

ONLINE DEVELOPMENT PROCESS

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Painless Web development depends entirely on good planning and good process. Use the following as a guide. Deliverables and timing will depend entirely on the scope of the project.

Phase	Goals/Activity	Deliverables	Time
Discovery (Macro)	<ul style="list-style-type: none">• Learn all you can about the project -- the client, their industry, and their audience.• Establish consensus – why are we doing this?• Develop Online Work Plan,-- defines site goals, audience, messaging, high-level design parameters, and long-term maintenance requirements.• Establish development process• Assign team roles.	Online Work Plan	1 week
Discovery (Micro)	<ul style="list-style-type: none">• Define project scope, budget and production schedule.• Establish Site Requirements -- features and technical (front- and back-end) needs of the project. How can we utilize technology to meet the project goals?• Outline content requirements and develop plan for delivering new or revised content to development team (will be included in production schedule).• Confirm hosting and server information.	Budget Production Schedule Requirements/Feature Set Technical Brief	2 weeks

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Strategy/Planning	<ul style="list-style-type: none"> • Now that overall goals and objectives have been defined, how will we meet those goals? Develop site concept/theme and parameters -- visual and informational. • Technology research and planning. Taking into account development costs, hosting costs and maintenance needs, what tech infrastructure best suits the project. Research appropriate ISPs to meet hosting needs. • Begin design research – images, color schemes, etc. • Develop high-level Site Map, which will be used as a guide for visual design and content development. 	Site Concept/Theme Technology Plan Hosting Plan Site Map	2 Weeks
Visual Design/Content Development	<ul style="list-style-type: none"> • Visual designer goes to work. Ideally, they will develop 2 or 3 design directions to chose from. Once a direction is chosen, they will develop the design theme further (2nd and 3rd levels) and present a complete design prototype. • Develop Wireframe, also referred to as page schematics or story boards. A Wireframe is a non-design-oriented sketch of individual screens or pages on the site -- showing rough navigation, copy layout, graphic allocation, key headers and other elements that might appear on a screen. The Wireframe will show a certain hierarchy of information, but does not dictate exactly how or where something should be placed (that's up to the visual designer). The Wireframe allows us to examine the content and navigational structure of the site from a strictly informational perspective. 	Visual Design Prototype Wireframe	2-4 Weeks

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Production	<ul style="list-style-type: none"> • By this stage, all creative decisions have been made. The production team is provided with visual design layouts and content. They then go to work putting it all together. • Set up new host and upload files. 	Site Uploaded on Server and Ready for Review	2 weeks
Quality Assurance	<ul style="list-style-type: none"> • A team of users will check the site to make sure it works in every browser on every platform. Try to break it. 		3 days
Launch and Next Steps	<ul style="list-style-type: none"> • Launch site • Develop maintenance plan • Insure that tracking software is in place for long-term site evaluation • Provide necessary training 		1 day to - 1 week