

End of project review notes

We formed a team fairly quickly. My team includes Jenny, Clare, Alice, and me. We met up to produce a project plan, and managed to break down the tasks and subtasks fairly easily as we have done this before in previous modules; but found allocating the times much more difficult.

When I began to create my project diary, I decided that it would look more interesting if it was actually in the format of a diary. I decided to scan in a blank page of an old diary that I had at home, and write over the top of that image with a carefully selected font that looked as 'handwritten' as possible.

Investigating an enterprise idea

We brainstormed ideas for a project together, and quickly came up with a long list. We decided that Jenny would research commemorative bags; Clare would research multimedia yearbooks; Alice would research calendars; and I would research commemorative pens. I began my research by creating a mind map in Microsoft word, which detailed all the areas which I wanted to find out more about. We then all compared our mind maps to check that we hadn't missed anything off. I then used the internet to help me answer some of the questions. Once I had completed this, I presented my ideas to a group of my friends in the hope that they could form a kind of 'focus group'. I also asked ten people which of our short listed products they would prefer. They were almost unanimously in favour of the multimedia year book.

We did have some communication problems, which resulted in one member of our group turning up on a different day to the rest of us to continue our preparation for the intensive week.

Modelling finances

I found the spreadsheet model quite difficult to create because I wasn't particularly comfortable with excel; and I had trouble understanding the concept of 'break even analysis'. After creating the initial spreadsheet I asked team members for feedback:

Jenny said that *"it is good that you have evaluated each diferent type of pen. The design of the spreadsheet is well thought out."*

However, they also agreed that they *"were confused concerning the sale price per pen initially, but soon realised that it depended on the quantity wanted."*

To combat this confusion I decided to write some notes about how the spreadsheet worked at the top of the document.

However, we later realised that we would have to establish a price for the products, BEFORE we knew how many we were going to sell. For this we would need a spreadsheet that enabled 'break even analysis'. We went to the school business studies department to find out what this was and they lent us a BBC bitesize revision guide. Using this, I was able to produce a second spreadsheet, which was much more useful.

I also learned how to protect cells to try and stop important data being deleted or edited by mistake.

Making a decision

I created a simple powerpoint so that I could present the findings of my research to the rest of my group. I used a picture of lots of pens as the background for the first page as I thought it would introduce the theme of my research as well as being slightly more interesting than a plain slide; hopefully retaining the interest of my team better and for longer. I kept the other slides plainer by inserting a pale blue background, and contrasting white text. This made sure that the writing was easy to read. My powerpoint included slides on comments that I had received from the focus group that I used during my research.



Afterwards, I added speaker notes to remind me

about what I wanted to say during my presentation.

The meeting to discuss our ideas went really well, and our choice was quickly narrowed down. I took notes on the meeting, and wrote up the minutes. I then updated my diary, to include that morning's work.

Creating a corporate identity

We had another meeting to discuss principles for our corporate identity. We decided that we wanted the identity to look:

- modern: to reflect the technology behind the ebook product
- eye catching: to ensure that people were easily made aware of the company
- simple: to indicate that the product will be easy to use.

Alice came up with the name 'ebook' for our company, and after checking on the internet quickly that there wasn't another company with the same name, we all agreed on this. We also brainstormed slogans. Clare came up with 'memories virtually at your door', and I came up with 'modernising memories'. In the end we decided to use 'modernising memories' as it was shorter and catchier.



After this, we separated and tried to come up with our own logos and letterheads. I created my logo in fireworks and imported it into word to use in my letterhead. I also saved an annotated version of my design to show why I designed it as I did.

Later, we came back together to compare our designs. Clare had come up with a fantastic logo, which we decided to use, as it really portrayed what our company was about, and looked very professional.



For the letterhead, we decided to combine features from all of our work. We used Clare's logo; Alice's idea of putting job titles on the letterhead; Jenny's contact details; and some of my ideas about layout. Once we had discussed what the final letterhead was to look like, Jenny made the final design.

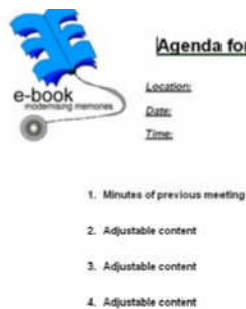
Alice made the invoice and the business card.

Jenny also made the receipt.

Clare made a compliments slip

I made an agenda.

For this I had to research what should go into an agenda, which did take some time. I decided to use the company logo at the top of the agenda. When I had finished I asked Jo for feedback. She told me to make the title and the location details stand out more because they are important. I made them larger, and put them in bold. I then asked my group for feedback on my design.



Clare said: *'It is really clear and there is plenty of space to write in notes or changes'*

Jenny commented that: *'The information is clear and precise but the language may be too formal'*. We discussed that comment and eventually agreed that the language should remain formal because the agenda was written for formal meetings.

Alice said: *'It has a clear, good, legible font size'*.



Jane then came and checked my agenda. She commented that the title only needed to say agenda; and that if I wrote 'adjustable content' in less bold lettering it would be clearer that this needed to be changed before each meeting.

Producing a promotional website

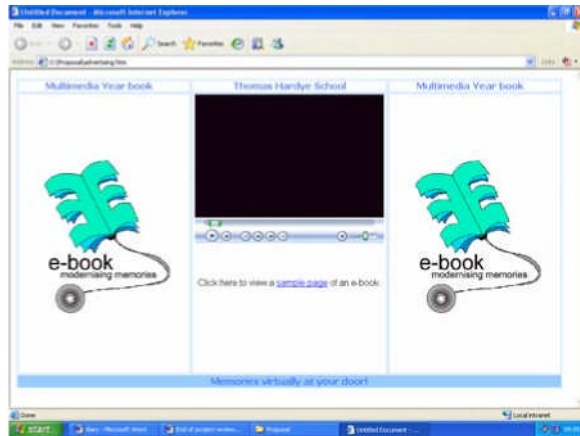
We rapidly decided that the target audience for our website would be students about to leave school, and the purpose of the site was to promote the company and sell our product. We then completed a storyboard to design the content of the site; and the layout and colour schemes. The storyboard also allowed us to allocate tasks.

My individual tasks included using a digital camera to take short video clips of people saying what a good idea our product was. We later used this for advertising purposes on the site.

We split up making the web page by making one page each. Alice made the homepage; I made an advertising page; Clare made a sample year-book page; and Jenny made a page with the company contact details on.

I used the video clips I had taken earlier to make a short promotional video in Microsoft

with



movie maker. I placed the company logo in between each person, to separate them; and link the firm the product securely in people's mind. I also added a transition effect and music to make the promotional video more interesting.

Unfortunately, the idea we recorded in our storyboard of having the company logo in the middle of each page looked odd, so we agreed to edit this. Other

than that, our site did match our storyboard; and we also tested it to make sure all the links worked.

I collected feedback from the rest of my group and this is shown in the feedback table that we created. Mr B commented that the screen with the film clip was too small, so I shrunk the logos slightly and made this bigger.

Promoting the enterprise

We decided who was to produce each pack really quickly and were all happy with what we were allocated. I was to design a promotional pack for other young people in the area.

I started off by trying to design a poster. I thought my sideways writing was really clever, and when I got feedback from the rest of my group and the target audience, they all agreed.

My second item was a promotional video. Although I used some of the video clips that I had taken the day before, I did take some new ones and selected them carefully to ensure that they would appeal to my target audience. For example, I didn't include the interview with Mrs M as I thought that in general, young people wouldn't really be very interested in what a teacher had to say about the product.



I intended my third item to be balloons printed with the company logo. However, when I started to research this it seemed really expensive. I came across one site that hired out robots for corporate events. I thought that this would really attract the attention of my target audience so I emailed the website for a price quote to see if the idea was realistic and when the quote came back I raised the issue again with my team. Initially they had been apprehensive because they thought it would be very expensive, but when I had the quote I persuaded them quickly. The quoted price (£60 during the week or £90 during the weekends for 2 hours) included delivery and a 'robotshirt' for the machine to wear if

we sent our company logo to them and told them what text they wanted on it. I also designed the robot shirt myself.

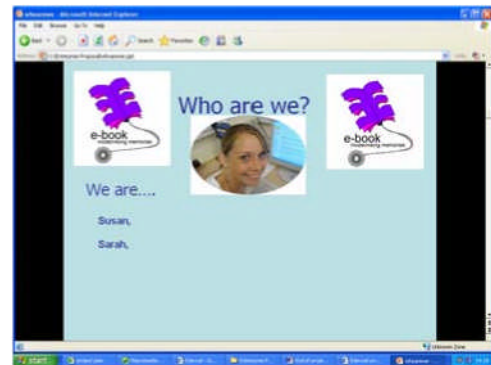
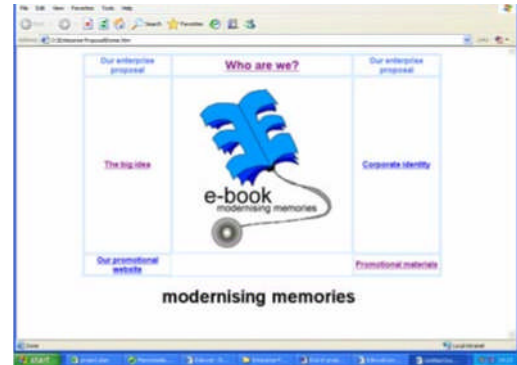
The enterprise proposal

We had to organise our folder structure before creating the enterprise proposal and this took quite a long time. When we got around to making the proposal we decided to do it on a webpage instead of as a PowerPoint presentation so that we could link to all the relevant documents.

We decided to use a plain logo instead of an animated logo as we thought that this would look more mature and professional which would impress a potential sponsor more. However, we did decide to add our slogan rolling across the bottom of the homepage screen, because we thought that this would emphasise our slogan, which is important because it is such a memorable slogan.

For the homepage, we decided to place the logo in the middle and the links around the outside as this was slightly quirky and should help the potential sponsor remember *our* firm. This would also centre the rest of the page around our logo, so helping to focus any viewer on the company itself, not *just* the product.

We (Alice and I) created a link to a PowerPoint presentation explaining who our team was. We decided to include photos of ourselves to make it more entertaining.



From the homepage, there were links to that presentation, 'the big idea', 'corporate identity' 'our promotional materials' and the 'promotional website'. These links led to other pages which had links to individual documents.

We also changed the link target for the promotional webpage to make it open in a new browser window so that the potential sponsor could return to the proposal without pressing the 'back' button hundreds of times.