

1 Overview

Client needs packaging design for 8 products that are sold primarily through Amazon.

Project site: <https://app.asana.com/0/1204085337011121/overview>

2 Project Requirements

2.1 Design and Content

Up to three designs and content manipulation for 8 packaging materials consisting of:

- Outer packaging
- Inner packaging
- Item label (including bar code)
- Instruction manual

The scope of this project is to complete designs for one package design for each item.
Additional sizes or variations of the items would be a change order.

2.2 Production

100 each of the entire packages noted in section [2.1 Design and Content](#).

3 Risks

#	Risk Event or Condition	Consequence	Probability	Impact	Risk Level	Risk Modification Plan	Risk Owner
1	Beijing team not available for meetings during our normal business hours.	Delayed communications and instructions.	High	High	High	West Coast (PST) PM will need to meet with these team members on Mon. and Thurs. at 5PM PST.	Project Manager
2	If client is not working PST hours.	That may complicate	TBD	Med	TBD	We may need to change our	Project Manager

#	Risk Event or Condition	Consequence	Probability	Impact	Risk Level	Risk Modification Plan	Risk Owner
		meeting scheduling.				work schedule on some days.	
3	English only	If other languages are included in content, our English-speaking staff will be unable to help with content. More cost and time may be added to the project.	TBD	High	TBD	Limit scope of work to English only or hire interpreters.	Project Manager
4	Unregistered UPC Bar Codes	Two products have no UPC (bar code). We can begin design work but won't be able to send to production without those.	Certain	Medium	High	Client to obtain UPC codes immediately. If not provided by the end of design phase, those products must be pulled from the delivery schedule.	Project Manager And Client
5	Client or Team Members Miss Meetings	Possible schedule slip	Impossible to predict but not likely	Medium	Medium	We may need to adjust schedules if we don't have timely feedback / instructions from the client or if that information has not been received by the team.	

4 Roadblocks

Two products are missing UPC codes. We cannot put those items into production until the UPC codes are received.

5 Staffing

Times are based upon Mon-Fri, 8 AM to 5 PM PST full time (40 hours per week) schedule.

	Staff	Time Zone	Working Hours (Their Time)	Available to Meet – PST (Our Time)	% Devoted to Project / Hrs per Week
eJam Packaging Team - Budapest, Hungary	4 designers	Central European Time UTC+1	3pm-Midnight	8AM to 3PM PST Mon-Fri	50% 80 hrs/wk
eJam Sourcing Team – Beijing, China	1 person working with the manufacturer	China Standard Time UTC+8 (Next day)	9AM-5PM	Beijing team not available during normal business hours.	12.5% 5 hrs/wk during planning 25% 10 hours per week during prototyping and production
eJam Content Team – Santa Ana, CA US	1 content specialist	Pacific Standard Time UTC-8	10AM-6PM	11-5PM	10% 4 hrs/wk
eJam Content Team – Manilla, Phillipines		Phillipine Standard Time UTC+8 (Next day)	6AM-4PM	2PM-5PM	10% 4 hrs/wk
eJam Project Management - US	1 project manager	Pacific Standard Time UTC-8	8-5PM	11-5PM	12.5% 5 hrs/wk
Total Available					98-103 hrs/wk

5.1 Scheduled Out Days

At the time of writing this project plan, we are not aware of any upcoming holidays or other unavailable days of any our team members or that of the client's staff that could impact the schedule. If any such days are discovered during the project which impact the project, we will adjust the project timeline accordingly, if necessary and make sure that the client is aware of any such schedule changes.

6 Timeline (17 Weeks Overall)

6.1 Briefing Stage (1 Week)

This stage is the most important because it sets the roadmap for the rest of the project. During this stage we determine the actual project budget, scope and time constraints and provide a reasonable set of deliverables to match the client's expectations. During this stage will also establish who will make decisions (for example, design approvals and changes) for the client and the process for change requests that fall outside the scope of the project. Finally, we will setup the recurring meetings schedule for each type of weekly meeting (design, content, production and management).

6.2 Planning Stage (2 Weeks)

During this stage, we set the schedule starting from the final delivery date and moving backward. We setup key milestones for the phases of work and established a shared understanding of what will happen if those milestones are not achieved. Milestones include both contractor and client responsibilities. The deliverable of this stage is a project plan which is reasonable both to the contractor and client and sets forth the timeline of the project.

6.3 Research Phase (2 Weeks)

During this phase we gain a clear understanding of the client's packaging design needs. We will discuss things like colors, fonts, logos, content, client likes and dislikes, and packaging types among other things. We will collect content for each item and other vital information, for example, instructions and UPC numbers.) By the end of this phase, we will have enough information to start the design phase.

6.4 Design and Content Phase (4 Weeks)

6.4.1 Packaging Designs

Our designers will get to work on the package designs with **each taking on 2 of the 8 designs** of each packaging material type (outer, inner, item label, instructions and barcode). Items without barcodes will be worked on last. Our team will design each packaging material, allowing up to three revisions within the four weeks we have allotted for the design work.

Quality Checks

Every Monday during this phase of work, the project manager and designers will meet with the client's decision maker to review the designs and collect feedback for any revisions.

If any additional materials are added (for example, a promotional sheet to be included in a box), we will negotiate a change order to add those items and adjust the production schedule accordingly.

On Friday of the fourth week, the project manager, designers and client will meet once again and either approve or not approve the final artwork. If any further changes are needed to any of the designs at that point, we will negotiate a change order for any additional work needed and adjust the production schedule accordingly.

It is imperative that we receive timely feedback from the client and that the team understands any necessary changes along the way, therefore, all parties must attend all quality check meetings. We may have to adjust the production schedule if anyone missing those meetings.

6.4.2 Packaging Content

At the same time our designers are working on the package designs, our content teams will be working collecting and refining the content for the packages. There may be outer packing content, inner packaging content, package label content and other materials that go in the box (i.e. instruction manuals). We will work on up to four content areas per package.

The content team will collect content the client presently has and work with the designers to make sure that the content will fit within the designs. Please note that our content teams do not write content from scratch, but they will assist the client in refining the client-provided content for a concise and clear presentation. Ultimately, the client will make the final decisions on what content appears in the packaging and materials within.

Quality Checks

Each Monday during this phase of work (after the design meeting), the project manager, content team and client will meet to refine content.

On Friday of the fourth week, the project manager, designers, and client will meet once again and either approve or not approve the final artwork. If any further changes are needed to any of the designs at that point, we will negotiate a change order for any additional work needed and adjust the production schedule accordingly.

It is imperative that we receive timely feedback from the client and that the team understands any necessary changes along the way, therefore, all parties must attend all quality check meetings. We may have to adjust the production schedule if anyone missing those meetings.

6.5 Prototype Development (4 Weeks)

Within two weeks of beginning this phase, our sourcing team will get to work on producing the prototype packages with the approved artwork and will complete the first round of packaging materials. The remaining time of this phase is shipment time between China and the US.

6.6 Final Delivery (4 Weeks)

Assuming client is happy with the prototype packaging, then within two weeks of beginning this phase, our sourcing team will get to work on producing the actual packages. The remaining time of this phase is shipment time between China and the US.

7 Expected Output (Deliverables)

100 each of 8 packaging materials consisting at most of:

- Outer packaging
- Inner packaging
- Item label (including bar code)
- Instruction manual

#	Brand	Product Name	Amazon Link	ASIN	UPC
1	Heafoot	Magnetic Therapy Insoles	Link	B07K63K4RT	699973663376
2	Minetom	Minetom USB Fairy String Lights	Link	B07SYP4TL2	NOT FOUND See risks.
3	Healing Solutions	10ml Oils - Lavender Essential Oil - 0.33 Fluid Ounces	Link	B00PYS7R7M	640791683237

#	Brand	Product Name	Amazon Link	ASIN	UPC
4	Bemis	Bio Bidet	Link	B07CGVBZGL	669203298180
5	Hand Craft	Hands Craft DIY 3D Wooden Puzzle	Link	B07MQFX1H5	819887027433
6	OUSFOT	56 Led Solar Flood Light	Link	B082V55STS	739210617530
7	LEVOIT	LEVOIT Air Purifier	Link	B07VVK39F7	817915027684
8	Kitchen Kemisry	Disposable Party Premium Round Plate 6.75" - Pack of 25 Pcs	Link	B07FGV9XQF	NOT FOUND See risks.

8 KPIs

8.1 Objective Measures

Role	Expection	Measurement
Packaging Designer	2 completed designs of the entire package set per week.	Work is completed and ready for feedback by Friday of each week.
Content Team	2 completed copies of the entire package set per week.	Work is completed and ready for feedback by Friday of each week.
Sourcing Team	4 completed package prototypes per week	Photographs of completed work due by Friday of each week.

8.2 Subjective Measures

Role	Expection	Measurement
Packaging Designer	Client is happy with design within 2 revisions allowed.	Client feedback.
Content Team	Client is happy with the copy within 2 revisions allowed	Client feedback
Sourcing Team	Completed prototypes are satisfactory to client	Client feedback