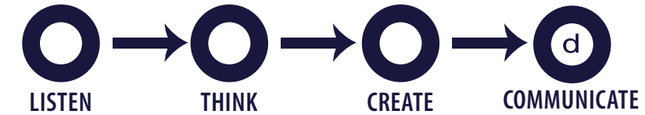

Web Project Life Cycle

1 Evaluation

- Complete Designworks web evaluation form
- Identify existing site successes and failures
- Identify business drivers
- Recognize industry-specific needs
- Recognize company-specific needs
- Establish new site purposes and goals
- Define audience/user profiles
- Define technology constraints (hosting in-house or outsourced?, platform?, security constraints?)
- Identify maintenance resources (dedicated webmaster?)
- Identify content creation resources (internal copywriter(s)?)

2 Assessment

- Establish roles
- Define deliverables
- Complete creative brief
- Set milestones and deadlines
- Create site map – review and revise
- Create data model – review and revise
- Create plan and schedule for content management and site maintenance
- Set up the extranet staging area and assign access

3 Design and Development

- Approve site map
- Perform user task analysis
- Present skeletals to establish navigation and layout – review and revise
- Approve skeletals
- Present 1st round home page designs - review and revise
- Present 1st round sub page designs - review and revise
- Approve home page design
- Approve sub page design

4 Production

- Chop and code layouts
- Build and comment HTML templates
- Establish CSS style sheet
- Integrate any Javascript or DHTML (rollovers, pull-down menus, etc.)
- Integrate any flash, video, or plug-in content
- Aggregate content into templates
- Integrate with existing technology (back-end, forms, intranets, etc.)

5 Testing and QA

- Check links and HTML validation
- Check spelling and page titles
- Check for basic Section 508 compliance
- Check for proper meta content
- Perform browser/platform matrix test
- Perform user testing
- Begin knowledge transfer (HTML templates, style sheets, etc.)

6 Launch

- Upload final files to live server
- Update search engine registration
- Update any pay-per-click links
- Inform partners of any link changes, if necessary

7 Transition

- Complete IT knowledge transfer
- Confirm content management plan and resources
- Conduct follow-up meeting