

Successful Management of Web Projects

Course Summary

Description

This seminar teaches essential principles for delivering effective Web and new media projects on time and on budget! Learn a proven system for planning and managing Web sites. This course process addresses project management issues specific to the Web, resulting in quality control, quality assurance, and timely delivery for Web and new media projects. Students will become more valuable to your organization by equipping yourself with a step-by-step process which will reduce risk and stress, anticipate hurdles, and increase chances of making students' Web project a success by building quality in at every step.

Objectives

By the end of this course, students will be able to:

- Implement a structured process for Web projects
- Participate effectively in strategy meetings
- Create your own discovery checklist
- Recognize an excellent content outline, and request content in a well-organized manner
- Oversee an effective navigation plan
- Better estimate Web-specific tasks
- Better manage design and programming team members
- Manage programming quality control and quality assurance
- Manage changes effectively
- Continuously improve your process

Topics

- Identify and describe tasks and processes
- Order to do things in
- How to get from strategy to deliverables that fulfill that strategy
- Collect and organize content thoroughly
- Classify and quantify the limitations you must work within
- Build clear, timely approvals into an audit trail
- Avoid common hurdles before you reach them
- Build and work with your team
- Build in quality at every step
- When and how often to test
- Manage client expectations, while assuring quality for them along the way
- Maintain quality, even if you hand off the site

Audience

This seminar is targeted to all Project Managers, Webmasters, Production Coordinators, Programming Leaders, Strategists, Controllers, Business Managers, Account Representatives involved in developing Web or other new media projects.

Prerequisites

All students need is some basic experience on the World Wide Web. Some understanding of general project management principles will help students more fully benefit from the seminar.

Duration

One or two days

Successful Management of Web Projects**Course Outline**

- I. Understand Web Project Management Principles**
 - A. Why we need a process
 - B. What makes managing Web projects different
 - C. Our paradigm: an overview
- II. Start With The End In Mind: Strategy**
 - A. Paddling in the same direction: the value of shared strategic information
 - B. Finding time for strategy
 - C. The information everyone on the team needs to succeed
 - D. Establishing measurable goals
- III. Don't Leave Home Without It: Technical Discovery**
 - A. Why the rest of the process depends upon these details
 - B. Quality begins by knowing what quality will look like
 - C. Specific inventory issues and why each is important
- IV. The Message Is The Medium: Content Organization And Planning**
 - A. The content outline
 - B. The importance of writing for the Web: from Alt tags to Meta tags
 - C. Working in more than one language
 - D. Supplying pictures, graphics and other content in the format you need
- V. Where Do We Go From Here?: Information Architecture**
 - A. The value of an approved navigation plan, information design plan or wireframes
 - B. A navigation plan is not a design
 - C. Identifying page types
 - D. Identifying what is internal and what is external
 - E. Identifying advanced functionality
 - F. Identifying phases
- VI. Reality Check: Estimating**
 - A. Confirming the workload: confirming the budget
 - B. Scheduling and loading: calendar time vs. human time
 - C. Planning for other expenses
 - D. "If you think focus testing is expensive..": planning for testing
 - E. Planning for the unplanned
- VII. Graphic Design**
 - A. Overall concept, look and feel: it doesn't just have to make sense, it has to look like it makes sense
 - B. Working with graphic designers who understand the Web
 - C. Incorporating corporate identity guidelines
 - D. Testing the design internally and externally
- VIII. Quality Control And Quality Assurance In Programming and Maintenance**
 - A. Templates and other pages
 - B. Specific quality control checks
 - C. Quality assurance proof slips
 - D. Managing multiple languages
 - E. Controlling advanced programming
 - F. Maintaining quality control and quality assurance while maintaining the site
 - G. Proofreading and testing bilingual sites
 - H. Evaluation