

DURRINGTON FESTIVAL WEBSITE PROJECT PROPOSAL

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- Appendix 1 – Client Confirmation*
- Appendix 2 – System Development Life Cycle*
- Appendix 3 – Work Breakdown Structure*
- Appendix 4 - Microsoft Project Gantt Chart*
- Appendix 5 – Progress Report*
- Appendix 6 – Time Hours Log*

Project Proposal

Abstract

The Durrington Festival occurs in June every year and they currently have a website which was designed by this author for their HND project in 2006.

Although the work achieved a Distinction grade, as the web designer visiting the Festival for the first time in June 2006, it was easily apparent that this event is a 'large scale' event and requires a much more sophisticated and interactive website to accommodate the variety of people involved in the Festival and the scale of the event.

The new website will be programmed and written without any use of 'What You See Is What You Get' software such as Adobe Dreamweaver and as such will create a challenge to the author in hard coding the project. Technologies such as PHP, MySQL, Java, Java Servlets, XHTML, XML, XLS, CSS and Javascript will be used. The end result will be a website with content management that Durrington Festival Committee can update themselves, without relying on any outside technical support.

Introduction

The Durrington Festival has been operating for over 10 years. It comprises a Committee from different sectors including the:

- educational sector
- local business
- local community

The Festival week provides for over forty different community events during the Festival Week and the Festival culminates with a 'Festival Day' on the second Saturday in June with a Carnival and a dazzling array of events. The Local Mayor attends and the event is publicized in the local newspaper and local radio, Splash FM. The Festival is sponsored by high profile local businesses.

For the purpose of understanding this report, I will assume the reader has some knowledge of website design. The current website comprises of several 'static pages', with one 'dynamic' page linked to a small MySQL database.

Although Forthcoming Events on the Durrington Festival website is a 'dynamic page' it is very small in terms of the facility it provides to the Durrington Festival Committee, providing text only fields, no images and no links.

This report explores the feasibility of creating a more interactive website incorporating multimedia, database connection/s, payment system and a content management facility and whether it would be beneficial to the Durrington Festival Committee.

Client Background

The Durrington Festival Committee is made up of several people from the community being residents and/or people from the business, education or religious communities and they work on a voluntary basis with their focus being on promoting and bringing the community of Durrington together, particularly during the week-long Durrington Festival.

The Durrington Festival Committee Objectives

- to support the community
- to build on the community spirit
- to promote the community
- to create achievement awards to benefit the youths of Durrington
- to create an enjoyable event for all members of the community
- to achieve non-discrimination of any group of people from the events

Figure (i) below shows the structure of the Committee.

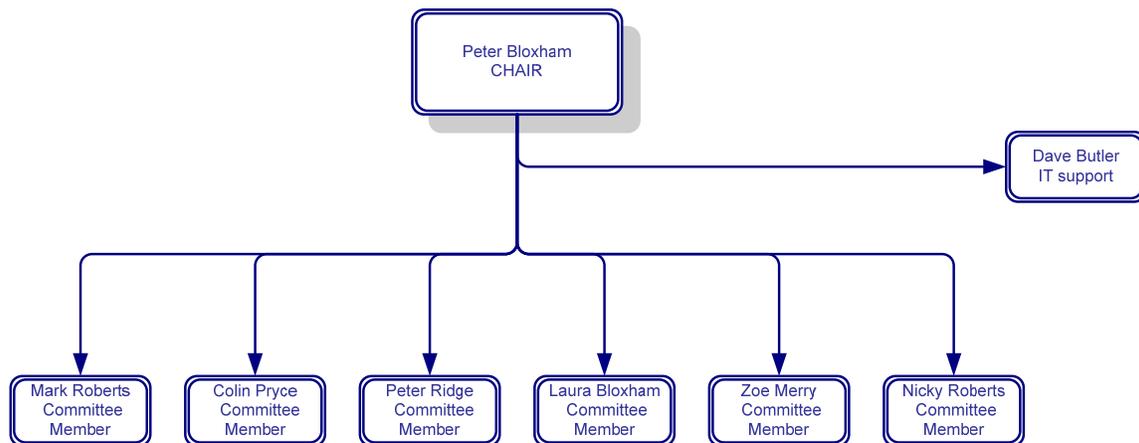


Figure (i)

Client Use of Existing Website

It took the client several months to become accustomed to adding information to the dynamic Forthcoming Events page; they needed to log in and enter five fields of text data, but once they started using it and found out how simple it was, it was quickly requested by Durrington Festival Committee that more 'dynamic' element be made available, for example:

- dynamic external links (i.e. to other websites) were required
- upload of images required
- competition entry facility
- stallholder payment
- management of customers details
- request to update pages of text

Durrington Festival Committee have offered a person who works in schools and understands a little HTML as the person to upload information to the website, using the content management system.

Client confirmation

A request has been made to Durrington Festival Committee on the new website design and a positive response agreeing to the proposal has been received (see *Appendix 1*).

System Planning

SWOT Analysis

A initial SWOT analysis has been carried out on the new system request and its possible:

- strengths
- weaknesses
- opportunities
- threats

Strengths

Its strengths will be:

- an efficient web-based system
- information readily available for all groups, i.e. a visually impaired person may not be able to read advertisements and leaflets, but may access the internet and read text with the assistance of a speech browser
- provision of reports and Management Information Systems
- ability for DURRINGTON FESTIVAL COMMITTEE to upload with no technical ability or technical training required

Weaknesses

Its weaknesses are likely to be:

- reduction in the personal contact of phone, letter and face-to-face communication and increase in electronic communication, which may result in a less personal system

Opportunities

Its opportunities are:

- raised profile
- ability to re-use the website year on year

- an efficient system for management of administrative tasks, i.e. names and address will be stored electronically which will result in the ability to:
 - manage categories of people, i.e. carnival entrants, stall holders and friends of the Durrington Festival
- better fundraising opportunity with its online payment system
- likely to appeal to more sponsors

Threats

Its threats are:

- Too much reliance on electronic systems, for example
 - if the server is down there will be no access to database information, or the website, or the payment system
 - if the Durrington Festival Committee do not provide full information for people who do not have internet access, for example if the DURREINGTON FESTIVAL COMMITTEE stop producing leaflets and rely on internet only awareness marketing, some groups may become excluded

Addressing Weaknesses and Threats

By being aware of the weaknesses and threats the Committee may make arrangements to ensure:

- the personal communication system is not lost, by supporting electronic communication with personal communication
- by allowing the creation of a back up service if the server is down and considering security and back up in the design
- by continuing to provide full information through usual sources such as press releases, leaflets, posters and advertising, so that people without internet access or people with Accessibility issues may obtain information from the other sources

Building on the Strengths and Opportunities

The newly built website will provide a 'fresh' approach to the Festival and may create a fundraising opportunity in that people will find it easier in some cases to donate money to local community projects online and to make payment for services online. Sponsors will also appreciate a higher profile and technically excellent and sophisticated website as this can only promote their business by being linked to a high quality website.

Factors that may Affect the System Project

Internal

- the strategic plan
- top management
- user requests
- information technology department
- existing users

The website is part of the strategic plan, and top management are fully involved with working to implement the new system. The Committee have their 'users' on board, including committee members with information technology knowledge. Existing users who currently use the existing paper based, telephone and person to person system may require training so that they may feel confident in using and understanding the new system.

External factors

- technology
- suppliers
- customers
- competitors
- the economy
- government

The technology is fully available. Suppliers who do not have internet access may be accommodated using the existing paper based system, as would customers without internet access ability. Being a voluntary organization and a registered charity, it is unlikely that competitors will gain any lead over this client, the website is cost effective and it is unlikely any change in the economy will affect the website greatly, and government is fully supportive of e-commerce and internet access for all and has demonstrated this by:

- allowing local authorities to create internet access in libraries
- by making available free training for all for the ECDL which covers internet, word, excel and access training
- by promoting ITC in schools and providing grants

Risk Management

Risk Management					
Risk Type	Description	Cost	Probability	Mitigation/Contingency	Trigger
Technical	Server issues	£100	1%	Use a different server	If website is down
Schedule	Website not complete in time	£0	1%	Use existing website	Reaching 29 th April 2009
Technical	Faults in payment system	£unknown	1%	Investigate and repair	Testing and/or notification of error

Feasibility

Technical Feasibility

Dynamic websites are now established as absolutely feasible for most scenarios. The website will need to interact with existing systems, for example the server space supports PHP and MySQL. It is likely to support Java Servlets but if not, alternative space may be purchased for a small fee. The website will be designed with Cascading Style Sheets (CSS) which will assist with some Accessibility issues and will also appear well on all browsers and will be designed to appear well on small screen such as mobile phones.

Operational Feasibility

The new website has the full support of Committee Members. Training will be required for Committee Members to be able to input information to the site and retrieve information from the site. This is expected to be in the form of online training videos with audio.

Schedule Feasibility

The schedule is adequate, in that the Festival runs from the 6th to 14th June 2009. The website needs to be completed by the end of April 2009 to allow its use in the run up to the Festival. Until the new website is ready, the existing website will remain online.

Economic Feasibility

The only cost involved in this project is the cost of server space to host the web pages and the payment of the domain name, durringtonfestival.org.uk. Both of these items have already been purchased by the Durrington Festival Committee. There will be no additional advertising or marketing budget required because the website will have the same address and the same logo.

Constraints

If the website is used extensively there may be issues with the server provider over the bandwidth limit being exceeded. For example, if there is a heavy amount of 'traffic' travelling backwards and forwards to and from the website, this may exceed the bandwidth limit and a higher bandwidth limit may need to be rented. However, this cost will be minimal.

Resources Required for the Project

Software

- Microsoft Project to plan the complete System Development Life Cycle
 - Systems:
 - Planning
 - Research
 - Analysis
 - Design
 - Implementation
 - Testing
 - Maintenance
 - Training
- Adobe for image management and training videos
 - Adobe CS3 Creative Suite, including:
 - Photoshop
 - Premier
 - Illustrator
 - Flash
 - Adobe Captivate (or Camtasia)

Hardware Required

There is no special hardware required for this project.

Programming code and script being used to create the system

- PHP
- MySQL
- Java Servlets
- XHTML
- XML
- XLS
- JAVASCRIPT
- CSS

Case for Action

Taking all of the initial analysis and feasibility tests into account, it is recommended that an interactive website with content management is designed for the Durrington Festival.

The Durrington Festival Committee have agreed to the redesign, the redesign meets all feasibility tests, the technology has been tried and tested.

The attached System Development Life Cycle (*see Appendix 2*) will be used to structure the work.

A Work Breakdown Structure has been prepared (*see Appendix 3*).

A Gantt Chart is attached, scheduling the project (*see Appendix 4*).

A Progress Report is attached (*see Appendix 5*).

A Time Hours Log is attached (*see Appendix 6*).

Scope of the Project

- the purpose of the website is to provide:
 - an interactive information service to the local community
 - a content management facility
 - online payment facility
 - reporting and management information facility
 - video upload facility with video compression
 - online training
- although Durrington Festival Committee are managing well with their existing paper systems, this will create an efficient, modern and up-to-date system for them
- quality control and standards will be achieved through the web design ensuring that all web browsing software can view the website properly and that any screen size can display the website information sufficiently
- Accessibility will be addressed with the use of speech browser, text only pages, clear navigation, alternative text, ability to change size of screen items and this will be researched further

For the future

- at the moment, my client's requirement is for an interactive website. It is possible that a webcam or live internet broadcast of the Festival Event could be broadcast

Personal Objectives

- to extend greatly my programming ability
- to showcase multimedia design and technical ability
- to produce a sophisticated and technically efficient website
- to achieve the timescale
- to create a consultative approach to my client

Evidence of a Literature Search to Date

McFarland, David Sawyer. CSS The Missing Manual. Pogue Press, O'Reilly (2006)

PHP Unleashed,

Core Web Programming

Moncur, Michael. Javascript in 24 Hours. Sams (July 2006)

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