

BUSÓJÁRÁS

IN MOHÁCS

Exam project, 3rd semester
Nov. 2012 - Jan. 2013

⚡

CARNIVAL

<http://ewelinasolowiej.com/busojaras/index.php>

MIL 2012-2013
Copenhagen Business Academy

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• Introduction



BUSÓJÁRÁS is a carnival organized in the end of the winter. The Busójárás is an annual celebration, ending the day before Ash Wednesday. The celebration features Busó - people wearing traditional masks and includes folk music, masquerading, parades and dancing. Busójárás lasts six days, usually during February. It starts on Thursday, followed by the carnival on Friday, with the biggest celebration, on the seventh Sunday before Easter Sunday. The celebration ends on the following Tuesday. Number of participants reaches around 50 thousands every year.

Locals explain the Carnival with a legend. People wearing traditional masks are scaring away the winter. In any case, the locals have celebrated the Busójárás in early February every year ever since, hosting «guest Busó teams» from neighboring countries.

The organizers want to attract a younger age-group - students - to this yearly event to make it more popular and cultural in 2013 and bring it a curious appearance.

We were asked to realize a campaign for this event in 2013, to make it interesting and inviting more people with the help a website, social media and online media plus other offline medias.

• The Process

› PROJECT DESCRIPTION AND PROBLEM FORMULATION



The topic of the exam project is to create a multimedia product for the The Busójárás - an annual celebration, in the town of Mohács - Hungary, held at the end of the Carnival season. The project itself consists of two principal parts. First one - a multimedia solution: a dynamic website for experiences, on-line advertising – 2 banners ads, off-line advertising – 3 posters, 3 postcards, a magazine and finally a visual identity for the celebration and for the campaign including a design for train decoration, ski and snowboard decoration, stickers and an umbrella campaign, which designs are specialized for the circumstances of the season. Second one is a report documenting the development of the project (description of idea, purpose, process, technique, script and storyboard etc.).

CONTEXT

The Busójárás is an annual celebration, ending the day before Ash Wednesday. The celebration features Busó - people wearing traditional masks and includes folk music, masquerading, parades and dancing. Busójárás lasts six days, usually during February. It starts on Thursday, followed by the carnival on Friday, with the biggest celebration, on the seventh Sunday before Easter Sunday. The celebration ends on the following Tuesday. Busójárás is celebrated mainly by families with kids. Number of participants reaches around 50 thousands every year.

Locals explain the Carnival with a legend. People wearing traditional masks are scaring away the winter. In any case, the locals have celebrated the Busójárás in early February every year ever since, hosting «guest Busó teams» from neighboring countries (Croatia and Serbia, local Šokci Croats and Slovenia) and also from Poland.

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MAIN FOCUS – TARGET GROUP

Our campaign with all products is targeted to young people – students, between ages of 19 to 26 years, of either gender, living around the Europe. We want to make this celebration more popular between young people due to the fact that this age group is representing this event most sparsely. Thus the target audience shall be addressed by creating a fresh and appealing design, attempting to take part in this event. The selection of the target group is justified in the fact that the our primary objective of the solutions is to attract more visitors, give a fresh energy to this city and also encourage people to visit less known places in the Europe.

PROBLEM FORMULATION

“How can we develop a solution aimed at younger people – student, living around the Europe, in order to encourage them to come to the carnival in the city Mohács in Hungary?”

ACTORS

Our group chose a major actor – the InterRail (<http://www.interrailnet.com/>). The InterRail pass is the flexible European train ticket for all ages, available only to European residents. It allows for unlimited rail travel in and between all participating countries for a certain period of time. We are sure that with this connection we are able to encourage more young people to visit and to participate in the event. Our actor fits very well to our target group. Young people – students are sometimes not able to afford plane ticket so possibility to choose this kind of transport is more financially beneficial. Additionally the InterRail pass is available only to European residents which are our target audience. Our co-operation with this actor will include a function that will allow the participants to buy a train tickets to come to this event. This will be possible in the event page without going to InterRail page.

We decided also to organize a competition on the Facebook page for the future participants to involve the InterRail activity more in the campaign. Our competition is for the best costume created by 10 participants. A rewards are free tickets founded by the InterRail.

Our second actor is Hotels in Central Europe (<http://hotelce.com/>). This webpage allows to book an accommodation in different countries and cities around Europe. Also Hungary is the most popular destination in this webpage, so this stands for the reason of our choice. In the case of this platform, we will make a clearly visible link to this page, to make their journey the most comfortable and easy as possible. Function of newsletter will be useful for this actor. A database collecting e-mails will be used to send all information about available places to stay in the town.

SPONSORS

Different sponsors would be also presented in the webpage. We want to co-operate also with a mask maker as long as masks and costumes are the most important during this event: (<http://www.busomaszk.eu/>), Pálinka spirit, to make this event warmer: (<http://www.rezangyal.com/>), UNESCO, which recognized the carnival as a part of the region's cultural heritage: (<http://www.unesco.org/>) and least but not last - Mohács city, where event is celebrating: (<http://mohacs.hu/>).

PROJECT DEVELOPMENT

The initial phase of the project development included a first meeting, brain storm, project description and problem formulation. We gained all ideas to give every group member a sense of the overall extent of the project, followed by a project plan, deadlines and tasks to various group members and design brief that forms a base of the solution that will be created.

• The Process

› PROJECT DESCRIPTION AND PROBLEM FORMULATION



COMMUNICATION

For the chosen activities we will develop the most suitable communication. It has to be exciting, persuasive and attractive, it has to give a clear experience of the event. We want to make this expression through design of website, introducing and presenting the actors, through photographs, all advertisements and used style of language. In order to make this event more popular amongst young people we want to create a Facebook page where participants can spread news about it, share ideas, post photographs and ask questions about to organizers.

ADDITIONAL GOALS

- To provide a genuine sense of the event as if one was actually participating in this, in a way that it is exposed and available publically to the greatest extent possible.
- Creative solution, inviting and professional
- Tested solution for user friendliness
- SEO optimization, valid webpage coding
- Report

The following advantages and limitations were identified in the course of the project

- + The different opinions on various aspects of the project among group members successfully assisted in bringing out the best result from each member of the group.
- We did not have a possibility to visit the actual 2012 event so it is quite hard to acquiring a genuine sense of the festival and then conveying it to the target audience in the most appealing manner.
- Choice of an appropriate target group proven to be exceptionally complex for the present case due to the fact that in order to achieve diversity in terms of the event visitors one must select means of visual identity that are both appealing to the existing clientele and equally attractive to the potential customer base.

• The Process

› METHODOLOGY AND THEORY



1. THE PROCESS

PROTOTYPING – APPLIED FOR THE COOPERATION WITH OUR MAIN ACTORS

We want to make very early sample (model) built to test our concept and to show scheme of the process which is connected to our co-operation with the two major actors: InterRail and Hotels in Central Europe. We want to encourage as many young people as possible to visit next year's event, so we have to make creative and usable solution without any unnecessary and disturbing details. So prototype is necessary to test and trial our ideas and to provide specifications for a real, working system, not for a theoretical one.

SCRUM – APPLIED FOR THE WORKING PROCESS

Essential element to develop a product for teams. Using Scrum we will break one product into small pieces, which each piece building upon previously created pieces. This encourage creativity and enable teams to respond to feedback and change, to build exactly and only what is needed. Scrum is a simple framework for effective team collaboration on complex projects. It provides a small set of rules that create just enough structure for team to be able to focus their innovation on solving what might otherwise be an insurmountable challenge. Using this we will capture the essence of this productive approach for team collaboration and product development.

STAKEHOLDER ANALYSIS

Technique to identify and assess the importance of key people, groups of people, or institutions that may significantly influence the success of our project. To be clear we divided stakeholders into: internal and external. We also will set

their engagement into the project. It is very important to conduct a stakeholder analysis in the early stages of planning. It improved the quality of our project. To make this stage we organized group brainstorming. Important thing is communication with stakeholders early and frequently – it provides support.

RISK ANALYSIS

Here we will identify and assess factors that may exposed the success of a project. This technique also will help to define preventive measures to reduce the probability of failure. We will divide risk analysis into 2 categories: risk management and risk control. In the 'risk management' part we will introduce whole situation (include purpose and audience), identify problems that may occur, analyze possible negative events and prioritize them. In the second part – 'risk control' we will try to mitigate possible risks and monitor them during the whole project.

PBS, WBS (BEFORE & AFTER)

Very important thing in the project management – product breakdown structure. With this tool we will do an analysis, documentation and communication the outcomes of a project. The PBS provides a hierarchical tree structure of deliverables – in our case, deliverable is a website – that make up the project, arranged in whole-part relationship. This diagram presents very clear scheme of what the project should deliver. After this we will make WBS – work breakdown structure. The form of this two tools is identical but the WBS includes the data and service elements necessary to complete the system. But all the product elements are described in the PBS. In the WBS a deliverable activities are break into smaller components. It defines and groups a project's discrete work elements in a way that helps organize and define the total work scope of the project. We will make those tools, before starting a project and after finishing. Changes were small, it was good, because it didn't interfere into project plan and we didn't pass critical path.

QUALITY ASSURANCE

This is a first part of quality chapter in our report. In this part we describing methods used to assure the best possible quality in our project e.g. peer review or expert review.

2. THE PRODUCT

SWOT ANALYSIS

In the Product chapter we will use SWOT analysis. This will a strategic planning method for to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in our project. We will specify the objective of the project and identify the internal and external factors that are favorable and unfavorable to achieve that objective. First we will perform the SWOT analysis and after this we will set our objective.

- Strengths: we wrote characteristic of our deliverable, which give us an advantage over others

- Weaknesses: characteristic that place us at the disadvantage relative to others

- Opportunities: external chances to improve our product

- Threats: external elements that could cause trouble for our project

This identification will very important for us, because those written steps in the process of planning may delivered from the SWOTs.

• The Process

› METHODOLOGY AND THEORY



COMMUNICATION STRATEGY

The communication strategy ensures that the key messages of the strategy will be correctly communicated. As a part of the strategy, we will task with discreet communications. Information and knowledge has different meaning and value to individuals and therefore different parts of the knowledge management strategy affected different people at different times. We will contain to our communication strategy different approaches that we will apply depending on the message, the target group and the planning required. We will define message, audience and the planning. After it will measure the effectiveness of communication. We will use criteria like: awareness, understanding, conviction, repeat action.

TARGET GROUP

We will describe a target audience, specific group of people within the target market at which a product or the marketing message of a product is aimed at. A well-defined target market is the first element to a marketing strategy.

DESIGN BRIEF AND DESIGN DOCUMENTATION

A written document for a design project needed for design and the designer. This document will be focused on the desired results of design - not aesthetics.

USE CASE

We will create a list of steps, defined interactions between a role and a system, to achieve goal. In our case to buy a ticket to the festival or to sign up for a newsletter.

USER STORY

In software development and product management, a user story is one or more sentences in the everyday or business language of the end user or user of a system that captures what a user does or needs to do as part of his or her job function.

SEARCH ENGINE OPTIMIZATION (SEO)

The process of affecting the visibility of a website in a search engine's «natural» or un-paid search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search or local search.

ENTITY RELATION MODEL

As long we have to implement our website with the newsletter and possibility to buy tickets directly from the website we have to describe the features of a possible solution and prepare a conceptual ER-model (data model) for this. ER-model is a graphical representation of entities and their relationships to each other. An entity is a piece of data – an object or concept about which data is stored. A relationship is how the data is shared between entities.

When a relational database is to be designed, an ER diagram should be drawn at an early stage and developed as the requirements of the database and its processing become better understood. In this project we draw the diagrams which have basic elements: entity types, attributes and relationships. These three categories are considered to be sufficient to model the essentially static data-based parts of any organization's information processing needs.

NON-FUNCTIONAL REQUIREMENTS

In addition to the obvious features and functions that are provided in your system, there are other requirements that don't actually DO anything, but are important characteristics nevertheless. These are called «non-functional requirements» or sometimes «Quality Attributes.» For example, attributes such as performance, security, usability, compatibility are not a «feature» of the system, but are a required characteristic.

USER TESTING

We will use this technique to evaluate a product – website, by testing it on users. In this case we will make a usability test relative to the design. Usability testing focuses on measuring a human-made product's capacity to meet its intended purpose. To this particular kind of test we will use a Gangster test.

TOOLS

- In order to create a website we used such software like Adobe Dreamweaver. We will use: HTML5, CSS, PHP, MySQL, JavaScript and jQuery plug-ins
- To create project plan – MS Project
- Design – Adobe Illustrator, Adobe Photoshop
- Report – Adobe InDesign

• The Process

› PROTOTYPING

The first thing we have done was prototyping considering a cooperation with our main actors, InterRail and HotelCE.com.

Our developed prototype includes their ordered functions, such as ordering tickets and subscription for newsletters. We wanted to create a prototype which is really simple and without any unnecessary and disturbing details.

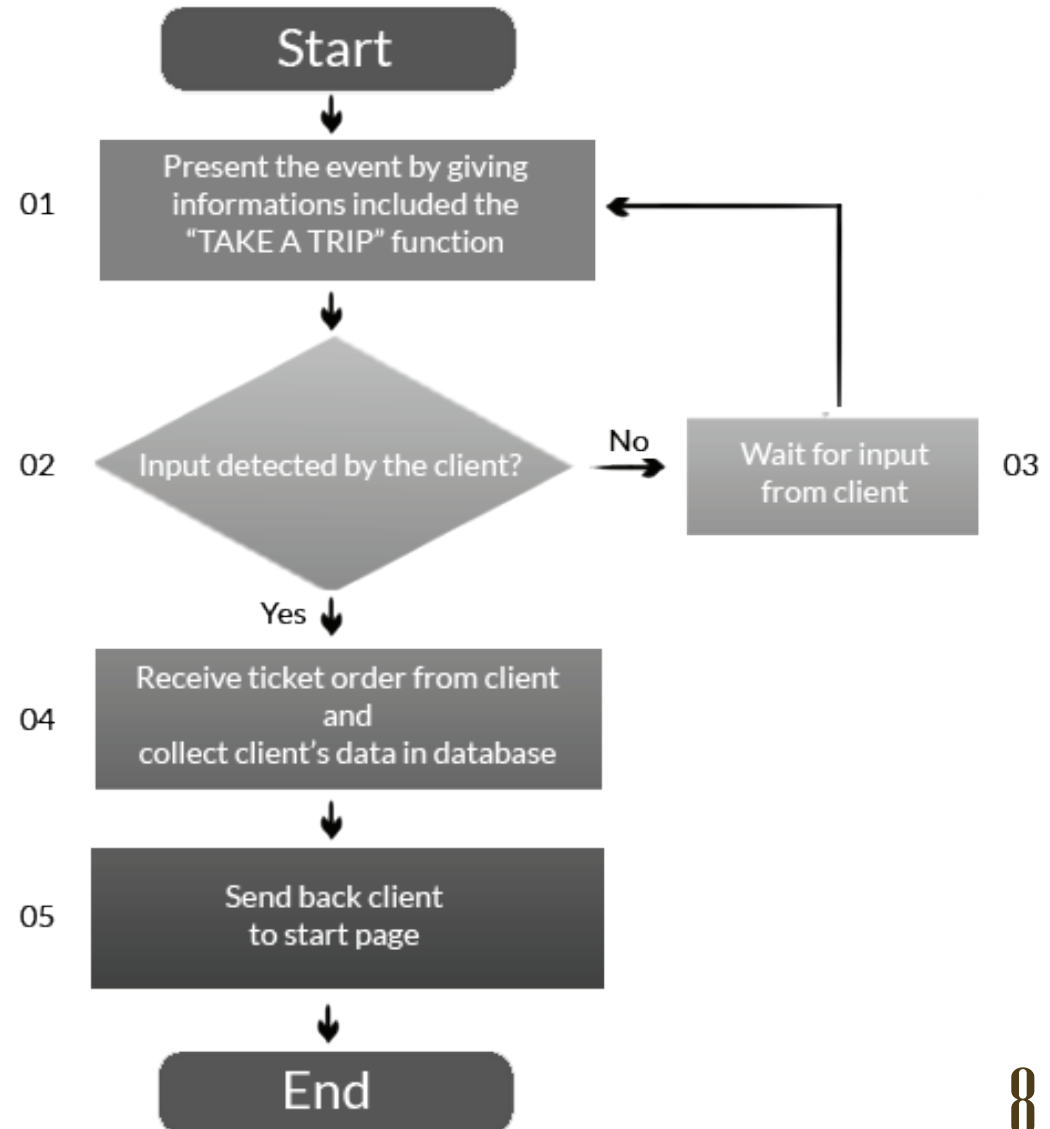
The picture illustrates the process for using interactive prototyping of ordering tickets.

The website's „TAKE A TRIP” subpage is configured to receive input from our visitor (01). A determination is made as to whether an input is detected from the client (02). If no input is detected, then the process loops to wait for an input from a client configured to receive input (03).

As a next step, as the input is detected, the database receives the order and collects the client's data (04). It's not developed in our solution, but as a function, there can be sent a confirmation letter about the received order to the client's e-mail address.

When the order was sent, the client is lead back to the start page (05).

For the subscription for newsletters we used a similar prototype. The only difference is that the user gets an alert message if the subscription was successful.



• The Process

› SCRUM



Because our exam project is a complex product, we decided not only to write detailed description in our project plan how everything how our task are to be done, but also to use Scrum, which provides structure to allow our team to see over the whole project.

And as we are a self-organizing and a cross-functional team where all members together decides about solutions, Scrum is a perfect solution for us.

At the beginning we listed in the **Product backlog** the features which are ordered by the our main actors, then the **Sprint backlog** is the next, where actually the same features are like in the Product backlog, because all the features are assigned to be done by our team.

These are followed by the **Sprint** that takes less than 4 weeks (25 days).

And at the end of the Sprint, these listed features are done as a Working product.

Product backlog

- Website and offline media
 - * graphics (visual identity)
 - * posters, go-cards, decorations
 - * website and banners
 - * newsletter
 - * ordering tickets connected to database
 - * SEO optimazation
 - * validation

User tests

Social media integration

Report

Sprint backlog

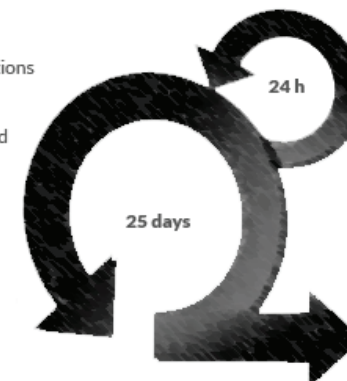
- Website and offline media
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 - * newsletter
 - * ordering tickets connected to database
 - * SEO optimazation
 - * validation

User tests

Social media integration

Report

Sprint



Working product

• The Process

› STAKEHOLDER ANALYSIS

Stakeholder analysis was one of the first steps we have done.

We identified everyone with a concern or interest on Busójárás celebration and companies or single people who need to be involved in the process.

When we came up with full list, we categorised them into two: internal and external stakeholders. An internal stakeholders are anyone within the business, which are involved in the process of creation a final product, and an external stakeholders are anyone influenced by an organization but are not a members of it. After this we prioritised our stakeholders. We analysed the list in terms of: interest, power, influence and need. To be understood, we put all data insert a table.



	interest	power	influence	need	
<i>internal stakeholders</i>	project team	high	high	high	strong
	teachers	high	high	medium	medium
	InterRail	high	medium	high	medium
	Hotels in Centrum Europe	high	medium	high	medium
	Kunovszki János - mask creator	medium	low	medium	medium
	Rézangyal Pálinka	medium	low	low	medium
	UNESCO	low	low	low	low
	Mohács city	high	medium	high	strong
<i>external stakeholders</i>	visitors	high	medium	low	medium
	exhibitors	high	medium	low	medium

• The Process

› RISK ANALYSIS



1. RISK MANAGEMENT

INTRODUCTION

The assignment is to develop a multimedia product for a chosen carnival/festival as a dynamic website for experiences. The company has a need for a site developed specifically for the current communication needs with the best possible presentation of this new type of services.

- Business Level - high

The project has a strategic importance for the organization.

- Length - long

The intended implementation time lasts 24 days.

- Complexity - low

The project doesn't cover so many business areas/objectives.

- Technology - well established

The technology to be applied is well-established.

- Number of organizational units involved – 2 major actors and 4 sponsors

Number of organizational units involved: InterRail, Hotels in Central Europe, The United Nations Organization for Education, Science and Culture (UNESCO), Mohács city's municipality, Rézangyal Pálinka, Kunovszki János - mask creator, Business Academy Copenhagen North

- Overall risk of failure: low

Overall risk of failure. Personally rank the risk that the project cannot achieve the objectives with the intended resources.

Systems Development Life Cycle:

- Phase 1 - Project planning
- Phase 2 - Application planning
- Phase 3 - Definition
- Phase 4 - Analysis
- Phase 5 - Design
- Phase 6 - Build

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PURPOSE

Phase 1 - Project plan

- Required to identify the current project processes used.
- Produces a Product Breakdown Structure and Work Breakdown Structure document.
- Required to determine the feasibility of whether the project should proceed or not.
- Produces a high level overview document of the project which relates to the project requirements and scope.

Phase 2 - Application planning

- Required to identify the high level business requirements.
- Produces a conceptual ER-model document to evaluate the possible solutions and recommend the most applicable.

Phase 3 - Definition

- Defines what, when, who, and how the project will be carried out.
- This phase expands project outline and provides detailed project definition.

Phase 4 - Analysis

- Required to understand and document the user's needs for the system.
- Documents in detail the scope, business objectives and requirements of the system.
- Emphasizes what the system is to do.

Phase 5 - Design

- Describes how the proposed system is to be built.
- The design is specific to the technical requirements the system will be required to operate in and the tools used in building the system.

Phase 6 - Build

- Deals with the development, unit testing and integration testing of the system modules, screens and reports.
- Carried out in parallel with the development of user procedures and user documentation from the implementation phase.

2. RISK MANAGEMENT STANDARD



IDENTIFY

Q1. Do all group members involved understand and agree with all of the other group members' objectives, roles and levels of participation?

probability - 1

consequence - 5

risk value - 5

The Process

RISK ANALYSIS



Prevent: All group members should be involved in the project plan. They should understand and agree with all objectives, roles and levels of participation concerning them and other group members.

Q2. Has each group member established a project management structure for its part of the project?

probability - 2

consequence - 3

risk value - 6

Prevent: Each group member should establish a project management structure for its part of the project. There should be possibility to take advice from the teachers or from the project manager.

Q3. Have you evaluated the feasibility of adapting a packaged solution that performs similar functions and services rather than developing a custom system from scratch?

probability - 1

consequence - 2

risk value - 2

Prevent: Before developing any kind of system, one should evaluate the feasibility of adapting others solutions to avoid spending too much time.

Q4. Has a project risk assessment been used to identify and quantify risks?

probability - 1

consequence - 3

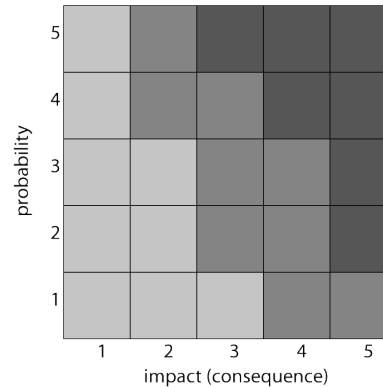
risk value - 3

Prevent: Project risk assessment should be used to identify and quantify risk to prevent project failure.

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ANALYZE



PRIORITIZE

Value consequences

1 - A minor issue in the project that creates irritation

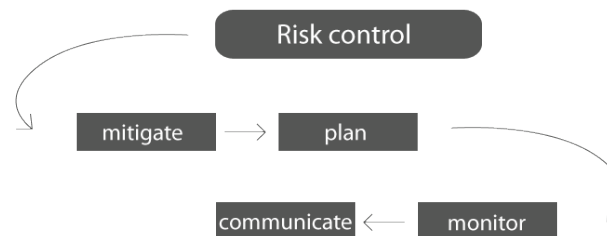
2

3 - Issue that cause delays, necessitating a revision of the plan and budget

4

5 - Serious issue that prevents the project implementation, and consistency can be closure of the project

RISK CONTROL



MITIGATE

Identification the necessary actions that can be carried out in advance to reduce (or eliminate) the impact of the risk.

Q1. Each group member should be informed about all findings, assignment, objectives, deadlines, changes. It will reduce misunderstandings and conflicts.

Q2. Each group member should establish own project management project. One should have possibility to be in touch with teacher (guidances) or with project manager.

Q3. Before starting any activity with the solution, first group member should analyze system. It has to be very deep analysis concerning everyone in the group.

Q4. Risk assessment should be done with a template, well thought out and consulted with the rest of the group couple of times.

PLAN

Development a contingency plan for dealing with significant risks.

- the problem description

MONITOR

Monitoring and tracking all the risks identified and manage them to successful resolution. This activity is taking place after Mitigation and Planning. Monitoring project risks by using the following actions:

- risk mitigation tasks in the project schedule

- risk milestones and review risk tasks regularly in project status meetings

Communicate

Documentation and communication the project risks to the project team.

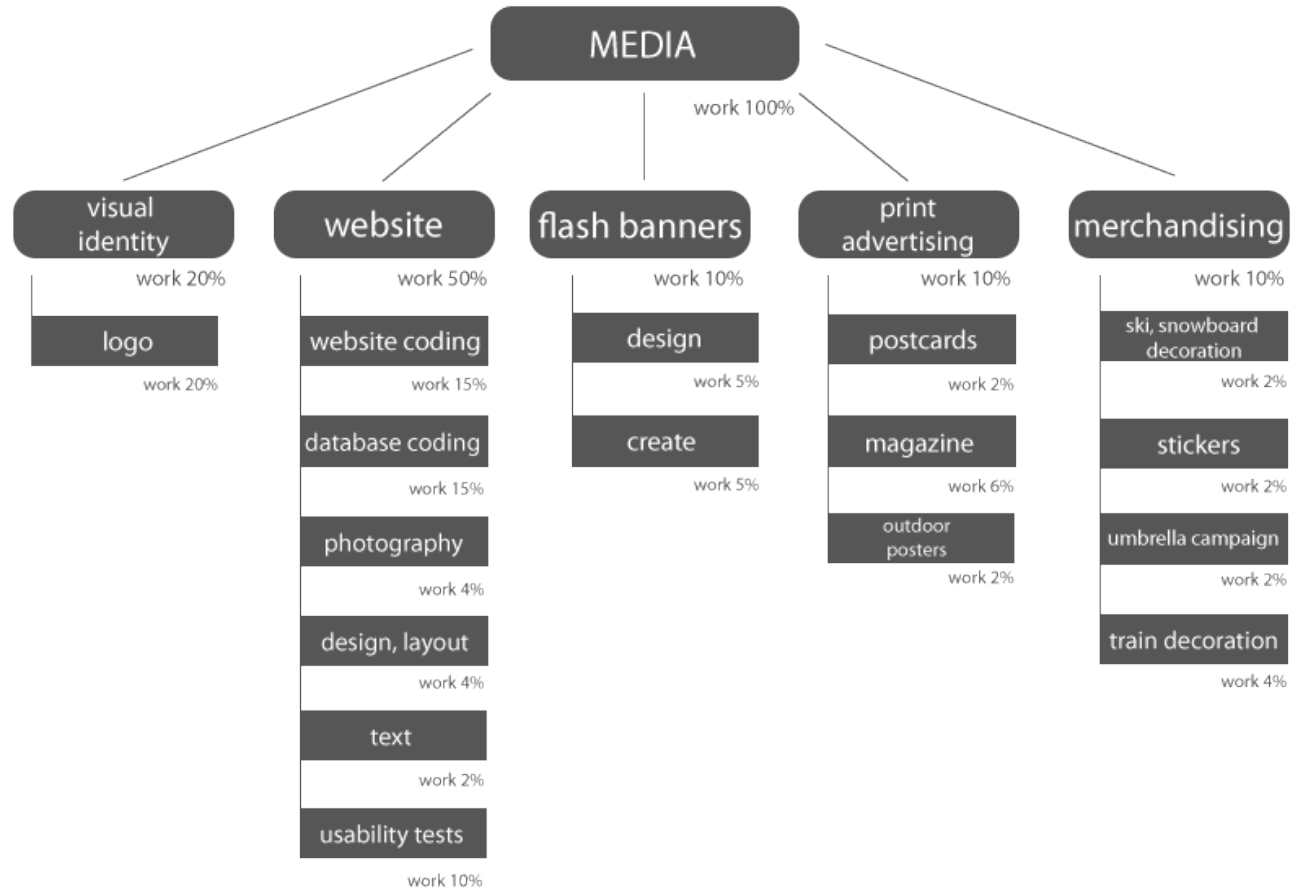
All documented Project Risks were communicated to the project team on a regular basis.

• The Process

› PBS



In a Product Breakdown Structure we show the total system – the product – at the top with the various elements of the system and the hierarchy of their relationships. With this we described the whole architecture of the system under consideration. A PBS helped us to break down the product – website, we are aiming to build into all its sub-products. It helped us to ensure that we have defined all the products and subproduct which need to be defined, and once completed they provide a great way to communicate what the product is that the project will produce.



• The Process

› WBS

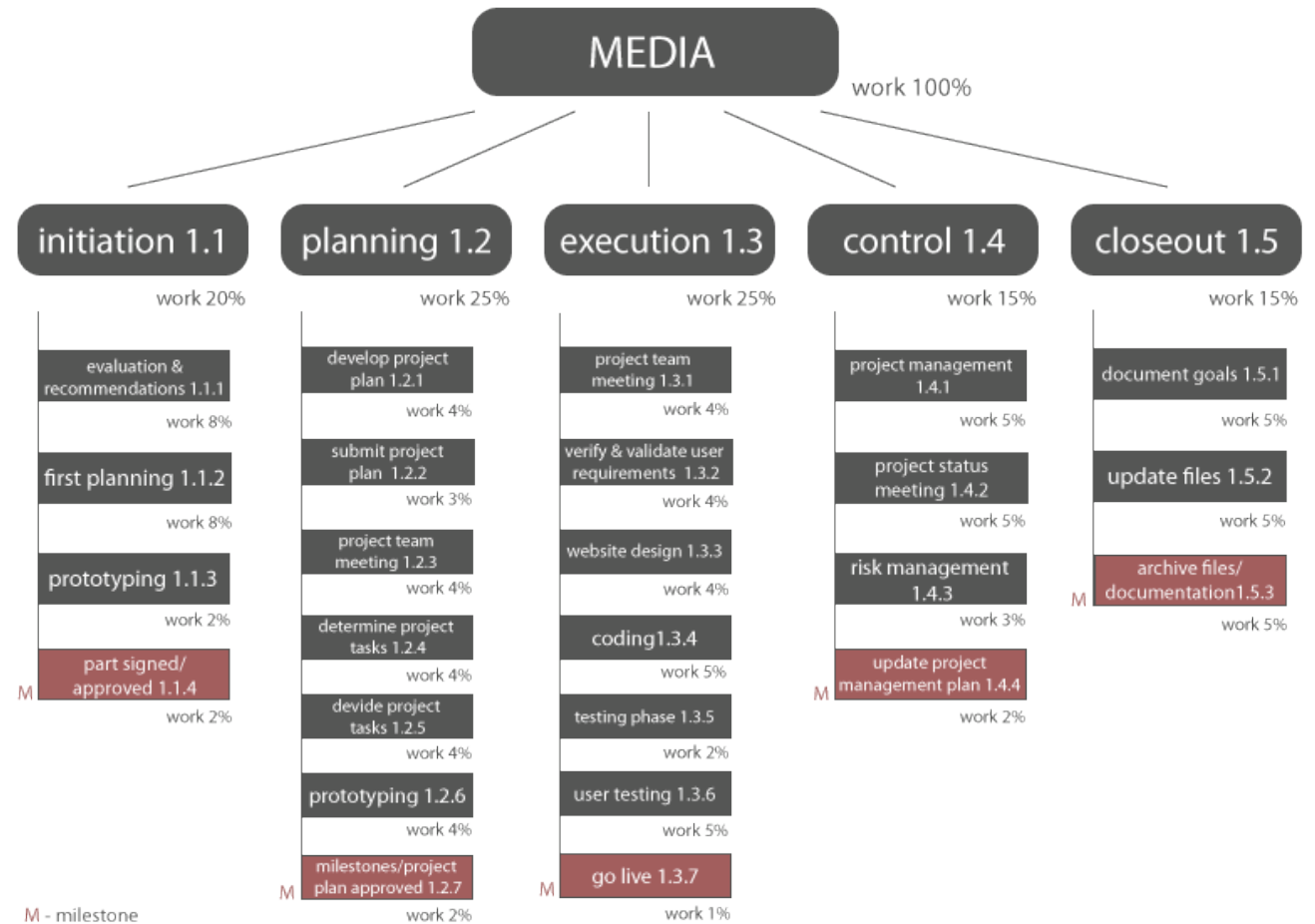


After we prepared the PBS the time was to create a WBS – work breakdown structure. Sub-product which we created were unnecessary to create a scheme tasks-to-do in a hierarchical way with website on a top.

Here we – team members - created detailed steps required to build and deliver the product.

This exercises encouraged a dialogue that helped clarify ambiguities, brought assumptions, narrowed the scope of the project and raised critical issue early on.

We also used WBS for groundwork to develop an effective schedule. It helped also resources to be allocated to specific tasks. It made us easier to hold us accountable for completing our tasks.



• The Process

› ESTIMATES



In order to complete this project successfully, we had to make time estimation. We wanted to try keep all activities and tasks on balance. We also tried not to underestimate the amount of time needed to complete and to implement project. Accurate time estimation is a crucial skill in project management. First we had to understand what was required. We used to this made before WBS - it helped us do this in sufficient detail. In the estimates there is also time for all meeting, reporting, communications, testing and other activities - even unexpected. The next step - we order these activities. We used the same order like it was in WBS - to be as clear as possible. After this, we made our estimates, defined: early start, early finish, latest start and latest finish to all activities. We counted the number of the most probable days to complete each activity. We also used

Activity Duration Estimation with 3 points estimation.

Activity Duration Estimation:

3 point estimation

(PERT - Program Evaluation and Review Technique)

- optimistic - minimum time

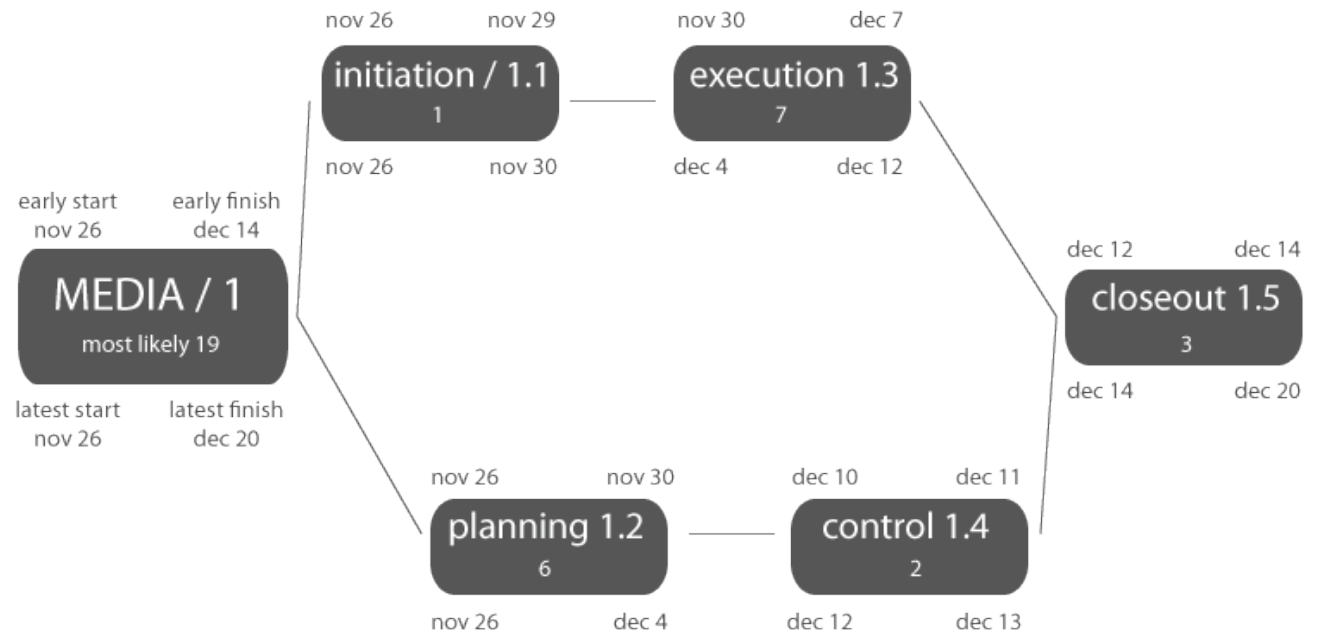
- most likely

- pessimistic - maximum Time

Expected time/weighted time = $(O + 3M + P) / 5$

Standard deviation = $(C-A)/5$

Variance = $stn.dev^2$



• The Process

› QUALITY ASSURANCE



Quality assurance in our case referred to the planned and systematic activities so that quality requirements for a product – website and the rest of online and offline materials will be fulfilled. It was the systematic measurement, compared with a standard. We monitored this processes during the whole time of preparing the project. As a group we followed two principles.

First was to «fit for purpose». We tried to do the product which should be suitable for the intended purpose. So we tried to document an event - it was our assignment. We subject this to the design and usability.

The second principle was «right first time» where all mistakes should be eliminated. Quality Assurance is very broad issue. It includes management of the quality of lots of components. Suitable Quality is determined by product users, clients or customers, not by society in general. Quality Assurance is basically test methods.

We used such methods as:

- standard audit

An examination and verification an assignment given us.

- peer review

The evaluation of creative work or performance by other people in the same field in order to maintain or enhance the quality of the work or performance in that field. It is based on the concept that a larger and more diverse group of people will usually find more weaknesses and errors in a work or performance and will be able to make a more impartial evaluation of it than will just the person or group responsible for creating the work or performance.

- expert review

An expert review usually refers to a review written by someone who has tested several peer products to identify which offers the best value for money or the best set of features.

Deliverable	Quality event	Quality materials	Purpose
Website content	Standard audit	Project description, checklist, assignment description	Ensure that the content of the website contains all components set out in the assignment description. Verify that the content conforms the goals and specifics set out in the project description.
Website design	Peer review	Project description, design brief	Identify whether the present design of the website matches the design specifics set out in the project description - with regards to the selection of the target group, creativity and uniqueness requirements.
Website functionality	Standard audit	Project description, checklist	Ensure that all the required functionality is implemented successfully and operates as per the expectations set out in the check-list and project description.
Website usability	Peer review	Usability test	Verify that the website does not score critical results in any part of the usability test and passes it successfully
Printed media	Peer review	Project description, design brief	Ensure that the printed media has been designed both visual and content wise in the same lines as the website, as well as it satisfies all other relevant requirements set out in the project description and design brief

The Product

> SWOT ANALYSIS



The purpose of the below presented SWOT Analysis is to identify how the solution shall achieve the set goals for the selected audience, and what obstacles it might have in the way of reaching such goals as well as to analyse the contribution of the organisational background towards the accomplishment of the set goals.



The Product

› COMMUNICATION STRATEGY

COMMUNICATION PLAN AND MODEL

The main purpose of our communication is to get more people interested in Busójárás carnival.

How do we obtain the information we need?

- research youtube
- research google
- research websites of mask creators
- research websites about different carnivals

- THE RENDERERS ARE OUR MAIN ACTORS AS THE PRIMARY SENDERS:

InterRail and HotelICE.com

The renderers needs a website, banners and offline media which follows the event's visual identity. They want to get more people visiting different countries and their events by using trains for travelling and hotels as accomodation.

As a future communication: Our exact aim is to call the target group's attention on events, carnivals of smaller cities all around Europe, and to reach their interests to visit these cities and their events.

As a first step: the Busójárás, in Mohács.

- IN THIS FIRST SPECIFIC CASE OUR OTHER SPONSORS AS THE SECONDARY SENDERS ARE:

Kunovszki János - Mask creator, Rézangyal Pálinka - spirit producer, Unesco and Mohács city

Our main actors and other sponsors are mentioned on our Facebook page's as you can see on the following link:

<https://www.facebook.com/Busojaras2013/info>

<https://www.facebook.com/Busojaras2013>

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On our facebook page we also founded a competition as an activity which makes the visitors feel like already having an experience of the event in itself by creating their own masks.

- THE RECEIVERS ARE:

Students, between ages of 19 to 26 years old, of either gender, living around Europe. who like to travel and interested in cultural events.

- THE MESSAGE IS:

„Visit the carnival in Mohács, have a new experience and be a part of the carnival - «dress up and dance with the party”.

- Online media: website, banners and facebook page
- Offline media: outdoor posters, seasonal decorations, indoor posters, go-cards

- EFFECTS:

By using these medias, the target group will start to talk about this topic, offer links about our site, pictures, the competition to their friends and come to the carnival.

Communication model



• The Product

› COMMUNICATION STRATEGY



24 QUESTIONS

1. WHO IS THE TARGET GROUP?

- Students, between ages of 19 to 26 years, of either gender, living around Europe. who like to travel and interested in cultural events.

2. WHAT IS THE MESSAGE?

- Visit the carnival in Mohács, have a new experience and be a part of the carnival - «dress up and dance with the party».

3. WHAT MEDIUM SHOULD BE USED?

- Internet like website, flash banners and social media.
- Posters outdoor, seasonal decorations and also indoor posters, go-cards.

4. WHAT IS THE INTENDED EFFECT ON THE TARGET GROUP?

- To make the target group to find interesting the Busójárás carnival – through our presented medium.

5. WHAT IS THE PURPOSE OF THE INTENDED EFFECT ON THE TARGET GROUP?

- To visit the carnival and also inform their friends about it.

6. WHO IS THE SENDER?

- Our two main actors, InterRail and HotelCE.com are the primary senders. The sponsors are the secondary senders.

7. WHAT IS THE INTENDED EFFECT ON THE SENDER?

- The intended effect on the sender is to make them feel that our campaign suits their carnival's and their company's image.

8. WHAT IS THE PURPOSE OF THE INTENDED EFFECT ON THE SENDER?

- The purpose is to make the sender satisfied.

9. HOW IS THE TARGET GROUP AFFECTED BY SIMILAR MESSAGES?

- The campaign make them want to be a part of the carnival.

10. HAS THE PRODUCT BEEN MADE BEFORE?

- There are othersimilar carnival's websites as well, but mainly out of Europe.

11. WHERE, WHEN AND HOW IS THE TARGET GROUP GOING TO MEET THE PRODUCT?

- On the internet, when they visit our site and in Mohács when they visit the carnival.

12. HOW SHOULD THE PRODUCT BE DISTRIBUTED?

- The product as a ticket can be sent online by e-mail.

13. WHAT MEDIA GENRE(S) SHOULD BE USED?

- Online and offline advertising.

14. HOW SHOULD THE MEDIA GENRE(S) BE USED?

- Offline posters and some decorations can be seen on the streets, go-cards in pubs and libraries, other posters and decorations on winter sport events, and online media when they are surfing on the internet, on sites visited by students.

15. WHAT SKILLS SHOULD THE PRODUCER HAVE?

- Organizing carnival and hosting skills.

16. WHAT KNOWLEDGE SHOULD THE PRODUCER HAVE?

- Knowledge about organizing events.

17. HOW MUCH SHOULD BE INCLUDED?

- All knowledge.

18. WHAT EQUIPMENT IS NECESSARY?

- Music and IT equipments.

19. WHAT IS THE BUDGET?

- Around 83 600 DKK.

20. WHAT KIND OF LEGAL PROBLEMS COULD OCCUR?

- Breaking a legalized agreement could lead to being sued.

21. WHAT KIND OF ETHICAL PROBLEMS COULD OCCUR?

- Stealing someone else's idea, someone taking credit for other people's work, not taking the responsibility for one's mistake.

22. WHAT IS THE NAME OF THE PRODUCT?

- Busójárás – In Mohács

23. WHAT IS THE TIMETABLE?

- Timetable is 25 days.

24. WHAT IS THE EASIEST WAY OF MAKING THE PRODUCT?

- The easiest way of making the product is to follow exactly the project plan.

• The Product

› DESIGN BRIEF



SENDER

The sender is the carnival itself, its organization who hopes that more young people will join the festival in the future, known for being mostly attended by families.

The organization works for the widest possible dissemination of the carnival and its tradition.

Furthermore, the carnival organization is supported by UNESCO and other sponsors.

TASK GIVEN BY THE SENDER

Create a creative website that will attract young people and students to the event by associating the carnival to interRail in order to raise the carnival's popularity.

The user should be able to register for the newsletter, and be able to buy tickets online for the upcoming event 2013.

The user should be able to see and find some informations about the carnival, the tradition, get links to the carnival's sponsors and contact the carnival's organization.

The objective is to attract young people to make the event a europe-wide known event, and to share the Hungarian traditions with the young adventurers.

TARGET GROUP

European Students (19-26 years old)

PROBLEM FORMULATION

"How can we develop a solution aimed at younger people – student, living around the Europe, in order to encourage them to come to the carnival in the city Mohács in Hungary?"

COMMUNICATION FOCUS

Make people curious of what the event is about and spread the hungrian culture.

REQUIREMENTS ABOUT THE DESIGN

STYLE

- The design needs to match the identity we created for the carnival, using intriguing colors and revealing the strange atmosphere of the event.
- As the campaign's target is to convey more young people to the event, the design needs to match the web and graphical last trends without being too fanciful for the older public that will navigate through the website.
- The design needs to catch the attention, let all the information visible and easily accessible.

• The Product

› DESIGN BRIEF



COLORS

The website should be dark and bringing a weird atmosphere that could appeal young people. Therefore we will use the same colors as the ones used in the BUSÓJÁRÁS costumes : red, brown, beige, black and white.

USER EXPERIENCE

- The user's experience should be easy and the informations should be short so that the user gets the main ideas and infos easily and quickly. Nevertheless, the campaign and the website should not show too obviously what the carnival is about, so that the target keeps being curious about it.
- The website should invite to the 2013's event.
- Thus the website needs to allow people to register for a newsletter and to buy train tickets to access the city of Mohacs.
- The campaign should show all the sponsors and link to their websites and events that are linked to it.

DIMENSIONS OF THE WEBSITE

The website needs to be a full-screen size and should resize automatically whatever the user's screensize is.

Focus of the design

Create a unique website from the identity we have created, with pictures and a strange atmosphere.

The design needs to stay as simple as the trend's, meaning minimalistic and a bit fancy in its features, functions and style.

PICTURES

As pictures are very important to convey people to the event or make them feel attracted, we would like to have a background with some strange and good quality pictures showing the BUSÓJÁRÁS masks, so that users don't need to go to any gallery - but still, a social media interface should be created so the visitors, users and people that are interested can see more pictures and get more informations about the event.

FONTS

The font used should not be too minimalistic but still a bit sophisticated to also show the traditional side of the event. Thus, we would like the text to have a font that is readable and doesn't confuse the reader.

QUANTITY OF TEXT

The website should not present too much text to the user, so the user does not get bored while navigating through it.

Thus, it is very important that the little information presented is very clear, readable and efficient to understand what the website is about.

QUALITY OF TEXT

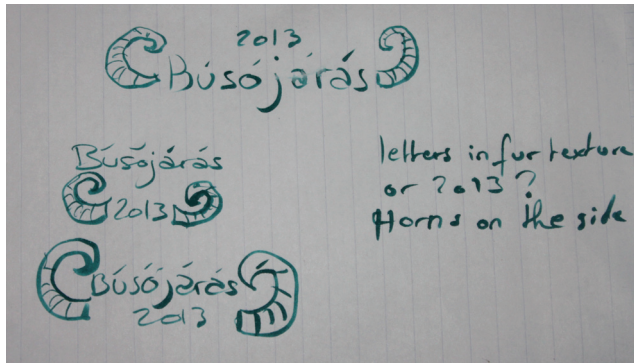
To attract more young people to the event, the website should use a young vocabulary to create a proximity with the user. Nevertheless, the text needs to be still accessible to any kind of public so it should not be too extravagant.

SOCIAL MEDIA

The website should have one link to Facebook - for the competition organized with interRail and for the promotion of the event through social media.

The Product

› DESIGN DOCUMENTATION - IDENTITY



The logo needed to be simple but also inviting, showing the colors of the event. We chose a font that is a bit sophisticated but not too fancy, to remain in the cultural spirit of the event.

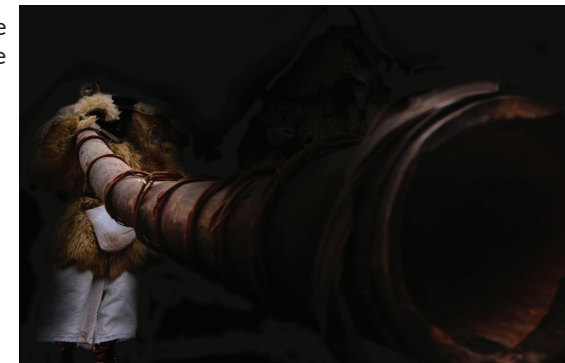


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Pictures edited with photoshop to make them unique and more interesting, more intriguing.

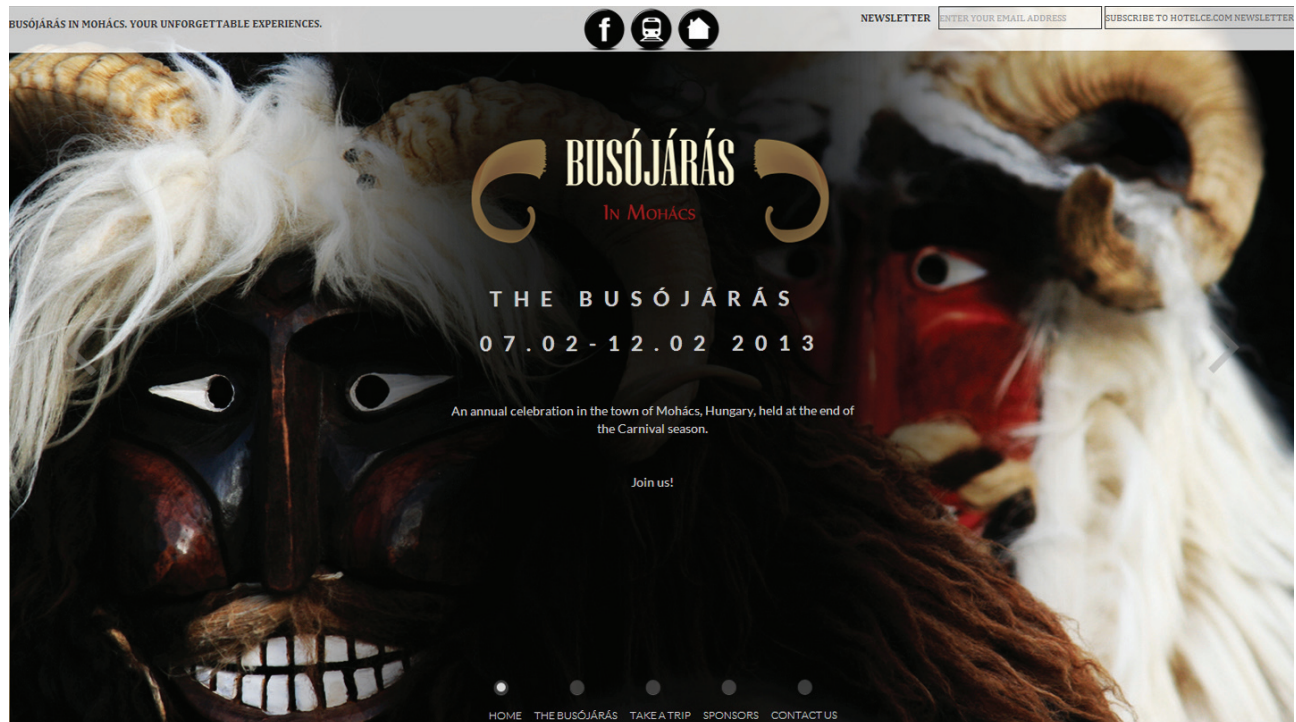
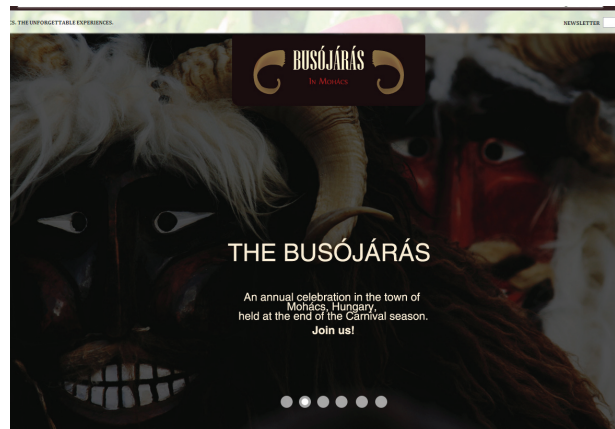
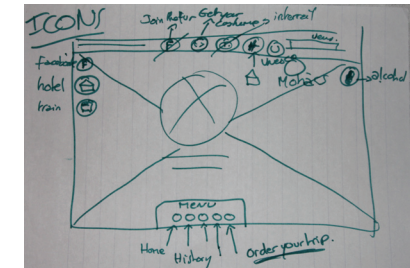
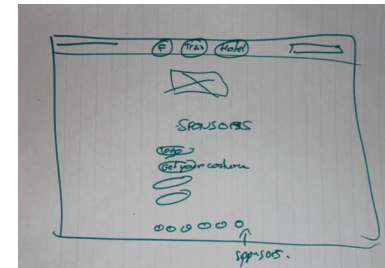
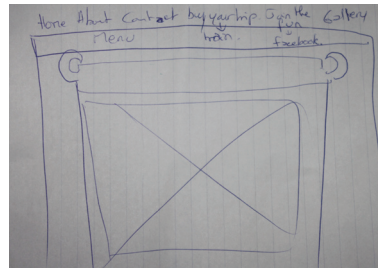


The Product

› DESIGN DOCUMENTATION - ONLINE CAMPAIGN WEBSITE



The website's mockups were aiming a very easy design, accessible by anyone but appealing for our target group. That is why we chose to use nice pictures as background, using a strong contrast in the colors. Everything is centered so the eye doesn't get lost in the page.



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• The Product

› DESIGN DOCUMENTATION - ONLINE CAMPAIGN BANNERS



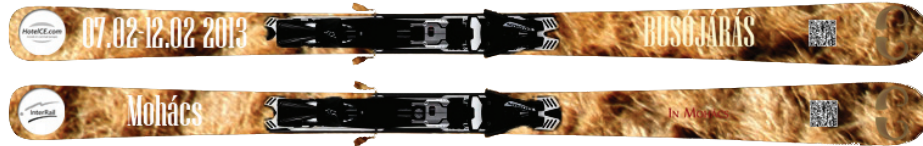
The banners are very simple, without too many effects in order to be as efficient as possible in the communication and convey any kind of public to the event.

Nevertheless, using appropriated pictures showing young people having fun will probably attract our target group (young 19-26 years old students).



The Product

› DESIGN DOCUMENTATION - OFFLINE / MERCHANDISING



Ski design

The merchandising is very important in the event's communication, that is why we decided to stick to the campaign's style - the posters etc - using the sheep fur, the date of the event and the sponsors, QR etc.



Snowboard design

Stickers design



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Umbrella design



The Product

› DESIGN DOCUMENTATION - OFFLINE / CAMPAIGN

BUSÓJÁRÁS

IN MOHÁCS



Magazine adds - full page and 1/3 page



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Serie of 3 postcards/freecards for commercial purpose



The Product

› DESIGN DOCUMENTATION - OFFLINE / CAMPAIGN

BUSÓJÁRÁS

IN MOHÁCS



Serie of 3 posters (Atribus size) using the same design as the postcards's, for a good recognition of the event by the public

Train decorations to make a link between interRail - our main actor - and the event Busojaras.



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The Product

USE CASE - DATABASE

NAME

Busojaras carnival

IDENTIFIER

UC_01

DESCRIPTION

The clients visit our website, look through fast, because there are only short and important information and he/she might be already got some information from our offline media or from our Facebook page.

The client clicks on "TAKE A TRIP" button, fills out the form, click on submit button, if he missed to give any necessary information or accept out Terms of Conditions, he/he cannot click the submit button.

The order is sent, then we collect the data in database, for which InterRail has an access. InterRail sends an e-mail to the client about the received order and information how to pay it.

Then client pays and InterRail receives the payment.

PRECONDITIONS

Our system is waiting for receiving data.

BASIC COURSE

1. Use case begins when the visitor comes to our site
2. User read the information on our site and click on different bottuns
3. Use case ends when the client clicked on "TAKE A TRIP" button and send his/her filled out form to our database

Alternate Course A: Description of the alternate course
It's possible, the user doesn't send an order, and he/she leaves the site.

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If the user misses to fill out anything in the form, it cannot be sent, and there come an alert message, what he/she missed to click on or fill out

CONDITION

The form is filled out
All the fields our filled out
User also read and accepted the Terms of Conditions
The data are sent to database

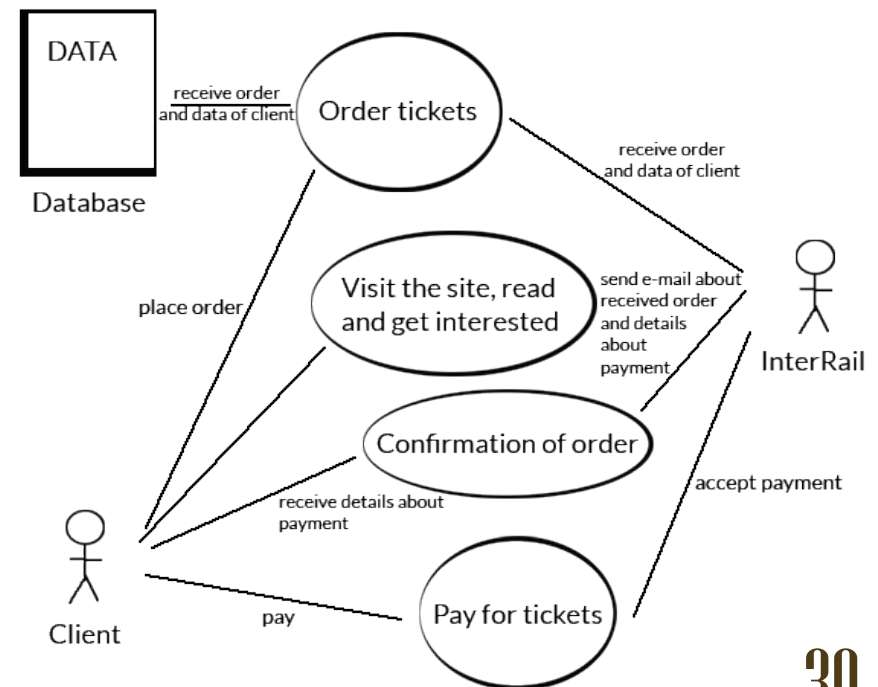
POST CONDITIONS

When the data are sent to database, the user gets back to the home page.
And InterRail sends the details to the client about payment.

Actors are the Client, InterRail and our Database

NOTES

Our database is ready, for now InterRail needs to develop his connection to our database and the payment method.



• The Product

› USER STORY - WEBSITE

When the user loads the page, the homepage appears, this is the index.

From then, the user can, with the menu bar or the help of the arrows on each side of the screen access to the different subpages : Busojaras, Take a trip, Sponsors and Contact us. In the meantime, the user can also subscribe to the newsletter on top of the page by writing his email-address in the box.

The user can also, from the homepage and all the other subpages access to :

- The facebook page to learn more and participate to the competition.
- The hotel website to book a room
- The interRail website to buy another pass than the other proposed by the Busojaras site.



When clicking on the «Busojaras» page, the user can read about the event.

When clicking on «Take a trip», the user can buy the special Busojaras interRail pass.

By filling all the form, the user can buy the pass by clicking on «Send my order». If any field is not complete, an error message will appear.

When the user clicks on «Sponsors», he can find all the sponsors's icons (ó) and by clicking on them, he can visit their homepages.

When the user clicks on «Contact Us», he can fill in his email, his name and write an email that he can send to the Busojaras organization by clicking on «Send».

Thus, the user has multiple choices to access the subpages and links. The whole navigation is accessible from all the pages, each page is accessible from another.

The Product

› SEO



- **AN IMPORTANT KEYWORD APPEARS IN A TITLE TAG**
For the best result, the most important keyword needs to appear in the title, e.g. toward the beginning of the tag. In our case the title tag is «Busójárás festival - Mohács 2013».

- **A TITLE TAG MUST BE THE FIRST TAG FOLLOWING THE HTML TAG**
Because the title tag is the most important tag on the page, it needs to be placed at the very top of the «head» section, right after the opening HTML tag. For SEO purposes, no other tag should appear before the title tag.

- **ALT ATTRIBUTES IN IMG, AREA, APPLET OR INPUT TAGS**
Google indexes the content of ALT text, but it has reduced the effectiveness of this tag in terms of SEO. This tag is used not for SEO purposes, but actually to describe the image itself. However, keyword stuffing the ALT tag is a practice that is not looked at favorably by Google. The main purpose of ALT text is to describe the image for those who surf with their images turned off. Another note: Google sometimes picks up the contents of ALT text (usually the first image on the page) and uses it as a description of the page in the search results.

- **DESCRIPTION OF THE IMAGE FIRST, AND THEN USE OF KEYWORD PHRASE IN THE ALT TEXT**

- **KEYWORDS FOUND IN THE LINK TEXT AREAS ON THE PAGE**
Description each link by using keywords. Link to related and important outgoing links or to related pages on the site. Most of the engines, including Google, place some relevance on keywords found in link text.

- **ONE OR MORE HEADER TAGS**
Google places a lot of relevance to keywords found in heading tags.

- **KEYWORDS**
The keywords were selected in a course of a discussion among group members, who attempted to put themselves in a position of a target audience. The keywords will be in website content text, page title, link and image titles and alt tags. The popularity of the selected keywords was determined by using Google Keyword tool.
o Mohacs (Competition Low - GS/month - 74 000 - LS/month - 74 000)*
(Competition Low - GS/month - 74 000 - LS/month - 60 500)**
o Mohacs Hungary (Competition Low - GS/month - 320 - LS/month - 320)
o Busojaras (Competition Low - GS/month - 390 - LS/month - 390)*
(Competition Low - GS/month - 390 - LS/month - 170)**
o Busos (Competition Low - GS/month - 110 000 - LS/month - 110 000)*
(Competition Low - GS/month - 110 000 - LS/month - 110)**
o Pálinka (Competition Low - GS/month - 165 000 - LS/month - 165 000)*
(Competition Low - GS/month - 165 000 - LS/month - 135 000)**

*Google Keyword Tool Config - (Language: English)
**Google Keyword Tool Config - (Location: Hungary, Language: Hungarian)
GS refers to global searches, whereas LS refers to local search.

It is deemed by the group that the above listed keywords are most commonly used by English speaking and Hungarian speaking population alike to look for information regarding the event online. The keyword of “Busojaras festival - Mohacs 2013” is first of all integrated domain name i.e. ewelinasolowiej.com/busojaras/index.php, as well as it is scattered in the description, page titles and some of the alt tags. The other listed keywords - both English and Hungarian - are included in the front page description. In order to verify that the keywords are successfully visible by the search engine crawlers, SEO-browser.com tool was used.

- **BACKLINKS**
Backlinks shall mainly implemented via the use of social network - Facebook that the website have account for. It is being said that the aforementioned social network services have gained a prominent mark in the Google search engine algorithm, thus the website mainly focus on creating backlinks by first generating a follower base, then posting status updates containing relevant link to the page and encouraging people to share the link by posting event instances. It is expected that traffic from social networks shall constitute the principal part of the traffic to the website.

- **MISCELLANEOUS**
The website does not contain any frames or iFrames thus it does not in any way rely on the relevance of external content. The website does not use flash.

The Product

› NAVIGATION DIAGRAM

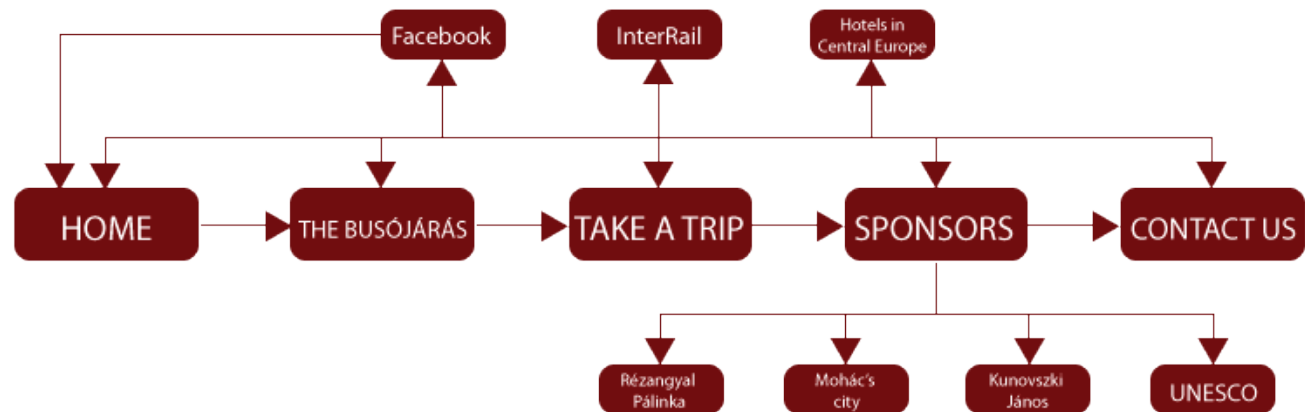


Our festival website has an easy and simple navigation. Menu is in the bottom, it is visible all the time, so visitors can not be lost. We created two different possibilities of navigation. First one is that a user can use menu in the bottom or he/she can use also arrows that are place in the left - go to the previous page, and in the right - go to the next page.

Our webpage is divided into 5 subpages:

HOME, THE BUSÓJÁRÁS, TAKE A TRIP, SPONSORS, CONTACT US.

From every subpage a visitor can go to the Facebook page and from there he can go back to the festival webpage because we placed also there a link. User can also go to the websites of our major actors - InterRail and Hotels in Central Europe. From the subpage called 'SPONSORS' user can go to the websites of sponsors. All external links open in the separate pages, so user can come back to the festival website in any time. If the user doesn't understand something or he/she is confused he can contact us or ask a question in the Facebook page in case.



• The Product

› E/R DIAGRAM OF 3.NF



To model a data, our group has used one of the most widely used technique – Entity Relationship Diagram.

Data modeling is an essential component of database design and development. Before creating the ER Diagram on 3rd Normal Form, we determined what needs to be done, we clarified the scope and we analyzed all the requirements that are needed for the system. We started the database design with a creation of conceptual design, for which the ER model is useful.

After modeling the entities with their relationships, we normalized the model. Normalization of data is a process of adjusting relations to have several desirable characteristics. This process eliminates certain types of data redundancy, avoids some update anomalies and in the result we have a clearer data model.

The last step involves creating the relational database. The Data is loaded into the database, and the system is thoroughly tested.

After the system is in production, the maintenance phase begins. In this phase, problem are corrected, and enhancements are implemented.

Customer	
Customer_ID	PK
Customer_Name	
Customer_Email	
Customer_Contact_Phone	
Customer_Street	
Customer_City	
Customer_Zip_Code	
Customer_Country	
Payment_Method	
Ticket_Quantity	

• The Product

› NON FUNCTIONAL REQUIREMENTS



INTRODUCTION

Non-functional requirements specifications and limitations of the system. Here we will describe closer to the coding team, how the system should be done.

SECURITY

Because our ordering ticket function is not a real webshop, there are no serious security requirements like Login requirements, Password requirements or Inactivity timeouts.

The client just fills out the form and send his/her data to our database.

The database needs to be safe for storing private data

Audit

In our form all data fields are supposed to be audited.

PERFORMANCE

- Response times – is quite fast, because only data are sent
- Processing times – also fast from the same reason
- Query and Reporting times – main InterRail need to have an attention to these performances

CAPACITY

- Throughput – the system need to be able to handle at least 10 transactions/hour
- Storage – the system need to be able to store 1 Gb data
- Year-on-year growth requirements – depending on the first campaign's succes, we might extend the capacity in next years

AVAILABILITY

- Hours of operation – the system need to be available everyday in every hour
- Locations of operation – it should be available in whole Europe with a perfect connection

RELIABILITY

- Mean Time Between Failures – the acceptable threshold for down-time is one a year, 400 hours
- Mean Time To Recovery – if broken system needs to be back up again in 48 hours

INTEGRITY

- Fault trapping (I/O) - electronic interface failures is to be handled by temporary sources
- Bad data trapping – all data needs to be saved on at least in 2 extra memories as safety copies
- Data integrity – needs to be checked daily once by the system administrator

RECOVERY

- Recovery process – we get back the lost data from the safety copies
- Recovery time scales – 48 hours
- Backup frequencies – the transaction data, set-up data, and system (code) backed-up is hourly
- Backup generations - previous instance(s) backups needs to be saved for 5 years

COMPATIBILITY

- Compatibility with shared applications – our system needs to be able to talk to InterRail's system
- Compatibility with 3rd party applications should be working on mobile applications
- Compatibility on different operating systems – Windows, MAC
- Compatibility on different platforms – the hardware is given by our server host

MAINTAINABILITY

- Conformance to architecture standards – European standards it needs to conform to or have exclusions from

- Conformance to design standards – the design standards must be adhered to or exclusions created according to European students between age of 19 and 26

- Conformance to coding standards – New XHTML coding standards must be adhered to or exclusions created?

Usability

- Look and feel standards – Must have the feel of the Busójárás carnival, mainly black and red

- Internationalization / localization requirements – English language is enough at the beginning as it is for international market, short, concise text

DOCUMENTATION

- Required documentation are the Terms of Conditions on page "TAKE A TRIP"

• The Product

› USER TESTS

During the first user testing, adapted gangster test was used and the main goal was to find out, whether chosen style which is minimal and modern, clean layout, that emphasizes images, and structure of website is understandable and user-friendly. Three persons from the target group tested the website.

FIRST RESPONDENT

19 years old, male, law student, socially passive, medium web user
Gangster Test Result: 11/16

The website identification – 4/4
“I understand what this website is about, this I quite clear. Those masks are a bit scary but it make website more interesting.”
Sections – 4/4
“Menu is visible, I know exactly on which section of website I am.”
Sub-page name – 1/4
“Letters are too small, at the first time I saw one piece of text. The sub-page called “The Busojaras” is not clear for me at all.”
Local navigation – 2/4
“When I saw this website I noticed only down menu, but I have not noticed left and right arrows at all. They should be more visible.”



SECOND RESPONDENT

25 years old, female, musician, socially active, medium web user
Gangster Test Result: 15/16

The website identification – 4/4
“Absolutely understandable, I wish if only I could buy a ticket and go there. The pictures call the attention really well.”
Sections – 4/4
“The sections are clear, I know exactly where I am on the site.”
Sub-page name – 3/4
“Before you click, the first 3 are not entirely clear, but if you click, then it is. Especially the third one.”
Local navigation – 4/4
“Yeah, the navigation is clear, I can see the arrows, yes, it’s good.”

THIRD RESPONDENT

24 years old, female, musicology student, socially active, medium web user
Gangster Test Result: 12/16

The website identification - 4/4
“Very clear to understand what it is about, with the pictures and the text together”
Sections - 3/4
“The sections are pretty clear, except maybe the top of the webpage with the icons”
Sub-page name - 2/4
“Before you click you don’t really know especially for the “take a trip””
Local navigation - 3/4
“The arrows are not very visible, so I guess I would not use them at all, but otherwise the navigation is ok”

GANGSTER TEST RESULT: 12.6/16

The website identification – 4/4
People get easily what the website is about and get curious about it.
Sections – 3.6/4
It is pretty clear to understand the sections of the website
Sub-page name – 2/4
The subpages name should be more visible and more precise
Local navigation – 3/4
The local navigation is pretty good except the top-bar that could be more visible.

• The Product

› CONCLUSION



This chapter sums up our thoughts about this Exam Project 3rd sem. 2013, „Carnival”.

Our main purpose was by working on this project, to create a product which roughly reflects the knowlegde we gained at our studies about:

- Visualization
- Communication
- Interaction
- Company

There have been still some areas challenging for the whole group, but all the groupmembers were looking for the solution until it was not found.

Our main focus was to get a user-friendly but simple design that will suit the event's image, so the visitor can easily feel like „dressing up and dancing with the party».

So, one of our main goals was presenting a website that can inspire the potential visitors to be present at the upcoming Busójárás 2013 Carnival, in Mohács.

The website and the offline media are not just following the identity of the event, but also trendy, directed to our target audience, students in the age of 19 to 26.

A newsletter function for the HotelCE.com main actor and an ordering tickets fucntion for InterRail main actor are included.

Concidering these functions, we had again an opportunity to implement a database connected to our website.

As an online media, first we had the HTML solution, then to have the database connected to our website, we created a PHP file from it.

There was a great synchronous between the website creator and the database tester.

We can see the result of their efficient work as the final product.

On parallel lines there were created the banners and the offline medias with a big success, like posters, decorations and go-cards.

Summa summarum, our final product is a result of a great teamwork.

Exam Project 3rd sem. - Carnival
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Copenhagen Business Academy

Ewelina Solowiej - Adam Mezei - Anne-Lise Jacobsen

• The Product

› PERSONAL REFLECTIONS



ADAM

Also the exam project's topic and also the possibility to use all the experience we gained during our 3 semesters studies, was a great opportunity to have our progress shown.

My opinion is, that even though our tasks were delivered between three of us, we all helped each other's work, so we all reached our goals on a perfect way considering our wish for having a complex knowledge about multimedia design.

EWELINA

My overall opinion about this project is very positive. The subject of the project, like the project description and the assignment were very easy to understand but on the other hand they gave us really wide and different possibilities to approach the subject of this project. I think it was a really creative process if we could choose in which direction we wanted to go. A group work went very smoothly, we achieved all our goals, which we set up at the very beginning and I think we achieved also all goals, which were set in the assignment in order to pass the project. All decisions were discussed together, even small details. I am really satisfied and happy about the result.

ANNE-LISE

My personal experience in this project has been very positive, as long as the carnival we chose was already very interesting because unknown.

The group has been working seriously and even if working far from each other, we haven't experienced that many problems of communication.

I have mainly worked on what I already knew about, so I didn't gain that many new skills.

As a conclusion, I am very happy of the result but I think the project would need to be further-developed to gain in credibility, mainly the relation with the actor interRail that can sound a bit approximative.

But the final product reveals very good capacities from the group to respond to such a big assignment.

• The Product

› REFERENCES



PROTOTYPING

http://www.pcmag.com/encyclopedia_term/0,1237,t=prototyping&i=49886,00.asp
<http://www.faqs.org/patents/app/20100287530>
http://www.faqs.org/patents/imgfull/20100287530_09

SCRUM

<http://www.scrum.org>

COMMUNICATION

Previous projects

USE CASE

http://en.wikipedia.org/wiki/Use_case

NON FUNCTIONAL REQUIREMENTS

http://en.wikipedia.org/wiki/Non-functional_requirements

WEBSITE

<http://tympanus.net/codrops/>

ER MODEL

<http://phlonx.com/resources/nf3/>

ESTIMATING RESOURCES

<http://getpmpcertified.blogspot.com/2011/05/chapter-36-estimating-activity-resource.html>
<http://www.projectminds.com/Article15.html>

PBS

<http://www.productbreakdownstructure.com/>

WBS

<http://www.projectmanagementdocs.com/project-planning-templates/work-breakdown-structure-wbs.html>

QUALITY ASSURANCE

http://www.tutorialspoint.com/management_concepts/project_quality_plan.htm

RISK ANALYSIS

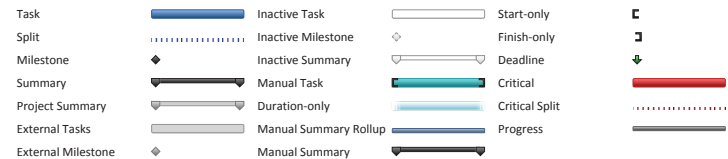
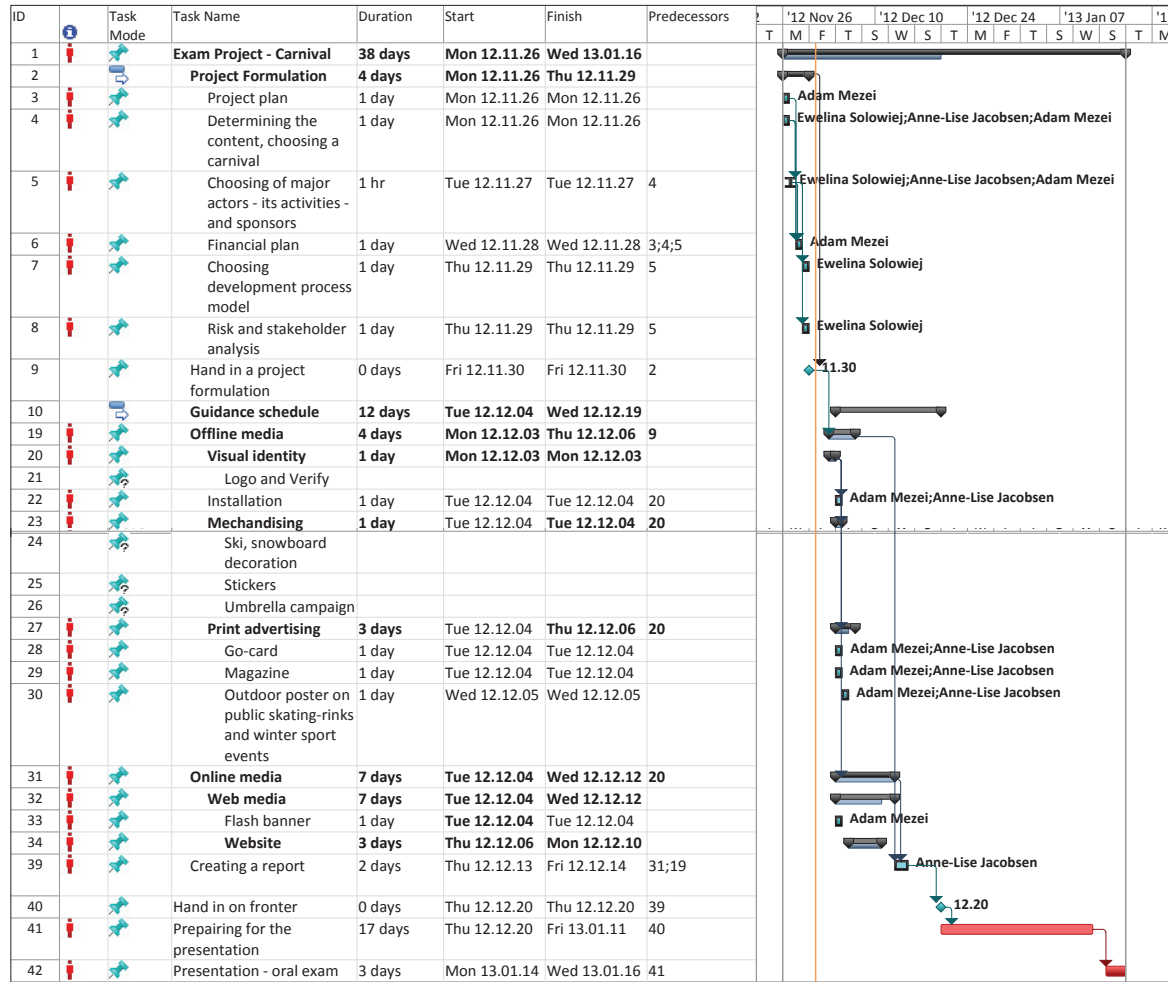
http://www.mindtools.com/pages/article/newTMC_07.htm

Appendix

> PROJECT PLAN - INITIAL



In a part of project management we did 2 projects plan. We made schedules to plan and subsequently report progress in our work. Our changes wasn't very big. The dates and deadline stayed the same, so changes in the management plan wasn't so important to disturb the project flow. We defined there also milestones and critical path. Then with this we could estimate our resources for each activity. At this stage, the project plan may be optimized to achieve the appropriate balance between resource usage and project duration to comply with project objectives.



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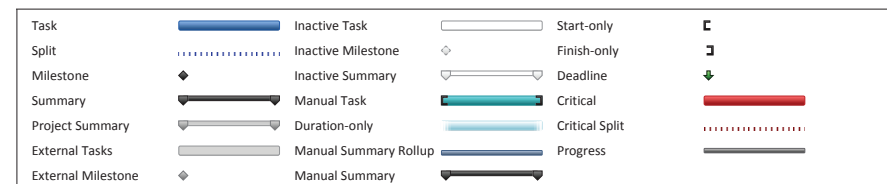
Ewelina Solowiej - Adam Mezei - Anne-Lise Jacobsen

Appendix

PROJECT PLAN - FINAL



ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	'12 Nov 26							'12 Dec 10							'12 Dec 24							'13 Jan 07						
							T	M	F	T	S	W	S	T	M	F	T	S	W	S	T	M	F	T	S	W	S	T	M					
1		Exam Project - Carnival	38 days	Mon 12.11.26	Wed 13.01.16																													
2		Project Formulation	4 days	Mon 12.11.26	Thu 12.11.29																													
3		Project plan	1 day	Mon 12.11.26	Mon 12.11.26																													
4		Determining the content, choosing a carnival	1 day	Mon 12.11.26	Mon 12.11.26																													
5		Choosing of major actors - its activities - and sponsors	1 hr	Tue 12.11.27	Tue 12.11.27	4																												
6		Financial plan	1 day	Wed 12.11.28	Wed 12.11.28	3;4;5																												
7		Choosing development process model	1 day	Thu 12.11.29	Thu 12.11.29	5																												
8		Risk and stakeholder analysis	1 day	Thu 12.11.29	Thu 12.11.29	5																												
9		Hand in a project formulation	0 days	Fri 12.11.30	Fri 12.11.30	2																												
10		Offline media	6 days	Mon 12.12.03	Mon 12.12.10	9																												
11		Visual identity	1 day	Mon 12.12.03	Mon 12.12.03																													
12		Logo and Verify																																
13		Installation	1 day	Tue 12.12.04	Tue 12.12.04	11																												
14		Merchandising	4 days	Wed 12.12.05	Mon 12.12.10	11																												
15		Ski, snowboard decoration																																
16		Stickers																																
17		Umbrella campaign																																
18		Print advertising	3 days	Tue 12.12.04	Thu 12.12.06	11																												
19		Go-card	1 day	Tue 12.12.04	Tue 12.12.04																													
20		Magazine	1 day	Tue 12.12.04	Tue 12.12.04																													
21		Outdoor poster on public skating-rinks and winter sport events	1 day	Wed 12.12.05	Wed 12.12.05																													
22		Online media	7 days	Tue 12.12.04	Wed 12.12.12	11																												
23		Web media	7 days	Tue 12.12.04	Wed 12.12.12																													
24		Flash banner	1 day	Thu 12.12.06	Thu 12.12.06																													
25		Website	4 days	Thu 12.12.06	Tue 12.12.11																													
26		Website design, layout and coding	2 days	Thu 12.12.06	Fri 12.12.07																													
27		Usability tests	0 days	Mon 12.12.10	Mon 12.12.10	26																												
28		ER-model, navigation diagram, use case/user story	1 day	Thu 12.12.06	Thu 12.12.06																													
29		Database coding	3 days	Fri 12.12.07	Tue 12.12.11	28																												
30		Creating a report	3 days	Thu 12.12.13	Sun 12.12.16	22;10																												
31		Hand in on fronter	0 days	Thu 12.12.20	Thu 12.12.20	30																												
32		Preparing for the presentation	17 days	Thu 12.12.20	Fri 13.01.11	31																												
33		Presentation - oral exam	3 days	Mon 13.01.14	Wed 13.01.16	32																												



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• Appendix
 › FINANCIAL CONSIDERATIONS



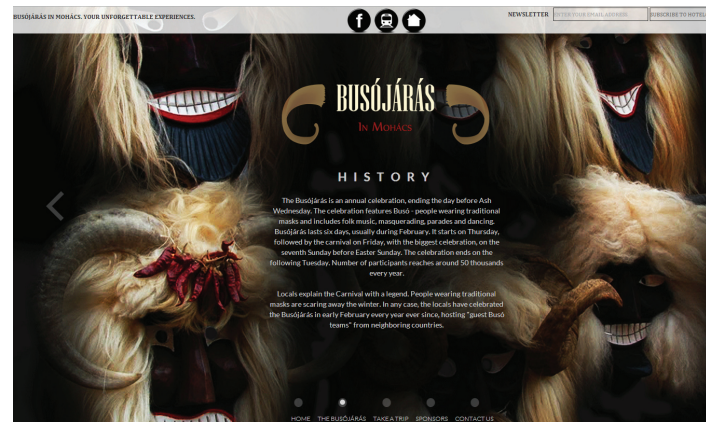
Print advertising				
Go-card				2000
Magazine				2000
Poster				5000
Outdoor poster on public skating-rinks and winter-sport events				15000
Online :				
Web media				
Flash Banner				3000
Website				6000
Total price				78600
Sponsors				
Kunovszki János - mask creator: http://www.busomaszk.eu/				2000
Rézangyal Pálinka: http://www.rezangyal.com/				10000
UNESCO: http://www.unesco.org/				24000
Mohács city's municipality: http://mohacs.hu				5000
Final Price for				
InterRail				27600
Hotels in Central Europe				10000

Appendix

> SCREENSHOTS OF THE FINAL PRODUCTION

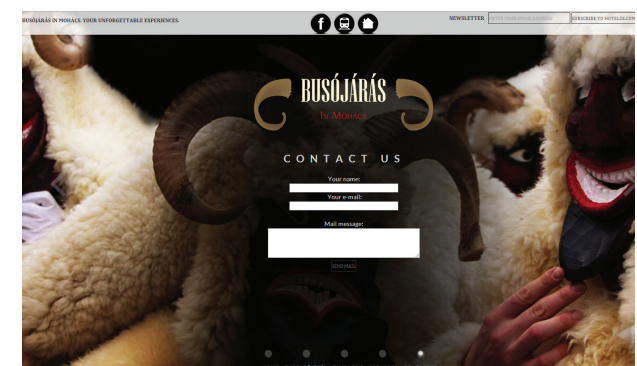
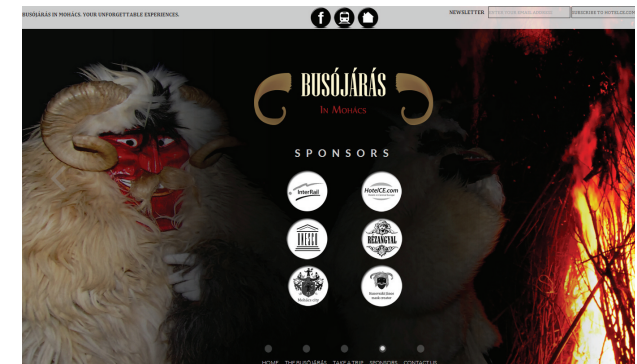
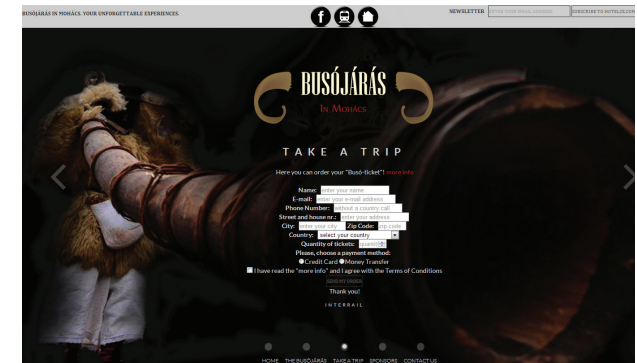


Here are the screenshots of all the pages of our website - 6 in total.



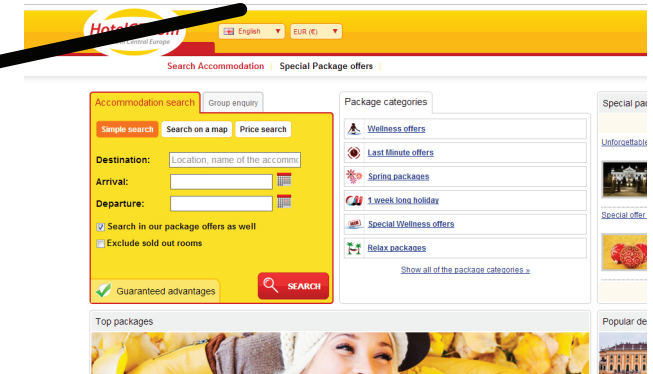
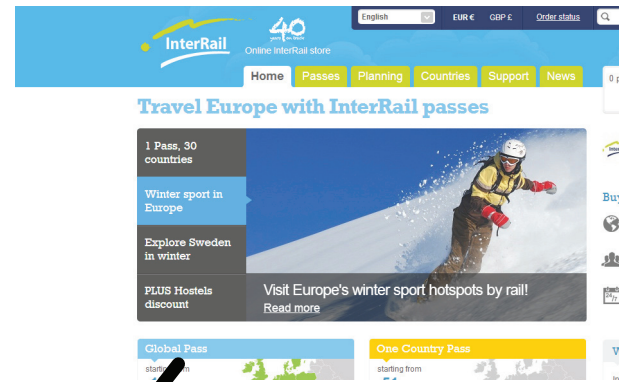
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Appendix

SCREENSHOTS OF THE FINAL PRODUCTION



Each icon on top of the webpage links to the partners of the event - Interrail, HotelIce - and the event's facebook page that enable the public to follow the newsfeed and participate to competitions etc.



Appendix

› REPRESENTATIVE EXAMPLES OF SOURCE CODE

```
CREATE TABLE Customer -- creates a table with the given
name
(
  Customer_ID                int(11) NOT
NULL,
  Customer_Name              char(255)
NOT NULL -- CHAR - a fixed section from 0 to 255
characters long
  Customer_Email            char(255) NOT NULL
  Customer_Contact_Phone    int(11) NOT NULL,
  Customer_Street           char(255) NOT NULL
  Customer_City             char(255)
NOT NULL
  Customer_Zip_Code         int(11) NOT
NULL, -- creates an attribute with the given name
  Customer_Country          char(255)
NOT NULL
  Payment_Method            char(255)
NOT NULL -- creates an attribute with the given name, it
can be or credit card or money transfer
  Tciket_Quantity          int(11) NOT NULL, --
creates an attribute with the given name, possibly ordered
quantity is between 1 and 99, set up in the form
) engine=INNODB;
```

```
ALTER TABLE Customer ADD PRIMARY KEY (Customer_
ID); -- the PRIMARY KEY, which is set up as an auto
increment value, meaning, that all new order will have a
new unique number
```



PHP:

CONNECTION:

«<?php require_once 'db_con.php'; ?> - connection between the database and our index.php site»

NEWSLETTER:

```
<?php

    if (isset($_POST['email'])) {

        echo '<script>alert(«You have
successfully subscribed to HotelCE.com newsletter»)</
script>';
        - an alert message set up, when the subscription is done
        $sql = «INSERT INTO hotelce_emails
(email) VALUES (?);»;
        - insert data to hotelce_emails TABLE as a value of «email»
        $stmt = $link->prepare($sql);

        $stmt->bind_param('s',$_POST['email']);

        $stmt->execute();

    }
?>
```

ORDERING TICKET:

```
<form name=»oder-ticket« action=»<?php echo $_
SERVER['PHP_SELF']; ?>« method=»post«>
  - a part of the form to order ticket
    <strong>Name:</strong> &nbsp; <input
type=»text« maxlength=»20« name=»name«
placeholder=»enter your name« required />
```

- the «required» solution doesn't allow the user go forward to send the order without filling out this part

Appendix

› REPRESENTATIVE EXAMPLES OF SOURCE CODE

HTML / CSS

```
/*slide effect – 2 types of navigation*/
$(function() {
    var Page = (function() {
    var $navArrows = $('#nav-arrows'),
        $nav = $('#nav-dots >
span'),
        slitslider = $('#slider')
    ).slitslider({

    onBeforeChange : function( slide, pos ) {
    $nav.removeClass( 'nav-dot-current' );

    $nav.eq( pos ).addClass( 'nav-dot-current' );
    }

    },

    init = function() {
    initEvents();

    },

    initEvents = function()
    {

    /* add navigation events*/
    $navArrows.children( ':last' ).on( 'click', function() {
    slitslider.next();

    return false;
    });
    $navArrows.children( ':first' ).on( 'click', function() {
    slitslider.previous();
    return false;
    });
});
```



```
$nav.each( function( i ) {
$( this ).on( 'click', function( event ) {
    var $dot = $( this );

    if( !slitslider.isActive() ) {
    $nav.removeClass( 'nav-dot-current' );
    $dot.addClass( 'nav-dot-current' );
    }

    slitslider.jump( i + 1 );
    return false;
    });
});
};
return { init : init };
})();
Page.init();
});

/* example how to add items*/
var $items = $('<div class=»sl-slide sl-slide-color-2»
data-orientation=»horizontal» data-slice1-rotation=»-5»
data-slice2-rotation=»10» data-slice1-scale=»2» data-
slice2-scale=»1»><div class=»sl-slide-inner bg-1»><div
class=»sl-deco» data-icon=»t»></div><h2>some text</
h2><blockquote><p>bla bla</p><cite>Margi Clarke</
cite></blockquote></div></div>');

/*call the plugin's add method*/
ss.add($items);
```