

# HALLOWEEN SHOP



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Project Management

# Halloween Shop

Karen Henderson

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## Competitive Analysis

### Project Concept:

The concept is to create a Halloween Shop that is a website that sells costumes and décor. The website will be available to domestic customers only, using the means of UPS and USPS for delivery of purchases. All orders will be shipping from one centralized warehouse location. All product on the site will have a graphic and pricing. The customer will be able to view the shipping cost, and track the order.

### Benefits of Site:

There will be costumes and décor available for purchase for home decorating or Halloween parties. The shipping will vary depending on the product pricing and weight. Shipping can be 5-7 business days if going by USPS or 3 days if going by UPS. This will also vary on location of the customer. All products are imported international in order to keep the cost down and affordable to the customers. The customer service will be available through email, online chat, or phone.

### Comparison Table:

<i><b>Competitive Analysis Halloween Store</b></i>	Halloween City	Halloween Express	Spirit Halloween
Navigation	Top, bottom, & right roll over with hyperlinks	Top, bottom, & right roll over with hyperlinks	Top, bottom navigation with roll over and hyperlinks
Colors	Dark orange, black, green	White, black, orange with green treatment	Black, purple, yellow
Look/Feel	Colorful, informational	Plain, not scary, informational	Attractive, fun
Content	Product, pricing, graphics, order tracking, store locator, customer service, ads	Product, pricing, graphics, my account, customer help, faq's, shipping and delivery, retail store finder, live chat and order by phone	Product, pricing, graphics, guest service, order status, my account, email sign up, delivery, store locator, contact us
Multimedia	None	None	Videos
Overall Impression	Busy and informational	Simple, overload information	Fun, colorful, easy to use

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## Comparison:

The three websites that were chosen were based off selling Halloween apparel and the overall look and feel of the site designs. First choice for overall design and layout would be Spirit Halloween, second would be Halloween Express and third would be Halloween City. All good, decent websites but lacking in areas that make for a good shopping experience.

**Halloween City** was a website that was chosen due to the colorful contrast on the pages with the orange and black color concept. Halloween City's landing page has a rotating banner that is hard on the eyes. It has a continuous rotation every 3 seconds. The color combinations are ok with the black and orange and the green to be the focal point in the text for promotions and sales. I would like to see the website a little bit spookier with colors combinations, design aspect, and the graphics showing costumes for all ages in the banners on the homepage. The one good point is the banners are above the fold and you can see everything you need across the top navigation.

**Halloween Express** is a very creative and simple website based on orange, black and white color combinations. There was a tad bit of green thrown in for the shopping cart to stand out and the links on the bottom navigation were kept in blue. The website is clean with no clutter from the bottom of the banners up. The banners are not rotating at a fast pace that messes with the eyes. The transitions are a fade in and out. The big one that stands out is taking away from the shopping experience. Customers are not big on reading and when running contests that takes the customer to a whole other site or page. More in likely the customer will go and sign up for the contest or money and drop off at that point. The website navigation seems user friendly and everything the customer needs it right at the top.

**Spirit Halloween** is a bright colorful website with purples, black, yellow, orange and white to offset the theme and text combinations. The navigation is clear and clean on the top and bottom.

The banners and shipping is right in the face with what the website wants the customer to do and that is shop. The information is not over powering and the bottom navigation is black with yellow hyperlinks to offset the fun spookie look and feel of the website. The website offers more than costumes and that makes it different than other websites.

## Analysis:

The Halloween store website will have to be competitive in market compared to the other websites. The main focus is selling the products and merchandising them with good clear graphics, and no rotating banners. There will be a hero shot of the product that is being sold in the banners. The pricing and product information will have to be clear and to the point, the shipping and delivery will have to be spot on in order to rank high in customer satisfaction. Adding music that is spooky when entering the website gives the feeling of a frightening experience, the customer will be able to turn the volume off or on, up or down. There will not be any videos incorporated into the website, this takes away from the purpose of buying. The colors for the layout and graphics used on the homepage will draw in the

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customer to want to see what the website has to offer. There will be black, shades of grey, oranges, whites, reds and yellows. The color combinations should offset a creepy but yet spooky website experience without scaring the customer out of entering the store. This website will be unique in its own ways with the shopping cart having added up sell and cross sells, the music, and the experience of shopping for costumes and decorative items. By sticking with the layout theme as Halloween shopping and having an easy navigation and checkout, keeping up with the new and exciting products the website will meet the demand and goals.

## Strategy Brief

### Situation:

Halloween Shop is a small Halloween store that is locally owned and operated by Thomas Stokkeland an entrepreneur that was born and raised in Norway. The shop opened up in the fall of 2011 and has been a great success with the selling of costumes, contacts, and decorations for Halloween. The shop being located in the city of Bradford has done very well with locals and tourists that the family decided they would like to expand to an online presence.

As the business grows, the strategic move is to open an online ecommerce website with a persistent shopping cart, giving high customer satisfaction with shopping and making the mark with on time fulfillment of orders. Thomas Stokkeland will be challenging other Halloween super stores for customers and ratings by having more of a selection and good customer reviews.

### Objective:

Halloween Shop wants to see growth of 20% within the first year of operation. After that there should be an increase of 15% every year once the business is established with the proper advertising and investments in place.

Halloween Shop will be looking at launching the online ecommerce store by December 20, 2013.

### Target Audience:

Halloween Shop target audience expectations:

- Males & females.
- Ages 16-60.
- Interested in Halloween, attending Halloween parties, or organizing Halloween bashes.
- Have email address for promotions
- Website savvy.
- Have an income of 20,000 to 100,000 a year.
- Are located domestically in the USA.

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## Strategy;

Halloween Shop has been established for a couple years so they will be taking their knowledge of customer service experience and designing aspects of retail to a whole new level via online. There are other websites that carry costumes but the websites do not carry multiple Halloween products. This website will be versatile with costumes, fun contacts, and decorations. The costs will be down on the products due to the product being made internationally. That should help with keeping the customers interested in purchasing.

## Tactics:

There will be a contact phone number located in the top navigation and a live chat. A video will be located on a separate page with information on the store and the location. The navigation will be easy to use with hover over and drop downs boxes with naming and links. There will be banners, more to promote the products and less to take away from the shopping experience. This will be a website based on ease of shopping and less on advertisements and links that navigate away from the website.

The website will have pricing and information pertaining to the product with a graphic image. There will be a speedy checkout with some upsells and cross sells to give the customer more options at checkout. The main focus will be on the customer experience and customer satisfaction while keeping the shopping experience to a good level. The site will be professional in quality, and will be able to relate to the Halloween guru. The website will be colorful and spooky, keeping the Halloween feel and look to the layout.

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## Risk Matrix

### Top 10 Risks:

1. Preparation and Planning up front
2. Cost of Project up front
3. Requirements defined
4. Changing scope of project
5. Decision process involving many people
6. Development goes longer than anticipated
7. Launching unfinished site
8. Updated software and hardware
9. Having proper technical support
10. Lack of testing time

### Risk Matrix

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

Impact

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## Risk Analysis:

### Risks rated 6-9 (High)

Risks 1, 2, and 3 - Preparation and planning up front, Cost of Project up front, Requirements defined

All three of these risks are at the top and will need to be managed closely. Planning up front, the cost of a project and the requirements are all top priorities right out of the gate with any website project. Planning is a critical step in order to have everything laid out in a plan. In proper planning can really hurt a project. Costs need to be established so as not to go over the budget that is set forth. It is easy to go over and not notice it until it is too late, then the developer is asking for more money and there is none available. This will need to be established with the developer at the beginning as well. Requirements of the project can be everything and anything in order to have a great website. The requirements need to be established before the developer sees the plan. If the requirements are not established this can lead to an organization within the project plan.

### Risk 10 – Lack of testing

Lack of testing leads to issues in the program and can delay a proper launch. Testing is the critical ending before the launch date. There should at least be a couple months of testing to work out the kinks in the system. This is a good time to make sure that all the requirements were met in the project plan. Without the proper testing, this could lead to unwanted problems in the future.

### Risks rated 3-5 (Medium)

### Risk 6 – Development goes longer than anticipated

Development can be delayed due to other projects, developer being sick, or something goes wrong while developing. To rectify the situation there needs to be a project plan in place and establish constraints. Make a task list and stick with it with a time frame for everything to be done. Have a backup plan.

### Risk 7 – Launching an unfinished site

Launching the site on finished is not the end of the world. If everything is planned ahead accordingly and stay on track, there should be a finished site launching. Make sure to have everything lined up to the specifications that are required for the site ahead of the initial development. Before the developers begin working on the site, make sure that everything is picked through a couple times. If there is something missing, it can be dealt with after the launch, planning ahead with extra money set aside for launching unfinished is a good idea.



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## Risk 9 – Having proper technical support

Technical support is a must have after the website launches. If something breaks than there has to be someone to fix it. By having the tech support lined up for the launch ahead of time will save time and money. Things do break and go wrong and it can be expensive. Plan with the support a couple months before launching, this gives the tech support time to learn all aspects of the program.

## Risks rated 1-2 (Low)

### Risk 5 – Decision process involving many people

There will be times when there are multiple people on a project at one time. This can cause confusion when trying to get approval on something. At the beginning there will have to be one person delegated as the lead person and then a backup person who will make decisions in the leads absence.

There are times when others will have a say in what is taking place on the website. The people using the content management system or the staff will want to have some input on the functionality and expectations of the site to make it user friendly. In order to keep everything organized and on track, meetings should take place before the website development team has started to implement the design and layout.

### Risk 4 – Changing scope of project

Sometimes finding out something is missing or needs to be implemented in the middle of the project can cause a delay in the project deadline. By having a clear project set up it will save time and money in the end. If there needs to be changes done to the project, then they get implemented after the initial project is done.

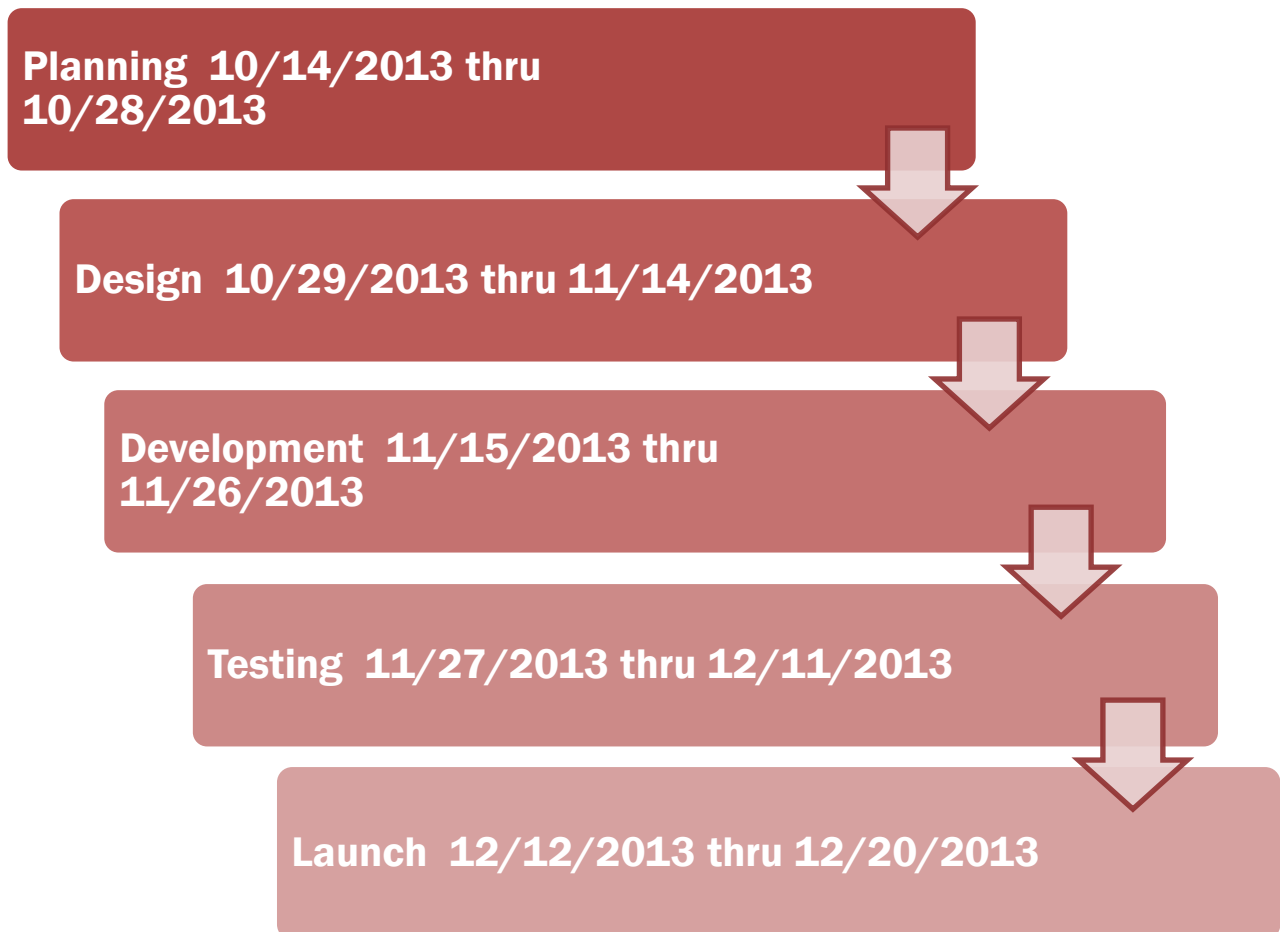
### Risk 8 – Updated software and hardware

In order to have a smooth running online store, the software and hardware have to be the latest in technology; these cannot be used or old. In order to avoid this, research the software ahead that would best fit the business model. This can be helpful when meeting with the technical/developer and listening to what types of software are best for the business.

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## Process Design Timeline



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## Work Breakdown Structure

\*\* Milestones being Achieved

### Phase I: Planning

#### 1.1 Requirements Analysis

1.1.1 Discuss Client's Goals ..... 6 hours

#### 1.2 Strategy Brief

1.2.1 Write Strategy Brief ..... 6 hours

1.2.2 Present Strategy Brief ..... 1 hour

1.2.3 Client Discussion and Changes ..... 2 hours

\*\* 1.2.4 Client Approval ..... 1 hour

#### 1.3 Project Proposal

1.3.1 Risk Analysis ..... 4 hours

1.3.2 Work Breakdown Structure ..... 5 hours

1.3.3 Assemble Team ..... 1 hour

1.3.4 Budget Breakdown ..... 6 hours

1.3.5 Proposal and Changes ..... 6 hours

1.3.6 Project Manager Approval ..... 1 hour

\*\* 1.3.7 Client Approval ..... 1 hour

### Phase II: Design

#### 2.1 Layout

2.1.1 Storyboard ..... 3 hours

2.1.2 Wireframe ..... 3 hours

2.1.3 Flowchart ..... 3 hours

2.1.3a Client Discussion and Changes ..... 3 hours

\*\* 2.1.4 Client Approval ..... 1 hour

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## 2.2 Graphics and Text

2.2.1 Supply Graphics ..... 2 hours

2.2.2 Supply Text ..... 2 hours

## 2.3 Interface

2.3.1 Top Navigation/Footer ..... 6 hours

2.3.2 Homepage ..... 4 hours

2.3.3 Product Pages ..... 5 hours

2.3.4 Shopping Cart ..... 7 hours

2.3.5 Specialty Pages ..... 5 hours

2.3.6 Site Map ..... 5 hours

\*\* 2.3.7 Project Manager Approval ..... 1 hour

## 2.4 Database

2.4.1 Technical Specification ..... 5 hours

2.4.2 Review with Team ..... 5 hours

2.4.3 Project Manager Approval ..... 1 hour

## 2.5 Client Approval

2.5.1 Prepare and Present Design Interface / Database ..... 2 hours

2.5.2 Make Changes as Needed ..... 10 hours

\*\* 2.5.3 Client Approval ..... 1 hour

## Phase III: Development

### 3.1 Interface

3.1.1 Coding of Site ..... 40 hours

3.1.2 Top Navigation/Footer ..... 10 hours

3.1.3 Create Graphic Placements ..... 10 hours

\*\* 3.1.4 Project Manager Approval ..... 1 hour

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## 3.2 Database

3.2.1 Upload Database (pricing, text, etc.) .....	6 hours
3.2.2 Testing of Database and Changes .....	2 hour
3.2.3 Project Manager Approval .....	1 hour

## 3.3 Client Approval

3.3.1 Prepare and Present Development of Interface/Database .....	2 hours
3.3.2 Make Changes as Needed .....	10 hours
** 3.3.3 Client Approval .....	1 hour

## Phase III: Testing

### 4.1 Website on Testing Site

4.1.1 Developers Test Site for Bugs .....	24 hours
4.1.2 Create Log In and Passwords .....	1 hour

### 4.2 User Testing

4.2.1 Client Test Website .....	24 hours
4.2.2 Team at Store Test Website .....	24 hours

### 4.3 Testing Completed

4.3.1 Meet with Client for Changes .....	2 hours
4.3.2 Make Changes as Needed and Test .....	6 hours
4.3.3 Resubmit Changes to Client .....	1 hour
4.3.4 Make Changes as Needed and Test .....	4 hours
** 4.3.5 Client Approval .....	1 hour

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## Phase V: Launch

### 5.1 Launch Website Online

5.1.1 Take Site Live .....	1 hour
5.1.2 Confirm Site is Live .....	1 hour
5.1.3 Confirm Navigation is Working .....	1 hour
5.1.4 Confirm Database is Working .....	1 hour
5.1.5 Confirm Backup Working.....	1 hour

### 5.2 Completed Instructions Manual

5.2.1 Complete Instructions Manual for Client.....	6 hours
5.2.2 Distribute Instructions to Project Manager for Approval .....	1 hour
5.2.3 Meeting on QA with Project Manager and Team .....	2 hours
** 5.2.4 Client Approval .....	1 hour

### 5.3 Completed Project Detail Report and Final Approval

5.3.1 Project Completion .....	4 hours
** 5.3.2 Project Manager Approval.....	1 hour
** 5.3.3 Client Approval.....	1 hour

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## Team Selection

### Thomas Stokkeland/Store Owner

#### Primary Role

Store owner, financial backing, final decision maker, meeting organizer, contact person, and project lead.

#### Secondary Role

Head content and graphics provider.

#### Qualifications/Years of Experience

10 years owner and operator of Halloween shop. Adobe Creative Suite and Microsoft Office Knowledge. Bachelor's degree in Business from the University of Pittsburgh, Bradford. Design and write for store flyers and advertisements.

#### Description of Project Activities

Thomas will head up the organizing of the project and stay in contact with the developer, organize the meetings, and give the final say in the project. He will head all the graphics and content that is to be delivered to the web designer.

#### Cost of Team Member

\$10,000 Project Total

\$ 20.00 hour

#### Justification for Inclusion

Thomas is a hard working store owner that seeks to run a web store. He is a good boss to his workers, very friendly and an outgoing member of the community. He offers help to strangers and does food drives for the homeless over the Christmas holiday.

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## Philip Stokkeland/Co-Owner, Store Manager

### Primary Role

Store Manager, backup person when owner not around for organizing meetings, tracking project, contact, paying developer/designer.

### Secondary Role

Helping with organizing graphics and content.

### Qualifications/Years of Experience

10 years manager at Halloween shop. Adobe Creative Suite and Microsoft Office Knowledge. University of Houghton with MBA. Business and Marketing strategy with email design and implementation. Writing creative and designing for flyers. Merchandise savvy with placement and ranks #1 in store sales.

### Description of Project Activities

Philip will be responsible for the project if Thomas is not available. He will be the backup with tracking the project, follow through on deadlines, writing and graphics, along with supporting the developer and web designer.

### Cost of Team Member:

7,000 Project Total

\$ 17.50 hour

### Justification for Inclusion:

Philip has a very outgoing personality. He volunteers at the YMCA, is a coach for Boys Youth Basketball League and does some summer camp volunteering in his down time. He is married with one child and like long vacations with his family that includes being outdoors, hiking, fishing, or camping.



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## Custom Creations/Web Designer and Developer

### Primary Role

To create and design the layout and functionality with coding for the Halloween Shop website.

### Secondary Role

To meet with the Thomas and Philip on the creation and design of the site. To bring new ideas to the table for functionality and layout/design.

### Qualifications/Years of Experience

20 years of website and 6 years of mobile designing and coding. Professional team with extensive background in project management and on time delivery of website launches. Team possesses strong Adobe Design skills, with creating new look and feel for store front and backend content management systems. Developers possess Java Script, HTML5, CSS, Ajax, Ruby and various coding experience. Web designers are well versed in layout, storyboard, and wireframe designs with new advancing technology builds. Various websites have been launched through the company that has been highly rated within the first 2 years.

### Description of Project Activities

The team will design and implement the website, keeping close talks through email, skype, or go to meeting via online. Responsibilities will be coding the website, designing the layout, testing, and launching the website. The team will create the overall look and feel of the website, designing with graphics to enhance appearance upon owner's approval, and make the website as user friendly as possible through the layout of the navigation and design.

### Cost of Team Member

\$ 20,000 Project Total

\$ 36.00 Project Manager hour

\$ 25.00 Web Designer hour

\$ 35.00 Web Developer hour

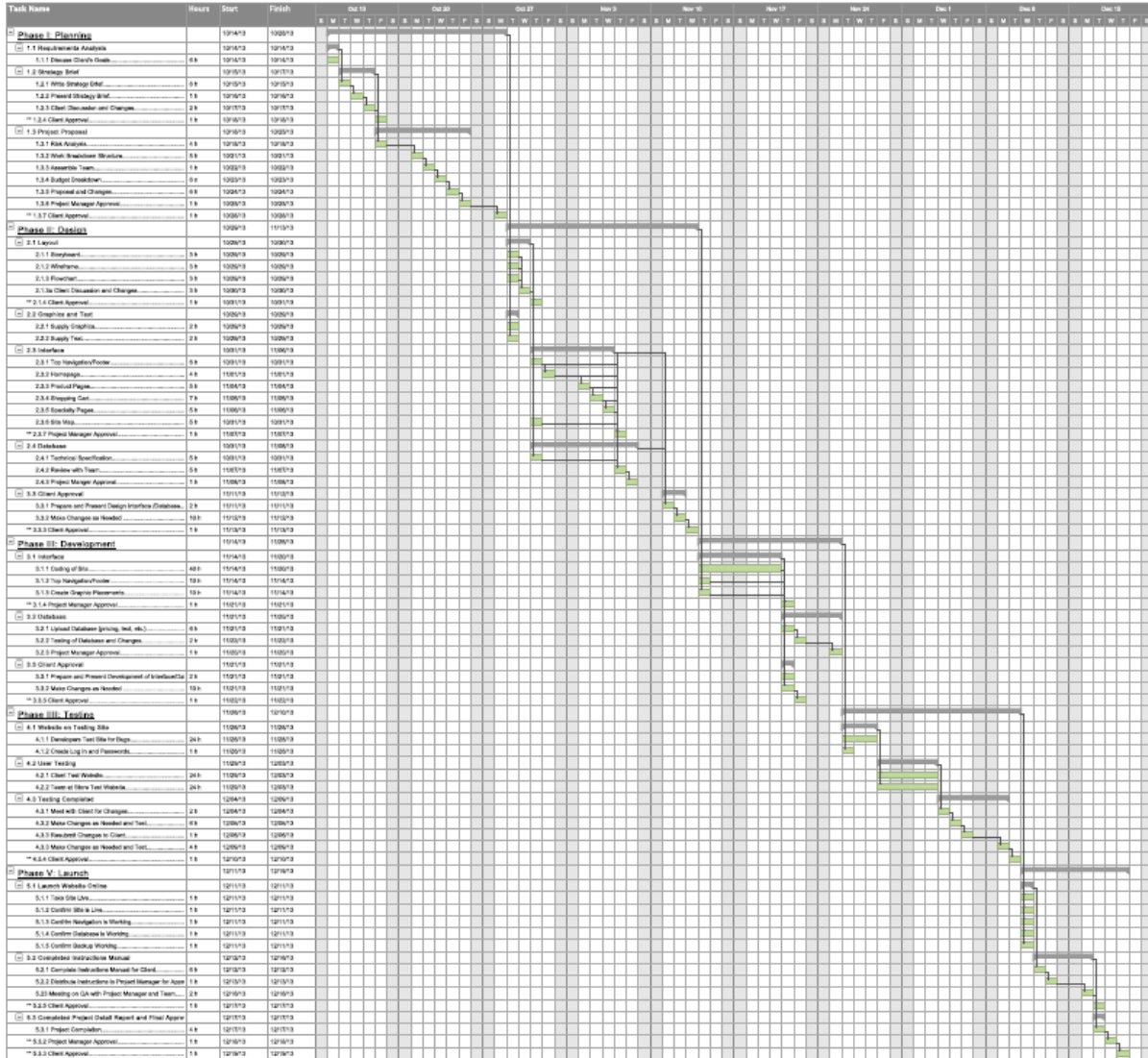
### Justification for Inclusion

Custom Creations has upbeat and down to earth workers and owner. They participate in team sporting events held by local businesses and participate in charities and events held by the organization. The company is known in the community as being a wonderful organization to work for.

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## Gantt Chart



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## Task Allocation

Task Name	Hours	Start	Finish	Assigned To	Cost
<b>Phase I: Planning</b>		10/14/13	10/28/13		\$2,640.00
1.1 Requirements Analysis		10/14/13	10/14/13		
1.1.1 Discuss Client's	6 h	10/14/13	10/14/13	Project Manager, Thomas Stokkeland	\$336.00
1.2 Strategy Brief		10/15/13	10/17/13		
1.2.1 Write Strategy	6 h	10/15/13	10/15/13	Project Manager	\$216.00
1.2.2 Present Strategy	1 h	10/16/13	10/16/13	Project Manager	\$216.00
1.2.3 Client Discussion and	2 h	10/17/13	10/17/13	Project Manager, Thomas Stokkeland	\$336.00
** 1.2.4 Client	1 h	10/18/13	10/18/13	Thomas Stokkeland	\$120.00
1.3 Project Proposal		10/18/13	10/25/13		
1.3.1 Risk	4 h	10/18/13	10/18/13	Project Manager	\$216.00
1.3.2 Work Breakdown	5 h	10/21/13	10/21/13	Project Manager	\$216.00
1.3.3 Assemble	1 h	10/22/13	10/22/13	Project Manager	\$216.00
1.3.4 Budget Breakdown	6 n	10/23/13	10/23/13	Project Manager	\$216.00
1.3.5 Proposal and	6 h	10/24/13	10/24/13	Project Manager	\$216.00
1.3.6 Project Manager	1 h	10/25/13	10/25/13	Project Manager	\$216.00
** 1.3.7 Client	1 h	10/28/13	10/28/13	Thomas Stokkeland	\$120.00
<b>Phase II: Design</b>		10/29/13	11/14/13		\$3,984.00
2.1 Layout		10/29/13	10/30/13		
2.1.1	3 h	10/29/13	10/29/13	Web Designer	\$150.00
2.1.2	3 h	10/29/13	10/29/13	Web Designer	\$150.00
2.1.3	3 h	10/29/13	10/29/13	Web Designer	\$150.00
2.1.3a Client Discussion and	3 h	10/30/13	10/30/13	Project Manager, Thomas Stokkeland	\$336.00
** 2.1.4 Client	1 h	10/31/13	10/31/13	Thomas Stokkeland	\$120.00
2.2 Graphics and Text		10/29/13	10/29/13		
2.2.1 Supply	2 h	10/29/13	10/29/13	Philp Stokkeland	\$105.00
2.2.2 Supply	2 h	10/29/13	10/29/13	Philp Stokkiand	\$105.00
2.3 Interface		10/31/13	11/07/13		
2.3.1 Top	6 h	10/31/13	10/31/13	Developer	\$210.00
2.3.2	4 h	11/01/13	11/01/13	Developer	\$210.00
2.3.3 Product	5 h	11/04/13	11/04/13	Developer	\$210.00
2.3.4 Shopping	7 h	11/05/13	11/05/13	Developer	\$210.00
2.3.5 Specialty	5 h	11/06/13	11/06/13	Developer	\$210.00
2.3.6 Site	5 h	11/07/13	11/07/13	Developer	\$210.00
** 2.3.7 Project Manager	1 h	11/08/13	11/08/13	Project Manager	\$216.00
2.4 Database		10/31/13	11/11/13		
2.4.1 Technical	5 h	10/31/13	10/31/13	Developer	\$210.00
2.4.2 Review with	5 h	11/08/13	11/08/13	Project Manager, Developer	\$426.00
2.4.3 Project Manager	1 h	11/11/13	11/11/13	Project Manager	\$216.00
3.3 Client Approval		11/12/13	11/13/13		
3.3.1 Prepare and Present Design Interface	2 h	11/12/13	11/12/13	Developer	\$210.00
3.3.2 Make Changes as Needed	10 h	11/13/13	11/13/13	Developer	\$210.00
** 3.3.3 Client	1 h	11/14/13	11/14/13	Thomas Stokkeland	\$120.00
<b>Phase III: Development</b>		11/15/13	11/26/13		\$2,034.00
3.1 Interface		11/15/13	11/21/13		
3.1.1 Coding of	40 h	11/15/13	11/21/13	Developer	\$210.00
3.1.2 Top	10 h	11/15/13	11/15/13	Developer	\$210.00
3.1.3 Create Graphic	10 h	11/15/13	11/15/13	Developer	\$210.00
** 3.1.4 Project Manager	1 h	11/22/13	11/22/13	Project Manager	\$216.00
3.2 Database		11/22/13	11/26/13		
3.2.1 Upload Database (pricing, text,	6 h	11/22/13	11/22/13	Developer	\$210.00
3.2.2 Testing of Database and	2 h	11/25/13	11/25/13	Developer	\$210.00
3.2.3 Project Manager	1 h	11/26/13	11/26/13	Project Manager	\$216.00
3.3 Client Approval		11/22/13	11/22/13		
3.3.1 Prepare and Present Development of Interface/Database	2 h	11/22/13	11/22/13	Project Manager	\$216.00
3.3.2 Make Changes as Needed	10 h	11/22/13	11/22/13	Project Manager	\$216.00
** 3.3.3 Client	1 h	11/25/13	11/25/13	Thomas Stokkeland	\$120.00
<b>Phase IIII: Testing</b>		11/27/13	12/11/13		\$1,737.00
4.1 Website on Testing Site		11/27/13	11/29/13		
4.1.1 Developers Test Site for	24 h	11/27/13	11/29/13	Developer	\$210.00
4.1.2 Create Log In and	1 h	11/27/13	11/27/13	Developer	\$210.00
4.2 User Testing		12/02/13	12/04/13		
4.2.1 Client Test	24 h	12/02/13	12/04/13	Thomas Stokkeland	\$120.00
4.2.2 Team at Store Test	24 h	12/02/13	12/04/13	Philp Stokkeland	\$105.00
4.3 Testing Completed		12/05/13	12/10/13		
4.3.1 Meet with Client for	2 h	12/05/13	12/05/13	Project Manager, Thomas Stokkeland	\$336.00
4.3.2 Make Changes as Needed and	6 h	12/06/13	12/06/13	Developer	\$210.00
4.3.3 Resubmit Changes to	1 h	12/09/13	12/09/13	Project Manager	\$216.00
4.3.3 Make Changes as Needed and	4 h	12/10/13	12/10/13	Developer	\$210.00
** 4.3.4 Client	1 h	12/11/13	12/11/13	Thomas Stokkeland	\$120.00
<b>Phase V: Launch</b>		12/12/13	12/20/13		\$2,810.00
5.1 Launch Website Online		12/12/13	12/12/13		
5.1.1 Take Site	1 h	12/12/13	12/12/13	Developer	\$210.00
5.1.2 Confirm Site is	1 h	12/12/13	12/12/13	Developer	\$210.00
5.1.3 Confirm Navigation is	1 h	12/12/13	12/12/13	Developer	\$210.00
5.1.4 Confirm Database is	1 h	12/12/13	12/12/13	Developer	\$210.00
5.1.5 Confirm Backup	1 h	12/12/13	12/12/13	Developer	\$210.00
5.2 Completed Instructions Manual		12/13/13	12/17/13		
5.2.1 Complete Instructions Manual for	6 h	12/13/13	12/13/13	Project Manager, Developer	\$426.00
5.2.2 Distribute Instructions to Project Manager for	1 h	12/16/13	12/16/13	Project Manager	\$216.00
5.2.3 Meeting on QA with Project Manager and	2 h	12/17/13	12/17/13	Project Manager, Thomas Stokkeland	\$336.00
** 5.2.5 Client	1 h	12/18/13	12/18/13	Thomas Stokkeland	\$120.00
5.3 Completed Project Detail Report and Final Approval		12/18/13	12/18/13		
5.3.1 Project	4 h	12/18/13	12/18/13	Project Manager, Developer, Web Designer	\$426.00
** 5.3.2 Project Manager	1 h	12/19/13	12/19/13	Project Manager	\$216.00
** 5.3.3 Client	1 h	12/20/13	12/20/13	Thomas Stokkeland	\$120.00

# Halloween Shop

Karen Henderson

## Budget

Budget Template for Website Project					
Team Costs	Role	Name	Hourly Rate	Hours Worked	Total Cost
	Project Manager	Custom Creations	\$ 36.00	61	\$ 2,196.00
	Web Developer	Custom Creations	\$ 35.00	151	\$ 5,285.00
	Web Designer	Custom Creations	\$ 25.00	13	\$ 325.00
	Client/Project Lead	Thomas Stokkeland	\$ 20.00	44	\$ 880.00
	Client/Backup Project Lead	Philp Stokkeland	\$ 17.50	28	\$ 490.00
<b>Total Team Costs</b>					<b>\$ 9,176.00</b>
Production Costs		Source	Cost per month/year	Units	Total Cost
<b>Overhead</b>					
	Rent - Heat/Electric Ind	Cummings LLC, 3000sqft	\$ 1,800.00	3	\$ 5,400.00
	Utilities				\$ -
	Cell Phone Plans	AT&T Prepaid Smart	\$ 61.00	9	\$ 549.00
	Internet and Phone Service	Verizon FIOS	\$ 120.00	3	\$ 360.00
	Office Maintenance	Sarabs Bucket Service	\$ 700.00	3	\$ 2,100.00
	Copier/Scanner Lease	Xerox Services Short Term	\$ 550.00	3	\$ 1,650.00
	<i>Total</i>				\$ 10,059.00
<b>Equipment</b>					
<b>Hardware</b>					
	Laptop Computers	Toshiba, 17" Tecra Notebooks	\$ 2,100.00	3	\$ 6,300.00
	SmartPhones	Apple iPhone 5s	\$ 640.00	3	\$ 1,920.00
	Color Printer	HP Color Laserjet 5400	\$ 1,800.00	1	\$ 1,800.00
	B&W Printer	HP Laserjet 2450	\$ 445.00	1	\$ 445.00
	Desktop Workstations	Dell Precision 5400, 26"	\$ 4,500.00	2	\$ 9,000.00
<b>Software</b>					
	Web, Graphic, Photo Suite	Adobe Creative Suite Master Coll	\$ 1,500.00	2	\$ 3,000.00
	Office Tools	Microsoft Office 2013 Pro	\$ 490.00	3	\$ 1,470.00
	<i>Total</i>				\$ 23,935.00
<b>Other</b>					
	Domain Registration	Network Solutions (per year)	\$ 30.00	1	\$ 30.00
	Web Hosting	Host Matters LLC (per year)	\$ 300.00	1	\$ 300.00
	Miscellaneous	Office Supplies, paper, toners,etc	\$ 1,500.00	1	\$ 1,500.00
	<i>Total</i>				\$ 1,830.00
<b>Total Production Costs</b>					<b>\$ 35,824.00</b>
<b>Total Team and Production Costs</b>					<b>\$ 45,000.00</b>
<b>Project Contingency</b>					<b>\$ 5,000.00</b>
<b>Total Project Cost</b>					<b>\$ 50,000.00</b>

# Halloween Shop

Karen Henderson

## Creative Brief

### Project Background Overview

The Halloween Shop is a small locally owned store located in Bradford PA. Even though the business has done well with locals and travelers, the owner Thomas Stokkeland has decided to take his business online in hopes of attracting new customers. The website will have a customer rating system and a persistent shopping cart that will keep the customer's orders available to them without having to go through the process of shopping again.

The owner would like to be able to have good on time delivery by offering UPS or USPS as shipping options. This will give the customer the option of how fast they would like their products and choose the best shipping that is right for them. There will be a better and bigger selection of items located on the website, the product will be front and center with a good navigational system.

### SMART Objective

- Design and code a website with a budget of 50,000.
- There is an estimated growth of 20% in the first year. After that there will be an estimated growth of 15%, with a financial gain of 84,000. The investment of 50,000 should be paid off in the first year.
- The website project will start on October 14, 2013 and should be ready to launch on December 20, 2013.

### Target Audience

- Males & females.
- Ages 16-60.
- Interested in Halloween, attending Halloween parties, or organizing Halloween bashes.
- Have email address for promotions
- Website savvy.
- Have an income of 20,000 to 100,000 a year.
- Are located domestically in the USA.

# Halloween Shop

Karen Henderson

## Message/Tone

- Clutter free website with ease of navigation keeping the site organized and tidy.
- Shopping cart is persistent keeping the items available in the cart, making the shopping easier for the customer when they return.
- Colors will be a mix of reds, yellows, black, white, oranges, and grey giving a spooky feel.
- Less busy graphics targeting the intended audience and not taking away from the product.

## User Experience

When landing on the website the customer will have the feeling of Halloween themed design with spooky music. The customer will be able to turn the volume up, down or off. There will be Halloween images with people using or wearing something in the form of Halloween dress or using product for a Halloween themed party. There will be a navigational with drop downs; the drop downs will have links to different categories. There will be a search function to make finding the products easier. The graphics will be crisp and clear with sizing, sizing chart, or information on the product. The shopping cart will be made for the customer to add product, with the option of an upsell or cross sell. The cart will be persistent for the customer base. They can leave product sit there and come back to purchase at a later time. There will be reviews under each product; new customers will be able to see how the product has rated on a rating scale. The customer can add or remove the comment. The website is set up with the customer in mind, keeping the shopping experience easy.

## Design Elements

The Halloween Shop logo will be displayed in the top left corner of the website. The links will be viewable in yellow across the website. The background will be black which will let the text and graphics pop out to the customers. The typography across the website will be in Arial, and the Headings will be done in Times Roman. The two fonts are the most commonly used as web safe fonts.

# Halloween Shop

Karen Henderson

*Example Fonts:*

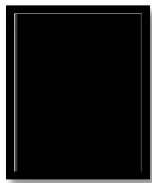
**TIMES ROMAN HEADINGS**

**ARIAL BODY**

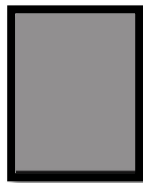
*Example Logo:*



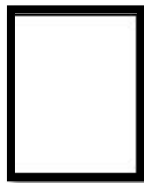
*Color Swatches:*



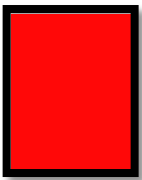
RGB 0,0,0  
# 000000



RGB 145,144,144  
#919090



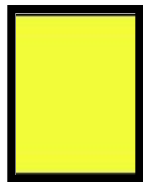
RGB 255,255,255  
#FFFFFF



RGB 249,9,3  
# F90903



RGB 219,104,9  
#DB6809



RGB 243,525,56  
#F3FC38

# Halloween Shop

Karen Henderson

## Design Constraints, Limitations, Guidelines

All graphics will be coming from the client, the images will have to be loaded in the dimensions that will be provided to the developer from the client. If they are not in the same sizes it could be an error in the system and a quick fix by the developer. There will be a learning curve for the client with learning how to upload data and graphics. All links and text will be controlled using HTML for the different pages, the client will need to learn that. There will be a character limit set under each graphic image and on each page that has text. The design of the website will remain consistent with the logo, top and bottom navigation.

## TECHNICAL REQUIREMENTS

### Platform:

- Any type of platform
- Web Browser
  - Mozilla Firefox 5 or newer
  - Google Chrome 16 or newer
  - Internet Explorer 5.5 or newer
  - Safari 1.3 or newer
- Processor
  - 1 GHz or newer

### Video Card:

- No restrictions

### Audio:

- No restrictions

### Additional Peripherals:

- Printer
- Speakers
- Keyboard, Mouse

### Internet Connectivity:

- Cable or DSL

### Display:

- 800 x 600 or higher screen resolution

### Software:

- Flash Player Version – 10-11.8
- Windows Media Player
- Javascript



# Halloween Shop

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## TECHNICAL REQUIREMENTS BACK END

### Database:

- Microsoft SQL will hold all content for all pages, anything that is on the website will be stored in the database server.

### Web Hosting:

- Hosting Service
  - Shared Microsoft .net environment, IIS 7
  - Host Maters LLC
  - Speed – 100Mbps

### Content Management System:

- Umbraco – open source CMS

### Search Engine Optimization:

- Custom development and consulting
- Google Analytics tools and Ad Words

### Personalization:

- Not Available

### Transactions:

- Payment transactions handled by Cybersource

### User Information:

- Google Analytics code set up in all pages, tracking traffic and conversions

### Saved Data:

- Email sign up and information received during check out process

# Halloween Shop

Karen Henderson

## SECURITY INFORMATION

### Security:

There will be security in place that will protect the client as well as the customer from any unlawful or unjust information that could be used if the website security is breached.

The client will have a privacy policy and terms of use in place to protect the client if a customer tries to do anything against the website that pertains to the law or the terms of use that is set forth by the company.

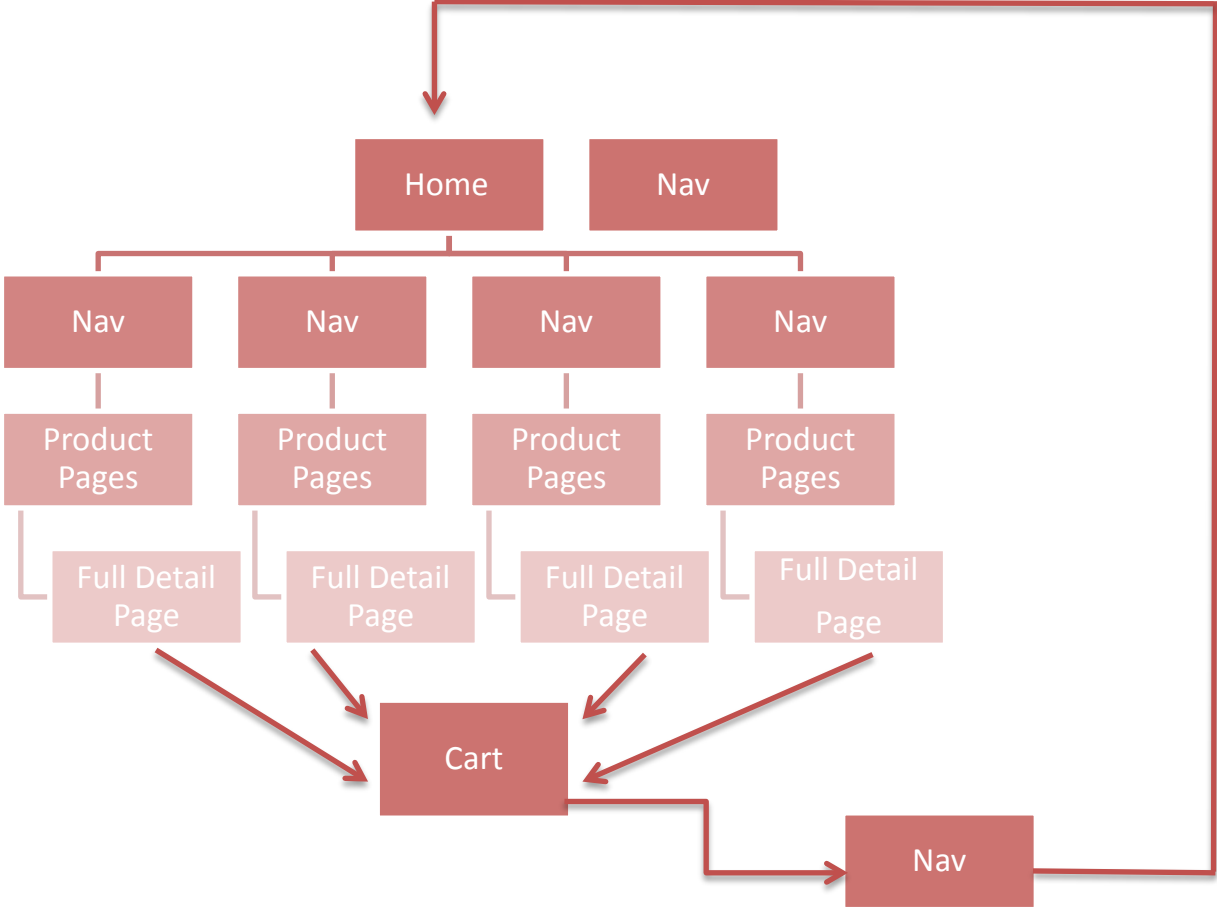
Security features could be in the form of security questions on the website with answers that go with an account and email address. This is done for verification in case someone is trying to use your personal account. There will be security features in place for the information that is obtained through Cybersource when running a credit card or check. This will help to reduce the amount of fraudulent orders that come through the website.

The network security will be provided be handled by the hosting provider. There will be **Next-Gen Network Firewall Protection** in place that protects the network by controlling the internet traffic coming into and flowing out of the website. There will be McAfee Anti-virus protection in place, which will also be installed as a second line of defense against hackers. There will be secure remote access in place that will let the authorized users access the network from anywhere.

# Halloween Shop

Karen Henderson

## Architectural Map



# Halloween Shop


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## Mockup

Homepage


**HALLOWEEN SHOP** | [Guest Services](#) | [My Account](#) | [Order Status](#) | [Shipping](#) | [Order by Phone 800-555-5589](#) | [Live Chat Click Here](#)

**Spooktacular Savings thru October 31**  
Standard Shipping \$5.95


 0.00 items in cart

Search


[Home](#) | [Adult Costumes](#) | [Children Costumes](#) | [Inside Decorations](#) | [Outside Decorations](#)




**Contact Lenses Shop Now**




**Childrens Costumes Shop Now**



**Men & Womans Costumes Shop Now**




**Indoor Decorations Shop Now**



**Outdoor Decorations Shop Now**

[Guest Service](#) | [My Account](#) | [Order Status](#) | [Shipping](#) | [Phone](#) | [Chat](#)

[Home](#) | [Adult Costumes](#) | [Children Costumes](#) | [Inside Decorations](#) | [Otside Decorations](#)

2013 Halloween Shop Music Player 

# Halloween Shop

Karen Henderson

Inner Page

**HALLOWEEN SHOP** | [Guest Services](#) | [My Account](#) | [Order Status](#) | [Shipping](#) | [Order by Phone 800-555-5589](#) | [Live Chat Click Here](#)

**Spooktacular Savings thru October 31**  
Standard Shipping \$5.95

0.00 items in cart

Search

[Home](#) | [Adult Costumes](#) | [Children Costumes](#) | [Inside Decorations](#) | [Outside Decorations](#)

**Contact Lens**

- Fantasy
- Haunted Nights
- Scary
- Top Sellers**
- Zombie

**Top Sellers**

Baby Eyes	Banshee	Berzerker	Blackout	Circle Lens
Dark Elf	True Vampire	White Cat Eyes	Underworld	New Moon

[Guest Service](#) | [My Account](#) | [Order Status](#) | [Shipping](#) | [Phone](#) | [Chat](#)  
[Home](#) | [Adult Costumes](#) | [Children Costumes](#) | [Inside Decorations](#) | [Outside Decorations](#)

2013 Halloween Shop Music Player

# Halloween Shop

Karen Henderson

The Halloween Shop is a website that is designed to mimic the Halloween Store that is located in Bradford, PA. The overall look and feel is made to enhance the customer experience with dark colors mixed with bright yellow and orange, to give a scary theme to the website. The website offers products within a hassle free shopping environment. The text colors were chosen to stand out on the dark background. There is red, yellow, and white. There is a faint grey border that outlines the orange navigation in the top and bottom.

There will be three forms of navigational options, the top will be the services navigation that the customer can link to guest services, my account, order status, shipping, order by phone, and live chat. This is set up this way for the customer to not have to look very far for information.

The second navigation features the titles of the main categories, this makes it easier for the customer to find the product they are shopping for without having to dig and find something. Once the customer clicks on the navigation there will be a breakdown of the sub categories with the different products. From there the customer can choose the sub category which will take them to the full detail of the product where they can purchase.

The third navigation will be in the form of links in the bottom. Here is where the customer can see about us, contact us, FAQ, return policy and the security policy.

The graphic choices will be chosen based on the different categories. The customer can either use the navigation or the graphics (which will have links to the other pages) as a means of navigation as well.

The inner page is created based of the choice that was made when choosing Contact Lens. This page will have a side navigation that will direct the customer to choose what they want to see in the sub categories. The customer can then choose the contact of their choice by clicking on the image or text that will link them to the full product detail page. From there the customer can purchase the product.

The target audience is males and females between the ages of 16 – 60. Their interests would be parties, decorating, or interested in Halloween. The colors, graphics and design of the website will touch this age group, while keeping the feel of the website fun and pleasing to the Halloween lover. There is a music player that will play scary music and sounds when on the homepage; this will give that feeling of being on a Halloween website that is themed for the holiday occasion.

# Halloween Shop

Karen Henderson

## Test Plan

### Scope:

#### *Usability Testing – Black Box*

1. Efficiency
2. Ease of use/Functionality
3. Memorability
4. Error Occurrence
5. Subjective satisfaction

PC's at Halloween Store location will be used. Will have volunteers that shops at the store participate in the testing. First group will be 3 people ages 16-30. Second group will be 3 people ages 30 – 60.

#### *Software Testing – White Box*

1. Performance testing
2. Link testing
3. Security testing
4. Load and Stress
5. Accessibility testing
6. Compatibility testing
7. Validation testing

The website will be available on testing computers at Custom Creations. The Web Developer and Project Manager will be running the tests. The validation will run through W3c Validation Website. Security, performance, load and stress, accessibility, and compatibility testing will be done on site at Custom Creations.

#### *System Testing – White Box*

1. Usability testing
2. Back up testing
3. Maintenance testing
4. Recovery testing

This will be done at Custom Creations. This will be handled by the Web Developer and the Project Manager.

# Halloween Shop

Karen Henderson

## *Acceptance Testing – Grey Box*

1. CMS Functionality
2. Website Functionality
3. Ease of navigation
4. Overall Design – Look and Feel

Testing will be performed by the staff at the store. Testing will be performed by the owner and manager.

## Schedule

After client gives approval of Phase III, the testing will begin on the website in Phase III and be overseen by the Project Manager of Custom Creations. Full testing is scheduled from 11/27 thru 12/11.

*Testing to be done on site at Custom Creations - Software and System 11/27 thru 11/29*

Software and System testing will take place at Custom Creations and overseen by the Project Manager and the Web Developer.

*Testing to be done at Halloween Store - Usability and Acceptance 12/02 thru 12/04*

Usability testing will be conducted on site at the store using volunteer customers and will be overseen by the Project Manager of Custom Creations. This will be taking place during operation hours. Acceptance will be conducted on site and will be overseen by the Owner and Manager.

After testing is completed changes will be made as needed and resubmitted to the client. With approval from client the testing should be completed by 12/11.

<b>Website Testing Schedule</b>	<b>Date</b>
Approval received from client at end Phase III	11/25
Website Testing Begins Phase III at Custom Creations	11/27 thru 11/29
Testing begins at the Halloween Store	12/02 thru 12/04
Testing Completed – changes and approval	12/05 thru 12/11



# Halloween Shop

Karen Henderson

## Platform

Platform will be tested on PC and Mac computers; there will be browser testing on Mozilla Firefox 5 or better, Internet Explorer 5.5 or better, Google Chrome 16 or better, Safari 1.3 or better.

There will be a keyboard, mouse, and speakers for audio. The software installed is Flash Player Version 10-11.8, Windows Media Player and Javascript.

## Standards

The following will be testing the standards in the form of bug or flaw in the system.

System Standards – This will be for all system errors that deploy an error message, links or buttons that do not work or fail to work giving off errors or make the system fail or crash.

Functional Standards – This will be for links not working, buttons not directing correctly, text not showing up, graphic links not working.

Creative Standards – This will be for color, text copy, and graphics.

Usability Standards – This will be for ease of use without any errors that occur, which would be the tester not being able to read the text, understand the buttons and where to click.

1. High – Fix the bug before proceeding with testing.
2. Medium – Fixing bug before the website is launched.
3. Low - Fix the bug after website is launched.

# Halloween Shop

Karen Henderson

## Test Case

### Test Case Scenario #1

#### Overview

Subject: User will be a boy age group between 16 – 30. The user is at the Halloween store and is a customer that frequents the store. Will be testing the functionality of signing in or up to my account and purchasing a product.

#### Functionality/Screen Inputs/Outputs

The following are the steps that will be followed in order to have a successful test.

1. The user will open up the website and move mouse to click on My Account.
2. Under My Account the customer will either sign in with user name and password or set up a new account.
3. If setting up a new account the user will be prompted to pick a username and password of their choice. They will be asked security questions for securing the account.
4. Once the user is logged in it will have a welcome message that appears and will say WELCOME NAME.
5. After sign in the user will proceed to the graphical image on the home page of the Contact Lens. From here the customer will hover over the picture with mouse and click on the link.
6. The customer will then click on the navigational link on the left hand side to find the blue topaz contacts that are located under Scary.
7. The user will then hover over the graphical image with mouse that shows the blue topaz contacts on the eye. The user will click on the link below.
8. The user will then click on the buy button under the product detail page which will add the product to the cart.
9. The user will then go to the top of the page and click on the cart icon to view the product in the cart.
10. The user will add an upsell to the product that is on the cart page. This will be another pair of contacts.
11. The user will then click on checkout and will be prompted to fill out information to pay by credit card or check.

Notes: The user's information will automatically fill in in the cart for shipping information if the information is filled in under My Account.