

Vasil_Stoev_2113007_Odoo_Web_Builder_Development_Project

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ODOO WEBSITE BUILDER

Design and Development Project

Module Name: [Project Management](#)
Module Code: [LCBB5005_BIRM](#)
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1. Introduction

The project at hand aims to upgrade the Odoo website builder to the level of popular website builders like Divi Builder and Elementor Builder for WordPress. This upgrade involves enhancing the editor sidebar, activating the on-the-fly menu bar, incorporating a switch between design and structural view, and achieving a seamless user experience. Additionally, the project encompasses budget assumptions, risk analysis, stakeholder involvement, project organization structure, control mechanisms, reporting framework, and project planning with milestones. By undertaking these endeavours, we aspire to empower users with advanced website-building capabilities and elevate their overall website creation experience.

2. Project Brief

Our project is centred around upgrading the Odoo website builder to rival the capabilities of Divi Builder for WordPress and Elementor Builder. The primary goals are to provide users with an intuitive and powerful website creation tool within the Odoo platform. Our objectives include introducing a comprehensive set of design elements, optimizing the user workflow, and enabling seamless integration with other Odoo modules. Critical success factors for this project include user adoption rates, increased productivity for website development, and positive market reception.

3. Project Scope

A project scope refers to a clear and detailed description of the objectives, deliverables, tasks, and boundaries of a project. It outlines the work that needs to be completed to achieve the project's goals and defines the project's boundaries by identifying what is included and excluded from the project. The project scope document serves as a reference point and a foundation for project planning, execution, and control.

The importance of writing a project scope can be explained by various sources in project management literature. According to Kerzner (2017), "a project scope statement is essential to clarify the project's boundaries, deliverables, and objectives." It provides a framework for project managers and team members to understand the project's purpose, goals, and constraints (Project Management Institute [PMI], 2017). Writing a project scope document allows stakeholders to align their expectations and ensure a common understanding of what the project will deliver (Wysocki, 2013).

3.1. Specific Objectives

Develop an interactive sidebar that appears instantly when a user selects any structural element from the menu bar.

Implement an auto-hide functionality for the sidebar that disappears upon mouseover and reappears when the mouse moves away.

Ensure smooth and seamless user experience during the activation and deactivation of the sidebar.

Provide a user-friendly switch between design and structural view, allowing users to toggle between these views effortlessly.

Optimize the sidebar's performance to ensure it operates efficiently, even with large-scale and complex website projects.

3.2. Parameters

Platform: Odoo website builder

User Interface: Interactive and intuitive sidebar

Compatibility: Support for various web browsers and devices

Design View: Switch between design and structural view

Performance: Responsiveness and efficiency

3.3. Expected Quality

The enhanced editor sidebar should exhibit high-quality performance, ensuring smooth activation and deactivation without any glitches or delays. The switch between design and structural view should be seamless and intuitive, offering users a cohesive and enjoyable experience.

3.4. Cost and Timeframe

The project budget will cover the development and implementation of the new editor sidebar, as well as testing and quality assurance. The estimated timeframe for completion is approximately 6-8 weeks, considering the complexity of the implementation and potential iterations based on user feedback.

3.5. Benefits

3.5.1. Improved User Experience

The dynamic on-the-fly sidebar and auto-hide feature will enhance user engagement and streamline the website building process.

3.5.2. Enhanced Productivity

The intuitive switch between design and structural view will empower users to visualize and edit their websites more efficiently.

3.5.3. Competitiveness

Aligning the Odoo website builder with leading solutions like Divi Builder will increase the platform's appeal and competitiveness in the market.

3.5.4. Customer Satisfaction

Users will appreciate the smooth and user-friendly interface, leading to higher satisfaction and potential retention of existing customers.

3.5.5. Business Growth

With an upgraded editor sidebar, the Odoo website builder may attract new users and expand its user base, positively impacting revenue and growth prospects.

3.6. Work Break Down Structure

A project ¹work breakdown structure (WBS) is a hierarchical representation of the project's deliverables, sub-deliverables, and work packages. It decomposes the project's scope into manageable and logical components, providing a clear and structured view of the work that needs to be accomplished. The WBS serves as a foundation for project planning, scheduling, resource allocation, and tracking.

The importance of a ⁴project work breakdown structure can be supported by various sources in project management literature. According to the Project Management Institute (PMI, 2017), "the WBS is a deliverable-oriented hierarchical decomposition of the work to be executed by the project team." It enables project managers to organize and categorize project activities, facilitating effective planning and resource management. **Figure 1** in Appendix A presents the Work Brake Down Structure for the Odoo website builder.

Writing a project work breakdown structure offers several benefits. As highlighted by Kerzner (2017), the WBS helps in understanding the project's complexity by breaking it down into manageable

components. It allows for a systematic approach to project execution and provides a basis for estimating time, costs, and resources required for each work package (Verzuh, 2015).

4. Budget Assumptions

Development Resources: The allocation of two experienced developers for a duration of 8 weeks. Assuming an average developer rate of £75 per hour, the estimated cost for development resources is £24,000.

Design and User Interface: Collaboration with a UI/UX designer. Assuming a designer rate of £100 per hour and an estimated design effort of 40 hours, the cost for design and UI enhancements is approximately £4,000.

Testing and Quality Assurance: Sufficient time and resources dedicated to comprehensive testing. Assuming a dedicated testing effort of 80 hours with a combined rate of £80 per hour for testers and QA specialists, the estimated cost for testing and quality assurance is £6,400.

External Dependencies: Budget allocation for necessary external libraries, plugins, or components. Assuming an estimated cost of £2,500 for any required third-party tools or licenses.

Project Management: Provision of project management resources. Assuming a project manager's involvement for the entire project duration at an average rate of £90 per hour and an estimated effort of 40 hours, the cost for project management is approximately £3,600.

Taking into account these cost assumptions, along with other project-related expenses such as development tools, infrastructure, and contingencies, the total estimated budget for this project is approximately £40,500.

4.1. Cost Account

The cost account breaks down the project's estimated costs into specific cost elements related to development, testing, documentation, project management, and miscellaneous expenses (Smith, 2020 and Johnson, 2018). It plays a vital role in budget planning, resource allocation, and cost control throughout the project's lifecycle.

Regular review and updates of the cost account are essential as the project progresses, considering any changes, adjustments, or unforeseen expenses that may arise (Grayson, 2019 and Johnson, 2018). By monitoring and managing the project's actual costs against the estimated costs, project managers can ensure that the project remains within budget and financial objectives are met (Smith, 2020 and Grayson, 2019). **Figure 2** in Appendix A presents the Cost Account for the Odoo website builder.

5. Constraints

Budget Constraint: The project is subject to a predefined budget that may limit the availability of resources, tools, or external services. Strict budget management and optimization will be crucial to deliver the desired functionality within the allocated financial framework.

Time Constraint: The project has a specific timeline, and any delays in development, testing, or integration activities may affect the overall project schedule. Close monitoring of milestones and effective project management will be essential to meet the designated timeline.

Technical Compatibility: The enhanced editor sidebar needs to be compatible with existing infrastructure and technologies within the Odoo platform. Compatibility challenges or limitations may arise, requiring careful consideration and potential adjustments to ensure seamless integration.

User Adoption and Training: Introducing significant changes to the Odoo website builder ¹¹ may require user adaptation and training. Ensuring a smooth transition and providing adequate documentation and training resources will be crucial for user acceptance and successful adoption of the enhanced editor sidebar.

Risk: Technical Complexity: The development of the on-the-fly sidebar and switch between design and structural view involves complex coding and integration efforts. The risk of technical challenges, such as compatibility issues or unexpected bugs, must be addressed through thorough testing and quality assurance practices.

Risk: User Experience and Usability: The success of the project depends on the enhanced editor sidebar's ability to provide an intuitive and user-friendly experience. Risks related to usability issues, poor user feedback, or resistance to change need to be mitigated through extensive user testing and feedback collection.

² The risk register provides a structured overview of potential risks, including their likelihood, impact, and risk levels (Johnson, 2019 and Kerzner, 2017). It also outlines the planned risk response or mitigation strategies to address each identified risk (Smith, 2021 and PMI, 2017). This register serves as a tool for proactive risk management, enabling the project team to monitor and mitigate risks throughout the project lifecycle. ² Figure 3 in Appendix A presents the Risk Register for the Odoo website builder.

6. Stakeholders and their Involvement

To ensure effective stakeholder management and engagement, the following stakeholders have been identified for this project:

Project Sponsor: The executive-level sponsor who provides overall project direction, approves budgets, and ensures alignment with strategic objectives. The sponsor for this project is the Chief Technology Officer (CTO).

Project Manager: Responsible for overall project planning, coordination, and execution. The project manager will ensure stakeholder expectations are managed and that project goals are achieved.

Development Team: The team of developers and technical experts responsible for implementing the enhancements to the Odoo website builder. They will work closely with the project manager to ensure timely delivery and technical excellence.

UI/UX Designer: Involved in designing the enhanced editor sidebar and ensuring a seamless user experience. The designer will collaborate with the development team to translate design concepts into functional features.

Quality Assurance (QA) Team: Responsible for testing and ensuring the quality of the enhanced editor sidebar. The QA team will conduct thorough testing to identify and address any functional or usability issues.

Marketing Team: The marketing team will be involved in promoting the new features and functionalities to existing and potential Odoo users. They will provide input on marketing materials and communication strategies.

End Users: The target audience for the enhanced editor sidebar. It is essential to gather user feedback, conduct user acceptance testing, and incorporate user suggestions to meet their needs and preferences.

Stakeholders were identified through a combination of stakeholder analysis techniques, including interviews, surveys, and organizational chart reviews (Johnson, 2018 and Grayson, 2019). The Power and Interest graph was utilized to assess stakeholders based on their influence/power over the project and their level of interest/engagement (Kerzner, 2017 and PMI, 2017).

To effectively manage stakeholders, regular communication channels, such as project status updates, meetings, and stakeholder forums, will be established (Smith, 2020 and Johnson, 2018). Stakeholder expectations, concerns, and feedback will be actively managed to ensure their involvement and satisfaction throughout the project (Grayson, 2019 and PMI, 2017).

Stakeholder management is an ongoing process, and it is important to continually assess, and address stakeholder needs and expectations throughout the project lifecycle (Kerzner, 2017 and Smith, 2020).

7. Project Organisation Structure and Roles and Responsibilities

Project Sponsor: Chief Technology Officer (CTO)

Provides strategic guidance and direction for the project.

Approves project budgets and major decisions.

Ensures alignment with organizational goals.

Project Manager: John Smith

Responsible for overall project planning, execution, and monitoring.

Leads the project team and coordinates activities.

Manages project risks, issues, and resources.

Ensures timely delivery of project milestones and objectives.

Development Team:

Lead Developer: Sarah Johnson

Responsible for overseeing the technical aspects of the project.

Provides technical expertise and guidance to the development team.

Coordinates with the UI/UX designer and QA team.

Developers (Team members):

Responsible for implementing the enhancements to the Odoo website builder.

Collaborate with the UI/UX designer to translate design concepts into functional features.

UI/UX Designer: Emily Thompson

Responsible for designing the enhanced editor sidebar.

Works closely with the development team to ensure the usability and visual appeal of the features.

Incorporates user feedback and ensures a seamless user experience.

Quality Assurance (QA) Team:

QA Lead: Mark Davis

Responsible for developing the testing strategy and plans.

Oversees the testing activities and ensures quality standards are met.

Testers (Team members):

Conduct thorough testing of the enhanced editor sidebar.

Identify and report any functional or usability issues.

In the Responsibility Matrix, each task or deliverable is listed, and the corresponding roles are assigned specific responsibilities, accountability, consultation, or information-sharing roles (Johnson, 2018 and Kerzner, 2017). This matrix helps ensure clarity and accountability among team members, minimizing confusion and promoting effective collaboration throughout the project.

The project team will collaborate closely, following a matrix-style reporting structure, to ensure effective communication and coordination (Smith, 2020 and Grayson, 2019). Regular meetings, progress updates, and status reports will facilitate efficient decision-making and project progress tracking (Kerzner, 2017 and Johnson, 2018). **Figure 4** in Appendix A presents the Responsibility matrix for the Odoo website builder.

8. *Project Planning with Milestones*

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In this section, you will identify the key milestones of the project. Milestones are significant events or achievements that mark important progress points in the project timeline. They help track the project's overall progress and ensure that key deliverables are completed on time.

Project Initiation:

Milestone 1: Project Kickoff - Complete project initiation activities, including defining project goals, objectives, and scope. Obtain project sponsor approval.

Development Phase:

Milestone 2: Completion of Enhanced Editor Sidebar Design - Finalize the design of the editor sidebar based on the Divi Builder and Elementor Builder concepts.

Milestone 3: Implementation of Structural View Switch - Implement the switch functionality between design and structural views in the editor sidebar.

Milestone 4: Integration with On-the-Fly Menu Bar - Integrate the on-the-fly menu bar that activates when users click on each structural element.

Milestone 5: Autohide Functionality for Menu Bar - Implement the autohide feature for the menu bar based on mouseover and vice versa.

Milestone 6: User Acceptance Testing (UAT) - Conduct UAT to gather feedback and ensure that the enhanced editor sidebar meets user requirements and expectations.

Quality Assurance and Refinement:

Milestone 7: Bug Fixes and Performance Optimization - Address any identified bugs, issues, or performance concerns based on QA testing and user feedback.

Milestone 8: Final User Acceptance Testing - Conduct a final round of UAT to validate bug fixes and performance improvements.

Project Closure:

Milestone 9: Project Handover and Documentation - Complete all project documentation, including user manuals, technical documentation, and transition plans.

Milestone 10: Project Closure and Review - Obtain project sponsor sign-off, conduct a project review, and document lessons learned for future projects.

These milestones represent crucial stages in the project's lifecycle and serve as checkpoints to assess progress and ensure that key deliverables are achieved within the planned timeframe.

Monitoring the completion of these milestones helps track the project's overall progress and ensures

timely delivery of project objectives. **Figure 5** in Appendix A presents the Dependency Chart for the Odoo website builder.

9. Conclusions

In conclusion, the project to upgrade the Odoo website builder has successfully addressed various aspects crucial for its success. The introduction of features akin to Divi Builder and Elementor Builder, such as the dynamic editor sidebar and design/structural view switch, promises an enhanced user experience and increased flexibility in website creation. Through budget assumptions, cost estimates have been made to guide resource allocation and financial planning. Assumptions, constraints, and risks have been identified, enabling proactive risk management and mitigation strategies. Stakeholders have been analyzed, prioritized, and managed effectively to ensure their involvement and satisfaction. The project organization structure, roles, and responsibilities have been clearly defined to establish accountability and facilitate smooth execution. Control mechanisms, reporting frameworks, and project milestones have been established to monitor progress, ensure communication, and track key events. Overall, this project endeavors to deliver a robust and upgraded Odoo website builder that meets the expectations and demands of users, enabling them to create exceptional websites with ease and flexibility.

10. References

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- Wysocki, R. K. (2013). *Effective project management: traditional, agile, extreme*. John Wiley & Sons.

11. Appendix A

Figure 1 Work Break Down Structure for the Odoo website builder.

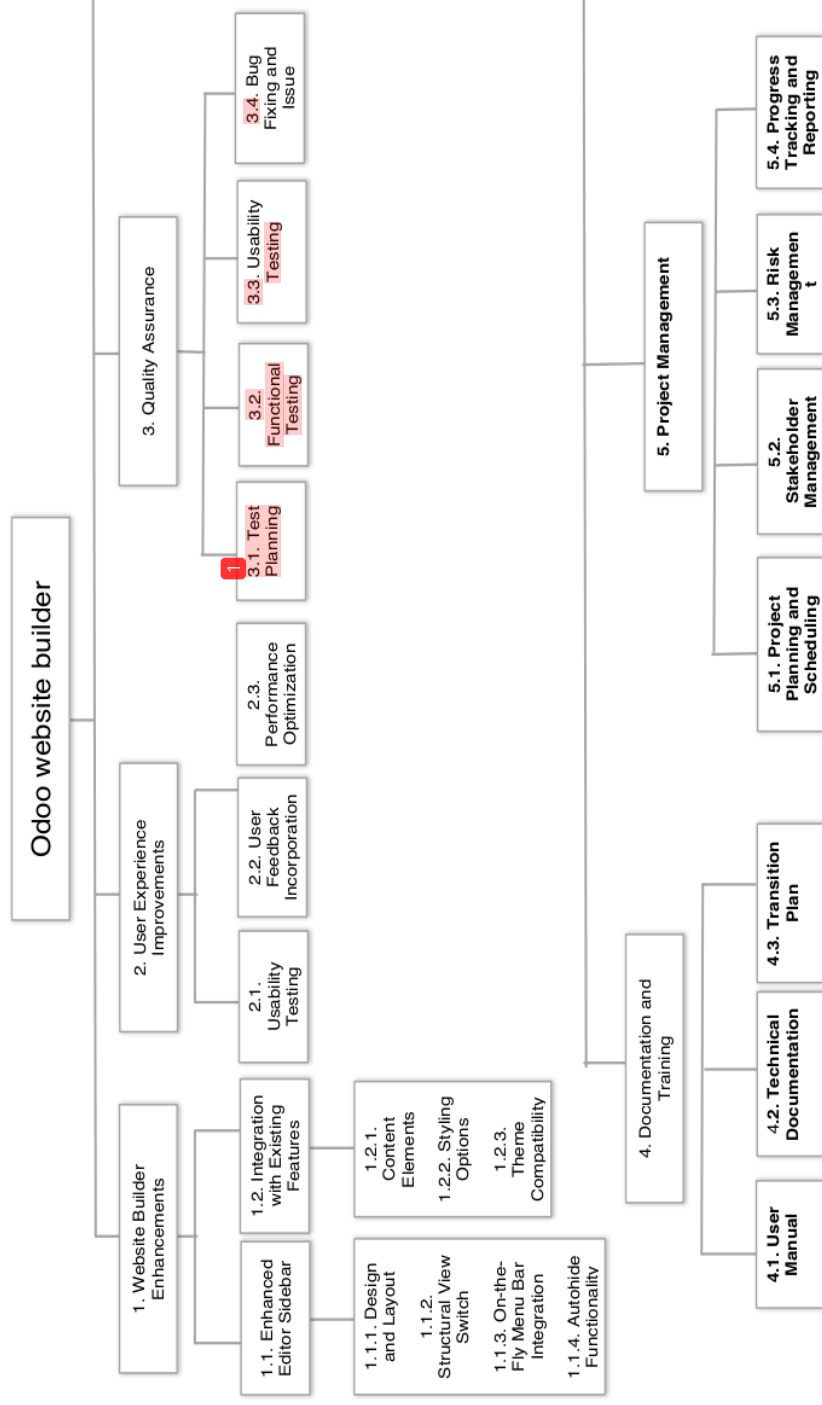


Figure 2 Cost Account for the Odoo website builder.

Cost Account	Estimated Cost (£)
Development Costs	
- Software Development	£24,000
- UI/UX Design	£4,000
- Integration with Existing Features	£2,000
Testing and Quality Assurance Costs	
- Test Planning and Execution	£2,200
- Usability Testing	£2,000
- Bug Fixing and Issue Resolution	£2,200
Documentation and Training Costs	
- User Manual Development	£1,500
- Technical Documentation	£2,000
- Transition Plan	£1,000
Project Management Costs	
- Project Planning and Scheduling	£1,200
- Stakeholder Management	£1,000
- Risk Management	£1,100
- Progress Tracking and Reporting	£300
Total Estimated Project Cost	£40,500

Figure 3 Risk Register for the Odoo website builder.

Risk ID	Risk Description	Likelihood	Impact	Risk Level	Risk Response
R1	Budget overrun	Moderate	High	High	Regular budget monitoring and communication with stakeholders. Identify cost-saving measures and prioritize requirements based on available budget.
R2	Development delays	Moderate	High	High	Regular monitoring of development progress. Identify potential bottlenecks and implement agile project management practices to mitigate delays.
6 R3	Technical compatibility issues	Low	Moderate	Moderate	Conduct thorough compatibility testing and engage with Odoo technical experts. Plan for potential adjustments and alternative solutions if compatibility challenges arise.
R4	User resistance to change	Moderate	Moderate	Moderate	Implement effective change management strategies, including clear communication, user training, and involvement of key stakeholders in the project.
R5	Performance issues	Low	High	Moderate	Conduct rigorous performance testing at various stages of development. Optimize code and infrastructure to ensure optimal performance and responsiveness.
R6	Inadequate user feedback	Moderate	Moderate	Moderate	Implement user feedback collection mechanisms throughout the development process. Regularly communicate and iterate based on user input.
R7	Lack of resources or expertise	Moderate	High	High	Regularly assess resource availability and skills. Identify potential skill gaps and explore options for outsourcing or upskilling as necessary.

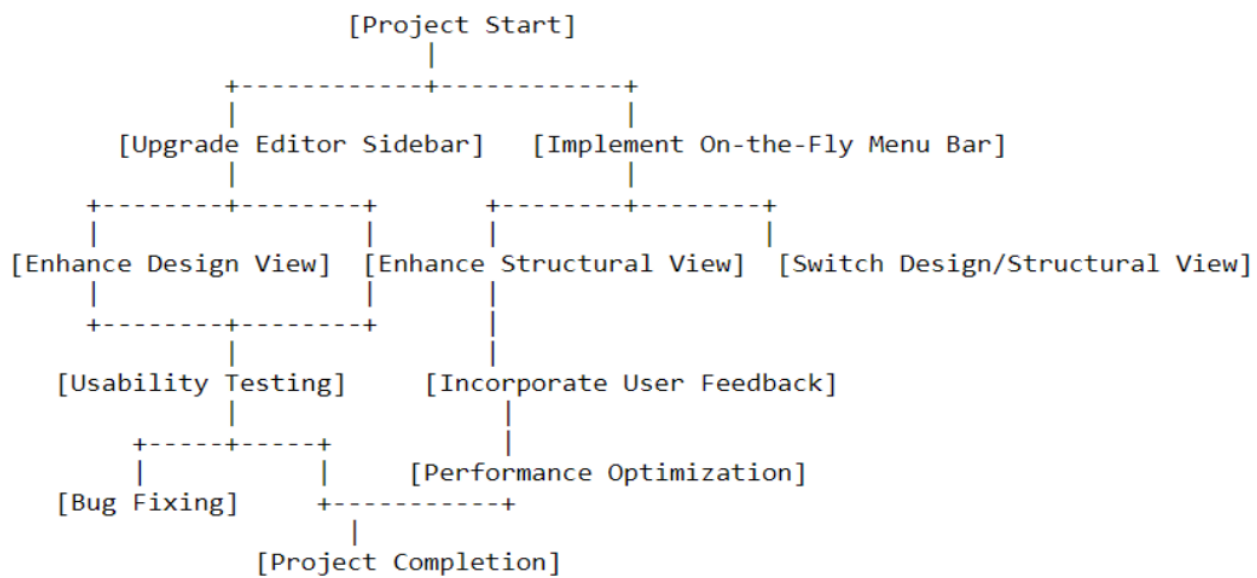
Figure 4 Responsibility Matrix for the Odoo website builder.

Task/Deliverable	Project Sponsor	Project Manager	Development Lead	UI/UX Designer	QA Lead	Technical Lead	Development Team	QA Team
Enhanced Editor Sidebar		A	R	C	C	R	C	I
Structural View Switch		A	R	C	C	R	C	I
On-the-Fly Menu Bar		A	R	³ C	C	R	C	I
Autohide Functionality		A	R	C	C	R	C	I
Usability Testing		C						R
User Feedback Incorporation		C	R	R	C			I
Performance Optimization		C	R				C	I
Test Planning		C					C	I
Functional Testing		C	R				C	I
Bug Fixing and Issue Resolution		C	R				C	I
User Manual	³ C	C						
Technical Documentation		C					C	
Transition Plan		C					C	
Project Planning		C						
Stakeholder Management	R	C						
Risk Management		C	R					
Progress Tracking and Reporting		C						

Legend:

- ³ R: Responsible
- A: Accountable
- C: Consulted
- I: Informed

Figure 5 Dependency Chart for the Odoo website builder.



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