

Web Project Management Part I

An Introduction

CapMac Web SIG, April 1st 2006

Keep this in Mind

- Web Design = Architecture
- Web Design != Interior Decoration

Don't paint the walls before you've built them,

What we're not going to cover

- Which hosting company should I use?
- Should I use [insert techie term]?
- ...and which is better?
- How much will my site cost?
- How long will this take?

So you want a Web site

- Why? —No, really.
 - What's this site going to do?
 - What goal(s) will it accomplish?
- Why should I come to your site?
- And what am I going to do when i get there?

So you want a Web site

- Who's actually doing the work?
- What tools/resources are required?
- What's the time-frame?
- Is there a budget?

So you want a Web site

- What are your dependencies?
- Who will maintain and update the site?
- Now, why should I come *back* to your site?

What? You already have one?

(Maybe it just needs a little work.)

- Review your objectives/goals
 - Have your goals changed?
 - Do you have new requirements?
- Evaluate your current site
 - Is the site meeting your goals?
 - Is the site meeting the needs of your users?

Keep this in Mind

Don't keep up with the Jones'

Resist the urge to redesign a working Web site, just because.

If you can't give a clear, concise reason for a redesign, then don't.

Keep this in Mind

A Web site is merely a tool.

A means to an end.

It is not an end in itself.

Having a Web site is not as important
as what you do with it.

Keep this in Mind

Think in the long term.

Act in the short term.

Shoestring Project Checklist

- Use the Resources at hand.
- Keep the number of decision-makers small.
- Have a clear focus.
- Dare to do less.

Taken from Web Design on a Shoestring
by Carrie Bickner

The Five Planes

- The Surface Plane
- The Skeleton Plane
- The Structure Plane
- The Scope Plane
- The Strategy Plane

Taken from The Elements Of User Experience
by Jesse James Garrett

The Strategy Plane

Why are we building this site
and what do we hope to accomplish?

- Objectives and Goals (insert biz-speak here)
- User Needs

Note:

Make sure your goals are measurable.

The Scope Plane

Defining what you're not doing
is just as important as defining what you *are* doing.

- Functional Specifications
- Content Requirements

The Structure Plane

Think of it as playing with blocks.

- Interaction Design
- Information Architecture

The Skeletal Plane

Finally, it's starting to look like a Web site!

- Information Design
- Interface Design
- Navigation Design

The Surface Plane

Graphics, fonts, colors and all the other things that people think of when they think of Web Design

- Visual Design

The Core Process

- Define the Project
- Develop Site Structure
- Design Visual Interface
- Build and Integrate
- Launch and Beyond

Taken From Web Design 2.0 (Workflow that works)
by Kelly Goto & Emily Cotler

The Core Process

- Define the Project
 - Discovery
 - Planning
 - Clarification

The Core Process

- Develop Site Structure
 - Content View
 - Site View
 - Page View
 - User View

The Core Process

- Design Visual Interface
 - Creating
 - Confirming
 - Handing off

The Core Process

- Build & Integrate
 - Planning - Technical needs
 - *Insert Actual Web Coding*
 - Testing

The Core Process

- Launch & Beyond
 - Delivery
 - Launch
 - Maintenance

Bibliography

- The Elements Of User Experience by Jesse James Garrett
- Web Design2.0 (Workflow that works) by Kelly Goto & Emily Cotler
- Web Design on a Shoestring by Carrie Bickner