



NEW
L.OAK
KEUKENFRONTEN

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INHOLLAND UNIVERSITY OF APPLIED
SCIENCES - DEN HAAG

CLASS 2B

INTERNATIONAL CREATIVE BUSINESS
CREATIVE AGENCY

Production Book

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INTRODUCTION

New L.oak's website is set to introduce an exciting new feature - an interactive visualizer. This tool is designed to convert website visitors into actual customers by allowing them to personalise their kitchen design. Through this engagement, customers will spend more time with the brand. Additionally, by providing their email to receive results, they will also sign up for a newsletter that will keep them in touch with the brand and foster a closer relationship with a customer.

The aim is to enhance the user experience by allowing customers to visualise and customise their kitchen renovations, making the website more engaging. This feature gives a competitive advantage in the market since many competitors don't offer a similar tool. It streamlines the initial consultation process, reducing time spent on phone or in-person meetings. Additionally, the tool can also bring customers that aren't yet convinced in renovating but are curious about the price and final look.

It solves the problem of lack of brand awareness and engagement with customers on website and social media. It also elevates New L.oak's reputation and gives insights into customers while seamlessly blending in with the brand.

The Kitchen Vision plug-in will be promoted on the new newsletter by New L.oak, and on social media with a promotional poster which includes a QR code to sign up for the newsletter and lastly by a promotional video of the tool.

The concept is based on field and desk research findings which made it clear that the target group wants to see a more clear vision of what their kitchen could look like if they purchase from New L.oak. (Baranauskaite et al., 2023).

This production book has been developed according to the Verhaar & Eshel project management model, as described in UoS1. This covers the six control factors that are relevant to the Kitchen Vision plug-in planning, development and implementation.

Although the definition of quality can vary, the objectives set forth here are tailored to the needs and expectations of the client while still being deemed achievable, and establish a clear benchmark for the overall quality at every stage of the production. The Team Division section provides a clear breakdown of the team members' roles and organisational structure throughout the project. The Masterplan will include a detailed description of the facilities, outlining every component that is necessary for the planning, development, and implementation of the Kitchen Vision design tool as well as promotional products. Time is covered in the timeline and the organisational details. Information is presented through both the Masterplan and Team Division, which are closely related to organisation. Money aspect is showcased in the budget.

TEAM DIVISION

UNDERSTANDING THE VARIOUS ROLES THAT NEED TO BE PLAYED TO ENSURE THE SUCCESS OF A PROJECT IS CRUCIAL WHEN BEGINNING ANY KIND OF WEB DESIGN WORK. WHEN WORKING ON A LARGE PROJECT, COLLABORATION IS ESSENTIAL, AND THE EFFECTIVENESS OF THE TEAM CAN MAKE OR BREAK A WEB DESIGN PROJECT (SOWARDS, 2018). THE ROLES ARE MARKETING SPECIALIST, UX DESIGNER, CONTENT SPECIALIST, WEBSITE DEVELOPER AND AN EDITOR. THIS IS ADEQUATE GIVEN THE SIZE OF THE PROJECT, AND IT IS MORE EFFECTIVE FOR ONE PERSON TO HANDLE TASKS THAT FREQUENTLY CALL FOR SEVERAL PEOPLE AT LARGER-SCALE PROJECTS.



MARKETING STRATEGIST

To ensure that your web design project will go smoothly you need to have a marketing strategist. A marketing strategist's job is to ensure that the team is headed towards success and that the client is satisfied. This entails keeping an eye on the team's budget and ensuring that everyone is aware of the critical dates (Sowards, 2018).



UX DESIGNER

A UX designer plays a crucial role in ensuring that a team functions efficiently. The individual who assumes this position will be in charge of conducting the initial research and carrying out the analysis. A UX designer will be available to establish objectives and develop the foundation of the website (Sowards, 2018).



CONTENT SPECIALIST

To make sure that the content is as good as it can be, it is crucial to have a content specialist on your web design team. Having well-written content on your website is almost as important as having a well-designed website. A content writer must have a strong commitment to excellence in order to significantly boost online conversions and help your website succeed (Sowards, 2018).



WEBSITE DEVELOPER

When it comes to web design, one of the most significant roles is undoubtedly that of a web developer. You won't be able to launch the website without an individual or group of individuals filling this position. Someone who can follow the other team members' work in both developing the website's code and testing it is needed for this role. To ensure that the project is successful, the web developer must collaborate closely with the people who have written the content or designed the website (Sowards, 2018).



EDITOR

An editor is the last crucial position you need in a web design team. The person filling this position has to make sure that everything set forth during the planning stages has been followed and that the developed website functions flawlessly. This covers all branding specifications as well as other crucial elements. The editor will finish the process of making a fantastic website and ensure that it has a professional appearance (Sowards, 2018).



CLIENT

The client is the most important part of a team as it comes down to them to approve the project, the goals of it, budget and lastly to implement it and monitor it's success, usability in the future. All the necessary data for the plug-in is provided by the client and without client's approval and cooperation the project cannot be completed (Sowards, 2018).

STAKEHOLDER INTEREST

MAINTAINING STRONG RELATIONSHIPS WITH ALL STAKEHOLDERS INVOLVED IN THE WEBSITE DEVELOPMENT PROCESS IS CRUCIAL, AS IS BEING ABLE TO BALANCE AND ATTEND TO THEIR NEEDS AND INTERESTS WHILE KEEPING AN EYE ON WHAT THEY NEED TO KNOW OR EXPECT, AS WELL AS HOW THEY CAN CONTRIBUTE TO OR BENEFIT FROM THE WEBSITE DEVELOPMENT (NEUMEYER, N.D.). DECISION-MAKING AND PRODUCTIVITY CAN BE ENHANCED AND INCREASED AS A RESULT OF BEING AWARE OF THIS AND COLLABORATING IN SOME WAY WITH ALL STAKEHOLDERS. THIS WILL MAKE THE PROCESS MORE COLLABORATIVE AND OFFER MORE OPTIONS FOR IMPROVEMENT (PURPOSE AND PERFORMANCE GROUP, 2020). HOWEVER, GIVEN THAT VARIOUS STAKEHOLDERS HAVE VARYING NEEDS, DEMANDS, AND TIMELINES, THIS CAN BE DIFFICULT (THE ECONOMIST, 2023).



NEW L.OAK

The clients' main interest is for this project to be delivered as promised in regards to quality, time and for it to bring in new leads and customers as well as make their audience more engaged. Since they are providing funding for the project and paying the website developer, the customer is the most influential and highly interested stakeholder. Since the result of a project directly impacts them and their business, their input is therefore valued highly, and it is our responsibility to ensure that they have a gratifying project experience (Neumeyer, n.d.).



TARGET GROUP

The target groups main interest is to feel engaged and informed when using the Kitchen Vision tool (Baranauskaite et al., 2023, #). A satisfying user experience is particularly crucial for websites that handle sales and function as online stores. Prioritising the user experience is important because dissatisfied or inexperienced users are more likely to abandon a website than to make a purchase (Neumeyer, n.d.).



WEBSITE DEVELOPER

Web developer's main interest is in delivering high quality, working projects on a timely basis as his job, reviews on Fivver and pay-out depends on the clients reception of the final product (Miškov, 2023). Web developers are crucial because without them, the project could not be finished. Website developers are highly influential stakeholders whose perspective can make or break the project as well as a poorly completed project reflects badly on them. For this reason, it's critical to meet their needs and keep them updated on all project developments and client requests (Neumeyer, n.d.).



SUPPLIER

Supplier's main interest is to sell his goods to businesses to make profit. Suppliers have an interest in a business doing well because they want: regular orders from their customers (the other businesses), prompt payment. Suppliers can influence how a business operates by: raising or lowering prices of goods, changing credit terms, changing delivery times, increasing or decreasing the quality of their goods/materials. Since Kitchen Vision plug-in's goal is for New L.oak to get more leads and sales the supplier will be affected by having to supply more goods faster (BBC, n.d.).

TIMELINE

WEEK 1-2: Planning and Research

- Define project scope, objectives, and requirements.
- Research solutions, existing plugins, and freelancers
- Meeting with client & freelancer to discuss what is exactly desired and possible
- Create a basic project plan and outline.

WEEK 3: Design Phase

- Define project scope, objectives, and requirements.
- Research solutions, existing plugins, and freelancers
- Meeting with client & freelancer to create a budget
- Create a basic project plan and - Developing the plugin based on data from the client and project plan.
- Creating a design that fits the aesthetic of the client
- Creating a code and discovering the most efficient options.

WEEK 4: Development

- 1st version feedback from the client and team
- Slight changes in design and addition of more explanations & text for the users
- Change from the cost estimator to visual plugin based on the client's change of focus

WEEK 5: Beta Release and Feedback

- New concept of the plugin created with the freelancer and presented to the client
- Denial of the client since they didn't find investment profitable
- Creation of first prototype version and testing

WEEK 6: Finalisation and Hand-over

- Address feedback from testing
- Finalising Hi-Fi prototype
- Official hand-over to the client

MASTERPLAN

DESIGN AND IMPLEMENTATION OF KEY PAGES AND FUNCTIONS

1. Main Focus:

Making sure the questions in the website plugin were clear was really important. The plugin's accuracy depended on what choices users made. So, we focused on asking straightforward and specific questions to get the cost estimate as close to the actual price as possible.

2. Design Considerations:

We kept the plugin design simple and matched it with the client's website look by using the same colors. Our goal was to make the interface friendly and easy to use without being too distracting or cluttered.

3. Key Pages:

When you open the website, you'll see a banner telling you to click for a kitchen designer tool. The plugin then asks you a series of questions. First, you pick the layout of your kitchen then you choose a type of material—either Massive Wood or Veneer—and the specific type. After that, you pick the finishing touch—either oil or colour. Finally, you provide your email to get the price estimate.

6. User Interactions:

Our interface is simple. You just click on your choices, and if you need to change your answers, you can go back anytime. For size options, a window with different choices pops up.

7. Scalability and Flexibility:

The plugin can easily handle changes in the client's stock or add more choices for different products. It's also a handy tool for understanding what customers prefer.

8. Testing and Quality Assurance:

To make sure our estimates were close to the real price, the client needs to check it mid-project. This allows them to adjust things for better accuracy. This ongoing testing helps improve the plugin's performance.

MASTERPLAN

VISUAL GUIDELINES

Clean and Professional interface:

Sleek Design: To establish dependability and trust, use a contemporary, clean design with a polished look.
Simple Layout: Maintain an easy-to-understand layout with distinct sections for each function.

Scheme of Colours:

Neutral Colour Scheme: For a refined appearance, use neutral hues like white, grey, or muted tones.
Accent Colours: Use subdued accents to draw attention to crucial details, like price breakdowns or salient characteristics.

Visual Components:

High-quality Imagery: To help users make decisions, display high-resolution images of kitchen materials and components.
Icons and Graphics: For features like adding items, saving designs, or accessing cost breakdowns, use instantly recognisable and unambiguous icons.

Typography:

Select readable fonts that are easy on the eyes to read for extended periods of time.
Clarity and Hierarchy: To highlight important information, like pricing information or summaries, create a clear hierarchy using font sizes and styles.

User Interface:

Consistent Design: To create a unified visual experience, keep button shapes, styles, and spacing consistent.
Intuitive Navigation: Use visual cues to lead users step-by-step through the estimation process, such as progress bars or arrows.

Branding Integration:

Branding Components: To preserve brand coherence, gently incorporate the New L.oak logo and brand colours.
Professional Tone: Make sure the tool's design components complement the business's polished image.

Mobile Responsiveness:

Responsive Design: Take into account the preferences of users in this age group and make sure the tool is optimised for a variety of devices, particularly mobile phones and tablets.

Language and Support:

Support for the Dutch Language: To serve the main audience, provide the tool in Dutch.
Help and Support: To help users make the most of the tool, provide tooltips or a help section.

MASTERPLAN

STORYBOARD

IMAGE 1
Searching for kitchen fronts

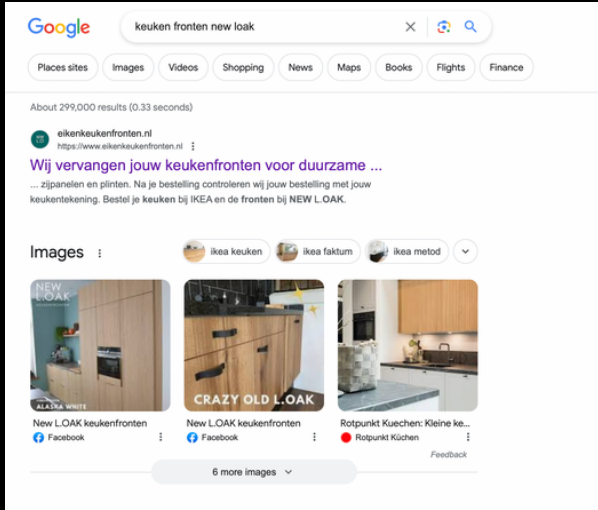


IMAGE 2
New L.oak's front page with call-to-action

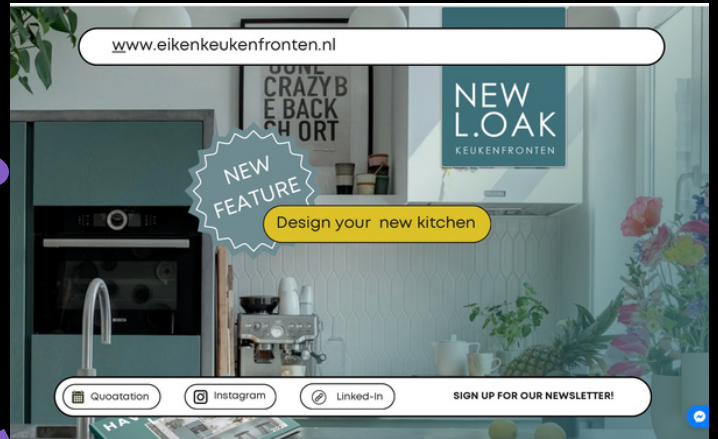


IMAGE 3
KitchenVision quiz

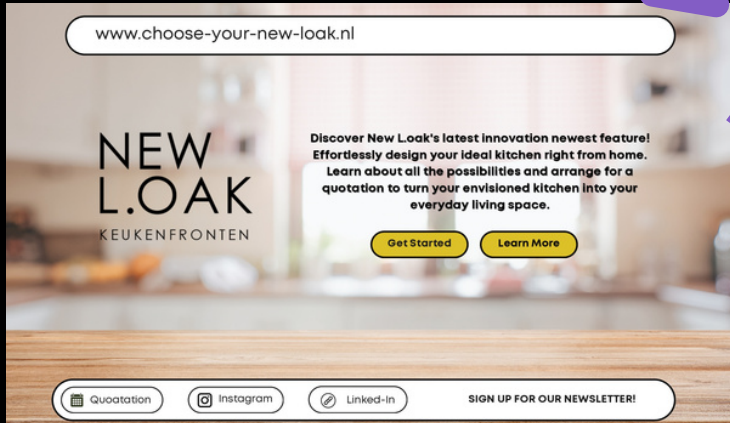


IMAGE 4
KitchenVision quiz. 1st question

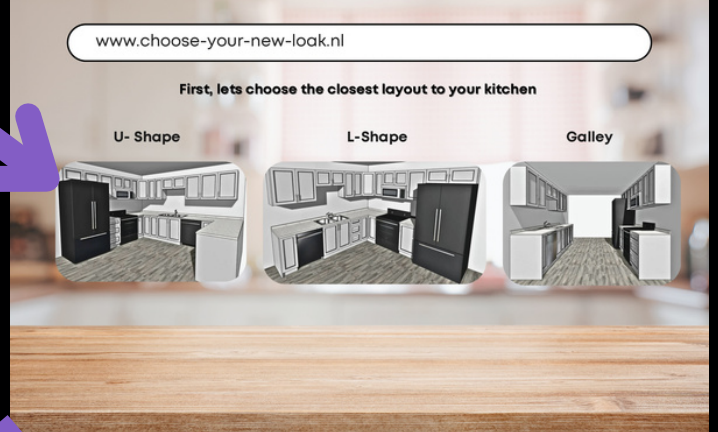


IMAGE 5
KitchenVision quiz. 2nd question

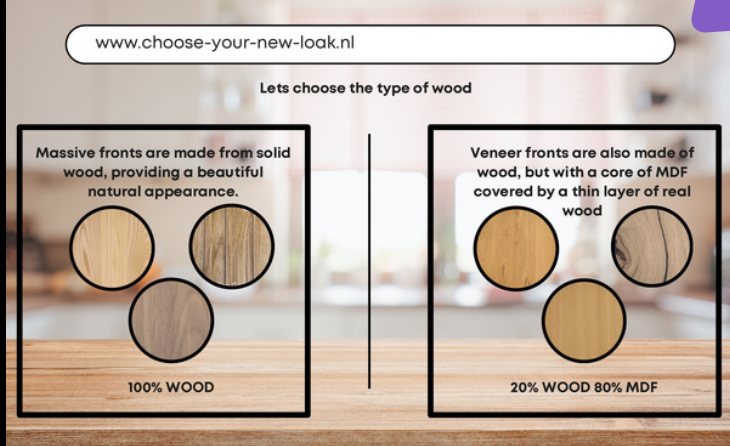
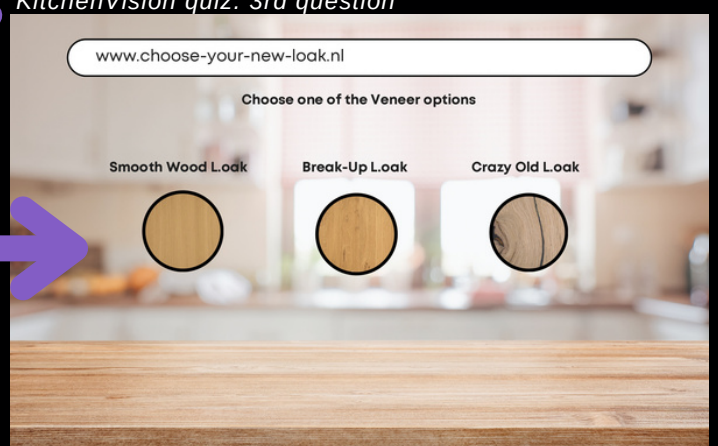


IMAGE 6
KitchenVision quiz. 3rd question



MASTERPLAN

STORYBOARD

IMAGE 7
KitchenVision quiz. 4th question

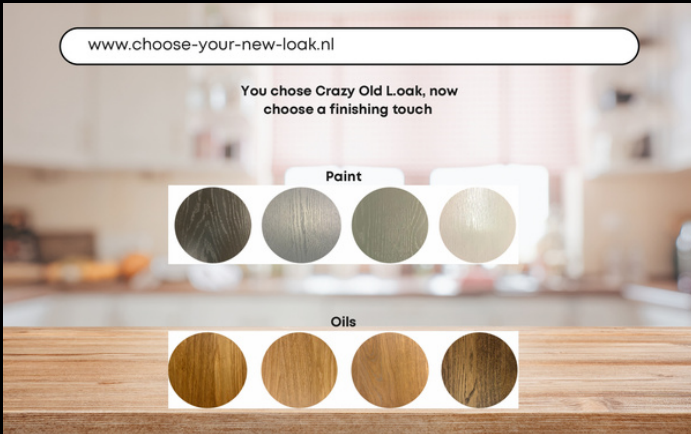


IMAGE 8
Prompt to enter your email for newsletter and results.

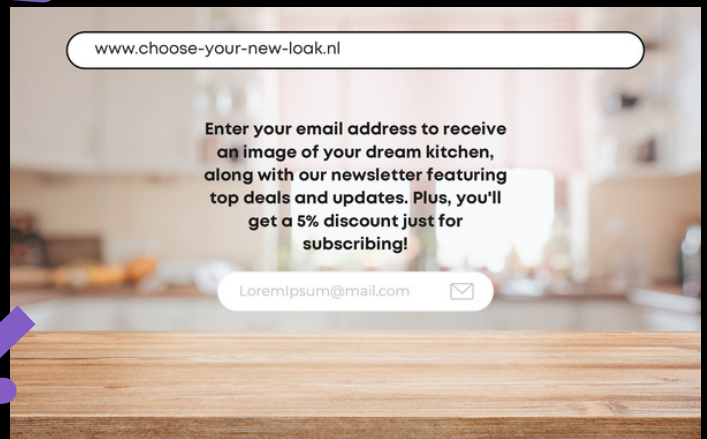


IMAGE 9
The customer gets the email from New L.oak.

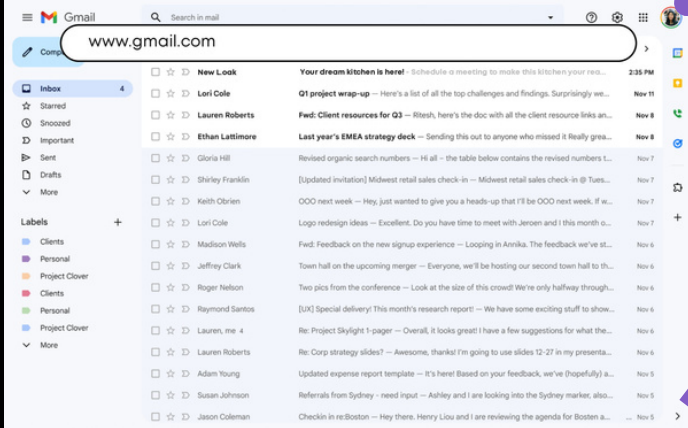
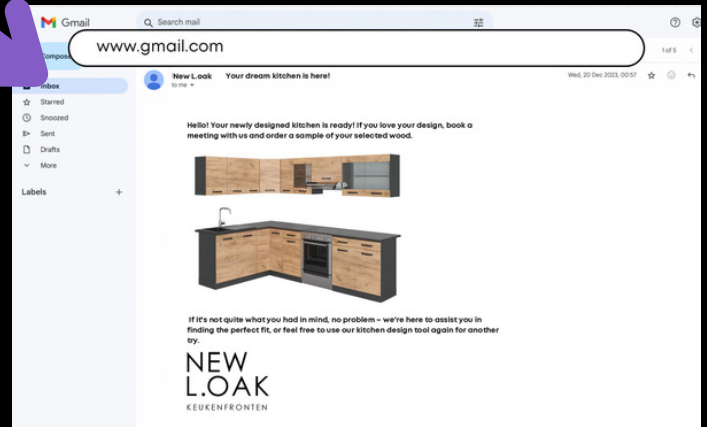


IMAGE 10
The email with results.



RISK MANAGEMENT

Developing a website plugin involves certain risks that need attention to ensure a successful project. There are 2 types of risks, internal - risk that comes from inside of the organisation and external - risk outside of the organisation.

One significant risk is the integration with third-party systems, which may seem straightforward but can pose challenges. In this case it's the client web that runs on Wix.com with a website plugin coded using JavaScript. This integration is crucial for the project's success, therefore it's vital to clearly identify and test the requirements early on through prototyping (Gerring, 2019).

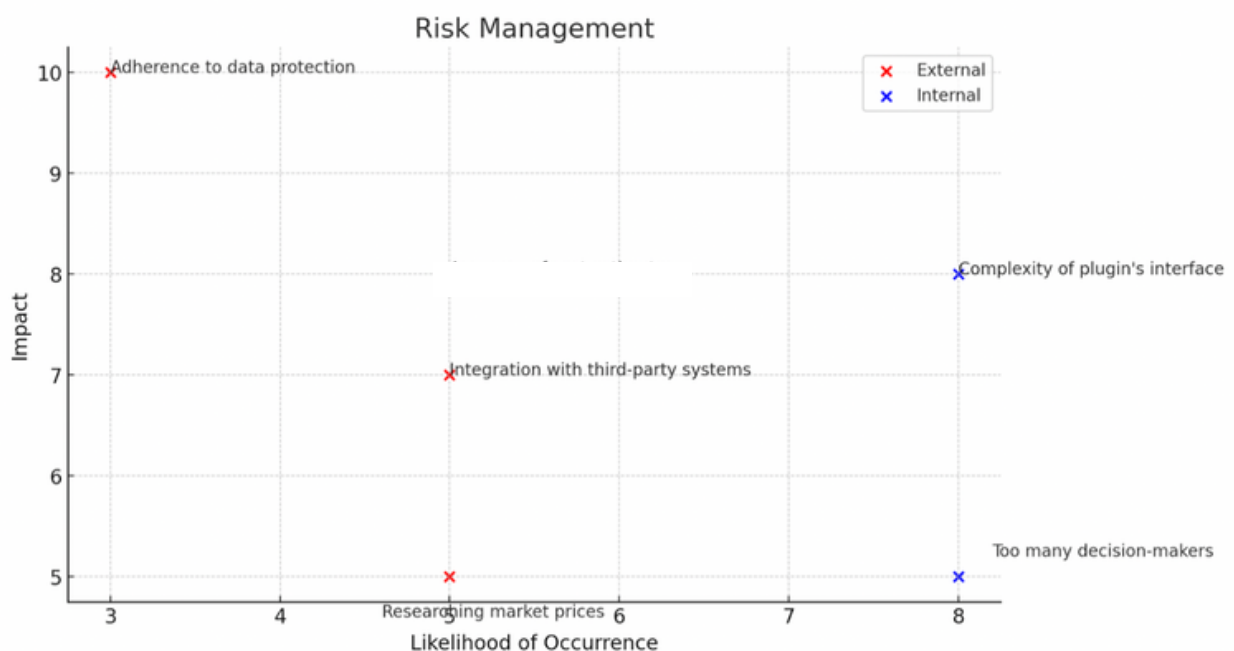
Another risk involves having too many decision-makers, stakeholders, or committees, potentially causing delays in decision-making. To avoid this, project managers or representatives should be empowered and supported to make decisions promptly. Our team has 4 members, from which 2 are directly involved in communicating with freelancers and the client, which lets the project run smoothly and efficiently (Fisher, 2023).

The complexity of the plugin's interface is another potential issue. If users find it hard to navigate, especially without clear information about the process's duration and requirements, frustration may arise. It's essential to prioritise clear communication and user-friendly design (Gerring, 2019).

Moreover, handling user data requires strict adherence to data protection regulations, such as GDPR. Failing to follow these rules may result in legal repercussions and harm the project's and client's reputation (Murray, 2023).

Without researching market prices for freelance work, there's a risk of overpaying the freelancer. Ignoring market rates could lead to exceeding the project budget, impacting its financial feasibility. Therefore to avoid a scam we should focus on these attributes to not fall victim: freelancers without a strong online presence, low amount of reviews, deals that are too good to be true and asking for sensitive information (Accelerator, 2023).

FIGURE 1
Lightlyhood of risks management graph.



LEGAL CONSIDERATIONS

IMPLEMENTING A COST ESTIMATION PLUG-IN AND KITCHEN DESIGN TOOL IN THE DUTCH MARKET INVOLVES A NUMBER OF LEGAL CONSIDERATIONS. HERE ARE SOME IMPORTANT THINGS TO THINK ABOUT:

DATA PRIVACY (GDPR)

Make sure that the gathering, storing, and processing of user data complies with the General Data Protection Regulation (GDPR). Get users' consent, tell them about the data being collected, and handle personal data securely. Under the GDPR, the European Union's rules regarding data privacy, there are various privacy rights afforded to data subjects, these include: "1. The right to be informed 2. The right of access 3. The right to rectification 4. The right to erasure 5. The right to restrict processing 6. The right to data portability 7. The right to object 8. Rights in relation to automated decision making and profiling." (GDPR, n.d.). As a result, these guidelines apply to any information that New L.oak gathers via the Kitchen Visionl tool and newsletter sign-ups.

TERMS OF USE AND PRIVACY POLICY

Create clear and comprehensive terms of use and a privacy policy that outlines how user data will be handled, the purpose of data collection, third-party sharing (if any), and user rights regarding their information (Business Bloomer, n.d.).

INTELLEC- TUAL PROPERTY RIGHTS

Make sure that no patents, trademarks, or copyrights are violated by the design tool or any content that is made available through it. Obtain the required licences or permissions before using any copyrighted content in the tool (Business Bloomer, n.d.).

CONSUMER PROTECTION LAWS

Comply with all applicable Dutch consumer protection laws, giving clear and accurate details about goods, costs, guarantees, and conditions of sale. Avert deceptive marketing and exaggerated statements (Business Bloomer, n.d.).

E-COMMERCE REGULATIONS

Adhere to applicable e-commerce laws, such as those pertaining to online contracts, consumer rights, and electronic payments, if the tool includes e-commerce functionalities (such as ordering or making purchases through the platform) (Business Bloomer, n.d.).

DISCLAIMERS AND LIABILITY

Clearly state the liability limitations for using the tool. Add a disclaimer about the limitations of the tool, including any potential errors or variations in actual costs or design accuracy (Business Bloomer, n.d.).

SECURITY MEASURES

Put strong security measures in place to guard user information and stop illegal access or data breaches (Business Bloomer, n.d.).

SUSTAINABILITY

While sustainability has many different meanings, there are two major ideas that need to be discussed in this section. Sustainability is related to longevity, or the degree to which a plug-in can be maintained over time. Furthermore, sustainability can also be defined as a plug-in's capacity to influence social progress, the environment, and economic growth in terms of people, the planet, and the profit model (Siegman, 2023).

SOCIAL

The impact that a business or brand has on its stakeholders is referred to as the social or people aspect (Kraaijenbrink, 2019).

To keep stakeholders supportive of website plug-in they must be kept engaged and updated (Neumeyer, n.d.). In regards to main stakeholders - the target group, Kitchen Vision positively affects their experience on the website, allowing them to make informed decisions and increase trust in New L.oak. For New L.oak's brand it gives them a competitive advantage, gives them customer data to draw insights from and to adjust marketing strategy in the future to better attract the target group as well as bring in sales and conversions.

ENVIRONMENTAL

The planet or environmental category is centred on how a company's actions impact the environment (Kraaijenbrink, 2019).

Web sustainability is a quickly expanding movement among developers and businesses to optimise websites for speed and efficiency while minimising their environmental impact (Hambling, 2023). Although the addition of Kitchen Vision may not have a significant direct environmental impact, the cumulative effect of encouraging customers to make long-term sustainability considerations, energy-conscious decisions, and more efficient material usage can support environmental conservation efforts. To ensure sustainability and lower the impact on the environment New L.oak should consider switching to a green host, such as WP-Engine. Additionally, making the tool as user-friendly as possible so that customers spend as little time on it which will make sure there's an increase in sales and inquiries, a decrease in customer support requests, and higher levels of engagement with the content, all of which improve the return on marketing investment (Hambling, 2023). Lastly, using promotional products (video, poster, newsletter) online only will also lower the impact to the environment.

SUSTAINABILITY

ECONOMIC

The impact on the economy at different levels is measured by the economic or profit aspect (Kraaijenbrink, 2019).

Not only does interactivity improve the user experience, but it can also be quantified. With the information you gather, you can see where, when, and how users are clicking and adjust to provide a more tailored experience. You can make more relevant content for visitors in the future and point users in the direction of exactly what they want to see (Foerster, n.d.). This can lead to an increase in sales and conversions, provide competitive advantage. Additionally, it could lead to an increased average order value: when customers use design tools, they may experiment with different options, which can result in more customised and larger orders. Revenue may rise as a result of an increase in average order value. Moreover, decreased returns and replacements: customers can see how their kitchen will look before making a purchase thanks to the design tool. Because of misplaced expectations, this may result in fewer returns or replacements, which would save return handling expenses.

Also, it can give upselling opportunities: a well-functioning design tool can make recommendations for upgrades or related products, which presents upselling opportunities and may increase profit margins. Overall, by increasing companies profits it grows the country's economy (Dobbs et al., 2015) and gives room for re-investment into New L.oak which could lead to expansion.

BUDGET

TABLE 1
Expected cost of the project.

PROMOTIONAL	HOURS	COST FOR US	COST FOR COMPANY	SOURCE
Newsletter automation tool	1	0	16	(Omnisend, n.d.)
Newsletter content creation (once a month)	2	0	Predetermined salary of New L.oak employee	
Promotional poster	5	0	97.31	(Muro, 2019)
Promotional video	10	0	25.33	(Guy, 2019)
MAIN PRODUCT				
Freelancer to create Kitchen Vision plug-in	40	0	750	(Sedlacek, 2019)
Freelancer to create 3D renders for Kitchen Vision plug-in	30		300	(Malyskinas, 2023)
TOTAL			1188.64	

EVALUATION

Evaluation is an essential step in the project management process that aims to give an overview of the project's progress as well as a step-by-step analysis of its performance.

Measuring the effectiveness of website personalisation efforts is crucial if you want to continuously optimise and enhance your approach (Mehta, 2023).

Since the main goal of the project is to bring in more leads - following the release of website plug-in and promotional products it's important to keep note of how many people entered their emails post quiz and how many had follow up calls with New L.oak. The goal of having more leads is to convert them into customers which is important to keep track of after websites update (Orndorff, 2023). If many website visitors signed up for the offer and newsletter and then scheduled a call or a meeting - it can be seen as a success. For those who didn't sign up it's crucial to find out why, to do so a follow up survey can be sent.

Another goal was to engage with potential customers this can be measure in multiple ways: an extended stay on the website may be a sign that users are finding the information interesting and relevant, a greater quantity of page views may suggest that your audience is eager to peruse more of your material, and if users are finding the content relevant and are motivated to explore more of your website, you may see a decrease in the bounce rate which can also be a classified as success (AIContentfy, 2023).

Measuring the effectiveness of your website plug-in requires analysing user behaviour and segmentation since it gives you insight into how various user groups are interacting with your website. You can determine which features and content are most popular, how users are interacting with your website, and where they might be leaving off by examining user behaviour (Mehta, 2023).

Another way to measure success is to keep track of how New L.oak's social media activity is affected. If followers, likes, comments increase it can be a good sign that the target group is now interested in the company and that the plug-in helped build brand awareness (AIContentfy, 2023).

You should routinely analyse the metrics you are tracking and search for trends and patterns in order to optimise for long-term success. You might need to change the quiz or marketing if you find that the plug-in is not having the desired effect (Mehta, 2023).

The cost may be high but with the right marketing campaign it should bring in leads, raise brand awareness and engagement with the target group which is the ultimate goal. The plug-in is an investment into companies growth.

DECISION MOMENTS

1. Client's Decision:

- The initial critical decision came when the client had to choose from three concepts presented by our team. They opted for the website plugin, leading to another important decision: whether to invest money in a professional freelancer for plugin development or to receive clear instructions and handle the investment themselves. Ultimately, the client chose to invest in professional development. After further discussions (see freelancer selection) the client decided to receive clear instructions and a high fidelity prototype that would make it clear how the website should look, work to best suit New L.oak's and the target group needs that they could give to the website developer they choose in the future.

2. Freelancer Selection:

- Choosing the right freelancer within the 500 euros budget provided a challenge. Recognizing that the client's website was on Wix.com, we sought a freelancer experienced with this platform and creating plugins. We identified a freelancer with excellent reviews, significant experience, and the ability to meet both budget and deadline requirements. After further discussion with freelancer, website developer Antonis Kyriakidis and the client we came to a conclusion that the scale of the project is bigger than anticipated and our chosen freelancer would not be able to complete it within the time and budget constrain to the level that would suit New L.oak's needs.

3. Cost Estimator/Visualizer Decision:

- Acknowledging the technical, time, budget limitations, we realised developing a plugin to serve both as a cost estimator and visualizer simultaneously was impossible. A decision was necessary to prioritise one functionality over the other based on user and client preferences. The client wanted to focus on the design tool, but due to large quantity of data, lack of pictures and time constrains we decided to focus primarily on the cost estimator but encountered the same issue. It was agreed with the client that we would make a high fidelity prototype that primarily focuses on designing tool.

4. Automatic Emails:

- When discussing our vision with the freelancer, we discovered that our initial plan to send result emails to clients from the cost estimator would incur additional costs. A monthly server payment would be required. Due to this, we included the monthly fee into the budget.

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