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Book Review

Digital Project Management
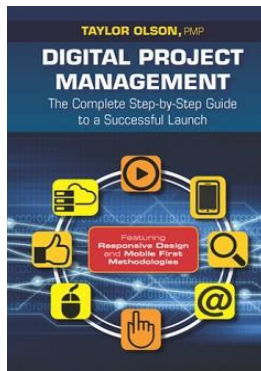Author: Taylor Olson
Reviewer: H. Timothy Soheili

PM WORLD BOOK REVIEW

Book Title: ***Digital Project Management: The Complete Step-by-Step Guide to a Successful Launch***

Author: **Taylor Olson, PMP**

Publisher: J. Ross Publishing, USA

List Price: US$49.95   Format: hard cover, 272 pages

Publication Date: October 2015 ISBN: 978-1-60427-125-6

Reviewer: **Hamid Timothy Soheili**   Review Date: 10/2015

Introduction

The *Digital Project Management: The Complete Step-by-Step Guide to a Successful Launch* has a great step-by-step checklist of what needs to be done when managing a digital project. I have not managed a digital project, whether it was a basic website to a complete IT infrastructure redesign, that these steps would not have been beneficial.

Overview of Book's Structure

We spend the first chapter of the book with a little bit of primer about what the general process will be at a high level which leads us more comfortably into the rest of the book.

In Section I we get into chapter 2-3 for discussing how to begin this digital project, the Gap analysis, the stakeholders and the workshop that should be followed to get the entire team on the same page of what is needed to accomplish the project that the client wants handled by us, the agency or even freelancer(s). The documentation suggested and really should be required for any project not just digital projects that include the BRD (business requirements document), dealing with the budget for the project and the statement of work, which YOU BETTER DO unless being in a never-ending project is what makes you happy with life.

Section II, chapters 4-8, we get into what we know as the busiest part of any project with the most billable hours, which is Planning, of course. Here the author discusses the communication, information architecture, analysis, development and preparation.

Section III, chapters 9-12, we construct the project, test the project, and finally cutover everything to the stakeholders' management staff to handle. Here we get to review the content, review of the content, tracking of content being put into the project, how the content is entered into the project (the Jetzen site in the book's

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example). The testing portion of the book covers the systems integration testing, user acceptance testing and nonfunctional testing.

Highlights

While reading this book, I found myself questioning processes I have been taught by other managers over the years and changing my processes moving forward. The fact that the book has a general checklist of every step that should be followed assist new project managers, older project managers as well as digital start-ups to move through their projects effectively.

Everyone should love my favorite parts of the book which work around the research and planning parts of the digital project which is ultimately the most important part when you get into the later parts of projects to insure you do not go over budget in terms of time of financial budgeting.

Highlights: What I liked!

I love the WAV feature of this J Ross Publishing book which includes over 16 downloadable files dealing with all of the necessary steps, example plans, stakeholder lists, budget estimates, schedules and multiple reports.

Who might benefit from the Book?

Any and every person that works as a cog in the gear set of a digital project. These cogs can be any designer, developer, tester, marketing, etc, etc. You could be a single person on a large team or a freelancer, like me, that deals with every aspect of a project to be able to please our stakeholders.

Conclusion

I will be suggesting this to all of the freelancers I deal with, small business startups as well as PM's that deal with digital or general project management. Following these steps will save you so much time in the end as well as the money that is wasted from reworks and mistakes

I have lready implemented many of these steps into my business, dealing with consulting, web development and application development and I have been very impressed with how helpful it has been for me and how some clients I have worked with on past projects are enjoying a tighter budget on their finances for their projects when they allow the PM to follow a more detailed research and planning schedule.

For more about this book, go to: http://www.jrosspub.com/business/project-program-management/digital-project-management.html

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About the Reviewer

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Hamid Timothy Soheili is President and CEO of Automata Web Services (now Dogg Media) (2000). He is a seasoned software engineer and project/program/process manager, with experience of leveraging entrepreneurial strategies across a variety of corporate and academic environments. He uses his years of technical skills and technical management experience to bring processes and methods into organizations to increase their productivity and profits. I am very motivated and excited to work in any field as I aim to share and learn something amazing from everyone I work with. As a consultant Hamid has consulted in the fields of Web Services and Information Technology for Trees for Humanity, IMPACNow, RMTD Solutions, Nappy Republic, Independent Aircraft, and Nisey's Treats.

Mr. Soheili graduated with a Bachelor of Science degree in Computer Science from The University of Texas at Dallas on the Redman Scholastic Scholarship for Excellence. He is currently obtaining his Master of Science in Information Technology and Management degree as well as a Global Leadership Executive MBA from The University of Texas at Dallas.. He has a certificate in Organizational Change Management, with a focus on SAP. Mr. Soheili has a workforce background in Retail Management as a Technical Service and Sales Manager with CompUSA (Houston/Lubbock, Texas). At NetHawk Corporation (Richardson, Texas), Hamid was a software engineer; he managed the Sanity Testing team with associates in India and Dallas, TX and managed the team in India to produce user manuals and statistical documents from EAST® development and testing results.

Born in *Masjed Soleyman*, Iran, Mr. Soheili moved to the United States in 1982, at the age of six with his father, mother, and brother. He is married and has two children. Hamid enjoys disc golf, wallyball, occasional video games, and is currently learning to play the guitar, with his son, when time permits. Hamid can be contacted at tsoheili@doggmedia.com or tsoheili@pmworldjournal.net.