Sprint Project

⭐

CLmil-v11e - Multimedia Design
Fall 2012 – November 1st to 5th
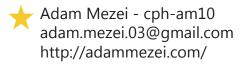Group #9
Campaign URL: http://commalabs.com/sapporo2/
Collected data URL: http://commalabs.com/sapporo2/viewleads.php

Group members

⭐ Ewelina Solowiej - cph-es
solowiej.e@gmail.com
http://web403.webkn.dk/ewelinasolowiejportfolio/index.html

⭐ Vasil Nushev - cph-vn
vn.danmark@gmail.com
http://vasil-portfolio.host22.com/index.html

⭐ Anne-Lise Jacobsen - cph-aj16
annelise_jacobsen@yahoo.fr
http://web393.webkn.dk/portfolio2index/index/index.html

⭐ Adam Mezei - cph-am10
adam.mezei.03@gmail.com
http://adammezei.com/

⭐ Lukas Visockas - cph-lv
lvisockas.gmail.com

Introduction and learning objectives

This report describes the Sprint Project in our second year in the Multimedia Design & Communication programme. Our assignment was to make a professionally looking campaign site that promotes the Sapporo brand. It had to be completely working solution. Permission leads had to be collected as well.

Sapporo Breweries Limited wanted to strengthen their presence on the Nordic market. First step was to introduce a brand new Christmas beer to the Danish market. The main idea of the Christmas beer campaign was to air radio spots instructing the listeners to visit a campaign website. The campaign website must allow the visitors to sign up for future information by email and/or mobile number. These collected permission leads will form the basis of a later campaign.

Our group has been selected to help Sapporo to a successful campaign. The originally proposed label design and visual identity for the Christmas beer campaign was never completed and cannot be used.
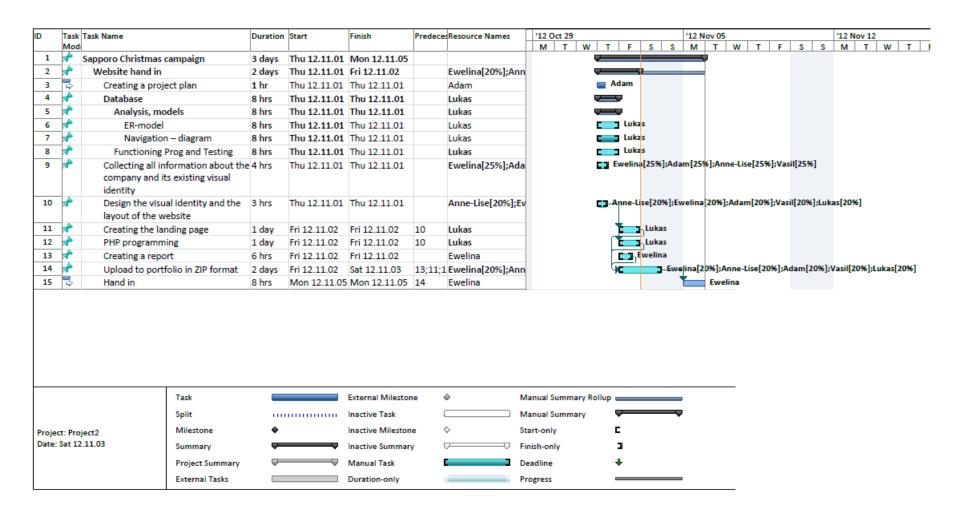
The purpose of the campaign was to draw attention to the Sapporo brand and collect as many permission leads - email as possible. We made sure that our solution supports the purpose in the best possible way. We were also aware of the strict time limit.

Project plan

Our first step was to create a project plan, which shows us the how far we are, how much time we can spend on different tasks, and to define our goals to reach in time. We had to make a very considered project plan because our project lasted only 2 and a half days. That is why we couldn't put in our activities any unnecessary work.

ID	Task Mode	Task Name	Duration	Start	Finish	Predeces	Resource Names
1		Sapporo Christmas campaign	3 days	Thu 12.11.01	Mon 12.11.05		
2		Website hand in	2 days	Thu 12.11.01	Fri 12.11.02		Ewelina[20%];Ann
3		Creating a project plan	1 hr	Thu 12.11.01	Thu 12.11.01		Adam
4		Database	8 hrs	Thu 12.11.01	Thu 12.11.01		Lukas
5		Analysis, models	8 hrs	Thu 12.11.01	Thu 12.11.01		Lukas
6		ER-model	8 hrs	Thu 12.11.01	Thu 12.11.01		Lukas
7		Navigation – diagram	8 hrs	Thu 12.11.01	Thu 12.11.01		Lukas
8		Functioning Prog and Testing	8 hrs	Thu 12.11.01	Thu 12.11.01		Lukas
9		Collecting all information about the company and its existing visual identity	4 hrs	Thu 12.11.01	Thu 12.11.01		Ewelina[25%];Ada
10		Design the visual identity and the layout of the website	3 hrs	Thu 12.11.01	Thu 12.11.01		Anne-Lise[20%];Ev
11		Creating the landing page	1 day	Fri 12.11.02	Fri 12.11.02	10	Lukas
12		PHP programming	1 day	Fri 12.11.02	Fri 12.11.02	10	Lukas
13		Creating a report	6 hrs	Fri 12.11.02	Fri 12.11.02		Ewelina
14		Upload to portfolio in ZIP format	2 days	Fri 12.11.02	Sat 12.11.03	13;11;1	Ewelina[20%];Ann
15		Hand in	8 hrs	Mon 12.11.05	Mon 12.11.05	14	Ewelina

Gantt chart timeline labels: '12 Oct 29, '12 Nov 05, '12 Nov 12

Gantt chart resource labels:
- Adam
- Lukas
- Lukas
- Lukas
- Ewelina[25%];Adam[25%];Anne-Lise[25%];Vasil[25%]
- Anne-Lise[20%];Ewelina[20%];Adam[20%];Vasil[20%];Lukas[20%]
- Lukas
- Lukas
- Ewelina
- Ewelina[20%];Anne-Lise[20%];Adam[20%];Vasil[20%];Lukas[20%]
- Ewelina

Legend:

Task		External Milestone		Manual Summary Rollup	
Split		Inactive Task		Manual Summary	
Milestone		Inactive Milestone		Start-only	
Summary		Inactive Summary		Finish-only	
Project Summary		Manual Task		Deadline	
External Tasks		Duration-only		Progress	

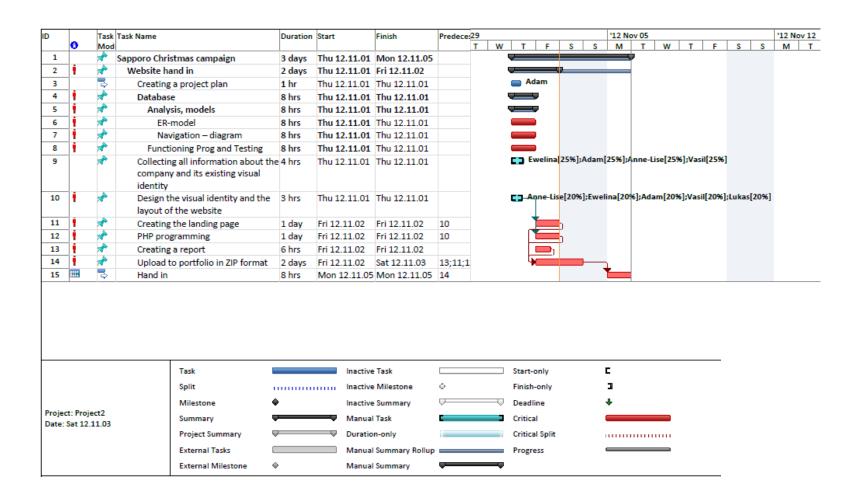Project: Project2
Date: Sat 12.11.03

Project plan - critical path

Here is the version of the Project plan that shows the critical path, where we could not have any delay, if we wanted to finish the project in time.

ID	i	Task Mod	Task Name	Duration	Start	Finish	Predece	'29	'12 Nov 05	'12 Nov 12
1		📌	Sapporo Christmas campaign	3 days	Thu 12.11.01	Mon 12.11.05				
2	i	📌	Website hand in	2 days	Thu 12.11.01	Fri 12.11.02				
3		⇨	Creating a project plan	1 hr	Thu 12.11.01	Thu 12.11.01		Adam		
4	i	📌	Database	8 hrs	Thu 12.11.01	Thu 12.11.01				
5	i	📌	Analysis, models	8 hrs	Thu 12.11.01	Thu 12.11.01				
6	i	📌	ER-model	8 hrs	Thu 12.11.01	Thu 12.11.01				
7	i	📌	Navigation – diagram	8 hrs	Thu 12.11.01	Thu 12.11.01				
8	i	📌	Functioning Prog and Testing	8 hrs	Thu 12.11.01	Thu 12.11.01				
9		📌	Collecting all information about the company and its existing visual identity	4 hrs	Thu 12.11.01	Thu 12.11.01		Ewelina[25%];Adam[25%];Anne-Lise[25%];Vasil[25%]		
10	i	📌	Design the visual identity and the layout of the website	3 hrs	Thu 12.11.01	Thu 12.11.01		Anne-Lise[20%];Ewelina[20%];Adam[20%];Vasil[20%];Lukas[20%]		
11	i	📌	Creating the landing page	1 day	Fri 12.11.02	Fri 12.11.02	10			
12	i	📌	PHP programming	1 day	Fri 12.11.02	Fri 12.11.02	10			
13	i	📌	Creating a report	6 hrs	Fri 12.11.02	Fri 12.11.02				
14	i	📌	Upload to portfolio in ZIP format	2 days	Fri 12.11.02	Sat 12.11.03	13;11;1			
15	▦	⇨	Hand in	8 hrs	Mon 12.11.05	Mon 12.11.05	14			

	Task	▬▬▬	Inactive Task	▭	Start-only	⊏
	Split	··············	Inactive Milestone	◇	Finish-only	⊐
	Milestone	◆	Inactive Summary	▽▽	Deadline	⬇
Project: Project2	Summary	▬▬▬	Manual Task	▬▬▬	Critical	▬▬▬
Date: Sat 12.11.03	Project Summary	▽▽▽	Duration-only	▭▭	Critical Split	·············
	External Tasks	▭▭▭	Manual Summary Rollup	▬▬▬	Progress	▬▬▬
	External Milestone	◆	Manual Summary	▬▬▬		

Description of visual design decisions with mockups

Our process started with the idea of making a very simple webpage where we can introduce strong, memorable and recognized new Christmas Beer. We focused on making a good visual identity for a Sapporo Breweries Limited. We started our recognition with conclusion that for this company star in the logo is the most distinguished element in visual identity. So it was obvious that we will use it in our design.

We knew that the originally proposed label design and visual identity for the Christmas beer campaign was never completed and cannot be used. So at first we started to create a Christmast logo of Supporo beer, because it needed to be a special edition of this beer. We design 4 different logos to have a possibility to choose the best one.

Next step was to create a special edition of Christmas bottle. Chosen logo can be seen on this bottle.

Description of visual design decisions with mockups

The first idea was to make a website that combines a visual identity of a Christmas Beer made by Sapporo Breweries Limited and Christmas elements, such as: dark blue sky full of stars or snow.

We chose minimalism as a a leading style because minimalism is in danish mentality. We created two versions of webpage to choose after the better one.

Our first idea is on the top. We abandoned this one, because for us, this kind of chosen design and style did not match to Sapporo brand.

The best idea is on the bottom. The animated logo of the company and the sentence "Jul Øl is coming to Denmark" shows that this kind of beer is totally new on the market. Frozen background perfectly suit to Christmas and winter.

Description of collecting and storing leads

Our process started with the idea of making a very simple webpage that allows the visitors to sign up for the future information by e-mail. These collected permission leads will form the basis of a later campaign. This function is without any registration process.

First, we created table in the database.

```
CREATE TABLE sapporo_emails
(
ID int PRIMARY KEY AUTO_INCREMENT,
email varchar(255) UNIQUE NOT NULL
);
```

On the webpage, we created a form to insert an e-mail and after we made a connection to the database in order to save needed leads. After inserting an e-mail and clicking on 'subscribe to Supporo newsletter' a pop-up with information shows that we successfully saved our lead in the database.

```html
<!-- form -->
<div id="form">
    <form name="sapporo-email" action="<?php echo $_SERVER['PHP_SELF']; ?>" method="post">
        <input class="form-input email" type="email" name="email" placeholder="Enter your email address" required />
        <input class="form-input submit" type="submit" value="subscribe to Sapporo newsletter" />
    </form>
</div>

<!-- php to sql -->
<?php

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

    echo '<script>alert("You have successfully subscribed to Sapporo newsletter")</script>';
    $sql = "INSERT INTO sapporo_emails (email) VALUES (?);";
    $stmt = $link->prepare($sql);
    $stmt->bind_param('s',$_POST['email']);
    $stmt->execute();

}

?>
```

Description of collecting and storing leads

In order to show saved data, we created another page. To make it more easier to use in the future, we can send an e-mail with newsletter after only one click on it.

```php
<?php
    $stmt = $link->prepare("SELECT email FROM sapporo_emails ORDER BY ID ASC");
    $stmt->execute();
    $stmt->bind_result($e);

    while($stmt->fetch()) {
        echo
'<li><a href="mailto:'.$e.'">'.$e.'</a></li>';
    }?>
```

Evaluation of the process

★

      This project has again been very challenging for the whole group as long as the time for complete this task was very short and was during time to accomplish a bigger campaign project.

      We had a second apportunity to implement a website with a database, but in this case it was much simplier than in previous project. We have tried to propose a nice and user-friendly design, simple but still acceptable on a professional basis.

      The team-work on this project has also been interesting, as long as we have tried to do all tasks in the most efficient way, so cooperation in this case was very important.

      Because of the time schedule given by the school, it has been easy to work and to follow our initial project plan.