

2011

# Institute of Molecular Biophysics

Project Plan Version 1  
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## **I. Project Charter**

### **A. Executive Summary**

We are working with the Graduate Program in Molecular Biophysics and the Institute of Molecular Biophysics at The Florida State University to improve their outreach to potential graduate students. Our goal is to create a website and social network presence that will better serve the program. We plan to accomplish this by recognizing all of their problems with the current website, finding solutions to the problems, and finally, implementing the solutions.

After meeting with the Graduate Program Coordinator, Kerry Maddox, as well as some of the staff of the program, these are some of the improvements we would like to see made to the MOB website. We would like to highlight previous graduates' fields of work, improve the navigation of the subcategories of the program and show the state of the art technology that we were surprised to find absent from the current website.

WordPress, a content management system, will be implemented in order to make the site easier to non-technical users to update information. Next, a survey will be conducted with current students in order to gather more information about what type of information would be relevant to attract more students. We will create a prototype for future users to maintain or change as they deem necessary. However, room will be left for any other potential changes in the project charter.

### **B. Resources**

1. Web Technology
  - WordPress is a free, fully customizable and easy to use content management site that we will be implementing.
2. Web Design
  - Along with WordPress we have access to a visual theme that has already been created that will be installed
  - The entire team is familiar with web development and will be able to assist in the creation and modification of the website.
3. Hosting
  - Hosting this website will be done on FSU's servers. We have the option of using MOB's servers as well as CCI's servers. MOB's servers are currently not compatible with WordPress.
4. Web Content
  - In order to provide relevant content to possible students we have access to data gathered by a survey of current students to learn about their reasons for choosing this program
  -

- Media
  - Chris Abney has a high quality camera in order to take pictures of the labs and technology used within the program.

### **C. Project Schedule**

January 28: Initial Meeting  
January 31 – February 1: Develop Overview  
February 3 – 4: Develop Project Plan  
February 7: Review/Improve Project Plan  
February 9 – 10: Finalize Project Plan  
February 11: Review Project Plan with Client  
February 14 – 18: Develop Student Survey  
February 21 – 25: View Other Program Sites  
March 1: Deploy Survey  
March 3: Discuss Content with Client  
March 4: Distribute Survey  
March 14 – 16: Research Possible Designs  
March 17 – 19: Set-up Design for Website  
March 20: Update Facebook, Create Twitter, Integrate Social Networking with Website  
March 21 – 25: Develop Website  
March 28 – April 1: Analyze Student Survey Data  
March 30: Implement WordPress  
April 4: Finalize Website Prototype  
April 15: Client Presentation – Present all final products to client  
April 21: Class Presentation – Present final products to class

### **D. Goal Breakdown Schedule**

1. Implement a Content Management System, WordPress, to re-create their website to increase advertising to potential students and to allow non-technical users to add content to the website. Also, work on improving social media.
2. Add media to the website of technology and students' work to increase potential student interest in the program.
3. Interview students and professors to find out why they chose this field of study and FSU's program.

### **E. Scope of Work**

The redesign of the Institute of Molecular Biophysics website will result in a possible prototype that the institute may want to bring online. The processes entail gaining knowledge of the inter-workings of what the Institute of Molecular Biophysics entails and identify flaws with their current website. This will allow the project team to understand the nature of Biophysics to assist the redesign. The prototype will also identify the need for a usable website that can be easily modified by staff members, where a webmaster is not always needed. The scope will be limited to a prototype that is hosted on a project team member's iSpace server account until the Institute of Molecular Biophysics is ready to implement on their servers.

#### **i. Project Includes**

1. Creating a project plan for submission to Institute for Molecular Biophysics.
2. Create a prototype for the Institute for Molecular Biophysics for possible future implementation.
3. Survey students on possible recommendations and opinions of current website.
4. Survey staff on possible recommendations and opinions of current website.
5. Photograph various aspects of what the Institute of Molecular Biophysics and what it entails.

#### **ii. Project Excludes**

1. Implementing website/prototype on Institute for Molecular Biophysics servers.
2. Modifying any content on their current website without proper authorization.

### **F. Assumptions and Constraints**

#### **i. Assumptions**

1. The MOB website will be maintained by their website administrator.
2. The professors will have the capability to update content without the administrator's assistance.
3. Prospective students should be able to find pertinent information about the program easily within the site.
4. Resources within each MOB department will be up to date and readily available for the new website.
5. The existing MOB website will exist in its current state until a

decision is made to migrate to the new improved website.

6. That we will have a solid point of contact within the MOB organization throughout the duration of the project.

**ii. Constraints**

1. The minimal amount of time to allocate towards a finished product to MOB.

2. The communication between MOB and the project team is not always ideal.

3. Compatibility between WordPress software and MOB Server configurations.

4. Agreements on design and content within the site.

5. A solid point of contact within the MOB organization throughout the duration of the project.

## II. Work Breakdown Structure

### A. Microsoft Project File

	Task Name	Duration	Start	Finish	Pre	Resource Names
1	<input type="checkbox"/> <b>1 Initiating</b>	<b>3 days</b>	<b>Fri 1/28/11</b>	<b>Tue 2/1/11</b>		
2	1.1 Initial Meeting	1 hr	Fri 1/28/11	Fri 1/28/11		Whole Group
3	1.2 Develop Overview	2 days	Mon 1/31/11	Tue 2/1/11	2	Whole Group
4	<input type="checkbox"/> <b>2 Planning</b>	<b>6.19 days</b>	<b>Thu 2/3/11</b>	<b>Fri 2/11/11</b>		
5	2.1 Develop Project Plan	2 days	Thu 2/3/11	Fri 2/4/11		Whole Group
6	2.2 Review/Improve Project Plan	1 day	Mon 2/7/11	Mon 2/7/11	5	
7	2.3 Finalize Project Plan	2 days	Wed 2/9/11	Thu 2/10/11	6	
8	2.4 Review Project Plan with Client	1.5 hrs	Fri 2/11/11	Fri 2/11/11	7	Whole Group
9	<input type="checkbox"/> <b>3 Research</b>	<b>36 days</b>	<b>Mon 2/14/11</b>	<b>Fri 4/1/11</b>		
10	<input type="checkbox"/> <b>3.1 Survey</b>	<b>36 days</b>	<b>Mon 2/14/11</b>	<b>Fri 4/1/11</b>		
11	3.1.1 Develop Survey	5 days	Mon 2/14/11	Fri 2/18/11		Whole Group
12	3.1.2 Deploy Survey	1 day	Tue 3/1/11	Tue 3/1/11		Patrick
13	3.1.3 Distribute Survey	1 day	Fri 3/4/11	Fri 3/4/11	12	
14	3.1.4 Analyze Survey Data	5 days	Mon 3/28/11	Fri 4/1/11	13	Whole Group
15	<input type="checkbox"/> <b>3.2 Research Internet</b>	<b>5 days</b>	<b>Mon 2/21/11</b>	<b>Fri 2/25/11</b>		
16	3.2.1 View Other Program Sites	5 days	Mon 2/21/11	Fri 2/25/11		Whole Group
17	<input type="checkbox"/> <b>3.3 Research Discussion</b>	<b>0.13 days</b>	<b>Thu 3/3/11</b>	<b>Thu 3/3/11</b>		
18	3.3.1 Discuss Content with Client	1 hr	Thu 3/3/11	Thu 3/3/11		Whole Group
19	<input type="checkbox"/> <b>4 Planning the Website</b>	<b>5 days?</b>	<b>Mon 3/14/11</b>	<b>Sat 3/19/11</b>		
20	4.1 Research possible designs	3 days?	Mon 3/14/11	Wed 3/16/11		Patrick, Chris
21	4.2 Set-up design	2 days?	Thu 3/17/11	Sat 3/19/11	20	Patrick, Chris
22	<input type="checkbox"/> <b>5 Creation and Modification</b>	<b>12 days?</b>	<b>Sun 3/20/11</b>	<b>Mon 4/4/11</b>		
23	<input type="checkbox"/> <b>5.1 Social Networks</b>	<b>1 day?</b>	<b>Sun 3/20/11</b>	<b>Sun 3/20/11</b>		
24	5.1.1 Update Facebook	1 day?	Sun 3/20/11	Sun 3/20/11		
25	5.1.2 Create Twitter	1 day?	Sun 3/20/11	Sun 3/20/11		Patrick, Chris
26	5.1.3 Integrate Social Networking with Site	1 day?	Sun 3/20/11	Sun 3/20/11		Patrick
27	<input type="checkbox"/> <b>5.2 Website</b>	<b>11 days?</b>	<b>Mon 3/21/11</b>	<b>Mon 4/4/11</b>		
28	5.2.1 Develop	5 days?	Mon 3/21/11	Fri 3/25/11		Patrick, Chris
29	5.2.2 Implement WordPress	1 day?	Wed 3/30/11	Wed 3/30/11	28	Patrick, Chris
30	5.2.3 Finalize Website Prototype	0 days	Mon 4/4/11	Mon 4/4/11	29	
31	<input type="checkbox"/> <b>6 Presentation</b>	<b>4.03 days</b>	<b>Fri 4/15/11</b>	<b>Thu 4/21/11</b>		

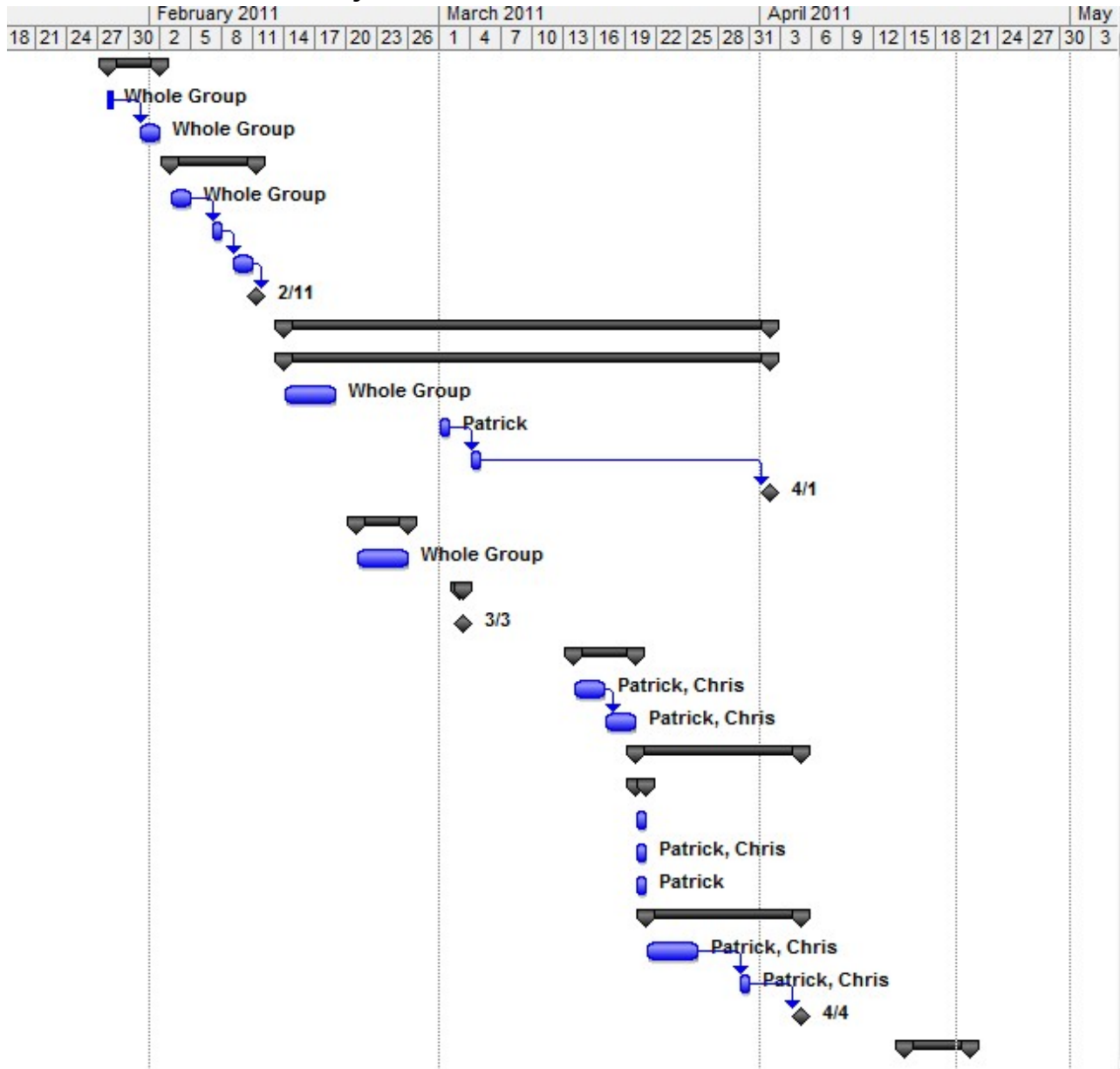
### B. Task Breakdown

1. Acquire a list of graduates from the program and their accomplishments upon leaving the program to increase advertising to potential graduate students.
2. Highlight the multiple different subcategories in the Program. Also, give a summary of each category and some work that is being done in

those sub-programs.

3. Show some of the state-of-the-art technologies that the students and professors are using to conduct new research.

### C. Microsoft Project File



### D. Summary of Schedule

#### Initiating Phase-

For this phase we set up our first meeting with our client, the Institute of Molecular Biophysics at FSU. After meeting with our client we started to develop our overview of the project.

**Planning Phase-** Continuing from our overview, we worked on creating our project plan in this phase. After we reviewed our plan and finalized all changes, we met with our client again to discuss our plan and how we would go about working on the project.

**Research Phase-**

Survey: The first step for our plan was to create a survey that we would hand out to the students of MOB to get some data to help create a better website. After deploying the survey and getting a good number of answers, we analyzed the data to help us create content for our website.

Internet Research: After the survey we also analyzed other programs' websites that were similar to MOB. Using this data helped us to understand what their competition was doing and helped us better understand what might be good content to have on the website.

Research Discussion: After collecting all of our data and analyzing the results, we met with our client to discuss the results and get feedback. The client was pleased with most of the results and began to provide us with content to put in the website.

**Website Planning-** This phase went into planning the website design. We created a site map and met with the client to see if they were happy with the plan.

**Creation and Modification Phase-** After getting the go ahead from the client we started to design the actual website using the FSU theme on WordPress. We also started to implement our social media ideas of the project (Facebook, twitter) to get MOB more exposure. This phase finished with the finalization of the prototype for MOB's new website.

**Presentation-** This phase focuses on creating the PowerPoint for our final presentation in front of the class. This phase will conclude our project.

### III. Project Budget

#### A. Summary of Budget

##### I. Client Meetings

- a. We met with our client on an as needed basis. This ended up being about every other week. For the first few meetings we had to spend quite a bit of time with them since we got a tour of the facilities and went around the buildings and took pictures for images on the website. After that, they became a weekly to bi-weekly meeting just to touch base on where we were in the

- project.
  - b. Estimated Time
    - i. 10-15 hours
  - c. Group Members Present
    - i. Everyone
- II. Group Meetings
  - a. As a group we met once or twice a week to work on our project. We would generally all meet right after our Tuesday-Thursday class since that was the most convenient for us. During these meetings we did everything from research to working on the project plan and prototype. These helped keep us all on the same page as we worked on this large project. It also helped us get work done on the project.
  - b. Estimated Time
    - i. 30-40 hours
  - c. Group Members Present
    - i. Everyone
- III. Individual Work
  - a. Although we worked together as a group during our group meetings, we still had some work that we had to get done on our own time individually. We would each work on the parts that we were assigned during the group meetings. This included working on the project plan and the website prototype.
    - i. Estimated Time
      - 1. 50 combined man hours
    - ii. Group Members Present
      - a. Everyone

## IV. Risk Management Plan

### A. Risk Management Plan Worksheet

No.	Rank	Risk	Description	Category	Root Cause	Triggers	Potential Responses	Risk Owner	Probability	Impact	Status
MOB1	1	Communication	Lack of communication between the client and the team	People	Miscommunication of objectives	We don't know as much about the customer as we would like and we don't know enough the subject	Talk more with other faculty members and research the topic more in depth; follow up on emails	Patrick Goodwin	High	High	Yes; email server error
MOB2	2	Time Constraints	Not enough time to complete a finished product that meets the clients expectations	Organization	The team members do not have as much time to allocate to the project as expected	Work load from other courses	Better time management and less course load for team members	Patrick Goodwin	High	High	Yes
MOB3	3	Understanding client's work	It will be a challenge to make the website attractive to a specific population of students which we don't directly relate to	People	We don't understand Molecular Biophysics	Team members lack of understanding of MOB	Research Molecular Biophysics to learn more	The whole team and client	Medium	Low	Yes
MOB4	4	Disorganization with the client	Faculty members within the program all expect different things for the website in order to attract more students their portion of the program	People	No clear final goal among all faculty members	Lack of the communication within program	Get a clear understanding from all faculty	The client	Medium	High	Yes
MOB5	5	Content Organization	Content that will go on the website is not well organized	Project	Client has not given us a desired website organization	Client has not given us a desired website organization	Create a clear organization of all content that will be on the final website	The whole team and client	Medium	High	Yes
MOB6	6	Disorganization among team	Team members not being on the same page when it comes to the organization and miscommunication about project goals	People	Miscommunication among team members	Lack of responses; not showing up to meetings	Better communication among team members; follow up on emails	Patrick Goodwin	Low	Medium	No
MOB7	7	Server incompatibility	The ability to use Wordpress on FSU's servers may be limited due to FSU's technology policies and the possibility of the site not being hosted by the College of Communication and Information	Technology	FSU's Technology Policies	FSU's Technology Policies	Talk to Casey McLaughlin, Thomas Turner, and Melissa Raulston about hosting CCI owned servers	NA	Medium	High	No
MOB8	8	Client Expectations	Miscommunication has led to the client expecting more than is described in the course descriptions	Project, People	We have run in time constraints during the semester	We have run in time constraints during the semester	Let the client know of the teams constraints for developing the website	Client	High	High	Yes
MOB9	9	Website Redesign Fails	If the redesign of the website didn't increase student enrollment in the program or less students enrolled in the program	People, Project	Multiple Root Causes	Multiple Triggers	Develop the website even more and give the site a better design	The project team	Medium	High	No

### B. Summary of Risks

#### Assessing Project Risks:

Risks for the project were identified by the team analyzing some problems that we have come across already and some problems that we thought we might encounter in the future. We looked at what our main goals were for this project and looked for risks that were possible that might stop us from completing our goals. Once we determined the risks that may be presented during the course of the project, we determined what kind of impact and the probability of each risk taking place, as well as what may cause the risk to happen.

#### Major Project Risks:

The biggest project risks that have been presented to our project are communication and time constraints. We have run into issues communicating between team members as well as communicating with the client. With time constraint, the project team did not realize

how much time the project would actually take. We had a good plan and breakdown, but time became limited as we had additional schoolwork to do and other parts of our schedule. The potential impact of both of these major risks is it could delay the project in sometimes unforeseen ways. In this setting though, there are no impacts on cost because we have no budget.

#### Addressing Project Risks:

One thing that we noticed was that almost all of the risks that have already been encountered or might be encountered stem from a breakdown in communication. Although communication itself is a risk that has presented itself in our project, it presents itself in all projects. And almost every other risk that we have can be linked to a breakdown in communication. So we have determined that the biggest thing that the group can do as a whole to prevent other risks from arising is to constantly communicate with each other on parts of the project as they need to be completed and as they are completed. This main action can impact our project because it can help to eliminate the possibility of other risks coming about. By meeting with our client on close to a weekly basis has eliminated a number of problems as well.

## **V. Communication Plan**

### **A. Group Communication**

- E-mail
- Text messages
- Phone calls
- In-class meetings
- Group meetings (outside of class)
- Dropbox
- Google Docs

### **B. Client Communication**

- E-mail
- Text messages
- Meetings

## C. Summary of Communication

We used a variety of communication methods to help keep everyone in the group on the same page. Text messages were the main form of communication to help set up our group meetings, and we met multiple times outside of class to work on deliverables and our project. We also used Google Docs while creating the Project plan so that everyone could work on it at the same time as well as make revisions.

We set up meetings with the client via e-mail and on some occasions confirmed meetings via text message. During the meetings we attempted to gather details from what the client wanted as well as make our goals and directions of the project known to them. That way we could stay on the same page and try to eliminate miscommunication as much as possible.

## VI. Enclosures

### A. Current Website Pages

#### 1. Current Graduate Program Home Page

FLORIDA STATE UNIVERSITY

FSU Web Sites Search

Kasha Laboratory  
Institute of Molecular Biophysics

Location & Hours  
Kasha Laboratory, MC4380  
Inst. Molecular Biophysics  
M-F, 8 AM - 5 PM  
Map | Location

Contact  
Webmaster  
850/644-4764  
People

**About IMB**  
-Current News  
-Current Events | Calendar

**Graduate Program**  
-Research Training  
-Faculty Research  
-Curriculum  
-Apply

**Research Mission**  
-Structural Biology  
-Computational Biophysics  
-Faculty Research  
-Core Facilities

**Administration**  
-Forms  
-Documents  
-Handbooks

**KLB Directory**  
-Faculty  
-Scientific Staff  
-Staff  
-Post-Doc  
-Student

**Graduate Program**  
Receive a Ph.D degree in Molecular Biophysics from Florida State University  
Molecular Biophysics (MOB) doctoral students at FSU receive rigorous, multi-disciplinary training that allows them to take charge of their career. Our graduates are employed in academia, industry, and Government. We have graduates in patent law and those who have founded their own start-up companies. While MOB is large enough with respect to the number of faculty, the diversity of their research expertise and interests, it is small enough in the number of students that your graduate experience is tailor-made for you. More > >

- Admission Requirements
- Curriculum
- Financial Support
- Faculty Research

**Want more information?**  
MOB Graduate Program Associate: B. Kerry Maddox  
850-644-1012 | mob@sb.fsu.edu  
MOB Graduate Program Director  
Dr. Geoffrey F. Strouse  
\*\*\*REQUEST INFORMATION\*\*\*

**Faculty Research**  
MOB Faculty Research

**MOB Graduate Program**  
Find us on Facebook

**Graduate Student Seminar in Biophysics**  
First Donald L.D. Caspar Graduate Student Seminar in Biophysics: Flyer

**MOB Prospects visit**  
Prospective 2011 MOB graduates visit IMB and Wakulla Springs.

**New MOB Students**  
New MOB Students

**Current Students**

http://www.sb.fsu.edu/events/current\_events.html

## 2. Current Graduate Program About Page

## B. Prototype Website Pages

### 1. Prototype Graduate Program Home Page

## 2. Prototype Graduate Program About Page



The screenshot shows a web browser displaying the 'About' page of the Institute of Molecular Biophysics at Florida State University. The page features a dark red header with the university logo and name, a search bar, and a large image of a laboratory workstation. The main content area is divided into three columns: a left sidebar with navigation links, a central text area with a heading and detailed description, and a right sidebar with social media links and a 'Follow Us!' section. The footer contains contact information, copyright notices, and a privacy policy link.

**THE FLORIDA STATE UNIVERSITY**  
INSTITUTE OF MOLECULAR BIOPHYSICS

FSU Search

**IMB HOME**  
**About IMB**  
**Directory**  
**Alumni**  
**Research**

### About the Institute of Molecular Biophysics

The Institute of Molecular Biophysics (IMB) at Florida State University is associated with the Graduate Program in Molecular Biophysics (MOB). The Institute has a long history as a unique interdisciplinary research unit dedicated to the application of physical and chemical principles to the investigation of biological phenomena. The seeds of the Institute were sown in 1959 by a group of chemists, biologists, physicists, and other campus scientists who foresaw the need for close-knit cooperation among traditional disciplines in the rapidly evolving research area of molecular biology.

- Was officially founded in 1960 by the group, which was led by Professor Michael Kasha
- The concept for the program was endorsed by the Atomic Energy Commission when they were awarded a five-year grant of over \$3 million for research personnel and equipment

Scientists associated with the Institute have been one of its greatest strengths. Two of the Institute's past Directors, Professors Michael Kasha and the late J. Herbert Taylor, and Professor Donald Caspar, are members of the National Academy of Sciences.

Since the early 1950s, the Institute has developed Structural Biology as one of its research focuses. With Structural Biology as a general focus, students in the Molecular Biophysics Graduate Program can work in labs with research programs ranging from physical characterization of biopolymers to genetic engineering, using interdisciplinary approaches and state-of-the-art technology to investigate the structural bases for biological function and dynamics. In 2000, with a \$1 million grant from the FSU's Cornerstone Program, Professor Michael Chapman and others have inaugurated the Center of Excellence (COE) for Bio-Molecular Computer Modeling & Simulation Computational Biophysics as another research focus. The Center establishes a bridge between two strengths at Florida State University – Experimental Structural Biology, and School of Scientific Computing. It is the focus of efforts to build internationally renowned programs in research and training in the application of computational methods to an understanding how biomolecules work.

**Follow Us!**  
f t  
FSU IMB/MOB  
fsmob  
Currently working with the CCI students for our website redesign.  
6 days ago · reply · retweet · favorite  
FSU Molecular Biophysics is now on Twitter!! Follow us!!  
6 days ago · reply · retweet · favorite  
Join the conversation

**PATHWAYS OF EXCELLENCE**

Voice: (850) 644-4764  
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Comments and broken link reports to Webmaster

## C. Prototype Website Link

### 1. <http://mob.patrickjgoodwin.com>