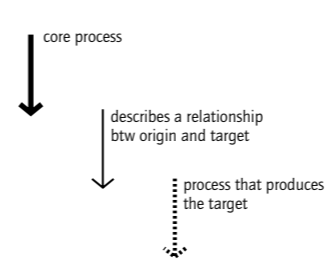


Preparing the ground

Business research
 /businessresearch
 Any project you initiate within your company will be framed in terms of your overall business goals, identifying particular business objectives for which you are using the Internet. These will be reference points for the whole project.

Define your stakeholders
 Your stakeholders are groups or individuals who have an interest in the success of the project. They will be involved in shaping the project and evaluating the outcome of each stage.



Getting the right help

Request for proposal (RFP)
 Template can be found at www.WebByDesign.com/resources/

Getting the right help
 Finding the right supplier(s) to work with is key to getting good results. You may need to appoint multiple suppliers. Suppliers of Web design and development come from varied backgrounds. A list of research resources appears at www.WebByDesign.com/resources/

Define your requirements
 Your project requirements are the specific things you need to create, and structures and processes that need to be put in place, to facilitate achieving your business objectives.

Short list
 Contact suppliers to respond to your RFP

Pitch documents and presentation
 review pitches

Assess supplier(s)
 Template can be found at www.WebByDesign.com/resources/

Negotiate the terms of business
 The agreement you come to will be based on the RFP, with the addition of typical contractual elements and the suppliers terms of business. Also consider intellectual property rights.

Developing the brief

Making preparations inside your company
 Determine which staff you need on the project and their availability, what resources you will need, and what dependencies exist. This will allow you to plan the project effectively.

Develop the brief
 In collaboration with your supplier(s), your project team, and the stakeholders within your company you can start detailing the overall design and implementation of the product.

Plan the project
 Work with your supplier to establish roles and responsibilities. You will also need to determine how you will communicate and collaborate. We have developed a tool to help you plan this [/tools/CamsTools.pdf](#)

Define initial specs
 Outline the functionality of the product, the intended users, and how and where they are expected to use it.

Develop user scenarios
 Visual representations to show intended users ways the product might work to facilitate evaluation.

Review project plan
 Validate concepts and assess implications

Initial brief & project plan
 /tools/BriefTool.pdf
 The brief is based on the RFP while the project plan details who will do what by when, and how it will be communicated and signed off.

- Detailed user profiles
- Conceptual model
- Navigation model
- Content model

Developing the design

Define detailed specs
 produces

Finalise user scenarios
 These are used to demonstrate to intended users how the product might work and allow the proposed solutions to be evaluated.

Visual/layout Design
 Build on the visuals created for the detailed scenarios to develop the information design and the aesthetic elements of the design.

Evaluate and freeze development
 No more changes to design and functionality

Deliver your Web content
 Client to deliver the materials promised according to the project plan. You should be thinking about your obligations to the project from as early as possible.

Designing
 Applying the agreed design approach to all the sections and elements of the product.

Design and Web integration
 Design and technical teams meet internally to discuss integration of both sides of the development

Beta testing
 upon successful betas

Soft launch
 The product is made ready for launch and potential users are invited to use it and give feedback.

Stakeholder review
 Ensuring everything is properly implemented and catching problems missed

Hard launch
 The product is accessible with bandwidth and server performance you have negotiated with your ISP.

Building the site

Designing
 Applying the agreed design approach to all the sections and elements of the product.

Design and Web integration
 Design and technical teams meet internally to discuss integration of both sides of the development

Beta testing
 upon successful betas

Soft launch
 The product is made ready for launch and potential users are invited to use it and give feedback.

Stakeholder review
 Ensuring everything is properly implemented and catching problems missed

Hard launch
 The product is accessible with bandwidth and server performance you have negotiated with your ISP.

Post-launch review

Documentation
 Supplier documents how the design and engineering work, which acts as a guide for maintaining the site.

Evaluation
 Meet with your suppliers to evaluate the success of the project. Review the success of the product through reviewing feedback from customers, Web log analysis and on-going usability testing.

Improvements and Additions
 Based on the ideas that were put aside, but not ruled out, during the product development process. Should be structured as a phased development process.

Maintenance and backup
 The product will need to be maintained to fix broken elements that were working at launch, and problems identified by you or by customers while using the site. It is likely that you will need to add new content and correct any mistakes in existing content.

It may be useful to discuss your requirements with potential suppliers...

changes to your initial brief and project plan will have knock affects regarding your initial specifications...

Review process
 Design will be evaluating how well its big ideas work and understanding users better. Implementation will be looking at the successful design ideas to see if they can be implemented. You and you staff will be assessing whether the design ideas reflect the brief and any unanticipated needs and considering costs of implementation and ongoing maintenance. If the concepts don't work the basic scenarios will be revisited. [This text might go in the right hand column.]

Review process
 Design will be evaluating the success of the developed designs, focusing particularly on usability testing. Implementation will be looking in detail at how the design will be coded and the interactors programmed. You and you staff will be reviewing the detail of the design and looking for unanticipated scenarios. If problems are found the design of certain elements will have to be re-addressed.

Beta testing irons out technical problems.

Review process
 Design will looking at what has been implemented to ensure it follows their spec. Implementation will be ensuring that functionality and performance are as specified. You and you staff will have a watching brief for specific problems, but will have less involvement. Other stakeholders should give general and specific feedback from the soft launch. [This text might go in the right hand column.]