

Weekly Traffic Report

THE CHALLENGE

Provide ongoing support to the agency on how to properly use the newly implemented project management software while also establishing standards of use.

THE SOLUTION

I developed a weekly email to send to all employees with a specific tip they could use to not only learn the new software but to also create consistency across the agency's use of the software.

THE PROCESS

My role in the company was constantly evolving as their needs evolved. At one point my role was as Traffic Manager and I was put in charge of implementing a solid project management software. After much research and deliberation I selected Teamwork PM - an online software for project management. Because implementing a whole new system was too much for everyone to take in in one sitting and the use of the software needed to be consistent across all employees and departments, I decided the best way to approach this was to send out an internal email which would provide a tip or way to use the software.

I wanted it to be short enough to keep the employee's attention but detailed enough that they understood the point I was trying to get across. I achieved this through a combination of images and text and keeping each week to 1 main point. In addition to developing the content of each week's email I also programmed the html for the blast which was then sent out through Mailchimp.

