Euro Tat2

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Team Members:

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Competive Analysis

Competitive Analysis

Purpose:
The concept is to build a website to sell body jewelry from our tattoo shop online as well as in the shop. There are several websites that sell body jewelry. The purpose of this competitive analysis is to identify the strengths and weaknesses of the other websites.

Comparison table:

Competitive Analysis for	Body Candy	Minky Monkey	Fresh Trends	Pierced Fish
Navigation	Simple links In both main and Sub categories most navigation is pushed to the left side	Simple links In both main and Sub categories most navigation is pushed to the left side	Simple links In both main and Sub categories most navigation is pushed to the left side	Simple links In both main and Sub categories but sub categories are also grouped under their main categories main navigation is pushed down the page
Colors	White background With quite a bit red accents through out The page with red, gray, and black text and some green buttons	Pretty plain with white background and mainly black text. There is however some purple accent and a little bit of purple text	White background with mainly black text with a little bit of purple and orange accent	White background with black text with very little pink accent
Look & Feel Of layout	Pretty plain but the red helps it stand out a little bit	Very plain and simple	Very plain and simple	Very plain and simple
Content	Contains more than just body jewelry like belt buckles, bracelets and temporary tattoos	Contains more than just body jewelry like tools for piercing, rings, and bracelets	Contains more than just body jewelry like rings, necklaces and bracelets	Contains more than just body jewelry like pendants, piercing cleaners, and rings
Multimedia	Very simple text and graphics with a lot of adds	Very simple text and graphics with a lot of adds	Very simple text and graphics with a lot of adds	Very simple text and graphics with a lot of adds
Overall Impression	Pretty simple and easy to navigate and not so plain to where you feel like the pictures were just slapped on the page	Pretty simple and easy to navigate but very plain	Pretty simple and easy to navigate but very plain	A lot of content almost too much to the point where it is overwhelming and you don't even want to look anymore

Analysis:

After analyzing the content of a few competitive websites, I have concluded that these websites are very plain. My website needs to be brightened up with some color and have a little less content on the main page. I will not be selling anything but body jewelry and cleaners because that is all we sell in our shop. We do not want to sell piercing kits because that takes away from our business. I plan on keeping the navigation to the left side for easy access to the user like most of the websites I analyzed but I would like to make it so the customer knows they are links not just words on the page. Our page will be unique in the sense that customers will want to use our website often to see all the new stuff we get in and not just because they are searching for jewelry.

Strategy Brief

Strategy Brief

Situation:

Euro Tat2 is a very successful Tattoo and Body Piercing shop. They hire only the best tattoo artists and body piercing specialists. They pride themselves on doing the best work and guarantee every tattoo. But, they do not only do piercings and tattoos. They also sell body jewelry. This is where the website comes in. Euro Tat2 Wants a website to not only advertise their artists and their work but also sell body jewelry and accessories such as piercing cleaners.

Objective:

Euro Tat2 is hoping this website along with their other advertising on the radio and with social networks will help get more business and also let customers see what body jewelry we have in stock as well as purchase from the website directly. Some customers have recently been asking where else they can buy Euro body jewelry because they like their jewelry but no longer in the area. They are hoping to increase sales by about 30% buy selling their jewelry online but the website will mainly be used to keep on growing relationship with the customers. Customers will also get to "meet" the artists and see some of the work they have done previous as well as make an appointment with a specific artist and upload ideas and leave notes for the artist pertaining to the tattoo. By doing this Euro Tat2 is hoping to increase tattoo sales by 25%. The website is scheduled to be up and running by September 1, 2013 and be within the budget of $50,000.

Target Audience:

- Both males and females
- Ages 18 through young adult
- In the general area of northern Illinois however jewelry can be purchased from anywhere
- Who are interested in tattoos and body piercings

Strategy:

To make the website as appealing and user friendly to as many users as possible. There will be as few adds as possible because we want the main focus to be on purchasing from this website specifically not other websites and advertising the tattoo artists rather than other websites. There will be a specific page for each artist including the Piercing specialists where their personalities of their work will be portrayed in the design of their specific pages while still staying within the theme of the entire website as one.

Tactics:

There will be sketches made up for the website and figure out how many categories we will be putting the body jewelry into to sell. A graphic designer will be hired to help each artist design his or her specific pages while still staying within the same theme as the rest of the site. A photographer will all be hired to take pictures of the body jewelry but we will rely on the artists to take pictures of their own tattoos. A few extra people will also be hired that can help keep up with the inventory on the website to make sure the website shows our latest body jewelry at all times.

Risk Matrix

Risk Matrix

Identification of Risks

1. Power outages
2. Funding is pulled
3. Outdated software
4. Client keeps changing their mind
5. Limited budget
6. Internet outages
7. Clients partners drop out
8. Demand for product decreases
9. Lack of communication with client
10. Files and links get corrupted

Risk Matrix Table

Risk Rating: the probability multiplied by the impact

Probability

High (3)		Risk 5 (6)	Risk 9 (9)
Medium (2)		Risk 1,6,7 (4)	Risk 4 (6)
Low (1)		Risk 1,10 (2)	Risk 2,3,8 (3)
	Low (1)	**Medium (2)**	**High (3)**

Impact

Risk Matrix

Risk Analysis:

How will these risks be managed and mitigated?

Risks Rated 1-2 (Low)

Risk 10
Some of the links may not work or there may be some uploading issues. To avoid this issue we will be checking and testing links often and uploading to the server after every checkpoint to make sure everything is working properly early on so we are not at our deadline and it is not working properly.

Risks Rated 3-5 (Medium)

Risk 1
Power outages can be major issue. In the area that I live in the power goes out quite a bit this time of year because of wind and storms. To avoid this being an issue we will stay ahead of schedule so we do not miss our deadlines. We will also back up our work frequently and back it up on a few different devices.

Risk 2
The risk for funding being pulled is an issue because if something goes wrong with the company there could be no money left for the website. There is also the risk that the client may not agree with the designs or like the way the site is developing and decide they do not want to pay for it anymore. To avoid this as being an issue we will have a contract with the client that states that we get paid for every step we do so that we are guaranteed to get paid for the tie and work we have already put into the project.

Risk 3
Some of the software for this project may be outdated depending on how elaborate this site becomes. With the limited budget there is no room for software updates so if we need to we will be using free software on adobe.com for this project and we also have access to free public computer labs with the updated software.

Risk 8
Demand for product decreasing is a risk because if the demand decreases there may no longer be a need for a website and then the project will no longer be there. To help with this problem the website will not only be for buying body jewelry but also to advertise the tattoo artists and their work. This way the site have a dual purpose and if demand for the body jewelry is gone the website will still have purpose for the client.

Risk Matrix

Risk 6
Internet outage is a risk because I live out in the country and the internet goes out a lot out here especially this time of year with the wind and storms. To avoid this as a risk we will have back up places we can go to use their free wifi connections so we can stay on track and not get behind. We will also back up our work and stay ahead of schedule so this is not an issue at all if the internet is out for just a few hours or a day or 2.

Risk 7
If the help drops out we will not have enough help for the project, which could put us behind. To stop this from happening we will constantly stay in contact with our help via conference calls and emails to make sure that everyone is on the same page and that everyone is on schedule.

Risks Rated 6-9 (High)

Risk 4
The client changing their mind all the time is quite a big risk. If the client constantly changes their mind we will have to spend extra time and money redoing many designs and many steps. To stop this from happening we will have the client sign off on every design and every step to make sure they understand what is going on with the site and that we are all on the same page.

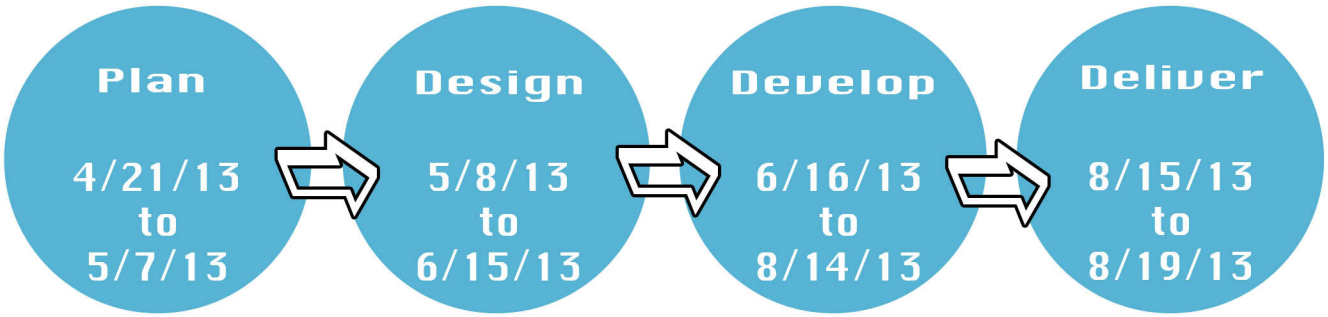
Risk 5
With a limited budget there is not much room for mistakes or software updates or really much of anything to go wrong. To help with this we will have good communication with both our team and the client via conference calls, emails, and face to face meetings to make sure there are as few changes as possible and everyone is on the same page.

Risk 9
Lack of communication with the client can be a big issue. Some clients including the client I am currently working with like to just tell you what they want and then they want no part of it until it is done. Because of this the website would be completely done and not be at all what the client wanted and all the money and time was spent on really nothing. To avoid this we will schedule face to face meetings with this client so that when they do not answer phones or emails we are still in communication with them.

A risk tracking system will be used to monitor the high and medium risks on a regular basis.

Process Design Time line

Process Design Time Line



Work Breakdown Structure

Work Breakdown Structure

1 Plan

1.1	Initial meeting- complete scoping questionnaire	1d
1.2	Develop strategy brief	1d
1.3	Present strategy brief to client	2h
1.4	Kickoff meeting--gather additional information	2d
1.5	Write the proposal	
1.5.1	Create Work Breakdown Structure	2h
1.5.2	Develop the time line	2h
1.5.3	Define team members	3h
1.5.4	Document the costs	3h
1.5.5	Write proposal	7h
1.5.6	Editorial Review and proofreading	2d
1.5.7	Final draft	1d
1.5.8	Present to client	1d
1.6	Client Accepts Proposal	7d

Total Days: 17 days

2 Design

2.1	Design--Phase 1	
2.1.1	Develop Creative Brief	1d
2.1.2	Design flow chart and Architecture	
2.1.2.1	Analyze the user's needs	1d
2.1.2.2	Flowchart Activities	5h
2.1.2.3	Create Architecture	5h
2.1.3	Develop copy outline	
2.1.3.1	Gather and review all available materials	3h
2.1.3.2	Write an outline	1d
2.1.4	Initial development visual concepts	
2.1.4.1	Create Visual Collage of Imagery	4h
2.1.4.2	Research Competitors CDs or Websites	4h
2.1.4.3	"Select Color Palettes, Imagery and Page Layouts"	1d
2.1.5	Present design--phase 1 materials to client	1d
2.1.6	Receive client approval	3d
2.2	Design--Phase 2	
2.2.1	Develop content and asset inventory Matrix	3d
2.2.2	Begin copywriting	2d
2.2.3	Develop wireframes/storyboard	7d
2.2.4	Develop prototype (6 – 10 screens)	

Work Breakdown Structure

2.2.4.1 Prepare content and assets for prototype……8h
2.2.4.2 integrate assets……1d
2.2.4.3 Integrate content……1d
2.2.4.4 QA and testing……2d
2.2.5 Review design--phase 2 with client……1d
2.2.6 Receive client approval……3d
2.3 Finalize design phase
2.3.1 Revise prototype and wireframes……2d
2.3.2 Revise copy per client input……3d
2.3.3 Deliver final prototype……1d

Total Days: 39 days

3 develop

3.1 Content development
3.1.1 Write remaining content……7d
3.2 Build the artists section
3.2.1 Prepare assets
3.2.1.1 Prepare text files for placement……5h
3.2.1.2 Prepare graphics for placement……5h
3.2.1.3 Complete Animations for Placement……4h
3.2.2 Place content/other assets into layout……4d
3.2.3 Q&A testing for usability/content……2d
3.2.4 Client review and approval……3d
3.3 Build each individual artist's information content section
3.3.1 Prepare assets
3.3.1.1 Prepare text files for placement……5h
3.3.1.2 Prepare graphics for placement……5h
3.3.1.3 Complete Animations for Placement……4h
3.3.2 Place content/other assets into layout……4d
3.3.3 Q&A testing for usability/content……2d
3.3.4 Client review and approval……3d
3.4 Build the body jewelry content section
3.4.1 Prepare assets
3.4.1.1 Prepare text files for placement……5h
3.4.1.2 Prepare graphics for placement……5h
3.4.1.3 Complete Animations for Placement……4h
3.4.2 Place content/other assets into layout……4d

Work Breakdown Structure

3.4.3 Q&A testing for usability/content……..2d
3.4.4 Client review and approval……3d
3.5 Build the tattoo and piercing care section
3.5.1 Prepare assets
3.5.1.1 Prepare text files for placement……5h
3.5.1.2 Prepare graphics for placement……5h
3.5.1.3 Complete Animations for Placement.....4h
3.5.2 Place content/other assets into layout……4d
3.5.3 Q&A testing for usability/content……..2d
3.5.4 Client review and approval……3d
3.6 Final Multimedia Screens
3.6.1 Final client review.....5d
3.6.2 Revisions based on clients input.....5d

Total Days: 60 days

4 deliver
4.1 Prepare all files and website for upload…….2d
4.2 Final QA and testing on multiple browsers……2d
4.3 Review completion criteria with client……4h

Total Days: 5 days

Team Description

Team Description

Employee name: Adam Waltz

Title: Photographer

Primary and Secondary roles: The primary role of the photographer is to take quality graphics of merchandise and tattoo artists for the website. Their secondary role is to take pictures of staff and tattoos when present at the shop.

Qualifications and Experience required: A full recent portfolio of work is required and a minimum of 1 year experience is required. (This selected employee meets these requirements)
General description of position: It is the photographer's responsibility to take quality pictures and edit them in a timely manner and report back to the client and graphic and web designer 1-2 times a week. It is also the photographer's responsibility to retake a many pictures as needed for the clients approval

Anticipated cost: Anticipated cost: $20 per hour, for 8hrs a day, for 4 days a week, for 3 weeks, a total of $6,600 estimated cost

Justification: A qualified photographer is needed so that quality images can be taken of the inventory for the store website so that customers can have a clear view of what they are buying.

Employee name: Tammy Simms

Title: Graphic Designer

Primary and Secondary roles: The graphic designer's main role is to create quality graphics and text that fit into the web designer's layout and overall design. Their secondary role is to create a new website based logo for the company that may or may not be used in the new website.

Qualifications and Experience required: A full recent portfolio of related graphics is required and a minimum of 1 year experience is required. (This selected employee meets these requirements) General

description of position: The graphic designer's responsibility is to design quality graphics and design them to go along with the web designer's layout and overall design. The graphic designer will be working very closely with the web designer and will check in with each other 1-2 times a week.

Anticipated cost: $25 per hour, for 7 hrs a day, for 4 days a week, for 5 weeks, a total of $7,500 estimated cost

Justification: So that the website can be successful there needs to be a qualified graphic designer so that there will be clean presentable graphics and text that is readable for the customer.

Team Description

Employee name: Kayla Shalfe

Title: Web Designer

Primary and Secondary roles: The primary role is to create an easy to maneuver layout that will enhance the sales of body jewelry and tattoos in the shop. Their secondary role is to work with the graphic designer and help with any graphics for the design.

Qualifications and Experience required: A full recent portfolio of websites and designs is required and a minimum of 1 year experience is required. (This selected employee meets these requirements)

General description of position: The web designer is responsible for making sure the layout and design all fit together with graphics, text, and photos. They will be in contact with the graphic designer and photographer 1-2 times a week to ensure that everything fits together accurately for the design.

Anticipated cost: $40 per hour, for 9hrs a day, for 4 days a week, for 6 weeks, a total of $10,800 estimated cost

Justification: So that the website can be successful the website need to have a clean and easy to maneuver layout and overall design.

Employee name: Kyle Morgan

Title: Writer

Primary and Secondary roles: The writer's primary role is to write all the descriptions of artist and body jewelry for the site. Their secondary role is to help write any other text for any posters or business cards the clients may want.

Qualifications and Experience required: A full recent portfolio of work is required in a related field to the website and a minimum of 1 year experience is required. (This selected employee meets these requirements)

General description of position: It is the responsibility of the writer to write quality descriptions of the tattoo artists, body jewelry, and shop. They will also be working very closely with the web designer to make sure everything fits properly into the website. They will stay in contact with the web designer and also the photographer 1-2 times a week to ensure all the pictures fit the descriptions.

Anticipated cost: Anticipated cost: $20 per hour, for 6hrs a day, for 3 days a week, for 4 weeks, a total of $4,800 estimated cost

Justification: An accurate description of the body jewelry, tattoo artists and overall company is essential for a successful website.

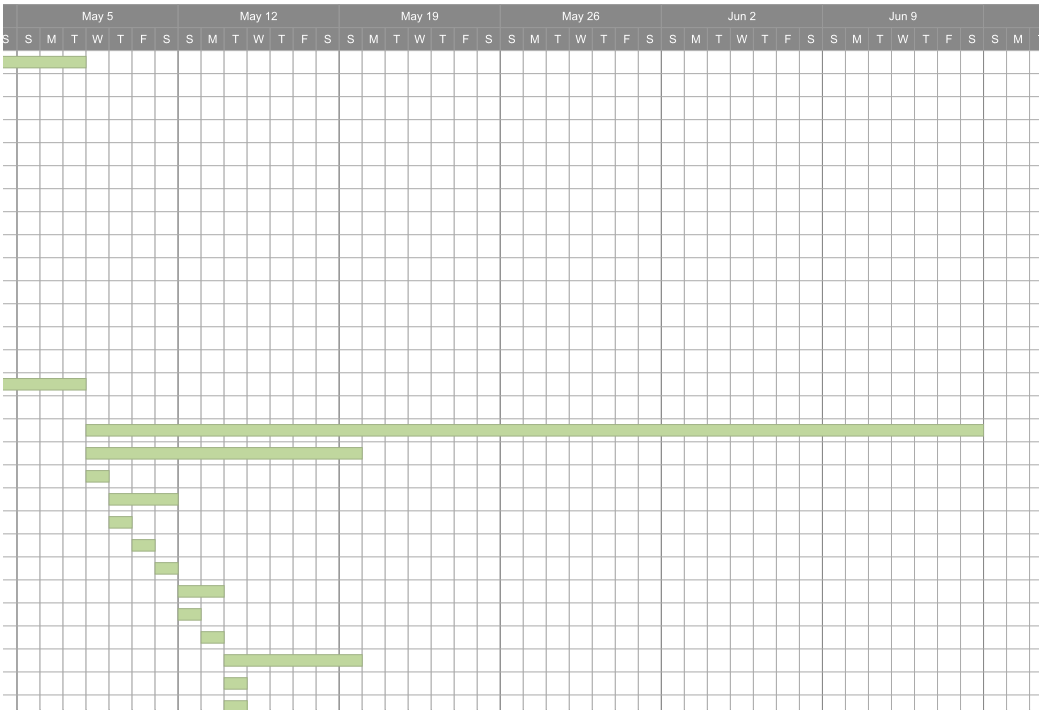
Gantt Chart

Gantt Chart

Gant Chart

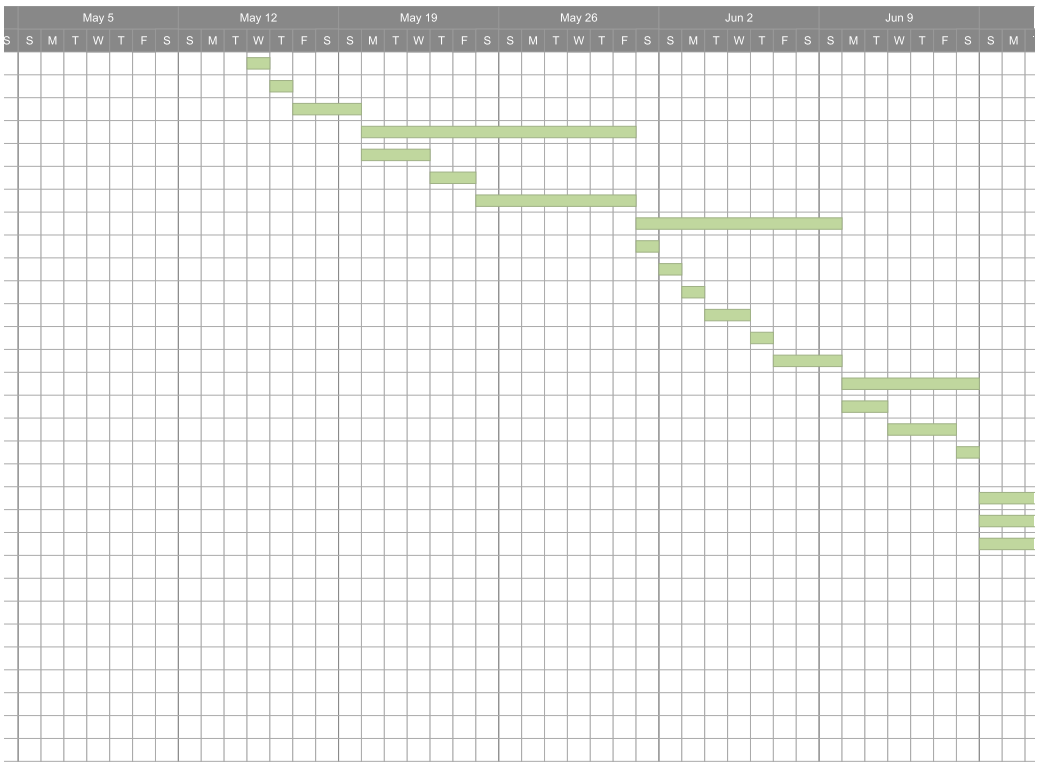
smartsheet

	Task	Duration	Start	Finish
1	1 PLAN	17 days	04/21/13	05/07/13
2	1.1 Initial meeting- complete	1 day	04/21/13	04/21/13
3	1.2 Developing strategy brief	1 day	04/22/13	04/22/13
4	1.3 Present strategy brief to	2 hours	04/23/13	04/23/13
5	1.4 kickoff meeting-gather ac	2 days	04/23/13	04/24/13
6	1.5 Write Proposal	7 days	04/24/13	04/30/13
7	1.5.1 Create work breakdow	2 hours	04/24/13	04/24/13
8	1.5.2 Develop the time line	2 hours	04/24/13	04/24/13
9	1.5.3 Define team members	3 hours	04/24/13	04/24/13
10	1.5.4 Document the costs	3 hours	04/25/13	04/25/13
11	1.5.5 Write Proposal	7 hours	04/26/13	04/26/13
12	1.5.6 Editorial Review and P	2 days	04/27/13	04/28/13
13	1.5.7 Final Draft	1 day	04/29/13	04/29/13
14	1.5.8 Present to client	1 day	04/30/13	04/30/13
15	1.6 Client accepts proposal	7 days	05/01/13	05/07/13
16				
17	2 DESIGN	39 days	05/08/13	06/15/13
18	2.1 Design-Phase 1	12 days	05/08/13	05/19/13
19	2.1.1 Develop creative brief	1 day	05/08/13	05/08/13
20	2.1.2 Design flow chart and a	3 days	05/09/13	05/11/13
21	2.1.2.1 Analyze the user's ne	1 day	05/09/13	05/09/13
22	2.1.2.2 Flowchart Activities	5 hours	05/10/13	05/10/13
23	2.1.2.3 Creative Architecture	5 hours	05/11/13	05/11/13
24	2.1.3 Develop cop outline	2 days	05/12/13	05/13/13
25	2.1.3.1 Gather and Review a	3 hours	05/12/13	05/12/13
26	2.1.3.2 Write an Outline	1 day	05/13/13	05/13/13
27	2.1.4 Initial development visu	6 days	05/14/13	05/19/13
28	2.1.4.1 create visual collage	4 hours	05/14/13	05/14/13
29	2.1.4.2 Research competitor	4 hours	05/14/13	05/14/13



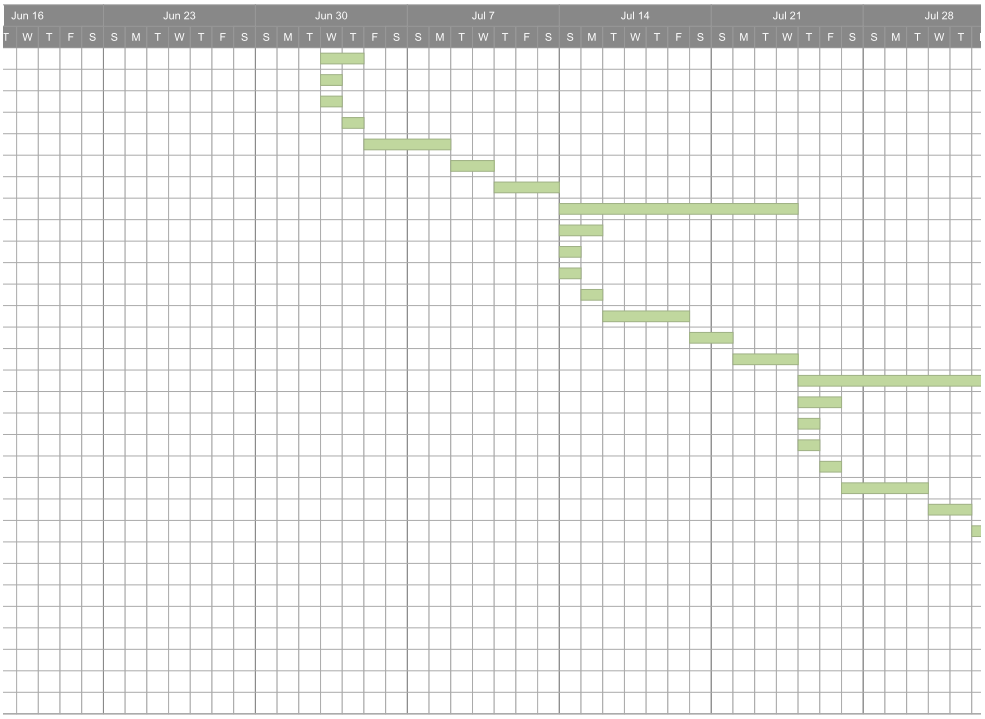
Gantt Chart

	Task	Duration	Start	Finish
30	2.1.4.3 Select color Palettes,	1 day	05/15/13	05/15/13
31	2.1.5 Present Design-phase	1 day	05/16/13	05/16/13
32	2.1.6 Receive client approva	3 days	05/17/13	05/19/13
33	2.2 Design-Phase 2	12 days	05/20/13	05/31/13
34	2.2.1 Develop content and a:	3 days	05/20/13	05/22/13
35	2.2.2 Begin copywriting	2 days	05/23/13	05/24/13
36	2.2.3 Develop wireframes/st(	7 days	05/25/13	05/31/13
37	2.2.4 Develop prototype (6-1	9 day	06/01/13	06/09/13
38	2.2.4.1 Prepare content and	8 hours	06/01/13	06/01/13
39	2.2.4.2 Integrate assets	1 day	06/02/13	06/02/13
40	2.2.4.3 Integrate content	1 day	06/03/13	06/03/13
41	2.2.4.4 QA and testing	2 days	06/04/13	06/05/13
42	2.2.5 Review design-phase 2	1 day	06/06/13	06/06/13
43	2.2.6 Receive client approva	3 days	06/07/13	06/09/13
44	2.3 Finalize design phase	6 days	06/10/13	06/15/13
45	2.3.1 revise prototype and w	2 days	06/10/13	06/11/13
46	2.3.2 Revise copy per client	3 days	06/12/13	06/14/13
47	2.3.3 Deliver final prototype	1 day	06/15/13	06/15/13
48				
49	3 DEVELOP	60 days	06/16/13	08/14/13
50	3.1 Content development	7 days	06/16/13	06/22/13
51	3.1.1 Write remaining conter	7 days	06/16/13	06/22/13
52	3.2 Build the artist section	10 days	06/23/13	07/02/13
53	3.2.1 Prepare Assets	2 days	06/23/13	06/24/13
54	3.2.1.1 Prepare text files for	5 hours	06/23/13	06/23/13
55	3.2.1.2 Prepare graphics for	5 hours	06/23/13	06/23/13
56	3.2.1.3 complete animations	4 hours	06/24/13	06/24/13
57	3.2.2 Place content/other as:	4 days	06/25/13	06/28/13
58	3.2.3 Q&A testing for usabilit	2 days	06/28/13	06/29/13
59	3.2.4 Client review and appr(	3 days	06/30/13	07/02/13
60	3.3 Build each individual artis	11 days	07/03/13	07/13/13



Gantt Chart

	Task	Duration	Start	Finish
61	3.3.1 Prepare assets	2 days	07/03/13	07/04/13
62	3.3.1.1 Prepare text files for	5 hours	07/03/13	07/03/13
63	3.3.1.2 Prepare graphics for	5 hours	07/03/13	07/03/13
64	3.3.1.3 Complete animations	4 hours	07/04/13	07/04/13
65	3.3.2 Place content/other ass	4 days	07/05/13	07/08/13
66	3.3.3 Q&A testing for usabilit	2 days	07/09/13	07/10/13
67	3.3.4 Client review and appr	3 days	07/11/13	07/13/13
68	3.4 Build the body jewelry co	11 days	07/14/13	07/24/13
69	3.4.1 Prepare assets	2 days	07/14/13	07/15/13
70	3.4.1.1 Prepare text files for	5 hours	07/14/13	07/14/13
71	3.4.1.2 Prepare graphics for	5 hours	07/14/13	07/14/13
72	3.4.1.3 Complete animations	4 hours	07/15/13	07/15/13
73	3.4.2 Place content/other ass	4 days	07/16/13	07/19/13
74	3.4.3 Q&A testing for usabilit	2 days	07/20/13	07/21/13
75	3.4.4 Client Review and appr	3 days	07/22/13	07/24/13
76	3.5 Build the tattoo and pierc	10 days	07/25/13	08/04/13
77	3.5.1 Prepare Assets	2 days	07/25/13	07/26/13
78	3.5.1.1 Prepare text files for	5 hours	07/25/13	07/25/13
79	3.5.1.2 Prepare graphics for	5 hours	07/25/13	07/25/13
80	3.5.1.3 Complete animations	4 hours	07/26/13	07/26/13
81	3.5.2 Place content/other ass	4 days	07/27/13	07/30/13
82	3.5.3 Q&A testing for usabilit	2 days	07/31/13	08/01/13
83	3.5.4 Client review and appr	3 days	08/02/13	08/04/13
84	3.6 Final multimedia screens	10 days	08/05/13	08/14/13
85	3.6.1 Final client review	5 days	08/05/13	08/09/13
86	3.6.2 Revisions based on cli	5 days	08/10/13	08/14/13
87				
88	4 DELIVER	5 days	08/15/13	08/19/13
89	4.1 Prepare all files and web	2 days	08/15/13	08/16/13
90	4.2 Final QA and testing on r	2 days	08/17/13	08/18/13
91	4.3 Review completion criteri	4 hours	08/19/13	08/19/13



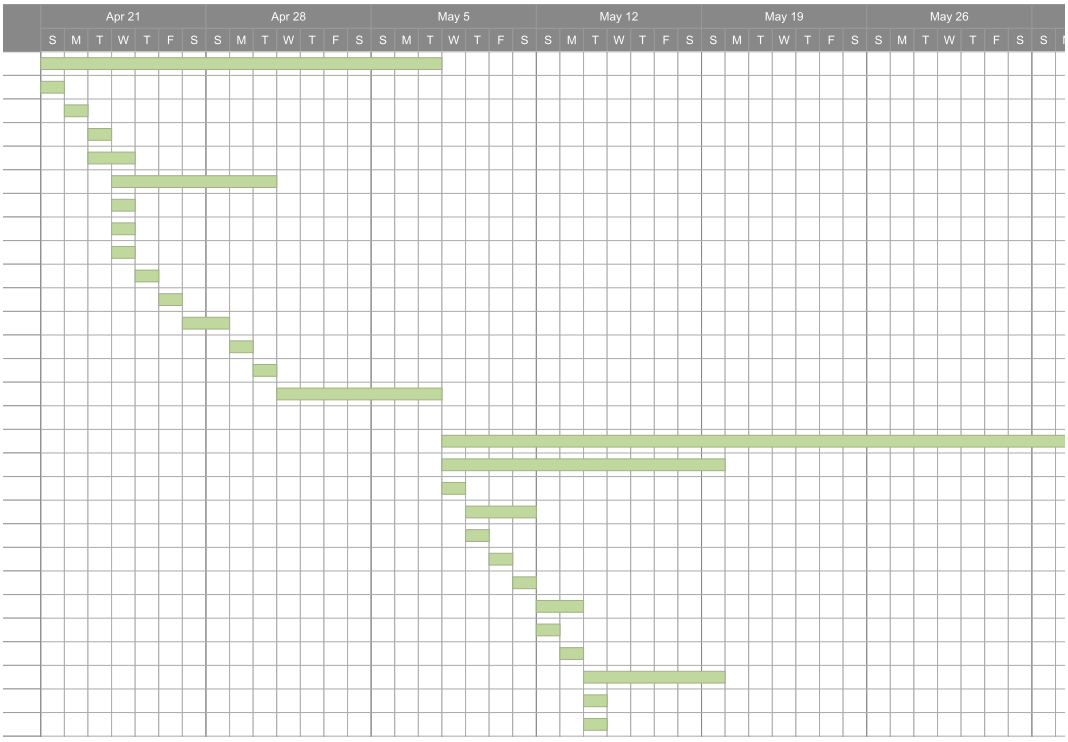
Task Allocation

Task Allocation

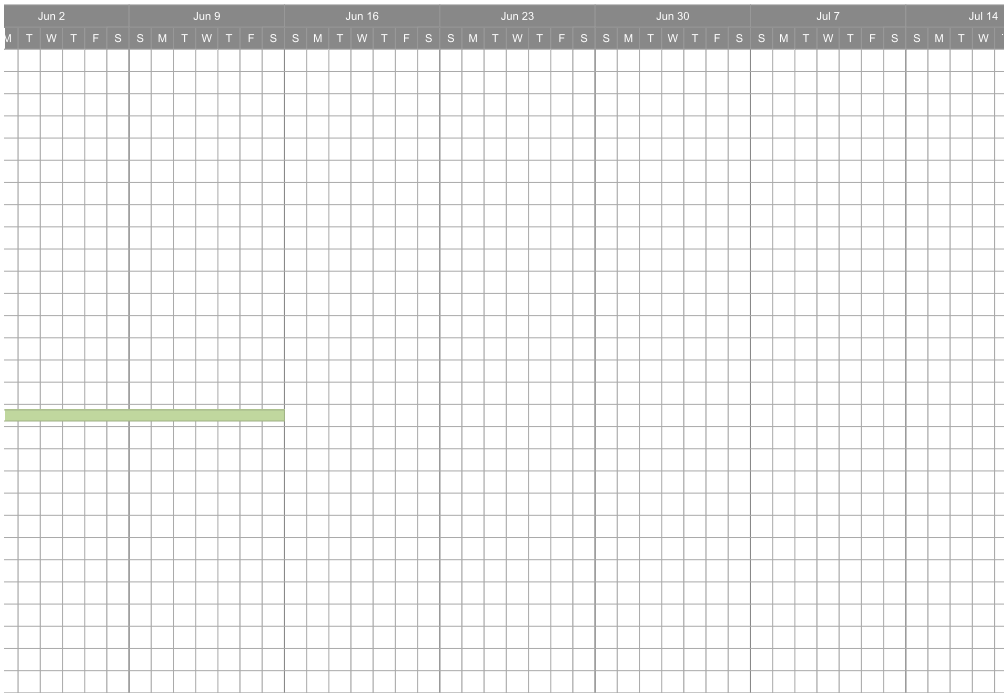
task allocation

smartsheet

	Euro Tat2 Website	Duration	Start	Finish	Resource	Cost
1	1 PLAN	17 days	04/21/13	05/07/13	Project Manager	
2	1.1 Initial meeting- complete	1 day	04/21/13	04/21/13	Project Manager	
3	1.2 Developing strategy briel	1 day	04/22/13	04/22/13	Project Manager	
4	1.3 Present strategy brief to	2 hours	04/23/13	04/23/13	Project Manager	
5	1.4 kickoff meeting-gather ac	2 days	04/23/13	04/24/13	Project Manager	
6	1.5 Write Proposal	7 days	04/24/13	04/30/13	Project Manager	
7	1.5.1 Create work breakdow	2 hours	04/24/13	04/24/13	Project Manager	
8	1.5.2 Develop the time line	2 hours	04/24/13	04/24/13	Project Manager	
9	1.5.3 Define team members	3 hours	04/24/13	04/24/13	Project Manager	
10	1.5.4 Document the costs	3 hours	04/25/13	04/25/13	Project Manager	
11	1.5.5 Write Proposal	7 hours	04/26/13	04/26/13	Project Manager	
12	1.5.6 Editorial Review and P	2 days	04/27/13	04/28/13	Project Manager	
13	1.5.7 Final Draft	1 day	04/29/13	04/29/13	Project Manager	
14	1.5.8 Present to client	1 day	04/30/13	04/30/13	Project Manager	
15	1.6 Client accepts proposal	7 days	05/01/13	05/07/13	Project Manager	
16						
17	2 DESIGN	39 days	05/08/13	06/15/13		7050
18	2.1 Design-Phase 1	12 days	05/08/13	05/19/13		1370
19	2.1.1 Develop creative brief	1 day	05/08/13	05/08/13	Tammy Simms	250
20	2.1.2 Design flow chart and a	3 days	05/09/13	05/11/13	Project Manager	
21	2.1.2.1 Analyze the user's ne	1 day	05/09/13	05/09/13	Project Manager	
22	2.1.2.2 Flowchart Activities	5 hours	05/10/13	05/10/13	Project Manager	
23	2.1.2.3 Creative Architecture	5 hours	05/11/13	05/11/13	Project Manager	
24	2.1.3 Develop outline	2 days	05/12/13	05/13/13	Project Manager/Kayla Shalfe	350
25	2.1.3.1 Gather and Review a	3 hours	05/12/13	05/12/13	Project Manager	
26	2.1.3.2 Write an Outline	1 day	05/13/13	05/13/13	Project Manager/Kyle Morgan	160
27	2.1.4 Initial development visu	6 days	05/14/13	05/19/13	Kayla Shalfe/Adam Waltz/Tamn	460
28	2.1.4.1 create visual collage	4 hours	05/14/13	05/14/13	Kayla Shalfe	160
29	2.1.4.2 Research competitor	4 hours	05/14/13	05/14/13	Project Manager	

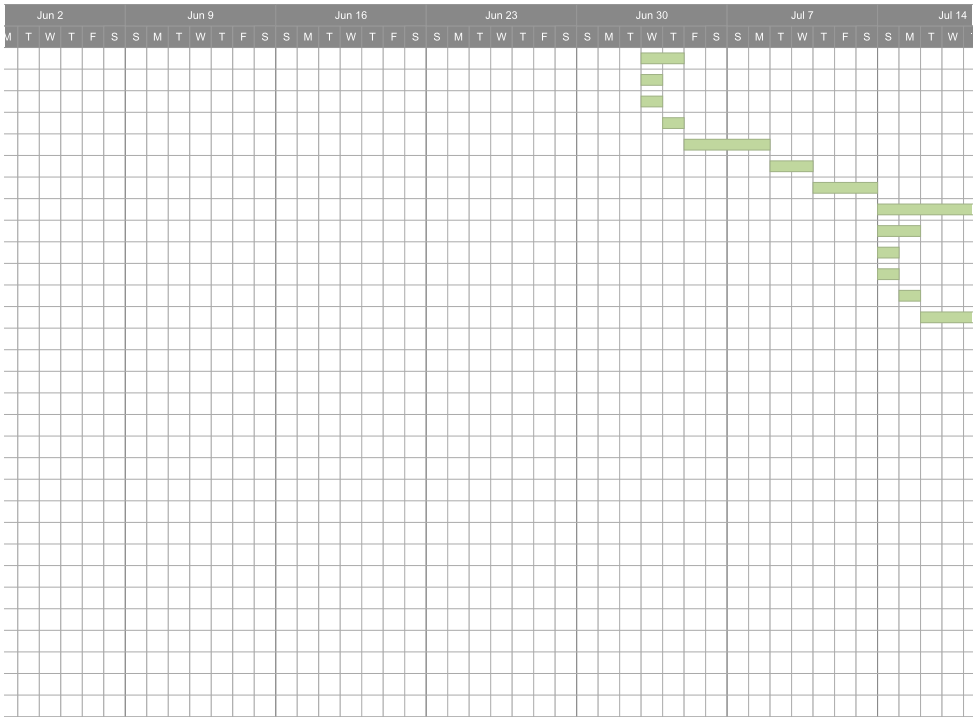


Task Allocation



	Euro Tat2 Website	Duration	Start	Finish	Resource	Cost
30	2.1.4.3 Select color Palettes,	1 day	05/15/13	05/15/13	Adam Waltz/Kayla Shalfe	300
31	2.1.5 Present Design-phase	1 day	05/16/13	05/16/13	Project Manager/Kayla Shalfe	150
32	2.1.6 Receive client approva	3 days	05/17/13	05/19/13	Project Manager	
33	2.2 Design-Phase 2	12 days	05/20/13	05/31/13		4710
34	2.2.1 Develop content and a:	3 days	05/20/13	05/22/13	Kayla Shalfe/Adam Waltz/Tamn	1200
35	2.2.2 Begin copywriting	2 days	05/23/13	05/24/13	Project Manager	
36	2.2.3 Develop wireframes/st	7 days	05/25/13	05/31/13	Project Manager/Kayla Shalfe	1800
37	2.2.4 Develop prototype (6-1	9 day	06/01/13	06/09/13		1110
38	2.2.4.1 Prepare content and	8 hours	06/01/13	06/01/13	Kayla Shalfe/Adam Waltz/Tamn	360
39	2.2.4.2 Integrate assets	1 day	06/02/13	06/02/13	Tammy Simms/Kayla Shalfe/Pr	420
40	2.2.4.3 Integrate content	1 day	06/03/13	06/03/13	Tammy Simms	200
41	2.2.4.4 QA and testing	2 days	06/04/13	06/05/13	Project Manager/Kayla Shalfe	130
42	2.2.5 Review design-phase 2	1 day	06/06/13	06/06/13	Project Manager/Tammy Simms	150
43	2.2.6 Receive client approva	3 days	06/07/13	06/09/13	Project Manager	
44	2.3 Finalize design phase	6 days	06/10/13	06/15/13		970
45	2.3.1 revise prototype and w	2 days	06/10/13	06/11/13	Tammy simms/Kayla Shalfe	630
46	2.3.2 Revise copy per client	3 days	06/12/13	06/14/13	Tammy Simms	340
47	2.3.3 Deliver final prototype	1 day	06/15/13	06/15/13	Project Manager	
48						
49	3 DEVELOP	60 days	06/16/13	08/14/13		10170
50	3.1 Content development	7 days	06/16/13	06/22/13	Project Manager	720
51	3.1.1 Write remaining conter	7 days	06/16/13	06/22/13	Kyle Morgan	720
52	3.2 Build the artist section	10 days	06/23/13	07/02/13		2130
53	3.2.1 Prepare Assets	2 days	06/23/13	06/24/13		1050
54	3.2.1.1 Prepare text files for	5 hours	06/23/13	06/23/13	Tammy Simms/Kayla Shalfe/Ky	425
55	3.2.1.2 Prepare graphics for	5 hours	06/23/13	06/23/13	Tammy Simms/Kayla Shalfe	425
56	3.2.1.3 complete animations	4 hours	06/24/13	06/24/13	Tammy Simms/Kayla Shalfe	200
57	3.2.2 Place content/other as:	4 days	06/25/13	06/28/13	Kayla Shalfe	780
58	3.2.3 Q&A testing for usabilit	2 days	06/28/13	06/29/13	Project Manager/Kayla Shalfe	300
59	3.2.4 Client review and appr	3 days	06/30/13	07/02/13	Project Manager	
60	3.3 Build each individual artis	11 days	07/03/13	07/13/13		2130

Task Allocation



	Euro Tat2 Website	Duration	Start	Finish	Resource	Cost
61	3.3.1 Prepare assets	2 days	07/03/13	07/04/13		1050
62	3.3.1.1 Prepare text files for	5 hours	07/03/13	07/03/13	Tammy Simms/Kayla Shalfe/Ky	425
63	3.3.1.2 Prepare graphics for	5 hours	07/03/13	07/03/13	Tammy Simms/Kayla Shalfe	425
64	3.3.1.3 Complete animations	4 hours	07/04/13	07/04/13	Tammy Simms/Kayla Shalfe	200
65	3.3.2 Place content/other as:	4 days	07/05/13	07/08/13	Kayla Shalfe	780
66	3.3.3 Q&A testing for usabilit	2 days	07/09/13	07/10/13	Project Manager/Kayla Shalfe	300
67	3.3.4 Client review and appr	3 days	07/11/13	07/13/13	Project Manager	
68	3.4 Build the body jewelry cc	11 days	07/14/13	07/24/13		2130
69	3.4.1 Prepare assets	2 days	07/14/13	07/15/13		1050
70	3.4.1.1 Prepare text files for	5 hours	07/14/13	07/14/13	Tammy Simms/Kayla Shalfe/Ky	425
71	3.4.1.2 Prepare graphics for	5 hours	07/14/13	07/14/13	Tammy Simms/Kayla Shalfe	425
72	3.4.1.3 Complete animations	4 hours	07/15/13	07/15/13	Tammy Simms/Kayla Shalfe	200
73	3.4.2 Place content/other as:	4 days	07/16/13	07/19/13	Kayla Shalfe	780
74	3.4.3 Q&A testing for usabilit	2 days	07/20/13	07/21/13	Project Manager/Kayla Shalfe	300
75	3.4.4 Client Review and appı	3 days	07/22/13	07/24/13	Project Manager	
76	3.5 Build the tattoo and pierc	10 days	07/25/13	08/04/13		2310
77	3.5.1 Prepare Assets	2 days	07/25/13	07/26/13		1050
78	3.5.1.1 Prepare text files for	5 hours	07/25/13	07/25/13	Tammy Simms/Kayla Shalfe/Ky	425
79	3.5.1.2 Prepare graphics for	5 hours	07/25/13	07/25/13	Tammy Simms/Kayla Shalfe	425
80	3.5.1.3 Complete animations	4 hours	07/26/13	07/26/13	Tammy Simms/Kayla Shalfe	200
81	3.5.2 Place content/other as:	4 days	07/27/13	07/30/13	Kayla Shalfe	780
82	3.5.3 Q&A testing for usabilit	2 days	07/31/13	08/01/13	Project Manager/Kayla Shalfe	300
83	3.5.4 Client review and appr	3 days	08/02/13	08/04/13	Project Manager	
84	3.6 Final multimedia screens	10 days	08/05/13	08/14/13	Kayla Shalfe/ Tammy Simms	930
85	3.6.1 Final client review	5 days	08/05/13	08/09/13	Project Manager	
86	3.6.2 Revisions based on cli	5 days	08/10/13	08/14/13	Project Manager/Tammy Simms	930
87						
88	4 DELIVER	5 days	08/15/13	08/19/13		720
89	4.1 Prepare all files and web	2 days	08/15/13	08/16/13	Project Manager/Kayla Shalfe	360
90	4.2 Final QA and testing on r	2 days	08/17/13	08/18/13	Project Manager/Kayla Shalfe	360
91	4.3 Review completion criter	4 hours	08/19/13	08/19/13	Project Manager	

Budget

Budget

Budget Template for Project:					
Team Costs	**Role**	**Name**	**Hourly Rate**	**Hours Worked**	**Total Cost**
	Project Manager	Jenna Fowler	$30	250	7,500
	Web Designer	Kayla Shalfe	$40	220	$8,800
	Graphic Designer	Tammy Simms	$25	200	$5,000
	Photographer	Adam Waltz	$20	175	$3,500
	writer	Kyle Morgan	$20	150	$3,000
Total Team Costs					27,800
Production Costs		**Source**	**Cost per month/year**	**Units**	**Total Cost**
	Overhead				
	Rent	Office Units	$500	2	$1,000
	Utilities				
	Phone	US Cellular	$120	5	$600
	Internet	Comcast	$100	2	$200
	Electric	Brinker	$100	2	$200
	Heat	Argin Oils	$50	2	$100
	Total				$2,100
	Equipment				
	Hardware				
	Desktop	1 Hp and 2 Dell	$700	3	$2,100
	Mobile Phone	Samsung Galaxy S III	$100	5	$500
	notebooks	MacBook Pro	$1,300	2	$2,600
	printer/scanner	HP	$100	1	$100
	Tablets	Bamboo	$200	2	$400
	Software				
	Website Editing tools	Abode Creative Suite	$1,500	2	$3,000
	Presentation tools	Microsoft Office	$800	2	$1,600
	Total				$10,300
	Other				
	Photos and Graphics	TrueTime	$200	1	$200
	Website Domain	eurotatt2.com	$80	1	$80
	Website Host	GoDaddy	$96	1	$96
	Miscellaneous	office supplies/travel ect.	$500	3	$1,500
	hospitality	food/drinks	$1,000	3	$3,000
	Legal Fees	Jackson Legal	$100	3	$300
	total				$5,176
Total Production Costs					$17,576
Total Team and Production Costs					$45,376
Project Contingency		**10%**			**$4,538**
Total Project Cost					**49,914**

Creative Brief

Creative Brief

Project Background

This project is being done to get the word out about Euro Tat2 and make their body jewelry available to sell online. The company's goal is to raise sales in body jewelry and to give the clients a way to learn about the many professional tattoo artists and view samples of their work before coming out to the shop. There are many tattoo shops near by with websites so Euro Tat2 needs a website to keep up with the competition.

Smart Objective

The website is scheduled to be up and running by September 1, 2013. The hope of this project is to increase sales of body jewelry by 30% and increase tattoo clients by 25%.

The Target

Target Audience:

- Both males and females
- Ages 18 through young adult
- In the general area of northern Illinois however jewelry can be purchased from anywhere
- Who are interested in tattoos and body piercings
- Are looking for a clean professional place to get tattoos and piercings done
- Have some internet experience
- Have interest in shopping off of the internet

Message Tone

The message tone will be clean but upbeat and professional with an easy navigation. Customers will feel like they can Easily "Roll with the Pro's" at Euro Tattoo.

The Experience

When coming to the website the user will be presented with a clean professional design that will reinforce their desire to get their tattoos and piercings done by the professionals at Euro Tat2. The users will have a way to learn about each individual artist along with viewing their prior work as well. They will also be able to view pictures of piercings that are available. The user will also be able to purchase body jewelry right off of the website as well. If users do not want to come in and talk to the artists they will be able to make an appointment for their tattoo right on the website.

Design

The design for this website will be clean, simple, and professional. The site will have a solid background with simple multicolor graphics layered on top of that but because each individual artist has their own style each Artist's page will be designed a little differently to show that while still staying in the common theme and overall layout as the rest of the website. The typography will also be simple and repeated so that it is easy to read for all types of users. The logo for the company will be used on the website as well. The main focus of this website is the images to show off the work of the artists and the body jewelry the tattoo shop has for sale.

Technical Requirements

Technical Requirements

Target Technology

Platform:

Manufacturer/Machine Type: Mac or PC

Operating System: Mac OS, Windows 7 or better

Processor: Intel, 1 GB RAM, 25MB hard disk space or better

Additional Peripherals: printer, scanner

Internet Connectivity: broadband Internet

Browsers: Chrome, Internet Explorer, Firefox and Safari

Display: 1024x768 or higher screen resolution

Software: Microsoft office, PowerPoint, JavaScript and Adobe reader

Back end Needs

Database: MySQL

Internet Connection: Domain www.eurotat2.com will be purchased with godaddy.com

Content Management: The CMS is Cushy. This CMS is an open source and it is easy to use and update web pages.

Search Engine: Google and Bing

Security: A terms of use and privacy policy will be developed by a legal expert to be posted on the Web site. Staff will monitor the Web site for abuse.

Transactions: Transactions will be done with PayPal

User Information: Google Analytics will monitor Web site statistics.

Saved Data: name, phone number and email will be saved for users who want to make appointments online and name and email will be saved from users who want to purchase body jewelry online.

Personalization: none

Mockup

Mockup

Logo

Color Scheme

RGB: 219, 129, 33
Hex: db8121

RGB: 86, 179, 212
Hex: 56b3d4

RGB: 221, 6, 3
Hex: dd0603

RGB: 239, 63, 86
Hex: ef3f56

Mockup

Fonts

global navigation

Alba 21.76 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

titles

Chalkduster 48pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

headlines

Chalkduster 48pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

body copy

Helvetica 20.34pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

footer text

Helvetica 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Links

Helvetica 25pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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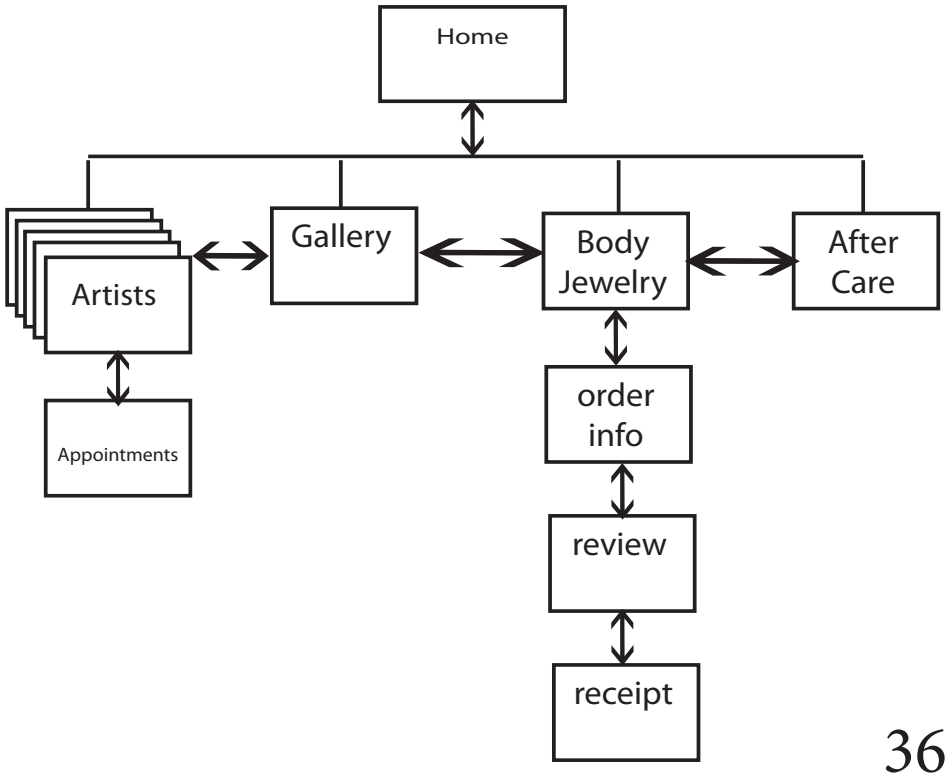
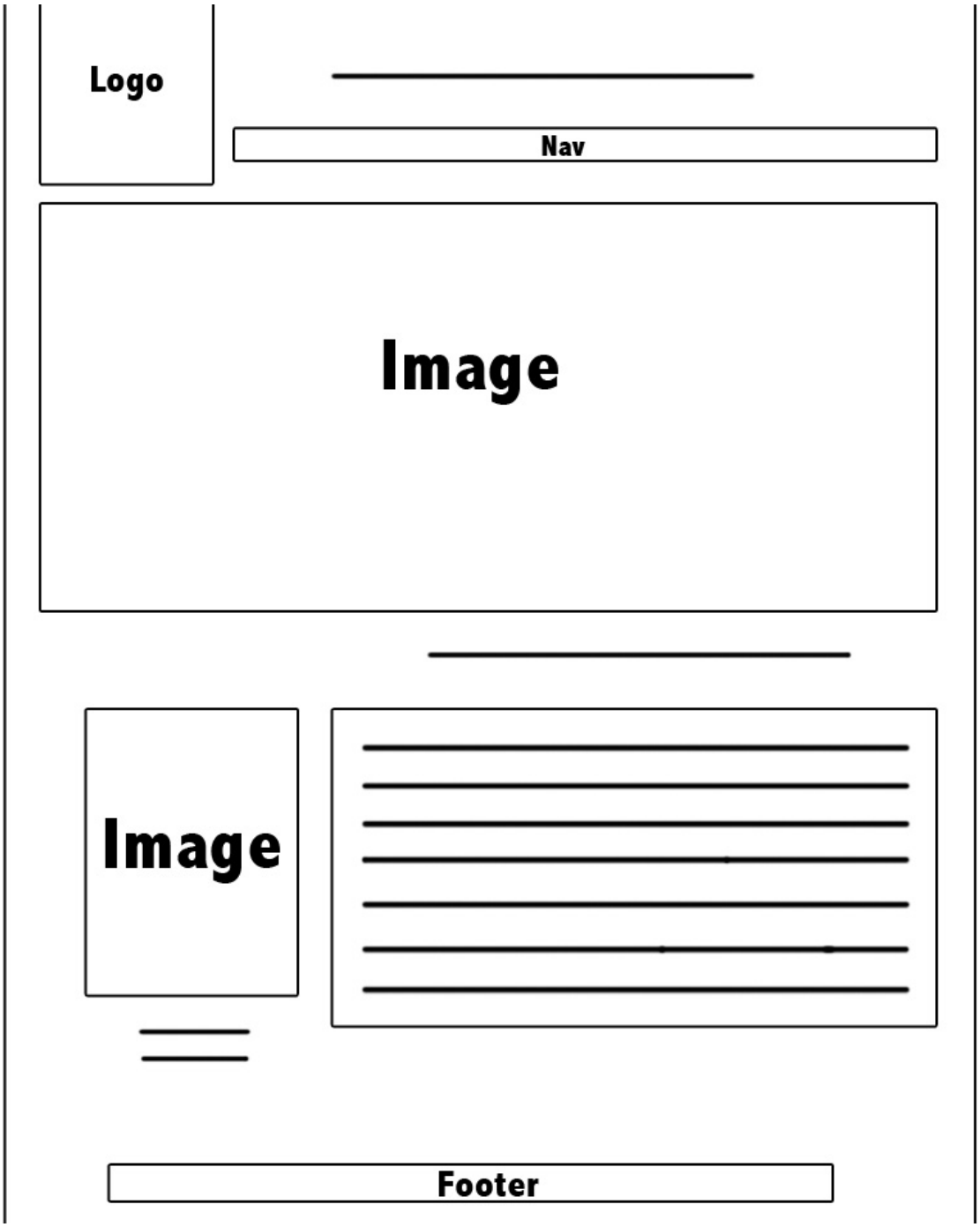
Flow Chart



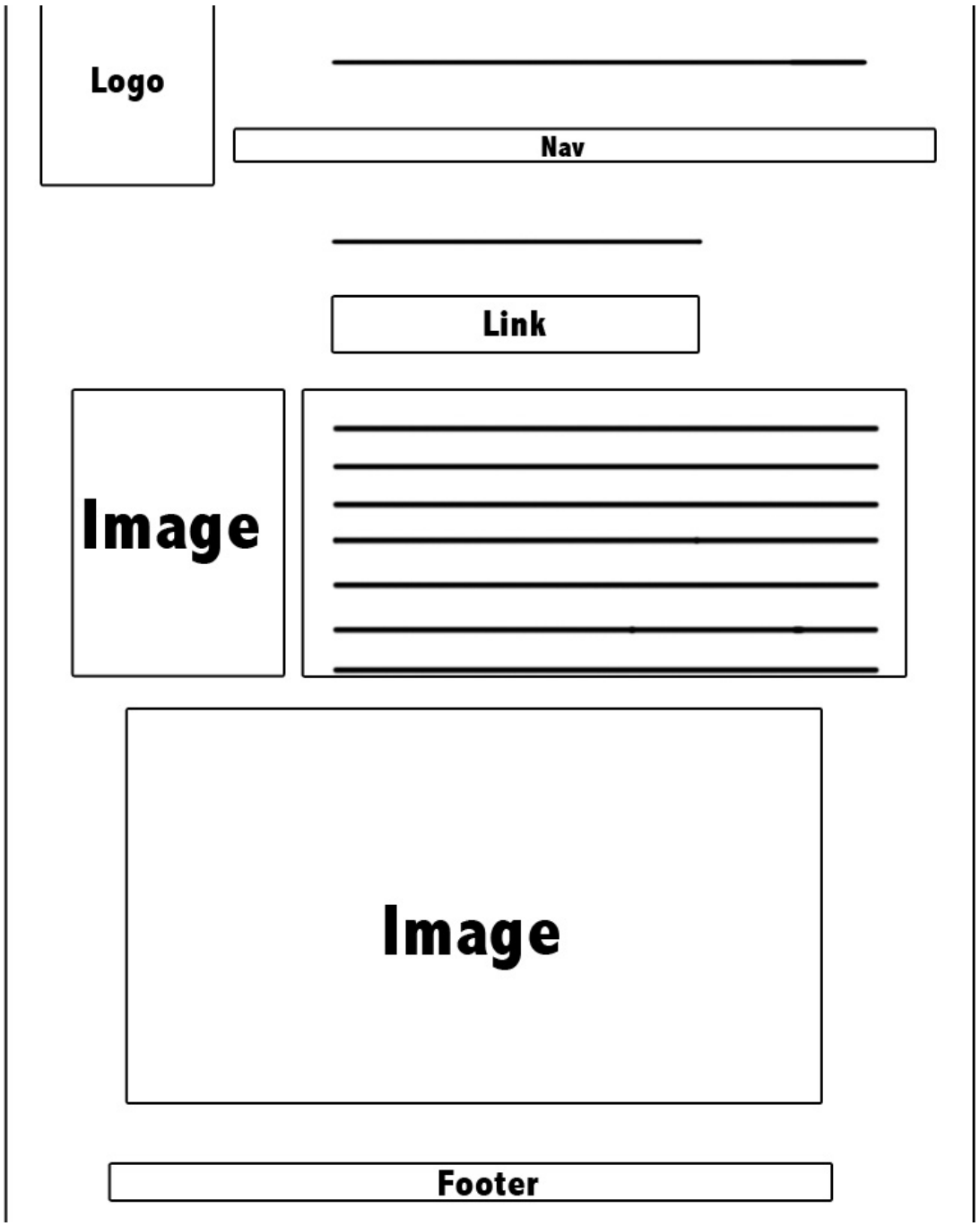
Mockup

Sub Wire Frame



Mockup

Sub Wire Frame

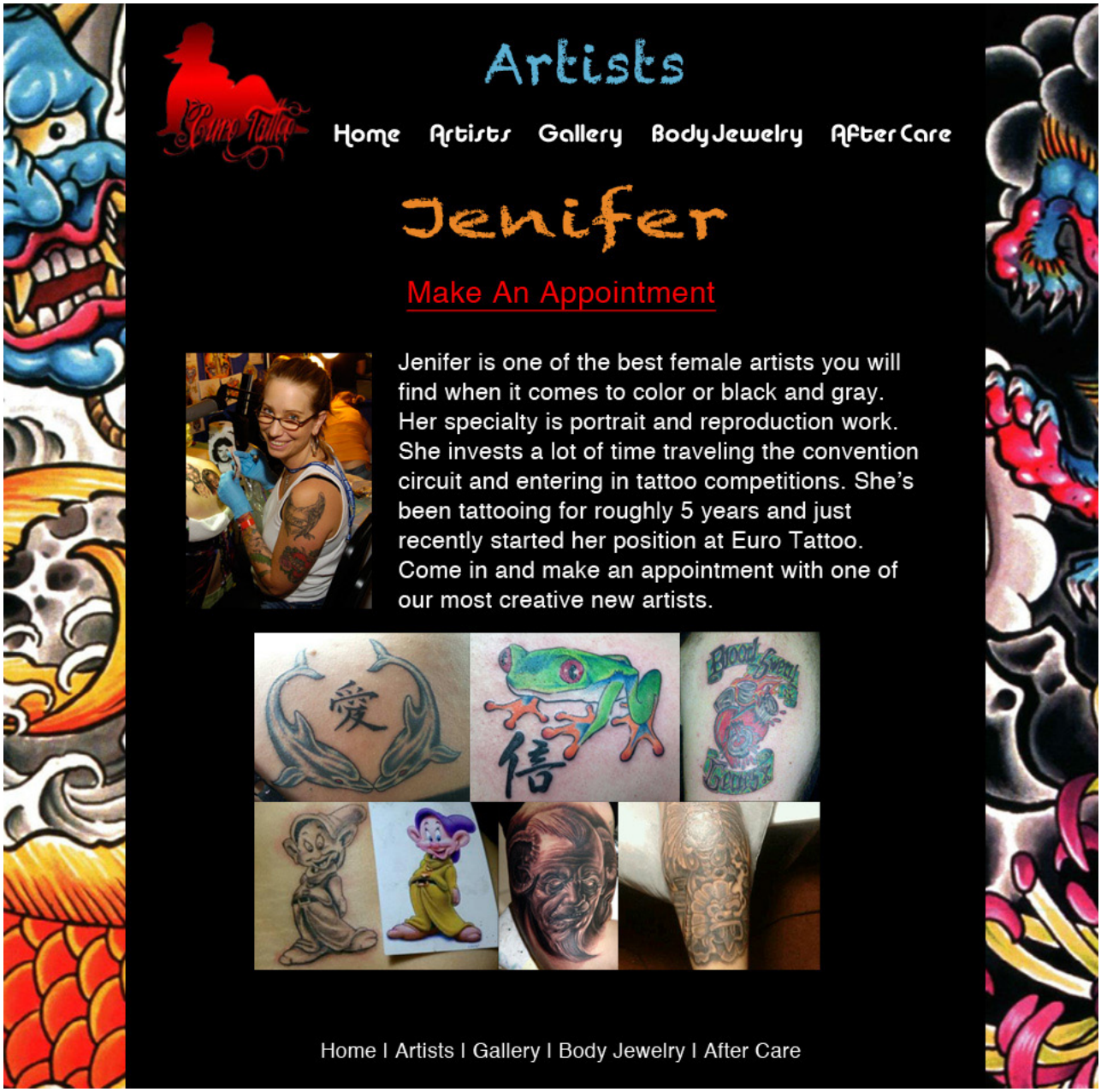


Mockup

Home Page

Mockup

Sub Page



Justification: I want the design of the website to be funtional and easy to get around. Clients will feel like with a profession design and desplayed work that the tattoo artists and piercing specialist can be trusted to do an amazing job in a clean professional environment. The colors of the design in itself reflects the vibrant colors of the tattoos the artists can do without overpowering the website from doing its intended purpose.

Test Plan

Test Plan

Scope

The client and team have agreed to complete the following testing.

Prototype

The prototypes will be tested by 3 groups of 5 people each who fit within the target audience of males and female ages 18-30 and like tattoos and piercings. Each group will compile feedback to show usability, content and style. There will be no one-on-one interaction.

Informal Usability Testing with the Prototype

To stay within budget and keep everything on track the tattoo shop will be offering half off piercings and 20% off tattoos for anyone who comes in the shop and is willing to view and give feedback on the usability of the new website on 8/16/13. Because these would be the normal everyday costumers to the shop this should give some unscientific but reliable feedback.

Developmental Testing

Software Testing
The team will test each and every piece of software as the site is built on their own computer and then on two separate test computers one a pc and one a mac. Every piece must be bug-free before they can be put into the final project

System Testing
The team will test each and every component as it is built on their own computer and then on two separate test computers one a pc and one a mac. They will also be tested on different browsers such as Chrome, Firefox. Internet Explorer, and Safari. Every component must be bug-free before they can be put into the final system.

Acceptance Testing

The client will review and approve the product at these stages: prototype, beta release, and gold master. The client's review will focus on adherence to visual design, error-free content, and graphics, efficient operation on target platform, and bug-free operation

Schedule and Resources

Testing should follow the schedule below, which also indicates resources.

Test Plan

Prototype: all 3 groups are scheduled to meet at 5pm. on 8/11/13 and 8/12/13 in the main office. Adam, Kayla, and Tammy must all be present to lead each group's discussion. Jenna will also be there to document the findings from the prototype testing and have documentation completed by 8/14/13.

Informal Usability Testing: This will occur at Euro Tat2 on 8/16/13 all day long. Each person who participates will complete a questionnaire in order to receive his or her discount. No one from the team needs to be present.

Component Testing: different members of the team will conduct this as each component is completed sometime over the course of 5/08/13 and 8/18/13. See the pdf file for a more detailed schedule.

System Testing: different members of the team will conduct this as each component is completed sometime over the course of 5/08/13 and 8/18/13. See the pdf file for a more detailed schedule.

Acceptance Testing: The client will review the product on the following dates: prototype 5/17/13, beta 6/04/13, gold master 6/28/13. All team members will be present for the review.

Platform and Standards

Platforms

The prototype and informal usability testing will be conducted on each team member's own computer and then on two separate test computers one a pc and one a mac. Each team member will be asked to note machine specifications for performance comparisons.

Development Testing: Components will be conducted on each team member's own computer and then on two separate test computers one a pc and one a mac. Each computer is configured to the minimum specifications in the technical requirements.

Development Testing: System testing will be conducted on each team member's own computer and then on two separate test computers one a pc and one a mac. Team Members will communicate bug defects to each other.

Acceptance Testing: The client will be testing all phases on a mac and pc and on Safari, Chrome, Internet Explorer, and Firefox. This meets the minimum standards specified in the technical requirements document.

Standards

Project manager Jenna will employ a bug/defect tracking reporting system during their system testing. The following classification system will be used to report bugs:

Test Plan

System: This shows any system specific errors.

Functional: This shows items that do not work or do not work as expected.

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

Usability: This classification is for any ease-of-use errors where the user does not know what to click next.

In addition to the priorities established by the classification, each bug should be given a priority rating within the classification:

1 – High: The bug must be fixed in order to proceed with testing.
2 – Medium: The bug should be fixed before the release, but it does not interfere with testing.
3 – Low: It would be nice to fix the bug, but it is not a priority for this release.
4 – Next Version: This is not really a bug, but ideas and comments about future improvements should be noted.

Test Case #1

View a Specific Artist's work

Overview
The user is able to choose a specific designer and view their work before making the decision of having a tattoo done by them or not.

Screen Inputs/Outputs

Tapping the "Artists" in the main navigation brings up a drop down menu.

Tapping on a specific artist will take the user to their page that tells about them, their tattooing career, and displays photos of their work.

Tapping on a photo of their artwork in the photo gallery generator will enlarge the image.

Tapping the left and right arrow will filter between the different photos.

Tapping the X in the bottom right hand corner will close out the large image.

Tapping on the logo or home button in the main navigation goes back to the home page of the website.

Notes

Closing out of the large image brings the user back to the photo gallery generator.