

The NB&G Group

Web Site Project Management

NB&G is a small business, and we have every intention of staying that way! As such we're not in a position to take on more complex site development efforts.

If you envision your site as a tool for e-commerce, with links to your inventory control, shipping/receiving systems, etc., you need a "full service" group to get you there.

If your company has needs similar to this, but you feel that you don't have the internal technical and project management expertise to manage the effort, consider utilizing **NB&G** in this role.

NB&G will assign an individual with the technical expertise and project management experience necessary to represent you during the development process. This person will serve as the liaison between your staff (who know what is needed) and the contractor representatives who will be handling the development tasks.

An experienced project manager will help you translate your vision into a set of measurable requirements that will form the basis for your contractor's efforts. The PM will work with both sides to develop a schedule with a set of milestones and reviews to assure that the contractor is on schedule and developing a product that fits your needs in both technical and "touch and feel" terms.

For more information please contact us. We'll be happy to have someone meet with you and explain our approach in more detail. Please see our web site at www.NBandG.com for more information on our capabilities and management philosophy.

The Project Management Process

Project Management isn't a new discipline – there have been projects, and people managing them, since the start of the Industrial Revolution. In the past companies had to develop their project management processes and expertise in house. While many of these companies had excellent programs (GE being amongst the best), there wasn't a common language that facilitated "transportability" of the tools and techniques.

In recent years, however, there has been a movement to formalize and, to the extent possible, standardize the process.

The result of this is the Project Management Institute (PMI) – a world-wide organization that has created the common language and methodology that had been previously missing. This information is captured in the PMI “bible” – *The Project Management Body of Knowledge (PMBOK)*.

NB&G has individuals trained in the PMI methodology who also have the technical expertise necessary to assure that your web site development project produces the results you envisioned at its start. Ideally, this person should be on board before the project actually begins. He or she can help you develop a set of requirements that will form the basis for the work to be accomplished.

While every project is unique, and a “cookie cutter” approach isn’t possible, adhering to an established management discipline is critical to the success of your project.

At the risk of oversimplifying, every project should adhere to the following basic process:¹

- Development of a **Project Plan**;
- Defining and documenting the **Project Scope**;
- Defining **Project Activities**, estimating activity durations, and developing a Project Schedule;
- Estimating the **Internal Costs** and the **Project Budget**;
- Establishing **Quality Assurance** measures;
- Conducting the **Organizational Planning** necessary to form a project team and identify staff assignments;
- Defining the **Project Communications** methods and goals;
- Identifying **Project Risks** and developing a plan to deal with them;
- **Managing the Project Plan** through project completion.

Again, this is just an overview of a complex process. If you’re feeling uncomfortable with respect to your ability to manage the project internally, please feel free to contact **NB&G**.

¹ Note that these are YOUR activities, and do not include those of your contractor. Assuring that your internal plan meshes with the contractor’s plan is a key aspect of the process.