



Moving Mountains Project

PROJECT MANAGMENT PLAN
BY ELYSE DUFFY

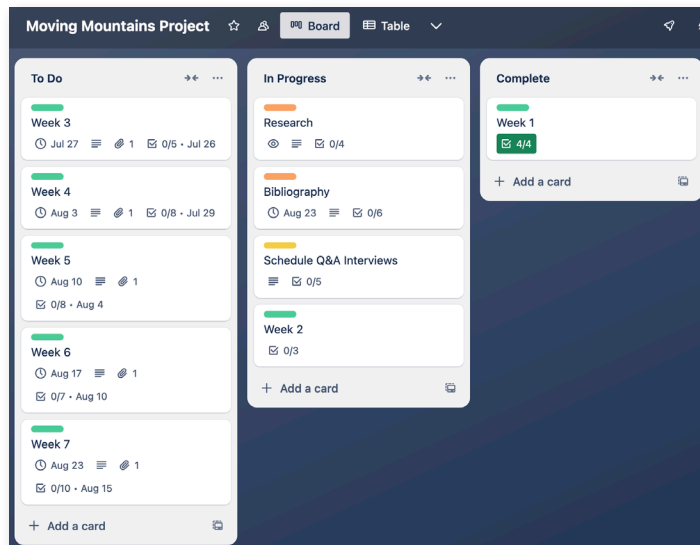
Project Rationale

To manage the *Moving Mountains Project*, I have chosen to use the project management program called Trello. While, I have never used Trello before I ultimately picked it over other options because it had great reviews and because it was easy to navigate on the first try. I find Trello's boards and lists perfect for organizing specific tasks and breaking down the work into more digestible pieces. This program will help with me staying on top of every task and making sure each checklist is complete before starting a new task or week. While I have used other project management programs before for my design work, I am excited to use Trello because I can easily see all my tasks on one screen and have the delight of being able to check things off my to do list while tracking my progress!

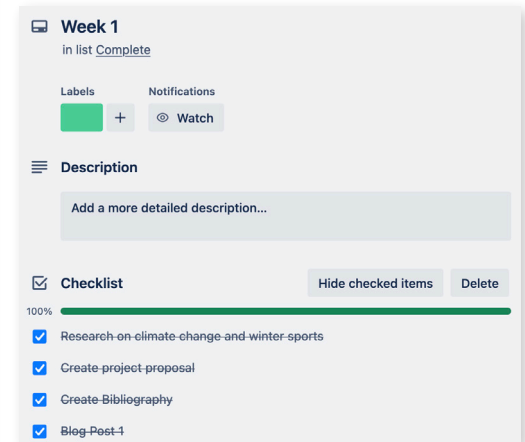
The project will be broken down into weekly cards on Trello. I find this is best for me to look at my goals for the overall week rather than to look at a bigger picture or too far down the calendar and get ahead of myself. Looking at only what needs to be done this week will keep my focused on what actually needs to be completed and to not over work myself. As I go through this project plan, you will see that within the weekly card is a checklist with items needing to be worked on. The week itself has a due date but some weeks will have certain checklist items with separate due dates, which are within the weekly due date. These are for posting days, since we will have a strict posting schedule of when we can send our content out into the world for our followers.

Project Overview

Below is the full view of the *Moving Mountains Project* board in Trello. As you can tell the weekly work is color coded differently than other tasks, like research and scheduling interviews. Research and the bibliography will be worked on for all seven weeks so I felt they needed their own colors just to remind myself that they will remain in the “In Progress” tab and time spent on these tasks may vary each week. Weekly work is coded green and given a due date. Each week has its own individual checklists within, some with more specific due date for posting items.



So far the only task completed was week 1.



In Progress Tasks

For my two in progress tasks: Research and Bibliography, there is a brief project description and a more detailed checklist for each. In research, I break the checklist into categories where my research will take me based on my posts. For the bibliography, I have a checklist for creating the annotations for each medium. I plan to complete a medium each week. The tasks are color coded orange so I know that they will remain open until the end of week 7.

Research

in list [In Progress](#)

Labels

Always in Progress

+

Notifications

Watching

✓

≡

Description

Edit

This research stage will be on-going throughout the project. I will be reading and highlighting the main points I come across that can be broken down into info-graphics for my Instagram. I also want to make sure I am incorporating any latest news on the topic.

✓

Checklist

Delete

0%

☐

Research on climate change

☐

Research on climate change & mountains

☐

Research on climate change and how/if we can reverse it

☐

Research on Instagram best practices/ best time to post

Bibliography

in list [In Progress](#)

Labels

Always in Progress

+

Notifications

Watch

⊙

Due date

Aug 23, 11:00 PM

▼

≡

Description

Edit

This card will be for all work related to the Bibliography. Adding annotations and revising it. To be completed at week 7.

✓

Checklist

Delete

0%

☐

Any revisions from professor

☐

Annotations for online articles

☐

Annotations for podcasts

☐

Annotations for videos

☐

Annotations for books

☐


Annotations for blogs

☐

Annotations for annual reports/publications

In Progress Tasks

My other task currently in progress is scheduling Q&A Interviews. This task has its own color to remind me that I need to do this sooner rather than later so that I can stick to my posting schedule. Currently I have a loose due date of July 27th and ideally I would like to record these videos as soon as possible to leave plenty of time to edit and design the posts. I know as I go through the weeks I will need more time for designing and posting.

 **Schedule Q&A Interviews**


in list [In Progress](#)

Labels


Notifications

Due date

+


 Watch

☐ Jul 27, 6:00 PM ▾

 **Description**

Edit

Schedule Q&A interviews with 3 fellow skiers and set up area to record.

 **Checklist**

Delete

0%

☐ Schedule time to meet (3x)

☐ Get questions read for interview

☐ Set up area to film/ record

☐ Test phone for filming

☐ Film/record

Weeks 3 & 4

Week 3 is where I start designing my posts and start posting to Instagram. In Trello I have written a brief description for the week, attached a screenshot of the topics covered in the posts and have a checklist at the bottom for individual tasks.

Week 4 picks up with more design work and setting up my first Q&A interview. This week is also the beginning of posting regularly (3x a week) to Instagram. For each "Publishing to IG" task, there is a due date to the right which is the actual date I will post. I plan to schedule them in advance through the app.

The image displays two overlapping screenshots of Trello cards, representing 'Week 3' and 'Week 4'.

Week 3 Card:

- Title:** Week 3
- Labels:** A green label with a '+' icon.
- Notifications:** A 'Watch' button with a bell icon.
- Due date:** Jul 27, 11:00 PM.
- Description:** This week it is important create the Instagram page, this means create a handle, gather some followers, and start getting the word out about this new page. I will also start creating the posts and towards the end of the week I will post for the first time!
- Attachments:** A screenshot titled 'Screenshot 2024-07-16 at 4:30 PM' with options to 'Delete', 'Edit', and 'Make cover'.
- Checklist:** A checklist with 5 items, all unchecked: 'Create Instagram page and find followers', 'Research and create Post 1', 'Research and create Post 2', 'Research and create Post 3', and 'Publish to IG (post #1)'.

Week 4 Card:

- Title:** Week 4
- Labels:** A green label with a '+' icon.
- Notifications:** A 'Watch' button with a bell icon.
- Due date:** Aug 3, 11:00 PM.
- Description:** Week 4 consists of recording my first Q&A interview and creating three more posts for Instagram. In between these tasks I will be publishing more posts to the platform and continue to build my audience.
- Attachments:** A screenshot titled 'Screenshot 2024-07-16 at 4.30.44PM.png' with options to 'Delete', 'Edit', 'Comment', 'Download', and 'Make cover'.
- Checklist:** A checklist with 7 items, all unchecked: 'Record Q&A Interview', 'Edit/create post 4', 'Publish to IG (post #2)', 'Research and create post 5', 'Post to IG (post #3)', 'Research and create post 6', and 'Post to IG (post #4)'. The last three items have due dates: Jul 29, Jul 31, and Aug 2, each with a user icon.

Week 5 & 6

Week 5 continues with creating three more posts for the week and continuing to post regularly. This week I am posting more content, so I also want to spend some time building my followers and added this task to the checklist.

Week 6 consists of creating posts 10, 11, and 12. Each week will have three posts to create so work is consistent. I will also use this week to continue to build followers and get engagement within my posts.

Week 5

in list To Do

Labels

Notifications

Due date

+

👁 Watch

☐ Aug 10, 11:00 PM

Edit

Week 5 looks very similar to the previous week. Each post will cover a specific topic so as I go on creating these I will be doing more research. This week I have my second Q&A interview to schedule and create.

Add

7-9.png

Added Jul 16, 2024, 4:33 PM • [Comment](#) • [Download](#) • [Delete](#) • [Edit](#)

Make cover

☒ Checklist

0%

☐ Research and create post 7

☐ Post to IG (post #5)

☐ Record Q&A Interview

☐ Edit/create post 8

☐ Post to IG (post #6)

☐ Research and create post 9

☐ Post to IG (post #7)

☐ Continue to build followers

Week 6

in list To Do

Labels

Notifications

Due date

+

👁 Watch

☐ Aug 17, 11:00 PM

Edit

Continuing to create Instagram posts and build my following. Posts are varying from Info-graphic to video post. These posts are geared towards climate change and its effect on mountains.

Add

Screenshot 2024-07-16 at 4.33.58 PM.png

Added Jul 16, 2024, 4:34 PM • [Comment](#) • [Download](#) • [Delete](#) • [Edit](#)

Make cover

☒ Checklist

0%

☐ Research and create post 10

☐ Publish to IG (post #8)

☐ Research and create post 11

☐ Publish to IG (post #9)

☐ Research and create post 12

☐ Publish to IG (post #10)

☐ Continue to build followers

🕒 Aug 10

👤

🕒 Aug 11

👤

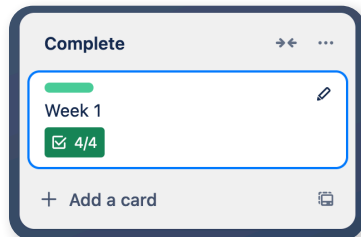
🕒 Aug 13

👤

Week 7

Week 7 is the final week and that means finishing up the design phase and publishing the last 5 posts onto Instagram. This week is busy because I will be posting more and trying to get the most engagement this week.

Once the weekly checklist is complete, I will be able to move the card to the completed tab. As you can see below, this is where week 1 resides.



Week 7

in list [To Do](#)

Labels

Notifications

Due date

+

Watch

Aug 23, 11:00 PM

Description

Edit

In the last week I will be finishing up creating my posts and publishing the last group of posts in the coming days. The posting schedule does get a bit tight towards the end but I am hoping to have the most amount of followers during this time, so there should be more interaction within the posts.

Attachments

Add

Screenshot 2024-07-16 at 4.33.35 PM.png

Added Jul 16, 2024, 4:34 PM • [Comment](#) • [Download](#) • [Delete](#) • [Edit](#)

[Make cover](#)

Checklist

Delete

0%

Record Q&A Interview

Edit/create post 13

Publish to IG (post #11)

Research and create post 14

Publish to IG (post #12)

Research and create post 15

Publish to IG (post #13)

Publish to IG (post #14)

Publish to IG (post #15)

Continue to build followers

Aug 15

Aug 17

Aug 19

Aug 21

Aug 23

Plan Conclusion

While I may have a plan in place, I know that there may be some unforeseen circumstances where I will have to pivot. I am hoping to follow the posting schedule as close as I can, because I know if I miss a day, that will put the rest of the posting schedule behind. I also know that creating three posts a week is certainly doable, but it also leaves room in case I need to catch up or do additional research. I also plan on scheduling my Q&A interviews by the due date or sooner because I believe that these posts will take much longer to create, and I may need some extra time.

I feel confident that Trello will help me stay on my daily and weekly tasks. Viewing Trello often throughout this project will help me stay organized and excited to complete tasks as I go through them. The ease of the program gives me peace of mind and as week 3 approaches I am excited to get started!