PROJECT PLAN

Andy and the Androids

BAND WEB PRESENCE

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1 PROJECT SUMMARY

1.1 Executive

This document describes the high-level requirements and execution plan for definition 6 to configure and deploy a web presence for the band Andy and the Androids. This includes a set of preliminary requirements, a preliminary technical recommendation, and plan for execution.

Since the band is not yet signed, the budget is extremely modest and precludes a custom development and QA effort. Therefore the plan below leverages the use of off-the-shelf and open-source tools. As such, our role will be primarily that of recommending and configuring the tools, populating the site with the baseline content, and training the band members how to use the site.

Depending on the success of their recordings, this solution may be enhanced going forward or be entirely replaced in the future.

1.2 Top 5 Goals and Objectives

1.2.1 Media Blog

Post online journal entries, press releases, artist biographies, and ad hoc comments, brand trivia, as well as photos and video clips.

1.2.2 Store

Maintain on online store where the public can purchase branded merchandise (clothing, posters, coffee mugs, etc.) and concert tickets.

1.2.3 Calendar

Maintain an online calendar of events and concerts. Concert entries should link to the store for online purchase

1.2.4 Social Network

Where ever possible, the web presence should support and encourage social networking as a way to involve fans and create grass-roots publicity

1.2.5 Gaming

The web presence should add value to upcoming the video game "Andymnity" which will be included on the band's upcoming CD release.   This is a revenue driver for making the CD more valuable than MP3s, as well as building a deeper involvement for a key demographic of the band's Fan base. At a minimum, the web presence will include promotional pages, background content, and links to purchase the CD.

Definition 6 will need to coordinate with the game developer for this content.

Future: There may be an opportunity to integrate the web presence more tightly with an online or mobile version of the game. Definition 6 would work with the game developer to specify requirements for the next release of the game, e.g., a multi-player and social version of the game, as well as mobile components.

1.3 Milestones

1.3.1 Project Approach & Budget

Confirm (and revise a necessary) the assumptions and approach of document, and approve a budget to start work

1.3.2 Design Consult

We will have a all-day meeting to lock down details of the site layout and theme. We will also need to collect additional information (bank account info for online purchases), who will be managing different activities (banking, content approval), and the sources for graphics, videos, photos to pre-populate the site by our technical writer.

At this time, we have not budgeted for any custom Flash media creation. A requirement for this might come out of the design consult

1.3.3 Blog and Calendar Operational

1 Week Later. An operational blog, event calendar, and profiles will be created for you and your designated administrator. This is a functional milestone; negligible content will be online at this point.

1.3.4 Online Store Operational with Merchandize

Initially the store will allow users to order branded clothing (T-shirts & hats initially), some merchandize (branded mugs) based on the design consult. We will also have category for ordering concert tickets (show TBD).

1.3.5 Content Approval

We'll load the biographical info and initial messaging content. Once that initial content is approved the site can go live.

1.3.6 Support

Once the site is live, we start the clock on your 1-year of maintenance, including disaster recovery support and any necessary software upgrades.

ISSUE: Service Level Agreements (SLAs) for ongoing administration, monitoring, maintenance need to be defined.

1.4 Resource Budget

$1500   Project Manager: Part time for ~4 weeks

$3000   Technical Writer: Full Time for two weeks

$3000   Technical Lead: Full Time for 1 week; Part time until go live

$2500   One year support

1.5 Deliverables

Project Plan, Support document (login ids, links, passwords, instructions), online web presence, weekly progress reports

definiti⊙n

2 REQUIREMENTS

2.1 Personas

Use-cases for the features will refer to user "personas" that determine the user's role on the site. We have defined four classes of users below.

Future Project: In the future we imagine there might be a need for a fifth persona to accommodate guest celebrities who are granted access privileges that don't fit in one of the four defined below.

2.1.1 Unregistered

The default for general public access is read-only, browse, access to the site's content. If the Fan has social networking support, they may also perform simple social networking tasks (e.g., see a Facebook "Like", Digg, and similar widgets) as well as subscribe to RSS feeds.

We expect to have minimal, if any, identity tracking (i.e., cookies) for unregistered users.

Expectation is less than 1000 unique visitors per day.

2.1.2 Fan

A registered user is a "Fan" of the band. They may do everything an unregistrered user may do plus make comments to blog entries and subscribe to additional content. Becoming a fan requires the user to register a user name, password, and contact info (e.g., email address or social networking id).

Note: Purchasing tickets or merchandising from the Store will involve the user supplying enough information to create a fan profile (email, login name, password). As a part of the shopping process the user will be given the opportunity to become a Fan. will allow those user to opt out of Fan promotions (emailings).

Expectation is less than 5000 registered Fans after 6 months. .

2.1.3 Super-User

A Super User, has the ability to post blog content. All the band-members, their spouses, and their agent are expected to be Super Users.

Expectation is less than 15 Super Users at any given time.

2.1.4 Administrator

A master profile will allow an administrator to log into the site and update content on behalf of any band member.

Administrators will also have access to reports of site analytics and maintenance functions, such as bulk edits, back up and restore operations, and the ability to apply software updates. This role is expected to include at least one person from the band's management team and by a support person at definition 6. Less than 5 total.

2.2 Functional Requirements

2.2.1 Media Blogging

The site will contain blog pages with embedded multi-media content – photos, animations, video clips of brand performances and interviews. Each band member will have a profile that allows them to add blog entries, status updates, and post content.

A master profile will allow an administrator to log into the site and update content on behalf of any band member.

There are several open-source tools that provide this functionality. A majority of blogs are currently implemented using Wordpress. There is a rich developer community providing plug-ins (extensions) that allow Wordpress to display video, animations, and integrate with social networking sites like Twitter, Facebook, and Digg.

2.2.2 Calendaring

The site will support a calendar of events, primarily concerts and interviews. There are several open-source tools for this, as well as Wordpress plug-ins for this. Google Apps includes a calendar that can be shared easily and embedded in a Wordpress page.

2.2.3 Shopping

There will be an account at one of the online stores that support custom, small-lot, orders of merchandize. Vendor TBD. A PayPal account will be set up to handle the funds transfers to your bank account.

2.2.4 Social Networking

Social networking plug-ins on the Wordpress blog will allow your fans and the public to "Like" and "Digg" content on your blog.

We will tie your exiting Twitter and Facebook accounts together with mirrored posts to you blog.

Our technical writer can point you to best practices documents to maximize the impact of these features.

2.2.5 Gaming

ISSUE: TBD based on consulting with the game developer.

2.3 Technical Requirements

2.3.1 Front-end Browsers

The site will be tested against several browsers including Internet Explorer 8, Mozilla Firefox 3.6, and Safari. Additional versions and browsers may be included later depending on internal QA test results, user feedback, and customer budget constraints.

Specific animations will utilize Macromedia Flash components for a richer user experience

It is expected that several features will *require* Javascript be enabled on the end-user's browser

2.3.2 Capacity Planning

Disk requirements for the total site footprint is expected to be negligible (less than 1 GB), with 95% of that being in the form of short video clips of the band's music and interviews.

Future: Utilization of the site is expected to vary widely depending on independent marketing promotions, with peak usage e to occurring coincident with album releases. Some components may be hosted on the Amazon Elastic Compute Cloud (Amazon EC2). That web service that provides resizable compute capacity in the cloud to accommodate peak demand spikes.

During peak demand, video streaming pages will be designed to defer to streaming content from 3rd-party platforms (e.g., YouTube, Vimeo, Hulu, etc.)

Site analytics will be built into the site and alert administrators to possible capacity problems.

3   MANAGEMENT PROCESS

This is expected to be a short project with most of the work occurring within a few weeks. As a result, traditional project phases (e.g., Inception, Requirements, Definition, Delivery) will overlap considerably.

3.1   Project Checklist

Preparation and Planning

Briefing, Appraisal of existing web (Facebook, MySpace) site, Confirmation of objectives, Budget indication, Roles and Responsibilities, Pilot Selection, Initial timetable, First draft web marketing plan.

Content development

Overall look 'n feel, Standards and templates, Information Architecture, Navigation Paths, Interactions, Writing, Page mark up, Response forms / scripts, Other special content.

Technical

Server/ provider selection, Mirror sites - if applicable, Server software, Domain registration, Applications development – if applicable, Transaction and payment systems development e.g. catalogues, shopping baskets, Supported browsers, Development systems,

Testing and Going Live

Page quality check, validation, Link testing, Security testing - password access etc., Transaction testing, User testing, Site uploading

Marketing

Marketing model – (Google?) ads, referrals etc, Link negotiation, Marketing 'hooks' in each relevant page, Response mechanisms, Entries in search engines, Off-line promotion, Research and feedback, Data Collection (e.g. web stats) and Analysis, Revised marketing plan

Sustenance

Webmaster activities, Content feedback, Content updating program, Commissioning new content, Supporting new facilities e.g. video plug-ins, Link maintenance, Update release planning.

Management Processes

Overall project management - progress vs. plan, Release / change control, Performance measurement system, Budgeting, Ongoing roles and responsibilities, Documentation, Extracting Lessons, Project Post-mortem

3.2   Communication Plan

Weekly Progress reports, ad hoc emails and phone calls for specific issues, weekly deliverables meeting (video conference).

3.3 Schedule

<the actual MS Project Gantt chart would go here>
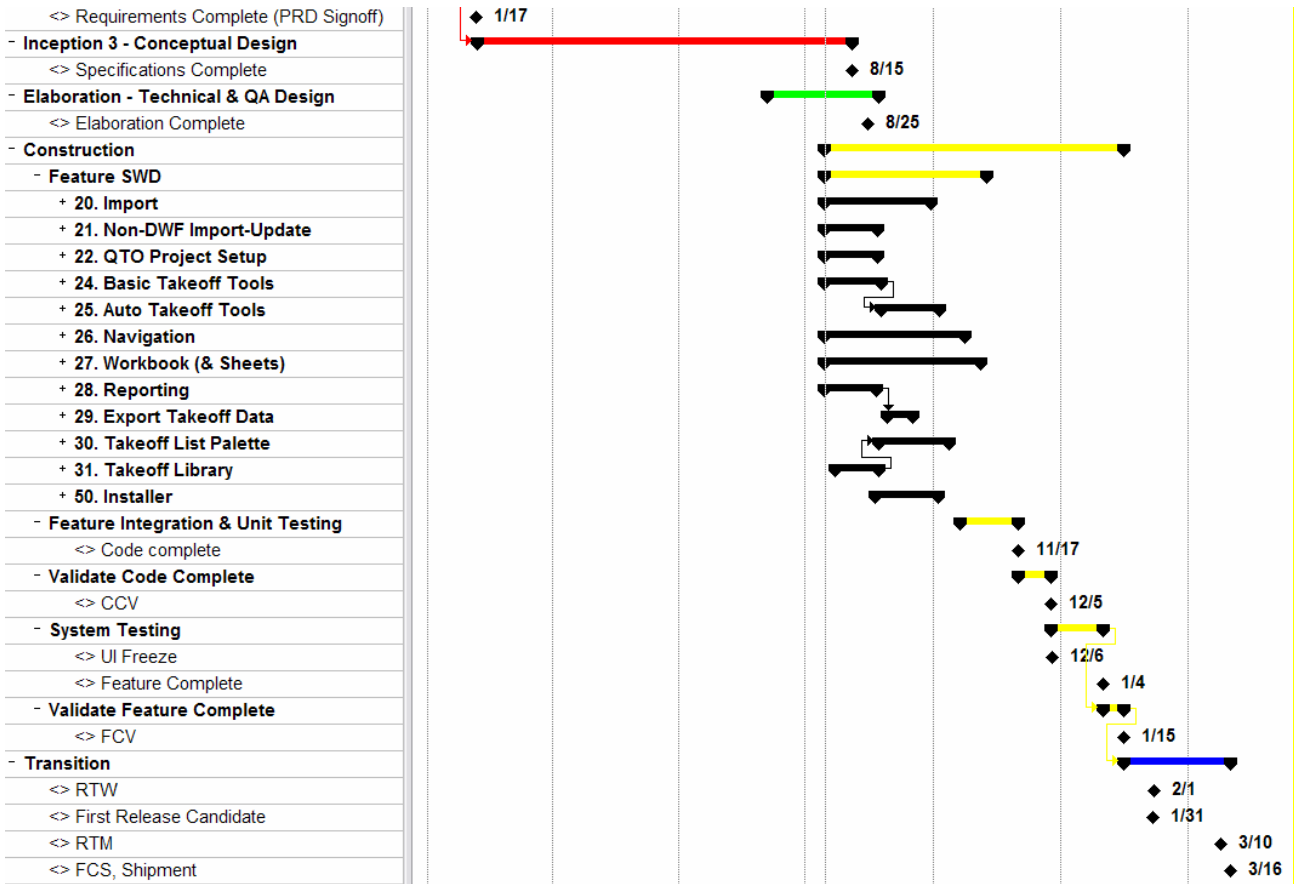
3.4 Change Management

Changes Requests will be logged. Those with a net cost – either in billable time or impact to the schedule -- will require writen approval by the customer.

4 ISSUES

This section tracks issues with this document until approved. After approval, unresolved issues are tracked as Change Requests.

TYPE CAPITAL **P** TO CHECKOFF ITEM

✓	#	SECTION	ISSUE	DATE	RESOLUTION
	1	1.1.3	Undefined SLAs		
	2	2.2.5	Unknown Technical requirements for gaming feature		
	3				
	4				

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