

The Project Development Process

Project Clarification : Why?

Project Brief

- Articulates client's operating environment and objectives, target market and user requirements and technical issues
- Questions to consider:
 - Objectives
 - To what extent is this project part of a larger initiative?
 - What would need to happen for you to consider the site a success?
 - How do you determine how well your current site is performing?
 - Target market/user requirements
 - How do you market your current site?
 - Who are the audiences?
 - How would you describe a typical member of the target audience?
 - Technical requirements
 - What is the technical sophistication level of your audience?
 - Will your site be flat-files (individual HTML) or will the content be driven from a database?
 - Are there minimum technical specifications that the site must adhere to? [For example, UW sites must be fully accessible]
 - Content Requirements
 - What information do you think should always be "top level" accessible?
 - What large content categories do you envision for the site, long-term?
 - What content category(ies) do you think it is feasible to populate Spring Quarter?
 - Creative
 - What brand values do you want to promote?
 - What competitor sites should be analyzed?
 - What editorial voice are you seeking?

Solution Definition: How?

Business Case

- Business proposition
- Detailed statement of customers
- Growth and partnership strategies

Creative Solution

- Look and feel
- Tone and editorial voice
- Names

Technical Solution

- Where is the site to be hosted (University of Washington)
- What technologies will be used (Blogging software? Wiki software? Data visualization software?)
- Testing strategy
- Performance measures
- Code documentation
- Version control

Project Specification: What?

Each project is unique in terms of the detail needed in the project specification. The following contains the main elements of a project specification document. All elements are not required in your final document, as much of this is out-of-scope for the class.

- Version control (document version, date and author)
- Distribution list (who receives this document)
- Contents
- Introduction
- Project objectives
- Success criteria
- Site map
- Functional specification
- Technical specification
- Content plan
- Marketing initiatives
- Testing plan
- Site updates and maintenance
- Critical path
- Budget
- Appendix
 - Credentials
 - Project brief
 - Project resources
 - Design concepts
 - Prototyping
 - Assumptions
 - Glossary of terms
 - Methods
 - Risk management
 - Change control
 - Intellectual property
 - Terms and conditions