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Project name		EddieDonovan.com – Web				
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EddieDonovan.com – Front End Web Development Process

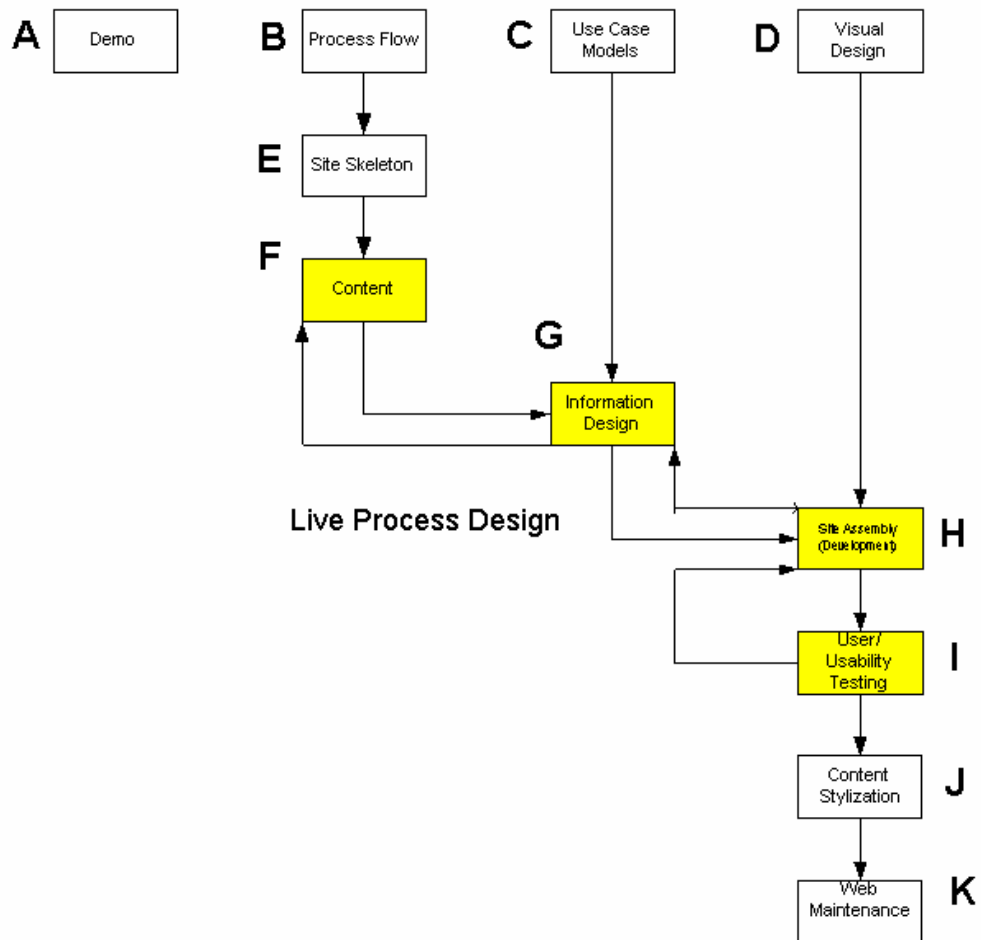
Introduction

EddieDonovan.com needs to adopt a front-end web methodology that will enable it to build high quality on-line services, deliver within very tight/non negotiable deadlines, and leverage a combination of internal and external resources yet to be defined. This short document represents the team's view of the integral components of a single front-end development project.

The list outlines the dependencies between the various stages of development as seen through our group. It is of paramount importance that everybody agrees on a methodology that will enable the various components of any web project to be phased into each other so that they can leverage each other in an integrated fashion. Please refer to the attached visio diagram to for a visual representation of the component dependencies.

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Proposed Front End Web Development Process



A. Demo

The demo can be put together within a few development days at the beginning of a project once the main business requirements for the site have been articulated. The demo usually consists of a rapid emulation of best of breed sites within the business requirements scope of the web project in question. Its main attributes are that of aiding internal marketing for the launch as well as providing business representatives with a tool for discussion and business functionality requirement brainstorming.

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B. Process Flow

The process flow is drafted once circa 80% of the business requirements for the web site have been defined. It looks sometimes like a sitemap and usually starts coming together once the business team has a fairly good idea of the functionality requirements for the on-line service. It provides a macro view of the web site, defines the number of different pages, prioritizes the importance of the pages within the navigation scheme, and is usually equipped with a content outline for each page.

C. Use Case Models

Use case models are helpful in defining the behavior and modeling (structure) of the web site prior construction from a business requirements standpoint. Use case modeling is then carried out post construction for subsequent phased deliverables.

D. Visual Design

The visual design process usually consists of delivering three distinct web design concepts. The design concepts are explained through a creative brief outlining the business, stylistic, and logistical factors contributing to the design choice in question. The standard practice is to deliver a range of designs that demonstrate a particular design range progression in agreement with the business teams. Once the information design documentation is delivered the visual design concept of choice is updated to best adapt to the information design structure.

E. Site Skeleton

The site skeleton is usually implemented right after an agreement on the process flow has been reached. The purpose of this exercise is to achieve a basic folder structure for the beta web site. Once this is achieved, developers can scope and test design, navigation, and content concepts. This will result in a general recommendations document on what is technically feasible from a design and functionality point of view. This exercise is very useful in avoiding major technical complications further in the web site assembly process.

F. Content

The first iteration of content in terms of information, images, and/or multimedia must be based on a process flow equipped with content outlines. The content should include major features and allow for a proper information design process. The content will subsequently be refined and further developed post site assembly.

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G. Information Design

Whereby the process flow provides a “macro-view” of the web site, information design strives to provide a detailed “micro-view” blueprint of every page along with its navigational elements on a document level. This involves a visual rendering of the key pages that will constitute development templates during the site assembly. This stage requires having 100% of the business requirements in place, that a process flow be agreed upon, and that an initial set of content be available. Usability/user testing via paper prototypes (storyboarding) will have a strong impact on the information design output. This process is very useful towards addressing major design, functionality, and behavioral issues before the web site assembly process.

H. Site Assembly Development

The web site assembly process begins once the process flow, information design, initial content, and a visual design prototype are ready and agreed upon. The desired result is a working beta version of the web site.

I. User/Usability Testing

User testing is conducted during the design process and after a working beta web site is in existence. The results of these tests are included within the “Live Process Design” so that maximum usability can be ensured.

User testing involves having potential target market users test the web site following different predetermined scenarios. Usability testing involves having potential target market users test the web site under usability criteria standards. The final outcome for these tests are lists of issues and recommendations pertaining to the overall design and functionality of the web site which will be fed back into the design.

Live Process Design

After an initial web site prototype is up and running there will many small changes to content, functionality, and web site structure. These changes are influenced by new information brought in by user/usability testing, new business requirements, and user case models. This is not a process by itself but the dynamic synchronization of all these processes.

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J. Content Stylization

Once content (text) is finalized and adapted to the web site in question it may be necessary for a copywriter to work on the web site to determine the best way to consolidate everything into a consistent writing style adapting to current marketing requirements.

K. Web Updates, Maintenance, and Marketing

Once the web site has gone through a hard launch it will be necessary to implement a web maintenance process to so that the site can be updated with new pages on a daily basis, adapt navigation to new content, create dynamic content, and pursue an aggressive web marketing plan.