

# PROJECT WORKFLOW

## Discovery

I will Gather all information needed to get a comprehensive idea of project requirements and specifications with my project survey. Then, I will provide an estimate which provides an itemized list of budget requirements for each milestone/task to complete the project according to specifications. On approval, I will draft a proposal covering terms, schedule, features, budget, confidentiality, etc.

## Planning

The quality of a website or other media element is ensured through extensive planning and collaboration with my customers. Planning is the most important phase to my process. I will be auditing existing content, producing new content, researching target market and sales strategies, developing a site structure, conceptualizing design and layout, ensuring usability, naming conventions, and assessing database requirements. To present this vision, I provide deliverables such as wireframes, concept models, user scenarios, user personas, user paths, content outlines, sitemaps, etc.

## Design

After the planning is complete, It's time for the customer to see a design mock up of the front and inside pages to their requested system. I will review site goals, design concepts, and produce a first draft of the design. On approval, I will then produce all other designs required to present all pages and visual elements. I will confirm drafts, flow and functionality with the customer.

## Development

Once the design and other specifications are final and approved, the development process begins which consists of 3 parts - Build, Integration, and customization. The build will consist of the xHTML/CSS front-end template which will then be integrated into an open source or custom back-end system such as a Content Management System (CMS) or E-Commerce system. At this point, any add-on or customized functionality will be developed and integrated into the system to account for every specific need of the client. When ready, the static and dynamic pages will be populated with content.

## Quality Assurance

When the system is complete and ready for user testing, I will then create a Quality Assurance (QA) plan that consists of priorities, team members, tasks, schedule and a final check off list. Depending on the project, I will either have a specialized QA team review the site or do the reviewing myself. All bugs and faults along with last minute changes requested by the client will be fixed and updated according. I will then make a final to the site before handing off the final product to the client.

## Launch

The most exciting moment is the launch of a new website. After a final review of the site with the client, we will then launch the site and make visible to internet users, thus your target market. I will optimize and submit the website to search engines, directories, and social media. I will also setup web analytics and provide my client with access to track visitor trends to the site.

## Maintenance

We will discuss the website direction and future goals. A main focus will be on marketing the site socially and in searches and as a result increase traffic and ROI. I will assess maintenance team capabilities, internal and external, and create a maintenance plan accordingly.