

623:302 IT and Project Management

Term Project Instructions

Building a Website and Writing a Project Report

Goal: To identify, plan, implement, and review a project that entails building a small website for some for-profit or nonprofit organization during this semester. Project deliverables include a functioning website and a project report.

Note: This project requires you to work with a real organization. This organization can be a small business or a nonprofit group as long as it is in the Delaware Valley (New Jersey, Pennsylvania, or Delaware). At least one person from the company must agree to you working on this project.

In order to complete this term project you will need to choose a club, sporting group, hobby, religious group, business, or social group you are a member of or know about. Then you will develop a prototype website made up of a main page (home page) and at least five other pages. The project requires you to communicate with people in the business through an interview.

IMPORTANT: As soon as you have a commitment from an organization, use the form on sakai under “Tests and Quizzes” to post your project proposal for the instructor’s approval.

You will need to answer the following questions:

1. What is the EXACT name of the Delaware Valley organization for which you are planning to build a website? (6 words or less, just the name; not a sentence)
2. What is the complete address of the business including zip code? (Try this out in Google maps before you enter it in sakai)
3. What is the organization’s current website (for example, www.thekendalls.org)? If they do not have a website, write in the word None.
4. What type of organization is it? (For example, a club, religious organization, nonprofit, or small business?)
5. Who will be your main contact for information about the organization (first name, last name, title, phone number, email)? Note that it cannot be yourself.
6. List two objectives for your website (to sell items, inform site visitors, promote a cause, to gather information from site visitors, get new members, contribute donations, provide post-sale support, create interest for the cause, etc.)?
7. List 6 pages you are planning to create for the website (including the home page and a contact us page). (Note that creating a website that actually sells and receives payment for items would be too large of a scope for a one-semester project.)

Once you submit the proposal you cannot change the organization or your main contact unless you request and obtain permission of the instructor. No changes can be made within 30 days of the deadline, because your interviewing phase must be complete before then.

The website you are proposing should inform the person who visits the site. For example if you do a site for a club, have a main page that tells the person what the club does. Use the other pages to go into more detail, or include photos of the members. Use another page to have links to related websites. The point is to inform.

For this course you will create your project on Weebly.com. You can sign on to students.weebly.com using an assigned password and username. You will access your space for developing a website at students.weebly.com. This student account will be terminated 30 days after the end of the course, so keep a copy of all of your work.

When you build your website, here are the specifications:

Website Specifications

1. Go to the **Design** tab in weebly.com and choose a **Theme** that is appropriate for your organization.
2. Use at least one multimedia feature. You should have at least one FAQ or support page.
3. Your site must consist of **at least 6 distinct pages, including the home page**. Additional pages must be appropriate for the organization.
4. Each page must have at least one picture or logo (in addition to anything placed by the theme). Clipart is not acceptable.
5. Titles should be used at least once per page.
6. The most important part of a website is the **content** on the page. Therefore, the text on each page should be meaningful and free from grammatical errors. Each page should contain at least 150 original words (except special pages like the Contact Us page) that you write based on your interview.
7. Include **hyperlinks** internally and **hyperlinks to external pages** (at least one per page).
8. Use different fonts but not too many. The same goes for use of color. Your site should look professional.
9. **Publish** the site and test it.
10. Make changes throughout the semester and **republish** the site to make the changes effective.
11. Do not try to load everything at once.

When you write your project report, here are the specifications:

Project Report Specifications

In addition to creating the website, the experiences you had developing the website should be documented. Submit the following report, based on the Project Charter.

Use the headings provided (like Abstract, Introduction, and Project Charter) if you want to receive the maximum credit for the project. Also pay attention to the recommended page guidelines. These are there to provide the project with proper balance. Keep typing. Do not begin a section on a new page.

The Term Project Report

Title Page (The title should describe the specific project you have completed and the organization you worked with. Also type your name, 52:623:302 and date)

DO NOT include a Table of Contents.

Remember to number the pages.

The suggested page lengths below are a guide. Final word count is more important.

- **Abstract**
 - Fifty to seventy-five words that describe the project. Be specific.
- **Introduction** (1 full page) Describe the organization and its main purpose.
- **Project Charter** (2 pages) A narrative that answers questions such as:
 - What is the project title?
 - What was the project start date?
 - Who is the project manager?
 - What are the project objectives?
 - What are the main project success criteria?
 - What approaches (or methods) were used to gather data? (List them here)
 - Who are the key participants who supply content for the website?
 - Who are the development team members and what are their responsibilities?
 - What are the project deliverables?
 - What is the project timeline? (When does the project begin and end?)
 - What are the risks incurred by the project?
 - What are the steps in the assessment (evaluation) process?
 - How will the project's success be measured?
- **Scope Statement** (1 page)
 - Project justification
 - Product characteristics and requirements
 - Summary of project deliverables; both project-management and product-related deliverables
 - Project success criteria

- **Microsoft Project Output** (The printouts from Microsoft Project, about 2 pages)
 - Include a Gantt diagram and a network diagram for your project showing about 6 tasks that you need to complete in order to finish the project. Make sure to include one task specifying the name of the person you will interview, scheduled on the date you plan to interview the person. If your Gantt and network diagrams were graded as perfect on the midterm assessment, you can use the same screen captures. If you did not get them correct on the midterm, please correct them. An incorrect network diagram will prevent you from earning an A on the Term Project Report.
 - Do not show completed tasks or partially completed tasks here.
- **Cost/benefit analysis** (1 page)
 - Include a table of costs and benefits concentrating on the intangible benefits. Explain the table. (Hint: Use the table you created in your Midterm Project)
- **Data collection instruments used** (1 ½ pages)
 - Describe how you used interviews, observations, Internet searches, library searches, questionnaires and the difficulties you may have encountered in getting data and content.
 - Describe your interview, include the **questions** and **responses**, and include a **selfie**, a photo of you and the interviewee together taken early in the semester. Tell us something about them and their relationship to the organization.
- **Structure of the system** (1/2 page write-up plus a printout of the chart)
 - Include 1 page showing a mind map of the pages you have on your finished website. Use MindView to create your mind map.
 - Explain why you set up the structure in this way.
- **Prototype website** (1/2 page write-up plus screen shots of the 6 pages you developed in Weebly)
 - Just print the main (home) page and 5 sample pages (6 pages total).
 - In 1/2 page, describe the purpose and virtues of the sample pages in general.
- **Implementation and training plan** (1/2 page)
 - Who will maintain the website? How will the people who maintain the site be trained?
 - How will the website be hosted?
- **Evaluation** (1 page description on whether the project charter was fulfilled.)
- **Conclusion** (1 page description of the features of the new website.)
- **Lessons Learned** (1 full page description of your experiences in getting the project completed.)
 - Give an example of one thing that went right on this project and one thing that went wrong.
 - What will you do differently on your next project based on your experience with this one?
 - What did you learn from this project?

Remember to use the headings above in your Term Project Report. Using these headings will make it more likely you'll earn a good grade.

Use Microsoft Word to create your report. Do not use Apple's Pages or any other app. Microsoft Word is widely available on campus. Double space the report and use APA style. A link to the guidelines can be found on the <http://www.thekendalls.org> website. Remember to number the pages.

The **Project Management Report** must range from **3,000-4,000 words** (important) and will include printouts such as diagrams, web pages, etc., totaling about 20 pages). You will be submitting this in electronic form. Keep this in mind when you are saving images or you will need to scan them. You will insert diagrams and images of web pages into a **Microsoft Word document** and submit the entire document to Sakai as a .docx file.

Grading: The actual design of the website will be 25 percent of this project grade, the report will be 75 percent of the grade. Therefore, make sure you write up the documentation well. The Term Project must be your original work.

You will be uploading a Microsoft Word file (.docx file) to sakai. You are not allowed to submit an Apple Pages or any other document file. Your term project is considered complete and can be assigned a grade when I receive the electronic (sakai.rutgers.edu) copy of your term project report.