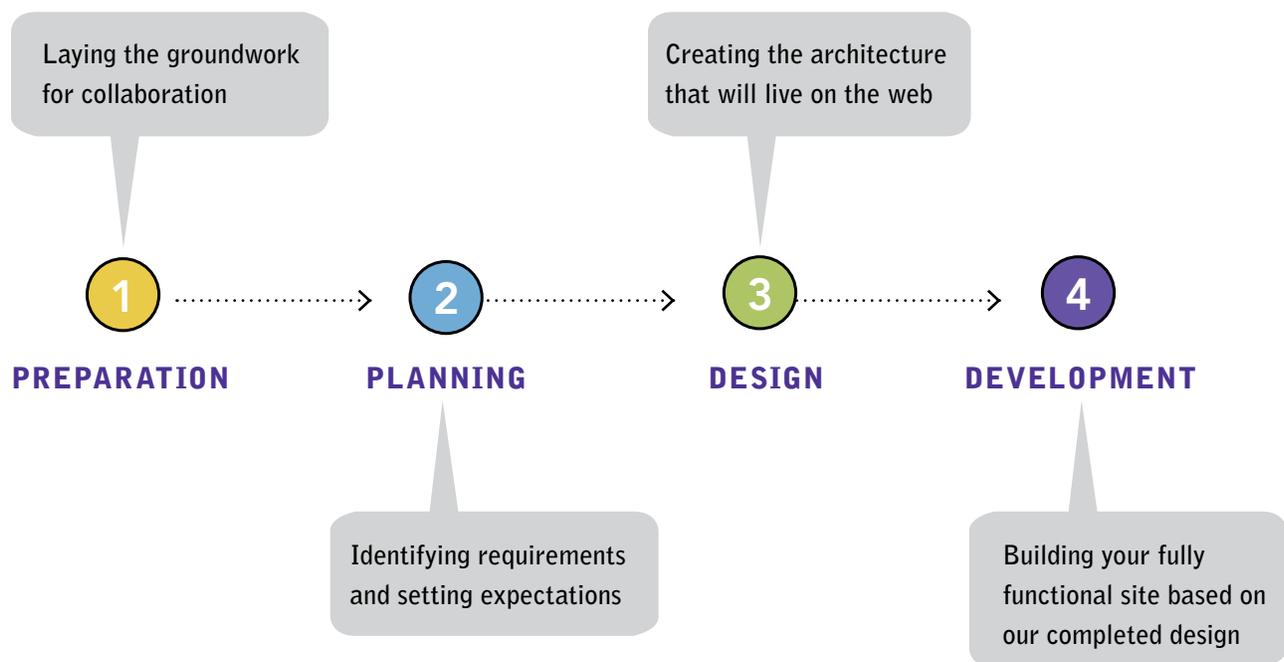


# Web Project Process

## OVERVIEW

Every web project is a close collaboration between Creative Communications specialists and our clients. Your participation ensures that the final product matches your vision as closely as possible. This document explains our process and what we need from you at every step—and also tells you what you can expect from us.

Before we start work, we'll meet with you to prepare our team and yours for what lies ahead. Each web project progresses through four phases: preparation, planning, design, and development. Each phase has its own unique requirements, and this document explains what we do, what we need from you, and how we work together step by step.



# 1

## PREPARATION

Before we can think about what your web site will look like or how it will work, we need to sit down with you to discuss what you want, who you need to reach, and important parameters like time and budget. The more you can tell us, the smoother this process will be—and the better your website will look and work in the long run.

### CHECKLIST



### GOALS:

- Determine fundamental needs and goals of the project
- Create library of sample sites
- Develop initial budget estimate
- Identify project stakeholders
- Approve project based on preliminary estimate

## 2

# PLANNING

Now that we've decided on the scope of the project, it's time to flesh it out so we can bring it to life. Together, we further detail your requirements, determine a site outline, and collect important assets such as images, written content, and databases. We'll also develop a project plan that explains the scope and expectations, as well as a detailed schedule with deliverables and timelines.

TOP NAVIGATION				
Prospective Students	Current Students	Alumni	Corporations and Recruiters	
MAIN NAVIGATION				
<b>Academics</b>	<b>Centers Faculty &amp; Research</b>	<b>Executive Education</b>	<b>About Foster</b>	<b>News &amp; Events</b>
Degree Programs	Centers	Executive Programs	The Dean's Office	News
<i>Undergraduate</i>	<i>Business and Economic Development</i>	<i>Executive Development Program</i>	<i>The Dean's Biography</i>	Event Calendar
<i>MBA</i>	<i>Global Business</i>	<i>Global Strategy and Leadership</i>	<i>About Michael G. Foster</i>	Publications
<i>MPAcc</i>	<i>Entrepreneurship</i>	<i>Pacific Rim Bankers Program</i>	<i>The Dean's Office</i>	Contacts
<i>MSIS</i>	<i>Leadership and Strategic Thinking</i>		<i>Contacts</i>	
<i>PhD</i>				
Certificates	Faculty & Research	Executive Seminars	Campus	
<i>Global Business Program</i>		<i>Finance and Accounting Leadership</i>	<i>Dempsey Hall</i>	
<i>Entrepreneurship</i>		<i>Strategic Communications</i>	<i>PACCAR Hall</i>	
<i>International Studies in Business</i>		International Programs	Foster Mission	
<i>Sales Program</i>		Custom Programs	Fostering Diversity	
<i>Technology Entrepreneurship</i>		Compare Offerings	Publications	
Departments		Contact Us	Rankings	
			Social Media at Foster	

Sub navigation (Tier two)

Detail pages (Tier three)

Main sections (Tier one)

**SAMPLE WEBSITE OUTLINE** We'll work together to create an outline like this that will list pages to build and show how users will navigate between them when the website is live.

## PLANNING CHECKLIST

- You identify pre-existing assets and resources (photos, text, databases)
- We document, prioritize and finalize project needs and goals
- We revise the estimate (if necessary) and develop a work schedule
- You approve the project and provide a department budget number

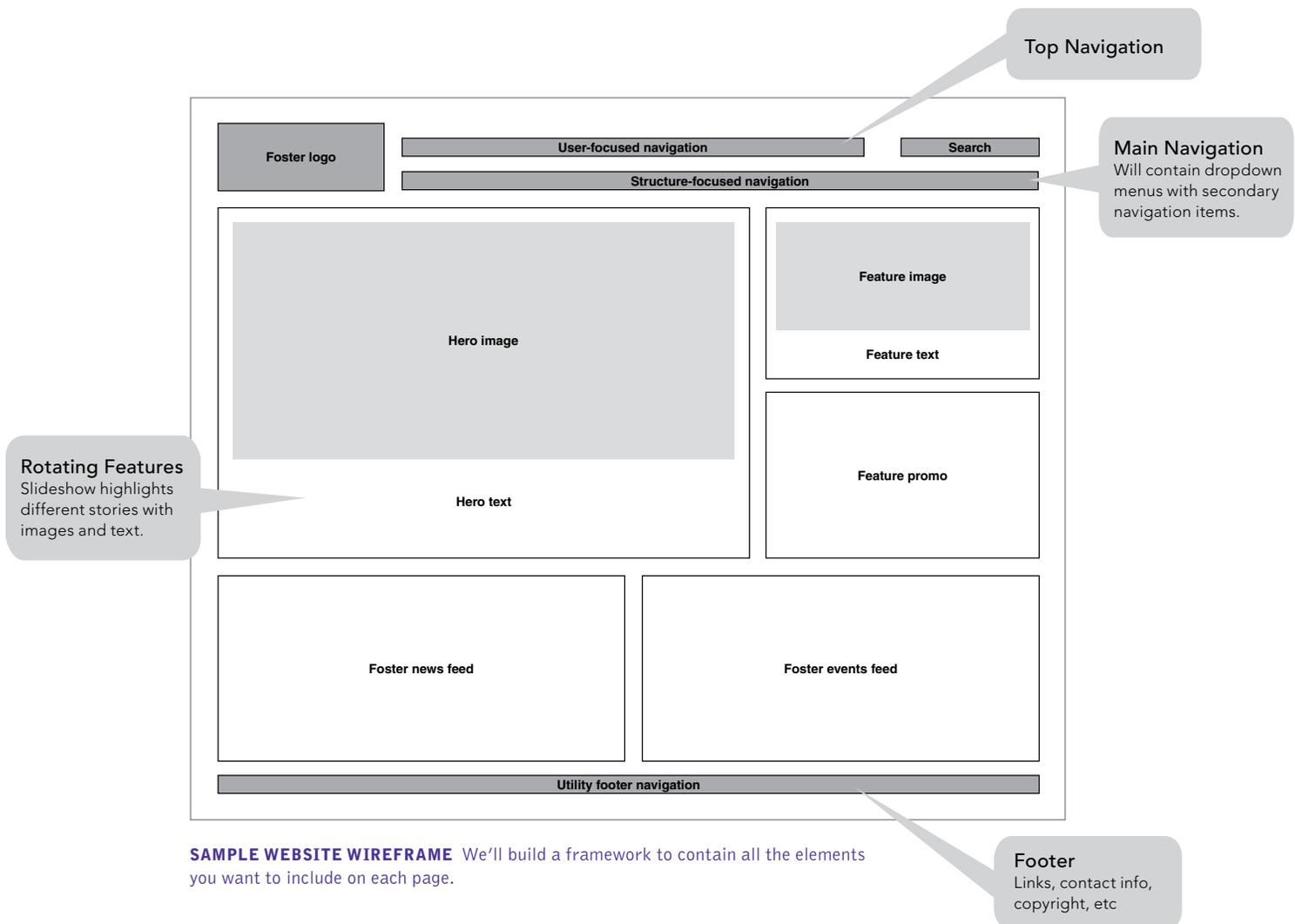
## GOALS

- Finalize needs and goals
- Finalize work schedule and estimate
- Create catalog of project assets and resources
- Create C2 job ticket to track billing

### 3

## DESIGN: WIREFRAMES

At the planning meeting, we'll determine whether or not wireframes will aid site development. If so, the design process starts with the home page wireframe, a collaborative effort which illustrates all the elements that need to appear on the page and how they will function. We may also create wireframes for additional pages that have unique content.



### WIREFRAME CHECKLIST

- You provide final site outline, hierarchy, and desired page elements
- We define page locations for these elements

### GOAL

- Client approval of wireframes

### 3 DESIGN: INTERFACE

Once you approve the wireframes, we begin to design the interface. Using your content, we will create the unique look for the page and all of its elements. After you approve the home page design we will design other pages with unique content. When the general look and feel is approved, we can move into development.

**Rotating Features**  
Slideshow highlights different stories with images and text.

**Top Navigation**

**Main Navigation**  
Will contain dropdown menus with secondary navigation items.

**Footer**  
Links, contact info, copyright, etc

**SAMPLE WEBSITE INTERFACE** We'll design sample web pages using placeholder content so you can evaluate the look and feel of your site.

### INTERFACE CHECKLIST

- You provide final assets used in design like images and written content
- You prioritize the page design order
- We design your site including home page design options, unique sublevel pages and supplemental features
- You solicit approval of final design direction from all stakeholders

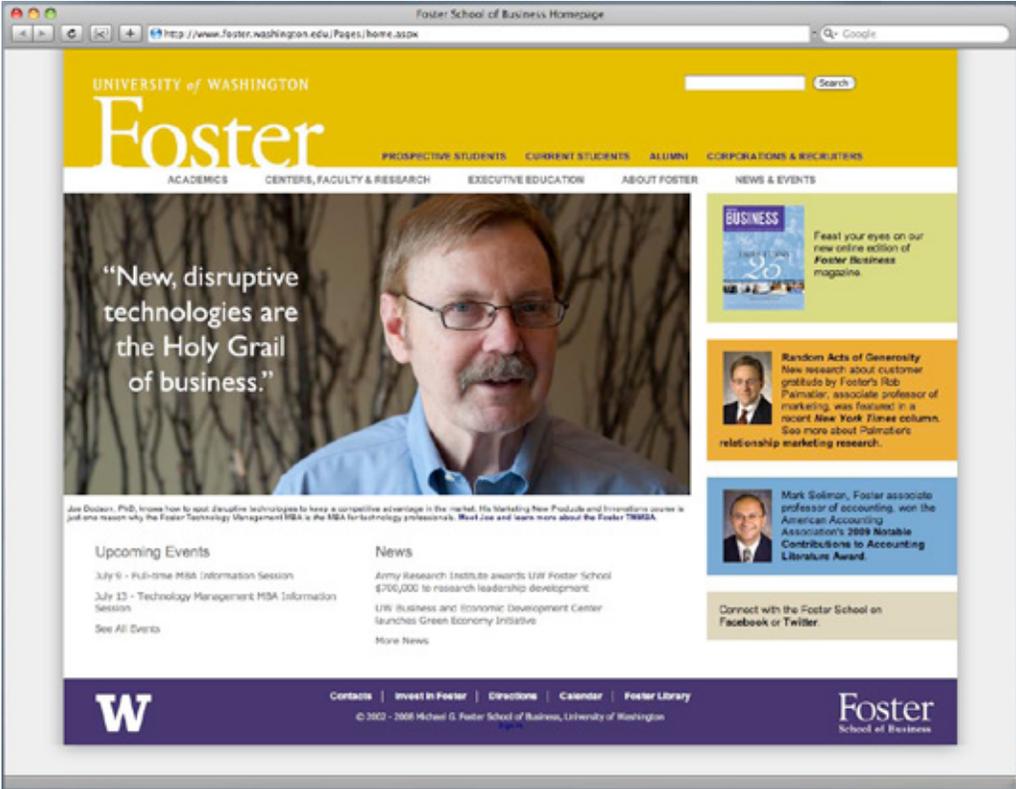
### GOAL

- Create and approve final design

# 4

## DEVELOPMENT

By now, your site has been designed, so we can start to build it into something your audience can visit and use. We'll collaborate to finalize the details for individual site sections and pages. We will import the final content into your site as it is developed and we'll install back-end features like database connectivity and custom apps. At the end of this phase, your new site will be live and ready for visitors.



**SAMPLE FUNCTIONAL SITE PAGE** In the final stage, we'll develop your fully functional website.

### DEVELOPMENT CHECKLIST

- You provide all final content and data
- You review custom tools and features
- We build all static content pages
- We test site functionality
- You assist with testing and provide final feedback and revisions
- We deliver your final site

### GOAL

- Build your site and prepare it for launch