








































Web Site Design Process

Phase 1 Design

OUTCOMES	 Meeting: Project Stakeholders & Design Team  Approved: Project Initiation & Billing	 Deliverable: Initial Content (Site Assets) From Client  Approved: Timeline	 Deliverable: Site Concept  Approved: Site Concept	 Deliverable: Information Review  Approved: Information Review	 Deliverable: Wireframe Layout  Deliverable: Finalized Content	 Approved: Wireframe Layout  Approved: Finalized Content	 Deliverable: Visual Design
TASKS	Project Stakeholders Design Team	<div style="background-color: #FFD700; padding: 5px;"> Content Provided (Site Assets) <ul style="list-style-type: none"> <input type="checkbox"/> Text & Visual Content as digital files <input type="checkbox"/> All content proofread and final, or <input type="checkbox"/> Content to be reordered or updated </div> <div style="background-color: #ADD8E6; padding: 5px; margin-top: 10px;"> Site Strategy & Expectations <ul style="list-style-type: none"> <input type="checkbox"/> Review Site Goals & Measurement <input type="checkbox"/> Review Site Requirements <input type="checkbox"/> Review Site Users <input type="checkbox"/> Review Site Maintenance <input type="checkbox"/> Review Site Statistics </div> <div style="background-color: #ADD8E6; padding: 5px; margin-top: 10px;"> Site Asset Review <ul style="list-style-type: none"> <input type="checkbox"/> Review Client Materials <input type="checkbox"/> Content Recommendations </div>		<div style="background-color: #ADD8E6; padding: 5px;"> Information Architecture <ul style="list-style-type: none"> <input type="checkbox"/> Material Sort into Assets & Data <input type="checkbox"/> Text & Visual Content Groupings <input type="checkbox"/> Text & Visual Naming Protocols <input type="checkbox"/> Information Hierarchies (Topic Mapping) <input type="checkbox"/> Structural Review <input type="checkbox"/> User Paths/Task Analysis <input type="checkbox"/> GUI (Graphical User Interface) Analysis <input type="checkbox"/> Text & Visual Hierarchies/Taxonomies <input type="checkbox"/> Additional Content Development </div>	<div style="background-color: #FFD700; padding: 5px;"> Final Content Review (Site Assets) <ul style="list-style-type: none"> <input type="checkbox"/> All Text & Visual Content as digital files <input type="checkbox"/> All Content proofread, edited and finalized <input type="checkbox"/> Design Directions </div> <div style="background-color: #ADD8E6; padding: 5px; margin-top: 10px;"> Wireframe (Site Blueprint) <ul style="list-style-type: none"> <input type="checkbox"/> Content Structure Path <input type="checkbox"/> User Path <input type="checkbox"/> Scope & Depth of Site <input type="checkbox"/> Content Chunking (Navigation, Pages) <input type="checkbox"/> Conceptual Diagrams </div>		<div style="background-color: #ADD8E6; padding: 5px;"> Visual Design <ul style="list-style-type: none"> <input type="checkbox"/> Design Explorations of GUI/NAV of Typical Pages with Recommendations A, B, C <input type="checkbox"/> Design Exploration of PDFs </div> <div style="background-color: #ADD8E6; padding: 5px; margin-top: 10px;"> Project Review <ul style="list-style-type: none"> <input type="checkbox"/> Changes affecting Navigation <input type="checkbox"/> Changes affecting GUI /Typical Page Designs <input type="checkbox"/> Usability and Project Compliance Support </div>
NOTES	<div style="background-color: #ADD8E6; padding: 5px; margin-bottom: 10px;">  Client Time One hour for presenting scope, concept and determining site assets. Offline as needed, Client gathers content. </div> <div style="background-color: #ADD8E6; padding: 5px;">  Status Updates After each meeting, Designer will summarize actions and next steps for all parties. Changes to information or timelines will be updated with Client approval. </div>		<div style="background-color: #ADD8E6; padding: 5px;">  Client Time Two Hours for Information Review, offline as needed </div>	<div style="background-color: #ADD8E6; padding: 5px; margin-bottom: 10px;">  Client Time Two Hours for Wireframe Presentation, offline as needed </div> <div style="background-color: #ADD8E6; padding: 5px;">  Technical Updates At each stage, Designer and Developer will collaborate on functional improvement and other recommendations. </div>	<div style="background-color: #ADD8E6; padding: 5px;">  Client Time Two Hours for Visual Presentation, offline as needed </div>		
	 Timeline Begins		 Timeline One Week	 Timeline One Week	 Timeline One Week		

Web Site Design Process

Phase 2 Production

OUTCOMES	 <p>Approved: Visual Design</p>	 <p>Deliverable: Prototype</p>	 <p>Approved: Prototype</p>	 <p>Deliverable: Beta Site</p>	 <p>Approved: Beta Site</p>	 <p>Launch</p>	 <p>Meeting: Next-Step Review, Maintenance, & Archives</p>
TASKS	<p>Production</p> <ul style="list-style-type: none"> <input type="checkbox"/> GUI/NAV Production Begins <input type="checkbox"/> Style Sheets & Template Begins <input type="checkbox"/> Content & Page Production Begins <input type="checkbox"/> Site Map Production Begins <input type="checkbox"/> User Testing <p>Site Assets</p> <ul style="list-style-type: none"> <input type="checkbox"/> Media Files optimized <input type="checkbox"/> Site Images Cleaned & Consistent <input type="checkbox"/> PDF production 	<p>Prototype</p> <ul style="list-style-type: none"> <input type="checkbox"/> Drivable site posted in test area <input type="checkbox"/> Typical pages, subsection divisions, further hierarchies as determined in scope <input type="checkbox"/> Functional navigation <input type="checkbox"/> Functional media and downloadables 	<p>Site Strategy & Expectations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Review Site Goals & Measurement <input type="checkbox"/> Review Site Requirements <input type="checkbox"/> Review Site Maintenance <input type="checkbox"/> Set Launch Date <p>Production Finalized</p> <ul style="list-style-type: none"> <input type="checkbox"/> All pages coded and drivable <input type="checkbox"/> All PDFs, Media and files functional 		<p>Site & Page Maintenance</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ownership & Archival <input type="checkbox"/> Search/Traffic Analysis & Recommendations <input type="checkbox"/> Next-Step Review 		
NOTES	<p> Client Time offline as needed</p>	<p> Client Time offline as needed</p>	<p> Client Time Two Hours For Prototype Presentation, offline as needed</p>		<p> Client Time offline as needed</p>		<p> Client Time One Hour Review</p>
	<p> Timeline One week</p>	<p> Timeline Two weeks</p>		<p> Timeline One week</p>		<p> Timeline One week</p>	