Project review

Introduction

This project, D204, was about ICT in enterprise and we set out to find out about the possibilities of setting up an enterprise in order to commemorate our school year group. In order to complete this task we worked in groups of four so that we would be able to more easily make good decisions on what we should choose to create as a souvenir and it would also enable us to share the work load over the team so that we could complete the tasks more quickly. We created a project plan at the start of the project so that we would be able to complete the tasks within a set timescale. The tasks that we set out to achieve were mainly geared towards creating an enterprise proposal, at the end of the project, which would be shown to possible sponsors in order to convince them that they should invest in our enterprise. We recorded our progress in a project diary; we recorded information under the headings of how well we met our responsibilities, how well the team worked together and notes about problems we faced.

Review of objectives

Investigating an enterprise idea

Why did you undertake this task (purpose)?	What did you have to do to achieve this task?	How long did it take? Did you meet the deadline? Did you need the contingency time?	How well did you work with your team?
The purpose of this task was to firstly give each team member an idea to investigate. Individually I did some in depth detailed research into the idea I was chosen to do.	Firstly we had an informal team meeting in which we delegated out ideas for each team member to research. I conducted both primary and secondary research on the internet and I also conducted some interviews with some individuals from the target audience to find out what would be possible to sell and for how much. We collated the research into a table of sources so that we would easily be able to locate it later.	This task took us about six hours which is the length of time allocated in the project plan. This means that we did not need any contingency time.	Our team worked well together and we had no disputes within the group during the meeting or when the delegation occurred.

Modelling finances

Why did you undertake this task (purpose)?	What did you have to do to achieve this task?	How long did it take? Did you meet the deadline? Did you need the contingency time?	What feedback did you get from other people and the team?	How well did you work with your team?
The purpose of this task was to create a spreadsheet model that we would be able to use to answer some 'what if' questions, like what the selling would price need to be if we sold 200 key rings.	In order to create the spreadsheet we were shown an example of one for a t-shirt idea. We needed to create different sections for income and expenditure as well as creating clearly designed areas for the input of data. We needed to create some complex formulas in order to let the spreadsheet be able to calculate discounts.	This task took us five hours which is the time we allocated on our team plan without the use of contingency.	We got feedback from our own team on an informal way they commented on where we could improve and where we had incorrectly input formulas. We also received feedback from the teacher on where the spreadsheet needed improving.	The team worked very well as a group and we all helped each other to improve the work and check for any faults.

Making a decision

Why did you undertake this task (purpose)?	What did you have to do to achieve this task?	How long did it take? Did you meet the deadline? Did you need the contingency time?	How well did you work with your team?
We needed to decide on a single souvenir idea for our group to undertake further investigation into and then create a business around that idea.	In order to achieve this task each individual member of the team created a presentation in Microsoft PowerPoint that included various information that we collected from our research sources as well as the conclusions that we had come to from this information. We then showed the presentations back to the group so that we could make a final decision on which idea to choose.	This task took about four hours, roughly three to create the presentation and collate our data then another one in order to show back each presentation and make a final decision.	Our team worked well in general although due to the fact that a lot of us have been absent at sometime or other means that we have had to try to get through our individual work faster so that we could also complete the tasks of the absent people.

Creating a corporate identity

Why did you undertake this task (purpose)?	How well do the products you created promote your enterprise?	What did you have to do to achieve this task?	How long did it take? Did you meet the deadline? Did you need the contingency time?	What feedback did you get from other people and the team?	How well did you work with your team?
We started this task because, as a company, we wanted to create six paper based documents that reflect the views of our company to all the people that we might contact. These documents were designed to create a corporate identity that reflects our company ideas.	I think that the documents that we created individually all tied together well and all were similarly designed. The documents were all based around the logo that Marissa designed; because of the design of the logo being interesting and fun the documents were also fun.	Firstly each group member created a logo and letterhead, then we had an informal group meeting to decide which logo design was best. We then delegated out which team member would create each template.	This task took us four hours this is the three hours that were planned plus the one hour of contingency time, which means we are not behind schedule.	We each received feedback from each other member of the team on whether our individually created template tied in with the group design.	I worked well with the other members of my team as did the rest of the group. We all got on well without any major problems although there were some members of the team who were absent on different days.

Producing a promotional website

Why did you undertake this task (purpose)?	How well do the products you created promote your enterprise?	What did you have to do to achieve this task?	How long did it take? Did you meet the deadline? Did you need the contingency time?	What feedback did you get from other people and the team?	How well did you work with your team?	What can you do to improve the website?
The purpose of creating a website was to promote our enterprise and our souvenir to the largest possible audience, the world.	The website is a good final product and gives some information about our idea and enterprise. However, I don't believe that it would be that successful at making people buy our products.	The team collectively created a storyboard for the website so that all the pages would have the same design features. Then the team delegated out pages for each team member to create in dreamweaver.	This task took the group a total of three hours to complete all of the task that we needed to complete. This was the time that we predicted that we would need in the plan; consequently we needed to make no changes to the plan.	WE all contributed to each others pages so that they would all fit together as if they had been designed by the same person.	I worked extremely well with my team and we all helped each other to improve our individual assignments.	We could include more persuasive language and selling techniques to make the website more suitable for promoting our souvenir.

Promoting an enterprise

Why did you undertake this task (purpose)?	How well do the products you created promote your enterprise?	What did you have to do to achieve this task?	How long did it take? Did you meet the deadline? Did you need the contingency time?	What feedback did you get from other people and the team?	How well did you work with your team?	What can you do to improve the items in your pack?
We created these documents in order to promote our enterprise to the audience of young people so that they could have information on our enterprise.	I believe that the products that I created are suitable for their purpose and that they are successful at promoting our enterprise to the largest possible audience.	Firstly we created the three products, t-shirt, information kiosk and leaflet, we got feedback on our products throughout from our team mates, and following this we improved our task.	In order to complete the entirety of this task it took us four hours which was exactly the amount of time that we planned at the start of the task in the plan.	We received feedback from our team mates throughout the time we were creating the products so that we could improve as we went along.	Our team worked incredibly well together in this task and each member gave feedback to the other members of the team.	I believe that if I had consulted some members of the target audience before commencing this task I could have created better promotional items that would better fit the audience

Enterprise proposal

Who is the audience of the enterprise proposal?	What is the purpose of the enterprise proposal?	Why is it fit for its purpose?	What did you have to do to achieve it?	How long did it take? Did you meet the deadline? Did you need the contingency time?	What feedback did you get from other people? How did this help you to improve your work?	What can you do to improve the enterprise proposal?
The audience for the enterprise proposal is the possible sponsors that we would like to receive money from	The purpose of this task was to persuade the possible sponsors to part with their money and invest in backing our enterprise	I believe my proposal to be fit for purpose as it includes detailed information on most aspects of our enterprise; it also includes links to some of the products we created and a detailed analysis of our expected income.	We created a PowerPoint presentation which included all of the information that might be necessary in persuading the sponsors. It also includes links to most of the other products that we created, such as the promotional items.	This task took us approximately two hours to complete, we completed this task when we intended to complete it without using any contingency time.	I received feedback from the other members of my team verbally during this task so that I could improve the work as I went along. The feedback was very useful and helped me with the layout of the slides so that they did not look so cluttered and clumsy.	In order to improve the enterprise proposal I would possibly change the colour scheme, at the moment it matches with the corporate identity that we created, however, this choice of colours are not particularly suitable for the audience.

Presenting evidence in an eportfolio

Who is the audience of this eportfolio?	What is the purpose of this eportfolio?	Why is it fit for its purpose?	What did you have to do to achieve it?	How long did it take? Did you meet the deadline? Did you need the contingency time?	What feedback did you get from other people? How did this help you to improve your work?	What can you do to improve this eportfolio?
The audience for this task is the examiners and moderators of our work.	The purpose of the e-portfolio is to display my work in the easiest way possible to the examiners and moderators so that they can see all of the work and the commentaries explain what the work is.	I think that my work is fit for purpose as the colours and styles are not too bright or bold and the commentaries make it easy to tell what you are going to see by clicking the link.	I created a webpage in dreamweaver in order to make links to all of the pieces of work that I had completed in this task. The work was divided into sections so that it is easy to find each piece of work.	The e-portfolio was created at the start of the project and then as we completed each piece of work we linked it to the page and added the commentary.	I received feedback from a classmate in the form of a written evaluation stating what did and didn't work and some suggestions as to what I should improve. I found this very useful as it helped me to improve the task so that the spelling and grammar were correct and so that all of the links worked.	I think that in order to improve my work I would choose a different colour scheme that tied in with our corporate identity that we created as this would make the e-portfolio less like a different piece of work and more like a part of the project. I would also change the layout of my contents page as at the moment it looks rather stretched.

Teamwork

Our team set out to create an enterprise that would aim to create a souvenir to commemorate our school year group, I believe that we completed this task adequately by choosing the correct enterprise; we chose to create Wigz, a company that would create a different wig for each of the stereotypical groups in our year. I believe that we were successful in our task because our team worked extremely well together and we always managed to overcome problems that we faced without major arguments, we also managed to divide the work almost equally which helped out with removing friction between team members.

When a member of the team was absent and therefore unable to complete their allocated task we simply allocated it to the first person to finish their task which meant the other members had a chance to catch up. I believe that I used the project diary effectively to record mine and the team's progress throughout the project which helped me greatly when it came to writing the project plan as I knew what had happened throughout the project. I believe that the feedback that I received from team members was very helpful and as I carried out most of the suggestions I received I believe that I used it effectively to improve and adjust my products.

Conclusion

During this project I think that I worked to a good standard and that I completed all of the tasks as well as I could I most enjoyed creating the website as I found this task reasonably easy. I disliked conducting the team meetings in order to make the decisions as there were only four members of the team it was difficult to come to a final decision. If I had to complete the project again I would conduct more research into the different ideas before making a decision as I believe we could have chosen a more suitable souvenir for our year group. I would also spend more time creating the corporate identity as that affects the whole of the project and, if it is not very good would give people a bad image of the enterprise. All throughout the project we managed to keep to our deadlines, generally without using contingency time but occasionally we used the time we set ourselves in case we overran. This shows that when we created the project plan we allocated sensible times for each task and that we worked well as a team in order to complete each of the tasks within the allocated time limit.