



Title : I GEAR GEEK's Website Development Process Management

Author(s) : Ms. Prarisa Surawang

Student ID : 640510666

Major : Computer Science

Advisor(s) : Assistant Professor Dr. Jakarin Chawachat

Type of presentation* (choose 1) : Oral Presentation
 Poster
 Cooperative Education

ABSTRACT

In this project, I was assigned as the project manager responsible for overseeing the website development process at I GEAR GEEK. My primary focus was on planning and managing the implementation to create a modern website that effectively presented up-to-date company information, aligned with business needs, and supported the company's marketing objectives. As the project manager, my responsibilities included setting the development direction, gathering requirements from stakeholders, and analyzing business factors that influenced the website's design. The goal was to ensure that the website met the needs of the target audience while enhancing the company's image. Additionally, the project involved developing a strategic plan, allocating resources, defining the scope of work, and establishing a clear communication plan to ensure all stakeholders were aligned with the project's direction and objectives. The expected outcome was a highly effective, user-friendly website that strengthened the company's long-term brand presence.