

Memorandum

To: Mr. Michael Stowe
From: Mr. Clayton Bowler
Subject: Progress Report on Fremont Hills Dental Centre Web Site Development
Date: April 10, 2006

Summary

My English 421 Web design team consists of Shauna Storey, Jill LaSalle, and me. Our team is designing a Web site for Fremont Hills Dental Centre, the office of Bernard Tellez DDS in Ozark, MO. Dr. Tellez's office is a rapidly growing and changing family dental practice.

Dr. Tellez knows the importance of communication with patients to provide better dental care. Our team is working with Dr. Tellez to provide a Web site that will improve patient communication and patient education. The site will work as a tool to attract new patients into the practice as well.

Our team is working efficiently to insure the April 24, 2006 deadline.

Introduction

Our team began working with Fremont Hills Dental Centre in late February and submitted a proposal on February 24, 2006. The proposal was approved the following week. Our proposal outlines the stages of Web development:

1. Research: interview Dr. Tellez and office manager Sharon David, tour Fremont Hills Dental Centre, collect and review primary and secondary information about the practice
2. Writing: write sections of site as approved by Dr. Tellez
3. Construction: collect photos and FHDC logo, design site layout template in Microsoft Front Page, build site around template
4. Evaluation: test the site for functionality, insure the links work, watch for broken images, proofread text for spelling, grammar, and accuracy
5. Publication: publish site under the Fremont Hills Dental Centre domain, review site online, and correct any issues that occur once the site is live

This progress report outlines activities completed during the first three stages and anticipates stages to be completed in the final two stages. More importantly, this report addresses our team's

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successes and problems, as well as actions taken to correct those problems.

Web Site Progress

We are happy to announce that presently we are ahead of the schedule that we laid out in our proposal. We foresee the extra time this has created will allow us to perform an extensive final evaluation before the site goes live.

Research

During our research stage, I set up an interview session with Dr. Tellez and his office manager, Sharon David, at his office on March 10. Both Dr. Tellez and Ms. David answered all of our questions. They showed more excitement about the project as the interview progressed. They provided us with hard copy documents covering a variety of our topics. Unfortunately, our time with them was limited to two hours. Ms. David has been available to take our phone calls; which she has done providing us with additional information. Experience has also come into play, as my knowledge has also helped the other team members in performing their research. This combination allowed our team to complete our research stage by March 16 as scheduled. Some minor questions arose after the research stage, but Ms. David answered those questions promptly.

Planning

Planning has been our most challenging phase. The main issue creating the challenge was the battle between baby steps versus jumping into it. As time went on, I believe it became a process of thinking in baby steps but realizing there are many things to be thinking about as we progressed. We initially began writing the text portion of our page without giving much thought to graphics. As time went on, I began playing with some of the initial graphics and sharing them with the other two members. They began to comment on the graphics. They made suggestions about making them better, which I proceeded with. As time went on, we discussed possibilities of page layout. All three of us, came up with our own unique page layout, and we took the best features of each and placed it into our final design. During our interview with FHDC, Ms. David gave us a contact of a professional photographer that they paid to do advertisement pictures. I contacted Chuck Baker, with the Christian County newspaper to acquire these images. Presently, I am still waiting for these files. If I don't receive them by Friday, April 14, then I will contact him again. Our navigation structure was created at an early meeting and is presented in our proposal. We have changed it a little to keep all of our buttons on the page without scrolling. Topics like technology are combined with one button, and you now will be able to get to the subtopics from the technology page. This will allow a cleaner page for our client. A domain name was purchased for the client at during this phase. The cost for the domain name for one year was \$2.95.

Construction

Our team assigned writing assignments in one of our meetings before submitting the proposal. This allows us to seamlessly enter the construction phase. Each member had specific writing assignments, and the writing began after the meeting with FHDC. In the interview, Dr. Tellez felt there were too many pages discussed for the site. At this point, we are writing to complete the requirements of the assignment, and a post assignment construction period will take place before the site goes live for Dr. Tellez. A small amount of writing took place before spring break, but most of the pages were written during the break. Once the text was written, the text files were sent to Shauna. She performed early editing and style correcting. Because she took on this additional responsibility, I helped her in writing the cosmetic section of the site, which completed the writing on April 3. As these final writing assignments were completed, the team began designing site layouts within Microsoft FrontPage. Final touches were placed on the logo and the office banner. Construction of our site is due to be finished on April 18. There is no reason, at this point, which would prevent our team from entering the evaluation stage at that time.

Evaluation

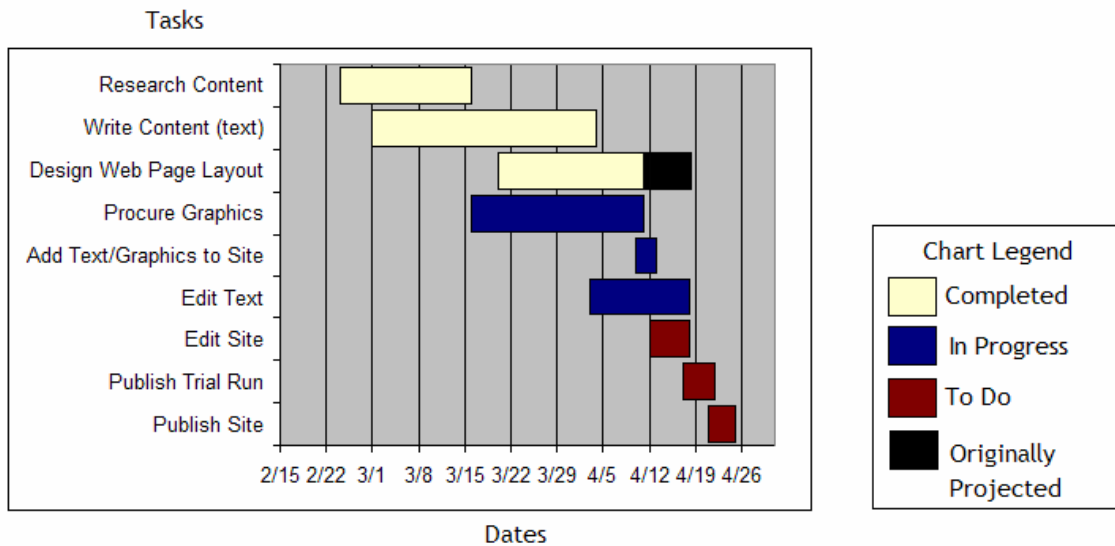
As mentioned earlier, Shauna has already started proofreading text. Starting April 16, our team will perform a deep evaluation of the site. Links will be tested to insure they perform as expected, and we will observe for any broken images. A fact check will be scheduled with FHDC to insure the information is accurate and up to the approval of the practice. The appearance and substance of the site will also be compared with the standards taught by Michael Stowe, instructor of English 421. Any changes believed necessary to make will be made after these series of evaluations.

Publication

I foresee no complications in publishing the site to the Web. Having published several other Web sites, I will probably guide this part of the project, and I will also make sure that my team members understand the steps to posting a site to the Web. Although, little conversation has been made about File Transfer Protocol software, I am going to recommend CuteFTP to our team members. Its ease of use combined with its power should allow us to post the site to our student space without any problems. A trial upload will take place on April 17. The projected date of April 21 still stands for publishing. The second part of the publication is the actual site that will be published for FHDC. Early on in the planning stages, I purchased the domain, <http://www.fremonthillsdental.com> for the practice. I will schedule a meeting with Dr. Tellez to discuss hosting options. The site will also be presented to him at this time. I suspect, after discussing with him the site after our first meeting, that a scaled down version will be made available to the public. The final site should be posted to a public domain in middle May.

Figure 1 illustrates our current Gantt chart for completion of the site. The white bars show what has been completed. The blue bars represent work that is currently in progress. The red bars represent work that has yet to be started.

Figure 1: Revised Tasks and Due Dates for FHDC Web Site



Conclusion

Due to the outstanding talents of the team members, this project has progressed smoothly. We currently are a few days in front of where we expected ourselves to be. All three of us have utilized our time in a productive manner, using spring break as a critical moment to accomplish much of the work. Our group has been open to ideas from each other, and we communicate well within. I think we have benefited from the cooperation of our client, and their ability to grant us time when we asked for it. We have grown in this project, and each of us improved on our skills.

I foresee no major issues standing in front of our team that would prevent the Fremont Hills Dental Centre Web site from being finished on or before the due date of April 24, 2006.