includes 'Home', 'Events', 'Store', 'ON AIR' (in red), 'Greatest Hits', and 'About'. The main content area features two video thumbnails. The left thumbnail is from the animated film 'Petarded' (2005) and includes a quote from Peter Griffin: "Hello, Sally? H-hey, it's Peter Griffin. Yeah, that's right, senior prom. Yeah, it's been a while... So listen, um, I just found out that I'm retarded and um, I'm just calling to let you know that uh, you might want to get yourself tested. ...Hello?" Below the quote is the text "(Petarded, 2005)". The right thumbnail shows Seth MacFarlane at the Oscars with the quote: "Welcome to the Oscars. And the quest to make Tommy Lee Jones laugh begins now." Below the video thumbnails is a large image of a teddy bear. To the left of the bear is the text: "74% Audience score for Ted on Rotten Tomatoes". At the bottom of the page is a green banner for the "hulu VIEWERS' CHOICE AWARDS 2014" with the text "THE RESULTS ARE IN. SEE THE WINNERS NOW." Below the banner are links for "Privacy", "Contact", "Terms and Conditions", "Fox Broadcast Network", and "FAQ".

Home Events Store ON AIR Greatest Hits About

Voted best famly guy video to date -IGN



"Hello, Sally? H-hey, it's Peter Griffin. Yeah, that's right, senior prom. Yeah, it's been a while... So listen, um, I just found out that I'm retarded and um, I'm just calling to let you know that uh, you might want to get yourself tested. ...Hello?"

(Petarded, 2005)

74% Audience score for Ted on Rotten Tomatoes



"Welcome to the Oscars. And the quest to make Tommy Lee Jones laugh begins now."


hulu VIEWERS' CHOICE AWARDS 2014

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Wireframe: About Page



Home Events Store **ON AIR** Greatest Hits About

FAQ

What is your favorite color?
Blue. Its the color of my favorite jeans.

Who is your favorite character?
Brian is definately my favorite. His intelligence is super.


Lorem ipsum dolor sit amet?
Donec ultrices, arcu in porttitor consectetur.

Mauris venenatis neque nec placerat fringilla?
Suspendisse nec velit non felis ultricies eleifend.


Nunc porta convallis dui ac venenatis?
Phasellus ut mauris sed sapien tincidunt gravida et et enim.

Bio

Donec ultrices, arcu in porttitor consectetur, dolor arcu vestibulum lectus, vel tincidunt nisi nisl nec ante. Curabitur diam ipsum, luctus sit amet enim dapibus, hendrerit pretium tellus. Maecenas quis pulvinar est. Sed vehicula lectus id purus feugiat faucibus. Nulla vulputate lectus a maximus lacinia.



Mauris venenatis neque nec placerat fringilla. Sed imperdiet vulputate aliquet. Quisque sed nisl pretium, tempor nibh vitae, tincidunt ex. Mauris finibus, justo vel rutrum accumsan, odio ex hendrerit ex, sed bibendum purus felis in enim. Nunc porta convallis dui ac venenatis. Suspendisse id fringilla nibh, eu faucibus dolor. Nam at risus quis ligula sagittis imperdiet. Fusce nec tortor sed orci convallis luctus. Nam egestas ultricies erat ut finibus. Vestibulum sodales vitae augue sit amet gravida.



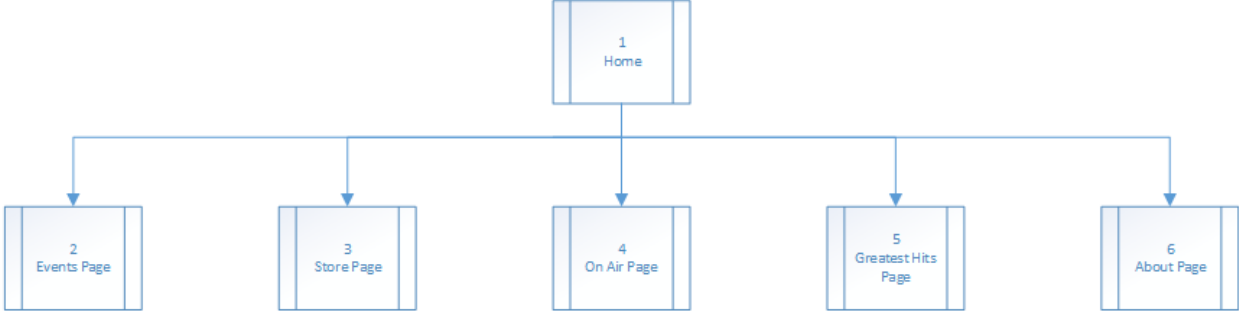
In vitae felis blandit purus ullamcorper maximus in vitae odio. Mauris sed turpis vitae turpis facilisis ornare. Pellentesque nec imperdiet arcu, a ultricies erat. Curabitur ac diam turpis. Vestibulum vulputate placerat orci, sed malesuada eros egestas ac. Nulla libero est, maximus id venenatis id, sodales quis ipsum. Vivamus

Nulla in vehicula dui. Fusce dictum pulvinar sapien. Cras quis mattis purus. Duis cursus mattis massa. Pellentesque fermentum elit quis nunc laoreet rutrum in in sem. Quisque porttitor pharetra rhoncus. Etiam mollis tempus vehicula. Nullam tincidunt et metus et porta. Suspendisse nisi magna, commodo et eros in, placerat vestibulum nisi. Nunc ut nulla in sem sollicitudin tempor id ac quam. In tincidunt bibendum urna, eget euismod sapien volutpat sed. Proin dictum leo vitae arcu dignissim iaculis. Donec venenatis, velit quis dictum eleifend, ex nisi fringilla nisi, sed pharetra felis ex at augue. Vestibulum bibendum dolor ut posuere egestas. Donec nec lobortis nunc.

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FAQ

Dialogue Diagram



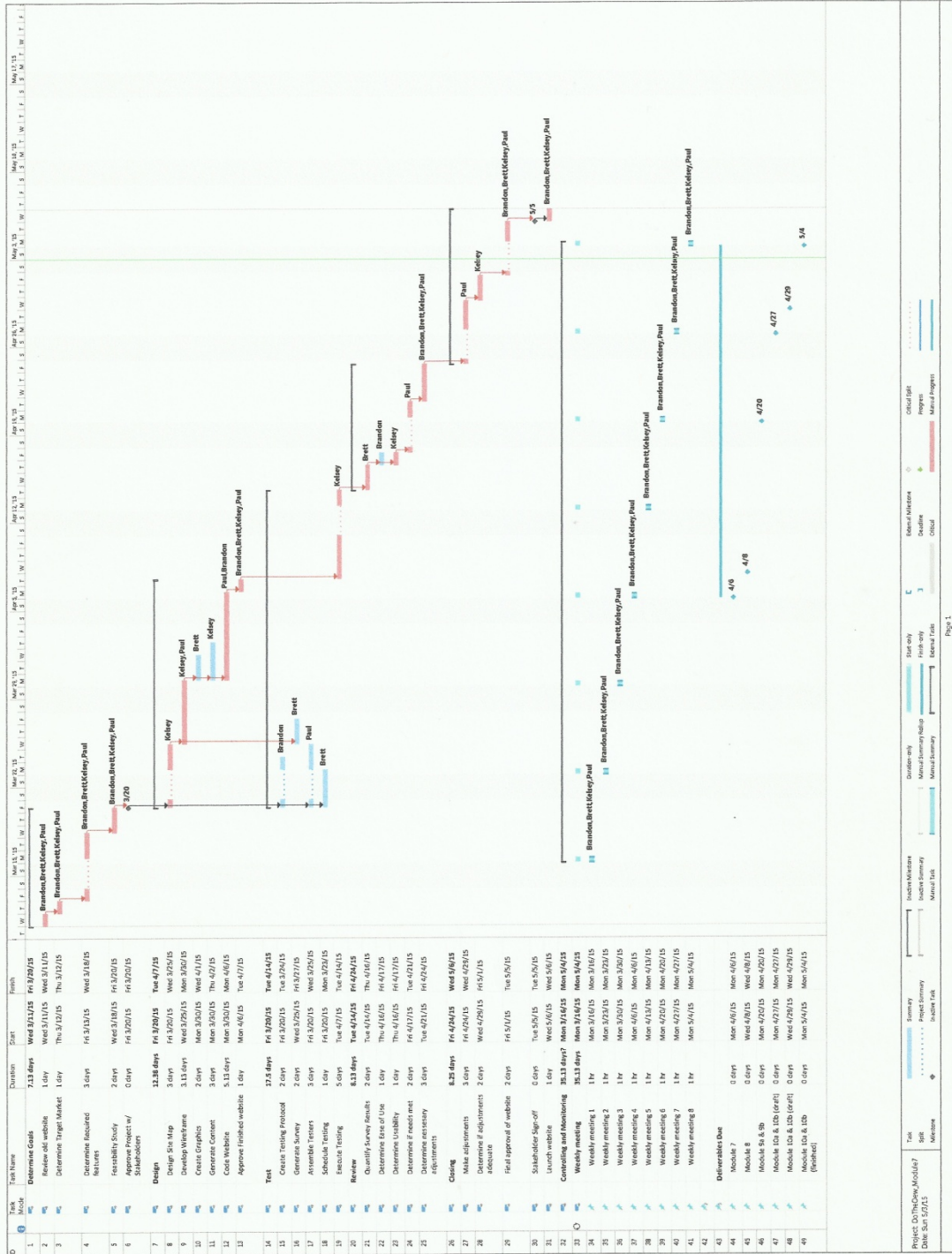
Requirements Not Met

Evaluations of our website design, by hosting a user survey during the testing phase, were deemed not feasible and no longer necessary. In part, due to time constraints and a lack of due diligence by the project manager. Also, in part, due to a newly-realized confidence in the project team regarding proper-website design. The major scope creep was experienced during the development phase of the website design. The lack of specific website development tools and poor communication early in the project became a stumbling block during the last few deliverables. Nevertheless, the project manager and project team were able to settle on contemporary software called GIMP (GNU Image Manipulation Program) to create the wireframes for the website. The trade-off between executing surveys compared to the perceived value of stringent adherence to best practices, according to data dictionary, is considered minimal and will not deteriorate final-deliverable quality.

Project Tracking Information

Many projects are failures in terms of meeting scope, time, and cost projections. Managers often cite delivering projects on time as one of their biggest challenges. They also cite schedule issues as the main reason for conflicts on projects throughout the project life cycle. Project time management involves the processes required to ensure timely completion of a project. Our project team enlisted Microsoft Project software as a guideline in order to stay within time constraints while delivering on stakeholder deliverables. On the next page is the tracking Gantt chart that our project team followed:

MS Project: Tracking Gantt Chart



Page 1

Project Budget Evaluations

The main purpose of project budget plan is to guide execution. To guide execution, budgets must be realistic and useful. To create realistic and useful plans, a fair amount of time and effort must go into the planning process and soliciting subject matter experts (SME) or people knowledgeable in doing the work is a vital step. During the planning processes our project team devised, maintained, and created a workable scheme to accomplish the business need that the project was undertaken to address. The project budget was addressed during the integration knowledge area of PMBOK. The project charter was an output of the initiating phase. Our team Charter reads: monetary constraints do not apply due to hypothetical nature of the project. Time and scope constraints will be budgeted amongst the individual deliverables and the final project completion date. Project time constraints will be budgeted at fifteen hours of labor per week per team member. Individuals can allow for and budget \$30 for travel and group activities, for the duration of the winter semester.

Explanation whether budget was met:

- Time- 15 hours per week per team member.
 - This budget may have been overzealous.
- Monetary- \$30 for spring 2015 semester.
 - This was too modest to cover necessary trips to school for project work (petroleum, parking fees, and lunch during project work).

Lessons Learned Report

- **Problem:** Change requests should be executed more frequently.
 - **Solution:** Each time there is a module due, there should be an analysis of progress to determine (corrective) action necessary to maintain momentum. Congruent change requests will document results of analysis. This planned change request method poses the risk of creating extraneous work. However, the risk of not conducting proper change requests yields subpar deliverables. Specifically, the plan to conduct user-surveys should have been reanalyzed sooner for feasibility within time constraints. Currently, there is inadequate time to conduct surveys. Also, the perceived value, according to project team, of the surveys has dramatically decreased. The goal of the surveys was to prevent bias analysis of final project website.

- **Problem:** Goal to increase website traffic not fully actualized.
 - **Solution:** To increase website traffic, a wider breadth of Seth MacFarlane's accolades should have been utilized. The core roles that MacFarlane is known for should definitely be included in website content. However, there are major pieces of work that are not included on website. For example, the How the West Was Won Movie, MacFarlane's early comics while still in Kent, Connecticut, and The Gilmore Girls, would be wise to include because the more topics/subjects included, the more circles of influence that will be targeted. Ultimately, harvesting a more abundant supply of website traffic.

- **Problem:** Scope-creep was anticipated and deemed an acceptable influence.
 - **Solution:** Develop concisely-articulated project objective, which addresses most probably 80% of impediments. Then, as project progresses, accept the reality that everything discovered in research will not apply to the final deliverable. If something essential is discovered, add to appendix, but do not reset the project trajectory.

- **Problem:** Unfamiliar with possible/probably impediments to the project.
 - **Solution:** Generate contingency plans that allow for alternate criteria to be used for analysis in differing conditions. At project initiation, we knew the survey may have been an added challenge. But we failed to address the risk involved. To address the risk, a more documented schedule should have been created to identify if the extra work was tracking as planned.

Closure / Closedown

Most IT projects are usually composed of several smaller projects. It is often good practice to view large projects as a series of smaller, more manageable ones, especially when extensive uncertainty is involved. Successfully completing one small project at a time will help the project team succeed in completing the larger project. Due to the complexity and importance of many IT projects and their resulting products, it is important to take time to review the status of a project at each phase. In addition to formal management reviews, it is important to have top management involvement throughout the life cycle of most projects. It is unwise to wait until the end of the project or product phases to have management inputs¹.

Project managers need to consider several factors affected by the unique context of IT projects. The diverse nature of these projects and the wide range of business areas and technologies involved make IT projects especially challenging to manage. Leading project team members with a variety of specialized skills and understanding rapidly changing technologies are also important considerations.²

During the closing processes, the project team works to gain acceptance of the end products, services, or results and bring the phase or project to an orderly end. Key outcomes of this process group are formal acceptance of the work and creation of closing documents, such as a final project report and lesson-learned report. Other administrative activities are often involved in the process group, such as archiving project files, closing out contracts, documentation, and receiving formal acceptance of the delivered work as part of the phase or project.³ Every project is unique, so exceptions are possible.

¹ Information Technology Project Management 7e, Kathy Schwalbe, p.62

² Information Technology Project Management 7e, Kathy Schwalbe, p.73

³ Information Technology Project Management 7e, Kathy Schwalbe, p.83