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information about
increasing the value and
effectiveness of your
website

BRANDING Web site Development

Discovery Phase

- Convey vision
 - Web site's purpose
 - Core functionality
- Analyze "the plan"
 - Set objectives/goals
 - Define your reference point for "Success"
 - Set your priorities
 - Identify your audience
 - Reset your positioning
 - Get buy-in from stakeholders
 - Determine financial budget
 - Construction
 - Promotion
 - Maintenance
 - Consider hosting environment
- Develop the project outline
 - Rough-out your project plan
 - Establish the "team"
- Explore & discovery
 - Conduct "Competitive Audit"
 - Explore/Assess technological inputs (E) site, check the current elements
 - Legal, trademark issues

Finalize Production Phase

- Finalize development
 - Freeze content changes
 - Finish development of XML/DHTML/Java Scripting
 - Check production of screen graphics
 - Upload to web server for testing for development team
- Implement/Deploy
 - Approve beta site
 - User test beta site
 - Obtain user feedback
 - Refine and correct issues
 - Finalize database connectivity
 - Backup entire site content information
 - Upload all content to "live" site
 - Soft launch/deployment
 - Monitor initial deployment
- Launch promotions/site marketing
 - Promote site launch
 - Add website URL to company materials
 - Submit domain to search engines/optimize

Initialize Site Production Phase

- Initial development & structure
 - Outline site organization and content
 - Define logical relationships
 - Determine static vs. dynamic screens
 - Focus on architecture for security & scalability
- Build prototype & assess usability
 - Determine flow process for transactions
- Prepare content
 - Assign site editor
 - Align content with standards/rules
 - Copyright, trademark, legal issues
- Create visual components
 - Define color palette
 - Create navigational elements
 - Integrate media information
 - Place graphical/text elements
- Develop Database design

Integrity Phase

- Build test cases/plan
 - Accessibility
 - Check page links
 - Check PC v. MAC, I.E. v. Navigator
 - Database functionality
 - Customer support features
- Incorporate data integration
 - Prepare data integration/migration
 - Provide a proofreader