

Work schedule

Day	Date	Time	Hours	Responsible	Activity	Details of Activity	Deadlines
Monday	23-Oct	9:00 - 17:00	8	Paulina	Logo	idea development, sketches, digital sketches	
Tuesday	24-Oct	9:00 - 17:00	8	Paulina	Logo	digital sketches, finished product	Logo finished
Wednesday	25-Oct	9:00 - 17:00	8	Paulina	contact client	discussing whether we stay with old logo or use a new one	
Thursday	26-Oct	9:00 - 17:00	8	Paulina	brand development	colors, fonts etc	start of graphic profile
Friday	27-Oct	9:00 - 17:00	8	Paulina	pattern	pattern development	
Saturday							
Sunday							
Monday	30-Oct	9:00 - 17:00	8	Paulina	Wordpress	wireframe sketches	
Tuesday	31-Oct	9:00 - 17:00	8	Paulina	Wordpress	working on the website, colors, fonts, navigation	
Wednesday	1-Nov	9:00 - 17:00	8	Paulina	Wordpress	research on calendar possibilities	
Thursday	2-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Friday	3-Nov	9:00 - 17:00	8	Paulina	Wordpress, contact client	working on the website, feedback from the client	
Saturday							
Sunday							
Monday	6-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Tuesday	7-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Wednesday	8-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Thursday	9-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Friday	10-Nov	9:00 - 17:00	8	Paulina	Wordpress, contact client	working on the website, feedback from the client	
Saturday							
Sunday							
Monday	13-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Tuesday	14-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Wednesday	15-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Thursday	16-Nov	9:00 - 17:00	8	Paulina	Wordpress	working on the website	
Friday	17-Nov	9:00 - 17:00	8	Paulina	Wordpress, contact client	working on the website, feedback from the client	website finished
Saturday							
Sunday							
Monday	20-Nov	9:00 - 17:00	8	Paulina	product design	t-shirts	
Tuesday	21-Nov	9:00 - 17:00	8	Paulina	product design	t-shirts	
Wednesday	22-Nov	9:00 - 17:00	8	Paulina	product design	t-shirts	
Thursday	23-Nov	9:00 - 17:00	8	Paulina	product design	poster and mall screen	
Friday	24-Nov	9:00 - 17:00	8	Paulina	product design	poster and mall screen	
Saturday							
Sunday							
Monday	27-Nov	9:00 - 17:00	8	Paulina	product design	water bottles, cups,	
Tuesday	28-Nov	9:00 - 17:00	8	Paulina	product design	water bottles, cups,	
Wednesday	29-Nov	9:00 - 17:00	8	Paulina	product design	id tags, balls, armband	all products finished
Thursday	30-Nov	9:00 - 17:00	8	Paulina	brand development	development of graphic profile	
Friday	1-Dec	9:00 - 17:00	8	Paulina	brand development	development of graphic profile	graphic profile finished
Saturday							
Sunday							
Monday	4-Dec	9:00 - 17:00	8	Paulina	report	working on the report	
Tuesday	5-Dec	9:00 - 17:00	8	Paulina	report	working on the report	
Wednesday	6-Dec	9:00 - 17:00	8	Paulina	report	working on the report	
Thursday	7-Dec	9:00 - 17:00	8	Paulina	report	working on the report	report finished
Friday	8-Dec	total	272			Deadline	

Project Description

Client:

My client for this assignment is IL Bjørn sport club. IL Bjørn was founded in 1966, today the club have about 700 members from Luster commune. The club offers many activities, such like Football, Handball, Skiing, Swimming, Motor sport etc. There are groups in different ages, from a newborns to retirees. With the main target group of parents of 6-15 years old kids.

Market analysis:

The products will enter the local market. Their main competitors are [Sogndal IL](#), [Hafslo IL](#) and [Lustertreningscenter](#). The products will be visible online, on social media, in marketing products and on screens in local mall.

The main competitor is Sogndal IL, as they have more classes than IL Bjørn. My client have two main advantages - it is much cheaper to be a member and the club is much closer to the locals than the one in Sogndal.

IL Bjørn wants to be seen as active club with place for everyone with most people staying members for a long time. They also want to promote healthy food.

Goal:

I want to make a good, informative website, with user friendly interface. This is great opportunity for me to gain more clients, as all of club members will see the products I made. The customer have requests for the website, such as implementing a calendar with events, where user may add events without a need to log in.

One of the things I will work on is refreshing the logo, this part is important for me. I will make some proposals, however, the customer is not obligated to use any of them, as they were not sure. If they will use my proposal it would be a great commercial for me.

I will start with the logo, and once they decide what they will use I will start on the website. It will be a WordPress site created by Underscores theme. The site must be mobile friendly, as most users surf the web on their mobile devices.

The main limitation is time, as there are many things I would like to create for this project.

Concept:

After a long meeting with representatives of the club we decided that IL Bjørn need a catchy phrase, so they are going to come up with something what we can use on the website and other products.

The main goal is to create a website and refresh the old logo. In addition I will design a pattern, which will be used on products such like t-shirts, water bottles, cups, id tags, balls, wristband etc. I will also design a template for posters for sport events and for mall screen add.

Attached you can find my notes from the meeting with the club representatives, as well as [link to a shared file I created where we can add notes regarding the website](#) and site map.

Notes

Project Description

● Client/product:

Describe your client. Who are they? What's their product, and how is this adapted to the customer and the target audience?

IL Bjørn - alle alder 700 medlemmer fra Luster kommune. sport competitors - parents, annual events. information for members

● Market analysis:

Define the market your product is entering.

Where will the product be available? ONLINE, facebook, julemagasin - sale, shopping center tv, posters

What channels are used for marketing your product? - EVENTS, FACEBOOK, SPONSORS ??

Who are the competitors that work in the same or similar way? SOGNDAL, lustertreningscenter, hafslo IL

Do you have references from the other players on the market? Are they successful or not? SOGNDAL.

Describe the similarities and differences in various areas which unites or separates your product from the competitors' products. - DISTANCE, IL BJØRN IS CHEAPER BUT LESS TO CHOOSE FROM

What image do you want to create for your product. - ACTIVE CLUB WITH PLACE FOR EVERYONE, FLEST MULIG LENGES MULIG, SUNT MAT, SUNT PROFIL

How is the price compared to the other players on the market?

● Goal:

How do you want your product to be presented at the end of your Diploma period? How far can you take your project considering the time available?

Do you see any limitations and issues that might be decisive for the goal?

● Idea/concept:

What is the strength of the concept that makes it stand out from the other players on the market?

What are the characteristics of the idea and how can this be presented in the most compelling way? MOTTO?

Make a list of products you are going to design.

The main goal is to create a website and refresh the old logo.

In addition I will design a pattern, which will be used for products such like t-shirts, water bottles, cups, id tags, balls, etc armband, socks - NVRLAND

I will also design a template for posters for sport events. shopping center screen - matches

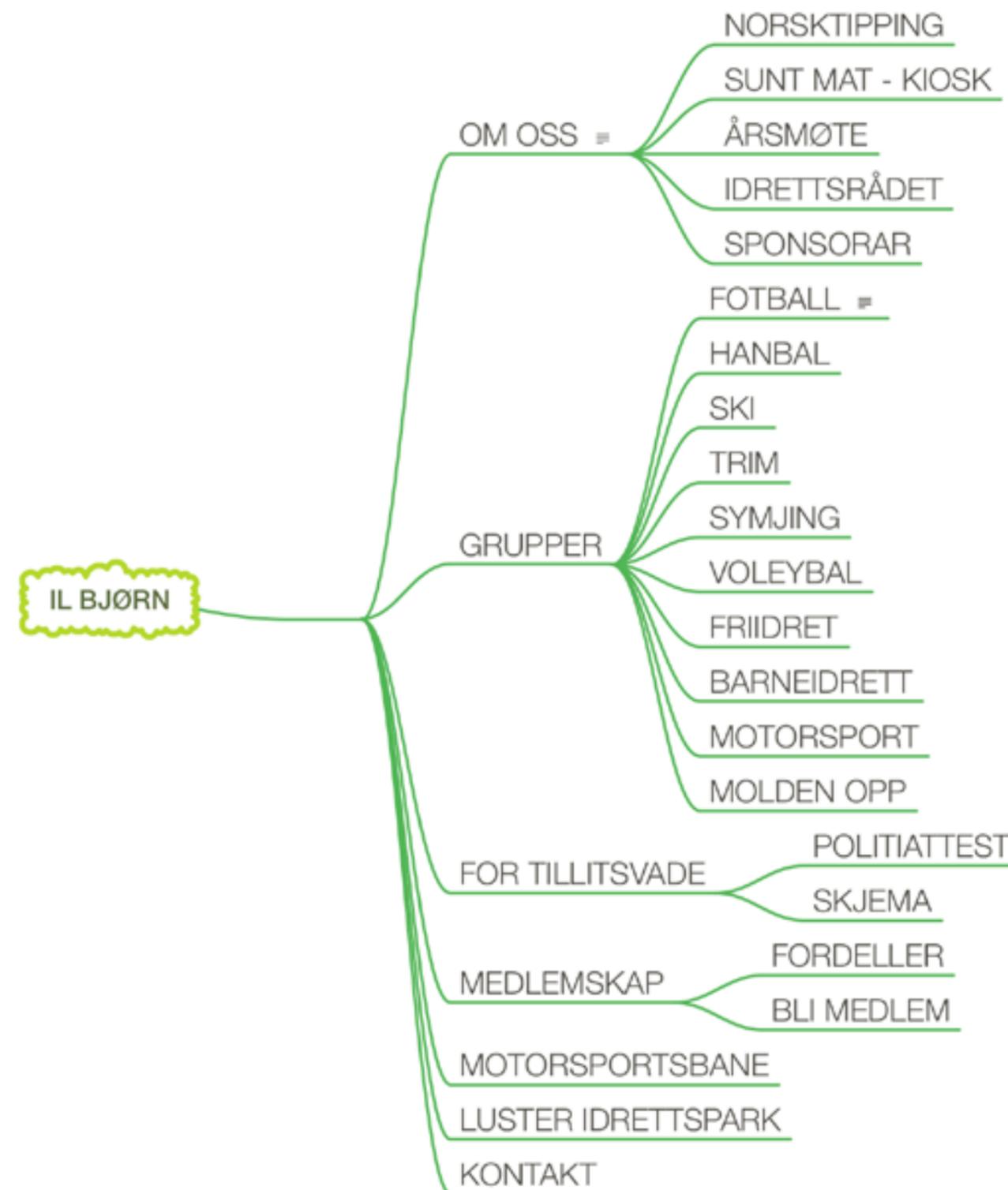
👉 What kind of visitors are you expecting on your website? (Consider their income, interests, gender and age.) 6-15

👉 Who are your competitors and how do you differ from them?

👉 What actions do you want visitors to take on the site? FIND INFO, REGISTER NEW MEMBERS, PROMOTION, SELL PRODUCTS?

- A website can sell products, provide information, educate or encourage a visitor to make a phone call or fill out a form. Depending on the client's needs the website structure, functionality and design can vary substantially.
- What is your deadline for completing the site? How big is the budget?
- Please list the names of three sites that you like and explain what you like about them. SOGNDAL IL,
- Do you have any colour preferences? What should the look and feel for the website be? RED AND BLUE, NEW?
- Who will be the contact person for this project?
- What do you NOT want on your site in terms of text, content, colour and graphic elements?
- Who will be responsible for maintaining the website? Will the person have the time and skills to do so?
- Do you have text prepared? What should be written on your website?
- Do you have a graphic profile? If so, do you have a profile manual? - LOGO + COLORS SENT IN EMAIL
- If so, can you provide original files (like a logo, decorative elements)?
- Do you have any photos, which you want to use for the website?
- Do you have copy rights for file that you want to use?+ LUSTER SPAREBANK
- Do you have any idea how it should looks like? - ALL SPONSORS
- Do you want any video or audio files on your website? - MAYBE
- Do you want your website to be mobile friendly?
- Do you want this website to be multi language? NO
- Will users need to log in to your website? NO
- domene - IN CHECK
- BETALING - LINK TO ANOTHER SITE - MIN IDRETT
- ADD CALENDAR TO ADD EVENTS - <http://www.luster.kommune.no/moetekalender-og-sakspapir.391486.nn.html> - easy to add events FOR SOME USERS
- SEARCH - WORKING ONE
- ORGANIGASJONSKART - OM OSS
- <http://kxweb.no/portal/theme/organization/main.do?siteId=489&setSportId=1>
- FACEBOOK FEED FOR EACH GROUP
- bilder av leiar - NOVEMBER
- bilder av il bjørn - NOVEMBER
- Generalsponsor - Luster Sparebank, Hovudsponsorar - resten**

Site map



Old websites:

<http://kxweb.no/portal/theme/organization/main.do?siteId=489>

<http://www.ilbjorn.idrett.no>