

■ The Lunchbox Collective D.P.I. Process

DEFINE

Analyzing The Industry

- ✦ Researching industry, marketplace, and online community
- ✦ Refining & Conducting Competitive analysis

Determining Overall Project Goals & Project Objectives

- ✦ Distribute Client Surveys (dependant on stakeholders)
- ✦ Determine and State Primary and Secondary Objectives
- ✦ Establish Measurable Goals based upon Objectives

Understanding The Audience

- ✦ Conduct Surveys and/or Interviews to establish an Assumptive Audience
- ✦ Create User Profiles (Personas and Scenarios)
- ✦ Validate Scenarios and Audience with Project Sponsor
- ✦ Recommend and Elicit Viable Solutions to Personas Needs
- ✦ Create Mental Model based upon Scenarios & Primary and Secondary Objectives
- ✦ Create Content Model
- ✦ Assess content availability and content generation options
- ✦ Create Creative and Technical Briefs

PROTOTYPE

Conceptual Site Outline

- ✦ Create Conceptual Site Outline based upon Mental Model
- ✦ Identify which Wireframes will need to be created

Create Defined Information Architecture

- ✦ Create Identified Wireframes
- ✦ Validate User Scenarios against the Site Outline and Homepage Wire-frames with Technologist to establish and prioritize information presentation

Outline Content and Functionality in Table Formatted HTML Prototype

- ✦ Create Table Formatted HTML Prototype
- ✦ Validate HTML Prototype and User Scenarios
- ✦ Solidify and Validate Navigation

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- ✦ Create Content notes and messages within framework - look to assist with content Delivery Plan and Protocols

Facilitate and Present Findings for Client Approval

- ✦ Review all work to date

Content Collection

- ✦ Create and Collect Content utilizing Content Collection Tool
- ✦ Collect Photography
- ✦ Collect Additional Media and or Content

Create Technical Specifications

- ✦ Create Functional & Technical Specification
- ✦ Modify and Create Identified Wire frames to support technical specifications

Visual Design

- ✦ Review User and Technical Goals with Project Sponsors
- ✦ Conduct Imagery Research
- ✦ Develop Initial Comps (Home Page - confirm estimated need)
- ✦ Facilitate Design Review and Postings
- ✦ Graphical Revisions
- ✦ Final Comp Presentation and Approval
- ✦ Create Additional Comps (Interior- confirm estimated need)
- ✦ Facilitate Design Review and Postings
- ✦ Graphical Revisions
- ✦ Interior Comp Presentation and Approval

IMPLEMENT

i - Design

- ✦ Create Cut maps - Home Page and Interior
- ✦ Slicing & Optimizing Graphics as defined in home page and interior cut maps
- ✦ Create Graphic Templates (headers, nav, photos, style sheet)
- ✦ Create HTML Templates
- ✦ Template QA (mechanical & visual) - Template Revisions
- ✦ Final Template Approval by QA
- ✦ Build empty HTML pages - predetermine templates from prototype
- ✦ Client Side Scripting

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- ✦ Provide design resources for Back-End integration
- ✦ Freeze Production and Evaluate All Content
- ✦ Populate text & message
- ✦ Populate photography
- ✦ Populate media content (audio, graphical, etc.)

i - Engineering

- ✦ Develop applications based upon technical / functional specification with defined completion criteria
- ✦ Test applications (Mechanical & Functional)
- ✦ Revise applications
- ✦ Validate applications against completion criteria (Approval)
- ✦ Stage applications and module as defined by staging plan

Quality Assurance Testing

- ✦ Alpha Mechanical, Visual, Functional testing completed
- ✦ Alpha Deviations added to issue log utilizing Feedback Mechanism
- ✦ Alpha Issue Log compiled and reviewed for deltas, enhancements, and exceptions
- ✦ Alpha Issue Log Revisions distributed for implementation
- ✦ Alpha Revisions completed and re-staged for internal review
- ✦ Internal Beta testing conducted according to User Acceptance Test Plan
- ✦ Internal Beta Issue Log compiled and reviewed for deltas, enhancements, and exceptions
- ✦ Internal Beta Revisions distributed for implementation
- ✦ Internal Beta Revisions completed and re-staged for internal review
- ✦ Internal approval granted, with green light to stage site for client User Acceptance Testing
- ✦ External Beta testing conducted according to User Acceptance Test Plan utilizing Feedback Mechanism
- ✦ External Beta Issue Log compiled and reviewed for deltas, enhancements, and exceptions between PM, Project Sponsor, and Client
- ✦ External Beta Revisions distributed for implementation or Change Orders are issued for new functionality
- ✦ External Beta Revisions completed and re-staged for final client review and approval
- ✦ External Approval granted with green light to soft launch site
- ✦ Schedule soft launch and site maintenance training

Prepare and Package Project Files

- ✦ Create Final HTML Style Guide
- ✦ Create Project Completion Package
- ✦ Review and summarize Metrics for success to be included in Project Completion Package
- ✦ Facilitate maintenance training

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- ❖ Create Promotional Plan (during soft launch)
 - Press Release
 - Case Study
- ❖ Schedule Launch and Launch Party

Launching the Site

- ❖ Submission to Search Engines - Search Engine Criterion
- ❖ Deliver Project Completion Package
- ❖ Post Project Review
 - Schedule internal and external post project reviews
 - Facilitate plus/delta regarding overall project
- ❖ Determine future enhancements or continued development

Evaluation

- ❖ Obtain and catalogue User Feedback
- ❖ Monitor Logs, Bandwidth Usage & User Tracking
- ❖ Gather Measurable Results to continue to support Primary and Secondary Objectives