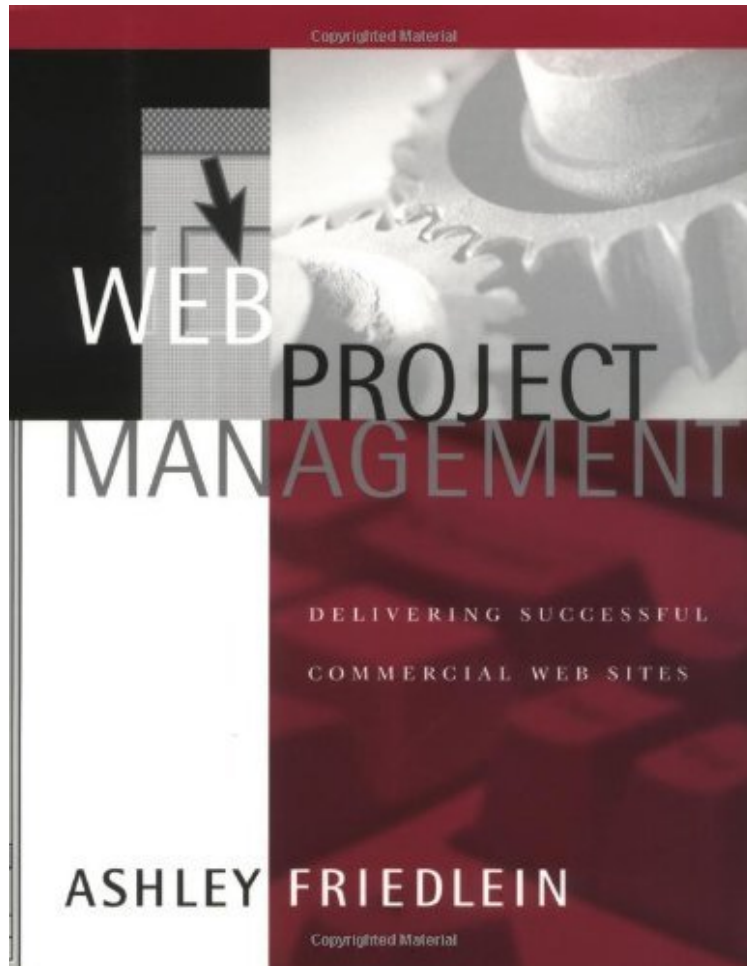


# Web Project Management: Delivering Successful Commercial Web Sites

Ashley Friedlein

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**Ashley Friedlein : Web Project Management: Delivering Successful Commercial Web Sites** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Web Project Management: Delivering Successful Commercial Web Sites:

34 of 34 people found the following review helpful. Destined to Become a Project Management Classic By Craig L. Howe I should have read this book three years ago. Web Project Management presents a solid Web project management method for building commercial web sites. The book reads as if Ashley Friedlein, the author made many of the same mistakes I made. The wisdom encapsulated between the covers of this well written, easy-to-understand volume will serve web site project managers for years to come. The author breaks web site construction into 4 distinct phases: Pre-production, Production, Maintenance and Evaluation. Pre-production is broken into 3 stages: Project Clarification, Solution Definition, and Project Specification. Pre-production ranks as the most important stage; it

represents the time when you work out what is to be achieved and plan how you will do it. Production consists of the following stages: Content, Design and Construction, Testing, Launch and Handover. I found the author's attention to content complications particularly interesting. In my experience, content is the area where web site designers and builders are the weakest, yet plays one of the most critical roles in the users' return. Maintenance plays a critical role in the updating and evolution of the site, so that it can retain and grow its user base. The final phase, Evaluation, is something of great importance to site builders and clients. Clients are demanding their web sites provide a return on investment. Sites must perform a commercial as well as a branding and marketing function to justify continued investment. If a financial benefit can be established, it is much easier to receive continued funding for existing projects or to undertake new ones. If you are involved-however tangentially-with web site development and support, you owe it to yourself to have a well-worn copy of this book gracing your bookshelves. Friedlein writes from experience - and that experience will save you time, money and quite a few headaches. 0 of 0 people found the following review helpful. Great for the Aspiring Web Director By Tinwetari I bought the ebook version for a web project management class. The information in this book has really taught me a great deal of information about properly working with the client's needs, better communication and organization and has prepared me to foresee everything that would be needed to have a successful project and returning customers. Recommended for freelancers and web designers/developers wanting to get ahead in the work force. Even current web directors could benefit from this book. 1 of 1 people found the following review helpful. A starting point for online project management By Paul Minty This book was a pioneer in establishing the scope of web project management - especially bringing together the creative and engineering sides to the project. It is applicable to dynamic and interactive websites such as found in online media and corporate websites. The project management techniques are crude and the appreciation of the software engineering issues are simplistic: but the approach used is still applicable to the majority of contemporary websites. This is a sound starting point for people starting to engage with managing the design, development and maintenance of complex websites. It should not be taken as the current state of the art.

Web Project Management presents a solid Web project management method for building commercial Web sites. Developed by pres.co, a leading interactive agency, this refined eight-stage approach lets you closely manage your project's contributors, quality, costs, and schedules. Importantly, the book also details how to define, measure and understand the success of your project on an ongoing basis. This book is an indispensable resource, whether you are a project manager, online manager, Web director, consultant or producer.\* Includes insider tips from the perspective of the world's leading Web developers.\* Focuses on project management as it relates to e-commerce.\* Teaches you to organize and put together a team, develop goals, manage schedules and budgets, overcome pitfalls, maintain, evaluate and evolve a commercial Web presence.\* Includes an introduction to the key principles of Web project management and a case study of the Channel 5 Web site-a popular project managed by the author.\* Provides templates, via a companion Web site, that you can use to develop your own project documentation, a discussion forum, links to related sites, a glossary of terms, a database of useful white papers, and an Internet knowledge quiz.

"This book provides a clear and thorough roadmap for achieving success [in your work]. It is a comprehensive guide giving historical context as well as covering methodology and case studies. It's perfect for people who are looking to move into this challenging profession." Andrew Bibby, Director of Projects, Razorfish From the Back Cover "Ashley Friedlein is to be admired for his craft and commended for this tutorial. A lot of people will end up owing their jobs to this book." Philip Greenspun, ArsDigita "This book provides a clear and thorough roadmap for achieving success [in your work]. It is a comprehensive guide giving historical context as well as covering methodology and case studies. It's perfect for people who are looking to move into this challenging profession." Andrew Bibby, Director of Projects, Razorfish Web Project Management presents a solid Web project management method for building commercial Web sites. Developed by pres.co, a leading interactive agency, this refined eight-stage approach lets you closely manage your project's contributors, quality, costs, and schedules. Importantly, the book also details how to define, measure and understand the success of your project on an ongoing basis. This book is an indispensable resource, whether you are a project manager, online manager, Web director, consultant or producer. Features: \* Includes insider tips from the perspective of the world's leading Web developers.\* Focuses on project management as it relates to e-commerce.\* Teaches you to organize and put together a team, develop goals, manage schedules and budgets, overcome pitfalls, maintain, evaluate and evolve a commercial Web presence.\* Includes an introduction to the key principles of Web project management and a case study of the Channel 5 Web site-a popular project managed by the author.\* Provides templates, via a companion Web site, that you can use to develop your own project documentation, a discussion forum, links to related sites, a glossary of terms, a database of useful white papers, and an Internet knowledge quiz. About the Author Ashley Friedlein is cofounder and CEO of e-consultancy (www.e-consultancy.com), an online and offline service for U.K. e-business professionals, providing access to the best e-business information and advice. Previously, he was lead strategist and senior producer at Wheel, where he successfully managed the development, delivery, and ongoing maintenance of several major Internet sites, in particular those for media owners. Ashley comes

from a background in digital media production, having worked at Pearson and Bloomberg and with the major U.K. broadcasters. He is the author of *Web Project Management: Delivering Successful Commercial Web Sites* (2001).