



## Web Development Methodology

The following information documents our standard process for a Website development project. Projects are typically segmented into several phases of work.

### Kick Off

(Information provided by client.)

- List of target audiences (Who will visit the site?)
- List of competitors.
- List of internal and external people to interview.
- Assistance with interview scheduling.
- Web site traffic reports (if available).

### Research and Analysis

- Evaluate competitive Websites.
- Conduct interviews with ten key individuals outside the company to gain feedback about existing site and their needs for this new Website.
- Conduct interviews with five key company leaders to get feedback on site needs.
- Locate, gather and analyze existing data on why and how target audiences currently use the Web.
- Analyze current Website traffic.
- Prepare presentation of all information and a summary of key findings.

### Website Requirements Strategy Session

- Present research and analysis findings to Website planning team to spark ideas.
- Facilitate a strategy session with Website planning team to discuss research findings, establish Website objectives and identify requirements. Areas of focus include:
  - Competitive analysis: What do we have to learn from the competition? What mistakes have they made that we can capitalize on? How are we different?
  - Target audience analysis: Segment, analyze and prioritize target audiences and identify their pain points. What are they looking for when they come to the site? How can we help them?

- Internal analysis: key questions include:
  - How should the company and its business units be positioned to the target audiences on the site?
  - Is this one Website or multiple sites built on the same platform that can share content?
  - What URLs will you promote to each audience?
  - What are the commonalities in information and design for all the business units and the corporate area?
  - What are the key differences?
- Site requirement definition:
  - What are the two or three most important audience groups?
  - What are the top three to five features or pieces of information each audience group needs from this site?
  - What are the top three objectives of the new site? How will you measure success?
  - What is the most important piece of information you need to communicate to each audience set?
  - What key features or information could the Website offer that could significantly improve the company's operational efficiency and profitability? Ideas include:
    - Developing new Web-based services
    - Automating time-consuming tasks
    - Answering often-asked questions
    - Identifying new prospective clients
  - In addition to the critical features and information outlined previously, what other key information and functionality must this site deliver?
  - Are there any items that could potentially be included in later phases?

### **Deliver Web Plan**

Based on the information gathered in the strategy session, a Website plan is developed that includes:

- All research findings
- Summary of discussions and conclusions from the strategy session
- Outline of all recommended site content
- Details about all special functionality/features or new applications needed for the Website including requirements and known business rules.
- Technical details and requirements for the site relating to tying into existing computer systems, databases and/or existing Websites.
- Special requirements and/or recommendations for Web hosting.
- Proposed schedule and thoughts about a proposed phased approach.

### **Website Implementation**

- Workshop: Following approval of the Web plan, Vivanti will host an interactive Website workshop that will include:
  - Review of the Web plan to ensure complete understanding of all points in the plan.
  - Exercises and activities to help clarify the visual direction and content tone of the site including brand personality and attributes as well as target audience personality and attributes. (These will be tailored to

- the individual client based on the brand identity information provided to Vivanti within the Web plan document.)
  - Survey and constructive criticism of a selection of Websites spanning several industries for general feedback from the team.
  - Delivery of a draft Website architecture for review and discussion.
- Architecture Refinements:
  - Three to four revisions to the architecture document are completed within the scope of the project.
  - Wireframes may be provided, (depending on their necessity, and the scope and size of the project), that articulate navigation flow as well as various screen layouts as required to envision the accommodation of varying types of content.
- Design:
  - Vivanti will present 2 design options to the client based on the information from the Web Plan and the brand exercises.
  - Each of the two options will consist of three to five key pages within the site to give the client a clear view of the overall design system.
  - Up to three rounds of revisions to these designs are within the scope of the project.
  - After design system approval, the remaining sections and pages within the site will be completed, reviewed and approved by client.
- Content Development:
  - Client will receive a content recommendations document describing the type of information envisioned in each section of the Website. (The client may be very involved in the development of this document or not at all depending on the client preference.)
  - After the content recommendations document is approved, a content requirements spreadsheet is completed that itemizes all needed content throughout the site and will assign a timeframe and responsible party to each.
  - Vivanti works with the client to gather the needed information and writes the content, as necessary.
- HTML/JavaScript/ASP Programming:
  - Completed concurrently with content development and site-wide graphic production.
  - All programming completed on Vivanti development test servers.
  - Development of custom applications and/or special functionality will be completed after the core Website framework is completed (and while content is being placed.) Client will have the opportunity to review and test each application throughout the development process to provide feedback on necessary enhancements. Enhancements to the applications covered within the project scope will be limited to the functionality specified in the Web Plan document.
  - Depending on the complexity of applications or functionality, use cases may be developed as well as feature-specific working prototypes for evaluation and testing.
  - If hosting is to be provided by Vivanti, third-party hosting recommendations/fee structures will be provided one month prior to beta review period.
- Content Management Tool:
  - While certainly not required for site development, Vivanti can incorporate a Web-based Content Management Tool during the programming stage of the project. This tool would enable the client to

make site-wide revisions from a Web browser, including the addition or removal of copy, photos, pages and even modification of the site's navigation.

### **Beta Review**

- Client will have a 2 to 3 week beta review period of the site after programming is 95% completed and the site contains 95% of graphics and content.
- During beta review, Vivanti completes all browser and platform testing as well as any necessary trouble-shooting.
- Vivanti provides complete proof reading of all site content during beta review.
- Client has full access to site during the beta review period and provides content and graphic edits to the site during this time.
- Changes to site functionality requirements made during beta review may not be included within in project scope if they were either not previously approved or not included in the Web plan document.

### **Site Launch**

- After all beta review changes have been made, the client and Vivanti meet for the final launch approval meeting.
- Site launch takes place on a Friday evening to ensure the site is up and functional by the following Monday.
- The launch process includes all coordination with the hosting company, site uploading, testing and troubleshooting.
- Additional content and graphic changes to the site are provided within the scope of the project for two weeks after site launch.
- The client will receive a Website administration training session and full documentation as part of the hand off process at the end of the post-launch grace period. If client chooses to incorporate a Content Management Tool, a 4-hour training session and documentation will be provided as well.